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a GENERAL INSTRUMENT company



**“Do what is right.  
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some people and  
astonish the rest.”\***

Joseph McCaffrey first climbed Capitol Hill for pay in 1944—with mike in hand and glint in eye. He has been covering Congress ever since, doing what is right with bipartisan aplomb, voicing the day's events in such lucid prose that Congressmen listen and watch to find out what happened. The glint has led to so many authoritative broadcasts that McCaf-

frey's quotes sometimes make the Congressional Record look like a Channel 7 program guide.

“I become better informed listening to Joe's programs . . . he is one of the nation's outstanding reporters.”—*Senator Mike Mansfield (D.-Mont.)*

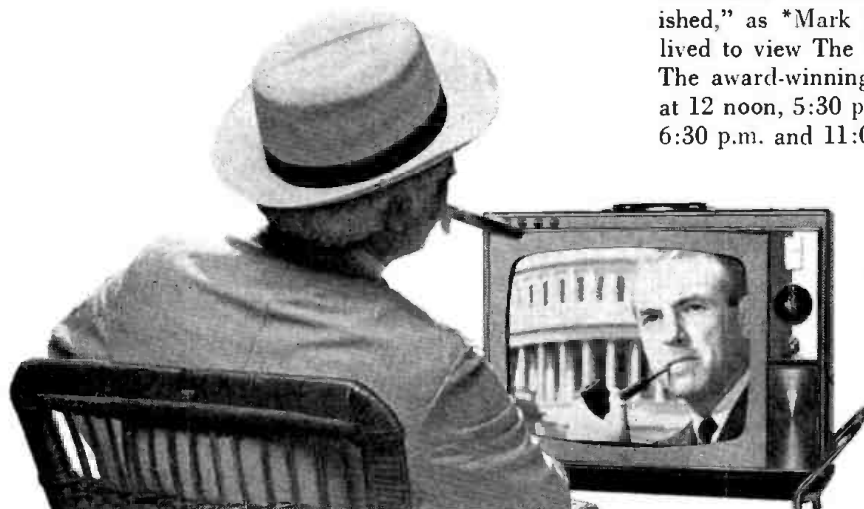
“Highly respected among the citizens of Washington for his integrity and fairness.”—*Representative Carl B. Albert (D.-Okla.)*

“Joe has an inquisitive mind, a great background about what is going on in Washington and around the world.”—*Senator Karl E. Mundt (R.-S. Dak.)*

“Never afraid to call 'em as he sees 'em, but always fair, and that is all any man in public life can ask.”—*Representative Gerald R. Ford (R.-Mich.)*

In a political world of competing clamors, Joe McCaffrey's low-key competence has earned him his substantial audience, which is “pleased or astonished,” as \*Mark Twain would have been had he lived to view The Tube.

The award-winning News 7 is presented weekdays at 12 noon, 5:30 p.m. and 11:00 p.m. Weekends at 6:30 p.m. and 11:00 p.m.



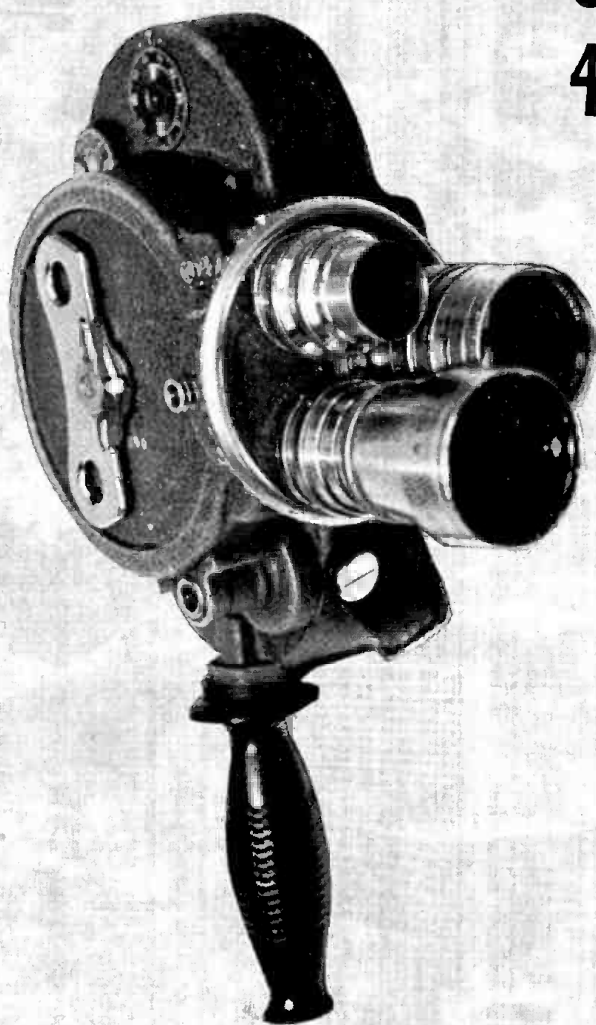
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# AUTHORITATIVE REPORTING CHANNEL 4 NEWS 4 EDITIONS DAILY




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*CLYDE W. REMBERT, President*

Noncommercial broadcasting is in line to get champion on FCC with appointment of H. Rex Lee, now deputy director (in charge of administration) of Agency for International Development. As governor of Samoa before he moved to present job, Mr. Lee supervised installation of model educational-television system now teaching natives. Word late Friday was that President had all but settled on Mr. Lee's appointment to FCC seat that has been vacant since June 30 departure of Lee Loevinger.

*If Mr. Lee is named to FCC, chances are considered good that he would be named chairman if Hubert Humphrey succeeds Mr. Johnson in White House. Mr. Lee is said to have support of Senator Mike Mansfield (D-Mont.), majority leader, and Senator Everett Dirksen (R-Ill.), minority leader, and other influential members of Senate and House. Mr. Lee, Democrat, is 58, native of Idaho, has been in government service most of his life.*

## Next round

Negotiations for new contracts governing radio stations' use of Broadcast Music Inc.'s catalogue are due to get under way in earnest at meeting set for next Monday (Sept. 16). It'll be between BMI group led by President Edward M. Cramer and All-Industry Radio Stations Music License Committee headed by Elliott Sanger, retired WQXR New York executive.

*Since music-license negotiations are never quick or easy and current BMI radio licenses expire at end of this month, BMI plans to offer two-month extension, through Nov. 30, in letters to stations this week. Stations will have already heard from Mr. Sanger, who wrote last week telling them of upcoming extension offer, reporting that BMI indicated some time ago it thought it deserved increase in radio music rates and recommending they accept license extension while talks proceed.*

## Heavy artillery

Active intercession by Vice President Hubert H. Humphrey to suspend equal-time law and permit televised presidential-candidate debates is being undertaken in advance of House Commerce Committee consideration, set for Wednesday (Sept. 11) (see page 51). Strong public statement was understood to be in preparation late

Friday (Sept. 6), too late for week-end release. Meanwhile, staff members were citing older letter from Vice President to Hill leadership stating support.

*In addition, Mr. Humphrey is privately reported ready to get on phone to bulky House Commerce Committee members urging favorable vote on Senate-passed Section-315 suspension resolution. Representative Lionel Van Deerlin (D-Calif.), spearheading drive to suspend 315, says some reluctant committee members have indicated to him that without personal and individual word from Vice President, suspension—and debates—will go down drain. Mr. Van Deerlin believes even with Mr. Humphrey's help, outlook for measure is iffy. Committee Chairman Harley O. Staggers (D-W. Va.) is reported "violently opposed."*

## Condensed coverage

ABC-TV's introduction of 90-minute summaries as substitute for gavel-to-gavel coverage of this year's political conventions apparently is being cited as exhibit-A by those affiliates of other networks that have long argued that wall-to-wall coverage of big events is rarely journalistically justified. In private, at least, number of these critics seems to be growing. One close to situation said last week: "There's no doubt that many stations consider the ABC approach a big advance."

## Back to the Hilton

In reaction to demonstrations and police response during Democratic convention, number of members have urged National Association of Broadcasters to quit holding its conventions in Chicago—but there'll be no change in sites. NAB officials are pointing out that 1969 convention is already ticketed for Washington and that there's no real reason to avoid Chicago for meeting after that. Conrad Hilton hotel, which was in center of action two weeks ago, is where NAB traditionally meets.

## Way out

Will Florida TV's on channel 9 in Orlando and channel 12 in Jacksonville go dark, now that federal appeals

court has told FCC to take them from present operators (see page 65)? Odds are they won't. It's presumed that FCC will try to work out consortium of rival applicants, including present operators, who are contesting for facilities.

*Both WFTV(TV) Orlando and WFGA-TV Jacksonville have been run on interim basis by original operators whose grants were called back, at command of appellate court, after FCC had investigated charges of ex parte contacts in original proceedings. Court last week said rival applicants for same facilities should be allowed to join in interim operation until final resolution of comparative hearings.*

## Huntley commentary

Despite lengthy go-round on subject last week, FCC was unable to dispose of conflict-of-interest charge that Representative Neal Smith (D-Iowa) has leveled at NBC's Chet Huntley. But indications are commission will tell NBC that public should have been informed of Mr. Huntley's outside interest in cattle-raising in connection with his commentaries on meat industry. Commission is expected to ask network what procedures it follows to keep track of outside interest of employees and to prevent conflict-of-interest situations from developing.

*Commission, reportedly, is also prepared to tell Representative Smith and Senator Philip H. Hart (D-Mich.) that Huntley case does not point up need for new procedures; present ones are adequate, commission feels, to guard against conflict-of-interest matters. Senator Hart had suggested that broadcast newsmen be required to file annual disclosures of financial interest.*

## Pride of authorship

FCC Commissioners Nicholas Johnson and Kenneth Cox are trying to breathe new life into their massive indictment of Oklahoma broadcasting and of FCC's license-renewal policies (BROADCASTING, June 3, et seq.). They're bugging commission to get their work printed at government expense for wide distribution. So far no luck. In report Messrs. Johnson and Cox said concept of local programming was myth and FCC's procedures were sham.



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Salt Lake City, Sacramento, Nashville, Fresno,  
Albany, Cincinnati, Denver, Indianapolis, Jacksonville,  
Memphis, Milwaukee, Oklahoma City, Providence,  
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**WAYS . . . the one to buy to  
reach this market of two million  
North and South Carolinians.**

**WAYS reaches a whopping 479,000 weekly  
cumulative – 81% more than the No. 2 station. WAYS  
reaches more adult men (64% more than the  
No. 2 station) as well as more adult women.  
WAYS reaches 50% more drive time adults than  
the No. 2 station . . . in fact, nearly as many drive  
time adults as the next 2 Charlotte stations.\***

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than any Carolina station.**

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\*Audience data based on ARB estimates, April-May  
1968, subject to qualifications which WAYS Radio will  
supply on request.

# WEEK IN BRIEF

Staff report of President's Task Force on Telecommunications Policy suggests no changes in existing structure of commercial TV-radio, views CATV as best answer for program diversity, more local originations. See . . .

## AIR PLUS CABLE . . . 27

Detroit automakers are having one of their best sales years, expect trend to continue for 1969—signal that their spending for TV-radio advertising will continue at high pace. See . . .

## DETROIT AD BONANZA . . . 30

Political Washington turns from partisan wars to focus attack on corner foes—for news media, particularly network TV, and its coverage of Democratic convention—while broadcasters seek probes into harassment. See . . .

## POST-CONVENTION UPROAR . . . 44

Group owner Metromedia offers Chicago Mayor Richard Daley prime-time hour after mayor and three networks fail to reach common ground over his request for televised version of what happened at Democratic convention. See . . .

## DALEY ACCEPTS OFFER . . . 53

FCC proposes rulemaking that would require hearings for CP sellers who arrange to retain interest in station not yet on the air that can be disposed of later at a profit, allow assignors "reasonable" payment. See . . .

## CRACKDOWN ON CP'S . . . 57

FCC is expected to say no to ABC's plea for protection against affiliate raids by other networks, but says it won't support incentive-compensation, revives old chestnut making public network-affiliation contracts. See . . .

## NO AFFILIATE PROTECTION . . . 61

C. E. Hooper Inc., announces plans to measure only prime-time network TV programming in 1968-69 season using telephone coincidentals and providing people as well as household ratings with its Hooper Television Index. See . . .

## HOOPER'S START . . . 64

Federal appellate court says FCC erred in interim grants for Orlando, Jacksonville, Fla., by giving authorization to one applicant while denying competing applicants. See . . .

## FLA. TV CASES BACK . . . 65

Expected new staff alignment as result of NBC's Adams retirement finds Thomas Ervin, George Fuchs as executive VP's, Aaron Rubin as chairman of new president's council concerned with long-range planning. See . . .

## NBC SHUFFLE . . . 66

FCC stuns House Commerce Committee with commission intention to consider pay-TV matter before end of this year, cites issues as 13-year-old business, an "important question" that cannot be further delayed. See . . .

## FCC WANTS ACTION . . . 67

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## Broadcasting

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Only Edward Petry and Company can call themselves the new representatives for KWK - St. Louis.



## Moss supports probe of TV's influence

Senate Commerce Committee member Frank E. Moss (D-Utah) added impetus Friday (Sept. 6) to plans being laid for wide-ranging hearings on television and its impact on opinions and events.

Hearing, to be run by Communications Subcommittee Chairman John O. Pastore (D-R.I.), is expected to focus on broadcaster responsibilities in general (see page 44), but details are still being roughed in and no dates had been set as of late Friday.

Senator Moss specifically wants committee to initiate "thorough and exhaustive study of entire question of television influence on presidential election procedures." Committee should consider, Senator Moss said, hiring independent research foundation to investigate problem.

Senator noted dissatisfaction on both sides with coverage and coverage problems at Chicago, but says his concern is not only conventions but primaries, equal-time laws, high cost of television time as component of campaign costs, and predictions of winners on election-day coverage.

## NBC hidden mikes laid to 'overeager' employees

NBC said Friday (Sept. 6) that apparently "overzealous and overeager employees" of network placed microphones in room of platform committee during Democratic National Convention in Chicago.

Microphones were found hidden during closed sessions of committee by Chairman, Representative Hale Boggs (D-La.).

NBC, in telegram to Mr. Boggs, said it has gained "additional information" concerning placing "of an NBC microphone."

Release of telegram brought piqued response from Mr. Boggs, and first public statement that microphone's cable had been traced "directly to recording facilities of NBC in same hotel."

In wire to Mr. Boggs signed by Reuven Frank, president, NBC News, network said new information was being given to Justice Department, conducting probe of incident. NBC says it intends to take "stern disciplinary

action against any personnel who acted improperly."

Response by Mr. Boggs stressed laws against eavesdropping with electronic devices, said "matter now is for determination by appropriate federal and state law-enforcement agencies." Further, release of telegram by NBC, which came after meeting had been sought with him by network to discuss matter, but before such meeting could be held, he said, came "as a complete surprise to me."

Network said microphones were placed without "authority," that none of material obtained "was used in any way" and that network had not "condoned" nor "encouraged" action.

## Details of Daley show are still unsettled

Offers of free air time continued to flow into office of Chicago Mayor Richard J. Daley late Friday (Sept. 6) as mayor issued detailed white paper defending city's convention handling and citing naivete of news media in coverage of disorders. About two dozen TV stations told mayor they would carry hour rebuttal program (see page 53).

Stations offering time Friday were in addition to Metromedia group and WGN Continental Broadcasting Co. Trio (WGN-TV Chicago, KDAL-TV Duluth and KWGN-TV Denver) whose offers had been accepted by Mayor Daley Thursday after he turned down ABC-TV response, last of three major networks to refuse him time on his own basis. Mayor's news chief Friday afternoon said he thought station list once it was counted might hit total of 50 outlets but accurate count as of late Friday had not been made and more conservative estimate of "two dozen" was mentioned.

Daley team also was considering radio offers from Mutual and unknown number of individual radio station offers. Date and time for Metromedia program was not expected to be set until early this week but it was expected it would be documentary films and commentary edited on video tape. Full hour show could be spotted next Sunday or Monday evening in prime time, insiders discussed tentatively.

Mayor Daley's white paper noted that "as is so often the case, the trusting, the innocent and the idealist were taken in and taken over. The news media too responded with surprising naivete and were incredibly misled. Indeed, any suc-

cess the revolutionaries achieved in their ultimate objective of fomenting hatred and ridicule among citizenry against the authorities was in large part attributable to the almost totally sympathetic coverage extended by reporters to the revolutionary leaders and, more understandably, to the attractive idealistic but unwary young people who unwittingly lent them assistance and camouflage."

## Broadcast Bureau would pull McIntire licenses

FCC's Broadcast Bureau has recommended death penalty for WXUR-AM-FM Media, Pa., stations owned by seminary headed by Dr. Carl McIntire.

Bureau says stations were used as platform for views of Dr. McIntire and other conservative commentators, that contrasting views were ignored and that no effort was made to determine or serve needs of community.

Bureau also says programming on stations was "divisive force" in community, in that those differing from views espoused on air were "disparaged and vilified," Negroes and Jews "were constantly ridiculed and castigated," it adds.

Bureau expressed views in proposed findings of fact and conclusions filed late Thursday (Sept. 5) in hearing on renewal applications of Brandywine-Main Line Radio Inc. for WXUR-AM-FM. Licensee, owned by Faith Theological Seminary, will file reply at later date to Bureau's recommendations.

Stations have been embroiled in controversy since Faith applied for transfer of stations in 1964. Civic, religious and labor groups in area opposed transfer, citing Dr. McIntire's leadership of seminary. They said Dr. McIntire, whose *20th Century Reformation Hour* is reportedly carried by some 600 stations, is "intemperate" and would be divisive influence in community. However, large number of area residents supported transfer.

In recommending denial of renewals, Bureau said that, in order to obtain control of stations, Faith Seminary "misrepresented" to commission its programming plans, its intentions to comply with fairness doctrine and to serve community generally, and its intentions to use stations "to serve the private, sectarian, political and fund-raising interests of its principals."

Bureau said that alleged misrepresentations are particularly serious since they "go to the heart" of commission's

## WEEK'S HEADLINERS

**William D. Buckley**, executive broadcast supervisor, J. Walter Thompson. New York resigns. His future plans are not definite. Before joining JWT in 1965, he worked in broadcast field at Norman, Craig & Kummel and at Young and Rubicam. Mr. Buckley's duties at JWT have been divided among **Roger Morrison**, broadcast supervisor for all Ford network buys. **Arnold Chase**, assistant broadcast supervisor for Ford. and **Nathan Rind**, broadcast supervisor on Ford Dealers Association and Ford division radio-TV purchases.

**William D. Shaw** named executive VP of Golden West Broadcasters. Appointment, announced Thursday (Sept. 5) was indicated earlier when Signal Oil Companies initiated agreement to buy 49.9% of GWB (BROADCASTING, Aug. 5). Mr. Shaw also becomes president

of GWB's broadcasting division which includes KMPC and KTLA(TV) both Los Angeles; KSFO San Francisco; KEX Portland, Ore., and KVI Seattle. He will also continue as general manager of KFSO, position he has held since he joined GWB in 1956. **Robert O. Reynolds**, who was president of GWB, is now president of GWB's sports division. Mr. Reynolds continues as president of California baseball Angels and he will look after GWB's interest in Los Angeles Rams football team. He and GWB Board Chairman Gene Autry are VP's of Rams.

**Alice Westbrook** named vice chairman of board in charge of planning. North Advertising, Chicago. **Robert Natkin** named executive VP, creative services succeeding Mrs. Westbrook. Both are charter members of agency.

Mr. Natkin assumes complete charge of all broadcast production.

**Hugh L. Lucas**, associate media director. Campbell-Ewald Co., Detroit. named senior VP. Mr. Lucas is responsible for TV planning, programing and talent selection at agency.

**William E. Chambers Jr.**, chairman of executive committee and general manager of New York office, Foote, Cone & Belding Inc., has resigned. **Charles S. Winston Jr.**, FC&B president, replaces Mr. Chambers as New York general manager and continues as president. He will move to New York from Chicago. Mr. Chambers joined FC&B in 1956 as VP, account supervisor, became general manager and was elected to board in 1962, executive VP in 1963 and chairman of executive committee this year.

For other personnel changes of the week see FATES & FORTUNES

concern when transfer application was under consideration. Commission, in approving transfer application in March 1965, noted it was relying on seminary's "specific representations . . . indicating awareness of a licensee's responsibility."

One issue of concern to commission was whether stations would make facilities available to all religious faiths. And bureau said record of hearing demonstrates that Faith Seminary did not live up to promise to "make good faith effort" to provide "a balance of religious programing."

Bureau also said licensee did not, as it promised, provide equal opportunity for airing of opposing views on controversial public issues. "The programing which the applicant instituted immediately after the acquisition of the stations were programs of commentators who had the same or similar views to Dr. McIntire's . . . and provided no opportunity for the airing of contrasting viewpoints," bureau said.

### Senate OK's CPB money

Senate late Friday (Sept. 6) passed appropriations bill containing first federal funds for Corp. for Public Broadcasting. Senate voted \$6 million (of \$9 million authorized) for CPB. Bill also contains replenishing funds for Health, Education and Welfare ETV facilities-grants program (\$4 million). CPB money faces conference-committee and House floor approval. House appropriations bill contained no funds for CPB because of snag in authorization at time bill passed House.

## Cox, Johnson have another say on WLBT

FCC Commissioners Kenneth A. Cox and Nicholas Johnson have fired back at commission majority in third round of WLBT(TV) Jackson, Miss., case.

Two commissioners published 19-page "appendix" dealing with disputed factual issues in continuing controversy over commission's 5-to-2 decision to renew license of Jackson station.

Appendix contains two commissioners' response to specific majority assertion as to how they allegedly distorted or misrepresented record in dissenting statement they issued at time renewal was granted, on June 28 (BROADCASTING, July 1). Majority's assertions were contained in "further statement" on case, published on July 15.

Hearing on renewal was forced by United Church of Christ and Jackson area Negro leaders, who accused station of discriminating against Negroes in programing and of violating fairness doctrine. Commission held that record does not show WLBT to have violated commission's or public's trust.

In their appendix, as in original dissent, Commissioners Cox and Johnson bore down on commission's assertion that intervenors' accusations cannot substitute for proof in determining station's failure to operate in public interest.

"Sworn testimony is not, as the further statement appears to presume, the

equivalent only of a 'charge' or 'allegation' in a complaint," they said. "Unrebutted, such testimony ordinarily should be dispositive of the issue."

## WAIT goes to court on clear-channel rules

Challenge to FCC's clear-channel rules on First Amendment grounds has been filed in federal court in Washington by WAIT Chicago, limited-time station, which is being represented by Arthur J. Goldberg, former U.S. ambassador to U.N., Supreme Court justice and Secretary of Labor. Associated with Mr. Goldberg, now in private practice in New York, is Harry Kalvan, University of Chicago law professor, authority on constitutional law.

WAIT last year asked FCC for permission to operate after sundown in Chicago with directional antenna to protect clear-channel stations WFAA Dallas and WBAP Fort Worth which share that Class 1-A frequency. Commission declined to accept application, saying it conflicted with clear-channel rules. WAIT asked for oral argument on that, but FCC refused.

## Burnett gets chicken

Kentucky Fried Chicken, Nashville, moves account to Leo Burnett Co., Chicago, from Noble-Drury Associates, Nashville. Burnett will handle firm in U. S. and internationally. Estimated 1969 billings: \$14 million.





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<b>CLEVELAND</b> WJW	<b>DETROIT</b> WJBK	<b>TOLEDO</b> WSPD	<b>CLEVELAND</b> WCJW (FM)	<b>BOSTON</b> WSBK-TV	<b>PHILADELPHIA</b> WIBG	<b>LOS ANGELES</b> KGBS



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## DATEBOOK

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

■Indicates first or revised listing.

Sept. 8-13—Acoustics and Noise Control Seminar sponsored by The Pennsylvania State University College of Engineering, University Park, Pa. Information: Howard F. Kingsbury, 101 Engineering A, University Park, 16802. (814) 865-7551.

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Television Society, and Society of Motion Picture and Television Engineers. Registration forms: International Broadcasting Convention, 1968, Savoy Place, Victoria Embankment, London, W. C. 2.

Sept. 10—Meeting of Minnesota Broadcast Technical Society. Minnesota Mining Center, St. Paul.

Sept. 10-11—Legal seminar sponsored by National Cable TV Association. Speakers: Barbara Ringer, assistant register of copyrights, and Sol Schildhouse, FCC chief of CATV Task Force. Hotel America, Washington.

Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Speakers: Abe J. Voron, president, National Association FM Broadcasters; Douglas Anello, NAB general counsel; Robert Alter, executive VP, Radio Advertising Bureau; and W. Theodore Pierston, Washington attorney. Down Towner Motor Inn, New Orleans.

Sept. 12-14—Tenth district American Advertising Federation annual convention. Speakers: Peter W. Allport, president, Association of National Advertisers; H. D. Neuwirth, president, Metro Radio Sales; and Howard Bell, president, AAF. El Tropicano hotel, Austin, Tex.

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

Sept. 15-17—International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators (IATSE) of U.S. and Canada, convention, Kansas City, Mo.

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

Sept. 15-17—Annual meeting Nevada Broadcasters Association. Speaker: NAB counsel Douglas Anello. Sahara Tahoe hotel, Lake Tahoe.

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

Sept. 16-17—Fall convention of eastern and southeastern chapters, National Religious Broadcasters. Speaker: Robert E. Lee, FCC Commissioner. Marriott Twin Bridges motel, Washington.

■Sept. 17—New Hampshire Association of Broadcasters annual meeting, New Hampshire Highway hotel, Concord, N.H. Speakers: Governor John W. King; William L. Walker, director of broadcast management, National Association of Broadcasters.

Sept. 17—Annual advertising conference sponsored by Premium Advertising Associ-

### RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House, San Francisco.

ation of America. Navy Pier, Chicago.

Sept. 17-18—Board and general membership meeting. All-Channel TV Society (ACTS). New York.

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television Society. Speaker: Rosel Hyde, FCC chairman, Waldorf-Astoria hotel, New York.

Sept. 18-20—Meeting of Tennessee Association of Broadcasters. Speaker: Elmer Lower, VP, ABC News, Ramada Inn, Nashville.

Sept. 19—Public relations luncheon-symposium sponsored by Wagner International Photos. James C. Hagerty, ABC VP, corporate relations, is moderator. Panel includes Tom Dunn of CBS News, John Nebel of WNBC New York, Harrison Salisbury, assistant managing editor of the New York Times, Robert Shanks, producer of Merv Griffin Show, and Barbara Walters of NBC-TV's Today Show. Waldorf-Astoria, New York.

Sept. 19—General meeting, Committee for the Development of All-Channel Broadcasting (CAB). Overseas Press Club, New York.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20—Deadline for comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Sept. 20-22 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Sept. 24—Meeting of National Association of Broadcasters Radio Code Board. Berkshire hotel, New York.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates Association convention. New York Hilton. New York.

■Sept. 25-27—Fall conference, Minnesota Broadcasters Association. Speaker: Vincent

For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us \$665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Aud-

imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial.

We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695.

Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.

PROFESSIONAL  
PRODUCTS  
 **CBS LABORATORIES**  
Stamford, Connecticut. A Division of  
Columbia Broadcasting System, Inc.

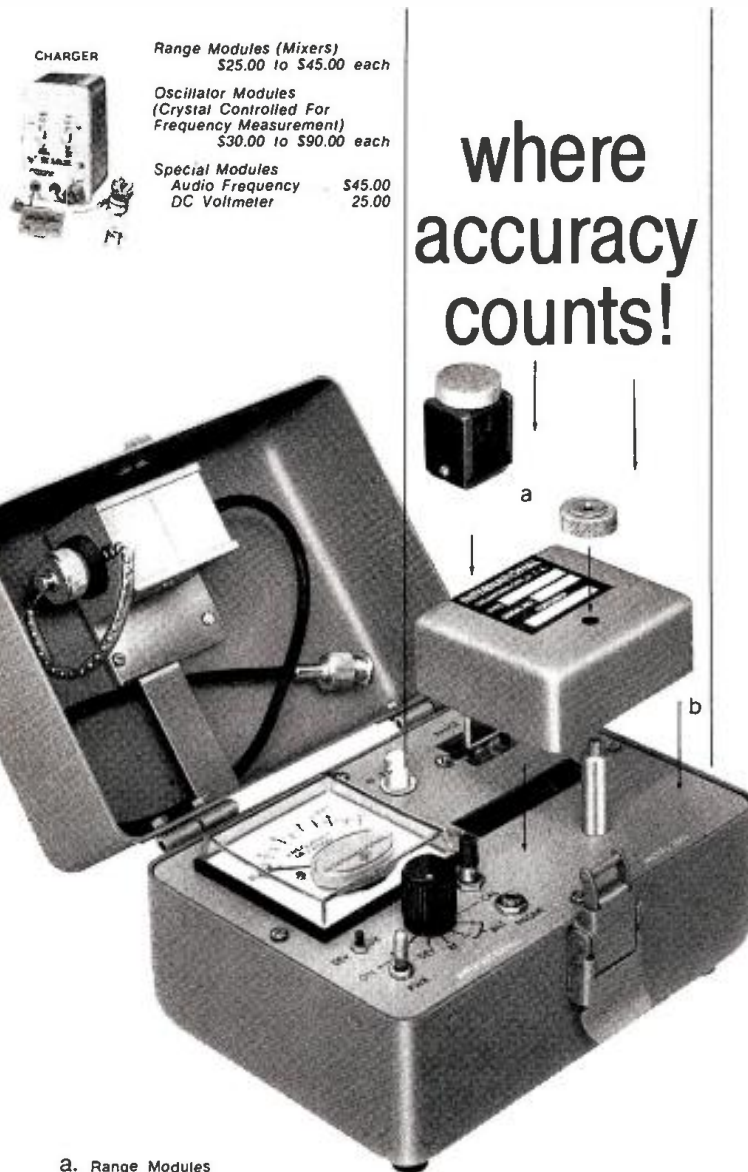
The Model 6000 Modular Frequency Meter will measure frequencies 10 KHz to 600 MHz with .000125% accuracy. Special plug-in modules allow the instrument to be used as an audio frequency meter from 500 Hz to 20 KHz full scale and in addition to be used as a dc voltmeter (10,000 ohms/volt).

The wide variety of plug-in oscillator accessories and range modules makes the Model 6000 adaptable to a number of jobs in the field and in the laboratory. Portable, battery operated with rechargeable batteries.

Model 6000 with 601A charger, less plug-in modules.....\$195.00

## INTERNATIONAL MODEL 6000 FREQUENCY METER

measures frequencies 10 khz to 600 mhz with accuracy as close as .000125%



- CHARGER**
- Range Modules (Mixers)  
\$25.00 to \$45.00 each
- Oscillator Modules  
(Crystal Controlled For  
Frequency Measurement)  
\$30.00 to \$90.00 each
- Special Modules  
Audio Frequency \$45.00  
DC Voltmeter 25.00

where  
accuracy  
counts!

- a. Range Modules  
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**CRYSTAL MFG. CO., INC.**  
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### NAB FALL CONFERENCES

- Oct. 17-18—New York Hilton, New York.
- Oct. 21-22 — Ambassador hotel, Los Angeles.
- Oct. 24-25—Denver Hilton, Denver.
- Nov. 11-12—Sheraton Gibson, Cincinnati.
- Nov. 14-15—Dallas Hilton, Dallas.
- Nov 18-19—Atlanta Marriott, Atlanta.

Wasilewski, president NAB. Hotel Leamington, Minneapolis.

Sept. 27-28—Annual fall meeting of New York State Cable Television Association, Castle Inn motel, Olean. Speaker: FCC Commissioner Robert E. Lee.

Sept. 27-29 — Western area conference, American Women in Radio and Television. Sheraton-Portland, Portland, Ore.

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

Sept. 29-Oct. 2—Pacific Northwest CATV Association fall meeting. Sheraton-Portland, Portland, Ore.

### OCTOBER

Oct. 2-3 — Annual fall meeting, Pennsylvania Cable Television Association, William Penn hotel, Pittsburgh.

Oct. 3 — Luncheon sponsored by International Radio and Television Society. Speaker: Alvin R. (Pete) Rozelle, commissioner of major professional football, Waldorf-Astoria hotel, New York.

Oct. 4-6—Southern area conference, American Women in Radio and Television.

Oct. 5-6—Fall meeting Illinois News Broadcasters Association. Decatur.

Oct. 5-7—Fall convention of Texas Association of Broadcasters. Inn of Six Flags, Arlington.

■Oct. 6-9 — Western regional convention, American Association of Advertising Agencies. Speakers: Norman Fields, president of Fields and Fields, Chicago; Frank Gromer, director of marketing services, Foote, Cone & Belding Inc., New York; Dr. William Rivers, Stanford University; James Hayes, dean of business school, Duquesne University. El Mirador hotel, Palm Springs, Calif.

Oct. 6-9—Michigan CATV Association convention. Boyne Highlands, Harbor Springs.

Oct. 7-8—Annual fall convention, New Jersey Broadcasters Association. Howard Johnson Motor Lodge, Atlantic City.

Oct. 8—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was July 8.

Oct. 9—Deadline for reply comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

■Oct. 10—Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.

Oct. 10-11 — Annual convention Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

■Oct. 11-12—First annual meeting, Tennessee Cable Television Association. Speaker: Harry Daly, Washington attorney. River Terrace, Gatlinburg.

Oct. 11-13 — Northeast area conference, American Women in Radio and Television. Jug End, Egremont, Mass.

■Indicates first or revised listing.



# Now!

## A new opportunity to reach a most important market... The Working Woman!



**June Thorne**  
**"The Women's Journal"**

Saturdays — 1:00 to 1:30 PM, IN COLOR!

Now — WMAR-TV presents a brand new women's service program designed to complement that long-time favorite "The Woman's Angle." "The Women's Journal" reaches working women . . . the women who do not have the opportunity to view weekday television. June Thorne offers a Saturday session on home management . . . interesting guests . . . covers all the "how to's" . . . and alerts the working gals to what's going on in the community. Today . . . there are 30 million women who hold down jobs. Roughly, half of these women are housewives and most of these housewives have children under 18 years of age.

If your product or service is of interest to women who work . . . the women who are business-oriented . . . the women who have added income . . . and who spend it . . . then "The Women's Journal" is the perfect sales vehicle for you. Schedule your spots NOW! Contact Tony Lang, WMAR-TV. Phone: 301-377-2222.

*In Maryland*

*Most People Watch* **COLOR-FULL**

**WMAR-TV** 

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

# M&H

## Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

# M&H

**McHUGH AND HOFFMAN, INC.**

Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9200

Oct. 12—Fall conference, Florida Association of Broadcasters. Runaway Bay hotel and club, Runaway Bay, Jamaica.

■Oct. 12-20—Eighteenth cine-meeting, International Film, TV film and Documentary Market (MIFED). Information: MIFED, Largo Domodossola 1, Milan, Italy.

■Oct. 13-15—Annual convention, North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

Oct. 14-15—Third annual management seminar sponsored by TV Stations Inc. New York Hilton, New York.

Oct. 14-18—11th annual International Film & TV Festival of New York. Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

Oct. 17-19 — 43rd birthday celebration, Grand Ole Opry. Municipal Auditorium. Information: Lynn Orr, WSM, Box 100, Nashville.

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

Oct. 18-20—West Central area conference, American Women in Radio and Television. Midtown Motor Inn, Des Moines, Iowa.

■Oct. 21—Deadline for filing reply comments policy on trafficking in station construction on FCC's proposed rulemaking to codify permits and to require hearings in questionable cases.

Oct. 22 — Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class TV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Oct. 22-23—First state conference on telecommunications sponsored by Michigan state board of education. Lansing civic center, Lansing.

Oct. 22-23—Broadcast executive sales conference sponsored by Tennessee Association of Broadcasters and University of Tennessee School of Journalism. University Center, Knoxville.

Oct. 23-25 — Fall convention, Illinois Broadcasters Association. Pheasant Run, St. Charles.

### OPEN MIKE®

#### Memo endorsed

EDITOR: It may interest you to know that I received many letters as a result of my Monday Memo (BROADCASTING, Aug. 19). Some of them are quite interesting, and only a few chided me for overlooking the fact that other formats [besides all-news] would also work quite well.—Martin Solow, president, Solow/Wexton Inc., New York.

#### For Pete's sake

EDITOR: I have no ownership interest in the broadcasting industry, I earn no money from the industry, I don't like commercials, I find most advertising inane, and I like the protest of Foote, Cone & Belding's Peter Bardach against the five-minute political broadcast being classified as 1:15 minutes of commercial time (BROADCASTING, Aug. 19). I think Mr. Bardach is appropriately concerned. . . .

I can take 30 seconds or one minute of antismoking ads in good spirits since

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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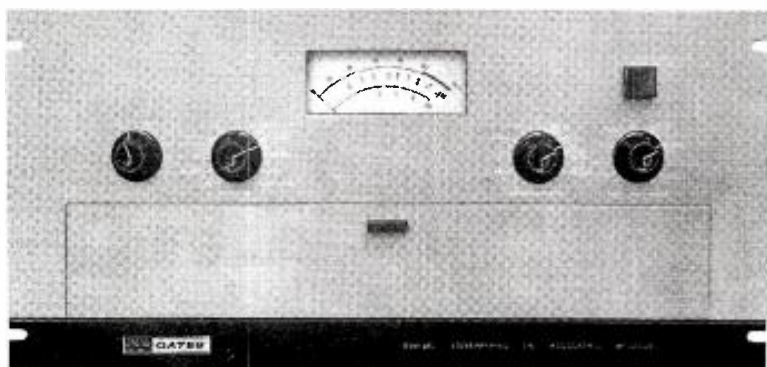
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# NOW GATES MONITORS GATES

Three new solid-state FM monitors from Gates . . . supplier of the most complete line of FM broadcast equipment from a single-source manufacturer. From microphone to antenna, and everything in-between.

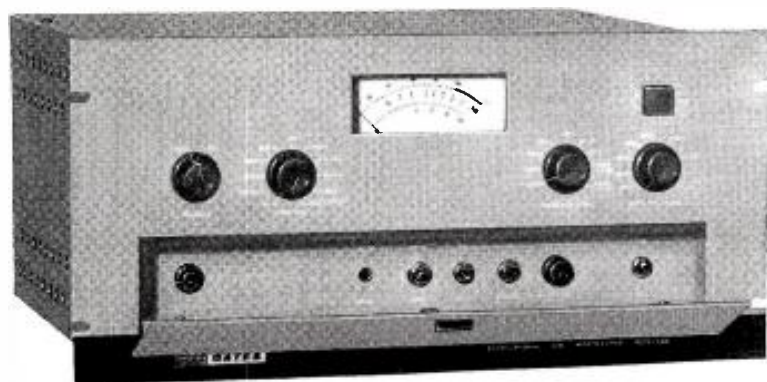
Advanced modular design of our monaural monitor permits conversion for stereo, a bonus feature for monaural users. Space program integrated circuits add to Gates reliability. And, of course, they can be used to monitor whatever brand of FM transmitting equipment you have.

Available from stock, our new solid-state FM monitors are fully FCC approved and thoroughly field tested. So check with Gates first – your single source for all FM broadcast equipment.



### **GTM-88S FM Stereo Modulation Monitor**

Integrated circuits for greater dependability. Full provision for adding SCA adapter. All controls accessible from front panel. Silicon solid-state circuitry.



### **GTM-88M FM Monaural Modulation Monitor**

Convertible to stereo-operation. Provision for adapting to SCA operation. Integrated circuits for highest reliability. All controls accessible from front panel. Silicon solid-state circuitry.

### **GTM-88F FM Frequency Monitor**

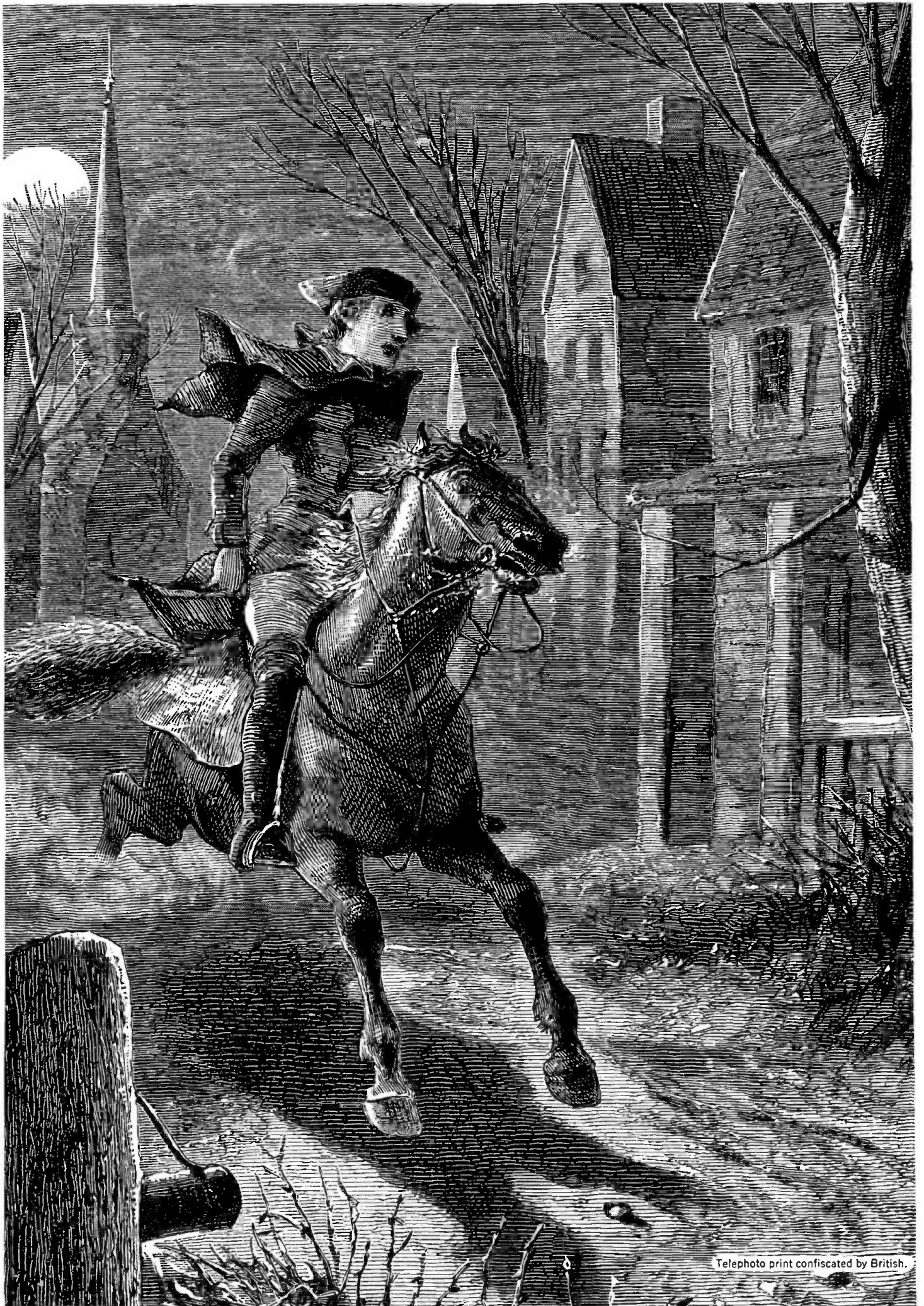
Wide-band pulse counting detector. No tuned circuits in pulse detector. All controls on front panel. Fully temperature compensated. Silicon solid-state circuitry.



## **GATES**

GATES RADIO COMPANY  
QUINCY, ILLINOIS 62301, U.S.A.  
A subsidiary of Harris-Intertype Corporation





097UPR

MORE FIFTH AUDIO ROUNDUP

88. :42 V-BOSTON (STAN BERENS) "MINUTEMEN" SURPRISED BRITISH TROOPS IN FIRST FIGHTING OF REBELLION.

89. :50 V/A-LEXINGTON (BERENS /W BRITISH SGT. W.L.D. PEARSON) DESCRIBES "MINUTEMEN" SNIPERS HARASSING BRITISH TROOPS.  
(X X X OUT AND FIGHT.)

90. :30 A-LEXINGTON (SILVERSMITH PAUL REVERE) DESCRIBES RIDE THROUGH THE NIGHT TO ALERT MINUTEMEN (X X X X SADDLE SORE)

91. :45 A-LEXINGTON (REVERE) DESCRIBES DAY'S FIGHTING  
(X X X BLOODY GODD WHIPPING)

FK 4/19 5:50PCS

098UPR

BROADCAST SPECIAL

-0-

THAT REBELLION IN THE COLONIES TURNED INTO A WAR TODAY.

RAG-TAG MILITIAMEN AMBUSHED TWO COLUMNS OF BRITISH TROOPS IN MASSACHUSETTS AND TOUCHED OFF THE FIRST MAJOR FIGHTING OF THE SIMMERING REVOLT.

THE BRITISH PULLED BACK TO BOSTON AFTER A DAY-LONG BATTLE AND REPORTED 65 SOLDIERS KILLED, 180 WOUNDED AND 27 MISSING.

THE COLONIST TROOPS---WHO CALL THEMSELVES MINUTEMEN---WERE APPARENTLY ALERTED TO THE BRITISH ADVANCE BY THREE DAREDEVIL COURIERS WHO RODE THROUGH THE NIGHT TO MUSTER THE MILITIA.

MORE THAN THREE-THOUSAND REBELS ANSWERED THE CALL TO BATTLE DURING THE DAY.

HIDING BEHIND TREES AND FENCE WALLS AROUND THE VILLAGE OF LEXINGTON, THE "MINUTEMEN" SNIPERS HARASSED A BRITISH COLUMN SEARCHING FOR ARMS CACHES...THEN OPENED UP ON A ONE-THOUSAND MAN RELIEF FORCE.

BRITISH OFFICERS THREW 18-HUNDRED OF THEIR WELL DISCIPLINED TROOPS INTO THE ACTION, BUT THE RED-COATED SOLDIERS WERE UNABLE TO PIN DOWN THE ENEMY.

THE BRITISH DID ADVANCE ACROSS THE OLD NORTH BRIDGE OVER THE CONCORD RIVER AFTER A STUBBORN BAND OF REBELS RETREATED UNDER HEAVY MUSKET FIRE.

THE BRITISH DISABLED SEVERAL OF THE COLONISTS' CANNON, BUT WERE UNABLE TO FIND ANY OF THE WELL-HIDDEN CACHES OF ARMS AND AMMUNITION.

THE REVOLUTIONARIES CONTINUED A DEADLY SNIPER ATTACK AS THE BRITISH RETREATED 15 MILES TO BOSTON.

THE SURPRISING SHOW BY THE COLONISTS RESULTED FROM SOME GOOD ADVANCE PLANNING AND SOME HARD-RIDING BY THE COURIERS, INCLUDING FIREBRAND PAUL REVERE, A 40-YEAR-OLD SILVERSMITH.

A SPOKESMAN FOR THE "MINUTEMEN" SAID IT HAD BEEN PREARRANGED THAT A SPOTTER WOULD SIGNAL THE ADVANCE OF THE BRITISH FROM THE STEEPLE OF BOSTON'S OLD NORTH CHURCH. ONE LANTERN IF THE BRITISH WERE MOVING BY LAND...TWO IF THEY SET OUT IN BOATS TO CROSS THE CHARLES RIVER.

TWO FRIENDS ROWED REVERE ACROSS THE CHARLES RIVER. THE OARS ON THE ROWBOAT WERE MUFFLED BY A BORROWED PETTICOAT SO THAT BRITISH GUARDS WOULD NOT HEAR THEM.

REVERE RODE A BORROWED HORSE TO LEXINGTON WHERE HE MET 30-YEAR-OLD WILLIAM DAWES, JUNIOR, AND THE TWO MEN BEGAN SPREADING THE WORD.

A THIRD COURIER, 23-YEAR-OLD DR. SAMUEL PRESCOTT, JOINED THE MIDNIGHT RIDE WHEN HE MET THE TWO AS HE RETURNED FROM A CALL ON HIS FIANCEE.

THE THREE HORSEMEN COVERED THE ROADS AND TRAILS AROUND LEXINGTON TO SPREAD THE WORD THAT THE BRITISH WERE COMING.

AND THE "MINUTEMEN" WERE READY.

THE FIRST SHOTS WERE FIRED IN LEXINGTON AND EIGHT COLONISTS WERE MORTALLY WOUNDED...THE FIRST OF 49 KILLED THAT DAY. THE COLONISTS ALSO REPORTED 42 WOUNDED AND FIVE MISSING.

BUT MORE AND MORE OF THE CITIZEN SOLDIERS ARRIVED EACH HOUR...AND BEFORE THE DAY WAS DONE...IT BELONGED TO THE "MINUTEMEN".

FK4/19 6PCS

## The midnight write of UPI

Any hour—day or night—  
wherever news happens—UPI  
rushes to the scene, covers  
the story and sends it out  
as compelling reading.

If you're interested in the  
kind of news coverage that  
has made UPI and UPI  
subscribers famous, signal  
us—one if by land and two  
if by sea. Better yet—call  
or write Wayne Sargent, UPI  
Vice President for Sales.

**UPI** is at the scene

United Press International  
220 East 42nd Street, New York, N.Y. 10017  
212-MU 2-0400





## Betty Feezor will cook your goose.

Not to mention hens. Turkeys. Legs of lamb. Or veal scallopini.


And her cooking, along with other segments of her daily show, has earned her program a number 2 national ranking when compared with all local women's personality programs in the top 25 markets.\*

When Betty cooks, over 60,000 adults peek in the pot. Her 72% share of audience includes 49,600 women. And, as a matter of fact, 11,300 men.\*\*

Just goes to prove that what's good for the goose is good for the gander.

# WBTV CHARLOTTE

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

Represented Nationally by 

\*The audience figures are based on ARB February/March 1968 average quarter-hr. audience (\*1-1:30 pm, M-F). Share of audience based on total persons viewing Charlotte stations. They are estimates only and are subject to the qualifications set forth in the survey report.

no one in my family smokes and the ads are well done. But 3:45 minutes of political freeloadng out of a five-minute ad is just too much.—Paul A. Mickey, Princeton, N. J.

### Sonderling report error

EDITOR: You made a slight error in showing Egmont Sonderling's remaining holdings in Sonderling Broadcasting Corp. in your summary of stock transactions (BROADCASTING, Sept. 2). Mr. Sonderling retains 196,900 shares in the company, not the 10,000 you reported.—A. Harry Becker, general counsel, Sonderling Broadcasting Corp., Washington.

### Hurt by headline

EDITOR: I thank you for my profile (BROADCASTING, Aug. 26) but the headline, "His goal is the demise of NAFMB," scared me almost to death.

Unfortunately, too many people are headline readers and will reach the conclusion that the days of existence for NAFMB are numbered, which is anything but true. Creating this impression is tragic at a time when NAFMB is striving to enlist new members . . . —Abe Voron, president, National Association of FM Broadcasters, New York.

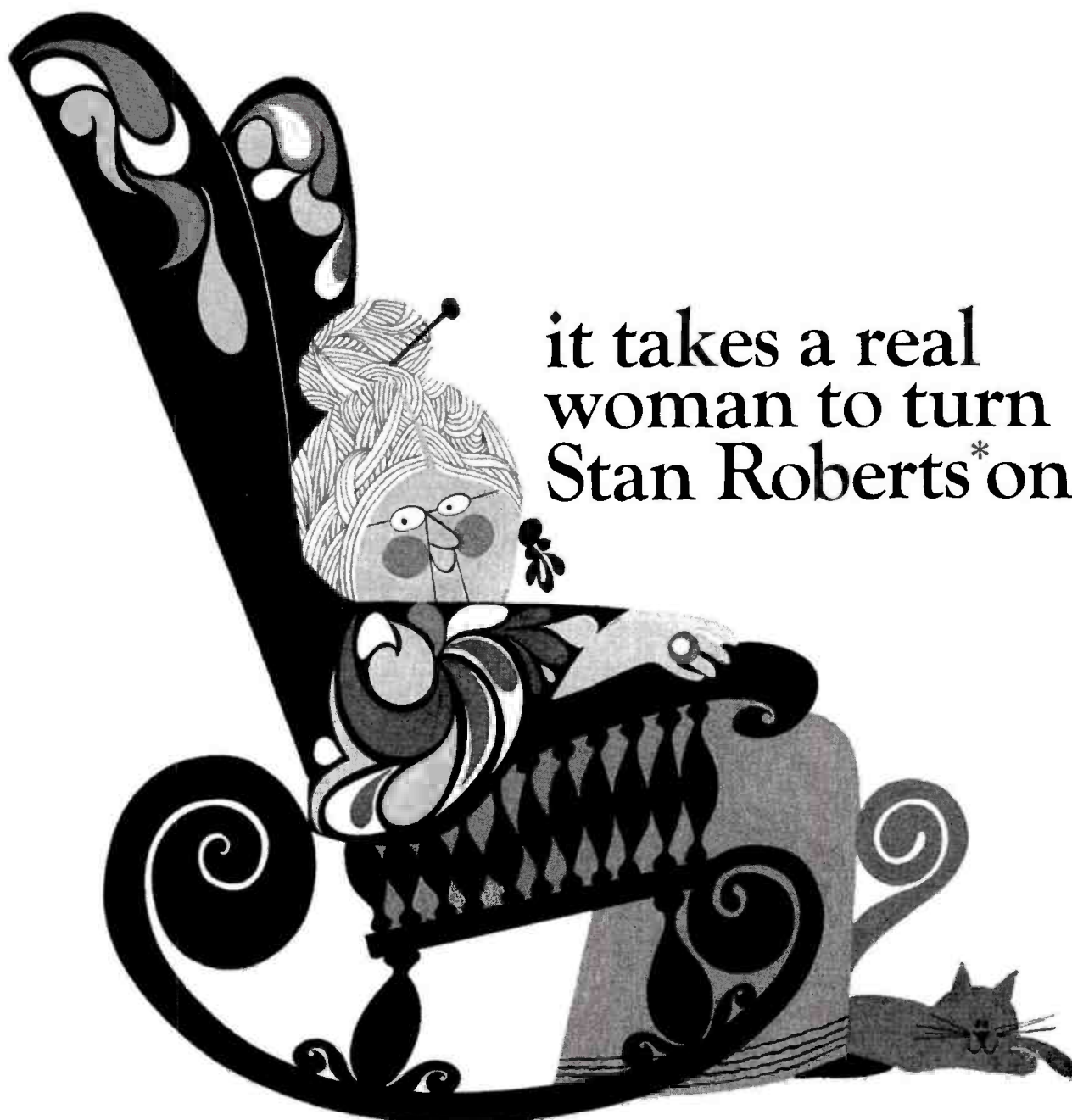
(The headline merely reflected Mr. Voron's own observation that "when FM is accepted only as radio, then there will be no need for NAFMB.")

### BOOK NOTE

"The Technique of Film Animation," revised edition, 1968, compiled, written and edited by John Halas and Roger Manvell. Communication Arts Books, Hastings House Publishers, New York. 360 pp., \$10.95.

Another in the highly regarded Library of Communication Techniques series, this authoritative source book covers every stage of the production of animated films for entertainment, advertising, education and research. The revisions and added material deal with new developments and experiments in computer animation, the animascope, technamation, the traceur d'ectoplasms, and the animagraph, and discuss the stimulus to technical development of the World's Fairs and International Expositions in New York, Lausanne, and Montreal. The volume deals with the factors governing animation, the techniques of animation, the uses of the process, and its types and styles, and includes examples of every type in the hundreds of stills reproduced in the book. The book also contains many diagrammatic illustrations which cover the areas of the creative process.





it takes a real  
woman to turn  
Stan Roberts\* on!

\*KB's dashing, morning D. J. who turns a lot of people on . . .  
Monday through Saturday, 6:00 to 9:00 A.M.

## WKBWradio

Buffalo, N.Y. 50,000 watts 1520 K.C.

Represented nationally by John Blair & Company

**A Capital Cities Broadcasting Station/Radio Division:** WROW AM-FM, Albany, N. Y.; WPAT AM-FM, New York Metropolitan Area; WSAZ-AM, Huntington-Charleston, W. Va.; WJR AM-FM, Detroit, Mich.; WKBW-AM, Buffalo, N. Y.; WPRO AM-FM, Providence, R.I.; KPOL AM-FM, Los Angeles, Calif.

## What good are the right people at the wrong time?

In the past few years the volume and sophistication of audience data have increased. With the greatest confidence, we document media delivery of desirable consumer segments.

The U. S. homemaker, that prime target for most package goods products, emerges as the most desirable—and the most dissected. Expanding technology is revealing more and more layers of information about her demography, media habits and purchase patterns. Soon, a completely possible, though highly unlikely, efficiency quotation might be: CPM women who own a dishwasher, fix breakfast for their husbands, wear a size 12, and buy lots of peanut butter.

**Who and When Match** ■ We've done a beautiful job of inspecting audience opportunity, yet media effectiveness is as elusive as ever. This is where the proper utilization and interpretation of horrendous data challenges us to understand the homemaker and her exposure to media in order to relate performance to communication. What we have done is to quantify the demographics without as yet quantifying the environment. Are the right people being exposed to the advertising message—but at the wrong time?

The environment of advertising is our natural concern. We now need to develop much more information about the homemaker's environment. Her involvement with media, products, prices and advertising is not addressed in most media considerations. In our fervor to define the homemaker's profile, we have developed a tendency to ignore her attitudes, needs, changes—her humanism.

Remember the Toledo flush test? It was not exactly a scientific breakthrough, but it certainly was informative. When the water use rose alarmingly during commercial airings, we were being told something. And not just of a gastrovascular nature, either.

This unique media legend typifies the pressing need for environmental data.

There is no easy way to arrive at qualitative aspects, but certainly deeper evaluations and more scientific explorations seem called for. Again, let's get from the demographics to the environment.

**Congestion on the Shelf** ■ One overriding reason for such investigation is the significance of the homemaker's reaction to product proliferation. As a consumer, she, herself, is already aware

of an increasingly crowded marketplace. She herself can readily attest (she's been reminded often enough) to the fact that a large majority of the products on the shelf today were nonexistent 10 years ago. She's confronted by the brand boom every single shopping day.

Another thing we know about her is that the homemaker is very conscious of the rising cost of living. She is both intrigued with product developments and cautious about the effects they produce on her pocketbook. The factors in her buying environment are familiar, if not yet properly quantified.

We also know that the advertising in support of a multitude of old and new brands does not, overall, surpass advertising tonnage of a few years ago.

However, the homemaker must sort and register and relate advertising communication for many more items in old, new, and fragmented categories—a process that in turn creates the impression of vastly more advertising because of the diversification of brand messages.

Thus, the product explosion during the 1960's is creating its own clutter and imposing still more burdens on the carrier of the advertising message—and certainly upon the individual consumer.

To be unique in communicating an advertising message is not the exclusive responsibility of the creative department. Media selection should be approached not merely from the standpoint of numbers and efficiency, but also in the light of media values to the consumer.

**Inter-Medium Support** ■ After all, this is part of that large environmental factor we've been talking about. And among the things we do know is the fact that there is carryover from medi-

um to medium. Why not exploit this factor as a way of hedging our bets on the environmental play?

For instance, we know that publications such as *Better Homes & Gardens* and *Homemaker's Digest* are vehicles providing a tangible service to the consumer and a high degree of association for the packaged-goods advertiser. In such magazines, advertising assumes a role as part of the editorial content which contributes to reader involvement. With notable exceptions, only a few media vehicles offer a comparable climate.

Complementary media climate is exactly the sort of environmental support we need to explore further in our search for more significant data. We're pretty sure that a constructive media climate nourishes the homemaker. This has to be the right time for advertising communication.

Until there are avenues in all media offering practical service to the homemaker as well as entertainment, she is left with the impression that advertising is enticing her to buy, is not helping her to cope.

Obviously, all media can't perform the same functions. But, in the total media spectrum, there's room for a great many contributions. It could just be that the block-buster messages have a better chance of recall—and buying follow-through—when they can also be related by the homemaker to her role in life. It certainly is worth our consideration, especially in the light of what we know and don't know about environment.

Let's get the qualifying data on environment. Then we'll be certain of getting the right people and at the right time.



Sheldon Boden, vice president and media director at Norman, Craig & Kummel, entered the agency business in 1956 as timebuyer with Cunningham & Walsh on the Narragansett beer and Folger coffee accounts. He went to Kenyon & Eckhardt in 1957 as timebuyer on the Lever Brothers account. He joined Norman, Craig & Kummel in 1959 as timebuyer, quickly moved up to associate media director, and in 1964 became media director of the agency.

***This new study  
costs you nothing.***

WTOP Radio RESEARCH - Washington, D.C.

THE FUNCTION OF

**A**

***Unless you  
don't use it.***

*This valuable new study of 7,500 households measures the difference in listeners' attention to Washington radio stations, and charts the distribution of attentiveness by type of station and type of listener activity as well as by contrasting the major stations. It is most enlightening in the evaluation of news/talk/information radio in general, and WTOP Radio in particular; in concentrated listening, our rating is more than double the second station, triple the third station. Call collect: (code 202) 244-5678 . . . our Mr. Dobra will rush you a copy of "The Function of A".*

***Wtop  
turns  
on  
people***

**A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C.** / Represented by  
CBS Spot Sales



# THIS IS A GUIDE TO SOMETHING BIGGER.



TV Guide is big.  
But not bigger than the  
medium it promotes.  
Television.  
The television stations  
represented by  
Peters, Griffin, Woodward  
deliver more circulation  
in their combined  
effective coverage areas  
than TV Guide.  
And Life.  
And Look.

And McCall's.  
Combined.  
And that's not all.  
Add television's unique  
ability to *demonstrate*  
your product through  
sight, sound, motion  
*and* color.  
Need a guide in the  
business of  
Spot Television?

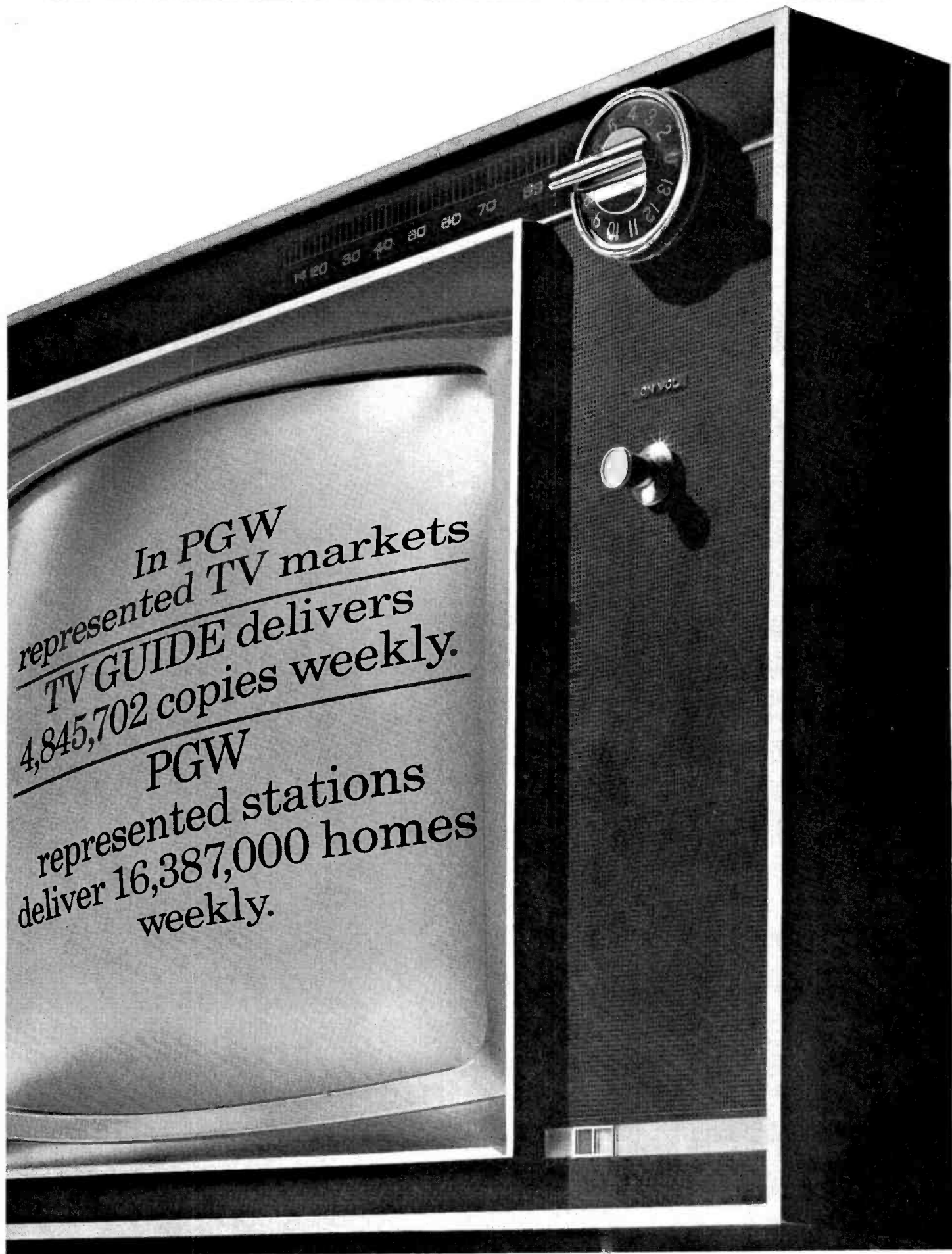
Ask us  
first.

**PETERS, GRIFFIN, WOODWARD, INC.**

SOURCES: Estimates of TV circulation from Sales Management Magazine 3/67 and American Research Bureau. Magazine circulation from their most recent reports on file with Television Bureau of Advertising.



# SOMETHING BIGGER.



In PGW  
represented TV markets  

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TV GUIDE delivers  
4,845,702 copies weekly.

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PGW  
represented stations  
deliver 16,387,000 homes  
weekly.





**The handwriting's on the wall . . .**

Vivienne Della Chiesa has become such a smash in her first year on WLWT in Cincinnati that her show has been expanded to WLWC Columbus, WLWD Dayton and WLWI Indianapolis in addition to Cincinnati. Vivienne—Metropolitan opera star, sparkling conversationalist, interviewer par excellence—is available to you now.

**Buy Vivienne in one, two, three or all four of these major midwestern markets!**



**TELEVISION:** WLWT Cincinnati/WLWD Dayton/WLWC Columbus/WLWI Indianapolis/WOAI-TV San Antonio  
**RADIO:** WLW Cincinnati/WOAI San Antonio/WWDC Washington, D.C./KYA & KOIT San Francisco  
Above represented by Avco Radio Television Sales, Inc. WWDC-FM Washington, D.C./Represented by QMI.



# Task-force plan: air plus cable

Still-unreleased staff report urges combination of broadcast television system to reach the mass and cable for specialized and local programs

The staff of the President's Task Force on Telecommunications Policy has forecast a U.S. television system embracing both broadcasting and cable. It has suggested no changes in the present broadcast structure, but it looks to cable installations to provide a diversity of services that it says broadcasting cannot supply.

The final draft of the staff recommendations on television policy, as seen last week by BROADCASTING, confirms earlier reports that the staff views cable as a supplement to broadcast television (BROADCASTING, July 22). Nowhere in the report is there a suggestion that cable supplant on-the-air TV. The staff, however, does see a strong role for wire.

But, with all the staff's favor for CATV, the staff suggests some limitations that many cable operators may find hard to cheer: full copyright liability for all CATV; limitations on the importation of distant signals in markets assigned four commercial stations but where the fourth station has not yet been granted or begun operating; a requirement that where CATV operates completely free of limitations in markets with four or more stations and where one station fails, the CATV entrepreneur must buy or acquire the fourth station and maintain it as a going, operating broadcast facility; and finally, that the FCC's duopoly rules be imposed on the CATV industry.

**Draft Report** ■ This is the essence of the task force staff's 155-page report on broadcasting—one of eight already submitted to the 16-member task force. A ninth is in preparation. Following comments and consultation with the task force members proper, the staff will write its final report to be forwarded to the President. This is expected to occur late next month.

The task force was appointed by President Johnson last year (BROADCASTING, Aug. 21, 1967). Eugene V.

Rostow, under secretary of state for political affairs, is chairman; James D. O'Connell, director of the Office of Telecommunications Management, is vice chairman. Among its members are representatives of the executive departments and agencies.

The President asked for a report from the commission a year after its establishment. The deadline will be missed by a couple of months.

Although broadcasting is one of the nine telecommunications subjects considered and evaluated by the task force staff, other areas are considered to have much higher priority in the councils of the federal government—particularly U. S. policy on the use of satellites for international and domestic communications and the question of whether international record carriers

should be permitted to merge.

Of major importance, it is felt, is the forthcoming meeting of the 62 Intelsat nations scheduled next year to review the present initial consortium that is operating the U.S.-launched Atlantic and Pacific communications satellites.

In fact, some members of the task force feel that broadcasting is so far down the list in importance, that the task force should not even bother to take cognizance of it. All the draft reports have been circulated to members of the task force.

**Most Dramatic** ■ Television is referred to in the staff report as "the form of telecommunications with the most dramatic impact on the quality of life in our society . . . Television brings America together as a nation for great

## An invitation to get in on the FCC's act?

It was bound to happen sooner or later. The intervention of the Department of Justice before the FCC in a number of cases, most notably the ABC-International Telephone & Telegraph merger and the now defunct sale of KFDM-TV Beaumont, Tex., to the *Beaumont Enterprise*, has caught the eye of members of the staff of the President's Task Force on Telecommunications Policy.

In its position paper on broadcasting, submitted to members of the task force, the staff suggests the possibility of other federal agencies that might want to consider being dealt in on station license renewal or transfer cases: Office of Economic Opportunity through its community action projects and their legal serv-

ices "to develop the capacity to object where appropriate" to the "unconditional" renewal of a station license in an urban area; the Department of Agriculture, similarly, to consider becoming a party in license renewal proceedings of rural stations.

And, the report continues, perhaps the Small Business Administration might want to become involved in considering the effect of advertising rates on the profile of industries "where TV is an effective salesman."

The staff sums up this viewpoint, not too clearly, by calling for "greater scrutiny by the executive agencies of ways in which fundamental decisions of the FCC are directly relevant to the public interest role the agency itself represents."

events. It influences our habits of consumption and habits of thought. It has raised expectations among the poor, widened the horizons of the middle class . . . brought a new style to American politics and revolutionized America's leisure habits."

The staff starts out by enumerating the goals that television should attain. It should, the report recites:

- Cater to as wide a variety of tastes as possible. "A medium of expression as pervasive as television should reflect and enrich the cultural pluralism of America."

- Serve as varied as possible an array of social needs, not only entertainment and advertising "as important as they are, but also information, education, community building and political expression."

- Provide an effective means of local expression and local advertising "to preserve the values of localism rooted in the fundamental concepts of this country as a federation."

- Cost as little as possible to those using the medium.

- Be made available to as many people as possible, rural and urban, poor as well as affluent.

- Preserve "a healthy measure" of decentralized control.

To meet these goals, the task force staff discusses the present structure of television broadcasting and such alternative methods as UHF, low-powered UHF, pay TV, a fourth network, direct broadcasting from satellites to homes, non-commercial, educational

TV, and cable TV.

The present system of television, the staff finds, "falls short of our goals." The future of UHF and of pay TV in meeting these objectives is speculative, the staff determines, principally because both depend on economics for success. And, it continues, success comes when programs broadcast over the air or by pay TV are those desired by a mass, national or regional audience, leaving no financial justification for programing for small, specialized audiences. Direct broadcasting from satellites, it finds, is too expensive now (it would cost a homeowner about \$100 for a special antenna for this purpose). Non-commercial TV is too dependent on uncertain public support, and also two-thirds of the present ETV stations are owned by educational institutions more interested in school use than in public use, according to the staff. A fourth network is no answer either, the staff finds, because the number of affiliates that would sign is minimal. Low powered (10 kw) UHF has potential, but it's doubtful that it can be economically self-supporting and it is conjectural whether it could get down to the neighborhood function envisaged by the staff.

"Ideally," the report says, "television should not only function as a leveler and homogenizer on a national basis but as a vehicle for genuinely local community, even neighborhood expression."

That such an approach can be successful, the staff notes, is apparent in the cable system serving lower Man-

hattan in New York, featuring on one channel foreign-language feature films. This serves, the report says, "a sophisticated, high-income residential area [that] in essence is a neighborhood TV system tailoring its programs to the cosmopolitan tastes of the neighborhood it serves."

**More Channels** ■ In opting for cable TV as the most promising means of meeting its goals, the staff cites these advantages: "The cable provides an abundance of channels at quite low per-channel cost. . . . Through the use of filters, particular programs can be delivered to particular audiences . . . Cable TV provides an effective means of raising money to support TV from the viewers themselves . . . Cable TV is already a thriving business; there is a proven commercial demand."

The staff acknowledges that there are problems with CATV; in particular how to serve rural areas, how to satisfy those too poor to afford CATV fees, and how to deal with CATV's impact on local over-the-air broadcast stations.

"Our conclusion is," the report states, "that the problems inherent in the widespread adoption of cable TV can be satisfactorily resolved while permitting market forces to guide its future growth."

And "the conclusion is inescapable that the TV industry today is far from providing the full range of programing that one might desire. The potential uses . . . remain for the most part just that, potential, not actual."

As to the FCC's, and others', hopes for UHF, the task force staff is doubtful. Even if UHF grew to the point where all available assignments were granted, the staff observes, this would still fail to meet the need for specialized programs.

"If the further development of UHF channels will not contribute substantially to our public goals for broadcasting," the report declares, "their right to protection [from CATV] is subject to challenge."

Even the establishment of another network cannot help UHF, the staff says, referring to a study by Spindletop Inc., Lexington, Ky., that estimates that only 108 otherwise independent stations might affiliate with a fourth TV network by 1975, and 114 by 1980. This, the report notes, is roughly one half the number of present NBC and CBS affiliates.

Even the diversity that has come about from noncommercial, educational TV stations is insufficient, the staff observes, noting that ETV "is watched, so the statistics suggest, by the better-educated, higher-income urban and suburban community." The staff expresses the hope that the Corp. for Public Broadcasting will fill this void, and suggests that CPB undertake studies on

### Experimental public-service plan for Watts

Of the two pilot projects recommended for consideration by the staff of the President's Task Force on Telecommunications, the one that is most particularly detailed is for South Central Los Angeles (Watts), containing, the reports said, more than 300,000 people.

Based on a study of the use of TV for the ghetto by the Rand Corp., the staff recommends the inauguration of a pilot project there to test the opportunity of television to meet public and community goals. Rand recommended using a number of technologies — cable, low-powered UHF stations and the Fixed TV Instruction Service (FTIS).

The only cost figures given in the report are for the establishment of "a four-channel, low-powered sys-

tem." Presumably this refers to four, 10 kw UHF stations. These could be built, the report says, for about \$750,000.

Whatever the technology used, the staff suggests that TV could be used for job training, job offers, high school equivalency courses, regular high school courses, pre-school programing (a sort of "Operation Head-start of the Air"), school-to-home links, health advice, legal advice, and the learning of "disciplines" in community living.

And of course, entertainment and information programing for and about the pilot area.

A similar recipe for a pilot program for a Navajo reservation (where, exactly, is not specified) is also recommended.



the different technologies for serving more people with a greater number of diverse programs, as well as underwriting programs.

The staff termed the history of pay TV as "tortuous, fragmentary and conflicting." The Hartford experiment has proved virtually nothing, the report says.

Even the use of low-powered UHF stations is not seen as the best answer to the goals set by the staff, nor are other plans that have been proposed.

**Cable is Hope** ■ In discussing the details of cable TV in reaching the goals it set out for television, the task force staff is mindful of some touchy issues. One is the question of importing distant TV stations.

The staff seems to agree with existing FCC rules that local stations should be carried and should not be duplicated by the carriage of distant TV stations carrying the same programs. At the same time, the report points out that some forms of importation—like independent, nonnetwork stations and noncommercial educational stations—"do significantly broaden the diversity that TV can provide."

Another CATV factor that the staff finds heartening for diversity is the increasing number of channels capable of being handled by a cable system (now 20 channels, tomorrow perhaps more), and the beginning of local origination.

Answering an almost obvious question regarding the use of CATV in the ghetto, where the population density is generally much higher than the general urban area, the staff proposes a cable pricing policy "that recognizes differences in underlying costs rather than simply averaging across the board." Not only would this bring the average per-connection price down in the ghetto, the staff comments, but a public subsidy might also be used.

**No Shift** ■ The staff says it does not visualize a wholesale shift from over-the-air broadcasting to cable TV, even though an argument has been made that a move from over-the-air broadcast to cable would free spectrum resources. There are, the staff says, "compelling reasons to maintain some over-the-air broadcasting."

With reference to what has come to be called the wired-city concept, supplying over a single wide-band coaxial cable, a two-way capability for telephone, TV, radio, Picturephone, mail, facsimile and data transmissions linking all or most American homes, the staff says this "is and will remain prohibitive [in cost] in the foreseeable future." Moreover, the staff continues, quoting from the study performed for it by Complan Associates, Suffern, N. Y., "the demand for such service is doubtful."

The staff indicates that the Complan study showed "persuasively" that under existing technology it is economically unfeasible to wire the entire country. Complan figured, it is shown, that it would cost \$123 billion to wire all of the 100-million homes expected to exist in 1980. It would cost, however, only \$5 billion, or \$100 per home, to wire up half of that number of homes in the more populated areas, Complan calculated.

Discussing the impact of CATV on the growth of UHF, the staff refers to the Spindletop study showing that the impact of distant signals on existing over-the-air stations would not be severe. Such a program, it is pointed out, would capture a maximum of 8% of the local audience, or only 2.7% from each local station in a three-station market. It is acknowledged, however, that this would have its severest impact on the local, independent, nonnetwork TV station which has, on the average, only 4% or so of the local audience to begin with.

The task force staff also questions the argument that the success of CATV could reduce a television station's revenues to the extent that the station might have to reduce expenses, perhaps give up its news programs. News

is profitable, the staff points out; if anything the impact of CATV would be on the origination of local programs.

The staff concludes that the "growth of cable TV could confer substantial social benefits and therefore should be encouraged." At the same time, it continues, it is important to preserve adequate over-the-air service for those who cannot afford, or do not choose to pay, the cable subscription fee, or those who cannot be wired up economically or those who own portable TV sets.

In an attempt to compromise these two elements, the staff suggests that:

- Copyright liability be imposed on all CATV systems. This would equalize the costs of program material to both CATV and broadcast stations. It would also encourage local originations by CATV systems, it says.

- A ban be imposed on the importation of distant TV signals and on the origination of commercials in those markets that have been allocated but do not have four stations. The ban would be in effect until the fourth station is established and operating. The four-station market concept is considered representing a fair approximation of what is a minimum adequate level of over-the-air broadcasting.

- In those markets with four or more

## ACTS wants land-mobile violators exposed

The All-Channel Television Society continued its fight against FCC channel-sharing proposals last week with a request, addressed to Commissioner Robert E. Lee, that information on violations of the commission's technical rules by users of land-mobile radio be collected "with all possible speed" and made available to the public.

ACTS, a trade association of UHF stations, has already protested two notices of proposed rulemaking issued by the commission in July. One proposed sharing the use of the lowest seven UHF channels (14-20) with land-mobile users; the other, a combined notice of rulemaking and inquiry, proposed setting aside 115 megacycles of spectrum, including the top 14 UHF channels (70-83), for land-mobile use.

In last week's letter, sent to all six commissioners but specifically directed to Mr. Lee—the commission's staunchest supporter of UHF development—ACTS held that the current shortage of spectrum space for land-mobile radio is "in significant measure the result of inefficient allocation of such frequencies and even

more inefficient use of assigned frequencies by land-mobile users." According to ACTS, documentation of this contention is available in uncollected and unevaluated form in the commission's own records.

The commission's channel-sharing proposals, ACTS said, would require land-mobile users to employ "engineered" systems demanding strict adherence to power authorizations, frequency tolerance and directionalization patterns, and calling for a high degree of technical sophistication. It's questionable, according to ACTS, whether this channel-sharing equipment could be used by land-mobile operators "without causing undue and harmful interference to UHF station operations."

Accordingly, Commissioner Lee was asked to obtain commission information concerning "the number of citations issued to land-mobile users during a reasonable period of time, at least one to two years, for violation of the commission's technical rules . . . and what percentage such violations constitute of all citations issued" during the time of the test.



stations, distant signals and commercial originations would be permitted subject to a requirement that the cable operator stands ready to maintain the four-station, over-the-air service by, presumably, buying and operating the station that is going off the air due to CATV competition or for other reasons.

▪ The FCC's duopoly rules prohibiting ownership of more than one system within the same market, be required to be followed by CATV entrepreneurs.

Although there may be some limitations that ought to be imposed on CATV to prevent monopoly and discriminatory practices, the time is not now, the staff finds, without more study.

It does agree, however, that this form of monopoly regulation might better be imposed by state and local authorities than by the federal government.

And it feels that local franchising authorities might be well advised to impose a requirement for local program originations on CATV systems in the various areas.

## BROADCAST ADVERTISING

# Detroit ad bonanza continues

1968 may be a record year for automobile sales; as a result radio-TV advertising by the nation's automakers is expected to remain at high levels

Detroit automakers are having one of their best sales years and they expect the trend to continue in 1969—a signal that their spending for TV and radio advertising will continue at a high pace too.

The major auto manufacturers generally are increasing their broadcast spending this month for introduction of the 1969 models or at least holding to their 1968 patterns. This covers both network and spot. The outlook for the new model year as a whole is bright despite some caution in a few instances that car buying in early 1969 could soften just a bit.

Advertising money in the auto field usually is tied to actual unit sales. The more cars that are sold, the more dollars devoted to advertising.

Calendar year 1968 auto sales are expected to hit 9.2 million cars (includ-

ing imports). The total might match record year 1965, some say.

**Debut Dates** ▪ Chrysler Corp. cars will debut Sept. 19, General Motors lines Sept. 26 and Ford Motor Co. cars Sept. 27. American Motors Corp., which has been regaining its strength through new marketing strategy making heavy use of TV, will debut Oct. 1.

General Motors Corp., which this fall gives up one-half of NBC-TV *Bonanza* after a long run of full sponsorship of the prime Sunday evening hour, is plowing back much of the money saved into expanded spot buys, both radio and TV.

Auto business is spread over the three television networks, most of it in participations. Principal exceptions on ABC-TV are Chevrolet's half-sponsorship of *Bewitched*, through BBDO, New York; and Ford's full sponsorship of *FBI* and

its one-quarter buy of the summer Olympics, both through J. Walter Thompson Co., New York. On NBC-TV Chrysler Corp. is sponsoring eight Bob Hope specials and Christmas show through Young & Rubicam, New York.

The CBS-TV auto lineup includes Ford in *NFL Football* and in various night-time shows through JWT; Volkswagen in *Smothers Brothers* through Doyle Dane Bernbach, New York; Buick and Oldsmobile, via McCann-Erickson, New York, and Leo Burnett Chicago, respectively, in various shows on the night-time schedule; Dodge, through Campbell-Ewald, Detroit, in Thursday and Friday movies, *Mannix*, *Mission Impossible*, *Gunsmoke* and the *Ed Sullivan Show*, and American Motors (Wells, Rich, Greene, New York) in various night-time programs.

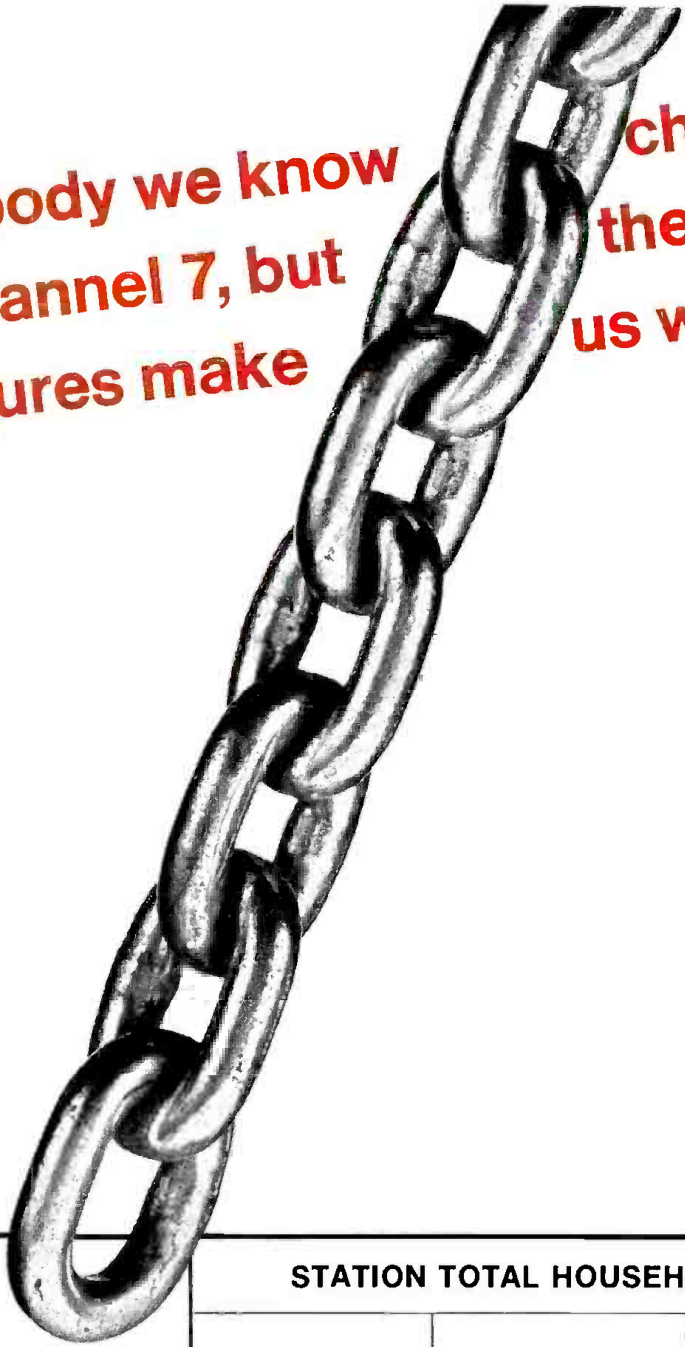
At NBC-TV, Oldsmobile through

## BAR network TV-billing report for week ended Aug. 25

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 25, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 25	Total dollars week ended Aug. 25	1968 total minutes	1968 total dollars
	Week ended Aug. 25	Cume Jan. 1-Aug. 25	Week ended Aug. 25	Cume Jan. 1-Aug. 25	Week ended Aug. 25	Cume Jan. 1-Aug. 25				
Monday-Friday Sign-on-10 a.m.	\$ .....	\$ 145.8	\$ 48.1	\$ 2,288.1	\$ 345.0	\$ 11,208.4	76	\$ 393.1	2,351	\$ 13,642.3
Monday-Friday 10 a.m.-6 p.m.	968.9	38,478.1	2,238.2	93,891.1	1,548.3	70,390.8	791	4,755.4	30,071	202,760.0
Saturday-Sunday Sign-on-6 p.m.	503.8	31,082.9	391.8	26,706.3	541.8	15,599.2	237	1,437.4	7,874	73,388.4
Monday-Saturday 6 p.m.-7:30 p.m.	193.8	9,765.3	439.3	18,201.3	395.0	19,011.2	89	1,028.1	2,973	46,977.8
Sunday 6 p.m.-7:30 p.m.	32.0	3,402.9	117.4	6,337.5	132.7	5,812.1	18	282.1	680	15,552.5
Monday-Sunday 7:30 p.m.-11 p.m.	3,560.8	153,155.0	4,146.6	190,815.1	4,644.6	187,967.0	506	12,352.0	14,877	531,937.1
Monday-Sunday 11 p.m.-Sign-off	233.2	11,120.4	543.1	2,536.2	338.9	14,286.7	87	1,115.2	2,547	27,943.3
Total	\$5,492.5	\$247,150.4	\$7,924.5	\$340,775.6	\$7,946.3	\$324,275.4	1,804	\$21,363.3	61,373	\$912,201.4

Nobody we know  
 at Channel 7, but  
 figures make  
 chains their dial  
 these audience  
 us wonder.



**STATION TOTAL HOUSEHOLDS • DAYTON AREA**



Represented by Petry

Station	Station Circulation *	Sunday thru Saturday †	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	450,000	535,000
Station B	33 counties	384,000	432,000
WHIO-TV Advantage	+9 counties	+66,000	+103,000

†Source: NSI = TV Weekly Cumulative Audiences—February-March 1968  
 \*Source: ARB Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSB AM-FM-TV, Atlanta; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

# NBC NEWS ELECTION YEAR '68



1960  
Republican Convention  
Chicago



1960  
Democratic Convention  
Las Angeles



1964  
Republican Convention  
San Francisco



1964  
Democratic Convention  
Atlantic City



1968  
Republican Convention  
Miami Beach



1968  
Democratic Convention  
Chicago



# Six Straight

As you've heard, NBC's Democratic convention coverage attracted a larger audience than the competing network's coverage, or the third network's combination of entertainment and abbreviated coverage.\*

This marked the sixth consecutive time a larger audience tuned to a political convention on NBC than on any other network.

The preference for NBC News—typical when the networks cover a major event—is strong confirmation that people regard it as the leader in broadcast journalism.

We're proud of the work done at this year's Republican and Democratic conventions by Chet Huntley, David Brinkley, John Chancellor, Frank McGee, Edwin Newman, Sander Vanocur and all their able colleagues. Each contributed to a superlative job.

But not to be overlooked as a factor in NBC News' leadership is its excellent reporting and analysis during the days, months and years *preceding* these particular conventions.

It all adds up.



\*Source: National Arbitron, Aug. 26-29. All measured coverage. Audience estimates subject to qualifications available on request.

Leo Burnett Co., Chicago, has the largest participation sponsorship of any of the auto companies, with buys in *Beautiful Phyllis Diller Show*, *Rowan and Martin's Laugh-In*, *Monday Night at the Movies*, and the *Jerry Lewis Show*. Next comes Ford through JWT, New York, with *Virginian*, *Outsider*, *Ironside*, *Star Trek*, *Get Smart*, *Monday Night at the Movies*. Buick is third, through McCann-Erickson, New York, with *Outsider*, *Name of the Game*, *Adam-12*, *Sugar Bowl*. Up comes Volkswagen through Doyle Dane Bernbach, New York, with Monday, Tuesday and Saturday movies, *Name of the Game*, and *Star Trek*. Chevrolet through Campbell-Ewald, New York, has *Bonanza* and American Motors, through Wells, Rich, Greene, has partial sponsorship of *Election Night Coverage*.

ABC-TV's breakdown has American Motors, through Wells, Rich, Greene, in *Land of the Giants*, *The ABC Sunday Night Movie*, *Mod Squad*, *The ABC Wednesday Night Movie*, *It Takes a Thief*, *Felony Squad*, *Don Rickles Show*, and *ABC Wide World of Sports*. Buick, through McCann-Erickson, New York, has partial sponsorship in *Guns of Will Sonnett*, *Hollywood Palace*, *Journey to the Unknown*, *Don Rickles Show*, *Here Come the Brides*. Chevrolet, through Campbell-Ewald, Detroit, is partly sponsoring *Bewitched*, and *NCAA Football*.

Dodge through BBDO is in ABC's *The Newlywed Game*, *The Avengers*, *Mod Squad*, *The Ugliest Girl in Town*, *Operation Entertainment*, and *The ABC Wednesday Night Movie*. Ford through JWT is in *Judd for the Defense*, *The*

*ABC Sunday Night Movie*, *the Avengers*, *The Flying Nun*, *That Girl*, *N.Y.P.D.* and *The ABC Wednesday Night Movie*.

Oldsmobile through D. P. Brother, Detroit, has participations in ABC's *Lawrence Welk Show*, *Hollywood Palace*, *Operation Entertainment* and *The ABC Wednesday Night Movie*. Pontiac through MacManus, John & Adams, New York, has a part of *The ABC Sunday Night Movie*; Volkswagen through Doyle Dane Bernbach is in *Judd for the Defense*, *It Takes A Thief* and *The ABC Wednesday Night Movie*; General Motors through MacManus, John & Adams, is in *NCAA Football* and Lincoln Mercury, through Kenyon & Eckhardt, New York, *ABC Wide World of Sports*.

Among the radio networks Mutual

## AT&T starts three part series on urban-crisis problems

AT&T will launch this week its sponsorship of a major NBC news series of urban-crisis specials that is taking over half its broadcast budget but will carry no commercials.

The three-part series, on NBC-TV, is called *White Paper: The Ordeal Of The American City* and will start with the presentation Friday night (Sept. 13, 8:30 p.m. EDT) of a one-

hour program, *Cities Have No Limits*, designed to put the nation's urban problems into context.

The second program in the series, a two-hour, more detailed study of the problem and what is being done to attack them, will appear Monday, Dec. 30 (9-11 p.m.), and the third, a 90-minute examination of the breakdown in communications

between administrators of the nation's cities and the people who live in them, will be presented next spring.

AT&T, which introduced the delayed commercial in its experimental version of *Bell Telephone Hour* in 1966 by deferring the message until after the program had been shown, is going to step further in the urban-crisis specials and eliminating commercials altogether.

H. I. Romnes, AT&T board chairman, will make a brief appearance Friday night to explain why the company is undertaking the series. And that, according to spokesmen, will be the closest approach to a commercial in the entire series.

Walter W. Straley, AT&T vice president for information services, said the decision to put the biggest part of its broadcast advertising budget into support of the NBC news series—a commitment that made it necessary to phase out its *Bell Telephone Hour* television series—was a matter of priorities. He explained:

"We think we should allocate the major share of our broadcast budget to the most pressing problems facing society and our business—the problems of our big cities."

Some 70% of AT&T's capital assets, employes and revenues, are in the nation's cities. The corporate rationale thus is, in effect, that "if we don't try to do something about the urban problem, we may have no business to worry about."

Nobody is saying how much AT&T is spending for the series, except that "it's in seven figures" and "is more than we spent on *Telephone*



Daniel P. Moynihan, (l) director of Urban Studies and producer Fred Freed discuss series format.

newscasts will carry commercials for Buick, through McCann-Erickson; Chevy truck through Campbell-Ewald; Pontiac and General Motors through MacManus, John & Adams; Oldsmobile through D. P. Brother; Chrysler Corp., car and Chrysler Plymouth through Young & Rubicam; Ford Motor Co., through Grey Advertising, New York, and Lincoln Mercury through Kenyon & Eckhardt.

ABC Radio's auto business includes GM's United Motors Service (Delco), through Campbell-Ewald on news and *Tom Harmon Sports*, Buick (McCann-Erickson), Guardian Maintenance (D. P. Brother), Mark of Excellence (MJ&A) all on news.

Also in news on ABC, Ford's Lincoln-Mercury (K & E), Ford Corporate (Grey) and Ford Cars (JWT); Chry-

ler's Plymouth, Chrysler Cars and Chrysler Car care, all Y & R, and Volvo Inc., through Scali, McCabe, Sloves, New York. Virtually all will be on ABC Radio during September, with United Motors Service Division, Buick, Lincoln-Mercury and Ford cars continuing into the fourth quarter.

CBS Radio principal auto buyers: Ford, through JWT, has a three-week contract, starting Sept. 28, for 13 spots per week on a *Dimension* show and on news, sports, and business reports. Oldsmobile, via D. P. Brother, has a 52-week contract using 12 five-minute weekend newscasts. Chrysler Car Care (Y&R) cosponsors a 10-minute news report at 5 p.m. Lincoln-Mercury (K&E) starts a six-week order, effective Sept. 26, with six spots weekly in *Dimension*, Lowell Thomas's newscast, sports and a business report; Chrysler cars and Plymouth, both Y & R, respectively, have 27 spots for one week starting Sept. 13 in news and *Dimension* and 21 spots for short introductory period beginning Sept. 18 also in news and *Dimension* and in sports. Pontiac (MJ&A) has a three-week order of 11 spots weekly beginning Sept. 23 in *Morning Report* and the 7 a.m. news program.

NBC Radio's business: Plymouth (Y&R) starts for 52 weeks today sponsorship of five-minute *Now* weekdays (BROADCASTING, Sept. 2); Pontiac (MJ&A) in *News on the Hour*; Dodge (BBDO) in *Joe Garagiola Show*; Lincoln-Mercury (K&E) in *David Brinkley Reports* and *Monitor*; Ford, corporate through Grey Adv., and Ford cars through JWT, in *Monitor*.

**Spot Activity** ■ As usual the spot buying plans of the auto firms vary considerably according to the car and the market for that particular model. In the cases of Ford and Chrysler, for instance, the spot money is poured heavily through the dealer organizations as well as from the factory. Station selection, for example, may depend upon careful evaluation and matching of format with the prospect market for a given model.

Buick, the first of GM's alphabet and which through McCann-Erickson has a heavy network TV schedule planned, will not use spot radio for 1969 model introduction but will return to this medium early in 1969. Buick still hasn't said whether it will use spot TV for introduction but at least some is expected.

Cadillac, through MacManus, John & Adams, will use spot radio for two weeks at introduction, picking up radio again in December or January. Cadillac normally hasn't used spot television.

Chevrolet, GM's and the industry's

most heavily advertised car in all media, placing through Campbell-Ewald, is beefing up both TV and radio spot and will continue its key 15-minute news franchises on some 50 radio stations. In addition to spot TV for introduction, Chevy is buying seven weeks of radio spot with a three-week hiatus interrupting around the November election period. Chevy also has a heavy spot radio schedule planned for the year as a whole.

Oldsmobile, buying through D. P. Brother & Co., now a division of Leo Burnett Co., will use both TV and radio spot for two-week introduction schedules and is expected to resume spot radio schedules in January.

Pontiac, another GM client of MacManus, John & Adams, changed its mind at the last minute and will use some spot radio for introduction to augment ABC and NBC radio schedules. Because of network TV buys, Pontiac hasn't planned spot TV buys yet except through certain dealer groups.

Chrysler Corp., because of heavy network buys in both radio and TV, will use spot largely for supplementing. Dodge, through BBDO, is buying some spot TV and is expected to add more early next year. Both Chrysler and Plymouth are handled by Young & Rubicam and Plymouth is making some limited spot TV buys.

**Strike Has Effect** ■ Ford plans are big for the broadcast media but company and agency spokesmen were reluctant to give details last week. Ford support of new model cars in 1967 included TV and radio, both network and spot. Some of the allocating in 1967, however, was deeply affected by a prolonged strike at Ford plants.

Spokesmen for J. Walter Thompson, Co., New York, which handles the bulk of Ford advertising, said new-car introduction ads would break in "late September" and would equal, if not exceed, last year's budgeted campaigns.

Ford's Lincoln-Mercury division, placed by Kenyon & Eckhardt, will use six weeks of spot radio for introduction and pick up radio again in the spring. Mercury is making a special pitch for the youth market now. Spot television plans still were unknown late last week.

The American Motors timebuyer at Wells, Rich, Greene said the agency was in the process of lining up television availabilities for a new-car introduction campaign. He noted the number of buys was indefinite at the moment, but that television would be used heavily as well as print. A spot check of leading station representatives showed that WRG had asked for availabilities starting Oct. 1 for four weeks, but the buys had not actually been made and the number of stations could not be determined.

#### Hour."

Whatever the exact figure, Louis K. O'Lary, assistant vice president, advertising, says that if this season's series has "any half-decent impact at all," AT&T will continue to underwrite it from year to year.

The programs, being produced by Fred Freed of NBC News and in preparation since early this year, examine major facets of the urban crisis including housing, unemployment, air pollution, crime and education, as well as racial problems. NBC newsman Frank McGee is the on-camera reporter.

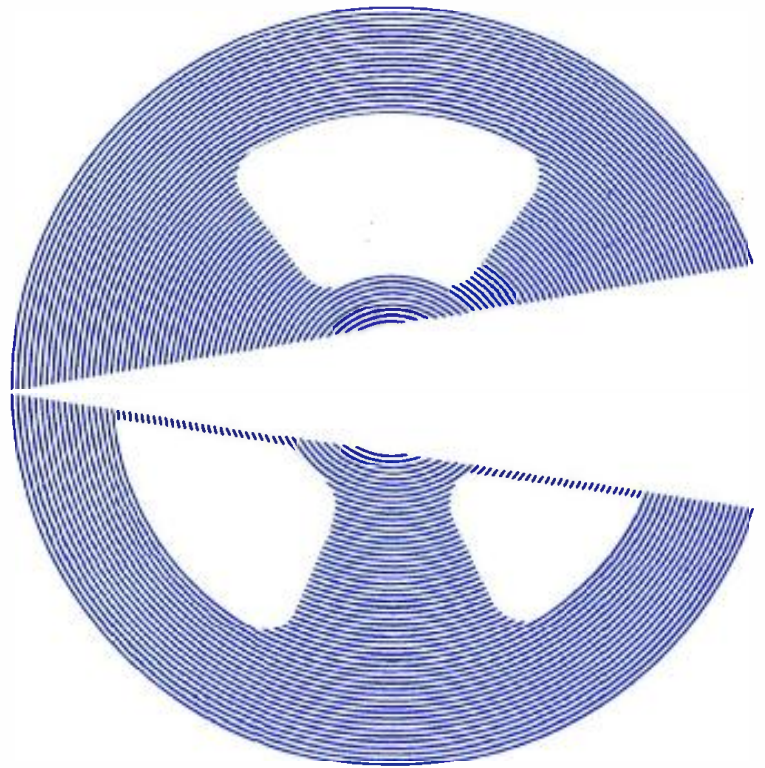
Three experts on urban problems were retained to advise and also will appear on the programs: Daniel P. Moynihan, director of the MIT-Harvard joint center for urban studies; Charles V. Hamilton, professor of political science at Roosevelt University in Chicago, and John Gardner, head of the Urban Coalition.

Messrs. McGee, Hamilton, and Moynihan were among participants in a special program taped last week for showing by closed circuit to invited audiences at NBC-affiliated stations in advance of Friday night's *Cities Have No Limits*. The closed circuit was fed to NBC-TV affiliates last Thursday (Sept. 5) and will be repeated Sept. 10 at 1 p.m. EDT.

Although its major broadcast commitment is to the urban series, AT&T also plans to underwrite three network entertainment specials during 1968-69, and on next Sunday (Sept. 15) it is launching on NBC radio a 39-week series of repeats from the long-running radio *Bell Telephone Hour* radio series under the title *Encores from the Bell Telephone Hour* (Sundays, 6:30-7 p.m. EDT).

N. W. Ayer & Son is agency.





## **CINE-VOX TODAY:**

# **Radio Television Motion Pictures**

**Custom Radio** is a new concept, giving stations radio's most exciting development in years. Tightly programmed quality music . . . with top-grade professionals — all highly promotable and saleable.

Within the next month Cine-Vox Radio Division will have available to local radio stations 35 hours of programming a week . . . every week of the year . . . in THE four formats which get peak listenership and peak sponsorship:

- (1) middle-of-the-road music;
- (2) contemporary music;
- (3) a "talk" series;
- (4) country and western — each with an outstanding talent, each with a personality starring in a truly localized format.

Cine-Vox's Television Division is syndicating a prime-time special which has been sold in 85-plus markets. Other video products in final phases of planning include network specials and series (daytime as well as nighttime) and syndicated features in varied audience-getting formats.

First sales of Cine-Vox's Motion Picture Division will be announced shortly. The company is scouting for new and original scripts for film production, with distribution slated for U. S. theatrical and video markets as well as for world-wide release.

## **CINE-VOX Tomorrow:**

# **RECORDS...MUSIC PUBLISHING... BROADCAST STATION OWNERSHIP**

**There's much, much more to come.**

**CINE-VOX** Productions, Inc., Suite 4320, Pan Am Building,

a new diversified communications company

# CINE-VOX Productions, Inc.

**CINE-VOX EXECUTIVES** are broadening and deepening the quality, quantity and variety of entertainment features for U. S. as well as world-wide audiences.

Founding officers and executives represent an equally broad and expert range of production, management and sales experience.



**LAWRENCE S. JACOBSON, President** — producer, writer and administrator with across-the-board experience in radio, television and motion pictures.



**LEONARD OLSHEIM, Vice President** — Associated with the William Morris Agency for nine years, packager and developer of audience-appealing properties in all major entertainment media.



**ALBERT E. MARTEN, Vice President** — international attorney with extensive motion picture and theatrical background.



**MAURY BENKOIL, General Manager, Radio Division** — radio program and operations specialist with heavy-duty experience as a program executive at the ABC Radio Network and two network flagship stations in New York, WABC and WCBS . . . writer and producer.



**ROSS CHARLES, Sales Manager** — former station owner and operator, deeply involved in communications . . . nationally known throughout the industry. Former sales manager of Hartwest Productions, Inc.

## Woolworth expands TV and radio ad markets

F. W. Woolworth Co., New York, last week announced an expansion of its TV and radio advertising to Cleveland, New York and Denver.

Woolworth initiated a saturation schedule of broadcast advertising for the first time in Philadelphia last March, and W. Robert Harris, vice president for sales, said favorable results there had stimulated the decision to make the broader effort.

In New York, three four-week flights will be used by Woolworth on WABC-TV, WCBS-TV and WOR-TV. The following stations will carry 110 spots per week on a sustained weekly basis: WOR-AM-FM, WABC-AM-FM, WINS, WNEW-AM-FM, WLIB and WADO.

Woolworth commercials in Denver will be seen in 26 spots weekly on KBTV(TV) and KLZ-TV. On radio 100 spots weekly will be divided among KLAQ-AM-FM, KHOW, KDKO and KOA-AM-FM.

On television in Cleveland there will be 23 spots weekly during heavy periods, and 19 spots weekly in the off weeks, scheduled on WEWS(TV), and WJW-TV. Radio will have 100 spots weekly with 25 spots carried each by WJW-AM-FM, WIXY, WERE-AM-FM, and WJMO-AM-FM.

In addition to these cities, Chicago has been added for a special four-week test program on television, involving 33 commercials weekly, on WBBM-TV, WBKB-TV and WMAQ-TV.

## Business briefly . . .

**American Tobacco Co.**, through Norman, Craig and Kummel, both New York, will promote Silva Thins 100's cigarettes in an initial national campaign on 24 network TV shows and in prime-time spot TV in principal markets.

**3M Co.**, St. Paul, through BBDO, New York, will sponsor "Lindbergh," a program in ABC News' *Saga of Western Man* series, scheduled for telecast on ABC-TV early in May. The program will include recreations of major moments of Charles A. Lindbergh's New York-Paris flight, the building of his airplane, "The Spirit of St. Louis," and interviews with aviators involved in early flight development.

**Scripto Inc.**, Atlanta, through Daniel & Charles, New York, will use network television as a base for a fall/Christmas campaign for its lighters and writing instruments. Advertising will begin in November on such shows as NBC-TV's *Tonight* and *Today* and ABC-TV's

*Joey Bishop Show* and *ABC Evening News*. Spot TV will also be used starting in November, with a concentration in 20 large markets in "fringe" time slots.

**Bentley Lighters**, through The Zlowe Co., both New York, has bought pre-holiday spots in December on three of ABC Radio's four networks: American FM, American Entertainment and American Information.

## Rep appointments . . .

▪ **KHEY El Paso:** John C. Butler, New York.

▪ **KASH Eugene, Ore.:** Bernard Howard & Co., San Francisco.

▪ **KLEE Ottumwa, Iowa:** Walton Broadcasting Sales, New York.

## Agency appointments . . .

▪ **Exquisite Form Industries Inc.**, New York, manufacturer of women's foundation garments and lingerie, has appointed Adams Dana Silverstein, New York, as agency. The over-\$1-million account was previously at Hockaday DeWolf Giordano, New York. At present advertising is all in print media, but a spokesman indicated the company might move into broadcasting next year.

▪ **Foote, Cone & Belding**, New York, has been appointed agency for the Eastern States Bankcard Association, a newly formed association founded by Chemical Bank New York Trust Co., Manufacturers Hanover Trust Co., and Marine Midland Grace Trust Co., all of New York. The association is planning to issue bank charge cards under the common name of Master Charge. Advertising will be launched next year with an appropriation in excess of \$5 million annually.

▪ **Young & Rubicam's** San Francisco office replaces Dailey Associates, San Francisco, as agency for Leslie Foods Inc., that city. The company intends to concentrate advertising efforts on Spice Islands products, with billings estimated at \$500,000.

▪ **The S. A. Levyne Co.**, Baltimore, has been appointed agency for the National Bowling Council, Washington. Local advertising campaigns will include heavy use of TV and radio in selected markets.

▪ **The 5 Day Laboratories** division of Associated Products Inc., New York, is moving its account from Smith/Greenland to Richard K. Manoff Inc., both New York. The brands, including 5 Day Deodorants, Blade and new products, bill around \$2 million, according to a Manoff spokesman. Both network and spot television have been

used in the past and will probably be continued, he said. The Television Bureau of Advertising estimates 5 Day Labs' 1967 spending at \$736,900 in spot and \$472,600 in network.

▪ **Rumrill-Hoyt**, New York, has been appointed agency for General Electric's visual communication products department, which manufactures and markets a line of television equipment for the broadcast industry, including color cameras, transmitters, antennas and audio equipment.

## Braniff budget lands at Lois Holland shop

Braniff International Airways, Dallas, which left Wells, Rich, Greene, last month (BROADCASTING, Aug. 19), last week appointed Lois Holland Callaway Inc., New York, to handle the \$10-million account effective Dec. 1.

Braniff's broadcast budget amounted to an estimated \$2.35 million in 1967, but is expected to increase this year.

The exit from WRG was announced almost simultaneously with Trans World Airlines' decision to move its \$18-million account from Foote, Cone & Belding to Wells, Rich.

## ACTS urges opposition to origination ruling

Martin E. Firestone, general counsel for the All-Channel Television Society, urged members of the UHF trade association to protest the FCC ruling permitting commercial originations on a Greensboro, N. C., CATV system.

In a notice to ACTS members, Mr. Firestone said the organization "will take every action possible to persuade the commission to reconsider its ruling." However, he added, individuals should join in resisting "the adverse effect which will be visited upon UHF development by the commission's permitting unlimited and unregulated CATV origination of commercial announcements."

In the contested decision, the commission dismissed a protest from WUBC(TV) Greensboro, a UHF station, which claimed that commercial originations by the Greensboro CATV system owned by Jefferson-Carolina Corp. would have an adverse effect on UHF development in the area. According to the commission, WUBC failed to spell out the seriousness of the alleged impact; furthermore, it was held, the questions raised would be better settled in a special rulemaking or a general CATV rules-revision proceeding (BROADCASTING, Sept. 2).





# Les Sturmer has the Broadest Reach in the Land of Milk & Money!

From Manistee, Michigan to Wausau,  
Wisconsin and from Iron Mountain,  
Michigan to Sheboygan, Wisconsin . . .

When Les Sturmer reports the news,  
people listen !

6:00 - 6:30 PM Feb. - March '68 ARB*			
WBAY-TV	66,400 Homes	56 Share	93,200 Adults
STATION Y	25,700 Homes	22 Share	38,700 Adults
STATION Z	No Local News Show		
10:00 - 10:30 PM Feb. - March '68 ARB*			
WBAY-TV	67,100 Homes	56 Share	96,200 Adults
STATION Y	42,800 Homes	36 Share	62,800 Adults
STATION Z	9,800 Homes	8 Share	13,800 Adults

\*Subject to limitations of survey

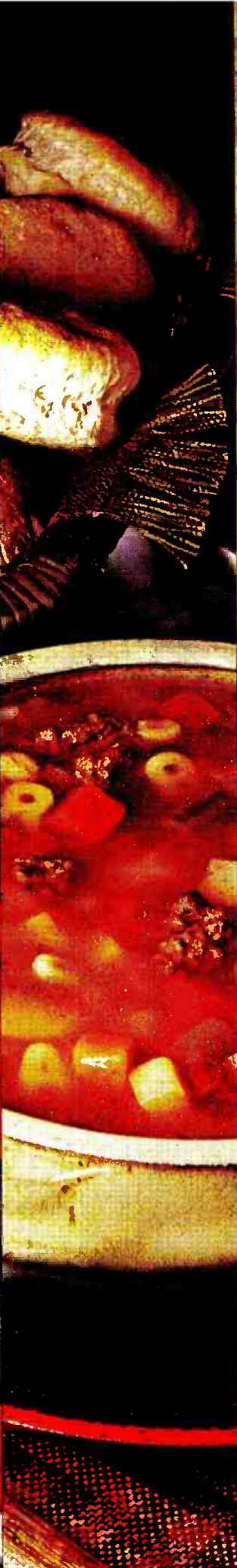
When you need Broad Reach, you get it on



*The Resultstation*



See your Blair Representative







# ELECTOGRAPHY

MB-106R



## A new dimension in videotaping made possible by "Scotch" Brand Color Tape Plus

Electography is videotaping at its finest. Colors are brighter, clearer, livelier. Black and whites are stronger with amazing presence. Copies are perfect... matching the original picture and sound.

Electography is immediate. Lets you complete complex programming in hours. You see your work as you go. You're free to experiment... be more daring. You can use slow motion, fast motion, stop motion and reverse action. You can go out on location. Combine all types of existing footage (stills, film) with new footage. Edit instantly... electronically with 30 frame per second precision.

"Scotch" Brand Video Tape No. 399, Color Tape Plus, delivers the ultimate in electography. Gives you the response and full compatibility you need to make it all possible. Lets you use the most subtle lighting techniques. Gives you true colors... more dynamic black and whites... multiple generation copies undistinguishable from the master tape.

Want more information on electography and how you can take full advantage of this complete creative medium? Write: 3M Company, Magnetic Products Division, 3M Center, St. Paul, Minn. 55101.



"SCOTCH" IS A REGISTERED TRADEMARK OF 3M CO.





## ***If we helped just one youngster...***

"Project Youth," a special telecast by the Fetzer station in Lincoln, was produced last summer to help Nebraska teen-agers learn from the admitted mistakes of others. It featured a panel of prison inmates who discussed their lives and the anguish resulting from their mistakes. If the program helped just one youngster, we think our efforts were well spent.



## ***The Fetzer Stations***

**WKZO**  
Kalamazoo

**WKZO-TV**  
Kalamazoo

**KOLN-TV**  
Lincoln

**KGIN-TV**  
Grand Island

**WJEF**  
Grand Rapids

**WWTV**  
Cadillac

**WWUP-TV**  
Sault Ste. Marie

**WJFM**  
Grand Rapids

**WWTV-FM**  
Cadillac

**WWAM**  
Cadillac

## Station trading is IBFM conference topic

The ins and outs of station trading appear to be a prime topic on a busy agenda mapped out for the eighth annual conference of the Institute of Broadcasting Financial Management to be held Sept. 16-19 at the Doral Country Club and hotel, Miami.

But the more than 250 broadcast executives expected to attend the four-day affair will also hear discussions on such varied subjects as computers (a major topic at last year's conference), CATV and music licensing.

Another prime topic will be "Radio Now," a workshop exploration of radio's current status and advertising future. Scheduled participants include Richard Dudley, WSAU Wausau, Wis.; Carl Loucks, Radio Advertising Bureau, and James M. Rupp, Cox Broadcasting Corp.

The conference will conclude with the station trading session ("The Business of Barter") which features a "how to" examination of financial statements to determine what a broadcast property is worth. Scheduled participants include Francis Hermans, WBAY Green Bay, Wis.; Tom Grote, WDSU New Orleans; Wilson Northcross, Pepper & Tanner, Memphis; Juliana Royal, KCOP-TV Los Angeles, and Harold Poole, WSAV Harrisonburg, Va.

Featured speaker at the IBFM banquet will be FCC Commissioner Robert E. Lee.

## Syncrofilm added to Sonderling list

Sonderling Broadcasting Corp., New York, announced last week it had acquired Syncrofilm Distribution Services Inc., New York, and three affiliated companies that are engaged in storing, editing and distributing taped and filmed television commercials.

Sonderling will issue 18,000 shares of its no-par capital stock for the net assets of the four companies, subject to audit. Sonderling agreed to issue up to an additional 10,000 shares in 1971 through 1973 if Syncrofilm's gross revenues are at certain levels in 1970 through 1972.

Earlier this year, Sonderling acquired Modern Teleservice Inc., and Trim Telefilm Service Corp., both New York, and affiliated companies, which are in the business of storing and distributing taped and filmed television commercials. Although the operations of Modern and

Trim have been consolidated, Sonderling intends to maintain Syncrofilm's editorial department as a separate subsidiary.

## 1st half profits up at 20th Century-Fox

Twentieth Century-Fox Film Corp., New York, reported an increase in quarterly and semiannual earnings in 1968, as compared with the same period in 1967.

President Darryl F. Zanuck noted there was no significant rental of feature films to television in the first half of 1968, but that the company would supply 10½ hours of network programs in the fall: (returning) *Peyton Place*, *Daniel Boone*, *Felony Squad* and *Judd for the Defense*, and (new) *Julia*, *Land of the Giants*, *Journey to the Unknown*, *Lancer*, and *The Ghost and Mrs. Muir*.

For the six months ended June 29:

	1968	1967
Earnings per share	\$1.09	\$1.28
Gross income	90,180,000	95,074,000
Net earnings	7,670,000	7,632,000
Shares outstanding	7,035,344	5,939,544

## Wometco Enterprises buys two New York firms

Wometco Enterprises Inc., multiple broadcaster and diversified company based at Miami, has announced the purchase of Norman Kurshan Inc., and an affiliated company, Precise Color Corp., both of New York. Both companies are color print and film laboratories serving professional, commercial and industrial accounts nationally.

The purchase price was not announced.

In 1967, Wometco acquired National Studios Inc., also New York, a producer of television slides.

## Gray income increases during first half 1968

Broadcasting brought in \$1,235,023 of the over \$2 million in operating revenues reported by Gray Communications Systems Inc. for the first six months of this year. Broadcasting expenses amounted to \$611,916 out of total expenses of \$1,800,870.

Operating revenues and net income for the half year rose by 28.4% and by 41%, respectively, over the same period in 1967. Gray Communications Systems, which went public last year, owns

VHF stations WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla., and KTVE (TV) El Dorado, Ark., the *Albany Herald* and a CATV system serving 620 customers in that city. Gray Communications System bought KTVE last December for \$3,250,000. For the first six months of this year, KTVE is reported to have had operating revenues of \$472,706.

A dividend of 7½ cents per share, payable to stockholders of record on July 26, was authorized by the board.

For six months ended June 30:

	1968	1967
Earned per share	\$0.32	*
Operating revenues	2,181,528	1,562,991
Net income	152,328	89,964

\*Not indicated.

## FCC corrects radio figure

The FCC has issued a correction of one of the figures in its Aug. 30 report on the radio networks' finances for 1967 (BROADCASTING, Sept. 2). The correct figure for total broadcast expenses is \$41,724,000 not \$4,724,000. The FCC's typographical error does not affect any of the other figures in the story or table.

## Company report . . .

Tele-Tape Productions Inc., Chicago, because of substantial expansion ventures this past year, last week reported lower net income for the fiscal year ending June 30:

	1968	1967
Earned per share	\$0.18	\$0.295
Net sales	4,421,846	2,785,350
Net income	302,308	344,262

Earnings per share are adjusted to reflect recent stock split.

## Financial notes . . .

■ Board of directors of Metro-Goldwyn-Mayer, New York, has declared a quarterly dividend of 30 cents per share on the outstanding stock of the company to be paid Oct. 14 to stockholders of record on Sept. 16.

■ RCA directors have declared a quarterly dividend of 25 cents a share on the company's common stock, payable Nov. 1 to holders of record Sept. 16. Also declared were dividends of 87½ cents a share on the \$3.50 cumulative first preferred stock and \$1 a share on the \$4 cumulative convertible series first preferred stock, both for the period from Oct. 1, 1968 to Dec. 31, 1968, and both payable Jan. 2, 1969, to holders of record Dec. 13, 1968.

# The post-convention uproar

Move afoot for wide-ranging Senate investigation as Congress denounces TV reporting from Chicago and broadcasters protest police harassment

Political Washington last week returned from convention combat and members of both parties turned to a common foe—the news media. In the inevitable post-mortems, controversy raged about the role of media and especially network television in its coverage of the battle of Chicago. During the week most of the slings and arrows leveled at broadcasters were oratorical, but more substantial moves were in the works.

Focus of the anti-media (and pro-law-and-order) uproar was the Congress, which devoted a good part of its first day back in session to denunciations of coverage of the Democratic national convention and surrounding disorders. And although no announcement of a full-scale probe of the Chicago violence and coverage was forthcoming from the House Commerce Committee (one had been indicated as a possibility the previous week [CLOSED CIRCUIT, Sept. 2]), a wide-ranging investigation of broadcasters and all their works was taking shape in the Senate.

The Senate examinations are to be conducted by the Communications Subcommittee under Senator John O. Pastore (D-R. I.), but as of late Thursday a date had not been set for hearings. The scope of the probe would not be limited to coverage of disorders, in Chicago and elsewhere, it was indicated, but would also include explorations of the industry's record of self-regulation regarding crime and violence in programming, operation of the fairness doctrine, and, in general, the over-all question of broadcaster responsibility and how the industry meets that responsibility.

The Senate inquiry, if it gets underway promptly, will be subject to a climate of almost unanimous congressional disapproval of the Chicago coverage compounded with the politically potent reaction against televised violence that has swelled since the assassination of Senator Robert F. Kennedy. There were indications late last week that the Pastore probe might not hit full stride until the next Congress, which meets in January 1969, but it was sug-

gested that some sort of preliminary hearings could be underway later in the current session—perhaps within several weeks.

Attention to televised violence has been urged by Senator Pastore's fellow Democratic senator from Rhode Island, Claiborne Pell, who lost a close fight in Chicago on the insertion of a platform plank deploring televised violence and calling for the FCC to invoke its license-renewal-and-revocation powers against broadcasters exploiting violence (BROADCASTING, Sept. 2). The Pell plank was the subject of a last-minute substitution that eliminated all reference

to television and the commission. Earlier, Senator Pell had spoken at length on televised violence, calling for greater industry self-regulation to stave off federal controls.

**Capitol Comment** ■ Oratory about Chicago on the House and Senate floor went invariably against the broadcasters' performance, although some members had words of praise for their home-district stations. Network coverage was, however, unanimously damned in the House, and in both bodies only Senator Stephen M. Young (D-Ohio) condemned Chicago Mayor Richard Daley and the actions of the Chicago police. But even he made no specific defense of the news media.

Senator Russell B. Long (D-La.), assistant Democratic leader in the Senate, summed up congressional reaction to the coverage: "Unfortunately," he said, "the city of Chicago was convicted by the television media without its side ever being seen or heard." (Later, in an interview filmed for television, he indicated with an off-camera aside that the oratory was, after all, only oratory.) After calling for a full-scale investigation, he told reporters: "We won't actually do anything to you [the industry], you understand; we just want your consciences to hurt a little."

But the oratory was vintage congressional 100 proof and it was all too clear to anyone who heard the debate, in either the Senate or the House, that the statements that were uttered reflected a real bitterness against the news media—and especially television—that can be expected to color responses to broadcasting legislation currently on the agenda and, perhaps, to other measures that have been waiting in the wings or are yet to be introduced.

Some senators adopted a stance of moderation, such as that taken by Senator Wayne Morse (D-Ore.), who urged an impartial fact-gathering and a suspension of judgment until the facts were in, with the presumption that both sides made errors. Senator Pastore also urged such counsel when he later asked the networks to take a more conciliatory attitude to Mayor Daley's request for



Mayor Daley



time to give his city's side of the disputes (see page 53).

**No Defenders** ■ But no voices were raised in outright defense of the networks and many were raised in attack. In the House the attack was led by Representative Roman C. Pucinski (D-Ill.), who requested an hour's floor time to document his charges of unfair coverage with newspaper clippings and eyewitness reports, with support from other congressmen with like views.

Mr. Pucinski began by saying that the "television networks did Chicago and its people a disastrous disservice," and later added that "some of those reporting what happened in Chicago last week reached the very zenith of irresponsibility in journalism."

Representative Pucinski responded to a comment offered by Congressman Ed Edmondson (D-Okla.) that "network media personnel such as [Walter] Cronkite, and [Chet] Huntley and [David] Brinkley have done violence to the truth," with the suggestion that "it is time, perhaps, the network radio, television and news media give consideration to putting experienced newspapermen, reporters and journalists on this type of job who know how to handle a story instead of undertaking to present the most bizarre aspects of a situation to 40 or 50 million American people whose opinions are motivated with this type of approach, without having seen the full parameter of the situation."

That feelings about network coverage could influence votes on broadcast legislation was indicated privately by Representative John D. Dingell (D-Mich.), who said he was reconsidering his support of a Section 315 suspension (see page 51) in the light of the "disgraceful" Chicago coverage. Congressman Dingell charged that the network commentators spent the week in their booths without seeing the whole story and yet felt free to make sweeping judgments about events elsewhere about which they had either fragmentary or no information.

The other main Washington focus of power over the broadcasting industry, the FCC, reported a swelling tide of mail on the convention coverage—with "a large number" sent directly to FCC Chairman Rosel H. Hyde. All of the complaints were antibroadcasting, with the main theme emphasizing an alleged anti-Daley and antipolice slant in the network coverage. It was understood that no immediate response was being made to the complaints, in the expectation that receipt of a formal complaint by Mayor Daley would provide a focus for an appropriate response.

It was also thought that an inquiry on Capitol Hill would provide another outlet for objections to the coverage.

The news media were not silent in the face of the criticism although there

was not much sign that their counterattacks had penetrated Congress, at least during the first few days of the session that resumed after a month-long break for the two major conventions. Network news chiefs, backed by influential affiliates, presented a united front against the criticism (see page 48).

**Demand for Violence Probe** ■ And in a post-convention-weekend development a blue-ribbon group of broadcasters and publishers wired Mayor Daley that despite a concurrent investigation by the Federal Bureau of Investigation another probe should be ordered by the mayor looking into charges that newsmen had been singled out for beatings and harassment by the Chicago police.

Signing the wire were Leonard Goldenson, ABC Inc. president; Frank Stanton, CBS Inc. president; Julian Goodman, NBC president; Bailey K. Howard, president of the newspaper division of Field Enterprises Inc. (WFLD-TV Chicago, WCAN-TV Milwaukee); Otis Chandler, publisher of the *Los Angeles Times*; Arthur Ochs Sulzberger, president and publisher of the *New York Times* (WQXR-AM-FM); Hedley Donovan, editor-in-chief of Time

time like this," he wrote. "However, these disgraceful storm trooper tactics can bring nothing but shame and discredit to the city of Chicago and specifically to your administration's handling of its affairs."

A similar wire was sent to Vice President Humphrey, Mr. Brandt noted, but no replies were received. The AFTRA president said he followed up his protest the next day with further telegrams, none of which were answered.

AFTRA is now planning further action to explore ways and means "to prevent a recurrence of the situation." Mr. Brandt indicated that the union would discuss the problem with the networks, but he pointed out that final action "may or may not be in conjunction with the networks." Mr. Brandt had no definite plans for the type of action that might be undertaken.

Mortimer Becker, general counsel for the union, noted that AFTRA would support any member newsmen who sought court action against attackers. The union has no specific apparatus set up for dealing with such complaints, because all previous incidents were isolated cases, he said.

Others called for exhaustive probes



Senator Pastore

Inc. (Time Life Broadcast), and Katherine Graham, president of the Washington Post Co. (Post-Newsweek stations).

The American Federation of Television and Radio Artists (AFTRA) added its vehement protest to the voices raised over treatment of newsmen in and around the Democratic convention in Chicago.

Mel Brandt, NBC announcer and president of AFTRA, sent a telegram to Mayor Daley of Chicago during the Democratic convention (Aug. 28) demanding a halt to police actions. "I fully realize the pressures of your office in the matters of law and order at a

of the Chicago developments, some focusing on the rights and responsibilities of the news media.

**Vice President's Views** ■ Vice President Hubert Humphrey, the Democratic presidential nominee, proposed last week that "a blue-ribbon committee" of knowledgeable, objective experts investigate the disorders that occurred in Chicago during the Democratic convention and the way they were covered by news media.

He expressed hope that such an investigation would examine the activities of police as well as demonstrators and the role of media.

Mr. Humphrey, who won the Demo-

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Radio Stations	36
Television Stations	24
Chevrolet Dealers	405
Other Civic & Fraternal Organizations: Optimists, Lions, Exchange Clubs, Kiwanis, 20-30 Clubs, Knights of Columbus, Shriners, American Legion, and Moose, among others.	63
Total	754



**but you haven't.**



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## News chiefs would do it all over again

The heads of the three TV network news organizations, looking back last week on their respective performances in covering the stormy Democratic convention and the disorders surrounding it, appeared content to leave well enough alone.

None had any suggestions or second thoughts about things they would do differently, if they had it to cover again. All appeared more than pleased with the jobs their crews turned in, especially in view of all the problems.

If they had any reservations it was in the sense that, as NBC News President Reuven Frank put it, "everything that was done may not have been done exactly as it should be done, but everything was done as well as it could be done under the circumstances."

Mr. Frank had high praise for his people.

So did CBS News President Richard for his. "I'm proud of it," he said of their performance.

President Elmer Lower of ABC News, which broke precedent by presenting 90-minute nightly summaries instead of gavel-to-gavel coverage, was pleased not only with his organization's coverage but with the audiences it drew.

"Before these conventions," he said, "we only thought there was an audience out there who would follow this kind of coverage. Now we know there is."

In prime-time Arbitron ratings for the four convention nights (Aug. 26-29), NBC-TV and CBS-TV led, in that order, but ABC-TV was a close third, tripling its 1964 convention ratings and also, on some nights, drawing bigger audiences with its early-evening entertainment programs than the other networks were



Mr. Frank



Mr. Salant



Mr. Lower

getting with the convention (BROADCASTING, Sept. 2).

**Affiliates' Thoughts** ■ First manifestations of affiliate reaction to network coverage were reported by network sources to be generally good—some said spectacularly good—but they were not entirely devoid of criticisms.

As in the past, there were some protests that the convention had been given a good deal more air time than its news values justified, particularly on NBC and CBS.

There were also some private complaints about the nature of network coverage, especially its attention to incidents of violence and brutality and what, in the view of these affiliates, was inadequate attention to what provoked the incidents in Chicago.

Just how numerous these complaints might be—and to what extent they had been communicated to network officials—could not be ascertained immediately. Nor was any clear pattern evident to indicate that such views were held more often or more strongly in some areas than in others. There were some indications, however, that they tended

to coincide with prevailing local political and social philosophies.

**Few Comments** ■ Station reactions through their respective affiliates association officials were reported to be at a very low level late last week.

Harold Grams of KSD-TV St. Louis, chairman of the NBC-TV Board of Delegates, said Thursday (Sept. 5), for example, that he had heard almost no reaction from NBC affiliates. He said he did receive one call Thursday but that the affiliate in that case was more interested in talking about possible political reaction to the coverage, particularly in Washington, than in discussing the coverage itself.

Similarly, Thomas C. Bostic of KIMA-TV Yakima, Wash., chairman of the CBS-TV Affiliates Association, said Thursday night that "not too much" affiliate reaction had reached him and that none of it was critical.

Robert Doubleday of KATV(TV) Little Rock, Ark., chairman of the ABC-TV Affiliates Association, could not be reached Thursday but other sources indicated that in that group, too, relatively little reaction was in circulation.

cratic presidential nomination at the convention, said he felt that "in some instances the police did over-react" in their efforts to maintain order, but that "I think you have to understand the circumstances."

In a Labor Day interview on WNDT-TV, Newark, N. J.—New York non-commercial station, Mr. Humphrey also said that "one of the things that the American public never got was the kind of profanity and the vulgarity that was used in this convention because the Federal Communications Commission wouldn't permit you to put it on TV or radio. It was hideous. It was horrendous."

In defense of Chicago Mayor Richard Daley he said that "it's very difficult for a mayor to control every little move that takes place" and that "I'm sure he didn't want to condone the beating of people with those clubs."

"I didn't condone it," he added. "As a matter of fact the Federal Bureau of Investigation, as you know, is making a full-scale investigation of this—of what happened out there."

He said the FBI was investigating "the police as well as the demonstrators," and that "I was one of those that encouraged that."

In addition to the FBI probe, he said, it would be good if a leading journalism

or law school, or association of educators, or some combination of auspices such as these, would put together "a blue ribbon committee" to look "and see what happened."

"Let's take a look," he continued, "at what the role of the demonstrator was, what kind of demonstrators there were, what about the action of the police, under what kind of command were they. I noticed, for example, that when there was some change of command in the police that it improved—that the police situation improved."

"Let's take a look at the role of the media."

Mr. Humphrey made clear that he

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Big Money Movie..... 3:00 pm  
featuring "Dialing for Dollars"  
Combat..... 5:00 pm

## WOMEN & MEN

KTVI News Report..... 10:00 pm  
News • Weather • Sports  
Joey Bishop .....10:30 pm  
The Big Movie..... 8:30 pm Sat.  
4:00 pm Sun.

## KIDSVILLE

Lone Ranger..... 7:00 am  
Fury ..... 7:30 am  
Romper Room..... 8:00 am



felt the investigating committee should be made up of private individuals, "not public officials."

**Another Inquiry** ■ And as if in at least partial response to the Vice President's suggestion, the President's Commission on Violence, under Milton Eisenhower, announced that on its own initiative it would mount a special investigation of the Chicago violence. The Eisenhower investigation, while focusing on violence and not news coverage, would have implications for broadcast media in cases of violence by or against newsmen and regarding charges that television equipment attracts demonstrators whose demonstrations can engender violence.

One accusation levied against TV in Chicago was, in fact, that the networks tipped demonstrators to the whereabouts of cameras. Newsmen for all three networks agreed that the charge, made by a Chicago policeman who had infiltrated a demonstration leader's organization, was absurd. Camera positions were restricted by the police, it was noted, by NBC director of news publicity Joe Derby, and "anyone with eyes could see where we were," added Jim Byrne of CBS. William Sheehan, vice president and director of TV news for ABC, said the charge was "totally without substance."

## Apply '68's lessons to '72, says Reinsch

The man in the middle at the Democratic convention in Chicago called last week for an accommodation between the party and the media before the 1972 convention comes around.

J. Leonard Reinsch, president of Cox Broadcasting Corp. and arrangements director at the Democratic convention, said that convention officials and the media "made mistakes in 1968, and I think the 1972 conventions should be programed on the basis of what we learned this year." Mr. Reinsch, who was manager of several earlier Democratic conventions, acted as the intermediary between the media and the party organization in the 1968 gathering in Chicago.

He gave his views in an interview broadcast last Thursday night (Sept. 5) by the Cox-owned WSB-AM-TV Atlanta. He was critical of some aspects of the television coverage in Chicago two weeks ago. Of floor reports he said:

"When a reporter goes in and starts interviewing in the middle of a roll call, I think that is wrong. When a state is not recognized because some other state has been recognized by the chairman of the session, and three, four or five floor reporters gang up on the man who



J. Leonard Reinsch on the phone during Democratic convention.

wasn't recognized and let him talk for 15 minutes, and the proceedings of the convention aren't put before the American people, then a question comes into my mind as to whether a reporter is making news and promoting news or whether he is covering a convention, which is his main purpose for being on the floor."

Mr. Reinsch said floor reports had also interfered with the Republican convention earlier in August in Miami. "To give you an example," he said, "when Romney wanted to call Rockefeller on the phone and have a confidential discussion of a political nature, both men had microphones shoved down their tonsils and cameras placed right up to their eyeballs. You can't discuss political affairs under those conditions."

As to the television coverage of police action in the streets during the Democratic convention in Chicago, Mr. Reinsch, said it was one-sided. Television, he said, showed more of the police reaction than of the demonstrations that preceded it, and "therefore the American people didn't get a balanced picture."

What's to be done about future conventions? Mr. Reinsch suggested, in discussing that question with BROADCASTING, that representatives of the media and of both parties begin discussing plans long before the 1972 conventions are held—perhaps before the sites of both are chosen. He had said in his broadcast interview that there would always be conflicts between what the parties want and what television networks think is proper journalistic coverage. But those conflicts, he told BROADCASTING, could at least be eased by preliminary discussions.

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## Fate of Sec. 315 still uncertain

A suspension of the equal-time section of the Communications Act will be a guaranteed order of business for the House Commerce Committee this week, although there is no guarantee that the measure, which would permit televised presidential and vice presidential debates without exposing broadcasters to a rash of splinter-candidate time demands, will be voted up or down or even voted on at all.

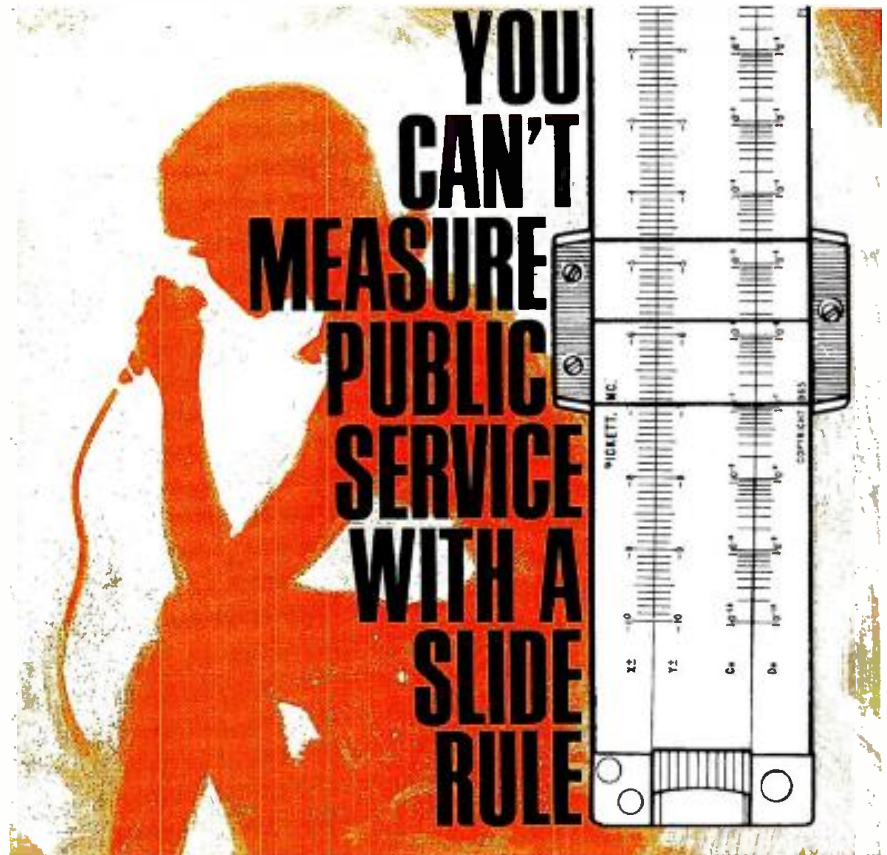
The matter, which had been before the committee for extended discussion since prior to the convention recess, was postponed until Sept. 11—"a date certain," in parliamentary terminology. So its appearance on the agenda is a sure thing. But the committee meeting ordered for that date by the panel's chairman, Harley O. Staggers (D-W. Va.), will also, by his decree, consider a motion to seek further delay by the FCC in the commission's pay-television docket.

And in the light of the commission's letter last week to Chairman Staggers giving notice that the FCC plans to move ahead on its subscription-TV rule-making, House Commerce Committee resolutions notwithstanding (see page 67), the Section 315 suspension may attract little attention.

**Complicating Factors** ■ The suspension was not assured of passage even before the pay-TV crisis hit the committee. And reaction to broadcast coverage of the Chicago Democratic convention has soured some congressmen, who may have been on the fence but leaning toward a suspension, against giving broadcasters even the limited power the suspension confers upon the industry to determine for itself, without equal-time complications, what presidential campaign coverage should be warranted.

Representative Lionel Van Deerlin (D-Calif.), a former broadcast newsman, has been sparking a campaign to get the suspension off dead center, where it has been since the measure passed the Senate and was referred to the House committee. Last week he wired both major-party candidates urging them to declare their support of the proposal. Strong bipartisan support, he said, seems essential to move the resolution out of committee.

An aide said late Thursday (Sept. 5) that he had indications that an announcement of support was expected to be issued shortly from the Humphrey camp. Richard Nixon accepted networks' offers of debate time shortly after receiving the Republican nomina-



For example — just one WLBW-TV documentary — ESCAPE TO HELL — on the subject of teenage use of narcotics, involved discussions between the station News Department and more than 25 Civic and official organizations, used approximately 850 man hours of preparation covering talent, announcers, directors, floormen, engineers, lighting technicians, copywriters, artists, newsmen, photographers, researchers and newswriters.

"Escape to Hell" has since been aired on 37 television stations throughout the United States, Mexico, Canada and South America, and even on several radio stations.

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tion early last month. His acceptance was predicated on a suspension of the equal-time law.

Despite his pressure for committee approval of a suspension, Mr. Van Deerlin was not optimistic. Chances for passage had been about even before the Democratic convention, he said, but now he assessed them at two-and-a-half to one against passage.

The most vocal opponent of a suspension on the committee is John E. Moss (D-Calif.), who sees broadcasters using a suspension as a lever with which to later urge complete repeal. And a close colleague, Representative John D. Dingell (D-Mich.), who had tended to favor a limited suspension, now says since the convention and the news coverage of that event, which he terms "disgraceful," he is critically re-examining his position.

The measure before the committee would free broadcasters from demands for equal time from candidates for President or Vice President from now until the election. (The Senate version set the suspension from Aug. 31 until the election, a date that will have to be changed in a conference between the Senate and the House, if the measure progresses that far.)

In addition, the resolution as pending before the House committee has attached an amendment offered by Mr. Moss that would ban all broadcast editorials for or against candidates. It's not expected that the committee would report out the suspension with such an amendment still attached—it's felt that it merely represents a tactical maneuver—but given the spirit of last week's opening sessions of Congress (see page 44), such an amendment might attract a considerable number of votes if it went to the floor.

## A Wallace convention?

### No... yes... maybe

Plans for a convention of George C. Wallace's American Independent Party—and for TV-radio coverage if one is held—remained up in the air last week.

The third-party presidential candidate said on ABC-TV's *Issues and Answers* on Sunday (Sept. 1), and iterated later in the week, that he probably wouldn't hold a national convention but might have state conventions if necessary to get on the ballot in some states. He also spoke of the possibility of a "national rally" in October.

At midweek Mr. Wallace was quoted in wire-service reports as saying there wouldn't be a national convention. But later the same day Cecil Jackson, national director of the Wallace campaign, told CBS News that there had been no change in the situation since the FCC

refused to give CBS a Section 315 ruling because, the commission said, it wasn't clear that there would be a convention (BROADCASTING, Sept. 2).

CBS had asked the FCC for a declaratory ruling on whether coverage of Mr. Wallace's speech at the projected AIP convention would be exempt from the equal-opportunities requirement of Section 315 of the Communications Act. Bona fide news events, such as political conventions, are exempt. But the commission told CBS that until it is known that there will be a national convention and "what activities would be conducted" there, it cannot determine whether a convention would be a bona fide news event.

In view of all the uncertainty, network news organizations were unable last week to say whether they would cover a Wallace convention, much less how they might cover it. If one is held but is ruled by FCC not to be a bona fide news event, it appeared unlikely that they would lay themselves open to equal-time demands from the dozen or more other minority-party candidates by covering it.

## RTNDA questionnaire

### probes access problems

The Radio Television News Directors Association has frequently waged battle against several formidable targets affecting free press and fair trial, including the recent American Bar Association adopted Reardon Report (BROADCASTING, Oct. 3, 1966 et seq.).

Now RTNDA has set its sights on a more amorphous animal—freedom of information on the local level. And it readily admits that it may be no problem at all.

RTNDA's freedom of information committee has sent out a questionnaire to all RTNDA members (about 1,000) requesting information regarding what degree of access is accorded broadcast newsmen at the federal, state and local levels. As an accompanying letter notes: "No definitive study has ever been made, as far as we know, to determine what the problems of access to information are. Where are they most severe? What individuals or agencies are the major offenders? Are closed-door meetings of town and city councils a nationwide headache for the broadcast newsmen?"

The replies RTNDA hopes to receive by Oct. 1 may provide some answers to those questions. But, as one RTNDA director put it: "Maybe those problems don't exist at all."

Among the 74 questions asked are:

- "Since adoption of the Reardon report, have you encountered any efforts

to put it into effect locally?"

- "Is the executive session used by governing bodies in your area so that it interferes with the public's right to know?"

- "Have you attempted to persuade courts in your locality to permit cameras or tape recorders in trials?"

- "Are you permitted to cover meetings of (specified) agencies and institutions with recording equipment?"

Replies will be tabulated according to market size and size of the news departments of the stations reporting. The results may be made known when RTNDA holds its 1968 convention in Beverly Hills, Calif. on Nov. 19-23.

## Broadcasters picked for record discussions

The National Association of Broadcasters has selected 12 radio broadcasters to participate in the record roundtable discussions at each of NAB's six fall conferences. The discussions will highlight each first-day radio assembly at the conferences and will be co-sponsored by NAB and the Record Industry Association of America.

The participants (and places): James P. Arcara, WPRO Providence, R. I., and Ernest Tannen, Mediamerica Stations, Silver Spring, Md. (New York, Oct. 17-18); William P. Hessian, Jr., KOY Phoenix, and Herbert Newcomb, KAWT Douglas, Ariz., (Los Angeles, Oct. 21-22); Howard L. Stalnaker, WOW Omaha, and Robert Wells, KIUL Garden City, Kan., (Denver, Oct. 24-25); George Allen, KLGA Algona, Iowa, and John Rook, WLS Chicago, (Cincinnati, Nov. 11-12); James Erwin, KOMA Oklahoma City, and Clint Formby, KPAN Hereford, Tex., (Dallas, Nov. 14-15), and Richard Barron, WSJS Winston-Salem, N. C., and James D. Popwell, WCEH Hawkinsville, Ga. (Atlanta, Nov. 18-19).

## Campaign correspondents picked by NBC News

NBC News has assigned correspondent teams to cover each of the five leading presidential and vice presidential candidates for the election campaign.

Herb Kaplow will head the team covering Richard M. Nixon; Jack Perkins will follow Hubert H. Humphrey; and Douglas Kiker will travel with George C. Wallace.

Vice presidential candidates Spiro T. Agnew and Edmund S. Muskie will be covered by Charles Quinn and David Buntington, respectively.



# It isn't over yet in Chicago

## PASTORE SIDES WITH DALEY IN DISPUTE OVER EQUAL TIME

Group-owner Metromedia picked up last week where the networks and Chicago Mayor Richard J. Daley had left off in their failure to reach common ground on the mayor's request for time on television to give his version of what happened at the Democratic National Convention in his city.

The mayor's office accepted Metromedia's offer of one hour's prime time after CBS-TV refused the mayor's request for time and NBC-TV and ABC-TV counteroffers for time on panel programs were in turn refused by Mr. Daley as "not responsive" to his request. The mayor's office was reported already at work producing a filmed one-hour program.

One element of the Metromedia offer was to make video and audio copies of the program available to any station requesting them.

The networks' and mayor's actions and reactions came after Mr. Daley's requests for time had found a powerful ally in the U. S. Senate. Thursday afternoon (Sept. 5), after all three networks had responded to the Daley request, and those three responses were deemed unsatisfactory by the mayor, Senator John O. Pastore (D-R. I.), chairman of the Senate's Communications Subcommittee, urged in a floor speech that the networks grant the requested time.

**Let Us Reason** ■ Senator Pastore suggested that the presidents of ABC, CBS and NBC "sit down with Mayor Daley to see whether they cannot reach a reasonable agreement and allow Mayor Daley to appear on television and explain his side of the story to the American people." He said it was not his intent to "prejudge the situation . . . but merely to appeal to the networks to review their position, to become a little more condescending, so that America will have all the facts."

Later, it was speculated in Washington that with an ally like Senator Pastore, the mayor might not consider the matter closed, even after the announcement of the refusals and counter refusals and the acceptance of the Metro-

media offer, which had been delayed pending the outcome of the requests to the networks. One possibility was a reopening of negotiations, as Senator Pastore had suggested. Another was an appeal to the FCC, which as of late Thursday had not received any official complaint.

John Corporon, vice president and director of news and public affairs, Metromedia TV, in making the offer subsequently accepted, wired Mr. Daley on Wednesday (Sept. 4) that "your side of the story [would be carried] on Metromedia stations KNEW-TV San Francisco; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; WTTG(TV) Washington, and WNEW-TV New York."

NBC made it known that it did not welcome Metromedia's action, with NBC News President Reuven Frank describing the Metromedia offer as "unprofessional." NBC had earlier taken the position—as when it counter-proposed a special one-hour edition of *Meet the Press* for Mr. Daley at which time he would be questioned by a panel of newsmen—that it would not provide a platform for partisan comments without questioning. Mr. Frank said the Metromedia offer was "not going to set any precedent for us" in relinquishing editorial control over a block of air time.

**Quote and Misquote** ■ There was no CBS official comment although an unidentified source at CBS was quoted in the *New York Post* as having accused Metromedia of making "a grandstand play" and "doing it for the publicity." This published report brought a wire from Frank Stanton, CBS president, to John W. Kluge, chairman and president of Metromedia, stating the article was "incorrect and does not represent the CBS attitude towards the Metromedia offer. We regret very much the unfortunate misrepresentation."

Mayor Daley had rejected the NBC offer of a *Meet the Press* format, while CBS turned down the mayor on his request for time on that network.

Metromedia sources said the company's proposal for an hour program for Mr. Daley was predicated only "on the refusal of the networks to provide time," and Mr. Corporon issued a further statement Sept. 5 in "response" to reported negative reaction of CBS and NBC, saying that "whether the networks agree with our proposal is largely irrelevant" since Metromedia believed "the Daley story continues to make important news and we will therefore continue to cover it."

Mr. Corporon said the only way the public could make up its mind on the Daley issue was for "all sides of what happened in Chicago" to be aired.

He said viewers had the right to "see for themselves Mayor Daley's further explanation of those events, just as they have a right to see the position of his critics, to whom time also will be made available."

**Individual Stance** ■ Mr. Corporon said: "We will not abdicate what we consider to be our journalistic responsibility regardless of what the networks think or do. Our offer to Mayor Daley still stands."

The Metromedia position was taped by Mr. Corporon for insertion in the 10 p.m. newscasts on the Metromedia TV stations. The original offer of time to Mayor Daley was also carried on the stations.

Earl Bush, the mayor's news officer, explained Thursday that the one-hour program to be produced on film by the mayor and his staff would consist of a chronological documentary of the week's events with emphasis on that side of things not shown by the com-

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mercial TV networks. The program would not draw any conclusions, he said, but would let the public draw its own conclusions. "There would be no attack on television," Mr. Bush said.

He admitted the Daley show would be "one sided" in that it would recount how the demonstrators provoked the police and how the police did their job, and make clear how many of them were injured and hospitalized in the process.

**Ayes Have It** - Mayor Daley's mail by Thursday afternoon was running "10 to 1" in favor of the city of Chicago and the police, Mr. Bush reported. Nearly 40,000 letters and cards had been received.

He said early Thursday afternoon about a dozen stations in addition to Metromedia had phoned from around the country to offer air time for rebuttal by Mayor Daley. Mutual also had offered its full network for a one-hour program, he said.

Late Thursday Mr. Bush disclosed that an unofficial offer from ABC-TV to allow Mayor Daley to appear on a special one-hour version of *Issues and Answers* had been refused. The mayor's office then announced official acceptance of the Metromedia offer. It also accepted an offer from WGN-TV Chicago.

Officials at WGN Continental Broadcasting Co. subsequently explained that WGN-AM-TV contacted Mayor Daley the closing day of the convention and offered him an hour or more of prime evening time to tell his story of events there. Whether the WGN stations will carry the Metromedia program or other material had not yet been worked out by late Thursday.

Last Wednesday the Chicago Federation of Labor station, WCFL, wired the mayor an offer of "any time necessary to present Chicago's story of

the disturbances."

Late Thursday night Mr. Corporan said he would meet Friday (Sept. 6) with Mayor Daley and his staff in Chicago on the time, date and logistics of the rebuttal operation. He indicated that live interconnection of the Metromedia outlets and other stations joining in the carriage of the Daley program was "being considered." Alternatively, tape or film of the program would be duplicated and circulated to participating stations.

Meanwhile, the Chicago lodge of the Fraternal Order of Police asked the networks for time to answer "unfair and biased" coverage of the Chicago disorders. A spokesman said a complaint would also be filed with the FCC charging biased television reporting.

## New film firm plans TV, theatrical features

Formation of Major Artists Pictures Inc., Chicago and Miami, to produce new feature films for both TV and theatrical release, was announced last week by the firm's president, Robert E. Greene, a member of the board of Ivan Tors Films Inc. The Tors firm produces several network vehicles including *Gentle Ben*, *Flipper*, *Daktari* and *Cowboy in Africa*.

A syndicate of "fewer than 10" people, some of them well-known film names, are stockholders in the new firm, Mr. Greene said, but the list was not given. Members of the MAP board, however, besides Mr. Greene, include Jack R. Courshon, Fred Finklehoffe, Ida Lupino, Frank H. Ricketson Jr., Morris Sherman, William B. Tanner and Ivan Tors.

Pepper & Tanner, Memphis radio-TV commercial production firm, will dis-

tribute the films to television after theatrical release. A total of 20 full-length features are to be produced in the first year, all in color. Budget for each film will range from \$500,000 and up. Production is to be based at studios in North Miami.

## Seven-station network to carry N.Y. PGA tourney

A seven-station state network has been set up by Sports Telecasts Inc., Rochester, N. Y., for the New York State Professional Golfers Association championship final round on Saturday, Sept. 21. The 90-minute telecast will be taped on Sept. 20 for showing on Saturday after the ABC-TV collegiate football game of the week.

Sponsors for the telecast will be Marine Midland Trust Co. and Dodge Dealers, both through BBDO; Mohawk Airlines through Anderson, Hutchins and Seeds; Schmidt's Beer through Ted Bates; Taylor Wine through D'Arcy Advertising, and Ski-Doo through Elliott Hutchins Inc.

The match will be carried on WAST (TV) Albany, WBJA-TV Binghamton, WKBW-TV Buffalo, WOKR (TV) Rochester, WNYS-TV Syracuse, WKTV (TV) Utica and WWNY-TV Carthage-Watertown.

## Forum to debate news media influence

A two-day forum will consider "The Influence of the Communications Media on the Caliber of American Civilization" in New York next week under the auspices of the Center of American Living Inc.

According to its sponsors, the forum will be presented as "as a public service." President and chairman of the sponsoring organization is Lady Malcolm Douglas-Hamilton, founder and president of The World War II Bundles for Britain, and of The Common Cause Inc. and Citizens For Freedom Inc. organizations. She is also chairman of the American-Scottish Foundation Inc. and of Scotland House.

In an announcement issued in New York last week, the center said the forum, which will be held Sept. 16-17 at the Biltmore hotel, will include "appointed representatives of more than 125 civic, educational, religious, patriotic, ethnic and service organizations, as well as the general public." It said that "citations of excellence" would be presented during the conference to "individuals and institutions for leadership reflecting an affirmative or inspirational

## NBC gets Miss America protest

Here they come, Miss America protesters!

Women's Liberation Groups, a collective title for a federation of women's organizations protesting discrimination of all sorts, planned late last week to request an "opportunity for fair comment" on the NBC-TV network about the *Miss America Pageant*, scheduled for telecast (Sept. 7) 10-12 p.m.

A spokeswoman for the group emphasized that the network was not the object of a demonstration planned for Saturday afternoon on the Atlantic City boardwalk, but soon would be if it blacked out its

activities. NBC has maintained silence so far, but individual radio and television stations in New York, Chicago, Los Angeles and San Francisco, the Canadian Broadcasting Corp. and the underground press have been or plan covering their protest. Requests for more information have also come in from various television talk shows, she noted.

The groups object to the pageant on 10 points ranging from allegations of racism to a "consumer con game." Leaders said they plan to boycott commercial products related to the pageant, including TV sponsors Pepsi-Cola, Toni, and Oldsmobile.



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influence on the quality of life in America."

Lady Hamilton was described in the announcement as a native-born Bostonian, who "has been the inspiration and organizer of many other movements for better living and international understanding."

The conference, the center said, will gather together "leaders in television, radio, newspapers, magazines and movies" to "develop new methods by which the general public can make its voice heard in direct approval as well as disapproval, of the quality of these mass media presentations."

Discussions, the announcement con-

tinued, "will cover the grave responsibilities and frequent conflicts that confront media people who make daily decisions that affect millions of Americans. It is widely recognized that the problems of violence, evil and depravity, as depicted in depth on the various media, have critical influence on today's generation and require serious discussion."

Among those listed as speakers are Norman E. Cash, president, Television Bureau of Advertising; Roy Danish, director of Television Information Office; attorney Morris Ernst; NBC News producer Fred Freed; George Heine- mann, director of public affairs, NBC

News; Jay McMullen, CBS News producer; trial lawyer Louis Nizer; John H. Secondari, former ABC News producer who is now an independent producer; Henry J. Taylor, columnist and commentator; Dr. Frederic Wertham, psychiatrist and author, described in the announcement as an "expert on violence and crime on television" and actress Peggy Wood.

A special newspaper roundtable discussion comparing "the influence of newspaper news coverage versus television" also is on the program.

The announcement said that Lady Hamilton, who is scheduled to speak at the forum, would present a "concrete plan for an action program" in the communications field.

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## Program notes . . .

**Game show** ■ G. J. Williams and Associates, Fort Lauderdale, Fla., is syndicating a live TV game show called *Who's Who*. The game is primarily a station promotion vehicle in which trading stamps can be won by viewers in each market.

**Air Force spots** ■ The Air Force has issued "Almanac IV," fourth volume in its series of five LP recordings featuring aviation history. Included are 13 60-second and seven 30-second spots, plus six promos with music, dealing with the exploits of American airmen in World War II.

**New Leonard show** ■ NBC-TV said last week a half-hour comedy series that will star Millicent Martin will be in production in London next spring for the network's 1970-71 season. The English actress-comedienne is cast in the role of an airline stewardess assigned to around-the-world flights, giving the series various international locales. Associated Television Corp. (ATV) and Sheldon Leonard Productions will produce the series in association with NBC-TV. Mr. Leonard will be executive producer of the series which has not yet been titled.

**New President, new show** ■ A combination of Xerox Corp., Rochester, N. Y., Metromedia's Wolper Productions and author Theodore H. White is preparing a third *Making of the President* special program. The 90-minute show, to be telecast at a time and date to be announced later this year, will be titled *Making of the President: 1968*, concentrating on the political campaign of the next U. S. President. Previous films were *Making of the President: 1960* shown in 1963, and *Making of the President: 1964* in 1964.

**Nature special** ■ *The Sense of Wonder*, a special on Rachel Carson's philosophy about nature, will be presented on ABC-



TV, Nov. 13 (7:30-8:30 p.m. EST). The 3M special, produced by Jules Power Productions, will be narrated by Helen Hayes.

**Showcase for inventors** ■ Twentieth Century-Fox Television is setting up an East Coast division to create and develop series and special programs for network and syndication exposure. The first property, called *What's The Big Idea?* and developed with Alan Foshko Productions, New York, is a series of half-hour color-tape programs dealing with inventors and their inventions, and offering the professional as well as the amateur the opportunity to present their wares before the public.

## Middle-income homes do most TV viewing

Middle and upper-income households are major users of TV during prime evening hours from 7:30-11 p.m., according to a new study by A. C. Nielsen Co. In virtually every category upper-income homes use TV more than lower-income homes, but those in the middle income view the most.

Nielsen's media research division reported approximately 40% of all U.S. television households are in the middle-income category (\$5,000-\$9,999 per year). About 31% are upper-income families (\$10,000 and up) while 29% are in the lower-income bracket (under \$5,000).

The Nielsen study found that during the average prime evening minute there

## Networks making fewer changes this year

The television networks this fall will program fewer changes in their nighttime schedules than at any time since 1962. There'll be 34 revisions affecting 27½ hours of programming weekly in prime-time compared to 41 changes and 33½ hours in September 1967.

In the changes, ABC-TV will have eight new shows (*The Outcasts*, *The Mod Squad*, *That's Life*, *Here Come the Bridges*, *Ugliest Girl in Town*, *Journey to the Unknown*, *Don Rick-*

*les Show* and *Land of the Giants*), NBC seven (Monday night movie, *Julia*, *The Name of the Game*, *Adam 12*, *The Ghost & Mrs. Muir*, *The Outsider* and the *Beautiful Phyllis Diller Show*) and CBS six (*Mayberry RFD*, *Doris Day Show*, *Lancer*, *Good Guys*, *Blondie* and *Hawaii Five-O*).

The countdown was prepared by Avery-Knodel, New York, from its "TV Network Guide." Copies are available from any of the rep's offices.

are 33.7 million TV households watching; 28% low income, 41% middle income and 31% upper income. The average minute has a total audience of 72.3 million people, with 27% of them in the lower income category, 43% middle and 30% upper.

Of the total people watching during the average minute, Nielsen said, 52.3 million are adults, 28% lower income, 42% middle and 30% upper. Of the adults, women under 50 totaled 17.3 million, 19% in lower-income homes, 47% middle and 34% upper-income homes.

Men under 50 totaled 13.1 million, 17% lower income, 47% middle and 36% upper.

The average minute audience had 22.8 million men (25% lower income, 43% middle and 32% upper); 29.5 million women (30% lower income,

41% middle and 29% upper), and 20 million nonadults (24% lower income, 46% middle and 30% upper).

## 'Focus on Sports' show set

MPO Sports Inc., a division of MPO Videotronics Inc., New York, announced production plans last week for a weekly half-hour television series, *Focus on Sports*, with Bill Mazur, the host.

Each program will combine an interview with new and existing film footage of various sports personalities, and will be offered as a syndicated 26-week package to advertisers. Included in plans for the first package are athletes in professional and college basketball, football, golf, racing, tennis, baseball and track and field.

## THE MEDIA

# Tighter reins on CP transfers

## FCC PROPOSES RULE TO CHECK PROFIT TAKING

By long-established policy, the FCC prohibits station permittees from profiting on the transfer or assignment of their permits. But what of the construction-permit seller who arranges to retain an interest in a station not yet on the air that he can dispose of subsequently at a profit?

The commission proposed its answer to that question last week in a notice of proposed rulemaking that would require hearings in such cases (CLOSED CIRCUIT, Sept. 2). The proposal would also codify existing policy on trafficking in permits by specifying that the commission will not consent to assignments or transfers in which permittees receive more than the "legitimate and prudent" expenses they incurred in prosecuting their application and in building the station. Both provisions

would apply only to permittees whose stations have not yet received program test authority.

The rulemaking proposal grew out of a suggested policy statement that had been drafted by Commissioner Kenneth A. Cox. But its main impetus appears to be the troubles the commission encountered in approving the transfer of a majority interest in five UHF construction permits from the D. H. Overmyer Communications Co. to U. S. Communications Corp.

U. S. Communications acquired 80% of the five CP's for \$1 million and was given an option to acquire the remaining 20% for a price that would be set under a complicated formula but which could reach \$3 million. That provision of the transfer agreement provided much of the ammunition the House

Investigations Subcommittee has used in criticizing the commission for its handling various aspects of the Overmyer case. (BROADCASTING, July 22, et seq.).

**Other Cases** ■ There have been two other cases in recent years in which a permittee transferred a large percentage of a permit and gave the buyer an option to acquire the remainder at a later date at a substantial price. In one Field Communications Corp. acquired 50% of WFLD-TV Chicago, in 1965; in the other, Kaiser Broadcasting Corp. acquired 50% of WKBF-TV (then WAFT-TV) Cleveland, last year.

The commission in its notice last week explained that its policy in barring permittees from profiting from the assignment or transfer of their authorizations is based on the principle that

permits are granted only to "qualified applicants in reliance upon their bona fide intention to place the proposed station on the air . . ." As a result, it added, it attempts to prevent the use of permits as a means of making a profit without providing the service "which, alone, justifies the grant of permits" for the construction of broadcast stations.

The commission noted that, if "unforeseen circumstances" prevent a permittee from putting a proposed station on the air, it will approve the assignment or transfer of the CP to those able to complete and operate the sta-

tion—but not if the pertinent agreements provide for payments to the permittee of payments "over and above the proved out-of-pocket expenses."

The expenses the commission regards as recoverable in such circumstances are those "reasonable" ones involved in preparing, filing and advocating the granting of the petition, as well as those incurred after the grant for construction and in other steps needed to begin operations.

**New Problem** ■ Then, focusing on the new problem being encountered in trading in CP's, the commission noted it is "sometimes confronted with the

question of whether interests retained by assignors or transferors of stations not yet in operation amount in essence to a disguised or potential source of future profit contrary to the purposes of this policy."

The commission said this could occur in cases in which the seller "retains an interest or holds an option to acquire an interest in the proposed station. Such arrangements raise the question of whether, in essence, the total yield to [the seller] in fact includes, in addition to out-of-pocket expenses, a return which for our purposes is tantamount to a prohibited profit."

The commission said it would be desirable to subject such proposals to "the most searching scrutiny." Accordingly, it proposed its rule to require an evidentiary hearing on applications involving such arrangements as a means of testing the "true significance and character of the retained interest."

The commission spelled out one kind of an arrangement providing for a retained interest that "may not violate" its antitrafficking policy—one which requires the seller "to make a capital contribution commensurate with that made by those" to whom he has transferred an interest in the operation. Such a requirement will be taken into account in deciding cases involving retained interests, the commission said.

Comments on the proposed rule are due by Oct. 10, reply comments by Oct. 21.

## Small phone firms should get into CATV

Sol Schildhouse, chief of the FCC's CATV task force, has urged entry of a new element into the CATV business—the small, independent telephone company.

Mr. Schildhouse, speaking to representatives of such telephone companies at the Northeast Area Telephone Conference in Atlantic City last week, hoped that problems in obtaining necessary Rural Electrification Administration financing for their CATV activities could be worked out. He noted that CATV started in rural areas and continues to find acceptance there. Coincidentally, he said: "that is where your interests lie."

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# ABC gets no affiliate protection

## BUT FCC MOVES TO MAKE PUBLIC ALL NETWORK-STATION CONTRACTS

The FCC has said "no" to ABC President Leonard H. Goldenson in his plea for protection against raids by other networks, specifically NBC-TV, on ABC-TV affiliates in two-VHF-station markets.

But if this was good news for CBS and NBC, which were uneasy about the prospect of the commission's taking ABC's side in the competition among the networks, the agency had grimmer tidings for all three networks in two other actions last week.

In one, it emphasized that it will not countenance incentive-compensation provisions in network-affiliation contracts. And in the other it revived a six-year-old rulemaking that would require network-affiliation contracts be made public—a proposal networks and stations have opposed and thought safely dead.

The commission's response to Mr. Goldenson, contained in a letter adopted by a 4-to-2 vote, effectively killed a proposal of two commissioners—Kenneth A. Cox and Robert E. Lee—to impose restrictions on television network affiliation practices in an effort to strengthen ABC's competitive position with respect to CBS and NBC in the top 19 two-VHF-station markets (BROADCASTING, May 6). ABC trails the other networks in the number of primary VHF affiliates in these markets.

**Lee Votes No** ■ Support for the plan was never strong within the commission. And after the staff presented a detailed analysis of its implications and ramifications (CLOSED CIRCUIT, Aug. 26) even Commissioner Lee turned against it.

He voted with Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and James J. Wadsworth to inform Mr. Goldenson that the commission was rejecting his request for help. However, Commissioner Cox found new support in Commissioner Nicholas Johnson. Both dissented to the letter to Mr. Goldenson.

The commission's letter to Mr. Goldenson had not been released as of Thursday. However, it was understood to reflect the view that the commission does not feel that ABC's financial position is so precarious as to warrant the kind of relief being sought. But it says the commission will maintain a continuing interest in the problem of a lack of comparable facilities in some markets.

Commissioner Cox, who is preparing a dissenting statement, said the commission "is ducking the problem" he

feels is caused by ABC's lack of primary VHF affiliates. In the 19 two-VHF markets, NBC has 15 primary and nine secondary affiliates among the VHF stations; CBS 14 and six; and ABC 10 and 10.

**Commission's Obligation** ■ He feels the commission has an obligation to provide for "equally competitive networks." And he says ABC, whose network operation is losing money, "is seriously threatened" by the loss of affiliates. Even if ABC-TV does not face the prospect of going the way of the defunct Dumont network, he said, "at some point, it could be pretty clear that this [ABC] is a substandard network."

The ABC president made his appeal to the commission in March after WSPD-TV Toledo and WLWD(TV) Dayton, both Ohio, announced they were switching their primary affiliations from ABC to NBC, and after WSOC-TV Charlotte, N.C., which once cleared a majority of ABC-TV's prime-time schedule, had stopped such clearances and become an NBC-TV primary affiliate (BROADCASTING, April 22). All three VHF stations are in two-VHF markets.

Mr. Goldenson, estimating that those switches would cost ABC-TV potential annual prime-time revenue of \$3.6 million, asked for commission help in stopping the leakage of VHF affiliates

to the other networks. He also asked the commission to call up for immediate hearings the license renewal applications of WSPD-TV and WLWD "to determine whether the course of conduct pursued by these stations in combination with NBC is in the public interest."

He directed his appeal to Commissioners Cox and Lee in their role as members of a commission committee on network affiliation matters. Besides suggesting various measures for restricting the freedom of stations and networks to negotiate affiliation and program-clearance agreements, as a means of equalizing competition among the networks in the major two-VHF-station markets, the two commissioners proposed a moratorium on affiliation changes while the matter was under study.

**Staff's View** ■ However, the commission staff questioned the legality of barring stations from changing affiliations, and said such action would run counter to established commission policy of promoting freedom of programing choice on the part of stations.

Furthermore, the staff said that, despite Mr. Goldenson's plea of financial hardship, ABC is in a reasonably strong position. It noted that although the television network is in the red, the combination of ABC's owned-and-operated stations and its network operation has

### Color ownership in middle-income bracket booms

The middle-income groups in the U. S. continue to acquire color television sets at the greatest rate, according to a Brand Rating Index survey conducted among women from December 1966 to December 1967 and reported last week by NBC.

The report indicated that color-set ownership continues to be highest among the upper-income brackets, defined as earning \$10,000 and over and being between the ages of 35 and 49. This group has said to represent 37.3% of all the people who owned color sets in December 1967 (24.9% in December 1966).

According to the survey, the middle-income group (\$8,000 to \$10,000) was acquiring color sets at the greatest rate with 31.7% in December 1967, compared to 20.3% in December 1966, while those making \$5,000 to \$7,999 constituted 21.6% in December 1967, compared to 14.3% in December 1966.

The report pointed out that while

color-set buying plans are still above average among the 35-to-49 age group (23.3% in December 1967), they are especially high in the under-35 bracket (27.1%, December 1967), and will continue that way for the future, while few women 50 and over plan to buy color sets (15.8%, December 1967).

The trend is for future color set sales to be made increasingly by younger families, according to the report.

It also said that households with three or more members were the highest in color-set purchases (25.4 percent, December 1967).

As for geographical areas, the West was highest in color-set purchases in December 1967, 29.4%, compared to the North Central states with 26.8%, the Northeast with 22.2%, and the South 17%. Intentions to purchase color sets in December 1967 were highest in the Northeast with 25%.

earned profits every year since 1957.

The commission's concern with incentive compensation provisions in affiliation contracts—banned by the chain broadcasting rules—surfaced as a result on what the staff said was the presence of such provisions in NBC-TV agreements with nine affiliates in markets with less than three VHF stations (CLOSED CIRCUIT, Aug. 26). The staff uncovered them in its study of the proposals to aid ABC.

Although NBC two months ago said it was preparing to renegotiate those contracts, the commission had been readying a tough letter to NBC President Julian Goodman, asking his comments on whether the provisions in question violated commission rules. The contracts provided for sliding compensation, generally based on the amount of program clearances.

However, NBC informed the commission early last week that eight of the nine contracts had already been renegotiated, to provide the same bases of compensation for program clearance by the stations regardless of the number of hours of network programs cleared; work on revision of the ninth was underway. NBC reportedly said its action does not constitute an admission that the contracts were in violation of commission rules.

As a result of that letter, the com-

mission was making substantial revisions in its letter to Mr. Goodman. However, it will state there is a "serious question" that the original contracts were "not in accord" with the rules.

It was the discovery of the questioned provisions in the NBC-TV contracts that led the staff to suggest—and the commission to agree—to revive the 1962 rulemaking to provide for public inspection of affiliation contracts.

The commission instructed the staff to draft an order calling for an oral argument on the proposal, which had never been formally abandoned. This would give broadcasters an opportunity to freshen their comments on the proposal.

In the comments filed six years ago, the networks and most stations offering views opposed the proposal. A principal argument was that, in the competitive world in which stations and networks operate—it would be unfair to require them to make a public disclosure of affiliation agreements.

### New evidence invited in RKO-Fidelity contest

Allegations that RKO General Inc. engaged in anticompetitive practices will be introduced into an FCC comparative hearing involving RKO and

Fidelity Television Inc., Norwalk, Calif.—but not in the manner requested by Fidelity.

The charges won't be introduced as hearing issues—because the FCC review board says so, and because the commission last week declined to review that decision. However, the evidence will be introduced—because the review board said that Fidelity might include it under existing comparative issues in the hearing, and because the commission on its own motion added a qualification issue which it said was necessary if evidence "as damaging as Fidelity claims it to be" were to enter the hearing record. The new issue is to determine whether RKO General "should be disqualified or, if not, whether a comparative demerit should be assessed against it in this proceeding."

In the comparative hearing, RKO General is seeking renewal of its license for KHJ-TV (ch. 9) in Los Angeles, while Fidelity seeks a permit for nearby Norwalk. The order Fidelity wanted the commission to review denied addition of hearing issues inquiring into allegations that General Tire & Rubber Co., which owns RKO General, had coerced vendors to General Tire and its subsidiaries into buying time on the RKO station. The review board left the door open for Fidelity to introduce such evidence under existing issues.

In declining to review the order, the commission noted that the hearing examiner reopened the record March 11 to receive additional evidence. Adding the new issue, it said that "to permit the adduction of evidence, as damaging as Fidelity claims it to be, without affording the examiner the option of disqualification if he deems it appropriate, would impose improper fetters upon his evaluation of the entire proceeding."

### Alabama TV gets nod for Birmingham UHF

An initial decision favoring the application of Alabama Television Inc. for channel 21 in Birmingham, has been issued by Hearing Examiner David I. Kraushaar. The applications of Chapman Radio and Television Co., Birmingham Broadcasting Co. and Birmingham Television Corp., were proposed to be denied.

Mr. Kraushaar said Alabama Television's proposed grade A and B contours were shown to cover larger areas and greater population than those of the competing applicants, and included areas not covered by the other proposals. He said a grant to Alabama Television would serve the objective of providing "maximum diversification of competing and contrasting voices in the nearby Birmingham area by bringing in

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Other issues included financial questions concerning the applications of Chapman, Alabama Television and Birmingham Broadcasting; the possible menace to air navigation of Birmingham Television's tower height and proposed location, and the efforts of each applicant to determine community needs.

The initial decision becomes a final action after 50 days unless there is an appeal by one of the parties or unless the commission reviews the action on its own motion.

## Changing hands . . .

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 72).*

■ **WJOT** Lake City, S. C.: Sold by Russell G. Busdicker and others to Frances A. Graham, Samuel C. Green and James W. Floyd for \$115,000. Buyers are local businessmen. WJOT is a daytimer on 1260 kc with 1 kw. Broker: Blackburn & Co.

■ **WGOE** Richmond, Va.: Sold by J. Sargeant Reynolds and associates to Stanley H. Fox, Seymour L. Dworsky and associates for \$182,500. Messrs. Fox and Dworsky have controlling interest in WJZS Henderson, WRMT Rocky Mount and WEYE Sanford, all North Carolina. WGOE is a daytimer on 1590 kc with 5 kw.

## Downe seeks FCC OK on Bartell transfer

The complex affairs of Bartell Media Corp., which owns three radio stations as well as being heavily engaged in magazine and book publishing, took another turn last week when an application was filed with the FCC asking commission approval for a transfer of control of that New York-based firm.

The application was filed by Downe Communications Inc., presently 32% owner of Bartell Media. Downe acquired and bulk of this stock from Lee, David and Melvin Bartell and others

last May. It also holds options to acquire about 6% more, which, if exercised, will give it 38% of the company.

Downe Communications, which now holds two directorships out of the 16 members of the board of directors following threat of a proxy fight, explained to the FCC that it intends to take control of the Bartell Media company, but that it has not decided exactly what to do to accomplish this at this time.

Edward R. Downe Jr. is president and treasurer and 66.2% owner of Downe Communications. DCI was formed late in 1967 and publishes *Family Week*, a weekly newspaper supplement with 5.5 million copies; it also recently acquired the *Ladies Home Journal* and *American Home* from Curtis Publishing Co. in exchange for 100,000 shares of Downe common stock (BROADCASTING, Aug. 19). It also owns Campbell-Reynolds Inc., advertising representative firm; publishes *Cat Fancy*, a pet magazine, owns Books and Periodicals Inc., a mail-order printing and sales firm; Jacquet, a cosmetics concern; Greenland Studios and Madison House, engaged in product sales through catalogs and publication advertising, and Zenith Industries, pet products. It is estimated that DCI's gross revenues this year may reach \$120 million.

Total assets of DCI as of Dec. 31,

1967 were \$4,234,745, with \$3,655,593 as current assets. Total current liabilities were \$3,164,399 and retained earnings, \$222,846.

Bartell Media owns WOKY Milwaukee, WADO New York and KCBQ San Diego, under the name of Bartell Broadcasters Inc. BCI had total assets as of May 31 of \$2,433,560, with current assets totaling \$368,938. Current liabilities were listed at \$45,319, notes payable, \$20,000 and retained earnings, \$2,251,191.

## Honolulu station goes over to trustee

The FCC last week granted involuntary transfer of control of KHAI Honolulu, to Kal W. Lines, trustee in bankruptcy of Robert Sherman, who was sole owner of the station.

Acting on a petition by Royal Broadcasting, KHAI licensee, the commission also suspended for 45 days a comparative proceeding on a Royal application for license renewal and an application by Radio KHAI Inc. for a permit on the same frequency. Royal also wanted the commission to permit a further assignment of the KHAI license in the event the trustee finds a new owner for the station, but it was held that such an action would be "premature at this

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time." The commission also deferred for 45 days any action on the renewal application or the Radio KHAI permit application.

Answering Radio KHAI objections to Royal's requests, the commission said, "Radio's position, as we view it, is that anything less than a grant of its application by default because of its opponent's disqualification would be both unfair and prejudicial to its rights as a competing applicant for the station license for station KHAI. We do not agree." The public interest would be better served, the commission said, by a comparative hearing between two or more competing parties.

Royal was declared bankrupt on Feb. 12. The station had gone off the air Nov. 6, 1967.

## Metro Radio to study effects of sound

"Our goal is not to show how to use sound effects but, rather how sound affects people," is the way H. D. Neuwirth, president of Metro Radio Sales, New York, describes a new study being conducted for that division of Metro-media.

The study will take six months to complete and is being prepared by Tony

Schwartz, president of New Sounds Inc., New York. It will be distributed to major advertisers and agencies.

Mr. Neuwirth explained that "we feel that advertisers and their agencies should know how sound affects people. We want to show what people hear and what they react to. We want to show what motivates them to buy, and we feel that the men spending money in our medium want to know these answers too."

## Hooper sets Sept. 15 start

### New TV network-rating service will cover only prime time in 1968-69

Rates and other details of its new prime-time network television rating service were announced last week by C. E. Hooper Inc.

The company, which contends that both the meter panels used by the A. C. Nielsen Co. and the diary technique employed by the American Research Bureau produce "invalid" ratings, plans to begin its own syndicated service, using the telephone-coincidental technique and providing people ratings as well as household ratings, on Sept. 15 (BROADCASTING, July 29). It is called the Hooper Television Index.

Hooper plans to measure only prime-time network TV programming in the 1968-69 season and expand to all-day measurement in 1969-70.

During the opening month this year, officials said, sample size for the average evening program will be about 1,000 homes a week, or an average of 2,000 for movies, 1,000 for one-hour programs and 500 for half-hour shows. During October these samples are to be doubled. Hooper officials also said the average response rate would exceed 90% and that 20% of each interviewer's work would be continuously validated.

The plans, distributed to advertisers, agencies and others by Bill Harvey, Hooper vice president and director of broadcast development, pegged subscription rates for agencies and advertisers for the 1968-69 season on a sliding scale ranging from \$3,000 for those with net annual TV billings of \$5 million or less up to \$9,000 for those whose TV billings total \$80 million or more.

For media organizations, such as networks, the rates were put at \$25,000 for the season. In addition, overnight

delivery of data, based on a double sample, may be ordered at an additional cost of \$1,000 a night.

Normally, the plans call for delivery of weekly reports not later than seven days after the last survey date. For "a slight charge" the information on a given evening's viewing will be delivered within no more than seven days after that evening. If a network orders overnight reports the data will be given free of charge to advertiser and agency clients.

The plans also permit each agency and advertiser subscriber to submit one brief question to be asked by HTI interviewers at the end of their calls during one survey week, at no extra cost. Each network may submit one question for each of two survey weeks.

These questions—on demographics, qualitative data, behavioral data, or any other matter of interest to the subscriber—will be rotated so that no more than one special question will be asked in any given week, except that for a "slight extra charge" subscribers may "add any special questions during any weeks, on an unlimited basis."

## NAB asks FCC for 90-day extension on ruling

The National Association of Broadcasters has asked the FCC for an additional 90-day extension of the deadline for filing reply comments in the commission's proposed rulemaking that would limit broadcasters to one facility per market.

The present deadline, already extended at the request of the NAB, is Sept. 30.

In the latest petition, Douglas A. Anello, general counsel for the NAB, says that the organization has committed itself to a research project "which it believes will be adequate to supply the commission with the factual foundation essential to any proper resolution of the questions presented in this proceeding." Mr. Anello said also that he believes "substantial research" will be supported and undertaken by other organizations in collaboration with NAB.

The additional 90 days are needed, Mr. Anello said, in order to give NAB time to employ a qualified research organization and to evaluate the scope of the research.

The FCC proceeding took a new and serious tack when the Department of Justice, filing comments in favor of the commission's one-to-a-customer proposal, suggested that the commission consider imposing the limitations on existing ownership at renewal time or when stations are sold, as well as breaking up the cross-ownership of news-

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papers and broadcast stations in the same community.

Plans for the initiation of a research project to rebut the Department of Justice's contentions of concentration were begun last month by a group of Washington lawyers representing clients who are the objects of the Department of Justice's proposals. A second meeting is expected to take place, also at NAB, this week.

## FCC gets Fla. TV cases back

Federal court says FCC erred in interim grants for Orlando, Jacksonville

A new approach to interim operation of a TV station while a comparative hearing for its ultimate possession is underway has been formulated by a federal court. It particularly applies to those situations where an existing broadcaster is one of the applicants.

The U.S. Court of Appeals for the District of Columbia said last week that the FCC was wrong in refusing to permit the applicants for channel 9 in Orlando and channel 12 in Jacksonville, both Florida, to join together in operating a TV station in those cities on an interim basis.

The three-judge court unanimously declared the commission erred in approving the continued operation of WFTV(TV) (ch. 9) Orlando and WFGA-TV (ch. 12) Jacksonville while hearings are underway to determine who should receive the grant in those cities.

In decisions written by Circuit Judge Warren E. Burger, the court remanded both cases to the FCC with instructions to comply with its determination. In both cases the court retained jurisdiction. Joining with Judge Burger were Senior Circuit Judge Walter M. Bastian and Circuit Judge Edward A. Tamm.

Both situations hark back to the ex parte scandals of the late 1950's.

In the Orlando case, channel 9 was

awarded in 1957 to Mid-Florida Television Corp. The application of Worz Inc. was denied. The case was reopened in 1960 to determine charges of off-the-record conversations with a commissioner prior to the final grant. The FCC ruled that neither of the two original parties was disqualified, but decided to hear argument on the original record, following which in 1964, it re-granted the permit to Mid-Florida. Upon appeal, the court told the commission it should have reopened the record and permit new applicants.

**Eight Filed** - A total of eight applicants filed for the TV permit, and four of them, under the name of Consolidated Nine Inc., asked the FCC for permission to operate channel 9 in Orlando under an interim grant, with provision to include any other applicant that desired to join them. Comint Corp., another applicant, declined to join the Consolidated Nine group, but offered to operate an interim station by itself, or with others if the FCC so required. Mid-Florida, opposing both suggestions for interim operation, asked the commission to continue the status quo in which it continued to operate the channel 9 facility.

In March 1967, the commission turned down both Consolidated Nine's and Comint's offers and authorized WFTV to continue operating pending the outcome of the comparative hearing.

In Jacksonville, a similar situation existed. The commission in 1956 granted channel 12 to Florida-Georgia Television Co., denying two other applicants.

Again, after ex parte charges, the case was reopened by the commission, which found in 1963 that one of the earlier applicants was disqualified but that Florida-Georgia was not disqualified since there was no evidence that any off-the-record contacts were authorized by that applicant. It thereupon readopted its grant to Florida-Georgia.

Upon appeal by the applicant found disqualified, the appeals court directed the commission to set aside the grant to Florida-Georgia, finding that although Florida-Georgia was not disqualified in the absolute sense, the decision itself was tainted and therefore invalid.

The court also instructed the FCC to institute new proceedings for channel 12 and to open them to new applicants, as well as the initial ones.

Again the commission vacated the prior award to Florida-Georgia, but authorized it to continue operating until after the new comparative hearing. Four applicants, including Florida-Georgia, applied. Two also applied for interim authority, and offered to include any of the other applicants that asked to be included in the interim

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ownership. A third offered to run the interim operation itself or with any of the other applicants.

The FCC denied these requests and again authorized WFGA-TV to continue pending the outcome of the hearing.

**Favoring One** ■ In essence, the court found last week that the FCC acted improperly in granting authorization for interim operation to one applicant while denying competing applicants.

In discussing the argument that WFTV should be permitted to continue operating, since it is the original grantee, the court noted that all grants to WFTV and to WFGA-TV have been withdrawn. This, it said, dictates that all applicants should receive the same treatment as in cases where a frequency is open, with no "presently qualified operator."

And, the court added, "the public has a far greater interest in the fairness of the licensing procedures than in simply adding—or keeping—one more broadcast facility on the air."

In telling the commission that the grant of interim authority must be withdrawn, the court added that a grant of interim authority to continue or to initiate a service to the public need not in all circumstances be made.

## 20 students complete course at Columbia

Columbia University Graduate School of Journalism awarded certificates on Aug. 30 to 20 students who completed an intensive summer program to train members of minority groups for careers in radio and TV news.

Certificates were presented by Professor Fred W. Friendly, program director and former president of CBS News, in graduation exercises on the Columbia campus.

The objective of the program was to bring more minority group members

into the broadcast news field and to aid members of such groups already working on station and network news staffs to reinforce their skills and further their careers. Seventeen of the graduating students are Negro, two are Mexican-American and one is Puerto Rican.

Mr. Friendly noted that the Graduate School of Journalism intended to run a similar program with a larger enrollment next summer.

Costs of the 1968 program were met from a \$122,000 Ford Foundation grant for the eight-week project.

## Duties are split in NBC shuffle

**Ervin, Fuchs get new stripes; Rubin will head new president's council**

A new staff alignment was announced by NBC President Julian Goodman last week, affecting the departments and executives who previously reported to David C. Adams, NBC senior executive vice president. Mr. Adams started a one-year leave of absence or "trial retirement," last week (BROADCASTING, Aug. 26).

As expected, responsibilities were split three ways among Thomas E. Ervin, George H. Fuchs and Robert D. Kasmire, all now reporting to Mr. Goodman.

In the realignment, Mr. Ervin and Mr. Fuchs were made executive vice presidents. Mr. Kasmire continues as vice president, corporate information.

Coincident with the adjustment of line responsibilities, Mr. Goodman also announced the formation of a presi-



Mr. Ervin



Mr. Fuchs



Mr. Rubin



Mr. Kasmire

dent's council to recommend implementation of long-range plans for the company, and to review and establish "new business programs not falling within the scope of an operating division of a subsidiary company." Aaron Rubin, financial executive vice president, will serve as chairman of the council, whose membership will also include Messrs. Ervin and Fuchs among others.

■ Mr. Ervin, vice president and general attorney of NBC since March 1953, has served as a director of the company since January 1962. Reporting to Mr. Ervin are Corydon B. Dunham, assistant general attorney at NBC since March 1965, who now succeeds Mr. Ervin as vice president and general attorney; Peter B. Kenney, vice president, Washington, and Donald J. Mercer, vice president, station relations.

■ Mr. Fuchs, vice president, personnel since April 1961 and with NBC since 1955 after transferring from NBC's parent RCA, is succeeded in that post by David J. Gardam, who has been director of personnel since 1966. Also reporting to Mr. Fuchs: Thomas E. Coffin, vice president, research; Allen R. Copper, vice president, planning, and

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Richard N. Goldstein, formerly director, labor relations, and newly appointed vice president, labor relations.

Mr. Kasmire, who was elected a vice president in September 1963, after successively serving as coordinator of special projects, corporate planning and coordinator and later director of corporate information, has several executives reporting to him: Sydney H. Eiges, vice president, public information; Gerald E. Rowe, vice president, advertising; Ernest Lee Jahncke Jr., vice president, standards and practices, and Thomas Baum, director, corporate information.

Mr. Adams had been with NBC more than 21 years. His responsibilities included management of legal, station relations, planning, research, standards and practices, press advertising and promotion activities.

## 20 fellowships up for grabs

Approximately 20 fellowships will be awarded for the spring and fall 1969 terms of the Washington Journalism Center. Young working journalists and graduate students in journalism are eligible for fellowships, which provide a stipend of \$2,000 to cover living expenses during four months of study in Washington. The program includes informal discussions with government officials and Washington reporters, editors and broadcasters, research projects and internships. Deadline for applications for the spring 1969 fellowships is Nov. 1. Forms may be obtained from the director, The Washington Journalism Center, 2401 Virginia Avenue, N. W., Washington 20037.

## BPA study released

Broadcasters Promotion Association has released a study on internships in the broadcast industry. The report highlights a BPA survey completed last December, which covers student internships, part-time jobs, summer jobs and salaries. The survey was prepared by James G. Hanlon, WGN Continental Broadcasting Co., and chairman of the BPA internship study committee.

## Sarnoff recuperating

Brigadier General David Sarnoff, Chairman of the Board of RCA, was reported Thursday (Sept. 5) to be in a period of "normal recuperation." General Sarnoff underwent a mastoid operation at Lenox Hill hospital, New York, on Aug. 29. RCA spokesmen previously had stated the condition of the 77-year-old radio-TV pioneer was "very good."

# FCC wants action on pay-TV issue

## Chairman Hyde tells House Commerce Committee commission should act before end of the year

The FCC, which is normally on the defensive in its dealings with committees of Congress, has gone over to the offensive to force a confrontation with the House Commerce Committee on the controversial issue of pay television.

FCC Chairman Rosel H. Hyde last week told the committee that the commission intends to consider that matter "at an early date looking toward further commission action on the long-pending issues before the end of this year."

The chairman's letter, addressed to Representative Harley O. Staggers (D-W.Va.), Commerce Committee chairman, stunned members of the committee and its staff.

Pending before the commission is a proposal to establish a nationwide system of pay television. But the committee last year adopted a resolution asking the commission to withhold a decision on pay television for a year, or until Congress expressly authorized pay-TV.

That resolution expires Nov. 17. But Representative James Harvey (D-Mich.), who authorized it, has introduced another one requesting further commission delay until the end of the first session of the Congress which convenes in January. That item was pending committee business when Congress recessed for the political conventions.

**Action Unexpected** — Accordingly, committee members had fully expected the commission to refrain from any action on pay television until the fate of the resolutions was decided. On

Thursday, two days after receiving Chairman Hyde's letter, Representative Staggers put the item at the top of the agenda for the committee's first post-recess meeting, which is scheduled for Wednesday (Sept. 11).

However, the commission is not legally bound by the resolution of a congressional committee. And there is nothing in Chairman Hyde's letter to suggest the commission would voluntarily heed a request for a further delay in the matter.

Rather, he noted that pay television has been unfinished commission business for 13 years and that, with a rule-making proposal before it, the agency finds it necessary to determine its future course of action.

"We believe that we cannot, consistent with our responsibilities to the public, continue to delay resolution of this important question," he said. "Indeed, further substantial delay in this matter would constitute, in effect, a failure of administrative process."

**Review Possible** — However, the chairman also noted that the commission would not necessarily have the final word on the subject. After stating that the commission intends to take up the matter "at an early date," he said that even if rules authorizing pay television are adopted, there would still be time for the courts or Congress to review that action before "any particular subscription" TV service is approved.

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questions in this area," the letter concluded, "we believe that our course of action will be most conducive to their appropriate resolution."

The pay-TV proposal awaiting commission action was drafted by a committee of commissioners and was designed to provide for a supplemental television service that would not endanger the survival of free television. It would restrict pay television to communities well served with television—those within the Grade A contours of five commercial stations, at least four of which must be operating—and would provide for only one pay-TV operation in a community. The proposal would also prescribe a minimum number of hours of free television that pay-TV stations must carry, and would specify the kind of programming those stations could broadcast—generally, programming not available to free television.

**Problems** ■ House Commerce Committee members, who have been vigorously lobbied by opponents and supporters of pay television, have been finding it difficult to dispose of the Harvey resolution. And Chairman Hyde's letter will not make their job easier.

Some sources believe that, by indicating that the FCC will ignore any further resolutions, the letter will galvanize committee sentiment behind the Harvey measure. However, others say that the members might be persuaded that the commission is determined to proceed, short of an act of Congress, and that resolution, therefore, would simply be an empty gesture.

Representative Harvey said Thursday that he is determined to press for adoption of his resolution. He restated his view that it is Congress's responsibility—not the commission's—to determine whether or not a pay-TV service should be established.

And he was not favorably impressed by Chairman Hyde's statement that, even if the commission established a pay-TV service, Congress would have time to act before specific pay-TV operations were authorized. The public, he said, "has the right to rely" on positions taken by the commission.

Representative John Dingell (D-Mich.), a committee member who is a frequent and bitter critic of the commission, vowed unremitting hostility to pay television. "I'll fight it this year," he said, "and if such an abomination is approved by the commission, I'll

fight to repeal it next year."

Representative Dingell is the author of a bill that would prohibit the commission from licensing any station that engaged in pay-TV operations (BROADCASTING, Aug. 21, 1967).

## Nondiscrimination date extended by FCC

The FCC has extended to Oct. 9 the deadline for comments on its proposed rulemaking to require broadcast licensees to show nondiscrimination in employment practices. Deadline for reply comments was extended to Nov. 12.

The 30-day extension was in response to a petition by the Board for Homeland Ministries and the Committee for Racial Justice Now of the United Church of Christ, whose petition for rulemaking on April 24, 1967 led to issuance of the proposed rule two months ago (BROADCASTING, July 8). The church contended that many groups interested in filing comments haven't had time because of presentations to platform committees of both political parties, and because of absences due to summer vacation.

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## FANFARE

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### Angels and KSLY help accident victim

The ultra-modern scoreboard at Angel Stadium in Anaheim told only part of the story on "Drew Medzyk Night" at the baseball home of the California Angels. Drew Medzyk, a promising athlete from San Luis Obispo (Calif.) high school, was seriously injured in a diving accident. He lay unconscious for nearly six weeks in a local hospital.

KSLY San Luis Obispo, which programs music for young people, decided to show that it had community spirit as well as soul. The station dedicated an entire broadcast week, 18 hours a day, to Drew Medzyk's plight. A fund was started in his name to relieve the mounting hospital and medical costs.

Then the California Angels baseball team, whose games are broadcast over a regional network that includes KSLY, was invited to lend a hand. Manager Bill Rigney and shortstop Jim Fregosi taped 30-second promos urging fans to attend "Drew Medzyk Night." The Angels promised to donate the price of one ticket to the Medzyk fund for every two tickets purchased at the studios of KSLY. The result: the station was able to directly contribute \$3,500 to the Medzyk fund.

### Drumbeats . . .

**"Impact" bought** ■ Whisnand Communications Co. Inc., Devon, Pa., has acquired from Curtis Publishing Co. the "Impact" program of broadcast, and direct mail materials and the franchise sales rights for *Country* magazine, used by more than 30 country-western music outlets.

**On ice** ■ Radio personality Bud Bragdon is keeping his cool as he does his show, in a rather unusual way, as part of a wvco Waterbury, Conn. promotion. He is camped out in a sleeping tent atop a 12-ton, eight-foot by eight-foot ice cube, and is broadcasting nightly from a remote studio that was also planted on the cake of ice. Mr. Bragdon, who is being checked daily by a doctor, has vowed to keep himself on ice until the cube melts completely, and is warming himself with thought of a \$1,000 bonus he will get if he outlasts the ice cube. An additional \$1,000 is to be given away in a contest to listeners who guess the time and date his vigil will end.

**Hall of Fame** ■ ABC-TV, in association with the Hollywood Chamber of Commerce, is setting up "The Hollywood Palace Hall of Fame" at the Hollywood Palace Theater on Vine Street where the network's long-running varie-

ty series of a similar name has been taped.

**Presidential promotion** ■ Heather Enterprises Inc., Denver, has announced plans to publish *The 1969 Presidential Calendar Book*, which will contain portraits and capsule biographies of the presidents and feature 9" by 12" color photographs of the winning presidential and vice presidential candidates on the cover and pictures of the losers inside. The calendar book, which is being offered for promotional sale, will be ready for volume shipment Nov. 15, and will retail for \$2 and wholesale for \$1, with additional charges for cover imprints.

**Black is Beautiful** ■ WSBT South Bend, Ind. sportscasters acted as scorekeepers for the "Black and Blue" softball game which the station broadcast as part of an effort by broadcasters and police to improve police-Negro relations in that city, which was torn by racial violence last summer. The "Black is Beautiful" team, made up of Negroes from South Bend's LaSalle Neighborhood Center, defeated a "Blue isn't Bad" team of city policemen 7-6, in the first of a projected series of games. The winning pitcher was Melvin Phillips, whose right leg was amputated after he suffered a gunshot wound in the civil dis-



orders last year.

**Network promotion** ■ Fourteen NBC-TV stars are participating in a coast-to-coast "Discover America" tour to promote the network's 1968-69 fall season. The group, which includes Don Adams and Ed Platt of *Get Smart* and Mark Slade of *The High Chaparral*, are visiting NBC-owned and affiliated stations around the country, making guest TV, radio and public appearances.

**Tornado watch** ■ KICD Spencer, Iowa, has been given the Environmental Science Services Administration-Weather Bureau Public Service Award for its performance during a series of tornadoes and severe storms that struck northern Iowa and southern Minnesota June 13, killing 10 people. The station held a continuous weather watch during the storms in which it supplemented weather bureau warnings and radar reports with reports from its own radar weather station and from the police.

**New look** ■ KFI Los Angeles has ap-

## Pulse picks McColough

C. Peter McColough, president and chief executive officer of Xerox Corp., Rochester, N.Y., will be honored as Pulse Inc.'s "Man of the Year" at a luncheon in New York Oct. 16. Dr. Sydney Roslow, director of Pulse, cited Xerox's distinguished service to the public through sponsorship and promotion of original and socially responsible TV programming.

pointed Botsford, Constantine & McCarty Inc., that city, as agency to handle the largest ad campaign in the station's 46-year history. BC&M will begin by designing new graphics for such items as business cards, letterheads, and sales promotion materials. The campaign will focus on comics Lohman and Barkley, newly-added KFI talent.

and on other changes still in the planning stage.

**Troupe trip** ■ WCAU Philadelphia will send a corps of 11 people headed by CBS Vice President and station General Manager Jack Downey along with nearly a half-ton of electronic equipment on a 6,500-mile national sales presentation tour. The station's "Great Circle Tour" will take the sound of WCAU's "two-way talk radio" format to advertising agencies and media buyers. WCAU calls their presentation a "demonstrary"—a documentary demonstration.

**Nashville musicale** ■ WMAK Nashville was the sponsor of the first annual Nashville Music Festival, Aug. 24-26. The station said that over 70,000 people came to hear a total of 21 hours of entertainment, with music purveyed by Ray Stevens, The Box Tops, Jeannie C. Riley, The Lemonade Charade, The Mothers Worry and The Precious Few, among others. A second festival is slated for summer 1969.

## EQUIPMENT & ENGINEERING

### STI to merge with electronics firm

Subscription Television Inc. and the Leach Corp. announced an agreement in principle last week for a merger in which STI would acquire an estimated \$57-million worth of Leach stock.

STI owns the John Blue Division which manufactures and distributes equipment to apply liquid fertilizers and pesticides. It also holds rights to a pay-TV system. The company last year said it would consider applying for licenses to operate subscription-TV systems in various major markets "by itself, jointly with others, or by franchise" should the FCC authorize pay television on a national scale.

STI, a New York company, in 1965 underwent proceedings in the courts, under Chapter XI of the Bankruptcy Act, and under an agreement reached in 1966 with creditors, the company's obligations were resolved with the exception of \$164,080 on noninterest-

bearing debentures due July 31, 1971.

STI's cable-TV system was suspended in November 1964 by the State of California, an action that in March 1966 was held unconstitutional in the courts.

The Leach company produces electronic components for military, aerospace and other uses.

### First "Butterfly" to WDBO-TV

WDBO-TV Orlando, Fla., will become the nation's first TV station to install RCA's new "butterfly" broadcast antenna. The six-hay panel antenna was part of an order for a complete new transmitting facility. The order also included a TT-25 DL transmitter and a TVM-6 dual microwave system for linking WDBO-TV studios to the new transmitting site, a distance of approximately 19 miles.

### Technical topics . . .

**New ETV camera** ■ Raytheon Co., Lexington, Mass., has produced a new viewfinder television camera for instructional TV use. The Raytheon 705 contains a completely enclosed integral zoom lens, a nine-inch viewfinder, and complete rear-mounted controls. It operates from any 60-cycle, 110-volt line.

**Tunnel antenna** ■ San Francisco radio broadcasters have cut the ribbon for a new radio antenna located in the city's Broadway traffic tunnel. The antenna was installed by engineers from KCBS and KSFO, both San Francisco. The project was sponsored by the San Francisco

Radio Broadcasters Association. It's designed to provide uninterrupted radio reception for those traveling through the tunnel.

## SPOTMASTER

RS-25



### Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

*Spotmaster*

**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

**NEED A SPARTA CONSOLE?**  
**CONTACT CCA** (WE STOCK THEM)  
**CCA** CCA ELECTRONICS CORP.  
GLOUCESTER CITY, N. J.  
1609-456-1716

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Naylor

**John E. Naylor**, senior VP. N. W. Ayer & Son Inc., New York, named director of programing.

**Donald A. Wright**, group VP, Campbell-Ewald Co., Detroit, given responsibility for expansion of agency's

international operations and development.

**John V. Chervokas**, creative supervisor, Grey Advertising Inc., New York, elected VP.

**Russel Hare**, associate creative director, Young & Rubicam, Detroit, elected VP.

**Dana Seymour**, associate creative director; **Chuck Greenburg**, account supervisor, and **Ed O'Halloran**, account supervisor, Needham, Harper & Steers, New York, elected VP's. **Lawrence C. Russell** and **William A. Lahrmann Jr.**, account executives, Needham, Harper & Steers, Chicago, elected VP.

**J. Donald MacGovern**, regional sales manager, WTIC Hartford, Conn., appointed general sales manager.

**Monas S. Bachman**, TV sales service and traffic director. WISN-TV Milwaukee, appointed national sales manager.

**Tom Schissel**, sales manager, KAUS-TV Austin, Minn., joins KYMN Northfield, Minn., in same capacity.

**Mark Perkins** appointed national sales manager WTOG Toledo, Ohio.

**Robert Fanning**, account executive, WDAF Kansas City, Mo., joins WGR Buf-

falo, N. Y., as local sales manager. Both are Taft Broadcasting Co. stations.

**Dan Blakeman**, with WCSL Cherryville, N. C., named group VP, sales, Curtis Radio group.

**Archer B. Greisen**, manager of eastern office, Parker Advertising Inc., Palisades Park, N. J., named VP. **William J. Hecker**, with National Biscuit Co., joins agency as director of marketing.

**John H. Eckstein**, senior VP and principal in Solow/Wexton, New York, for 10 years, resigns to form new agency. Eckstein & Zingaro. Mr. Eckstein, president of new company, was director of advertising and promotion for ABC before joining Solow/Wexton. Gilbert F. Zingaro, executive VP of new agency, is also principal in Vizmo Productions, New York, specialists in industrial communications. Eckstein & Zingaro offices are at 135 West 50th St., New York.

**Edward J. Smith**, with Ketchum, MacLeod & Grove, New York, elected VP of agency.

**Marvin Roslin**, manager, sales development and research. NBC owned radio stations, New York, joins RKO National Radio Sales as director of sales planning and research.

**Ken Patch**, with WHAP Hopewell, Va., joins WEEI Fairfax and WEZR(FM) Manassas, both Virginia, as general sales manager.

### MEDIA

**Carol J. Christian**, supervisor of media research, CBS-TV Stations National

Sales, New York, appointed manager of media research.

**Donald A. Gunn**, VP and general manager, *Miami Beach* (Fla.) *Daily Sun*, joins WRIZ Coral Gables, Fla., as VP and general manager.

**Charles T. Temple**, sales manager, KENR Houston, appointed general manager.

**Ethan P. Bernstein**, general manager, KFRE Fresno, Calif., also appointed general manager, KFRE-FM. **Lee Jensen**, program director, KFRE-TV, appointed station manager, KFRE-FM, succeeding **Keith L. Mealey**.

**Stuart A. Kovar**, formerly with WMAQ and WGN-TV, both Chicago, joins WRHL Rochelle, Ill., as general manager.

**Jack Mayer**, sales manager. WBBJ-TV Jackson, Tenn., joins WDXN Clarksville, Tenn., as manager, succeeding acting manager **Vern A. Brooks**, who assumes executive position with WENK Union City, Tenn.

**D. C. Womick**, program director, WSPA Spartanburg, S. C., appointed manager, WSPA-FM there. He is succeeded by **Bernhard A. Krieger**.

**J. Ardell Sink**, general manager, WEWO-AM-FM Laurinburg, N. C., also named group VP, administration and operations, Curtis Radio group.

### PROGRAMING

**Alvin Cooperman** resigns as VP, special programs, NBC-TV to become VP and director of Madison Square Garden Center Inc., New York.

**Carl Runge**, MCA-TV's representative in Charlotte, N. C., covering southeast region, elected VP. Mr. Runge has been with MCA-TV since 1956.

**Nat E. Eisenberg**, director, Rose-Magwood Productions Inc., New York, joins Colodzin Productions, that city, as principal and executive VP.

**George H. Weber**, director of business affairs and technical supervisor, MacArthur Productions, New York, elected VP.

**Jay Perri** appointed production supervisor, WPIK Alexandria, Va.

**Terry Dover** appointed operations manager, KLNI-TV Lafayette, La.

**William P. Dwyer**, assistant program manager, WTIC-TV Hartford, Conn., appointed program manager.

**Larry Dean**, appointed program director, WEBB Baltimore.

**Wayne Eddy**, with KAUS-AM-TV Austin, Minn., joins KYMN Northfield,

### Gitlitz leaves code post for AAF



Mr. Gitlitz

**Jonah Gitlitz**, manager of the Washington office of National Association of Broadcasters code authority, has resigned that position, effective Sept. 16, to assume the newly-created post of vice president for public affairs of the American Advertising Federation (CLOSED CIRCUIT, Aug. 19). Assuming television code duties in Washington will be **Richard K. Burch**, assistant to the manager of the Washington TV code office.

Mr. Gitlitz joined the NAB code staff in April 1964 as assistant to the director (then Howard H. Bell, who is now AAF president) and was in charge of the code authority's public information program promoting industry self-regulation. A similar duty awaits Mr. Gitlitz at AAF where the new vice president will "inform" the public, AAF members, Congress and government agencies of the federation's activities and legislative interests.

Mr. Burch joined the code staff in 1966 as TV monitoring supervisor and was named to his present post in June 1967.

Minn., as program director.

**Bill Elliott**, with WORC Worcester, Mass., joins WGNU-AM-FM Granite City, Ill., as program director.

**Joseph F. Greene**, with 20th Century-Fox Television, New York, named eastern sales manager.

**Jay Andres**, for 15 years host of American Airlines' *Music Till Dawn* program on WBBM Chicago, resigns.

**Gerald Meggett**, community organization specialist, New York Housing and Development Administration, joins Broadcast Music Inc., that city, as assistant to executive director of publisher administration.

## NEWS

**Bob Watson**, news director, WIL St. Louis, joins WAKY Louisville in same capacity. He succeeds **Ron Statzer** who joins WCKY Cincinnati as news editor.

**Arnold I. Klinsky**, formerly with WKID Urbana and WRTL Rantoul, both Illinois, joins WICD(TV) Danville, Ill., as news director.

**Bill Duffy**, with WGY and WRGB(TV) Schenectady, becomes president, New York State AP Broadcasters Association, succeeding **Ed Hardy**, who resigns as news director, WABC New York, to enter broadcast consulting field.

## FANFARE



Mr. Whitaker

**Roy M. Whitaker Jr.**, assistant merchandising manager, WHIO-AM-FM-TV Dayton, Ohio, appointed director of merchandising, promotion and public relations.

**H. W. Goodall Jr.**, copy group supervisor, Aitkin-Kynett Co., Philadelphia agency, appointed director of public relations.

**Roger W. Widness**, director of promotion and development for Oregon Educational Broadcasting, joins National Educational Television as assistant director of field services, newly created position.

**Marilyn Nadel**, public relations director, Council of Higher Educational Institutions, New York, joins ABC-TV as local publicity director for *Treasure Isle*.

## EQUIPMENT & ENGINEERING

**Robert W. Flanders**, WFBM-AM-FM-TV Indianapolis, named chairman, National Association of Broadcasters 1968-1969 engineering conference committee. Other members are **Charles Abel**, KFMB-TV San Diego; **Glenn G. Boundy**, Storer Broadcasting Co., Miami Beach;

**Albert H. Chismark**, WHEN-TV Syracuse, N. Y.; **Leslie S. Learned**, MBS, New York; **James D. Parker**, CBS-TV, New York; **Royce L. Pointer**, ABC, New York; **L. Keith Townsden**, KAYS-TV Hays, Kan.; **William H. Trevarthen**, NBC, New York, and **Duane M. Weise**, WGRB(TV) Schenectady, N. Y.



Mr. Daniels

**Jack Daniels**, district sales manager, ElSCO Arizona Inc., Scottsdale, appointed to newly created position of operations manager. Telemation Inc., and ElSCO Electronic Sales Corp., both Salt Lake City.

**David LaMoreaux**, technician, WKYC-TV Cleveland, appointed technical director, television studio maintenance and installation.

**J. C. Woods**, manager, CATV division GT&E Communications Inc., Winchester, Ind., appointed manager, GT&E CATV system, Brownfield-Leveland, Tex.

**N. William Faun**, technician, WKBF-TV Cleveland, appointed engineering supervisor.

**Robert Friedman**, VP, Dalto Electronics Corp., Norwood, N. J., TNT Electronics division, TNT Communications Inc., New York, as director of marketing.

## ALLIED FIELDS

**Paul Belitz**, head of computer consulting service to clients for American Research Bureau, Beltsville, Md., named manager, systems services, in New York. **Edward P. Noyes**, associate media director at Kenyon & Eckhardt, Chicago, joins ARB's agency and advertiser services department as account executive.

**A. Louis Read**, president and general manager, WDSU-TV New Orleans, appointed to committee on communications, United States Catholic Conference.

**John H. Midlen** and **Edward B. Reddy** form Washington law firm of Midlen and Reddy Office: 1730 Rhode Island Ave., N. W., Washington. **John L. Martin** is associate of firm.

**Robert D. Powell**, formerly with Federal Aviation Agency and more recently in private practice, has joined Washington law firm of Smith, Pepper, Shack and L'Heureux as an associate.

## INTERNATIONAL

**Frank C. Littlejohn**, deputy managing director, Technicolor Ltd., London, appointed managing director.

**H. French**, **G. W. Stephenson**, **H. N. Salisbury**, engineers-in-charge of transmitting stations, Britain's Independent

Television Authority, named to newly created posts of regional engineers South, Midlands and North, respectively.

**Sir Francis McLean**, formerly director of engineering, British Broadcasting Corp., London, named consultant on industrial electronics, Thorn Electrical Industries Ltd., that city.

## DEATHS

**William Talman**, 51, actor and co-star of *Perry Mason* TV series, died Aug. 30 in West Valley community hospital, Encino, Calif. Mr. Talman portrayed role of district attorney Hamilton Burger on program. He had been hospitalized for treatment of lung cancer, but death was attributed to cardiac arrest. He is survived by his wife, Margaret, and four children.

**Glenn Condon**, 76, Tulsa, Okla. newspaper and radio newsman, died Aug. 24 in Park Manor Nursing Home, Tulsa. Mr. Condon served as managing editor of *Tulsa World* and entered radio in 1933 as manager of KOME Tulsa. He subsequently served as manager, KAKC Tulsa. In 1949 he joined KRMG Tulsa as news director and in recent years had daily editorial and was PR director of station. He is survived by daughter.

**Dennis O'Keefe**, 60, actor, died Aug. 31 in St. Johns hospital, Santa Monica, Calif. In 1958 he had his own television show *The Dennis O'Keefe Show*. At one time was script writer for *Our Gang* series. He is survived by his wife, Steffi, son and daughter.

**Abbott Kimball**, 77, president, Abbott Kimball Co., New York agency, died Sept. 2 at his home in New York. He is survived by two daughters.

**Van Des Autels**, 57, veteran radio-TV announcer, died Sept. 2 at Sawtelle Veterans hospital, Los Angeles. Mr. Des Autels for the past 9 years was newscaster-announcer at KTAR-TV, Phoenix. He is survived by his wife, Betty.

**Nick Castle**, 58, veteran TV, movie and night club dance director and choreographer of NBC-TV's *Jerry Lewis Show*, died Aug. 28 of heart attack. He is survived by his wife, Millie, son and daughter.

**Sheldon F. Sackett**, 66, owner of Coos Coos Bay, Ore.; Valley Cable System, Twin Falls, Idaho; Olympic Press, Oakland, Calif., and *The World of Coos Bay*, died Sept. 1 in San Francisco. He is survived by three sons and daughter.

**William Dawes**, 58, director of promotion, publicity and community relations, WCPO-TV Cincinnati, died Sept. 2 at Bethesda hospital, that city. He is survived by his wife, Helen, and three daughters.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 28 through Sept. 4 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

INITIAL DECISION

■ Hearing Examiner David I. Kraushaar in initial decision granted application of Alabama Television Inc., Birmingham, Ala. for CP for new TV station on ch. 21 in Birmingham. Mutually exclusive applications of Chapman Radio and Television Co., Homewood, Ala., and Birmingham Broadcasting Co. and Birmingham Television Corp. in Birmingham have been denied. Ann. Aug. 30.

OTHER ACTION

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17681-2, granted motion to waive commission rule filed July 30 by Medford Printing Co. and Southern Oregon Broadcasting Co.; denied appeal from examiner's adverse ruling filed July 30 by Medford Printing Co. and Southern Oregon Broadcasting Co. Action Aug. 29.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Anaheim, Calif. (Orange County Broadcasting Inc., Orange County Communications, The Voice of the Orange Empire Inc., Orange Empire Broadcasting Co.), TV proceeding, designated Hearing Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for Oct. 10, hearing for Nov. 18 (Docs. 18295-18300). Action Aug. 27.

■ Chief Hearing Examiner James D. Cunningham in Panama City, Fla. (Bay Video Inc.), TV proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for Oct. 16, hearing for Nov. 25 (Doc. 18301). Action Aug. 27.

■ Hearing Examiner Thomas H. Donahue in Utica, N.Y. (Rust Craft Broadcasting Co., P. H. Inc., and Roy H. Park Broadcasting Inc.), TV proceeding, on examiner's own motion, continued conference scheduled for Sept. 3 to Sept. 6 (Docs. 17932-4). Action Aug. 29.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, granted request by Boston

Heritage Broadcasting Inc. and rescheduled prehearing conference from Sept. 16 to Oct. 4 (Doc. 17743). Action Aug. 27.

CALL LETTER ACTION

■ Regional Broadcasting Co., Hagerstown, Md. Granted WHAG-TV.

Existing TV stations

APPLICATION

WXOW-TV La Crosse, Wis. Seeks mod. of CP to change frequency from ch. 25, 536-542 mcs. to ch. 19, 500-506 mcs. Sept. 3.

FINAL ACTIONS

\*WFIO(TV) Florence, Ala.—Broadcast Bureau granted license covering new station. Action Aug. 30.

KRIV(TV) Palm Springs, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 164 kw vis., 32.8 kw aur.; change studio location to El Mirador Hotel, Indian Avenue and Tacherah Drive, Palm Springs; change type ant. and ant. structure; ant. height 680 ft.; condition. Action Aug. 30.

\*WEDN(TV) Norwich, Conn.—Broadcast Bureau granted license covering new station. Action Aug. 30.

WJHG-TV Panama City, Fla.—Broadcast Bureau granted CP to change main studio location to 8195 West Highway 98 near Panama City, Fla. Action Aug. 27.

\*WCMU-TV Mount Pleasant, Mich. — Broadcast Bureau granted license covering new station. Action Aug. 30.

\*KTCA-TV St. Paul — Broadcast Bureau granted license covering changes in existing station. Action Aug. 30.

\*WNYE-TV New York — Broadcast Bureau granted license covering new station. Action Aug. 30.

\*KFME(TV) Fargo, N. D.—Broadcast Bureau granted license covering changes in existing station. Action Aug. 30.

\*KUSD-TV Vermillion, S. D.—Broadcast Bureau granted license covering changes in existing station. Action Aug. 30.

DESIGNATED FOR HEARING

■ FCC switched scheduled Sept. 12 opening of inquiry on marijuana party report on WBBM-TV Chicago from that city to Washington. Session was converted to prehearing conference with CBS Inc., licensee of WBBM, as a party to inquiry. At issue are charges that WBBM, staged or induced others to arrange for "pot party" to be filmed for broadcast. Action Aug. 28.

New AM stations

FINAL ACTION

Hattiesburg, Miss. — Circuit Broadcasting Co.—Broadcast Bureau granted 1580 kc, 1 kw-D. P.O. address: c/o Vernon C. Floyd, 1017 Wellington Street, Mobile, Ala. 36617. Estimated construction cost \$20,000; first-year operating cost \$20,000; revenue \$22,500. Principals: Vernon C. (34%), Robert L. Floyd (33%) and Ruben C. Hughes (33%). Mr. Vernon Floyd is electronics instructor

at trade school. Mr. Hughes is announcer at WMOO Mobile, Ala. and owns Dad's Record Shop. Mr. Robert Floyd is brick mason. Action Aug. 27.

OTHER ACTIONS

■ FCC waived overlap requirements of Sec. 73.37(a) of Rules and accepted application by Conejo Broadcasters to specify Thousands Oaks as station location rather than Conejo Valley, Calif. Action Aug. 28.

■ Review board in Sumiton, Ala., AM broadcast proceeding, Docs. 18204-05, dismissed petition for review of adverse ruling filed Aug. 8 by Sumiton Broadcasting Co. Action Sept. 4.

■ Review board in Costa Mesa, Calif., AM broadcast proceeding, Doc. 15752, granted motion filed Aug. 27 by Orange Radio Inc. and extended to Sept. 5 time to file oppositions to petition to enlarge issues filed Aug. 14 by three applicants to proceeding. Action Aug. 29.

■ Review board in Reno, AM broadcast proceeding, Docs. 16110-16115, granted petition to reopen record and petition to amend filed Aug. 9 by Radio Nevada. Action Sept. 4.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper in Lebanon, Tenn. (Vernon Broadcasting Co.), AM proceeding, scheduled further prehearing conference for Sept. 4 to discuss petition for leave to amend filed by Vernon Broadcasting Co. and responses to petition (Doc. 18178). Action Aug. 28.

■ Chief Hearing Examiner James D. Cunningham in Jenkins, Ky. (Cardinal Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau and extended time to Sept. 13 in which to file proposed findings of fact and conclusions of law (Doc. 18035). Action Aug. 27.

■ Chief Hearing Examiner James D. Cunningham in St. Louis (Great River Broadcasting Inc. et al.), AM proceeding, granted request by parties to proceeding, extended certain procedural dates and extended hearing from Oct. 1 to Dec. 3 (Docs. 17210-5, 17217, 17219). Action Aug. 26.

■ Hearing Examiner Thomas H. Donahue in Collinsville, Va. and Chapel Hill, N. C. (Radio Collinsville Inc. and 1530 Radio), AM proceeding, granted petition by 1530 Radio for leave to amend application to bring up to date employment history of one of its principals (Docs. 18245-6). Action Sept. 3.

■ Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate et al.), AM proceeding, granted request by Broadcast Bureau and extended time to Sept. 3 in which to file responsive pleading to petition for leave to amend filed by Louis Vander Plate on Aug. 18; further ordered that order having been directed to be entered Aug. 26 is hereby ordered nunc pro tunc (Docs. 18251-7). Action Aug. 27.

■ Hearing Examiner H. Gifford Irion in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, granted petition by Two Rivers Broadcasting Co. for leave to amend application to show new bank commitment letter in substitution for one filed with application (Docs. 18235-6). Action Aug. 29.

■ Hearing Examiner David I. Kraushaar in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. and Lum A. Humphries t/a Wagoner Radio Co.), AM and FM proceeding, granted request by applicants, postponed to October 16 deadline for exchange of exhibits, and to Nov. 1 for rebuttal exhibits; counsel will notify each other in writing by Nov. 12 the names of witnesses they expect to call and names of opposing witnesses desired for cross-examination. Dates are to be considered firm and no further postponements will be considered without cogent justification. Hearing is postponed until Nov. 18 at Tulsa, Okla. (Docs. 18085-7). Action Aug. 30.

■ Hearing Examiner Jay A. Kyle in Belaire, Tex. (T. J. Shriner), AM proceeding, denied petition for reconsideration filed on behalf of T. J. Shriner (Doc. 17635). Action Aug. 29.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Corvallis, Central Point and Gold Beach, all Oregon (Radio Broadcasters Inc. and James L. Hutchens), AM and FM proceeding, advanced hearing from 10:00 a.m. to 9:00 a.m. Sept. 16 (Docs. 18079-84).

## EDWIN TORNBERG

### & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 4, 1968

	ON AIR		TOTAL	NOT	TOTAL
	Licensed	CP's	ON AIR	ON AIR	Authorized
Commercial AM	4,191 <sup>1</sup>	31	4,222 <sup>1</sup>	73	4,295 <sup>1</sup>
Commercial FM	1,829	52	1,881	233	2,114
Commercial TV-VHF	497 <sup>2</sup>	9	506 <sup>2</sup>	12	518 <sup>2</sup>
Commercial TV-UHF	113 <sup>2</sup>	37	149 <sup>2</sup>	162	312 <sup>2</sup>
Educational FM	341	13	354	33	387
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	28	83	28	111

## STATION BOXSCORE

Compiled by FCC, Aug. 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,187 <sup>2</sup>	1,821	610 <sup>2</sup>	335	123
CP's on air (new stations)	26	41	45	13	33
Total on air	4,213 <sup>2</sup>	1,862	654 <sup>2</sup>	348	156
CP's not on air (new stations)	78	241	175	31	32
Total authorized stations	4,291 <sup>1</sup>	2,103	830 <sup>2</sup>	379	188
Licenses deleted	1	0	0	1	0
CP'S deleted	0	0	0	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization.

<sup>2</sup> Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

Action Aug. 27.

### CALL LETTER ACTION

■ Radio Elizabeth Inc., Elizabeth, N. J. Granted WELA.

### Existing AM stations

#### FINAL ACTIONS

KSCO Santa Cruz, Calif.—Broadcast Bureau granted CP to change from 1080 kc, 500 w, 10 kw-LS, DA-N, U to 1080 kc, 5 kw, 10 kw-LS, DA-N, U; make changes in ant. system; conditions. Action Aug. 27.

KDAY Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to make changes in nighttime directional ant. pattern; conditions. Action Aug. 28.

WIOD Miami—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Aug. 29.

WEDC Chicago—Broadcast Bureau granted CP to change ant.-trans. location to 5475 Milwaukee Ave., Chicago. Action Aug. 29.

WKLO Louisville, Ky.—Broadcast Bureau granted CP to add nighttime MEOW. Action Aug. 29.

WYLD New Orleans—Broadcast Bureau granted license covering installation of auxiliary nighttime type trans. Action Aug. 29.

KPBC Port Sulphur, La.—FCC granted application for ERP increase from 500 w to 1 kw. Condition. Action Aug. 28.

KENO Las Vegas.—Broadcast Bureau granted license covering changes (main) specify type trans. Action Aug. 29.

KFUN Las Vegas, N. M.—Broadcast Bureau granted CP to change from 1230 kc, 250 w U to 1230 kc, 250 w, 1 kw-LS, U; conditions. Action Aug. 27.

WGBR Goldsboro, N. C.—Broadcast Bureau granted CP to change from 1150 kc, 1 kw, 5 kw-LS, DA-2, U to 1150 kc, 5 kw DA-2, U; make changes in ant. system; conditions. Action Aug. 27.

WRKB Kannapolis, N. C.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action Aug. 29.

KIHR Hood River, Ore.—Broadcast Bureau granted CP to change from 1340 kc, 250 w, U to 340 kc, 250 w, 1 kw-LS, U; conditions. Action Aug. 27.

WLAC Nashville—Broadcast Bureau granted license covering installation of auxiliary trans. for auxiliary purposes only. Action Aug. 29.

KMOR Murray, Utah—Broadcast Bureau granted CP to change ant.-trans. location to 4984 South 3rd West, Murray, Utah, re-

mote control permitted. Action Aug. 29.

WKCY Harrisonburg, Va.—Broadcast Bureau granted CP to change from 1300 kc, 500 w, D to 1300 kc, 5 kw, D; conditions. Action Aug. 27.

■ Broadcast Bureau granted licenses covering changes in following stations: WFMI Montgomery, Ala., specify type trans.; WESX Salem, Mass.; WKPM Princeton, Minn.; WIST Charlotte, N. C.; and WCAE Rutherfordton, N. C. Action Aug. 29.

■ Broadcast Bureau granted licenses covering following stations: WVMG-FM Cochran, Ga. specify type trans.; WHIC Hardinsburg, Ky.; WMIC Sandusky, Mich.; WVLV Water Valley, Miss., specify type trans., studio location same as trans.; KSOA Ava, Mo.; WKAJ-FM Saratoga Springs, N. Y., specify type trans. Action Aug. 29.

### ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar in Camden, N. J. (City of Camden, assignor, and the McLendon Corp., assignee, assignment of license of WCAM, by oral request by applicant's counsel rescheduled prehearing conference from Sept. 26 to Sept. 30 (Doc. 18303). Action Aug. 30.

### PRESUNRISE SERVICE AUTHORITY

■ Broadcast Bureau pursuant to Sec. 73.99 of rules until further notice, the fol-

lowing AM station has been granted pre-sunrise service authority from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: WBZY New Castle, Pa., 500 w. Action Aug. 22.

■ Broadcast Bureau pursuant to Sec. 73.99 of rules until further notice, the following AM stations have been granted pre-sunrise service authority for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: WACA Camden, S. C., 500 w. and WKYE Bristol, Tenn., 5.36 w. Actions July 31. KFIR Sweet Home, Ore., 500 w. Action Aug. 2. KCCL Paris, Ark., 500 w. Action Aug. 6. KFBD Waynesville, Mo., 500 w. Action Aug. 7. KIRL St. Charles, Mo., 500 w. Action Aug. 9. KSOA Ava, Mo., 500 w. Action Aug. 14. WGOE Richmond, Va., 250 w. Action Aug. 15. KBEC Waxahachie, Tex., 500 w. and WCAE Rutherfordton, N. C., 500 w. Actions Aug. 20. WAKX Superior, Wis., 500 w. Action Aug. 21. KDEW DeWitt, Ark., 500 w. Action Aug. 22.

### New FM stations

#### APPLICATIONS

Missoula, Mont.—Garden City Broadcasting Inc. Seeks 100.1 mc, ch. 261A, 2.87 kw. Ant. height above average terrain minus 815 ft. P.O. address: P.O. Box 1383, Missoula, Mont. 59801. Estimated construction cost \$17,484; first-year operating cost \$27,832; revenue \$53,600. Principles: Chester M. Murphy Jr., president (41 $\frac{1}{2}$ %); Margaret A. Murphy, secretary-treasurer (33 $\frac{1}{2}$ %) et al. Mr. and Mrs. Murphy are each co-owners of KYSS Missoula, Mont. Ann. Aug. 28.

Egg Harbor, N.J.—Rodio Radio Inc. Seeks 104.9 mc, ch. 285A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 182 N. White Horse Pike, Hammonton, N. J. 08037. Estimated construction cost \$10,146.56; first-year operating cost \$5,000; revenue \$9,000. Principles: James N. Rodio, president et al. Ann. Aug. 28.

Lawton, Okla.—Big Chief Broadcasting Co. of Lawton Inc. Seeks 98.1 mc, ch. 251, 55.5 kw. Ant. height above average terrain 121 ft. P.O. address: 900 Rogers Lane, Lawton, Okla. 73501. Estimated construction cost \$43,957.50; first-year operating cost \$45,000; revenue \$65,000. Principles: Ronald Ferguson, president. Lovelle Morris "Jack" Beasley (each 33 $\frac{1}{3}$ %) et al. Mr. Ferguson is sole owner of two real estate firms, an investment company and a construction company. He also has other business interests. Mr. Beasley has interest in KLPR Oklahoma City, Okla., 31 $\frac{1}{2}$ % interest in KTOW Sand Springs, Okla., 25% interest in KTCS-AM-FM Fort Smith, Ark. and has majority interest in KFAV Fayetteville, Ark. He also has other business interests. Ann. Sept. 3.

Corvallis, Ore.—KLOO Inc. Seeks 106.1 mc, ch. 291, 27.7 kw. Ant. height above average terrain minus 67 ft. P.O. address: 1221 South 15th Street, Corvallis, Ore. 97330. Estimated construction cost \$22,780; first-year operating cost \$3,000; revenue \$8,000. Principles: Robert L. Hougum, president (25%); Gertrude Kaufman, vice president (75%) et al. Mr. Hougum has 25% interest in KLOO Corvallis, Ore. Mrs. Kaufman has the same interest in KLOO, owns 66 $\frac{2}{3}$ % of an office and store rental business and has 81% interest in a chain of ladies clothing stores. Ann. Aug. 28.

Altavista, Va.—Altavista Broadcasting Corp. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 114 ft. P.O. address: P.O. Box 512, Altavista, Va. 24517. Estimated construction cost \$13,971; first-



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year operating cost \$8,000; revenue \$10,000. Principals: Theodore J. Gray Jr., president, et al. Mr. Gray is controlling stockholder in Altavista Broadcasting, licensee of WKDE Altavista, Va. Altavista Broadcasting is major stockholder in Gray Broadcasting Corp., licensee of WHEO Stuart, Va. Gray Broadcasting is 100% owner of Wake County Broadcasting Co., licensee of WAKS Fuquay-Varina, N. C. Ann. Aug. 28.

#### FINAL ACTION

\*Concordia College Corp. Moorhead, Minn.—Broadcast Bureau granted assignment of CP which authorized new noncommercial educational FM station to St. John's University Broadcasting Inc. Action Aug. 30.

#### OTHER ACTIONS

■ Review board in Albany, N. Y., FM broadcast proceeding, Docs. 18210-2, granted petition filed Aug. 27 by Functional Broadcasting Inc., and extended to Sept. 9 time to file replies to oppositions to four pleadings filed in proceeding July 22. Action Aug. 29.

■ Review board in Gate City, Va., FM broadcast proceeding, Docs. 18210-2, granted petition filed Aug. 27 by Tri-Cities Broadcasting Corp. and extended to Sept. 12 time to file replies to exceptions in proceeding. Action Aug. 29.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick in Pompano Beach and Deerfield Beach, both Florida (Almardon Inc. of Florida, Sunrise Broadcasting Corp. and Deerfield Radio Inc.) FM proceeding, on examiner's own motion, continued without day hearing presently scheduled for Sept. 3 (Docs. 018021-1, 18187). Action Aug. 30.

■ Hearing Examiner H. Gifford Irjon in Salem and Vinton, both Va. (WRIS Inc. and Roanoke-Vinton Radio Inc.) FM proceeding, granted request by WRIS Inc. and continued hearing from Sept. 5 to Nov. 5 (Docs. 18061-2). Action Sept. 3.

#### CALL LETTER APPLICATIONS

■ Rainbow Communications Service, Dunellon, Fla. Requests WTRS(FM).

■ Clark Broadcasting Co., Saginaw, Mich.

Requests WWWS(FM).

■ Great River Communications, Hannibal, Mo. Requests KGRC(FM).

■ Comal Broadcasting Co., New Braunfels, Tex. Requests KNBT(FM).

#### CALL LETTER ACTION

■ Vidalia Broadcasting Co., Vidalia, Ga. Granted WVOP-FM.

#### DESIGNATED FOR HEARING

■ FCC set oral argument for Oct. 14 in proceeding on mutually exclusive applications for new FM on ch. 280 in Blue Ridge, Ga. Commission granted application for review filed by one of applicants, Cherokee Broadcasting Co., Murphy, N. C., asking review of review board decision granting competing application of Fannin County Broadcasting Co., Blue Ridge, Tenn. Action Aug. 28.

#### Existing FM stations

#### FINAL ACTIONS

WTVY-FM Dothan, Ala.—Broadcast Bureau granted application for remote control operation. Action Aug. 29.

KATN-FM Boise, Idaho—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 67 and 41 kc. Action Aug. 29.

WCIL-FM Carbondale, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Aug. 29.

WNYC-FM New York—Broadcast Bureau granted application for remote control. Action Aug. 30.

■ FCC denied requests for continued waiver of 50% AM-FM nonduplication rule by WJJD-FM Chicago and WGEE-FM Indianapolis. Actions Aug. 28.

■ FCC denied applications for continued waiver of 50% AM-FM nonduplication rule by WNU5-FM Chicago and KBEX-FM Kansas City, Mo. KTNT-FM Tacoma, Wash. made similar request and has been granted temporary exemption from rules through Feb. 1, 1969 to phase out excessive duplication. Actions Aug. 28.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WTOX-FM Selma, Ala. to Nov. 29; KAWT-FM Douglas, Ariz. to Feb. 6, 1969; WLBE-FM Leesburg, Fla. to Nov. 2; KWVL-FM Waterloo, Iowa to Feb. 1, 1969; \*FM station (unassigned) Hillsboro, Mo. to May 19, 1969; KMFL-FM Marshall, Mo. to Oct. 15; WSJC-FM Magee, Miss. to Dec. 31; \*WFUV(FM) New York to Jan. 1, 1969; WGSM-FM Smithtown, N. Y. to Oct. 15; WVAM-FM Altoona, Pa. to March 1, 1969; WVJP-FM Caguas, P. R. to Dec. 24; KBRK-FM Brookings, S. C. to Oct. 1; KSOO-FM Sioux Falls, S. D. to March 15, 1969; and WCFW Chippewa Falls, Wis. to Oct. 15. Actions Aug. 29.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following FM stations: KFAV(FM) Fayetteville, Ark. to Dec. 31; WSEA(FM) Georgetown, Del. to Dec. 16; WRTM(FM) Blountstown, Fla. to Dec. 31; WBY5-FM Canton, Ill. to Oct. 15; WRVI(FM) Winnebago, Ill. to March 15, 1969; WROI(FM) Rochester, Ind. to Jan. 1, 1969; WKOF(FM) Hopkinsville, Ky. to Jan. 26, 1969; KCMT-FM Alexandria, Minn. to May 1, 1969; KDNA(FM) St. Louis, Mo. to Nov. 15; WAWZ-FM Zarephath, N. J. to March 13, 1969; WRCS-FM Ahsokie, N. C. to Dec. 19; WIBF-FM Jenkintown, Pa. to Dec. 31; WUPR-FM Utuado, P. R. to Feb. 10, 1969; KFRD-FM Rosenberg, Tex. to Nov. 8; KSHN(FM) Sherman, Tex. to Nov. 1; WINA-FM Charlottesville, Va. to Feb. 28, 1969; WAWA-FM Milwaukee, Wis. to Sept. 30. Actions Aug. 30.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick in Tulare, Calif. (Blue Ridge Broadcasters), revocation of license of KDFR(FM), rescheduled hearing for Nov. 4 in Tulare, Calif. (Doc. 18240). Action Aug. 30.

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, denied petition by KFMQ Inc. for leave to amend application (Docs. 17410, 18174). Action Aug. 30.

#### CALL LETTER APPLICATION

■ KWFC(FM), Baptist Bible College, Springfield, Mo. Requests KBBF(FM).

#### CALL LETTER ACTIONS

■ KBMW-FM, Interstate Broadcasting Corp., Breckenridge, Minn. Granted KKWB(FM).

■ WLOE-FM, WLOE Inc., Leaksville, N. C., Granted WEAF(FM).

■ WKAU-FM, Fox River Communications, Kaukauna, Wis. Granted WVLX(FM).

#### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliaries: KACT Andrews; KBGO Waco; KEEE Nacogdoches; and KKUB Brownsfield, all Texas. Actions Aug. 29.

■ Broadcast Bureau granted renewal of licenses for following translator stations: W07AE Lookout Mountain, Tennessee and Fairlyland, all Georgia; W07AR Murphy, Marble and Andrews; W08AT Cherokee & Socco Valley; W08BA Beaver Dam, Creek Valley, Elk Mountain, Woodfin, and Pine Burr; W09AD Waynesville; W09AG Franklin; W09AR Weaverville; W11AN Bryson City, Whittier, Birdtown, Greens Creek, Savannah & Gay & Alarka, Almond, and Lauada; and W2AE Asheville, all North Carolina. Actions Aug. 29.

#### RULEMAKING PETITIONS, ALL STATIONS

■ FCC in notice of proposed rulemaking proposed new rules to codify policy on trafficking in station CPs and require hearings on questionable cases. Comments on proposal have been invited by Oct. 10 and reply comments by Oct. 21. Action Aug. 28.

#### Translators

#### ACTIONS

K75CH Junction City, Kan.—Broadcast Bureau granted mod. of CP for UHF TV translator station to change trans. location to 1.2 miles E.S.E. of Junction City city limits and make changes in ant. system. Action Aug. 23.

W72AJ, W76AI, W74AN Escanaba, Mich.—Broadcast Bureau granted assignment of CPs to Delta TV Systems for UHF TV translator stations; consideration \$266. Assignee is owned 70% by Richard E. and Jean Abraham and 30% by Richard E. Stichman. Action Aug. 27.

K13FD Cabool, Mo.—Broadcast Bureau granted CP for VHF TV translator station to change trans. location to 540 North Loop, Cabool, make changes in ant. system. Action Aug. 27.

Village of Wauneta Nebraska, Wauneta, Neb.—Broadcast Bureau granted CP for a new VHF TV translator station to serve Wauneta on ch. 12 by rebroadcasting KLOE-TV Goodland, Kan. Action Aug. 27.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translator stations: K10FR, K12GA May, Fort Supply, Fargo and Gage, all Oklahoma; K03AN, K06BH, K07CJ Dutch John, Green Lake and Manila, all Utah. Actions Aug. 29.

Myrtle Creek Chamber of Commerce, Myrtle, Ore.—Broadcast Bureau granted CP for new VHF TV translator station to serve Myrtle Creek on ch. 8 by rebroadcasting KEZI-TV Eugene, Ore. Action Aug. 27.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: W12AM Ponce, P. R.; W08BC Ellerslie, Maryland and Hyndman, all Pennsylvania; K10GB and K13IM, both Denio, Nevada; K04ES Klamath Falls, Ore.; W13AU Northeast Gary & vicinity, Ind.; K11IQ Orleans, Calif.; and K04FC Lower Piney and Little Piney, both Wyoming, specify type trans. Action Aug. 29.

Marfa TV Cable Co., Marfa, Tex.—Broadcast Bureau granted CP for new VHF TV translator station to serve Marfa on ch. 6, by rebroadcasting KTSM-TV El Paso; condition. Action Aug. 27.

Marfa TV Cable Co., Marfa, Tex.—Broadcast Bureau granted CP for new VHF TV translator station to serve Marfa on ch. 11 by rebroadcasting KOSA-TV Odessa, Tex. Action Aug. 27.

K08GA, K10FW, K12GI, Morgan, Milton and Mountain Green, all Utah—Broadcast Bureau granted licenses covering new VHF TV translator stations, specify name as Morgan County Corp. Action Aug. 29.

K77CA Santa Clara, Utah—Broadcast Bureau granted CP to replace expired permit for UHF TV translator station. Action Aug. 26.

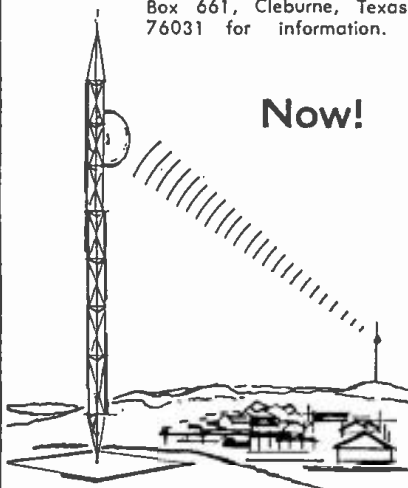
■ Hearing Examiner David I. Kraushaar in Elmira, N. Y. (WBJA-TV Inc.), UHF TV translator proceeding, granted petition by WBJA-TV and dismissed with prejudice application and terminated proceeding (Doc. 18284). Action Aug. 29.

(Continued on page 81)

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Aggressive salesman or salesgirl. Swinging station, delightful market. Good pay. Write or phone Lou Skelly, WWOW, Conneaut, Ohio.

10,000 watt C&W station in one of the 10 top markets in the N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Call collect 516-742-1542 and ask for General Manager.

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Announcer, salesman with FCC 1st needed now at KEYD, Oakes, N.D.

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### Announcers—(Cont'd)

5 kw daytimer needs male continuity director-announcer. KOLY, Mobridge, S.D.

MOR announcer, professional sound, tight board, settled, looking for permanent job. Salary open. Send tape and resume to Manager, KRLN, Box 511, Canon City, Colo.

If you have what it takes to swing with a tight formatted, more music, top 40, here's the opportunity of the month. Contact Bill Adams, KYSN, Colorado Springs.

Interested?? in doing first class production on first class equipment? Tired of long hours and air shifts so long there's no time for production? This may be the opportunity with a future for you! A new ultra modern 5 kw AM & FM stereo station, covering the growing Auburn and Opelika market of over 150,000 in east central Alabama . . . home of famed Auburn University, is expanding its congenial adult staff. Be a part of a substantial and growing chain of successful radio operations in the southeast. Experienced first phone production oriented announcer for a MOR format needed now. Send photo, resume and tape to: Manager, WAOA, P.O. Box 2320, Opelika, Alabama 36801.

Afternoon man—good music format—first ticket combo; seeking permanent employ; married; settled; immediate opening; salary commensurate with talent and experience. Send tape and resume or call Mr. Walter G. Smith, manager WAUK-AM-FM (Multi-media, Inc., new owners) Waukesha, Wisconsin 53186.

Immediate opening—mature announcer looking for permanent position with progressive MOR station. (First phone desired, but not mandatory) 5000 watt NBC affiliate with adult audience. Can start at \$125.00 or more depending on experience and ability. If you have what we need, contact Larry Collins, WBCK, Battle Creek, Michigan 49015.

Wis. MOR top metro feeder needs experienced combo board man. Professionals move up to big city positions. Midwest background preferred. Mr. Kraychee, WBKV, POB 60, West Bend, Wisconsin.

Announcer for nite-shift at 500 watt small market MOR operation. Can you read well? Send resume, tape: WBTA, Batavia, N. Y.

Immediate opening in northwest Florida on the Gulf Coast for mature, experienced professional M.O.R. announcer for mid-day and evening work. Send tape, resume and salary required to WFTW AM & FM, P.O. Box 10, Fort Walton Beach, Florida 32548.

First phone-announcer—beginner considered, but must be able to read well. Program director advancement to right man—play by play sports opportunity. Send tape, resume and starting salary to: WHGR, Houghton Lake, Michigan 48629 or call Norm Pike at 517-366-5364.

Florida coastal station—has opening for an above average M.O.R. pop announcer, capable also of being operations director, including production and programing. Excellent opportunity for advancement and future stock options with this Airmedia station. Send tape and resume. Hudson Millar, WIRA, Fort Pierce, Florida 33450.

Announcer with first ticket needed immediately. Contact Mr. Doll, WISZ, Glen Burnie, Maryland.

Jumpin' Jack jock with first phone. Unusual opportunity nighttime at central New England's #1 rocker, Salary open, pros only: Send tape, pic, resume to WORC, Worcester, Mass. 01608.

## Announcers—(Cont'd)

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Fetzer Stations. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape, resume and salary requirements to WKZO Radio, 590 West Maple Street, Kalamazoo, Michigan 49001.

First class combo position open at WORX, Madison, Indiana. Contact General Manager.

Get in on the ground floor. Expanding corporation has opening for energetic first-phone announcer in southern Maryland, the land of pleasant living. Send tape and resume to: WPTX, Lexington Park, Md. 20653.

First ticket combo man wanted for afternoon announcing and maintenance. Good middle of road operation. adult sound. Ed Damron, Manager, WSSC Radio, Sumter, South Carolina.

10,000 watt C&W station in one of the 10 top markets in the N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Call collect 516-742-1542 and ask for General Manager.

First phone announcers. Up-tempo MOR format. If you have first we'll train you. Rush tape and resume: Ron Kight, Drawer D, Excelsior Springs, Missouri, 64024.

5 KW Penna. station needs 1st phone announcer. No maintenance. Good working conditions. Brand new equipment. Work with professionals, fringe benefits, salary open. Send tape and resume (airmail) to Box 15, Lebanon, Pa. 17042. Or call Manager 717-273-8547.

## Technical

Technical director needed for Ohio three stations at once. Must be experienced in maintenance and construction AM and FM. Box J-27, BROADCASTING.

Assistant chief engineer. Eastern metro area. Some shift work, other time spent helping upgrade engineering department of one of country's top R&R operation. Opportunity to learn D&A. Send resume, references and recent picture. Box J-64, BROADCASTING.

Chief engineer, combination jock or newsman for top rated mid-Atlantic group operation. Rush tape and resume to Box J-87, BROADCASTING.

Chief engineer, 5KW, 3 tower directional, ABC, IMN affiliate. Must assume full technical responsibility. Directional experience necessary. Send resume of qualifications and experience to KLO, P.O. Box 1499, Ogden, Utah.

We are looking for an exceptional chief engineer. If you are the individual we seek, you'll be exceptionally well paid with excellent fringe benefits . . . will work with modern equipment in a spacious modern bldg., and will enjoy medium market. Lake shore living in "beautiful Manitowoc in wonderful Wisconsin." You'll have complete technical responsibility for both AM & FM facilities plus an ATC automation system and some mobile broadcast unit. If necessary, you'll receive ATC factory training. You'll work with management that recognizes the importance of competent engineering and understands the unique problems of a medium market chief. While this position is immediately open we are more interested in finding the right individual for the job than in filling the vacancy in a hurry. Please send full resume, salary requirements, references and other pertinent information to Jack Severson, Gen. Mgr., WCUB Radio, Box 98, Manitowoc, Wisconsin.

WKY Radio & television is looking for experienced operators for studio and transmitter. Radio telephone first license required. Send resume to R. M. Hayward, Chief Engineer, Box 14668, Oklahoma City, Oklahoma 73114.

First class engineering position open at WORX, Madison, Indiana. Contact General Manager.

Chief engineer, full charge, for WZIP AM & FM, Cincinnati, Ohio. No air work. Immediate opening. Complete details to General Manager, WZIP, Cincinnati, Ohio 45219. Telephone 513-221-5100.

## Technical—(Cont'd)

Immediate opening—experienced chief engineer for well established, well equipped 5,000 watt group owned AM station. Good working conditions and fringe benefits. Salary commensurate with experience. Write A. H. Smith, P.O.B. 3677, Wilmington, Delaware 19807. Or phone 302-654-8881.

Staff openings for professional field engineer Vir James Associates, Consulting Radio Engineers, 345 Colorado Blvd., Denver, Colorado 80206. Tel: 303-333-5562.

## NEWS

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsman. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-196, BROADCASTING.

News editor—major opportunity with Washington radio news organization. You should be able to write distinctively, edit imaginatively and be capable of producing unscheduled and scheduled "live" coverage. Send resume, writing samples and current salary information to Box J-18, BROADCASTING. An equal opportunity employer (M/F).

News director for midwest medium market station with MOR format. Exceptional news facilities; network; part of radio group. Wonderful town to raise your family, professional broadcast climate, excellent growth and opportunity for advancement with a respected operation. Send tape and resume immediately to Box J-69, BROADCASTING.

Newsman capable of manning a medium market Texas news department equipped with every device for gathering. Station widely known for news and editorial leadership. City and climate delightful. Excellent salary for professional desiring responsible position. Box J-109, BROADCASTING.

Excellent opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Newsman—strong outside reporter who can also use the telephone, handle a fast moving desk and sound better than good on the air. Send resume and tape to Gil Haar, News Director, KNEW, P.O.B. 910, Oakland, California 94604.

Mature responsible aggressive news reporting can yield a lot of satisfaction here. There may be a future for you with one of the most modern and best equipped radio stations in the southeast. New 5 kw MOR AM & FM stereo station serving Auburn & Opelika in east central Alabama is expanding its staff. Opportunity for advancement in our growing chain of successful radio operations in the southeast. Prefer experience but would consider training beginner with college background in journalism. Broadcast quality voice and delivery essential. Send photo, resume and tape to: Manager, WAOA, P.O. Box 2329, Opelika, Alabama 36801.

A major market adult radio station needs an adult sounding, on the air newsman; and needs him now. He must be oriented in the use of the telephone for digging for news items and actualities, and use of the typewriter. The income is open for the right man. Send resume, tape and picture to Ken Hildebrand, WHK Radio, Cleveland, Ohio.

WIRL—Peoria, Illinois' second largest market needs on the air newsman for key morning shift. Voice, experience writing ability important. This is a great opportunity for a move from a smaller market to a news operation recognized as "Big City" all the way. Send tape and resume to Ralph Smith, News Director, WIRL Radio, Peoria, Illinois 61602.

## Programing,—Production, Others

Interested?? in doing first class production on first class equipment? Tired of long hours and air shifts so long there's no time for production? This may be the opportunity with a future for you! A new ultra modern 5 kw AM & FM stereo station, covering the growing Auburn and Opelika market of over 150,000 in east central Alabama . . . home of famed Auburn University, is expanding its congenial adult staff. Be a part of a substantial and growing chain of successful radio operations in the southeast. Experienced first phone production oriented announcer for a MOR format needed now. Send photo, resume and tape to: Manager, WAOA, P.O. Box 2329, Opelika, Alabama 36801.

## Situations Wanted

### Management

Station Mgr., GSM. Excellent broadcasting background as Nat'l. sales Mgr./VP, top 10, medium markets, AM-TV. Administration, program promo, research, marketing skills. Built, trained effective sales staffs. Top agency, client, industry contacts nationally. Now employed. Will relocate for promising opportunity. Box H-15, BROADCASTING.

A transition from programing to management? Somewhere there is a radio station operator; one who believes that a hard working well trained program director with savvy, can make the segue from programing to management. Have provided the essential back-up to sales. In so doing, contributed to the aura and metamorphosis of the success of the other. Experience exceeds 11 years. Well-seasoned, top 40-modern format specialist. Good track record. Number one ratings. On-the-air personality. For the purposeful business of forging ahead, respond to Box H-125, BROADCASTING.

Seeking managership in small southern market. Fully qualified. Excellent references. Box J-18, BROADCASTING.

Assistant manager and program director of one of New York State's most successful operations, desires position as manager or program consultant. Experience includes sales, and production, details by mail or phone . . . Box J-67, BROADCASTING.

Newspaper executive. Successful record and experience provides adaptation to almost any situation. Many contacts throughout the country. Seeking position where potential exists for development in publishing, communications, public relations or related fields. Compensation and fringes now healthy 5 figures. Confidential. Box J-77, BROADCASTING.

Innovator (AM-FM-TV) — management — local, regional, national sales — promotion — programing specialist searching industry for final move. You definitely know someone in whom you place utmost confidence, who will tell you what I can do for you, whatever your requirements or scope of operations. You're read about me in this and other trade publications many times. Top major markets my specialty. Also smaller group. If you have a job that isn't being done to potential. One you can't or are afraid to create or fill, your most productive correspondence ever may be to Box J-80, BROADCASTING.

Turned on. Can-do young (31) family man. Currently sales manager for biggest station in competitive market of almost 1 million. Wants more. Can move sales team, manage things and people. Excellent industry reputation. Will move for \$25,000 base plus strong incentive. Box J-100, BROADCASTING.

Attention owner . . . manager and sales manager, prefer small to medium market. Experienced in all phases of radio. Prefer midwest but will consider Fla. Ten years in broadcasting, five of those in management. All replies will be considered. Interviews at your expense. Box J-107, BROADCASTING.

Manager — operations manager — 20 yrs. — anncr.-sales-news-dependable-sober-prefer west. Box J-114, BROADCASTING.

Stable, experienced manager wants permanent position with community minded station. Knows broadcasting, sales and management. Prefer mid-Atlantic will consider others. John Taylor, 5 Arrowood Drive, Bridgeport, W. Va. 842-2433.

## Announcers

DJ/announcer, newscaster, salesman. Negro, experienced, versatile, creative. 3rd endorsed, tight board, authoritative news any format. Mature. Box J-11, BROADCASTING.

Dependable, experienced play by play man and MOR dj would like to relocate. Also have four years experience in radio sales. Presently employed. Married. Military obligation finished. Box J-26, BROADCASTING.

Newscaster/announcer/dj. 3rd phone—mature voice, MOR format, single—will relocate. Box J-66, BROADCASTING.

Are you ready? The "wild one" is looking! Professional ready . . . for move to major market contemporary. Reply to Box J-68, BROADCASTING.



### Announcers—(Cont'd)

First phone, announcer, married, seeking top forty format, will relocate. Box J-70, BROADCASTING.

Disc jockey-news-caster-sales. Experienced, third endorsed, tight board, authoritative, aggressive, dependable, creative, female. Box J-76, BROADCASTING.

Baseball, play-by-play. Four years experience college, semi-pro. Seeks pro team assignment. Box J-78, BROADCASTING.

Announcer: 18 yrs exp. "desires to cool it." Make offers. Box J-83, BROADCASTING.

Emerson College graduate—3rd endorsed—experience music, news, sports. Special interest sports. Married, draft exempt. Seeking small to medium market. Box J-90, BROADCASTING.

Need more money. Friendly, bright voice, personality to match, good production and copy. Much PD, some TV experience. Get and keep talented professional for \$150. MOR southwest or Fla.—major or medium markets only. Box J-91, BROADCASTING.

Negro dj announcer, modern sound, tight board, experienced. Box J-93, BROADCASTING.

Mature man, single, draft exempt. Experienced in dj, news background in selling, servicing accounts and copywriting. Desires radio station on Long Island with MOR format. Box J-94, BROADCASTING.

Two years experience, some college, third, good voice. Box J-98, BROADCASTING.

Experienced top 40 announcer (personality) looking for bigger market. Know programming, and would like opportunity to prove it. Also experience in sales. Write Box J-103, BROADCASTING.

MOR announcer, strong production. 3rd endorsed. 4 years experience. Dependable. Military completed. Tape available. Resume more complete. Box J-104, BROADCASTING.

Dependable, dj versatile, tight board third endorsed, responsible, relocate. Box J-105, BROADCASTING.

DJ newscaster, pleasant personality. 3rd phone, married, northeast only. Box J-108, BROADCASTING.

Square, mature, soft sell. Cut eye teeth on carbon mike. Person to person approach with music, news, telephone shows and commercial writing. West coast now. Box J-112, BROADCASTING.

Experienced announcer/dj. authoritative news, creative, dependable, solid show business experience. Tight board, third endorsed. Available now. Will relocate. Box J-116, BROADCASTING.

Versatile, creative, professional airman available immediately. 12 years background. Presently employed NBC station, but desire relocation to larger market, with possibility for advancement. Interested in MOR and/or talk. Contact Jack Wiley after 5 pm at 309-682-1380. Home address, 211 West Corrington, Peoria, Illinois. Tape upon request.

No. 1 jock means dollars for you. He's looking for higher top 40 market. Call 1-413-739-6889.

First phone/jock. 8 year radio vet. Witty rocker—no screamer. Tight board, communicative delivery, super spot production are my bag. Family obligations. Jim Burnside, Rushsylvania, Ohio 513-468-2590.

Bright, ambitious, man looking for first big break into commercial radio. Have worked in top forty format in college radio for two years, but feel I can adapt to any style. Hold third phone with broadcast endorsement. Definitely have a yearning desire to be in broadcasting. Just give me a station to work and enough money to live on and I will be content. Call or write. John A. Lingua, 146 South Center St., Windsor Locks, Conn. 203-623-7997.

Hello! I'm young, ambitious, a little experience, 3rd endorsed with first on way. 1½ years liberal arts college, broadcasting college, active in community theater. Interested in central or south Florida—Oct. 1st, but will consider other places. Prefer MOR. Let's see what we can do! J. P. Morrison, Box 12, Gasport, New York 14067 (716) 772-2211.

### Announcers—(Cont'd)

College Grad—3 years experience. . . 3rd endorsed, seeks evening or all night position AM or FM in Eastern Mass. Draft O.K. Call 617-877-1753, afternoon or evenings.

New York City area announcer with news-writing ability interested in a major market. Robert Francis Curley, 233 Thomas St., Woodbridge, N.J. 634-5024.

Top personality seeks top personality station. . . 212 KI 6-2497.

### Technical

First phone, desires chief engineer job with announcing. Box J-71, BROADCASTING.

Am interested in technical side of radio or TV in N.Y. area. First phone. Army completed. Classification 4A. Phone 212-EV 4-0368. Box J-84, BROADCASTING.

Engineer (Massachusetts) first class license, considerable radio-TV experience, available now. Box J-110, BROADCASTING.

Experienced transmitter operator with maintenance, no announcing. Harry Beynon 314-581-2195.

### NEWS

Veteran Washington-based news director/newsman seeks meaningful change. Both MOR/rock oriented. All replies, New England, to Florida weighed. Box J-56, BROADCASTING.

1st ticket announcer, 1 yr. experience, currently industrial manager, wants back in radio as newsmen in N.J., Long Island, E. Pa., New York State. College grad, vet, 26, soon married, \$130. Box J-117, BROADCASTING.

### Programing.—Production, Others

Top top 40 jock personality—program director, too. Well seasoned pro with wide, varied background. Over 10 years experience on-the-air, in programing, production, ad infinitum. . . with group and independent operations. Proven track record. Number one ratings. Youthful, but mature. Attuned to what's happening. Agreeable personality on and off the air. If you're building with people, this could be where it's at for openers. Box H-185, BROADCASTING.

Dedicated producer/director, ready to move up and settle down. Looking for company interested in quality production and professional operations. Excellent references. Presently in major market. Box J-74, BROADCASTING.

PD of one of top MORs in east wants to return to the west coast in TV news and/or radio programing, news, production, music. College grad, married. Box J-92, BROADCASTING.

Girl Friday, Los Angeles area, college graduate, copywriting, selling, servicing accounts, marketing, production, experienced. Box J-111, BROADCASTING.

24, family, 1st phone (with engineering experience) college, seeks PD spot, or combo job, in modern C&W or top 40. 6 years experience. Currently in 250,000+ market. Phone 304-522-2664.

Looking for production man? Age 29, single, 6 years experience, hard worker, experience in radio production & straight copy writing, also TV copy writing. No floater or drifter, air work, some news experience also. Works for perfection. Available now. Personal interview required. Write Carl Briggs, 10 Pine Dr., Statesboro, Ga.

### TELEVISION—Help Wanted—Sales

Representatives to sell spot TV commercials to advertisers/agencies. We're really different. We use a unique technique—FSP\* which sells itself. Makes our product most imaginative and price most competitive in spot tv market. We supply everything needed to facilitate sales. We pay highest commissions. Write with references: HASHBERRY, 38 E. 57 St., N.Y.C., 10022. \*patented front screen projection

### Announcers

Have immediate opening for on-camera announcer to do sports and weather. Contact Howard H. Frederick. General Manager, WIRL-TV, Peoria, Ill. Immediately.

### Announcers—(Cont'd)

Need experienced announcer with ability to "sell" on the air, on and off camera. Good news and/or weather background preferable. Write or call James Tighe, General Manager WJHG-TV, Panama City, Florida. Box 2349, 904-763-7651.

### Technical

Film sound technician with solid background in electronics and film sound techniques wanted by major east coast TV film syndication production unit. Box J-35, BROADCASTING.

Engineering position available to work with PC-70's, VR-2000's and TK-27's, in outstanding metropolitan VHF operation. First class license required. Write Box J-61, BROADCASTING.

Major so. Calif. group TV station needs top technicians engineers for expansion. Excellent pay scale and working conditions. RCA and Ampex experience desirable. Send full details and resume to Box J-95, BROADCASTING.

Maintenance-technician—experienced operations, who knows Ampex, video-tape, color, middle Atlantic area, \$11,000.00. Box J-120, BROADCASTING.

Southwestern VHF has openings for first phone engineers experienced or interested in all phases—studio and transmitter—of color operations and maintenance, including 100% high band tape, \$475/mo. up, depending on experience and training. For further information write Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . 607-772-1122.

Need immediately—Three first class licensed engineers for TV control room—transmitter operation. Prefer experience but will consider training beginners. Submit full details in first letter to P. B. Witt, Chief Engineer, WCOV-AM-TV, P. O. Box 2505, Montgomery, Ala. 36105.

Experienced TV studio engineer with 1st phone strong on Ampex video tape maintenance. Group operation with good fringe benefits. Call collect W. G. Evans, Gen. Mgr., WDEF-TV, Chattanooga, Tenn. 615-267-3392.

Western Michigan. Immediate openings for experienced television engineers. Excellent fringe benefits; good pay; NBC affiliate; full color facilities. Preference given license holders with color experience. Phone collect, or write: Mr. Charles F. Robinson, Chief Engineer, WOOD-TV, Grand Rapids, Michigan, 616-459-4125.

Fetzer TV needs engineers with first class license for WWUP-TV in Michigan's Upper Peninsula. Experience desirable but not essential. Good pay and many company benefits. Excellent hunting and fishing area. Write P. O. Box 627, Cadillac, Michigan or phone 616-773-3478, collect.

Broadcast personnel—new ETV station. Ground-floor key position openings now available for West Virginia's first public/educational TV station—WWVU-TV. Affiliated with NET, EEN. New physical plant including million-dollar color facility. High band color video tape (4) and color film (2). Transmitter 30 kw. Openings for master control switcher, video tape/film maintenance, and transmitter operators. Competitive salaries and excellent fringe benefits. Apply by resume to: Employment Manager, Personnel Office, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

Television technician. Excellent opportunity for a responsible TV engineer. Experience in educational or commercial studio practices. Will work w/Orth, and Vidicon cameras, high band, low band, helical VTR's, color equipment and remote van. Salary open—liberal fringe benefits. If you qualify, write or call Univ. of Michigan, Personnel Office, 1020 L S & A Building, Ann Arbor, Michigan. Phone 313-764-7280.

Experienced studio maintenance engineers for broadcast television installation in South Pacific. First class license and relevant experience required. Two-year assignment open now. Pleasant family living conditions in the tropics. Send resume to NAEB, R&D Office, 1346 Conn. Ave., N.W., Washington, D. C. 20036.

## Technical—(Cont'd)

Television network engineers: Positions available—maintenance and operations. Excellent working conditions. FCC radio-telephone first class license required. Send resume to: N.E.T. Television, Inc. 2715 Packard Road, Ann Arbor, Michigan 48104.

Opening for studio and field supervisors and staff technicians. Supervisory positions carry five figure salaries, require licenses. Technician positions, salary dependent on license, experience etc. Network serves 5600 classrooms statewide with four channels. Visual Cameras, Ampex VTR's. 5 day week. Write Technical Services Director, Delaware ETN Network, Box 898, Dover, Delaware.

Television transmitter engineer in beautiful tourist country of Durango, Colorado. Contact Carl Anderson, 303-242-5000. Experience helpful but not necessary.

## NEWS

Producer—#1 operation, midwest, in top 20 market. Seeking experienced, creative, professional TV newsmen to supervise all news programs. Knowledge of TV production and film shooting and editing essential. Salary commensurate with position. Send complete resume to Box H-229, BROADCASTING.

TV news reporter, 25 to 35 years old, college degree in journalism, capable of: Rewriting wire copy, scripts for SFL, SOF interviews, on air newscasts. Send tape, photograph and resume with example of writing to Box J-34, BROADCASTING.

TV newsmen ready to become news director for midwest VHF. TV only operation need strong air man who can supervise and train small staff. Send photo, resume, and salary requirements to Box J-52, BROADCASTING.

Writer for major eastern market. 1 year experience—immediate opening. Box J-89, BROADCASTING.

Immediate opening for working, on-air news anchorman. Send VTR air check and resume to NEWS, WCIX-TV, Miami, Florida.

Immediate opening for on camera newscaster who can also present interesting weather show. Salary open. Group operation with good benefits. Call collect W. G. Evans, Gen Mgr. WDEF-TV, Chattanooga, Tenn. 615-267-3392.

## Programing,—Production, Others

Writer/producer/director for major east coast TV film syndication production unit. Must be creative film-maker with rating ability. Box J-36, BROADCASTING.

Operations manager—medium market west coast VHF television station. Maximum power full color. Aggressive organization. Box J-55, BROADCASTING.

Producer/director in major eastern market. Position requires thorough experience in all phases of TV production. Special emphasis on talk and news shows. Excellent salary and benefits for right person. An equal opportunity employer. Box J-60, BROADCASTING.

Northeast VHF in top 50 market seeks business manager. Excellent opportunity for experienced person wishing to advance. Attractive salary and benefits. Box J-119, BROADCASTING.

## TELEVISION—Situations Wanted

### Management

GM with proven track record in every area of major market AM-TV and UHF. Resume upon request. Available immediately. Box J-50, BROADCASTING.

General manager—national sales manager for medium to large market or group. Thoroughly experienced all phases. 14 years in television; 14 prior years, radio. Total experience: 28 years. Now 43. Nationally known as successful administrator—developer—troubleshooter. A professional, quality competitor. Accustomed to much responsibility. Capable of developing substantially increased profits. Box J-79, BROADCASTING.

Program/production manager. Eighteen years experience—eleven in present market. Resume, interview. Box J-102, BROADCASTING.

## Announcers

Announcer in top 10 market wishes to relocate—booth, weather, commercials. Box J-15, BROADCASTING.

## Technical

Engineer: Plenty of installation, maintenance, trouble shooting, plus microwave. College engineering, desires chief or assistant. Central states only. Box J-97, BROADCASTING.

## NEWS

Six yrs. R-TV news! Strong on "stand up" interviews, features, human interest and on the spot hard news coverage. Outstanding on writing. Can handle 16mm sil. and anchor man slot. Prefer 2nd man position in medium midwest market. Presently major market radio news. Vet, 37, married. Box J-113, BROADCASTING.

Navy information officer completing far east tour and obligated service desires position in television news or public affairs programming. R-TV degree, University of Illinois. Commercial and educational R-TV experience prior to service. Married. Locate anywhere, midwest preferred. Available October. Write: Lt. Roy L. Karon, Staff, Commander Service Group Three, Fleet Post Office, San Francisco, California 96601.

## Programing,—Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Production manager/executive producer—creative and versatile programmer, first-rate production know how in TV and film, talent direction, organizational ability. 29 years old. Presently with a top 20 VHF, but seeking challenging position at station with active local programming and commercials schedule. Box J-88, BROADCASTING.

Artist-writer-producer-director-puppeteer desires challenging shirt-sleeve position of authority with precedent setting station where practical creative ideas, showmanship and hard work are appreciated. P.O. Box 7116, Atlanta, Georgia 30309.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

Wanted to buy—660B Ampex. Box J-10, BROADCASTING.

Black and white remote unit, 2 to 5 cameras. State price and condition first letter. Box J-41, BROADCASTING.

SCA generator to fit Collins FM transmitter. Box J-86, BROADCASTING.

Need to buy 1 kw FM transmitter. Welby Hoover. WJRS, Jamestown, Kentucky.

## FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric tube TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Searchlights 60" complete. Parts in stock. Sunray Lighting, 4228 Sepulveda Blvd., Culver City, Calif. 213-870-8628.

UHF television transmitter, 1 kw continental. Sacrifice \$5,000. 4 bay RCA FM antenna with heaters \$800. WIF1, Box 3022, Philadelphia 19150.

Reconditioned video tape recorders and cameras, color and monochrome, quadruplex and helical. Ampex, and RCA. Current and late models in all configurations. Available immediately to buy or lease. Reply to Box J-29, BROADCASTING.

## FOR SALE

### Equipment—(Cont'd)

For Sale: One Ampex VR1000A heterodyne color video tape machine with head. Just taken out of service. Best offer. Two vidicon cameras—Cohu remote control (pan, tilt, 10 to 1 zoom, focus, variable speed)—includes 200 ft. of cable. Each just taken out of service—9 months old. Best offer. Contact William Woods, Director of Engineering, WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois, Telephone: 312/583-5000.

20,000 watt FM transmitter. New Standard Electronics Type 2014. Bargain for you if you're interested in saving your company money. Contact Mr. R. T. Bentley, KTAL-FM, Shreveport, Louisiana.

Gone Stereo: For sale . . . brand new Spotmaster BE-500B (8 months) with one trip. \$575.00; Also Ampex 350-U in beautiful console, \$900.00. Contact Lyn Judkins, WMVA, Martinsville, Va. 703-832-2152.

For sale: Three RCA TK-31 field camera chains, \$1,900 each, FOB New York City. Box J-47, BROADCASTING.

600' guylid Lehigh tower (on ground). 1600' 3 1/2" .51 ohm Steatite transmission line, RCA BFA-8 FM antenna (102.1 mhz). James Schmidt, WDAF, Kansas City, Missouri 816-753-4567.

Brand new CBS products, Audimax, Volumax \$18.77 monthly. Crown tape recorders, \$24.17. Audiovox, Box 7067-55, Miami-Florida 33135.

Schafer all Ampex 800-4 stereo system—the latest AG-440 and AG-445 decks. In use only 10 months. Price open. Dick Garvin, KSJO, San Jose, Calif. 408-251-8290.

Must sell Ampex 350, 600, 620, condenser microphones, WE640AA, superb condition. Bishop 703-280-5365.

## MISCELLANEOUS

neejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Writing team for world's highest-paid dj will write for you, exclusive in your market. New one liners, up to 300 per week for pennies a day. Dollar gets samples: Delaney, Box 2282, Santa Ana, California.

You're missing 92 laughs and six new voices if you haven't ordered "International Hecklers." DJ Production, Box 281, Auburn, Wash. 98002 for sample.

Radio idea for shopping center, auto dealers, banks. Write for details. Don Klock, Box 373, Lima, Ohio.

## INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for ASEE Degree. F.C.C. License training offered in residence in Washington, DC. Write for information on desired course. OR, send \$87.25 as full payment for the Grantham Package Course (leading to first-class F.C.C. license)—88 lessons (over 1600 pages) including more than 3300 FCC-type practice questions (and separate answer booklet)—shipped prepaid upon receipt of order and remittance. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 3803 Inwood Road, Dallas, Texas 75235.



**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, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, April 2. For information, references and reservations write William E. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin Oct. 7, Nov. 11. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not listening". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin Oct. 7, Nov. 11.—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin Oct. 7, Nov. 11. Call Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

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 October 14. 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.

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Place Your AD in  
**Broadcasting**  
where it receives  
nationwide display.

**RADIO—Help Wanted**

**POSITIONS OPEN NOW  
IN WISCONSIN**

Announcers, newsmen and salesmen are needed in large, medium size and small radio stations in Wisconsin. Give full details on your background and requirements in 1st letter to:

Wisconsin Broadcasters Association  
P.O. Box 5545  
Shorewood, Wisc. 53211

**Management**

**Radio MGR.**

Our client wants an experienced G.M. under 40 for top 15 market. Excellent salary for Manager with track record.

Call Ron Curtis, Nationwide Broadcast Consultants, 312-337-5318.

**Announcers**

**PERSONALITY**

One of Florida's leading stations has an openings for a mature, modern radio personality. Good pay, the best working conditions. If interested send tape, resume and picture with first letter.

Box J-65, Broadcasting.

**Morning Man \$22,500.00**

We are seeking a T-40, Funny, Big Voice Morning Man. Top Ten Market

Box J-81, Broadcasting.

**MORNING MAN**

Midwest #1 Contemporary needs bright fresh sound. Starting salary \$9,500, if you are worth it. Send tape and resume.

Box H-225, Broadcasting.

**NEWS**

**KING Radio**

A 50,000 watt, NBC affiliate seeks professional broadcast newsmen. Contact:

Mr. Bill Baker, News Director  
KING Broadcasting, Co.  
320 Aurora Avenue  
Seattle, Washington 98109  
(206—MUTual 2-3555)

**TELEVISION—Help Wanted**

**Management**

**MARKETING MANAGER**

GROWTH COMPANY NEEDS AGGRESSIVE, TECHNICALLY COMPETENT EXECUTIVE V.P. TO ORGANIZE AND DIRECT NATIONWIDE SALES EFFORT OF ESTABLISHED BROADCAST PRODUCT LINES. EXCEPTIONAL STOCK OPTION, PROFIT SHARING AND SALARY FOR RIGHT PERSON. REPLY IN CONFIDENCE WITH RESUME.

Box J-99, Broadcasting.

**TELEVISION—Help Wanted**

**Technical**

**CATV Antenna Engineer**

We are looking for a professionally qualified engineer with a thorough knowledge of antenna and receiving technology. Salary commensurate with ability, experience and training. All replies held in strictest confidence. Please send detailed resume to:

Malarkey, Taylor and Associates  
1225 Connecticut Avenue, N.W.  
Washington, D.C. 20036

**TELEVISION—Help Wanted**

**NEWS**

**TV NEWS DIRECTOR**

Immediate opening for an experienced, imaginative broadcast journalist and cost-conscious administrator to manage a large top-rated Radio-TV news operation. Midwest location with starting salary in mid-teens and one of the broadcast industry's finest fringe benefits programs. Candidates must have record of success in broadcast management. Send a detailed, confidential resume of your education, experience, salary history and career objectives to

Box J-45, Broadcasting.

An Equal Opportunity Employer (M/F)

**Situations Wanted**

**Use Our 5,000 Resumes  
To Find Your Man**

24,960 MAN HOURS were required to recruit and screen these applicants. Now you can use this large resume library to find your man.

Call 312-337-5318 for service charges in your size market.



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EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT



**TELEVISION—Help Wanted**

News—(cont'd)

**WMBD  
PEORIA, ILLINOIS**

WMBD AM-FM-TV, Peoria, Illinois, seeks two experienced newsmen, one with football-basketball play by play background. Must be experienced—all phases news production, news writing and gathering, some on air delivery. Previous radio experience required. TV experience not necessary. Send resume, photograph, audio tape, S.O.F., or V.T.R. to:

Robert Meyer, News Director  
WMBD  
212 S.W. Jefferson, Peoria, Illinois 61602

**TV WEATHER  
SPECIALIST**

For expanding news operation, top ten market VHF. Must combine showmanship with know-how. Salary open. Send video tape to

Box J-72, Broadcasting.

**TELEVISION—Situations Wanted**

Announcers

**WARM PERSONALITY**

Strong host, MC, Interviews. Major market & Money only.

Box J-96, Broadcasting.

**FOR SALE—Equipment**

**RCA TJ-56 TV Mobile Unit**

Completely equipped to originate three-camera monochrome remotes. Includes large assortment of lenses and 1800 ft. camera cable. Truck and equipment in good operating condition.

ENGINEERING DEPT. WHDH-TV  
50 Morrissey Blvd., Boston, Mass. 02125

**FOR SALE**

55,000 feet no. 10 bare copper ground wire on 500 foot spools.

Eastern California Broadcasting Corp., Box 4518, Santa Barbara, Calif. 93103. 803-963-7891.

**MISCELLANEOUS**

**Attention All AM's and FM's**

Play-by-play of Army Football available coast to coast with entire package yours to sell locally. We pay for line charges. Army-Navy grid classic at no increase in price.

Empire Sports Productions  
P.O. Box 30, Keeseville, N.Y.  
518-834-9805

(Continued from page 74)

**CATV**

**APPLICATIONS**

Armstrong Utilities Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to City of Butler, and Butler Township, both Pennsylvania (Pittsburgh-ARB10). Ann. Sept. 3.

Armstrong Utilities Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV all New York, to Boroughs of Ellwood City and Ellport, and Township of Wayne, all Pennsylvania (Pittsburgh-ARB10, Wheeling, W. Va.-Steubenville, Ohio-ARB37, and Youngstown, Ohio-ARB82). Ann. Sept. 3.

CATV of Pennsylvania Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Rochester Borough, Beaver Borough, Monaca Borough, East Rochester Borough, Freedom Borough, Bridgewater Borough, Rochester Township, and Borough Township, all Pennsylvania (Pittsburgh-ARB10, Wheeling, W. Va.-Steubenville, Ohio-ARB37, and Youngstown, Ohio-ARB82). Ann. Sept. 3.

Centre Video Corp.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York to Penn Hills

**WANTED TO BUY—Stations**

**WANTED**

Full time radio station in New England area. Willing to pay \$1,000,000-\$3,000,000 for right property. Please reply in strictest confidence to:

Box J-14, Broadcasting.

**FOR SALE—Stations**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
245-3430

**Confidential Listings  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.**

**G. BENNETT LARSON, INC.**

R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 · 213/469-1171  
**BROKERS-CONSULTANTS**

**RARE OPPORTUNITY**

Small market New England UHF-TV station available. Present owners unable to devote enough time to operation. Excellent terms to qualified buyer. Also, will consider live-wire manager willing to invest.

Box J-73, Broadcasting.

West	small	daytime	\$ 75M	29%	Pa.	small	fulltime	\$225M	\$100M
Ala.	medium	fulltime	140M	Sold	Ky.	small	daytime	80M	nego
Neb.	medium	AM & FM	200M	\$70M	Hawaii	medium	fulltime	120M	cash
N.Y.	metro	profitable	325M	cash	Coastal	metro	daytime	225M	terms
West	major	daytime	110M	cash	Calif.	metro	FM	250M	29%



**CHAPMAN ASSOCIATES**

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2045 Peachtree Road

Atlanta, Ga. 30309

Township, Pa. (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Color Cable Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Ambridge Borough, Baden Borough, Bell Acres Borough, Conway Borough, Economy Borough, Edgeworth Borough, Haysville Borough, Lettsdale Borough, Osborne Borough, Sewickley Borough, Leet Township, and Harmony Township, all Pennsylvania (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Fayette TV Cable Co.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Uniontown City, Pa. (Pittsburgh-ARB10). Ann. Sept. 3.

Hickman City Cable TV Co.—Requests distant signals from WSIL-TV Harrisburg, Ill.; WBBJ-TV Jackson, Tenn.; and WMC-TV, WHBQ-TV and WREC-TV Memphis, to Hickman, Ky. (Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.-ARB80). Ann. Sept. 3.

Highland Video Corp.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Latrobe Borough, Derry Borough, Youngstown Borough, Blairsville Borough, Homer City Borough, Derry Township, Unity Township, Burrell Township, and Center Township, all Pennsylvania (Pittsburgh-ARB10 and Johnstown-Altoona, Pa.-ARB29). Ann. Sept. 3.

National Cable Television Corp.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to City of Connellsville, South Connellsville Borough, Scottdale Borough, Everson Borough, Dunbar Township, and Connellsville Township, all Pennsylvania (Pittsburgh-ARB10). Ann. Sept. 3.

New England Video—Requests distant signals from WSBK-TV and WKBG-TV, both Boston, to Keene, Marlboro, and North Swanzey, all New Hampshire (Manchester, N. H.-ARB54). Ann. Sept. 3.

Putnam All-Channel Cablevision Inc.—Requests distant signals from WILL-TV Urbana, Ill. to Greencastle, Ind. (Indianapolis-ARB18). Ann. Sept. 3.

Steel Valley Cablevision Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Clairton City, Dravosburg Borough, Elizabeth Borough, Glassport Borough, Liberty Borough, Lincoln Borough, Port Vue Borough, West Elizabeth Borough and Forward Township, all Pennsylvania (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Steel Valley Cablevision of Duquesne Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Duquesne City, Pa. (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Steel Valley Cablevision of Aliquippa Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Hopewell Township, Center Township, Aliquippa Borough, and South Heights Borough, all Pennsylvania (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Television Cable Service Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Weirton, W. Va. (Pittsburgh ARB10, and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Tower Cable Systems, Corp.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to City of Beaver Falls, New Brighton Borough, White Township, and Patterson Township, all

Pennsylvania (Pittsburgh-ARB10, Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

Valley Masters Cables Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Kittanning Borough, Applewood Borough, West Kittanning Borough, Manorville Borough, Ford City Borough, and East Franklin Borough, all Pennsylvania (Pittsburgh-ARB10 and Johnstown-Altoona, Pa. ARB29). Ann. Sept. 3.

Wheeling Antenna Co. Inc.—Requests distant signals from WPIX(TV), WOR-TV, and WNEW-TV, all New York, to Wheeling, Benwood, Triadelphia and Bethlehem, all West Virginia (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Sept. 3.

#### FINAL ACTIONS

Manhattan Cable TV Services Inc., Manhattan, Kan.—CATV Task Force granted CP for new community antenna relay station. Action Aug. 27.

Commission granted request by Empire State Cable TV Co., operator of CATV system at Binghamton, New York, to continue carrying distant signals of noncommercial educational WNDT(TV) New York. Action Aug. 28.

FCC denied request by WUBC-TV Greensboro, N.C., "for immediate ex parte temporary relief and for further proceedings" against commercial originations by Jefferson-Carolina Corp., operator of a Greensboro CATV system. Action Aug. 28.

#### ACTION ON MOTION

Hearing Examiner Forest L. McClenning in Cleveland TV market. Akron Telerama Inc., Lorain Cable TV Inc., and Telerama Inc., CATV proceeding, granted requests by Storer Broadcasting Co. and extended time to Sept. 16 in which to file proposed findings of fact and conclusions of law (Docs. 17357-9). Action Sept. 3.

### Ownership changes

#### APPLICATIONS

WYAM Bessemer, Ala.—Seeks assignment of license from Trans-America Broadcasting Corp. to WYAM Inc. for \$225,000. Sellers: H. C. Young Jr, president et al. Mr. Young is sole owner of Central Broadcasting Corp., licensee of WENO Madison, Tenn. He also owns 75% of Americana Broadcasting Corp., licensee of WSHO New Orleans and applicant for new FM in that city and 87.5% of Broadcasting Associates of America Inc., licensee of WGUS North Augusta, S. C. and WGUS-FM Augusta, Ga. Buyers: Nesuhi Ertegun, president; Gerald Wexler, vice president; and Frank Ward, executive vice president, each 20%, et al. Both Messrs. Ertegun and Wexler are principals in Atlantic Recording Corp. (WAAB-AM-FM Worcester, Mass.), owned by WB-7A; Atlantic Record Sales Inc.; Cotillion Music Inc.; Walden Music Inc.; Clarion Records Inc.; Web IV Music Inc.; Pronto Music Inc.; and Talentmasters Recording Studios Inc., all New York firms. Mr. Ward is broadcast consultant. Ann. Aug. 27.

KTMS-AM-FM Santa Barbara, Calif.—Seeks transfer of control of News-Press Publishing Co. from McLean Publishing Co. to Bulletin Co. for purpose of reorganization. Bulletin Co. is licensee of WPBS(FM) Philadelphia. No consideration involved. Ann. Aug. 27.

WZST Leesburg, Fla.—Seeks assignment of license from Alpha B. Martin to WYOU Radio Inc. for \$105,000. Seller: Alpha B. Martin, sole owner. Buyers: H. Arthur Reuben, president (25%); T. B. Lanford, vice president (74%), et al. Mr. Reuben has no other interests indicated. Mr. Lanford is sole owner of Alexandria Broadcasting Co., licensee of KALB-AM-FM Alexandria, La., and 51% interest in Lanford Telecasting Co., licensee of KALB-TV Alexandria, La. He is also sole owner of KRMD-AM-FM Shreveport, La., and has 13.8% interest in Capitol Broadcasting Co., licensee of WSLI and WJTV(TV), both Jackson, Mississippi. Ann. Aug. 27.

WDZ Decatur, Ill.—Seeks assignment of license from Stephen P. Bellinger, Joel W. Townsend and Ben H. Townsend db/a PrarieLand Broadcasters to Stephen P. Bellinger, Joel W. Townsend, Ben H. Townsend and Reynold Fischmann db/a Decatur PrarieLand Broadcasters for \$37,000 plus 10% of current assets less 10% of liabilities. Principals of PrarieLand Broadcasters: Stephen P. Bellinger, 50%, Joel W. Townsend, 29% and Ben H. Townsend, 21%. Principals of Decatur PrarieLand Broadcasters: Stephen P. Bellinger, 45%, Joel W. Townsend, 26.5%, Ben H. Townsend, 18.5% and Reynold Fischmann, 10%. Ann. Aug. 28.

KDSN-AM-FM Denison, Iowa — Seeks transfer of control of Denison Broadcasting Co. from E. A. Raun (12.4% before, none after), C. H. Fee (24.8% before, none after), and W. F. Morrison (50.4% before, 50% after) to Don Uker (none before, 50% after). Principal: Mr. Uker is secretary-treasurer of Denison Broadcasting Co. Consideration: \$30,000. Ann. Sept. 3.

KSLO-AM-FM Opelousas, La.—Seeks assignment of license from William E. Jones tr/as KSLO Broadcasting Co. to K.S.L.O. Broadcasting Inc. for purpose of incorporation for \$83,000. Principals: William E. Jones (89.9%), Wandell Allegood (10%) et al. Ann. Sept. 3.

KODE-AM-TV Joplin, Mo., WEHT(TV) Evansville, Ind. and WSVA-AM-FM-TV Harrisonburg, Va.—Seek assignment of licenses from Gilmore Broadcasting Corps. of Missouri, Indiana and Virginia to Gilmore Broadcasting Corp. for exchange of stock for purpose of incorporation. Officers of Gilmore Broadcasting Corp.: J. Stanley Gilmore, chairman of the board; James G. Gilmore Jr., president; and Hamilton Shea, executive vice president. All four corporations are wholly owned by James S. Gilmore Jr. Ann. Aug. 28.

WCCT Fayetteville, N. C.—Seeks transfer of control of Cumberland Broadcasting Corp. from Richard R. Allen, W. L. Smith and Wilson F. Yarborough (as a group 75% before, none after) to Jackson F. Lee (25% before, 100% after). Principal: Mr. Lee is sole owner of WFAI Fayetteville, N.C. Consideration: \$1,390.95. Ann. Aug. 23.

KALV Alva, Okla.—Seeks assignment of license from Avlin Inc. to Martin Broadcasting Corp. for \$116,000. Principals of Avlin Inc.: Roger W. Lovett, president. Principals of Martin Broadcasting Corp.: Lynn Martin, president; Luther W. Martin, vice president, and Jeanne F. Martin (each 25%) et al. Luther Martin has 20% interest in a printing company and 25% interest in an electronic parts firm. Jeanne F. Martin has no other business interests indicated. Lynn L. Martin is co-owner of a color photography business. Ann. Sept. 3.

KPRB Redmond, Ore.—Seeks assignment of license from Donald S. and Rita M. Anderson db/a Radio Station KPRB to William N. and Willa L. Miller for \$75,000. Mr. and Mrs. Anderson are each co-owners. Mr. and Mrs. Miller will each be co-owners. They have no other business interests indicated. Ann. Aug. 28.

WKCM Winnsboro, S. C.—Seeks assignment of license from Fairfield Broadcasting Co. to Better Broadcasting Inc. for \$55,000. Sellers: Harold A. Kline, treasurer, et al. Mr. Kline has interest in an iron and steel company. Buyers: B. L. Williamson, president et al. Better Broadcasting is licensee of WLOW Washington, Ga. and applicant for new AM at Royston, Ga. and for new FM at Washington, Ga. Principals of Better Broadcasting have interest in licensee of WPEH Louisville, Ga. Ann. Aug. 27.

KFNE and KHEM Big Spring and KPET-AM-FM Lamesa, all Texas—Seek assignment of licenses from The Cobra Corp. to The Connor Corp. for exchange of stock to restructure organization. Principals: Thomas E. Connor, president, Robert E. Bradbury Jr., secretary. The Connor Corp. is a wholly owned subsidiary of The Cobra Corp. Messrs. Connor and Bradbury each own 50% of both corporations. After exchange of stock Mr. Connor will be sole owner of KPET-AM-FM and Mr. Bradbury will be sole owner of KFNE and KHEM. Ann. Aug. 27.

WGOE Richmond, Va.—Seeks assignment of license from Southern States Radio Corp. to Dixie Broadcasting Corp. for \$182,500. Seller: Jesse J. Dipboye, general manager et al. Buyers: Stanley H. Fox, president; Seymour L. Dworsky, vice president, each 33 1/3%, et al. Mr. Fox has 43.33% interest

in WIZS Henderson, N.C.; 38.7% interest in WRMT Rocky Mount, N.C.; and 40% interest in WEYE Sanford, N. C. He also has other business interests. Mr. Dworsky has 25% interest in WZS, WRMT and WEYE and has other business interests. Ann. Aug. 28.

#### ACTIONS

WJPB Kissimmee, Fla.—Broadcast Bureau granted assignment of license from B. & M Broadcasting Co. to Opportunity Broadcasters Inc. for \$72,000, less station's indebtedness of approximately \$15,000, plus 20% of assignee's stock. Principals of B & M Broadcasting Co.: J. Patrick Beacom, president. Mr. Beacom is 50% owner of WBUT-AM-FM Butler, Pa.; 40% owner of WVWV Grafton, W. Va. Principals of Opportunity Broadcasters Inc.: Robert W. Marlowe, president (26.6%) Sam B. Gilkey, vice president (26.6%), Thad M. Lowrey, secretary-treasurer (17.14%) et al. Mr. Marlowe is manager of WSIC Statesville, N. C. and 25% owner of fertilizer spreading service. Mr. Gilkey is assistant manager of WSIC. Mr. Lowrey is manager and 35% owner of WGUL New Port Richey, Fla. and has 64.3% interest in car wash. Action Aug. 30.

WGKA-AM-FM Atlanta — FCC granted transfer of control from Glenkaren Associates Inc. to Strauss Broadcasting Co. of Atlanta (none before, 100% after). Principals of Glenkaren Associates Inc.: Locke E. Glenn, chairman (37%), Barton C. Isbell Jr., president and William O. Jones (each 25%). Principals of Strauss Broadcasting of Atlanta: Strauss Broadcasting Co. (66 2/3%) and Jere W. Thompson (33 1/3%). Strauss Broadcasting Co. is licensee of KIXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz. Mr. Thompson is businessman. Consideration: \$300,000. Ann. Aug. 29.

WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, WTAE-AM-FM-TV Pittsburgh and WAPA San Juan—Broadcast Bureau granted transfer of control from nine trustees of voting trust agreement to 13 trustees of family trust of will of William Randolph Hearst, deceased. Action Aug. 30.

KTLZ Glasgow, Mont.—Broadcast Bureau granted assignment of license from The Glasgow Broadcasting Co. (Willard L. Holter, 100%) to The Glasgow Broadcasting Co. (Willard L. Holter, 87.5%; Leo A. McLachlan, 12.5%) for stock valued at \$30,000. Mr. Holter has controlling interest in KYLT Missoula, Mont. Action Aug. 29.

WWAY(TV) Wilmington, N. C.—Broadcast Bureau granted assignment of license from Cape Fear Telecasting Inc. to Clay Broadcasting Corp. for \$1,353,572.52. Principals of Cape Fear Telecasting Inc.: William G. Broadfoot Jr., president, Charles B. Britt, secretary-treasurer (each 30%) et al. Mr. Britt is 75% owner WIRY Plattsburg, N. Y. Principals of Clay Broadcasting Corp.: Clay Broadcasting Corp. is 100% owned by The Charleston Mail Association, owner of Charleston (W. Va.) Daily Mail, 55% owner newspaper distributing firm. Principals of Clay Broadcasting: Lyell B. Clay, president and treasurer and Buckner Clay, vice president and secretary. Mr. Lyell Clay is sole owner of realty company. Mr. Buckner Clay is 90.36% owner of retail hardware sales company. Action Aug. 28.

KTOW Sand Springs, Okla.—Broadcast Bureau granted transfer of control of Big Chief Broadcasting Co. of Tulsa Inc. from Lovelle Morris "Jack" Beasley and Omer Thompson (65% before, none after) to Charles R. Powell (25% before, 90% after). Consideration: \$30,800. Ann. Aug. 28.

KKBC-TV Lubbock, Tex.—Broadcast Bureau granted assignment of CP to Double H Corp. Assignor, Chester H. Kissell and Clarence L. Kissell db/as K B Co., had been granted operating authority for station Oct. 19, 1967. Action Aug. 30.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 4. 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.

Petersburg, Alaska—WRTV Inc., Seattle, has applied for a franchise. Installation and monthly fees for the five-channel system would be \$20 and \$15, respectively.

Seymour, Ind.—Seymour Cable Television Corp. has applied for a franchise. A previous application was made by Messrs. Baker, Boren, Burbrink and Theiss.

Creston, Iowa—Clear-View Television Co., Creston, has applied for a franchise.

Springfield, Mo.—International Telemeter, Springfield, has been granted a franchise. City will receive 12.1% of gross annual receipts.

Valentine, Neb.—Midcontinent Broadcasting Co. (multiple CATV owner) has been granted a franchise.

Saybrook Township, Ohio—Ashtabula Cable TV Inc. has applied for a franchise.

Baumont, Tex. — Jefferson Cablevision Co. has applied for a franchise. City would receive 5% of gross annual receipts. Previous applicant was Eastex, Inc.



**C**ENSORS in broadcasting are notoriously wary about what they allow on the air. Usually much less permissive than their counterparts in the film and printed media, the censors promote an image of themselves as fussy, outdated men trying to apply a Victorian set of guidelines to material produced in a much more lenient age.

Stockton Helffrich, code authority director of the National Association of Broadcasters (and thus considered chief "censor" of the broadcasting industry), is a most unlikely candidate to bolster this image.

Although he seems resigned to the idea that people will call him a censor, Mr. Helffrich prefers a more positive look at his job.

"I'm more of a troubleshooter and interpreter," he said, noting that the code authority takes up matters only on request from advertisers or broadcasters and issues guidelines as needed.

**Changes with Times** ■ Mr. Helffrich pointed out the distinction between prior censorship, a "sticky" area, and the program code, emphasizing its flexibility. "The code reflects the attitude of thinking about a program's impact on various groups," he said, "and practice stretches the perimeters of the code. It's not just permissive; it's aware of the times. Audience tolerances are greater and mores are more realistic today, and we now have more sophisticated, mature program material."

The code authority director reflects a modern viewpoint in his unwavering optimism about the younger generation. He admires young peoples' creativity, spirit and concern for the future of the country and the world. "It's not that my generation doesn't care," he remarked. "they're just too tired."

Speaking at the college conference luncheon of the International Radio and Television Society in 1964, Mr. Helffrich praised the students for their ideals and urged them to "bring into broadcasting . . . the dedication and the energy broadcasting needs to move forward." He felt that his generation had burdened them with conflicting sets of values.

Mr. Helffrich's interest in the younger generation shows in his views on television programming and advertising aimed at children. He believes parents have a responsibility to be selective in the programs they allow their children to watch, just as broadcasters have a responsibility, stated in the code, to program accordingly.

Parents also should speak out on a moral issue if the television outcome does not agree with their values, he said. Far from being a corrupter, television in this way offers parents "a golden opportunity" to discuss the issue with children, he pointed out. Mr. Helffrich practices what he preaches

## He talks quietly but carries a big code

with his 9-year-old son John.

**Toy Procedures** ■ At the code authority toy advertising comes under closer scrutiny than that of any other field and is under constant inspection to see that the claims are reasonable.

Advertising is an easier field to work with, Mr. Helffrich explained, because there are laws in connection with misrepresentation. The code authority's concern is with claims support more than taste, but sometimes, he admits, he can't restrain himself from giving advertisers a personal opinion on how to improve the believability of their commercials.

Mr. Helffrich credits the advertisers and broadcasters with a much more concerned attitude today than when the code authority was founded in 1960.

## WEEK'S PROFILE



Stockton Helffrich—director, National Association of Broadcasters Code Authority; b. Yonkers, N. Y., Oct. 23, 1911; B.A. in literature, Pennsylvania State College, 1933; lieutenant in U. S. Naval Reserve during World War II; joined NBC in 1933 in script division, promoted to assistant manager, 1935, named manager of continuity acceptance, 1942, and director of department, 1955; established New York code authority office, 1960; appointed code authority director February 1968; m. Sophia Maxwell, 1950; children—John, 9; two by previous marriage, Richard and Dolores (Mrs. Glenn Austin); two by wife's previous marriage, Richard and Scott Krauser; member—Academy of Television Arts and Sciences, International Radio and Television Society, Penn State Alumni Association.

He joined the organization then as manager of the New York office, after taking part in historic decisions in connection with the first broadcast of the words "rape" and "damn" in his 27 years at NBC.

He is proud of his part in establishing an appeals procedure for advertisers when there is a disagreement in expert opinions solicited by the advertisers and the authority. "It's one of the most effective tools we have," he said.

When he was being considered for the top code post early this year, after Howard Bell resigned to become president of the American Advertising Federation, Mr. Helffrich made it clear to the NAB board that he wanted to stay in New York.

"I was willing to continue to work under someone else if they kept headquarters in Washington," he said, but he is pleased to have the code base in New York "where the work is." He noted that the majority of work is with advertisers and networks, and the New York office has strengthened liaison with the industry.

**The Other Reason** ■ It was not only the work, but a devoted personal preference for New York that kept Mr. Helffrich there. One of his family pastimes is to walk all over the city, and attend the ballet, theater and many motion pictures that New York offers.

Mr. Helffrich admits that he can't help thinking about these various productions in terms of how they would have to be edited for television. He applauded the networks' refusal of "The Graduate" because "they couldn't edit it without ruining it, but they did an excellent job on 'The Apartment'."

In addition to keeping tabs on the new generation through such media as the celebrated rock musical, "Hair," Mr. Helffrich gets feedback from his five children: Richard, an intern at Maimonides hospital in New York, and Dolores (Mrs. Glenn Austin), who works at the University of Wisconsin in Madison, both from Mr. Helffrich's previous marriage; two boys from his wife's previous marriage, Richard, an oceanographer, and Scott, who just graduated from Lowell Technological Institute with a B.S. in chemistry, and their son, John, at home.

**Self-Discipline Best** ■ This modern, practical, adaptive and incurably optimistic "censor" is consistent in his attitude toward his job and his personal outlook on the world. In his recent "State of the Codes" address at the NAB convention in April, Mr. Helffrich likened the broadcast industry and self-regulation to the young and growing generation, with a responsibility and potential to help meet its own needs. He sees in the self-regulation system the same idealism and optimism present in the young people of today.



## A reasonable request

**Y**OUNG & RUBICAM's recent letter to TV stations, asking for a report on "all outlets through which you may be selling time" (CLOSED CIRCUIT, Sept. 2), is not one that should be consigned blindly to the circular file. Nor should its meaning go unnoticed.

The real importance of the letter may be reflected better in another request it contains: a request for details on any preferential rates the stations may have granted. That one could open a can of worms indeed.

Read together, the two requests leave little room for doubt that Y&R is concerned lest the "middlemen" who have emerged in spot TV, offering and apparently delivering campaign schedules at less than prevailing rates, are getting better deals than Y&R clients are getting. The middlemen, who work on specific assignments from and under the control of conventional agencies, insist it is their know-how, not under-the-table dealing, that enables them to bring in better-than-average campaigns, and a number of reps and agencies say they have dealt with middlemen without finding a flaw. Yet it seems obvious that some nagging puzzle remains.

In insisting that its clients get the benefit of any deals that are being made, however they are being made, Y&R has the support of the standard contract form currently in use in national-spot advertising. Under that contract the seller specifies that nobody is getting a better deal than the buyer—and that for the life of the contract nobody will.

It may be argued that the legality or illegality of preferential rates is murky, that it has been held that stations may not even agree among themselves to stick to their rate cards. All this, it seems to us, is beside the point.

The point is that it is simply good business for any station to sell strictly at card rates—and bad business not to. Television time is not exactly distress merchandise, but if a station finds it cannot get its published rates, it should review and revise the rate card, not wheel and deal around it. Whether done under conventional or unconventional auspices, rate-cutting begets rate-cutting and in the end can lead to nothing but chaos.

## A test to be faced

**T**HE outrage of members of the Democratic establishment over television's portrayal of their party in action broke out last week as expected when the Congress reconvened. Clearly, if some politicians had their way, the American television system would go the way of the Czechoslovakian in the recent takeover by the Russians.

It will not come to that, of course, but broadcasters must be prepared for all sorts of peripheral attacks upon their journalistic freedom. There will be legislative investigations and regulatory pressures. And they will come during a political campaign that must be covered by the same journalistic apparatus that is under attack.

The prevailing mood in Washington is fashioned by the widely held belief that television has acquired too much power to influence public opinion. This belief crosses party lines. It permeates the civil service and congressional staff. It is spreading among the legislators themselves and the policy makers in the executive branch and the regulatory agencies. It has already been asserted in such proposals as the Justice Department's to break up multimedia holdings within individual markets.

In the broadcast coverage of what is certain to be a tu-

multuous political campaign, the urge for political reprisal will be intensified. Yet broadcasters have no choice but to go about their journalistic duty.

It is going to be a long autumn, and broadcasters will survive it only if they practice their craft with all the skill and resolution at their command. It will be the responsible broadcast journalists who pull broadcasting through.

## A test survived

**A**MID all the shouts of criticism and response in the aftermath of television's coverage of the Democratic convention there is only one question of real relevance: Did the television reporting misinform the public? We think it did not, but we must add, in the luxury of hindsight, that television might have done a little more to round some stories out and a little less to pursue rumors on the air.

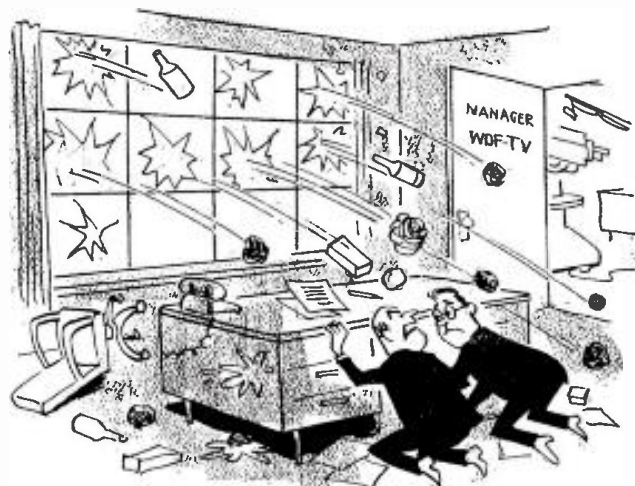
All that is more easily to be said now than it would have been to do in that incredible week in Chicago. As one veteran participant of conventions observed afterward, everybody was mad at everybody else before the convention even began. The events of the week only exacerbated the antagonisms. It is a tribute to the professionalism of broadcast journalists that there were as few lapses into personal coloration as there were.

Still there are lessons to be learned from Chicago in the editorial control of extended television coverage of controversial events. One lesson came from the coverage of street disorders.

The collective viewing of this publication's editors led to the consensus that too little was reported of provocations by the demonstrators. This is not to imply that too much reporting was devoted to the response of the police. It is simply to suggest that a more comprehensive story of cause and effect would have been desirable.

Another lesson came in the reporting on the convention floor. The impression persists that one or two roving correspondents acted more like performers hoping for stardom to strike than like reporters searching for illumination of the story. Again it must be said that the journalistic standards displayed by most of the men on the floor were of high order.

On balance the networks may take credit for a job well done, even if it might have been done a little better.



Drawn for BROADCASTING by Sid Hix  
"You and your hard-nosed editorial policy!"



## The Twains Do Meet

Broadcasting is the aspiration of these young people. They are learning the art through osmosis at WBAP AM FM TV. They are Ronnie Dunn, senior, Southwest High School; Alice Butler, Broadcast Instructor, Tarrant County Junior College, and Tsuyoshi (Choy) Inoue, Torisawa, Tomihama-Cho, Otsuki-City, Yamanashi, Japan, senior, Sophia University, Tokyo.

*Represented Nationally by Peters, Griffin, Woodward, Inc.*

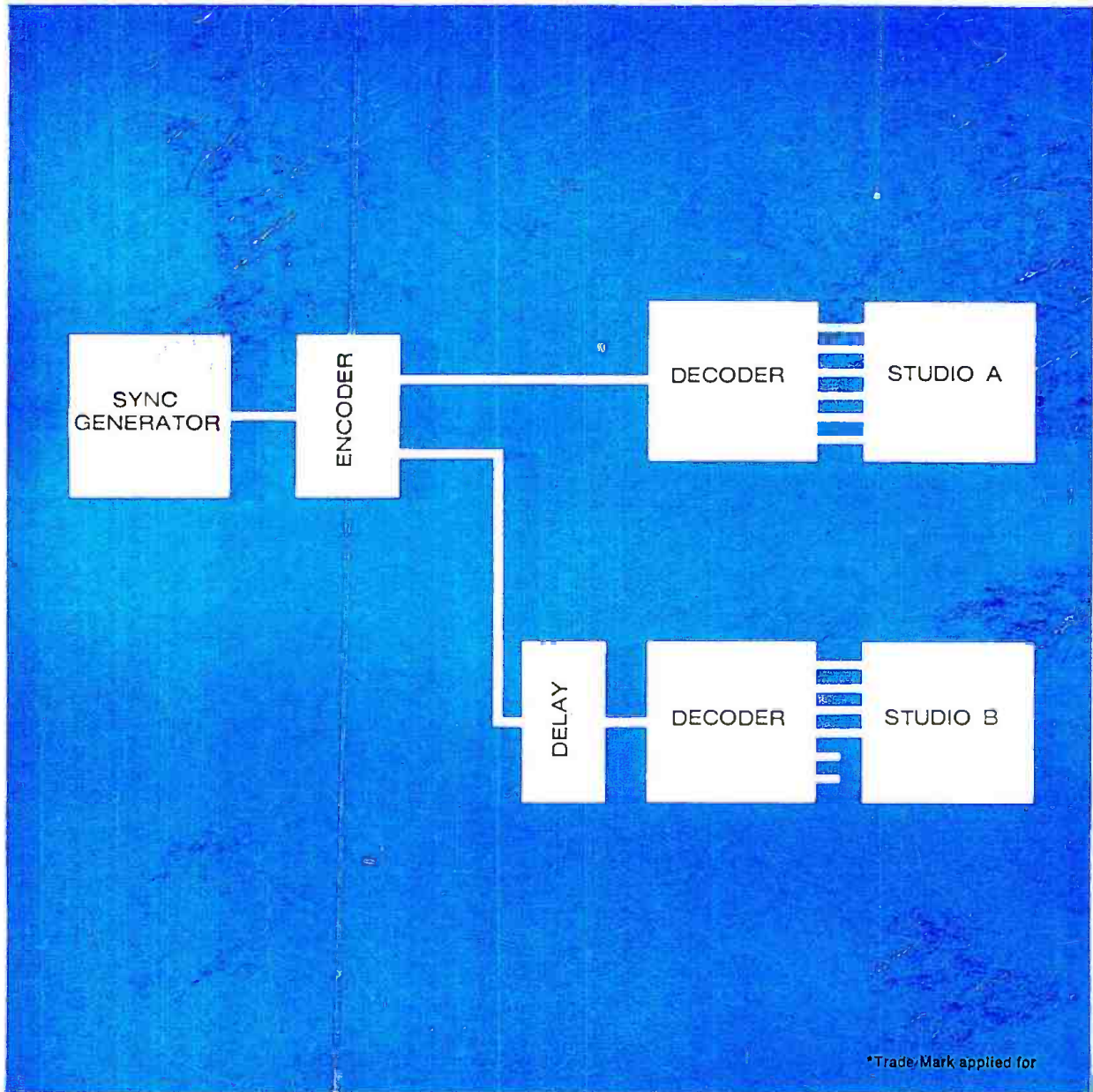




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