

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO


BMI under fire over insistence for increased rates. p23  
 Spot TV sales shows 18% increase in 2nd quarter. p24  
 ARB makes minor changes in revising top-100 markets. p28  
 The new TV shows: critics' views, first ratings. p42

CARL B. YLVIKAKER  
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# In New York the number to dial for all Screen Gems Post-60 features is Channel 7

So far Channel 7 has bought every one of the Post-60 features we've offered in New York. Thanks to WABC-TV's smart move, New Yorkers are able to see such great motion pictures as "Advise and Consent," "The Bedford Incident," "The Notorious

Landlady," "The Wackiest Ship in the Army," "Ship of Fools," "Under The Yum Yum Tree," "Barabbas," "Diamond Head," "Bye Bye Birdie," "Five Finger Exercise," "Baby The Rain Must Fall," and "The Victors." SCREEN GEMS 



# Welcome to a greater Chicagoland

Welcome to Weston, Illinois. It's just 30 miles down the road from the heart of Chicago. There, the National Accelerator Laboratory, world's largest nuclear reactor, will be under construction.

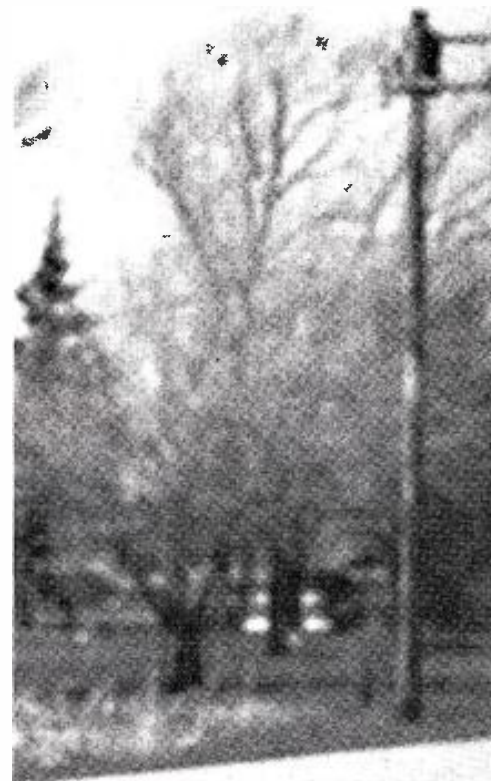
Today a prairie town. Soon one of America's key scientific centers.

The Weston story is another example of Illinois—now in its 150th year—meeting the challenge of today. And preparing for the promise of tomorrow. With Weston, the Chicago area emerges as the nuclear research capital of the world. And it assures an ever bigger and better Chicagoland.

WGN Radio and WGN Television salute the people—and the spirit—who are making it all happen.



WGN Continental Group Stations—dedicated to quality,  
integrity, responsibility and performance.



**WESTON**  
**550**



# Children Love KRLD-TV



More children view KRLD-TV per average quarter-hour, Sunday through Saturday, sign-on to sign-off, than any other station in the market.\*

**...and even more this Fall!**

The addition of the ever-popular Mr. Ed series to our morning line-up at 7:30 a.m. will help expand Channel 4's leadership among the children in the nation's 12th ranked television market.

Contact your H-R representative for choice availabilities to sell products appealing to children.

\*February / March  
1968 ARB Television  
Audience Estimates

**KRLD-TV**



**The Dallas Times Herald Station**

CLYDE W. REMBERT, President

represented nationally by 

## Two at the top

See-saw competition is developing between NBC and CBS for leadership in monthly TV network billing reports. CBS-TV, which has led ever since Broadcast Advertisers Reports started keeping estimates in 1963, was edged by NBC-TV in BAR's July report, \$34,470,000 to \$33,032,000 (ABC-TV had \$24,700,000). In August CBS was back on top, \$31,807,000 to \$31,120,000 (ABC: \$24,338,000). For January-August period, however, CBS is out front with \$346,924,000 to NBC's \$299,716,000 and ABC's \$250,726,000. But of eight-month, three-network gain of \$30,809,000 over same period year ago, NBC accounted for \$29,890,000 (10% increase) and ABC added \$1,136,000 (0.5%) while CBS was off \$217,000 (0.1%).

## Future of film

Television broadcasters may be confronted soon by question of whether to stick with 16mm film, now standard, or go to 8mm. Unofficial word is that Eastman Kodak researchers are turning out "super 8" color film—heefed up by CBS Labs' electronic image enhancer—that equals quality of 16mm color pictures. Ironically, same CBS Labs that produced image enhancer is having second thoughts about marketing its Broadcast Electronic Video Recorder system, which uses, as base stock, 16mm black-and-white film.

*BEVR drew favorable response in advertising agency circles when first described last winter (BROADCASTING, Dec. 4, 1967). It makes release prints on 16mm black-and-white film. Prints are projected through special camera to generate full-color signal for broadcast. CBS once saw BEVR as perhaps becoming standard system for handling and transmission of broadcast material now recorded on tape or conventional film. Question now is whether Eastman's electronically enhanced "super 8" has faster marketing potential. But so far Eastman isn't making moves. As major supplier of film stock, it knows better than anyone that conversion from 16mm film to 8mm by TV would mean huge reduction in business.*

## Big burst

Colgate-Palmolive, which ranks among radio's elite customers, reportedly will spring next week (Sept. 30) with one of biggest short-duration spot-radio buys in years. Colgate said

# CLOSED CIRCUIT<sup>®</sup>

to be spending close to \$1 million in five weeks for Ajax detergent (of TV "white knight" fame). Campaign is tied to give-away promotion of prizes and cash. Norman, Craig & Kummel, New York, is agency.

## Middlemen muddle

What appears to be strongest step yet by station rep to guard against potential problems in dealing through outside buying services, or "middlemen", has been taken by Storer TV Sales. Agencies last week received letter saying—as some other reps have said (BROADCASTING, July 15, et seq.)—that in sales through middlemen. Storer would furnish affidavits to agency of record and also, on request, would submit details on availabilities and copy of control. Kicker, however, was request that, when buying through middlemen, agencies give Storer letter guaranteeing payment. Agency sources said it was first time they'd had request quite that explicit.

*Word now is that study of TV-radio buying practices, being prepared by special committee of American Association of Advertising Agencies (BROADCASTING, Sept. 16), will probably be submitted to AAAA board of directors at meeting Oct. 15. Study is said to be unusually comprehensive report on buying and selling procedures, including middlemen, barter, rates and rate-cutting and perhaps also roles played by various kinds of operations, both conventional and unconventional.*

## Double bill

Record companies in Canada are said to be preparing to push their bid to collect royalties from Canadian broadcasters for playing their records. Under procedures there, they must apply to copyright appeals board for "tariff" by Nov. 1 if they hope to start collecting in 1969. If application is granted they may collect at whatever rates appeals board specifies. There are persistent but unofficial reports they'll meet Nov. 1 deadline and seek fees equal to those that broadcasters now pay to Broadcast Music Inc. of Canada and Composers, Authors and Publishers Association of Canada. But procedures also provide for filing of objections, followed by public hearing, and Canadian Association of Broadcasters—for at least one—is sure

to fight if tariff is issued.

*Canadian situation has certain parallels in U. S. In congressional hearings on pending copyright revision bill, however, push for extra royalties has been led—publicly anyway—by recording artists rather than record companies themselves. In both cases, however, companies and artists presumably would share in any such plan that might be granted.*

## Oh, boy

Some legislative aides are wondering whether House Commerce Committee has voted limited suspension of Section 315 (see page 44) or mousetrap play for broadcasters. Amended suspension resolution voted by committee last week would apply only to programs offering "opportunity for equivalent appearances" by all presidential or vice-presidential candidates qualified on ballots of at least two-thirds of states (which would let George Wallace in). But what do "equivalent appearances" mean?

*Fear is that if language were adopted in final suspension resolution, any candidate appearing in broadcast debate but outtalked by one or both opponents could claim he got less than "equivalent appearance." And if claim stood, it would mean whole show was disqualified from exemption under Section 315. And that would mean all fringe candidates would have crack at equal time. There's hope that clarifying record can be made at Commerce Committee's meeting this week.*

## Going it alone

Urge to merge that runs rampant among Hollywood entertainment companies these days is so far being resisted by Walt Disney Productions, although film production firm reportedly has received more than 200 offers for merger or outright sell-out. Company has gone through difficult time since death of Walt Disney, but seems to be finding itself again. Meanwhile, Disneyland in Anaheim, Calif., continues to boom and much hope is held out for eventual profitability of mammoth "Walt Disney World" project in central Florida (new Disneyland and three types of hotels) and Mineral King in mountains north of Los Angeles (winter-summer recreation development).

# If you don't call him, Keith Lewis will call you.

He'll call almost every day. He may call one of his stations to describe a new sales approach. Or maybe to counsel another station on rates. Or to provide programming information.

Keith Lewis is General Manager of

our Chicago office. And he's determined that his stations and his staff are thoroughly informed.

So when he does call, his stations listen. They know that they'll benefit from this very personal attention and skill of the Chicago staff. They

also know that they can avail themselves of the huge source of information gathered from Petry's nation-wide operation.

But if Keith Lewis hasn't called you yet, maybe you should call him. Right now.

The representative is sometimes the only part of your station that people ever get to see.

**Edward Petry & Company**

# WEEK IN BRIEF

Issue of new licenses for use of Broadcast Music Inc.'s music explodes, triggered by friction between negotiators over BMI's insistence it is entitled to higher rates; BMI offers to submit matter to arbitration. See . . .

## BMI PRICE BLASTED . . . 23

First real reading on extent of spot TV's 1968 comeback shows, according to TVB figures, for second quarter, national-regional sales up 18.1% over 1967, biggest quarterly gain in nearly four years. See . . .

## SPOT TV SOARS . . . 24

ARB issues new rankings for top-100 markets with few significant changes evident. Boston moves from sixth to fifth place, San Francisco from eighth to seventh; Houston up two in top-15 shuffle. See . . .

## ARB REVISES RANKS . . . 28

Political coverage gives way to new fall season as NBC displays its wares first with ABC and CBS due to start this week. Niensens fail to impress advertisers who are looking closer at charts today. See . . .

## NBC MOVES FIRST . . . 42

Suspension of the equal-time law that would permit televised presidential, vice-presidential campaign debates gets a new look as House Commerce Committee moves to allow George Wallace TV opportunity. See . . .

## WALLACE IN PICTURE . . . 44

TV broadcasters confront FBI Director J. Edgar Hoover who tells Violence Commission he thinks there's too much crime and violence on TV, and he didn't like Chicago convention coverage. See . . .

## HOOVER HITS TV . . . 48

Chicago Mayor Richard J. Daley gets his moment in the sun over 160 TV stations to tell his side of Chicago convention TV coverage; meets tough Bonanza, Barbra Streisand competition head-on. See . . .

## DALEY'S STORY . . . 49

FCC Chairman Rosel Hyde tells International Radio and Television Society commission will investigate complaints of fairness-doctrine violations, "deliberate" news distortion or slanting of news—but that's all. See . . .

## HYDE CLARIFIES FAIRNESS . . . 57

FCC orders hearing that could result in Coral Television Corp., losing its authorization to operate TV channel 6 in Miami. Issues are unauthorized transfer of control and "trafficking." See . . .

## WCIX-TV PROBE SET . . . 62

Color uniformity—that bane of broadcast engineers' existence in last few years—receives high level attention in Washington at symposium sponsored by Institute of Electrical and Electronics Engineers. See . . .

## BATTLE FOR COLOR . . . 67

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

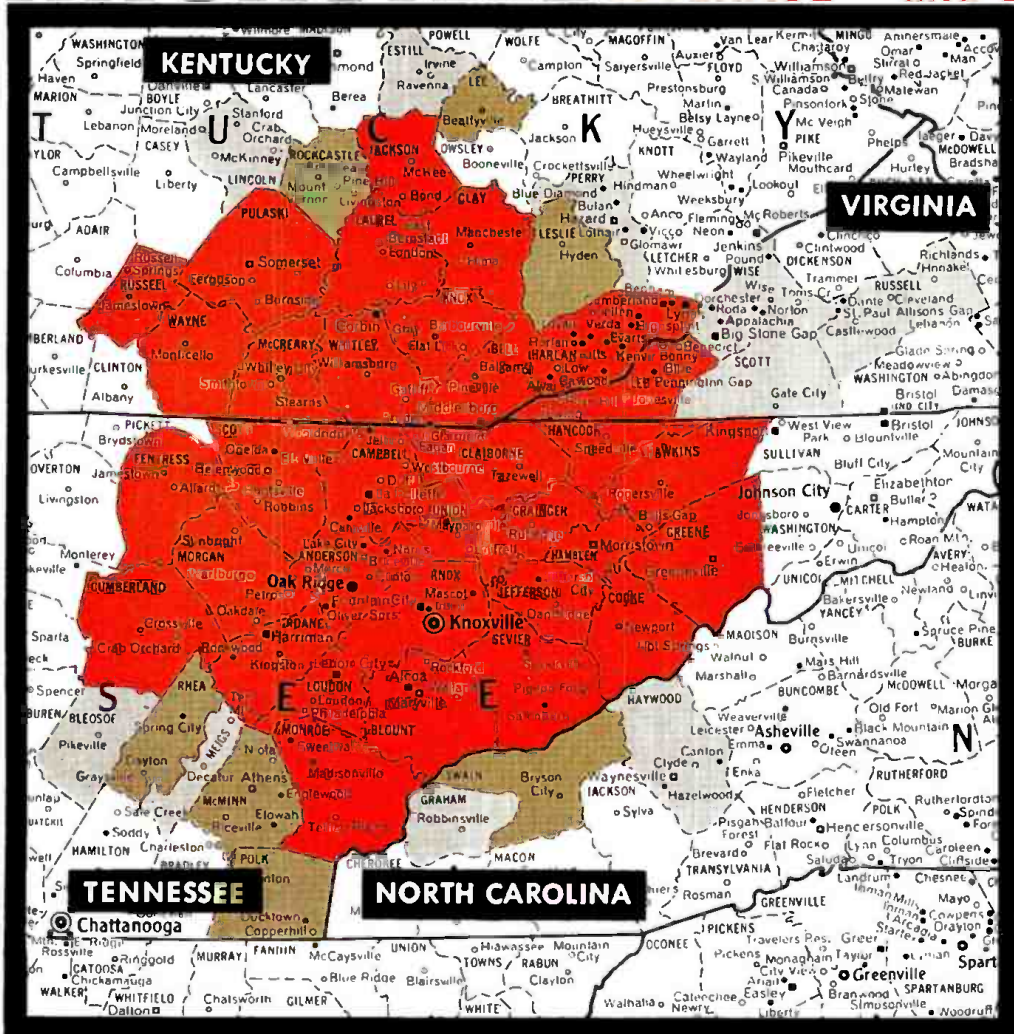
Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

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

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

IN

# KNOXVILLE WBIR-TV IS NO. 1 in COVERAGE...and Still Growing!



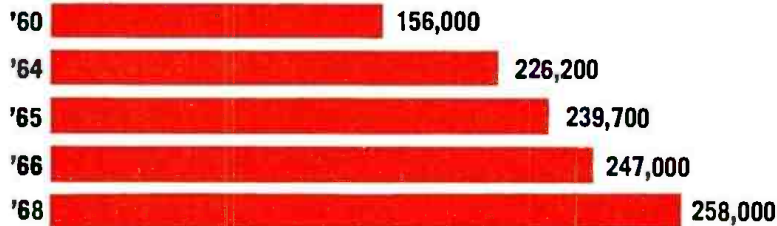
WBIR-TV transmits from one of the world's tallest towers (1,751 feet). This enables us to reach a wide area, including approximately 60 counties in east Tennessee, southeast Kentucky, southwest Virginia, and western North Carolina.

Our Area of Dominant Influence (ADI) is indicated by solid red in 35 counties on the map at left. Coverage of 25-49% Net Weekly is shown by the medium red shading. The pink shaded counties have coverage of 5-24% Net Weekly. Approximately 1 million people, with incomes of \$1.8 billion and retail sales of \$1.3 billion are in our ADI.

- Over 50% Net Weekly
- 25-49% Net Weekly
- 5-24% Net Weekly

The 3-county Metro Area Population (Anderson, Blount and Knox Counties) is 394,000 (Sales Management, June 10, 1968).

## ARB COVERAGE STUDIES, NET WEEKLY CIRCULATION IN HOMES



**... AND STILL GROWING!**



**MULTIMEDIA**

A station of Multimedia Broadcasting Company. Affiliated with WFBC-TV, Greenville, S. C. and WMAZ-TV, Macon, Georgia.

Represented by AVERY-KNODEL, INC.

**wbir**  
**TELEVISION**  
**CHANNEL 10**  
**KNOXVILLE**  
**TENNESSEE**



## FCC claims right to regulate nets

FCC order reopening 3½-year-old rulemaking aimed at limiting network control or ownership of programing was issued Friday (Sept. 20) (BROADCASTING, Sept. 16). Issued with it was legal memorandum that, for first time, propounds views that commission has an authority to implement proposed rule through direct regulation of networks.

Commission scheduled oral argument on proposal for Dec. 16 in Washington. Persons interested in filing comments are asked to submit them no less than 30 days before that date.

In past, commission has held that its jurisdiction was contained in its authority to license stations owned by or affiliated with networks. And it has, commission noted, "disclaimed" direct authority.

But commission now says authority given it in Communications Act to regulate chain broadcasting empowers it to regulate networks directly.

Commission's proposed rule, which would prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing and limit their participation in syndication activities, is intended to foster competition in program-production market. In issuing proposal in March 1965, commission expressed concern over "undue concentration" of network control of programing.

In order reopening proceeding, commission asks for comments on jurisdiction in light of memorandum. It also asks for comments on counterproposal submitted in proceeding by Westinghouse Broadcasting Co. that would prohibit station in top 50 markets with three or more stations from carrying

more than three hours of regular network programs between 7 p.m. and 11 p.m.

Commission, in addition, seeks updated information on networks' interests in syndication. Commission's information on this has cutoff date of 1964.

Commission released statistical data showing that network interests in programing is continuing to rise. Tables show that in November 1967 networks produced or controlled 95.2% of all weekly hours of prime time programing. Figure was 67.2% in 1957.

## News guidelines adopted for federal jury trials

Recommendations designed to ease problems arising out of constitutional rights of free press and fair trial have been adopted by Judicial Conference of United States.

Report issued by committee of conference said it does not recommend any direct curb or restraint or publication by press of potentially prejudicial material during coverage of trial. But it recommends that courts use their power to control release of prejudicial information by lawyers, courthouse personnel, such as bailiffs, clerks, and court reporters.

Committee emphasized that courts should adopt rules prohibiting taking of photographs or radio and television broadcasting from courtroom or its environs. Committee, headed by Judge Irving R. Kaufman of U.S. Circuit Court of Appeals for Second Circuit and consisting of 14 other leading judges, said it had studied and adopted many of recommendations included in Reardon and Medina reports, but Kaufman panel did not follow Reardon proposals that courts use their contempt powers to control press and police.

## Asks ban on CATV mass-appeal shows

ABC has asked FCC to ban origination of commercials and mass-appeal programing by CATV systems until public-interest considerations of such CATV activity can be considered. ABC expressed concern about "precipitous" establishment of origination services that might, it said, destroy free television. But network said, it has no objection to routine, noncommercial local originations.

ABC made request in commenting Friday (Sept. 20) on commission proposal to permit CATV systems to use frequencies in Community Antenna Relay Service (CARS)—in 12,700-12,950 mc band—to serve as outlets for "community self-expression" (BROADCASTING, Feb. 19).

Frequencies would be used in beaming material from CATV's studio to its headend and for remote picks-up. Though thus limited in scope, proceeding provided forum for broadcasters and CATV interests to debate basic question of local origination by CATV systems.

National Community Television Association and number of CATV companies urged commission to adopt rule and thus permit systems to perform local service. They also asked that no restrictions be placed on that service and some urged that proposal be liberalized to permit interconnection of CATV systems.

National Association of Broadcasters and Association of Maximum Service Telecasters, like ABC, said over-all question of CATV program origination should be studied before commission acts on proposed rule.

AMST expressed opposition to any kind of CATV program origination. It said that "community self-expression" type of programing would be first step in development of "hybrid CATV pay-TV".

Jerrold Corp., one of CATV owners urging adoption of rule as means of permitting CATV systems to provide local service, also said such CATV service could be enhanced if systems were allowed to interconnect. And it said systems should not be prohibited from carrying commercials; such prohibition would be "highly inequitable."

Similar views were expressed in dozen other CATV comments.

## Chicago: Act II

Metromedia Television said Friday (Sept. 20) it'll grant requests for follow up program "replying" to Chicago Mayor Richard Daley's documentary telecast on Chicago disorders carried by Metromedia and other stations on Sept. 15 (see page 49).

Wire went to several organizations including Youth International Party, American Civil Liberties Union and to campaign aides of Senator McCarthy, all of whom had asked for opportunity to reply.

Principals were requested to appear

## IRTS award to Sullivan

Ed Sullivan has been named recipient of 10th annual gold medal award of International Radio and Television Society.

He's second performer in decade of IRTS medal winners—Bob Hope was first—made for achievement in and contribution to broadcasting. It'll be presented at banquet in New York March 13.

## WEEK'S HEADLINERS



Mr. Sheinberg

Sid Sheinberg, VP for Universal Television and one of executive supervisors of *The Name of the Game*, series studio is producing for NBC-TV, named VP in charge of all TV production. Mr. Sheinberg will be responsible for administration of all TV production for studio, including "World Premiere" motion picture project for NBC-TV. Mr. Sheinberg joined legal department for Revue Studios (now Universal City Studios) in 1959, subsequently worked in business affairs, and from there moved into developing new projects for TV. He was closely associated with "World Premiere" project from its inception in 1965.



Mr. Callaway

John D. Callaway, news and program director, WBBM Chicago (CBS-owned station), named to new post of VP of program services. CBS Radio division in New York. Mr. Callaway, who joined WBBM in 1957 as general assignment reporter, will be responsible for expanding CBS Owned Radio Stations' exchange of broadcast material and coordinating efforts of news and program executives at stations. He will also serve CBS Radio network in advisory capacity, working with program staff and CBS News division.

Donald P. Carter, president. The Biddle Co., Bloomington, Ill., becomes president of Post-Keyes-Gardner., Chicago, effective Oct. 1. PKG and Biddle will exchange substantial blocks of stock in partial merger. Mr. Carter joined Biddle in 1954 and became president in 1967. He will be director of both companies. Everett Biddle, founder of Biddle Co., will reassume presidency of agency.



Mr. Kelley

Maurice L. Kelley Jr., associate advertising manager with The Procter & Gamble, Co., Cincinnati, joins Eastern Airlines, New York, as VP-advertising and merchandising. Mr. Kelley joined P&G in 1954 and supervised development of advertising and merchandising programs for major consumer products. He succeeds John B. Andersen, who became VP-customer services May 15.



Mr. Northcross

Samuel H. Northcross, VP and national director of broadcast, Foote, Cone & Belding, New York, resigned from agency last week. His future plans are indefinite. Mr. Northcross joined Foote, Cone in 1963 after 15 years with William Esty. He is credited with establishing TV department at Esty, and became VP in charge of TV operations there.

there.

Three-network participation drive will total \$1 million. Spot TV will be used in 65 markets, spot radio in Los Angeles and Seattle also.

Firm changed marketing strategy and is now concentrating on TV as result of dealer and consumer reaction to 100% TV campaign last spring, according to Ronald Field. Mogen David advertising manager.

## Cosby \$15 million deal with NBC-TV

Bill Cosby and NBC-TV have signed new "long term" contract giving comedian starring role in new half-hour comedy-drama planned for 1969-70 season.

Also covered by contract, made by network with Campbell, Silver, Cosby Corp. (Mr. Cosby's company on West Coast), is provision for Mr. Cosby to appear in one-hour specials, first to be shown during 1969-70 season, plus commitment to produce two half-hour animated specials based on characters Fat Albert and Weird Harold made famous by comedian in his record album, night club act and five-days-a-week radio program.

Mr. Cosby series, comedy about detective in San Francisco area, will have guaranteed run of two years. Second series, not starring Mr. Cosby, will be produced by his CSC company for presentation on NBC-TV between spring and fall of 1970. Network will carry hour Bill Cosby specials yearly, for five years. CSC also will develop and produce at least one pilot yearly for NBC. Company further will develop and produce specials, variety shows and films, live or animated, for network. First project is *The Kissy Face Show*, which has panel format concept. CSC estimates over-all deal amounts to minimum of \$15 million.

For other personnel changes of the week see FATES & FORTUNES

in person or to send representative to WNEW-TV New York studio (205 East 67th Street) at 3 p.m., Wednesday, Sept. 25.

### Carling leaves Tinker

Carling Brewing Co. of Ohio, Cleveland, and Jack Tinker & Partners, New York, have parted company, ending three-and-half year advertising relationship. Tinker did creative work on Black Label beer while regional agencies placed media buys. All worked on fee basis.

Company spokesman said Friday (Sept. 20) that Carling spent \$9-10 million advertising all brands. Radio-TV advertising in 1967 for Black Label alone amounted to over \$8 million, according to Radio Advertising Bureau and Television Bureau of Advertising.

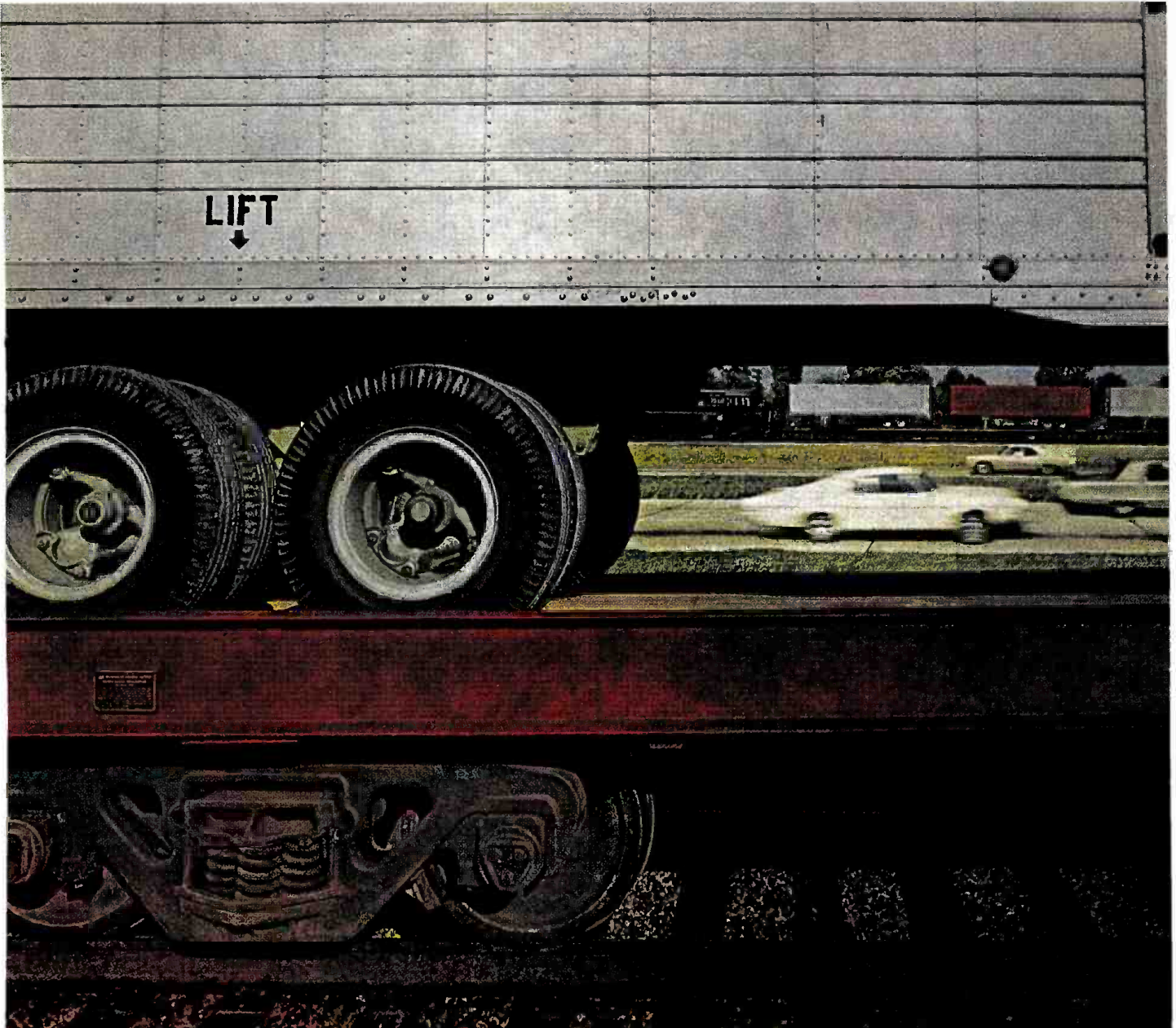
### Mogen David TV plans

Television, both network and spot, will get major portion of \$2 million advertising-promotion budget set for new year by Mogen David Wine Corp., Chicago, via Edward H. Weiss & Co.

### Question due bills

Offer to radio stations of hotel due-bills in exchange for air time to boost presidential bid of George Wallace (CLOSED CIRCUIT, Sept. 16) prompted letter Friday from Democratic National Committee to FCC.

Committee asked whether proposed trade-outs by Park Plaza hotel, Orlando, Fla. would permit other candidates to claim equal time, since spots wouldn't be paid for by Wallace campaign people. Also, committee said, due bills aren't normally worth face value, so offer could be construed as discount which should be available to other candidates.



**There's more room on the road for the kind of driving you like...**

**When highway trailers ride piggyback—the modern rail way**

A train of 100 flat cars carries 200 highway trailers piggyback...and we're carrying about two million trailers a year.

Piggybacking and its new cousin, containerization, unclog highways... save you money when you buy the things you like for the kind of living you like.

We're constantly improving. And that's why average rail freight charges are lower today than ten years ago.

In just one more generation there'll be 300 million Americans—50% more people requiring more production of everything... and more good transportation.

Dependence on railroads will grow and grow. And railroads will be ready.

ASSOCIATION OF  
**American Railroads**

GROW, GROW  
 BY THE RAIL WAY

AMERICA'S  
10th LARGEST  
MARKET IS  
NO. 8  
IN NEGRO  
POPULATION

IN  
St. Louis  
YOU NEED

double  
exposure

— the general advertising  
of your choice and  
**ALWAYS**

**KATZ**

only full-time Negro Radio  
in the Central Middle West

KATZ blankets the market  
within the market — over  
1/3 million consumers

**SPECIAL RADIO  
FOR ST. LOUIS  
24 HOURS A DAY**

Represented Nationally by  
BERNARD HOWARD & CO., INC.



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

■ Indicates first or revised listing.

Sept. 23—Annual meeting, board of directors, Associated Press Radio Television Association, 50 Rockefeller Plaza, New York. Speaker: Wes Gallagher, AP general manager.

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—ASCAP semi-annual West Coast membership meeting. Century Plaza hotel, Los Angeles.

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

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

■Sept. 30-Dec. 2—15th annual weekly series of time buying and selling seminars of the International Radio and Television Society. All meetings on Monday except Nov. 14. Chemical Bank New York Trust Co., New York.

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.

RAB MANAGEMENT CONFERENCE

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

Oct. 14-15—Dallas Marriott, Dallas.

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

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—Meeting of Cable Television Association of New England. Sheraton-Wayfairer motel, Bedford, N. H.

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.

Oct. 12—Film Producers Association of New York 20th anniversary, dinner and dance, Plaza hotel, New York.

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. 15-16—14th annual conference, Advertising Research Foundation. New York Hilton, New York.

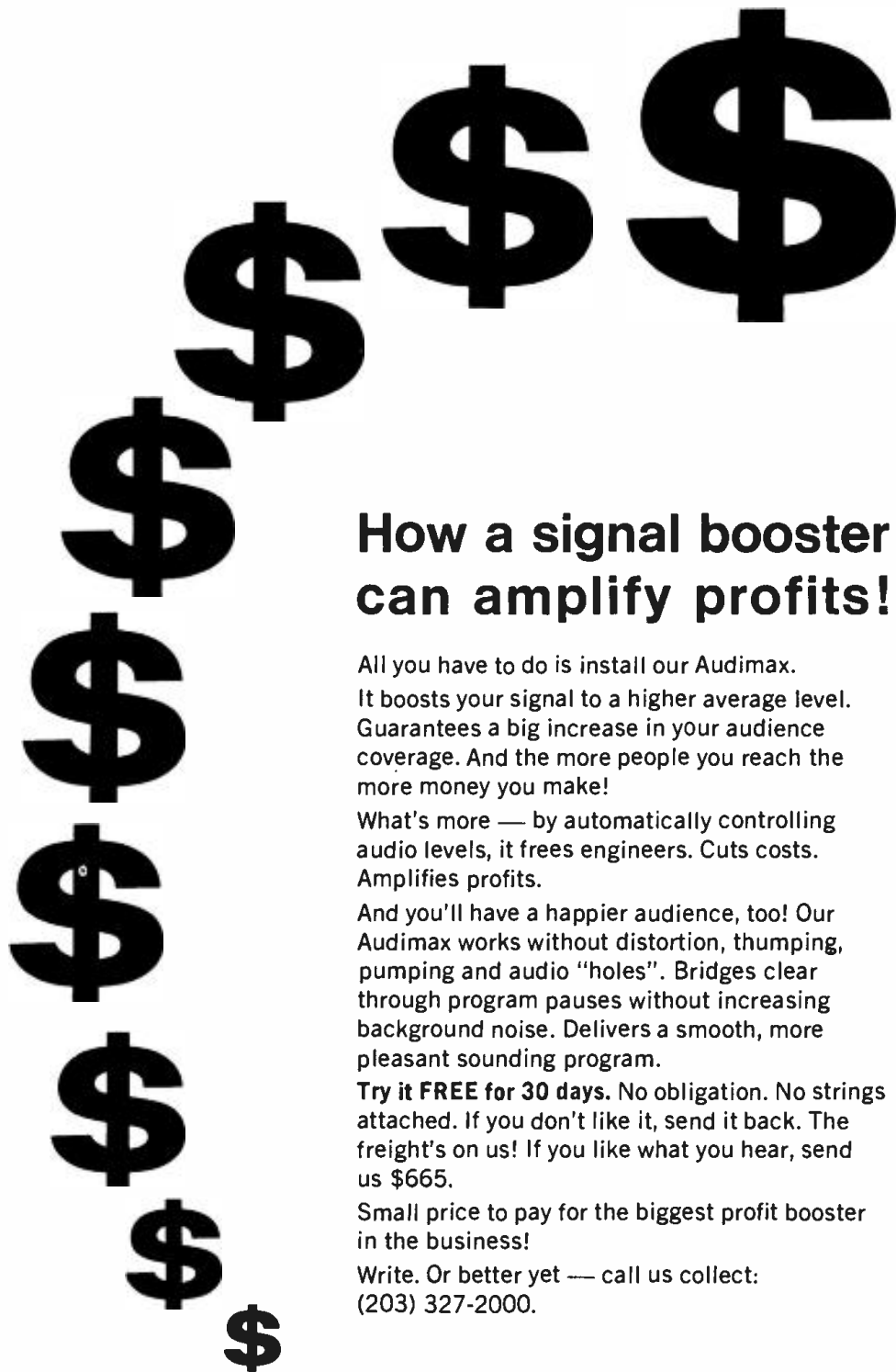
Oct. 16 — Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

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

Oct. 18-19—Annual convention, Missouri State AP Broadcasters Association. Buffalo.

■Oct. 18-20—Annual convention, Missouri Broadcasters Association. Plaza Inn, Kansas City.

Oct. 18-20—West Central area conference,



## How a signal booster can amplify profits!

All you have to do is install our Audimax. It boosts your signal to a higher average level. Guarantees a big increase in your audience coverage. And the more people you reach the more money you make!

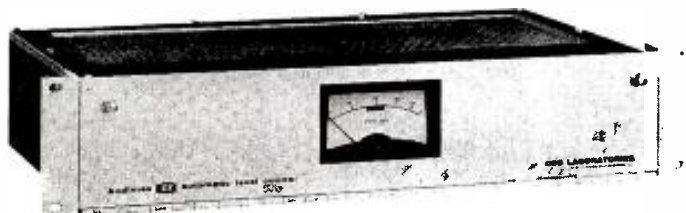
What's more — by automatically controlling audio levels, it frees engineers. Cuts costs. Amplifies profits.

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Write. Or better yet — call us collect:  
(203) 327-2000.



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

# A Sound Market

\$6,147 per household retail sales (Ranks 24th nationally), total \$593,835,000 (82nd nationally). Latest SALES MANAGEMENT SURVEY OF BUYING POWER ranks the Lansing Metro Area among the top 100 markets for all categories—Population, Households, Effective Buying Income, and Retail Sales. Generous balance of government (state capital), education (Michigan State University), and industry (home of Oldsmobile, Fisher-Body, Reo-Diamond and Motor Wheel) keeps Lansing's spending habits stable.



# A Sound Buy

WILS delivers Lansing's "Buying Power." Latest PULSE shows WILS with GREATEST SHARE OF ADULT AUDIENCE BY A WIDE MARGIN! 20% more ADULT AUDIENCE than the 2nd station. And our primary signal (5,000 watts) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot.

Pulse, Metro Area — Feb.-March 1967

For complete cost/M and other audience data, write or call:

ALAN TORBET ASSOCIATES, INC.

RADIO 1320  
**WILS**  
 LANSING  
 5,000 WATTS / 24 HOURS A DAY  
 (FM 3,000 WATTS 6 A.M. 'til Midnight)

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. 21—Meeting of Montana AP Broadcasters Association. Rainbow hotel, Great Falls.

■Oct. 21-23—Annual convention, Kentucky Broadcasters Association. Sheraton-Louisville, Louisville.

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

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.

Oct. 24—Newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■Oct. 24-25—Annual meeting, NBC Radio Network Affiliates. Speakers: Walter D. Scott, board chairman; Julian Goodman, president, both NBC, and Stephen B. Labunski, president NBC Radio Division. Plaza hotel, New York.

Oct. 25-26—Fall meeting Maryland-D.C.-Delaware Broadcasters Association. Annapolis Hilton. Annapolis, Md.

Oct. 25-27—Midwest area conference, American Women in Radio and Television. Pittsburgh Hilton, Pittsburgh.

■Oct. 26—Southern college radio conference of the Intercollegiate Broadcasting System. Speakers include Harold R. Krelstein, pres, Plough Broadcasting Co.; Rod G. Collins, director of radio-TV center, University of Virginia; Will I. Lewis, dir of noncommercial WBUR(FM) Boston. Georgia State College, Atlanta. For information write IBS-Southern, Box 465, Georgia State College, Atlanta 30303.

■Oct. 28—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

Oct. 31-Nov. 1 — Fall convention, Ohio Association of Broadcasters. Neil House, Columbus.

## 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.

## NOVEMBER

■Nov. 5-6—Annual fall meeting Alabama Cable Television Association. Guest House motor inn, Birmingham.

Nov. 6-8—West Coast conference on broadcasting of Institute of Electrical and Electronics Engineers. Ambassador hotel, Los Angeles.

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

Nov. 10-13—California CATV Association fall meeting. Del Coronado hotel, Coronado Island.

■Nov. 10-15—104th technical conference, Society of Motion Picture and Television Engineers. Washington Hilton hotel, Washington.

Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by Illinois Institute of Technology and IIT Research Institute. Sherman House, Chicago.

■Nov. 12—Radio commercials workshop, International Radio and Television Society. Waldorf-Astoria, New York.

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

■Nov. 19—Deadline for filing reply 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.

■Nov. 19-21—Annual meeting, Television Bureau of Advertising. Continental Plaza hotel, Chicago.

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

Nov. 19-23—National convention, Radio and Television News Directors Association. Beverly-Hilton, Beverly Hills, Calif.

■Nov. 20-23—Annual convention, Sigma Delta Chi. Atlanta Marriott, Atlanta.

■Indicates first or revised listing.

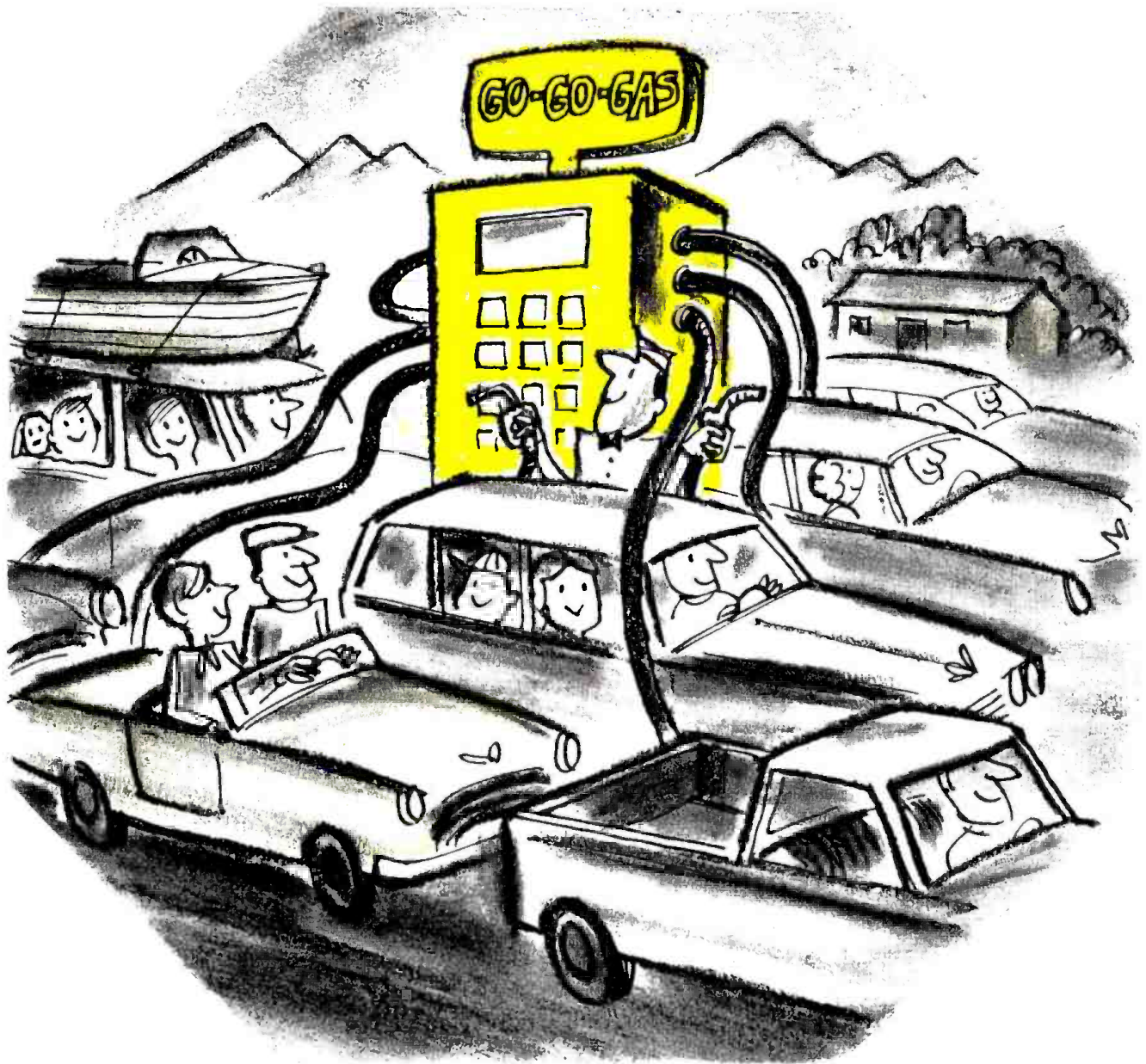
## OPEN MIKE®

### Who really are friends?

EDITOR: In 1964 it was the Republicans who felt badly about the way the networks handled their convention. Commentators were sharply critical of the Republican nominee for the Presidency. Great emphasis was placed upon matters occurring outside the hall, especially among a handful of Negroes, most of whom were not delegates. In the weeks that followed there were many other instances which clearly showed bias on the part of network journalists,

but the Republicans "forgave and forgot" after network executives offered explanations.

In the wake of the Chicago ruckus it is now the Democrats who are crying 'foul,' but there is also a lot of talk about reprisals against the whole broadcast industry with one congressman going so far as to offer an amendment which would forbid editorials. There will be 'investigations' and a stepped-up campaign to daub broadcasting with a wide brush over such intangibles as 'violence' etc. Remember another Dem-



## Beeline® Country...awfully big in Automotive Fuels

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

You can get a lot of mileage from your advertisements on Fresno's Beeline Radio KMJ. Gas station sales in KMJ's ten county market is 127.6 million dollars big. This is not surprising when you consider KMJ's market includes six of the richest agricultural counties in America. And KMJ covers a total market of one and one quarter million people with \$2.3 billion in effective buying income. So take advantage of all this extra power, put your message on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: SRDS 1968 — Sales Management's Survey of Buying Power, June 1968

# McClatchy Broadcasting

KATZ RADIO — NATIONAL REPRESENTATIVE





# “PAUL HARVEY COMMENTS”

## ...and millions of Americans react!

**14,000,000**

daily tune in Paul Harvey on more than 400 ABC Radio Network stations!

**15,000,000**

weekly read Paul Harvey's syndicated column in 202 newspapers!

Over **1,000,000** annually, in auditoriums across the country, pay to hear Paul Harvey lecture on important issues of the day!



And now . . . *in brilliant color on high-fidelity video tape* . . . Paul Harvey brings his provocative, memorable commentary to syndicated television. Every program in the series is written and presented by Paul Harvey—in his dynamic style. The series represents a completely new dimension in five-minute news programming. Each segment is designed to fit into established news shows . . . or can

be used as self-contained news features. Be the first in your market to present the man who has been acclaimed by a group of 600 newspaper critics as “Commentator of the Year.” Call us collect: Area Code 312 467-5220. Or write (wire) Ed Broman, Walter Schwimmer Division, Bing Crosby Productions, Inc., 410 North Michigan Avenue, Chicago, Illinois 60611.

### “Paul Harvey Comments”

. . . and **47 stations across the country reacted**

**immediately.** During the first six weeks of availability, here is the list of stations which have contracted for these syndicated programs:

Abilene, Texas  
KRBC-TV

Altoona, Pa.  
WFBG-TV

Amarillo, Texas  
KFDA-TV

Atlanta, Ga.  
WSB-TV

Bakersfield, Calif.  
KBAK-TV

Baton Rouge, La.  
WBRZ-TV

Buffalo, New York  
WKBW-TV

Charlotte, N.C.  
WSOC-TV

Cleveland, Ohio  
WUAB-TV

Columbus, Ohio  
WTVN-TV

Dallas/Ft. Worth  
WFAA-TV

Denver, Colo.  
KBTB

Erie, Pa.  
WJET-TV

Fargo, N. Dak.  
WDAY-TV

Ft. Smith, Ark.  
WFSB-TV

Green Bay, Wis.  
WBAY-TV

Greensboro/  
High Point, N. C.  
WGHP-TV

Houston, Texas  
KPRC-TV #2

Jackson, Mich.  
WILX-TV

Joplin, Mo.  
KUHI-TV

Lafayette, La.  
KLNI-TV

Las Vegas, Nev.  
KLAS-TV

Lexington, Ky.  
WKYT-TV

Little Rock, Ark.  
KARK-TV

Lubbock, Texas  
KSEL-TV

Lynchburg, Va.  
WLVA-TV

Mt. Pleasant, S.C.  
WCIV-TV

Nashville, Tenn.  
WSM-TV

New Orleans, La.  
WVUE-TV

Omaha, Nebraska  
KMTV

Philadelphia, Pa.  
WFIL-TV

Pittsburgh, Pa.  
WIC-TV

Quincy, Ill.  
WGEM-TV

Rochester, New York  
WHEC-TV

Saginaw/Bay City  
WNEM-TV

Salt Lake City, Utah  
KSL-TV

San Diego, Calif.  
KCST-TV

San Jose, Calif.  
KNTV

Shreveport, La.  
KSLA-TV

Sioux City, Iowa  
KCAU-TV

Syracuse, New York  
WNYS-TV

Topeka, Kas.  
WIBW-TV

Tulsa, Okla.  
KOTV

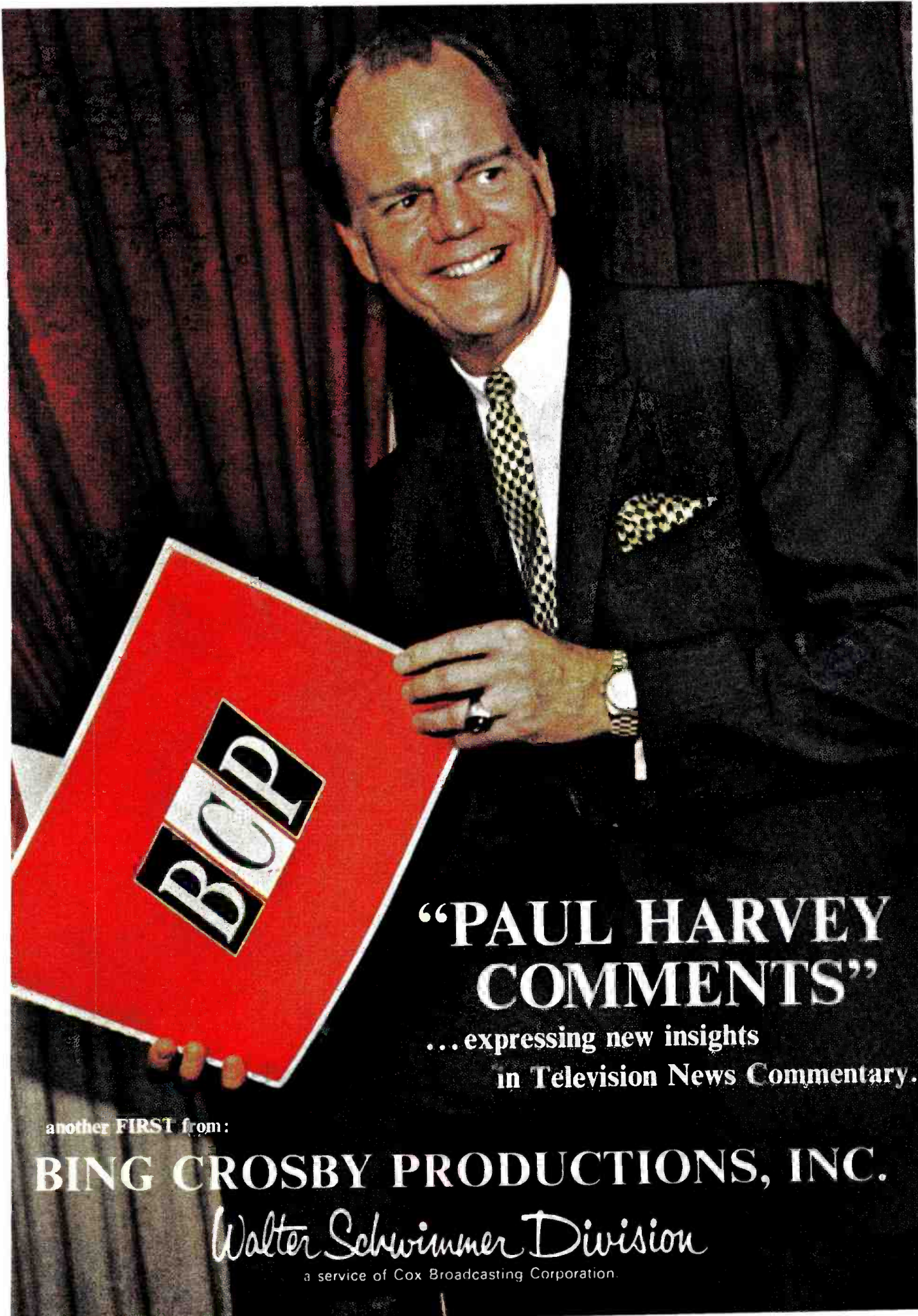
Washington, D.C.  
WMAL-TV

Wichita, Kas.  
KTVH-TV

Wichita Falls, Texas  
KAUZ-TV

Youngstown, Ohio  
WYTV





# “PAUL HARVEY COMMENTS”

...expressing new insights  
in Television News Commentary.

another FIRST from:

## BING CROSBY PRODUCTIONS, INC.

*Walter Schwimmer Division*

a service of Cox Broadcasting Corporation.

# 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

ocrat who wanted to muzzle broadcast editorials? He was the late James Lawrence Fly, a Roosevelt appointee, who as chairman of the FCC held the dubious distinction of having sired the infamous Mayflower decision. In fact 90% the troubles we as an industry have suffered may be laid at the door of Democratic administrations.

Perhaps this is a good election year for broadcasters to realistically appraise the facts as to who our friends really are. My broadcast experience goes back to 1926, and I can recall a total of 12 years of comparative freedom from government harassment out of 42—those under former Presidents Herbert Hoover and Dwight D. Eisenhower. Perhaps things will be smoother after President Nixon takes office.—Rex G. Howell, *Grand Junction, Colo.*

### Little music but regular fees

EDITOR: It's about time talk stations spoke up about the unfair contracts they are committed to negotiate with American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC.

It's true that ASCAP, at least, offers a choice of a blanket agreement or a per-program agreement, but even the latter is unfair since the cost per use of any musical composition is overwhelmingly prohibitive, as is the cost of record-keeping.

As an audience involvement station our use of music is minimal. Yet we pay the music publishers on the basis of our total revenue, the same as a station which depends upon music for 100% of its programing.

I'd like to hear from other talk stations having this common problem.—J. T. Cohen, *president and general manager, KIZZ El Paso, Tex.*

### Wrong emphasis claimed

EDITOR: Why does BROADCASTING continue to understate the accomplishments of broadcasting? On page 41 (BROADCASTING, Aug. 19) the top half of the page is headed "Top oil companies spend \$65 million in TV in '67." What an understatement of the real story: "Top oil companies spend \$88 million in broadcasting." The facts of the story are that 17 oil companies used newspaper and magazine space for only 16.7% of the total. Broadcasting combined for 83.2% of the total.

Let's tell the whole story and sell the entire broadcast media.—Don O'Malley, *general manager, KLEO Wichita, Tex.*

(The story, as reported, was based on Television Bureau of Advertising's report on TV expenditures. The figures for other measured media were stated in full as supplementary information.)

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N. W., Washington, D. C. 20036. Telephone: (202) 638-1022

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcasting Advertising® was acquired in 1932. Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

®Reg. U. S. Patent Office  
 Copyright 1968, Broadcasting Publications Inc.

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

**Horse radish!**

And any other expletive you wish to use.

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

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

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

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

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

Still unconvinced about color transfers? Horse radish!



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

\*TM Reeves Sound Studios

## The name of the game will be change

All of advertising is undoubtedly in for an incredible shake-up before the beginning of the new century.

This shake-up will happen because new techniques and new refinements in mass communication will bring this change—and advertising will be adapted to take advantage of the changes.

The staff of the *Wall Street Journal* in their book, "Here Comes Tomorrow," did a little mind expansion in their prophecy of things to come in communications. They wrote: "by the year 2000 you will be able to do just about everything but shake hands or kiss your wife via electronic communications . . . what researchers envision . . . is the creation of a vast network of facilities that will put present technology to work and make instant audio and visual communications available world-wide."

The writers see satellites, microwave systems and coaxial cables as the key elements in the communications network we may expect. The satellites and microwave systems will transmit spoken, visual or computer-coded information in the form of electrical impulses over tremendous distances.

**The Future** ■ This communications revolution will also see the laser beam opening enormous new capacity for the transmission of information. Microwaves currently used for broad-band communications have frequencies in the billions of cycles per second. Laser light waves come in frequencies of hundreds of trillions of cycles per second. Such laser beams, transmitted along light "pipes" or via satellites, could result in a millionfold increase in our communications capacity.

Laser communication, the experts say, would cause the cost per communications channel to plummet. In turn this lower cost would stimulate an immense expansion of traffic, including holographic TV, facsimile, telephone, data etc.

There still are problems to be solved before the laser will arrive in force in the communications industry. But it is roaring down the road toward us with a smugness born of inevitability. This also is true of other new communications techniques.

The simple truth is that all of us are going to be communicating with each other—and mass audiences in particular—in new forms. These new forms will insist that each of us get with it or get out of the way.

That may not seem like a fair choice. But, in my opinion, it is the inevitable

one—for people in the media as well as the people in advertising agencies.

**Need for Change** ■ Our future depends on how well we can adapt to change. In some cases it depends on whether we want to change.

The door is open to a new world of complex electronic technology. And some of the jolting new inventions are yet to come. What does it mean?

To me it means that those of us working for advertising agencies cannot afford to think of our futures in terms of magazines and newspapers, or radio and television, or outdoor, or direct mail. We have to think in terms of how we can adapt our commercial messages to the new and refined media which will be available to us.

What will cable television mean to us? Are there 15-minute commercials in the future? Or will there be new discipline brought on by the five-second message?

Will the facsimile printer offer a new instrument for the agency copy writer and art director?

Can we sell products by picture telephone?

How will newspapers and magazines offer new ways to use the printed word on a page? Will newspapers still be tossed on the doorstep or will they come through transmitters that unravel the message on your breakfast table?

Will we be making television commercials for wrist watch-size screens on wrist watch receivers?

What will three-dimensional TV require of me when I'm writing a commercial?

Will radio tell me about products while I'm sound asleep?

Will magazines come in different sizes, printed on different substances, with different ink? Will magazine ads

include real samples of powdered food, or lawn fertilizer, or hair set?

Will magazines include paper records to be played on your home stereo as background for the story as you read?

**Many Questions** ■ These are the questions a creative man in an advertising agency should have. There are many more. Many of the questions on changes ahead will come and should come from account executives and media planners and buyers. They also should come from broadcast and print production people, from research people, and everybody who comes to work in the morning at an advertising agency.

But no one is fighting some brave battle for survival all alone. Any businessman today in his particular way is fighting this same battle.

Advertising agencies are. We have no water-tight agreement with the future. We will either perform a valuable function in the emerging new world of communications technology or we will succumb to the marketing myopia which has seen too many impervious businessmen disappear down the economic drain in one swift and cruel curling motion.

Does this worry us?

No. We cannot expect this world to stand still for us. And we cannot afford to stand still while the world changes around us.

What is your future? That, of course, is up to you. Are you tired of fighting or will you fight your tiredness?

I don't know about you, but I'll tell you nobody is going to run me into a corner I can't get out of.

Today is a good day. It may be an upsetting day, a confusing day, but it is a day that offers more roads to success than it does roadblocks.



Thomas D. Murray, senior vice president and creative director of Campbell-Ewald Co., Detroit, is well known as a writer and speaker on advertising philosophy. "The world is not about advertising, the world is about people" is perhaps his best known phrase. Mr. Murray entered advertising after World War II, first with United Air Lines, then General Motors' Frigidaire division. He joined Campbell-Ewald in 1955. He was promoted to senior VP earlier this year.

# Let a girl lead a dog's life.



## You might win an award. WMAL-TV did.

Our modern Pied Piper, Claire Kleess, and her white poodle, Co Co, lead the way every morning to a fascinating combination of education and entertainment. In and out of the wonderfully exciting places that children look forward to each day. The White House, Expo, Colombian jungles, Florida everglades, the National Zoo, Maine lobster beds, a West Virginia logging camp are a few of the interesting places they explore.

Phonics • Number development • Reading readiness • Chalk talks • Storyland • Crafts • Embassy Day • Even action poems and daily exercises are fun with former school teacher Claire. They're all part of "Claire and Co Co," our uniquely successful program adored by children and admired by parents and educators.

Ohio State University's Institute for Education by Radio-Television liked it too—and gave us an award "For instructional excellence through entertaining adventure . . . bringing additional validity to the use of television medium for education."

"Claire and Co Co" certainly do lead a dog's life . . . an award winning one!

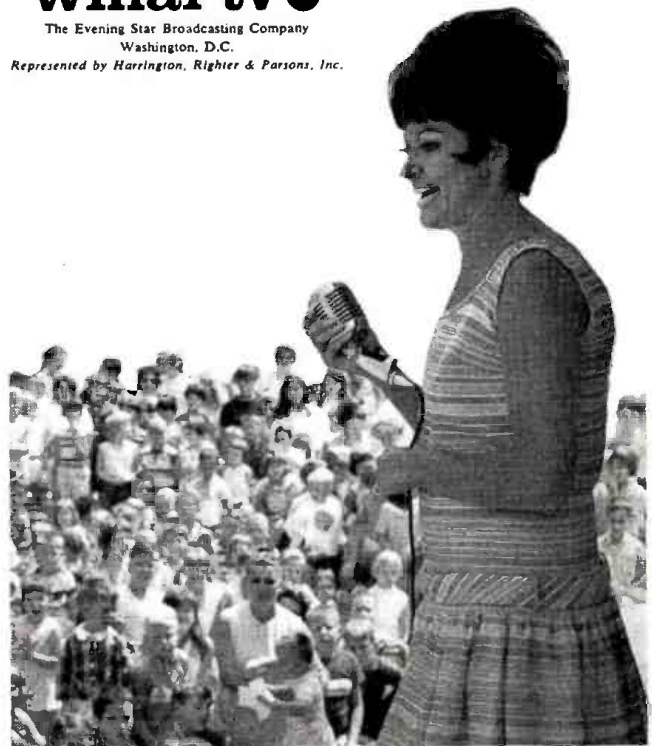
## "Claire and CoCo"

8-9 AM Weekdays;  
9-9:30 AM Saturday

**wmal-tv** abc

The Evening Star Broadcasting Company  
Washington, D.C.

Represented by Harrington, Righter & Parsons, Inc.





# Baltimore's Biggest Winners

... are lucky viewers who play WBAL-TV's new *Ring-a-Rino* and *Duckpins and Dollars* for top cash prizes.

*Ring-a-Rino* enriches attentive viewers by \$1,000 a week, with three telephone calls each weekday morning during the 9 - 10:30 a.m. *Steve Allen Show* and a fourth call preceding *Perry Mason* at 4:25 p.m.

And each Monday-through-Friday at 6 - 6:30 p.m., local bowlers and home "pin pals" are striking it rich on *Duckpins and Dollars*. Prize money totals well over \$1,200 weekly.

It's all part of WBAL-TV's exciting *Year of the Look-In*—full of "rewarding" surprises for Baltimore area viewers and advertisers.

Have you looked into it with your Petry man?



**BALTIMORE**

*Nationally represented by Edward Petry and Company*

## Radio spokesmen blast BMI price

Bargaining session breaks off with charges by industry group that demands are exorbitant; licensing body offers to submit the matter to arbitration

The issue of new licenses for the use of Broadcast Music Inc.'s music by radio stations exploded last week, triggered by friction between negotiators over BMI's insistence that it is entitled to higher rates.

After a bargaining session with BMI officials on Tuesday (Sept. 17), the All-Industry Radio Music License Committee announced the next day that BMI made "exorbitant" demands and that negotiations had broken off.

BMI officials replied that they first learned of the break-off in the committee's news release and that they would still like to meet with "responsible members" of the radio industry. They offered—as they said they had done before—to submit the issue to impartial arbitration.

A continued stalemate could lead to a situation reminiscent of 1941, when, in a dispute with the American Society of Composers, Authors and Publishers, broadcasters operated with virtually nothing but public-domain music for 10 months. At that time—popularly known as the "Jeannie with the Light Brown Hair" era—BMI was just getting started, set up by broadcasters to provide an alternative source of music because of the ASCAP dispute.

But there seemed to be little serious thought last week that the stalemate in BMI-committee negotiations would be permanent. It was generally regarded as inevitable that sooner or later, in one way or another, discussions would resume. What they might lead to was considerably less certain.

**Extension Promised** ■ The current licenses expire Sept. 30 but BMI offered earlier this month—and most stations are expected to accept the offer—to extend them to Nov. 30 (BROADCASTING, Sept. 9, 16).

The all-industry group's announcement, issued by Chairman Elliott M. Sanger, retired WQXR New York executive, gave the first public inkling of the

nature of the rate increase BMI is seeking.

The announcement also reported that the committee had counter-offered to recommend a rate increase amounting to 10% up to a specified revenue level, but said BMI rejected the offer.

Mr. Sanger's statement said BMI wanted the maximum rate paid by stations for BMI music, now pegged at 1.35% of a station's "receipts from advertisers after deductions," to be raised to 1.75% over a five-year term, with the increase in the first year taking it to 1.5%.

In addition, he said, BMI requested (1) that a minimum flat fee of \$200 to \$300 a year be established for small stations, regardless of their income, and (2) that stations with net receipts under \$100,000 pay at the same rate as the larger stations.

BMI's current radio rates range from a low of 0.84% for stations in the lowest revenue brackets up to the 1.35% for those in the highest bracket.

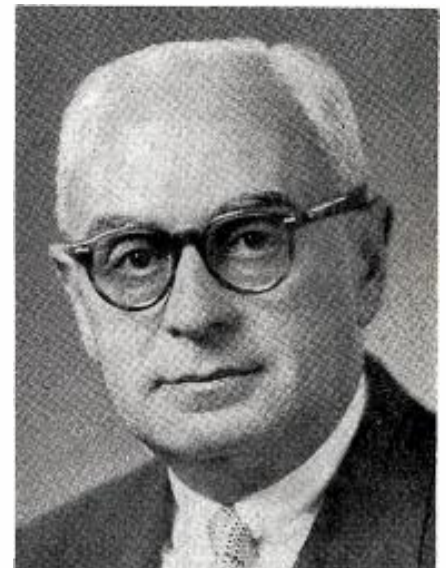
ets. Committee sources said they understood this part of the proposal to mean that stations in the under-\$100,000 category would pay either a flat \$200-300 fee or at the proposed new maximum rate, whichever is greater.

The Sanger statement said the committee "rejected BMI's demands, pointing out that BMI's revenues from radio had increased approximately 50% in a two-year span—i.e. from \$5.7 million in 1965 to approximately \$8.5 million in BMI's fiscal year ended June 30, 1968; that no factor presented by BMI warranted a further increase on top of the 50% increase BMI had already received, and that this 50% adequately compensated BMI for its claimed 15% increase in the use of its music since 1965."

**Boost 90%?** ■ The statement said that, assuming a 6% annual growth rate in radio revenues, radio's BMI payments under the plan would in fact go from \$8 million in 1967 to approximately \$15 million in the last year of the pro-



Mr. Cramer



Mr. Sanger

## RADIO SPOKESMEN BLAST BMI PRICE continued

posed five-year term, for "an increase of 90%."

Even if there was no growth in radio revenue, Mr. Sanger contended, the increase under the BMI proposals would vary from approximately 11% in the first contract year to about 30% in the fifth contract year.

"Despite these facts and in order to reach an amicable settlement of the matter," the statement continued, Mr. Sanger offered to recommend that stations accept a 10-year contract providing for a 10% increase in the BMI rate up to a given point.

Under this counter-offer, the 10% increase would apply until BMI had "received the full benefit" of it—that is, until BMI's additional revenues in a given year reached approximately \$800,000 (10% more than its \$8 million 1967 revenues). When BMI's annual revenues reached "1967 plus \$800,000" the fee rate would be cut in half.

Mr. Sanger said this offer "was rejected by the BMI representatives"

and "no date has been set for any further meeting."

**Viewpoint of BMI** ■ BMI President Edward M. Cramer, in a reply statement issued late Thursday (Sept. 19), said that Mr. Sanger's announced break-off in negotiations "comes as a surprise to us and we are sure, to the radio stations represented by this [Sanger] committee."

He noted that "at the request of the committee, and in the interests of arriving at an agreement," BMI the preceding week had notified all radio stations that their BMI contracts were being extended to Nov. 30.

"For the past seven months," Mr. Cramer continued, "BMI has taken the initiative in attempting to arrive at a mutually agreeable rate of payment. During our meetings with the committee, BMI has repeatedly offered to submit the matter to a group of impartial economic arbitrators to determine a reasonable rate. The committee has repeatedly refused to do so."

"We continue to believe that arbitra-

tion is in the best interests of broadcasters, BMI's 23,000 affiliated writers and publishers and the public whom both we and the broadcasting industry are pledged to serve and whose taste and judgment is reflected in BMI's share of the music market."

Mr. Cramer said he had no intention of offering "a detailed rebuttal of the committee's statement," but that "the reference to an increase in BMI revenue is as misleading as it is inaccurate. It fails to point out that this increase resulted primarily from an increase in radio's own revenue. Had there been a reduction in radio revenue, it would have been reflected by a reduction in BMI revenue."

"The fact is," he continued, "that BMI music, which occupies 55% of all radio time devoted to music, gets only two-fifths of all the money paid by radio for music."

**Comparison with ASCAP** ■ The current BMI rates, reached through a 12.5% increase negotiated in 1965, are about two-thirds as high as those paid to ASCAP. The other major music performing rights organization in broadcasting is SESAC. Its rates vary

## BROADCAST ADVERTISING

# Spot TV soars in second quarter

Gain of 18% over a year ago is estimated by TVB;

first half of 1968 is thought to be between

13% and 15% over that for same period in 1967

The first real reading on the extent of spot television's 1968 comeback indicates sales are once again moving at a record clip.

The Television Bureau of Advertising's second-quarter spot-activity report, being released today (Sept. 23), shows national and regional spot sales up 18.1% from the same period of 1967.

That's the biggest quarterly gain in almost four years. TVB officials said it was the highest since the third quarter of 1964, when a 21% increase was recorded.

The 18.1% gain is also on top of a sales period that had itself increased slightly. Although spot TV sales for 1967 gained less than 1%, the second quarter of 1967 was still about 2.8% ahead of the second quarter of 1966.

This year's second-quarter increase also follows a gain of 7.8% in the first three months of the year. The best available estimates were that over the entire first six months spot sales were

13% to 15% higher than in the 1967 first half.

The 18.1% increase in the April-June period represents the gain shown by 359 TV stations that submitted second-quarter reports in both 1967 and 1968.

In addition, 18 other stations submitted second-quarter reports this year but not last year. Total spot business reported by all 377 stations was put at \$348,461,400 as compared with \$317,628,700 for the stations that reported on the second quarter of 1967. But last year's total, according to TVB spokesmen, was based on reports from 400 stations.

**Solid Gain** ■ This means, therefore, that 377 stations billed \$30.8 million more—almost 10% more—than 400 stations billed in the comparable 1967 period.

TVB does not make an industry-wide projection of spot billing. Rather, it uses as the dollar total for the period the aggregate billing actually reported

by stations. (The reports are compiled for TVB by the LNA-Rorabaugh service.) Gain or loss percentages are then derived by comparing the totals of only those stations that reported both for the current period and for the comparable period of the preceding year.

This procedure gives the percentage figures a level of consistency not always present in the dollar totals. For the first quarter of this year, for example, the number of reporting stations was so far below normal that their dollar total was actually less than had been reported in the first quarter of 1967, even though the stations that reported in both quarters showed—and general industry experience confirmed—a gain of almost 8% (BROADCASTING, July 29).

Because of the unusually low number of stations reporting in the first quarter, TVB officials said, adding their dollar total to the second-quarter dollar total would not produce a valid first-half figure. The percentage gains, based on "same station" reports, were regarded



according to a number of factors, but BMI sources have said that at least a thousand radio stations pay SESAC more than they pay BMI.

Radio stations' current contracts with ASCAP provide for commercial fees at the rate of 2.0%, plus relatively small sustaining fees. (BMI has no sustaining fee.) The ASCAP contracts were negotiated in the spring of 1967 and represented an approximately 6.5% reduction from the ASCAP rates formerly paid.

It was estimated then that the reduction would save stations about \$800,000 a year in ASCAP payments, but ASCAP took the position that since radio revenues were then rising at a rate of about 8% a year, ASCAP in the long run would still get more money than in the past (BROADCASTING, April 3, 1967).

The ASCAP contract runs to March 1, 1972.

At the time, committee officials expected that the saving under the new ASCAP contract would approximately offset the 12.5% increase they had accepted from BMI in recognition of increased radio use of BMI music.

The current BMI-radio negotiations come at a time when the jockeying between BMI and ASCAP—by far the leading music-licensing organizations in the field—has been growing in intensity. ASCAP in recent years has expanded into many musical fields developed by BMI, including pop-rock, country and western, and rhythm and blues. BMI reportedly feels that an important factor in its bid for higher rates is need for greater resources with which to head off the inroads made by ASCAP.

In his statement President Cramer did not mention ASCAP competition, however, but said that "in our judgment as custodian of the rights of the writers and publishers affiliated with us," BMI's current radio rate "does not properly reflect radio's use of our repertoire.

"It does not, we believe, reflect the change in the role of music on radio which has taken place since 1940, when the present BMI rate structure was evolved. It does not reflect the change which has taken place in American music since BMI came into existence. It does not reflect true recogni-

tion of the role BMI writers and publishers have played in shaping radio's present music-programming patterns and economy.

"We regret that the unilateral action of this committee has resulted in breaking off of negotiations. We still wish to meet with responsible members of the industry to effect a mutually suitable and reasonable fee. We again offer the opportunity to take the matter to arbitration."

The all-industry committee, said to represent upwards of 1,000 radio stations, was represented at Tuesday's negotiating session by Chairman Sanger and George W. Armstrong of the Storz stations; Herbert T. E. Evans, People's Broadcasting; John J. Heywood, Avco stations, and J. Allen Jensen, KRM Idaho Falls, Idaho, and by Emanuel Dannett, William W. Golub and Bernard Buchholz of the New York law firm of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

Representing BMI were President Cramer and Robert B. Sour, former president, now vice chairman of the BMI board, and Vice President Justin Bradshaw.

as realistic.

The number of stations reporting in the second quarter was higher than in the first—377 as against 344—but still short of the approximately 400 that has been normal in recent years.

Aside from the dollar and percentage advances in the second quarter, TVB noted several factors contributing to optimism in spot TV.

**Automotive Over 50%** — Automotive advertising, for one, was 58.2% higher than in the same period of 1967, rising from \$14.2 million to almost \$22.5 million. Five other categories also showed gains ranging from 17.5% to 45.5%, and 13 individual advertisers boosted their spot TV spending by \$1 million or more (see tables, page 26).

Another happy harbinger was seen in the performance of Sears, Roebuck, which has been getting more and more into television advertising and as a bellwether is expected to lead many other retailers into more extensive use of the medium.

In the second-quarter report a year ago, Sears ranked 60th among spot TV spenders, with an outlay of \$1,253,300. More than doubling that investment, it ranked 23d in this year's second quarter with a total of \$3,090,700.

Another company that has been moving more and more into television, the McDonald's Corp., one of the leading franchisers of drive-in restaurants, moved into spot TV's top 100 for the first time in any quarter, TVB noted. McDonald's total for the period was

\$786,300, making it 88th in spot TV spending.

TVB's day-part analysis showed that nighttime TV had the biggest dollar gain, and also the biggest percentage gain in spot expenditures for the second quarter, with a \$16.3 million advance (14.5%) to a total of \$128.3 million for the period (see table).

Among commercial lengths, 60's continued to account for the most dollars, but the continuing rapid growth of 30's was credited with a big part of a 71% increase noted in the "20's and 30's" category, which accounted for \$97.7 million or 28.1% of the spot dollars as compared with \$57.1 million or 18% in the 1967 second-quarter report (see table).

TVB's top 100 national and regional spot TV advertisers for the second quarter ranged from the customary leader, Procter & Gamble, with a \$20,563,300 investment, to Pan American World Airways, with \$681,800. Seventy-seven advertisers put more than \$1 million each into spot TV in the quarter.

Top 100 national and regional spot television advertisers—second quarter 1968

|                           |              |
|---------------------------|--------------|
| 1. Procter & Gamble       | \$20,563,300 |
| 2. General Foods          | 14,637,200   |
| 3. Coca-Cola              | 9,270,000    |
| 4. Colate-Palmolive       | 8,536,400    |
| 5. Bristol-Myers          | 8,460,000    |
| 6. American Tobacco       | 5,819,700    |
| 7. William Wrigley Jr.    | 5,600,000    |
| 8. Lever Brothers         | 4,781,000    |
| 9. Continental Baking Co. | 4,735,300    |
| 10. General Motors        | 4,057,700    |
| 11. National Dairy Prod.  | 4,056,900    |
| 12. Warner-Lambert Pharm. | 3,913,400    |

|                             |              |
|-----------------------------|--------------|
| 13. Pepsico                 | \$ 3,898,200 |
| 14. Alberto-Culver          | 3,734,200    |
| 15. Kellogg                 | 3,637,100    |
| 16. American Home Prod.     | 3,612,500    |
| 17. Jos. Schlitz Brewing    | 3,421,100    |
| 18. General Motors, dealers | 3,368,300    |
| 19. General Mills           | 3,266,400    |
| 20. Johnson & Johnson       | 3,219,300    |
| 21. Seven-Up                | 3,203,100    |
| 22. Corn Prod.              | 3,107,800    |
| 23. Sears, Roebuck          | 3,090,700    |
| 24. Gillette                | 2,938,600    |
| 25. Shell Oil               | 2,907,300    |
| 26. Ford Motor, dealers     | 2,848,100    |
| 27. American Can            | 2,801,600    |
| 28. Quaker Oats             | 2,638,800    |
| 29. Sterling Drug           | 2,429,200    |
| 30. Standard Oil of Calif.  | 2,240,200    |
| 31. Borden                  | 2,160,200    |
| 32. Scott Paper             | 2,147,700    |
| 33. Ralston Purina          | 2,141,300    |
| 34. Campbell Soup           | 2,128,800    |
| 35. Chrysler Corp., dealers | 2,123,400    |
| 36. Ford Motor              | 2,086,500    |
| 37. R. J. Reynolds          | 2,035,800    |
| 38. Philip Morris           | 1,957,400    |
| 39. Squibb Beech-Nut        | 1,942,300    |
| 40. United Air Lines        | 1,919,300    |
| 41. Pillsbury               | 1,837,700    |
| 42. American Tel. & Tel.    | 1,818,200    |
| 43. Miles Labs              | 1,791,500    |
| 44. Carter-Wallace          | 1,763,700    |
| 45. Standard Brands         | 1,761,500    |
| 46. Consolidated Foods      | 1,732,700    |
| 47. Canadian Breweries      | 1,650,700    |
| 48. Uniroyal                | 1,627,200    |
| 49. Avon Prod.              | 1,626,200    |
| 50. Armour                  | 1,619,500    |
| 51. Pabst Brewing           | 1,610,400    |
| 52. Royal Crown Cola        | 1,601,400    |
| 53. National Biscuit        | 1,575,700    |
| 54. American Dairy          | 1,498,300    |
| 55. Nestle Co.              | 1,491,200    |
| 56. Norwich Pharmacal       | 1,407,400    |
| 57. Mars                    | 1,397,500    |
| 58. Mobil Oil               | 1,386,000    |
| 59. Canada Dry              | 1,379,000    |

## SPOT TV SOARS IN SECOND QUARTER *continued*

|                                 |              |
|---------------------------------|--------------|
| 60. Standard Oil of Ind.        | \$ 1,376,100 |
| 61. Falstaff Brewing            | 1,306,200    |
| 62. Hunt Foods & Ind.           | 1,300,700    |
| 63. S. C. Johnson & Son         | 1,282,700    |
| 64. H. J. Heinz                 | 1,247,000    |
| 65. Sinclair Oil                | 1,206,300    |
| 66. Lorillard                   | 1,189,800    |
| 67. Beatrice Foods Co.          | 1,177,200    |
| 68. Eversharp                   | 1,162,400    |
| 69. Union Oil Co. of Calif.     | 1,161,600    |
| 70. Carnation                   | 1,157,900    |
| 71. Pet                         | 1,145,800    |
| 72. SCM Corp.                   | 1,133,500    |
| 73. Eastern Airlines            | 1,122,300    |
| 74. Heublein                    | 1,115,700    |
| 75. Chesebrough-Ponds           | 1,099,400    |
| 76. Associated Brewing          | 1,096,400    |
| 77. American Airlines           | 1,062,700    |
| 78. Wallace & Tiernan           | 969,200      |
| 79. Noxell                      | 960,100      |
| 80. Trans World Airlines        | 959,300      |
| 81. Anheuser-Busch              | 952,700      |
| 82. International Tel. & Tel.   | 924,400      |
| 83. Chas. Pfizer                | 922,600      |
| 84. American Motors             | 917,900      |
| 85. Cities Service              | 901,900      |
| 86. Liggett & Myers             | 899,500      |
| 87. U. S. Borax & Chemical      | 816,100      |
| 88. McDonalds                   | 786,300      |
| 89. Radio Corp. of America      | 773,300      |
| 90. Standard Oil of New Jersey  | 771,700      |
| 91. F. W. Woolworth             | 765,300      |
| 92. Kimberly-Clark              | 763,700      |
| 93. Standard International      | 752,200      |
| 94. P. Ballantine & Sons        | 737,200      |
| 95. Getty Oil                   | 728,100      |
| 96. Greyhound                   | 712,900      |
| 97. Plough                      | 700,200      |
| 98. Chrysler                    | 690,500      |
| 99. Olympia Brewing             | 681,800      |
| 100. Pan American World Airways | 681,800      |

### Million dollar increase club

Present in the top 100 for the first time in any quarter is the McDonalds Corp., one of the leading franchisor organizations, which has steadily increased its use of market-by-market television. Their second quarter investments climbed to \$786,300. Also among the top 100 are 13 companies or groups which increased their investments over \$1,000,000 against expenditures spent in the medium during April-June 1967. They are:

|                        | FROM<br>(000) | TO<br>(000) |
|------------------------|---------------|-------------|
| American Tobacco       | \$3,367       | \$5,820     |
| National Dairy         | 1,797         | 4,057       |
| General Motors         | 1,891         | 4,058       |
| Sears, Roebuck         | 1,256         | 3,091       |
| Consolidated Foods     | 204           | 1,733       |
| American Home Prod.    | 2,318         | 3,613       |
| American Dairy         | 304           | 1,498       |
| Standard Oil of Calif. | 1,101         | 2,240       |
| Squibb Beech-Nut       | 839           | 1,942       |
| Pillsbury              | 768           | 1,838       |
| Campbell Soup          | 1,062         | 2,129       |
| Sterling Drug          | 1,372         | 2,429       |
| General Motors, dlrs.  | 2,331         | 3,368       |

## Royal Castle chain has snappy hamburger jingle

Royal Castle, a restaurant chain based in Miami, is spending \$500,000 to bring 14 words to television viewers in six markets.

The message "Royal Castle, the hamburger place where people who love to eat love to eat," backed by pictures of happy eaters and catchy music, will be shown for 46 weeks in Miami and 39 weeks in West Palm Beach, Orlando, Tampa and St. Petersburg, all Florida, and New Orleans. The campaign began last week.

Warren, Muller, Dolobowsky Inc., New York, which was appointed Royal Castle's agency two months ago, created the campaign.

## FCC asked to apply fairness to car ads

The FCC, which ruled last year that stations carrying cigarette commercials must devote "significant" air time to antismoking announcements, has now been urged to extend that logic to the issue of automotive safety.

Dr. Sedgwick Mead, a regional director of Physicians for Automotive Safety and head of the Kaiser Foundation Rehabilitation Center, noted that "about the same number of persons are

dying each year from lung cancer as are meeting death on the highways," and called upon the commission to acknowledge that fact by applying its fairness doctrine to automobile advertising.

In its ruling last year, the commission said that broadcast licensees' statutory obligation to operate in the public interest "includes the duty to make a fair presentation of opposing viewpoints on the controversial issue of public importance posed by cigarette smoking." At that time, the commission rejected arguments that its decision opened the door to application of the fairness doctrine to advertising of other "controversial" products, specifically including automobiles (BROADCASTING, Sept. 11, 1967).

## Agency appointments . . .

■ George A. Hormel & Co., Austin, Minn. has appointed Spanish Market Specialists Inc., New York, to handle its Spanish advertising and public relations for the promotion of Spam, Spam spread and Hormel vienna sausage.

■ Bozell & Jacobs Inc., New York, has been named by Jay Peak Inc., owner and operator of a 5,000-acre ski area and year-round recreational village in northern Vermont, to handle advertising sales promotion and public relations. A campaign to include spot radio is being planned for the ski season this fall.

## 'Progressive rock' rep opens N.Y. office

Progressive Rock Media Co., a radio advertising sales representative firm for "progressive rock" format stations, has opened an office in New York under the direction of Richard Stoneman, formerly market research project director of Home Testing Institute/TVQ.

The new organization, which will also provide program consultation, record service, spot production and station promotions, has a clientele of nine FM stations: WDAS-FM Philadelphia; WYBC-FM New Haven, Conn.; WCMF(FM) Rochester, N. Y.; WABX(FM) Detroit; WEBN-FM Cincinnati; KPCC-FM Pasadena, Calif.; KMPX(FM) San Francisco; KPRI(FM) San Diego; and KFMC-FM Provo, Utah. Mr. Stoneman noted his services would not be limited to FM stations, although it would be offered only to those with the rock format.

Headquarters is at 76 Riverside Drive, New York 10024, phone (212) 724-9211. Mr. Stoneman also plans to open offices in Los Angeles and Chicago.

### Spot TV dollar investments by time of day

| Time of Day   | Amount        | Percent |
|---------------|---------------|---------|
| Day           | \$ 71,456,600 | 20.5    |
| Early evening | 88,441,800    | 25.4    |
| Night         | 128,326,700   | 36.8    |
| Late night    | 60,236,300    | 17.3    |
| Total         | \$348,461,400 | 100.0   |

### Spot TV dollar investments by commercial lengths

| Commercial Length of | Amount        | Percent |
|----------------------|---------------|---------|
| 60's                 | \$179,916,000 | 51.6    |
| Piggybacks           | 37,728,500    | 10.8    |
| 20's and 30's        | 97,741,400    | 28.1    |
| ID's                 | 19,512,500    | 5.6     |
| Programs             | 13,563,000    | 3.9     |
| Total                | \$348,461,400 | 100.0   |

### Five categories in addition to automotive showing large gains

|                                 | 2nd Quarter<br>1968 | %<br>Increase |
|---------------------------------|---------------------|---------------|
| Automotive                      | \$22,461,800        | 58.2          |
| Entertainment & amusement       | 4,368,800           | 45.5          |
| Household equip. & supplies     | 14,332,700          | 39.8          |
| Drugs & remedies                | 16,380,300          | 29.9          |
| Consumer services               | 8,636,300           | 25.6          |
| Apparel, footwear & accessories | 5,957,400           | 17.5          |



**One thing  
that grows faster  
than the  
Atlanta market:  
WSB's share  
of it.**

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys\* show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.

Anyhow, we figured that if something is growing faster than Atlanta, you'd probably like to know about it.

We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

## **WSB Radio**

Atlanta/AM 750/FM 98.5  
NBC Affiliate/Petry & Co. Inc.

\*Pulse studies, 1963-1967. 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.



COY. BROADCASTING CORPORATION: STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTYU (TV), San Francisco-Oakland; WLIC-TV, Pittsburgh

# ARB revises its top-100 markets

Few significant changes turn up in new listings used variously by FCC, agencies and advertisers

The American Research Bureau has released new rankings for the top-100 markets. The ranking are issued by ARB prior to their publication in the 1968 edition of the company's *Television Market Analysis*.

ARB's three lists of top-100 markets, ranked by different criteria, have been issued by the Beltsville, Md., research firm: one based on updated 1968-1969 areas of dominant influence and current TV households estimates, the second based on prime-time average quarter-hour TV households reached by combined home market stations, and a third based on net weekly circulation reached by the dominant station in each market.

The prime-time and net-weekly-circulation market lists are based on data obtained in ARB audience surveys earlier this year (Feb. 14 through March 12).

The first two market lists—based on areas of dominant influence and prime-time average quarter-hour audience—are widely used by agencies and advertisers. The net-weekly-circulation market list is used extensively by the FCC in its decisions on the locations of CATV systems and determinations on multiple-station ownership.

**Where Changes Occur** ■ The top-five markets are identical in all three lists this year. But, compared to 1967's prime-time and net-weekly-circulation lists, there were some changes in the top-15 markets. The area-of-dominant-influence list was not released last year (BROADCASTING, Oct. 9, 1967).

In the prime-time roster, Boston moved up from sixth to fifth place, exchanging places with Detroit; San Francisco moved up from eighth to seventh place, exchanging places with Cleveland. Minneapolis-St. Paul moved up one into the 13th spot, exchanging places with Baltimore; Houston jumped up two places into the 15th position, while Indianapolis dropped from 15th to 16th place.

Compared to last year changes in the net-weekly-circulation list showed Washington moving up from ninth to eighth place, exchanging places with Cleveland. Dallas-Fort Worth moved up from 15th to 12th place. But St. Louis dropped from 12th to 14th position, and Providence, R. I., dropped from 14th to 15th position.

**The Newcomers** ■ Although none of the three lists showed any dramatic changes in the top-100 markets, one new market moved into the top-100

category on each of the three lists. Baton Rouge moved into 99th place in the area-of-dominant-influence ranking; Tucson, Ariz., moved into 100th spot in the prime-time ranking, and Akron, Ohio, became the 97th entry in the net-weekly-circulation listing.

The newest ARB rankings:

Rankings by area of dominant influence TV households\*

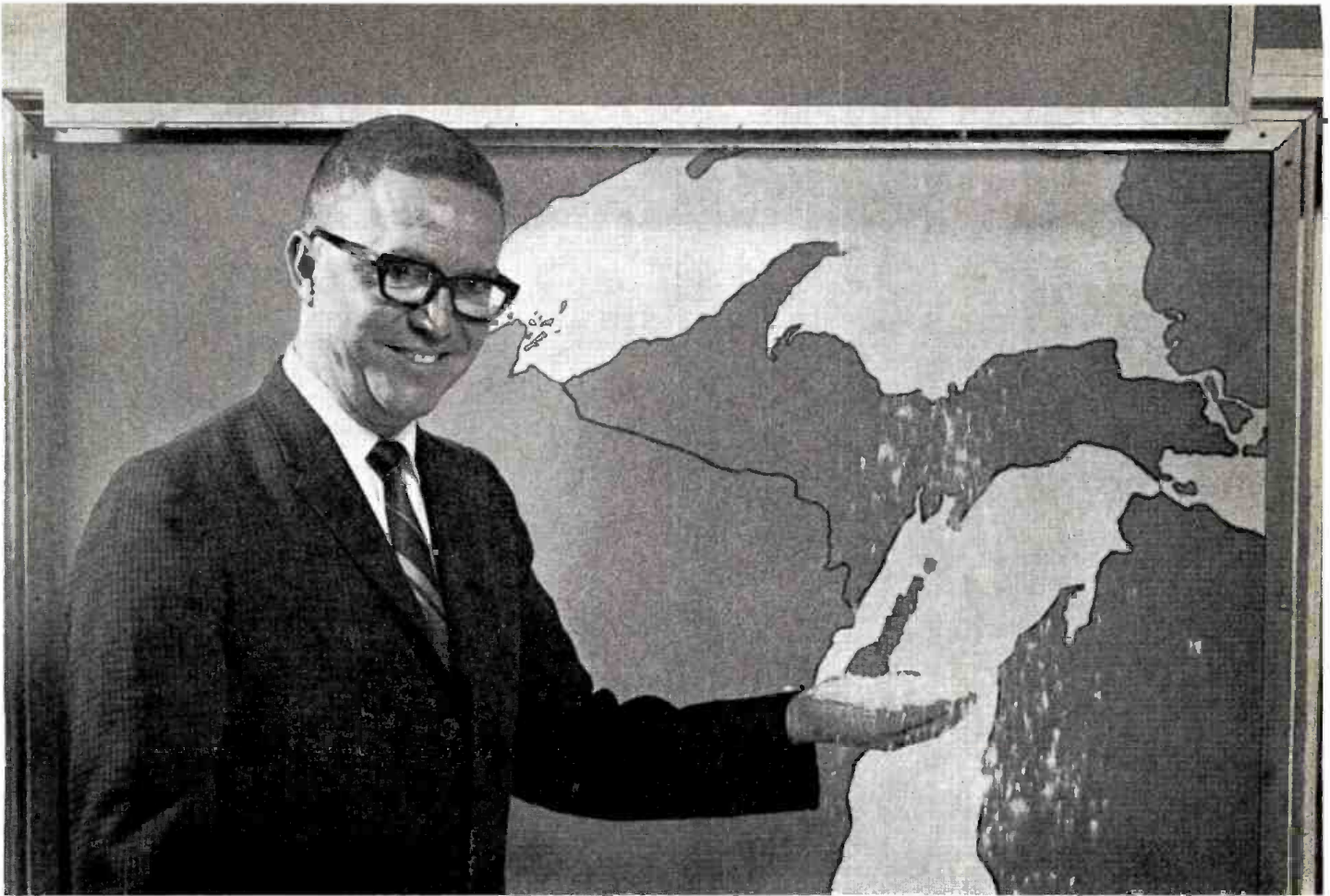
1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Boston
6. San Francisco
7. Detroit
8. Cleveland
9. Washington
10. Pittsburgh
11. St. Louis
12. Dallas-Ft. Worth
13. Minneapolis-St. Paul
14. Indianapolis
15. Baltimore
16. Houston
17. Atlanta
18. Seattle-Tacoma
19. Cincinnati
20. Miami
21. Buffalo, N. Y.
22. Hartford-New Haven, Conn.
23. Milwaukee
24. Kansas City, Mo.
25. Sacramento-Stockton, Calif.
26. Tampa-St. Petersburg, Fla.
27. Memphis
28. Portland, Ore.
29. Providence, R. I.
30. Nashville
31. Denver
32. Columbus, Ohio
33. Charleston-Huntington, W. Va.
34. Birmingham, Ala.
35. New Orleans
36. Grand Rapids-Kalamazoo, Mich.
37. Syracuse, N. Y.
38. Albany-Schenectady, N. Y.
39. Charlotte, N. C.
40. San Diego
41. Louisville, Ky.
42. Oklahoma City
43. Dayton, Ohio
44. Greenville-Spartanburg, S. C.-Asheville, N. C.
45. Norfolk-Portsmouth-Newport News-Hampton, Va.
46. Phoenix
47. Harrisburg-York-Lancaster-Lebanon, Pa.
48. San Antonio, Tex.
49. Flint-Saginaw-Bay City, Mich.
50. Salt Lake City
51. Tulsa, Okla.
52. Greensboro-Winston-Salem-High Point, N. C.
53. Wichita, Kan.
54. Orlando-Daytona Beach, Fla.
55. Shreveport, La.-Texarkana, Tex.
56. Toledo, Ohio
57. Richmond, Va.
58. Little Rock, Ark.
59. Wilkes Barre-Scranton, Pa.
60. Omaha
61. Jacksonville, Fla.
62. Davenport, Iowa-Rock Island-Moline,

- III. (Quad City)
63. Des Moines, Iowa
64. Knoxville, Tenn.
65. Mobile, Ala.-Pensacola, Fla.
66. Roanoke-Lynchburg, Va.
67. Rochester, N. Y.
68. Champaign-Decatur-Springfield, Ill.
69. Fresno-Visalia, Calif.
70. Cedar Rapids-Waterloo, Iowa
71. Raleigh-Durham, N. C.
72. Green Bay, Wis.
73. Johnstown-Altoona, Pa.
74. Spokane, Wash.
75. Portland-Poland Spring, Me.
76. Greenville-New Bern-Washington, N. C.
77. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.
78. Jackson, Miss.
79. Chattanooga
80. Lincoln-Hastings-Kearney, Neb.
81. Springfield, Mass.
82. Albuquerque, N. M.
83. Ft. Wayne, Ind.
84. Sioux Falls-Aberdeen, S. D.
85. Honolulu
86. Peoria, Ill.
87. Bristol, Va.-Johnson City, Tenn.
88. South Bend-Elkhart, Ind.
89. Evansville, Ind.
90. Duluth, Minn.-Superior, Wis.
91. Lansing, Mich.
92. Rockford, Ill.
93. Amarillo, Tex.
94. Salinas-Monterey, Calif.
95. Fargo, N. D.
96. Augusta, Ga.
97. Wheeling, W. Va.-Steubenville, Ohio
98. Wichita Falls, Tex.-Lawton, Okla.
99. Baton Rouge
100. Springfield, Mo.

\*Rankings based on ARB 1968-69 updated ADI areas and estimates of television households by county.

Ranking by prime time\*

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Boston
6. Detroit
7. San Francisco
8. Cleveland
9. Pittsburgh
10. Washington
11. St. Louis
12. Dallas-Ft. Worth
13. Minneapolis-St. Paul
14. Baltimore
15. Houston
16. Indianapolis
17. Cincinnati
18. Seattle-Tacoma
19. Atlanta
20. Kansas City, Mo.
21. Hartford-New Haven, Conn.
22. Milwaukee
23. Miami
24. Buffalo, N. Y.\*\*
25. Sacramento-Stockton, Calif.
26. Columbus, Ohio
27. Tampa-St. Petersburg, Fla.
28. Portland, Ore.
29. Memphis
30. New Orleans
31. Denver
32. Nashville
33. Albany-Schenectady-Troy, N. Y.
34. Providence, R. I.
35. Birmingham, Ala.
36. Syracuse, N. Y.
37. Charleston-Huntington, W. Va.
38. Louisville, Ky.
39. Oklahoma City
40. Grand Rapids-Kalamazoo, Mich.
41. Norfolk-Portsmouth-Newport News-Hampton, Va.



**If Bob Nelson said  
 It was going to snow in July...**  
**a lot of people in the Land of Milk & Money  
 would get out their overshoes.**

Nobody takes more kidding than our weatherman Bob Nelson. Nobody has more fans either.

We've been on the air since 1953 and we've never had another weatherman . . . we don't think people would let us.

|           |  |          |               |
|-----------|--|----------|---------------|
|           | 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 Weather 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



See your Blair Representative

**WBAY** **TV 2**  
**GREEN BAY**

*The Resultstation*

42. San Antonio, Tex.
43. Greenville-Spartanburg, S. C.-Asheville, N. C.
44. Charlotte, N. C.
45. Phoenix
46. Dayton, Ohio
47. Omaha
48. Greensboro-Winston-Salem, N. C.
49. San Diego
50. Tulsa, Okla.
51. Salt Lake City
52. Orlando-Daytona Beach, Fla.
53. Wichita, Kan.
54. Shreveport, La.-Texarkana, Tex.
55. Harrisburg-York-Lancaster-Lebanon, Pa.
56. Little Rock, Ark.
57. Toledo, Ohio
58. Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)
59. Wilkes Barre-Scranton, Pa.
60. Flint-Saginaw-Bay City, Mich.
61. Richmond, Va.
62. Rochester, N. Y.
63. Green Bay, Wis.
64. Des Moines (including Ft. Dodge), Iowa
65. Champaign-Decatur-Springfield, Ill.
66. Mobile, Ala.-Pensacola, Fla.
67. Raleigh-Durham, N. C.
68. Johnstown-Altoona, Pa.
69. Cedar Rapids-Waterloo, Iowa
70. Jacksonville, Fla.
71. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.
72. Roanoke-Lynchburg, Va.
73. Fresno-Visalia, Calif.
74. Knoxville, Tenn.
75. Portland-Poland Spring, Me.
76. Spokane, Wash.
77. Youngstown, Ohio
78. Chattanooga
79. Jackson, Miss.
80. Albuquerque, N. M.
81. Peoria, Ill.
82. South Bend-Elkhart, Ind.
83. Ft. Wayne, Ind.
84. Lansing, Mich.
85. Greenville-New Bern-Washington, N. C.
86. Sioux Falls-Aberdeen, S. D.
87. Baton Rouge
88. Wheeling, W. Va.-Steubenville, Ohio
89. Evansville, Ind.
90. Columbus, Ga.
91. Beaumont-Pt. Arthur, Tex.
92. Honolulu
93. Duluth, Minn.-Superior, Wis.
94. Amarillo, Tex.
95. Lincoln-Hastings-Kearney, Neb.
96. Wichita Falls, Tex.-Lawton, Okla.
97. Rockford, Ill.
98. Binghamton, N. Y.
99. Madison, Wis.
100. Tucson, Ariz.

\*Prime-time average quarter-hour TV households reached by all home market stations combined—February 14-March 12, 1968.

\*\*Buffalo, N. Y. ranks 11th when Canadian viewing estimates are included.

#### Ranking by net weekly circulation\*

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Boston
6. Detroit
7. San Francisco
8. Washington
9. Cleveland
10. Pittsburgh
11. Baltimore
12. Dallas-Ft. Worth
13. Hartford-New Haven, Conn.
14. St. Louis
15. Providence, R. I.
16. Cincinnati
17. Minneapolis-St. Paul
18. Indianapolis



### Pasta cheesecake

"Here Come Da Prince," the "biggest, hardest-hitting TV spot and sales promotional campaign" in the history of Prince Macaroni Manufacturing Co., Lowell, Mass., will spoof the techniques of NBC-TV's *Rowan and Martin's Laugh-In*, and will even use some of the show's performers to do it.

Ten rotating spots, produced by Venet Advertising Inc., and filmed by Rose-Magwood Productions, both New York, will be shown 60 to 90 times a week in a saturation campaign on 15 stations in New England, six stations in New York and two stations in Detroit. The campaign is being launched this month and will run through July 1969.

The commercials feature body-painted model Inga Nielsen and television performers Henry Gibson, Artie Johnson, Jo Ann Worley, Judy Carne and Christopher Joy in various puns and quick-cut situations.

19. Atlanta
20. Miami
21. Kansas City, Mo.
22. Sacramento-Stockton, Calif.
23. Seattle-Tacoma
24. Houston
25. Buffalo, N. Y. (U.S. only)
26. Milwaukee
27. Dayton, Ohio
28. Wheeling, W. Va.-Steubenville, Ohio
29. Columbus, Ohio
30. Toledo, Ohio
31. Portland, Ore.
32. Johnstown-Altoona, Pa.

33. Tampa-St. Petersburg, Fla.
34. Charlotte, N. C.
35. Harrisburg-York-Lancaster-Lebanon, Pa.
36. Memphis
37. Syracuse, N. Y.
38. Grand Rapids, Mich.
39. Birmingham, Ala.
40. Nashville
41. Denver
42. Greenville-Spartanburg, S. C.-Asheville, N. C.
43. Albany-Schenectady-Troy, N. Y.
44. New Orleans
45. Flint-Saginaw-Bay City, Mich.
46. Louisville, Ky.
47. Lansing, Mich.
48. Greensboro-Winston-Salem-High Point, N. C.
49. Charleston-Huntington, W. Va.
50. Oklahoma City
51. Raleigh-Durham, N. C.
52. San Diego
53. Norfolk-Portsmouth-Newport News-Hampton, Va.
54. Manchester, N. H.
55. San Antonio, Tex.
56. Tulsa, Okla.
57. Salinas-Monterey, Calif.
58. Orlando-Daytona Beach, Fla.
59. Omaha
60. Wichita, Kan.
61. Salt Lake City
62. Roanoke-Lynchburg, Va.
63. Rochester, N. Y.
64. Phoenix
65. Richmond, Va.
66. Wilkes Barre-Scranton, Pa.
67. Shreveport, La.-Texarkana, Tex.
68. Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)
69. Green Bay, Wis.
70. Little Rock, Ark.
71. Portland-Poland Spring, Me.
72. Knoxville, Tenn.
73. Mobile, Ala.-Pensacola, Fla.
74. Champaign-Decatur-Springfield, Ill.
75. Jacksonville, Fla.
76. Cedar Rapids-Waterloo, Iowa
77. Youngstown, Ohio
78. Jackson, Miss.
79. Spokane, Wash.
80. Des Moines, Iowa
81. Greenville-New Bern-Washington, N. C.
82. Columbus, Ga.
83. Springfield, Mass.
84. Baton Rouge
85. Fresno-Visalia, Calif.
86. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.
87. South Bend-Elkhart, Ind.
88. Columbia, S. C.
89. Sioux Falls-Aberdeen, S. D.
90. Binghamton, N. Y.
91. Madison, Wis.
92. Chattanooga
93. West Palm Beach, Fla.
94. Evansville, Ind.
95. Lincoln-Hastings-Kearney, Neb.
96. Ft. Wayne, Ind.
97. Akron, Ohio
98. Peoria, Ill.
99. Rockford, Ill.
100. Augusta, Ga.

\*Net weekly circulation (number of TV households reached at least once during an average week) by the dominant home market station—February 14-March 12, 1968.

### Business briefly . . .

**Borden Inc.**, Foods Division, through Needham, Harper & Steers, both New York, has begun a major fall promotion of Cremora, a non-dairy coffee creamer, which includes spot announcements

on NBC-TV's *Huntley-Brinkley Report*, CBS-TV's *Love Is a Many Splendored Thing*, *House Party*, and the network's 4:25 p.m. news program.

**Milton Bradley**, Springfield, Mass., game and puzzle manufacturer, has announced the largest fourth-quarter advertising campaign budget—\$2.5 million—in the company's history. Media include ABC-TV Saturday and Sunday mornings, prime time on all networks and spot TV in 39 major markets. Bradley estimates its yearly expenditures at about \$4 million. Harvey and Carlson, New York, is the agency.

**Armstrong Cork Co.**, Lancaster, Pa., through BBDO, New York, has purchased time on ABC-TV's *That's Life* and *That Girl* and on CBS-TV's Oct. 24 special, *Girl Friends and Nabors*, to announce the offer of a Clairol Kindness 20 Instant Hair Setter to purchasers of Armstrong Vinyl Corlon Floors.

**Jantzen Inc.**, Portland, Ore., through Carson/Roberts/Inc., Los Angeles, is greatly expanding its use of television in 1969 after allocating a major part of its budget to television for the first time this year. Expansion calls for the use of 30-second spots in 1969 instead of the 10-second spots being used in

1968. Jantzen will promote its women's sportswear and swimwear lines on TV in two flights, one in the spring and the other in the fall. Both flights call for 30-second spots in Jantzen's top markets in prime and in fringe time. For retailers, fashion footage on every swimwear style is being offered for customized local TV spots.

**Corning Glass Works**, Corning, N. Y., through Rumrill-Hoyt, New York, has prepared a series of 18 radio commercials for use by retailers to increase traffic and sales during peak selling seasons. The commercials, in both 30- and 60-second versions, have blank spaces for insertion of the retail outlet's name and location. The commercials also serve as outlines for use on television.

**American Machine & Foundry Co.**, Westbury, N. Y., through Cunningham & Walsh, New York, has launched its bowling products advertising for September and October to coincide with the start of *Championship Bowling* on TV. Champion bowler Dick Weber will do color commercials to be seen in approximately 50 major markets.

The Benson & Hedges division of **Philip Morris**, New York, through Leo Burnett, Chicago, will support the introduc-

tion of a new cigarette for women, Virginia Slims, with network and spot television and radio advertising this fall. National distribution of the new brand is expected by Oct. 7. Commercials will appear on CBS-TV in *Mission: Impossible*, *Family Affair*, *Hogan's Heroes*, *Mayberry RFD*, *The Red Skelton Show*, *Green Acres*, *CBS Evening News* and Thursday and Friday movies.

## Royal allots for TV

Royal Typewriter Co., New York, for the first time in its history has placed approximately half of its \$2 million advertising budget for the coming year in television, the company announced last week. Purchases are in ABC-TV's *Hollywood Palace*, *Lawrence Welk Show*, *Sunday Night at the Movies* and NCAA post-game coverage. Purchases on CBS-TV include *The Jackie Gleason Show*, *The Ed Sullivan Show*, *Miss Teenage America*, *CBS News with Roger Mudd*, *The Red Skelton Show*, *Petticoat Junction*, *Two Good Guys*, Thursday and Friday night movies, and *Evening News with Walter Cronkite*. Grey Advertising, New York, is the agency.

RESERVE SPACE TODAY!

# Broadcasting 1969 Yearbook

IF IT CONCERNS TELEVISION OR RADIO YOU'LL FIND IT HERE!

Designed for your specialized "must know" references, the 1969 BROADCASTING Yearbook is the most complete encyclopedia-type book ever published for the business of TV/radio broadcasting and the associated arts and services. It includes 51 separate directories of basic economic, technical and business facts, indispensable to all working in or contacting the business of broadcasting.

### Five Reference Works in One Handy, Thumb-Indexed Volume:

**Facilities of Television:** Station profiles; call letters; channels; allocations; applications pending; group and newspaper/magazine ownership, station sales, plus CATV listings and data.

**Facilities of AM/FM Radio:** Station directory includes executive personnel, specialty programs, call letters,

frequencies; campus-limited stations; Canada, Mexico-Caribbean stations.

**Program Services/NAB Codes:** TV and radio codes; program producers, distributors, production services; news services; talent agents; foreign language, C&W, Negro programming by call letters; broadcast audience data

**Broadcast Equipment/FCC Rules:** Product Guide; manufacturers and services — who makes it, where to buy it. Station/set figures.

**Representatives, Networks, Top Advertisers/Agencies:** directories including national, regional and state associations; government; books and reference works; schools; subject matter index to leading news events reported in weekly issues of BROADCASTING.

20,000 CIRCULATION • REGULAR RATES • DEADLINE, OCT. 15

Broadcasting, 1735 DeSales Street, N.W., Washington, D.C. 20036

# BAR network TV-billing report for week ended Sept. 8

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Sept. 8, 1968 (net time and talent charges in thousands of dollars)

| Day parts                        | ABC                |                     | CBS                |                     | NBC                |                     | Total minutes week ended Sept. 8 | Total dollars week ended Sept. 8 | 1968 total minutes | 1968 total dollars |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|--------------------|
|                                  | Week ended Sept. 8 | Cume Jan. 1-Sept. 8 | Week ended Sept. 8 | Cume Jan. 1-Sept. 8 | Week ended Sept. 8 | Cume Jan. 1-Sept. 8 |                                  |                                  |                    |                    |
| Monday-Friday Sign-on-10 a.m.    | \$ .....           | \$ 145.8            | \$ 66.2            | \$ 2,393.4          | \$ 336.0           | \$ 11,880.4         | 73                               | \$ 402.2                         | 2,483              | \$ 14,419.6        |
| Monday-Friday 10 a.m.-6 p.m.     | 1,088.4            | 40,596.7            | 2,180.6            | 98,037.1            | 1,626.1            | 73,763.8            | 819                              | 4,895.1                          | 31,666             | 212,372.2          |
| Saturday-Sunday Sign-on-6 p.m.   | 712.6              | 32,350.6            | 601.8              | 27,717.2            | 1,257.0            | 17,366.9            | 297                              | 2,571.4                          | 8,410              | 77,434.7           |
| Monday-Saturday 6 p.m.-7:30 p.m. | 256.3              | 10,243.3            | 384.8              | 19,150.8            | 540.2              | 19,966.6            | 97                               | 1,181.3                          | 3,170              | 49,360.7           |
| Sunday 6 p.m.-7:30 p.m.          | 48.0               | 3,498.9             | 117.3              | 6,572.3             | 147.4              | 6,025.2             | 14                               | 312.7                            | 711                | 16,096.4           |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 3,846.0            | 160,298.6           | 4,204.9            | 198,022.7           | 5,089.9            | 195,461.0           | 470                              | 13,140.8                         | 15,725             | 553,782.3          |
| Monday-Sunday 11 p.m.-Sign-off   | 252.1              | 11,821.3            | 287.6              | 3,725.3             | 987.9              | 15,955.7            | 84                               | 1,527.6                          | 2,776              | 31,502.3           |
| Total                            | \$6,203.4          | \$258,955.2         | \$7,843.2          | \$355,618.8         | \$9,984.5          | \$340,419.6         | 1,854                            | \$24,031.1                       | 64,941             | \$954,968.2        |

## TV commercials irk Mexican Americans

A group of Mexican Americans last week announced a campaign to abolish television commercials and other advertising which presents what they regard as a degrading and demeaning stereotype of the Mexican or Mexican American.

The group is fighting what one Mexican American described as "an obviously stereotyped image of the Mexican, depicting us as lazy, shiftless, gun-toting, guitar-playing and barefooted sombreroed men and women." The group has already complained to Frito-Lay Inc., Dallas, about its "Frito Bandito" TV commercials and to NBC about a performance by Bill Dana as Jose Jimenez on NBC-TV's *Tonight Show* Aug. 9 (BROADCASTING, Aug. 19).

Armando Rodriguez, chief of the Mexican-American unit of U.S. Office of Education and a spokesman for group, said complaints about advertising have already been mailed to AT&T, Frito-Lay Inc., Liggett & Myers Tobacco Co., American Motors Corp., Granny Goose Foods Inc. (makers of potato chips), and Ken-L-Products division of the Quaker Oats Co. (makers of Ken-L-Ration dog food). He said the Mexican American group would first try to negotiate with these companies, and other action would be attempted only if an impasse had been reached.

Domingo Nick Reyes, with the U. S. Civil Rights Commission in Washington, said the group would employ a 10-point program to help improve the image of the Mexican American. The plan involves the setting up of a Mexi-

can-American lobby in Washington, a possible boycott of certain products by Mexican Americans, the development of a skills bank to make Mexican Americans available to broadcasting, the monitoring of media for Mexican American stereotyping, requests for support from foundations, and appeals for support from other anti-defamation groups.

Mr. Reyes said his group calls itself the Mexican-American Anti-Defamation Committee.

Tony Calderon, chairman of Involvement of the Mexican American in Gainful Endeavor, or IMAGE, said a 90-minute program similar to the *Tonight* show may be started in Los Angeles with well-known personalities talking about Mexican Americans and their problems. Host of the program would be Martin Castillo, identified as a lawyer in Los Angeles. Plans are to have the program syndicated.

## L.A. agencies merge

Faust/Day Inc. Advertising and Jay Chiat & Associates Inc., both Los Angeles, have merged to form Chiat/Day Inc., a new agency with expected combined billings of more than \$8 million. Guy B. Day, vice president and director of client service for Faust/Day, is president of the merged agency. He has purchased the stock of G. Thomas Faust, president, director of marketing service and media for Faust/Day, who reportedly will leave the agency business. Jay Chiat, president of Jay Chiat & Associates, is vice president of the new agency, which will operate from the Faust/Day address, 1300 West Olympic Blvd., Los Angeles.

## AA starts ad campaign starring airline employees

American Airlines launched a year-long corporate advertising campaign yesterday (Sept. 22) approximating \$10 million, of which about 60% will be in television and 10% in radio.

An unusual aspect of the campaign will be that the men and women employed by American will be the "stars" of the campaign on television and in print, according to Jerry Jordan, vice president, passenger sales and advertising. Pilots, stewardesses, mechanics and other employees will be featured in the advertising that is keyed to the company's overall campaign, "Fly the American Way."

Almost one-half of the \$6 million allocated to TV will be for sponsorship of National Football League games on CBS-TV. The remainder will be devoted to spot television in principal markets throughout the country.

The company's overall advertising budget for 1968-69 is about \$20 million, according to Mr. Jordan. An estimated \$12 million will be spent on television and about \$2 million on radio. Doyle Dane Bernbach is the agency for American Airlines.

## BBDO gets Techmatic

The Gillette Safety Razor Co., Boston, last week named BBDO, New York, to handle advertising for its Techmatic razor and razor band cartridges. The account bills an estimated \$5.8 million, of which about \$5.2 million is in broadcast. Jack Tinker &



Partners, New York, has been the agency for the Techmatic razor and razor band cartridges since they were introduced by Gillette three years ago. Tinker will continue to handle the Toni Co., a Gillette division, which spends about \$2.5 million annually.

## Motorola picks F&S&R; plans family specials

The Consumer Products division of Motorola Inc., Chicago, has chosen Fuller & Smith & Ross there to handle a new television color tape special for entire family viewing during the December holiday season. It is expected to become an annual TV institutional promotion. Clinton E. Frank Inc., Chicago agency handling Motorola's regular account, is not affected.

The Motorola TV special this year would be a half-hour vehicle and probably would be placed in only six or seven markets, according to Edward P. Reavey Jr., vice president of marketing, Motorola Consumer Products. Next year the show would move to full hour format "and be expanded throughout much of the country," it was explained, possibly still on a spot basis.

## AT&T promotes Trimline phone

A nine-week, participation push in network television by AT&T starting this Wednesday (Sept. 25) and promoting the company's Trimline telephone will cost approximately \$900,000. AT&T's schedule for Trimline's fall campaign that takes the "high-fashion route" in its commercials includes 21 minute and 30-second participations in prime-time periods on NBC-TV and ABC-TV. Print media also is slated for the campaign, which in total comes to about \$1.1 million. The campaign was placed by N. W. Ayer & Son, New York.

## IRTS completes plans for fall seminars

Executives prominent in the buying and selling of broadcast time are listed as speakers in the annual time buying and selling seminar "courses" set for the fall under the auspices of the International Radio and Television Society.

IRTS' 15th annual seminar will meet weekly starting Sept. 30 in room 315 at the Chemical Bank New York Trust Co., 277 Park Avenue, New York. All are Monday meetings except the one on Thursday, Nov. 14, scheduled then because Veterans Day falls on the Monday of that week.

The 10-evening session program costs

\$25 per person of \$20 each for three or more persons from the same company. Courses will be held from 5:30 p.m. to 7 p.m. Purpose of the sessions is to introduce young executives in advertising to media planning and buying concepts. The program:

Sept. 30—Introduction by Edward Shurick, president of IRTS and of H-R Television; Timebuying Careers by Walter Reed, associate media director of Foote, Cone & Belding, and Time Selling Careers by Herbert Watson, national sales director, NBC Radio-owned stations; Oct. 2—Basic Marketing by Herbert Zeltner, senior vice president, Needham, Harper & Steers; Oct. 14—Research Tools, Agency by Erwin Ephron, vice president-director of media planning, Papert, Koenig & Lois, and Media by James Yergin, director of research, Westinghouse Broadcasting Co.

Oct. 21—Media Planning by Paul M. Roth, vice president in charge of media, Kenyon & Eckhardt; Oct. 28—Network, Radio by Walter Schwartz, president of ABC Radio, and Television by Don Durgin, president of NBC-TV network; Nov. 4—Spot, Radio by Robert Alter, executive vice president, Radio Advertising Bureau, and Television by Richard Knoll, director of national sales, Television Bureau of Advertising.

Nov. 14—Time Selling, Radio by Maurie Webster, vice president, development, CBS Radio, and Television by

Jack Fritz, vice president and general manager of Blair TV; Nov. 18—Time buying by Hope Martinez, vice president and associate media director of BBDO, and Herbert Gandel, vice president, media and programing, Delahanty, Kurnit & Geller; Nov. 25—Electronic Data Processing, Present and Future, Agency by Jackie DaCosta, vice president and associate director of media information and analysis, Ted Bates & Co. and Representative by John Amey, head of data processing, The Katz Agency; Dec. 2—Revue by committee members.

## Singer explains its emphasis on TV specials

A television special can form the keystone of a "total promotions" package that incorporates virtually all other advertising media to re-inforce a sales drive, according to the advertising manager of the Singer Co.

At the sales promotion management seminar of the Association of National Advertisers last week, Peter F. Eder detailed the elaborate planning and media buys that accompanied broadcast of Singer's second network special of 1968, "Singer Presents Hawaii—Ho." Mr. Eder told the seminar, held at the Seaview country club in Absecon, N. J., that Singer rates 35th in network tele-



## PREVIEW: Unchangeable VW accents a change

"This is one of the few times we've had something new to introduce," said Wilfried Schwabe, Volkswagen of America's manager of creative services, in explaining last week the reasons behind one of the biggest pushes in Volkswagen history for a particular model.

The new feature is a fully automatic transmission in the Fastback and Squareback models, and it will be advertised in a one-minute commercial produced by Doyle Dane Bernbach and taped at the Videotape

Center.

Volkswagen has purchased time in ABC-TV's *It Takes A Thief*, CBS-TV's *Smothers Brothers*, NBC-TV Tuesday movie and *Name of the Game*, and has placed spots on local stations. Individual dealers will place local radio spots. The campaign was scheduled to begin Friday (Sept. 20) and run the rest of the year.

Mr. Schwabe noted the campaign would include at least one other commercial on the transmission and other product commercials.

vision advertising, with an annual investment of between \$6 million and \$7 million, even though local advertising is primarily in print.

He said the firm tries "to develop vertical promotional themes that cut across media and bind it together even more strongly." He described how a six-week promotion campaign was built around the Hawaiian special, using it to promote everything from the introduction of a new line of sewing machines to a series of Hawaiian print fabrics and Polynesian dress patterns.

Promotion of the show and sales campaign, he said, included network scatter buys, national consumer and trade magazine ads, newspaper and local radio purchases and truck and some billboard advertising. "About the only medium we didn't use was direct mail," he said.

Mr. Eder said success of the total campaign was indicated by the special receiving the highest rating for the month of May; sales over the projected budget and previous year; more than 750,000 entries in a Hawaiian travel contest; distribution of more than 250,000 Hawaiian flowering plants at Singer stores and sale of the entire stock of a promotion record featuring the special's star, entertainer Don Ho.

## A middleman speaks out

USMI's Severn defends his firm's 'professionalism' at media forum in Atlanta

"Professionalism" is what they have to offer, he said, and "professionalism" (if he said it once, he said it a dozen times) is what makes U.S. Media—International, New York, the leader of a comparatively new breed of entrepreneur—the "negotiator-buyer,"—the so-called middlemen in spot.

So reaffirmed Don Severn, former vice president in charge of station relations at Ted Bates & Co., who holds the same title at USMI, before broadcast and advertising personnel attending the first media forum of the Atlanta Broadcasting Executives Club in Atlanta last week.

By his own admission Mr. Severn said he was following a "tough act" performed by Carl Ally (see page 39) because his was going to be a serious talk and he felt that the audience might want to ask him some questions.

They did, in what turned out to be

a stormy 45-minute session that perhaps reflects some of the mistrust and what Mr. Severn called "misconceptions" about USMI that has been evidenced in recent weeks (BROADCASTING, Sept. 16).

Mr. Severn was asked variously about USMI billing practices (an agency receives an over-all bill), whether it deals with reps ("It's like a turnstile. I don't know of any rep firm that doesn't have a salesman or two calling on us," he said), and whether it accepts competitive accounts ("We leave it up to the agencies.").

And Mr. Severn explained what USMI is:

"U.S. Media is an extension of a media department" (a "service unit," not a negotiator-buyer, he preferred). "We buy in broadcast your criteria: everything you set up before any phone is lifted [demographics, for example], we take it from there. We can do this because we have professionalism that today perhaps is not as rampant as it used to be among agencies.

"You [the agency] are the supervisor-director. We don't make a move without the agency's approval. . . . We take your criteria and buy by buying through the reps and the stations. . . . [It is] not our intention to reduce media departments or eliminate them. It's the furthest thing from our minds. We need you. If we professionally can make the best darn buy we can, we're available," he said.

Mr. Severn indicated how available USMI was, when asked, as he ticked off a partial list of clients that heretofore had been deemed confidential (BROADCASTING, July 15). The advertising agencies named were: BBDO; Campbell-Ewald; Chalek & Dreyer; Dancer-Fitzgerald; Delehanty, Kurnit & Geller; Doyle Dane Bernbach; F. William Free & Co. Inc.; Grey Advertising; Gumbinner & North; Wilson Harrell Agency; Marschalk Co.; Mathison Advertising; Parkson Advertising; Reach, McClinton & Co.; Rumrill-Hoyt; Warwick & Legler, and Wells, Rich, Greene.

And he recited a partial list of products USMI is buying: Arnold bread, in New York; Borden shampoo and hair spray; Cantece hoisery; Pet Foods; A-I sauce; Lancers Vin Rose; Fruit of the Loom; Binaca; Dutch Boy; Netherlands Tourist Bureau; Oldsmobile dealers of New York; Martini & Rossi vermouths; Rheingold beer; Schaeffer pen; Dr. Scholl's; Schrafft's of New York; Canada-Dry; Mounds; Progresso



Mr. Severn

Foods; Utica Club beer, and Geritol.

But, about USMI's alleged ability to deliver campaigns at 10% to 20% lower than prevailing rates, Mr. Severn was less specific. One manager of a group broadcast station indicated that it was his experience there was no difference between USMI and any other large New York agency, and he asked: If USMI gets a "better deal," who do they get it from?

Mr. Severn replied: "Everybody thinks that the minute we've made a buy, we've made a million dollars. I think I can get a better deal because of the very professionalism of the people I want to hire and want to employ. If you want to look at a better deal as busting the rate card, that isn't so. It can't be because everytime you make a buy, you don't always get what you shoot for—but perhaps you don't talk with the professionalism that you know you have in you."

To which an audience member added: "What you're saying is you have better employes than we do."

Another member asked Mr. Severn how USMI proposes to save an agency money by doing the buying rather than employing the agency's timebuyers. He replied: "You're not going to like this, but by the sheer professionalism of how we buy"—a response which generated an uproar of groans and guffaws around the room.

"We like to look on ourselves as a service available that heretofore has not been. This service is so new and so different . . . that it is going to rock the establishment," Mr. Severn said. And he pleaded: "There are these misconceptions that I would dearly love to dispel overnight. We're no men of mystery; we have no mystique."

## Electronics hold key to mass-media future

Agency experts in Chicago took a look last week at the future of the principal mass media and colored them all quite electronic.

Even newspapers and magazines will find electronic technology somewhere in their evolution, according to a panel discussion Thursday at a luncheon meeting of the Chicago Advertising Club. Radio and TV especially will continue to prosper, the panel agreed, with a fourth TV network close on the horizon.

There has been little change in newspapers over the past 30 years, it was noted by Edward M. Stern, vice president and director of media, Foote, Cone & Belding, chiefly because of ownership tradition and union problems. But even

**In 1926,  
Network Radio was invented.**



# In 1968, the Blair Represented



# Network is where radio is at.



In 1968, Blair Radio put together a network like no line network ever was. We call it the Blair Represented Network. The BRN. It's revolutionary. It will give you 1,258 markets. It will give you exposure in every single one of the top 200 markets. It will give you unheard-of flexibility in the purchase of network radio. You can tailor BRN affiliates to meet your specific marketing needs. You can pick any schedule, weight your markets by population or sales potential, use local programming to attract the most highly rated audiences. You can use local personalities to deliver your message, vary your starting dates, have individual copy for individual markets without the expense and trouble of cut-ins. With the BRN, your product message can be heard in the same time period in every market. No delays. How's that for a radio break-through? Want to know more? Call Blair and ask about the BRN. You've never heard it so new.



BLAIR  RADIO

# Another milestone.

The history of radio is marked by Blair innovations and improvements. Since our company was formed in 1933, it has been a Blair tradition to pioneer, to explore and expand, to improve existing techniques and to develop new ones. Blair's innovations have contributed to the growth and progress of the radio industry as a whole.

For example, Blair established the first full-fledged research department in the industry. Next we took the lead in providing the pace-setting National Saturation Plan. Then came another totally new Blair idea, the Blair Radio Group Plan. Continuing in our role of trend-setter, we established the industry's first radio marketing department. Then we came up with still another revolutionary concept, the Blair Spot Bank Plan.

Now Blair announces the Blair Represented Network. As you've read, BRN makes radio more flexible. BRN makes radio more efficient and effective. And by making radio different from anything that has happened in the industry before, Blair Represented Network is making radio history.



Tom Harrison  
President  
Blair Radio



BLAIR  RADIO

this is changing, he said, and ultimately newspapers may even be delivered via the home TV set and facsimile. More immediately he predicted rapid printing centers in the suburbs fed by facsimile from editorial central.

Concern over the economic beating magazines have taken from television was expressed by William R. Barker, vice president and media director of D'arcy Advertising. "As a media director I am anxious to see magazines prosper," he said, explaining marketers need multiple media to reach the consumer properly under all conditions. Ultimately he predicted fewer mass magazines, possibly distributed as film capsules something like "show and tell" toys today.

Gordon F. Buck, vice president and media director, Needham, Harper & Steers, noted retailers are using radio most these days and indicated this should tell one something because "these people have the keenest insight into the fastest sales results." He predicted "more and more agencies and advertisers will discover radio is a 'reach' medium" as well as the most efficient with cost per thousand often under a dollar. Radio too continues as the most personal medium, he explained, with the air personality the key element regardless of station format.

Thomas Glynn, vice president and director of media, J. Walter Thompson Co., was particularly optimistic about the Howard Hughes purchase of Sports Network Inc. (BROADCASTING, Sept. 16) and what his money and promotional magic might accomplish in sports specials and eventually other fare. "If this be a fourth network," he said, "can a fifth be far behind?"

Mr. Glynn predicted continued testing of pay television's viability for perhaps another decade with the eventual result of the public showing "they want their television free." Pay TV, however, he felt, may join forces with cable television which already has the subscriber system going. Despite the growth of UHF TV, he thought, UHF will continue to have red ink until it finds some unique specialized program service to win the one-third who don't watch regularly.

## Otter says network TV helps small advertisers

John M. Otter, NBC-TV vice president for sales, indirectly took aim at various congressional critics who have claimed frequently that local advertisers have not been able to use network television to carry their messages because of high cost. Speaking to a luncheon meeting of the Washing-

## Carl Ally philosophizes about advertising

Carl Ally of Carl Ally Advertising, New York, left broadcasters and agency personnel attending the first media forum of the Atlanta Broadcasting Executives Club figuratively "laughing in the aisles" with a speech frequently laced with humor and some pungent commentary on the advertising profession.

Mr. Ally noted that advertising "in the large and philosophical sense, which it has never achieved and may never achieve, could be an important social institution because within the framework of advertising as it's practiced, you probably have the opportunity for some purposeful and candid discussion of the total values of society as it is expressed in the behavior of people and those drives and those things which they seek." But Mr. Ally said that he didn't believe agencies, including his, were "really motivated by these considerations—which may be a shame. We are largely personally motivated by a desire to 'get rich'."

Mr. Ally further noted that advertising credibility is currently under assault because "most of it is incredible." Advertising tends to act, he said, "like certain things are not so which are very obviously so to

everybody." Mr. Ally said he prefers to work with an advertiser who feels as though he needs the advertising as a "very productive and important part of what he's trying to accomplish." And he spoke disparagingly of advertising budgets that are used to get a "name around." "You can hire guys to write it on john walls," he said.

Other Ally-isms:

▪ On client-agency relationships: "The first person who has to like our work is ourselves, not the client. It is necessary that he likes it, but it isn't essential. It is essential that we like it. . . ."

▪ On humorous commercials: "It sells better than being grim. What's wrong with it if it's related and illuminates the point of a product. Pointless humor is ridiculous."

▪ On political candidate-agency relationships: "A candidate should present himself within the circumscription of his own personality and his own ability to project himself and his ideas, and that the intrusion into that process with the specialized skills of an agency is entirely beside the point and outside the process. It's none of an advertising agency's business."

ton Advertising Club, Mr. Otter noted that one of the lesser known aspects of network TV is the part "played in it by the relatively small advertiser—and the way in which television has so often enabled these companies to increase both their sales and their advertising budgets dramatically year after year."

Network TV is bigger than most realize in the number of advertisers, he said, citing that last year 379 different companies used network TV with a median investment of about \$900,000 or less than one-twelfth the average expenditures of a top-100 advertiser. Mr. Otter further said that over 80 individual advertisers found ways to use network TV with an annual budget of less than \$200,000.

One example of the small advertiser, he cited, was McDonald Hamburger in Chicago, which invested \$63,000 in a Thanksgiving Day parade on NBC in 1965. By 1966 its network TV budget was \$349,000, and last year totaled over \$3.5 million.

NBC's smallest advertiser, Twin-Pak, purchased eight minutes for less than \$25,000 for its product "Footsie", which is a sort of hula hoop for the ankle.

## HHH praises aid to youth by advertising industry

A "magnificent job" was the way Vice President Hubert Humphrey last week described the efforts of the advertising field in spearheading communications about youth programs on the national and local levels.

The special 50-city program was kicked off in April, with a closed circuit telecast aired in each area by NBC. It featured Vice President Humphrey, Dan Seymour, president of J. Walter Thompson Co., Labor Secretary Willard Wirtz and other government officials and business leaders involved in nationwide youth opportunity programs. Mr. Seymour is national communication coordinator for The President's Council on Youth Opportunity.

Initial priority was set on the development of additional summer jobs, and the coordinating agencies worked with local officials of the National Association of Businessmen in communicating this need to the communities.

Vice President Humphrey had requested the advertising industry to take charge of this drive.

# Ad standards eased in code

## Ban on personal products lifted by NAB TV board—but only for trial period

Some personal product advertising once thought taboo for home viewing—until a week ago—will soon be seen on the television screen.

The National Association of Broadcasters TV board has temporarily abandoned its total prohibitory stance on such television advertising and has voted to permit only the advertising of feminine deodorant sprays and powders "on an experimental basis" until Feb. 1, 1969.

That permission was granted less than three months after the board had officially "tabled for further study" a TV code board proposed amendment to lift the ban (BROADCASTING, June 24). It was presumed the amendment would be brought up for discussion at the next TV code board meeting scheduled for December.

The proposal wasn't permitted to languish, however. And why it couldn't wait until December represents the considerable influence of certain advertisers—and broadcast stations—that was steadily brought to bear on the board and the TV code itself.

Requests to lift the personal-product ban were first made known last December (BROADCASTING, Dec. 18, 1967). At that time it was learned that Alberto-Culver had been testing commercials in Minneapolis-St. Paul for FDS (feminine deodorant spray). The commercials were carried by WCCO-TV and KSTP-TV, both of which declared the advertising suitable for broadcast and requested that it be permitted under the code.

Although the spots were subsequently found to be in good taste by the code authority, they were explicitly prohibited as product-type by the code rule: "The advertising of particularly intimate products [those treating hemorrhoids or used in connection with feminine hygiene] which ordinarily are not freely mentioned or discussed is not acceptable." A similar ban against personal-product advertising was lifted from the radio code two years ago.

The products that would be affected and that have expressed a frequent interest in TV advertising include American Home Products' Preparation H, Bristol-Myer's Pazo (both hemorrhoidal preparations), Carter Wallace's Easy Day (a feminine deodorant spray)—

and FDS.

The TV code board urged acceptance of the ads (BROADCASTING, May 27) to the TV board citing "changing taste tolerances of the American public."

The board at its June meeting said no. Although some board members reportedly had no objection to the inclusion of the FDS spots, the board was meeting at a time when critics of violence on television, both public and congressional, were inveighing against the medium, and it was felt that broadcasters, in approving the proposal, would give those critics another cudgel to use against them.

It was not until the NAB executive committee meeting in early August (BROADCASTING, Aug. 12) that it became known that NAB was in receipt of complaints from personal-product manufacturers regarding the TV board action. And it's subsequently understood that board members, at that time, began considering lifting the ban.

Some of the complaints were from Alberto-Culver, who, it was learned, was not going to wait for further code board study, but was instead lining up stations to carry its FDS spray commercials in about 30 markets (CLOSED CIRCUIT, Aug. 26). In addition Alberto-Culver, it was reported, was preparing a spot-TV campaign for an FDS bath oil product that was held to be unacceptable under the code, consistent with the board's refusal to lift the personal-products ban.

Alberto-Culver reportedly thought that since its "test market" stations (six in all) had considered its FDS commercial acceptable, it was entitled to spread the campaign to other stations. Besides WCCO-TV and KSTP-TV, the other test stations were WISN-TV and WTMJ-TV, both Milwaukee, KCRA-TV Sacramento, Calif., and WLWC(TV) Columbus, Ohio.

It's understood that other stations agreed on the acceptability of the FDS commercial and wrote to Charles Tower, TV board chairman, saying so. Mr. Tower polled the TV board by mail and telephone, it is said, and a majority approved permitting the limited advertising trial.

Officially, in a memorandum Mr. Tower has sent to NAB TV members, the board is permitting the experimental airing of the feminine deodorant spots so that when it meets in January it will have gathered enough experience through viewer and broadcaster reaction to make a "final determination" on over-all personal-product advertising. The board has also directed the TV code board to re-examine the "entire personal products problem" and make recommendations to the board in January.

But the memorandum further notes,

perhaps in a word of warning: "Keep in mind that there is a whole range of products in the personal category. The one that precipitated the present problem may well be less controversial than others."

## Big budget to be used for A-C deodorant ads

Alberto-Culver Co., Melrose Park, Ill., Thursday announced plans for "a multi-million dollar" TV drive using both network and spot to introduce Alberto Light Touch, a new spray-on deodorant for use over all the body. Agency is J. Walter Thompson Co., Chicago.

The new product dries on contact and contains anti-bacterial hexachlorophene. Alberto-Culver said: "It may be sprayed on underarms, feet, under foundation garments, anywhere perspiration may occur."

Alberto-Culver officials could not be reached to learn if the new product commercials had been submitted yet to the National Association of Broadcasters code board. But a company representative did report: "The spots have been accepted by the networks."

## Technique still minus agency

Shulton Inc., New York, said last week it had not yet selected a new agency for its Black Flag insecticides, Technique division, which bills around \$1 million. Shulton and Richard K. Manoff Inc., New York, have agreed to terminate their relationship, effective Dec. 2 (BROADCASTING, Sept. 16). The account places approximately \$375,000 in television.

## Agency change announced

The Boyle-Midway Division of American Home Products Corp., New York, has appointed Cunningham & Walsh as agency for its Black Flag insecticides, Sani-Flush and Snarol, it was announced last week. These products bill a total of about \$3 million, of which an estimated \$2.4 million is in TV-radio. The products will remain at its current agency BBDO New York, until Sept. 30.

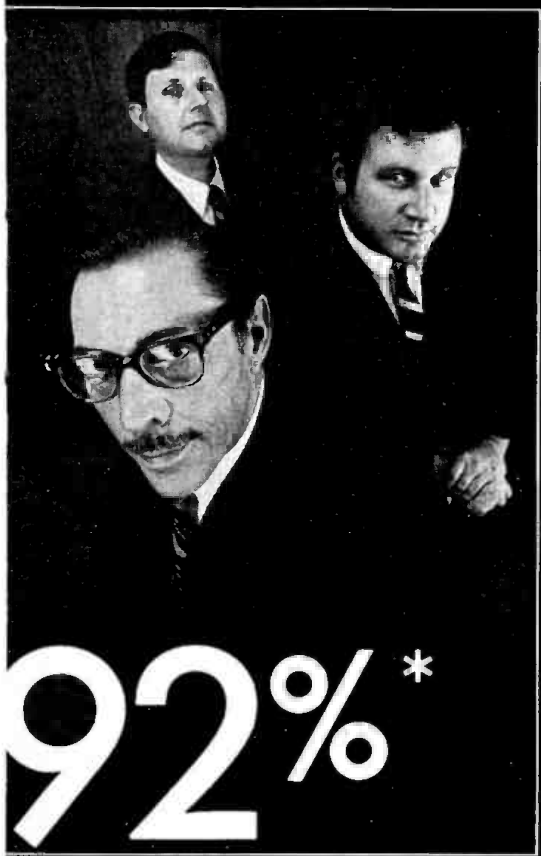
## Rep appointments . . .

■ KIMA-TV Yakima, Wash.; KLEW-TV Lewiston, Idaho; KEPR-TV Pasco, Wash.; KCST(TV) San Diego; WWAY(TV) Wilmington, N. C.; The Hollingbery Co., New York.

■ KVEG and KULA-FM Las Vegas: Grant Webb & Co., New York.

■ WIRI-TV Peoria, Ill.: Edward Petry & Co., New York.





92%\*

of those who advertised  
on Los Angeles  
Radio Station KPOL in 1967  
are again advertising  
on KPOL in 1968.

Repeat business tells you  
a lot about a radio station.

(The other 8% will probably check in by the end of the year.)

*KPOL*

A Musical Oasis on Los Angeles Radi

# NBC moves first into new season

ABC, CBS fall line-ups set to roll as movies  
take center spotlight every night of the week;  
advertisers are cool to instantaneous Nielsens

It was a summer of intense competition in political convention coverage for the television networks, but this week a new phase opens and with advertiser coin on the line. All three networks are programming new-season entertainment fare every night of the week.

ABC-TV and CBS-TV formally started their new schedules yesterday (Sept. 22), and NBC-TV is in its second week of new-season programming. As of last week, the viewer could tune in to a movie any night of the week, and last Friday was able to choose between a movie-like program on NBC ("Name of the Game" at 8:30-10 p.m. EDT) or a motion picture on CBS that

started a half hour later at 9.

Certain to cut into the general ratings picture in the weeks ahead are political purchases in a presidential campaign period; ABC-TV's summer Olympic games coverage in prime time in October, and other sports and entertainment or news specials and the election night coverage on Nov. 5.

**First Licks** ■ NBC opened its season last week against mostly reruns on the other two networks. As would be expected, NBC shows, new to the season or new episodes in continuing series, had a grip on the ratings. This was particularly so in New York where the first ratings of the season—instantaneous Nielsens—were assembled by NBC

researchers and averaged for each of the network's program periods (see next page).

According to this limited ratings information, which averaged competitive programming in 90-minute and two-hour hunks where it was to conform to the NBC program schedule, NBC made its biggest waves in New York—from Sunday through Wednesday evening—with *Julia*, a new half-hour situation comedy-drama starring Diahann Carroll, Tuesday, 8:30-9, and its Monday night movie. But even this showing was open to further question in that the CBS station in New York (WCBS-TV) programmed NFL football on Monday night and a special on Tuesday night against

## Critics vs. new TV season

They give their views  
on first four of the  
21 shows new to TV

The newspaper TV critics let loose with a barrage of verbal brickbats directed at the first two new shows for the 1968-69 TV season, but then they ceased fire to lavish praise on NBC's *Julia*, the first situation comedy-drama series about a Negro widow and son. NBC shows were first on the critical firing-line this season (and high in the ratings [see above]), but they will have company this week as ABC and CBS unveil their new fall schedules.

A national sampling of opinion on the four new shows by the critics follows. The shows are listed in the time sequence of their regularly scheduled appearance for the fall season.

**The New Adventures of Huckleberry Finn** (NBC-TV, Sunday 7-7:30 p.m. EDT).

"... an ideal time to turn off the set and read the stories to the little loved

ones." Bob Williams, *New York Post*.  
"... tried, but failed to achieve the wonderful whimsy of animation by Walt Disney." Rex Polier, *Philadelphia Bulletin*.

"... harmless enough but lacks the fey quality that might have made it memorable..." George Gent, *New York Times*.



going to be surprised when they grow up and read Huck's old adventures." Bernie Harrison, *Washington Evening Star*.

"... undoubtedly will win a following and whether the stories be fantasy or violence, the kids will probably eat 'em up." Aleene MacMinn, *Los Angeles Times*.

"Kids may like them better than the old adventures." Dwight Newton, *San Francisco Examiner*.

"Partisans of the greatest American novel are not likely to take lying down

what the Hanna-Barbera cartoon factory has done to Huck Finn." C. J. Skreen, *Seattle Times*.

"... a certain Irish charm..." Eleanor Roberts, *Boston Herald Traveler*.

"... the show is good, if not substantial, fare." Bob Goldsborough, *Chicago Tribune*.

"Rather mild stuff for today's action-oriented TV moppets." Bill Irvin, *Chicago's American*.

"So-so..." Paul Molloy, *Chicago Sun-Times*.

"Beautifully executed." Revo Baker, *Dallas Morning News*.

"Any resemblance to the old adventures... strictly coincidental." Bob Tweedell, *Denver Post*.

**The Beautiful Phyllis Diller Show** (NBC-TV, Sunday 10-11 p.m. EDT).

"It was often low and distasteful, but what else do you expect from Miss Diller after all these years?" Rex Polier, *Philadelphia Bulletin*.

"The title is only one of many problems for Miss Diller." Lawrence Laurent, *Washington Post*.

"... will depend largely on the perception of NBC in providing sustained support..." Jack Gould, *New York Times*.

"... a comedy-variety hour of questionable prospects..." Bob Williams, *New York Post*.

"'Beautiful' is right—the show, not

**Julia.**

Several advertising agencies indicated they weren't even interested in seeing the ratings for the past week, except where they had a client in an NBC show. This week, they said, will be treated with more deference.

New York ratings are as follows:

- N—new show
- NP—new-season programing
- NTP—new time period
- R—rerun
- S—special
- CS—continuing show, no repeats
- SS—summer series

| Sunday, Sept. 15                            | Rating | Share |
|---|--------|-------|
| 7-7:30 p.m.                                 |        |       |
| ABC Voyage to Bottom of Sea (R)             | 7.0    | 17    |
| CBS Lassie (R)                              | 6.5    | 16    |
| NBC Huckleberry Finn (N)                    | 10.6   | 26    |
| 7:30-8:30 p.m.                              |        |       |
| ABC Voyage, 2d half; FBI, 1st half (R)      | 11.3   | 23    |
| CBS Gentle Ben (R); "Lombardi" (S) 1st half | 8.6    | 17    |
| NBC Walt Disney (NP)                        | 16.8   | 33    |
| 8:30-9 p.m.                                 |        |       |
| ABC FBI (R)                                 | 15.3   | 25    |
| CBS "Lombardi" (S) 2d half                  | 11.2   | 19    |
| NBC The Mothers-in-Law (NP)                 | 20.1   | 33    |
| 9-10 p.m.                                   |        |       |
| ABC Movie, "Paradise Hawaiian Style" (R)    | 12.3   | 19    |
| CBS Barbra Streisand (S)                    | 20.5   | 32    |
| NBC Bonanza (NP)                            | 22.0   | 34    |
| 10-11 p.m.                                  |        |       |
| ABC Movie                                   | 8.6    | 15    |

| CBS Mission: Impossible (R)                      | 18.1 | 31 |
|--|------|----|
| NBC Phyllis Diller (N)                           | 22.2 | 38 |
| Monday, Sept. 16                                 |      |    |
| 7:30-8 p.m.                                      |      |    |
| ABC Cowboy in Africa (R), 1st half               | 5.0  | 9  |
| CBS Gunsmoke (R), 1st half                       | 8.3  | 16 |
| NBC I Dream of Jeannie (NTP)                     | 21.5 | 41 |
| 8-9 p.m.   |      |    |
| ABC Cowboy, 2d half                              | 10.3 | 16 |
| CBS Gunsmoke, 2d half                            | 9.4  | 14 |
| NBC Laugh-In (NTP)                               | 36.9 | 56 |
| 9-11 p.m.  |      |    |
| ABC Felony Squad; Rat Patrol; Big Valley (all R) | 9.3  | 15 |
| CBS NFL-football (S)                             | 9.4  | 15 |
| NBC Movie, "Madame X" (N)                        | 32.5 | 53 |

| Tuesday, Sept. 17  | Rating | Share |
|--|--------|-------|
| 7:30-8:30 p.m.   |        |       |
| ABC Garrison's Gorillas (R)                                    | 12.1   | 22    |
| CBS Daktari (R)  | 7.7    | 14    |
| NBC Jerry Lewis (NTP)  | 21.5   | 40    |
| 8:30-9 p.m.  |        |       |
| ABC It Takes a Thief (R)                                       | 14.6   | 23    |
| CBS Showtime (S), 1st half                                     | 6.5    | 10    |
| NBC Julia (N)  | 31.1   | 48    |
| 9-11 p.m.  |        |       |
| ABC NYPD, Invaders (both R)                                    | 12.7   | 21    |
| CBS Showtime, 2d half; Good Morning World (R); CBS Reports (S) | 6.7    | 11    |
| NBC Movie, "I'll Take Sweden" (N)                              | 24.9   | 42    |
| Wednesday, Sept. 18  |        |       |
| 7:30-9 p.m.  |        |       |
| ABC The Avengers (R); Peyton Place (CS)                        | 12.1   | 21    |
| CBS Jack and The Beanstalk (S) (R); Beverly Hillbillies (R)    | 9.5    | 17    |

**AFM spurns pact**

Members of the American Federation of Musicians have rejected a proposed new three-year contract with the television and radio networks. The national vote was 322-to-149. Tentative agreement on a new contract had been reached last month by top negotiators for the networks and the union. Negotiations were conducted since the middle of July at the Association of Motion Picture and Television Producers office in Los Angeles. The old contract expired July 31. The negotiations covered wages, hours, working conditions and status of staff orchestras. Further negotiations are scheduled.

| NBC The Virginian (NP)               | 17.2 | 30 |
|--------------------------------------|------|----|
| 9-10 p.m.                            |      |    |
| ABC Movie, "Roustabout" (R)          | 14.4 | 22 |
| CBS Green Acres; He and She (both R) | 9.7  | 15 |
| NBC Kraft Music Hall (NP)            | 27.7 | 42 |
| 10-11 p.m.                           |      |    |
| ABC Movie                            | 13.7 | 24 |
| CBS Dom DeLuise Show (SS)            | 11.0 | 19 |
| NBC The Outsider                     | 24.1 | 43 |

Phyllis . . ." Percy Shain, *Boston Globe*.  
 ". . . in her new format, I have the notion that she'll please most of the people most of the time." Ben Gross, *New York Daily News*.



"Unless there are some drastic changes quick, 'Mission Impossible' might . . . sum up her chances of out-pointing that superior CBS series." Harry Harris, *Philadelphia Inquirer*.

" . . . it will stand or fall on the individual viewer's attitude towards her." Terrence O'Flaherty, *San Francisco Chronicle*.

" . . . premiered spottily last night." Dwight Newton, *San Francisco Examiner*.  
 ". . . once she is given a chance to settle down and add more cohesion to the proceedings, *The Beautiful Phyllis Diller Show*, as it is called, may turn out to be just that." Hal Humphrey, *Los Angeles Times*.

"Likeable Phyllis Diller appears to have another loser . . ." C. J. Skreen, *Seattle Times*.

"Miss Diller . . . can be much funnier than she was on the opener." Bernie

Harrison, *Washington Evening Star*.  
 "She was several laughs ahead of her last TV misadventure." Dean Gysel, *Chicago Daily News*.

Miss Diller has tried and failed . . . before. It's a fair bet she will fail again." Bob Goldsborough, *Chicago Tribune*.

"A variety format seems to be what her TV doctor ordered." Bill Irvin, *Chicago's American*.

"No-no . . ." Paul Molloy, *Chicago Sun-Times*.

"If she can maintain the pace and quality . . . she can look back at her ABC venture with the last laugh." Revo Baker, *Dallas Morning News*.

"Standard comedy-variety . . . well-done." Bob Tweedell, *Denver Post*.  
**Julia** (NBC-TV, Tuesday 8:30-9 p.m. EDT.)

" . . . the premiere was a family situation half-hour, reflecting Hollywood's tiptoeing around anything too controversial . . ." Jack Gould, *New York Times*.

" . . . deceptively disarming, easy to take . . ." Percy Shain, *Boston Globe*.

"Julia' will have trouble in the ratings . . . but [it] has promise and it is the kind of TV series that merits a place in the prime-time schedule." Lawrence Laurent, *Washington Post*.

" . . . may be short on social significance, but long on chuckles and 'heart'." Harry Harris, *Philadelphia Inquirer*.

"It should win the hearts of all but

Eldridge Cleaver and his Black Panthers, the Ku Klux Klan, and mush-haters of all colors." Tom Donnelly, *Washington Daily News*.

"Julia' looks like the first winner of the new season." Bernie Harrison, *Washington Evening Star*.

"If it isn't a hit, it won't be because it lacks the ingredients necessary for success." Aleene MacMinn, *Los Angeles Times*.

"Available evidence indicates . . . [it] is going to make it swimmingly." Dwight Newton, *San Francisco Examiner*.

"The opening half hour set the stage for what promises to be an affectionate and amusing series . . ." Terrence O'Flaherty, *San Francisco Chronicle*.

" . . . a pleasant, sugar-coated TV approach to the burning conflicts of the nation's racial strife . . ." Bob Williams, *New York Post*.

" . . . can't help but be a bright spot . . ." Clay Gowran, *Chicago Tribune*.

"Delightful, warm and perceptive." Bill Irvin, *Chicago's American*.

"An engaging show . . . writing was intelligent, if not brilliant." Dean Gysel,

*Chicago Daily News.*

"She bore the burden [first Negro star on sustained series] well." Paul Molloy, *Chicago Sun-Times.*

**The Outsider** (NBC-TV, Wednesday, 10-11 p.m.).

"... a perfunctory outing in all particulars..." Jack Gould, *New York Times.*

"... standard private-eye stuff, but superior star and scripts could make it a winner..." Harry Harris, *Philadelphia Inquirer.*

"... should build a strong audience



... Eleanor Roberts, *Boston Herald Traveler.*

"... right up the alley of those who wish to spend their time figuring both who-dun-it and how it was done..."

Ben Gross, *New York Daily News.*

"... for openers, registered as

a dull TV hour..." Bob Williams, *New York Post.*

"... hard not to like... slickly produced and handsomely mounted."

Aleene MacMinn, *Los Angeles Times.*  
"Despite the milk-water quality of the premiere episode... [it] is likely to be a winner in the ratings." Lawrence Laurent, *Washington Post.*

"It is one thing to avoid violence... another to avoid drama." Dean Gysel, *Chicago Daily News.*

"Thin in content [but] slickly staged." Clay Gowran, *Chicago Tribune.*

# Wallace gets in debate picture

## A mish-mash of principles and prejudices

## at last jells into partisan compromise

## as House unit goes over Section 315 again

A suspension of the nation's equal-time law that would permit televised presidential and vice presidential candidate debates, although approved by the House Commerce Committee two weeks ago, underwent reconsideration by the committee in a series of cliff-hanging meetings last week and re-emerged from committee almost completely redesigned to guarantee at least the opportunity of equal time for third-party candidate George Wallace.

The revised Section-315 suspension resolution, which still faces another committee vote this week, then a floor vote in the House (and, because of the revisions, either Senate concurrence in the changes or a conference-committee compromise), regained the support of key southern Democrats on the committee, whose defections—along with Republican opposition—had paved the way for an unexpected reconsideration last Wednesday (Sept. 18).

Word that the inclusion of Mr. Wallace was acceptable to the Democratic nominee, Vice President Hubert Humphrey, was reported to have come directly from the Vice President himself at a late Wednesday afternoon meeting between Mr. Humphrey and a large number of congressional Democrats. After the meeting, one of the resolution's supporters said, a special session was held on the suspension, "with miraculous results" on the Commerce Committee chairman, Harley O. Staggers (D-W. Va.), who had opposed a suspension two weeks ago but voted for the revised version the morning after the Vice President's appeal.

**Out of Order** ■ Parliamentary tangles

have littered the path of the suspension resolution through the committee, and last week's sessions were no exception. As a result of a monumental last-minute snarl on Thursday (Sept. 19), the revised resolution, although voted "approved" by a 21-10 margin, was, by an oversight (pounced on at once by the opposition), not ordered "reported." Opponents took advantage of the confusion by freezing further action until the bells rang for attendance on the House floor, thus forcing adjournment and postponement of a final vote until this week.

Pending at adjournment was a motion to reconsider the reconsidered resolution and a counter-motion to table the second reconsideration—a move made by supporters of a suspension aimed at preventing a third reconsideration and further delay.

Chairman Staggers, fresh from his vice presidential confrontation, took the delay until this week ("probably Wednesday [Sept. 25] or perhaps sooner") in stride and expressed confidence that the resolution, once reported, would move rapidly through floor action and into prompt enactment.

**Party Unity** ■ The suddenly improved prospects for the measure, and his own conversion to its support, Chairman Staggers indicated, was a result of polarization of the issue along strict party lines. It was understood that the inclusion of Mr. Wallace provided the cement to weld together Democratic votes that had previously been drifting off in all directions.

In including Mr. Wallace, the suspension departs completely from the

simple language used in the 1960 suspension that permitted the Kennedy-Nixon debates, and also from the language (patterned on the 1960 suspension) passed by the Senate for this year's televised appearances of the major candidates.

The amendment adopted by the House panel, submitted by Representative J. J. (Jake) Pickle (D-Tex.) provides that the suspension "shall apply only to broadcasts which incorporate in the same program opportunity for equivalent appearances by all presidential or vice presidential candidates who have been qualified by applicable state law to appear on the ballots of at least two-thirds of the several states."

There was concern in the Senate that the Pickle language, literally construed, prescribes an invariable format for the candidates' televised appearances, and that any variations that might be desired by either the three major candidates or the broadcasters would not be exempt from claims for equal time by a large number of fringe-party candidates. Under a simple suspension, as passed in 1960 or as envisaged by the Senate for this year, nonnews documentary and other presentations of the top candidates would also have been exempt from the equal-time strictures.

**Report Might Clarify** ■ The rigor of the House language prompted speculation that the Senate might insist on a compromise in conference with House members after House passage. Suitable explanatory language in the House report, however, might preclude the necessity for a conference, it was indicated, and make it possible for the Sen-

ate directly adopt the House resolution without more delay.

The division of the Congress on strict party lines on the issue was seen clearly Wednesday during a preliminary vote on reconsideration of committee action taken the week previously. On a motion to table the move to reconsider, offered by W. S. (Bill) Stuckey (D-Ga.), a solid bloc of committee Republicans (some of whom had previously supported a suspension), joined by southern and border-state Democrats, defeated tabling (thus supporting a reconsideration) by an 18-14 vote. The resolution (S. J. Res. 175) had drawn only 14 opposing votes when approved two weeks ago, with a smattering of Republicans and Democrats on both sides (BROADCASTING, Sept. 16).

In last week's semifinal vote, the Democrats, for the first time, were in solid support of the revised resolution, but a few Republicans broke rank to join them. Republicans voting for the revised suspension were reported to be the same who voted to approve the original version, before last week's reconsideration. Those were, it was understood, Representatives James T. Broyhill (N.C.), Albert W. Watson (S.C.), and Donald G. Brotzman (Colo.). Representative Clarence J. (Bud) Brown Jr. (R-Ohio) was reported to have voted "present" on both occasions.

**In and Out** ■ A staunch opponent of the suspension, Representative John E. Moss (D-Calif.), was absent for the Thursday vote on the revised measure, and a supporter of the resolution, Representative Torbert Macdonald (D-Mass.), who had been absent on Wednesday during the vote to reconsider, because of a primary election the previous day (see page 63), was present for the action on Thursday.

Mr. Moss had argued (forcefully and effectively, according to Mr. Stuckey, who later made the move to reconsider) that laws on the books should not be suspended. The position was echoed by Chairman Staggers, who said Wednesday that such action "weakens the law" at a time when all laws should be strengthened. During the reconsideration and before the session with the Vice President, Mr. Staggers added that he thought that debates could be held without a suspension. "The candidates could raise the money and buy the time," he said.

But the Democrats' difficulties in raising campaign funds ("especially the way the polls have been running," said one committee Democrat) was seen as an excellent reason for Republican opposition to the suspension, the defeat of which would effectively deny to the Democratic campaign any possibility of a large gift of nationwide prime time for exposure on all three networks.

**Calls Nixon's Hand** ■ One committee

Democrat, Representative Brock Adams (Wash.), castigated the Nixon forces, for, in effect, talking out of both sides of their mouths. "If Mr. Nixon really wants this debate," he said, "then he will inform his Republican colleagues just as Vice President Humphrey has informed his Democratic colleagues that he wants this measure passed from the committee and through the House forthwith. Otherwise his statement that he really wants to debate is phony."

The measure, as it is expected to be reported this week, however, provides Mr. Nixon with an excuse not to participate by including Mr. Wallace. The Republican candidate has said he is willing to debate Mr. Humphrey but that he would rather not dignify the Wallace campaign by sharing a platform with the former Alabama governor.

But part of the Humphrey strategy may be to relieve Mr. Nixon of the excuse of debates not being possible anyway because of Section-315 complications. A suspension would put the onus of refusing a debate squarely on whichever candidate did the refusing.

There was considerable speculation on Capitol Hill as to the motives behind Representative Stuckey's move to reconsider what had been a settled matter, in what amounted to a play into Republicans' hands. He had voted in the affirmative on the original suspension (a requirement, under House rules, for anyone who wishes to move for a reconsideration).

One possibility was hinted in Georgia

newspaper dispatches, which have been speculating on the prospect of Mr. Stuckey's conversion to Republicanism in preparation for seeking the Georgia governorship in 1970, when the current governor's term expires. Under Georgia law, the current governor, Lester Maddox, cannot succeed himself. The unstable condition of the Democratic party in Georgia was underlined Thursday by reports that five top Democratic state officials had announced a switch in party affiliation, becoming Republicans.

**Wanted More Debate** ■ Mr. Stuckey, asked about his motives last Wednesday, said that he felt that there had not been sufficient debate on the matter and that he and others, after having voted to approve the Senate resolution, had had second thoughts and wanted to examine the matter further. He said he had cleared his intention with Chairman Staggers and added that out of the re-examination could come modifications providing "fairness" to all major candidates, including Mr. Wallace, and that he might well, after reconsideration, vote again for it or a modified measure (as, in fact, he did).

After the committee approval of the modified suspension, CBS President Frank Stanton, who had visited Rules Committee Chairman William M. Colmer (D-Miss.) earlier in the week urging prompt floor scheduling of the suspension resolution, said he endorsed the House amendment giving equal opportunity to Mr. Wallace to appear in debates.

"In the light of today's significance

## Lee sees dangers in scuttling fairness doctrine

FCC Commissioner Robert E. Lee foresees "a different kind of broadcast industry"—one in which station owners would feel no compulsion to be fair in controversial issues—if the U.S. Court of Appeals decision overturning the commission's rules regarding personal attack is upheld by the U.S. Supreme Court (BROADCASTING, Sept. 16).

The commissioner, speaking at a luncheon meeting of the eastern and southeastern chapters of the National Religious Broadcasters in Washington last week, predicted that the government will seek high court review



Comr. Lee

of the appeals court decision. The formal decision has not yet been made.

He expressed the view—not shared by all lawyers who have read the opinion—that if the decision holding the rules unconstitutional is upheld, the effect would be to overturn the fairness doctrine itself. The rules implement aspects of the doctrine.

He said it would be unfortunate if the doctrine did fail. It could result, he added, in station owners using their facilities to help friends running for political office while ignoring the campaigns of their friends' opponents.

"The medium [broadcasting] could elect any individual it wants to any office, if it didn't have restraints," the commissioner said. He feels television can sell candidates as it does soap. "So I think the rules are in order."

of the third-party candidacy of George Wallace, "Dr. Stanton said, "we believe the electorate should be given the opportunity to compare firsthand his views on the critical issues of this campaign with those of the candidates of the Republican and Democratic parties. . . . Current polls make it clear beyond dispute that George Wallace has emerged as an important political force in this fall's campaign."

**NET Proposal** ■ Meanwhile, National Educational Television invited the Republican and Democratic presidential candidates to debate, regardless of whether Congress suspended the equal-time provision.

NET President John White sent telegrams to Richard M. Nixon and Hubert H. Humphrey last Tuesday (Sept. 17) offering an *NET Journal* time slot (Monday, 9-10 p.m. NYT), but leaving the date and format open.

The telegram noted that others may be invited to participate in the debate.

Before the conventions NET invited all the major contenders for the nominations to be interviewed, on the premise that the equal-time provision would not apply if the interviews were presented as a part of the *NET Journal* news show. A spokesman admitted, however, that a change in format to a debate might make a change in this concept.

## Gurney changes mind after Fla. ETV debate

That Florida educational television network experiment, which was designed to determine whether through ETV exposure candidates for political office could cut down their campaign costs, received a wry twist last week.

The experiment matched Republican Ed Gurney, now a U.S. representative, with Democrat LeRoy Collins, former Florida governor and one-time president of the National Association of Broadcasters, on a special one-hour program that originated from WUFT (TV) Gainesville, Sept. 17 (BROADCASTING, Sept. 16). Both men, candidates for the U.S. Senate, were questioned by a panel of four Florida newsmen. A second similar confrontation is scheduled for Oct. 1.

The irony surrounding the experiment involves Mr. Gurney. He reportedly turned down a third and fourth TV "debate" with Mr. Collins because he didn't want to receive repeated exposure to the same audience. Now, as a result of the first program (and free statewide exposure), Mr. Gurney has offered to pay half the cost of placing a video tape of that program on "every TV station in Florida." Mr. Collins has not yet responded to the offer.

**State Picks Up Tab** ■ The program

was funded through a grant of \$25,000 from the state department of education for interconnection expenses. It was aired live on six ETV stations: WTHS-TV Miami, WEDU (TV) Tampa, WICT (TV) Jacksonville, WFSU-TV Tallahassee, WSRE (TV) Pensacola, and WUFT (TV) Gainesville. A seventh ETV, WMFE-TV Orlando, did not carry the program, but Orlando TV audiences were able to view it on commercial WFTV (TV) Orlando.

The candidates were questioned by Ray Rueter, director of news and special events for WFTV (TV); Hank Drane, political editor of the *Florida Times-Union*; Charles Hesser, political editor of the *Miami News*; David Watson, political editor of the *Tampa Tribune*.

## Taft Broadcasting set to purchase Said Inc.

Taft Broadcasting Co. has announced agreement in principle to acquire Fouad Said Productions Inc., a Hollywood-based film production organization. The transaction is subject to approval of the final agreement by the Taft board and a possible ruling from the Internal Revenue Service.

Taft proposes to acquire all of the outstanding shares of Said Productions in two steps: It will pay founder-owner Fouad Said in Taft stock, valued on a 10-day average preceding closing, worth \$2.6 million. Additional shares of Taft stock, also to be averaged, will be paid no later than May 31, 1973, based on the level of earnings of Said Productions from June 1, 1968 to March 31, 1973. But, Taft said, in no event is the total amount of Taft stock to be issued to be more than \$5,100,000. Taft also will be committed to advance up to \$1 million to finance a program of building additional remote units and improving the five now in use.

Said Productions has gained a reputation for location filming of motion pictures and TV series programs through the use of its specialized "Cinemobile" units and miniaturized production equipment.

It gained its first success in the worldwide filming of the *I Spy* television series. Since then it has been used in *Daniel Boone*, *Felony Squad*, *Hawaii Five-O*, *Ironside*, *My Friend Tony*, and the new Hanna-Barbera series *Banana Splits Adventure Hour* (NBC for Kellogg). The Said firm also was used on such feature motion pictures as "Kona Coast," "Midas Run," and "Take the Money and Run."

Taft owns Hanna-Barbera, acquiring the firm in 1966. It also produces game

shows in association with Nicholson-Muir Productions Inc.; the latest being *Pay Cards* now on the air in New York and with advance sales in 25 TV markets. Taft radio and TV stations are in Cincinnati and Columbus, Ohio; Birmingham, Kansas City, Buffalo and Scranton-Wilkes-Barre, Pa.

## NAB publication boosts urban aid

The National Association of Broadcasters has distributed a 36-page booklet entitled "Local Radio and Television Programs on Urban Problems" to all TV stations, all major market radio stations, members of the FCC and Congress in an effort to show that broadcasters "are doing a meaningful, imaginative and continuing job in helping to solve the foremost domestic problems of our time."

That characterization of the information contained in the booklet is made by NAB President Vincent T. Wasilewski in an accompanying letter. Mr. Wasilewski further notes that "the variety and depth of the programming is an eloquent refutation of critics who, without real knowledge of the nationwide job being done by broadcasters, have alleged broadcasting to be deficient in this area."

The booklet may also serve as a guide to program ideas for station managers since the information is categorized into subject types—"helping people to get jobs," "talent shows," "crime and law enforcement," "telephone talk shows"—and is replete with examples of individual station efforts with such programming.

The booklet was the product of over 500 TV-radio responses to an NAB survey.

## 'Gangbusters' to return

An old and familiar program of the heyday of radio, *Gangbusters*, will return to the air on a line-up of 60 radio stations next month, it was reported last week by Charles Michelson Inc., New York.

Charles Michelson, president of the radio distribution company, said the series is scheduled to run for 39 weeks under the sponsorship of a national advertiser that he could not yet disclose. He stressed that the series will not be a re-creation but will consist of the actual original network episodes that were broadcast live on CBS Radio during the 1940's. Some of the well-known names in the series are Agnes Morehead and Art Carney.

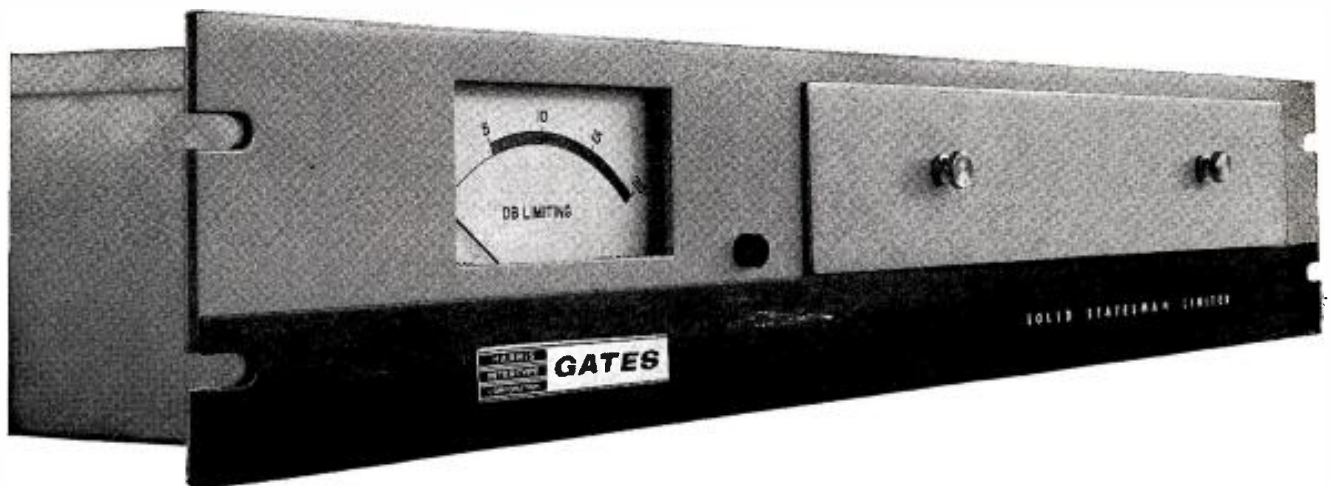
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# Hoover hits TV violence

FBI chief decries emphasis on crime on TV,  
rebukes television for its coverage of police  
and demonstrations during the Chicago convention

Television was denounced by J. Edgar Hoover last week for emphasizing sex and violence in its programming and for carrying distorted coverage of demonstrations in Chicago during the Democratic convention.

Mr. Hoover gave his views to the National Commission on the Causes and Prevention of Violence, which was appointed by the President last spring after the assassination of Senator Robert F. Kennedy.

In his appraisal of television news coverage in Chicago, the director of the Federal Bureau of Investigation was at apparent odds with his nominal boss, the attorney general of the United States, who also testified before the President's commission.

But another witness, Dr. Albert Bandura, professor of psychology at Stanford University, told the commission of what he claimed were casual relationships between fictional portrayals of violence and real-life actions. He said children tend to imitate aggressive conduct that they see on TV or in films.

The commission is headed by Dr. Milton Eisenhower, president emeritus of Johns Hopkins university and brother of former President Eisenhower. Its executive director is Lloyd N. Cutler, a Washington lawyer, whose firm, Wilmer, Cutler & Pickering, has a number of broadcasters, including CBS, among its clients.

Last week's sessions were closed to the public, but statements by those appearing were given to newsmen. The meetings continue this week, but will be public sessions.

**Chicago Exaggeration** ■ Although Attorney General Ramsey Clark also testified, he did not touch directly, in his prepared statement, on the news coverage of the Chicago disturbances. He was most pointed, however, in faulting police for being overzealous in some circumstances. "Of all violence," he said, "police violence in excess of authority is the most dangerous. For who will protect the public when the police violate the law?"

Afterward he told newsmen that the Chicago disturbances had been "overstated." "There was," he said, "exaggeration of police conduct and of crowd conduct."

Earlier a blue-ribbon group of broadcasters and publishers "specifically" asked Dr. Eisenhower to include in the commission's study an investigation of the "treatment of news reporters, photographers and cameramen by members of the Chicago police force" and "the subject of police violence aimed at repressing free news coverage of such events as the Chicago demonstrations."

A task force on mass media, headed by Robert K. Baker, a recent Department of Justice attorney, and Sandra Ball, a San Diego College sociology teacher, as co-directors, hopes to begin holding meetings late this fall (BROADCASTING, Aug. 19).

Mr. Hoover's remarks about televi-



FBI's Hoover

sion violence and news coverage of the Chicago affair were blunt and pointed. Here are some excerpts:

"Although the television industry has control over the programs it presents, the extent of violence depicted in many shows is almost unbelievable. Viewers are constantly bombarded with a steady stream of sex, sadism and criminal acts that, through repetition, might appear to some as normal behavior.

"Far too much emphasis is also being paid on television to the antics of a publicity-seeking extremist minority. Impressionable youths and immature

individuals can easily conclude from television news coverage that everyone is protesting, demonstrating, marching and burning draft cards when, in some cases, the reporters, cameramen and assorted technicians appear to outnumber the demonstrators. Usually, rational explanations or refutations are not supplied.

"I am in complete agreement with the observations of some representatives of the mass media who admit that television, radio and the press all too frequently are guilty of distorting the efforts of police to preserve law and order when confronted by large, hostile mobs, as was true in Chicago during the recent Democratic national convention. These media will highlight and magnify some acts of so-called 'police brutality' and completely ignore or minimize the premeditated and viciously provocative acts of demonstrators."

The FBI chieftain repeated the charge that the presence of TV cameras helps precipitate mob violence.

"Professional demagogues, extremists and revolutionaries," Mr. Hoover said, "have learned that the news media—television in particular—are their most effective weapon to gain notoriety and to discredit law enforcement. Consequently, they make it a practice, for the benefit of television cameras, to try to goad the police into resorting to strong measures necessary to maintain effective control."

**Movies Too** ■ Television was not the only medium that was apportioned blame by Mr. Hoover. "A seemingly limitless excess of sex, sadism, degeneracy and violence is only too apparent in the offerings of the motion picture industry," he said. He also swung at "cheap novels and sensual magazines" that "glorify sex in both its normal and abnormal context. . . ."

Basically, Mr. Hoover preached what he called "the vital necessity for creating a wholesome social and economic atmosphere in which all citizens will have an equal opportunity to better themselves" and above all the "time-proven deterrents to crime and violence . . . the certainty of sure detection, swift apprehension and realistic treatment under law." He blamed a large part of today's increase in crime and violence on "permissiveness," urging



also strong gun control laws.

**Hey Teach!** ■ Television as mentor to young children of solutions for problems was described by Dr. Bandura.

Dr. Bandura told the commission that experiments with young children point to the conclusion that TV violence "teaches" children forms of violent behavior. He quickly added, however, that other factors must be taken into account before assuming that such behavior will actually be performed. A deterring force, he indicated, might be the punishment that befalls the criminal.

**Freedom of Press** ■ In its Sept. 13 telegram, the group of broadcasters and publishers said: "We feel that the freedom of America's news media to observe and report was seriously jeopardized during the Chicago disorders and that this repression of freedom of the press should be publicly scrutinized."

Members of the group also said that "our reporters, photographers and cameramen who were beaten and harassed by members of the police force in Chicago will be available to provide information and we shall, of course, be happy to cooperate fully to assist your commission in its work."

The group, which earlier had called upon Chicago Mayor Richard Daley to launch a probe (BROADCASTING, Sept. 9), was composed of Leonard Goldenson, ABC president; Frank Stanton, CBS president; Julian Goodman, NBC president; Bailey K. Howard, president of the newspaper division of Field Enterprises (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* magazine (Time-Life Broadcast group) and Mrs. Katharine Graham, president of the Washington Post Co. (Post-Newsweek Stations).

## Nielsens on convention

Nielsen 30-market ratings covering the Aug. 26-29 Democratic convention put ABC-TV in an over-all lead for the 7:30-11 p.m. time period, reflecting the network's high ratings in its entertainment programming periods of 7:30-9:30 p.m. CBS attracted more viewers than NBC in the early half of evening, bringing its average for the whole evening slightly above that of NBC's.

National Arbitrons reported NBC in the lead (BROADCASTING, Sept. 2).

Nielsens, for the four nights, prime time:

|           | ABC  | CBS  | NBC  |
|-----------|------|------|------|
| 7:30-9:30 | 17.4 | 11.9 | 10.8 |
| 9:30-11   | 9.8  | 14.4 | 15.0 |
| 7:30-11   | 14.3 | 13.0 | 12.6 |

BROADCASTING, September 23, 1968

# Daley presents Chicago's story

Despite network refusal, program is shown

by 160 TV stations in U.S.

Reaction was mixed last week to Chicago Mayor Richard J. Daley's full-hour television special that gave the city's side of the disorders attending the Democratic convention. The show, however, won broad exposure after network refusals.

The program was aired on 150 TV stations Sunday (Sept. 15) and Monday. By Thursday an additional dozen stations had asked to air the special and the CBC-TV of Canada had a video-tape copy and was considering it.

Irish TV ch. 4, Dublin, also was seeking the show and planned to obtain a copy from the BBC in London which aired it. Another request was pending from Australia.

The 55-minute radio version of the rebuttal special was carried on more than a thousand stations, including affiliates MBS and UPI Audio.

Both the radio and TV shows sought to give the untold portions of the convention disorders, especially the planned demonstrator provocations faced by the police. Network coverage at the time depicting police actions was charged to have been distorted.

WGN Continental Broadcasting Co. and Metromedia, both group operators, made the initial offers of rebuttal time which sparked the special production after Mayor Daley was turned down by the three major networks on his bid for his own show. Two of the networks had offered to put the mayor on panel shows but he declined. The third, CBS, had the mayor on the air during the convention.

The TV special was produced by the mayor's own staff and by Henry Ushijima, Chicago TV film producer.

Chicagoans favored their mayor with heavy viewing of the program on WGN-TV Chicago at 9 p.m. Sunday evening. A special American Research Bureau study gave the show a 26 rating and 38.8% share for the Chicago eight-county area. "Station B" rated 15 and 22.4 share with the other local outlets falling below that.

The mayor's program received an average 14% share of the sets in use in New York in its 9-10 p.m. EDT time period on Metromedia's WNEW-TV. In that hour, three network-owned televi-

sion stations carried popular entertainment fare—*Bonanza* on WNBC-TV, a Barbra Streisand special on WCBS-TV and a movie on WABC-TV New York. The biggest shares went to WCBS-TV and WNBC-TV, with the Daley program's share close to WABC-TV in the instantaneous Nielsens and just a shade better in the Arbitrons.

The New York ratings:

|         | Nielsen |       | Arbitron |       |
|---------|---------|-------|----------|-------|
|         | Rating  | Share | Rating   | Share |
| WNEW-TV | 9       | 14    | 8.7      | 14    |
| WCBS-TV | 21      | 33    | 20.5     | 32    |
| WNBC-TV | 22      | 34    | 18.4     | 29    |
| WABC-TV | 12      | 19    | 8.6      | 13    |
| WOR-TV  | 1.0     | 2.0   | 1.6      | 3.0   |
| WPIX-TV | 1.0     | 2.0   | 3.8      | 6.0   |

A syndicated show, featuring William Buckley Jr., was on WOR-TV through the hour, and the off-network *Naked City* on WPIX-TV.

Mayor Daley's office Thursday reported his total mail pull since the convention now totals 135,000 pieces supporting his actions and 5,000 criticizing. Many producers of network shows, including some entertainment programs, have asked the mayor to appear, his aides said, but he has turned them all down because of annual budget hearings now underway.

The mayor's staff wasn't upset over splinter Democrats protesting the city's convention handling. It was enjoying a letter of congratulations from former Senator William Benton (D-Conn.) who served on the convention platform committee and thought the TV show had been fair and balanced.

Mr. Benton, publisher and chairman of Encyclopaedia Britannica, also had enclosed a copy of his Sept. 12 talk to the American Club in Paris. He had strongly defended the police action as a whole in his speech.

"Our nation has under-reacted to the great steps forward of the Democratic convention," Mr. Benton told his Paris audience, "and has over-reacted to the over-reaction of the news media to the over-reaction of the police to the carefully planned disruption of law and order."

## Heads new projects

Twentieth Century-Fox TV's new East Coast division, established to develop series and specials for network and syndication, will begin operation under Robert Kline, appointed to the new position of director of special projects. Mr. Kline was president and executive producer of Canaan Productions, New York.

New division's first property is *What's the Big Idea?*, a half-hour color tape series about inventors and their creations, produced in association with Alan Foshko Productions.

# Who's at fault if there's violence on TV?

WRITER ACCUSES ADVERTISERS, NETWORKS, PUBLIC

Producer-writer Christopher Knopf, one-time president of the Writers Guild of America, West, is convinced that television advertisers and the TV networks have been guilty of fostering excessive violence in programming. And the public—or that part of it that appears in research panels—shares the blame.

"Merchandising violence in America is big business and too profitable to vacate," Mr. Knopf said at one of the two panel discussions on the subject conducted last week by the Hollywood chapter of the National Academy of Television Arts and Sciences. He said that *Cimarron Strip*, a series with which he was involved from the beginning, was changed before it reached the air last season so that it would more vividly project violent resolutions. *Cimarron Strip* played on CBS-TV in 1967-68. It did not return this season.

Following is an excerpted account of Mr. Knopf's account:

"*Cimarron Strip* was created not by me but by a dear friend, Stanley Kallis [now producer of *Mission: Impossible*]. Stanley wrote a six-page document which brought in the same formula, the lead character and the boy. Stanley called me in, and I was put to work writing a script.

"We have a rather unusual lead on paper, which was a man that realized that there were really no devils here, nobody was evil [the series, a 90-minute western, concerned the opening of the Oklahoma territory]. Our lead's responsibility, primarily, was to keep trouble from happening. He had a great deal of compassion for everybody, practically.

"We wrote a script, a very good script, and we shot a pilot. It was very expensive, very tastefully produced. We brought in with us three subsidiary characters, every one of whom was eventually faulted. One was a young girl, fresh out of the East, who had seen the Wild West shows and thought that was what the West was all about. Part of her story would be an awakening to the realities of life.

"We brought in a young boy. And what he wanted was a Buffalo Bill to traipse around all the Wild West shows of the world. He wanted to build Marshal Crown [the lead character in the series, played by Stuart Whitman] into a bona fide hero with six-gun blazing away. He wanted him to go out and get shot at, shoot and kill and become a helluva guy so that he could exploit him by taking him around to carnivals later on. He was very naive but an entertaining type of character. Another

character was a Scotchman, who was my thought. He was everyman, had all the foibles and all the failings you and I have, full of greed and avarice but he failed and failed largely—but a heart of gold deep inside.

"The show had its faults, but its winning points far, far overshadowed them. I will say quite honestly when I sat in the projection room with the network, they were quite awed by what had happened. The show was sold the day that they saw it and it was commissioned—it was set. They then did what they do with all shows; they tested it. A sufficient number reacted negatively to what they saw.

"The audience was confused by the marshal's compassion. They didn't like that. The second thing that they didn't like was the fact that he should show any sign of regret for having killed. It bewildered them. The Scotchman confused everybody. They had never seen him in a western before. They couldn't place him in their own ken. They didn't know what to make of him or to do with him. They had no frame of reference, and it upset them deeply. And the boy they thought was a sissy. The girl they accepted generally but compared her to Kitty [the female lead in *Guns Smoke*]. They wanted a robust, bosomy, tough-talking girl with a golden heart that ran a saloon.

"Attrition set in. Mike Dann [CBS-TV senior vice president, programs] came out from New York. Nobody is a heavy in this, incidentally. They [the network] had put more money into *Cimarron*—they put \$800,000 in the pilot. The first two or three episodes cost \$400,000. They programed it at 7:30, which is a kid's hour. And we were trying to be reasonable and sophisticated and sensitive. Now they began pulling us back. They didn't want that Scotchman in that show from the beginning. We fought very hard to keep him in. 'Well, if he's going to be in,' they said, 'he is the aide; he goes with the marshal; he's going to shoot to kill.'

"They wanted to toughen the boy. They didn't know what to do with the girl, but generally left us alone with her. They were all over Stu Whitman, all of the time. They so confused him he really never found his character. He did in the pilot but from then on they shook him up, everything he did. They were coming at him from all sides.

"One of the problems that happened is that Mike Dann said: This is what I want, quote: 'I want to see the good fellow kill the bad fellow.'

"That's a fair quote. I was given a

wink by the network. Which was give Mike four and then go ahead and do it your way. But Mike wasn't kidding. He meant all 23 or 26, or whatever it was we did. I fought him on this tooth and nail and I thought he was dead wrong.

"One thing that happened, too: It was determined not to put the pilot on first, which just threw me out the window. First of all my ego and secondly it was the best show we had. And they scheduled a show which they hadn't ever seen. They had seen the dailies on it and saw a lot of shootings and killings in it and put it on first. We never recovered from it.

"What finally happened, when we were expecting the show to go a second year, an encyclical came down, from whom nobody really knows, which simply said in about six pages: What *Cimarron* will be in the second year—Scotchman, out. The girl would be bawdied up. The boy would become a kind of gun-toting aide. No ambivalent heavies. He [the marshal] will not have a compassion for human misery, for human failings. We will have outrages, evil incarnate. In our heavies they will commit an outrageous evil act in the beginning and the marshal will go out and bring him to justice.

"The only way to bring them to justice in westerns is to kill them. That's what happened to *Cimarron*. And one part of me says, 'Thank God.' But my business manager doesn't think so."

When informed of Mr. Knopf's charges, CBS-TV's Mike Dann declined to comment beyond noting that at no time was anyone asked to emphasize violence in any *Cimarron Strip* script.

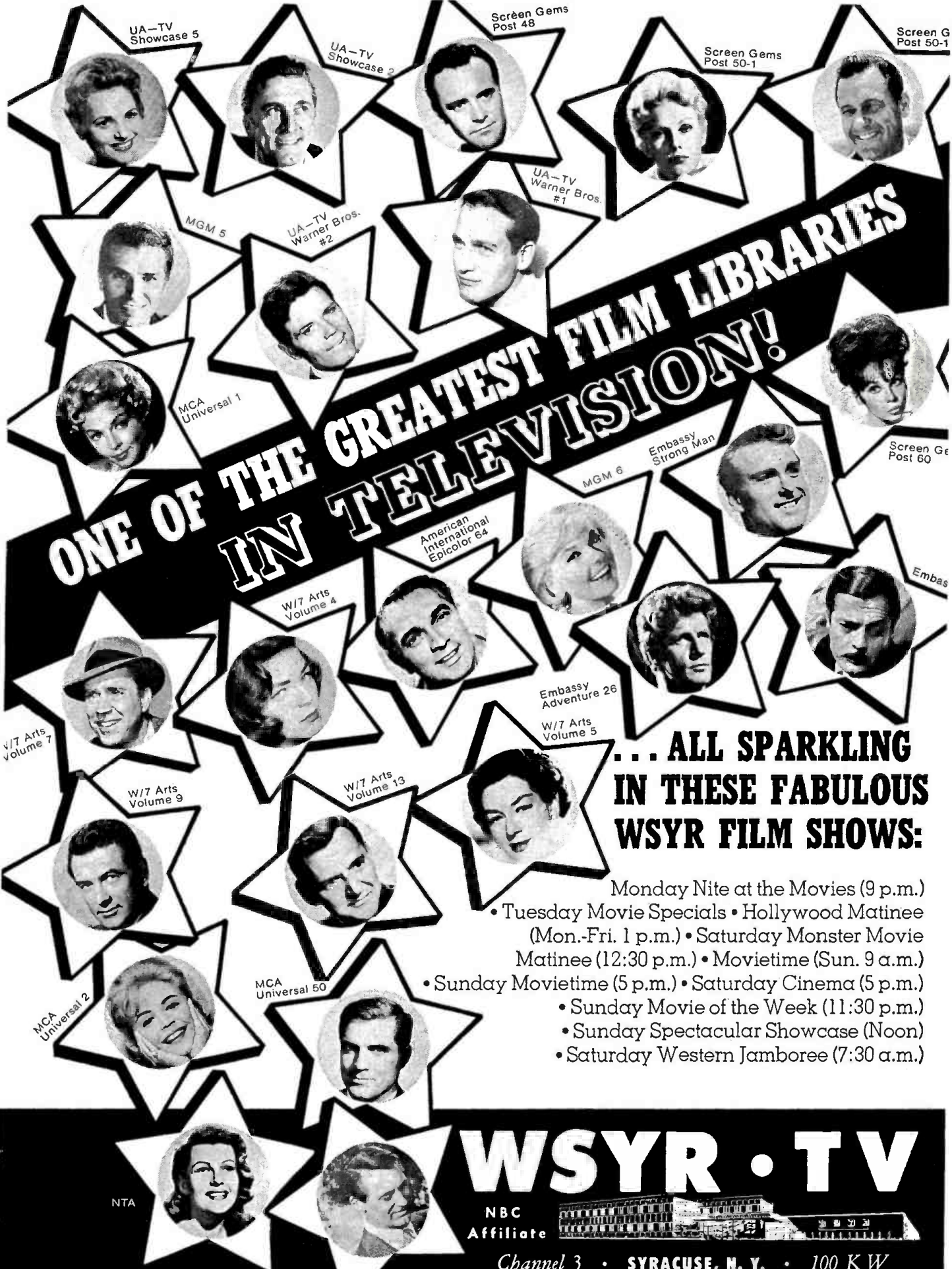
## Rule asserts ABC's reaction to violence

Elton H. Rule, after some eight months in New York as president of the ABC-TV network, last week made a formal return to his hometown West Coast environs and plunged into the bubbling and troublesome violence-on-television cauldron. Appearing before some 300 of the broadcast industry friends he won during a 20-year work tour in



Mr. Rule

radio and TV in California, Mr. Rule did not resort to success stories or high-blown declarations of network objectives. Instead he laid bare ABC-TV's



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- Sunday Movie of the Week (11:30 p.m.)
- Sunday Spectacular Showcase (Noon)
- Saturday Western Jamboree (7:30 a.m.)

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reaction to the intensifying fire the medium is receiving over the violence issue.

Making clear that he does not accept the allegation that television is responsible for the violence in today's world, Mr. Rule still made it equally unequivocal that there is no justification for the presentation of violence on television in a gratuitous manner. "Violence or the use of force as an appropriate means to an end is not to be condoned on ABC," he emphasized in his speech, which was delivered at a luncheon

meeting of the Hollywood Radio and Television Society.

Mr. Rule cited ABC-TV's new hour western series, *The Outcasts*, being produced by Screen Gems, as an example of how the network is taking pains to insure that the amount, the manner of portrayal and the necessity for violence on television be reasonable and motivated. Portions of the first six completed hours of the series have been redone, and portions of the first 10 scripts were rewritten, because the network—with Screen Gems cooperating—felt the ma-

terial "might be considered excessive violence in today's new climate." The changes "cost dearly," Mr. Rule assured.

A particular area of concern, according to the network executive, have been the advertisements, publicity, and on-the-air promotion for the new season's product. These activities have been given the closest scrutiny because, said Mr. Rule, "we wanted to be certain that no entry would be made singularly attractive" by the flamboyancy or sensationalism of violence.

# TV's role in raising the caliber

## N.Y. FORUM ASKS HOW IT INFLUENCES AMERICAN LIFE

Community organizations leaders throughout the country were urged last week at the conclusion of a two-day forum concerned with the quality of American life to express their views on individual television and radio programs, motion pictures and newspapers and magazines.

Representatives of 127 organizations were given ballots by the Center of American Living Inc., a two-year-old nonprofit educational organization, on which they and their members could offer congratulations to individual TV-radio programs or indicate which programs they considered destructive to the community. The citizen respondents also were given the opportunity to say they would not purchase products that sponsor particular programs.

The two-day forum was held under the auspices of the Center of American Living, which is an association of individuals concerned with problems and improvement of American life. Lady Malcolm Douglas-Hamilton, founder and president of the center, told the meeting that filling out and sending the ballots to the appropriate media could have an influence on the caliber of American life.

Lady Douglas-Hamilton is a native-born Bostonian, who founded and was president of Bundles for Britain during World War II and since has been active in movements for better living and international understanding.

**How Media Molds Civilization** ■ The central theme of the two-day meeting on Monday and Tuesday (Sept. 17, 18) at the Biltmore hotel in New York was "The Influence of the Communications Media on the Caliber of American Civilization." Speakers from various fields of communications, government, the arts, science and education examined the impact of the media on the caliber of American life, with particular emphasis on the role that violence plays in this area.

The center presented "citations of excellence" to persons and organizations in the communications field who have shown affirmative or inspirational leadership. The recipients were M. J. Rifkin, president, Wolper Productions Inc.; Leo Jaffe, president, Columbia Pictures Corp.; Robert C. Doyle, chief of the television division, National Geographic Society; Ross Hunter, Ross Hunter Productions-Universal City Studios; James E. Allen, president, television stations division, Westinghouse Broadcasting Co.; Spyros P. Skouras, chairman, 20th Century-Fox Film Corp.; George P. Norton, vice president, General Telephone & Electronics Corp. and Edgar Ansel Mowrer, Internationally syndicated columnist.

Many speakers at the sessions had criticisms of the broadcasting industry ranging from bias to violence to "managed news." Speakers closer to the broadcast field—and some outside it—defended it.

Cartoonist Al Capp castigated the networks for what he said was non-objective treatment of demonstrations in Chicago during the Democratic convention. "Mayor Daley took away their freedom of instant judgment," he said, "so they defecated on Chicago." He denounced the commentators for giving sympathy and encouragement to the "rabble".

John M. Allen, senior editor of *The Reader's Digest*, was less harsh in his judgments—he felt that television was not treating its audience with dignity in assuming that all the viewers wanted was "pap" and violence. He suggested the industry should operate on the premise that people desire betterment and would respond with better behavior.

**Discussing Deviation** ■ Jenkin Lloyd Jones, editor of the *Tulsa (Okla.) Tribune*, reported that it is "generally acknowledged there is less restraint from violence with the television gen-

eration." He accused advertisers of "pulling sales up by pulling young America down" and accused all media of "publicizing deviation so much that the young think deviation is the norm."

Attorney Morris Ernst, citing "Paley and Sarnoff" [William S. Paley of CBS and either David or Robert Sarnoff of RCA] specifically, ("Only human beings can blush—not corporations") chastised them for not reporting good news as well as bad, and claimed network chiefs were "managing our minds in the direction of the violent." He felt that no culture could rise above its mass media, and that predictions of violence were helping to create violence.

Tex McCrary, writer-publicist, did not criticize the broadcasting industry so much as laud the printed word as being of "decisive importance in this era of electronic journalism." He quoted the late producer Ted Yates as saying "television is writing in wind and water," and noted that as the speed of transmission of an idea increases, the penetration depth decreases.

Neil Hickey of TV Guide agreed that the print media were vital. "Television is a medium of headlines and short features," he remarked, adding that no one in television expected the medium to supplant newspapers and books, but the general viewing audience may be convincing itself it has enough news with television.

**Sophistication in the Ratings** ■ John H. Secondari, head of his own documentary production company, defended network programming because "programs are what they are because American people like them." But he looked forward to the day when documentaries would "pay their own way"; he believed audience sophistication was increasing and would show up soon in the ratings.

Dr. Herbert A. Otto, director of research at the Stone Foundation, called the news format of today a "narrow

and destructive concept," singled out television cartoons for "having more than one act of violence every minute," and reported that bad news has a motivational effect and contributes to the climate of violence. He proposed a policy of "balancing" the bad news with "good news" of technical progress, natural science achievements, arts and drama.

Jay McMullen, CBS News editor, felt there was too much "consensus journalism" rather than "enlightened leadership," because of economic pressure station relationships and federal government regulations, producing bland, "play it safe" programing.

Peter Jennison, director of National Book Committee Inc., although directing his comments primarily to print media, felt "sex and violence are symptoms, not causes, of a violent society," and that "silencing dissent is the quickest way to violence—violence is the real obscenity."

The Rev. Morton A. Hill S. J., of Morality in Media Inc., said there must be a "cumulative effect of poisonous diet" and that media have the responsibility for "truth, taste, inspiration and love."

**Comments on Censorship** • Betsy Blackwell, editor-in-chief of *Mademoiselle*, maintained that the media "are providing a convenient scapegoat—censorship is not the answer," but that media have a responsibility of self-censorship for taste. Attorney Louis Nizer continued this theme of self-censorship regarding the motion picture industry.

Leonard Evans, publisher of *Tuesday*, commented that mass media were portraying only a small minority of the Negro race, and the positive side was never shown.

Mrs. Earl Hubbard, president of the Deerfield Foundation, summed up the Tuesday morning session by declaring one of the long range goals of the forum would be to persuade the media to change their idea of "news" and report the positive side as well as corruption.

In subsequent sessions, George A. Heinemann, director of public affairs for NBC News, discussed children's programing and described the new Carnegie Foundation series for youngsters and the *NBC Children's Theater*. He urged parents to watch the programs with their children so that they may share an experience together.

Miss Ann Switzer, administrator, social and rehabilitation service, Department of Health, Education and Welfare, recommended that TV networks and stations devote a portion of their time to programs illustrating the progress achieved by handicapped individuals in business and social situations. She indicated that HEW would cooperate in

furnishing leads on stories that might be dramatized or documented.

**Backing the Best** • Norman E. Cash, president of the Television Bureau of Advertising, urged that community leaders maintain liaison with TV stations in their areas. He suggested that they compliment the stations when they present outstanding cultural telecasts, as a means of encouragement. He listed such advertisers as Mobil Oil, Gulf Oil, Heinz, Xerox, the Institute of Life Insurance and AT&T as examples of companies that are sponsoring television presentations focusing on the critical issues of 1968.

Dr. Frederic Wertham, a psychiatrist, contended that an excessive amount of violence, brutality and sadism in the mass media can be a contributing factor to all kinds of adjustment problems, including violence-proneness. He said that "media mayhem" may supply the immature individual with a "first suggestion"; reinforce pre-existing tendencies and deflect constructive forces into destructive forces.

"We not only want the screen and literature to be less brutal, we want their active aid in the uphill struggle against violence, individual and collective," Dr. Wertham pleaded, "for without their aid, the struggle cannot be won."

Fred Freed, a producer for NBC News, stressed that TV has had an influence on the quality of life in the U.S. but insisted that TV to a larger extent reflects the quality of American life. If TV news programs are violent, he continued, they reflect the violence of Vietnam, of Chicago in August and of the streets of our cities.

Mr. Freed suggested that America must apply itself to the challenges that beset us—the Vietnam war, the decaying cities and the racial hatreds. TV and other mass media can play a role in the solutions, he said, but added they largely mirror the crises of our times rather than influence them.

## CATV program meets delay in New York

A court battle, an appeal, an additional request for program origination and 75-page report from the mayor's advisory task force on cable TV combined last week to force the postponement of a decision to allow or proscribe CATV program origination in New York City.

The encounter in the New York State Supreme Court Monday (Sept. 16) pitted motion-picture groups against two New York CATV com-

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panies in an effort to get a preliminary injunction against an origination decision (BROADCASTING, Sept. 16).

The film interests argued that the city's board of estimate, which will make the decision, had not given the required 10 days public notice of an August hearing on the issue. The two CATV companies involved, Manhattan CATV (Teleprompter) and Manhattan Cable Television (Sterling Information Services), argued that a consent grant, which is not a franchise, does not require 10 days notification. All CATV companies in New York currently operate under "consent on an experimental basis." Justice Francis J. Bloustein ruled that "the drastic remedy of injunction" was not warranted.

A further court appeal by the Metropolitan Motion Picture Theaters Association, Independent Theater Owners Association and Moving Picture Machine Operators Union, Local 306, IATSE, also failed to get the injunction.

With the application from the third New York CATV company, CATV Enterprises, for origination permission, the board of estimate was required to conduct another public hearing. The agency decided to include all concerned parties in the hearing Oct. 24. CATV Enterprises also asked for an extension of its "consent" term, which was granted through Dec. 31, 1969.

The final factor in the decision to delay the ruling was a report by Mayor Lindsay's advisory task force on CATV and telecommunications, formed in 1967 and headed by Fred Friendly. The mayor asked that the board postpone the ruling until the report could be studied.

The task force made 12 recommenda-

tions, including a proposal for origination: (1) the city should be divided into approximately 10 areas; serviced by separate companies authorized by competitive bidding; (2) bidding should be based on a percentage of gross revenues, and the city should be guaranteed \$5 per home for the first 10 years of operation; (3) the city should regulate all rates to subscribers; (4) state legislation should be sought establishing the city's authorization over all companies, including those using telephone company lines; (5) cable companies must be financially and technically qualified and not have an interest in a local television station.

Also, (6) the city should seek a contract with New York Telephone to secure the right to lease space in the duct system in Brooklyn, Queens and Staten Island; (7) the city should take legal action when necessary against opposing landlords; (8) the city should insure that the cable company does not discriminate economically among subscribers; (9) the city should set technical standards; (10) each company should provide 18 channels—11 for local stations, three for the city's use at no cost, and four for program origination; (11) the city should authorize advertiser support or subscriber payment for origination, receiving 25% of the gross receipts in the case of pay television; and (12) the board of estimate should continue to supervise cable operations through a new municipal office.

The board of estimate will consider the recommendations in establishing a general policy for granting franchises. Three CATV companies are now operating in New York under a "consent"

grant, meant to be temporary until a definite policy is designated, while a fourth, Comtel Inc., subsidiary of Bell Telephone Inc., uses telephone company lines without a city permit. The New York Supreme Court upheld Comtel's right to operate without "consent" (BROADCASTING, April 22).

## G&W sells portion of Desilu Productions

The conglomerate Gulf & Western Industries Inc., which acquired three film studio lots when it purchased Desilu Productions Inc. in 1967, is selling one of them to Perfect Film & Chemical Corp., New York for \$9 million. The film studio, known as Desilu Culver, in Culver City, Calif., is being sold to satisfy a 1967 consent decree with the U.S. Justice Department under the terms of which G&W was ordered to sell its Desilu Culver and Desilu Caahuenga (in Hollywood) studios within two years. Announcement of the transaction was made last week by Perfect Film & Chemical.

The Culver City lot includes a 14-acre studio with 11 sound stages and a 29-acre backlot. The only Desilu facility that G&W will retain is Desilu Gower, which adjoins—and now is a part of—the Paramount Pictures lot. Paramount is another G&W subsidiary. Desilu was merged into the Paramount Pictures division after both were acquired.

The transaction for the studio is subject to approval by the U.S. District Court in Los Angeles.

## FINANCIAL REPORTS

### Interpublic registers for debenture offer

The plan of refinancing that aims to put the Interpublic Group of Companies back on the tracks was made public last week. The company registered with the Securities and Exchange Commission for an offering of \$4 million in 7% convertible, subordinated debentures due in 1988. They will be offered to subsidiaries, officers and employees. They will be convertible after Nov. 1, 1971 at \$22.50 per share.

The voluminous document also showed that Marion Harper Jr., deposed chief of the advertising and marketing complex, will be paid \$100,000 a year until 1976 under the terms of a termination agreement. The company also has bought back Mr. Harper's

109,325 shares of class B stock for \$2,295,825 paid to various banks to which they were pledged as loans to Mr. Harper. This leaves Mr. Harper owing the company \$17,750 which will be repaid by reductions in payments by the company to him.

The registration showed that Mr. Harper had a contract running to 1976 specifying a salary of \$245,000 yearly plus incentives and deferred compensation to a maximum of \$490,000 annually. At that time, he was to have a consultancy payment of \$245,000 yearly plus death and disability benefits.

In the new agreement, Mr. Harper continues to receive a salary at the \$245,000 rate until the end of this year. He then will receive \$100,000 yearly until 1976. He also has agreed not to compete for clients prior to Feb. 1, 1969, and for employees prior to Jan. 1, 1971.

The company also released Mr.

Harper from his obligation to pay for 10,001 shares of class B stock for \$219,322, originally due to be acquired between 1969 and 1971. Mr. Harper, however, retains all his present retirement and profit-sharing rights. He stepped down last November.

**Bank Debts** ■ At the end of last year, Interpublic owed U. S. and foreign banks a total of \$12,513,630. On an interim basis, three clients loaned the company \$2 million, but last July, the Chase Manhattan Bank loaned the company \$10.2 million and guaranteed up to \$1.7 million of foreign bank loans. Payments for this obligation are due to begin in 1970, with full payment due June 1, 1971.

As part of this agreement, the company pledged that it would sell \$4 million worth of assets by the end of this year. The registration statement says that management will not sell any of the five U. S. agencies (McCann-Erick-

son, Erwin Wasey, Marschalk Co., Jack Tinker & Partners and Pritchard Ward Associates) or any of the marketing companies. The \$4 million is being raised by way of the debentures.

**Black Ink** ■ In 1967, Interpublic had gross billings of \$668,024,000, of which 62.2% came from the U. S. Income from commissions, fees and other sources totaled \$103,713,171. For the year the company had a net loss of \$3,889,565 (\$7.01 a share).

For the first six months of this year, however, on billings of \$339,431,000, of which 59.7% came from U. S. operations, Interpublic had revenues of \$52,999,882 and a net income after taxes of \$1,386,099 (\$2.58 a share).

The SEC documents also showed that Robert E. Healy, president, received \$116,866 in 1967, plus holding a \$57,834 interest in profit sharing and \$16,511 annual retirement benefits. Neal Gilliatt, chairman and group vice president, received \$80,130, plus \$37,002 in profit sharing and \$25,097 in annual retirement benefits; J. Donald McNamara, senior vice president, general counsel and secretary, \$49,508 with \$17,010 in annual retirement benefits; Carl Spielvogel, senior vice president, \$63,090 and \$19,509 in annual retirement benefits; and William S. Taggart, executive vice president, \$57,445 with \$18,772 in annual retirement benefits.

Mr. Harper received \$245,590 in 1967, with \$327,559 in profit sharing and \$36,556 annual retirement benefits.

As of June 30, Interpublic consolidated balance sheet showed total assets of \$106,801,243, of which \$91,903,436 were current assets. Total current liabilities amounted to \$88,019,427, non-current liabilities were put at \$5,765,171, and retained earnings were put at \$9,106,003.

Outstanding are 487,500 shares of class A stock; 643,958 of class B and 60,000 of class C.

## Hipp-controlled companies reorganization approved

A reorganization of the Hipp-controlled companies in broadcasting, life insurance and real estate, under the tent of Liberty Corp., a Greenville,

S.C., holding company, has been approved in principal by the directors of group broadcaster Cosmos Broadcasting Corp., Liberty Life Insurance Co., and Surety Investment Co. Liberty Corp. is also under the control of the Hipp family.

Liberty has offered to pay the equivalent of four shares of its stock for each share of Cosmos' outstanding 300,000 shares. Liberty was quoted at 19½ cents a share bid on the over-the-counter market at the end of last week, bringing the transfer to a \$23.4 million transaction.

Cosmos Broadcasting, which owns

WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio, as well as CATV systems in four South Carolina and one North Carolina communities, is 60% owned by Francis M. Hipp, B. Calhoun Hipp and families; 6.6% owned by G. Richard Shafto and wife, and others.

For the first six months of this year, Cosmos Broadcasting had operating revenues of \$4.9 million and net earnings of \$422,264 (\$1.41 per share). This compares with the same 1967 period when operating revenues were \$4.4 million, net earnings \$319,601 (\$1.07 per share).

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## Meredith Corp. sets net earnings record

Meredith Corp.'s broadcasting division achieved another new high in revenues, the company reported in announcing fiscal 1968 record revenues. Net earnings, however, were down 10.6% over the same period in 1967.

The sale of national spot during the second half of 1967 was below prior years, in line with general industry trends, the company stated, but recovered sharply in the spring. AM radio revenues and the sale of TV time to local advertisers, however, remained strong throughout the year, Meredith said.

In addition to its five radio and television properties, Meredith also is half-owner with Avco Corp. of Meredith-Avco Inc., which operates CATV systems in 10 Southeastern communities. They had 22,200 subscribers as of June 30. A Florida CATV firm, half owned by Meredith-Avco, had 19,200 customers as of that date. The company stated that it received a profit of \$46,000 as its share of Meredith-Avco's operations in 1968, the first profitable year since 1964 when the joint CATV firm was founded.

For the year ended June 30:

|                           | 1968        | 1967        |
|---------------------------|-------------|-------------|
| Earned per share          | \$2.28      | \$2.57*     |
| Revenues                  | 113,621,061 | 110,357,430 |
| Net earnings              | 6,263,663   | 7,006,797*  |
| Average stock outstanding | 2,762,153   | 2,753,665   |

\*After extraordinary gain of \$316,000 in 1967.

## Wall Street merger talk keeps ABC stock high

ABC stock prices took another jump last week, apparently upon the prodding of a new round of merger rumors.

Tuesday ABC stock shot up 5 1/4 points. Its close at 71 3/4 was only 1 3/4 points below the year's high. Thursday the stock closed at 69 3/4, down 1 5/8, but still 4 1/4 points higher than its closing

price the week before.

The sudden leap was attributed to a new flurry of Wall Street rumors, including alleged resumption of merger negotiations with CIT Financial and discussions with Xerox Corp. and 3M Co. There also was talk of an impending tender offer from an unknown source. ABC sources denied all four rumors.

## Columbia, SG set for merged operation

The boards of directors of Columbia Pictures Corp. and Screen Gems Inc., Columbia's TV subsidiary, have agreed to merge the two companies, it was announced last week.

Screen Gems is owned 86% by Columbia Pictures. Under the merger, Screen Gems stockholders will be entitled to exchange each share held for one share of Columbia common stock. It is contemplated that the merger will take place after the payment of a stock dividend of 5% declared by Columbia last Tuesday (Sept. 17) on its common stock, payable Nov. 12, 1968, to holders of record Oct. 3, 1968.

Screen Gems closed Tuesday, the date of the merger announcement, at \$34.625 on the American Stock Exchange. Columbia Pictures, traded on the New York Stock Exchange, closed that day at \$41.

It was stated that both Columbia Pictures and Screen Gems will function as autonomous units with the same present executive management.

## MCA merger vote deferred

MCA Inc. announced last week that a special stockholders meeting to vote on a proposed merger with Westinghouse Electric Corp. has been delayed until Oct. 15. The meeting was previously set for Oct. 7. It will be held on Oct. 15 at the Sheraton Blackstone hotel in Chicago.

## Martin lists assets at \$16.9 million

Martin Theaters of Georgia Inc., which is being acquired by Fuqua Industries Inc. in an estimated \$20 million stock transfer transaction (BROADCASTING, Aug. 19, 12), reported total assets of \$16,950,217 in applications asking for FCC approval to transfer its two TV stations that are also part of the deal.

In its balance sheet as of June 22, Martin Theaters reported that current assets totaled \$1,676,420, and that the unamortized portion of FCC licenses and network affiliations were worth \$544,490. Total current liabilities were listed at \$3,699,530; long-term debt, \$5,361,265, and retained earnings \$7,391,365.

The two TV stations are WTVM(TV) Columbus, Ga., and WTVC(TV) Chattanooga. Both are VHF and are affiliated with ABC. WTVM is also affiliated with NBC.

Martin Theaters' WAPO Chattanooga is being sold to Turner Advertising Co. of Atlanta for \$305,000.

Also involved in the Fuqua acquisition are about 150 theaters and associated real estate in three southern states (Georgia, Alabama and Tennessee). The theater company is owned by E. D. Martin and R. E. Martin Jr.

Fuqua Industries, Atlanta-based diversified company, owns WROZ and WTVW(TV) Evansville, Ind.; KXOA Sacramento, Calif.; WTAC Flint, Mich., and KTHI-TV Fargo, N.D. KTHI-TV has been sold to Morgan Murphy for \$1.4 million pending FCC approval. J. B. Fuqua, chairman and chief executive officer of Fuqua Industries, personally owns WJBF(TV) Augusta, Ga.

## Company reports . . .

Ameco Inc., Phoenix, manufacturer of CATV equipment, reported an increase in consolidated net sales and sharp reduction in losses for the fiscal year ended June 30:

|                         | 1968      | 1967        |
|-------------------------|-----------|-------------|
| Earned per share (loss) | (\$0.76)  | (\$2.16)    |
| Net sales               | 5,916,816 | 5,451,663   |
| Net earnings (loss)     | (907,001) | (2,591,220) |
| Shares outstanding      | 1,200,000 | 1,200,000   |

General Recorded Tape Inc., Sunnyvale, Calif., producer of prerecorded stereo tapes, reported increases in sales and earnings after taxes for fiscal year ended June 30:

|                            | 1968      | 1967      |
|----------------------------|-----------|-----------|
| Earned per share           | \$1.17    | \$0.35    |
| Sales                      | 5,760,942 | 1,867,856 |
| Earnings after taxes       | 401,924   | 88,053    |
| Average shares outstanding | 344,095   | 251,520   |

## Revenue picture bleak for UHF stations

A further breakdown of figures contained in a television financial report released by the National Association of Broadcasters department of broadcast management last month shows a grim profit picture for the "typical" UHF station in 1967.

According to the study (BROADCASTING, Aug. 12), the typical UHF

station had a pretax profit margin of \$9,000 (1.13%) with total revenues of \$800,000 and total expenses of \$791,000. Of those UHF stations operating at a profit last year, the study shows that typical station had a pretax profit margin of \$170,800 (15.80%) with revenues of \$1,080,900 and expenses of \$910,100.



# Hyde clarifies FCC role in fairness

THERE WILL BE PROBES BUT NO SECOND-GUESSING, IRTS TOLD

Broadcasters who have been rocked by the blasts of criticism to which they have been recently subjected got a word of comfort—although with some qualification—from FCC Chairman Rosel H. Hyde last week.

The chairman, speaking at the news-maker luncheon of the International Radio and Television Society, in New York, took note of the criticism that has been leveled at broadcast coverage of the election campaign thus far, and of the demands for a commission investigation.

The commission, the chairman said, will investigate complaints of fairness-doctrine violations and of "deliberate distortion" or slanting of news—but that's all.

"We are not going to stand over the broadcaster, second-guessing his journalistic judgment, and inquiring why this segment of film was presented, or was not presented, or why this question was asked, or was not asked," he said.

He said such a role would be "wholly improper and inconsistent" with the policy on which the constitutional guarantee of freedom of speech rests.

**But Scrutiny is Desirable** ■ However, he also made it clear he did not mean that broadcasters' journalistic efforts should not be studied or are above criticism.

Study and criticism, both from within and without, he said, are part of the process by which broadcast journalism can grow. "So I believe that broadcast media—in view of their great importance to the functioning of this nation—should also be the subject of study both by institutions within the media and by appropriate outside institutions."

At least two congressional panels—the Senate Communications Subcommittee and the House Un-American Activities Committee—have indicated they will investigate broadcast coverage of the Democratic national convention in Chicago and of the attendant civil disorders. A federal grand jury was impaneled in Chicago two weeks ago to

cover the same ground (BROADCASTING, Sept. 16).

Chairman Hyde also advised broadcasters seeking repeal of the equal-opportunities section of the Communications Act to forget that goal and focus instead on a proposal for relaxing the law, as he has recommended before.

**Congress Not Ready** ■ Congress, he said, is made up of candidates anxious to retain the protections of Section 315. Furthermore, he said, broadcasters have not made a case for repeal.

He noted that the argument for repeal is that broadcasters would be free to make time available to major-party candidates without having to give equal time to candidates of lesser importance. But commission studies do not show "that the absence of fringe candidates in other elections has resulted in substantial free time being given to the major candidates," he said.

The doubts these studies arouse as to what effect repeal would have, plus the new problem that the commission would face in proceeding under a general fairness standard, he said, "explains my inability to go beyond supporting a temporary suspension" for the presidential and vice presidential candidates this year, he said.

He also urged on broadcasters two steps for dealing with the problem of soaring political campaign costs. He said broadcasters should sell all candidates time at reduced rates. And he said broadcasters should give "substantial amounts of free time now in those contests where fringe candidates are not present." He said this would provide a demonstration of the kind of service broadcasters would provide if Section 315 were repealed, as well as give "substantial benefits to the candidates and the public."

Both proposals were first advanced by Mr. Hyde in a speech at the National Association of Broadcasters Convention last spring (BROADCASTING, April 8).

**Chairman's Proposal** ■ The chairman's proposal for relaxing the equal-time law, first spelled out in a draft submitted to the Senate Commerce Committee last year, was also discussed in his NAB speech. It would enable broadcasters to give free time to major-party candidates without having to give equal opportunities to "fringe" candidates: time for lesser-party candidates would be made available under "a fair-

ness standard," which would afford broadcasters more discretion in covering political fees.

The term "major party" would be given a generous interpretation under the proposal. It would apply to any nominees whose parties appeared on the ballot in the last presidential election in at least 34 states, and whose candidates received at least 2% of the vote. Equal time could also be obtained by candidates filing petitions with signatures equal to 1% of the total vote in the last presidential election, if his name appears on the ballot in at least 34 states.

A candidate who could not meet either of those requirements could get equal time on stations in any state where his party received 2% of the vote in the previous presidential election, or where he obtains signatures equal to 1% of the popular vote in that state in the previous presidential election.

**Same Principles** ■ Essentially the

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Some 40 prominent executives in broadcasting were seated on the IRTS dias last week with Rosel Hyde, FCC chairman, at what has become the annual event "launching" the broadcast year in New York.

First row (left to right): Donald H. McGannon, Westinghouse Broadcasting Co.; Don Durgin, NBC-TV; John T. Murphy, Avco Broadcasting Corp.; Gardner Cowles, Cowles Communications; Simon B. Siegel, ABC Inc.; Frank Gaither, Cox Broadcasting Corp.; Julian Goodman, NBC; C. Wrede Petersmeyer, Corinthian Broadcasting; Frank

Stanton, CBS Inc.; Mr. Hyde; Edward P. Shurick, H-R Television (and president of IRTS); Walter D. Scott, NBC.

Also, Clair R. McCollough, Steinman Stations; Leonard H. Goldenson, ABC; Lowell Thomas, CBS; John A. Schneider, CBS/Broadcast Group; George B. Storer Sr., Storer Broadcasting Co.; Walter A. Schwartz, of ABC Radio; Dan Seymour, of J. Walter Thompson Co.; Thomas H. Dawson, CBS-TV; Thomas S. Murphy, Capital Cities Broadcasting; Vincent T. Wasilewski, National Association of Broadcasters, and John B. Poor, of RKO General.

same principles would apply to candidates for all other public offices, under the chairman's proposal.

Chairman Hyde acknowledged that the proposal is imperfect: it does not deal with the equal-time problem in primaries, for instance. But he insisted it provides "a basis for thought and discussion, and hopefully for a very significant first step in this important field."

Chairman Hyde, who was making his third and final appearance as commission chairman at an IRTS newsmaker luncheon—he's scheduled to retire on June 30—reminded his audience of the power and responsibility broadcasters' use of the airways gives them, particularly at a time of conflict in the U.S. and elsewhere.

"If we are to have peace and harmony at home and abroad," he said, "we must get to truly know one another and 'communications' is the way. It is the way by which enlightenment may be radiated and received.

"The expression, 'meaningful dialogue,' has to some extent become a meaningless cliché, but I am sure of the crucial importance of the communications industry—not just to fill our increasing leisure hours with worthwhile entertainment—not just to continue its contribution through its advertising aspect to the nation's economy—but to aid our vital educational processes, in-

cluding the greatest educational aspect of all: to let us know better ourselves and others."

**NBC Reaction** ■ After Mr. Hyde's talk, NBC issued a statement in which it said it welcomed his support for immediate suspension of the Section 315 equal time requirement for presidential and vice-presidential candidates, and that it thought Mr. Hyde's proposal for a long-range solution to Section 315's restrictions was interesting and "merits study." But, the network statement said:

"NBC continues to believe that outright repeal of the equal opportunity provision is a better solution, but any relief from the restrictions of the statute would be an important contribution to the political process."

NBC also commented on Mr. Hyde's suggestion that broadcasters voluntarily reduce the cost of sponsored political broadcasts, noting that the network last July announced a 50% reduction for political advertisers in the purchase of one-minute commercial positions in entertainment programs. NBC said the offer has had "substantial acceptance" by the candidates.

NBC had announced the sale of minutes at 50% of card rate to political candidates from Aug. 1 to election day (BROADCASTING, July 22). CBS-TV had indicated that it sells political minutes at its lowest card rate.

## AT&T rate hikes may wait until July '69

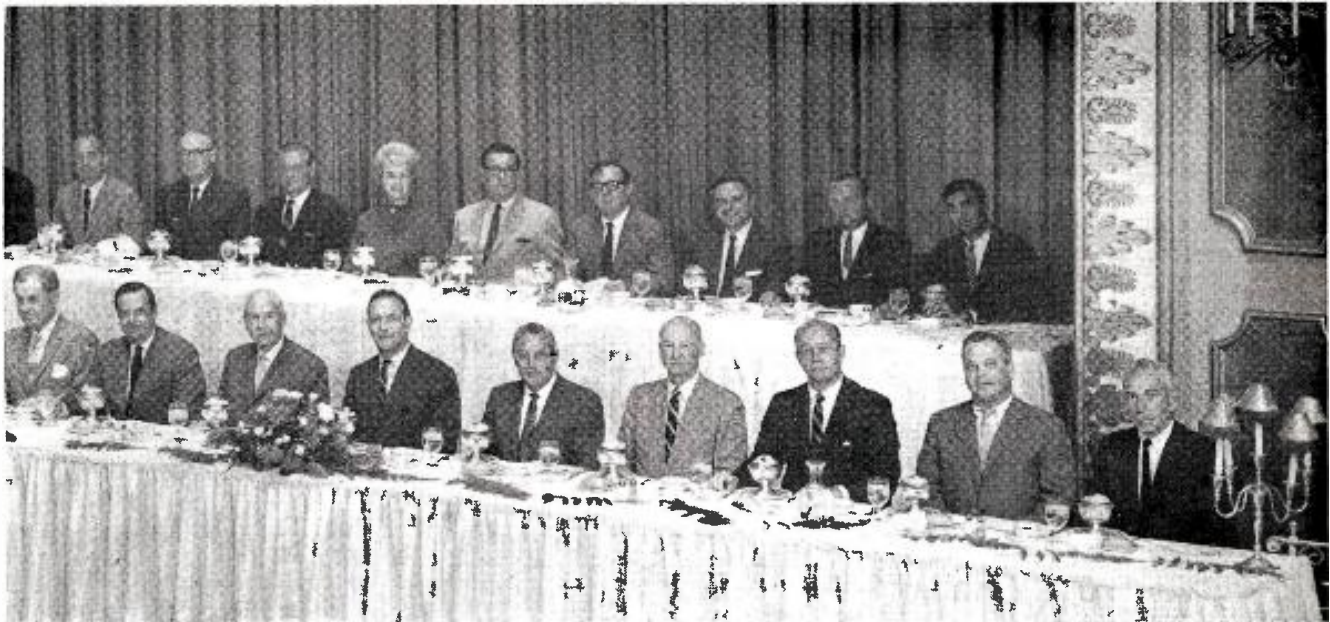
Broadcasters are likely to get another three months of grace before being required to pay AT&T higher rates for program transmission.

AT&T, which had originally intended to make new, higher rates effective as of April 1, 1968, last March postponed the effective date for one year at the request of the FCC's common carrier bureau (BROADCASTING, March 4).

But the company, in a letter to Common Carrier Bureau Chief Bernard Strassburg, now indicates that the effective date may not be reached until July 1, 1969.

The company has been revising its proposed rates in accord with the conclusion of a commission hearing examiner in a case involving Sports Network Inc. that AT&T rates, as they apply to part-time users, are discriminatory. In the decision process, the company has hired National Analysts Inc. of Philadelphia to conduct a market survey based on various illustrative rate schedules.

Richard S. Holt, AT&T assistant vice president, has advised Mr. Strassburg that the company does not believe it can meet the March 1, 1969, deadline



Second row: Matthew J. Culligan, formerly of MBS; John V. B. Sullivan, Metromedia Radio; Edwin W. Ebel, retired from General Foods; Lawrence H. Rogers II, Taft Broadcasting Co.; John E. Campbell, ABC-Owned and Operated TV Stations; Ward L. Quaal, WGN Continental Broadcasting; Thomas J. McDermott, N. W. Ayer & Son; Stephen B. Labunski, NBC Radio.

Also, Weston C. Pullen Jr., Time Inc. and Time-Life Broadcast; Clark B. George, CBS Radio; Howard S. Meighan, first vice president of IRTS; Charles H. Tower,

Corinthian Broadcasting; Robert D. Wood, CBS Television Stations.

Also, Frank P. Fogarty, Meredith Broadcasting Co.; Roy Danish, Television Information Office; Mary Dorr, American Women in Radio and Television; Frank Martin, John Blair & Co. and Station Representatives Association; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Robert P. Keim, The Advertising Council; Lester W. Lindow, Association of Maximum Service Telecasters, and Sonny Fox, National Academy of Television Arts and Sciences.

it had set for filing the revised tariffs.

He said May 1 appears to be a more realistic date. And it seems that two months would be allowed to elapse before the new rates become effective. The tariffs that were to have become effective April 1 were filed on Feb. 1.

Mr. Holt said work on revising the proposed tariffs has been slowed as a result of commission staff calls on the time of company personnel for information on questions involving noncommercial rates for the Corp. for Public Broadcasting. AT&T, whose representatives have met several times with commission staff members and noncommercial broadcasters on this subject, last month revealed new, lower rates it is prepared to offer noncommercial television (BROADCASTING, Aug. 26).

## Johnson in the middle of another rhubarb

FCC Commissioner Nicholas Johnson, who has criticized broadcasters for allegedly practicing racial discrimination in programming and hiring, is now engaged in an effort to chip away at a segregationist policy of the suburban country club to which he belongs.

Kenwood Country Club, a few miles

over the District of Columbia line in Maryland's Montgomery county, has no Negroes and few Jews among its 2,000 members, and it has been accused of barring Negro guests.

Commissioner Johnson and seven other members, including Senator Frank Church (D-Idaho) and Robert Pierpoint, White House correspondent for CBS News, are seeking to have the club drop its ban on Negro guests. Thus far, they have not been successful.

News of the effort was broken in a front-page story in the Sunday (Sept. 15) *Washington Post*. Commissioner Johnson regards the publicity as unfortunate: he said he had hoped the matter could be kept a private one within the club, at least for the time being.

**Two-Year Member** ■ Commissioner Johnson, who lives directly across the road from the club, joined it two years ago primarily to make use of its swimming pool, he said.

But he said he never had occasion to invite guests to the club, so did not even know of the policy barring Negro guests until several of those seeking to change the policy asked his support during the past summer.

He said he thought the policy was "horrible," and was "glad" to sign a letter, dated Aug. 1, requesting that

the ban against Negro guests be dropped.

The club management's answer was negative. It said the "vast majority" of members preferred to retain the policy, and called on the dissidents to accept the will of the majority.

**Johnson's Reply** ■ Commissioner Johnson replied with a letter on Sept. 14 rejecting the assertion that the majority of the members backed the policy. And the eight began circulating a petition among the members urging management to lift the ban. The petition was still circulating last week.

There apparently is no intention on the part of the dissidents to broaden their attack and seek admission of Negroes as members of the club.

The commissioner's views on racial discrimination and on the racial crisis confronting the country have been well publicized. In the WLBT(TV) Jackson, Miss., case, he (in a statement in which Commissioner Kenneth A. Cox participated) excoriated the commission majority for renewing the license of what he described was a "racist" station that, he said, had discriminated against Negroes in its programming (BROADCASTING, July 1). He has frequently spoken, also, of the need to build bridges between the races, and of the important role broadcasters can play in that construction.

# Barter: a \$20-million business

That report given IBFM by major barter house; threats to poorly-insured broadcasters discussed

A call for radio-TV broadcasters to include barter in their fiscal planning and a reminder that stations should more seriously consider the worth of liability insurance were heard by a record 250 broadcast executives attending the eighth annual conference of the Institute of Broadcasting Financial Management held last week in Miami.

Barter and insurance were but two of the varied topics that characterized the four-day session. Broadcasters also heard panel discussions regarding CATV, music licensing and radio problems, and an address by FCC Commissioner Robert E. Lee who expressed concern over broadcast response to the so-called 50-50 rulemaking (see page 61).

Wilson Northcross of Pepper & Tanner Inc., Memphis, a major barter house, emphasized the importance of bartering during a fourth-day session: "Barter is no longer a haphazard, something thing," but a "permanent, symbiotic mutually beneficial arrangement" which permits stations to change unsold time into goods and services it might need on a regular and planned basis.

**Allows Expansion** ■ Mr. Northcross, who estimates that stations are currently bartering \$20 million worth of time, claimed that stations who use barter regularly "have reduced their cash requirements, been able to expand programming, contests, promotions and other sales and audience building programs." He further estimated that radio stations do not sell between 10% and 20% of their time, and that TV stations range from 5% to 15% unsold. A station should admit that there will

be unsold time, which may serve as a "hidden asset," Mr. Northcross said, and plan for that time's use "just as carefully" as it plans to use its other assets.

It was a consensus among the other panelists—Juliana Royal, KCOP-TV Los Angeles, and Harold Poole, Gilmore Broadcasting Co.—that barter has become a more common practice, and that stations would be well advised to establish a firm policy regarding trade deals and to set them up on a firm accounting basis.

**Insurance Need** ■ Broadcasters were also made aware that "only a pitiful few" of them carry liability or special-risk insurance, according to Garrett Redmond of Fund America Insurance, San Francisco. Mr. Redmond noted that the insurance doesn't accord a station the license to libel or slander, but does protect it against human and mechanical errors.

And Mr. Redmond delineated what problem areas in format he considered were appropriate for special risk insurance:

- Hot-line radio shows, particularly those that do not employ delay-sound devices.

- Religious programs with speakers "who confuse politics with religion."

- Ethnic programs broadcast in a foreign language.

Radio's future was optimistically assessed during the "Radio Now" session by James Rupp, Cox Broadcasting Corp., who ventured that radio billing will double within the next 10 years from \$1 billion to \$2 billion. Another panelist, Carleton Loucks, Radio Advertising

Bureau, claimed that radio is "today's fastest growing advertising medium," and urged that "financial men can be helpful in the radio sales arena by reporting advertising figures for various product classifications."

A third panelist, Richard Dudley, WSAU Wausau, Wis., and chairman of the National Association of Broadcasters radio board, noted that network radio sales revenues are at about the same level as they were 10 years ago. And, he added: "If we [the local station] can do a job for a local advertiser, then why can't the networks convince people that they too can do a job. Possibly they should do some self-examining."

## Joint committee sets final FCC funds

FCC appropriations were right back where they started last week as a House-Senate conference committee approved \$19,750,000 for commission salaries and expenses for fiscal-year 1968, which began July 1. The amount was identical to that voted originally by the House, despite a \$250,000 increase allowed in the Senate bill. The commission had asked that \$500,000 be added to the House figure.

The conference-committee agreement is expected to be approved promptly by both bodies, perhaps this week. A total of \$21,271,000 had been budgeted for commission salaries and expenses, an amount that was reduced to the \$19.7-million figure in the initial House action.

In a June appearance before the Senate appropriations subcommittee, FCC Chairman Rosel H. Hyde urged that a minimum of \$500,000 be restored to the agency, to forestall any cutbacks in current commission programs activities. The added funds, he said, would not cover any expansion of programs. The Senate, however, voted half of the requested restoration—\$250,000 (BROADCASTING, July 15).

Even that amount was denied the commission by the conferees. The funds approved, however, are \$580,000 more than the FCC received during the previous fiscal year. But more than that amount, Mr. Hyde testified before the Senate subcommittee, has been already obligated by mandatory pay increases and expenses incurred as a result of the commission's move to leased quarters last year.

The amount appropriated for the Federal Trade Commission, \$16 million, was the same in both Senate and House bills, and was not subject to readjustment by the committee.

## Dickey moves up to presidency of IBFM

The Institute of Broadcasting Financial Management elected new officers and a board of directors during its conference in Miami last week (see above.)



Mr. Dickey

Allan Dickey, WTRF-TV Wheeling, W. Va., was elected IBFM president, succeeding Blaine Whipple, Bonneville Interna-

tional Stations, Salt Lake City, who becomes chairman of the institute board.

Other new officers are: Justin Liss, WGN Chicago, IBFM vice president, and Don Schomburg, KSD St. Louis, IBFM secretary-treasurer.

The new board of directors, elected for three-year terms: Edward F. Devine, Group One Broadcasting, Akron, Ohio; Francis P. Hermans, WBAY Green Bay, Wis.; Arthur H. Hertz, Wometco Enterprises, Miami; C. Mack Murphy, wsoc Charlotte, N. C., and James H. Pitts, KOCO-TV Oklahoma City.

# Fanning the fire under networks

As FCC looks again at network program equities,

Lee asks those who stayed quiet last time to speak up

FCC Commissioner Robert E. Lee, who once opposed issuance of a rule-making proposal to restrict network ownership of programming, last week indicated serious concern over the matters that proposal was designed to cure. He expressed his views in a speech in which he urged all interested parties—with special reference to licensees and program producers—to take advantage of the commission's expected invitation to submit updated comments on the proposal and suggest alternatives.

Commissioner Lee spoke at the Institute of Broadcasting Financial Management conference in Miami, on Wednesday (see page 60), as the commission order reopening the three-and-a-half-year-old proceeding was circulating among his colleagues for approval (BROADCASTING, Sept. 16). Dates for the oral argument to be held and the comments to be filed had not been set as of Thursday.

The proposal is designed to break up what the commission, in its notice of proposed rulemaking, said was network domination of the programming market, by providing wider opportunity for competition in that market and diversifying sources of television programming.

**Rule Provisions** ■ The proposed rule would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming, and would prohibit them from engaging in domestic syndication and from the distribution abroad of independently produced programs. It would also bar networks from acquiring syndication and foreign distribution rights in independently produced programs.

Commissioner Lee and Chairman (then Commissioner) Rosel H. Hyde cast the only negative votes when the proposal was released for comments in March 1965. Chairman E. William Henry and Commissioner Lee Loevinger, both of whom have since left the commission, and Commissioners Robert T. Bartley and Kenneth A. Cox

were in the majority. The seventh spot on the commission was then vacant. Commissioner James J. Wadsworth, who subsequently filled it, has publicly expressed opposition to the proposal (BROADCASTING, Nov. 14, 1966).

But last week Commissioner Lee said that a "serious question has been raised whether the present system of network program selection—which, of course, dominates and permeates program schedules on virtually all television stations throughout the country—is not a process very different, not only in degree but in kind, from that originally contemplated by Congress.

**Aims Not Achieved** ■ "It appears to many that what was intended to be a balanced merger of commercial and created interests fused through competition has gotten heavily lopsided and the healthful therapy of open and free competition has been virtually eliminated from the network television program process."

He noted that the commission, in its notice, had observed that under present practices independent program producers must deal with the three network corporations "on their terms" or give up hope of access to network television.

The commission also contended that production of syndicated programming—regarded as essential for the healthy growth of new UHF station—"has shown a steady decline" coincident with development of program procurement practices by network corporations, he said.

**Tentative Conclusion** ■ And he recalled the commission tentatively concluded that conflict of interest was involved in the networks selecting, for distribution to their affiliates, "from groups of programs in most of which they have acquired or been offered financial interests."

The commissioner said his statement—with its expression of concern and its recapitulation of the commission's rationale for the rulemaking proposal—is not a forecast of how he will vote on the proposal. Rather, he said, he wanted to point out that the questions involved "should not be taken lightly"—they go "to the essence of television network broadcasting."

He noted that the commission is reopening the proceeding and inviting comments from all "interested persons," regardless of whether they commented previously, to present their views "and advise us of alternative means of solving these problems."

"I sincerely hope that the industry, particularly licensed television broadcasters, will give us the benefit of their knowledge, experience and their good faith judgments in this matter," he concluded.

He said the response received thus far—"particularly from individual licensees and program producers—has not been as great as we had hoped."

## FCC's Johnson on lecture tour of Japan

FCC Commissioner Nicholas Johnson is in Japan on a 20-day State Department-sponsored tour, addressing groups there on communications matters and meeting with representatives of Japan's telecommunications industry.

Commissioner Johnson left Sept. 18, and is due back in the U. S. on Oct. 8.

He is scheduled to speak this week at a symposium of the Japanese Techno-Economics Society, in Tokyo.

He will participate next week in a seminar on "Society and Mass Communications in the 21st Century," to be held in Fukuoka.

Commissioner Johnson was asked by the State Department to make the trip as part of its American Specialist program.

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# WCIX-TV probe set by FCC

Look at questions of unauthorized transfer and 'trafficking' follows court remand in May

The FCC has ordered a hearing that could result in Coral Television Corp. losing its authorization to operate on TV channel 6 in Miami. At issue in the hearing are questions of unauthorized transfer of control of the station involved, WCIX-TV, and "trafficking."

The hearing results from an order of the U. S. Court of Appeals in Washington sending back to the commission an order authorizing a modification of the Coral permit (BROADCASTING, May 27). That order had been appealed by WLBW-TV Miami.

The commission said the hearing would go into the circumstances surrounding the acquisition by C. Terence Clyne of 40% of Coral stock and the transfer of that stock to Hy Gardner, Mr. Clyne's role in Coral management, and facts about stock and debenture sale since July 1965.

Mr. Clyne is president of Clyne Maxon Inc., New York advertising agency, and Mr. Gardner is the newspaper columnist.

The hearing will also go into questions of whether there has been trafficking or a transfer of control without commission consent and, if so, whether Coral or its principals are qualified to be broadcast licensees.

**Pact With AVC** ■ One of the matters involved in the hearing is a pur-

chase-and-option agreement between Coral and AVC Corp., which also acquired control of five UHF permits from the Overmyer Communications Co. The Coral-AVC agreement, filed Feb. 5, would give AVC the option of acquiring complete control of Coral.

The commission said the agreement "reinforces our belief that the traffic in Coral stock is a matter which must be thoroughly examined in hearing to discover whether the permittee has 'trafficked' in its broadcast authorization."

The commission said it does not know "at this point" where control of Coral resides "and the extent to which AVC is exercising prerogatives inconsistent with its interests in Coral." The commission noted that when Joseph Higgins became executive vice president of Coral in March 1967, he was given options to buy Coral's 6½% debentures convertible to stock at one share for each \$3,000 debenture. After his resignation in March 1968, the commission noted, the debentures were transferred to AVC.

Another episode that will be scrutinized involves an Oct. 14, 1965, agreement under which Mr. Clyne acquired 40% of Coral stock. Under the agreement, stockholders were not to dispose of their stock until they had notified the others of the price bid, terms of the

payment and date of other, and were to give first refusal rights to the others.

Mr. Clyne transferred 25 shares to Mr. Gardner's wife and child on March 30, 1966. And the commission said it has no information on whether the first refusal rights were observed except for that information provided by Coral.

The hearing will also examine Coral's assertion that no "privity" exists between Mr. Clyne and Mr. Gardner to make the latter's "5% stock interest the voting property of Clyne."

Another question in the proceeding is whether de facto control of the corporation passed to Mr. Clyne at any time.

## Still unsolved: two Florida TV cases

In a determined attempt to banish an old skeleton from its closet, the FCC last week invited the parties in protracted battles for control of two Florida TV channels to submit their proposals for interim operation of the two existing stations, pending the selection of permanent licensees.

The request came in a letter sent to all those involved in hearings on the long-unresolved questions surrounding WFTV-TV (ch. 9) Orlando and WFGA-TV (ch. 12) Jacksonville, both Florida. The immediate provocation was a decision two weeks ago by the U. S. Court of Appeals for the District of Columbia, in which it was held that the commission had erred in approving the continued effective control of the two sta-

## High court may define FCC's limits in trafficking

Just how far the FCC may go in turning down applicants charged with trafficking in licenses may be decided by the U. S. Supreme Court. A petition for review of a 1967 FCC decision, upheld this summer by a federal appeals court, has been filed by F. L. Crowder.

Mr. Crowder, whose five-year-old application for a daytime station in Harriman, Tenn., (970 kc with 500 w) was turned down by the commission last year, charged that the FCC's standards on trafficking are not clear and provide no predictable basis on which broadcasters can rely. He also claimed that the FCC's decision in his case places "every broadcaster when he desires to sell his broadcast facilities in jeopardy of being accused of trafficking by any competing broadcaster. . ."

In 1966, the commission granted without a hearing a new daytime

station, WXXL, in Harriman to Mr. Crowder. WHBT Harriman appealed this grant, and the U. S. Court of Appeals reversed the FCC twice. In July 1967, an FCC hearing examiner recommended grant of the application, but in August of that year the FCC, reversing the examiner, held that Mr. Crowder has failed to reconcile inconsistencies relating to the disposal of his various broadcast interests.

**Crowder Profits** ■ One of the points made was that Mr. Crowder realized profits of \$61,000, \$22,000 and \$50,000 in sales. This decision was upheld by the court last June (BROADCASTING, July 1).

Mr. Crowder over the past 14 years has owned WHBT Harriman and WDEH Sweetwater and held a 50% interest in WLIV Livingston, all Tennessee. All three stations were sold prior to 1964.

What also apparently rankled the commission was that Mr. Crowder was seeking a station in Harriman, where he had once owned WHBT.

In his petition for Supreme Court review, filed by Washington lawyers Vincent A. Pepper and Richard S. Becker, Mr. Crowder charged that the decision "is so vague and so vacillating as to threaten the future of the entire radio and television broadcasting industry."

Mr. Crowder claimed that he held one facility for 10 years and another for two years before selling them because of ill health.

The implications of the FCC's ruling in this case, Mr. Crowder said, put every broadcaster in "fear of being alleged a trafficker when he desires to sell his facility, regardless of his intent, so that he must defend himself in a costly administrative hearing. . ."

tions by their interim operators—respectively, Mid-Florida Television Corp. and Florida-Georgia Television Co.—while hearings were underway to determine who should receive the final grants for the stations.

The court held that, since both firms were among the applicants for the permanent licenses, the commission could not grant them the right of interim operation while denying it to competing applicants. The case was remanded to the commission, with instruction to establish new interim operations or, if necessary, to let the stations remain dark until permanent grants had been authorized (BROADCASTING, Sept. 9).

Lending a background note of urgency to the commission's letter, however, is a long history of similar battles, interim grants, and court reversals in connection with channels 9 and 12. In fact, the origins of the two cases stretch back as far as the ex parte scandals of the late 1950's.

Now that the two interim authorizations have again been overturned, it's understood that the commission will not appeal the decision, and will comply with the court's order to establish new interim operations. To that end, it was requested that proposals for interim operation be submitted by Oct. 1.

Florida-Georgia proposed last week that, in lieu of a joint operation by all applicants, the Jacksonville station should be turned over to Jacksonville University on an interim basis. Such an action, the firm said, would insure that WFGA-TV would remain on the air, while removing the possibility that an interim operator would use the temporary grant to earn a quick profit.

A sharp rejection of this proposal was submitted by Community First Corp. and New Horizons Telecasting Co. Inc. To grant interim authority to an outside party such as Jacksonville University would be unlawful, the firms said, since FCC rules require that interim authority be granted to an operation where all applicants participate.

Florida Gateway Inc., is the other applicant in the Jacksonville proceeding.

Representing the Orlando case last week were the comments of Mid-Florida Television Corp., the present interim operator of WFTV. The firm said it would not appeal the court's decision, and offered to participate with the five

other applicants for that station in a joint interim operation. It further proposed to lease its facilities to the group at rates to be determined by agreement or, if necessary, by binding arbitration. Mid-Florida also said that the operation should be conducted on a non-profit basis.

Other applicants for WFTV Orlando are Orange Nine Inc.; Central Nine Corp.; Florida Heartland Corp.; Comint Corp., and TV 9 Inc.

## H. Rex Lee won't move in for a while

H. Rex Lee probably will not be able to assume his duties as a member of the FCC for another two or three weeks.

Mr. Lee gave this estimate after his nomination as Lee Loevinger's successor on the commission had been confirmed by the Senate Monday (Sept. 16) in a voice vote. The commission has been operating as a six-member agency since July 1.

He said he had a number of matters "to button up" before he would feel free to leave his present post as assistant administrator for administration of the Agency for International Development.

One commitment he hopes to keep before signing on at the commission involves a trip to El Salvador, where he is to advise on the planning of a nationwide educational television system. Mr. Lee has gained worldwide attention for the ETV system installed in American Samoa during his 1961-67 tour there as governor.

## Three cable TV stations in Texas bought by G&W

Gulf & Western Industries Inc., New York, has purchased three operating cable television systems in Texas in a cash transaction "exceeding \$2.5 million," according to G&W Vice President James J. Shaw.

The systems, King Community Television Co. Inc., Nederland/Port Neehes; Orange CATV Inc., Orange, and Liberty-Dayton CATV Inc., Liberty, will be operated through G&W's CATV subsidiary, International Telemeter Corp. The company estimates the combined systems have 290 miles of cable, over 2,400 subscribers and a backlog of applications exceeding 5,000.

G&W plans to expand the Texas operations and add services such as the New York Stock Exchange and Asso-

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ciated Press reports. The new systems represent the company's first purchase of operating systems. Its existing systems in 16 cities were acquired as new franchises. G&W also has an interest in Famous Players Canadian Corp., a Canadian CATV operation, and is the parent company of Paramount Pictures, Desilu Productions, Dot Records and Stax/Volt Records.

## Ownership rule time extension

One-to-a-customer critics  
get until Jan. 28 to  
knock down FCC proposal

Broadcasters hoping to marshal an argument against proposals to limit their ownership of media in a market have until Jan. 28, 1969, to act.

The commission on Wednesday (Sept. 18) extended for 120 days—from Sept. 30—the date for filing reply comments in the increasingly controversial "one to a customer" rulemaking proceeding.

And upwards of a dozen communica-

tions lawyers, most of them representing multiple-station and newspaper owners, were scheduled to meet soon in Washington to begin mapping out a research project that could be used in fighting the proposal.

At issue, actually, are two proposals—the commission's, with which the proceeding was initiated, and the Department of Justice's.

The commission's proposed rule issued in March, looks to limiting station acquisitions to one full-time outlet per market. The commission said it is designed to promote greater diversity of viewpoints expressed over the air in the same market (BROADCASTING, April 1).

The notice of rulemaking proposal caused considerable concern among broadcasters. More than 70 comments were filed, almost all of them opposing it (BROADCASTING, Aug. 5).

**Suggestions** ■ But Justice's idea—filed as a comment—sent shock waves through the industry. It not only endorsed the proposal but suggested that it be extended. While the commission's proposal would not require owners to sell off existing properties, Justice suggested the commission consider breaking up multiple-station holdings within a market at license-renewal time. It also urged the commission to apply the pol-

icy to newspaper-broadcasting combinations in the same market.

It is Justice's comment that united broadcasters in their determination to counterattack.

The commission extended the deadline for reply comments at the request of NAB. The association said it needed the time to develop information concerning the incidence of concentration of control of media in local markets and the opportunity, if any, that broadcast stations have for manipulating opinion in their markets.

NAB had asked for a 90-day extension, but indicated it would request further time at the end of that period. It said it would need three months to formulate a program and hire a research firm, let alone do the study.

But the commission said "a period of 120 days is sufficient in which to formulate a broad outline of a research program, select one or more research firms, and carry helpful projects to completion." The commission said there would be no further extensions of time granted.

The commission, which had issued its notice of rulemaking in the proceeding in March, had intended to terminate the proceeding at an early date (BROADCASTING, April 1). However, it said last week the information promised by NAB warrants further delay.

Reply comments were originally due Aug. 15. But the commission granted two extensions afterward, one for 15 days the other for 30.

## Changing hands . . .

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 71).*

■ WRMA Montgomery, Ala.: Sold by Stan Raymond and Zenas Sears to William O. Jones (with John C. Butler Co., Atlanta) for \$230,000. Messrs. Raymond and Sears are former owners of WAOK Atlanta. WRMA is a daytimer on 950 kc with 1 kw. Broker: Blackburn & Co.

■ WAMA Selma, Ala.: Sold by Robert J. Martin to William R. Vogel. A. Dale Hendrix and John D. Schwartzbaugh for \$140,000 excluding real estate. Mr. Vogel owns 65.7% of WGNS Murfrees-

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boro, Tenn., and Mr. Hendrix is associated with that station. Mr. Schwartzbaugh is manufacturer of hospital equipment. WAMA (formerly WGWC) is full time station on 1340 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

▪ **KCLW** Hamilton, Tex.: Sold by W. M. Chambless to William E. Hobbs for \$64,000. Mr. Hobbs is president, general manager and film buyer for KAUZ-TV Wichita Falls, Tex. KCLW is a daytimer on 900 kc with 250 w. Broker: Hamilton-Landis & Associates.

▪ **WPDX** Clarksburg, W. Va.: Sold by L. Clark Tierney Jr. to Henry C. Wilson and associates for \$185,000. Mr. Wilson is associated with Continental Communications Inc., Falls Church, Va. WPDX is a daytimer on 750 kc with 1 kw. Broker: Blackburn & Co.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week.*

▪ **WFEC** Harrisburg, Pa.: Sold by Stanford L. and Richard B. Stevens and associates to Herbert Scott for \$550,000. Richard B. Stevens owns KGFJ Los Angeles and 25% of KDON Salinas, Calif. Mr. Scott is owner of the Great Scott group of stations. WFEC is full-time on 1400 kc with 1 kw day and 250 w night.

#### Cable Television

▪ **Nederland/Port Neches, Orange and Liberty, Tex.:** Purchased by Gulf & Western Industries Inc.'s International Telemeter Corp. from King Community TV Co., Orange CATV Inc. and Liberty-Dayton CATV Inc. for more than \$2.5 million (see page 63).

▪ **Carlsbad and Artesia, N.M.:** Sold by Storer Broadcasting Co. to Commonwealth United Corp., Los Angeles. No price was disclosed. Commonwealth United is a diversified firm, owning oil and gas properties, motion picture and TV film production and distribution firms, real estate, credit and insurance. John F. Gault is president of Commonwealth United's CATV subsidiary, Commonwealth Cable TV Co. The New Mexico cable systems serve 3,000 customers. Storer still owns 21 CATV systems. Broker: LaRue Media Brokers Inc.

▪ **Hillsdale and Jonesville, Mich.:** Sold by Howard Sharpley and associates to Lamb Communications Inc., Toledo, Ohio. Payment was not disclosed, but Lamb Communications stock and cash were involved. Acquisition brings Lamb Communications' CATV customers in Michigan to over 7,000. The Hillsdale-Jonesville cable system serves about 1,000 subscribers in south central Michigan.

## Affiliate pacts open to public?

### FCC revives proposal to disclose agreements of networks and outlets

The FCC's six-year-old proposal to permit public inspection of network affiliation contracts has been scheduled for oral argument before the commission in Washington on Nov. 18. Those interested in filing written comments are to submit them no later than 10 days before the argument.

The proposal, which had been generally opposed by broadcasters in comments filed in 1962, is being revived in the aftermath of ABC's request for protection against alleged raids on ABC affiliates by NBC.

The commission rejected that request (BROADCASTING, Sept. 9). But the staff, in connection with its investigation of ABC's plea, found in some NBC-TV affiliation contracts provisions the staff felt violated the commission's rules against incentive-pay provisions. Ac-

cordingly, the commission agreed to a recommendation to revive the 1962 rulemaking.

In setting the date for oral argument, the commission last week said it would be appropriate to receive "current views and information" on the proposal in the light of events since 1962. Specifically, the commission referred to the adoption in 1966 of the public information section of the Administrative Procedure Act—the so-called freedom of information law—and the revamping of commission procedures in line with that act.

**Affiliation Contracts** ▪ The commission noted that affiliation contracts must be filed with it, and added: "In general, the new rules place the burden on the person filing to sustain a formal request that his document be retained as not for public inspection." This is in accord with "mandatory congressional policy," the commission said.

The commission noted that the comments filed six years ago said that the public disclosure of information in affiliation contracts would be competitively damaging and would not provide any commensurate public-interest benefit. The comments referred to such data as rates, percentages and free hours.

The 1966 law exempts "commercial and financial information obtained from

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any person and privileged or confidential." However, the commission noted that the attorney general's memorandum on the law says that the scope of the exemption is difficult to define. The memorandum advises government agencies to attempt to follow congressional intention as expressed in committee reports.

Besides the freedom-of-information law, the commission cited court decisions as reason for taking a new look at the old proposal. The courts "have stressed the importance to the public interest of full knowledge and disclosure of information relative to certain business aspects of broadcasting in order to implement the responsibility of the public," the commission said.

At the argument, the commission will hear all interested persons, regardless of whether or not they have filed comments, "as time permits."

## Reeves establishes independent branches

Reeves Broadcasting Corp., New York, has reorganized its Studios Division into two separate independent units—the Reeves Sound Studios Division and the Reeves Video Division. Robert W. Byloff, vice president, Studios Division, has been named president of Reeves Video Division. John F. Voriske, vice president and general manager, Studios Division, has been named president of the Reeves Studios Division. Chester L. Stewart, who is retiring as president of the Studios Division, will continue as a consultant to Reeves Broadcasting.

Reeves Broadcasting is a diversified company operating in the fields of video-tape recording and post-production services; sound recording and

processing; television and radio broadcasting; community antenna television services; real estate development and specialized services to real estate brokers and property owners.

## Little respect for media seen

Gallup says public is no longer satisfied; others counter pollsters views

Dr. George Gallup, the public opinion pollster, told a New York public relations symposium last week that "never has the media communications been held in such low esteem."

Dr. Gallup said there is a "public distaste for sex, conflict and controversy" and that the public is "no longer satisfied with the obsolete formula and tired practices of journalism from another era."

He was guest speaker for the seventh annual luncheon symposium on "Public Relations and the Media" sponsored by Wagner International Photos Inc. at the Waldorf Astoria hotel Thursday.

**Way to Get Audience** ■ Long John Nebel, WNBC New York talk show moderator who was one of 14 panelists for the symposium, countered Dr. Gallup's contention saying that "controversy certainly pays off as far as ratings go." Two other panelists, *Merv Griffin Show* producer Robert Shanks and the *Today Show's* Barbara Walters both noted that sex, conflict and controversy were the staple elements of popular radio and television soap operas.

Dr. Gallup also said his studies

showed that "at no time in recent history has there been such widespread dissatisfaction with government" in this country. He blamed this on the fact that "while people have improved, their leaders have not" and that "leaders generally are not innovators; they are champions of the status quo."

With much of the panel questioning centering on media coverage of ghetto rioting and disturbances at the Democratic national convention, Miss Walters observed that letters she has received on the convention coverage indicated that the public wasn't so much protesting overreaction by television newsmen but "simply the fact that the newsmen were reacting for the first time."

Concurring with her was James C. Hagerty, ABC vice president of corporate relations and former Eisenhower administration White House news secretary, who served as the panel moderator. He said, "as our media is becoming more sophisticated, it is beginning to develop people of our own who are the equivalent of columnists in other media."

Asked: "Is the violence being reported a false blow-up or a true picture of the feelings of people?" Harrison Salisbury, assistant managing editor of the *New York Times*, said generally the reporting of violence by both the major press and broadcast sources is accurate.

William A. Emerson Jr., editor of the *Saturday Evening Post*, added that the reporting of violence and public reaction to it indicate "just the beginning of awareness" by the general public to widespread violence.

Mr. Hagerty said he believes the press and television are responsible for public involvement in "the two central issues of today." He said: "I don't think either the debate on Vietnam or the civil rights battle could have got off the ground if it hadn't been for coverage in the media."

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## FANFARE

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## NBC rapped for million-dollar contest

FCC SAYS CHANCES OF WINNING WERE BILLION TO ONE

The FCC has reprimanded NBC for "misleading" advertising promoting a "million dollar" contest that was broadcast over NBC-owned WKYC-AM-FM Cleveland between April 17 and May 15, 1967.

The commission, in a letter to the company last week, said the advertising "fell short of the required degree of licensee responsibility." It added that the matter will be considered further when the Cleveland stations' licenses

come up for renewal.

The questioned advertising promoted the contest as offering listeners a chance of winning a share of "one million dollars cash." The commission said this was misleading both as to the amount of money that would be given away as well as to listener's chance of winning the \$1,000 individual prizes that were offered.

**Seed Money** ■ WKYC-AM-FM had seeded the Cleveland area with 1,000

one dollar bills, kept records of the serial numbers, then broadcast the numbers at the rate of two an hour throughout the broadcast day. A listener who had a bill whose serial number matched one that was broadcast could redeem it for \$1,000. NBC reported one winner in the four-week contest.

NBC told the commission that \$1 million could have been won, and that the advertisements offering the public a chance to win a share of that amount were not misleading.

But the commission said that although the statements in the advertisements "are not technically false . . . they were deceptive and misleading in their implications" since chances of

wkyc "awarding \$1 million in prize money, or any sum near that size, were extremely remote."

Similarly, the commission said that the "normal odds against possessing a bill with a winning number would apparently be far greater than a billion to one, even if the possessor happened to be listening to wkyc at the moment that his serial number was announced." The commission noted that a winner was required to hold a one-dollar bill bearing the full serial number of the one broadcast and that each serial "number" consisted of eight digits plus two letters of the alphabet.

The rebuke was the second NBC received from the commission in less

than two weeks. On Sept. 13, the commission told NBC it appeared to "have fallen short" of its responsibilities" for having failed to disclose commentator Chet Huntley's interests in livestock after he had broadcast attacks on federal meat-inspection requirements (BROADCASTING, Sept. 16).

## Broadcast Pioneers name five award winners

Five individuals who have made "substantial contributions to the communication arts" will be honored at an

annual awards dinner of the Broadcast Pioneers, to be held at the Americana hotel, New York, Thursday (Sept. 26).

The winners of the distinguished service awards, announced by Broadcast Pioneers' New York chapter President Robert M. McGredy, are: Roone Arledge, president, ABC Sports; Dr. Peter Goldmark, president and director of research for CBS laboratories; Marion Young Taylor, WOR's (New York) *Marth Deane* show; Humboldt J. Greig, vice president in charge of network program buying at Larocche, McCaffrey & McCall Inc.; and John F. Royal, NBC consultant. Toastmaster will be Walter Kiernan, WOR news commentator.

## EQUIPMENT & ENGINEERING

# The battle for color uniformity

Standard color develops as one of main topics at IEEE broadcast symposium

Color uniformity—the bane of broadcast engineers' existence in the last few years—received some high-level attention last week in Washington at the broadcasting symposium sponsored by the Group on Broadcasting of the Institute of Electrical and Electronics Engineers.

More than 200 engineers heard John H. DeWitt Jr., former president of WSM-AM-FM-TV Nashville and now president of International Nuclear Corp. there, tell of the struggle to achieve uniform color transmissions from all stations in that city.

"We can almost say," Mr. DeWitt commented, "that everybody has color today but we sometimes do not dare ask what kind. . ."

Discussing the ideal in which all stations in all markets transmit equally acceptable color all of the same reference hue and relative degree of saturation," Mr. DeWitt noted that "our real competition is from magazines, newspapers and movies. . ."

In broadcasting, Mr. DeWitt said, within a period of five minutes, a viewer may see a film made under questionable circumstances, a tape made 3,000 miles away and a live camera whose adjustments are not the same as the tape.

This "juxtaposition of commercials and program material subject the viewer, Mr. DeWitt observed "to one shock after another, if he is at all critical."

In discussing the test that the three commercial TV stations in Nashville engaged in early this year in the interest of uniformity of color, Mr. DeWitt noted receivers as well as transmitters have distortions.

He warned that phase error must be kept to the 7.5% recommended by the Electronic Industries Association.

Ultimately, he concluded, source material for programs on film, slide or tape must be required to meet the highest possible standards: each station must routinely check live and film cameras and tape machines to maintain EIA specifications for phase and gain, and transmitter errors must be kept to a minimum.

**Test Chart** ■ C. A. Johnson, RCA, discussed a new set of color test charts that use a graduated gray scale superimposed on six selected test color backgrounds corresponding roughly to the primaries and complementaries of the National Television Standard Committee System.

The method permits a broadcaster to evaluate a camera's spectral response to any color by using the gray scale alone, Mr. Johnson said.

George F. Eustis Jr., General Electric, described the use of an automatic contrast system used with GE color cameras at WPIX-TV New York. The automatic contrast incorporates both automatic exposure control and automatic black level control. This results in maintaining the iris aperture at optimum openings when the camera views

varying levels of light and at the same time maintains a contrast ratio that prevents picture harshness.

The use of these cameras, Mr. Eustis said, has eliminated one camera operator from the WPIX force.

**Canadian Color** ■ One method of maintaining uniformity of color equipment was described by Roy D. Cahoon, chief engineer of the Canadian Broadcasting Corp., who spoke at the first-day luncheon.

In order to insure color uniformity Mr. Cahoon said, CBC developed a

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Mr. Cahoon

standard light box to help set up the brightness of the picture tube of the standard monitors; this was augmented later by the use of a TV color comparator, designed by Canada's National Research Council.

But above all, in order to reduce variables to the minimum possible, Mr. Cahoon said, the company assigned to one man, "and one man only," all the

adjustment of monitors in the studio plant.

CBC began color operations in mid-1966.

Among other highlights at the IEEE symposium:

▪ Coming by the end of October will be a request to the FCC for rulemaking to assign a band in the 10-45 gc area for quasi-laser systems. This is being developed by Chromalloy American Corp., and the Laser Link Corp., both of New York. The short-haul system, developed for cable TV apartment house rooftops, is similar to the 18 gc system being tried by Teleprompter Corp. and Hughes Aircraft in New York, but uses the higher frequencies.

The quasi-laser system, it was said, may provide up to 40 additional channels on the home TV receiver above the conventional VHF and UHF channels assigned for commercial and educational TV stations. Use of the system to provide a 20-channel instructional TV system at the cost approximately equivalent to that of a three-channel service in the 2,500 mc instructional television fixed service band is also a possibility, according to Ira Kamen, president of Laser Link Corp., and Dr. Joseph Vogelmann, Chromalloy's vice president for electronic research.

▪ A new system of electronic splicing



Mr. DeWitt

for video tape was described by J. R. West and T. V. Bolger, both of RCA, who discussed the use of the Tape Editing Programmer.

▪ FCC Commissioner Kenneth A. Cox discussed spectrum reallocation and sharing proposals by the commission in meeting the heavy demands for more spectrum space by the land-mobile services.

## INTERNATIONAL

### Talks with Mexico resume in Washington

#### CURRENT TREATY EXTENSION ENDS THIS YEAR

Technical experts of the U.S. and Mexico began meeting at the State Department in Washington last week in a renewed effort to eliminate disagreements blocking conclusion of a new treaty governing the two nations' use of the AM band.

Representatives of the two countries have been meeting intermittently since September 1966 on a draft of an agreement that would replace a five-year pact that was to have expired on June 9, 1966. The treaty has been extended twice since then, and is now due to run out on Dec. 31.

Members of the FCC staff and State Department personnel are representing the U. S. in the current talks, which are described as informal, and which are aimed at resolving differences over four remaining points on which the two sides have been unable to agree.

A member of the U. S. team indicated progress, if any, was slow. "We're grinding away," he said. However, he expressed optimism that final agreement can be reached before the end of the year.

One of the issues involves each side's efforts to have included as special cases, and thus exempt from the treaty's provisions, a number of stations that could operate on the other's clear channels at night. A related one involves special cases on nonclear channels; each side would like to put some 20 stations in this category.

Another issue involves the U. S. effort to remove existing across-the-board restrictions on presunrise operations by U. S. daytimers on Mexican clear channels. If the U. S. is successful in this, some 270 U. S. stations would be able to take advantage of the new rule authorizing presunrise operations by daytimers.

The fourth point involves Mexico's request that the U. S. accept a lesser priority than I-A clear channel for 1030 kc. Wbz Boston is the dominant station on that frequency.

It was not clear last week how long the present talks would continue. The Mexican delegation is authorized to remain in Washington through Wednesday. But indications were it would re-

main that long only if progress were being made in the talks.

One of the points on which agreement was reached early in the negotiations provides for an increase in power for some 20 class IV stations on each side of the border, from 250 w to 1 kw.

### NBC project manager leaves Vietnam post

Roger Bower, project manager of the NBC International TV management service operation in South Vietnam for the past 16 months, will return to New York in October for reassignment, it was announced last week by Harold E. Anderson, vice president, NBC International Enterprises.

Since 1966 NBC International technicians have been assisting the South Vietnamese ministry of information in establishing a television network, and stations are now operating regularly in Saigon, Can Tho and Hue. With the current scheduled phase-out of programming and administrative functions, only NBC engineers will now be required to complete the project, according to Mr. Anderson.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Michael Schneider**, creative director, BBDO, New York, named VP. **Myron Linder**, copy supervisor, BBDO, New York, named creative director, BBDO, Los Angeles.

**George L. Parker**, creative director with N. W. Ayer & Son, Philadelphia, named senior VP and director of creative services for Chicago region. **Jay S. Riddle**, VP and account supervisor, named senior VP and management supervisor, also Chicago.

**Leonard L. Press**, VP-international, Doyle Dane Bernbach, New York, named director of international operations, and **Richard B. Barker**, account executive, appointed assistant director of international operations.

**John Rand**, copy group head, and **Bruce M. Odza**, account supervisor, Ogilvy & Mather, New York, elected VP's.

**Martin Fiderer**, formerly with Robert A. Becker Inc., New York agency, and Pfizer Laboratories there, joins Sudler & Hennessey, New York, as VP and account group supervisor.

**K. L. Rice**, director of advertising, Hills Bros. Coffee Inc., San Francisco, joins Hofer, Dieterich & Brown, that city, as VP and account supervisor.

**Keith Harrier**, production manager, Murakami-Wolf Films Inc., Hollywood, joins Carson/Roberts/Inc., Los Angeles, as production administrator, broadcast production department. **Joel Squier**, producer, Foote, Cone & Belding, Los Angeles, joins C/R as TV producer. **Michael Duvall**, art director, Marsteller Inc., Los Angeles, joins Carson/Roberts as art director.

**Courtney Shurman**, VP, Lake-Spiro-Shurman Inc., Memphis, also elected treasurer, and **Avron Spiro Jr.**, VP, also elected secretary of agency.

**Bruce A. Weiner**, sales promotion writer, CBS Radio, New York, appointed manager of sales promotion, CBS Television Stations National Sales, that city.

**Richard A. Dwelley**, former owner, WKIP Poughkeepsie, N. Y. and Lewis

**T. Bolger Jr.**, former VP-sales, WKIP, form their own agency, Dwelley and Bolger Inc., 313 Mill Street, Poughkeepsie.

**Sam Brody**, president, Sam Brody Representatives, New York, joins MPO Videotronics Inc., that city, as producer-salesman.



Mr. Rice

WLS account executive, appointed sales service and associate sales development director.

**Ron Cheswick**, with The Katz Agency, New York, joins H-R Television, there, Corinthian division, as research manager.

**Hugh L. Brooks**, media supervisor with Benton & Bowles, New York, joins Brown & Williamson Tobacco Corp., Louisville, Ky., as manager of advertising media. He succeeds **Bradford H. Littlefield**, who joins B&W's brand marketing group.

**Robert Tomaszewski** joins WIND Chicago as assistant marketing and research manager.

**Eugene White**, with sales staff, WILX-TV Lansing (Onondaga), Mich., appointed general sales manager.

**Jack Mulderrig**, with sales staff, WNEW-TV New York, appointed national sales manager. Staff members **Irving Gross** and **Jerry Molfese**, sales supervisors, become group sales managers.

**Cliff Sorensen**, director, KOLN-TV Lincoln, Neb. and KGIN-TV Grand Island, Neb., appointed sales service director.

**Reynard A. Corley**, with sales staff, WTOL-TV Toledo, Ohio, joins WSFA-TV Montgomery, Ala., as national sales manager. Both are Cosmos Broadcasting Corp. stations.

**Lawrence T. Severino**, with KABC-TV Los Angeles, joins KCBS San Francisco as national sales coordinator.

### MEDIA

**S. K. Jensen**, assistant to chairman, Reeves Broadcasting Corp., Charleston, S. C., and VP and director, Previews Inc., New York, appointed to new position of VP, special projects.

**Lieutenant Colonel Razeal Nash**, director, radio-television department, Defense Information School, Fort Benjamin Harrison, Indianapolis, Ind., becomes officer in charge, American Forces Vietnam Network.

**Harry Dennis**, VP and general manager, WERE Cleveland, joins WFAS-AM-FM White Plains, N. Y., as VP. **Ed Paul**, sales manager WERE, succeeds Mr. Dennis as general manager.

**Edward A. Warren**, director of programming WABC-TV New York, appointed general manager WOR-TV New York. Mr. Warren succeeds **Jerome Bess**, who moves to RKO Television corporate staff. division of RKO General Broadcasting, licensee of WOR-TV.



Mr. DeLier

**Jacques DeLier**, assistant general manager, KWTV(TV) Oklahoma City, named general manager, succeeding **Edgar T. Bell**, who resigns (BROADCASTING, Sept. 16).

**K. James Yager**, general manager, Cosmos Cablevision, Columbia, S. C., appointed general manager, wis-TV there. Both owned by Cosmos Broadcasting



### PortaPak I Cartridge Playback Unit



Your time salesmen. will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance. PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

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Corp. **James D. Tabor**, sales manager, Cosmos Cablevision, succeeds Mr. Yager.

**Joseph Loughlin**, administrative assistant, named manager, WVTU(TV) Milwaukee. He succeeds **John M. Haberman**, who becomes executive VP and general manager, WESH-TV Daytona Beach-Orlando, Fla.

**Richard W. Jolliffe**, general manager, WKBS-TV Burlington, N. J.-Philadelphia, joins KBCS-TV Corona, Calif., in same capacity. **Carlo Anneke**, assistant general manager, WKBS-TV succeeds Mr. Jolliffe.

**Bernard Kobres** appointed general manager, WSMS-TV Fort Lauderdale, Fla. Station due to begin broadcasting in late October.

**Clyde G. Payne**, account executive, KTHI-TV Fargo-Grand Forks, N. D., appointed station manager, Grand Forks studios and offices.

**James Withers**, regional sales representative, WEIC Charleston, Ill., joins WGLC Mendota, Ill., as station manager and director of sales.

**Bob Tobia**, manager, WATC Gaylord, Mich., joins WATT Cadillac, Mich., as manager. **John Blair**, account executive with WATC, succeeds Mr. Tobia.

**Jack Mayer**, sales manager for WBBJ-TV Jackson, Miss., joins WDXN Clarksville, Tenn., as station manager.

**Robert R. Pauley**, Mutual Broadcasting System president, replaces **Matthew J. Culligan**, former MBS chief, as MBS representative on National Association of Broadcasters radio board of directors.

**Rodric M. Smith**, financial analyst and budget administrator, Storer Broadcasting Co., Miami Beach, Fla., appointed business manager, CATV division.



Mr. Cheney



Mr. Bolden

**Roy A. Cheney**, manager, salary administration and records, NBC, New York, appointed director, personnel. **John Stern**, administrator, organization development, NBC, New York, succeeds Mr. Cheney. **J. Tabor Bolden**, administrator, training, NBC, New York, appointed director, management development. **Robert J. Kramer**, salary administrator, NBC, New York, named administrator organization development, personnel.

**Franklin G. Sisson**, station manager,

WWJ-TV Detroit, elected president of Michigan Association of Broadcasters, succeeding **Gene Ellerman**, WWTV(TV) Cadillac, Mich. **Edwin R. Huse**, WKHM Jackson, elected VP, and **Monroe MacPherson**, WION Ionia, secretary-treasurer.

**William Gaines Hill**, attorney for Penn Central Transportation Co., New York, joins staff of assistant general attorney Frederick C. Wing in West Coast office of CBS law department, Hollywood.

**Stephen A. Glauber**, assistant general counsel, National Educational Television, New York, appointed general counsel.

**Lloyd E. Schrecengost**, with plant engineering department of Kittanning Telephone Co., Kittanning, Pa., joins Valley Master Cables Inc., Kittanning, as general manager. He will also direct operations of Direct Channels Associates, New Bethlehem, Pa. Both companies are subsidiaries of Mid-Continent System.

## PROGRAMING

**John T. Weber** joins Price-Weber Associates (formerly Jack Price Associates), Jeffersonville, Ind., as executive VP and general manager. Price-Weber is producer of motion pictures, slide films, sales and training meetings and graphics communications.

**Paul Donnelly**, production manager for features and television, Universal City Studios, Hollywood, resigns to become producer at studio. He is succeeded by **Marshall Green** and **Richard Birnie**.

**Jerry Adler**, program executive, Universal Television, North Hollywood, with studio's "World Premiere" project, named to head similar project at Cinema Center Films, North Hollywood, producing two-hour feature films for CBS-TV.

**Dick Hubert**, producer of Westinghouse Broadcasting Co.'s three-and-a-half hour documentary on racial crisis, *One Nation Indivisible*, appointed senior producer of new Urban American Unity at WBC. He continues as host and producer of interview series on American FM network, *Meet the Newsmaker*.

**Jeff Delon**, executive producer and director, West Coast operations. De Sort Fisher, joins King Screen Productions. Seattle, as production manager.

**Louis E. Gaudreau**, VP and treasurer, Buena Vista Distribution Co., New York, retires.

**Luther James**, production executive, CBS-TV Hollywood, joins The Campbell, Silver, Cosby Corp., as associate producer in television and motion pic-

ture areas.



Mr. Huff

**Fred E. Huff**, producer-director, KCMO-TV Kansas City, Mo., joins KPHO-TV Phoenix, as program director.

**John C. Lund**, with KLIQ-AM-FM Portland, Ore., appointed program manager.

**Dick Harris**, news anchorman, WCBS New York, joins KGDN Seattle, as program director.

**Lou Gutenberger**, with KALL Salt Lake City, joins KLO Ogden, Utah, as program director.

## NEWS

**Thomas Houghton**, news manager, KSTP-TV Minneapolis-St. Paul, joins WBZ-TV Boston, as news director, succeeding **Bill Dean**, who has been named news director, WJZ-TV Baltimore. Mr. Dean succeeds **Tom Bryson**, who joins KYW-TV in same position. WBZ-TV, WJZ-TV and KYW-TV are Westinghouse Broadcasting Co. stations.

**Richard A. Hughes**, formerly UPI bureau manager in Pierre, S. D., and Lansing, Mich., appointed news editor, UPI Paris bureau. He succeeds **A. Allan Priaux**, who joins McLendon Corp., Dallas, as general executive.

**Millard Hansen**, formerly with WKBW-TV Chicago, joins announcing staff NBC Television and Radio, Central division, and WMAQ-AM-FM-TV, that city. WMAQ is NBC owned station.

**David Rodgers**, formerly with KLAC and KFVB, both Los Angeles, joins WWTC Minneapolis, as news director.

**Jim Miller**, with news staff, WNEW-TV New York, joins WMAK Nashville, as news director.

**Tony Kent**, newsman, KPOL Los Angeles, named news director.

**Burton A. Kittay**, account executive, Sweet & Company Advertising Inc., New York, joins Television Presentations Inc., that city, as marketing manager, newly created position.

**Jim Pitcock**, news director, KATV (TV) Little Rock, Ark., elected president Arkansas AP Broadcasters Association.

## FANFARE

**Catherine Wallace**, manager of public for Public Broadcast Laboratory, National Educational Television, New York, appointed communications director. National Citizens Committee for Public Broadcasting, that city.

**Phillip S. Cooke**, head of own public relations firm, joins Mandabach and Simms Inc., Chicago agency, as direc-

tor of public relations.

## EQUIPMENT & ENGINEERING

**Dominick V. Puccio**, with International Good Music Inc., Bellingham, Wash., named to newly created position of VP for industrial products.

**Ralph E. Hembree**, general manager CATV division. United Transmission Inc., Kansas City, Mo., named VP and general manager of parent company. He succeeds **Leland B. Hallett**, who resigns as president. United Transmission is subsidiary of United Utilities Inc., independent telephone combination.

**Richard W. Loftus**, VP-acquisitions and director of marketing, International Telemeter Corp., New York, joins Spencer-Kennedy Laboratories Inc., Boston, as marketing manager, CATV.

**David Bain**, principal, Joseph & Bain, Great Neck, N. Y. (manufacturer's rep firm), joins Fairchild Recording Equipment Corp., Long Island City, N. Y., as manager, application engineering.

**O. Lytle Hoover**, producer-director WJRT-TV Flint, Mich., joins RCA Inc. commercial electronic systems division, Camden, N. J., as administrator for market research.

**Raymond LeKashman**, president and principal, Knight & Gladieux Inc., New York management consulting firm, joins International Telephone and Telegraph Corp., that city, as director of marketing.

**George Petetin**, manager special products division, J-B-T Instruments Inc., New Haven, Conn., joins Stanton Magnetics Inc., Plainview, N. Y., as sales manager.

**James A. Kraenzel** joins Visual Elec-

tronics Corp., New York, as New England area sales representative, broadcast equipment. His office will be in New-ton, Mass.

## ALLIED FIELDS

**Leonard Goldenson**, president, ABC Inc., New York, and **Lew Wasserman**, president, MCA Inc., that city, appointed to board of trustees, John F. Kennedy Center for the Performing Arts.

**John T. Murphy**, president, Avco Broadcasting Corp., and **Frank P. Fogarty**, president, Meredith Broadcasting Co., appointed to executive committee, National Catholic Office for Radio and Television.

**J. J. Johnson**, composer-arranger-conductor for MBA Music Inc., New York, elected president.

**Elihu Slurzberg**, VP and director, Audits & Surveys Inc., survey division, joins Alfred Politz Research, New York.

**Roland H. Lange**, vice chairman, Hartford Insurance Group, elected president of Connecticut Educational Television Corp.

**Robert Malik**, supervisor, data communications analysts, Control Data Corp., Great Neck and Lexington branches, both New York, joins American Research Bureau, Beltsville, Md., as Arbitron manager. Control Data is parent company of ARB.

**Michael Rumney** joins The Nowland Organization Inc., marketing consultants, Greenwich, Conn., as project director.

**Omar Lerman**, associate director, National Citizens Committee for Public Television, New York, has resigned to take on administrative responsibilities

with Joffrey Ballet.

## DEATHS

**Paul Levitt**, 41, formerly VP in charge of daytime programming, CBS-TV, died Sept. 15 at Mount Sinai hospital, Los Angeles, after long illness. Mr. Levitt, who also served as associate producer at CBS-TV, was associate producer of *Tarzan* series for NBC-TV. He is survived by wife and two sons.

**Francis T. Leary**, 54, VP and executive editor, UPI, New York, died at his home in New Rochelle, N. Y. Sept. 12 of lung cancer. Mr. Leary began his career with *Chicago Daily News* in 1933. He joined UPI year later and worked in Chicago, St. Louis, Fort Wayne, Ind. and Detroit bureaus. He is survived by his wife, Esther, son and daughter.

**Frances Scully**, 54, onetime radio personality on ABC, died Sept. 17 at Queen of the Angeles hospital, Los Angeles, of cancer. Miss Scully was one of earliest fashion reporters on radio. She originated and was hostess of *Speaking of Glamour* radio show for the then ABC Blue Network. She also was involved with *Your Blind Date* radio show on ABC stations. In recent years, Miss Scully handled PR's in Hollywood for Lever Bros.-sponsored TV shows.

**Claire Kronstadt**, 54, retired co-founder, Kronstadt Advertising Agency, Washington, died Sept. 10 in Baltimore after long illness. She is survived by her husband, Henry L., and two daughters.

**Ruth Tait**, 42, radio-TV specialist, Clinton E. Frank Inc., Chicago, died Sept. 10 of coronary attack.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 11 through Sept. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. 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

##### APPLICATION

Pocatello, Idaho—Eastern Idaho Television Corp. Seeks ch. 6 (82-88 mc); ERP 100 kw vis, 17.3 kw aur. Ant. height above average terrain 1307 ft.; ant. height above ground 499 ft. P.O. address: c/o M. Walker Wallace, Suite 1500, Walker Bank Building, 175 South Main Street, Salt Lake City 84111. Estimated construction cost \$506,013; first-year operating cost \$300,000; revenue \$450,000. Geographic coordinates 42° 55' 54" north

lat.: 112° 22' 20" west long. Type trans. GE TT530C. Type ant. Afford 1030F-N. Legal counsel McKenna & Wilkinson, Washington;

consulting engineer Silliman, Moffet & Kowalski, Washington. Principals: M. Walker Wallace, chairman-treasurer (20%), James

|  |  |
|--|--|
| <b>EDWIN TORNBERG<br/>&amp; COMPANY, INC.</b>  |  |
| <b>Negotiators For The Purchase And Sale Of<br/>Radio And TV Stations • CATV<br/>Appraisers • Financial Advisors</b>   |  |
| New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242<br>West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164<br>Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531 |  |

U. Lavenstein, president (30%), Daniel T. O'Shea, vice president (29%) et al. Mr. Wallace is vice president and director of real estate brokerage and insurance agency, stockholder in a copper mining and milling company, partner in a cattle ranch and has other business interests. Mr. Lavenstein is consultant with broadcast equipment leasing firm, director of summer and winter resort, and is sole owner of a retail apparel company. Mr. O'Shea owns 50% of a film distribution company, 10% interest in a capital corporation and less than 1% interest in an oil and gas corporation. Ann. Sept. 16.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc., Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. and extended time to Oct. 7 (or to date 10 days subsequent to final disposition of any appeal taken to ruling on motion for discovery by Wometco Enterprises Inc.) in which to file responsive pleading to the answers and objections of Antwin Theatres Inc. to written interrogatories of Wometco Enterprises Inc.; and by separate action ordered Antwin Theatres Inc. to produce for inspection and copying by Wometco documents and records specified in motion for discovery filed by Wometco July 29 (Docs. 10834 17582-4, 18185-6). Actions Sept. 10.

#### DESIGNATED FOR HEARING

■ FCC designated for hearing mutually exclusive applications of John Weigel Associates and United Broadcasting Corp. for new TV station on ch. 49 at Racine, Wis. Action Sept. 17.

#### Existing TV stations

##### APPLICATION

WNYS-TV Syracuse, N. Y.—Seeks CP to replace expired CP for new station. Requests waiver of Sec. 1.534 (b) of rules. Ann. Sept. 12.

##### FINAL ACTIONS

■ FCC granted application by WKYT-TV Lexington, Ky. for changes in CP; condition. Action Sept. 17.  
■ FCC granted application of Greater Toledo Educational Television Foundation Inc. for CP to make changes in facilities of educational station WGTE-TV Toledo, Ohio, condition, commission waiver Sec. 73.685(e) of rules to make grant. Action Sept. 17.  
\*KWCS-TV Ogden, Utah—Broadcast Bureau granted CP to replace expired permit. Action Sept. 6.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]). TV proceeding, granted request by Broadcast Bureau and extended time to Oct. 7 in which to file proposed findings of fact and conclusions; and to Oct. 28 in which to file reply findings and conclusions (Doc. 16984). Action Sept. 12.  
■ Hearing Examiner David L. Kraushaar in Moline, Ill. (Moline Television Corp. [WQAD-TV] and Community Telecasting Corp.), TV proceeding, granted joint motion by applicants and ordered transcripts of hearing corrected accordingly (Docs. 17993-4). Action Sept. 12.

#### DESIGNATED FOR HEARING

■ FCC has designated for hearing inquiry into marijuana-party report broadcast by WBEM-TV Chicago, to be convened Oct. 8 at 10 a.m. in room 2119 of U.S. Courthouse Building, 219 S. Dearborn St., Chicago. Ann. Sept. 16.  
■ FCC has ordered hearing on questions of whether there has been unauthorized transfer of control and trafficking by Coral Television Corp., permittee of WCIX-TV Miami. Action Sept. 17.

#### New AM stations

##### APPLICATION

Barceloneta, P. R.—Angel M. Rivera. Seeks 1160 kc, 250 kw, P.O. address: Urbanización San Salvador, Calle Fernandez Vanga B-13, Manati, P. R. 00701. Estimated construction cost \$35,325; first-year operating cost \$20,000; revenue \$50,000. Principals: Angel M. Rivera, sole owner. Mr. Rivera owns a commercial and public service program production company. Ann. Sept. 13.

##### FINAL ACTIONS

Tylertown Broadcasting Co., Tylertown,

Miss.—Broadcast Bureau granted CP for new AM station on 1290 kc, 1 kw-D; conditions. Action Sept. 10.

Sioux Empire Broadcasting Co., Sioux Falls, S. D.—Review board granted application for CP for new AM station on 1520 kc with 500 w-D (Doc. 17174). Ann. Sept. 17.

#### OTHER ACTIONS

■ Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 16965-66, granted petition for extension of time filed Sept. 9 by Central Du Page County Broadcasting Co., extended to Sept. 23 time within which to file exceptions and briefs in support thereof, to initial decision. Action Sept. 11.

■ Review board in Reno, AM broadcast proceeding, Docs. 16110 and 16115, scheduled oral argument before panel of review board for Oct. 10 commencing at 2 p.m. in room 650, 1919 M Street, N. W., Washington. Action Sept. 12.

■ Review board in Warwick, N. Y., AM broadcast proceeding, Docs. 18274-77, granted petition for extension of time filed Sept. 9 by Blue Ribbon Broadcasting Co., extended to Sept. 24 time within which to file responsive pleadings to petition to enlarge issues filed by Taconic Broadcasters. Action Sept. 11.

■ Review board in Wanchese, N. C., AM broadcast proceeding, Docs. 17886-88, granted petition to dismiss and for approval of agreement filed May 20 by Onslow County Broadcasters and Hendon M. Harris; approved agreement, dismissed with prejudice application of Hendon M. Harris; proceeding terminated. Action Sept. 10.

■ Review board in Lorain, Ohio, AM broadcast proceeding, Docs. 16876-78 adopted memorandum opinion and order denying petition for reconsideration or in alternative for rehearing filed July 5 by Allied Broadcasting Inc. Action Sept. 11.

■ Review board in Sunbury, Pa., AM broadcast proceeding, Docs. 18291-93, denied petition for extension of time filed Sept. 10 by Kel Broadcasting Co. Action Sept. 12.

■ FCC denied petitions of Tidewater Broadcasting Co., Smithfield, Va., for rehearing and for leave to amend (Docs. 13243, 13248). Tidewater's petitions were directed against commission decision denying competing applications of Tidewater and of Edwin R. Fischer of Newport News, Va., for CPs for new AM stations in Smithfield and Newport News, respectively. Action Sept. 11.

#### ACTIONS ON MOTIONS

■ Chief, Broadcast Bureau granted petition by Storer Broadcasting Co. and extended time from Sept. 16 to Sept. 23 for filing reply comments in proceeding on amendment of part 73 of the rules to specify in lieu of existing MEOV concept a standard method for calculating interference, coverage and overlap of mutually prohibited contours in AM broadcast service (Doc. 16222). Action Sept. 12.

■ Hearing Examiner Basil P. Cooper in Lebanon, Tenn. (Vernon Broadcasting Co.), AM proceeding, denied petition of Vernon Broadcasting Co. to amend application in several particulars and continued evidentiary hearing to Nov. 20, 1968 (Doc. 18178). Action Sept. 12.

■ Chief Hearing Examiner James D. Cunningham in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Oct. 30 and hearing for Dec. 9 (Docs. 18310-3). Action Sept. 12.

■ Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate et al.), AM proceeding, in separate actions summarized rulings made on record at prehearing conference held Sept. 13 and denied petition of Louis Vander Plate for leave to amend application regarding financial showing; granted motion of Somerset Valley Broadcasting Co. for extension of time to respond to petition of Arthur S. Steloff for leave to amend, and extended time for filing response to Sept. 19; denied petition of Radio New Jersey and Lake-River Broadcasting Corp. for clarification of issues. In another action, scheduled preliminary exchange of engineering exhibits for Oct. 14 and final exchange for Oct. 23 for issue no. 1; scheduled further prehearing conference with respect to issue no. 1 for Nov. 7, exchange of exhibits on 307(b) issue (no. 11) in 1000 kc case for Nov. 13, notification of witnesses under issues no. 1 and 307(b) (no. 11) for Nov. 29, and continued hearing on issue no. 1 and 307(b) from Oct. 14 to Dec. 16 with date for proceeding with other portions of hearing continued from Oct. 14 to date to be set by subsequent order (Docs. 18251-7). Actions Sept. 17.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everett Broadcasting Co., Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted petition by Warwick Broadcasting Corp. for leave to amend application to supplement original financial data to show ability to meet construction costs and operating expenses through first year of operation, and accepted amendment (Docs. 18274-7). Action Sept. 12.

■ Hearing Examiner H. Gifford Irion in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, changed date for commencement of hearing from Oct. 2 to Nov. 25 (Docs. 18235-6). Action Sept. 12.

#### Existing AM stations

##### APPLICATIONS

WKAC Athens, Alabama—Seeks CP to change from 1080 kc, 1 kw-D to 1080 kc, 5 kw-D; and install new trans. Ann. Sept. 12.

KLOM Lompoc, Calif.—Seeks CP to replace expired permit which authorized changes in ant. system. Ann. Sept. 16.

KXOA Sacramento, Calif.—Seeks CP to change from 1470 kc, 1 kw, 5 kw-LS DA-2 unil. to 1470 kc, 5 kw DA-2 unil.; make changes in day and night DA system. Ann. Sept. 16.

Cedartown, Ga.—Cedar Valley Radio. Seeks amendment to CP for new AM station to change trans. location to Old Antioch Road, Cedartown, Ga. Ann. Sept. 16.

##### FINAL ACTIONS

■ Broadcast Bureau granted licenses covering following new stations: WPDE-FM Paris, Ky.; WASP Brownsville, Pa. Action Sept. 9.

WTRR Sanford, Fla.—Broadcast Bureau granted licenses covering change in trans. and studio location. Action Sept. 6.

WIXI Lancaster, Ky.—Broadcast Bureau granted license covering increase in power. Action Sept. 6.

WCHB Inkster, Mich.—Broadcast Bureau granted mod. of license covering changing name of licensee to Bell Broadcasting Co. Action Sept. 6.

WAOP Otsego, Mich.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only; remote control permitted. Action Sept. 11.

WPLY Benson, N. C.—Broadcast Bureau granted CP to change from 1580 kc, 500 w-D to 1130 kc, 1 kw-D; make changes in ground system; condition. Action Sept. 10.

KGNS Laredo, Tex.—Broadcast Bureau granted CP to change from 1300 kw, 1 kw-D to 1300 kc, 500 w, 1 kw-LS DA-N, U; change ant.-trans. and studio location to Highway 83, 2.6 miles SE of International Bridge; conditions. Action Sept. 10.

KGA Spokane, Wash.—Broadcast Bureau granted mod. of license to change studio location to 714 West Sprague; remote control permitted. Action Sept. 9.

#### ACTIONS ON MOTIONS

■ Office of Opinions and Review in Canton, N.C. (Western North Carolina Broadcasters Inc. [WWIT]), license renewal proceeding, granted request of Western North Carolina Broadcasters Inc. and extended time for filing exceptions to Sept. 24 (Doc. 17050). Action Sept. 17.

■ Office of Opinions and Review in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. [WCGA]), AM proceeding, granted petition of Gordon County Broadcasting Co. and extended time for filing exceptions to Sept. 23 (Docs. 17695-6). Action Sept. 13.

■ Hearing Examiner Isadore A. Honig in Mankato and Waseca, both Minnesota (Southern Minnesota Supply Co. [KYSM] and the Waseca-Owatonna Broadcasting Co.), AM proceeding, granted motion by Southern Minnesota Supply Co. and received in evidence KYSM exhibits 4 and 5; and on examiner's own motion closed record and set Oct. 18 as date by which replies are to be filed (Docs. 18075, 18078). Action Sept. 13.

■ Hearing Examiner H. Gifford Irion in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]), AM proceeding, dismissed petition by Broadcast Bureau for clarification of issues (Doc. 17777). Action Sept. 10.

■ Hearing Examiner H. Gifford Irion in Media, Pa. (Brandywine-Main Line Radio Inc.), renewal of licenses of WXUR and WXUR-FM proceeding, scheduled Oct. 14 as date for filing reply findings or briefs (Doc. 17141). Action Sept. 17.

##### FINES

■ FCC notified WJLS Beckley, W. Va., it has incurred apparent liability for forfeiture



## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 18, 1968

|                    | ON AIR             |      | TOTAL<br>ON AIR    | NOT<br>ON AIR<br>CP'S | TOTAL<br>Authorized |
|--------------------|--------------------|------|--------------------|-----------------------|---------------------|
|                    | Licensed           | CP's |                    |                       |                     |
| Commercial AM      | 4,196 <sup>1</sup> | 23   | 4,219 <sup>1</sup> | 74                    | 4,293 <sup>1</sup>  |
| Commercial FM      | 1,839              | 47   | 1,886              | 221                   | 2,117               |
| Commercial TV-VHF  | 495 <sup>2</sup>   | 10   | 505 <sup>2</sup>   | 12                    | 517 <sup>2</sup>    |
| Commercial TV-VHF  | 117 <sup>2</sup>   | 38   | 154 <sup>2</sup>   | 165                   | 320 <sup>2</sup>    |
| Educational FM     | 343                | 8    | 351                | 30                    | 381                 |
| Educational TV-VHF | 68                 | 6    | 74                 | 3                     | 77                  |
| Educational TV-UHF | 59                 | 24   | 83                 | 28                    | 111                 |

## STATION BOXSCORE

Compiled by FCC, Sept. 1, 1968

|                                | COM'L AM           | COM'L FM | COM'L TV         | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air)          | 4,194 <sup>1</sup> | 1,829    | 609 <sup>2</sup> | 339     | 127     |
| CP's on air (new stations)     | 23                 | 47       | 48               | 10      | 30      |
| Total on air                   | 4,217 <sup>1</sup> | 1,876    | 656 <sup>2</sup> | 349     | 157     |
| CP's not on air (new stations) | 76                 | 231      | 177              | 32      | 31      |
| Total authorized stations      | 4,293 <sup>1</sup> | 2,107    | 834 <sup>2</sup> | 381     | 188     |
| Licenses deleted               | 0                  | 0        | 0                | 0       | 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.

of \$1,000 for willfully or repeatedly failing to observe terms of station authorization and Sec. 73.57(a) of rules limiting power. Action Sept. 11.

■ Broadcast Bureau notified following stations of apparent forfeiture liability in amounts indicated for late filing of renewal applications in violation of Sec. 1.539(a) of rules: KAPE San Antonio \$25; KBAT San Antonio \$25; KBER San Antonio \$25; KBER-FM San Antonio \$25; KEAN Brownwood \$200; KFRN-FM Brownwood \$200; KKAL Denver City \$25; KMCO Conroe \$25; and KTER Terrell, all Texas. \$100. Licensees have 30 days to pay or contest forfeitures. Actions Sept. 12.

### New FM stations

#### APPLICATIONS

Sheffield, Ala.—Ervin Parks Jr. and Robert Warren Kicker db/as Radio Station WRCK. Seek 106.3 mc, ch. 292A, 3 kw. Ant. height above average terrain 103 ft. P.O. address: Box 62, Tusculumbia, Ala. Estimated construction cost \$10,354.50; first-year operating cost \$5,000; revenue \$10,000. Principals: Ervin Parks Jr. and Robert Warren Kicker, general partners (each 50%). Messrs. Parks and Kicker each own 50% of WRCK Tusculumbia, Ala. Ann. Sept. 11.

New Castle, Ind.—Newcastle Broadcasting Corp. Seeks 94.3 mc, ch. 232A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 1737 DeSales Street, N. W., Washington, D. C. 20036. Estimated construction cost \$39,385; first-year operating cost \$60,000; revenue \$75,000. Principals: Howard A. White, executive vice president-general manager (16.02%), Marshall Davis Jr. (5.50%), Franklyn George, assistant secretary and Charles Green Jr., treasurer (both 5.34%) et al. Mr. White is president of a building corporation. Mr. Davis is co-owner of an insurance company. Mr. George is senior partner in law firm. Mr. Green is owner of meat packing and processing company. Ann. Sept. 9.

\*Mercer Island Wash. — Mercer Island School District #400. Seeks 88.9 mc, ch. 205, .01 kw. Ant. height above average terrain 63 ft. P.O. address: 9100 S.E. 42nd, Mercer Island, Wash. 98040. Estimated construction cost \$7,687.65; first-year operating cost \$500; revenue none. Principals: H. Martin Smith, president; Raymond W. Haman, vice president et al. Mr. Smith is vice president of real estate company. Mr. Haman is attorney. Ann. Sept. 11.

#### FINAL ACTIONS

Jesse L. Koonce, Delano, Calif.—Broadcast

Bureau granted request for SCA on sub-carrier frequency of 30 kc for new FM station. Action Sept. 11.

\*Marshall, Mo.—Missouri Valley College. Broadcast Bureau granted 89.7 mc, 10 w. Ant. height above average terrain 51 ft. P.O. address: Missouri Valley College, Marshall, Mo. 65340. Estimated construction cost \$2,150; first-year operating cost \$500 to \$1,000; revenue none. Principals: M. Earle Collins, president, et al. Action Aug. 6.

\*Teaneck, N. J.—Fairleigh Dickinson University. In initial decision FCC granted United Nations frequency on equal time basis with New York University, New York. 89.1 mc, ch. 206, .55 kw. Ant. height above average terrain 500 ft. P.O. address: c/o Robert Paul Statts, 1000 River Road, Teaneck, N. J. 07666. Estimated construction cost \$18,090; first-year operating cost \$7,350; revenue none. To be supported by university funds and administered by board of trustees. Fairleigh Dickinson is licensee of WFDU. Ann. Sept. 16.

\*New York—New York University. In initial decision FCC granted United Nations frequency on equal time basis with Fairleigh Dickinson University, Teaneck, N. J. 89.1 mc, ch. 206, 8.3 kw horiz., 7.7 kw vert. Ant. height above average terrain 220 ft. P.O. address: 40 Washington Square South, New York 10003. Estimated construction cost \$59,480; first-year operating cost \$6,000; revenue none. Ann. Sept. 16.

\*Virginia Polytechnic Institute, Blacksburg, Va.—Broadcast Bureau granted CP for new class D noncommercial educational FM station on 90.7 mc (ch. 214); remote control permitted; condition. Action Sept. 6.

#### INITIAL DECISION

■ Chief Hearing Examiner James D. Cunningham in initial decision following comparative hearing proposed grant of CP to Blancett Broadcasting Co. for new FM station on 94.3 mc in Hardinsburg, Ky. Competing application was filed by Breckinridge Broadcasting Co., that city. (Docs. 17856, 17857). Initial decision takes effect in 50 days unless there is appeal by any parties or commission acts to review case on its own motion. Ann. Sept. 16.

#### OTHER ACTIONS

■ Review board in Boulder, Colo., FM broadcast proceeding, Docs. 17029-30, scheduled oral argument before panel of review board for Oct. 10 commencing at 10 a.m. in room 650, 1919 M Street, N. W., Washington. Action Sept. 12.

■ Review board in Pompano Beach, Fla., FM broadcast proceeding, Docs. 18020-21, 18187, granted request for extension of time filed Sept. 12 by Broadcast Bureau, extended to Sept. 18 time within which to file responsive pleadings to joint requests for approval of agreement filed by applicants Aug. 30. Action Sept. 13.

■ Review board in Gordon, Ga., FM broadcast proceeding, Docs. 8278-79, denied motion for extension of time filed Aug. 26 by Middle Georgia Broadcasting Co. Action Sept. 12.

■ Review board in Aurora, Ill., FM broadcast proceeding, Docs. 18264-65, granted motion for extension of time filed Sept. 11 by Dearborn County Broadcasters, extended to Sept. 23, time within which to file responsive pleadings to motion to enlarge issues filed by GREPCO Inc. Action Sept. 13.

■ Review board in Albany, N. Y., FM broadcast proceeding, Docs. 18210-12, granted petition to add staffing issues against WPOW Inc. filed July 22 by Functional Broadcasting Inc. Action Sept. 17.

■ FCC denied petition of Brian E. Cobb for reconsideration of designation order and grant without hearing of application for CP for new FM station in Reno. (Doc. 18135). Action July 31.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp. and Leon Hyzen, Charles W. Jobbins and Leon E. Westendorf db/as South Coast Broadcasting Co.), FM proceeding, granted petition of South Coast Broadcasting Co. for vacating scheduled procedural dates; scheduled further prehearing conference for Oct. 21 and continued all procedural dates, including date of hearing now scheduled Oct. 15, to dates to be specified at Oct. 21 prehearing conference (Docs. 17648, 17649). Action Sept. 12.

■ Chief Hearing Examiner James D. Cunningham in Rockmart, Ga. (Georgia Radio Inc. and Faulkner Radio Inc.), FM proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for Oct. 25, hearing for Dec. 9 (Docs. 18314-5). Action Sept. 12.

■ Chief Hearing Examiner James D. Cunningham in Flora and Salem, both Illinois (Flora Broadcasting Corp., Doyle Ray Flurry, Thomas S. Land and Bryan Davidson db/as Salem Broadcasting Co.), FM proceeding, amended order released Aug.



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20 to provide that prehearing conference be held on date to be specified by subsequent order (Docs. 18288-90). Action Sept. 11.

■ Chief Hearing Examiner James D. Cunningham in Flora and Salem, both Illinois (Flora Broadcasting Corp., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, amended order released Aug. 20 and designated Hearing Examiner Herbert Sharfman to serve as presiding officer in lieu of Hearing Examiner Elizabeth C. Smith (Docs. 18288-90). Action Sept. 17.

■ Chief Hearing Examiner James D. Cunningham in Port Jervis, N. Y. (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding, amended order released July 30 to provide that prehearing conference be held on date to be specified by subsequent order (Docs. 18267-8). Action Sept. 11.

■ Chief Hearing Examiner James D. Cunningham in Port Jervis, N. Y. (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding, amended order released July 30 and designated Hearing Examiner Forest L. McClenning to serve as presiding officer in lieu of Hearing Examiner Elizabeth C. Smith (Docs. 18267-8). Action Sept. 17.

■ Chief Hearing Examiner James D. Cunningham in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Oct. 30, hearing for Dec. 2 (Docs. 18308-9). Action Sept. 12.

■ Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.), FM proceeding, denied petition for reconsideration filed by Broadcast Bureau Aug. 9 (Docs. 18005-8). Action Sept. 11.

■ 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, dismissed request for continuance filed by Almardon Inc. of Florida on Aug. 30 (Docs. 18020-1, 18187). Action Sept. 11.

■ Hearing Examiner David I. Kraushaar

in Miami (Miami Broadcasting Corp. and Mission East Co.), FM proceeding, granted motion filed by Mission East Co. one day after date of issuance of initial decision for correction of transcript of hearing proceeding, except page 498, line 15 which correction was opposed by Miami Broadcasting Corp.; and ordered transcripts of hearing corrected as of previous date (Docs. 17401, 17403). Action Sept. 17.

■ Acting Chief Hearing Examiner Jay A. Kyle in Fresno, Calif. (Radio KYNO Inc. and International Radio Inc.), FM proceeding, granted motion of Radio KYNO Inc. and extended certain procedural dates; rescheduled hearing from Oct. 7 to Oct. 28 (Docs. 18202-3). Action Sept. 13.

#### DESIGNATED FOR HEARING

Hearing Examiner Isadore A. Honig in initial decision following comparative hearing with mutually exclusive application of Americana Broadcasting Corp. proposed grant of application by Loyola University for new FM station on ch. 270 in New Orleans. Initial decision takes effect in 50 days unless there is appeal by any parties or review by commission on its own motion. (Docs. 17607, 17608). Ann. Sept. 17.

Hearing Examiner David I. Kraushaar in initial decision granted application by Miami Broadcasting Corp. for new FM station on ch. 298 in Miami. Mutually exclusive application of Mission East Co. was denied. Initial decision becomes final action within 50 days unless there is appeal by one of parties or unless commission reviews decision on its own motion (Docs. 17401, 17403). Ann. Sept. 17.

#### Existing FM stations

##### FINAL ACTIONS

\*KDVS(FM) Davis, Calif.—Broadcast Bureau granted license covering permit. Action Sept. 3.

KBAY-FM San Jose, Calif.—Broadcast Bureau granted mod. of CP to change use of SCA to telemetry. Action Sept. 11.

KRPM(FM) San Jose, Calif.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action Sept. 10.

KONG-FM Visalia, Calif.—Broadcast Bureau granted CP to install new type ant.; change vert. ERP to 10 kw. Action Sept. 11.

KGMB-FM Honolulu—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kcs. Action Sept. 11.

WLRW(FM) Champaign, Ill.—Broadcast Bureau granted CP to change studio and remote control location to 2420 Skyline Drive, Champaign; install new type ant. ERP 43 kw; ant. height 400 ft. Action Sept. 10.

WPAG-FM Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 3 kw, ant. height 261 ft. Action Sept. 10.

WWTY-FM Cadillac, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kcs. Action Sept. 11.

WGHN-FM Grand Haven, Mich.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to intersection of Emmet and Prospect Avenues; change type trans.; make changes in ant. system; ant. height 240 ft. Action Sept. 10.

KCMT-FM Alexandria, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; ERP 100 kw; ant. height

930 ft. Action Sept. 11.

WSJC-FM Magee, Miss.—Broadcast Bureau granted mod. of CP to change type trans., type ant. ERP 100 kw, ant. height 490 ft. Action Sept. 11.

■ FCC affirmed grant by Broadcast Bureau to KDNA(FM) St. Louis for mod. of permit to decrease height above average terrain; petition on behalf of Christian Fundamental Church for reconsideration, rehearing and reopening record was denied. Action Sept. 17.

WHBI(FM) Newark, N. J.—Broadcast Bureau granted license covering use of auxiliary trans. Action Sept. 6.

WCLI-FM Corning, N. Y.—Broadcast Bureau granted CP to install new circular polarized ant. Action Sept. 11.

WPDM-FM Potsdam, N. Y.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Sept. 10.

WRCS-FM Ahsokie, N. C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Sept. 10.

KSEL-FM Lubbock, Tex.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 933 ft. SW of intersection of 84th Street and Avenue J, near Lubbock; remote control permitted; install new type trans.; new type ant.; make changes in ant. system, ERP 100 kw, ant. height 740 ft. Action Sept. 10.

\*WVWC(FM) Buckhannon, W. Va.—Broadcast Bureau granted mod. of CP to change type ant. Action Sept. 9.

WAPL-FM Appleton, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Sept. 10.

■ Broadcast Bureau granted licenses covering changes for following stations: WABD Fort Campbell, Ky.; WHBI(FM), Newark, N. J.; WABC-FM New York. Actions Sept. 6.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp., KFMQ Inc. [KFMQ-FM]), FM proceeding, ordered correction in statement and order following prehearing conference (FCC 68M-1260 released Sept. 9) (Docs. 17410, 18174). Action Sept. 11.

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, granted request of Broadcast Bureau and continued prehearing conference from Sept. 26 to Oct. 3 (Docs. 18238-9). Action Sept. 16.

#### FINES

■ FCC granted petition for reconsideration filed by Dale W. Flewelling and terminated proceeding (Doc. 18038) on revocation of license of KXRQ(FM) Sacramento, Calif., on condition that Mr. Flewelling pay forfeiture of \$5,000 for repeated violation of rules. Action Sept. 11.

■ Broadcast Bureau notified WFMA(FM) Rocky Mount, N. C., that it has incurred apparent forfeiture liability in the amount of \$200.00 for violation of Sec. 73.254(b) of rules by failing to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Action Sept. 12.

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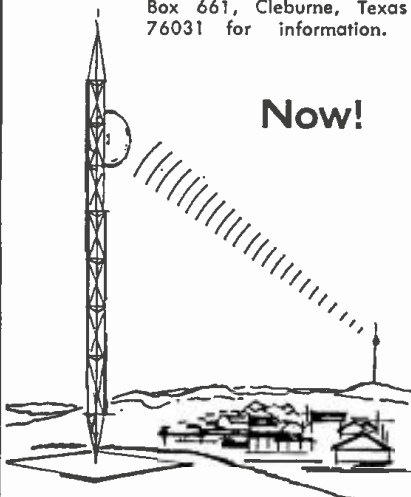
■ Broadcast Bureau granted renewals of

(Continued on page 83)

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Grand Rapids, Michigan: WAFT (Formerly WMAX) is looking for an experienced advertising salesman. A newspaper or yellow pages background will receive equal consideration along with people with broadcast experience. We pay 15% commission—draw is open. Age is very important... mental age, that is, because we are looking for a young aggressive hustler who likes money in large quantities. Call me if the above describes you. Gar Meadowcroft (616) 453-6397.

### Announcers

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance. 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, BROADCASTING.

3,000 watt station needs first phone announcer-salesman. 33 hours a week on the board. \$525.00 a month plus commissions on extra sales. Box J-75, BROADCASTING.

### Announcers—(Cont'd)

Immediate opening available with swinging 5 kw MOR midwestern station in 100,000 market. Some experience needed, salary open. Send tapes, resume and photo to Box J-137, BROADCASTING.

First class mature announcer for east small market station could be chief if qualified. Nights, top salary, pros only. Rush resume and tape. Equal opportunity employer. Box J-153, BROADCASTING.

Contemporary eastern North Carolina 5KW wants experienced morning man to double in sales or news. Third phone required. Send resume and tape to Box J-187, BROADCASTING.

Experienced announcer for station in the middle west. Permanent position. Good salary. Send tape and resume to Box J-188, BROADCASTING.

Announcer-first phone. Excellent opportunity with enterprising prosperous medium-market station near metropolitan areas. No maintenance. Unlimited growth potential within station to man willing to assume responsibility. Salary growth commensurate with initiative. Mature, contemporary, tight-board programing. Starting salary \$140.00. Commission on sales. Central Maryland. Box J-191, BROADCASTING.

Announcer-copywriter, man or woman. Good pay, fringe benefits. Send resume, snapshot, audition tape; will return. Box J-194, BROADCASTING.

Rock: Need two medium or small market draft free jocks ready to move up. Send tight T&T tape with a bit a smile and a touch of personality! Three spots, complete resume and pic. Box J-197, BROADCASTING.

Excellent opportunity for experienced announcer near New York City. Salary open. Rapid advancement for qualified person. Box J-224, BROADCASTING.

Progressive middle of the road New Jersey station looking for strong creative board man. Send tape, resume and copy. Box J-256, BROADCASTING.

Two experienced announcers must have smooth delivery from middle of road format, play by play helpful but not necessary. \$110.00 per week to start. Send picture, tape, resume to KBRZ, P.O.B. 2077, Freeport, Texas.

Immediate opening for experienced airman at CBS affiliate. Tape and resume to Doug Sherwin, KGLO-AM-TV, Mason City, Iowa.

Midwest C&W needing fulltime 1st ticket announcer for news, production and week-end shift. No maintenance. Send tape, picture, and resume to KOOO Operations Director, Box 37 W.D., Omaha, Nebraska 68131.

We're down to specifics. KWIX needs a "country-politan" jock and a combo board and/or newsmen heavy on sports and play by play, for which we'll pay. Call or send tape and resume to Lawrence Weller, Program Director, Moberly, Missouri 65270. 816-263-1230.

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.

Excellent opportunity for morning personality with production talent. Salary open. Professional staff, cosmopolitan city. WCCW, Traverse City, Michigan.

## Announcers—(Cont'd)

WCMI now looking for live night man. Immediate opening. Good salary. Rush tapes and resume. Box 949, Ashland, Kentucky.

First phone, top 40 jock 6-midnight. Rated #1, music, local news and sports oriented. Good salary—opportunity for advancement. Alan Boyd, WDAK, Columbus, Georgia 404-322-5447. No collect calls.

Young? Experienced? Production, music and/or sports minded? High paying small market top 50 daytimer needs you now. Send tape, resume, picture to WELK, Box 1294, Charlottesville, Virginia.

50 KW 100% MOR stereo, solid growth operation, looking for another good voice with plus earnings in sales. WENY-FM, Rand Bldg., Buffalo, N.Y.

Great opportunity—need 1st class ticket night man starting about October 20. MOR and contemporary format. Excellent working conditions in modern station. Many fringe benefits for man who wants to settle down. Not interested in floaters. Salary open. If interested send tape and resume or phone Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

All girl station needs two girl dj's, third endorsed required. Rush tape-resume to WFIZ, Conneaut, Ohio.

Is there an announcer who wants to progress to salesman-announcer? Account list available. Multiple owners. Ron Clark, WHLT-AM-FM, Huntington, Indiana. 219-356-1640.

Announcer, some experience, send resume, tape, picture, salary requirements for small market AM-FM station. WMFC, Monroeville, Alabama.

WNOC in Naples, Florida, NBC affiliate needs first fone night man—no maintenance. Send information and realistic salary immediately to John L. Norman, Program Director, P.O. Box 1128, Naples, Fla. 33940.

Middle market, good music station needs top quality announcer; rapid advancement to program director possible. Though not totally necessary, 1st ticket will mean more money. Send resume and tape to WPVL, Painesville, Ohio.

WRMF, Titusville, Florida, has openings for two announcer-producers, or announcer-copy writers.

Immediate opening for staff announcer with first phone. \$500 to \$563 month, paid Blue Cross insurance. Beginner considered if can read well. MOR AM, 50,000 stereo FM stations, newspaper owned. WRSW, AM-FM, Warsaw, Indiana 46580. Phone 219-267-3111.

Opening for afternoon-evening announcer due to transfer to sales. WSMI, Litchfield, Ill.

Middle of the road format, tight board, third class ticket are requirements for the opening we have. Tape, resume, photo to WTAP, 123 W. 7th Street, Parkersburg, West Virginia 26101.

Real opportunity—need 1st phone yesterday. Good salary plus sales commission or straight announcer, or news. Light maintenance. Contact Q.P. Coleman—605-845-3227. Moberidge, S. D.

First phone announcer—some maintenance. Good opportunity. Ron Clark, WHLT AM-FM, Huntington, Indiana 219-356-1640.

Immediate opening. First phone morning man. Number one station medium market. Many fringe benefits. Opportunity for advancement. Call Manager 217-446-1313.

Announcer with a real southern brogue with a first class ticket for a C&W station in N.J. Call 201-827-9161.

## 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 who knows AM and FM . . . capable of overseeing dynamic midwest multi-station operation. Please write for personal interview. Box J-147, BROADCASTING.

## Technical—(Cont'd)

1st phone needed at once. Salary commensurate to board and maintenance. Experience plus fringes. Opportunity to advance with group in upstate New York—vacation, heartland small market. Send audition, photo resume and salary requirements to Box J-226, BROADCASTING.

AM-FM operation seeks chief engineer with experience. Announcing would be helpful but not absolutely essential. Good station. Good town. Good crew. Immediate opening. Rush full details to Mason Dixon, KFTM, Fort Morgan, Colorado.

First class engineer for combination AM and FM radio station. Some announcing, must have car. Good pay. Paid group insurance. Paid vacation. Write Radio Station KTIB/AM&FM, P.O. Box 471, Thibodaux, Louisiana.

Tired, retired, semi-retired? Want back in radio? I need a combo board/production/engineer with a 1st ticket, new C&W station, new equipment in the Suwanee River Country, WLQH, Chiefland, Fla. 904-493-4940.

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.

## 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.

Major Ohio market wants experienced newscaster who can take charge of the news operation. \$10,000 minimum. Tape, photo, details immediately. Box J-134, BROADCASTING.

The newsman we need has had at least one or two years experience at a local radio newsdesk, one who is fully adept at gathering, writing, and broadcasting, and who has a working familiarity with the various other aspects of a small or medium market station. Top-rated news department, suburban New York station, excellent working conditions. Box J-145, BROADCASTING.

This could be your best and final move. We are seeking a mature voiced, responsible, stable creative news director who is in love with his career and the midwest. The gentleman we are seeking is an experienced interviewer. Send photo, tape and resume to Box J-216, BROADCASTING.

Midwest outstanding non-metro station needs digger to gather, write and air local news, \$125.00. Box J-252, BROADCASTING.

Are you ready to be a news director? Here's your opportunity to move up in your profession and be the news director of a 5,000 watt, network affiliated station in a medium midwest market. Excellent growth and advancement with a quality radio station. Send tape and resume today to Box J-253, BROADCASTING.

Progressive middle of the road New Jersey station looking for strong on-air newsman. Must gather and write own news. Send tape and resume immediately. Box J-257, BROADCASTING.

News director wanted—are you ready! If so send tape and resume to KDRO Radio, Sedalia, Mo.

Excellent opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Man or woman news editor. Should have experience gathering and writing news. Contact KTTR, Rolla, Mo.

Radio news editor and writer for one man news department. Salary scale \$7,000 to \$10,000 depending your experience to be a competent reporter. Contact Bill Harrell, Radio Station KVOZ, Laredo, Texas.

5 kw fulltime station needs newsman to gather, write and deliver news. Call Joe Moen at WBEL, Beloit, Wisconsin 608-365-6641.

## News—(cont'd)

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.

Newsman for fulltime upstate New York station. To get and deliver all the news. New, modern facilities and excellent working conditions. Send photo, tape and resume to Manager, WKAL, South Jay Street, Rome, New York 13440.

Michigan AM seeks newsman to gather, write and air local. Only concern will be news. Experience preferred, however, will consider announcer with desire and potential. Good step for small market go-getter. Airmail tape, resume, salary requirements to: Paul Pigeon, Manager, WXOX, Bay City, Michigan.

5,000 watt NBC affiliate in metro market seeking MOR man with sports and news experience. Men with ambition and seeking advancement are urged to send tape and resume to Box 626, Weslaco, Texas 78596, or call General Manager at 512-WO 8-3131. This is combination radio and TV.

Newsman/personality for expanding north-east group operation. Experience in news gathering, writing and broadcasting necessary. Call collect 607-723-7311, ext. 270.

## Programing.—Production, Others

Group owned station in upstate New York seeking program director with ability in news and production, but also with ability to handle people. All-round man has opportunity to advance. 1st phone would be big help. Many top fringe benefits. Send tape, resume, salary requirements and references to Al Sayers, General Manager, WDOS, 104 Chestnut Street, Oneonta, N. Y. 13820.

Program director—need take charge self starter, who understands and believes in talk, MOR music format with much emphasis on community involvement. Must be strong air man with production know how. Preference given to man with first phone. Send tape and resume to J. A. Haas, General Manager, Radio Station WWCA, 545 Broadway, Gary, Indiana.

## Situations Wanted—Management

Seeking managership in small southern market. Fully qualified. Excellent references. Box J-18, 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.

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.

Manager-sales manager. Age 54, married, excellent health. Fifteen years present employer medium market. Documented track record. Community minded. Desires relocation smaller market. Small salary fair override. Box J-167, BROADCASTING.

Looking for a pro? Track record includes heavy public relations and community oriented news. Sales liaison man. Staff guider and people greeter. Ten years radio know how. Fortyish flexible. Family man. Managerial level position wanted with group or single station. Box J-204, BROADCASTING.

I'm looking for right management opportunity and growth. If you're looking for aggressive, hard working, honest manager, with excellent track record in all phases station operation, let's get together. Age 37, broadcaster 20 years, married and family, no personal problems. I offer you better gross and net in return for good salary and share in earnings or ownership. Am currently employed in middle management position at successful medium market radio-TV operation. No hurry, want to make right move. Box J-209, BROADCASTING.

## Management—(cont'd)

Mgr, 32, family, vet, good ref. 15 yrs. experience in management, sales, production, market of 10-15000 . . . south or midwest. Box J-234, BROADCASTING.

Am seeking to return to radio management. 21 years of experience in all phases of broadcasting. Former manager and owner. Am well known in industry with good track record, nationally and locally. Box J-242, BROADCASTING.

Manager-operations manager-sales manager, news, announcer. Dependable, honest sober. P.O. Box 8-675—Anchorage, Alaska 99504.

## Announcers

Disc jockey-newscaster-sales. Experienced, third endorsed, tight board, authoritative, aggressive, dependable, creative, female. Box J-76, BROADCASTING.

DJ announcer, reliable, versatile, 3rd phone. Will relocate. Box J-129, BROADCASTING.

Creative personality for large market MOR. Versatile, entertaining, informative, available now. Box J-139, BROADCASTING.

Triple threat, personality, production, programming, 11 years experience, top 40 or MOR, write Box J-151, BROADCASTING.

Sportscaster contemporary jock metro experience. Sports a must. 1st phone. Box J-154, BROADCASTING.

5 years experience . . . personable . . . stress originality and humor. Responsible and professional . . . wants secure position with stable operation. Married . . . veteran adaptable . . . Write Box J-156, BROADCASTING.

First phone announcer-dj-news-interview-tight board. Ex-marine, college. Background sales-management and MC'd fashion shows in Virgin Islands. Available Nov. 1st. Box J-189, BROADCASTING.

Experienced play by play man excellent references, prefers west coast location. 26 years, married, military service complete. Box J-198, BROADCASTING.

Young Negro disc jockey, desiring position with rhythm and blues or FM station that programs rock. Salary second to opportunity. Box J-199, BROADCASTING.

Uptight, disc-jockey, college. 3 years, exp. tight board, newscaster, not a prima donna, combo-man, 3rd class ticket. Box J-201, BROADCASTING.

1st phone, announcing, engineering, sales & management experience. Tight production, versatile, creative vibrant personality and voice. Married, age 27, veteran. 6 yrs. in radio. Call 601-423-6944. Box J-200, BROADCASTING.

Much more personality! Major market MOR preferred. Nonsensical. Topical humor. Knowledge of music and world affairs. Experience in all phases including on camera TV. Box J-203, BROADCASTING.

Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere. Broadcasting School professional training. Dependable family man. Box J-205, BROADCASTING.

1st phone, sales, copy-production! Married. All formats. Box J-208, BROADCASTING.

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. For tape and resume, write Box J-212, BROADCASTING.

Young, experienced announcer with deep voice and knowledge, seeking classical station in northeast or major market—minimum \$150.00. Box J-213, BROADCASTING.

1st phone combo—experienced—tight board—excellent air sell—all music—good references—no drinker—northwest. Box J-217, BROADCASTING.

Third phone announcer, good voice, two years experience. Box J-220, BROADCASTING.

MOR personality, strong production and news. Currently earning \$9,000. Prefer northeast. Box J-225, BROADCASTING.

First phone announcer, experienced married, stable, will relocate. Box J-229, BROADCASTING.

## Announcers—(Cont'd)

Progressive rock stations anywhere. I am 23, draft exempt with radio experience, third class 3 years college, broadcast school graduate 2 yrs. touring country in rock group. Spent summer in college radio workshop, am cultural creative and intelligent. Box J-228, BROADCASTING.

Soul jock modern sound experienced, real swinger, tight board, will travel. 215-472-2741. Box J-237, BROADCASTING.

Soul jock, honest, good voice, stable. First phone. Box J-238, BROADCASTING.

Two for the price of one—news director, small to medium market, can easily double as music dir.-program director. Easy listening specialist. Prefer within 2 hours of D.C., will consider all. Box J-243, BROADCASTING.

Negro anner. seeks first job. 3rd class lic. Broadcasting school grad. Age 28, married, 2 children. Strong sales background. Willing to learn and relocate. Box J-248, BROADCASTING.

Announcer experienced, first phone, will relocate. No maintenance. Box J-250, BROADCASTING.

DJ newscaster experienced third endorsed, tight board sales, aggressive, authoritative news. Will relocate. Box J-255, BROADCASTING.

New England. Available immediately. 13 years experience, third. 617-933-2884.

Personality ventriloquist, talk-artist with Ringling Brothers and Howdy Doody background is too big for our market. Would like to see him move up. Non-drinker. Excellent for remotes. Did great with us before automation. Write Larry Jonas, Manager, KBMC, Eugene, Oregon 97405.

News-dj-MOR-beginner seeks first job. Broadcast school graduate. 3rd endorsed. CA 5-6420 after 9 P.M. No tape, Mr. Taylor, 2135 S. Michigan, Chicago.

Fantastic personality now available for MOR or rock format in medium to large market. Experienced with control board. Write: Barry Gray, 296 Yorke Avenue, Elberon, N.J. 07740; or call immediately at 201-229-5885.

3 months experience, will travel. Hard or contemporary rock, 6 proven production numbers—Arty Simon, 69-59 181st St., Flushing, N.Y. 11365—212-JA 3-6562.

Tight board, sales, news, third phone, broadcasting school. R. J. McLeran, 845 Pine Street, Apt. #404, San Francisco 94108.

NY broadcast school grad. Brite, young personality looking for start. Age 23, married, draft free, willing to take any shift. Would prefer eastern U.S. MOR or top 40. Mr. James Kelly call—212-SH 8-4140 (after 6 p.m.)

New York City area announcer with news-writing ability interested in a major market. Bob Curley 233 Thomas St., Woodbridge, N. J. 634-5024.

New England, available now. 13 years experience, third. Box 139, Woburn, Massachusetts.

Experienced personality disc-jockey from large mid-west market 21, married, 3rd endorsed, mature, college, witty. For more information contact your local game warden or Don Brady, 911-L Alex Rd., Dayton, Ohio 45449. 1-513-859-5872.

Announcer, first phone, 8 years, modern country, MOR, southwest preferred, Ray Robbins, 6023 La Vista, Dallas, Texas, 214-826-3620 after 5 p.m.

Florida station—available now. Top dj or news. Ex-story—McLendon, WQAM-WINZ. Call 287-3048, your state.

## Technical

Major market chief engineer. At home with high budget operations. Familiar with all phases of construction maintenance, operations, labor relations and power to 50 kw. Box J-138, BROADCASTING.

First phone—seeks long term, growth potential opportunity. Box J-223, BROADCASTING.

First phone, experienced engineer desires to be chief with announcing. Box J-230, BROADCASTING.

## Technical—(Cont'd)

15 years experience AM-DA, FM, stereo, multiplex, microwave construction, technical director desires to associate with stable growing company or group in midwest. Box J-245, BROADCASTING.

Chief engineer — AM/FM construction — maintenance — directional — prefer east-southeast. Box J-249, BROADCASTING.

Technical director/chief engineer. Major market experience. Available immediately. Contact Ron Toller. (703) 765-1957.

## NEWS

Two for the price of one—news director, small to medium market, can easily double as music dir.-program dir. Easy listening specialist. Prefer within 2 hours D.C., will consider all. Box J-244, BROADCASTING.

Ice hockey assignment wanted, a nationally known sportscaster seeks play by play spot for hockey season. Top drawer man. Write Box J-254, BROADCASTING.

## Programing.—Production, Others

11 years has produced a constructive, capable, creative, conscientious, competitive programmer Box J-150, BROADCASTING.

Do you need a good right arm? Are you frustrated by losing time and money because you're tied up with inside, operational problems? I am a professional broadcaster . . . university degree and 10 yrs experience in radio/TV. Dependable, honest and mature. 29 yrs. old. I worked my way through school and have never been afraid of hard work. I do fear stagnation and a dead end in advancement. Have been P.D. at present station 5 yrs. Interested in any size market. Married. No problems. I am expensive (min. \$10,500) but I earn it. If I can take problems off your hands, please write Box J-258, BROADCASTING.

Do you have a medium market station that's sagging. Remedy? Top pro country programmer! America's No. 3 C-W personality promoter PD, MD, sales would consider management. . . 1 year contract basis proven results. . . 715-359-2859 after 5 p.m.

## TV—Help Wanted—Announcers

Announcer-director for midwest UHF. Need a man for small hard working staff. Chance for experience in all phases of TV production. Send photo, resume and audio tape to Box J-210, BROADCASTING.

Immediate opening for television announcer/personality is available at KCND-TV, Pembina, No. Dakota, A McLendon Station. If you have announcing experience in radio or TV, have a pleasant appearance and are willing to work, contact R. Vincent, Mgr., 701-825-6292. Full benefits. KCND is an equal opportunity employer. All qualified applicants are welcome.

## Technical

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.

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.

Need two transmitter men for full power, Channel 5 affiliate in the beautiful Rio Grande Valley of Texas. Duties include operation of our G.E. television transmitter and some radio transmitter work. Prefer experienced man, but will consider an aggressive beginner. Write Wm. R. Yordy, Sr., Chief Engineer, KRGV, P. O. Box 626, Westlaco, Texas 78596.

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.

## Technical—(Cont'd)

Openings—1st phone engineers experienced—maint., audio, video, videotape, TX. (Also will train 1st or 2nd class engineer for master control position.) Send resume, Chief Engineer, WGBH-TV, 125 Western Ave., Boston 02134.

TV engineer for control room operation and maintenance in station now installing full color. FCC first class phone license required. Contact Chief Engineer, WILX-TV, 1510 Springport Road, Jackson, Michigan 49204 or telephone 517-783-2621.

TV broadcast technician—first phone required—maintenance experience desirable—good salary—fringe benefits—call or write Dixon Grose, WNDT, N.Y. 212-581-6000.

Need transmitter supervisor and VTR man for new UHF station. Good opportunity to get in on initial construction. Contact Lionel Wittenberg, Chief Engineer, WREP-TV, 1168 Commonwealth Ave., Boston.

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.

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.

## NEWS

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.

News reporter—aggressive midwest network affiliate needs a young go-getter to anchor its daytime newscasts. He must be adept at SOF interviews and be able to write swiftly and well. It's a six day a week, man sized job. If you can handle it, send your resume and an audition VTR now. Box J-222, BROADCASTING.

Two full experienced writers/reporters for expanding TV newsroom. Duties will include on-air assignments, reporting and producing. Immediate openings. Good salary to right men. Call Vaun Wilmott, News Director, WJIM-TV, Lansing, Michigan.

Newsman—opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV, Radio and Television, Savannah.

Immediate opening for news director. You're probably the number one man in a small market; or, you're so close to being number one the other guy would be glad to have you leave town. You have the talent, the experience and the ambition to anchor our late evening news block six nights a week. You can get the news, write and present it with professionalism and a style of your own. You'll work closely with and for our manager of news and public affairs. The money's here for the right man. Don't write. Call Gary Rockey, Operations Manager at 812-232-9504.

## Programing,—Production, Others

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.

Executive producer—active eastern network ETV station seeks executive producer for key supervisory position. Requires proven initiative, organization, ability to conceive, develop and sell ideas and plan budgets. Must be strong production leader. Knowledge of film production desirable. Box J-192, BROADCASTING.

TV producer-director—require experienced director who is creative, alert and desires to improve his position. Would handle two news blocks daily plus VTR commercials and remotes. Good pay and fringe benefits in this modern all-color station. Contact Paul Jensen, KOLN-TV/KGIN-TV, 40th and W, Lincoln, Nebraska.

## TELEVISION

### Situations Wanted

#### Management

Local sales manager, 20 years experience in sales both radio-TV, doing daily newscast and presently engaged in selling and directing local sales. What do you have to offer? Box J-5, BROADCASTING.

Public affairs director, Nationally recognized group executive with award winning community service record. Strong management background. California only. Box J-177, BROADCASTING.

TV, program director, experienced, 33, married college, vet, first phone. Programing, production-direction-switching-engineering. Box J-211, BROADCASTING.

#### Sales

Experienced all phases television—sales and production. Number one salesman in three station market. Local, regional, national sales. Experienced in retail store television development. Schooled in rate studies and station ratings. Desire sales management responsibilities. Box J-133, BROADCASTING.

#### Technical

Director of engineering. Established large market or group operation. Twenty solid years experience, all phases. Very strong background of successful construction. Fifteen years supervisory. Presently heading large operation. Top references. Looking for permanent position, to use strong background and ability, with a present and a future. Box J-179, BROADCASTING.

TV engineer, 1st phone, experience, GE-RCA, UHF transmitter, studio switching, camera and film projection. Box J-218, BROADCASTING.

First phone-five years radio. Announcer—wishes to learn all phases of "television engineering." Northeast preferably—will consider all. Box J-235, BROADCASTING.

15 years experience microwave, data, FM stereo, multiplex, AM-DA, audio MATV, CATV, automation, construction and supervision desires to learn operational TV and TV construction in midwest area. Box J-246, BROADCASTING.

First phone-no references, I'll give you my work experience and electronics training. Box J-251, BROADCASTING.

First phone, married, 23. One year TV transmitter maintenance. Any field of electronics, nine western states. Like remote area. Mark Worley, Eastsound, Wash. 98245—(206) 376-2911.

## NEWS

Far west stations only!! If you want top-rated, field-trained newsman-news-caster, let's talk. 10 yrs. R-TV... news-sales-programing... 29. Box H-237, BROADCASTING.

Television reporter, 26, top SE station, creative writer-producer, strong interviewer... Missouri journalism degree—seeks major market. Box J-131, BROADCASTING.

If you're looking for a great reporter, writer, on-camera newsman who does standups and shoots silent, I'm not the man. However, if you want a competent one, try me. Box J-236, BROADCASTING.

American cameraman in Vietnam, network experience. Will shoot "hometowners" for local station. John W. Coates, Juspao Press Mission, APO 96243, San Francisco.

## 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.

Producer-director experienced, degree. Special emphasis talk and news shows. Box J-186, BROADCASTING.

Producer director news public affairs shows. Experienced, degree. Box J-215, BROADCASTING.

## Prog.—Production, Others—(Cont'd)

Producer-director—not necessarily creative. Not necessarily talented. Not necessarily young. Not necessarily aggressive. Just necessarily all these and more. I have that extra something. Looking for a producer-director? You've found him. Box J-221, BROADCASTING.

College graduate, five years TV experience seeking permanent position as film director, medium or larger market, midwest, mid-south. Box J-233, BROADCASTING.

Program director/operations manager, 13 yrs. exp. All phases TV immediately avail: Now in major market. Experienced in putting independent on air from ground up. Reply Box J-259, BROADCASTING.

## 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.

1 KW AM transmitter by mid-October. Brewer. Box 117, Windsor, Colo. 80550. 686-2791.

## 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 type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

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.

For sale: Three RCA TK-31 field camera chains, \$1,900 each, FOB New York City. Box J-47, BROADCASTING.

Increase FM power—Westinghouse FM-10 complete 10 KW amplifier and power supply. Companion unit to the Westinghouse FM-3. Make offer. Box J-202, BROADCASTING.

1 RCA BTA IMX (500 watt) transmitter and all tubes (rebuilt by consulting engineer)—\$2,700.00. 1 RCA type BW-66F modulation monitor, needs minor repair—\$150.00. 1 RCA BW 11A frequency monitor, good condition—\$200.00. 1 McCarta #560 Record Playback Cartridge Machine—\$200.00. 1 McCarta #108 Playback Cartridge Machine—\$150.00. A Crown Automation System—All Stereo—1 Playback Record Pre-Amplifier—3 Playback decks—1 Program amplifier—1 Automatic Programmer—2 monitor amplifiers (almost new)—\$3,600.00. Interested persons may call (606) 528-2949 after 5:00 p.m.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Calif. 94040.

Brand new Spotmasters (3) units, (1) record/playback and (2) play-backs, all three: \$38.21 monthly. Audiovox, Box 7067-55, Miami, Florida 33155.

Must sell before winter 300 ft. stainless G-36 tower with lighting and guys complete. \$3,000. F.O.B. N. E. Box J-247, BROADCASTING.

## MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

## MISCELLANEOUS—(Con't.)

Radio idea for shopping center, auto dealers, banks. Write for details. Don Klock, Box 373, Lima, Ohio.

Wanted to buy, record albums LP's stereo or mono., or 45's. DJ's clean out your record library. Call Mr. King, LOcust 7-6310, King Co., 15 N 13th., Phila., Penna.

Add six voices to your show. DJ Productions, Box 281, Auburn, Wash. 98002 for sample.

Over 5200 one-liners/yearly. \$15.00/month. Special offer expires 9/30/68. De Laney, Box 2282, Santa Ana, Calif. Send \$5.00 for first package.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month \$3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

35,000 professional comedy lines! Forty speakers' joke books plus current comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 232 Madison Avenue, New York City 10016.

## 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, 2603 Inwood Road, Dallas, Texas 75235.

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 B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

## INSTRUCTIONS—(Con't'd)

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.

Workshop course—in all phases of Broadcasting. Announcing techniques, production, programing, oral interpretation, voice and diction, sales, copy etc. 24 week program in our own studios. Day or evening classes. Approved for veterans. National Academy of Broadcasting, 1404 New York Ave. N.W., Washington, D. C. 20005.

Announcing/management/first phone . . . earn while you learn. Tennessee Institute of Broadcasting, 2106-A Eight Ave. South, Nashville, Tennessee 297-8084.

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.

### Help Wanted—Management

#### GENERAL MANAGER

East coast top 40 station wants experienced man with record of success. Minimum \$23,000. All inquiries confidential.  
**Box J-193, Broadcasting.**

### RADIO—Help Wanted

STAFF OPENING for  
Professional Field Engineer  
**VIR JAMES Associates**  
Consulting Radio Engineers  
345 COLORADO BLVD.  
DENVER, COLORADO 80206  
Tel.: 303-333-5562

### Sales

#### MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 53 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 800 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5056 or write for station references in your area and details. Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois 60645.

### Announcers

#### NORTHEAST STATION

changing to middle of the road format under direction of nation's foremost programmer needs experienced announcers with good voices. Also "moderate" oriented telephone talk man. Reply

**Box J-219, Broadcasting.**

### NEWS

#### IMMEDIATE

1st phone newsmen needed for midwest medium market. \$150 a week to start.

Call 312-337-5318, Jerry Jackson.

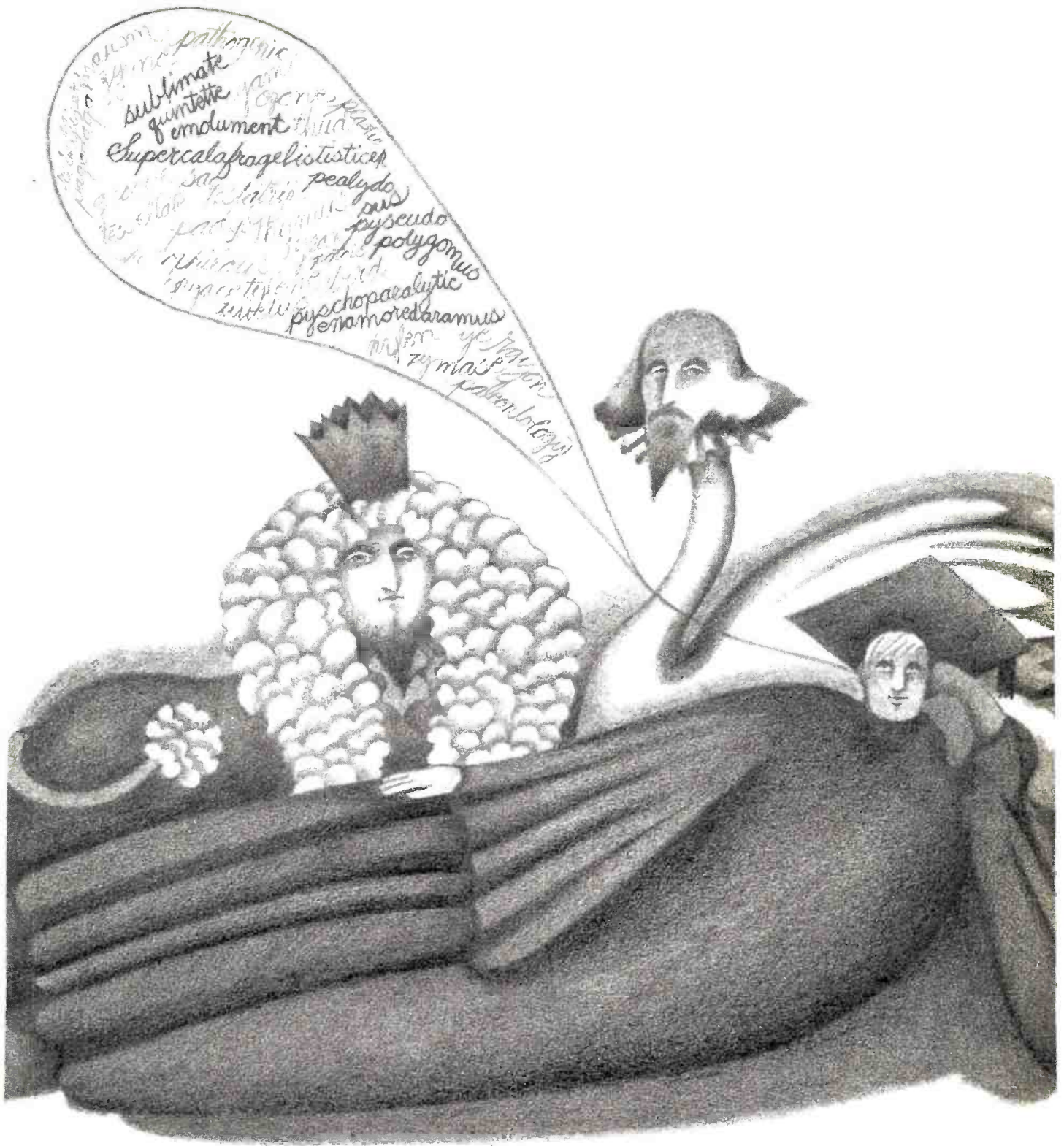
## BROADCAST EQUIPMENT SALES ENGINEER

Rapid growth and expanding product lines require aggressive territory coverage by sales-minded individual with strong technical knowledge of broadcast equipment. Exclusive territory open in midwest.

Sell top line of electronics equipment primarily to AM, FM, and TV stations. Leading broadcast equipment company with top reputation in the field. Salary plus commission—full fringe benefits and travel expenses paid. If interested in investigating this excellent opportunity further, call collect or send resume to:

**Robert T. Fluent**  
217/222-8202  
Gates Radio Company  
Quincy, Illinois 62301  
An equal opportunity employer (M & F)





The King James Bible contains  
 more than 6,000 different words.  
 Shakespeare himself used only  
 about 10,000. Small indeed compared to  
 the over 80,000 word vocabulary  
 of today's college graduate.

BROADCASTING, September 23, 1968

COLUMBIA SCHOOL OF BROADCASTING

NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,  
 OR ANY OTHER INSTITUTION.



**Help Wanted—Technical**

**CHIEF ENGINEER**

Here's your spot in the Sun!

Aggressive AM & FM operation seeks experienced, competent Chief in San Juan, P.R. Must take full charge of operation and maintenance. 18 Month contract, excellent working conditions.

Send resume to

*Genr. Mgr. Box 9986  
Santurce, P.R. 00908*

**CHIEF ENGINEER**

Major New England radio station seeking engineer with all-around ability. Position will lead to Chief Engineer in near future. Salary open. Prefer man 25-35 years. This is excellent opportunity for man looking for future with major group operation. All replies confidential.

*Box J-206, Broadcasting.*

**Programing,—Production, Others**

**FARM DIRECTOR**

To head Farm Department featuring quality farm programing to a five-state area. WNAX is not a capsule type "shorty pretend" farm programing operation, but rather full quality service to our farmers and to our farm clients. Great opportunity for a dedicated farm broadcaster.

*Elmer F. Smith, Mgr. WNAX  
Yankton, South Dakota*

**Situations Wanted—Management**

**MR. OWNER**

Completely knowledgeable, currently employed Radio Manager will manage your new or problem property for a small retainer, plus a major OPPORTUNITY TO SHARE in PROFITS. Small to medium east coast. Full details.

*Box J-196, Broadcasting.*

**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.



*Nationwide Broadcast Consultants*

845 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • Tel. 312 337-5318  
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**TELEVISION—Help Wanted**

**Pittsburgh's Newest  
TV Station  
Now Staffing  
For Early Airdate**

Seeks inventive, dedicated professionals in all job categories. Need complete statement of job objective, training, experience, list of references and statement of salary requirements. Apply

*CHANNEL 53—P.O. Box 3410  
Pittsburgh, Pa. 15230*

**Technical**

**GROW WITH  
THE CLIMBERS**

If you're more interested in today than in tomorrow—more interested in tomorrow than in next week—or in next week than in next month, then stop reading right here! On the other hand, if you're an experienced engineer who can evaluate the future and wants a ground-floor opening to professional growth with the fastest growing PTV station alive—keep reading.

We have plans—and we're known for making our plans come true. Everything is subject to change and the bigger, the better, the faster the change the more we like it. Right now we need two first class, all-around operations and maintenance engineers to help cover our present operation and to help us plan and build the new one when the time comes.

And just in case you need something for today—as well as tomorrow—we'll also throw in

Paid Blue Cross-Blue Shield—A Union Shop—A \$240 per week to!

**PLUS**

The chance to live in Colonial Greater Wilmington—The World's best fishing in Chesapeake Bay—Ocean swimming at nearby Delaware and New Jersey shore resorts—The social and cultural life of the Chemical Capitol of the World

To make your first-class ticket become your ticket to the future write me:

Larry Messenger **WHYY-TV**

*5th & Scott Streets  
Wilmington, Delaware 19805  
or call me at:  
A/C 215-EV2-9300*

**TELEVISION—Help Wanted**

**Technical—(Cont'd)**

**EXPERIENCED  
TECHNICIANS**

Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas: **MAINTENANCE TECHNICIANS, COLOR VIDEO TECHNICIANS, VTR Ops/EDITORS.**

Basic Monday through Friday week with overtime available. If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact:

*R. C. Smith, Dir. Technical  
Operation, Videotape Center,  
101 West 67th St., New  
York, N. Y. 10023 (212) TR  
3-5800.*

*An Equal Opportunity Employer*

**TV—Situations Wanted—Announcers**

**PRO PERSONALITY**

Sophisticated host, MC, air work. Top background.

*Box J-231, Broadcasting.*

**Programing,—Production, Others**

**OVERSEAS  
Management/Operations  
TELEVISION TEAM**

Consisting of Operations, Production, Programing, Engineering, Film and Supply expertise. Team members have considerable experience in overseas television work, having set up and operated commercial and non-commercial TV stations in many parts of the world. Team will directly operate or advise foreign national personnel.

*Box J-207, Broadcasting.*

**BUSINESS OPPORTUNITY**

**100% Stock**

in soft drink bottling plant in Asheville, N.C. Franchises for Sundrop, Grapette and others. Now operating in five counties. All equipment, trucks, etc. Excellent potential. Needs manager. Quick sale \$50,000 or will trade for radio property. Write

*James B. Childress, Box 1044  
Sylva, N. C. 28779*

(Continued from page 74)

licenses for following stations and co-pending auxiliaries: KAYC, KAYD(FM) Beaumont; KDOX Marshall; KGUL Port Lavaca; KNRO-FM Conroe; KNUZ, KQUE(FM) Houston; KRBA Lufkin; KRIG Odessa; KROB-AM-FM Robstown; KTHT Houston, all Texas; WDXR Paducah, Ky.; WMKT South St. Paul, Minn.; and KNTO(FM) Wichita Falls, Tex. Condition. Actions Sept. 10.

**MODIFICATION OF CPS, ALL STATIONS**

■ Broadcast Bureau granted mod. of CPs and extended completion dates for following stations: KACE Riverside, Calif. to Nov. 26; WRUS-FM Russellville, Ky. to Oct. 15 (Doc. 17282 as modified); WRYT Boston to Jan. 28, 1969; WYSL Buffalo, N. Y. to Feb. 15, 1969. Actions Sept. 6.

**OTHER ACTIONS, ALL SERVICES**

■ FCC ordered oral argument on proposal to amend rules to permit public inspection of network affiliation contracts for Nov. 18 at 10 a.m. in commission's Washington offices. (Doc. 14710). Action Sept. 17.

**FOR SALE—Equipment**

**FOR SALE**

55,000 feet no. 10 bare copper ground wire on 300 foot spools.

Eastern California Broadcasting Corp., Box 4518, Santa Barbara, Calif. 93103. 805-963-7891.

**WANTED TO BUY—Stations**

**Financially Strong Investor**

seeks radio station in the south. Principals please furnish details to be held in confidence.

WEM, Box 28143, Atlanta, Ga. 30328

**FOR SALE—Stations**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**GULF COAST**

Major market, daytime all new equipment plus real estate, alone valued at \$40,000.00 \$250,000.00, 29% cash.

Box J-214, Broadcasting.

**PROCESSING LINE, ALL STATIONS**

■ AM application ready and available for processing pursuant to Sec. 1.571(c) of rules: KDKO Littleton, Colo., Radio Station KDKO Inc. Has: 1510 kc, 1 kw, DA-1, U. Req: 1510 kc, 5 kw, 1 kw-LS, DA-2, U. Action Sept. 17.

**Translators**

**ACTIONS**

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: K13IZ; K11IU; and K09IP, all Grand Canyon, Arizona; K09IH; K07HX; and K06FB, all Quartzsite, Arizona; K04FH and K06FJ, both Bieber, Little Valley and Fall River Mills; K11IR Fall River Mills, Hat Creek and Burney; K10GC Lake Isabella area; and K10FS Rio Dell and Scotia, all California; K06EZ Evaro; and K07HZ Rosebud, all Montana. Actions Sept. 11.

K06EY, Broken Bow, Neb.—Broadcast Bureau granted license covering changes in VHF TV translator station. Action Sept. 10.

K091B, Ord, Neb.—Broadcast Bureau granted license covering permit for VHF TV translator station. Action Sept. 11.

Moapa Valley TV Maintenance District, Apex, Nev.—Broadcast Bureau granted CPs for following new UHF TV translator stations to serve Dry Lake, Crystal and Ute, all Nevada, on ch. 70 by rebroadcasting KORK-TV; ch. 72 by rebroadcasting KLAS-TV; and ch. 74 by rebroadcasting KSHO-TV, all Las Vegas. Actions Sept. 6.

Moapa Valley TV Maintenance District, Glendale, Nev.—Broadcast Bureau granted CPs for following new VHF TV translator stations to serve Moapa and Overton, both Nevada, on ch. 12 by rebroadcasting KSHO-TV; ch. 9 by rebroadcasting KLAS-TV; and ch. 7 by rebroadcasting KORK-TV, all Las Vegas. Actions Sept. 6.

**FOR SALE**

**Stations (Cont'd)**

**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**

**CALIFORNIA**

Market of 180,000-plus. Full time. Growth area. Price \$225,000. Includes valuable real estate. Excellent terms.

**WEST**

Top market FM. Fine track record of profitable operation. Price \$400,000. Terms.

**Jack L. Stoll  
and ASSOCIATES**

6361 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

The Navajo Tribe, Navajo, N. M.—Broadcast Bureau granted CPs for following new VHF TV translator stations to serve Navajo operating on ch. 13 by rebroadcasting KGGM-TV; ch. 4 rebroadcasting KOB-TV; and ch. 7 by rebroadcasting KOAT-TV, all Albuquerque, New Mexico. Action Sept. 9.

The Navajo Tribe, Tohatchi, N. M.—Broadcast Bureau granted CPs for following new VHF TV translator stations to serve Sheep Springs, Maschitti schools, Coyote Canyon school, Tohatchi, Mexican Springs and area west of Dezza Bluff on ch. 2 by rebroadcasting KOAT-TV; ch. 9 by rebroadcasting KGGM-TV and ch. 11 by rebroadcasting KOB-TV, all Albuquerque, New Mexico. Actions Sept. 9.

K05CN Red River, N. M.—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 5, 76-82 mc to ch. 3, 60-66 mc. Action Sept. 6.

K79BN Cottage Grove, Ore.—Broadcast Bureau granted CP for UHF TV translator station to serve Cottage Grove on ch. 79 by rebroadcasting KOAC-TV Corvallis, Ore. Action Sept. 10.

Sturgis Independent School District #12, Whitewood, S. D.—Broadcast Bureau granted CP for a new VHF TV translator station to serve Whitewood on ch. 13 by rebroadcasting KBHE-TV Rapid City, S. D. Action Sept. 6.

Blue Ridge ETV Association, Galax, Va.—Broadcast Bureau granted CP for new UHF TV translator station to serve Galax on ch. 74, by rebroadcasting WBRA-TV Roanoke, Va. Action Sept. 6.

■ FCC has renewed license of 1-w VHF translator maintained by WLVA-TV Lynchburg, Va., on condition that it not duplicate programming of WRTV-TV Roanoke, Va., simultaneously or on same day. Action Sept. 11.

K78BU Centralis, Chehals and Bunker, all Washington—Broadcast Bureau granted CP to replace expired permit for UHF TV translator station. Action Sept. 4.

Arvada TV Association, Arvada, Wyo.—Broadcast Bureau granted CP for a new VHF TV translator station to serve Arvada and Horse Creek on ch. 8 by rebroadcasting KTWO-TV Casper, Wyo. Action Sept. 9.

**CATV**

**APPLICATIONS**

Altoona Video Corp.—Requests distant signals from WNEW-TV, WOR-TV, and WPXI-TV, all New York; WENS-TV and WECO-TV, both Pittsburgh; and WARD-TV Johnstown, Pa. to Altoona, Bellwood, Duncansville, Hollidaysburg, Logan township, Blair township, Allegheny township, Frankstown township, Antis township and Juniata township, all Pennsylvania (Johnstown-Altoona, Pa.-ARB29). Ann. Sept. 13.

Storer Cable TV Inc.—Requests distant signals from KHSL-TV Chico, and KVIE-TV Sacramento, both California to Rohnert Park, Calif. (San Francisco-ARB7). Ann. Sept. 13.

**OTHER ACTIONS**

■ Review board in Bessemer, Ala., CATV proceeding, Docs. 18064-66, certified appeal from presiding officer's adverse ruling filed June 14 by Clear Vision TV Co. of Bessemer to commission for its determination. Action Sept. 17.

■ Review board in Atlanta, CATV proceeding, Doc. 16865, granted request for extension of time filed Sept. 12 by Broadcast Bureau, extended to Oct. 10 time within which to file replies to the exceptions to initial decision. Action Sept. 13.

**ACTIONS ON MOTIONS**

■ Hearing Examiner Basil P. Cooper in the Philadelphia TV market (Delaware County Cable Television Co. et al.), CATV proceeding, granted motion of Philadelphia Community Antenna Television Co. and Lower Bucks Cablevision Inc. to suppress interrogatories by U. S. Communications of Philadelphia Inc. (Docs. 18140-66, 18227-8). Action Sept. 16.

■ Hearing Examiner Charles J. Frederick in (California Water and Telephone Co.: The Associated Bell System Companies; and The General Telephone System, and United Utilities Inc. companies), CATV proceeding, granted petition by attorneys for People of the State of California and California Public Utilities Commission for leave to intervene (Docs. 18928, 16943, 17098). Action Sept. 11.

■ Hearing Examiner Forest L. McClenning in Manatee County, Fla. (Manatee Cablevision Inc.), CATV proceeding, granted request of Outlet Co. and continued hearing to Sept. 24 (Docs. 18093-5). Action Sept. 16.

■ Hearing Examiner Forest L. McClenning

|       |        |            |        |       |         |        |          |        |      |
|-------|--------|------------|--------|-------|---------|--------|----------|--------|------|
| Fla.  | small  | profitable | \$ 65M | 29%   | South   | small  | daytime  | \$ 50M | cash |
| Wisc. | small  | fulltime   | 210M   | terms | Wyo.    | small  | fulltime | 180M   | 29%  |
| East  | small  | daytime    | 115M   | nego  | N. Mex. | medium | fulltime | 175M   | cash |
| M.W.  | medium | AM&FM      | 200M   | \$70M | N.Y.    | medium | fulltime | 600M   | nego |
| M.W.  | major  | daytime    | 168M   | nego  | Ill.    | major  | FM       | 135M   | 50%  |

**CHAPMAN ASSOCIATES**  
media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

in Cleveland TV market (Akron Telerama Inc., Lorain Cable TV Inc., Telerama Inc.), CATV proceeding, granted joint motion by Storer Broadcasting Co. and Telerama Inc. and extended time to Sept. 30 in which to file proposed findings of fact and conclusions of law (Docs. 17357-9). Action Sept. 12.

■ Hearing Examiner Herbert Sharfman in Peoria, Peoria Heights and Bartonville, all Illinois, (General Electric Cablevision Corp.), CATV proceeding in the Peoria, Ill. TV market, granted petition by General Electric and rescheduled hearing from Sept. 16 to Nov. 20 (Docs. 17144-5). Action Sept. 11.

■ Hearing Examiner Herbert Sharfman in Rockford, Ill. (CATV of Rockford Inc. et al.), CATV proceeding, on request of CATV of Rockford Inc. and Rock River Television Corp., scheduled further prehearing conference for Sept. 18 for reconsideration of action taken at Sept. 11 conference (Docs. 17234-41, 18190-2). Action Sept. 16.

## Ownership changes

### APPLICATIONS

WTVM(TV) Columbus, Ga. and WTVC (TV) Chattanooga, Tenn.—Seeks transfer of control of Martin Theatres of Georgia Inc. from E. D. Martin and Roy E. Martin (50% each before, none after) to Fuqua Industries Inc. (none before, 100% after). Sellers: Messrs. Martin are sole owners of WAPO Chattanooga, Tenn. Buyers: J. B. Fuqua, chairman of the board et al. Mr. Fuqua owns Fuqua National Inc., licensee of WJBF(TV) Augusta, Ga. Fuqua Industries Inc., a publicly owned corporation, owns Fuqua Communications Inc., which owns 100% of the corporations which are licensees of WTVW(TV) and WROZ, both Evansville, Indiana; and KXOA-AM-FM Sacramento, Calif. Consideration: Exchange of stock valued at \$16,750,000. Ann. Sept. 11.

KDSN-AM-FM Denison, Iowa — Seeks transfer of control of Denison Broadcasting Co. from Walter Morrison (50.4% before, 50% after), C. H. Fee (24.8 before, none after) and E. A. Raun (12.4% before, none after) to Don Uker (12.4% before, 50% after). Consideration: \$30,000. Ann. Sept. 16.

WSYD Mount Airy, N. C.—Seeks purchase of stock of Mount Airy Broadcasters Inc. from Dave and Grace Pedigo (1.63% each before, none after) and Willis and Eunice Pell (3.26 each before, none after) to Erastus Poore (52.12% before, 61.90% after). Consideration: \$2,934. Ann. Sept. 16.

WSAC-AM-FM Fort Knox, Ky.—Seeks transfer of control of Fort Knox Broadcasting Corp. from Alice Cowan (22.62% before, none after) to Byron E. Cowan (34.52% before, 57.14% after) through trust agreement. No consideration involved. Ann. Sept. 11.

WNTN Newton, Mass.—Seeks assignment of license from Charles A. Bell, George J. Helmer III and Wayne H. Lewis db/as Newton Broadcasting Co. to Newton Broadcasting Corp. for transfer of stock and purpose of incorporation. No consideration involved. Principal: Charles A. Bell, sole owner. Ann. Sept. 4.

WUNN Mason, Mich.—Seeks assignment of license from Wirth Broadcasting Co. to Family Radio Evangelistic Corp. for \$100,000. Seller: M. H. Wirth, president and majority stockholder. Buyers: Warren J. Bolthouse, president; Roger Bonney, vice president et al. Mr. Bolthouse has no other business interests indicated. Mr. Bonney is employee-manager of department store. Ann. Sept. 11.

WRKN Brandon, Miss.—Seeks assignment of license from Wilbur J. Martin Sr. to Mississippi Radio and Television Corp. for \$115,000. Seller: Wilbur J. Martin Sr., sole owner. Buyers: Elmo L. Walker, president, Jack B. Campbell, and Reuel May Jr. (each 9 1/11%) et al. Messrs. Walker and Campbell are physicians. Mr. May is dentist, owns 33 1/3% of an investment firm and 33 1/3% of an office building. Ann. Sept. 4.

WADB(FM) Point Pleasant, N. J.—Seeks assignment of CP from Dorothy Fielder Brown tr/as Pleasant Broadcasters to Pleasant Broadcasters for purpose of incorporation. No consideration involved. Principal: Dorothy Fielder Brown, sole owner. Ann. Sept. 16.

WBUX Doylestown, Pa.—Seeks transfer of control of Eastern Broadcasting Corp. from Edgar and Naomi Crawford (1% each before, none after) to James Stolcz (49% before, 51% after). Consideration: \$50. Ann. Sept. 13.

WFLT Franklin, Tenn.—Seeks assignment of license from Robert E. Sewell and Frank Beasley, Revis V. Hobbs and Robert E. Sewell db/as Harpeth Valley Broadcasting for \$35,000. Seller: Robert E. Sewell, sole owner. Principals of Harpeth Broadcasting Co.: Robert E. Sewell and Frank Beasley, partners (each 37 1/2%) and Revis V. Hobbs (25%). Mr. Sewell is sole owner of WFLT

(FM) Franklin, Tenn., and has 37 1/2% interest in the CP for WIZO, that city. Mr. Beasley also has 37 1/2% interest in the CP for WIZO. Mr. Hobbs has 25% interest in the CP for WIZO and also has 33 1/3% interest in an application for an AM station in Hohenwald, Tenn. Messrs. Sewell, Beasley and Hobbs also have other business interests. Ann. Sept. 16.

WGMM Millington, Tenn.—Seeks assignment of license from Radio Millington Inc. to Millington Broadcasters for \$54,000. Sellers: Earl T. Griffin, secretary, Woodrow Wages, Morris Raney and Sam Rawls. Buyers: Albert L. Crain and Gary L. Acker (each 50%). Mr. Acker is president-general manager of KNBQ Bethany, Okla., and has other business interests. Mr. Crain is owner of KBSN Crane, Tex., and also owns a radio jingle sales and production company. Ann. Sept. 13.

### ACTIONS

KKOP(FM) Redondo Beach, Calif.—Broadcast Bureau granted assignment of license from Southern California Associated Newspapers to Jack Barry for \$200,000. Principals of Southern California Associated Newspapers, which is sole owner of KGU Honolulu. Copley publishes some 20 daily newspapers throughout California and Illinois. Principal: Jack Barry, sole owner. Mr. Barry was MC and major figure in quiz show scandals of late 1950's. Mr. Barry was one of principal owners of WGMA Hollywood, Fla. which he was ordered to sell in March 1966 by FCC. Mr. Barry has 50% interest in Volkswagen dealership and real estate firm, both in Staten Island, N. Y. Action Sept. 17.

KXRQ(FM) Sacramento, Calif. — FCC granted assignment of license from Dale W. Flewelling to KXRQ Inc. for \$60,000. Principals: Lawrence Gahagan, president-treasurer (87.5%) and John S. Sellmeyer, secretary (12.5%). Mr. Gahagan is president and 27.7% owner of KPGM(FM) Los Altos, Calif. Mr. Sellmeyer has no other business interests indicated. Action Sept. 11.

WBAD College Park, Ga.—Broadcast Bureau granted assignment of license from John R. Dorsey to Clayton Broadcasting Co. for purpose of incorporation. No consideration involved. Principal: John R. Dorsey, sole owner. Ann. Sept. 11.

WBAD College Park, Ga.—Broadcast Bureau granted transfer of control of Clayton

Broadcasting Co. from John R. Dorsey (100% before, none after) to Louis D. Evans and G. Robert Oliver (none before, 40% each after) et al. Seller: John R. Dorsey, sole owner. Mr. Dorsey has no other business interests indicated. Buyers: Louis D. Evans, president and G. Robert Oliver, vice-president-secretary. Mr. Evans is owner of two automobile repair shops, a used car dealership and a car rental firm. Mr. Oliver is partner in a law firm and has 25% interest in a real estate development company. Consideration: \$134,000.

WFEC Harrisburg, Pa.—Broadcast Bureau granted assignment of license from East Coast Broadcasting Co. to Scott Broadcasting Corp. for \$550,000. Principals of East Coast Broadcasting Co.: Stanford L. Stevens, president (30%), Richard B. Stevens, vice president (30%) et al. Richard B. Stevens owns 100% of KGFJ Los Angeles and 25% of KDON Salinas, Calif. Principals of Scott Broadcasting Corp.: Herbert Scott, president and treasurer (100%). Mr. Scott has 45% interest in WPAZ Pottstown, Pa., 100% interest in WJWL-AM-FM, both Georgetown, Delaware 75% interest in WTTM-AM-FM Trenton, N. J., 100% interest in WKST New Castle, Pa. and CP for WFEM(FM) Elliwood City, Pa. and WTIG Massillon, Ohio. Ann. Sept. 11.

WKYE Bristol, Tenn.—Broadcast Bureau granted assignment of license from Jackson S. White Jr. to Devenport Broadcasting Co. for \$15,000. Principals: John Lee Davenport, president and treasurer (51%) and Charles J. McGuire, vice president, and Mary Jane McGuire (49% jointly). Mr. Davenport is 70% owner of WISE Asheville, N. C., 90% owner of mobile home park and 50% owner of retail record shop. Mr. and Mrs. McGuire have no other business interests indicated. Action Sept. 6.

KNTO-FM Wichita Falls, Tex.—Broadcast Bureau granted assignment of license from Steve Gose Enterprises Inc. to Wichita Radio Corp. for \$14,000. Principal of Steve Gose Enterprises: Stephen Mathus Gose Jr. owner. Applicant is owner of KWKC-AM-FM Abilene, Tex. Principals of Wichita Radio Corp.: Ralph C. Parker, president and Joe Edd Sweat, vice president (each 50%). Mr. Parker is sole owner of two-way radio service and radio common carrier and 50% owner with brother, William C. Parker, of farm and rental property. Mr. Sweat is owner of general contracting company. Ann. Sept. 10.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 18. 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.

■ Corning, Calif.—Valley CATV Inc., Orland (multiple CATV owner), has been granted a franchise. Installation and monthly fees will be \$15 and \$5.75, respectively.

■ Gonzales, Calif.—Krane Cable Vision Associates, Los Angeles, has been granted a franchise.

■ Hayward, Calif.—Community Television Inc., Denver, Colo. (multiple CATV owner), has applied for a franchise.

■ Marysville, Calif.—Oroville Communications Co., Oroville, has been granted a nonexclusive franchise for an 11-channel system. Installation and monthly fees will be \$24.50 and \$5, respectively, or an optional rate is offered of 99 cents for installation and \$5.50 monthly.

■ Redding, Calif.—Golden Electronics, Klamath Falls, Ore., has applied for a franchise to serve Burney and Johnson Park.

■ Augusta, Ga.—Fuqua National, Augusta (multiple CATV owner), has applied for a 20-year franchise.

■ Elmwood Park, Ill.—The franchise of Leyden-Norwood Multiview Cable System Co. has been canceled.

■ Kane county, Ill.—Consolidated Cable Utilities Inc., Chicago (multiple CATV owner), has applied for a franchise for the Kane county area. Proposed installation and monthly fees will be \$5 and \$1.25, respectively.

■ Bloomington, Ind.—GT&E Communications Inc., Vandergrift, Pa. (multiple CATV owner), has been granted a franchise. The city will receive \$20,000 the first year and

\$25,000 the second year. Other applicants were Tele-Cable Corp. and Bloomington-Normal Perfect Picture Co.

■ Lawrence, Mass.—Greater Lawrence Community Antenna Inc., Lawrence, has been granted an exclusive 25-year franchise. There were 14 other applicants.

■ Florissant, Mo.—St. Louis Cablevision Inc., St. Louis, has been granted a 10-year franchise.

■ Springfield, Mo.—International Telemeter Corp., Los Angeles, (multiple CATV owner), has been granted a 15-year franchise. City will receive 12.1% annual gross revenues, with \$2,500 monthly the first year and \$6,000 monthly for the remaining 14 years.

■ Newton, N.J.—Garden State CATV Inc., Sparta, N.J. (multiple CATV owner), has applied for a 15-year franchise.

■ Staten Island, N.Y.—CATV Enterprises Inc., N.Y., has applied for a franchise. Installation and monthly fees will be \$9.95 and \$5, respectively.

■ Malheur county, Ore.—Treasure Valley CATV Inc., Ontario, Ore., has applied for a franchise for the rural areas of Malheur county. Treasure Valley has been granted a franchise from Vale, and has applied for franchises in Payette and Nyssa, all Oregon.

■ Allentown, Pa.—Twin County Trans-Video Inc., Northampton, has been granted a franchise.

■ Churchill, Pa.—Valley CATV, Orland, Calif.; Centre Video, State College, Pa. (both multiple CATV owners) and Westmoreland Cable Co. have each applied for a franchise. Installation would be free with Valley and \$5 with Centre Video. Monthly fees for Valley and Centre Video would be \$5 and \$4.50, respectively. City would receive 5% of annual gross revenues from Valley. Centre Video offers 3%.

■ Wellsboro, Pa.—Reeds TV Cable, Wellsboro, has applied for an exclusive 50-year franchise.

■ Stoughton, Wis.—Viking Media has applied for a 15-year franchise. Installation fees would be from \$15 to \$19. Monthly fees would be \$5. City would receive 4% to 6% gross annual revenues.

**T**HE organization man may have been given a bad name in contemporary novels about the corporate monolith and its creatures.

But the image has been redeemed and given back its human warmth and humor, at least out in grass-roots-land, thanks to the person and performance of Robert H. Harter, vice president of Palmer Broadcasting Co. and general manager of WHO-AM-FM-TV Des Moines, Iowa.

Mr. Harter has served the WHO stations in various capacities since 1939 and as general manager since 1964. His reputation for logical organization, detail and follow-through obviously has stood the test of time.

"It's the sort of thing that's contagious," associates admit, "a morale-building attitude that has been emulated all down the line as part of the total effort to sustain and improve our tradition for broadcast excellence."

His knack for details also has been evident in his role as a member of the NBC Radio Affiliates' executive committee.

**Keep Striving** ■ Carrying on such a long-established tradition for quality is a challenge Mr. Harter considers to be the serious responsibility of every member of the staff as well as top management. "Be the best, on the air or off," seems to be the Harter motto that impresses WHO newcomers the deepest or longest.

But tradition, they note, however excellent, doesn't mean sticking to methods or policies out-of-date in Mr. Harter's book. "Do it in the modern way" is the temper of his challenge, they explain. The broadcast media, Mr. Harter observes, have continued to grow at a faster rate than any other communications development in our national history and they have done so on a number of fronts at the same time—consumer product, entertainment and information services, and as a social force.

"We, of course, think of broadcasting, whether radio or television or both together, as the most effective advertising and marketing instrument ever known," Mr. Harter says. "Broadcasting has proven itself to be all things to all people," he agrees.

But still further he feels the broadcast station is not only a local instrument of great communication and marketing influence; it also has become an economic institution of significance and stature in its own right, similar to, say, the bank.

Mr. Harter is optimistic about trends and developments for both television and radio, especially color TV. WHO-TV took the air in 1954 and carried NBC color from the start. The station went to full local live color about a year ago but for years was capable of local color other than live camera.

## Bob Harter: a stickler for excellence

The result of this local color capability, he recalls, has been a steady increase in the use of the medium by local retail accounts. The WHO-TV production staff is busy daily helping local agencies and accounts produce color commercials, he relates, and the outlook is for great growth in local TV expenditures.

"Color television has a certain distinctive impact that is impossible to achieve with any other medium," Mr. Harter believes, "and the advertisers recognize this."

**Double in Decade** ■ Spot television billings for the industry as a whole also should continue to go up strongly, Mr. Harter feels. His guess: Spot TV should double in the next 10 years.

### WEEK'S PROFILE



Robert Hugh Harter—VP and general manager, WHO-AM-FM-TV Des Moines, Iowa; b. Dec. 31, 1916, Des Moines; attended Drake University and received B.S.C. (commerce) degree in 1939 at University of Iowa; joined WHO as traffic manager same year; served in U. S. Air Force 1942-46 retiring as major; rejoined WHO as salesman and became regional sales manager 1947; named sales manager of WHO-AM-TV 1956 and general manager of WHO-AM-FM-TV 1964; elected VP and member of Palmer Broadcasting Co. board in 1966; past president of Advertising Club of Des Moines, Rotary Club; board member of NBC Radio Affiliates Committee, Greater Des Moines Chamber of Commerce, Better Business Bureau, National Conference of Christians and Jews, Polk-Des Moines Taxpayers Association; m. Mary Louise Donegan of Davenport, Iowa, April 13, 1944; children—Robert Michael, 23 and Martha Ann, 20; hobbies—"listening to radio, watching TV."

Cable television, Mr. Harter says, will provide necessary and useful service in many areas. But he is not sure that local cable program originations will have as broad appeal as some may think.

Cable TV doesn't pose any real threat to commercial broadcasting itself, he concludes.

Similarly, Mr. Harter's crystal ball finds satellite transmissions and even laser beam communications not harming existing station roles. But he does see them as eventually forming part of some network distribution system for global television.

Radio, including FM, has a bright future and many opportunities in Mr. Harter's opinion. The tendency of the radio listener to "see" the audio commercial in terms of the TV commercial has high value for both the medium and the advertiser, he notes.

The selling and service future for FM is enhanced by stereo, Mr. Harter says, for stereo in FM is somewhat akin to the magic extra impact of color in TV although admittedly not as dramatic. WHO-FM is programed and sold separately from WHO, he explains, and future plans include stereo.

The format for WHO, a clear-channel station that dates back to 1924, was further streamlined and refined about four years ago under Mr. Harter's supervision. He doesn't like "middle of the road" as a label for the music, but he is willing to concede it's about as good as any one that can be used. Production techniques were tightened and on-air approach was brightened.

**Farm Audience Emphasis** ■ Farm service news continues to be a vital part of the WHO schedule despite some telescoping of the early morning show. The noon hour continues strong.

Mr. Harter is especially proud of the talk radio shows now on WHO. He considers them unique in that all listeners in Iowa are invited to call collect for the two daytime shows and anyone anywhere in the U. S. is invited to call collect for the nighttime show.

Even though his father owned a Dodge dealership in Des Moines, young Robert had to work for his education, part of the time for his father.

One of the highlights of this experience was the introduction of the car radio, a luxury for the few who could afford it then. But it started the young man thinking about his future career.

Another incident of impact was a campus program origination around 1937 by Pontiac then touring colleges with its national radio show. This was a new business with a future, Mr. Harter thought.

Two weeks after graduation from college Mr. Harter joined WHO as traffic director. For Bob Harter WHO became a tradition, too.

Rebound

IT'S no secret that spot television business has been better this year. The question is how much better, and now we're getting some answers to that. As reported elsewhere in this issue, the Television Bureau of Advertising has issued its second-quarter report. By any standard, and especially by 1967 standards, it's a dandy.

For 359 stations that submitted second-quarter reports in both 1967 and 1968, national and regional business in this year's period was up 18.1% from a year ago.

There's more. Automotive advertising, which had a special slowdown of its own in 1967, came tooling back with a 58% gain over its 1967 second-quarter total. Four other categories increased their spot spending by 25% to 45%, and 13 individual accounts raised budgets by \$1 million or more.

One of the last, it should be noted, is Sears, Roebuck. Sears rose from 60th among TV spot spenders in the second quarter of 1967 to 23d in the current list with a total outlay of almost \$3.1 million, substantially more than twice its spot investment a year ago. In the long run, because of the impetus it can give to TV's expansion in the retail field, that may be one of the most significant statistics in the entire upbeat report.

Bad trip

IT just may be possible that FCC Commissioner Nicholas Johnson will succeed, all by himself, in destroying his own effectiveness as the agency's noisiest dissenter. In his latest dissent, which must have composed under psychedelic lights, he went so far out that he left everyone behind, including his colleague and frequent co-author, Ken Cox.

As reported in AT DEADLINE last week, Mr. Johnson took exception, to the extent of 23 pages plus footnotes and appendices, to a majority decision rebuking NBC for letting Chet Huntley criticize the Wholesome Meat Act without disclosing that he had personal interests in the meat business. For Mr. Johnson, rebuke was not enough. He wanted to set NBC for a hearing to determine whether it and its parent, RCA, are fit to hold any broadcast licenses—and the tone of his comments clearly indicated that he had already made up his mind that they are not.

Mr. Johnson's decision to disqualify RCA-NBC from radio and television broadcasting was based not on the finding that NBC had been derelict in permitting Mr. Huntley to indulge in what appeared to be a conflict of interest but on Mr. Johnson's interpretation of what that finding really meant. In Mr. Johnson's reasoning, it meant that RCA-NBC had betrayed a "brazen indifference to, or ignorance of, one of the central principles of responsible broadcasting: the need to insure the unimpeachable integrity and independence of broadcast journalism." And that in turn meant, according to Mr. Johnson, that RCA-NBC might deliberately corrupt the news to advance corporate interests.

"How would one 'prove' that RCA-NBC gives more coverage to space shots and NASA news (or the Vietnam war) than it would if it were not a major space and defense contractor?" Mr. Johnson asked, darkly hinting that NBC news had already been corrupted. "One suspects," said the suspicious Mr. Johnson, "that the opportunity afforded conglomerate corporate licensees to use their mass media as part of their advertising or public-relations programs must be almost irresistible."

Mr. Johnson's leap from a finding that NBC management had been lax in supervising Mr. Huntley to a conclusion

that RCA-NBC management is maintaining meticulous control over the content of its news broadcasts must be counted as an irrational flight. It was even too much for Ken Cox, who saw fit to issue a statement concurring with the majority decision. It was much too much for Chairman Rosel Hyde who, in another statement, pointed out: "There are no facts before us raising the conflict-of-interest issue in the context of the 'conglomerate RCA-NBC.'"

If Mr. Johnson persists in taking excursions of this kind, surely he will disqualify himself from the attention that he has been getting in some circles of government and the press.

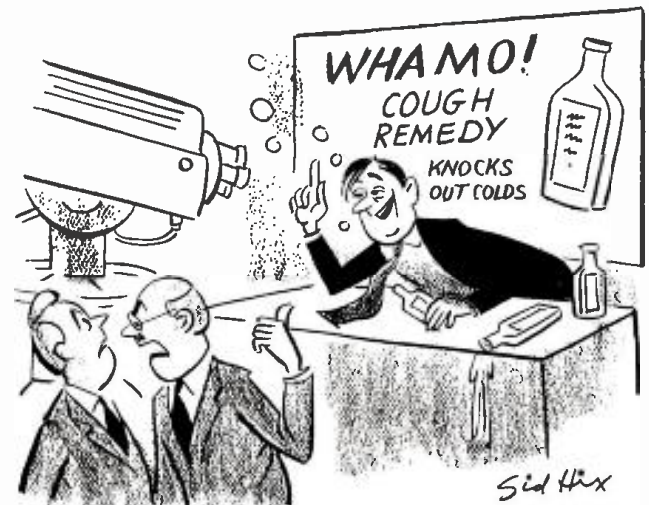
Crash program

BROADCASTERS last week were given some much-needed time to prepare a sensible defense against attempts to break up multimedia ownership within individual markets. The FCC granted a National Association of Broadcasters request for a delay in the deadline for filing reply comments in the one-to-a-customer rulemaking that has taken alarming turns since first proposed.

In its original form the rulemaking looked toward a gradual erosion of multiple broadcast holdings within markets, through the prohibition of acquisitions, by purchase or grant, of more than one type of radio or television station in any community. That was extreme enough. But the Justice Department has changed all that by proposing that the same standards be applied at license-renewal time, meaning that any multiple-station owner would be vulnerable to competing applications whenever one of his license terms expired. The Justice Department also thinks newspapers should be counted as an increment in the one-medium-to-an-owner policy.

The counterattack against these proposals must be addressed to the fundamental reasoning on which they are based. Is the public in real danger of losing a diversity of information sources when consolidations of ownership within individual markets takes place? We suspect it is not. There are few population centers of any size in this country that are not inundated with broadcast signals and publications of every kind. But that assumption needs to be documented by meaningful research.

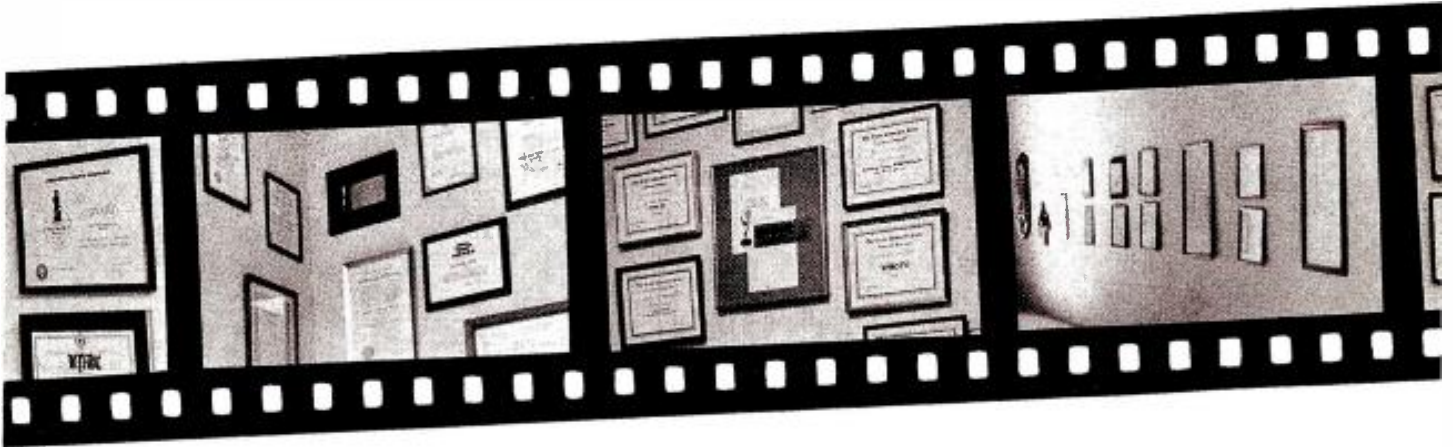
The new deadline set by the FCC is Jan. 28. That gives the broadcasters not one more minute than they need to build the case to kill the rulemaking.



Drawn for BROADCASTING by Sid Hix  
 "No wonder he doesn't mind the re-takes . . . that stuff's 26% alcohol!"

# AWARD WINNER!

## BUT, WHAT DID YOU DO FOR ME TODAY?



Our walls are lined—almost literally—with awards, citations, plaques, commendations and other evidences of appreciation of our civic virtue.

And we treasure them— every one.

But these only testify to what we did *yesterday*. What are we doing today . . . not to win more awards . . . but to continue to earn the right to serve our community and its citizens?

For one thing, we tell our fellow citizens what's going on, and why, without compromise and without sugar coating. And, when we think there's something we and our neighbors can do about it, we say so. And sometimes we prod a little—as we're still doing about the Riot Commission report and the continuing traffic in firearms, among other things.

*What are we doing today?*

*WE'RE TRYING TO CONTINUE TO EARN OUR RIGHT TO BE CALLED CITIZEN---*

# *CITIZEN* KPRC-TV

NBC ON HOUSTON'S CHANNEL **2**

Edward Petry & Co., National Representatives

**New radio comedy show from Hollywood**



# FUNNYBIRDS

## is coming



to **KMPC/Hollywood**

Russ Barnett, KMPC Program Director says: "We generally produce our own comedy features, but we're smart enough to grab a winner like 'THE FUNNYBIRDS' for our morning man, Dick Whittinghill... this is the third O'Connor-produced comedy series to air on KMPC."



to **KXOK/St. Louis**

Bud Connell, KXOK Operations Manager says: "'THE FUNNYBIRDS' will fit any station's programming, but it's fantastic for the personality-pop music format of KXOK... it gives us a great combination; comedy and contemporary music, and that's hard to beat"...



**What is "THE FUNNYBIRDS"?**



"THE FUNNYBIRDS" is a totally new concept in radio humor — a series of 130 fast-paced 90-second shows combining topical comedy lines with short, bright, music cues. "THE FUNNYBIRDS" is freshly created each month and delivered to you, fully-produced and ready to be aired.

**Original music created and directed by Stan Worth**



**And, to SEVENTEEN other U.S. and Canadian stations who bought "THE FUNNYBIRDS" before production!**



**CALL, WIRE OR WRITE TODAY for AUDITION TAPE and first option in your market, exclusively!**

Harry O'Connor Broadcast Producer



**Harry O'Connor Broadcast Producer**  
 Suite 711 - 1680 Vine St. / Corner Hollywood & Vine  
 Hollywood, California 90028 / Phone 12131 461-3393

Please rush "THE FUNNYBIRDS" audition tape and details to:

name \_\_\_\_\_

title \_\_\_\_\_ station \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_

**IN CANADA—Contact Dennis Goodwin, National Program Services, Toronto**