



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Code office to be television-program censor? p27  
Network television billings show 3.9% rise in early '69. p30  
FCC opens fire on group-owned station reps. p52  
SPECIAL REPORT: Preview of NAB convention week. p71

CONCORDIA COLLEGE  
C. B. YLVISAKER LIBRARY  
3/19

CARL B. YLVISAKER LIBRARY  
CONCORDIA COLLEGE  
3/19



## Now... the Most Advanced Remote Color Units Available Anywhere

WWL-TV New Orleans now provides 2 complete mobile color units... with six Norelco color cameras and two hi-band video tape recorders. Now—get quality never before remotely possible. WWL-TV leads the way... always.

**WWL-TELEVISION**  
SERVING NEW ORLEANS PROUDLY



THE KATZ AGENCY, Inc.  
STATION REPRESENTATIVES

# WGN

*...the most  
respected call letters  
in broadcasting*

## **WGN CONTINENTAL BROADCASTING COMPANY**

- **Chicago:** WGN Radio, WGN Television, WFMT Radio,  
WGN Continental Productions Company
- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Televents, community antenna television
- **New York, Chicago, Los Angeles and San Francisco:**  
WGN Continental Sales Company



# This ad won't win any awards



## YOU COULD GET A REAL **BANG** OUT OF THIS

THIS TANK TRUCK COULD BE CARRYING ALMOST ANYTHING... LIKE SULPHURIC ACID. OR NITRIC ACID. OR ANY ONE OF THE HUNDREDS OF DANGEROUS CHEMICALS THAT PASS THROUGH HOUSTON EVERY DAY. TONIGHT, AT 6 AND 10 PM, DAVE WARD

AND DAN AMMERMAN CONTINUE CHANNEL 13'S EXCLUSIVE TELEVISION INVESTIGATION INTO WHAT SOME HAVE CALLED "ROLLING DEATH" ON OUR CITY STREETS...

**PROBE 13**

But our in-depth News Probe on this subject did. It won the Texas Headliner's Award for 'Best Spot News Coverage In The State.' The first time the broadcasting media was eligible to receive their coveted journalistic award.

If you're looking for 'spot' coverage of another kind, call your Blair man. He's got a nose for news, too. Ours.

**KTRK-TV**  
**HOUSTON, TEXAS**  
**CAPITAL CITIES**  
**BROADCASTING**  
**CORPORATION**



Rosel Herschel Hyde  
1946- CHAIRMAN



Robert Taylor Bartley  
1952-



Robert Emmett Lee  
1953-



Kenneth A. Cox  
1963-



James J. Wadsworth  
1965-



Nicholas Johnson  
1966-



H. Rex Lee  
1968-



Lee Loevinger  
1963-1968



\*E. William Henry  
1962-1966



\*Frederick W. Ford  
1957-1964



\*Newton N. Minow  
1961-1963



T. A. M. Craven  
1937-1944/1956-1963



John S. Cross  
1958-1962



Charles Henry King  
1960-1961



\*John C. Doerfer  
1953-1960



Richard A. Mack  
1955-1958\*\*



\*George C. McConaughy  
1954-1957\*\*



Edward Mount Webster  
1947-1956



Frieda Barkin Hennock  
1948-1955\*\*



George Edward Sterling  
1948-1954



\*Paul Atlee Walker  
1934-1953\*\*



Eugene H. Merrill  
1952-1953



Robert Franklin Jones  
1947-1952\*\*



\*Albert Wayne Coy  
1947-1952\*\*



Clifford J. Durr  
1941-1948



Ray C. Wakefield  
1941-1947\*\*



\*Ewell K. Jett  
1944-1947\*\*



\*Charles R. Denny, Jr.  
1945-1947



\*Paul A. Porter  
1944-1946



William H. Wills  
1945-1946\*\*



\*James Lawrence Fly  
1939-1944\*\*



Norman S. Case  
1934-1945\*\*



George H. Payne  
1934-1943\*\*



Frederick I. Thompson  
1939-1941\*\*



Thad H. Brown  
1934-1940\*\*



\*Eugene O. Sykes  
1934-1939\*\*



\*Frank R. McNinch  
1937-1939\*\*



Irvin Stewart  
1934-1937



\*Anning S. Prall  
1935-1937\*\*



Hampson Gary  
1934\*\*

Federal Communications Commissioners July 10, 1934 to March 3, 1969

\*Served as Chairman \*\*Deceased

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.  
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford, Fall River, Mass. • WOAT-TV Albany, N.Y.



## Top secret

There has been follow-up to FCC action last month tightening rules aimed at sealing off leaks of information from commission ("Closed Circuit," Feb. 17). Executive Director Max Paglin has circulated new memorandum throughout commission advising all personnel of restrictions on disclosure of matters before public announcements. Among other things, reportedly, it says that commission agenda items not yet acted upon must be kept locked "in desk drawer or any other containers that can be locked." "This applies," said one impressed staffer, "even to nitty gritty items, like transmitter moves."

## All but sold

Firm yes or no (probably yes) on ABC's bid to acquire WKTR-TV Kettering (Dayton), Ohio, is expected momentarily. Deal for channel 16 independent, reportedly at price between \$1.5 million and \$2 million (BROADCASTING, Feb. 3, 24), has been set—subject to approval by board of WKTR-TV owner, Kittyhawk Television Corp. (plus, as always, subsequent approval by FCC). Kittyhawk board is slated to vote on it today (March 17).

## Nobody's baby

If new administration decides to release report of Task Force on Telecommunications Policy, impounded since it was submitted to President Johnson last Dec. 6, it will be with loud disclaimer that it has endorsement of President Nixon. Ever since report's submission, efforts have been made by Task Force chairman, former Under Secretary of State Eugene V. Rostow, and certain of his minions to shake it loose (see page 146).

Last week it was reported that White House is considering releasing 400-page report for what it's worth, but without endorsement of any of its provisions, including that giving support to "wired city" concept of cable television or proposing establishment of Department of Communications to handle over-all policy and allocations, leaving FCC purely as licensing authority.

## Plugs in plugola

Eight-year-old FCC rulemaking aimed at establishing antiplugola rule may be wiped out, and policy statement on plugola issued instead. That, at least, is recommendation of staff. Rulemaking, issued in response to congressional

pressure at time when memories of payola and plugola scandals in broadcasting were still fresh, ran into considerable opposition from industry, and matter was shelved. But over years, commission has made its views on subject known in number of cases where licensee or his employees used station's facilities for personal ends.

These cases are said to form basis of policy statement prepared by staff for commission consideration. Item is on agenda this week, but that is no guarantee it will be taken up. Commission has put it over on meeting-to-meeting basis over past several weeks.

## Hang-up

Westinghouse Electric Corp.'s proposed acquisition of MCA remains stumbling block to FCC renewal of California stations licensed to Westinghouse Broadcasting Co. Commission considered application for KFWB Los Angeles last week, but apparent opposition within commission even to conditional renewal resulted in item being put over. Matter is expected to come up again this week, along with renewal application for KPX(TV) San Francisco.

Chairman Rosel H. Hyde is known to favor conditional renewal, on ground that commission should do its work and let Justice Department do its, if it wants to block merger. Justice now has matter under study. Conditions being recommended by staff would require WBC to inform commission before consummating merger so that agency could review takeover agreement. Some staffers feel merger could require filing of transfer of control applications, even though it is Westinghouse that is buying MCA.

## Music rates

It'll be one down, one to go when All-Industry TV Stations Music License Committee meets in Washington during National Association of Broadcasters convention next week. Full committee will hear Charles Tower of Corinthian Broadcasting, chairman of group, and fellow negotiators report that deal reducing music fees payable to American Society of Composers, Authors and Publishers seems finally, after seven years, ready for submission to stations for approval. Big news of meeting, however, could be first inkling of what Broadcast Music Inc. thinks its own new music-license rates for TV stations ought to be.

BMI President Edward G. Cramer has been invited and has agreed to attend meeting and talk about negotiating

new TV-station contract. But he is not saying—at least not publicly—what BMI will seek. All-industry group, of course, wants rates lowered. By implication, at least, its leaders have indicated they would like to keep them in ratio that existed before ASCAP rate reduction was agreed on: 50% of ASCAP rates (BROADCASTING, Aug. 26, 1968). If BMI takes tack it followed in radio negotiations last fall, it will cite greatly increased use of BMI music on TV. But there is some speculation it might do so more in hope of avoiding big TV-rate reduction than in quest of increase (which it won, in Radio case). Meeting is set for 3 p.m. March 25 at Shoreham hotel.

## New product

Work has begun at NBC Domestic Enterprises on three pilots for projected series for first-run syndication. All are being produced in association with outside producers. Series of 10 original, one-hour specials will make circuses and traveling shows its focal point. Unlike most entertainment specials, series will not emphasize star values, according to NBC source. Another is true-life action-adventure series of 26 half-hours, being produced in association with Bill Burrud Productions. Producer Burrud is noted for nature documentaries. Entire series will be produced in Canada. Third project is dramatic series concerning pre-trial police investigation. Episodes are half-hours, and number would justify daily strip, according to spokesman.

## Turnout

Another new record was established in number of entries in this year's Voice of Democracy program. Annual competition, initiated by National Association of Broadcasters 22 years ago but for few years under direction of Veterans of Foreign Wars, with cooperation of NAB and state associations of broadcasters, drew 400,000 entries this year from more than 8,000 high schools.

## New-season selling

NBC-TV affiliates were told privately last week (by closed circuit) that business worth \$150 million already is on network's books for fourth quarter 1969—these sales made within single eight-day period. Sales progress report was presented by Don Durgin, NBC-TV network president, as he and Mort Werner, vice president, programs, filled in affiliates on new-season programming.



# SIMON AND GARFUNKEL THEY AIN'T.

But they make the news. Often.

We report the news, dawn to dawn. We think it's the most important thing our listeners can get on the radio. We never leave it. We do nothing else.

Which means Washingtonians can get all the news. Like they've never heard it on the radio before.

If that news happens to include Simon and Garfunkel, fine.

But, in their own ways, De Gaulle and Kosygin are pretty mind-bending guys themselves.

**WTOP RADIO**  
**NONSTOP NEWS**  
A Post-Newsweek Station



Senator John O. Pastore (D-R. I.) urges at Senate hearing that NAB Code Authority assume larger role in determining standards of taste in television programming—but he finds little support from network representatives. See . . .

## Code office to be television censor? . . . 27

First combined report of Television Bureau of Advertising and Broadcast Advertisers Reports shows \$288,147,300 in network-TV billings for January-February 1969—a 3.9% rise over first two months of 1968. See . . .

## Network TV billings rise 3.9% . . . 30

Study by C. E. Hooper, Inc. pokes holes in assumption that radio advertising has little effect on audience. Radio's commercial impact is "nearly as high" as TV's, study says—and should therefore attract more advertisers. See . . .

## Hooper finds high recall from radio . . . 34

Justice Department urges Supreme Court not to review FCC's renewal without hearing of KTYM Englewood, Calif., which was accused of broadcasting anti-Semitic material. First Amendment is not the issue, Justice says. See . . .

## Justice supports KTYM renewal . . . 46

FCC is cracking down on station-rep activities by multiple owners. In response to SRA petitions, commission indicates in two separate actions that some rep activities contravene its cross-ownership ban. See . . .

## FCC opens fire on station reps . . . 52

Yet another siege on existing facilities: WLBT(TV) Jackson, Miss.—already in enough trouble—is challenged by integrated Civic Communications Corp., which promises more attention to minority needs and interests. See . . .

## Now WLBT(TV) finds challenges . . . 60

David takes on Goliath in Chicago hearings on sale of WFMT(FM) to WGN Continental FM Co. Citizen's committee opposing transfer argues that concentration of control of mass media is implicit in transfer of station. See . . .

## WGN vs. multi-media issue . . . 64

NAB Convention preview provides official agenda; what syndicators will show; technical papers and agenda; major displays and exhibits, and a comprehensive 'where-to-find-it' directory. See . . .

## NAB's 47th moving into Washington . . . 71

FCC plans to deny McLendon Corp.'s application to acquire city-owned WCAM Camden, N. J., after oral argument marked by sharp questioning of McLendon's program proposals and community needs survey. See . . .

## WCAM Camden loses another bidder . . . 140

Kind words for CATV comes from Eugene V. Rostow, who charges FCC is bringing cable to standstill, and from Spindletop Research Inc., in report that favors wired-city concept as key to greater program diversity. See . . .

## CATV finds two important friends . . . 146

### Departments

AT DEADLINE .....	9	OPEN MIKE .....	18
BROADCAST ADVERTISING .....	30	PROGRAMING .....	42
CHANGING HANDS .....	56	PROMOTION .....	151
CLOSED CIRCUIT .....	5	SPECIAL REPORT .....	70
DATEBOOK .....	14	WEEK'S HEADLINERS .....	10
EDITORIALS .....	174	WEEK'S PROFILE .....	173
EQUIPMENT & ENGINEERING ....	147		
FATES & FORTUNES .....	153		
FOCUS ON FINANCE .....	152		
FOR THE RECORD .....	156		
INTERNATIONAL .....	150		
LEAD STORY .....	27		
THE MEDIA .....	52		
MONDAY MEMO .....	22		



### Broadcasting

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# The town meeting began in New England

## we just improved on it.

How? By offering people in New England an open forum where they can express their ideas, present their points of view, debate the vital issues of the day. A *true* town meeting where everyone gets his chance to be heard. This is the whole purpose of WEEI's *total* News/Talk/Information programming. News-oriented, open forum, timely as today's news. The kind of exciting radio that attracts listeners and *sells* products. The kind that's made WEEI Number 1 in Boston.

### Number 1-ARB

Total Persons, 12+,  
Average Quarter Hour,  
Mon.-Sun., 6AM-12Mid.

### Number 1-PULSE

Share of Audience,  
Average Quarter Hour,  
Mon.-Fri., 6AM-7PM

### Number 1-HOOPER

Share of Audience,  
Total Rated Time  
Periods

Jack Frost

# WEEI/BOSTON

CBS Owned • Represented by CBS Radio Spot Sales

Based on ARB, Pulse and Hooper estimates (ARB, Metro Area, October, 1968; Pulse, Metro Area, December, 1968; Hooper, December, 1968-January, 1969) subject to qualifications which WEEI will supply on request.



## More Pastore hearings

Four additional witnesses were added to roster of broadcast hearings this week by Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee (see page 27). Confirmed for appearance are Thomas Murphy, Capital Cities Broadcasting Co.; Richard Dudley, Forward Communications Corp., and chairman, National Association of Broadcasters' radio board; J. Ray Livesay, Mattoon Broadcasting Co., Mattoon Ill., and undesignated representative of Corinthian Broadcasting Corp. Others are also expected to testify.

Regarded as certain to be raised at hearing will be group owners' reaction to FCC's one-to-customer proposal and to surge of applications (sometimes called strike applications) for licenses of existing stations at time of renewal (see page 60).

Proposals have been advanced by Washington attorneys suggesting amendment of Communications Act to outlaw such applications under certain prescribed conditions, and thought has been expressed that Congress might be persuaded to adopt amendment to existing law along these lines.

## Gets renewals, but . . .

RKO General Inc.'s wait for renewal of its California licenses ended Friday (March 14), as FCC granted renewal applications for four of them, though with conditions. Applications were pending since Dec.

Renewals of KHJ-AM-FM Los Angeles and KFRC and KFMS(FM) San Francisco were made without prejudice to any action commission may take as result of Justice Department's pending antitrust suit against General Tire and its subsidiaries, including RKO General (BROADCASTING, March 6, 1967).

Renewals are also subject to commission action resulting from outcome of comparative hearing in which KHJ-TV is fighting to retain channel 9 against challenge of local group seeking that facility. Evidence concerning RKO General's alleged anticompetitive conduct has been taken in channel 9 proceeding.

Justice has accused defendants of conspiring to coerce suppliers into buying products from them. Department also alleges they violated antitrust laws by engaging in reciprocal purchasing arrangements—involving sale of advertising time over RKO stations.

Commission vote was 5-to-1 to renew KHJ-AM-FM and 4-to-1 to renew

KFRC and KFMS(FM). Commissioner Nicholas Johnson was lone dissenter, while Commissioner Robert T. Bartley abstained from voting on either of the matters. Commissioner Kenneth A. Cox abstained on KFRC and KFMS(FM) vote.

Commissioner Johnson argued that a hearing was necessary, to check into allegations of reciprocity practices alleged in Justice Department suit, as well as to consider "many . . . media ownership problems" involved in RKO case. He called licensee, with its 14 AM, FM and TV stations and its role as subsidiary of General Tire, "one of the nation's classic examples of a conglomerate corporate broadcaster."

## Attacks hiring practices

Three TV networks were told by chairman of U.S. Equal Employment Opportunity Commission Friday (March 14) that they are "potentially law-breakers" in their apparent disregard of equal employment opportunity law.

In concluding day of three-day hearings in Los Angeles (see page 142), EEOC Chairman Clifford L. Alexander reminded networks that equal employment is law of land since 1964, and cautioned them to pay as much attention to it as they do to FCC regulations.

Commission heard from Perry Laferty, CBS; Herbert Schlosser, NBC; and James G. Riddell, ABC, who all cited increase in minority employment in recent years, while stressing that talent and top skills are basic criteria for hiring in broadcasting industry. They were particularly challenged by EEOC Chairman Alexander on lack of black and Spanish surname executives. In answer to his persistent questioning, they each conceded that there never has been to their knowledge black network vice president in history of broadcasting.

In news conference after testimony, Mr. Alexander said that transcripts would be studied to see if pattern of discrimination exists and warrants U.S. Department of Justice action. He personally viewed all three networks as being "discriminatory."

## Hance service

Funeral services scheduled today (March 17) for Kenneth M. Hance, 74, vice president-treasurer, KSTP-AM-FM-TV Minneapolis-St. Paul, who died March 13 in St. Paul Miller hospital following heart attack in early Decem-

ber. Pioneer broadcaster, Mr. Hance built amateur station in 1910, served in Army Signal Corps in World War I and joined KSTP in 1928. He is survived by wife, Laura, and son, Richard.

## Basic withdraws

Group broadcaster Basic Communications Inc. withdrew last week from proposed merger agreement with West Michigan Telecasters and weekly *Birmingham* (Mich.) *Eccentric* and *Averill Press* (BROADCASTING, Jan. 13).

Spokesman for all parties said disagreement on proposed policy was reason for Basic's pullout from estimated \$18 million deal, which had been pending FCC approval.

Basic, led by former advertising agency executive, Emil Mogul, operates WWVA-AM-FM Wheeling, W. Va.; WIGO Atlanta, and WYDE Birmingham, Ala.

Other companies involved intend to continue with proposed plans.

West Michigan Telecasters, headed by William C. Dempsey, owns WZZM-FM-TV Grand Rapids, Mich., and is seeking FCC approval to purchase, for \$50,300, CP for WWU-TV (ch. 41) Battle Creek, Mich.

## Record keeping

Major change in legislative recommendations in House Investigations Subcommittee "pot party" report (see page 48) is request for law to require all TV stations, large and small, to keep full "visual record" of all programs aired. Provision was added to section urging requirement that all matter edited out of newfilm be kept for six months, it was learned Friday (March 14).

Report, with additional and minority views of Commerce Committee members, will probably be released this week. It says hearing record "indicates that the licensee [WBMM-TV Chicago] contrived and staged the filming of" *Pot Party at a University*, two-part program aired in late 1967. Report calls for more committee study, specifically on role of ratings and commercial sponsorships in distorting news coverage.

## Voices in air

Even if that unidentified voice you hear selling beans or deodorants belongs to local city council candidate, station involved may not be subject to equal time law.

FCC, in ruling requested by KYSN

## Week's Headliners



Mr. Geismar



Mr. Devine



Mr. Henry



Mr. Walker



Mr. Mortensen

**Richard L. Geismar**, former VP and treasurer of Metromedia Inc., elected president of Reeves Broadcasting Corp., with full operating responsibility for Reeves and its subsidiaries. He succeeds **J. Drayton Hastie**, who retires. Mr. Geismar joined Dumont Television Network, predecessor of Metromedia Television, in 1948, rising to VP and treasurer of Metromedia Inc. in 1961. He resigned late last year but remained for completion of several special projects (BROADCASTING, Nov. 25, 1968). Reeves owns WUSN-TV Charleston, S. C.; WKEE-AM-FM and WHTN-TV Huntington, W. Va.; WITH-AM-FM Baltimore and 50% of WLBG-TV Lexington, Ky.; CATV systems in several states, Previews, real-estate sales aid service and Realtron computer service for real-estate brokers.

**John F. Devine**, VP for administration at J. Walter Thompson, New York, since 1965, elected to new position of executive VP for corporate administra-

tion with worldwide corporate responsibilities. Mr. Devine joined JWT in 1946 as member of legal department and has held various executive posts, including administrative VP, radio-television department, and general counsel. He is member of Thompson's executive committee and board of directors.

**Alan Henry**, VP, group operations, Sonderling Broadcasting Corp., promoted to newly created post of executive VP and chief operating officer of Sonderling and all subsidiaries, which include not only its TV and radio stations but also Bernard Howard & Co., station rep, and Modern Teleservice Inc., TV film distributor. Mr. Henry joined Sonderling as head of group operations in July 1967 after service with Westinghouse Broadcasting and Metromedia Inc.

**Fred C. Walker**, administrative VP of Henderson Advertising Inc., Greenville,

S. C., elected executive VP and chief operating officer of agency. His appointment follows recent announcement that **James M. Henderson**, president and founder of agency has been granted leave of absence to become special assistant to Postmaster Winston Blount (BROADCASTING, March 10). Mr. Walker joined Henderson in 1955.

**Arthur M. Mortensen**, president of KMBZ-KMBR(FM) Kansas City, Mo., named president and general manager of newly formed Kansas City-Los Angeles radio division of Bonneville International. Division includes KBIG Avalon, Calif. and KBIG(FM) Los Angeles, as well as KMBZ and KMBR(FM). Mr. Mortensen also continues as VP of Bonneville International and as member of company's board of directors and executive board. He previously worked for such stations as KFI and KHJ, both Los Angeles, KFMB San Diego, KERO-TV Bakersfield and KTLA(TV) Los Angeles, all California.

For other personnel changes of the week see "Fates & Fortunes."

Colorado Springs, Colo., said broadcast of commercials containing voice of former announcer who is prospective candidate for city council does not require KYSN to afford equal opportunity to other candidates.

But commission detailed facts which other stations facing similar problem might note. Prospective candidate, Jay Cook, had been employed on area station for six to eight years and his voice had become well known. But he had not been employed by television or radio station in area during past two years, although he had appeared in commercials in both media without being identified by name. His last TV commercial in area was more than 1½ years ago.

His voice, without identification, is selling products in commercials being broadcast by area stations, and he will not be identified in commercials using his voice that KYSN broadcasts.

Under these circumstances, commis-

sion said, broadcast of commercials using Mr. Cook's voice without identification would not raise equal-time issue.

### Assails impediments

**Charles H. Crutchfield**, president of Jefferson Standard Broadcasting Corp., warned that if advertising is to survive intact in time of unprecedented jeopardy, it must convince the government and public alike that "advertising is the cornerstone of our free enterprise system."

In speech to North Carolina General Assembly and combined advertising clubs of North Carolina, he urged his audience to help eliminate what he characterized as false, but widespread notions about advertising.

Mr. Crutchfield urged advertising and media people to complement their "education" of others with some "serious self-analysis." He added: "I don't think we have a snowball's chance of

curing what ails us as an industry unless we exercise even more self-imposed discipline — and discretion — than we have in the past."

### Astronauts top Nixon

Network television coverage of Apollo 9 splashdown Thursday (March 13) drew 45% larger audience than did telecast of President Nixon's anti-ballistic missile news conference at same hour of day, according to National Arbitron ratings.

CBS claimed audience dominance on both telecasts. Arbitrons on Apollo 9 flight (11 a.m.-1 p.m.):

	Rating	Share
CBS	14.7	45.0
NBC	10.7	33.0
ABC	5.7	16.0

Noon-12:30 p.m. Friday (March 14) Arbitrons on Nixon conference:

	Rating	Share
CBS	9.5	39.0
NBC	8.6	35.0
ABC	3.4	14.0



# WORLD-WIDE TV SUCCESS STORY



**Forrest Tucker, Larry Storch, Melody Patterson, Ken Berry**

## **F TROOP**

**65 HALF-HOURS (31 IN COLOR)**

Following its successful run on the ABC-TV Network, F TROOP has continued as a television hit in local market distribution throughout the world from New York to New Zealand:

**United States:** 91 markets sold.      **Canada:** 28 markets sold.

**International:** Now telecast in 6 languages including French, German, Italian, Spanish and Japanese and sold in: Argentina, Australia, Bermuda, Chile, Colombia, Costa Rica, Curacao, Cyprus, Ecuador, England, Guatemala, Hong Kong, Ireland, Italy, Japan, Kuwait, Mauritius, Mexico, New Zealand, Nicaragua, Peru, Poland, Puerto Rico, Rhodesia, Saudi Arabia, Singapore, Thailand, Trinidad, Uruguay and Venezuela.

**W WARNER BROS.-SEVEN ARTS**  
NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO • LONDON • PARIS  
ROME • BARCELONA • LISBON • SYDNEY • TOKYO • MEXICO CITY • NASSAU







# Represented Network smallest radio network?

<p>           NEW YORK*            LOS ANGELES*            CHICAGO*            PHILADELPHIA*            DETROIT*            SAN FRANCISCO*            OAKLAND-SAN JOSE*            BOSTON*            WASHINGTON, D.C.            PITTSBURGH*            ST. LOUIS*            DALLAS-FT. WORTH*            CLEVELAND*            BALTIMORE*            HOUSTON*            MINNEAPOLIS-ST. PAUL*            MIAMI-FT. LAUDERDALE*            SEATTLE-EVERETT-TACOMA*            MILWAUKEE*            CINCINNATI*            BUFFALO*            SAN DIEGO*            ATLANTA*            KANSAS CITY*            PROVIDENCE*            DENVER*            SAN BERNARDINO*            RIVERSIDE-ONTARIO*         </p>	<p>           INDIANAPOLIS*            NEW ORLEANS*            NORFOLK-PORTSMOUTH*            NEWPORT NEWS*            PORTLAND, ORE.*            TAMPA-ST. PETERSBURG*            PHOENIX*            COLUMBUS*            SAN ANTONIO*            ROCHESTER*            DAYTON*            LOUISVILLE*            SACRAMENTO*            MEMPHIS*            HARTFORD-NEW BRITAIN*            BIRMINGHAM*            ALBANY-SCHENECTADY-TROY*            OMAHA*            TOLEDO*            STRACUSE*            OKLAHOMA CITY*            HONOLULU*            GREENSBORO*            WINSTON-SALEM-HIGH POINT*            YOUNGSTOWN-WARREN*            NASHVILLE*            SALT LAKE CITY*         </p>	<p>           SPRINGFIELD*            CHICOPEE-HOLYOKE*            JACKSONVILLE*            RICHMOND*            ALLENTOWN*            BETHLEHEM-EASTON*            GRAND RAPIDS*            TULSA*            WILMINGTON-GEORGETOWN*            FLINT*            MOBILE*            WICHITA*            FRESNO*            KNOXVILLE*            ORLANDO*            HARRISBURG, PA.*            BRIDGEPORT-NORWALK*            EL PASO*            CHARLOTTE*            AKRON*            CANTON-MASSILLON*            NEW HAVEN*            BEAUMONT-PT. ARTHUR-ORANGE*            LITTLE ROCK*            TUCSON*            DAYTON-ROCK ISLAND*            MOLINE*            PEORIA*         </p>	<p>           BAKERSFIELD*            WORCESTER*            OXNARD-VENTURA*            SANTA PAULA*            LANSING*            CHATTANOOGA*            SHREVEPORT*            WILKES-BARRE-HAZELTON*            ALBUQUERQUE*            CHARLESTON, S. C.*            YORK, PA. HANOVER*            COLUMBIA*            CORPUS CHRISTI-ROBSTOWN*            SPOKANE*            LANCASTER-RED LION*            TRENTON*            BINGHAMTON*            READING-LEBANON*            GREENVILLE*            SOUTH BEND*            DULUTH-SUPERIOR*            DES MOINES*            WEST PALM BEACH*            STOCKTON*            CHARLESTON, W. VA.*            PORTLAND, ME.*            GREEN BAY*            ALTOONA*            BISMARCK*         </p>
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\*Markets represented by Blair  
 tions. All others are in associ-  
 with the Keystone Broadca-  
 Systems, Inc.

the Blair Represented Network is flexible enough  
 to be what you want it to be so you can do  
 what you want to do. Is any other radio  
 network anywhere near that flexible? No.  
 That's about the size of it.



BLAIR RADIO

The only media/marketing network.

# "Let the punishment fit the crime"

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## Datebook

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

■Indicates first or revised listing.

### March

March 16-19—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego.

March 17—*Radio Advertising Bureau* regional sales clinic. Sheraton-Fontenelle hotel, Omaha.

March 17-18—Annual meeting, *Illinois-Indiana CATV Association*. Indianapolis.

March 18—Annual stockholders meeting, *Boston Herald-Traveler Corp.* Statler-Hilton hotel, Boston.

March 18—*Radio Advertising Bureau* regional sales clinic, Sheraton-Mallbu Airport Inn, Denver.

March 18—Special luncheon meeting, *Poor Richard Club*. William A. Banks, president and general manager of WHAT and WWDB-FM Philadelphia, will be honored. Speaker: FCC Commissioner Robert E. Lee. Philadelphia.

■March 18-21—Annual conference, *Catholic Broadcasters Association of America*. Speakers include William Nagle, formerly with Atomic Energy Commission and now with Cleveland State University, and Rev. Andrew Young of Southern Christian Leadership Conference. Presentation of annual Gabriel Awards for outstanding radio-TV achievements. St. Louis.

March 19-22—Institute on Principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

March 20—*Radio Advertising Bureau* regional sales clinic. Sheraton-West hotel, Los Angeles.

March 21—*International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 21—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 21—*Radio Advertising Bureau* regional sales clinic. Sheraton Motor Inn, Portland, Ore.

March 21-23—National convention, *Intercollegiate Broadcasting System*. Washington Hilton, Washington.

March 21-23—Annual convention of *National Association of FM Broadcasters*. Washington Hilton, Washington.

March 23—*Association on Broadcasting Standards* board of directors, membership and technical committee meetings. Sheraton-Park hotel, Washington.

March 23—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

March 23-26—Annual convention, *National Association of Broadcasters*. Shoreham and Sheraton-Park hotels, Washington. (See page 72 for complete agenda).

March 24—Annual membership breakfast meeting of *TV Stations Inc.* Shoreham hotel, Washington.

March 24—Eighth annual programing and sales seminar breakfast, *Mark Century Corp.* Speakers: Harold Krelsteln, president, Plough Broadcasting Corp.; FCC Commissioner Kenneth A. Cox, and Robert Dreyer of Metromedia Inc. Shoreham hotel, Washington.

March 24-27—Annual convention and exhibi-

tion of *Institute of Electrical and Electronics Engineers Inc.* New York Hilton and Colliseum.

March 25—Annual shareholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

■March 26—Meeting of *Daytime Broadcasters Association*. Sheraton-Park hotel, Washington.

■March 26-27—National foreign policy conference for editors and broadcasters, *Department of State*. Washington.

March 25—Board of directors and annual membership meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

March 25—Annual stockholders meeting, *Gross Telecasting Inc.* Stockholders will vote on increase in authorized common stock for 2-for-1 stock split and application for ASE listing. Lansing, Mich.

March 27—*Visual Electronics Corp.* annual post-NAB-convention seminar. Sheraton-Park hotel, Washington.

■March 27—Annual stockholders meeting, *Warner Brothers-Seven Arts Ltd.* Royal York hotel, Toronto, Ont.

March 28—Deadline for comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

March 29—*Sigma Delta Chi* region 4 conference. College of William and Mary, Williamsburg, Va.

March 29-30—Annual meeting of *AP Kansas Radio-TV Association*. Ramada Inn, Hutchinson, Kan.

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 30-April 3—Annual meeting of *Toilet Goods Association*. Boca Raton hotel, Boca Raton, Fla.

March 31-April 4—Market planning seminar, *American Marketing Association*. AMA management center, Chicago.

### April

■April 2—*Association of National Advertisers* workshop on development of more effective advertising. Plaza hotel, New York.

■April 2—Annual stockholders meeting, *Westinghouse Electric Corp.* Pittsburgh Hilton hotel, Pittsburgh.

April 3—New deadline for comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for comments on other portions of the rules is May 2. Previous deadline was March 3.

April 5-6—Spring meeting, *Indiana AP Broadcasters Association*. Ball State University, Muncie, Ind.

April 7—Deadline for comments on FCC's proposed rule that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

April 7—Deadline for comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at the transmitter.

April 7-9—Annual cablecasting seminar sponsored by *National Cable TV Association*. Hotel Utah, Salt Lake City.

April 11—Deadline for reply comments on



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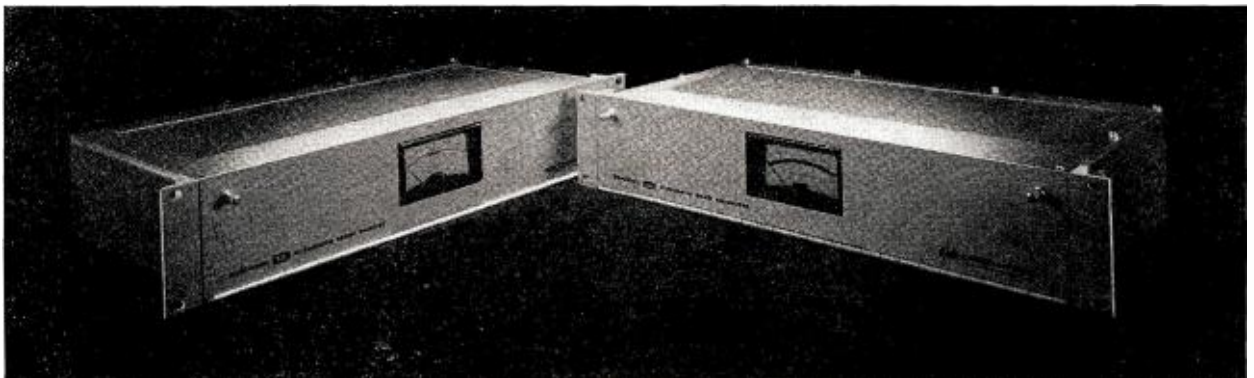
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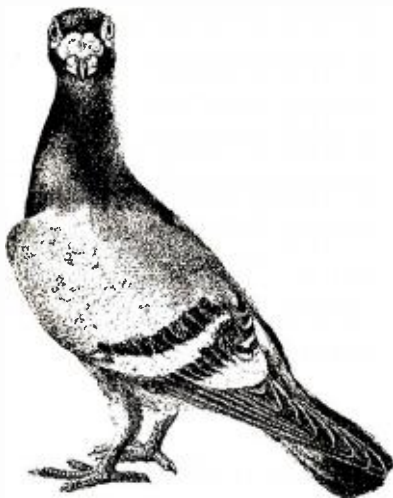
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# REUTERS

FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

April 11—Radio day newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel. New York.

April 11-12 Meeting of *Louisiana Association of Broadcasters*. Lafayette.

April 11-12—First annual springtime conference, *Cable Television Association of New England*. Viking hotel, Newport, R. I.

April 11-12—*Sigma Delta Chi* region 5 conference. Northern Illinois University, DeKalb, Ill.

■April 11-12—*Sigma Delta Chi* region 4 conference. Ohio University, Athens.

April 11-12—*Sigma Delta Chi* region 9 conference. Salt Lake City, Utah.

April 11-19—Second annual journalism week, *Ohio University*. Speakers include Wes Gallagher, general manager, AP; Osborne Elliot, editor of *Newsweek*; John Chancellor, NBC News; Margaret Bourke-White, *Life* photographer, and William B. Arthur, *Look* editor. Athens, Ohio.

■April 12-18—International television program market, *MIP-TV*. Palais de Festivals, Cannes, France.

April 12—Annual meeting, awards banquet and news clinic, *Georgia Broadcasters Association*. Atlanta.

April 13-14—Spring board meeting and broadcasting day, *Florida Association of Broadcasters*. University of Florida, Gainesville.

April 13-16—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Chicago hotel, Chicago.

April 14—*Radio Advertising Bureau* regional sales clinic. Sheraton-Cadillac hotel. Detroit.

April 14—New deadline for reply comments on FCC's proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was April 3.

April 15—Annual shareholders meeting. *Plough Inc.* Memphis.

April 15—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel. Philadelphia.

■April 16—Annual stockholders meeting. *General Telephone & Electronics Corp.* Long Beach, Calif.

April 16—Congressional reception and dinner and gold medal presentation of *Pennsylvania Association of Broadcasters*. Sheraton-Park hotel, Washington.

April 16-18—Meeting of *Texas CATV Association*. Marriott hotel, Dallas.

April 16-25—Nineteenth annual meeting of the *International Film, TV Film and Documentary Market*. MIFED is an international center where feature, TV, documentary films are traded by participants on a worldwide scale. Milan, Italy.

April 17—New deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was Feb. 17.

April 17—Deadline for reply comments on FCC's proposal to permit logging at remote control point of phase indications of currents in antenna towers, and to ease requirements for logging of meter indications at transmitter.

April 17—*Radio Advertising Bureau* regional sales clinic. Somerset hotel. Boston.

April 17—Deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

April 17-19—Annual spring meeting of *Oregon Association of Broadcasters*. Dunes motel, Lincoln City.

April 17-19—*International Radio & Television Society* college conference. Hotel Commodore, New York.

April 18—*Radio Advertising Bureau* regional

clinic. Sheraton Motor Inn, Buffalo, N. Y.

April 18-19—*Sigma Delta Chi* region 7 conference. Kansas City, Mo.

April 18-20—*Sigma Delta Chi* region 11 conference. Sacramento, Calif.

April 19—*Sigma Delta Chi* region 10 conference. Seattle, Wash.

April 19—Annual meeting, seminar and awards banquet, *Alabama AP Broadcasters Association*. Anniston.

April 20-25—Annual technical conference, *Society of Motion Picture and Television Engineers*. Fontainebleau hotel, Miami Beach.

April 21-23—Annual *National Association of Broadcasters* state presidents and executive secretaries conference. Washington.

April 21-25—Ninth annual TV newslum workshop, co-sponsored by *National Press Photographers Association*, *University of Oklahoma*, and *Department of Defense*. Center for Continuing Education. Norman, Okla.

April 21-24—Convention of *American Newspaper Publishers Association*. Waldorf-Astoria hotel, New York.

April 22—Marketing conference, *Premium Advertising Association of America*. Hotel Americana, New York.

April 22—*Hoole, Cone & Belding* annual stockholders meeting to elect directors and to vote on qualified stock-option plan. Hotel Commodore, New York.

April 24—Annual stockholders meeting. *Transamerica Corp.* Mark Hopkins hotel, San Francisco.

■April 24—Annual stockholders meeting. *Trans-Lux Corp.* New York.

April 24-25—Annual meeting of *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W. Va.

April 24-28—Fifth semiannual management conference for members of *Intermarket Association of Advertising Agencies*. Nassau Beach hotel, Nassau, Bahamas.

April 24-May 1—Ninth international television contest, "Golden Rose of Montreux." of *European Broadcasting Union*. Montreux, Switzerland.

April 25-26—*Sigma Delta Chi* region 6 conference. Minneapolis, Minn.

April 28—Annual stockholders meeting, *Womelco Enterprises Inc.* Miami Beach, Fla.

April 28-30—Annual meeting, *Canadian Association of Broadcasters*. MacDonald and Lacombe hotels, Edmonton, Alberta.

April 29-May 2—Twenty-sixth annual national convention, *Alpha Epsilon Rho*. Speakers include Gordon McLendon, president, the McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

April 30-May 4—Eighteenth annual national convention of *American Women in Radio and Television*. Shamrock Hilton. Houston.

## May

■May 1—Symposium on "The Reardon Report and the News Media." *Massachusetts Bar-Press Committee* and *Boston University*. School of Law, Boston University, Boston.

May 2—New deadline for reply comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for reply comments on other portions of the rules is July 2. Previous deadline was April 3.

May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification, for which new deadline is April 2. Previous deadline was March 3.

May 2-3—*Sigma Delta Chi* region 3 confer-



## AN OPEN LETTER TO MY BROADCASTING FRIENDS

March 17, 1969 marks my 15th anniversary as Professional Management Consultant to TV and Radio stations nationwide. Many of you will recall my years of service to the Broadcast Industry as Vice President of the N.A.B. from 1946 to 1954, and my seminars at District and State meetings on broadcast economics, labor relations and efficient station operation.

In March, 1954, I established TV-Radio Management Corporation as a Management Consulting firm specializing in station operations, staff efficiency, effective programming and sales, station financing, broadcast economics, station planning plus diagnosis and evaluations of station operations etc. Our goal has been to serve as an outside member of a station's staff on all problems which "improve the P/L statement."

Most broadcast executives and owners know, also, that I have written extensively for the Trade Press. It is our hope that these articles have contributed to the literature of broadcasting and that we have gratuitously served the broadcaster. We have been happy to serve, without charge, in the placement of many broadcast managers and executive personnel.

It was only logical, because of our background, that broadcasters and groups should turn to us for confidential Appraisal Services and confidential Acquisition Services.

We thank our friends and clients for a wonderfully active and successful 15 years of Professional Management Consulting Career. We have serviced no less than 150 TV stations and 250 Radio stations on all kinds of problems, in 49 of the 50 states. During these 15 years we have acted as confidential acquisition agent for many millions of broadcast and non-broadcast properties.

Our 15 year record of clients include these Multiple Group Owners.

Metromedia	Taft	Park Broadcasting	Meredith
Capital Cities	Cox	Fuqua Industries	Bonneville
Transcontinent	Westinghouse	Rahall	Wometco
General Electric	Forward	Jefferson Standard	Fuji Telecasting
Avco	WGN-Continental	RKO-General	B. B. C.

And we have had happy client relations with a wide cross-section of TV and Radio Stations including:

WOI, KTOM, WDFD, WSLs, WCSH, WMTW, WNDU, KPOJ, WTWQ, WHP, WEEU, WINS, WICU, WLCY, WKBN, WTBH, WNCT, WRAL, KNAC, WLEX, WSUN, KKTU, WBRZ, KRCG, KOOK, WICC, KEYD, WDBO, WPRO, WESH, WBAP, WSNO, WWCA, WEEK, WGY, WKNE, WHDF, WFTM, WKIX, WINA, WRVA, WIKE, WTVN, KOLD, WCFR, WNEM, WSPB, WMGM, WSJB, WFBI, WFWB, WTRY, KMMJ, KHSL, WSAU, WFRV, WTTG, WTHI, WSAZ, KRCG, WBLM, KOAT, KCJB, WTVP, WILK, KHMA, KZTV, WHEC, WWCA, WLTH, WCBM, WAFB, KFVS, WRGB, WCAO, WMAL, WBT, WDSU, KROC, KOVR, KMBC, WMAR, KSL, KTRK

*The Future: at this 15th anniversary, we look forward to a less hectic career based upon retainer or project services to a selective group of clients. We want to concentrate, more fully, upon such services as Confidential Agent for Acquisitions and Mergers; Asset Appraisals (by new buyers) for new depreciation schedules and for Tax Purposes; Improving P/L Results for UHF(TV) stations; Station Policy and Planning including Financial Planning; Economic Feasibility Studies; Diagnosis of Station Operation; CATV Economics and Planning; Economically Sound Confidential Appraisals for stations buyers and sellers.*

*We cherish old continuing clients and WELCOME new clients.*

**RICHARD P. (DICK) DOHERTY**

Television-Radio Management Corporation & Television-Radio Properties, Inc.

1735 De Sales Street, N.W., Washington, D. C. 20036—(202) 347-1957

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Sol Tishoff, *president*; Lawrence B. Tishoff, *executive vice president and secretary*; Mury Long, *vice president*; Edwin H. James, *vice president*; B. T. Tishoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

Executive and publication headquarters:  
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1735 DeSales Street, N.W., Washington,  
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Lawrence B. Tishoff, *executive VP*.

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Mehrl Martin, Timothy N. McLean, Steve Millard, Jeffrey Olson, Sue M. Tropin, *staff writers*; Kate Long, Mary Ann Patterson, *editorial assistants*; Gladys L. Hall, *secretary to the editor and publisher*.  
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Rose Adragna, *assistant*.  
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Morris Gelman, *senior editor*.  
Bill Merritt, *Western sales manager*.  
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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, Telecast\* in 1953 and Television\* in 1961. Broadcasting-Telecasting\* was introduced in 1946.  
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ence. Memphis.

May 2-4—Sigma Delta Chi region 8 conference. Lubbock, Tex.

May 4-9—Advanced advertising management seminar of Association of National Advertisers, Gurney's Inn, Montauk, N. Y.

May 5—New deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was March 3.

May 5—Annual stockholders meeting, Womelco Enterprises Inc. Stockholders will vote on increasing company's stock from 6 million to 12 million shares, a portion of which will provide for a three-for-two stock split. Byron Theater, Miami Beach, Fla.

May 5-7—Spring convention, Kentucky Broadcasters Association, Sheraton Seelbach hotel, Louisville, Ky.

May 6-8—Annual spring meeting of Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

May 7-8—Annual spring meeting, Pennsylvania Community Antenna Television Association, Allentown, Pa.

May 7-9—Regional conference co-sponsored by National Association of Educational Broadcasters and Southern Educational Communications Association. Dedication of Kentucky ETV Network. Phoenix hotel, Lexington, Ky.

May 8—Spring meeting, Connecticut Broadcasters Association, Wesleyan University, Middletown.

May 8-10—Spring meeting of Kansas Association of Radio Broadcasters, Statler-Hilton

Inn, Salina.

May 9-10—Sigma Delta Chi distinguished service awards banquet and region 1 conference. Rochester, N. Y.

May 11-13—Spring meeting of Pennsylvania Association of Broadcasters, Hershey motel, Hershey.

May 13—Annual meeting and performer's award luncheon, International Radio and Television Society, Waldorf-Astoria, New York.

May 13—Radio Day luncheon meeting, Advertising Club of Metropolitan Washington, Hotel America, Washington.

May 15-16—Annual spring convention, Ohio Association of Broadcasters, Imperial House South, Dayton.

May 16-17—Spring meeting of Iowa Broadcasters Association, Holiday Motor Lodge, Clear Lake.

May 19—Radio Advertising Bureau regional sales clinic, Sheraton-Ritz hotel, Minneapolis.  
May 19-21—Annual Idea Bank convention (promotions), Holiday Inn, Pottstown, Pa.

May 17—New deadline for comments on FCC's proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous deadline was March 17, toria hotel, New York.

May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

May 20—Radio Advertising Bureau regional sales clinic, Sheraton-Chicago, Chicago.

■Indicates first or revised listing.

## OpenMike

### IRS pill that's hard to swallow

EDITOR: In the March 10 *Life* there is an article on the president of Hoffman-Laroach Pharmaceutical. He gives away, through doctors, \$1.4 million worth of drugs which is tax deductible. However, in radio and television you cannot deduct the public service announcements that you give. How can the Internal Revenue Service let one manufacturer give away pills and deduct it, and not let another manufacturer, of radio and television time, deduct public service? Maybe we ought to have the National Association of Broadcasters get into these things.—Ogden Davis, *general manager, WKAP Allentown, Pa.*

### Manhattan stress on live

EDITOR: Congratulations on the searching review of CATV operations in New York (BROADCASTING, March 3). Your reporting did much to illuminate what may be ahead for the cable television industry as it continues its growth in the major markets.

At Manhattan Cable Television (Sterling Communications Inc. and Time-Life Broadcast Inc.), origination is important to this growth. Therefore, I would like to make clear that the events which we have been cablecasting, such as Columbia University basketball, have been presented live rather

than on tape. Also, the equipment involved is broadcast-type image orthicon cameras, not vidicon cameras.

Last Monday (March 10), for example, we used four image orthicon cameras in Carnegie Hall to telecast live the concert of the American Symphony Orchestra. In our cable studios, which have been in operation since 1962 and from which we originate three separate channels of our own programming, we also employ image orthicon cameras as well as several two-inch Ampex Videotape recorders and three complete film chains. —Charles F. Dolan, *president, Manhattan Cable Television, New York.*

### Against stogies and stooges

EDITOR: How long are we in broadcasting going to sit back and let the government do our dirty work for us? I will be less than proud of our industry if we do not right now ban all advertising of tobacco without waiting for the government to tell us. I personally would be willing to take a cut in pay equal to the percentage of lost profits if all tobacco advertising were banned.

And please, BROADCASTING, let's put the white-washing statements of the tobacco industry in their proper perspective and not give those paid stooges validity they don't deserve.

I wonder if you'll have the courage to print this viewpoint?—Red Blanchard, *Hollywood.*





# ESCAPE TO KPOL

Los Angeles' extraordinary radio station-for advertisers and listeners.

Check current ratings, your Blair Radio Man or KPOL Salesman.



# When your TV screen you're watching

Because ABC owns five major television stations that are the leaders in community-minded broadcasting. Each one, for instance, is currently involved in programming exclusively for black people. On San Francisco's KGO-TV it's "Black Dignity," an hour program every Sunday. Originated and produced by black people. For black people.



A black and white photograph of a man and a woman. The man, on the left, is wearing a dark suit jacket, a light-colored shirt, and a patterned tie. He is looking towards the woman. The woman, on the right, is wearing a bright red top and large hoop earrings. She is looking back at the man with a slight smile. The background is dark and out of focus.

# goes black for an hour, ABC.

It's a chance for black militants to talk with the Establishment. For black people who made it to talk about how they made it. And to tell other blacks how they can make it, too. ABC is five television stations that are tuning in on their audiences. And helping them to change things. In San Francisco. Chicago. Detroit. Los Angeles. And New York.

When you're watching "Black Dignity," you're watching ABC. When you listen to a top ten record, you're watching ABC. When you ride in a glass-bottom boat or go out to see "Hell in the Pacific," you're watching ABC.

We're many companies, doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.

 **American Broadcasting Companies, Inc.**

## A plea for the quality radio commercial

I cannot say I am pleased with what is being produced for radio today. As a radio producer, I am embarrassed and disheartened. I hear all day long how hard it is to write for radio, how no one hears it, no one listens to it. But it is strange that a refreshingly good commercial on the air is remembered by all.

When you spend many hours a day trying to do a good job and no one cares, it is disheartening. I have heard discussion after discussion at radio workshops on how to upgrade the quality of radio. It goes on and on—but nothing is done.

Why? Someone recently told me there was a time when a writer's biggest moment was getting an ad in a national magazine. Now that seems to be menial work. If you're not doing television, you're nothing. Who is writing most of our radio today at agencies? The youngest, newest, most underpaid writer. That is his elementary training—if he is not practicing on trade ads. Who sees it?

Typical agency/client meeting: Agency: We'll do an extensive promotion in TV—print—some outdoor advertising. . . . Client: Radio? Agency: Oh yes, of course, some radio—if we have the time.

Last and least—radio. Hours are spent on television, hours looking at the print ads, but who even hears the radio? The fact is that 95% of people over the age of 12 listen to radio each week. That's a lot of people. If I were writing for that many people, I'd make damn sure it was the best I could do. But it goes back again to what brings acclaim from peers, praise from immediate supervisors and a raise from management. It is not a great radio script, I assure you.

I feel that a young writer can write radio, but he should be as closely supervised as on everything else he does. But why can't the "old" pros start writing again? If they would write a few spots, it would certainly spur on the junior writers. Believe me, pros—they're fun to do.

Which brings me smack to the biggest point: What radio has over other media. Here is your most flexible medium. It requires fewer people, no sets, no location shooting (sorry about that), no crews, a writer, an engineer,

some effects and a producer. The costs to revise are minimal, the time setting up minimal. With all these pluses at our disposal—more should be done.

It isn't done because no one cares and no one devotes any time. TV is given as long as it needs in most cases. How much footage is shot before the perfect one is picked for print? And yet radio—one hour in a studio and out.

The best radio commercials come with experimentation. Generally, a radio script is recorded as written. I don't think it is fair to the writer or to the spot. A stage script is rewritten and rewritten after the director and author hear it acted out. Rewrites are not common before rehearsals, but by the time a copywriter has edited and revised his script for legal and client and supervisors and then goes to the studio, he's finished. One more change would be unbearable. But the studio is the one place where change is most important. It is in the studio that you are able to hear the pacing, the way the dialogue sounds, the effects that you have imagined.

A great solution to this is demos. Almost all agencies have facilities for auditioning talent. With a little expansion and a staff engineer, demos could be done in the agency and redone until the right formula is found at hardly any cost. You can't experiment dropping a car from a roof to see how it will work, but in radio, you could certainly try the sound effect to hear how it will sound.

One of the worst comments is: "Oh, go record without me, I don't have to

be there." This is not a pat on the back, but a remark that can make a job dull. If the writer doesn't enjoy hearing his script come to life, if he doesn't want to play with it to make improvements—why should anyone?

A producer can't rewrite for the writer, and with no flexibility—it ain't no fun. No one is trying to take a thing away from a writer by making suggestions. When a play opens, no matter how many times the director asks for a change, it is the writer's script that is either given an accolade or a pan.

As far as being at a session goes, one of the most overcrowded sessions that one can attend is the music session. Here, where the fewest last-minute changes can be made—all appear. Why? Because we all love music and because money is involved. But if some of the same people came to a recording of a spot where changes could be made and showed the same interest, I think the quality could go up very quickly.

Yes, I am for getting art directors involved. If this is what it would take to get some enthusiasm, I'm for it. Ideas are batted around for all other phases of work in this business, let's bat them around for radio.

It gets down to starting at the top of the agency. If the head supervisors started doing radio again, showed an interest in how it can be done, radio would have a different sound. Why, we might even get rid of the husband-and-wife dialogue commercials. And what could be a more pleasant thought than that?



*Margo Krasne, who joined Doyle Dane Bernbach, New York, as a TV production assistant in 1965, subsequently becoming an associate producer, was placed in charge of radio production at the agency a year later. Her first working experience was as an actress, appearing in an off-Broadway play when she decided that production was more to her liking. Miss Krasne also is a sculptor, who has shown her work at a New York gallery and creator of a piece that was presented to former President Johnson.*



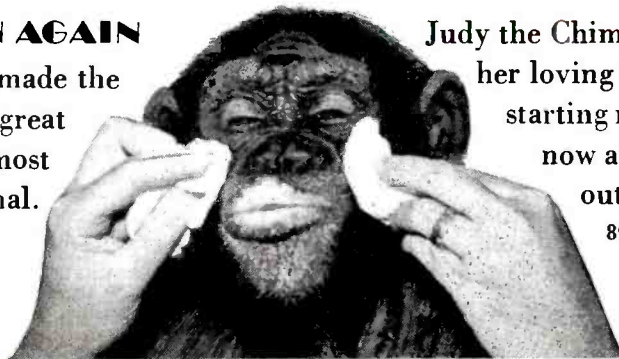


**JUDY  
JUDY  
JUDY**

***SOLD!** WNEW - New York  
KTTV - Los Angeles  
**SOLD!** KNEW - San Francisco  
**SOLD!** WTTG - Washington DC.  
KWGN - Denver*

**A STAR IS BORN AGAIN**

First a great singer made the name famous, then a great romantic star... and most recently a lovable animal.



Judy the Chimp will continue to attract her loving audience to your station, starting next fall. Talk DAKTARI now and be sure you're not left out on the limb.

89 episodes in color



**MGM  
TELEVISION**

New York, Chicago, Culver City, Atlanta, Dallas, Toronto

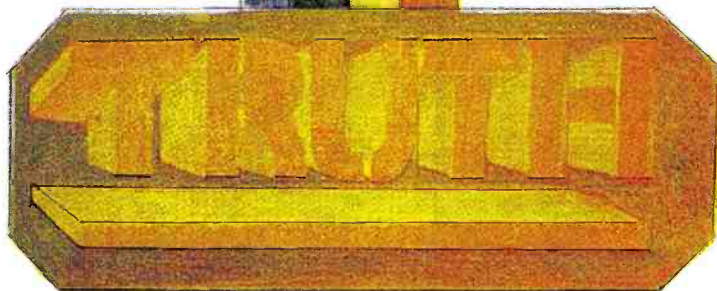




My Favorite Martian



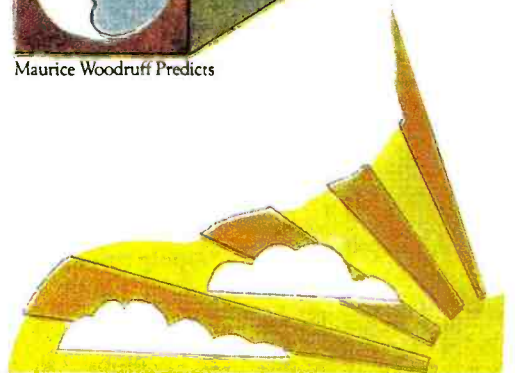
The Evans-Novak Report



Truth or Consequences  
Laurel & Hardy  
Crusader Rabbit  
Portfolio #1 – Twenty-two Specials  
and more, all from MPC.



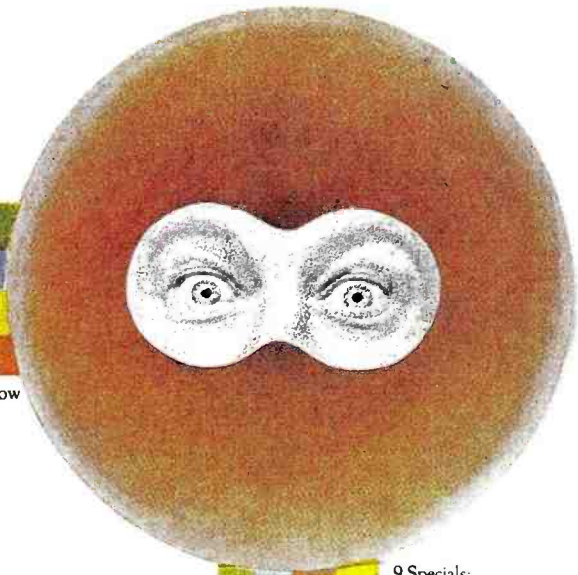
Maurice Woodruff Predicts







Queen for a Day

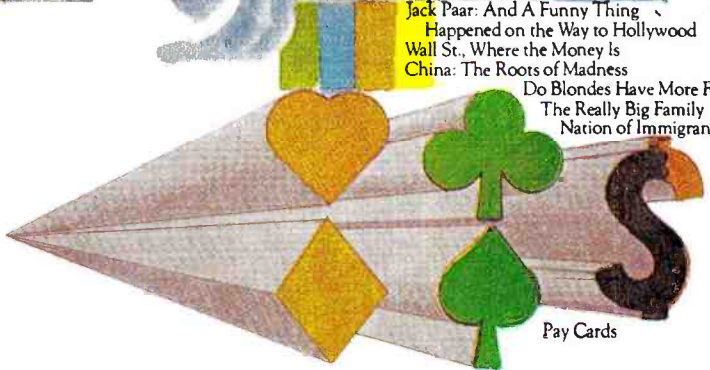
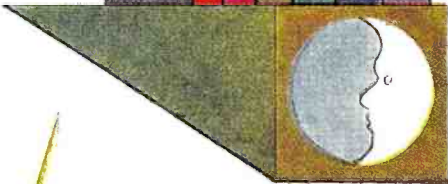


The Donald O'Connor Show

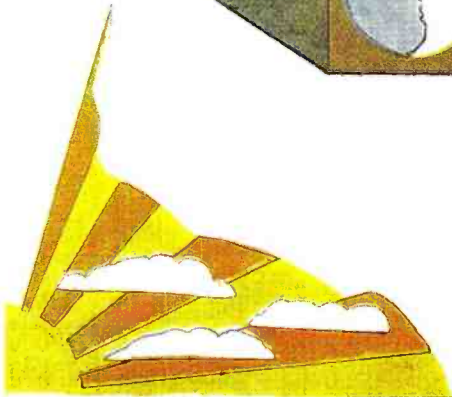
9 Specials:  
Big Cats, Little Cats  
The Wonderful World of Horses



Jack Paar: And A Funny Thing  
Happened on the Way to Hollywood  
Wall St., Where the Money Is  
China: The Roots of Madness  
Do Blondes Have More Fun?  
The Really Big Family  
Nation of Immigrants



Pay Cards



We'll be at the Sheraton Park Hotel,  
Suite C 240 March 23—March 26.  
Please drop in. We're looking forward to  
celebrating our new name  
with our old friends.





**Summer's Comin'! Soft Drinks or Super Balls, we can put more sizzle in your Spring and Summer sales. Just get on the "Hot" Line to BLAIR!**

The Communicana Group Includes:

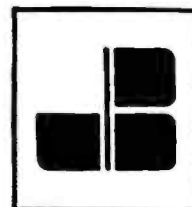


**WSJV-TV**  
SOUTH BEND-  
ELKHART **28** ABC

**WKJG-TV**  
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC and WFIM (FM), Elkhart  
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION



## Code office to be television censor?

**Networks balk at Pastore demands for tight control; government commits \$1 million to violence study**

Senator John O. Pastore (D-R. I.), who began making congressional waves two weeks ago about televised violence, last week broadened the attack to include the whole standard of taste in televised fare. Mentioning sex almost as often as violence before a panel of hearing witnesses that included broadcasting's top leadership, the chairman of the Senate Communications Subcommittee brought full public pressure to bear on the networks to submit their programming for clearance by the National Association of Broadcasters code office ("Closed Circuit," March 10).

Specifically, the senator wants the NAB Code Authority to screen all pre-produced network programming before broadcast and to assume the power to approve or disapprove. The brunt of Senator Pastore's pressure was on CBS Inc.'s President Frank Stanton, who, since the idea was first broached during meetings in 1962, had been in adamant opposition to it.

The Pastore suggestion emerged as the main theme of a Wednesday (March 12) hearing called to formally launch an authoritative study by the surgeon general of the U. S. on the effects of televised crime and violence on viewers, particularly children. The senator's stated aim is to call forth a study as authoritative, if possible, as an earlier surgeon general's 1964 study on smoking and health, which has since been used as the basis for a number of anti-smoking policy positions by other government agencies, such as the FCC and the Federal Trade Commission.

Another hearing, for Wednesday and Thursday of this week (March 19-20), has been set by Senator Pastore. The next session is to offer nonnetwork broadcasters and NAB President Vincent T. Wasilewski an opportunity to comment on all issues raised during last week's hearing and another one two weeks ago that reviewed the whole range of problems currently facing the FCC (BROADCASTING, March 10), including the violence study.

The present surgeon general, William H. Stewart, said he would appoint "within the next few weeks" an advisory panel of academic experts ("like social psychologists") with experience in both television and violence studies to review current scientific literature and to design and recommend long-range research. He said "there is little doubt that television and televised violence have an impact on the viewing public—adults as well as children." The question, he said, is what kind and how much.

The National Institutes of Mental Health will act as technical staff for the study, he said. Under questioning from Senator Howard W. Cannon (D-Nev.), he said the first results might come in a year's time. Senator Pastore asked for a progress report by Oct. 1 and was assured that one could be made by that time.

Senator Pastore appeared riled when Senator Vance Hartke (D-Ind.), while questioning Dr. Stewart, ascertained that the study would cost somewhere in the vicinity of \$1 million; that no supplemental appropriation would be sought for the purpose, and that ongoing research efforts underway at NIMH could be shifted to focus on the Pastore project. It developed that Senator Hartke, who favors a crash approach to the problem, was prepared to ask for broad-

casters' financial contributions to fund a joint industry-Senate-surgeon general research program.

Senator Hartke's grand design was torpedoed by Senator Pastore and although the broadcasters present all pledged full cooperation with the surgeon-general's study, the issue of broadcaster funding was not later directly raised with them. The Hartke-Pastore feud continued to flare up sporadically throughout the hearing, however.

But the whole question of the surgeon-general's study fell into the background as Senator Pastore alternated between charm and sharpness in the effort to have the whole hearing turn on the question of code previewing of programs. At one point, he exclaimed that if the network heads did not agree to his proposal, the whole day's hearing would prove to be no more than "an exercise in futility." At another point, after finding scant agreement among his full panel of witnesses, which included the three commercial network presidents, the president of the NAB and the head of the NAB Code Authority, he charged: "This hearing is useless. Everybody is satisfied that everything is all right."

That everything wasn't all right, at least from Senator Pastore's point of view, was never left for a moment in doubt. The NAB code, he said, "reads like the 10 Commandments."



On the Commerce Committee's trail of televised violence and sex were (l-r) Senator Hugh Scott (R-Pa.); Communications Subcommittee Chairman John O.

Pastore (D-R. I.); Nicholas Zapple, Senate communications counsel; Senator Vance Hartke (D-Ind.), and Senator Howard W. Cannon (D-Nev.).

But in its enforcement it has been weak, he added, and much of the public is disturbed.

Noting that NBC President Julian Goodman had testified that his network had revamped its Saturday children's program schedule, Senator Pastore said the whole area "should have been a code responsibility. You've hoodwinked the public. You've got a beautiful, beautiful code and then you have a subterfuge in the enforcement."

The arguments for and against code preview powers were argued in a series of exchanges between Senator Pastore and Dr. Stanton. The senator fingered the CBS Inc. president as the only network president standing in the way of prompt agreement. "I know the two other networks are amenable to it," he said, "you're the only holdout." The matter proved not so clear cut when the other presidents, Mr. Goodman of NBC and Leonard Goldenson of ABC, testified later in the day.

Mr. Goodman said his network does allow the NAB Code Authority to preview on request, but as a policy statement he added that he thought determining the acceptability of programs "is our responsibility rather than that of the NAB or any arm of it." Mr. Goldenson said he was satisfied with the consultative arrangement ABC has with the code authority. (But later ABC-TV President Elton H. Rule said that Senator Pastore was probably right

when he suggested that if the network had allowed a code preview of *Turn On*, which by popular demand had closed after one performance, Mr. Rule might have been taken "off the hook.")

Dr. Stanton, Senator Pastore noted, had led the opposition to granting preview powers to the code during the 1962 meetings that were held concurrently with a widespread uproar over *Bus Stop*, an ABC program heavily criticized for its sex-and-violence content. Since then, the CBS president has not yielded on his position.

The stance was re-argued Wednesday. "It seems to me," Dr. Stanton explained to Senator Robert P. Griffin (R-Mich.), "in a pluralistic society it is better to have diversity of review than a single man or board." Further, he said, the code authority represents licensees, who have responsibility under the law for what is broadcast. For the licensees to delegate that authority in any authoritative way is improper, he suggested, when it can be exercised by them directly. With the licensees responsible, he added, hundreds are making the decisions, not just three or four men. "I get very nervous when I see [such power] passing through one, two or three men to make a judgment."

It is true enough, he continued, that one man makes the first judgment, but someone has to start the ball rolling. But the licensees see the pilot programs four months in advance, he observed,

and as the furnisher of a service the networks must remain responsive to the licensees' wishes. "The basic difference," he said, between his position and that of Senator Pastore, "is a difference in the philosophy of the approach."

Senator Pastore hammered at that difference. The trouble with code review of programs after they have been aired is that the public has already been exposed to the errant program. And if the present system provides sufficient control, why have complaints mounted? That they have mounted was challenged by the broadcasters, at least in relation to the vast audience that doesn't find fault.

Because of the First Amendment, Senator Pastore noted, there was little Congress could do to prescribe standards of programing, but there was much that broadcasters could do with effective self-regulation. It would be a tremendous reassurance to the public and the committee if a positive step were taken, he told Dr. Stanton.

"Baseball had to do it," he said. "The motion pictures had to do it. There's nothing wrong with the code. The trouble is the procedures make the code unenforceable."

"We have the tightest kind of self-regulation," replied Dr. Stanton. "The licensee makes the judgment and he knows the community he serves. It's his neck on the line."

"But he is an affiliate," rejoined Sen-



Mr. Goldenson



Mr. Rule



Mr. Stewart



ator Pastore, "with limits on his relations with the networks."

"I disagree violently," replied Dr. Stanton.

Later, Senator Pastore emphasized that the networks have their own representatives on the code board. "I hope you change your mind," he told the CBS president. "It would be a tremendous public service if you would relax your opposition. It's not an unreasonable request." At another point Dr. Stanton suggested that the proposed reform, while subject to the disadvantages he had listed, would probably make no real difference in programing standards anyway. "In a year we'd be back on the same subject because you would not be satisfied," he said.

"Try me," said Senator Pastore.

Pressing his points near the close of the morning session, Senator Pastore got Dr. Stanton to agree to at least "reconsider" his position. Recounting that coup, the senator said before the lunch recess: "I am elated."

In the afternoon session, when the other network presidents did not volunteer their acceptance of code pre-clearance, and NAB President Wasilewski and Code Authority Director Stockton Helffrich also showed a profound reluctance to jump on the Pastore bandwagon, the senator stressed he was not pushing for a decision that afternoon. It was made clear later that—while no deadline was set for a code preview

decision, publicly or privately—the senator anticipates some action or response "within the near future."

Throughout the sessions, when specific examples of programing abuses were charged by the senators, the emphasis fell more on risque material than the violent. When violence proved to be the example, more often than not the example provided was taken from news coverage.

The difference between entertainment and news as problem areas for program-content control was often blurred, but never entirely lost, on either side of the witness table. The consensus among broadcasters was that the news media had to tell it as it is. But Senator Pastore questioned the propriety of showing an execution by gunfire of a Biafran prisoner on television. "You didn't see it on our network," said Dr. Stanton.

Senator Philip A. Hart (D-Mich.) disagreed with both men, saying that it might be hoped that the display of such naked brutality might make men determined to eliminate it. The point was not lost on Senator Pastore, who said he regards Senator Hart as a man of kindred tastes and goals.

On the other hand, Dr. Stanton noted that during news treatment of immolation scenes only long shots, never close or even medium shots, had been used of the burning suicides, indicating that even in the news there were areas

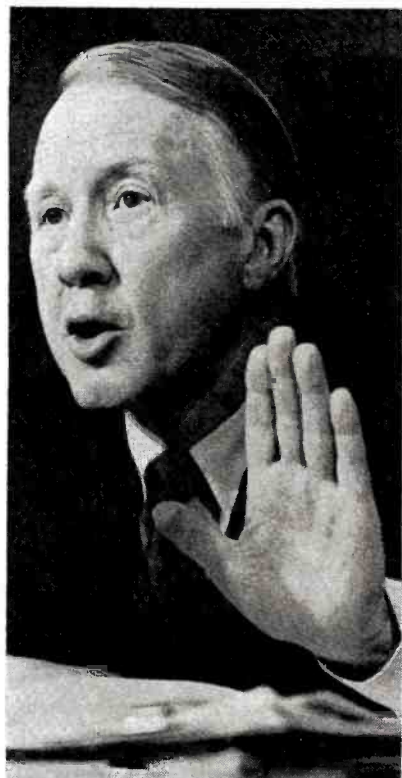
where responsible news judgment could be applied to tell the story without sensationalism.

But that the whole area of television standards, not just violence, was under attack came clear in a variety of questions about sex in programing. Most of it, Senator Pastore said, was unnecessary. And the matter was not confined to programing; commercials came in for a share of attention.

Repeating a complaint Wednesday about a "take it off" shaving-cream commercial he had made at the FCC hearing the week before Senator Pastore reiterated his criticism Thursday morning on NBC-TV's morning *Today* show, in a review of the previous day's activity: "I think there's enough common sense in the networks themselves that they know the difference between sex and no sex, and I tell you very frankly that every time you turn it on—especially some of the commercials—I mean it's all tied up with the sex and it doesn't have to be that way at all.

"After all," he continued, "I think that it's an insult to the intelligence of the American people if in selling shave cream you've got to make it sexy. . . ."

The same program added fuel to a growing dispute among those at the hearing as to just how far Senator Pastore wanted the code's authority to be extended. Not made clear in the colloquy was the question of whether the code would be merely consultative



Dr. Stanton



Mr. Goodman



Mr. Wasilewski

in its preview powers or if it was to have enforcement authority to order a program to be kept off the air or require changes.

At one point during the hearing Senator Pastore seemed to be saying exactly the latter. And on the *Today* program he stressed that the code should have independence and authority, although it was to be selected by and responsible to the industry itself.

Asked on the program by interviewer Bill Monroe if the senator thought an independent board would be tougher than the networks themselves, he replied: "I think that the code authority is a little too subservient to the industry as it stands now and as a matter of fact I heard from the director of the code yesterday and I wasn't too convinced that he had the independence that he should have in saying to the networks—'now look here, I don't think this is going to be acceptable to the public' . . ."

A clarification from the senator's office, however, indicated that what he has in mind are no plenary powers beyond the code authority advising that

a previewed program is or is not code-compliant.

Another difficulty was encountered in untangling the present network practices on allowing the code to preview unaired programs on request. At one point, Dr. Stanton said "the others may allow it but we do not." NAB President Wasilewski later said that CBS had in fact allowed preview privileges on several occasions. The other network presidents indicated that specific requests for previewing by the code would not be denied out of hand and at one point even Dr. Stanton, despite his earlier denial of the practice, indicated he would have no objection.

At stake seemed to be, although it was never specifically spelled out, the question of setting up a routinized, institutional and automatic preview of each network program aired, an activity that one observer noted would amount to a large burden on any organization and an impossible burden on any one man. Delegating the responsibility to many men or groups would tend to result in an overspecific and highly detailed set of rules that

could be consistently applied objectively"—an approach that many feel failed for the motion picture industry during its earlier years, by being too rigid and tending to range from the unnecessarily repressive to the downright silly.

It is doubtful that the Pastore push for code previewing will remain quiet while Dr. Stanton mulls over his promised reconsideration. This week's hearing will likely give Senator Pastore an opportunity to probe network affiliates at how they feel they fare at the hands of the networks, especially regarding their assessment of their influence over the shape and taste-level of what comes piped to them over the interconnection.

Invited for the two-day sessions has been Mr. Wasilewski, who submitted but did not read a prepared statement at last week's hearing, and Donald McGannon, president, Westinghouse Broadcasting Co. Other witnesses, not yet confirmed as of late Thursday, will be drawn from the ranks of group owners and independent broadcasters and small and large markets, a spokesman said.

## Broadcast Advertising

# Network-TV billings rise 3.9%

Combined TVB/BAR report shows January-February total of \$288 million

Network-TV billings in the first two months of 1969 reached \$288,147,300 for a 3.9% rise over January-February 1968, according to figures being released today (March 17) by the Television Bureau of Advertising.

The announcement signals the decision of TVB to switch the issuance of network figures compiled by Leading National Advertisers to those compiled by Broadcast Advertisers Reports. The switch had been expected since LNA announced a few weeks ago that it had discontinued compiling spot-TV reports for TVB, and TVB announced it would release BAR's spot compilations in the future (BROADCASTING, Feb. 24).

Getting spot and network estimates from the same organization not only provides figures that are comparable—LNA's spot figures were gross, BAR's are net—but also will enable TVB for the first time to issue local-advertising estimates that also are comparable with the spot and network figures. BAR's spot reports already include "local spot" as well as national and regional.

Norman E. Cash, TVB president,

said that "today's local advertiser is following many of the television patterns of the regional and national advertiser, and these national advertisers are equally interested in the television activity of their retail outlets. Now, for the first time, we will be able to report the dollar investments of advertisers in all three forms of television: spot, local and network. We can present the total television picture."

Harvey Spiegel, TVB vice president for sales and marketing, said the bureau's own surveys "have shown the important help this dollar information provides an advertiser as he establishes

his own television budget."

The exact form of the reports to be issued by TVB is still under study, but officials said there will be, at least, monthly totals on all three forms of television, plus expanded quarterly and annual reports.

BAR's spot and local reports are based on one week's monitoring a month in each of the top 75 markets, projected to monthly estimates for these markets. Using the share of total spot and local billings represented by the BAR markets as shown in official FCC figures, TVB will project an industrywide figure from the 75-market

Network television net time and program billings by day parts and by network (add 000)

	February			January-February		
	1968	1969	% Chg.	1968	1969	% Chg.
Daytime	\$ 43,098.9	\$ 41,590.5	-3.5	\$ 90,035.6	\$ 89,679.6	-0.4
Mon.-Fri.	31,218.1	30,190.2	-3.3	65,533.8	64,512.7	-1.6
Sat.-Sun.	11,880.8	11,400.3	-4.0	24,501.8	25,166.9	+2.7
Night time	95,161.1	96,526.4	+1.4	187,214.5	198,467.7	+6.0
Total	\$138,260.0	\$138,116.9	-0.1	\$277,250.1	\$288,147.3	+3.9
	ABC	CBS	NBC	Total		
January	\$37,044.6	\$56,289.5	\$56,696.3	\$150,030.4		
February	38,408.0	50,452.9	49,256.0	138,116.9		

Source: TVB/BAR



# Pittsburgh is the nation's #1 late-night viewing market.

The November 1968 ARB shows that Pittsburgh has the nation's highest percentage of homes using late-night television Monday thru Friday from 11:30 pm – 1:00 am.\*

# and Pittsburgh's #1 late-night viewing station is *WIIC-TV*.

To reach the Pittsburgh market, "the late-night place to be" is the Tonight Show starring Johnny Carson on WIIC-TV. Call WIIC-TV Sales or your Blair TV man.

\* 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.



## *WIIC-TV*



### *NBC IN PITTSBURGH*

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

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Mar. 2, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Mar. 2	Total dollars week ended Mar. 2	1969 total minutes	1969 total dollars
	Week ended Mar. 2	Cume Jan. 1-Mar. 2	Week ended Mar. 2	Cume Jan. 1-Mar. 2	Week ended Mar. 2	Cume Jan. 1-Mar. 2				
Monday-Friday Sign-on-10 a.m.	\$ .....	\$ .....	\$ 117.0	\$ 1,005.8	\$ 352.0	\$ 3,017.5	77	\$ 469.0	677	\$ 4,023.3
Monday-Friday 10 a.m.-6 p.m.	1,484.8	12,444.9	2,916.4	25,257.0	2,545.4	22,787.5	939	6,946.6	7,780	60,489.4
Saturday-Sunday Sign-on-6 p.m.	1,282.6	10,419.9	1,057.0	11,074.8	349.1	6,360.9	285	2,688.7	2,468	27,855.6
Monday-Saturday 6 p.m.-7:30 p.m.	553.0	3,117.8	771.5	6,666.4	734.5	6,981.0	102	2,059.0	790	16,765.2
Sunday 6 p.m.-7:30 p.m.	72.0	1,513.9	191.0	2,244.8	235.7	2,143.7	19	498.7	192	5,902.4
Monday-Sunday 7:30-11 p.m.	5,699.5	48,602.3	7,234.3	63,270.6	6,978.2	63,255.7	433	19,912.0	3,777	175,128.6
Monday-Sunday 11 p.m.-Sign-off	527.5	2,985.2	130.7	642.2	502.2	4,174.9	89	1,160.4	634	7,802.3
<b>Total</b>	<b>\$9,619.4</b>	<b>\$ 79,084.0</b>	<b>\$12,417.9</b>	<b>\$110,161.6</b>	<b>\$11,697.1</b>	<b>\$108,721.2</b>	<b>1,944</b>	<b>\$33,734.4</b>	<b>16,318</b>	<b>\$ 297,966.8</b>

spot and local totals supplied by BAR, but will not project "U.S. totals" for individual spot and local advertisers.

The January and February network billings figures were combined in the current TVB/BAR report in order to attain consistency for the full year, since the January figures already issued were LNA's.

A separate TVB/BAR report for February is also being released today. It shows network billings for the month down 0.1% from \$138,260,000 in February 1968 to \$138,116,900 this year—a decline attributed to 1968's being leap year and thus giving February an extra day. Despite this handicap, TVB noted, night-time television in February this year gained 1.4%.

### 12 CATV markets offered for testing

Television Testing Co., New York, last week announced plans for a new system of evaluating national and regional television advertising campaigns with a combination of retail-store audits and viewer surveys in CATV research markets.

At the same time, Television Testing's president, Roy Benjamin, said the firm is increasing its cable test markets from four to 12, adding about 100,000 households. He announced the plans, which are to go into effect in May, while addressing a session of a three-day American Management Association seminar in New York Tuesday (March 11) (see page 68).

In the new evaluation service, before, during and after test campaigns, retail outlets in all 12 markets are to be

audited for sales impact and viewers surveyed for changes in awareness levels and attitudes.

Television Testing in a joint project of H&B American Corp., CATV systems operator, and Audits & Surveys Inc. New CATV test markets are: Keene, N. H.; Clarksburg, W. Va.; Florence, Ala.; Rochester, Minn.; La Crosse, Wis.; Missoula, Mont.; Richland, Wash.; and Santa Maria, Calif. Previously established markets are in Ventnor, N. J.; Dubuque, Iowa; Walla Walla, Wash.; and Lompoc, Calif.

### Print sales bureau has TV promoter as chief

The Newspaper Sales Bureau last week picked a television enthusiast to step up the sale of newspaper advertising to retailers.

Lee B. Templeton, operating vice president in charge of public relations for Federated Department Stores Inc., Cincinnati, was named senior vice president in charge of chain and department store sales for the Bureau of Advertising, American Newspaper Publishers Association, effective today (March 17).

In one of the principal speeches at the annual meeting of the Television Bureau of Advertising last fall, Mr. Templeton called television "the most stupendous communications tool ever devised, this side of a kiss" (BROADCASTING, Nov. 25, 1968). He also cited specific TV attributes and stressed the need for TV stations to help retailers understand the true nature of advertising, particularly TV.

TVB officials last week took his new appointment to mean that television has been performing that last function very

well, indeed. Said Howard Abrahams, TVB retail vice president: "When newspapers need to be sold to retailers, the size of the television breakthrough is obvious."

"Last year we saw the number of department-store commercials on television grow by over 66% and the department-store newspaper lineage fall by 5%. And yet the newspaper people seemed to be reducing their retail sales staff.

"Mr. Templeton has made many major contributions to our understanding of retail television. . . . We are certain he will help the newspaper people help retailers with their use of newspapers."

### Hudson marks return to TV advertising

The Hudson Pulp & Paper Co., New York, will return to television advertising this week (March 16) with a budget "considerably in excess of last year's \$1 million" to be spent in 11 major eastern markets.

Hudson has been advertising exclusively in print since 1965, but made the decision to add television when the newly formed agency, Kurtz Kambanis Symon, took over the account in November 1968.

The agency partners, formerly with Jack Tinker, created a series of five commercials in 30- and 20-second versions, each with the theme—"don't throw away just anything. Throw away the best." The "stars" include a young boy unrolling reams of toilet tissue, the "founder's son," a laboratory technician, a "typical" consumer lounging on red velvet cushions and a Greek ship owner. All the commercials will be shown in prime time. VPI, New York, was the production house.





**KRLA** Los Angeles' really listened-to radio station. Sold nationally by H-R Representatives, Inc.

# Hooper finds high recall from radio

## Matching aural medium against TV, study turns up slighter differences than had been supposed

Results of a study showing radio's commercial impact to be "nearly as high" as television's—and therefore worth increased advertiser investments—is being made public today (March 17) by C. E. Hooper Inc.

The study, conducted in 44 major markets across the U.S., found that radio's average commercial-recall score over the entire day was approximately three-fourths as high as network television's average in prime time. Radio's all-day average was put at 14.4%, as against 19.4% reported for night-time network TV in a study using identical research techniques.

In radio's own prime time, the gap was cut approximately in half.

Bill Harvey, Hooper vice president and director of broadcast development, said in reporting the findings to agency subscribers to Hooper's new radio audience-measurement service, from which the details were drawn:

"The reason for lower investment in radio as compared to other major media, despite a cost-per-thousand two-thirds lower than these other media, has been based on an advertiser/agency assumption that radio commercials affect relatively few listeners, compared to the effect of TV or print ads on their audiences.

"Based upon these initial Hooper findings, we may see some changes in investment patterns positive for radio as further light is shed upon this subject."

Although some of the "why's" are still unanswered, the findings disclose substantial variations in radio commercial-recall patterns from market to market, from station to station, from one program format to another and from one day-part to another.

As part of its new local-radio ratings reports, Hooper gets commercial-recall scores for different day-parts, for men, for women, for men 18-49 years of age, for women 18-49 and for teenagers, and the February report is adding income-groups to the list. The recall score is the percentage of listeners able to answer the question: "What brand was advertised in the last commercial you heard?"

Although the average score for a full week in the 44 markets was 14.4%, individual station scores ranged from as high as 30% to as low as 5%, according to Mr. Harvey.

"Some of this variation," he said, "seems explainable based on station types. For example, the types of stations that generally attain highest commercial-recall scores are either those

whose programing demands attentiveness, such as talk stations, or those whose listeners are psychologically most involved with the station, such as Negro stations. Soft-music stations score slightly lower, since such stations are possibly used as a background for other activities more of the time."

But, he emphasized, "most significant" variations can also occur among stations of the same type—a factor obviously to be kept in mind in evaluating the findings on recall by station format. Those findings were given as follows:

Station type	Sample size	% recall
Negro.....	2,134.....	18.1
Talk.....	2,451.....	16.5
Rock.....	6,066.....	15.8
Country-and-western.....	1,422.....	14.7
Classical.....	393.....	14.2
News.....	657.....	14.2
Middle-of-the-road.....	11,712.....	13.7
FM.....	3,788.....	11.4

Stressing that the averages are by no means typical of all stations in a given group and that more study is needed before these intra-type variations can be fully explained, Mr. Harvey said in his report:

"News stations, for example, seem to score above average in the table above. However, this is because there are a large number of very high scoring news stations, and a comparable number of very low scorers.

"This may be a function of individual station format in terms of ability to sustain interest rather than repeating the same news stories to the point of making the loyal listener mentally 'tune out.' Further analysis is required to ferret out all of the factors at work here."

Among markets, recall scores ranged from a high of about 20% to a low of about 10%, a variation for which Mr. Harvey had no explanation other than to speculate that some markets may simply be more radio-oriented than others, or that factors such as market size may have an influence. On this question, too, he said further analysis is needed.

By day-part, radio-commercial recall was found to be highest in early morning and then to decline slightly but consistently as the day wore on. In the Monday-Friday 7-10 a.m. period, generally regarded as radio's prime time, recall was found to be 16.8% (as against the 19.4% reported for TV in television prime time).

Hooper's day-part summary appears at end of story (see column at right).

Mr. Harvey speculated that the gradual slippage in recall scores as the

day progresses may mean that "radio attentiveness follows a similar pattern to radio usage. High radio usage—for example, in the morning—indicates high radio interest and thus high commercial recall, and vice versa at night when interest is highest in television."

The Hooper study encompassed 31,134 coincidental interviews, and some of the findings—recall scores by sex and age—are yet to be compiled.

Mr. Harvey said he was sending his report to agencies in response to an American Research Bureau agency presentation that described radio as "low response/low stimulus" when in fact, according to the Hooper research, radio commercial recall "scores nearly as high as television." ARB officials declined to make their presentation public.

Day-part.....	Sample size (Listeners)	% recall
Mon.-Fri. 7-10 a.m.....	9,393.....	16.8
Mon.-Fri. 10 a.m.-3 p.m.....	7,660.....	14.0
Mon.-Fri. 3-7 p.m.....	4,984.....	13.7
Sun. through Sat. 7-11 p.m.....	3,652.....	13.2
Sun. through Sat. 7 a.m.-7 p.m.....	4,452.....	12.8

## Another spot-TV market report

### LNA/Rorabaugh plans monthly service, seen as competitive to BAR

LNA/Rorabaugh announced plans last week for a new spot-TV advertising expenditures report for major markets. For participating stations in a given market it will compile monthly figures on brand activity from reports submitted by the market's stations.

LNA/Rorabaugh President Thomas H. Miller said the reports would cover a full month's activity in each case and would be delivered three weeks after receipt of station data. They are intended as a sales and management tool for stations rather than as an agency service.

In its nature the new service apparently is intended to be competitive with Broadcast Advertisers Reports' spot-activity service, based on monitoring of stations, which is widely used by agencies and also sold to stations. This was implied by Mr. Miller in his assertion that at present "stations can subscribe to a monitoring service covering only one week out of the month with delivery limiting its use as a management tool."

LNA authorities said they were just beginning to offer the service to stations and hence had no markets "set." The number of cooperating stations needed before a report for a given market



# HRP IS SOLD ON KTVI

and here are  
their reasons why...

"... one of the things that impressed was the attitude of the entire station staff."—Carl Weinstein, New York

"We came away with a feel of your market and your station that certainly couldn't be duplicated in less than a year of practical representation in the field."  
—John F. Dickinson, New York

"I did want to thank you again for a most informative, impressive and delightful Sales presentation."—Carter Knight, Boston

"... Therefore let's all 'think St. Louis, sell KTVI' now and for a long time to come."—Pete Childs, Chicago

"... it was a very stimulating introduction for our men to KTVI."—James G. Parsons, Jr., New York

"You can rest assured that I will certainly have St. Louis on my mind and will bend every effort to sell KTVI."  
—Bruce Georgi, New York

"We all got the message, and there is no question in my mind that we will be more effective for KTVI because of the impact of the presentation and our association with the fine people at KTVI."  
—John J. Walters, Jr., N. Y.

"... we certainly know your station now."—Bill Branch, New York

"Rest assured, this weekend will go a long way in the minds of our people to 'Think St. Louis ... Sell KTVI!'"  
—John E. Harrington, Jr., N. Y.

"We look forward to a year of making KTVI a big sales success."—Tom Peschel, New York

"I know the effect on our sales effort will be felt for many months and years to come."  
—Peter F. Ryan, Chicago

"You told your story well and sold me on KTVI."—Steve Raffel, New York

"The presentation was excellent and thank you so much for everything."—Lon Nelles, San Francisco

The association of Harrington, Righter & Parsons and KTVI promises to be a long and happy one...

and we are looking forward to it.

You can get all the latest facts about KTVI and St. Louis from your HRP rep.

**KTVI** abc **2**  
ST. LOUIS

**HOW  
SHARP  
IS**

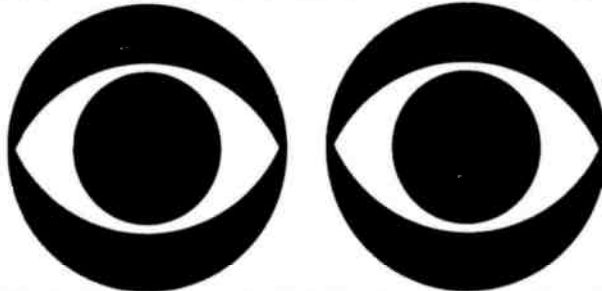
**YOUR  
TELEVISION?**





**1.**  
Look at nighttime...

CBS Television Network is currently enjoying its 14th consecutive year of leadership.



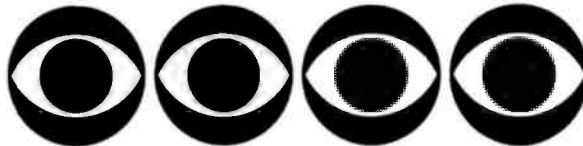
**2.**  
Look at daytime...

CBS Television Network is currently enjoying its 15th consecutive year of leadership.



**3.**  
Look at news...

CBS Evening News with Walter Cronkite is in its 21st consecutive month of leadership.



**4.**  
Look at children's programs...

CBS Television Network is currently enjoying its 5th consecutive year of leadership.



**5.**  
Or look at it this way...

Advertisers with 20/20 foresight put their money on the winner: CBS Television Network.

**CBS** 

Audience estimates based on NTI AA Household Ratings, January-February, 1969, and January-December of prior years. Nighttime is Monday-Sunday, 7:30 p.m.-11:00 p.m. Daytime is Monday-Friday, 10:00 a.m.-5:00 p.m. Children's programs are Saturday daytime, when all three networks compete. Subject to qualifications available on request.

will be compiled will depend, they said, on the wishes of the cooperating stations: "We hope to get all the stations in a market to participate, but if in a four-station market, for example, only two participate but want us to go ahead on the basis of their reports alone, we'll do so."

LNA/Rorabaugh, which a few weeks ago abandoned its long-standing practice of compiling quarterly spot-TV reports on a national basis, partly because of waning agency interest and partly because fewer stations were cooperating by sending in figures (BROADCASTING, Feb. 24), said the new service would give stations a choice of three ways of submitting data: by filling out the Rorabaugh report forms, by submitting copies of invoices with dollar data deleted or by submitting machine print-outs if they have the necessary equipment.

Rorabaugh will use its own formula to estimate the dollar value of the unit purchases reported for each brand. The reports thus will estimate the dollar expenditures by each brand on each participating station in a market. The new service's cost to stations will range between \$1,000 and \$1,500 a year, according to LNA/Rorabaugh.

## Business briefly:

**Chrysler Corp.**, Detroit, will sponsor nine color TV specials starring Bob Hope during the 1969-70 season. Seven of the programs will be one-hour comedy-variety shows; one will be a 90-minute Christmas presentation. Agency for Chrysler is Young & Rubicam, New York and Detroit.

**Waterman-Bic Corp.**, Milford, Conn., will be backing up the introduction of a new rotating counter-display with heavy use of TV advertising. The ballpoint pen manufacturer expects, during, and following the park school-selling season. Agency is Ted Bates & Co., New York.

**United Air Lines**, through Leo Burnett Co., both Chicago, will sponsor news and sports reports on ABC Radio's Contemporary, Entertainment and Information Networks. **Kraft Foods**, Chicago, through J. Walter Thompson, Co., Chicago, and **Shulton Inc.**, through Compton Advertising, both New York, also purchased participations on the Contemporary Network.

**General Electric Co.**, Louisville, Ky., through Young & Rubicam, New York, has purchased sponsorship in nine NBC-TV nighttime programs and *The Frank McGee Sunday Report*. **Volkswagen of America Inc.**, Englewood Cliffs, N. J., through Doyle, Dane Bernbach, New York, has bought into six NBC-TV prime-time series.

# New York dominates commercial awards

## Diet Pepsi best TV ad; BBDO wins television sweepstakes, Y&R, radio, at IBA presentations

New York-based advertising agencies and production companies, which last year swept 12 of the 20 top radio-TV honors for commercial-making in the annual International Broadcasting Awards presentations of the Hollywood Radio and Television Society, continued their domination of the event in this year's competition. At the ninth annual IBA presentations, held in Los Angeles last week, New York-based agencies copped a total of 13 first places in radio-TV. New York-based production companies were almost as successful, winning 10 IBA Silver Spike trophies, emblematic of the "world's best" in commercial-making. In addition, sweepstakes, or best-in-show, honors for both radio and TV were totally captured by ad agencies and spot-makers from New York.

The breakdown shows New York agencies winning eight times in TV and five times in radio, while New York production companies won seven awards in TV and three awards in radio. The West Coast lagged far behind in the competition, with production companies from there winning three first places in TV and four in radio, while only a single Los Angeles-based agency was honored in the radio category and not a one in TV. Chicago, Detroit and Boston agencies and a Boston production company also were numbered among first-prize winners.

Individually, Young & Rubicam Inc., New York, which came away with six first-place trophies in 1968, again was a big factor, winning the radio sweepstakes. Batten, Barton, Durstine & Osborn Inc., New York, won the television sweepstakes. N. W. Ayer & Son Inc., New York, had two television winners and one radio first place to tie with Y&R in total category victories.

In all, trophies were presented in 12 TV and 8 radio categories. They were chosen from a record 3,315 entries from 39 countries. Ben Hoberman, vice president and general manager of KABC Los Angeles and president of the Hollywood Radio and Television Society, which sponsors the worldwide advertising competition, presented the special Man of the Year award in broadcasting to Dan Rowan and Dick Martin, stars of NBC-TV's *Laugh-In* series. The awards presentations, held in the Century Plaza hotel (March 11), were attended by some 1,000 advertising and broadcasting executives and their guests.

The sweepstakes winners were:

### Television

Three commercials for the Pepsi Cola Bot-

tling Co.'s Diet Pepsi. Agency: BBDO, New York; Produced by PGL Productions, New York.

### Radio

Three public service announcements for the Mayor's Committee for Urban Coalition. Agency: Y&R, New York; produced by Six West Recording, New York.

Other first place winners:

### Television

Live action, 60 seconds, "Driving School," American Motors. Agency: Wells, Rich, Greene, Inc., New York. Production: Howard Zieff Productions, New York.

Live action, over 60 seconds, "Anticipating," Eastman Kodak Co. Agency: J. Walter Thompson, New York. Production: EUE/Screen Gems, New York.

Live action, under 60 seconds, "Athletes," Standard Milling Co.'s MAYPO. Agency: Lols Holland Calaway Inc., New York. Production: GALFAS Productions, New York. Combination, "Straw Problem Drinker," Kimberly-Clark Corp.'s Kleenex Towels. Agency: Foote, Cone & Belding, Chicago. Production: Cascade Pictures of California Inc., Hollywood.

ID's, 10 seconds and under, "Stunt Car," Shell Oil Co. Agency: Ogilvy & Mather, New York. Production: Filmways of California, Culver City, Calif.

Local (one market), "Ronka Ronka," Chevrolet Dealers Advertising Associates. Agency: Harold Cabot & Co., Boston. Production: Professional Films Inc., Boston.

Station promotion, "Takes a Thief," ABC Television. Production: Spungbuggy Works Inc., Hollywood.

Animation, "Flea-proof Dog," Sergeant's Sentry Collar. Agency: N.W. Ayer & Son Inc., New York. Production: Electra, New York.

Humorous, "Subway," Sealtest Foods. Agency: N.W. Ayer & Son Inc., New York. Production: EUE/Screen Gems, New York.

Public service, "Stumlord," New York Urban Coalition. Agency: Y&R, New York. Production: Horn-Griner, New York.

Non-English language, "Close up," Canon Camera Co. of Tokyo. Production: Japan Color Movie Co., Tokyo.

### Radio

Musical, Ray Charles, "In Between the Heartaches," Coca-Cola Co. Agency: McCann-Erickson, New York.

ID's, 10 seconds and under, "Nitty-Gritty," Random House Inc. Agency: David. Oksner & Mitchneck, New York. Production: Photo-Mag Sound Studios, New York.

Local (one market), "Embarrassingly White," Roman Cleanser Co. Agency: W.B. Doner & Co., Detroit. Production: Bea Shaw Productions, North Hollywood, Calif.

Public service, "Pledge," Los Angeles Human Relations Commission. Agency: Chiat-Day, Los Angeles. Production: Klein/Barzman, Los Angeles.

Station promotion, "Lazy Day in Indianapolis," WIBC Radio. Production: Heller Corp., Hollywood.

Open, "This is Saturday," AT&T Co. Agency: N. W. Ayer & Son, New York. Production: Chuck Blore Creative Services, Hollywood.

Humorous, "First Ski Lesson," Bristol-Myers' Excedrin. Agency: Y&R, New York. Production: RKO Sound, New York.

## IDC monitoring service offered to advertisers

International Digisonics Corp., New York, announced last week that it will provide advertisers in New York, Chicago, and Los Angeles with an electronic TV monitoring system within the next 90 days. The service, called "Teleproof 2," offers subscribing advertisers a computer print-out which reports the time a commercial ran, whether the video and audio were properly transmitted



# Where The Action Is

Sheraton Park Hotel



Shoreham Hotel

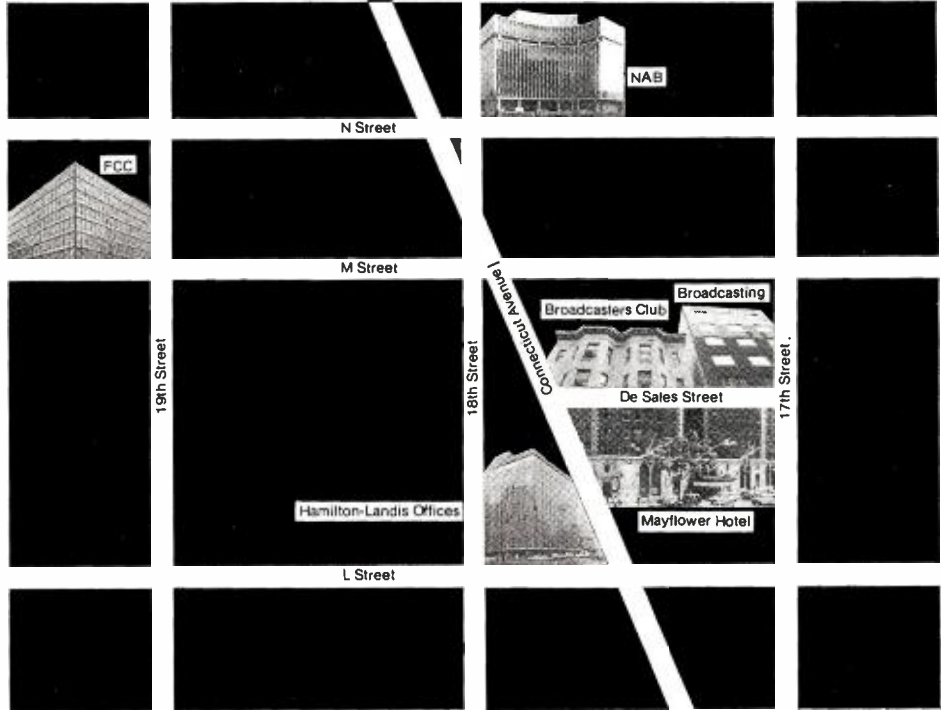
While in Washington for the NAB Convention, you are cordially invited to *come to where the action is!*

Whether your interest may be in buying a property, or selling one, or just visiting, come to the convention suite of Hamilton-Landis & Associates, Suite 502, in the prestigious Mayflower Hotel.

Our Washington offices are just across Connecticut Avenue. The new NAB headquarters building is only two blocks up the avenue. The National Broadcasters Club and Broadcasting Magazine are directly across the street, and the new FCC building is little more than just around the corner. Offices of eminent communications attorneys and consulting engineers are to be found throughout this little circle, which comprises the heart and core of the Nation's broadcasting enterprise.

Plan now to visit our neighborhood—and us. We shall be expecting you anytime from Sunday on—in Suite 502 at the Mayflower.

*Hamilton-Landis*  
AND ASSOCIATES, INC.



**Washington, D.C.**  
1100 Connecticut Avenue, N.W.  
20036  
202 393-3456

**Chicago**  
1507 Tribune Tower  
60611  
312 337-2754

**Dallas**  
1234 Fidelity Union Life Bldg.  
75201  
214 748-0345

**San Francisco**  
111 Sutter Street  
94104  
415 392-5671

**Will the real  
Garry Moore  
please stand up?**







## You bet he will

... as host of the exciting new  
syndicated television series\*\*  
now in production ...



And look who Goodson-Todman  
is starring as panelists



BILL  
CULLEN

PEGGY  
CASS

ORSON  
BEAN

KITTY  
CARLISLE

Now add guest panelists like Joanna Barnes, Barry Nelson, Bert Convy, Phyllis Newman and Nipsey Russell and you're well programmed for a great Fall start! So stand up please and state *your* real name and call letters for Goodson -Todman's "To Tell The Truth."

\*After 12 outstanding years on CBS.

\*\* Sold to Metromedia for New York, Los Angeles,  
Washington, D. C., Kansas City and San Francisco

Produced by

**Goodson-Todman Enterprises, Ltd.**

Distributed by

**Firestone Film Syndication, Ltd.**

477 Madison Avenue, New York, N.Y. 10022 212-758-5100

and whether it was the specific commercial wanted for the time spot (BROADCASTING, Sept. 18, 1967). It also reports network or local origination.

Installations of the Digisonics monitors in the top 25 markets is expected to be accomplished during the third quarter of this year. This will represent 52% coverage of U.S. television homes. Monitors in all of the remaining markets in the U.S. are projected for 1970.

The core of the system is an unmanned electronic monitor tuned to each TV station in each market and

located near but independent of the station. The monitor reacts to a code on the film or tape, which is not visible to the viewer.

The monitor feeds information into a central computer, which, it is hoped, will eventually serve as a data bank providing other services as well as proof-of-performance monitoring. Among the projected uses for the IDC data bank are spot accounting and billing. Its developers also expect the monitoring system to be of interest to talent unions, the feature-film industry, and regulatory

government agencies.

IDC has signed up a number of advertiser-subscribers that include Colgate-Palmolive, Block Drug, Best Foods, Brown & Williamson, Trans World Airlines and Bristol-Myers.

The annual fee is based on the subscriber's total television spending with a minimum of \$1,000 and a ceiling of \$60,000.

#### Rep appointments:

■ WTAR-TV Norfolk, Va.: Harrington, Righter & Parsons, New York.

## Programing

### UHF's support exclusivity proposal

#### Claim FCC rule would remedy small-market problems in obtaining syndicated programs

The FCC proposal to limit the scope of territorial exclusivity agreements between television stations and nonnetwork program suppliers suddenly acquired a measure of support last week. The proposed rule, which had previously elicited defenses of free enterprise and warnings that such regulation would fail to achieve its purpose, finally drew more praise than condemnation in reply comments filed primarily by UHF broadcasters.

The proposal would limit exclusivity agreements involving nonnetwork programs to the community of license of the station involved. Its aim is to make additional syndicated and feature-film programming available to stations in small or overshadowed markets. The proposed rule would parallel one now governing exclusivity arrangements for network programming. It was issued for comment nearly a year ago (BROADCASTING, May 13, 1968).

Most prominent among the reply comments filed in support of the proposal last week were five separate but essentially identical filings by UHF's: KYVV-TV Galveston, Tex., WSWO-TV Springfield, Ohio; KWIG-TV Des Moines, Iowa; WKTO-TV Nashville, Tenn., and WDKS-TV Toledo, Ohio. The stations said they had no desire to cover all the arguments raised by earlier comments, but that they wanted to reply to "the laissez-faire philosophy that there is no need for regulation by the commission since the marketplace is performing nicely."

The present hands-off attitude toward syndicated programming too often allows stations in one community to control programming that should be available to stations in an adjacent community, according to the UHF's. Since

the larger stations in these areas have the money to bid for attractive syndicated programming, and the right to claim a wide area of exclusivity, UHF's are presently able to acquire "nothing but leftovers," the five stations said. The commission's proposed rule would remedy this inequity, they added.

Another filing in support of the proposal, by WAKR-TV Akron, Ohio, said that such a curb on exclusivity agreements would probably have only limited impact, but would be invaluable to stations in overshadowed markets.

Opposition to the rule, while less prominent than in the past, was not lacking. The All-Channel Television Society argued that a rule cannot cover the multiplicity of situations in which stations negotiate for exclusivity. It urged the commission to deal with the problem on a case-by-case basis. Kaiser Broadcasting Corp., in another filing, said that the rule would not enhance competition, as some of its supporters had claimed, but would simply insulate some stations from the rigors of reasonable competition.

#### FCC asked to squelch pot references on TV

A Los Angeles "citizens' narcotics and dangerous drugs committee" last week asked the FCC to call a halt to broadcasts of "sick" jokes concerning illegal drug use.

The committee, appointed by Los Angeles Mayor Sam Yorty, asked the commission to use its influence to delete from scripts of network-TV programs such joking, double-edged references as "grass," and "taking a trip."

"Certainly, we do not propose to constitute our group as a board of

censors," the committee said in its letter. "Conversely, we do not propose to sit idly by and see the use of drugs made to appear as a completely acceptable practice to be joked about. . . ."

"While the writers of these TV scripts may consider the subject hilarious," the letter said, "we on this committee are not amused, particularly when our police frequently encounter children of 10, 11 and 12 using dangerous drugs."

"Nobody could argue that drug addiction is less serious than cancer, because both are devastating destroyers of human beings, yet nobody is caloused enough to joke about cancer." Among those endorsing the committee's letter was TV-actor Buddy Ebsen of the *Beverly Hillbillies*.

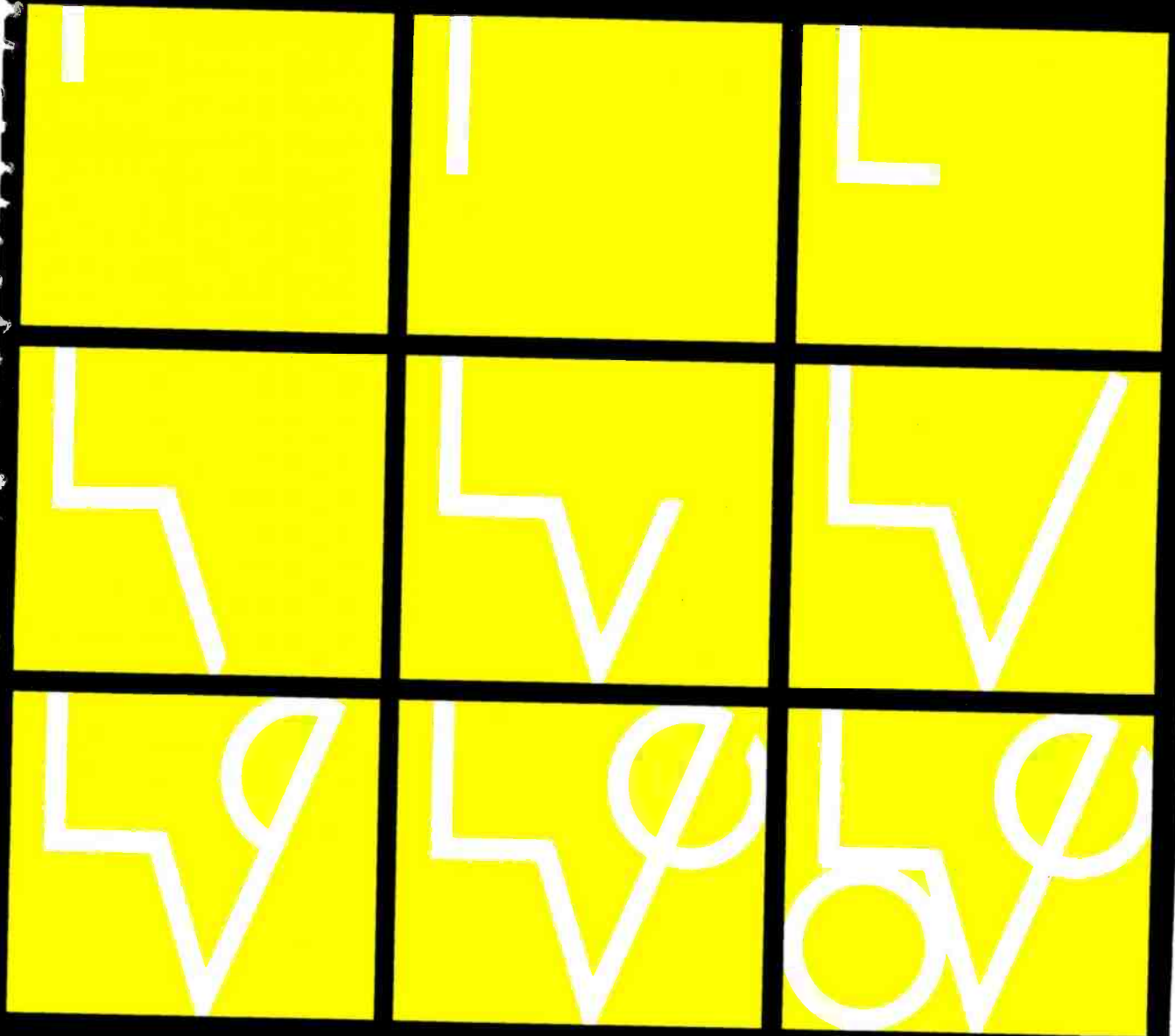
#### Quality Media opens music program service

Quality Media Inc., New York, an FM-station representation firm, has entered the music program business. Called QMI Program Service, a tape library that offers 120 hours of stereo music programming with 12 exchange hours monthly is being offered to radio stations by the firm. The programming is designed for four breaks per hour.

According to James A. Schulke, QMI president, Avco's WWDC-FM Washington and Time-Life's WOOD-FM Grand Rapids, Mich., which have served as test stations using the service during the past year, have renewed their agreements for another year.

Mr. Schulke explained that the program service was first undertaken to support QMI's rep business; the firm is the sales rep for about 25 FM stations in major markets. In major mar-





ABC INTRODUCES A NEW MEDIUM: LOVE

Sometimes the message is the medium.

It's that way with LOVE, the new programming, promotion and sales concept of the ABC owned FM stations.

Although the method of transmission is stereo radio, our message of LOVE is rapidly becoming a whole new medium in itself. LOVE is a feeling...an understanding and caring for humanity. It's the new social awareness expressed in words and music by youth.

The music we play is progressive rock. Not underground. Progressive rock. The Beatles, the Bee Gees, Blood Sweat & Tears. It has all the discipline of classical music, but far greater relevance to our times.

It's music with meaning.

This same music now accounts for nearly half of all record album sales (check the charts), but less than five per cent of all radio programming (check your dial). We're attracting the people in this almost-neglected audience by presenting the music they like, the way they like it.

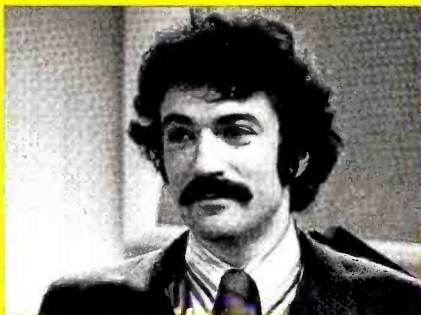
In stereo.

Ever try to buy a non-stereo album recently?

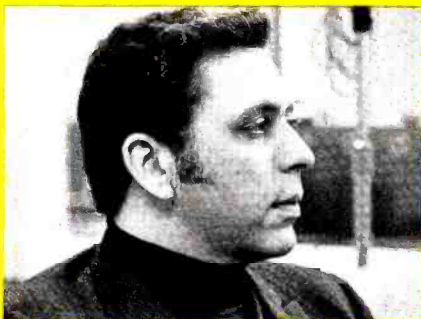
Music isn't the only progressive thing about LOVE. For instance, there are no "shows" or "programs". The entire day is one continuous program with all of our personalities on hand all the time.



Brother John is the guide for LOVE. He directs the flow of music and events to create a steady stream of involvement. John and the other personalities weave their thoughts around the music. Related comments... sometimes serious, sometimes satirical... clarify and reinforce the music's meaning. This unique approach has developed into a whole new environment of foreground excitement for our listeners.



Another regular contributor to this excitement is Howard Smith, assistant publisher of *The Village Voice*, executive editor of *Eye* and partner in Youth Concepts, Inc. which helps advertisers reach the youth market on its own terms. Howard's observations on current social changes provide added insight for LOVE listeners.



There is much more to the non-musical content of LOVE: Bobaloo's lyric interpretations drive home the real meaning of a song.

The American Dialogue Line lets listeners speak out on any topic and hear the views of others from across the country. Guest interviews with record artists, film-makers, writers and other public figures add still another dimension.

Listen to LOVE and you'll hear the exacting care given to every part of our programming. Even the public service announcements have been specially produced to reflect and reinforce the overall concept. And when we run contests, the listener can't win anything for himself... but he can win something for his wife, brother or a poor kid who really needs it. We carry the LOVE philosophy all the way through.

LOVE is being backed with the largest promotion and sales campaign ever developed for FM.

We're after the young, aware, quality-conscious audience 18-28. The college students, recent grads and other young adults who can best be sold in the LOVE environment. These are the people who are into the new music and social thinking... the people who are buying half the record albums... the people who are buying their first (and perhaps only) life insurance policy... the people who are establishing life-long brand preferences... obtaining credit cards and starting new careers and families.

They're living within today's society, but in their own way.

We're the first kind of radio to say something meaningful to these people. That's why they'll listen, believe and buy. And with only 8 commercial minutes an hour, your message won't get lost.

That's what our new medium, LOVE, is all about. It's on the air now in New York, Los Angeles, Chicago, Detroit, San Francisco and Pittsburgh. Soon LOVE will be almost everywhere through syndication of the entire programming, promotion and sales concept.

If LOVE seems like a meaningful medium for you, we'll be glad to share it.



FM SPECIAL PROJECTS GROUP

ABC RADIO STATIONS 

1330 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10019  
(212) LT 1-7777

WABC FM STEREO 96.1  
NEW YORK

KABC FM STEREO 95.5  
LOS ANGELES

WLSR FM STEREO 94.7  
CHICAGO

KGO FM STEREO 103.7  
SAN FRANCISCO

WZLZ FM STEREO 107  
DETROIT

KGTT FM STEREO 102.7  
PITTSBURGH



kets, where QMI reps stations the music service will not be available to other stations, though, it was noted, it is not necessary for the repped stations to buy the service. In major markets where QMI does not rep a station, "both the music and QMI representation are available on AM or FM stations with superior facilities," while in smaller markets, the music will be available "to FM or AM stations unrelated to QMI representation."

Mr. Schulke said that the service would not be competitive in price to other available taped programing. "The great care with which it is produced and duplicated make it expensive," he admitted. He said particular technical attention is being paid to phasing problems.

## Nixon in prime time draws little objection

Most people in the country approve a President's use of prime TV time to hold a news conference, according to a survey conducted by Sindlinger & Co. after President Richard M. Nixon's conference on March 4, at 9 p.m. EST.

Sindlinger said that only 20.5% of people surveyed objected to the timing of the conference on TV, which, the firm said, indicated a "long-term shift in the public's attitude toward use of prime television time to present live coverage of national events." Sindlinger said that, in the mid-fifties, its surveys frequently showed that as many as two-thirds of the nation's public objected to prime-time programing of major political and national events. This time, two-thirds of those polled said 9 a.m. was a good period for the telecast.

The news conference, Sindlinger said, apparently was responsible for an increase of public awareness of President Nixon's tour abroad. Before the appearance on all three television networks, 77% of those interviewed said they had heard or read about the trip. After the conference, that figure rose to 89.9%, or a projected 116 million people in the country.

## 'Orphan' special hits home

WBWM-TV Chicago last Monday aired a prime-hour evening special examining the plight of the orphan or homeless child in that city and, by Thursday, some 5,500 viewers telephoned the station offering adoption. The special, *The Children's Line*, included batteries of telephone volunteers who started the machinery for adoption conferences with state agencies. In June 1967 the CBS-owned station originated the *Opportunity Line* series to help match jobs and the unemployed.

## AT&T busy signal causes ETV flap

### Pre-emption for NCAA fouls NET network show, jumbles program schedules

The recurring problem of phone company pre-emptions of the noncommercial network last week forced a public affairs show off the air when AT&T informed National Educational Television only six hours in advance that it would pre-empt lines supplying 70 outlets of a scheduled 159-station line-up.

NET said the show had to be cancelled because it was to be a live telecast and could not be fed to all of the stations which had planned to carry it. It was rescheduled—in a different form—for the next evening.

The AT&T notification came at 3 p.m. EST on March 13. The show, a background panel discussion on the anti-ballistic missile controversy, had been scheduled for 9 p.m. that evening. NET sources said it was their understanding that AT&T pre-empted the lines in order to present a regional hook-up of independent stations for National Collegiate Athletic Association basketball coverage.

NET officials said the program on Friday night would be changed in concept to a discussion of reactions to President Nixon's news conference treatment of the ABM proposal. Among the panelists set to appear were former Vice President Hubert H. Humphrey and atomic physicist and key science adviser Edward Teller.

What apparently nettled public-television officials most was the crimp the AT&T prerogative places on planning. "How can we plan a program—and what does this do to our stations' planning when they are not sure of their scheduling?" lamented one official. He said that, in this instance, the consequence was not serious, but "what if this had been a state of the union address?" Network stations substituted last week with other programing.

In the original agreement that created the noncommercial network, AT&T reserved the right to pre-empt the channels "without notice . . . in the event the facilities are required for other uses" (BROADCASTING, Dec. 9, 1968). AT&T, the public television interests claim, has made frequent interruptions, contrary to the understanding developed in negotiating a special reduced rate tariff that is in effect during the six-month experimental period of networking.

Earlier this winter, the disagreement over pre-emptions became public when AT&T and public-television officials in-

dicated they would hold discussion on the problem (BROADCASTING, Jan. 27). At that time, however, an AT&T spokesman said that if a request came in from a regular commercial user for extra channels, AT&T was obliged to pre-empt the noncommercial network to supply them. And, he had noted, that interruptions had been regional and included requests for broadcasting a state political event, a spot news item and a sports event.

At issue last week, it appeared, was about the late notification which caused some stations to scramble about for substitute programing.

## WKTR-TV's auction man has a better mousetrap

A county court in Ohio has thrown out charges of copyright infringement filed against WKTR-TV Dayton, Ohio, by the alleged creator and distributor of a program called *The Auction Man*.

The Auction Man Inc. of Springfield, Ohio, and Regional Representatives Corp., Cleveland, has charged that the station stole the program idea, and advertisers for it, from WAVI Dayton. WKTR-TV broadcasts a weekly program, *The Auctioneer*, hosted by Donald E. Manning, who formerly conducted WAVI's auction show.

The plaintiffs named Mr. Manning as a defendant in the case, charging that he had stolen the ideas. Both programs offer advertisers' products for sale to listeners who call in the highest bids.

In denying the suit, Judge Howard G. Eley said, "the defendants have honestly and independently used words and procedures common to all mankind, and without knowing of or using any of plaintiff's so-called 'secrets,' created for their own original show." WKTR-TV simply built a better mousetrap," the judge concluded.

## Specials take honors in national Niensens

Although the top three programs in national Nielsen rankings in the night-time periods for the two-week period Feb. 10-23 belonged to NBC-TV, CBS-TV came out ahead on the over-all average with a 21.0. NBC averaged a 20.5 rating and ABC-TV averaged 16.5.

Specials dominated the top 10 programs: NBC's *Bob Hope* and *Jack Benny's Birthday Special* placed first and third respectively, with *Laugh-In* in between. CBS's *He's Your Dog, Charlie Brown* and a National Geographic special ranked fourth and fifth. In addition, CBS's *Looking Back* with Andy Griffith and NBC's *Ice Capades* and a repeat of *The Beat of the Brass* all achieved ratings above 20.

## Justice supports KTYM renewal

### Urges Supreme Court to deny review because case involves policy, not First Amendment

The Justice Department urged the Supreme Court last week to reject a request that the court review an FCC order renewing without a hearing the license of a station accused of broadcasting anti-Semitic programs. But the department does not argue that the case presents a constitutional issue of freedom of speech.

Rather, it says, the commission's decision is based on a policy designed to encourage the discussion of controversial issues. The department makes clear that it does not hold that "knowing false statements and false statements made with reckless regard of the truth" are protected by the First Amendment.

The department's brief, filed for the commission, was in response to a petition submitted by the Anti-Defamation League of B'nai B'rith's Pacific Southwest regional office, which is protesting the renewal of license awarded KTYM Inglewood, Calif., on June 17, 1966. The commission affirmed the decision in denying a petition for reconsideration in January 1967 (BROADCASTING, Jan. 23, 1967). And the U. S. Court of Appeals for the District of Columbia unanimously upheld the commission's decision.

At issue in the case are five broadcasts of commentator Richard Cotten that the station carried in 1964 and 1965, and that the ADL says were anti-Semitic. The station, while disputing the ADL's view of the programs, offered the organization time for reply, which was rejected. ADL said that "appeals to racial or religious prejudices . . . cannot and should not claim a right to be carried on the air."

The commission subsequently held that the station had violated the agency's personal-attack rules in failing to notify the ADL and its general counsel in advance of an attack contained in one of the Cotten broadcasts. But on an "overall review" of the station's operations, it held that KTYM had observed its obligations under the fairness doctrine by offering reply time.

On the question of whether the broadcasts were so contrary to the public interests that the licensee should be disqualified, the commission said it was preferable to require the opportunity for the expression of opposing views rather than "suppress the expression of views which [the commission] abhors."

ADL, in seeking Supreme Court review, asked the court to determine whether the First Amendment prevents

the commission from determining at renewal time whether a licensee has adequately performed his duty to serve the public interest.

But Justice, in urging the Supreme Court to deny the petition, said that the commission's action did not "depend on any perceived First Amendment constraints," even though the agency did observe that adoption of ADL's position would "raise 'serious constitutional questions.'"

Rather, the decision was "squarely based on 'the basic policy determination . . . to maximize the opportunity for free discussion of ideas and concepts on broadcast media.'" Furthermore, the department added, the commission has not shown any doubt as to its power to test licensee performance against public-interest needs.

ADL, claiming much of the material in the Cotten broadcasts was demonstrably false, said the commission should require licensees to verify the truth of the matter broadcast. But the commission, in a reply that the department endorsed in its brief, said the cost and time that this approach would involve would cause stations—especially smaller ones—to avoid the presentation of controversial programming.

"Granting that knowing false statements and false statements made with reckless disregard for the truth are, as ADL argues, constitutionally unprotected," Justice said, "surely it does not follow that the First Amendment requires the commission to suppress unprotected speech by persons using licensees' facilities."

The department also said that the case bears no relationship to the two fairness-doctrine cases already pending before the Supreme Court, or to a third that the high court has been asked to review. One of the pending cases involves an appeal by WGBH Red Lion, Pa., from an appeals court decision upholding the constitutionality of the fairness doctrine; the other is an appeal by the government from a lower court's decision invalidating the commission's personal-attack rules. The third case involves the commission's order applying the doctrine to cigarette advertising.

These cases, the department said, concern the commission's effort to insure that contrasting views will be heard. The KTYM case, on the other hand, involves a request that, "without regard to any right of reply, certain kinds of programming should be suppressed."

ADL said the KTYM case "complements" the issues in the other cases, "presenting the fundamental question" whether the commission's requirement that licensees offer reply time in certain circumstances "defines the outer limits of the power of the commission to con-

cern itself with the public interest in licensee programming without running afoul of the First Amendment's guarantee of free speech."

The KTYM case is being watched for its possible implications for the resolution of the complaints filed against non-commercial WBAI New York for permitting the broadcast of anti-Semitic material. The station, which broadcasts a wide range of opinion and comment, has maintained "the cure of bigotry" is not served by suppressing such views. (BROADCASTING, Feb. 3).

## Apollo splashdown in viewers' laps

### Most spectacular coverage yet provides last-minute thrills to 10-day mission

The relatively precise and uneventful 10-day, 151-orbit flight of Apollo 9 climaxed for television viewers Thursday (March 13) with what executives of all three networks agreed was the most spectacular coverage yet broadcast.

For the first time, viewers were able to watch the entire recovery process of a space capsule, live in color, including the vehicle floating down from the sky under its three parachutes. The shots were made possible as the capsule splashed down less than three miles from the recovery ship, U.S.S. Guadalcanal, in clear weather and calm seas off Grand Turk Island in the Bahamas.

CBS, under producer Bernard Borson, provided the pool feed from the carrier using a portable General Electric ground station, and four standard color-television cameras and one cable-connected hand-held color camera aboard ship. Pictures were transmitted via the ATS-3 communications satellite to the Rosman, N. C., ground station and land line to New York.

The spacecraft was clearly visible—if tiny beneath its three parachutes—as it dropped into its extremely precise landing zone. NBC, in its coverage, provided close-up, although slightly blurred shots of the descending vehicle by "jeeping"—rephotographing close-up shots of the pool feed off a studio monitor.

Viewers also were able to watch the slow recovery process, as it took 50 minutes for Navy men to secure the bobbing capsule and fly astronauts James A. McDivitt, Russell L. Schweickart and David Scott to the Guadalcanal's flight deck by helicopter. The networks also covered the welcome-a-board ceremony and brief statements by the astronauts.

Although the splashdown was postponed an hour and 45 minutes from its



Alain Delon  Stuart Whitman  Simone Signoret  
Marcello Mastroianni  Catherine Deneuve  
Tab Hunter  Anthony Perkins  Jeffrey Hunter  
Edmund Purdom  Annie Girardot  Jean-Paul  
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originally scheduled time because of earlier storms in the prime recovery area, the capsule's 12:01 p.m. EST landing was within one minute of the rescheduled time. ABC covered the re-entry and recovery continuously from 11 a.m. to 1:03 p.m.; CBS from 11 a.m. to 1:01 p.m. and NBC from 11 a.m. to 1:07 p.m.

## House Commerce group okays pot-party report

The House Special Investigations Subcommittee report on deceptive practices in news programming, the result of an investigation into the controversial *Pot Party at a University* presented by WBBM-TV Chicago last year (BROADCASTING, May 13, 1968, et seq.), has won full Commerce Committee approval.

The report, which cleared by an unrecorded voice vote, now awaits the insertion of minority and additional views to be written and submitted to the committee. There will be some changes made in certain legislative recommendations, although, according to reliable sources, none of the changes will be of "any great substance."

One important change has already been made in the report. Two weeks ago the subcommittee voted to remove the most controversial portion of the draft version which advocated that all advertising be removed from broadcast news programs ("Closed Circuit," March 3).

The final version of the report should be made public at the end of this week.

## ABC-TV details plans for new summer shows

Almost one-third of the ABC-TV prime-time schedule this summer will consist of non-repeat entertainment programming, it was announced last week by Leonard Goldberg, vice president in charge of TV network programming.

Mr. Goldberg said that five weekly hours of new comedy-variety presentations will be on ABC-TV's night-time schedule this summer, plus four other existing series that will carry fresh programming.

The new programs include three hours each week of *The Dick Cavett Show* (Mon.-Tues.-Fri., 10-11 p.m.); *The Johnny Cash Show* (Sat., 9:30-10:30 p.m.) and *The John Davidson Show* (Fri., 8-9 p.m.).

The four continuing ABC-TV series that will offer non-repeat programs are *The Newlywed Game*, *The Dating Game*, *Let's Make a Deal* and *The Lawrence Welk Show*. The summer schedule will go into effect during a period extending from May 26 through June 9.

## WBC TV series to show how government works

A program "event"—two years in the making—is to become a Washington event tomorrow (March 18) when government officials and newsmen preview *The Government Story*, a Westinghouse Broadcasting Co. TV series of 40 half-hour programs that study the legislative, judicial and executive branches of the U.S. government.

The preview is by invitation of the Operation Government Committee of Congressional Wives and by Donald H. McGannon, WBC president and board chairman. As part of the Washington ceremonies, which will be held in the caucus room of the Cannon office building, Mr. McGannon will present the TV series to House Speaker John W. McCormack (D-Mass.) for the Library of Congress.

WBC will show "Of the People," the first program of 20 in the series that profiles Congress. The series will be telecast on the five WBC-owned television stations and will be available also to other outlets, starting in April. Another 15 programs are devoted to the Presidency and five to the federal court system.

Westinghouse said its new TV series had been more than two years in actual production. It tells the story of the U. S. government from its formation to the present-day operation of the three branches. The company said the idea for the show came from the desire of wives of government leaders who saw TV as the ideal vehicle to communicate to Americans the history of their government and how it works.

The Operation Government Committee was formed with Mrs. Charles A. Vanik, wife of the Ohio Democratic representative, and Mrs. Gerald R. Ford, wife of the House minority leader, as co-chairmen, and Mark E. Talisman, Representative Vanik's administrative assistant, as project director.

After meetings of the committee with WBC, the broadcast company decided to assume responsibility for preparing, producing and broadcasting the series. An announcement of intent was issued Oct. 11, 1966.

## National Endowment makes ETV grants

National Endowment for the Arts, a federally sponsored organization that makes grants to organizations and artists, has made two grants to educational television this fiscal year, totaling \$135,000.

One \$85,000 grant went to National Educational Television and the American Regional Theater Project for completion of filming of four ARTP plays. The plays are distributed to ETV sta-

tions as part of NET's *Playhouse* series. Last year, with a \$75,000 grant, two plays were produced and distributed.

The second grant for \$50,000 went to noncommercial KQED(TV) San Francisco to produce a color film combining the art forms of dance and music. The film will be distributed through NET's film library and will also be available for theatrical distribution.

During fiscal 1968 the arts endowment also made grants of \$101,805 to Educational Television Stations program service at Indiana University, a division of the National Association of Educational Broadcasters, and \$57,000 to noncommercial WGBH-FM Boston, to continue a repertory workshop in radio drama; 10 of the plays will be distributed nationally to noncommercial groups on a specially-prepared LP album.

All the grants made by the arts endowment are on a matching basis. The endowment received almost \$7.2 million from Congress for fiscal 1968, and almost \$6 million for fiscal 1969. President Johnson asked for \$7.5 million for fiscal 1970.

## Smothers' feud with CBS censor heats up

The latest outburst in the continuing power struggle between Tom Smothers, producer and co-star of the *Smothers Brothers Comedy Hour*, and CBS-TV occurred last week over the postponement by the network of the Sunday (March 9) *Smothers Brothers Show*. That program was replaced by a rerun of the Jan. 5 show and has since been rescheduled for March 30.

Mr. Smothers, accusing the network of harassment, said: "My brother and I have no desire to go back on the air on CBS whether or not we're picked up." The *Smothers Brothers Comedy Hour* previously had been renewed for the fall of 1969.

Guests on the show included Joan Baez and Jackie Mason. Their material, according to Mr. Smothers, was sometimes of a controversial nature. The network responded that the rescheduling of the variety show was not due to program content, but because a tape of the show was not made available to the network in time for a closed-circuit preview to affiliates. CBS officials said stations have requested that every episode of the show be previewed.

Mr. Smothers said that while the Hollywood-produced tape had been late in reaching CBS in New York, it had been delayed by "overcutting" ordered earlier by the network. A heavy production schedule was another explanation Mr. Smothers offered for the delay.



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WNAC-TV Boston  
WOR-TV New York

WHCT Hartford  
WHBQ-TV Memphis

CKLW-TV Windsor-Detroit  
KHJ-TV Los Angeles



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## KEBS-TV gets NET time for oil-slick report

A California television station was granted time on the interconnected network of noncommercial stations last week for a special report on the oil slick off Santa Barbara.

KEBS-TV San Diego, which produced the half-hour film as a supplement to the Public Broadcast Laboratory presentation of March 9—*Multiply . . . and Subdue the Earth*—was aided by a grant of \$1,500 from the Corp. for Public Broadcasting to cover intercon-

tion costs and a grant from retired San Diego publisher Ernest W. Mandeville.

The program was inserted on the National Educational Television network of 160 stations at 9:30 p.m., EST. CPB noted that this was the first request from a local station for time on the interconnected network.

## NBC takes another look at Saturday schedule

In addition to revamping its Saturday morning schedule of children's programs (BROADCASTING, March 10),

NBC-TV will add a series of original one-hour specials to the schedule during the 1969-70 season.

No dates or titles have been announced, but seven NBC production areas are expected to contribute projects: Children's Theater, *NBC Experiment in Television*, Special Projects, NBC/Lee Mendelson Specials, Public Affairs, News and Special Programs.

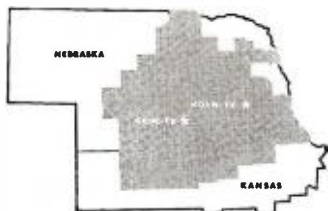
NBC announced that other program concepts will be solicited from outside producers, including Walt Disney Productions, Depatie-Freleng Productions, Hanna-Barbera Productions, Krofft TV Productions and Ivan Tors Productions.

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## Lessening of interest in space journeys?

A decrease of international coverage of American astronauts was noted in last Thursday's splashdown of the Apollo 9 (see page 46).

The Communications Satellite Corp. reported last week that only seven hours of satellite time were ordered for the finale of the 10-day flight—three hours for the European Broadcasting Union, two hours to Brazil, 30 minutes to Chile and 90 minutes to Puerto Rico.

This compares to the 40 hours for the Apollo 8 moon orbit pictures last December.

## Paramount package to CBS

Paramount Television has signed a licensing agreement for the sale of 60 of its major feature films to the five CBS-owned TV stations. The film package includes such Paramount titles as *Sabrina*, *Greatest Show on Earth*, *My Six Loves*, *Houseboat*, *It Started in Naples*, *Roman Holiday* and *Teacher's Pet*. All were distributed theatrically within the last 15 years. Of the films in the package, 13 are first-run for television, while the remaining 47 have been previously seen on network TV.

## Program notes:

**Duo formed** ■ George Nakano and Bob Cohen have formed Duo Productions at 145 East 52nd Street, New York, (212) 838-0909.

**Lieder lender** ■ Emil Ascher Inc., has completed arrangements to be exclusive agents in the U. S. for the prerecorded music library of Ring Music of Frankfurt, Germany.

**Carnegie special** ■ Beckwith Productions, New York, will produce a one-hour color TV special, *Carnegie Hall*, which will trace the history of the famed auditorium in New York over the past 78 years. The program will be produced and directed by Bill Colleran



for Beckwith.

**Open for business** ■ Harold Golden, formerly president of ABC Films, has opened his own TV program production-distribution firm, Harold Golden Productions Inc., with offices in the Time-Life building at 1271 Avenue of the Americas, New York 10020; (212) 765-4683.

**New stand for old MC** ■ Garry Moore has been signed as host of the new syndicated version of *To Tell The Truth*. Panelists will be Bill Cullen, Orson Bean, Peggy Cass and Kitty Carlisle in a five-time-a-week half-hour series produced by Goodson-Todman Productions and distributed by Firestone Film Syndication Ltd.

**Eastern distributor** ■ Markap Television Corp., a newly formed, New York-based film distribution company, will handle all of Winters/Rosen Distribution Corp.'s productions in all markets east of the Mississippi River.

**Schweitzer on film** ■ Warner Bros.-Seven Arts has placed *The Legacy of Albert Schweitzer*, a one-hour color TV special, into international distribution. Henry Fonda narrates the program.

**Joint venture** ■ Producer Ivan Tors is joining with Universal Studios to produce "The Deep Lab," a feature-length film for first-time showing on television. The film also is intended to serve as the basis for a projected TV series; subject is underwater exploration.

**Disney extended** ■ The hour *Walt Disney's Wonderful World of Color*, seen on NBC-TV in prime time continuously since the fall of 1960, will remain on the same network at least through the 1970-71 season. NBC-TV extended its contract to broadcast the family-oriented series for two more years. The contract arrangement allows the Disney organization a two-year lead time in the production of the series, which traditionally has consisted of animal adventures, nature shows and animated cartoons. The Disney program actually began in prime time on network TV in 1954, having been on ABC-TV for six years prior to a move to NBC-TV.

**Two hours on China** ■ Communist China will be discussed by a panel of specialists in a NBC News special *China Today and Tomorrow*, on NBC-TV, March 23, 2:30-4:30 p.m. EST. Edwin Newman is anchorman, Walter Littell is producer and Robert Priaulx the director. The show is being done in cooperation with the National Committee on U. S.-China Relations which is holding a two-day conference in New York three days before air date. Several specialists on China affairs who will be at the conference will take part in the program, which also will

contain exclusive film from the Far East.

**New home** ■ Cine-Vox Productions will move into new headquarters offices at 12 East 41st Street, New York, on March 24. New telephone number will be (212) 889-2180.

**Sox coverage** ■ WFLD-TV Chicago last week announced it will feed color coverage of the Chicago White Sox to a network of 10 stations in the Midwest, including two exhibition games and 133 regular season events. Station is in second year of five-year agreement (BROADCASTING, Feb. 17).

## 'Chrysler' in syndication

MCA-TV has placed 30 one-hour programs of the *Chrysler Theater* on NBC-TV into syndication and completed sales in 21 markets. For local station sale, the program has been retitled *Universal Star Time*. The drama programs have been bought by three ABC-owned-and-operated stations, WABC-TV New York, KABC-TV Los Angeles and KGO-TV San Francisco, plus KFDM-TV Beaumont, Tex.; WTVC-TV Chattanooga, Tenn.; WKYC-TV Cleveland; WHIO-TV Dayton, Ohio; KBTU-TV Denver and KJEO-TV Fresno, Calif.

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# FCC opens fire on house reps

## Proposed rule limiting 'cross interests' by group owners may have startling feedback

The FCC last week began a crackdown on station-representation activities by multiple-station owners. But the commission's move—designed to promote diversification of viewpoints—could have some surprising fallout. In a double-barreled action, the commission:

- Held that a broadcast licensee whose sales-representation subsidiary serves a locally competing station violates the commission's policy prohibiting local cross-interests by licensees.

- Instructed its staff to prepare a notice of rulemaking to prohibit multiple-station licensees—TV and radio—from representing stations other than their own in national spot sales. The proposal would also bar radio networks from representing nonowned affiliates, as television networks have been prohibited since 1959.

The actions were triggered by petitions filed by the Station Representatives Association Inc. The petitions were aimed specifically at Metromedia Inc., owner of Metro TV Sales, and at Golden West Broadcasters and Storer Broadcasting Co. in connection with the joint control they exercised over Major Market Radio Inc. (BROADCASTING, Nov. 4, 1968).

However, broadcast industry sources immediately raised questions as to whether the commission's proposal would affect station reps themselves. About half of the 20 SRA members are involved in station ownership, some to a substantial degree.

McGavren-Guild-PGW, for instance, is owned by Atlantic States Industries Inc., which owns five AM's and one FM, and plans to acquire two more AM-FM combinations. And Bernard Howard & Co. last month merged with Sonderling Broadcasting Corp., which owns 11 AM, FM and TV outlets (BROADCASTING, Feb. 24).

Since the commission has not yet drafted its proposed rule, the rule's potential impact on station reps with broadcast interests cannot be gauged. Some commission officials conceded this aspect of the matter had not been considered.

But attorneys for multiple owners affected by the proposal were quick to seize on it. And one promised a thorough search of commission ownership

files to ascertain the broadcast interests of every firm. "They [the station reps] will get more trouble than they're giving," he said.

SRA, which said that the number of independent spot-sales representatives has been decreasing, urged the commission to prevent what the reps said was the domination of the business by multiple owners. SRA said it would file a petition for rulemaking, but it has not yet submitted one.

Officials of many of the firms owned by multiple owners declined comment on the commission action. But one, H. D. (Bud) Neuwirth, president of Metromedia's Metro Radio Sales, exclaimed bitterly: "I am rather amazed that [the commission] ruled in favor of the SRA. The SRA is the tightest cartel you ever saw."

Metro Radio represents 19 stations, 13 of them not owned by Metromedia.

The proposed rule would also affect such firms as Metromedia's Metro TV Sales, which reps nine non-Metromedia stations; CBS Radio Spot Sales, five non-CBS stations; Westinghouse Broadcasting Co.'s TVAR, five outside stations, and WBC's radio rep firm, three nonowned stations; Storer TV Sales, three non-Storer outlets; RKO Radio Representatives, two non-RKO stations; Chris Craft Broadcasting's Tele-Rep. Inc., six outside stations; and Avco Radio Television Sales Inc., 11 television and nine radio stations not owned by Avco.

SRA, charging that the interrelationships of multiple owners through their station-representation groups constitutes a violation of the commission's multiple-ownership rules, asked the commission to deny the renewal applications for six California stations owned by Metromedia and one each by Storer and Golden West in Los Angeles.

The commission would not go that far. But it directed the three licensees to report in 30 days on the steps they have taken to sever the "objectionable" sales representative arrangements. It said renewal of their California stations would in the meantime be deferred.

Storer moved promptly to comply. It sold its 20% interest in MMR back to the company. SRA petitions against Golden West and Storer pointed out

that each owns a station in Los Angeles (Golden West's KMPC and Storer's KGBS), where MMR represents KMPC. By selling its interest, Storer presumably solved Golden West's problem as well as its own.

SRA's petition against Metromedia followed Metro TV Sales' action six months ago in dropping representation of Metromedia's KNEW-TV San Francisco and agreeing to serve, instead, KTVU-TV (TV) Oakland-San Francisco, which is owned by Cox Broadcasting Co. (BROADCASTING, Sept. 16, 1968).

The Metromedia stations whose renewals are being deferred, besides KNEW-TV, are KNEW Oakland; KSAN-FM San Francisco; and KLAC, KMET-FM and KTTV-TV, all Los Angeles.

"Representation of a station by a sales representative owned wholly or partially by the licensee of a competing station in the same community or service area is a violation of long-standing commission policy proscribing cross-interests by licensees in more than a single station in the same service in the same areas," the commission said.

The objective of the policy, the commission added, is "the promotion and maintenance of full competition" between such stations.

The commission noted that the Cox television station in San Francisco received 74.2% of gross revenues from national and regional time sales in 1967, and that the Golden West station in Los Angeles received 59.4% of its revenues that year from the same sources, and added: "The influence which the national and sales regional sales representative has on the operations of these stations is therefore readily apparent."

It said the relationships Storer and Metromedia established with competitors in those markets "are antithetical" to the multiple-ownership policies designed to promote maximum diversification of program and service viewpoints.

The commission said two other allegations of SRA raise "serious questions" but do not involve violations of existing rules. One was that Metromedia's representation of stations it does not own gives it a cross-interest in more than the maximum number of stations allowed by the rules—seven AM, seven FM and seven TV (no more than five

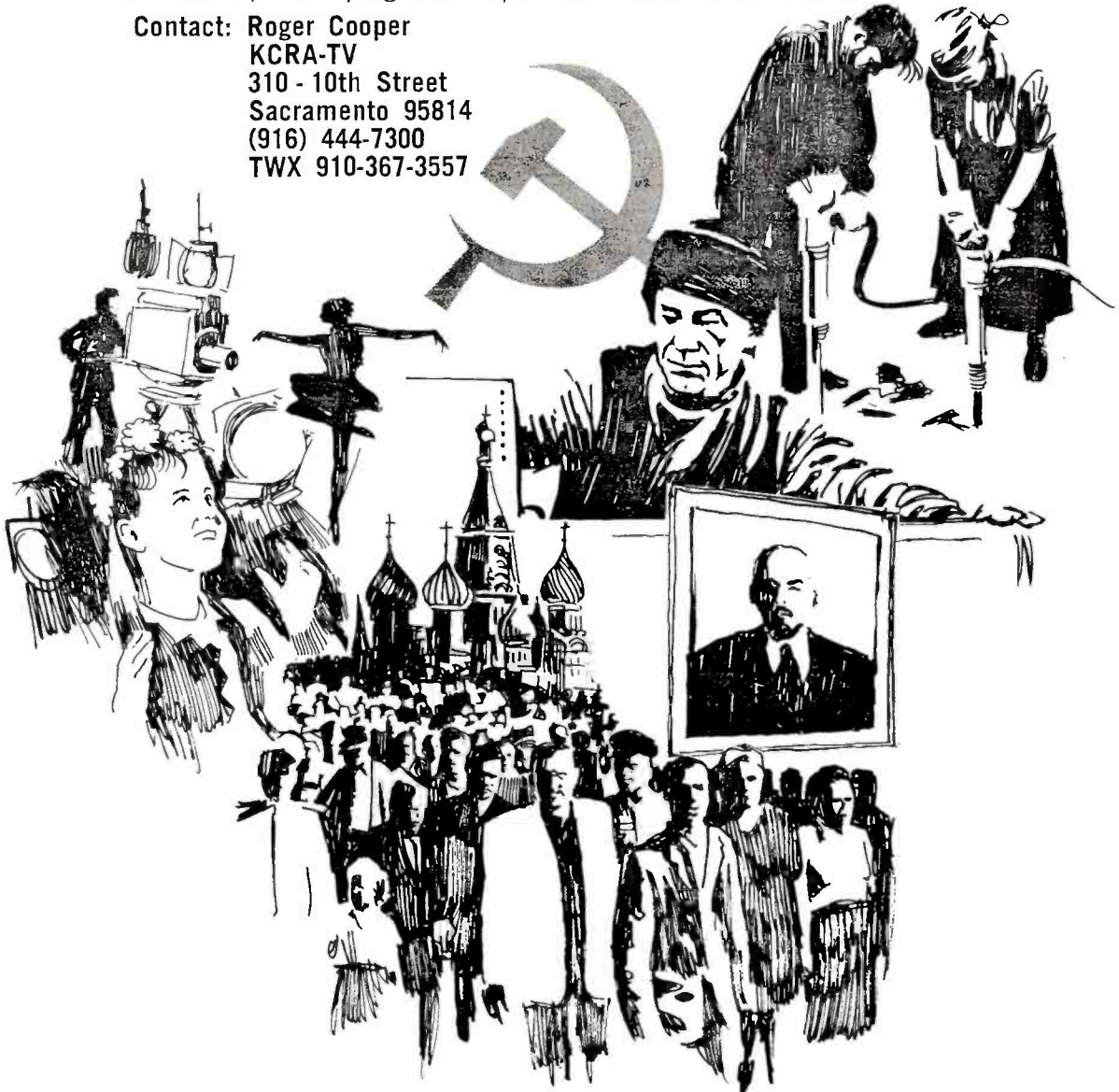


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of them VHF).

The commission said the same charge could be made against SRA members representing more than seven stations in each service, often with overlapping service areas.

The other allegation was that multiple-station owners with program-production capacity, like Metromedia, should not be permitted to represent nonowned stations because of the potential for concentration of control of media and abuse of economic power. The commission said this was a "novel question, not covered by existing rules."

## Telco-CATV ties set for inquiry

### FCC to take hard look at question of media control; Bell severs cable interests

The controversial question of whether telephone companies should be permitted to own CATV systems is the subject of a proposed inquiry and notice of rulemaking the FCC is scheduled to consider soon, possibly this week.

The commission has long been concerned about the concentration of control of communications media implicit in telephone company ownership of cable systems.

Some members feel that the telephone company-affiliated systems have an unfair advantage over other systems. There is some concern that telephone companies might ultimately own the entire CATV industry.

CATV systems have long been expressing the same concern. And the commission's action last year in ordering telephone companies to seek commission permission before building channel facilities to serve CATV systems was regarded as a victory by the CATV systems in their efforts to have the carriers' actions in their field brought under government control (BROADCASTING, July 1, 1968).

The issue of who is to own the CATV industry is larger than merely the television signals involved. Cable systems have the potential of one day providing a myriad of two-way services, including telephone, computer-to-computer communications and data retrieval.

It is understood that the proposed commission order does not contain suggested rules. However, the commission would be free to adopt any regulations it felt appropriate after receiving industry comments in what is said to be a wide-ranging inquiry.

One element in the inquiry that has apparently become obsolete already was

a question as to whether the Bell System's indirect interest in several CATV systems violates the consent decree it entered into with the Justice Department in 1956. The decree bars Bell from engaging in any noncommon-carrier business.

Bell last week announced that Southern Bell and South Central Bell had agreed to sell their 14% interest in Carolina Telephone and Telegraph Co., 50% owner of Jefferson-Carolina CATV Corp., which operates several CATV systems. The buyer is United Utilities Inc., and the price will be at least \$36,742,398.

The sale will sever all Bell connections with CATV. A Bell spokesman said the transaction had been in the works "for some time."

The sale will take place later this month prior to the scheduled merger of Carolina into United Utilities. The price for the 1,096,788 shares involved is based on a formula but will not be less than \$33.50 per share.

The sale, which is subject to commission approval, since various commission authorizations are involved, will leave United and General Telephone and Telegraph the only major telephone companies with interests in CATV. In all, 17 CATV systems are affiliated with the telephone companies.

## Johnson says 'rights' are in self-interest

Broadcasters too often view their constitutional rights and duties through the distorted looking-glass of vested interest, FCC Commissioner Nicholas Johnson said last week.

"Shouting 'First Amendment' has become almost a Pavlovian response on the part of many of those speaking for the management side of broadcasting," the commissioner said. "Stations holler 'First Amendment' when it suits their economic interest."

The commissioner struck this note during an informal, hour-long quasi-news-conference with the McClendon press briefing group, which for the past five years has held similar gatherings with a variety of public figures as featured guests, and a small coterie of reporters, most of them female, as hosts and questioners. The group is directed by Sarah McClendon, a Texas newspaperwoman.

Illustrating his thoughts on the First-Amendment debate, Mr. Johnson remarked that broadcasters will invoke their constitutional right to air "33 minutes per hour of commercials," but will shy away from defending the rights of a station such as WBAI(FM) New York, when it broadcasts a radically controversial viewpoint. WBAI has come under widespread fire for its broadcast

of a poem acknowledged by the station to be violently anti-Semitic (BROADCASTING, Feb. 3 et seq.).

Much of the session was devoted to questions concerning concentration-of-control, but little new ground was broken on that topic. At one point, however, Mr. Johnson noted that there is as yet little hard evidence on the effects of concentration, and that he regards it simply as an "unnecessary risk" which the FCC and the public should not take.

## Buyers of WARD-TV change their mind

The \$500,000 purchase of WARD-TV Johnstown, Pa., from Rivoli Realty Co. by Williams County Broadcasting System Inc., was called off last week by the buyers.

Sale of the station had been pending FCC approval; but Carl L. Shipley and J. William Middendorf II, controllers of Williams County Broadcasting, reportedly "took a second look" at the Johnstown UHF and backed out of the deal.

Mr. Shipley, Republican national committeeman for Washington and partner in a law firm, and Mr. Middendorf, a New York stock broker, have majority interest in WBNO-AM-FM Bryan, Ohio.

Rivoli Realty is principally owned by Dr. George D. and Margaret E. Gartland, who also control WARD-AM-FM Johnstown.

WARD-TV, now on channel 56 with 91 kw visual and an affiliate of CBS-TV and ABC-TV, has a construction permit for channel 19 with 91.2 kw visual.

## Annenberg is approved as ambassador to U.K.

Newspaper-group broadcast owner Walter Annenberg has won full Senate confirmation on his appointment as ambassador to Great Britain.

Earlier last week, Mr. Annenberg's nomination came before the Senate Foreign Relations Committee and was approved with one dissent, that of Chairman J. William Fulbright (D-Ark.). Senator Fulbright declined to say why he voted against confirming Mr. Annenberg, president of Triangle Stations, nor would he reveal the names of the two committee members who had abstained from voting.

Also receiving Senate confirmation last week were James D. O'Connell and Albert L. Cole. Mr. O'Connell was re-appointed as assistant director of the Office of Emergency Preparedness (Telecommunications Management). Mr. Cole, chairman of the Readers Digest Association, Pleasantville, N. Y., was named to the board of directors of the Corp. for Public Broadcasting.



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# New giant in cable industry

## Cox acquires Telesystems for \$17 million to become second largest CATV group owner

Cox Cable Communications Inc., Atlanta, Ga., multiple CATV owner, has agreed to acquire Telesystems Corp., Glenside, Pa., also a group cable-TV operator, in an exchange of stock estimated to have a value of over \$17 million.

The transaction, when consummated late next month, will make Cox Cable, with almost 160,000 subscribers, the second largest CATV complex in the U. S. H&B Communications Inc., Beverly Hills, Calif., is considered the paramount CATV group, with over 225,000 customers.

Cox Cable is purchasing Telesystems' 74,000 shares for 1 million shares of Cox Cable common, quoted over-the-counter last Thursday (March 13) at 17¼ bid. The purchaser is also assuming about \$7 million in Telesystems obligations.

Following consummation of the transaction, Cox Cable will have 3,550,000 shares of common outstanding, of which 2 million will be owned by the parent company, group-broadcaster Cox Broadcasting Corp., and 500,000 shares publicly held. At present Cox

Cable has 2,550,000 shares outstanding, the additional 1 million being authorized but unissued stock. The 500,000 public shares were offered by the company last October. The other 50,000 shares are optioned to employees.

Cox Broadcasting owns TV and radio stations in Atlanta; Dayton, Ohio; Charlotte, N. C.; Pittsburgh; San Francisco-Oakland, and Miami; it also owns a technical publishing company, two auto-auction services and is engaged in program production and distribution.

Telesystems owns CATV systems in 29 communities and has more than 58,000 subscribers. It is principally owned by Fred Lieberman, 69%, and Jack R. Crosby, 24%.

Messrs. Lieberman and Crosby also are substantial owners of Pioneer Valley Cablevision Inc., multiple CATV owner with over a dozen CATV systems in Massachusetts; are principal owners of a CATV system in Rumford, Me., and Cherry Hill and Lower Penns Neck Township, both New Jersey, and two microwave common-carrier systems in Texas and one in New England.

Mr. Crosby also owns 50% of KTEO

San Angelo, Tex., and is a principal stockholder in Communications Inc., also a multiple CATV owner.

## Changing Hands

### Announced:

The following station sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 156):

▪ KPPC-AM-FM Pasadena, Calif., and KMPX(FM) San Francisco: Sold by Leon A. Crosby and others to L. W. Frohlich for about \$1.1 million (see page 58).

▪ KMEG(TV) Sioux City, Iowa: Sold by Robert B. Donovan and others to John E. Fetzler for approximately \$750,000 (see page 58).

▪ WRJN Racine, Wis.: Sold by the Journal-Times Co. to Sentry Insurance Co. for \$450,000 (see page 58).

▪ WRJN-FM Racine, Wis.: Sold by the Journal-Times Co. to J. William O'Conner for \$60,000 (see page 58).

▪ KDB Santa Barbara, Calif.: Sold by Len Menard to Hugh Heller for \$600,000. Mr. Menard will retain KDB-FM. Mr. Heller owns the Heller Corp., a musical production firm. KDB is full time on 1490 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates. (Corrected item).

▪ WORJ Orlando and WORJ-FM Mount Dora, both Florida: 60% sold by Gordon Sherman to Walter Beinecke Jr. for \$380,000. Mr. Sherman owns 33⅓% of the applicant for a new AM at Fort Lauderdale, Fla. Mr. Beinecke owns WMC Ocala, Fla. WORJ is a day-timer on 1270 kc with 5 kw. WORJ-FM is on 107.7 mc with 28 kw and an antenna height of 230 feet above average terrain.

▪ KFMX(FM) San Diego: Sold by S. Gerald Mollner and Richard Friedman to Walter N. Nelskog and Raymond G. Watson for \$308,750. Sellers own KRCH-FM St. Louis. Mr. Nelskog is vice president of KIXI-AM-FM Seattle and KYXI Oregon City, Ore. He also has interest in Everett Cablevision, Everett, Wash., a CATV firm. Mr. Watson is a radio station advertising representative. KFMX(FM) is on 96.5 mc with 30 kw and an antenna height above average terrain of 1,034 feet.

▪ WPEO Peoria, Ill.: Sold by Charles Wister and others to Richard T., Elizabeth P. and Donald B. Crawford, Ruth Crawford Porter and Steven L. Snyder for \$300,000. Mr. Wister owns 40% of WNAR Norristown, Pa. Messrs. Crawford own KELR El Reno, Okla. Donald Crawford owns WDCX(FM) Buffalo, N. Y., and 50% of WDJC(FM) Birmingham, Ala. Mrs. Porter owns WMUZ(FM) Detroit; WDAC(FM) Lancaster, Pa.;

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WYCA(FM) Hammond, Ind., and 50% of WDJC. Mr. Snyder is employee of container company. WPEO is a daytimer on 1020 kc with 1 kw.

▪ KHSJ-AM-FM Hemet, Calif.: Sold by Herndon Hughes and W. H. Newsome to James C. Richards, Dr. Donald E. Holt and Dr. Stephen R. Mills for approximately \$200,000. Messrs. Holt and Mills are San Diego physicians, and Mr. Richards is sales manager for KFMB-TV that city. KHSJ is a daytimer on 1320 kc with 500 w. KHSJ-FM is on 105.5 with 500 w and an antenna height above average terrain of minus 265 feet. Broker: Hogan-Feldmann Inc., Burbank, Calif.

▪ KATT(FM) Woodland, Calif.: Sold by William B. Elliott to Don Garrett, Dean G. Spencer and Paul Gustafson for \$160,000. Mr. Garrett is general manager of WBFM(FM) Detroit. Mr. Spencer is executive of a life insurance company and Mr. Gustafson is executive of a Detroit tool company. KATT(FM) is on 102.5 with 33 kw and an antenna height above average terrain of 180 feet. Broker: Hamilton-Landis & Associates.

▪ WKFD Wickford, R. I.: Sold by Joseph C. DeCubellis to Ronald Hickman and Louis Adler for \$130,000. Mr. Hickman has interest in WKER Pompton Lakes, N. J., and Mr. Adler is anchor newsman for WCBS New York. WKFD is a daytimer on 1370 kc with 500 w. Broker: Hamilton-Landis & Associates.

▪ WARV Warwick-East Greenwich, R. I.: Sold by James G. Smith Jr. and others to Lowell W. Paxson for \$115,000. Sellers own WNRK Newark, Del. Mr. Paxson has controlling interest in WNYP-TV and WKSJ-AM-FM, all Jamestown, N. Y.; WTBY Waterbury, Conn., and WYND Sarasota, Fla. WARV is a daytimer on 1590 kc with 1 kw. Broker: Chapman Associates.

## Cox says community needs outweigh media control

The transfer of KRTV(TV) Great Falls, Mont., approved by the FCC last month (BROADCASTING, March 3), was an even closer shave than the 4-to-3 vote would indicate. The tie-breaker, Commissioner Kenneth A. Cox, said in a concurring "individual statement" issued last week that he voted for the assignment of license "with considerable reluctance" after deciding that the importance of strong television service in a sparsely populated area outweighed the concentration-of-control questions raised by the transfer.

The statement was made public along with a dissent by Commissioner Nicholas Johnson, who objected on the ground that assignee Joseph S. Sample, 99% owner of Garryowen Cascade TV Inc., already owned two of Montana's eight

TV stations. Garryowen is licensee of KOOK-AM-TV Billings and KXLF-AM-TV Great Falls, both Montana.

Commissioner Cox replied that although he shared Mr. Johnson's concern about concentration of control, he preferred to permit an existing broadcaster to increase his media holdings so that residents of the small Montana community could enjoy local service. Complete diversification in Montana, he indicated, would create an unreasonable fragmentation of limited audiences and advertising revenues.

Approval of such a transfer "is not an ideal solution," he said, "but it is better than having the people of the region depend on distant stations which reach them by way of CATV—that is, those who could avail themselves of that service."

Garryowen is acquiring KRTV from Snyder & Associates for \$1,070,000. The commission majority comprised Commissioners Cox, Robert E. Lee and James J. Wadsworth, and Chairman Rosel H. Hyde. Dissenting along with Mr. Johnson were Commissioners Robert T. Bartley and H. Rex Lee.

## Kettering aid to ETV

A small foundation in Dayton, Ohio, is considering underwriting a conference on public broadcasting. This is

the Kettering Foundation, established by the late Charles F. Kettering, General Motors executive and inventor of the automobile self-starter. The foundation has been principally interested in biological research and pre-school education. It is now turning to broad public education, and the forthcoming conference would be its first national venture into this field.

## WNEW strikers reach accord on new pact

The four-day strike against WNEW-AM-FM New York ended Monday (March 10) when the American Federation of Television and Radio Artists and the stations agreed to a new three-year contract.

The strike affected 20 newsmen and on-the-air personalities.

The principal issue involved on-the-air newsmen, who had been earning \$435 to \$475 weekly. The settlement provided for an increase of \$40 a week, spread over three years, and a stipulation that the work loads of newsmen would be examined.

Robert Mouny, vice president and general manager of WNEW, said the station's pay scale for newsmen now is "the highest" for any music-and-news outlet in the country.

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# Trading mart busy with six sales

## Five radio, one TV go for \$2.3 million; Fetzer buys first UHF in Sioux City

Five radio stations and one TV outlet went on the trading block last week, subject to FCC approval, for an aggregate of over \$2.3 million.

Group-owner Fetzer Broadcasting Co. agreed to purchase its first UHF station—KMEG(TV) (ch. 14) Sioux City, Iowa—from Medallion Broadcasters Inc. for about \$750,000 plus liabilities. Medallion, headed by Robert B. Donovan, will retain KMEG-FM.

Fetzer already has a full complement of VHF's—WKZO-TV Kalamazoo, WWTV-TV Cadillac and WWUP-TV Sault Ste. Marie, all Michigan, and KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. In addition the group, controlled by John E. Fetzer, operates WKZO Kalamazoo; WWAM and WWTV-FM, both Cadillac, and WJEF and WJFM(FM), both Grand Rapids, all Michigan.

KMEG, a CBS-TV affiliate, has 380 kw visual and an antenna height above average terrain of 1,152 feet. It has been on the air since September 1967.

Leon A. Crosby and Lewis H. Avery sold KPPC-AM-FM Pasadena, Calif., and Mr. Crosby and Franklin Mieuli sold KMPX(FM) San Francisco. All the stations were purchased by National Science Network Inc., New York, for approximately \$1.1 million.

Mr. Crosby is a former country-and-western entertainer and free-lance announcer. Mr. Avery is a former partner of Avery-Knodel Inc., New York-based station representative firm now headed by J. W. Knodel. Mr. Mieuli owns the National Basketball Association's San Francisco Warriors.

L. W. Frohlich is sole owner of National Science Network, licensee of WNCN(FM) New York and WDHF(FM) Chicago.

KPPC is a share-time operation on 1240 kc with 100 w. KPPC-FM is on 106.7 mc with 22.5 kw and an antenna height above average terrain of minus 250 feet. KMPX(FM) is on 106.9 mc with 80 kw and its antenna height above average terrain is 1,268 ft.

Hogan-Feldmann Inc., Burbank, Calif., handled both transactions.

The Journal-Times Co., Racine, Wis., decided to spin off its WRJN-AM-FM, that city, rather than sell them to Lee Enterprises along with the 72.8% of Journal-Times stock held by J. Donald McMurray and Carol Starbuck McMurray (BROADCASTING, Jan. 13).

The AM operation went to Sentry Insurance Co., Stevens Point, Wis., for \$450,000. Peter A. Barnard is president of Sentry, which owns WSPT-AM-FM

Stevens Point.

J. William O'Connor purchased WRJN-FM for \$60,000. Mr. O'Connor owns WRAC Racine, a daytime outlet, and has 35% interest in WCIU-TV (ch. 26) Chicago. He also owns WBOW-AM-FM Terre Haute and WHUT Anderson, both Indiana, but has applications pending FCC approval to sell those stations.

WRJN is full time on 1400 kc with 1 kw day and 250 w night; WRJN-FM is on 100.7 mc with 15 kw and has an antenna height above average terrain of 265 feet.

Broker handling the Wisconsin sales was Blackburn & Co.

## Newspaper case may touch radio-TV

### Supreme Court upholds antitrust judgment against Tucson operation

A Supreme Court decision that caused concern in the newspaper industry last week could have an impact on a number of newspaper-connected broadcast licensees.

The court, in a 7-to-1 decision, upheld an antitrust judgment against two Tucson, Ariz., newspapers that had combined all of their operations except editorial while maintaining separate identities.

The decision brought into question the legality of similar agreements in 20 other cities, in 11 of which one or both of the newspapers involved are associated with broadcast interests.

In the Tucson case, the Supreme Court, in a decision written by Justice William O. Douglas, held that the agreement of the morning *Arizona Daily Star* and the evening *Tucson Daily Citizen* to fix advertising prices, pool profits and refrain from engaging in other publishing operations in the county was illegal.

However, the court held that papers combining their printing operations, as many do throughout the country, would not be in violation of the law.

The newspaper industry, which has been active in Congress as well as in the courts in its efforts to win approval of the kind of agreement under fire in Tucson, has argued that such joint operations are necessary to preserve competing newspaper voices in many cities.

The Tucson 25-year agreement was reached in 1940, at a time when the *Citizen* was losing money, but was extended in 1953 until 1990. In 1964, the owners of the *Citizen* bought the *Star's* stock for some \$10 million, and the two papers' operations were merged. The Supreme Court upheld the lower court's order in the case which required divestiture of the *Star*.

According to information developed by BROADCASTING from data submitted in a Senate Antitrust and Monopoly Subcommittee hearing last year, there are 11 agreements involving broadcast interests that might be affected by the courts ruling (BROADCASTING, April 1, 1968). They are found in Birmingham, Ala. (Newhouse Broadcasting Corp.); San Francisco (Chronicle Publishing Co.); Miami (Cox Broadcasting Corp.); Fort Wayne, Ind. (News Sentinel Broadcasting Inc.); Shreveport, La. (International Broadcasting Corp. and KSLA Inc.); Columbus, Ohio (Robert H. Rolfe and family, and E. W. Scripps); Pittsburgh (Wwsu Radio Inc.); Knoxville, Tenn. (E. W. Scripps); Salt Lake City (A. L. Glasmann family, Kearns-Tribune Corp., and Bonneville International [Mormon Church]); Spokane, Wash. (KHQ Inc.); and Madison, Wis. (Badger Broadcasting Inc.).

The commission, in renewing the license of Bonneville International's KSL-AM-FM-TV Salt Lake City in October, said it would take into consideration any antitrust violation found by the courts in the matter of the joint operating agreements (BROADCASTING, Oct. 14, 1968). But it seems unlikely that such agreements will cause licensees involved any immediate difficulty with the commission. The court's decision was not all-encompassing; as a result, it appears that the Justice Department would have the responsibility for moving against those agreements it feels are in violation of the law.

The court held that agreements which could meet "the failing-company defense" would not be in violation. As outlined in Justice Douglas's opinion, the defense could be invoked in a case where one of the papers was on the brink of going out of business and had tried to find a purchaser.

Justice Douglas wrote that there was no evidence the *Citizen* was on the verge of collapse at the time of the agreement, and the owners, he quoted, never tried to sell it. He also said the failing-company defense cannot be applied "unless it is established that the company that acquires it or brings it under dominion is the only available purchaser."

The Justice Department itself may decide to wait before seeking to break up other joint operating agreements in view of the interest expressed in Congress in legislation to legalize them.



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# Now WLBT(TV) is challenged

Group applies for channel 3 Jackson, Miss., and seeks to intervene in D.C. court case

WLBT(TV) Jackson, Miss., which has been fighting for renewal of its license since 1964, was faced with another possible threat to its survival last week—from a group of Mississippi residents who want to operate a station on the channel assigned to WLBT.

The group, called Civic Communications Corp., applied to the FCC for Jackson channel 3, and asked that the commission waive the rules that would bar such a late-filed competing application and hold a comparative hearing among qualified applicants for the facility.

Civic also asked the U.S. Court of Appeals for the District of Columbia for permission to intervene in the case in which the commission's order last July, granting WLBT a three-year renewal, is on appeal.

The Mississippi group asked the court either to delay a decision in the case until the commission has acted on its request to accept the application, or to remand the case to the commission with instructions to open the proceeding to new applicants.

If Civic is successful in its effort to get into a comparative hearing, it would become another in a growing list of challengers to existing licensees. In the past several weeks, applications have been filed on top of applications for renewal of NBC's KNBC(TV) Los Angeles and RKO General's WNAC-TV Boston.

In addition, an initial decision is awaited in a case in which RKO General is being challenged for its hold on Los Angeles channel 9, where it operates KHJ-TV. And the commission two months ago denied WHDH-TV Boston a renewal of license and granted the contested channel 5 to a competing applicant.

In its petitions filed with the court and the commission, Civic argued the importance of the commission's making a choice among applicants in the Jackson case. It said the court has established that "television licensing is of such critical importance" that it requires a choice, "particularly where there has been, as in this case, a long history of doubt about a licensee's qualification."

The appeal of the commission's renewal of WLBT's license, taken by the United Church of Christ and two Negro leaders in Jackson, is based largely on the charge that the station has not met the needs of the large Negro community in Jackson—more than 40%—and has not met its fairness-doctrine obligations

in dealing with civil-rights matters.

Civic describes its ownership as racially mixed and as having "an excellent broadcast record in serving all segments of a Mississippi community." The record was compiled by Weyman H. D. Walker, president and 40% owner of Civic, as president, director and general manager of WHTV(TV) (ch. 24) Meridian, Miss., from March 1967 to February 1969. He would be general manager of the proposed station.

Civic also notes that it is 90% owned by Mississippi residents, one of whom, Aaron Henry, is one of the complainants in the WLBT case. He is a 10% owner of Civic. WLBT is licensed to a subsidiary of The Lamar Life Insurance Co.

Other principals include Charles Evers, executive director of the Mississippi Chapter for the National Association for the Advancement of Colored People and Democratic national committeeman from Mississippi; Mrs. Paul Derian, the Democratic national committeewoman from Mississippi; and Hodding Carter III, editor of and 20% partner in the *Delta Democrat Times*, of Greenville. Each is a 10% stockholder.

The others, who also hold 10% interests, are Walter G. Hall Sr., president and principal stockholder in six banks and a partner in a number of insurance agencies, all in Texas, and Charles Young, president and owner of manufacturing, construction and real estate businesses in Mississippi, and a local NAACP official.

Civic said that, as a result of its survey of community needs, it would seek to present programs that would create "greater public awareness of the problems, activities and aspirations of members of the minority communities in Jackson and the state of Mississippi, particularly the black community."

Civic's application lists nine programs designed to provide a forum for the discussion of public issues. It also includes two designed to educate children and adults; Civic noted that there are no educational stations in Mississippi.

The WLBT(TV) case is in court for the second time. In 1965, the United Church of Christ and its two co-complainants urged the court to reverse a commission decision granting the station a one-year license without a hearing.

The church argued that the commission should have held a hearing on allegations that the station had discrimi-

nated against Negroes and had not served their needs. The court agreed, and remanded the case with instructions to the commission to grant the complainants standing as parties in the renewal hearing.

Following the hearing, the examiner concluded that the charges were not proved, and recommended renewal of the station's license. The commission, in a 5-to-2 decision, granted it. That is the decision now being challenged in court.

This long history of litigation, Civic says, has protected WLBT from competing applications. Because of the appeal, Civic said in its petition for waiver of the rules barring late-filed competing applications, "there has been no opportunity in the ordinary course for competing applicants for channel 3 since May 1965," when the commission granted the one-year license.

Civic's motion to intervene in the course case is also belated: Such motions normally must be filed within 30 days after the filing of an appeal. But it said it could not qualify as an "interested person" until it submitted its application for the Jackson channel.

Civic estimates its total costs in constructing a new station at \$1,622,500, with first-year operating costs expected to be \$648,240. It plans to finance its operations with \$50,000 from the sale of stock to its owners, \$700,000 in bank loans, and \$1,190,000 in credit and deferred payments on equipment. It estimates its first-year revenues at \$1 million.

## FTC opens probe of 'Post's' holdings

The Federal Trade Commission last week began investigating charges of media monopoly raised against the Washington Post Co. by U.S. Transdynamic Corp., licensee of WAVA Arlington, Va. (BROADCASTING, March 3).

The commission made no public announcement, but in a letter to Representative Joel T. Broyhill (R-Va.), who seconded WAVA's complaint, Chairman Paul Rand Dixon stated that an investigation would begin. The vote was 3-to-2 in favor of the probe, with Commissioners Philip Elman and James M. Nicholson dissenting, the letter said.

The basis of WAVA's complaint was the conversion to an all-news format of the Post's WTOP Washington. WAVA, an all-news station for several years, as-

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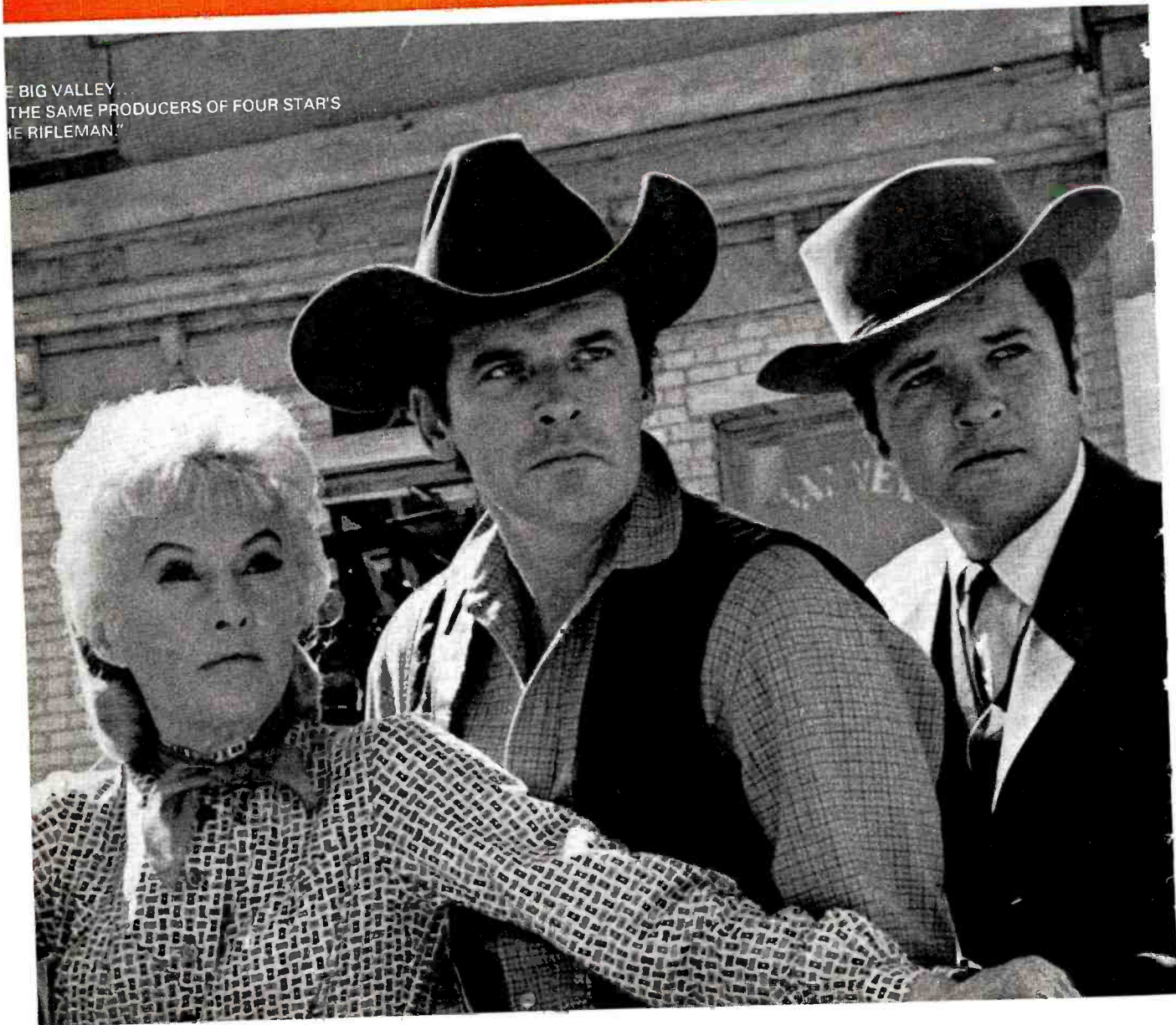
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WLUK-TV Green Bay	KTNT-TV Seattle/Tacoma
KHTV Houston	KREM-TV Spokane, Wash.
WHTN-TV Huntington, W. Va.	KPLR-TV St. Louis
KORK-TV Las Vegas	KOVR-TV Stockton/Sacramento
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serted that the Post company, which also owns WTOP-FM-TV, the *Washington Post* and *Newsweek* Magazine, was attempting to monopolize news outlets in the market. A spokesman for the Post company has denied that it has any antitrust intentions and claimed that it was impossible to "protect a format" (BROADCASTING, March 3).

## WGN in full glare of multimedia issue

### Dispute on market shares marks Chicago hearing on Tribune FM purchase

WGN Continental FM Co. and a Chicago citizens' group sparred before FCC Hearing Examiner Basil P. Cooper for three days last week over the sale of WFMT (FM) to group-owner WGN. At issue is whether the sale of the fine arts-programmed Chicago station to WGN, which is part of the Tribune Co. complex of broadcast and newspaper holdings (WGN-AM-TV Chicago, *Chicago Tribune* and *Chicago's American*), represents an undue concentration of control of mass media.

The FCC had approved in March 1968 the sale of WFMT by sole owner Bernard Jacobs for about \$1 million to the WGN group without a hearing. But a hastily formed citizens' group (Citizens' Committee to Save WFMT), seeking to "save" the station's format, appealed that decision to the U.S. Court of Appeals for the District of Columbia, claiming that the sale would lead to a concentration of media control. The court ultimately remanded the case to the commission, although it did not rule that a public hearing was necessary (BROADCASTING, Jan. 13).

### Quaal reveals plan for expanding WGN

Plans for greatly enlarging WGN-AM-TV Chicago's headquarters studio-office complex and expansion of the WGN Continental Broadcasting Co.'s cable television holdings were disclosed Wednesday by Ward L. Quaal, WGN Continental president, in testimony before an FCC hearing examiner in the case of the group owner's purchase of WFMT (FM) Chicago.

Mr. Quaal said the expansion of the WGN headquarters plant in northwest Chicago will more than double its present size and will involve an investment of about \$6 million.

The doubling of the WGN facilities, just seven years old and already including extensive studio space for live TV

The hearing in Chicago last week before Examiner Cooper is part of an expedited proceeding ordered by the commission. The examiner will not write an initial decision; instead, he will certify the record directly to the commission for decision.

The information developed during the WFMT hearings is expected to be of considerable interest to the commission in its current over-all review of media diversification and multiple-station holdings. The broad policy issues implicit in the case have also been under study by the Justice Department, and a Chicago attorney of the department was present as an observer last week.

(The WFMT case is replete with ironical twists. The WFMT assignment application was granted by the commission after the Justice Department had looked into the proposed sale and decided to take no action to block it. The commission decision was delivered the same day a notice of proposed rule-making was issued aimed at barring any owner of a full-time station from acquiring another full-time outlet in the same market.)

During the hearings the citizens' group directed its attack at what it indicated was a disproportionate share of the advertising revenues in the Chicago market garnered by the Tribune Co. media complex. The group noted that the *Chicago Tribune* had a dollar advertising volume exceeding the combined volume of the other three papers in the city, including the Tribune Co.'s own *Chicago's American* and the Field Enterprises Inc.'s *Sun-Times* and *Daily News*.

The group further noted that WGN-TV was fourth in revenues and third in broadcast income (for 1967) among the city's six TV stations; WGN was first in both revenue and income for all radio stations in the market, and WFMT

programming and syndication production, has yet to receive approval of the parent Tribune Co., Mr. Quaal explained, but this consent is expected once the plan is submitted. No timetable for the action was given.

Mr. Quaal also reported that WGN Continental has been awarded the CATV franchise for Edwards Air Force Base in California. By the time construction is completed in 18 months, he said, the system is expected to serve 3,100 subscribers.

WGN Continental already has other CATV interests in California and upper Michigan. In California they serve 2,600 subscribers in the Palmdale and Quartz Hill areas and by the end of this year they will be serving 2,000 subscribers in the area of Lancaster. Northern Michigan subscribers total 2,700.

was first in both categories for all FM stations.

WGN witnesses did not deny the figures, but they pointed to other media in the total market areas covered by the WGN stations. The WGN stations would actually have a smaller share of media market-dollar dominance, it was argued, if they were considered apart from Chicago city proper. The citizens' group argued that only the Chicago city data was relevant.

The WGN witnesses further emphasized the autonomy of the broadcast and newspaper activities of the Tribune Co. group. In his testimony Ward L. Quaal, WGN Continental president, stressed that except for the highest echelon of corporate officers, "there is no horizontal interconnection between the newspapers and the broadcasting stations." He said that the policy of separateness always has existed within the group and that he has consistently been given free reign to operate independently of the Tribune Co. publishing subsidiaries.

The major point in dispute between the two groups was what constitutes the size of the Chicago market. The citizens' group compared the advertising revenue impact of the WGN radio stations with those stations licensed in the city of Chicago; the WGN witnesses expanded the comparison to include all those stations in suburban Chicago noted in the FCC financial figures. A wide disparity in market impact occurred.

The citizens' group compared WGN with various AM and AM-FM station combinations in Chicago and found WGN took over 23% of the revenue dollars in 1967 and over 32% of the income. WFMT, measured against only five other independent FM's (no AM affiliations), came up with over a 31% revenue share and over a 25% income share.

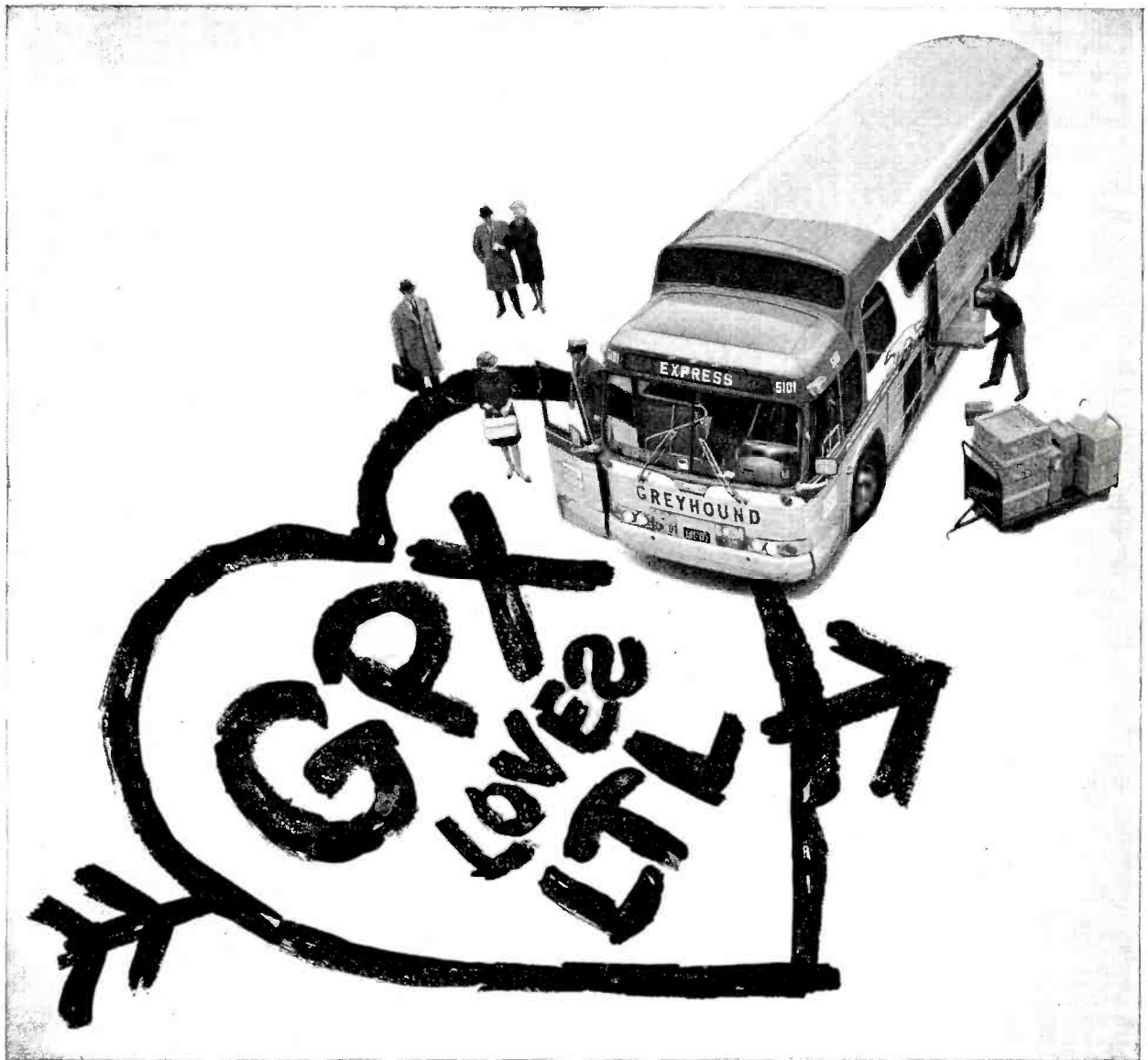
The WGN witnesses, using the total radio station base employed in the 1967 FCC financial reports for the Chicago market area, found WGN had only a 5.3% share of the revenue dollars and a 5.7% share of the total income. WFMT's shares fell well below 1% in this comparison.

### FCC gets NCCB views first hand in D.C.

Members of the board of the National Citizens Committee for Broadcasting met for lunch with five FCC commissioners in Washington last week and, according to NCCB and FCC sources, all was sweetness and light.

The group discussed, among other things, according to an official NCCB statement, cable television (the organization is in favor of CATV), communications satellites, license-renewal pro-





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ceedings, "network domination" of prime-time programing, and long-range financing for public broadcasting.

The committee also discussed, it said, citizens' participation in broadcasting. The commissioners, NCCB said, "welcomed the entry of a national citizens organization into the debate about broadcasting's merits and responsibilities."

Present were FCC Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox, James J. Wadsworth, Nicholas Johnson and H. Rex Lee.

## ETV reaches decision time

### NET must pick successor to White and PBL must decide its own future

The noncommercial television industry faces several significant decisions in the upcoming weeks:

- The selection of a successor to John F. White as president of National Educational Television.

- The future of the Public Broadcast Laboratory.

- The consideration by the Ford Foundation of a new proposal for Sunday-night programing.

- The development of a long-range plan for awarding grants by the Ford Foundation and the Corp. for Public Broadcasting.

John F. White announced his resignation last week, after more than 10 years of service with NET, to accept the presidency of a small New York college, the Cooper Union for the Advancement of Science and Art (see page 154). He will officially join the school May 1, but will continue to give some time to NET until June.

In a prepared statement, Mr. White outlined his reasons for leaving: "Today NET is stronger than at any time in its history. It is, in fact, in a position where new leadership should be a healthy thing . . . and I have long felt that any person in such a job should not hold that job for more than a decade."

Four members of NET's board of trustees—Norman Cousins, editor of *The Saturday Review*; Burke Marshall, vice president and counsel, IBM; Peter G. Peterson, chairman of Bell & Howell Co., and Sidney P. Marland Jr., president of the Institute for Educational Development—compose the nominating committee which must search for a successor to Mr. White.

Cooper Union's chairman of the board of trustees, Daniel Maggin, said the school had been searching for a president since Dr. Richard F. Humph-

reys, president since 1961, died last August, and that Mr. White brings "the dynamic leadership, the creative imagination, educational background and a distinguished record of achievement" needed in the school's planned expansion of facilities.

Mr. White was instrumental in the expansion and development of NET since 1958, from an annual budget of \$1.5 million and 27 stations to over \$23 million and 161 stations today.

Before that, he was general manager of noncommercial WQED(TV) Pittsburgh for three years. He started his career in education in 1941 as admissions counsellor at Lawrence College, Appleton, Wis., served as director of admissions, dean of students, and dean and director of the development program at Illinois Institute of Technology in Chicago from 1944 to 1950, then joined Western Reserve University, Cleveland, as vice president.

Before Mr. White leaves, another decision will be made affecting the fate of the Public Broadcast Laboratory grant late this month, and various organizations are ready to compete for a renewal of the \$10-million, two-year grant Ford awarded to PBL in 1967, if the foundation is so minded.

PBL officials are now drafting a description of projected programs to present to Ford, but officials of the eight largest noncommercial stations have already suggested an alternative to PBL: *Sunday Night*, a series with more emphasis on cultural presentations than on news and public affairs. The managers also proposed a new office of "coordinator" for the series, although production would be handled by the stations, thus eliminating the expense of an extra, separate staff.

The station executives who met in Chicago several weeks ago include Hartford N. Gunn Jr., WGBH-TV Boston; James Day, KQED(TV) San Francisco; James L. Loper, KCET(TV) Los Angeles; William J. McCarter, WETA-TV Washington; John W. Kiermaier, WNDT(TV) Newark, N.J.-New York; Donald V. Taverner, WQED(TV) Pittsburgh; John W. Taylor, WTTW(TV) Chicago, and Warren A. Kraetzer, WUHY-TV Philadelphia. They consulted with Mr. White of NET, PBL's parent organization, but he felt such a fragmentation in educational television production might be wasteful, an NET source said.

NET has come up with a plan of its own for Sunday-night cultural programs, but emphasized the proposal was for a summer replacement of PBL, not a presumption that PBL would be going off the air.

The general feeling at PBL is that the foundation will continue to support Sunday-night programing in some manner, if not the PBL structure itself. The staff believes it performed a valuable

function in establishing "the prototype, or vanguard, of a fourth network, if you will," along with NET.

PBL's controversial track record, in internal organizational disputes as well as programing, does not help its cause. Its first year was marked by a disagreement between director Av Westin and the editorial board. The board dissolved itself and Fred Bohlen was brought in as executive editor to help Mr. Westin. Mr. Westin then left as soon as the bulk of the second year's programs were taped. Other mild disagreements arose on censorship between PBL and its parent, NET, and between individual producers and the PBL administration.

Although competition in the public broadcasting field seems endless, two organizations are cooperating.

The Ford Foundation and the Corp. for Public Broadcasting are presently working together to try to establish some long-range goals for educational television, so future grants will be utilized most effectively.

## Free press topic of NAB and network heads

The National Association of Broadcasters last week concluded the last of three special meetings with broadcasting and network leaders on the growing governmental threat to freedom of the broadcast press.

The final meeting came on the eve of a command performance in Washington for the network presidents and NAB President Vincent T. Wasilewski (see page 27).

The meeting, held in Chicago on Tuesday (March 11), featured ABC President Leonard Goldenson. Previous meetings had been held in Atlanta, with NBC President Julian Goodman (BROADCASTING, March 10), and in Los Angeles with CBS President Frank Stanton (BROADCASTING, March 3).

The meetings were arranged at the initiative of Mr. Wasilewski to involve key broadcasters in a dialogue on current regulatory problems affecting programing so that courses of action could be charted. The consensus at the closed Chicago meeting, it was reported, followed that of the other meetings, stressing the seriousness of the current threats to broadcasters as the "greatest ever."

In addition, it was reported, there was a need expressed for the development of more grass-roots political strength by broadcasters and a need to strike out for positive action.

Broadcasters should, it was felt, seek all the relief they can get, asking Congress to make it clear that broadcasting should be free and kept free. Also, legislation should be sought to keep the present ownership patterns from being





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## Sunday services set for NAB delegates

Two morning and one afternoon religious services on Sunday, March 23, have been scheduled for delegates to the National Association of Broadcasters convention in Washington.

First of the services will be held at 9 a.m. in the Sheraton-Park hotel where a laymen's devotional breakfast will be held under the chairmanship of Malcolm Burlison of Metromedia Inc.

destroyed by precipitate anticoncentration decisions, it was argued.

Specific legislative proposals were understood to have been discussed at the meetings, and if agreement is reached by NAB leadership on one or more of the proposals to be sought, an effort may be made to have bills submitted in Congress and pushed for enactment, it has been indicated.

Participating in the Chicago meeting were: N. L. Bentson, WLWL-AM-FM Minneapolis; Charles B. Brokefield, WREC-AM-FM-TV Memphis; Walter J. Brown, WSPA-AM-FM-TV Spartanburg, S. C.; George W. Campbell, WRFD and WNCI-FM-TV Columbus, Ohio; George Comte, WTMJ-AM-FM-TV Milwaukee; Roy Danish, Television Information Office, New York; John F. Dille Jr., Communicana Group of Indiana; Morton S. Cohn, WLOS-AM-FM-TV Asheville, N. C.; Richard D. Dudley, Forward Communications Stations; Everett H. Erlick, ABC Inc.; Robert W. Ferguson, WTRF-FM-TV Wheeling, W. Va.; Jerry Lee, WDVR(FM) Philadelphia; John E. Heselden, WHEC-AM-TV Rochester, N.Y.; Leonard H. Goldenson, ABC, and Richard O'Leary, WLS-TV Chicago.

Also J. R. Livesay, WTWO(TV) Terre Haute, Ind.; Dean McCarthy, WXYZ-AM-FM-TV Detroit; August C. Meyer, Midwest Television Stations; John Kluge, Metromedia; Thomas Dougherty, Metromedia; Leonard J. Patricelli, WTIC-AM-FM-TV Hartford, Conn.; David A. Thurston, WMNB-AM-FM North Adams, Mass.; Willard F. Walbridge, KTRK-TV Houston; Mr. Wasilewski and Paul Comstock, NAB.

## 'Needs' survey shows citizen against sin

Broadcasters who try to follow the FCC's criteria in surveying community needs and desires sometimes have a hard time. Take Rocky Mt., Va., a community of 1,500 in the southwest area of the state, where WYIT on 1570 kc is buying WKWS on 1290 kc for \$75,000. When approved, WYIT plans to turn back its license for 1570 kc, and operate on 1290 kc.

At 10:45 a.m. in the Sheraton-Park, a mass will be jointly sponsored by the Catholic Apostolate of Mass Media and the National Catholic Office for Radio Television. Offering the mass will be Archbishop Philip Hannan, episcopal chairman of the communications department of the U. S. Conference of Bishops.

An Evensong Service will be held at 4 p.m. at the Washington Cathedral with the Rev. Edgar Romig of the Epiphany Church, Washington.

When the application for this assignment was submitted to the FCC last December, Lester L. Williams, principal owner of WYIT, included a survey of 16 community leaders. The FCC staff told Mr. Williams he hadn't done the survey correctly; it should, they said, focus more on the needs of the area, not particularly on what the community wanted from its radio station.

So WYIT is now conferring with 20 community leaders. To get an idea of what the average citizen thinks, WYIT bought a quarter-page in the bi-weekly *Franklin News-Post* to run a questionnaire asking readers what they thought the needs of the community are.

The ad ran in two issues of the local newspaper. Response: one. This was from a local minister who asked for more "wholesome, not sinful" programs for youth.

## Group-think session on cable, satellites

### Information technology brass decries restraints through govt. regulation

About 150 executives of companies in the information-technology field at a three-day conference in New York last week, received briefings on wide-ranging developments they can expect in communications during the next decade.

CATV and satellite transmission were among major tools stressed at the meeting, "planning for information market opportunities in the 1970's," sponsored March 10-12 by the American Management Association.

Although there were varying opinions among communications-industry speakers on the relative importance of roles to be played by telephone lines, CATV, satellites and microwave or laser transmission, there was general agreement that progress would come most rapidly under minimal government restriction.

Among this was the criticism of the FCC's freeze on CATV expansion by Eugene V. Rostow in an address on "communications policy for the seventies" (see page 146).

Samuel S. Street, president of S. S. Street Associates, Wheaton, Md., told a panel discussing "information technology: transmission and retrieval" that "the FCC, instead of further restricting CATV, may well be forced to take a clearer look at the cable potential in view of the necessity to accommodate new services in line with current technology."

In the same panel session, Edwin J. Istvan, assistant to the chairman and president for special affairs of the Communications Satellite Corp., noted the compatibility of broad-band satellite transmission with broad-band cable transmission, and said that for satellite development, "technology is not the limiting restraint on what can be done. The restraint is regulatory; the institutional limits, imposed." Mr. Istvan summed up the projections of most of the communications speakers when he predicted: "We are coming to that point in time in the U.S. where we're interconnecting people in broad-band. It just happens that the first connections were television broadcasts because television was the only thing that required it. But once you get the interconnected city grids, you will have a utility concept you have to think of not in terms of the telephone industry or the television industry, but as a broad-service utility."

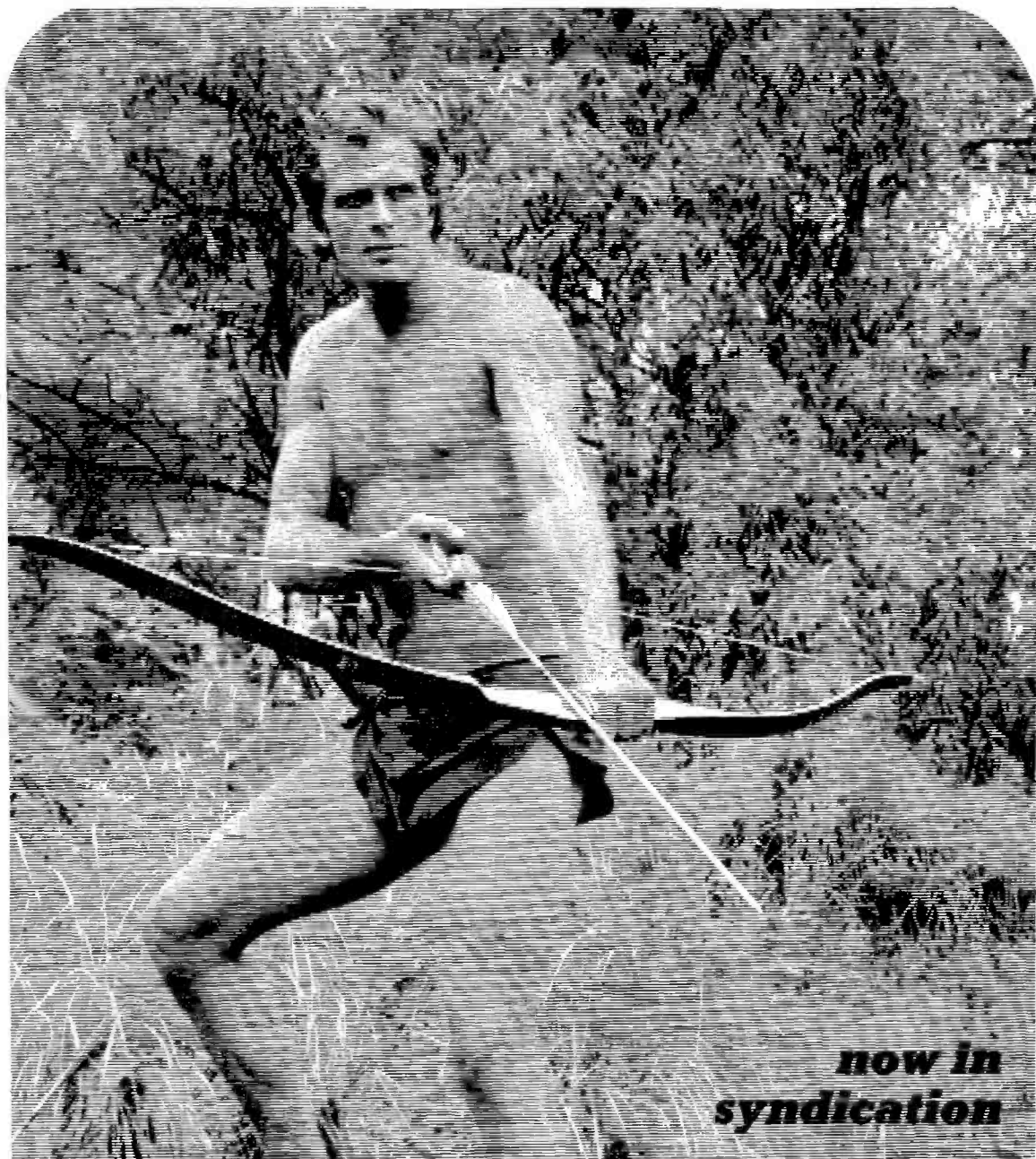
Earlier, Hazard E. Reeves, chairman of the Reeves Broadcasting Corp., described what he called a "cultural lag" between technology and its resulting social and economic values, especially in the television medium.

In the same session, *Esquire* publisher Arnold Gingrich protested that, "I don't feel that the future of magazines is simply one of playing Boswell to television, or of becoming the handmaiden to a computer."

Broadcasting-related speakers who also participated in the three-day session were William M. Ellinghaus, vice president, marketing and rate plans, AT&T, New York; Robert E. Brockway, president, CBS Electronic Video Recording; Fred W. Morris Jr., president, Tele-Sciences Corp., Washington; Roy Benjamin, president, Television Testing Co., New York; Dr. Robert L. Hilliard, chief of the educational broadcasting branch of the FCC; Howard G. Sawyer, vice president, marketing services, Marsteller Inc., New York, and Walter A. Schwartz, president, ABC Radio.

*The Media section continues on page 140, behind Special Report on the NAB Convention.*





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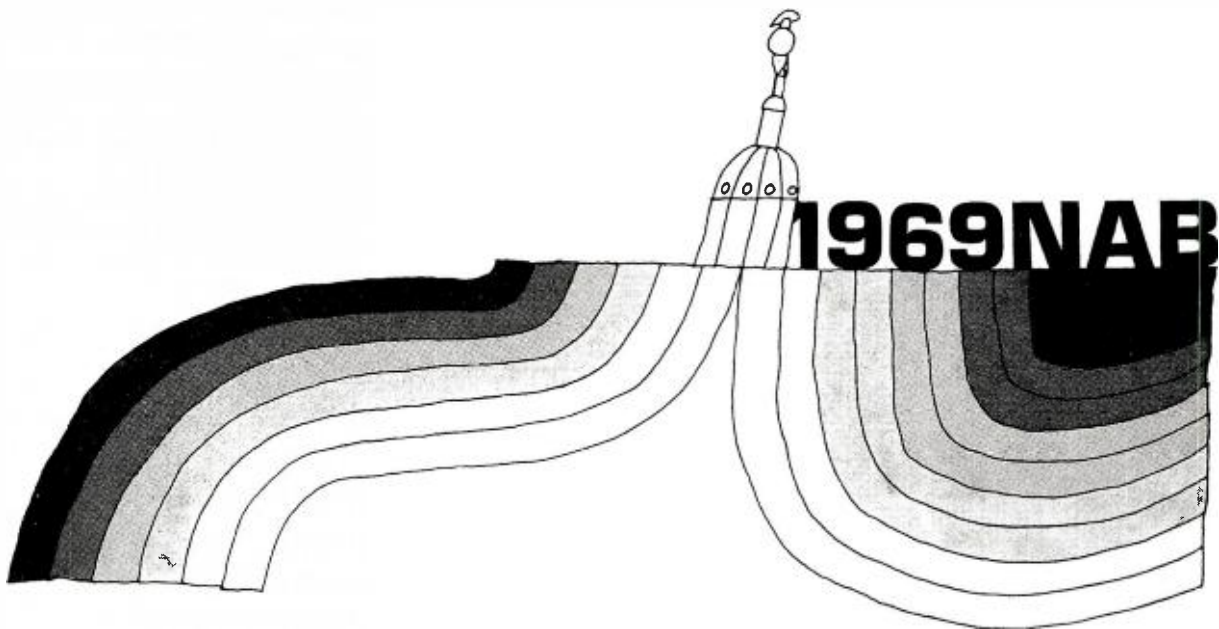
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## NAB's 47th moving into Washington

**Nixon appearance still a question mark;  
Attendance, exhibitors will be at new high**

The upcoming 47th annual convention of the National Association of Broadcasters and the associated 23d annual Broadcast Engineering Conference, keeping to the tradition of meeting in the nation's capital during presidential inauguration years, will this year keep tradition also in setting new records of attendance, exhibits and in the informal person-to-person contacts that can affect matters ranging from personal employment through essential station purchases of programing and equipment to the highest level of interaction between the government and the broadcasting profession.

The NAB annual conventions have historically made news and been news and this year's meetings will prove no exception. Adding to an air of expectation will be the question of a presidential appearance, still unresolved but considered a good possibility. The presence of an NAB convention in Washington, where it is held every four years, is not a prerequisite for a visit from a President of the U. S. Last year, President Lyndon B. Johnson made his first public appearance at the NAB convention in Chicago the day after his historic "abdication speech."

But the presence of a new administra-

tion adds an extra measure of appropriateness for a convention in Washington this year as mounting governmental pressures make liaison between broadcasters and holders of federal power an increasingly urgent matter.

Federal officials will be on tap in full measure, in formal sessions at both convention hotels—the Sheraton Park and the Shoreham—and informally at dinners and cocktail parties at the main hotels and in overflow hotels all over the city. And whether or not President Nixon appears, other members of his administration should prove to be accessible to the politically potent gathering that broadcasters represent.

Top legislators will be present. Senator John O. Pastore (D-R. I.), who this week outlined plans for an authoritative study by the surgeon general of the U. S. on the effects, if any, of televised violence (see page 27), will address Monday's (March 24) management luncheon. Broadcasters' most important interface with the federal apparatus, the FCC, will be represented in strength at the meetings. FCC Chairman Rosel H. Hyde will address the joint management and engineering luncheon (Wednesday, March 26).

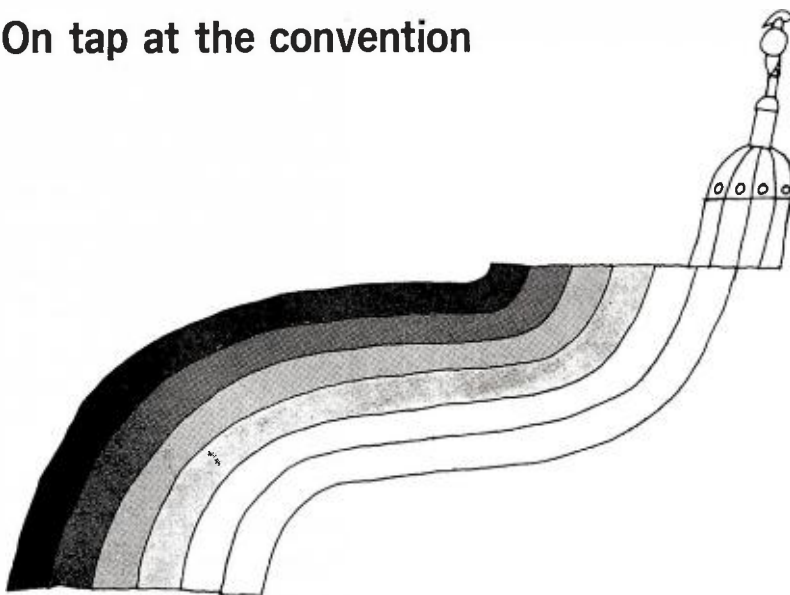
Also set as speaker for a Monday luncheon, before the engineering session, is former presidential candidate Barry Goldwater, now Republican senator from Arizona. Noncommercial broadcasting will be represented by Frank Pace Jr., chairman of the board of the federally chartered Corp. for Public Broadcasting, who will address Tuesday's (March 25) management conference luncheon.

NAB President Vincent T. Wasilewski will address the opening general assembly session on Monday (March 24).

In large measure, delegates will come this year to pay homage to pioneers of broadcasting. Slated to receive NAB's annual distinguished service award is John E. Fetzer, president, John E. Fetzer Stations. Another figure, now part of America's folklore of radio and television performing pioneers, will reminisce during the radio assembly on Tuesday (March 25). Arthur Godfrey will review "Radio's golden moments, yesterday, today and tomorrow."

**Official agenda, other events ....p. 72**  
**What syndicators will show .....p. 74**  
**Technical papers, agenda .....p. 92**  
**Major displays and exhibits .....p. 107**  
**'Where to Find It' directory .....p. 138**

## On tap at the convention



Official agenda for the 47th annual National Association of Broadcasters convention, March 23-26, at the Shoreham and Sheraton-Park hotels, Washington, follows. Listed separately are unofficial and related meetings and activities (see opposite page). The engineering conference agenda begins on page 92 and equipment exhibits on page 107.

**Registration** Saturday, March 22—9 a.m.-5 p.m. Sunday, March 23—8 a.m.-6 p.m. Monday, March 24—8 a.m.-6 p.m. Tuesday, March 25—9 a.m.-5 p.m. Wednesday, March 26—9 a.m.-5 p.m. Lower Lobby, Shoreham.  
**Exhibit Hours** Sunday, March 23—10 a.m.-7 p.m. Monday, March 24—9 a.m.-7 p.m. Tuesday, March 25—9 a.m.-7 p.m. Wednesday, March 26—9 a.m.-5 p.m. Exhibit Halls, Shoreham and Sheraton-Park.

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### Sunday, March 23

**NAB FM Day Program** 2:30-5 p.m. Sheraton-Park, Cotillion Room.

*Presiding:* Harold R. Krelstein, WMPS-FM Memphis. *Report of FM Committee Chairman:* David H. Polinger, WTFM(FM) Lake Success, N. Y.

*Emphasis on FM Sales:* Radio Advertising Bureau presentation. *Checkpoint FM:* Curtis B. Plummer, chief, FCC Field Engineering Bureau.

*The Magic Formats of FM:* Moderator, Edward D. Allen, WDOR-FM Sturgeon Bay, Wis. Panelists: Jerry Holley, WIBW-FM Topeka, Kan.; Durward Tucker, WRR-FM Dallas; Jerry Chapman, WFBM-FM Indianapolis, and Joseph B. Whalen, WDAO(FM) Dayton, Ohio.

*Remarks:* FCC Commissioner Robert T. Bartley.

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### Monday, March 24

**General Assembly** (Management and Engineering Conferences): 10:30 a.m.-noon, Shoreham, Regency Ballroom.

*Presiding:* Harold Essex, WSJS-TV Winston-Salem, N. C., convention co-chairman. *Music:* U. S. Marine Band. *Invocation:* The Rev. William Fore, executive director, Broadcasting and Film Commission of National Council of Churches of Christ, New York. *Presentation of colors:* Joint service color guard.

*Introduction:* Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors. *Address:* Vincent T. Wasilewski, NAB president. *Music:* St. Petersburg (Fla.) Boychoir.

*Presentation of NAB's Distinguished Service Award* to John E. Fetzer, president, John E. Fetzer Stations, by Mr. Wasilewski. *Remarks:* Mr. Fetzer.

**Management Conference Luncheon** 12:30-2:30 p.m. Sheraton-Park, Sheraton Hall.

*Presiding:* Donald A. Thurston, WMNB North Adams, Mass., convention co-chairman. *Invocation:* The Rev. Donald F. X. Connolly, National Catholic Office for Radio and Television, New York.

*Introduction of the Speaker:* Vincent T. Wasilewski, NAB president. *Address:* Senator John O. Pastore (D-R.I.).

**Joint Management Assembly** 2:30-3:30 p.m. Shoreham, Regency Ballroom.

*Presiding:* Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors.

*Introduction of the Speaker:* Roy E. Morgan, WILK Wilkes-Barre, Pa. *Address:* Whitney M. Young Jr., executive director, National Urban League.

**Radio Assembly** 3:30-4:30 p.m. Shoreham, Regency Ballroom.

*Presiding:* Donald A. Thurston, WMNB North Adams, Mass.

*Annual RAB Presentation:* Miles David, president, Radio Advertising Bureau; Robert H. Alter, executive vice president; Carleton F. Loucks, director, regional sales.

**Television Assembly** 3:45-4:45 p.m. Sheraton-Park, Cotillion Room.

*Presiding:* Harold Essex, WSJS-TV Winston-Salem, N. C., convention co-chairman.

*Television Bureau of Advertising Report:* Norman E. Cash TVB president.

*The Spot Transaction. Today—Tomorrow?:* Moderator, Donald L. Kearney, Corinthian Broadcasting Corp., New York. Panelists: Leslie G. Arries, WBEN-TV Buffalo, N. Y.; Jack Fritz, The Blair Companies, New York, and Marvin Antonowski, J. Walter Thompson Co., New York.

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### Tuesday, March 25

**Radio Assembly** 9:30 a.m.-noon. Shoreham, Regency Ballroom.

*Presiding:* Richard D. Dudley, WSAU Wausau, Wis., chairman, NAB radio board. *The Magic of Radio:* Mr. Dudley.

*All-Industry Radio Music License Committee Report:* Elliott M. Sanger, committee chairman. *Buchwald On:* Art Buchwald, columnist and humorist.

*Radio and Records: A Concert in Sound—1969:* Henry Brief, executive director, Record Industry Association of America. *Radio's Golden Moments—Yesterday, Today and Tomorrow:* Arthur Godfrey.

**Management Conference Luncheon** 12:30-2:30 p.m. Sheraton-Park, Sheraton Hall.

*Presiding:* Harold Essex, WSJS-TV Winston-Salem, N. C., convention co-chairman. *Invocation:* Rabbi Bernard H. Mehlman, Temple Micah, Washington.

*Introduction of the Speaker:* Vincent T. Wasilewski, NAB president. *Address:* Frank Pace Jr., chairman of the board,



Corp. for Public Broadcasting.

**No afternoon sessions** There is no program for this period so delegates may visit the exhibits and hospitality suites.

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## Wednesday, March 26

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**Television Assembly** 9-10:45 a.m. Sheraton-Park, Cotillion Room.

*Presiding:* Charles H. Tower, Corinthian Broadcasting Corp., chairman, NAB TV board.

### *NAB TV Board Elections*

*National Academy of Television Arts & Sciences Award Presentations for community service and programing serving disadvantaged young people.*

*Inside Broadcast Self-Regulation:* Stockton Helffrich, director, NAB Code Authority. *Should TV Cover It?—Or Cover It Up?:* Roy Danish, director, Television Information Office.

### *TV Board Election Results.*

**General Assembly** (Management and Engineering Conference) 11 a.m.-1 p.m. Shoreham, Regency Room.

*Presiding:* Grover C. Cobb, KVGB Great Bend, Kan., chairman, NAB board of directors.

*Broadcasting and the Government:* Moderator, Mr. Cobb. Panelists: Lee Loevinger, attorney and former FCC commissioner; Paul A. Porter, attorney and former FCC chairman; Robert L. Heald, attorney and president of Federal Communications Bar Association; Douglas A. Anello, NAB general counsel; Sol Taishoff, editor and publisher, BROADCASTING Magazine.

**Joint Management and Engineering Luncheon** 1:30-3:30 p.m. Sheraton-Park, Sheraton Hall.

*Presiding:* Donald A. Thurston, WMNB North Adams, Mass., convention co-chairman. *Invocation:* Dr. Paul Stevens, director Radio and Television Commission, Southern Baptist Convention, Fort Worth.

*Introduction of the Speaker:* Vincent T. Wasiliewski, NAB president. *Address:* Rosel H. Hyde, FCC chairman.

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## Special convention meetings

(Not a part of the official NAB program.)

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## Thursday, March 20

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6-8 p.m.—**Association for Professional Broadcasting Education** board dinner. Sheraton-Park, Baltimore Room.

8-10 p.m.—**Association for Professional Broadcasting Education** board meeting. Sheraton-Park, Annapolis Room.

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## Friday, March 21

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9 a.m.-5 p.m.—**Association for Professional Broadcasting Education** board meeting. Sheraton-Park, Baltimore Room.

9:30 a.m.-noon—**National Association of FM Broadcasters** sessions. Washington Hilton, Jefferson Room.

12:30-2:30 p.m.—**National Association of FM Broadcasters** luncheon. Washington Hilton, International Ballroom East.

2:30-5:30 p.m.—**National Association of FM Broadcasters** membership meeting. Washington Hilton, Jefferson Room.

10 p.m.-midnight—**Intercollegiate Broadcasting System** reception. Washington Hilton, Georgetown East and West

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## Saturday, March 22

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9 a.m.-noon—**National Association of FM Broadcasters** sessions. Washington Hilton, Jefferson Room.

9:30-11:45 a.m.—**Association for Professional Broadcasting Education** annual meeting. Sheraton-Park, Maryland Suite.

10:30-11:45 a.m.—**Intercollegiate Broadcasting System**

sessions. Washington Hilton, Military, Hemisphere, Thoroughbred and Crystal Rooms.

12:30-2:45 p.m.—**National Association for FM Broadcasters** luncheon. Washington Hilton, International Ballroom East.  
12:45-2 p.m.—**Association for Professional Broadcasting Education** luncheon-business meeting. American University.  
2-5 p.m.—**Association for Professional Broadcasting Education** meeting. American University.

2:30-3:30 p.m.—**Intercollegiate Broadcasting System** general caucus. Washington Hilton, International Ballroom West.

2:45-5:30 p.m.—**National Association of FM Broadcasters** sessions. Washington Hilton, Jefferson Room.

3:45-5 p.m.—**Intercollegiate Broadcasting System** sessions. Washington Hilton, Military, Crystal, Thoroughbred and Hemisphere Rooms.

7-9 p.m.—**Intercollegiate Broadcasting System** dinner. Washington Hilton, International Ballroom Center.

8-10 p.m.—**Association for Professional Broadcasting Education** workshop session. Sheraton-Park, Maryland Suite.

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## Sunday, March 23

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9-10 a.m.—**ABC Radio Affiliate Advisory Boards** meetings, Sheraton-Park, Richmond, Arlington, Alexandria and Dover Rooms.

9-11 a.m.—**National Association of Broadcasters** laymen's devotional breakfast. Sheraton-Park, Park Room.

9 a.m.-12:15 p.m.—**National Association of FM Broadcasters** sessions. Washington Hilton, Jefferson Room.

9 a.m.-12:30 p.m.—**ABC Radio Affiliates** breakfast meeting. Sheraton-Park, Sheraton Hall.

9 a.m.-2 p.m.—**Broadcast Music Inc.** board meeting-luncheon. Washington Hilton, Georgetown West.

9:30 a.m.—**Association of Maximum Service Telecasters** technical committee meeting. Shoreham.

10-11:30 a.m.—**Association for Professional Broadcasting Education** meeting. Sheraton-Park, Annapolis, Frederick and Maryland Rooms.

10-11:45 a.m.—**Intercollegiate Broadcasting System** sessions. Washington Hilton, Thoroughbred, Military and Hemisphere Rooms.

10:45 a.m.—**National Association of Broadcasters** convention mass offered by Archbishop Philip F. Hannan of New Orleans, episcopal moderator, department of communications, U. S. Catholic Conference. Lector: John Vath, WSMB New Orleans. Sheraton-Park, Continental Room.

11 a.m.-1 p.m.—**Association for Broadcasting Standards** technical committee meeting. Sheraton-Park, Calvert Room.

12-2 p.m.—**Association for Professional Broadcasting Education** reception and luncheon. Sheraton-Park, Maryland Suite.

12:30-5 p.m.—**ABC Primary Affiliates** meeting. Shoreham, Palladian Room.

1-4 p.m.—**Association for Broadcasting Standards** board reception and luncheon. Sheraton-Park, Potomac Room.

2-5:30 p.m.—**Association of Maximum Service Telecasters** board meeting. Shoreham, Heritage Room.

2 p.m.—**Society of Broadcast Engineers** meeting. Shoreham, Forum Room.

3-6 p.m.—**ABC Radio Affiliates** reception. Sheraton-Park, Sheraton Hall.

4 p.m.—**Evensong Service** in honor of National Association of Broadcasters delegates by Rev. Edgar Romig of Epiphany Church, Washington. Washington Cathedral.

4-6 p.m.—**Association for Broadcasting Standards** membership meeting. Sheraton-Park, Baltimore Room.

6 p.m.—**ABC-TV** reception and banquet. Washington Hilton, International Ballroom.

6:30 p.m.—**NBC Affiliates** reception and buffet. Statler Hil-

ton, Presidential Room.

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## Monday, March 24

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8-9:30 a.m.—**Mark Century Corp.** breakfast and programing seminar. Shoreham, Empire Room.  
8-10 a.m.—**TV Stations Inc.** membership breakfast meeting. Shoreham, Blue Room.  
2:30-3:30 p.m.—**Columbia University** broadcasting institute. Sheraton-Park, Dover Room.  
5-7 p.m.—**Harvard Business Seminar** smoker. Shoreham, Tudor Room.  
6 p.m.—**Metromedia Radio** reception and dinner. Mayflower, Grand Ballroom.  
8-10:30 p.m.—**Audio Engineering Society** meeting. Sheraton-Park, Baltimore Room.  
9:30 p.m.—**Group W Productions** reception. Shoreham.

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## Tuesday, March 25

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8-10 a.m.—**Society of Television Pioneers** breakfast. Sheraton-Park, Continental Room.

8 a.m.-noon—**All-Channel Television Society** breakfast symposium. Sheraton-Park, Baltimore and Annapolis Rooms.

8:30 a.m.-12:15 p.m.—**Association of Maximum Service Telecasters** meeting. Shoreham, Diplomat Room.

11 a.m.-noon—**All Industry Radio Music License Committee** meeting. Sheraton-Park, Calvert Suite.

2:30-4 p.m.—**Association of Maximum Service Telecasters** board meeting. Shoreham, Heritage Room.

3-4:30 p.m.—**All Industry Television Music Licensing Committee** meeting. Sheraton-Park, Dover Room.

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## Wednesday, March 26

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9-11 a.m.—**Daytime Broadcasters Association** meeting. Sheraton-Park, Baltimore Room.

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## Thursday, March 27

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9 a.m.-5 p.m.—**Visual Electronics Corp.** post-NAB technical seminar. Sheraton-Park.

# All systems go for record TV syndication

## Largest number of first-runs in more than decade; \$235-million prospects cheer exhibitors' NAB suites

The 1969 crop of syndicated programing will consist of some things old, some things new and some things both old and new. As station executives converge on the hospitality suites of TV-program distributors in Washington next week, they can sample (besides exotic hors d'oeuvres and sundry cocktails) excerpts from such vintage series as *My Little Margie* and *Shotgun Slade*, plus rerun movies; such brand-new offerings as *Zsa Zsa Gabor Show* and *David Frost Show* and new productions of such long-time favorites as *To Tell the Truth*, *Beat the Clock* and *Queen for a Day*.

A canvass of leading producer-distributors last week pointed to the conclusion that 1969 will be distinguished by the largest number of first-run properties in more than a decade and a conviction that sales will eclipse goals set in 1968.

Though sales statistics in the sprawling TV-program syndication business are difficult to gather since there is no centralized source, some key authorities estimated that business in 1968 rose to \$235 million from about \$220 million in 1967. They are setting their sights on a 10% increase for 1969. In 1968, the international gross was about \$80 million, up from \$75 million in 1967, while domestic sales reached \$155 million, up from \$145 million.

Probably the single hottest item of conversation among syndicators is the effect the movement of *The Merv Griffin Show*, sold in about 150 local

markets, will have on their industry when it shifts to a late-night slot on CBS-TV this summer. There is divided opinion as to the repercussions the *Griffin* defection will have on various elements of the syndication field.

"I think it's going to hurt the syndicated features," one large distributor of program series remarked. "It closes down the 11:30 p.m.-1 a.m. slot that traditionally has been important for features. And it will help those of us who have first-run or off-network product to fill in for *Griffin* in the many markets he played in late afternoon or early evening. I personally can't see *David Frost* [the successor to *Griffin*, syndicated by Group W Productions]."

On the other hand, distributors with large feature-film supplies profess to be only slightly concerned over the shuttering down of the late-night slot for features on CBS-TV affiliates. One key feature distributor offered this rationale:

"It has hurt our sales this winter to some extent, because CBS-TV stations are waiting to see how *Griffin* will do. But I can tell you that some of these stations have bought movies in order to be protected in case *Griffin* is canceled. Our feeling is that three late-night personalities, such as Carson, Griffin and Bishop, can't survive. One of them has to go. Remember Bill Dana [on the defunct United Network]. He lasted only a month. Features are still a staple of local programing, and good movies, even rerun product, are like money in

the bank."

Three other developments that are calculated to spur syndication sales in 1969, according to program sellers, are the decision by ABC-TV to return the 10:30 a.m.-noon period (recently filled by the *Dick Cavett Show*) to local stations; the continuing growth of UHF stations in terms of number and competitiveness with V's, and heightened interest by advertisers in their own syndicated vehicles.

"The cancellation of *Cavett* gives 90 minutes across the board to be filled," one distributor pointed out. "It's a big hole to fill. We realize that a few stations, particularly some of the ABC O&O's, are trying to develop their own local shows for part of this segment. But the vast majority will have to go with syndicated product."

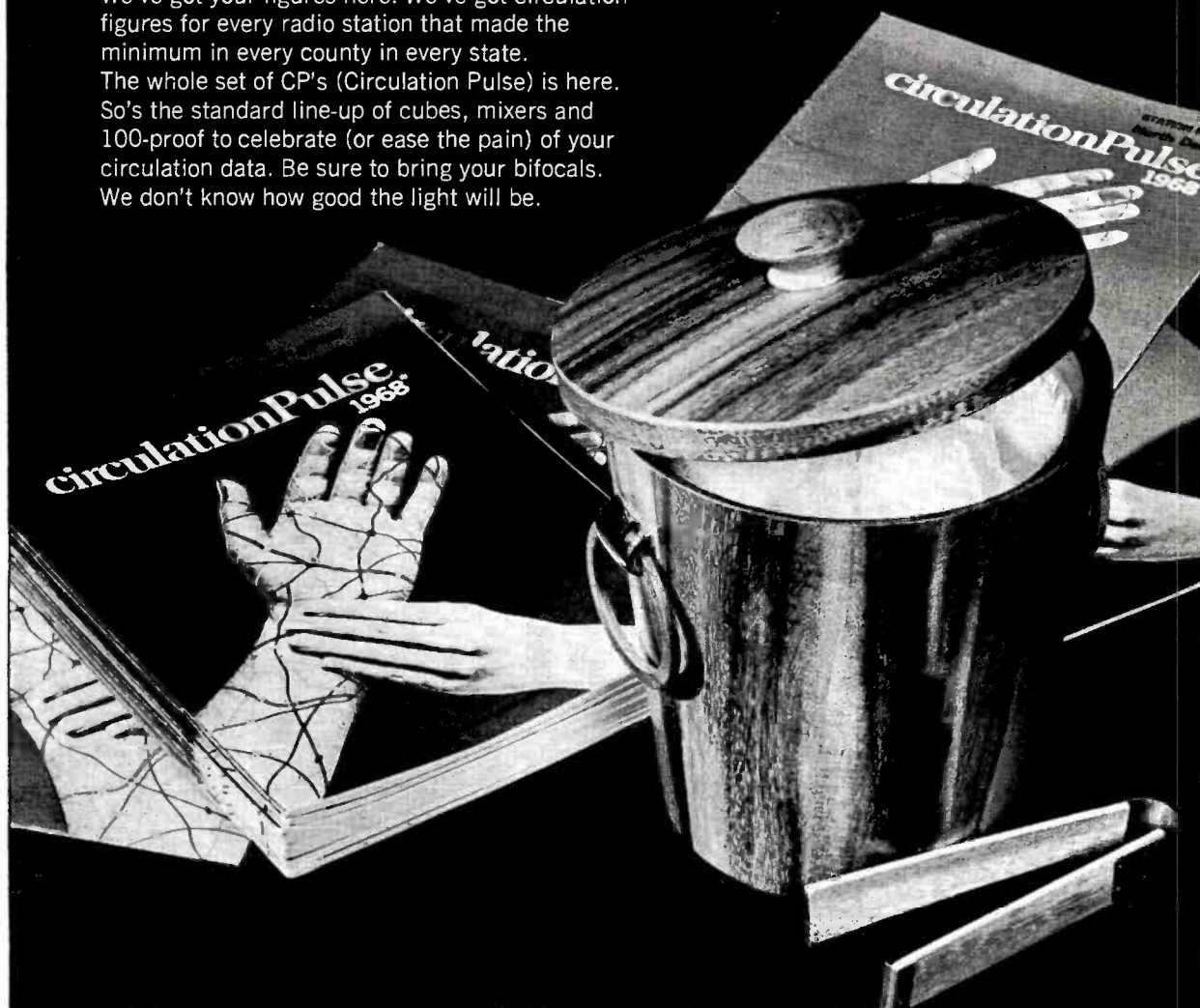
Many distributors were even more enthusiastic about the positive effects of an expanding UHF market. Several noted that more than 25 UHF's have begun operation in the past year and half a dozen more are slated to go on the air over the next few months.

"Let's face it," one syndication entrepreneur confessed, "the UHF outlets often mean the difference between profit and loss to some companies. UHF stations are buying a lot of product. But above and beyond that they are exerting an influence on V's in their markets, who might have passed up some series but bought them to keep them from falling into the hands of the U's. They are helping to raise our prices too, be-



# Come up and see our circulation library.

We've got your figures here. We've got circulation figures for every radio station that made the minimum in every county in every state. The whole set of CP's (Circulation Pulse) is here. So's the standard line-up of cubes, mixers and 100-proof to celebrate (or ease the pain) of your circulation data. Be sure to bring your bifocals. We don't know how good the light will be.



## Pulse at the NAB

Suite F140-141, SHERATON PARK HOTEL

George Sternberg (N.Y.)  
Larry Roslow (N.Y.)  
Richard Roslow (N.Y.)  
Irene Lambie (N.Y.)

Ken Gross (L.A.)  
Paul Gillett (Chi.)  
Clark Slayman (Atlanta)

Ask about our  
LQR and  
Wide Area  
Radio Service

cause V stations realize we have another place we can sell our programs. VHF stations have been going on the air in major markets, and places like Philadelphia, Boston, San Francisco, Detroit, Cincinnati and Denver have perked up, now that U's are starting to make waves."

Most syndicators applauded the tendency on the part of more and more advertisers to purchase rights to series or specials in a specific number of markets. They viewed this as a boon to more creative and diversified programming fare, and as a plus in buttressing syndication's claim that it can achieve advertisers' demographic and geographic needs on an economical basis.

"As a syndicator, I welcome the direct participation by advertisers," a leading distributor official said. "If I can give program rights to an advertiser in 20 or 25 markets, I don't have to invest the manpower and time to sell those markets. I can concentrate on selling a property in other markets."

Almost unanimously syndicators insisted that prices for all types of programming are rising. They cited increasing costs of production and selling and the widening market place as a result of the UHF proliferation as factors that dictated the hike in prices.

In recent years, feature films have accounted for the larger share of the syndication pie in competition with series made expressly for TV. Movies are expected to continue to be a staple of local-station programming in 1969, but stations are likely to become more selective.

"Off-network reruns of movies are still good programming," a syndicator said. "Some classic films are going to be rerun over and over again. But I have a strong hunch that movies of lesser quality from companies other than major are likely to have tough sledding. It depends, to some extent, on what happens in the 11:30 p.m.-1 a.m. slot where the late-night personalities are competing. If I had to make a projection, I'd say syndicated movies will drop off somewhat this year, but companies with major product will continue to do quite well."

Major company distributors are expected to release off-network features throughout the year and this supply will be supplemented by independent productions, some of which will be first-run-to-TV movies and imports from abroad. There was a consensus among syndicators that much of the foreign-produced features, dubbed in English, would find it difficult to land station time periods, the exceptions being outstanding presentations.

The big news in the made-for-TV syndication sphere is the abundance of first-run series. They are primarily produced on tape; they have game or per-

## BPI will be represented

There will be 35 representatives of BROADCASTING Magazine and the BROADCASTING YEARBOOK in Washington, March 23-26 to cover the 47th annual National Association of Broadcasters convention and related meetings. The editorial and advertising representatives of Broadcasting Publications Inc. will hold open house during the convention in the Madison suite of the Sheraton-Park hotel.

Representing BROADCASTING will be: Sol Taishoff, Edwin James, Art King, Rufus Crater, Fred Fitzgerald, Earl Abrams, Len Zeidenberg, Sherm Brodey, Martin Kuhn, Joseph Esser, Robert Malone, Alan Steele Jarvis, Mehrl Martin, Timothy McLean, Steve Millard, Jeffrey Olson, Sue Tropin, Kate Long, Mary Ann Patterson, Gladys Hall.

Lawrence B. Taishoff, Maury Long, Ed Sellers, Warren Middleton, Bill Merritt, David Bailey, Greg Masefield, George Dant, Harry Stevens, Robert Sandor, Molly Dwyer, Patricia Wismer, Irving Miller, David Whitcombe, Richard Kinsey.

sonality-variety formats; they are primarily five-days-a-week properties designed for strip programming and they are, in some instances, remakes of formerly successful shows on the networks. They are not analogous, of course, to the action-adventure, first-run series produced in the 1950's at high cost.

"I'm really excited about the large number of promising first-run series that are being offered for strip programming," the general manager of a group of independent TV stations commented. "We are considering several for the fall schedule that we feel are fresh and different."

Among the new first-runs in the personality-variety sector are the *Bruce Morrow Show*, *Zsa Zsa Gabor Show*, *The David Frost Show* and the *Barbara McNair Show*. Among the game show remakes are *To Tell the Truth*, *What's My Line?*, *Can You Top This?*, *Beat the Clock* and *Queen for a Day*. Among other game shows offered for sale are *The Game Game*, *The Moneymakers* and *The Anniversary Game*. Among other first-run series in the syndication mart are *Juvenile Court*, *Buck Owens Show* (country-western), *Slim Scene* (exercise), *Maurice Woodruff Predicts* (astrology), *Wonderful World of Astrology* and *Famous Jury Trials* (courtroom drama).

One distributor heavy in the off-network and feature-films area scoffed at the preponderance of game and variety-personality series that have been plunked on the marketplace, and remarked: "Now where are stations going to put all this stuff? The success of *Mike*

*Douglas* and *Merv Griffin* has spurred a host of imitators. The solid backing that has gone to *Truth or Consequences* has led to the game shows, particularly those that are being revived. It's the old story of television. Once a certain type of show clicks, everybody jumps into the act.

"We'll stick with features and off-networks, products that have a track record. We certainly would have no hesitation in producing a first-run but it would have to be something really fresh and different."

First-run programming will also come from the entertainment-specials area. Producers-distributors reported they were in the process of developing a considerable number of such shows, often in association with advertisers prepared to sponsor them in specified markets. It could not be determined whether there would be an increase in the number of entertainment specials during 1969-70 because plans were still in the developmental stages at most companies.

The off-network series supply for 1969-70 again seems fairly limited. Nine such series have been committed definitely to syndication, compared to seven this time last year and 10 in 1967. The last bumper crop of off-networks was 1966 when 22 series were offered during the NAB convention.

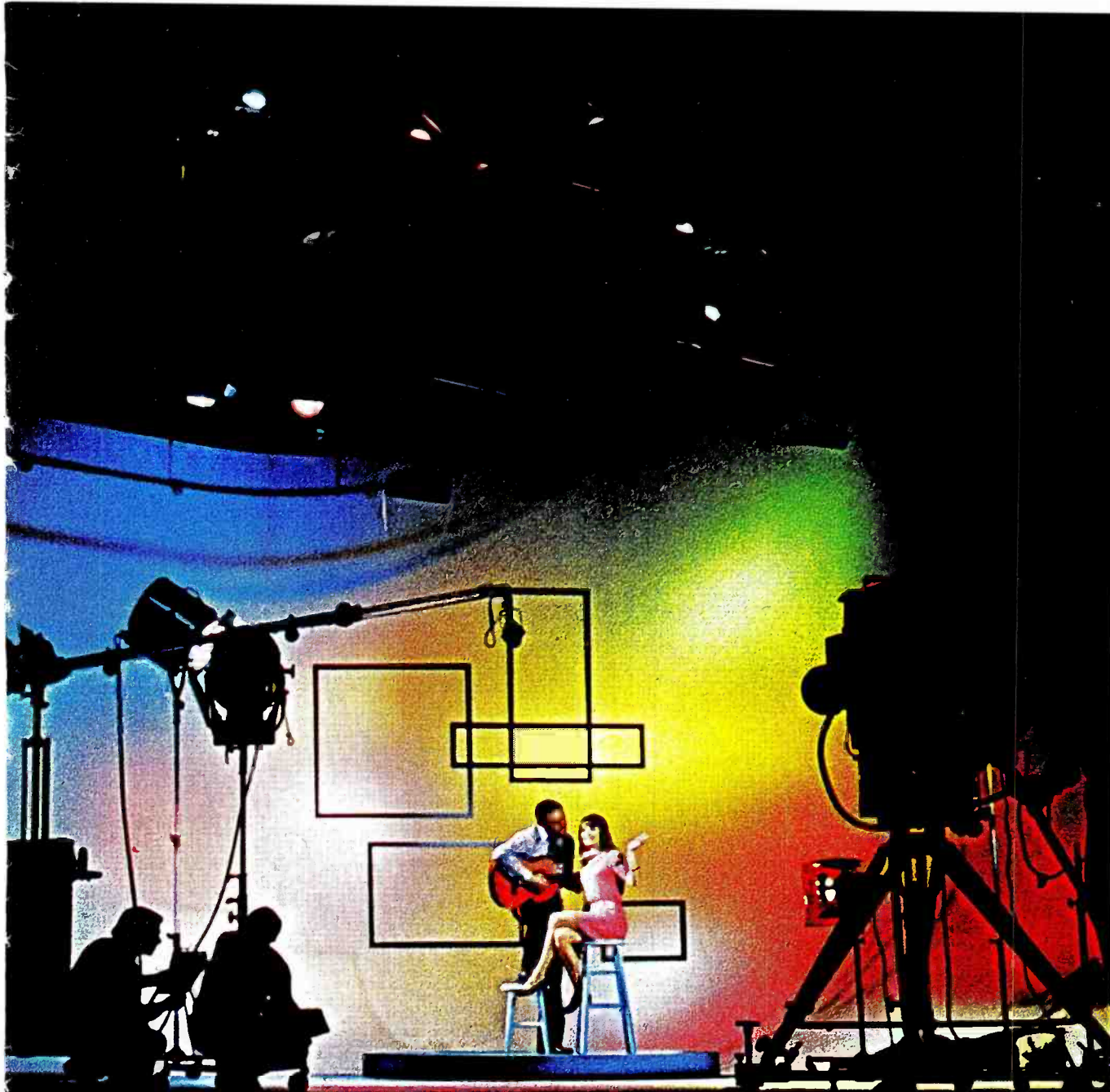
Off-network series known to have been placed on the market are *Candid Camera*, *Dick Van Dyke*, *The Avengers*, *Daktari*, *Tarzan*, *Star Trek*, *Felony Squad*, *Big Valley* and *Judd for the Defense*. It is likely that additional series will be made available this spring and summer, provided prerelease sales are made. For example, it is known that ABC Films is sounding out the marketplace on *Ben Casey*, *The Fugitive* and *N.Y.P.D.* to gauge receptivity, but is withholding a decision until some substantial sales are completed.

"Off-networks can be good for stations and good for the distributor," a key program salesman observed. "But a company has to be careful or it can lose its shirt. Residual costs are extremely high. You have to be sure that you can recoup residuals plus all the other costs before you definitely commit yourself. And in this day of strip programming, you really ought to have at least 60 and usually more episodes in order to interest a station."

One unusual sidelight to this year's crop of off-networks is that two of the series—*Candid Camera* and *Dick Van Dyke Show*—are in black and white. CBS Enterprises, the distributor, does not disdain color but insists that in TV programming, "the play's the thing."

For the first year since 1961, the Television Film Exhibit will not be held during the NAB convention. TFE was a loose confederation of some of the leading television syndicators, which ar-





**We switch you now  
to a program for happier  
station managers, operators  
and advertisers.**

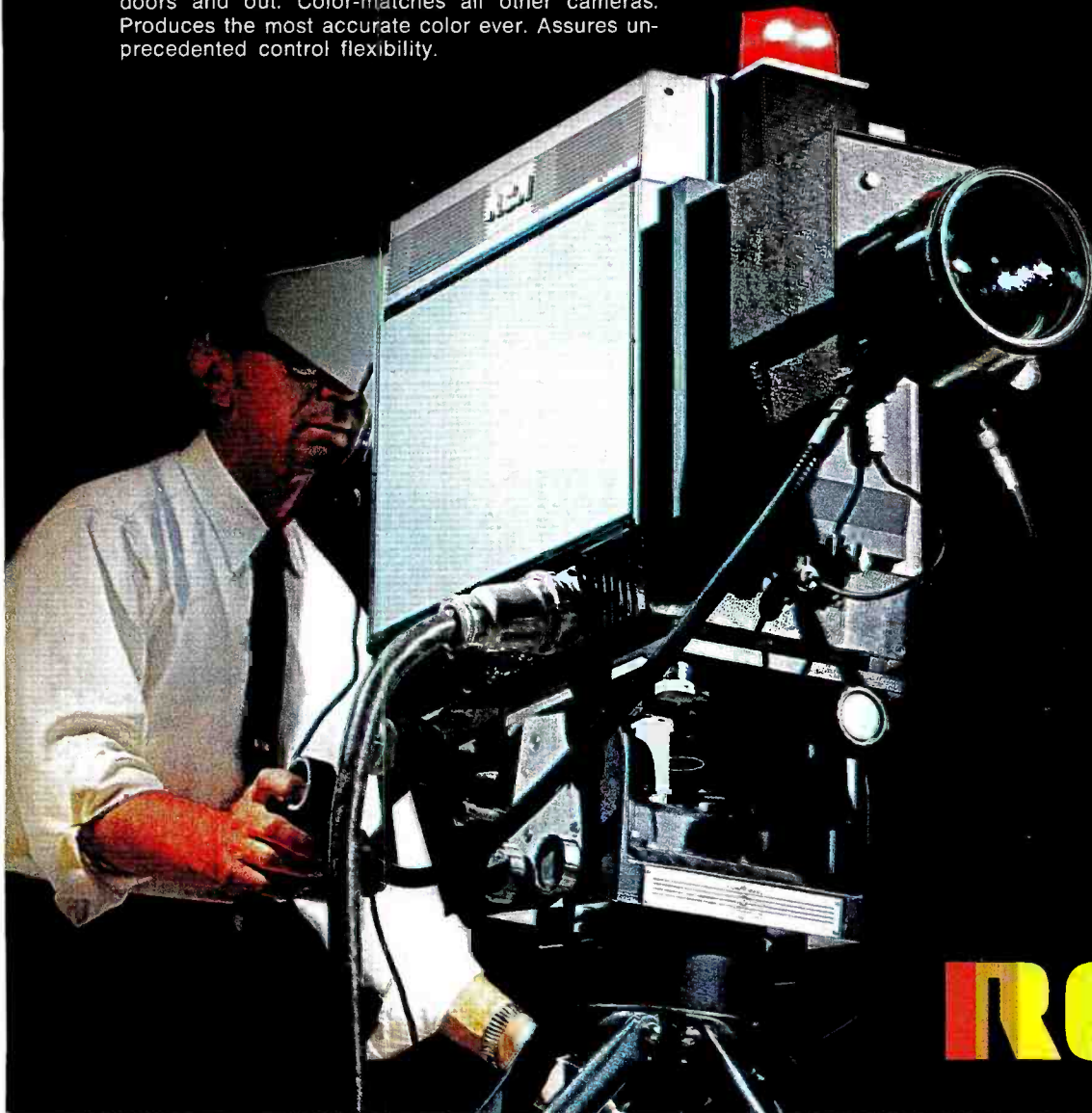
This program will be shown live—  
and in its entirety—at the 1969 NAB

# The NAB Show-Stopppers from (you guessed it) RCA

BROADCAST EQUIPMENT DESIGNED TO IMPROVE YOUR STATION'S COLOR IMAGE,  
INCREASE ITS NET, REDUCE OPERATING TENSION AND ENHANCE CREATIVITY

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It's the new 3-tube TK-44A, the best PbO color camera ever made! And the most usable. A maximum-performance studio camera that can double as your most dependable remote camera! Sets up faster indoors and out. Color-matches all other cameras. Produces the most accurate color ever. Assures unprecedented control flexibility.

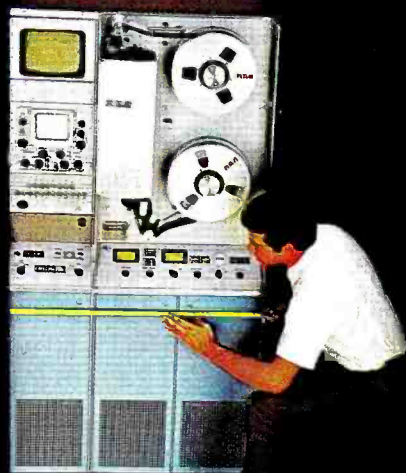
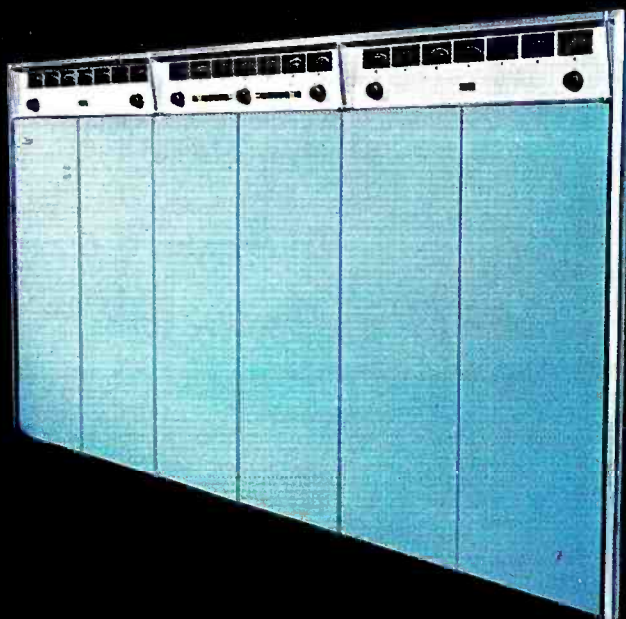


**RCA**



### THE 2X BETTER VHF-TV TRANSMITTER

The new TT-30FL, the best 30-KW parallel-operated TV transmitter ever made! The "specs" tell you why. They're twice as good as any other transmitter made! The TT-30FL can reduce off-air time (and rebates), improve your color image and assure lower maintenance costs.



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The new TR-60. You'll call it the finest moderately-priced VTR at the Show. But it's better than that. "Specs" prove that it can actually outperform VTRs priced thousands of dollars more! And it's ready for automation whenever you are.

The new TR-70B, the first VTR to safeguard quality automatically! The 70-B automatically prevents playback on the wrong FM standard. Produces the highest degree of color fidelity ever achieved. Even improves sub-standard tapes made on other machines. The only way you can go wrong with it is by turning off its audio-visual automatic warning system!



# Audio and Radio Show-Stoppers from RCA.

## RCA AUDIO SYSTEMS!

Total audio control designed to meet your specific needs. Illustrated below is a super-flexible modular console systematized for WTRF-TV's special requirements. (It won't be at the Show, but two of its "brothers" will be!)

## POWER-EXPANDABLE TRANSMITTERS

FM and AM transmitters engineered to grow in power whenever you're ready to grow—with virtually no increase in floor space! From 5-KW and up.

## AM TRANSMITTERS

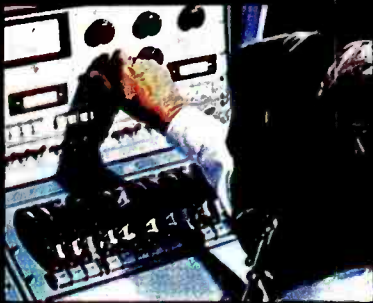
1, 5, 10-KW partially transistorized.

## 25 LESS TUBES

The new 6-tube 50-KW AM transmitter, BTA-50J —with solid state oscillator/exciter/modulator. Only 6 tubes, 3 types... reduces operating costs!

## AUDIO AUTOMATION TAPE SYSTEMS

—while you're out selling time, they can run a full day's programming... automatically!



The world turns us on.

ranged for exhibit space in close proximity to one another and staged a mammoth cocktail party to which leading government and broadcasting officials were invited.

No official explanation has been given for the absence of TFE this year. Privately, some companies have confided that TFE was a costly undertaking; it was shunned in more recent years by many of the major distributors, and it involved considerable planning by various committee members. "It just faded

away because no one picked up the ball this fall and started it rolling," one distributor volunteered.

Though television-program syndicators in large numbers will be in Washington, several of the major companies are boycotting the convention this year. Among the known absentee distributors will be Warner Brothers-Seven Arts, United Artists Television, Independent Television Corp. and the Walter Reade Organization.

Some companies were piqued because

they claimed they had lukewarm cooperation from the NAB in arranging satisfactory space and others felt that Washington was not an advantageous setting for exposing syndication product for possible sale to stations.

"So who sells anything at the NAB convention?" a distributor who is going, retorted. "I haven't missed a convention in 18 years. At the end of each convention, I promise myself I'll never go back because it's been a waste of time. But I go back like clockwork."

## TV program distributors and Washington NAB locations

Major exhibitors are listed here with their suite location. Programs available exhibitors are listed here with their suite location. Programs available are listed with number of episodes in parentheses. Radio program producers and syndicators follow the TV listings.

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### ABC Films

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#### Shor, E630

**Headquarters:** 1330 Avenue of the Americas, New York.

**Programs available:** *Anniversary Game, Ben Casey* (153), *Beany & Cecil* (78), *Combat* (152), *George of the Jungle* (51), *Hurdy Gurdy* (28), *Harvey Cartoons* (170), *Invaders* (43), *Lincoln's Last Day* (1), *NYPD* (49), *One Man Show* (26), *Songs for Christmas* (8), *Girl Talk* (1,300, still in production), *World Series of Tennis* (13), *Annie Oakley* (80), *Adventures of Champion* (26), *Breaking Point* (30), *Buffalo Bill* (42), *Buck Rogers and Flash Gordon* (53), *Congressional Investigator* (39), *Counterthrust* (13), *Douglas Fairbanks* (117), *Echo I* (17), *Eighth Man* (52), *Expedition* (41), *Fugitive* (120), *Garrison's Gorillas* (26), *High Road* (35), *Herald Playhouse* (104), *Hound for Hire* (26), *It's Your Move* (26), *I'm Dickens, He's Fenster* (32), *Miss Teen International* (1), *Man with a Camera* (28), *New Breed* (36), *New Casper Cartoons* (26), *One Step Beyond* (96), *People's Choice* (104), *Playhouse* (52), *Range Rider* (78), *Rebel* (76), *Shivaree* (30), *Shindig* (66), *Straightaway* (26), *Twenty Grand* (24), *Twenty-six Men* (78), *Three Musketeers* (26), *Wendy & Me* (34), *Wyatt Earp* (130), *You Can't Do That on Television* (1).

**Personnel:** Kevin O'Sullivan, Jerry Smith, Colin Campbell, Howard Lloyd, Charles Atkins, George Back, Jim Thomson, Dick Cignarelli, John Randall, Robert Dowd, Ray Russum, and Scott Moger.

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### Allied Artists Television Corp.

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#### Sh-P, Suite unassigned

**Headquarters:** 230 West 41st Street,

New York.

**Programs available:** *Cavalcade of the 60's—Group V* (26), *Cavalcade of the 60's—Group IV* (27), *Cavalcade of the 60's—Group III* (16), *Cavalcade of the 60's—Group II* (32), *Cavalcade of the 60's—Group I* (31) *Bob Hope Features* (7), *Science Fiction* (32), *Bowery Boys* (48), *Bomba the Jungle Boy* (13), *Charlie Chan* (11), *Dial "AA" Action Features* (29), *Post 45's* (6), *Post 50's* (12), *Westerns* (145), *Action Features* (104).

**Personnel:** Andrew P. Jaeger, Leo Brody and Ken Weldon.

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### American International Television

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#### Shor, G508

**Headquarters:** 165 West 46th Street, New York.

**Programs available:** *The Avengers* (83), *Johnny Sokko and His Flying Robot* (26), *Young Adult Theatre #2* (20).

**Personnel:** Stanley Dudelson, Hal Brown.

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### Avco Embassy TV

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#### Shor, D708

**Headquarters:** 1301 Avenue of the Americas, New York.

**Programs available:** *Plus Twelve* (12), *Country Hayride* (39), *Phil Donahue Show* (260), *Be Feminine* (260), *Avco Broadcasting news specials*.

**Personnel:** E. Jonny Graf, Charles Britt, Harvey Victor and Larry Ayers.

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### Banner Films

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#### Mayflower, Suite unassigned

**Headquarters:** 527 Madison Avenue, New York.

**Programs available:** *Tarzan* (57).  
**Personnel:** Ken Israel.

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### Broadcast Sales Inc.

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#### Sh-P, Suite unassigned

**Headquarters:** 745 Fifth Avenue, New York.

**Programs available:** *Law of the Land* (170), *Breakthrough!* (pilot).

**Personnel:** Russel Clancey and Bernice Harte.

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### CBS Enterprises

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#### Shor, G600

**Headquarters:** 51 West 52nd Street, New York.

**Programs available:** *Dick Van Dyke Show* (158), *What's My Line?* (400), *Candid Camera* (130), *The Game Game* (190), *Perry Mason* (245), *Password* (195), *I Love Lucy* (179), *Make Room for Daddy* (195), *Twilight Zone* (134) half-hours, 17 hours), *Rawhide* (144), *Mighty Mouse* (150), *The Defenders* (78).

**Personnel:** Ralph M. Baruch, Joseph B. Irwin, William C. Aden, Jr., Jack V. Arbib, James T. Victory, Edward E. Hewitt, Henry A. Gillespie, James H. McCormick, Jack W. Waldrep, William Stynes, Robert Kolb, William Andrews, Robert Donnelly, Donald Toyne, Willard Block, Norman Horowitz, James P. Jimirro, Fred Gilson, Benigno Nosti and William Weiss.

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### Dick Clark TV Productions

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#### Mayflower, Suite unassigned

**Headquarters:** 9125 Sunset Boulevard, Los Angeles.

**Personnel:** Jack Mann

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### Bing Crosby Productions

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#### WH, Suite unassigned

**Headquarters:** 410 North Michigan

Avenue, Chicago.

**Programs available:** *Paul Harvey Comments* (260), *Beat the Odds* (130), *A Night at the Factory* (monthly specials), *Dr. Albert E. Burke* (260), *Win with the Stars* (52), *Championship Bowling* (104), *Cisco Kid* (156), *Computer Football Forecast* (11), *Let's Go to the Races* (325), *Fun at the Races* (104), *It's Racing Time* (234), *Harness Racing Sweepstakes* (39), *Grand Prize Racing* (26), *Sports Special Sweepstakes* (13), *Bowling Sweepstakes* (13), *All-Star Golf* (142), *World Famous Hunting and Fishing* (52), *All-Star Bowling* (156), *College Football's Greatest Games* (102), *Golf's Golden Years* (1), *Hollywood My Home Town* (1), *Hollywood Without Makeup* (1), *Hawaii Calls* (26), *Ski Breed* (26), *Championship Racing* (26), *Championship Bridge* (78), *Sports Package* (196).

**Personnel:** Basil F. Grillo, Arthur E. Pickens Jr., Howard Christensen, Bob Talamine, Jack Martin, Edward Broman, Al Goustin, Ed Simmel, Bud Thompson, Buzz Hassett, Red Moscato, Jack Jeneson and Pat O'Brian.

### Filmways Syndication Sales

**WH, Suite unassigned**

**Headquarters:** 477 Madison Avenue, New York.

**Programs available:** *Steve Allen Show*, (daily strip), *Pat Boone in Hollywood* (130), *Addams Family* (64).

**Personnel:** Lee Moselle and Ben Halpern.

### Firestone Film Syndication Ltd.

**WH, 4-190**

**Headquarters:** 477 Madison Avenue, New York.

**Programs available:** *Steve Allen Show* (daily strip), *To Tell the Truth* (daily strip), *Pat Boone in Hollywood* (130), *Addams Family* (64), *Branded* (48), *Timmie & Lassie* (156), *Sergeant Preston of the Yukon* (78), *Lone Ranger* (221), *Lone Ranger Features* (2).

**Personnel:** Len Firestone and Alton Whitehouse.

### Four Star Entertainment Corp.

**Shor, B820**

**Headquarters:** 555 Madison Avenue, New York.

**Programs available:** *Big Valley* (112), *George Jessel's Here Come the Stars* (26), *Holiday Musical Specials* (5), *Can You Top This* (130), *Trial* (130), *Portrait* (12), *Arthur (and the Square Knights of the Round Table)* (39), *Burke's Law* (81), *The Seekers Down Under* (1), *Something Special* (12), *The Rogues* (30), *P.D.Q.* (455),

*Honey West* (30), *The Westerners* (125), *McKeever & the Colonel* (26), *Richard Diamond* (26), *Ensign O'Toole* (32), *Theatre One* (Dick Powell Theater) (60), *Rifleman* (168), *Zane Grey Theater* (145), *The Detectives* (67), *The Detectives* (30), *Stagecoach West* (38), *Exposé (Target: The Corruptors)*, *Law & Mr. Jones* (45), *Sports Specials New Action-Adventure Group* (5), *Sherlock Holmes* (12), *Hollywood Reissues* (12), *Spectacular Showcase* (21), *Super Spy* (11), *Fall of Berlin* and other documentaries.

**Personnel:** Tony Thomopoulos, Richard Colbert, Alan Kraft, Charles Keys, Othur Oliver and Harvey Reinstein.

### Sandy Frank Program Sales

**Sh-P, E330**

**Headquarters:** 44 East 67th Street, New York.

**Programs available:** *My Little Margie* (126), *The Golden Voyage* (78), *Across the Seven Seas* (39), *Americal* (65), *High and Wild* (52), *The American West* (78), *The Traveler* (104), *Colonel Bleep* (100), *Mischief Makers* (78), *Comedy Capers* (92), *Wally Western* (65), *Mighty Mr. Titan* (100).

**Personnel:** Sandy Frank, Burt Friedman, Emily V. Hammond and Mary Scheuring.

### Golden Eagle Films Ltd.

**WH, 5-190**

**Headquarters:** 385 Madison Avenue, New York.

**Programs available:** *Golden Eagle Color Group* (7), *Golden Eagle Adult Group* (3), *Judy Lynn Show* (39).

**Personnel:** Wallace Lancton.

### Goodson-Todman Productions

**WH, Suite unassigned**

**Headquarters:** 375 Park Avenue, New York.

**Programs available:** *To Tell the Truth* (daily strip).

**Personnel:** Jerry Chester.

### Group W Productions & Program Sales

**Sh-P, B520**

**Headquarters:** 240 West 44th Street, New York.

**Programs available:** *Mike Douglas Show*, *David Frost Show*, *Merv Griffin Show*, *Mike Douglas Specials* (4), *David Frost Specials* (4), *Merv Griffin Specials* (4), *Ruddigore* (1), *S. S. Lusia* (1), *The Daring Old Men* (1), *The Blue Minority* (1), *Where's the Back of the Merry-Go-Round* (1), *Stan Getz and All That Jazz* (1), *Ten Days*

*That Shook the World* (1), *Mencken's America* (1), *Marked for Glory* (1), *The Face of Genius* (1), *In the Grand Manner* (5), *No Solid Ground to Stand On* (1), *Gardens of the Morning* (1), *Carry-On Features* (16).

**Personnel:** Chet Collier, David E. Henderson, Jack E. Rhodes, Ralph V. Cunningham, John Davidson, Will Tomlinson, William Seiler, Ben DeAugusta, Jack Wartlieb, Owen S. Simon and Sandra Shutak.

### Larry Harmon Pictures Corp.

**WH, Suite unassigned**

**Headquarters:** 649 North Bronson Avenue, Hollywood.

**Programs available:** *Bozo's Big Top Circus*, cartoons.

**Personnel:** Erwin Needles and Gus Nathan.

### Hartwest Television Inc.

**Sh-P, A500**

**Headquarters:** 635 Madison Avenue, New York.

**Programs available:** *Crossfire* (260), *The Joe Pyne Show* (52).

**Personnel:** Saul Jaffe, Chris Remington, Frank Fitzgerald, Frank Partin, Bill Rafael, David Sureck, Brent Seltzer, Helen Maizner, Andrea Millen, Eleanor Katz, Carol Corea and Laurie Holland.

### King Features

**Windor Park, Suite unassigned**

**Headquarters:** 235 East 45th Street, New York.

**Programs available:** *The Beatles* (39), *Cool McCool* (20), *Popeye* (220), *Krazy Kat* (50), *Barney Google & Snuffy Smith* (50), *Beetle Bailey* (50), *Blondie Features* (28).

**Personnel:** Jerry Berger, Ted Rosenberg, Maurie Gresham, Joe Dowling.

### Krantz Films

**WH, Suite unassigned**

**Headquarters:** 250 West 57th Street, New York.

**Programs available:** *Moneymakers* (260), *Spiderman* (52), *Max, the 2,000-Year Old Mouse* (52), *Rocket Robinhood* (52), *Weaker (?) Sex* (65), *Marvel Super Heroes* (65), *Sports Hotseat* (26), *Perry's Probe* (52).

**Personnel:** Stephen Krantz, Marvin Grieve, Arthur Gross, Gerry Corwin and Al Lancken.

### Kristom Productions Inc.

**WH, Suite unassigned**

**Headquarters:** 5800 Sunset Boulevard,



## If you must cab it, double with an engineer

There is no truth to the rumor that Washington's system of taxicab fares was devised by a city planner for the greater metropolitan Munchkinland.

The story does seem to ring true, however.

An unwary visitor, in town for the National Association of Broadcasters convention next week, might reasonably expect to encounter the dreary, relentless predictability of the familiar meter when traveling in one of the city's 12,000 cabs. Instead, he'll find himself confronted by an unusual zone system that seems alternately to reward and to penalize the hapless rider.

Example: Our man at the convention emerges from a chat with his favorite congressman. Flagging a cab on Capitol Hill, he is whisked some four miles to a hospitality suite at the Mayflower hotel. The trip covers only one zone. Cost: 65 cents. The conventioneer, unaware of the zone system, visibly pleased, concludes that Washington cab service is under the benign jurisdiction of the Salvation Army.

Example two: Our man, fresh from

the many delights of a hospitality suite, saunters out of the Mayflower and does a serviceable middle-aged boogaloo in the direction of the nearest cab. An old friend lives three miles out Connecticut Avenue—less than the distance to Capitol Hill. Once again, the driver races to his destination. Cost: \$1.30. The cab has slithered through two zones. Our man blinks in bewilderment. Delete Salvation Army, insert Mad Hatter.

There is a key to this maze, however. The zones are more comprehensible—and more generous—near the center of town, wherein are concentrated the hotels to be frequented by NAB-goers. The sprawling first zone includes the Mayflower, Statler Hilton, Madison and DuPont Plaza among its landmarks. In the second zone are the Sheraton-Park, Shoreham, Windsor Park and Washington Hilton hotels.

A ride between zones one and two would cost \$1 for a single passenger, 65 cents each for two or more. Fare in a single zone is 65 cents for one passenger, 45 cents each for two or more.

To complicate matters a bit, all the zone-one hotels are in the same sub-zone. Travel between these hotels will be at special rates: 55 cents for a single,

35 cents each for two or more.

However, the Washington zone system does not apply to trips from Washington National Airport (in nearby Virginia) and Dulles Airport (about 15 miles from central D. C.). From these points there are metered cabs and the more economical airport limousines.

One further caveat: It is entirely possible that most cab drivers will be off the streets and on the picket lines during portions of NAB convention week. The drivers have called several brief strikes during the past month to dramatize their demands for a fare increase and a mileage zone fare system. A few hardy souls court the wrath of other drivers and buck the strikes; however, a conventioneer who flags one of these mavericks should expect, when passing picket lines, to feel rather like a widely unloved Bolivian dictator.

At this point, a few would-be conventioners in neighboring states might be pondering the thought of driving to the nation's capital. In a word, don't. The driver simply exchanges the local eccentricities of cab service for the universal malady known as the parking problem. And that, as every city dweller knows, is Munchkinland all over again.

Hollywood.

**Programs available:** *Stop or Swap, Mr. Wishbones, Daphney's Castle, Gene Autry Show, Kim Curtis Song Stories.*

**Personnel:** Barr Sheets.

### Markap Television Corp.

WH, 5-174

**Headquarters:** 515 Madison Avenue, New York.

**Programs available:** *Initial Entry (16), Zsa Zsa Gabor Show (130), Barbara McNair Show (26), Juvenile Court (130), Slim Scene (130), Buck Owen Show (78).*

**Personnel:** Brad Marks, Cy Kaplan.

### MCA TV

Sh-P, D600

**Headquarters:** 445 Park Avenue, New York.

**Programs available:** *Adventures of Kit Carson (104), Alfred Hitchcock Presents (268), Bachelor Father (157), Biff Baker, U.S.A. (26), Calvin and the Colonel (26), City Detective (65), Coronado 9 (39), Crusader (52), D.A.'s Man (26), Follow That Man (82), Jack Benny Show (104), Johnny Midnight (39), Johnny Staccato (27), Leave It to Beaver (234), Love That Bob (173), McHale's Navy (138),*

*Mickey Spillane's Mike Hammer (78), Mr. Ed (143), M Squad (117), Munters (70), Pride of the Family (40), Ray Milland Show (76), Restless Gun (77), Revue Anthology (314), Rosemary Clooney Show (39), SA 7 (26), Shotgun Slade (78), Soldiers of Fortune (52), State Trooper (104), Tales of Wells Fargo (167), Tall Man (75), Alfred Hitchcock Presents (93), Checkmate (70), Cimarron City (26), Frontier Circus (26), Overland Trail (17), Riverboat (44), Run for Your Life (85), Suspense Theatre (53), Suspicion (21), Thriller (67), Universal Star Time (30), Wide Country (28), Arrest and Trial (30), Wagon Train (32), Paramount Pre-'48 Feature Films (500), Universal Feature Films (102), Universal Feature Films (123), Universal Feature Films (50), Universal Feature Films (33).*

**Personnel:** Lou Friedland, Keith Godfrey, DeArv Barton, Bob Greenberg, Layton Bailey, John von Herberg, Carl Russell, Dick Cool, Jack Robertson, Carl Runge, Phil Conway, James Monahan, Harold Cranton, Robert Davis, Bert Herbert, Ralph Franklin, Herbert Stewart, Michael Solomon and Ernest Goodman.

### Medallion TV Enterprises

Shor, Suite unassigned

**Headquarters:** 8833 Sunset Boulevard,

West Hollywood, Calif.

**Personnel:** John Ettlinger and Jack Flax.

### Metromedia Producers Corp.

Sh-P, C246

**Headquarters:** 485 Lexington Avenue, New York.

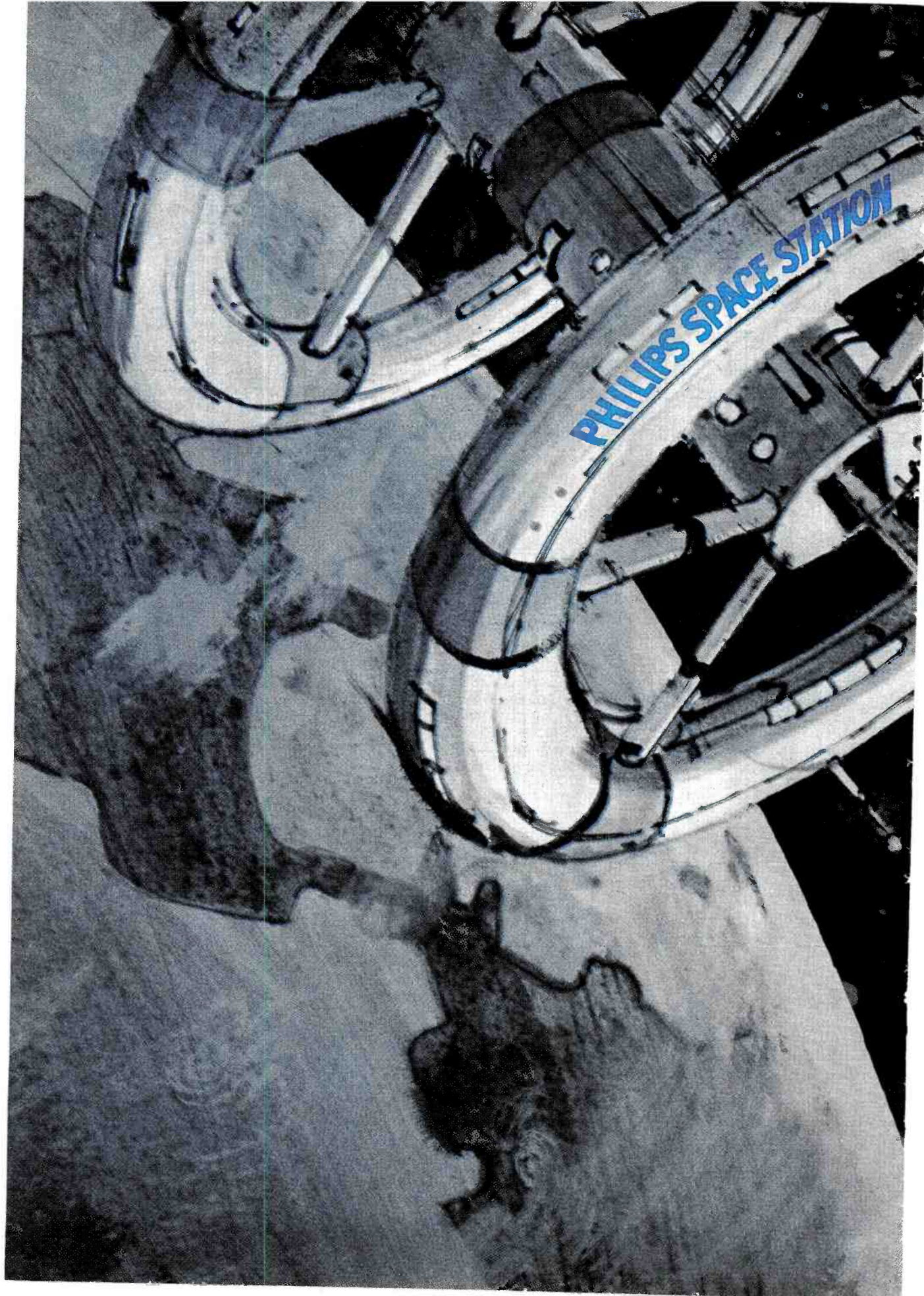
**Programs available:** *Queen for a Day (195), Maurice Woodruff Predicts (39), Evans-Novak Report (52), MPC Specials: Portfolio II (9), Donald O'Connor Show (230), Truth or Consequences (585), Pay Cards! (260), Alan Burke Show (94), My Favorite Martian (107), Woody Woodbury Show (235), Les Crane Show (48), MPC Specials: Portfolio I (22), Laurel & Hardy (156), Crusader Rabbit (260), James Brown/Man to Man special (1), Ray Coniff Christmas special (1), Mean Mr. Firecracker (1), Birth of a Chorus: The Whit/Lo Singers (1), March of Time (8), Men in Crisis (32), The Steve Paul Scene (2).*

**Personnel:** M. J. (Bud) Rifkin, Walter Kingsley, Wynn Nathan, Jack Foley, Victor C. Bikel, Jack Donahue, Jack Garrison, Bob Greenstein, Bill Hendricks, Dave Gale, and Mort Slakoff.

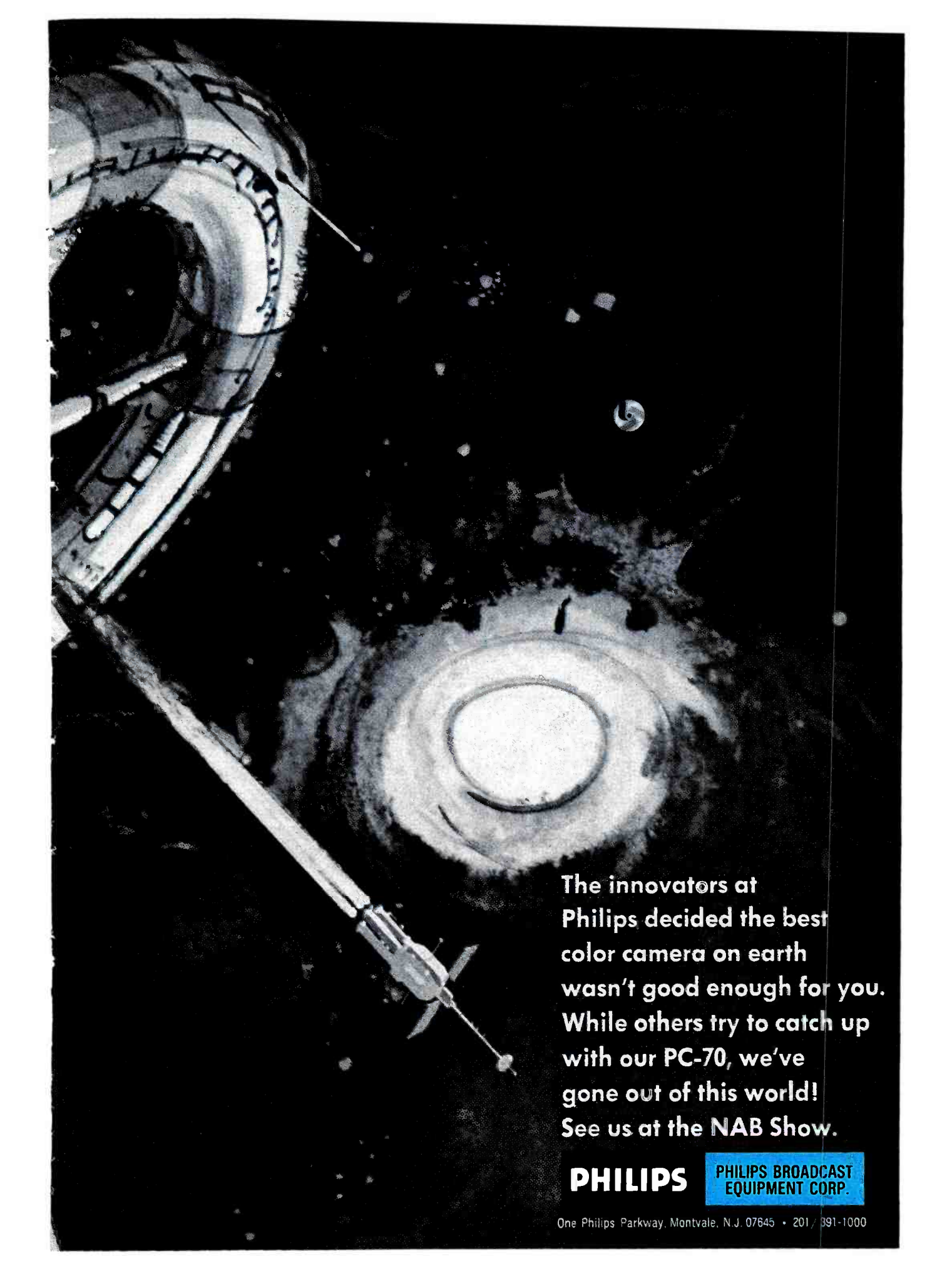
### MGM-TV

WH, 3-101

**Headquarters:** 1350 Avenue of the







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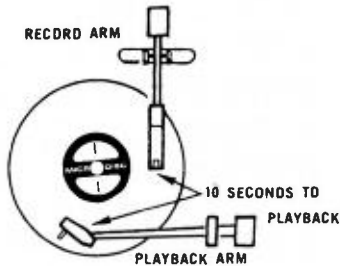


AEC/VERITAS

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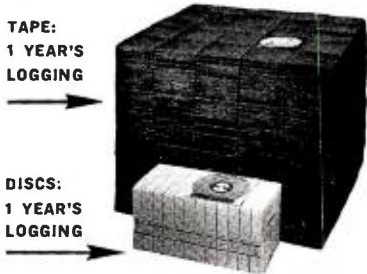
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Americas, New York.

**Programs available:** *Daktari* (89), *Man/Girl from U.N.C.L.E.* (128), *Dr. Kildare* (132), *Please Don't Eat the Daisies* (58), *The Lieutenant* (29), *Eleventh Hour* (62), *Cain's Hundred* (30), *Sam Benedict* (28), *Islanders* (24), *Forsythe Saga* (26), *Northwest Passage* (26), *Asphalt Jungle* (13), *Thin Man* (72), *Zero One* (39), *National Velvet* (58), *Short Subjects, MGM/7* (145), *MGM/6* (90), *MGM/1-5* (160), *MGM Pre-49 Library* (700).

**Personnel:** John B. Burns, Edward A. Montanus, Arthur P. Zeiger, Herman Keld, Keith A. Culverhouse, Ben Wickham, George Hankoff, Paul Mowrey, Louis S. Israel, David Segal, Michael J. Gould, Paul J. Hoffman, Joseph D. Indelli, Robert J. Horen, Charles C. Alsop, Jack Swindell, William Cooke, Barrie Richardson, Bob Edison, George Spall, Jack Garcia and Donna Larson.

### National Telefilm Associations

WH, 7-174

**Headquarters:** 8530 Wilshire Boulevard, Beverly Hills, Calif.

**Programs available:** *Wonderful World of Astrology* (52), *Journey to Adventure* (260), *Sports Special* (52), *Film-makers' 69 Feature Group* (10), *David Susskind Show* (39), *Battle* (52), *Great Western Features* (39), *Best of John Wayne Features* (26), *Great Detective Features* (26), 28 other syndicated series (2,000).

### Republic Pictures (NTA)

**Programs available:** Republic Pictures features (403), *Roy Rogers* (167), 12 other syndicated series (194).

### M&A Alexander (NTA)

**Programs available:** Feature films (265).

**Personnel:** Peter S. Rodgers, John Zaleski, Barry Bernard, Eugene McCloskey, Sy Shapiro and Marc Gray.

### NBC Films Inc.

Sh-P, Suite unassigned

**Headquarters:** 30 Rockefeller Plaza, New York.

**Programs available:** *Divorce Court I* (130), *Divorce Court II* (130), *Divorce Court III* (130), *I Spy* (82), *Kimba* (52), *Laredo* (56), *Laramie* (124), *Real McCoys* (223), *T.H.E. Cat* (26), *People Are Funny* (150).

**Personnel:** Jacques Liebiguth and Harold Anderson.

### North American Television Associates

Hay Adams, Suite unassigned

**Headquarters:** 6290 Sunset Boulevard, Hollywood.

**Personnel:** Richard Dinsmore and Jerry Liddiard.

### Official Films Inc.

Hotel unassigned

**Headquarters:** 445 Park Avenue, New York.

**Personnel:** Louis C. Lerner, James P. Miller, Al Lanken, Gerald Corwin, Lee Jackoway, Robert Marcella, Joel Levine, Les Cohen, Jean Lenauer.

**Programs available:** *Your Daily Horoscope* (365), *Let Us Entertain You* (1), *Swinging Scene of Ray Anthony* (1), *Movies for Swingers* (47), *Feature Group I* (9), *John Fitzgerald Kennedy* (1), *Marilyn Monroe* (1), *New Face of Israel* (1), *Songs for Christmas* (1), *Wire Service* (39), *Battle Line* (39), *Biography* (65), *Colonel March of Scotland Yard* (26), *Cross Current* (39), *Dateline Europe* (78), *Decoy* (39), *DuPont Theatre* (42), *International Detective* (39), *Mr. Lucky* (34), *My Hero* (33), *Overseas Adventure* (39), *Peter Gunn* (114), *Police Station* (39), *Rocky Jones, Space Ranger* (12), *Robin Hood* (143), *Star Performance* (153), *Survival!* (38), *Sword of Freedom* (39), *Adventures of Sir Lancelot* (30), *Big Story* (39), *Buccaneers* (39), *The Hunter* (26), *Invisible Man* (28), *Star and the Story* (26), *What Are the Odds?* (39), *Yancy Derringer* (34), *Cartoons* (44), *Almanac Newsreel* (377), *Greatest Headlines of the Century* (260), *Sportsfolio* (260).

### Off Network Productions

Mayflower, Suite unassigned

**Headquarters:** 515 Madison Avenue, New York.

**Programs available:** *U.S.A. 1000 Package*.

**Personnel:** Brooke Taylor.

### Olas Corp.

Mayflower, Suite unassigned

**Headquarters:** 52 Vanderbilt Avenue, New York.

**Programs available:** *Of Lands and Seas* (260 hours, 100 half-hours).

**Personnel:** Robert S. Buchanan, Paul Vega, William Reynolds and Colonel John D. Craig.

### Paramount Television Enterprises Inc.

WH, Suite unassigned

**Headquarters:** 5451 Marathon Street, Hollywood.

**Programs available:** *Portfolio I*, *Portfolio II*, *Untouchables*, *Lucy Show*, *The Texan*, *Star Trek*, *Bill and Coo*, *The Racers*—Craig Breedlove special.

**Personnel:** John T. Reynolds, Robert M. Newgard, Emmet G. Lavery, Jr., Tony G. Habeeb, Con Hartsock, Joe Tirinato, Robert Neece, Don Joannes and George Harper.

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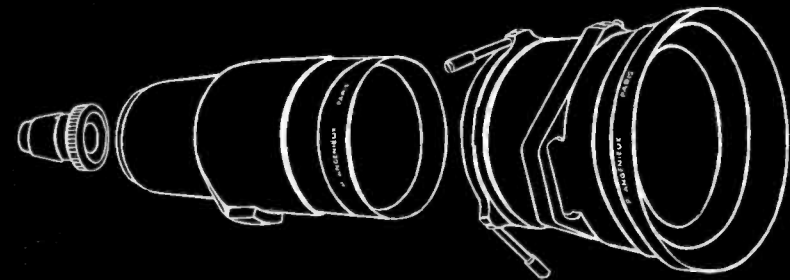
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**Peter M. Robeck & Co.**

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**Sh-P, E220**

**Headquarters:** 230 Park Avenue, New York.

**Programs available:** *Titi Pu* (1), *Isadora* (1), *The Gambler* (1), *Grand Prix* (1), *Students in Revolt* (1), *Year of the Sex Olympics* (1), *As You Like It* (1), *World of Lowell Thomas* (41), *Hamlet at Elsinor* (1), *Wars of the Roses* (11), *Great War* (26), *Spread of the Eagle* (9), *Bonjour Francoise* (30), *Komm Mit* (30), *Parliamo Italiano* (30), *Vamos a Ver* (20), *Suivez la Piste* (25), *Dramatized Classic Literature* (400), *Call of the West* (52), *Western Star Theater* (68), *Trails West* (104), *The Pioneers* (104).

**Personnel:** Peter M. Robeck, John Grogan, Richard Kennedy, Bill Finkeldey and Peter Green.

---

**Romper Room Inc.**

---

**WH, Suite unassigned**

**Headquarters:** 2229 North Charles Street, Baltimore.

**Program available:** *Romper Room*.

**Personnel:** Bert Claster, John Claster, Jim McGarity, Hank Lominac, Ron Synder and Bill Russell.

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**Screen Gems Inc.**

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**WH, Lincoln Room East**

**Headquarters:** 711 Fifth Avenue, New York.

**Programs available:** *Playboy After Dark* (26), *Bruce Morrow* (1), *Entertainment Specials I* (6), *Entertainment Specials II* (6), *Hazel* (154), *Farmer's Daughter* (101), *Donna Reed* (175), *Flintstones* (166), *Dennis the Menace* (146), *Father Knows Best* (191), *Huckleberry Hound/Yogi Bear* (276), *Quick Draw McGraw* (135), *Naked City* (138), *Route 66* (116), *Three Stooges* (192), *Burns and Allen* (239), *Perfect Match* (130), *Wild Bill Hickok* (113), *Post 48* (274), *Post 50 I* (73), *Post 50 II* (60), *Post 60 I* (60), *Post 60 II* (60), *Post 60 III* (52).

**Personnel:** Dan Goodman, Bill Hart, Sid Weiner, Matt Pouls, James Ricks, Don Bryan, Jack Ellison, Mike Rudell, Joe Abruscato, Bruce Ledger, Marvin Korman, Jeff Rose, Jerry Kaufner, Jeff Satkin, Dave Friedman, Steve Bookstein, Paul Weiss, Herbert Miller and Dick Campbell.

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**Showcorporation**

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**Shor, A601**

**Headquarters:** 10 East 49th Street, New York.

**Programs available:** *Movies Round the Clock* (68), *Firing Line with Wil-*

*liam F. Buckley* (52), *Hollywood Backstage* (39), *Shirley Temple Storybook* (13), *Surf's Up* (26), *Meet Marcel Marceau* (1), *Murray the K at Shea* (1), *Aero Classic* (1), *Paris Secret* (1), *Performing Arts Collection* (3), *The Great Mating Game* (1), *Hit the Surf* (1), *A Christmas Carol* (1).

**Personnel:** Robert Manby, Fred Schneier, Lori Miller, Thomas Seehof, Richard Brahm, Henry Guzik, Harris Rosenberg and Joan Andersen.

---

**Spangler Television Inc.**

---

**WH, Suite unassigned**

**Headquarters:** 155 East 55th Street, New York.

**Programs available:** *Resurrection City—Martin Luther King Tribute* (1), *Car & Track* (54), *Adventures a la Carte* (1), *The Kid* (1), *Movie Premieres, Little Joe Cartoons* (39), *Arlene Dahl's Beauty Spots* (65).

**Personnel:** Larry G. Spangler, John R. Pfeffer and Jay Williams.

---

**Storer Programs Inc.**

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**WH, Solar Suite**

**Headquarters:** 117 Kane Concourse, Miami Beach.

**Programs available:** *A Very Special Occasion* (5).

**Personnel:** Henry J. Davis, Anthony Azzato and John Oscher.

---

**Trans-Lux Television Corp.**

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**Sh-P, B620**

**Headquarters:** 625 Madison Avenue, New York.

**Programs available:** *That Show* (260), *Amazing Adventures of Snip* (150), *Wide, Wide World* (26), *The Sound Is Now* (1), *Murray the K in New York* (1), *Christmas at FAO Schwarz* (1), *Speed Racer* (52), *Gigantor* (52), *Mighty Hercules* (130), *Felix the Cat* (260), *Mack & Myer for Hire* (260), *Pick a Show, Big Attack* (39), *Hollywood Guest Shot* (26), *Magic Room* (39), *Junior Science* (39), *Features* (11).

**Personnel:** Richard Brandt, Eugene Picker, Richard Carlton, Jim Schoonover, Lee Stone, Arthur L. Manheimer, Joseph Schackner and Albert Boyars.

---

**Triangle Program Sales**

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**Sh-P, Franklin Room**

**Headquarters:** 400 City Avenue, Philadelphia.

**Programs available:** *Auto Racing Specials* (70), *Cowtown Rodeo* (26), *Miss Rodeo America* (1), *Heavyweight Inc.* (1), *Doodletown Pipers* (3), *Houdini: the Impossible Possible* (1), *The Sky Below Me, the Crowd Above* (1),

*Cardboard Caesar* (1), *Indian America* (1), *Whatever Happened to Law* (1), *Parachuting Championships* (3), *Tell Me, Dr. Brothers* (260), *Exercise with Gloria* (140), *Wordland Workshop* (195), *Colorful World of Music* (65), *Profile of a Rookie* (1).

**Personnel:** George A. Koehler, Lew Klein, Robert Teeter, Henry Rhea, Paul Martin, Bob Bernstein, William Mulvey, Charles Keller and Peter Engel.

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**20th Century-Fox Television**

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**WH, Lincoln Room**

**Headquarters:** 444 West 56th Street, New York.

**Programs available:** *Beat the Clock* (100), *Felony Squad* (73), *Judd for the Defense* (50), *The Sound and the Scene* (1), *Batman* (120), *The Big Bands* (26), *Broken Arrow* (72), *Dobie Gillis* (147), *Green Hornet* (26), *Margie* (26), *My Friend Flicka* (39), *Anatomy of Crime* (1), *Bring Forth My People* (1), *Jacqueline Susann and the Valley of the Dolls* (1), *Partners in Crime* (1), *Sail to Glory* (1), *The War to End All Wars* (1), *John Gary Show* (26), *Adventures in Paradise* (91), *Bus Stop* (25), *Five Fingers* (16), *Follow the Sun* (30), *Hong Kong* (26), *Lost in Space* (83), *The Monroes* (26), *Time Tunnel* (30), *12 O'Clock High* (78), *Voyage to the Bottom of the Sea* (110), *Mark I* (11).

**Personnel:** William Self, Alan Silverbach, David Gerber, William Clark, Herbert Lazarus, Frank Murray, Howard Anderson, Joseph F. Greene, Tom Maples, John P. Rohrs, Bob Suhosky, Bob Kline, Gerald Feifer and Joseph Fusco Jr.

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**Winters/Rosen Distribution Corp.**

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**WH, 5-174**

**Headquarters:** 9110 Sunset Boulevard, Los Angeles.

**Programs available:** *Barbara McNair Show* (26), *Zsa Zsa Gabor Show* (130), *Juvenile Court* (130), *Slim Scene* (130), *John Austin* (daily strip), *Face of Beauty* (daily strip), *Roger Ramjet* (156), *Buck Owens* (78), *Pocket Billiards Tournament of Champions* (13), *Masterpiece Group* (25), *Cheryl Group* (13), *Always Another Wave* (1), *Spunky and Tadpole* (156), *Jai Alai* (39).

**Personnel:** Bert Rosen, Jerry Weisfeldt, Cy Kaplan and Brad Marks.

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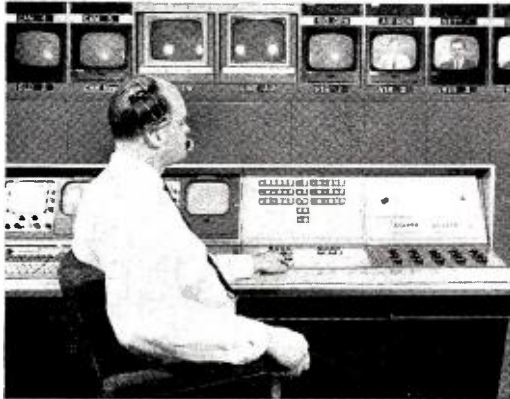
**Radio program syndicators**

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**Alto Fonic Programing****Sh-P, D308**

**Headquarters:** 6362 Hollywood Boule-





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components and circuitry are used, remote dc control by solid-state components replace light-dependent devices in remote control functions. Maintenance can be easily effected, without upsetting operations. Inclusion of audio-follow-video capability allows for late evening operation with a minimum of personnel in the master control area.



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vard, Hollywood.

**Programs available:** Two automatic programming systems.

**Personnel:** D. Alan Clark, Lee Tate, Bob Mayfield and Joe Otis.

---

### American Independent Radio

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**WH, Suite unassigned**

**Headquarters:** 1901 Building, Century City, Los Angeles.

**Programs available:** FM programming service tapes.

**Personnel:** Alvin Milder, Jerry Moore and Gene Chenault.

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### Boston Symphony Transcription Service

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**Sh-P, M353**

**Headquarters:** 750 South Street, Waltham, Mass.

**Programs available:** *Boston Symphony Concerts* (52), *Boston Pops Concerts* (39).

**Personnel:** William French and Richard I. Kaye.

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### Cine-Vox Productions Inc.

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**Sh-P, Suite unassigned**

**Headquarters:** 200 Park Avenue, New York.

**Programs available:** *Jerry Marshall Show* (daily), *Ralph Emery Show* (daily).

**Personnel:** Ross Charles and Lawrence Jacobson.

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### Columbia Special Products

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**Shor, C636**

**Headquarters:** 49 East 52d Street, New York.

**Programs available:** *Program Music Digest*, *E-Z Cue Library*.

**Personnel:** Joe Quinn and Charles Zimmerman.

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### Co-Media Productions Ltd.

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**Shor, C337**

**Headquarters:** 1159 National Press Building, Washington.

**Program available:** *Buchwald on . . .*  
**Personnel:** Bob Johnson, Julie McCahill and Suzie Price.

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### Dawson Communications Inc.

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**WH, Suite unassigned**

**Personnel:** Lynn Christian and Charlie Whitaker.

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### Functional Media Inc.

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**Madison, Suite unassigned**

**Headquarters:** 100 East Ohio Street,

Chicago.

**Programs available:** *John Doremus Show* (1,000), *Passing Parade* (130), *You're The Driver* (520), *Everett Dirksen-Decisive Moments* (130).

**Personnel:** Al Bland, John Doremus and Phyllis Farley.

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### Hartwest Productions Inc.

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**Sh-P, A500**

**Headquarters:** 635 Madison Avenue, New York.

**Programs available:** *Crossfire* (260), *Live with Confidence* (520), *The Joe Pyne Show*, Curt Gowdy in *Press Pass* (260), *It's a Dog's Life* (260), *The Barry Gray Show*, *The Jean Shepherd Show*, *Christmas Kaleidoscope*, *BBC Music Showcase* (78), *Round the Horne* (39), *Folk Song Cellar* (39), *Kaleidoscope of Specials*.

**Personnel:** Saul Jaffe, Jim Kerr, Frank Fitzgerald, Lou Chiles, Bill House, Ned Land, Al Picinni, Bill Rafael, David Sureck, Brent Seltzer, Helen Maizner, Andrea Millen, Eleanor Katz, Carol Corea and Laurie Holland.

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### Heller Corp.

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**WH, Suite unassigned**

**Headquarters:** 1606 North Highland, Hollywood.

**Personnel:** Hugh Heller and Dick Drury.

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### Juneau-Petersen Productions

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**WH, Suite unassigned**

**Headquarters:** 163 East North Water Street, Neenah, Wis.

**Program available:** *Carnival* (300).  
**Personnel:** Dr. R. A. Juneau and Robert Petersen.

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### Mark Century Corp.

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**Shor, G100**

**Headquarters:** 3 East 57th Street, New York.

**Programs available:** Music packages—*Radio a la Carte*, *Festival Radio*, *Limited Edition*.

**Personnel:** Milton Herson, Marvin A. Kempner, Herbert Mendelson, Frank Beck, C. J. Jones, Si Geier, Herb Ber- man and Charlie Grood.

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### Charles Michelson Inc.

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**Sh-P, Suite unassigned**

**Headquarters:** 45 West 45th Street, New York.

**Programs available:** *The Shadow* (52), *The Lone Ranger* (52), *The Green Hornet* (52), *The Clock* (52), *The Best of Sherlock Holmes* (52), *Weird Circle* (52), *The Sealed Book* (52), *Original*

*Gangbusters* (52).

**Personnel:** Charles Michelson.

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### Motherwell Bcstg. Systems Corp.

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**WH, P1**

**Headquarters:** 515 Madison Avenue, New York.

**Programs available:** To be announced at NAB.

**Personnel:** Roger Coleman, Lee Coleman, Haskel Hoffenberg, Marife Hoffenberg, Richard Gallun and Kathy Gallun.

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### Harry O'Connor Productions

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**Shor, Suite unassigned**

**Headquarters:** 1680 North Vine, Hollywood.

**Programs available:** *Funny Birds*, *Gary Owens Radio Adventures of Bonnie & Clyde*, *Jack Bailey Radio Show*, *Pat Buttram Radio Show*.

**Personnel:** Harry O'Connor, Barry Hilleary and William North.

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### Pams Inc.

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**Shor, G608**

**Headquarters:** 4141 Office Parkway, Central Park Plaza, Dallas.

**Programs available:** jingle package, custom commercials.

**Personnel:** Bill Meeks, Jim West, W. T. Arnold, Jerry Atchley and Frank Bloebaun.

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### Pepper and Tanner Inc.

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**Sh-P, E320**

**Headquarters:** 2076 Union Avenue, Memphis.

**Programs available:** station ID's, library services, custom commercials, merchandising.

**Personnel:** John Thayer, John Karr, Carl Dennis, Larry Graham, Zack Hernandez, John Langlios, Bill Brown, Bob Givens, Jerry Spin, Tony Armstrong, Henry Tanner, Roy Key, Jim Collins, John Hagerman, Marshall Rich, Don Bruce, Wilson Northcross, Red Myers, Steve Sage, Larry Muhoberac, William B. Tanner, Bill Laffy, Mike Alger, Ralph Stashon and Jerry Frish.

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### The Programmers

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**7600 McWhorter Place, Annandale, Va.**

**Headquarters:** 245 Fifth Avenue, New York.

**Programs available:** middle-of-the-road music programming, *Good Boating* (daily), radio specials.

**Personnel:** John Lynker.

---

### SESAC Inc.

---

**Shor, G200**

**Headquarters:** 10 Columbus Circle,

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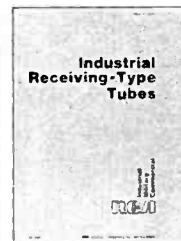
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**Programs available:** Volume II: the monaural package (30), trilogy (3), *Just a Minute* (20).

**Personnel:** Alice H. Prager, Salvatore B. Candilora, Albert F. Ciancimino, Sidney H. Guber, Norman Odium, Charles Scully, Joe Talbot III, Ed Conney, Harold Fitzgerald, Ken Oven-den, Glenn Ramsey, Vic Vickery and Frank Watkins.

---

**T M Productions Inc.**

---

**Shor, A501**

---

**Headquarters:** 5602 Dyer, Dallas.

**Products available:** Colortheme ID & title package, television; radio station ID packages.

**Personnel:** Tom Merriman, Jim Long, Mike Eisler, Roland Woodall, Jim Ramsburg and Tim Dennis.

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**Trafco**

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**St. H, Suite unassigned**

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**Headquarters:** 475 Riverside Drive, New York.

**Programs available:** *Night Call* (daily)

**Personnel:** Dr. Harry Edwards, Nelson Price, Ben Logan, Del Shields,

Bruce Mosher, Bill Richards, Tom Edwards and Milt Rich.

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**Triangle Program Sales**

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**Sh-P, Franklin Room**

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**Headquarters:** 400 City Avenue, Philadelphia.

**Programs available:** *Dream World Series* (4-7), *Anniversaries In Sound* (33), *90 Minutes With . . .* (50), *30 Hours of Christmas* (30), *12 Hours of New Year's* (12) *The Nixon Cabinet* (13).

**Personnel:** See page 88.

## A focus on engineering's advances

### Goldwater, NASA's Jaffe among speakers at BEC sessions in Washington; Hathaway to receive engineering honor

The annual FCC/industry panel, a panel on satellites' use in television and a variety of technical papers will highlight next week's National Association of Broadcasters Broadcast Engineering Conference in Washington. The 23d annual BEC will run from March 24-26 in conjunction with the NAB convention at the Shoreham and Sheraton-Park hotels.

The engineering and management delegates will meet in joint session at the opening on Monday (March 24) and on Wednesday (March 26) for a panel session and the address of FCC Chairman Rosel Hyde.

Between those sessions, more than 1,000 BEC registrants will listen to technical papers on such subjects as color television standards, color TV cameras, direction antenna systems, computers in broadcast engineering, video switching systems and VHF TV transmitters.

Luncheon speakers for the conference will be Senator Barry Goldwater (R-Ariz.) on Monday and Leonard Jaffe, director of space applications programs, National Aeronautics and Space Administration on Tuesday.

Also at the Tuesday lunch, conference delegates will be honoring Lew Hathaway, senior project engineer, NBC, New York, as recipient of the annual engineering award.

The Monday luncheon with the address by Senator Goldwater, possibly the country's best known ham-radio operator, will open the BEC. At the first afternoon session NAB President Vincent Wasilewski will address the delegates and will be followed by the report of the NAB Engineering Advisory Committee report given by its chairman, Malcolm M. Burleson, Metromedia Inc., Washington.

To allow delegates to visit the six

exhibit areas in the Shoreham and Sheraton-Park and the hospitality suites in those and a half dozen other hotels, no sessions are planned for Tuesday afternoon.

Chairman of the Engineering Conference Committee is Robert W. Flanders, WFBM-AM-FM-TV Indianapolis. Committee members are: Charles Abel, KFMB-TV San Diego; Glenn G. Boundy, Storer Broadcasting Co., Miami Beach; Albert H. Chismark, Meredith Broadcasting Co., Syracuse, N. Y.; Leslie S. Learned, Mutual Broadcasting System, New York; James D. Parker, CBS-TV, New York; Royce LaVerne Pointer, ABC, New York; L. Keith Townsden, KAYS Inc., Hays, Kan.; William H. Trevarthen, NBC, New York, and Lee R. Wallenhaupt, WSJS-AM-FM-TV Winston-Salem, N. C.

The BEC agenda:

*(Unless otherwise noted, all technical sessions and luncheons will be held in the Shoreham hotel.)*

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#### Monday, March 24

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**10:30 a.m.-noon—General assembly, Regency Ballroom.**

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**12:30-2 p.m.—Engineering luncheon, Blue Room.**

*Presiding:* Lee R. Wallenhaupt, vice president for engineering, WSJS-AM-FM-TV Winston-Salem, N. C. *Invocation:* The Rev. Thomas D. Bowers, rector, St. Patrick's Episcopal Church, Washington.

*Speaker:* Senator Barry Goldwater (R-Ariz.)

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**2:30 p.m.—Radio-television technical session, Ambassador Room.**

*Presiding:* Albert H. Chismark, direc-

tor of engineering, Meredith Broadcasting Co., Syracuse, N. Y. *Coordinator:* L. Keith Townsden, technical director, KAYS Inc., Hays, Kan.

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**2:30-2:40 p.m.**

*Opening of the Engineering conference:* Vincent T. Wasilewski, NAB president.

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**2:40-2:55 p.m.**

*NAB Engineering Advisory Committee Report:* Malcolm M. Burleson, vice president for engineering, Metromedia Inc., Washington, chairman.

Over the past several years, the NAB Engineering Advisory Committee, charged with recommending a course of action to be followed by the association in engineering matters, has been confronted with many technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV allocations; the efficient use of the spectrum; TV remote control; technical staffing; engineering/management of development, and satellite communications. This report will cover the most important aspects of the committee's deliberations during the past year.

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**3-5 p.m.**

*The Use of Satellites in Television:* James D. Parker, staff consultant, telecommunications, CBS-TV, New York, moderator. *Panelists:* John H. Gayer, program manager, communications systems, General Electric Missile & Space Division, Valley Forge, Pa.; John Serafin, manager of quality control, ABC, New York; Robert D. Briskman, manager, domestic and special projects, Communications Satellite Corp., Washington, and A. M. Greg Andrus, chief of communications program, space ap-

plications program, National Aeronautics and Space Administration, Washington.

Communications satellites have made possible the international relaying of live television programs. The panel will discuss the Intelsat global commercial communications satellite system which provides this service, and the Satellite Technical and Operational Committee—Television (STOC-TV), which assists in the technical coordination of these circuits for television users in North America. The development of an air transportable earth station for use by the television networks for the transmission of special events, such as the Apollo recoveries in mid-ocean, will also be described. Some comments on other possible uses of communications satellites, such as domestic television network distribution systems and broadcasting from space, will also be offered.

## Tuesday, March 25

9 a.m.—Radio technical session, Ambassador Room.

*Presiding:* Charles Abel, manager of engineering, KFMB-TV San Diego. *Coordinator:* Glenn G. Boundy, engineering consultant, Storer Broadcasting Co., Miami Beach.

9-9:25 a.m.

*Audio Signal Processing by Means of AM/FM Limiters and AGC Amplifiers:* W. J. Kabrick, engineering coordinator-audio, Gates Radio Co., Quincy, Ill.

Current broadcasting practices and techniques have spawned a new generation of automatic "frequency and/or level-controlled" devices. Never before has there been such a complete, yet bewildering variety to choose from. Specialized units for average level control; FM transmitter control, and AM transmitter control, using limiting with asymmetrical clipping versus asymmetrical limiting are discussed. A graphic display of the effect of different attack and decay times, asymmetrical clipping and limiting on various types of programming is presented.

9:30-9:55 a.m.

*The Use of Computers in Broadcast Engineering:* Serge Bergen, consulting engineer, Washington.

The day-to-day engineering problems presented to the FCC have been converted for solution by computer; directional antennas, the effect of parameter variations, distance-bearing computations, prediction of AM contours, FM and TV channel assignments are typical examples. The use of the computer can be extended to set up opti-



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Mr. Bergen  
Cons. Engr.



Mr. Ham  
Mosley



Mr. Sather  
WOR



Mr. Zellner  
ABC



Mr. Kahn  
Kahn Research



Mr. Wolfe  
Post-Newsweek



Mr. Learned  
Mutual



mum solutions for calculations which would be prohibitive if done by hand. This leads to a better analysis and in-depth studies of technical and economic problems associated with broadcasting and spectrum utilization. It is contemplated to have the use of the computer demonstrated either during or after the presentation of the paper.

---

**10-10:25 a.m.**

*An Aural STL System for Composite FM Stereo Signals:* Howard Ham, vice president for engineering, Moseley Associates, Goleta, Calif.

A solid-state studio-transmitter microwave link capable of transmitting the full composite stereophonic signal including pilot, 67 kc SCA and 135 kc (FM transmitter control tones) is described. The method of carrier modulation, the integrated circuit automatic frequency control circuitry and frequency multipliers are described. The special RF power techniques and varactor multiplier circuitry and the double superheterodyne solid-state receiver design considerations are shown. I. F. bandwidths and phase characteristics that are needed are detailed. The need of an all MOS FET 72 mc 1st I. F. amplifier with AGC is explained. The audio amplifier and phase linear 94 kc low-pass elliptical filter are discussed. Explained are the antenna gains and patterns. The stereo generator used to modulate the STL is detailed.

---

**10:30-11:45 a.m.**

*Construction and Maintenance of Directional Antenna Systems:* Orville J. Sather, director of engineering, WOR New York, and Fred L. Zellner Jr., manager of allocations, ABC, New York.

Directional antennas have been an integral component in the allocation of AM broadcast facilities since 1937. With the growing number of AM directional antennas, increasing emphasis has been focused on the correct operation of this type of radiating system, not only by the FCC, but by the licensee as well. This two-part paper will discuss those aspects which are essential to the installation of a stable directional antenna system and the maintenance requirements to keep it operating within the terms of the licensee and in accordance with the commission's rules and regulations.

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**11:30 a.m.-noon**

*Enhancement of Telephone Line Performance:* Leonard Kahn, president, Kahn Research for Laboratories, Freeport, N. Y., and Benjamin Wolfe, vice president for engineering, Post-Newsweek Stations, Washington.

The voice line is a new means for obtaining improved quality and more natural speech transmission over poor quality telephone and radio links. Telephone systems were designed primarily for mass public usage and, therefore, a limited frequency range for each channel is provided as a reasonable compromise between cost and fidelity. Voice line offers an appreciable improvement in the low-frequency response of the telephone systems and provides a more natural intelligibility of voice.

---

**9 a.m.—Television technical session, Palladian Room.**

*Presiding:* Leslie S. Learned, vice president for engineering, MBS, New York. *Coordinator:* Royce LaVerne Pointer, director of broadcast engineering, ABC, New York.

---

**9-9:20 a.m.**

*A New Solid State TV Demodulator:* George Stoeppel, Rohde & Schwarz, Passaic, N. J.

Accurate checks of the performance of TV transmitters are obtained by means of demodulators with Nyquist-slope. Such a demodulator represents a reference receiver with tight tolerances and therefore furnishes criteria for the picture and sound quality which may be expected from an ideal home receiver. These measurements are now of increased importance with the tightening of transmitter specs, particularly with respect to differential phase and amplitude and phase response in the color channel. The sound trap is switchable, thereby permitting measurement of the video-transmitter alone up to the highest modulation frequencies. Thus the TV demodulator becomes a vestigial sideband measuring receiver with flat frequency response of amplitude and group delay from zero frequency to beyond the video range.

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**9:25-9:45 a.m.**

*A Logical Approach to Video Switching Systems:* Fred M. Eames, project engineer, General Electric, Mattydale, N.Y.

The paper discusses recent developments in solid-state devices which have made possible a new concept in signal switching. Emphasis is placed on use of standard components to assemble various systems while still maintaining flexibility to meet broadcaster requirements. Improved performance, reliability and ease of service are discussed.

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**9:45-10:05 a.m.**

*Automatic Light Control for Television Film Cameras:* Kenneth D. Erhardt, manager of film, technical operations, NBC, Burbank, Calif.

Film materials prepared for television presentation vary considerably in both density and contrast. This variation must be compensated for during transmission to achieve the best picture at the home receiver. Manual control of projector light has been used for many years to accomplish part of this compensation. A new automatic light control (ALC) system uses a control device which directly replaces the manual light control potentiometer. This provides a convenient way of adding ALC to a manual light control system with a minimum of modification to the manual system. Light dependent resistive elements are used as the control device.

---

**10:05-10:25 a.m.**

*Two-, Three-, Four-tube Live Color Camera Experience at ABC:* Max Berry, manager, audio video systems, ABC, New York.

With the TV station chief engineer being bombarded by claims and counter-claims on the merits of two-, three- and four-tube color cameras he can be fore-armed by an objective discussion of ABC's actual experience with color cameras of all three types. The major advantage of each camera configuration will be discussed with considerable attention given to the normally deemphasized yet significant problem areas.

---

**10:30-10:50 a.m.**

*A Completely New VHF Television Transmitter of Advanced Design:* Howard E. Small, leader, VHF-TV, broadcaster transmitter engineering, RCA, Meadow Lands, Pa.

This paper describes the features of a new low-band VHF transmitter which was designed to specifications set forth by Westinghouse Broadcasting Co. The performance specifications are generally two-to-one tighter than for current transmitters. The transmitter is rated at 30 kw peak visual output and consists of two 15 kw transmitters operating in parallel to provide complete redundancy, thus eliminating the possibility of an "off-air" situation due to any single component or subassembly failure. The transmitter is completely solid state except for the last two RF stages of each aural and each visual chain. The transmitter is air-cooled and is much smaller and quieter than previous air-cooled transmitters of comparable power ratings.

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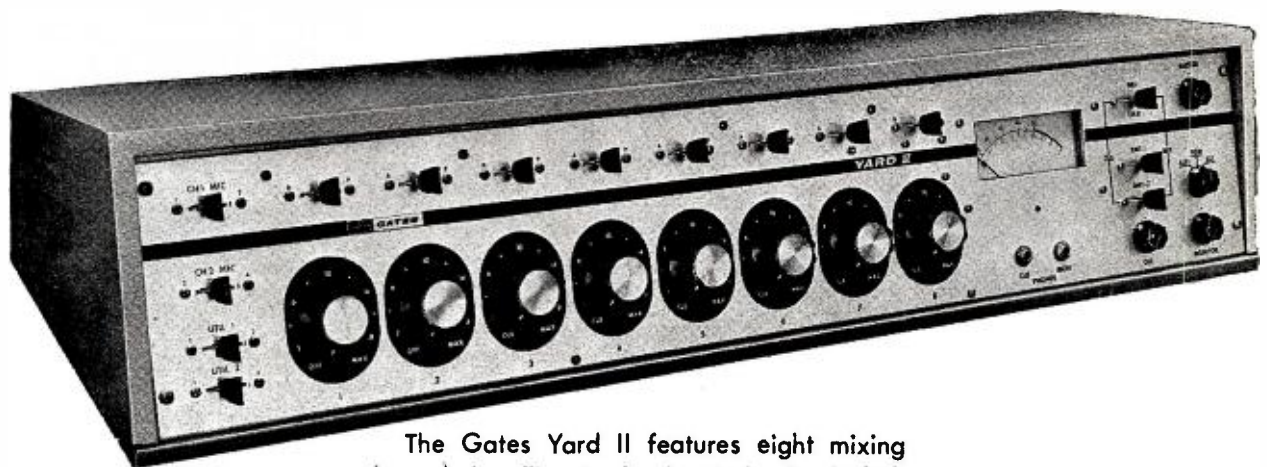
**10:55-11:15 a.m.**

*Automatic Correction of Network Chrominance and Luminance Levels:* Ken Davies, manager of marketing services, Central Dynamics Ltd., Montreal.

Investigations have shown that level variations due to changing network con-



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Mr. Duncan  
Cons. Engr.



Mr. Poole  
Ampex



Mr. Beville  
Broadcast Elec.

ditions can be stabilized by automatic correction of the vertical interval test signals. Equipment to perform this function has been developed and is described, along with a presentation of field trial data. Examples of typical network distortion are shown, as well as the resultant corrected signal. A case is made for the standardization of network V. T. signals, and the need for the production of a stable source of test wave forms. This includes a discussion of the suitability of various test signals for use as the automatic correction reference waveform in the presence of various types of distortion.

**11:15-11:30 a.m.**

*JCIC Ad Hoc Committee on Color Television—A Status Report:* K. Blair Benson, staff consultant, advanced technology, CBS-TV, New York, chairman.

The Joint Committee on Inter-Society Coordination representing the NAB, the Institute of Electrical and Electronic Engineers, the Electronic Industries Association, and the Society of Motion Picture and Television Engineers, was called together last year to determine the most effective way to deal with the problem of improving the uniformity of color as observed on home television receivers. A special ad hoc committee was appointed to determine the origin of significant deviations in color in the received pictures. This status report will discuss the activities of the group to date.

**11:30 a.m.-noon**

*The Importance of Color Temperature:* Salvatore Bonsignore, staff lighting consultant, CBS-TV, New York.

Color temperature problems are considered in this 35mm film transferred from a high-band tape. The first section compares the spectral power distribution of different color temperatures. In succeeding sections comparisons were made under rigidly controlled studio conditions. One purpose for these comparisons was to determine the actual range of variation tolerable within a scene. Another objective was to photograph and compare simultaneously six similar subjects each lighted at a different color temperature. The fifth segment was used to illustrate the wide range of compensation provided by video adjustment. Finally an attempt was made to depict creative use of color media to produce exciting visual effects.

**12:30-2 p.m.—Engineering luncheon, Blue Room.**

*Presiding:* Robert W. Flanders, director of engineering, WFBM-AM-FM-TV Indianapolis, conference committee chairman. *Invocation:* The Rev. Leonard F. Hurley, moderator, Catholic Apostolate



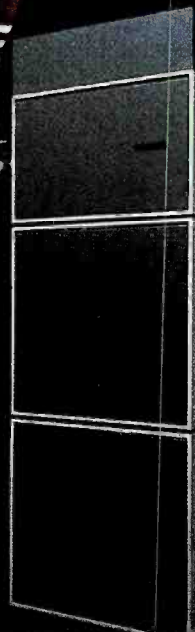
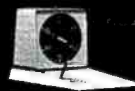
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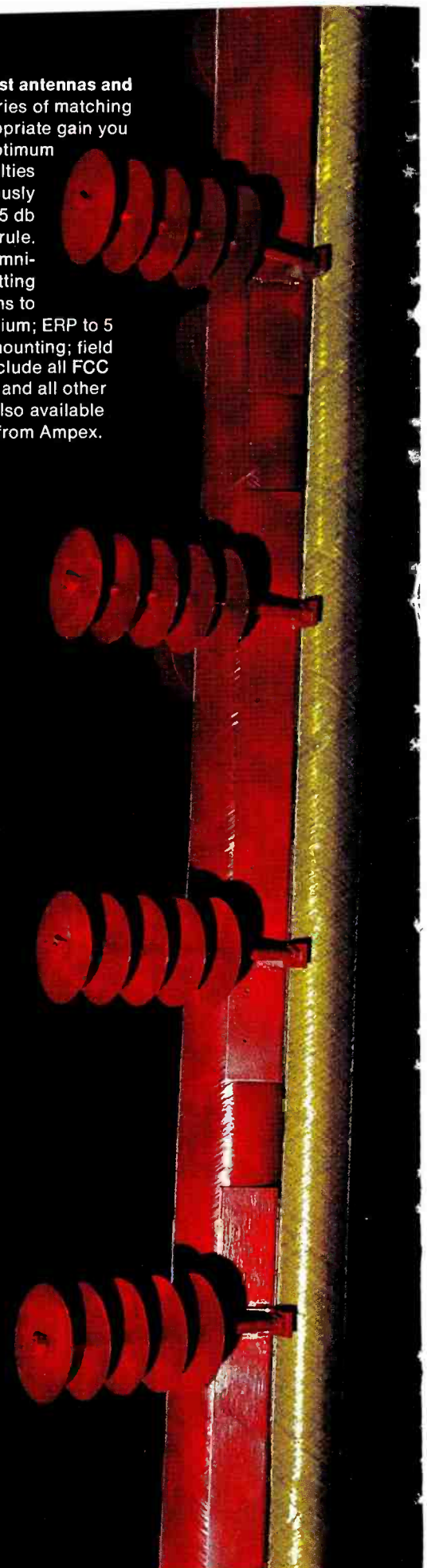


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**A new assistant around the studio: the wideband portable VR-660C.** To answer your first question, yes: The portable VR-660C can generate a NTSC-type color picture that satisfies the needs for economical screening, logging, CCTV, or broadcast monochrome standard. The details are contained in our product literature. Ask for it.



Let's say you get a call from a potential sponsor in the morning. They have a fashion show scheduled for the afternoon. The ad manager thinks it would make a great commercial. Can you help?  You can if you have our Easy High-band Color system: A 55-lb. VR-3000 recorder and our new BC-210, *the easy color camera*.  As a matter of fact, you could have the commercial all wrapped up before you pack your gear and head back to the station.  You can take a look at what you've got immediately. Show it to the client on the spot. Could life be sweeter? And he can see his instant commercial on the air that same night.  If you think it sounds great for commercials, just imagine how it can beat the other channels in town for fast news coverage.  That's the essence of the Fast Show, presented by Ampex on the VR-3000 and the new BC-210 camera.  Get on the air fast. In high-band color.

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Our BC-210 camera is small and light, perfect for studios or remotes. You don't have to be Atlas to haul it around. Two-tube design makes set-up fast and easy. The 1/2" camera cable gives the cameraman a freedom of movement impossible with standard cable.



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Ampex dependability and performance with everything you need in a mobile van, a studio or a complete turn-key station. We'll even build it for

# Ampex brings you the complete show

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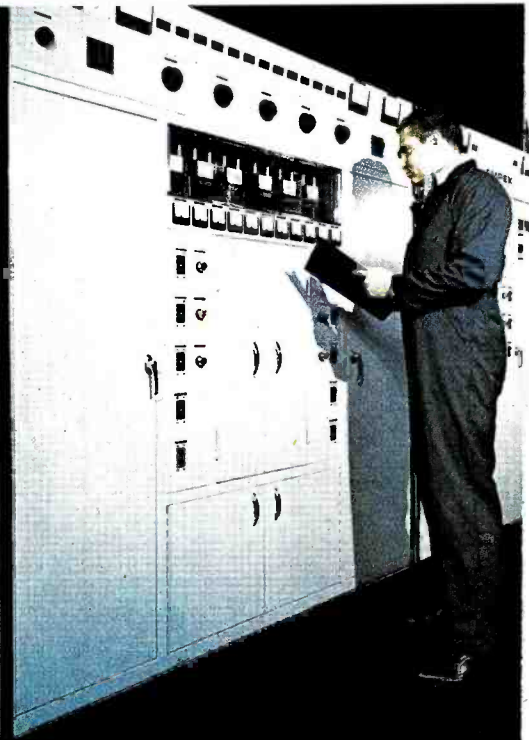
viously possible only with film can now be done with the HS-200; only you'll do it faster, cheaper and lots easier. We've made a 20 minute tape that gives you the whole story. If you'd like to view it, or if you'd like more information about any of our gear, please contact your nearest Ampex Representative, or if you prefer, the Video Sales Manager, Ampex Corporation, 401 Broadway, Redwood City, California 94063.

Ampex stops the show



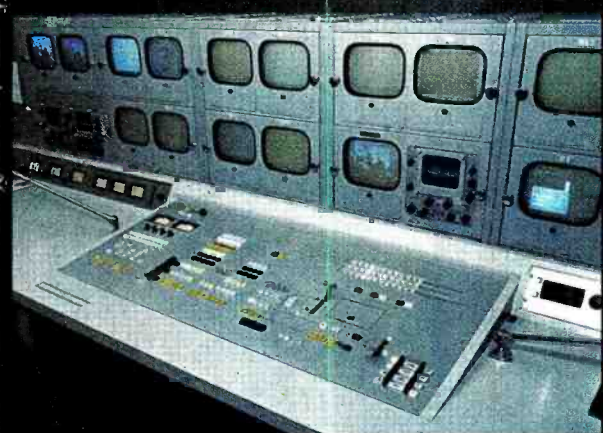
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*Presentation of Engineering Award to:* Lew Hathway, senior project engineer, NBC, New York, by George W. Bartlett, NAB vice president for engineering.

*Speaker:* Leonard Jaffe, director of space applications programs, office of space science and applications, NASA, Washington.

## Wednesday, March 26

### 8:45 a.m.—Technical session, Ambassador Room.

*Presiding:* James L. Wilson, divisional vice president, engineering, NBC, New York. *Coordinator:* James D. Parker, staff consultant, telecommunications, CBS-TV, New York.

### 8:45-9:05 a.m.

*New color Camera Designs to Meet Today's Operational Requirements:* Anthony C. Cuomo, manager of engineering, Phillips Broadcast Equipment Corp., Paramus, N. J.

Operational requirements of the broadcasters dictate to the design engineer the approach to be followed in the design of the color camera. The designer working within the limitations imposed by time, technology and economics, aims to produce the camera that is compatible with the needs of the broadcaster. Now, color cameras which are "new breeds" satisfy different operational requirements, and are restricted by a different set of limitations than those faced by the professional camera suppliers in the past. This paper will review this revolution in color camera design and present a technical discussion of a flexible design approach that would satisfy the need for studio, mobile and portable cameras.

### 9:05-9:25 a.m.

*Measurement of Nonlinear Distortions in Color TV Systems:* Charles W. Rhodes, instrument engineering, Tektronix Inc., Beaverton, Ore.

The presently available equipment for NTSC color video production, recording and transmission allow color quality to please nearly all critics. Thus, the improvements which may be anticipated in the near term may lie in improving the average picture quality and in providing more consistent quality in response to viewer's criticisms about the variations in color they observe in their homes. Channel-to-channel variations are especially noticeable. Advances in signal measurement techniques and equipments are called for to improve NTSC quality from its present state. Improvements in the standard test signals themselves and more rigorous spec-



Mr. Dillard  
WDON



Mr. Johnson  
FCC



Mr. Kassens  
FCC



Mr. Smith  
FCC

ifications of the measurement accuracy possible are indicated. The author has studied test signals and testing techniques both domestically and abroad and has suggestions for more sophisticated signals and techniques. The culmination of his studies is in the form of a new NTSC test signal generator of improved accuracy and stability, which is capable of making the usual measurements of differential gain and differential phase, and also measuring luminance errors due to chrominance signal levels and distortions due to variations in average picture level. Differential phase and gain may be measured with either a unique stairstep signal or a precision color bar signal. Several new measurement techniques will be discussed which are specially suited for measuring small errors which are typical of modern solid-state video equipment.

### 9:25-9:55 a.m.

*AM Light Line Modulation Monitor Demonstration:* Fred L. Zelliner Jr., chairman, NAB aural overmodulation subcommittee; J. L. Smith, manager, broadcast systems engineering department, Collins Radio Co., Dallas, and Virgil Duncan, consulting engineer, Raleigh, N. C.

For the past four years the NAB Engineering Advisory Committee, through its subcommittee on AM/FM/TV aural overmodulation, has been studying the various aspects of measuring

modulation. Early in 1968, a petition was filed with the FCC requesting an amendment to the rules which would permit the use of a flashing light technique for measuring modulation in lieu of the meter which is presently commonplace. Comments filed in this proceeding requested that a demonstration be conducted to determine the minimum number of flashing lights which should be specified. This demonstration has been programmed to evaluate this concept and to provide guidance in making this determination.

### 9:55-10:15 a.m.

*New Two-Tube Color Cameras for Broadcast Use:* B. M. Poole, manager of broadcast camera and magnetic disk recording section, video engineering department, Ampex Corp., Redwood City, Calif.

At the 1968 NAB conference, a portable color camera was described using two Pumbicon tubes. This camera system, the Ampex BC-100, was designed specifically for full wireless operation using batteries and microwave links. Since then, two new cameras have been added to the family, and are described in this paper. They are primarily for cable operation which results in considerable design simplification. One is a small hand-held battery operated color camera which can be used in conjunction with the VR-3000 back-pack video

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recorder. The other is a lightweight studio remote color camera.

10:15-11 a.m.

**FCC/Industry panel:** Albert H. Chismark, director of engineering, Meredith Broadcasting Co., Syracuse, N. Y., moderator. **Panelists:** Ross H. Beville, chairman, Broadcast Electronics Inc., Silver Spring, Md.; Everett L. Dillard, president, WDON Wheaton, Md.-Washington; Wallace E. Johnson, assistant chief, FCC Broadcast Bureau; Harold L. Kassens, assistant chief, FCC broadcast facilities division; Lloyd Smith, supervisory engineer, FCC TV branch, and Benjamin Wolfe, vice president for engineering, Post-Newsweek Stations, Washington.

A highlight of the Broadcast Engineer-

ing Conference has always been the exchange of ideas and information between the FCC staff and the convention conferees. To facilitate this exchange of information, a panel session consisting of three commission representatives and three broadcasters has been scheduled for presentation. The panel will endeavor to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were developed.

11 a.m.-1 p.m.—Joint session with management assembly. Regency Room.

1:30-3 p.m.—Joint management and engineering luncheon. Sheraton-Park, Sheraton Hall.

## Selling is keynote of NAFMB

Convention highlights successful promotion, sales techniques, programing ideas for FMers

This is the year of the sell, according to the National Association of FM Broadcasters, and at its annual convention this year, to be held March 21-23 at the Washington Hilton, the spotlight will be on successful selling.

Every aspect of the sales process will be examined, from "today's broadcast salesman," with Allan Kalish, president, Kalish, Spiro, Walpert, Ringold Inc., Philadelphia, and "what makes a sales manager successful," with James W. Wesley Jr., general manager, WIOD-FM Miami, to "FM: from mass to class," with Bob Galen, research director, Blair Radio, New York, and "media and market characteristics of FM radio," with Josh Mayberry, director of research, ABC Radio, New York. Also featured will be "national picture—a rep's view," with Jack Masla, president, Jack Masla & Co., New York, and "programing picture—a rep's view," with Robert E. Richer, vice president, Quality Media Inc., New York.

Programing will also be discussed in "the middle-market technique" with Warren Koerbel, general manager, WNB-FM Binghamton, N. Y.; "programing for programing's sake" with James Gabbert, general manager, KIOI (FM) San Francisco, and "the small market approach," by Hugh Wright Dickie, president and general manager, WTMB-FM Tomah, Wis.

Selling tools will be detailed in "financial data for the sales manager," with Dick Stakes, business manager, WMAL Stations, Washington; "community involvement," with Elmo Ellis, general manager, WSB-FM Atlanta, and "commercials," with John Scheuer Jr., di-

rector of radio programing, Triangle Stations, Philadelphia. NAFMB President Abe Voron will talk on the future of FM.

Convention delegates will have a break from selling when they get a chance to do some buying at a special auction. Bidding for such prizes as executive desk sets, radios, and gift certificates for special stereo sets tuned to the winning station's frequency will be done with special "funny money" delegates can find during registration and during convention activities under their luncheon plates and on their chairs at meetings. A special drawing from registration numbers will be held for the awarding of a mink stole.

A special feature on the agenda will spotlight Walter A. Schwartz, president, ABC Radio network, in an "open-mind" session. Mr. Schwartz will present his views on various FM topics and then will open the discussion to the floor for an exchange of questions and answers.

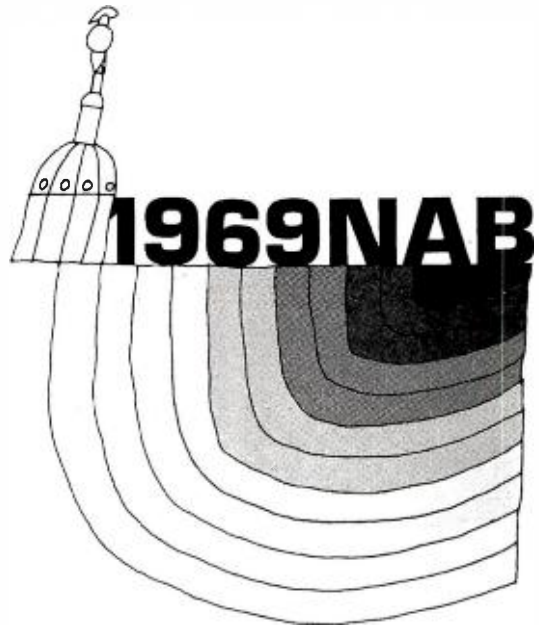
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See page 55



## Convention exhibits

Manufacturers of broadcast equipment will show their newest products along with established lines in the exhibit halls of the Sheraton-Park and Shoreham hotels. Following are descriptions of the principal products to be on display. The exhibit space designated "Sh-P" is in the Sheraton-Park and "Shor" is in the Shoreham. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry service firms are listed on following pages, including personnel attending the convention, hotel and suite numbers. These listings are based on information available as BROADCASTING went to press. A list of manufacturers who will have hospitality suites will be found in the Where to Find It directory, which begins on page 137.



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#### Shor, 522

**Headquarters:** 1200 Babbitt Road, Cleveland 44117.

On display will be a total copy system, which includes a multilith offset 2650 with the A-M 2000 electrostatic copier; the new A-M 500 desk top copier, and simultaneous two-color promotional duplicating on the multilith offset 1250 with 1220 second-color unit.

**Personnel:** J. A. Cullum, R. G. Larson, R. W. Gallier, A. Gasparides, C. W. Keiser, R. J. Martin, D. M. Diamond, J. H. Hudgins, J. D. McDonald, D. L. Bayne, J. A. Division, R. E. Spicer, J. C. Griffis Jr., J. M. Higgins, T. A. Lento, R. S. Martin, R. L. Miller, D. K. Monahan, W. D. Nail, L. Parker, G. E. Reid Jr., B. E. Robey, D. A. Semler and D. N. Baur.

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### AEC/Veritas

#### Shor, 568

**Headquarters:** 5464 South Shore Drive, Chicago 60615.

Featured will be the Documentor 210, a high density recording unit which can record up to 24 hours of material on a nine-inch disc. The Documentor 220 playback unit, a portable companion to the 210, will be introduced.

**Personnel:** John Malone.

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### Albion Optical Co.

#### Sh-P, 320

**Headquarters:** 260 North Route 303, West Nyack, N.Y. 10994.

On display will be Cintel RGB moni-

tors; a 10:1 servo package lens and a 16:1 manual lens, both with built-in range extenders, for Plumbicon color cameras.

**Personnel:** James F. Tennyson, John Keyes, Gus Dato, Charles January and Gordon Cook.

---

### Alford Manufacturing Co.

#### Sh-P, 203

**Headquarters:** 120 Cross Street, Winchester, Mass. 01890.

On exhibit will be TB and FM transmitting antennas.

**Personnel:** Andrew Alford, Fred Abel and Harold Leach.

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### Alma Engineering

#### Shor, 534

**Headquarters:** 7990 Dagget Street, San Diego 92111.

Display items will include the 6502 solid-state video production switcher, 6511 switcher-fader, 8300 and 8500 series locally controlled video/audio routing switchers and 8000 series remote control video/audio delegate switching system. Also on exhibit will be a line of self-contained and rack-mounted video distribution amplifiers and video-pulse distribution amplifiers.

**Personnel:** Robert G. Frick, Woodford R. Peebles, Sidney B. McCollum, Manning R. Becker, Arthur W. Schneider, Frederick Rios Jr., Larry Harper and John M. Narrace.

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### Altec Lansing

#### Sh-P, 309

**Headquarters:** 1515 South Manchester

Avenue, Anaheim, Calif. 92803.

New display items will include the 9300 broadcast and recording console, the 9473 limiter amplifier, the 9477A recording amplifier and the 9845 senior monitor speaker. The 9200A console and various amplifiers, preamplifiers, microphones and audio controls will also be shown.

**Personnel:** A. A. Ward, H. S. Morris, W. H. Johnson, A. C. Davis, Martin Bender and Charles Range.

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### American Electronic Laboratories

#### Shor, 506

**Headquarters:** Box 552, Lansdale, Pa. 19446.

AEL will unveil its new solid state FM exciter and stereo generator. In addition, an FM 10KB and an FM 3/5KB FM broadcast transmitter will be on display, as well as a complete line of CATV equipment.

**Personnel:** I. A. Faye, H. Anderson, W. Warren, J. Maxenchs, R. Jose, R. Jordan, D. Biberman, M. Krangel, J. Pilman and M. Kraus.

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### Ampex Corp.

#### Sh-P, 200

**Headquarters:** 860 Charter Street, Redwood City, Calif.

On display will be the Ampex videotape recorders, color cameras, television disc recorders, and professional audio recorders.

**Personnel:** Thomas E. Davis, Larry Weiland, Charles Ginsberg, Al Skroka, Don Kleffman, Leon Wortman, Dick Sirinsky, Richard Larkin, Frank Thompson, Jack V. Miller, Dean A. Johnson,

Bob Hecton, Bob Hill, B. M. Poole, Weldon Squyres, Chuck Dolk, Ed Dietrich, Bill Murphy, Howard Town, Rein Narma, George Townsend, Ron Polster, Al Slater, Len Hase, Frank Benson, Gene Sudduth, Ken Herring, Gordon Williams, Norman Parker-Smith, Tom Gutteridge and John Leeson.

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### **Andersen Laboratories, Inc.**

**Shor, 537**

**Headquarters:** 1280 Blue Hills Avenue, Bloomfield, Conn. 06002.

On display will be a zero studio delay system which makes a studio switcher appear to have no delay; a chroma delay equalizer, and a new outline generator which will place a black border all around keyed-in title information.

**Personnel:** Richard H. McLean and Robert Fletcher.

---

### **Andrew Corp.**

**Sh-P, 208**

**Headquarters:** 10500 West 153d Street, Orland Park, Ill. 60462.

Helix coaxial cables and flexible elliptical waveguides, coaxial switching matrices; STL, ITFS, and microwave antenna systems will be shown.

**Personnel:** Dr. Victor J. Andrew, Harold Detlefs, John Van Hecke Jr., Richard Rainer, Edward Andrew, Robert C. Bickel, Lawrence Krahe and Ernest Heitsch.

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### **Angenieux Corp. of America**

**Shor, 518**

**Headquarters:** 440 Merrick Road, Oceanside, N.Y. 11572.

On display will be a variety of zoom lenses for broadcast cameras, the Diascope for camera registration and/or color balancing and motion picture zoom and fixed focal length lenses.

**Personnel:** Bernard Angenieux, John Wallace, Paul C. Foote, Bern Levy and Mrs. R. Hajzak.

---

### **Applied Electro Mechanics Inc.**

**Shor, 540**

**Headquarters:** 2350 Duke Street, Alexandria, Va. 22314.

On display will be a new video keying amplifier for special purpose inserts.

**Personnel:** Charles R. Banks, George R. Glen, Harry B. Brown, Joseph Gillespie, Darel Dellinger, Robert Howard, James Pruett, Charles Cook, David Durst, Thomas Jacocks and Clinton Mangum.

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### **Arriflex Corp. of America**

**Sh-P, 311**

**Headquarters:** 2520 Brooklyn Queens

Expressway West, Woodside, N. Y.

Display will include Arriflex 16BL, 16S/B, and 16M/B camera systems, Siemens 2000 16/16 double system sound projector, and other film equipment.

**Personnel:** Paul Klinenstein, Victor James, Bruce E. Harris, Peter M. Ildau, Edward Feldman, Anton Wilson and Volker Bahnmann.

---

### **Audio Devices Inc.**

**Shor, 501**

**Headquarters:** 235 East 42nd Street, New York 10017.

Audiotape magnetic recording tape, Audiopack cartridges and cassettes, and helical scan videotape will be displayed.

**Personnel:** Gerald Meyer, Max D. McCollough, John Rice, James Tinney, James Travis and James Carroll.

---

### **B & K Instruments Inc.**

**Shor, 543**

**Headquarters:** 5111 West 164th Street, Cleveland 44142.

On display will be new models 123 and 124 spectrum shapers for tape scrubbing, creating special sound effects and recording equalization; new sound level meters, and complete professional instrumentation for testing electroacoustical components and systems.

**Personnel:** Bernard Katz, Carl Cathcart and Frank Steigerwald.

---

### **Ball Brothers Research Corp.**

**Sh-P, 321**

**Headquarters:** Box 1062, Boulder, Colo. 80302.

On exhibit will be monochrome and color special effects generators, video processing and AGC amplifiers, video/pulse distribution amplifiers, waveform monitors, video signal multiplexers and narrow-band video communications systems. Monochrome and color television monitors, and high resolution alpha-numeric information display equipment will also be shown.

**Personnel:** W. A. Douglass, F. P. Dolder, W. S. Sadler, R. C. Mercure Jr., E. B. Hatch, R. J. Ryan, T. A. Olson, R. L. Kuhn and R. J. Jansen.

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### **Bardwell & McAllister Inc.**

**Shor, 566**

**Headquarters:** 1117 North McCadden Place, Hollywood 90038.

Exhibits will include 1 kw baby keg lights, 2 kw and 5 kw spot lights, Mini-Mac 1000's, Mini-Mac 650's and bright eye 650's, lighting control systems, tungsten halogen quartz lamps, lighting accessories and mounting

equipment.

**Personnel:** John Murray, Stewart Martin, Joe Kies, Dick Haskins, and Arthur Florman.

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### **Berkey-Colortran Inc.**

**Sh-P, 303**

**Headquarters:** 1015 Chestnut Street, Burbank, Calif. 91502.

On exhibit will be a line of lighting, dimming and support equipment. New products are: the LQD6-60 Maxi-Brute "6"; the compact LQL-10 PUP; the HAG-15 lighting fixture support; the Gelatran, a long-life color media, and the Lumiscope rear screen-process for color TV.

**Personnel:** Loren E. Steadman, Kenneth M. Paulius, Richard B. Glickman, Marion Rimmer, Walter Brewer, Carl Bokmuller, Kenneth Ponte, David Dever, Joseph Tawil, Gerry Lee, Thomas Pincu and Larry Nelson.

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### **Belar Electronics Laboratory Inc.**

**Shor, 562**

**Headquarters:** Delaware and Montrose Avenues, Upper Darby, Pa. 19084.

New products will include the TVM-1 TV modulation monitor, AMM-1 AM frequency and modulation monitor, both solid state; MML-1 "Mod Mind-er"; RFA-1 RF amplifier and VPM-1 peak indicating meter. Also on display will be the FM add-on monitoring system, FMM-1 frequency and modulation monitor, FMS-1 stereo frequency and modulation monitor and SCM-1 SCA frequency and modulation monitor.

**Personnel:** Arno M. Meyer, C. E. Harper, J. Hans Frank, John Quinn, Paul Marsico, I. W. Meyer.

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### **Boston Insulated Wire & Cable Co.**

**Sh-P, 314**

**Headquarters:** 65 Bay Street, Dorchester, Mass. 02125.

On display will be television camera cable, including the new miniature TV81N color camera cable; connectors and terminated camera cable assemblies, and new 12-pair microphone assembly.

**Personnel:** Robert Fanning, Alfred Garshick, Peter McKatten, Eli Manchester, Joseph Burley, Alden Davis, Edward McCuster, John Hathaway and William Bridges.

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### **Brand-Rex Div. (American Enka Corp.)**

**Shor, 559**

**Headquarters:** P.O. Box, 498, Willimantic, Conn. 06226.

A complete line of cables, includ-

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Manufacturers of a complete line of towers and accessories for every use. Designers, engineers and installers of complete tower systems.





ing TV camera cable, precision video, audio, and coaxial cables, as well as a complete line of CATV cable, will be on display.

**Personnel:** Paul I. Valliere, Bruce W. Gardner, Joseph Markwacz, Angus W. Athearn, Hugh Skelley, Bob Mansfield and John Smith.

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**Broadcast Computer Services Div. (Wolverine Broadcasting Corp.)**

**Shor, 549**

**Headquarters:** Box 966, Colorado Springs 80901.

A computerized traffic/accounting system will be on display.

**Personnel:** James W. Vinall, John L. Finlayson, Thomas W. Lawhorn, John J. Zimmerman, Deborah Apy, Joetta Sholdt, Ardis Schmidt, M. Murphy, J. Chidester, W. Finch and A. Oaks.

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**Broadcast Electronics Inc.**

**Sh-P, 205**

**Headquarters:** 8810 Brookville Road, Silver Spring, Md. 20910.

On exhibit will be the new Spotmaster 500C, featuring automatic record pre-set; the 400A tape cartridge recording and reproducing systems; the Spotmaster Five Spot and Ten Spot multicartridge systems, and the new MRM-600, a mini plug-in recorder module that converts the models 605B and 610B series to a recorder-playback unit. Other items on display will include amplifiers and cartridge accessories.

**Personnel:** Jack Neff, Don Smith, Cliff Ratliff, Ross Beville, Ben Strouse, Arnold Perrey, W. Vellnagel, Wilfred Fisher, Gene Allen, Bill Woods, Bud Durfee, Graham Newton, Don Herman, Ken McHenry, Art Singer and Bob Wycoff.

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**Broadcast Products Co.**

**Shor, 531**

**Headquarters:** 3814 Everett Street, Kensington, Md. 20795.

The new AR-1000 broadcast automation system, featuring a digital programmer capable of controlling 10 or more sources will be shown plus the new AS-10 solid-state, 10-channel audio switcher control monitor unit; the BPC 101 programable digital clock, and the Autocue R-25 automation production unit.

**Personnel:** James C. Woodworth, John Waller and C. R. Brown.

---

**Broadcast Skills Bank**

**Sh-P, Concourse of States**

**Headquarters:** 90 Park Avenue, New

York 10025.

**Personnel:** Larnieve Reynolds, Patricia Ware, Sheila Geogeghan, Lenore Patterson, Tijuana Cooper, Ruth Weaver, Dede Hooe, Myrtle Hooe, Melinda Muary, Betsy Michaels, Sandy Jones, Susan Krauss, Barbara Craven and Maureen Fisher.

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**Canon U. S. A. Inc.**

**Shor, 575**

**Headquarters:** 64-10 Queens Boulevard, Woodside, N.Y. 11377.

Equipment to be displayed includes the zoom lenses for Plumbicon cameras and a pattern projector for projecting test patterns onto a camera pick-up tube.

**Personnel:** Haruo Odagawa, Dick Turchen, Katsuharu Akashi and Masayoshi Miyaoka.

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**CBS Laboratories**

**Sh-P, 105**

**Headquarters:** High Ridge Road, Stamford, Conn. 06905.

On display will be Audimax, Vol-umax, loudness controller, loudness indicator, wide range program monitor, masking amplifiers, masking processors, joy stick and paint controls, and digital display equipment. New items being shown include a dynamic presence equalizer and program comparator and Mark II image enhancer for color and black-and-white cameras.

**Personnel:** Jerome Goldman, Philip Schifflin, Ralph Denu, Bob Estony, Roy Holmes, Mark Simmons, Dick Allen, Lang Cook, Dr. Stafford Hopwood, Thomas Hindle, Al Scholze, John Wisstrand, Sal Raia, Jim Leonard, Ted Lewandowski, Emil Toric, Jim Russell, Walter Allport, Leo Murray, Budd Wolfsie and Steward Kranz.

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**CCA Electronics Corp.**

**Sh-P, 216**

**Headquarters:** 716 Jersey Avenue, Gloucester City, N.J. 08030.

On display will be a complete line of AM and FM transmitters. New products will include the FM-10DS, a solid-state direct FM exciter, a 10-channel stereo console and a 10-fader, dual-channel monaural console.

**Personnel:** William Barry, Lawrence Behr, Fred Chassey, Carroll Cunningham, Gordon DuVall, Bruce Emonson, Claude Hill, Jerry Lainer, John McClamrock, John Miller, Bill Moats, John Ring, Hollis Suber and George Waslo.

---

**Central Dynamics Corp.**

**Shor, 517**

**Headquarters:** Cherry Hill Industrial Centre, Cherry Hill, N. J. 08034.

On display will be videometrics test generators and television terminal equipment.

**Personnel:** Duane Weise, Bob Heuffed, Jim Smith, Dave Hill, Don Cadora, Ken Davies, Bruce Prentice and Ray Anderson.

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**Century Lighting Inc.**

**Sh-P, 209**

**Headquarters:** 3 Entin Road, Clifton, N.J. 07014.

On display will be complete line of tungsten halogen lighting equipment including Memo-Q system, solid-state memory control lighting system.

**Personnel:** Edward Gluck, Charles Levy, Fred Wolff, Robert Kushner, Lawrence Kellermann and Ron Olson.

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**Chrono-Lab Corp.**

**Sh-P, 220**

**Headquarters:** 2583 West Chester Pike, Broomall, Pa. 19008.

On display will be the CRT STEP system for TV switching automation which allows all-day programming automation. Basic system price is \$30,000.

**Personnel:** Arthur Freilich, Saul Meyer and Howard Caplan.

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**Cohu Electronics Inc.**

**Shor, 522**

**Headquarters:** Box 623 San Diego 92112.

On display will be video switching system, color-film chain camera, color video encoder, video multiplexer and color bar, background, black burst, drive and color and monochrome sync generators.

**Personnel:** E. T. Clare, J. L. Kimball, J. W. Barnes, R. H. Boulio, H. E. Crow, Roy Seim, Claude Shouse, Dick Hiatt, Les Toth, R. J. Schlicht and R. L. Harmon.

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**Collins Radio Co.**

**Sh-P, 225**

**Headquarters:** Dallas 75207.

New equipment on display will include the 26J-3 auto-level compression amplifier and the 26U-3 peak limiting amplifier for AM and FM, 212V-1 audio console, 900F-1 FM monitor and



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# How much is known about smoking and health?

FROM: THE COUNCIL FOR TOBACCO RESEARCH - U.S.A., 633 Third Avenue,  
New York, New York 10017

Contact: W. T. Hoyt  
Oxford 7-9790

FOR RELEASE AT 6:30 P.M. MONDAY, FEBRUARY 3, 1969

The scientist who has been associated with more research in tobacco and health than any other person declared today that "there is no demonstrated causal relationship between smoking and any disease.

"The gaps in knowledge are so great that those who dogmatically assert otherwise - whether they state that there is or is not such a causal relationship - are premature in judgment: If anything, the pure biological evidence is pointing away from, not toward, the causal hypothesis."

The statement was made by Dr. Clarence Cook Little, Scientific Director of the Council for Tobacco Research - U.S.A. on the 15th anniversary of its founding by tobacco growers, warehousemen and manufacturers.

Dr. Little said that scientific progress in the smoking and health field, supported in large part by the Council, has shown that --

"1. The genetic makeup of the individual largely determines his susceptibility to cancer, cardiovascular disease or chronic respiratory disease which may appear after exposure to various environmental challenges.

"2. Many factors other than smoking are significantly associated with cancer, cardiovascular disease and chronic respiratory disease.

"3. Statistical associations between smoking and lung cancer, based on study of those two factors alone, are not proof of causal relationship in the opinion of most epidemiologists.



"4. Major evaluations of health and smoking have been based on painting mouse skins with artificially prepared smoke condensates. But the relative degrees of cancer-forming response observed in these experiments neither parallel nor coincide with statistical data on the association of tobacco smoking and diseases in man.

"5. Interpretation of certain lung tissue changes following smoking as being unique or 'precancerous' is in dispute among pathologists.

"6. Rapid progress is being made in the development of improved methods for experimental exposure of animals to whole smoke for the sake of better control and more accurate evaluation."

Beginning ten years before the issuance of the Report on Smoking and Health of the Advisory Committee to the Surgeon General, The Council for Tobacco Research - U.S.A., according to Dr. Little, "has sponsored an increasingly effective program in tobacco and health research.

"The whole field of smoking and health requires a great deal more research and information before a proper evaluation can be made," Dr. Little said. "The Council's supporters have pledged continued expansion of our independent research support as opportunities arise.

"This provides the best prospect yet that needed new knowledge about tobacco use and health will be obtained."

Dr. Little is a member of the National Academy of Sciences, a former managing director for sixteen years of the American Society for the Control of Cancer (now the American Cancer Society), a past president of the American Association for Cancer Research, and founder and former director of the Jackson Laboratory for Cancer Research.

**The Tobacco Institute**  
**1735 K Street, N.W. Washington, D.C. 20006**

the 831G-1 20 kw FM transmitter.

**Personnel:** A. T. Agular, T. R. Barber, J. R. Beddall, K. A. Blake, T. S. Butler, R. C. Evans, T. E. Flynn, K. R. Fox, J. M. Haerle, R. J. Henry, J. F. Knorr, L. H. Leggett, J. L. Littlejohn, R. O. Looper, D. E. Mehl, J. D. Miller, W. J. Monroe, G. C. Nelson, H. O. Olson, C. I. Rice, C. R. Rollert, D. E. Spears and J. H. Speck.

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### **Comfax Communications Corp.**

**WH**

**Headquarters:** 770 Lexington Avenue, New York 10021.

Information will be available on the development of facsimile systems using the new Sonic Vee patent and the creation and operation of a facsimile network.

**Personnel:** John Porterfield.

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### **Conrac Corp.**

**Sh-P, 102**

**Headquarters:** 600 North Rimsdale Avenue, Covina, Calif. 91722.

On display will be the new solid-state KHA25/C color monitor, available in 19-inch or 25-inch versions. The RHA-19 solid-state color monitor, available in cabinet or rack slide versions, will also be exhibited.

**Personnel:** W. A. Ems, A. L. Landsperger, C. H. Odom, A. W. Severdia and R. N. Vendeland.

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### **Continental Electronics Mfg. Co.**

**Sh-P, 224**

**Headquarters:** Box 17040 Dallas 75217.

On display will be the 317C 50 kw AM transmitter weighing less than 7,000 pounds.

**Personnel:** James O. Weldon, T. B. Moseley, M. W. Bullock, W. M. Witty, W. D. Mitchell, H. A. Tackett, Vernon Collins, Ray Tucker, Dick Floyd, Everett King and Joe Sainton.

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### **Craftsman Electronic Products Inc.**

**Shor, 509**

**Headquarters:** 133 West Seneca Street, Manlius, N.Y. 13104.

Exhibits include CATV, MATV and CCTV passive devices, amplifiers and connectors.

**Personnel:** Daniel N. Mezzalingua, J. Ostuni, Matt Lysek, K. Siegel and R. J. Greiner.

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### **Data Memory Inc.**

**Shor, 570**

**Headquarters:** 470 San Antonio Road,

Palo Alto, Calif. 94306.

On display will be the VDR-222C color industrial with four-speed, stop action and slow motion and CCTV Videodisc TV disk recorder.

**Personnel:** Ray S. Stewart, Jerome J. Dover, Frederick L. Bezold, Bernard M. Brenner, Kurt Machein, F. Gonzales Jr., J. Phan and J. Young.

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### **Davis & Sanford Co. Inc.**

**Sh-P, 527**

**Headquarters:** 24 Pleasant Street, New Rochelle, N.Y. 10802.

On display will be camera cradle heads and mounts for supporting monitors. New products are a tripod with geared center post, and three cradle heads.

**Personnel:** Edward Resk and William Resk.

---

### **Defense Electronics Inc.**

**Shor, 578**

**Headquarters:** Rockville, Md. 20854.

The 120-E field intensity meter, the PPM-101 precision phase monitor and the 112 phase monitor will be on exhibit.

**Personnel:** Ken Boothe, W. J. Hession and Bob Blanchard.

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### **Delta Electronics Inc.**

**Shor, 557**

**Headquarters:** 4206 Wheeler Avenue, Alexandria, Va. 22304.

Displays will include the RG-1 receiver-generator, OIB-1 and OIB-2 operating bridges, CPB-1A common point bridge. ISB-1 independent sideband adapter and a variety of RF tuning coils.

**Personnel:** John Andre, Russel Geiger and Ken Owen.

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### **Dresser Crane, Hoist & Tower Div.**

**Sh-P, 313**

**Headquarters:** 875 Michigan Avenue, Columbus, Ohio 43215.

On display will be examples of radio, TV and microwave towers, plus tower inspection and maintenance equipment.

**Personnel:** J. Roger Hayden, Bob Sload, Ivan Blausler, Tom Singell, Pat Irwin, Bob McKinney, Dick Dodson and Paul Kingcade.

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### **Dynair Electronics Inc.**

**Sh-P, 324**

**Headquarters:** 6360 Federal Boulevard, San Diego 92114.

Featured will be the new VS-121B-RS remote video switcher-fader, Mini-Split special effects generator and addi-

tions to the Mini-Sync synchronizing generator line. Other products will be 5100 series switching equipment, TS-100B sideband analyzer, TX-4A Dyna-Mod TV modulator, Equa-Dyn video cable transmission systems, 1000 and 3000-series video distribution systems and the Mini-series line of closed-circuit TV equipment.

**Personnel:** E. G. Gramman, R. L. Paullus, G. W. Bates, D. A. Keller, and W. D. Killion.

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### **Eastman Kodak Co.**

**Shor, 526**

**Headquarters:** 343 State Street, Rochester, N.Y. 14650.

On display will be a film chain using the model 285 16mm TV projector, a pneumatic multiplexer; a carousel RA-950 projector, and a General Electric PE-240 color camera.

**Personnel:** C. R. Troutner, N. L. Simmons, R. H. McPherson, E. M. Stifle, K. M. Mason, E. M. Warnecke, A. T. Brown, R. G. Hufford, J. B. DeWitt, R. S. Woolman, F. E. Goodwin, R. C. Potter and W. H. Low.

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### **Effective Communication Systems**

**Sh-P, 327**

**Headquarters:** Box 98, White Haven, Pa.

On display will be the Marathon line of continuous loop cartridges.

**Personnel:** John P. Gallagher, William McFadden, Charles Rich, Dick Myers and Bart Bagdasarian.

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### **Electronics, Missiles, and Communications Inc.**

**Sh-P, 326**

**Headquarter:** Box 116, White Haven, Pa. 18661.

Translators and 2500 mc equipment will be on display.

**Personnel:** Ross Swain, Steve Koppelman, Don Meier and John R. Shearer.

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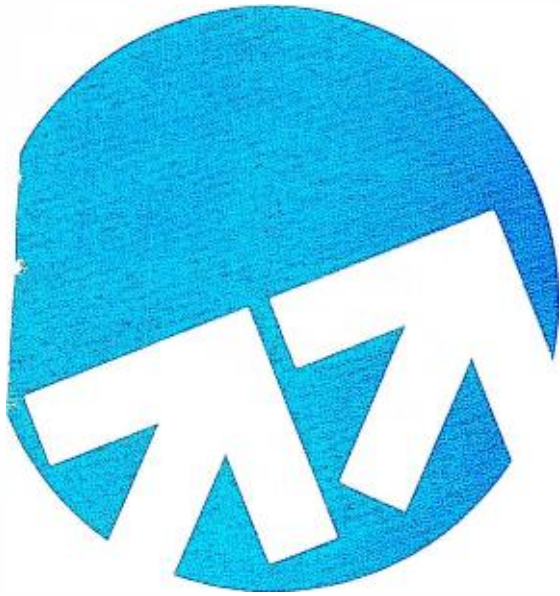
### **Fairchild Recording Equipment Corp.**

**Sh-P, 218**

**Headquarters:** 1040 45th Avenue, Long Island City, N. Y. 11101.

The Forum, a fully automatic conference communication system, will be on display. Other equipment in the exhibit will include the model 870 70w RMS monitor amplifier; the model 659 Reverbertron, and two new cards in the 692 Integra series.

**Personnel:** Sherman Fairchild, E. J. Everitt Jr., George Alexandrovich, David Bain, Fred Wells, D. Cordes, T. Jimenez and C. Kerness.



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**Filmline Corp.**

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**Shor, 573****Headquarters:** 43 Erna Street, Milford, Conn. 06460.

Exhibitions will include 16mm automatic color film processor for ektochrome (ME14) film, models FE-15 and FE-30.

**Personnel:** E. B. Krauss, John Grady and G. Hedman.

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**Fort Worth Tower Co.**

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**Sh-P, 306****Headquarters:** Box 8597, Fort Worth 76112.

Products on display will include AM-FM-CATV and microwave towers, passive reflectors and models of equipment buildings.

**Personnel:** T. W. Moore, A. C. Tilton and C. Wayne Magee.

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**Front Projection Corp.**

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**Shor, 538****Headquarters:** 10-40 45th Avenue, Long Island City, N. Y. 11101.

On exhibit will be a film of effects achieved with the combined use of the Front Projection Studio 90 and the General Electric large screen display.

**Personnel:** Bruce Malkin and Fred Wells.

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**Gates Radio Co.**

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**Shor, 213****Headquarters:** 123 Hampshire Street, Quincy, Ill. 62301.

Equipment on display will include the 1 kw BC-1G and 5 kw BC-5H AM transmitters; 1-, 3- and 20kw FM transmitters; a complete line of FM monitoring equipment; a TV-15 console with TVS-6 submixer panel operating from an eight-channel program source; solid-state limiters and new AGC amplifier and FM limiter; automated radio station and a new automatic program logging system in which tape cartridge impulses activate a page printer.

**Personnel:** L. J. Cervone, N. L. Jochem, E. O. Edwards, E. S. Gagnon, J. M. Engle, Neil Arveschoug, Walton Ayer, Joe Cole, Howard Dempsey, London England, Carl Fosmark, Robert Gorjance, Robert Hallenbeck, E. R. Lowder, C. O. Morgan, Larry Pfister, Ivey Raulerson, Sterling Reames, Tom Schoonover, Richard Spruill, Robert Switzer, Paul Timpe, Stanley Whitman, Urlin Whitman, Edward Wilder, Joe Woods, Rafael Acosta, Arne Clapp, and Robert Gauthier.

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**General Camera Corp.**

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**Shor, 541****Headquarters:** 321 West 44th Street,

New York 10036.

Products on display will be the SSIII magnesium 16mm single/double system camera, the GCA miniature amplifier/mixer with automatic volume control and the 1000D inverted power supply.

**Personnel:** Dick Dibona, Milton Keslow and Sy Cane.

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**General Electric Co.**

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**Sh-P, 210****Headquarters:** Electronics Park, Syracuse, N.Y. 13201.

Products on display will include the PE-350 color camera, the PE-240 color film camera, the PF-12-A color optical multiplexer, TV station automation featuring the new TS-300-A studio switcher and the TS-301-A distribution switcher, VHF and UHF TV transmitters, a TV-8-A differential phase and gain linearity compensation unit for VHF and UHF transmitters, TV batwing, helical and zig-zag transmitting antennas, monochrome and color video projectors, TV camera pickup tubes and quartzline and incandescent studio lamps.

**Personnel:** Donald E. Perry, James M. McDonald, William B. Gaither, Robert E. Lauterbach, O. A. Lively, Thomas F. Bost, John Wall, Robert W. Cochran, Merle E. Arnold, Gordon C. Berry, Mathew S. Ceterski, James M. Comer Jr., Harry J. Craig, James H. Douglas, Joseph Ewansky, Paul H. Fletcher, Charles F. Ganter, George I. Hardy, M. M. (Tex.) Haertig, Daniel E. Howes, George J. Kazacos, Curtis I. Kring, Robert L. Manahan, Lewis F. Page, Earl H. Platt, Vernon H. Russell, Richard M. Smith, Anthony Terzano, Edwin O. Turner and John W. White.

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**Gotham Audio Corp.**

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**Sh-P, 310****Headquarters:** 2 West 46th Street, New York 10036.

On display will be the Neuman FET-80 series transistor condenser microphones, Studer A-62 tape recorder, turntables, consoles, transformers, amplifiers, limiters, other audio equipment and the EMT Vid-E-Dit electronic video-tape splicer.

**Personnel:** Stephen F. Temmer, Hugh S. Allen Jr., Eli Passin and Robert Palladino.

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**Granger Associates**

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**Sh-P, 316****Headquarters:** 1601 California Avenue, Palo Alto, Calif.

Featured will be the new Bauer 2 kw model 602 FM transmitter, \$7,950, with solid state, push-button exciter; custom audio console and two- and three-speed

turntables. The Bauer 1 kw AM transmitter and a redesigned line of mono, stereo and dual consoles will also be on display.

**Personnel:** Paul Gregg, Joe Novir, Harry Wilcox Jr., Phil Mathes, Larry Peck, Lew Denes, Harry Broughall, Jess Swicegood, John L. Selover, Lew Carroll, Bob Halvorson, George Sly, William Carpenter, Harold M. Horton Jr. and F. Patrick Carr Jr.

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**The Grass Valley Group Inc.**

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**Sh-P, 219****Headquarters:** P.O. Box 1114, Grass Valley, Calif. 95945.

On display will be the 1400-3 studio production switcher, a master control switcher, a dual-color sync generator, a special effects generator, video processor, solid-state video mixer and a variety of video, pulse and subcarrier distribution amplifiers.

**Personnel:** D. G. C. Hare, Hazel S. Hare, William L. Rorden, Stephen Hare, Robert L. Cobler, William Barnhart, Richard Stevens, Jerry Sakai, Merv Graham, S. S. Krinsky, Robert Lynch, Richard Lawrence, Mike Dyer and Bill Buford.

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**Gray Research and Development**

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**Shor, 563****Headquarters:** 150 Park Avenue, East Hartford, Conn. 06108.

On display will be various tone arms: the 12- and 16-inch Micro-Trak series, the 206 and 208 viscous damped standards, the 602 impedance matching pre-amp and broadcast equalizers.

**Personnel:** William E. Stacy, Hy Lehrman and Tom Wotherspoon.

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**Harwald Co.**

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**Sh-P, 318****Headquarters:** 1245 Chicago Avenue, Evanston, Ill. 60202.

Electronic film inspection and logging systems will be on display.

**Personnel:** Richard Wallace, Ray Short, Frank Schmidt, Frank Cantafio, Tom Boyle, Ed Stahl.

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**Houston Fearless Corp.**

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**Sh-P, 307****Headquarters:** 11801 West Olympic Boulevard, Los Angeles 90064.

On display will be television color news film processing equipment, featuring the Mini-Color and Color Master Processor Installation, along with a complete line of television camera support equipment.

**Personnel:** Jim Remmer, Bert Rosenberg, Wade Weaver, Bob Stiles, Fred Mehner, Derrill Macho and Felder C.

# The many facets of a rewarding career.

Like a diamond, a career can be judged by its facets. In a diamond, it's the facets that add to the depth and luster. In a career, there are many contributing factors that make it more rewarding.

At Memorex, we can offer you a stimulating, creative environment with unsurpassed opportunity. For example, we will provide you with excellent business associates . . . the finest technical talent in the world. Growth . . . from 6 people to over 1800 in just seven years and growing faster. Outstanding reputation . . . quality products, backed by service. Location . . . the beautiful San Francisco Peninsula. And many more reasons to make your career have the proper depth.

Of course, the most important facet in making your career a success is you. What interests and motivates you? If you want more information about Memorex, write us today and while you're at it tell us something about you.

Some of current openings include:

**Engineering Manager** BS in Physics or Electronics, MS preferred. Must have proven managerial skills and the ability to communicate effectively. Will carry out studies into video recording technology and supervise engineers and specialists working on recording problems.

**Field Service Engineer** Position requires previous customer contact experience. Should have 4-6 years' experience in troubleshooting video hardware problems or video tape problems. Duties include field qualifications and problem solving relating to experimental and standard products in the customer environment, and in the plant.

**Video Tape Development Engineer** Challenging position for individual with BS in EE or Physics. Should have 8 years video equipment design experience. Responsibilities

include supervising a small group involved in developing new and improved test methods, defining new test equipment requirements and assisting product development evaluation programs.

**Video Project Engineer** Exciting opportunity. Must have 4 years experience in video magnetic recording technology and 2 years supervisory experience. Must be familiar with video equipment/magnetic tape interface problems. Major responsibilities include developing improved test systems and performing analyses of a highly technical nature involving test instrumentation and new product performance.

**Recording Specialist Engineer** Degree in Physics or Electrical Engineering plus 4 years electronic experience, including background in magnetic recording. Tasks involve developing new and improved test methods, defining equipment requirements and generating operational procedures for new tests. Also, will perform analyses of a highly technical nature, involving test instrumentation performance and validity of test results.

**Video Sales Engineer** Openings throughout the country for an already successful salesman with an extensive background in and thorough knowledge of the video broadcast and/or closed circuit TV markets. You must be looking for more challenge to your abilities and greater earning potential. To customers in the video recording industry you will be offering professional sales service in the form of precision magnetic video tape products of guaranteed quality. Our compensation and benefit package will include salary plus incentive commission, new car, expenses, liberal profit sharing, insurance and paid vacation.

Please send your resume to: Professional Employment Office, 1180 Shulman Avenue, Santa Clara, California 95052. An Equal Opportunity Employer.



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**Humphrey Electronics Inc.**

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**Shor, 582**

**Headquarters:** P. O. Box 9143, Raleigh, N. C. 27603.

The model SM-1500 automatic transmitter data logger will be on display.

**Personnel:** Arthur L. Humphrey, Robert W. Schmitzer, R.O. Rowland.

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**Instructional Dynamics Inc.**

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**St. H, Suite unassigned**

On display will be a new special effects device for TV, the Telestrator, which writes diagrams or drawings over a live image.

**Personnel:** Dr. Leonard Reiffel.

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**International Good Music Inc.**

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**Sh-P, 317**

**Headquarters:** Bellingham, Wash. 98225.

On display will be the model 500 and model 600 automated audio control systems for radio taped music services, and data on automated switches for TV.

**Personnel:** Rogan Jones Jr., Lee Fac-to, Irv Law, Bob Popke, Joe Coons, Bill Brauer, Joe Toher, Fred Harkness, Don McMaster and Nick Puccio.

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**International Video Corp.**

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**Shor, 530**

**Headquarters:** 675 Almanor Avenue, Sunnyvale, Calif. 94086.

On display will be the three-Plumbicon tube camera IVC/EMI model 2001-C (\$72,000) and the four-tube IVC/EMI 2001-C (\$76,000). New products to be shown include the IVC-300 three-tube Plumbicon color camera for broadcast applications; IVC-200 three-tube vidicon color camera; IVC-800 color video-tape recorder, and the IVC-600 color video-tape recorder for closed-circuit use.

**Personnel:** Donald F. Eldridge, Ronald H. Fried, William A. Fink, John D. Rockwell, Richard J. Reilly, Robert Natwick, Joseph G. Bordeleau, Richard Rex, Eugene Leman, L. L. Pourciau, Carter Elliott, Byron Carr, Charles Snider, Victor Sampson.

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**ITT Electron Tube Division**

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**Shor, 560**

**Headquarters:** P. O. Box 100, Easton, Pa. 18042.

Products on display include high vacuum power triode and tetrode tubes for AM, FM, and TV transmitters.

**Personnel:** A. H. Hooke, A. W. McEwan, R. F. Mann, R. C. Neuzig, J. E.

Wood and G. A. Wilde.

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**Jamieson Film Co.**

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**Shor, 572**

**Headquarters:** 3825 Bryan Street, Dallas 75204.

On display will be the Mark IV 30 fpm color-film processor and the Mark VI 13 fpm color-film processor.

**Personnel:** Hugh Jamieson Jr., Loyd Abernathy and Bill Brady.

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**Jampro Antenna Co.**

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**Sh-P, 305**

**Headquarters:** 6939 Power Inn Road, Sacramento, Calif. 95828.

Cutaway versions of the Jampro circularly polarized FM zig zag TV antennas will be shown; the corner reflector TV antenna will also be on display.

**Personnel:** Peter K. Onnigian, Joseph M. Burt, Hassan Ghandour, George Groth, James Oliver, Bill Cunningham.

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**Jerrold Corp.**

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**Shor, 510**

**Headquarters:** 401 Walnut Street, Philadelphia 19105.

The Jerrold Starline Twenty, microwave equipment, and the Channel Commander II will be on display.

**Personnel:** Robert H. Beisswenger, Lee R. Zennick, Jeremiah E. Hastings, Joel Smith, C. David Baralsky, James Forgey, Arthur May, Max Kraus, Walter Mecleary, Samuel N. Blakeman, Howard Lomax, Frank Martin, J. C. Sparkman, Walter Allrich, James Nelson, Al Micheli, R. Bruce Lane, Rudolph Cadori, Anthony De Loss, Raymond E. Davis, Robert L. Toner, William Grant, Raymond Pastie, Martin Moran, Donald Imbody, Marvin Thall and Jack O'Neill.

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**Johnson Electronics Inc.**

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**Sh-P, 315**

**Headquarters:** Box 7, Casselberry, Fla. 32707.

On display will be the Johnson-Aire SCA multiplex solid-state receivers, tuners and amplifiers. New will be a 13-w integrated circuit amplifier for use in the background music field.

**Personnel:** Ralph Weber, Clyde Redwine, Wayne Wainwright, Jack Hyde, Scott Ormsby, Bill Weller, Ken Moersch, Al Johnston, Charles Cornick, Bert Stone, Logan C. Logan, Jim Forristal, Bob Hill and J. M. Flora.

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**Kahn Research Laboratories Inc.**

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**Shor, 523**

**Headquarters:** 51 South Bergen Place,

Freeport, L. I., N. Y. 11520.

On display will be the Voice-Line for improving phone quality and Symmetra-Peak for increasing average modulation and equalizing modulation peaks.

**Personnel:** Leonard Kahn, Eliot Baker, Robert Gordon, James Nossel and Edward deLutio.

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**Kaiser CATV Corp.**

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**Shor, 512**

**Headquarters:** 2216 West Peoria Avenue, Phoenix 85020.

CATV equipment will be on display, and information on turnkey construction, surveys and estimates and field engineering assistance will be available.

**Personnel:** Robert W. Behringer, Walter E. Baxter, James Taglia and Ben Forte.

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**Kalart Co.**

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**Shor, 567**

**Headquarters:** Plainville, Conn. 06062.

Three new products, the STV-TB-A 16mm TV uniplex film chain for closed-circuit use, the VLM-1 video level meter for ETV use and the OM-300 optical multiplexer will be shown. Also on display will be the Tele-Beam large-screen TV projector.

**Personnel:** Richard J. Zeitler and William Pittman.

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**Kliegl Bros. Universal Electric Stage Lighting Co.**

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**Sh-P, 101**

**Headquarters:** 32-32 48th Avenue, Long Island City, N.Y. 11101.

A complete line of studio lighting and control systems will be shown. Featured will be portable dimming and control systems utilizing SCR dimmers.

**Personnel:** Herbert R. More, George Howard, Wheeler Baird, Robert W. Bullock, Pat Byrne, Seth Galbraith, Tom Hayes, Bruce Kelley, Gene Murphy and Ed Vaughn.

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**Lenkurt Electric Co.**

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**Shor, 507**

**Headquarters:** 1105 County Road, San Carlos, Calif. 94070.

On display will be the 75C and 78B1 microwave radio systems for long-haul video transmission and STL's.

**Personnel:** Bob Verlander, Fred James, Bill Clampitt, Bill Bockhacker and Ken Higgins.

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**Listec Television Equipment Corp.**

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**Shor, 528**

**Headquarters:** 35 Cain Drive, Plain-



The NAB logo consists of the letters "NAB" in a bold, sans-serif font, enclosed within a dark, circular background.

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## COMPUTERS IN TIMEBUYING: WHERE DO BROADCASTERS FIT IN?

There has been a great deal of publicity recently about computer systems designed to automate timebuying and create spot exchanges. We believe the application of electronic data processing and teleprocessing systems to spot television timebuying provides possibilities for increasing the volume of spot television advertising. The possibilities are in reducing the cost and complexity of buying spot while increasing the opportunities to negotiate, buy and sell.

Computers in timebuying is a lively issue these days, and you may want to discuss it with us. But whatever your interest in local television audience research may be, we'd like to meet and talk with you at the NAB. Our door will be open. Suite A700. Sheraton Park Hotel.



**Nielsen Station Index**

a service of A. C. Nielsen Company

view, N. Y. 11803.

New products on display will be Vinten lightweight camera mounting with full range of equipment; E.D.S. 60 twin random access slide projector; Hokushin 16mm automated projector; helical video-tape recorder test equipment; video distribution amplifiers; pulse distribution amplifiers and sync generator.

**Personnel:** Michael Stechly, Jack Littler, Hugh Mackin, Robert J. Norton, Gordon W. Ballantyne, Bryan Portor, K. G. Hollen, P. G. Bowers, B. J. Cook, E. Morser, and R. Dexter.

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### Macarta Inc.

Sh-P, 319

**Headquarters:** 709 Railroad Avenue, West Des Moines, Iowa 50265.

Automated programing with carousels, record centers, playback units, time announcers, reel-to-reel playbacks and related equipment, cartridge broadcast equipment controls and random select programing system will be on display.

**Personnel:** G. D. Andrews, W. E. Moulic, Don Clark and Victor Blacketer.

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### Machlett Laboratories Inc.

Sh-P, 207

**Headquarters:** 1063 Hope Street, Stamford, Conn. 06907.

Featured will be 10 kw, 16 kw and 36 kw CW forced air cooled tetrodes and 55 kw and 80 kw CW forced air cooled triodes.

**Personnel:** C. Kirka, K. Decho, D. S. Frankel and R. C. Parlette.

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### Marconi Instruments

Shor, 533

**Headquarters:** 111 Cedar Lane, Englewood, N. J. 07631.

On display will be the model 1009 sweep generator, 2904/1 color gain and delay test set, 2905/5 sine squared pulse and bar generator 2905/9 gray scale generator and the 2908 blanking and sync mixer.

**Personnel:** Norman White, George Garthwaite and Louis Presutto.

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### Marti Electronics

Sh-P, 300

**Headquarters:** 105 Poindexter, C'eburne, Tex. 76031.

New products to be shown include solid-state, aural STL system for AM; 150 and 450 mc remote pick-up transmitters with solid-state audio, and solid-state limiter. Also on display will be the M-3A/STL transmitter for FM, the RMC-2AX remote control system, the

SCG-67 subcarrier generator and a line of solid state audio amplifiers and preamplifiers.

**Personnel:** George W. Marti, Robert E. Richards, M. E. McClanahan, Joe A. Hudgins, and Roger I. Bast.

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### McCurdy Radio Industries Inc.

Sh-P, 325

**Headquarters:** 1051 Clinton Street, Buffalo, N.Y. 14206.

On display will be a line of professional audio products, including custom audio consoles and systems. Featured will be the Moduline series of equipment.

**Personnel:** George McCurdy, Graham Fawcett, A. C. (Chuck) Angus, Bob Torpey, Stan Maruno, Karl Poling and Ken MacKenzie.

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### McMartin Industries Inc.

Sh-P, 211

**Headquarters:** 3104 Farnam Street, Omaha 68131.

On exhibit will be FM stereo monitors, STL receivers, frequency and modulation monitors, fixed frequency FM receivers, SCA multiplex monitors, TV audio receivers, FM stereo re-broadcast receivers, a selective programmer, RF amplifiers, an SCA and stereo generators and tubed and transistorized FM multiplex receivers and audio amplifiers.

**Personnel:** Ray B. McMartin, Leonard Hedlund, James Taphorn, Ken Kohler, Duane Haverty, Jack Ducart, Gary Heimsoth, Howard West, John Sachen, Dave Bell, Charles Goodrich, Rudy Nabel, Bill Keene, Bob Keene, Gordon DuVall, Jack Mandabach, Lloyd Phillips, Robert Milsch, Chuck Milsch, John Simpson, Joe Goetz, A. W. Greeson Jr., P. D. Thompson, Don Jones, Bill Kelly, Joe Schmitz, Wink Winkeler, Jack Carter, Dick Schnepf, Clark Gibb, Pat Klise, Joel Joseph, Stan Sher, Morton Taub, John Thompson, Jack Moore, Jim Hall, Dave Grubbs, Bud Moulthrop, Andy Sproul, Pat Quinn, Jay Allen, Tom Creighton, Del Black, Jack Shalinsky, Alex Andison, W. P. Watson, Jayme De Barros, Tom Tucker, Bernie Halpern, Ben Ostrovsky, Ron Hartesma and M. Zeile.

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### Memorex Corp.

Shor, 529

**Headquarters:** 1180 Shulman Avenue, Santa Clara, Calif. 95052.

On display will be High-Chroma video tape, including a two-hour tape.

**Personnel:** George Kulper, Bob Funk, Roye Geiser, Gerry Heitel, John Brown, Jim Ringwood, Howard Olson, Mike Martin, Bill Justice, Phil Sykes,

Norval Denny, Irv Hamlin, Bill Koenig, Ken Taylor, Bob Hazlett, Bruce McGilaway, Larry Lindsey, Cal Strobeie, Vern Kuellmer, Jerry Kelly, Keith Reynolds, Rick LeForge, William Butler, Ed Seaman, Jim Bellah, John Lory and Carl Krueger.

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### Microwave Associates Inc.

Shor, 502

**Headquarters:** Northwest Industrial Park, Burlington, Mass. 01803.

On display will be solid-state television relay and wireless microphone equipment. Featured will be "B" line fixed and portable TV relay systems and Portamike subminiature solid-state FM wireless microwave transmitter.

**Personnel:** D. W. Atchley, L. T. Corbell, S. McConoughey, M. Knold, J. W. Johnson, P. Cass, E. Stromsted, D. Smith, W. Shand, J. Toropovsky, L. Follet, T. Spearen, J. Fackler, W. Batista, F. Collins, S. Lipin, V. Woodworth and M. Muellers.

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### D. B. Milliken Co.

Shor, 553

**Headquarters:** 131 North Fifth Avenue, Arcadia, Calif. 91006.

On display will be the DBM-R1 video film recording system and the DBM-64A 16 mm kinescope recording camera.

**Personnel:** Lou F. Meyer, Steve Robinson and Bill Smith.

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### 3M Co.

Sh-P, 106

**Headquarters:** 3M Center, St. Paul 55101.

A full line of Scotch broadcast and closed-circuit video tapes, audio tapes and accessories will be on display.

**Personnel:** Daniel E. Denham, William H. Madden, Duane T. Windahl, Joseph L. Leon, John F. Maye, Peter B. Van DeVenter, John A. Watson, Paul I. Anderson, Norman C. Ritter, H. Lee Marks and J. Neal Casey.

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### Minolta Corp.

Shor, 545

**Headquarters:** 200 Park Avenue South, New York 10003.

On display will be the Minolta TV color analyzer and the one degree spot meter.

**Personnel:** Mike Konishi and John Jonny.

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### Mole-Richardson Co.

Shor, 556

**Headquarters:** 937 North Sycamore





## The better you get, the better we look.

We can't really take the credit. Of course, we take pride in providing you with the finest film stock we know how to make. But from then on, baby, it's anybody's commercial.

Maybe that's the key—because it seems that anybody who's anybody in television commercial-dom is in film. The really creative new ideas that hit the screen night after night in quest of sales come from really creative film people. Of course, we keep coming up with new products that give you more

creative elbowroom. But that doesn't explain why you keep flocking to film and raising its standard. Could it be film's flexibility? Portability? Universality? We think it's these "...ities" and many other itty-bitty film advantages that add up to so much of what keeps film the leading medium.

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Kodak



# One of the next 50 drivers coming your way is drunk.

## But which one?

His inhibitions are lessened.

His confidence is bolstered.

His field of vision is narrowed.

Ordinary objects are dark to him.

Dark objects may not be seen at all by him.

His reaction time has slowed by at least 15%.

His behavior is erratic and unpredictable.

He's 25 times more likely to cause a crash than when he's sober.

He may kill you.

Last year, 55,500 Americans died in automobile crashes. At least half of the deaths involved drinking.

A study reported to the Congress by the U.S. Dept. of Transportation shows that one driver out of 50 is drunk.

Not drinking. *Drunk.*

The situation is almost out of control. But it is still possible to reverse the trend. If.

If you agree that the drunk driver's license should be revoked.

If you'll write your governor and legislators that they have your support in getting the strong drunk-driving laws outlined by the National Highway Safety Act.

If you support your judges, your



prosecutors, and your police when they enforce drunk driving laws.

For a free copy of the Allstate Action Booklet "Drunk Drivers and Highway Safety," write to: Safety Director, Allstate Insurance Companies, Northbrook, Illinois 60062. It shows how you can help.



# Allstate®

Help stop the traffic slaughter.

Avenue, Hollywood 90038.

On display will be a family of 3 quartz focusing spots; single and double quartz broads; 10 light, 6 light and 2 light cyc strips; 750 watt, 2000 watt and 5000 watt Solarspots; Molequartz Molefays using Dichroic coated globes: Molequartz Super Softlites and Nooklites; telescoping hangers; Fogmaker Moleffect, and accessories.

**Personnel:** Howard R. Bell.

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### **Moseley Associates Inc.**

**Sh-P, 328**

**Headquarters:** 111 Castillian Drive, Goleta, Calif. 93017.

Equipment on display will include aural STL, multiplex, digital automatic transmitter logging, and remote control gear. Featured will be new PBR-30R 30-channel and RRC-10T 10-channel remote control systems; the SCS-2 14-channel status/control system; the ADP-120 digital automatic transmitter logger; the TAU-1 6-channel tolerance alarm unit and the AMR-1 AM modulation monitor.

**Personnel:** J. A. Moseley, H. Ham, J. Tonne, Z. Wingfield, G. W. Decker Jr. and J. E. Leonard Jr.

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### **Multronics Inc.**

**Hotel unassigned**

**Headquarters:** 5712 Frederick Avenue, Rockville, Md. 20852.

On display will be Multra-Guard surveillance equipment and RF components.

**Personnel:** John Mullaney, Bruce Mahoney and George Howard.

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### **Nippon-Columbia Corp. of America**

**Shor, 547**

**Headquarters:** 501 Fifth Avenue, New York 10017.

Automatic cueing turntable and M.M. cartridge will be on display.

**Personnel:** O. Nagata, M. Sugino, R. Takahashi, M. Nakahira, A. Saito, T. Tamura, N. Isaza, Y. Iwasaki, H. Kushida and T. Nikagawa.

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### **North American Philips Co.**

**Shor, 551**

**Headquarters:** 100 East 42nd Street, New York 10017.

Exhibits will include studio and FET condenser systems, directional and omnidirectional dynamics, lavaliers, noise-cancelling and shotgun dynamics and dynamic headphones and boomsets.

**Personnel.** Andrew Brakhan, George A. Garnes and Robert W. Miller.

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### **Nortronics Co.**

**Shor, 513**

**Headquarters:** 8101 Tenth Avenue

North, Minneapolis 55427.

On exhibit will be the 9000 series of tape heads, a complete line of replacement heads and Quik-Kit mounting hardware.

**Personnel:** Mervin Kronfeld, Roger Czerniak, Joe Dundovic, Don Puls, Ted Liberkowski and Thomas M. Johnson.

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### **Optical Coating Laboratory Inc.**

**Shor, 532**

**Headquarters:** P. O. Box 1599, Santa Rosa, Calif. 95403.

On display will be multilayer antireflection coatings for lenses, heat-light separation filters and color correction and color separation filters.

**Personnel:** Glenn Francisco and Dick Sharman.

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### **Paillard Inc.**

**Shor, 546**

**Headquarters:** 1900 Lower Road, Linden, N.J. 07036.

Shown will be Bolex PRO-16 16mm camera with automatic threading and light measuring and Bolex H-16 compact, 16mm cameras.

**Personnel:** Fred Onderka and Larry Herold.

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### **Philips Broadcast Equipment Corp.**

**Sh-P, 206-223**

**Headquarters:** One Philips Parkway, Montvale, N. J. 07645.

Display items include the PC-70 color camera, PCP-90 wireless portable and PCP-70 portable color cameras, PCF-701 Plumbicon film camera, and an operating UHF exciter utilizing IF modulation. Also on display will be a VHF transmitter, MD-12 RF-4 audio mixing desk, microphones and other audio accessories.

**Personnel:** J. S. Auld, A. R. Pignoni, R. F. Goodspeed, G. R. Tingley, H. Roth, J. P. Maloney, F. Bundesmann,

L. Carter, K. K. Kaylor, G. Nappo, T. R. O'Hara, F. D. Ratigan, L. Wolff, L. Caput, C. Golsen, K. Gustafson, J. Morrison, C. Irvin, R. N. Blair, E. J. Manzo, C. Rogers, R. W. Stankus, A. T. Goldfarb, G. Howard, A. Cuomo, D. J. Pounds, W. Wolthers, M. Lowenstein, F. van Roessel, M. Mackin, E. R. Levine, R. Bass, R. Johns, E. Johnson, P. Loughran, J. Lynch, L. Mason, C. Ranzanici, E. Skiba, A. Cavanagh, M. M. Dorenbosch, P. C. Vink, C. B. van de Panne, J. de Boer, J. Valetton, P. G. Vanzanten, A. van Doorn, J. P. M. Glimmerveen, Henry van de Wal, A. Potappel, Bengt As, L. Germany, Niels Westerlied and W. Marshall.

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### **Potomac Instruments Inc.**

**Shor, 579**

**Headquarters:** 932 Philadelphia Avenue, Silver Spring, Md. 20910.

Exhibits will include antenna phase monitors, field intensity meters and recalibration facilities.

**Personnel:** William H. Casson, Robert H. Ellenberger and Clifford C. Hall.

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### **Power-Optics Inc.**

**Shor, 555**

**Headquarters:** Germantown Pike and Trooper Road, Fairview Village, Pa. 19409.

New equipment shown will be double-extension air pedestal. Also on display will be servo-driven sliding color camera carriage assemblies.

**Personnel:** H. A. Challinor, P. E. Sellers, T. N. Streeter, P. T. Lambert and R. Fordham.

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### **Q-TV Sales & Distributing Corp.**

**Sh-P, 302**

**Headquarters:** 342 West 40th Street, New York 10018.

On exhibit will be the "Q" prompter and dispatcher systems and videotypers;

WHILE AT CONVENTION  
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**THE MAN FROM  
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a division of THE MUSIC MAKERS GROUP, INC. 



the "Duo" crawl, "Dual" crawl system and the "Q"-Line prompter system will be shown for the first time.

**Personnel:** Sam Monteforte, Al Eisenberg and Lou Rodriguez.

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### Quick-Set Inc.

**Shor, 521**

**Headquarters:** 8121 Central Park Avenue, Skokie, Ill. 60078.

New equipment on display will be Hercules cam-link head capable of handling 65-pound cameras. Other equipment will include tripods, pedestals, dollies, counterbalance friction heads, cradle heads and cam-link heads.

**Personnel:** A. J. Briglia and A. J. Weber.

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### Raytheon Co.

**Sh-P, 207**

**Headquarters:** 1415 Boston-Province Turnpike, Norwood, Mass. 02062.

On display will be KTR line of microwave radio systems, featuring new solid-state SSA-75 audio channel for use with any such system.

**Personnel:** Jack Banister, Hugh Bannon, John Cheval, George Hinckley, Robert Kanney, Robert Keller, Gene Love, H. E. Shulman, William Swanson, Daniel Tomacelli and M. S. Whitty.

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### Recortec Inc.

**DuPont Plaza, Suite unassigned**

**Headquarters:** 1628 Whisman Road, Mountain View, Calif. 94040.

On exhibit will be the VTC-2 conditioner for two-inch videotape. The 70 lb. unit features a video tape winder and a choice of tape tension settings. Options include eraser, tape polisher, tape length measurement and tape consolidator.

**Personnel:** El Don A. Corl and Dr. Lester Lee.

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### RCA

**Sh-P, 100**

**Headquarters:** Building 15-5, Camden, N.J. 08102.

Among items on display will be the TK-42 (four-tube), TK-44A (three-tube), and PK-730 (one-tube) color TV cameras; the TK-27, PK-610 and PFS-710 color-film systems; the TR-70B and TR-60 full-color, high-band video-tape recorders and other new tape products; the new TT-30FL VHF TV transmitter; a new transistorized AM transmitter; a new SCA monitor; a new line of custom audio consoles; two new handheld microphones, and new remote-control equipment for radio and TV transmitters.

**Personnel:** W. W. Watts, B. Kreuzer, T. J. Barlow, E. J. Dudley, A. L. Hammerschmidt, A. F. Inglis, A. M. Miller, J. P. Taylor, E. C. Tracy, P. Bergquist, G. W. Bricker, B. E. Fincher, P. A. Greenmeyer, J. L. Grever, H. R. Henken, J. E. Hill, H. H. Klerx, E. N. Luddy, D. S. Newborg, A. W. Power, D. Pratt, R. L. Rocamora, J.P. Shipley, M. A. Trainer, W. B. Varnum, R. M. Williams, D. P. Allen, J. Butts, W. Charles, M. M. Corbett, H. W. Dover, W. G. Eberhart, R. S. Emch, D. Forbes, E. J. Frost, D. Freeman, R. Giles, J. A. Gimbel, W. Happel, R. Harding, E. H. Hoff, F. Huffman, C. Koriwchak, L. Laabs, G. Lewis, B. Lloyd, G. McClanathan, W. I. McCord, V. S. Mattison, R. J. Newman, W. Powers, C. E. Raasch, J. R. Sims, J. Smith, C. F. Tarver, F. A. Timberlake, N. Traxler, R. Varda, O. E. Wagner and P. G. Walters, Jr.

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### RCA Electronic Components

**Sh-P, 104**

**Headquarters:** 415 South 5th Street, Harrison, N. J. 07029.

On display will be power tubes, Image Orthicons, Vidicons and microphones.

**Personnel:** Jim Maidment, Joe Kearney, Guy Lucian, Jim Kuhn, Chuck Keenan, Lucian DeBacker, Bill Dyall, Wayne Winters, Cliff Lane, Vic Houk, Lee Aurick, Dr. Epstein, Bob Lord, Ed Triano, Dick Cahill, Harry Kozicki, Jim Kelley, Craig Elderkin, Harry Hambleton, Jerry Carne, Ted Marchner, Max Branigan, Pete Remeta, Jack Hillman, Bob Reed, Bob Schmit, Ray Schmit, M. B. Shrader, Van Vlaardingen and T. E. Yingst.

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### RHG Electronics Laboratory Inc.

**Shor, 544**

**Headquarters:** 94 Milbar Boulevard, Farmingdale, L.I., N.Y. 11735.

On display will be a new MRS-A line of solid-state, TV microwave relay equipment, for color and monochrome.

**Personnel:** Ronald B. Hirsch, Robert E. Gruber, Arnold Rubin, Sidney Wolin, Peter Lubell and Theodore Stone.

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### Richmond Hill Laboratories Ltd.

**Shor, 503**

**Headquarters:** 311 Laurel Avenue, Laurel, Md. 20810.

On display will be pulse distribution equipment, switching equipment, video test sets, video distribution amplifiers, synchronizing generator, Unipulse pulse distribution systems, and special effects video mixing amplifiers.

**Personnel:** David Lathem, Tom Pressley, Robert Webb, Richard Simms, Robert Lehtomen and Peter Hughes.

---

### Riker Video Inc.

**Sh-P, 215**

**Headquarters:** 100 Parkway Drive South, Hauppauge, N.Y. 11787.

Displayed will be switching, mixing and special effects generators, synchronizing pulse generators, video distribution amplifiers, black burst generators, video clamping amplifiers, pulse distribution amplifiers, digital cueing generators, and colorizers.

**Personnel:** A. W. Malang, Abe Jacobowitz, John Baker, Charles Green, T. K. Chapman, Herb Didler, Roger C. Jacobs, Lewis Parson, G. Ray Walker, Stuart Clothier, All Elder, Carl Horn, George Lambert, Frank McVeigh, Dave Morganstern, Irving Moskovitz, Robert Petrilak, Hans Richter and Lloyd Sargeant.

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### Rohde & Schwarz

**Shor, 525**

**Headquarters:** 111 Lexington Avenue, Passaic, N.J. 07055

Products to be shown include CCIR-waveform generator, new transistorized Nyquist demodulator, precision-TV-oscilloscope, and new vestigial sideband signal generator.

**Personnel:** R. Feldt, L. Feldt, R. Goebel, G. Stoeppel, M. Krueger.

---

### Rohn Systems Inc.

**Sh-P, 308**

**Headquarters:** 6718 West Plank Road, Peoria, Ill. 61601.

On display will be information on new 1,000-foot towers; also tower accessories, reflectors and lighting equipment.

**Personnel:** Dwight Rohn, R. A. Kleine, Don Rohn, Richard Rohn, H. E. (Bud) Blaksley, Grady Rooker, C. A. Wright, Al Repsumer, D. S. Fehr, Gene Francis, Burt Evans, Marion Athans, Robert Kennedy, and Darrel Kelly.

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### Rust Corp.

**Sh-P, 214**

**Headquarters:** 168 Termont Street, Everett, Mass. 02149.

Equipment package for VHF remote control and logging, including digital readout remote-control system and new status/alarm system, will be demonstrated; also on display will be amplifiers, switching systems and new dual-point magnitude alarm panel.

**Personnel:** Sal Fulchino, Ed Courtney, Joe Puchalski and Al Fulchino.

---

### Scantlin Electronics Inc.

**Shor, 511**

**Headquarters:** 2231 Barrington Ave-



# Continental's 50 kw broadcast transmitter gives you most in performance!

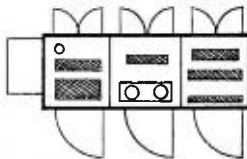
## most for your money

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.



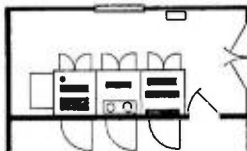
**just three cabinets**



**compact**



**low shipping costs**

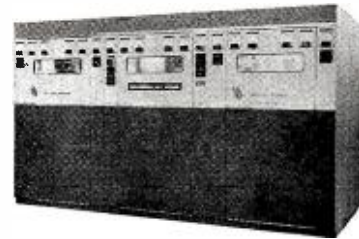


**low installation costs**



## most in experience

Continental designed and built the first super-power transmitter for the Voice of America. Delivering 1,000,000 watts of continuous power to the antenna, it was installed at Munich in 1953. Five similar Continental transmitters are in use throughout the world. Continental's wide range of experience in high-power, broadcasting includes transmitter designs from 1,000 watts through 1,000,000 watts! Photo above shows Continental's newest 1,000,000 watt transmitter during construction, factory test early in 1968.



## most in acceptance

29 of Continental's 49 world-wide 50 kw transmitter installations are 317Cs; one of Continental's most popular designs.

Continental's 317C is a profit-performer! For information, write to A. V. Collins, Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

*Continental Electronics*  
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 A SUBSIDIARY OF **LTV** ELECTROSYSTEMS, INC.

see Continental Electronics at the NAB Show, Booth 224

nue, Los Angeles 90064.

Products to be displayed include the Videotype editor/titler that converts digital signals into TV compatible video signals, and CATV Videotype for coverage of ticker action on stock exchanges plus UPI newswire.

**Personnel:** J. V. Holdam, G. Levine, L. Dickey, C. Jacobs, R. Hayden, R. Liberty, T. Williams.

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### Schafer Electronics

**Sh-P, 222**

**Headquarters:** 9119 De Soto Avenue, Chatsworth, Calif. 91311.

On exhibit will be the Schafer broadcast computer system.

**Personnel:** Paul C. Schafer, Jim Harford, Paul Comstock, Larry Courtney, Bill Stout, Charlotte Drake, Judy Gail, Steve Grayson, Ron Crider, Jerry Bassett and Neal Edwards.

---

### Scully Recording Instruments Corp.

**Shor, 565**

**Headquarters:** 480 Bunnel Street, Bridgeport, Conn. 06607.

Tape recorders will be exhibited.

**Personnel:** John Curtis, Mike Faulkner, Jerry Scully, George Moss, Bob Berliner, Ham Brosious, Joe Yaccovacci and Jim Rollinson.

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### Seeburg Music Library Inc.

**Shor, 535**

**Headquarters:** 1500 North Dayton Street, Chicago 60622.

On display will be automatic background music center for multiplexing and telephone line, as well as a line of multiplex tuners and receivers.

**Personnel:** Joseph P. Hards and Dan Hart.

---

### Shibaden Corp. of America

**Sh-P, 323**

**Headquarters:** 58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377.

The display will include the FB-2000 two-inch IO camera, SV-727 color video-tape recorder, SB-707 portable video-tape recorder, and automatic-video tape splicer.

**Personnel:** Nobunori Shigezaki, Keizo Kiyohara, Alexander Autote, Irving Candiotti, Wesley Crane, David Lindsay and Toru Hashimoto.

---

### Shure Brothers Inc.

**Sh-P, 301**

**Headquarters:** 222 Hartney Avenue, Evanston, Ill. 60204.

Microphones, microphone mixers, disk reproducers and tone arms and

accessories will be shown.

**Personnel:** R. W. Carr, K. R. Reichel and L. Gunter.

---

### SIS Electronics Inc.

**Shor, 564**

**Headquarters:** 400 Radio Road, Charlotte, N. C. 28214.

On display will be an audio console with built-in cartridge machines, reverberation unit and turntable preamps.

**Personnel:** Stan Kaplan, Sis Kaplan, Jim Blanchard and Bob Smith.

---

### Skirpan Electronics Inc.

**Shor, 569**

**Headquarters:** 41-43 24th Street, Long Island City, N.Y. 11101.

On display will be modular, rack-mounting, solid-state electronic dimmers, 2-12 kw; and relay rack mounting control panels.

**Personnel:** Stephen J. Skirpan, Frank Brenner and John K. Chester.

---

### Sony Corp. of America

**Sh-P, 221**

**Headquarters:** 4747 Van Dam Street, Long Island City, N. Y. 11101.

On display will be monochrome and color video-tape recorders and closed-circuit television equipment.

**Personnel:** John McDonnell, George Sheehan, David Parsons, Murray Kaufman, Lee Manning, Richard O'Brion, Paul Warner and H. Shoda.

---

### Sparta Electronic Corp.

**Sh-P, 304**

**Headquarters:** 950 Fulton Avenue, Sacramento, Calif.

A new line of audio monitor amplifiers will be shown, as well as a complete line of audio equipment including consoles, tape cartridge equipment, turntables and audio accessories.

**Personnel:** William J. Overhauser, Jack J. Lawson, John Spencer, Jess Swicegood, Glenn Webster, Herb Arms, Harley Jewel, John Ring and Alejandro Zendejas.

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### Spindler & Sappe Inc.

**Shor, 561**

**Headquarters:** 1329 Grand Central Avenue, Glendale, Calif. 91201.

A complete line of color and monochrome film chain slide projectors, Dynamic Dissolve system, and Lumipoint illuminated tip pointers will be included in the display.

**Personnel:** Norman Sappe, James Hulfish, Carroll Sager and Virginia Sager.

---

### Standard Electronics Corp.

**Sh-P, 312**

**Headquarters:** Box 677, Freehold, N.J. 07728.

The display will include a new 25 kw visual TV amplifier plus FM transmitters.

**Personnel:** Bill Zillger, Mike Zullo, Erwin Taper, Pete Zillger, Conrad Gossett, Glenn Webster, Bill Stringfellow and Betty Zillger.

---

### Stanton Magnetics Inc.

**Shor, 574**

**Headquarters:** Terminal Drive, Plainview, N.Y. 11803.

On display will be magnetic phonograph cartridges for record playback and record channel calibration.

**Personnel:** Walter O. Stanton, John J. Bubbers, George P. Petetin and C. Ray Bennett.

---

### Suburban Sound Inc.

**Shor, 531**

**Headquarters:** 4858 Cordell Avenue, Bethesda, Md. 20014.

On display will be line of custom consoles, modular console components for new or existing installations, and new eight-track conversion package for Ampex recorders.

**Personnel:** Neil Muncy and Don Bailey.

---

### Swancor Group Inc.

**Shor, 515**

**Headquarters:** 572 Madison Avenue, New York 10022.

On exhibit will be promoter systems, horizontal/vertical crawl, rear-screen projection and a 16mm viewer/editor.

**Personnel:** George Andros, Dan Chertoff, Joe Manno and Jim Gore.

---

### Sylvania Electric Products Inc.

**Shor, 500**

**Headquarters:** 730 3d Avenue, New York 10017.

On display will be tungsten Halogen lamps.

**Personnel:** Jim Davis, Tom Lemons, Fred Freeman, Curtis Oakes and Theodore Phillips.

---

### Tape-Athon Corp.

**Shor, 514**

**Headquarters:** 523 South Hindry, Inglewood, Calif. 90301.

On display will be a model 5000 automation broadcast system, the new model 900 logger and recorder with 400 recording hours capability on a

The Schafer Broadcast Control Computer is here.  
And tomorrow is suddenly now.

With programing as fast as the feather touch of a typewriter.

With station and transmitter logs printed instantly —  
automatically — continuously

With availability lists called up in a matter of seconds.

With unlimited formats which can be updated on a moment's notice.

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over conventional telephone lines.

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With goof-proof software which talks to your people in plain English.

With a system so simple that operation can be mastered  
after just a few hours of training.

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and true random access music libraries a reality.

With the same sparkling-fresh sound of programing by category —  
further enhanced by the flexibility of the computer.

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you catapult your station into the next generation.  
And tomorrow is suddenly now.

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AND IN THE WORLD OF BROADCAST AUTOMATION  
TOMORROW IS SUDDENLY NOW



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"See Schafer at NAB"—Booth 222—Hall 2



10½-inch reel, and new ratio switcher.

**Personnel:** George M. Anthony, David J. Anthony, Wally Rubin and Ken Atkin.

---

### **Tapecaster TCM**

**Shor, 520**

**Headquarters:** 12326 Wilkins Avenue, Rockville, Md. 20851.

On exhibit will be the Series 700 tape cartridge machines with new high-torque hysteresis synchronous.

**Personnel:** Paul Shore.

---

### **Sarkes Tarzian Inc.**

**Sh-P, 202**

**Headquarters:** East Hillside Drive, Bloomington, Ind. 47401.

On exhibit will be new studio and film color camera equipment, including the VIS-88 Metric studio production switching and special effects gear, Selectec master control audio and video distribution switching, APT-1000 and APT-2000 automation equipment, and digitalized pulse distribution equipment.

**Personnel:** B. Presti, R. Ide, R. Adamson, S. Handel, J. Ryan, M. Beavers, O. Bjerke, R. Dougherty, G. Peters, J. Roden, J. Guthrie, H. Rabinowitz, J. Phillippi, J. Redding, H. Howe, D. Rush, R. Hughes, C. Anderson, J. Dunn, M. Stoll, W. Tarr, E. Stalcup, D. Link, J. Merson, F. Manley, R. Petermichel, J. Kays, J. Johnson, J. Moneyhun, G. Lainer, F. Landstrom, J. Jones, K. Westfall, T. Titus, E. Lavender and M. Bowman.

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### **Tektronix Inc.**

**Sh-P, 201**

**Headquarters:** Box 500, Beaverton, Ore. 97005.

New products on display include the NTSC and PAL television test signal generators. Also on exhibit will be vectorscopes for color-signal measurements; 529/R529 waveform monitor with line selector; 528 video-signal monitor; 453 MOD 127C delaying-sweep oscilloscope with built-in sync separator, and 547 beam-switching, delaying-sweep oscilloscope.

**Personnel:** Charles Rhodes, Doug Dickie, Jerry Coomber and Steve Roth.

---

### **Tele-Cine Inc.**

**Shor, 542**

**Headquarters:** 294 East Shore Drive, Massapequa, N.Y. 11758.

On display will be Schneider Zoom lenses for Plumbicon color cameras, Sondor tape recorders, the model 5404 Tele-Tec electronic editing programers, model 404 Tele-Log video-tape accessories.

**Personnel:** Don Collins, Frank Beemish, Hans Waegelein and Hans Joseph Schneider.

---

### **Telemation Inc.**

**Shor, 536**

**Headquarters:** 2275 South West Temple, Salt Lake City 84115.

On display will be video and audio distribution switching with digital access; video switchers; EIA/color and monochrome sync generators; CCIR/PAL sync generators; video test equipment; character generator with data access terminal; vertical interval data transmission systems; monochrome vidicon television cameras; EIA/camera control units; optical multi-plexers and unplexers; video and pulse distribution amplifiers; Multicaster video control center, and special effects equipment.

**Personnel:** Lyle O. Keys, Robert C. Bacon, Jack R. Daniels, Ray M. Unrath, Ron Ward, John A. Briggs, Barry L. Kenyon, Kay L. Pope, Kenneth D. Lawson, John P. Weeks, Edward D. Matthews, Bob Snyder, Thomas Clack, Michael K. Sharp and Vicki S. Durham.

---

### **Telemet Co.**

**Sh-P, 217**

**Headquarters:** 185 Dixon Avenue, Amityville, N. Y. 11701.

Featured will be vertical interval switchers, color bar and multiburst generators, EIA sync generators, equalizer amplifiers and other test gear.

**Personnel:** H. Holzberg, J. Horowitz, E. S. King, A. Kwartiroff, S. C. Gunston, D. E. Chapman, J. Guerrero, A. Bolletino, R. Swan, G. Petrilak, M. Tchinnis, N. Ellis, B. Griffiths, R. Vilasuso, F. Wagner, J. Kirleis, F. Zimmerman, D. Radden and J. Kali.

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### **TelePro Industries Inc.**

**Shor, 554**

**Headquarters:** 3 Olney Avenue, Cherry Hill, N. J. 08034.

Display items include Fidelipac cartridges, the 6000 background and the 90-watt Xenon movie projectors, random access projectors, Presidential lectern and Teleprompters.

**Personnel:** Frank Emanuel, Roger Cappello and Joe Goff.

---

### **Telesync Corp.**

**Sh-P, 226**

**Headquarters:** 20 Inslay Street, Demarest, N.J. 07627.

On display will be a new retro-reflective front screen projection system, prompting equipment and horizontal-vertical color-effects crawls.

**Personnel:** Bob Swanson, Lynn

Shubert and Trig Lund.

---

### **Television & Computer Corp.**

**Shor, 576**

**Headquarters:** Somerset Valley Industrial Campus, Somerset, N.J. 08873.

On display will be computer controlled radio-TV systems, video-audio programer with machine control, audio breakaway and transition facilities, solid-state audio amplifier modules, audio consoles, color video switchers, sync generation and distribution systems.

**Personnel:** J. Paul Audet, Douglas F. Fink, Carlos V. Girod Jr., Dr. Clair C. Tettemer, Dr. Virginia Keehan, Martin W. Major, Thomas Murtaugh and Tucker Brennan.

---

### **Telex**

**Shor, 548**

**Headquarters:** 9600 Aldrich Avenue South, Minneapolis 55420.

Magnecord and Viking audio tape recorders, both reel-to-reel and cartridge, will be shown along with Telex headphones.

**Personnel:** Paul Bunker and Charles Schwen.

---

### **Tracor Inc.**

**Shor, 539**

**Headquarters:** 6500 Tracor Lane, Austin, Tex. 78721.

Precision synchronization systems and atomic and crystal precision standards will be on display.

**Personnel:** Jim Douglas, Dwight Wilcox and Paul Milazzo.

---

### **Trompeter Electronics Inc.**

**Shor, 508**

**Headquarters:** 8936 Comanche Avenue, Chatsworth, Calif. 91311.

A complete series of interconnection components including coax patch panels, patch cords, jacks, looping plugs, switches and matrices will be shown.

**Personnel:** E. Trompeter and Stan Adams.

---

### **U. S. Air Force**

**Sh-P, 408**

**Headquarters:** Washington

New features will include a television film-clip service, a radio news service and a top-pop oriented spot series.

**Personnel:** Major Frank Brown, Major Jack Oswald and Captain John Gura.

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### **U. S. Army**

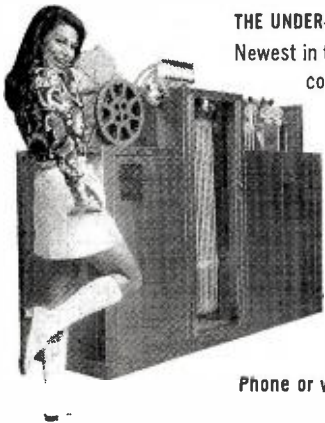
**Sh-P, 405**

**Headquarters.** Washington.

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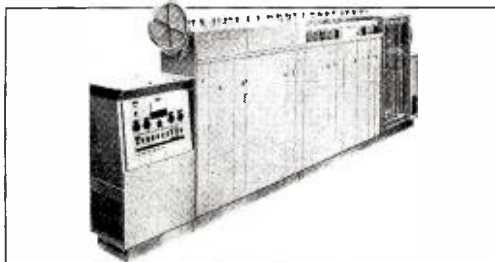
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Newest in the complete line of H-F color film processors, the MINI-COLOR is a totally new concept in compactness, rapid access, operational simplicity and down-to-earth cost. Now in operation in more than 40 TV stations. All Type 316 stainless steel construction.  
Phone or write for free brochure.

## COLORMASTER: TV NEWS FILM PROCESSOR

Still the most popular TV color news film processor—in use by more than 90 TV stations coast to coast. Available for 2-week delivery. Phone or write for free brochure and detailed specifications.



The Mini-Color and Colormaster will process every type of Ektachrome color film including the new "Super 8" format and 16 or 16/35 mm. Update your present H-F processors to handle Super 8 or combination Super 8/16 mm with H-F's Retrofit Kit.

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World's largest manufacturer of film processing and TV broadcast equipment.

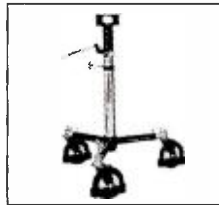
## FOR TV STUDIO:



**PD-3 PEDESTAL.** For color or monochrome cameras. 240-lb. load capacity.



**PD-8 PNEUMATIC PEDESTAL.** Color or monochrome. 500-lb.-plus load capacity.



**PD-10 PEDESTAL.** Color, monochrome. 225-lb. load capacity. Lowers to 35" camera height. Can be used for remote applications.



**AMT-¾ TRIPOD.** Color, monochrome, microwave. Rugged construction for heavy camera loads in studio or field use. Combine with tripod dolly.



**MCH-3 CRADLE HEAD.** Color, monochrome. Constant center of gravity for proper balance at any tilt angle.



**HFCH-CAM HEAD.** Color. The ultimate in smooth camera control at any angle. Many accessories.



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Hollywood, California 90038  
Phone: Area Code (213) 463-3253

Shown will be an exhibit featuring the Army's television series *The Big Picture* and its radio series *The Army Hour*.

**Personnel:** Col. James H. L'Brien, Lt. Col. R. D. Maguire, Stanley Field, Edward J. Caputo, Sgt./Major Don Cosgrove and M/Sgt. Paul Van Dyke.

**U. S. Navy**

**Sh-P, 404**

**Headquarters:** Washington.

**U. S. Treasury Department**

**Sh-P, 406**

**Headquarters:** Washington.

On exhibit will be *Guest Star* show of the month, spot disk, TV film spots and slides. Exhibit also features a scale model of the Apollo spacecraft.

**Personnel:** Joy Berlemann, Francis M. Randolph and June McCubbin.

**Utility Tower Co.**

**Sh-P, 204**

**Headquarters:** 3200 N.W. 38th Street, Oklahoma City.

On display will be examples of radio-TV towers and accessories.

**Personnel:** C. E. Nelson, V. G. Duvall, R. G. Nelson and M. N. Sholar.

**Varian Associates**

**Shor, 524**

**Headquarters:** 611 Hansen Way, Palo Alto, Calif. 94303.

On display will be power grid tubes including triodes, tetrodes, pentodes and vapor phase cooling tubes; VL-150-2 illuminator system; CW Klystron amplifiers, and UHF TV traveling wave tube power amplifiers.

**Personnel:** J. Quinn, R. Landon, E. Gilbert, L. Hansen, H. Yokela, H. Rastatter, B. Jestrang, H. Breese, R. Berry, R. Mack, D. Chapman, D. Dzura, R. Perkins, J. Pavetto, W. Barkley and L. Martin.

**Vega Electronics**

**Sh-P, 212-A**

**Headquarters:** 2115 De La Cruz Boulevard, Santa Clara, Calif. 95050.

On display will be a new wireless microphone, the Professional 55.

**Personnel:** Phil Gundy, T. J. Nicholson, Cleve Wilkinson and Barry Kaufman.

**Video Facilities Inc.**

**Shor, 577**

**Headquarters:** 353 West 57th Street, New York 10019.

On display will be Canon zoom

lenses and controls.

**Personnel:** Horace Piersol, Richard Turchen, Harry Odagawa and Mark Miyoka.

**Videometrics Inc.**

**Shor, 517**

**Headquarters:** 33 Cain Drive, Plainview, N. Y. 11803.

On display will be a line of test signal generators, including Polyburst, Ramp, Stairstep, T & 2T Pulse and Window, 20T Pulse and Dot-Grating generators. A video failure alarm will also be shown.

**Personnel:** Don Dudley, Harvey Seaman and Bob Hueffed.

**Vikoa Inc.**

**Shor, 504**

**Headquarters:** 400 Ninth Street, Hoboken, N.J. 07030.

The Futura 12 and Futura 21 Plus amplifiers, under- and above-ground equipment, connectors, hardware, matching transformers, pressure tap inserts, wire and cable and a full line of CATV equipment will be on display.

**Personnel:** Arthur Baum, Robert Baum, Allen Lipp, Leo Cull and John Russell.

**Visual Electronics Corp.**

**Sh-P, 103**

**Headquarters:** 356 West 40th Street, New York 10018.

New Visual products on display include a three-tube Plumbicon color camera; a TV automation system; the compact, VS-40 color video-tape recorder, and the VA-50 high-band video-tape recorder. Other items on display include AM-FM and UHF-TV transmitters, EEV TV camera tubes, audio cartridge systems, video switchers, information display systems and clock systems.

**Personnel:** James B. Tharpe, George H. Wagner, Charles E. Spicer, James A. Phillips, Philip A. Silberberg, Newland F. Smith, Frank L. Flemming, Robert W. Kuhl, H. Antonisse, D. Barnard, R. Betts, F. Bonvouloir, G. Bradbury, M. Brown, J. Burge, J. Camarada, V. Cestario, E. Clammer, W. Clarke, A. Cowe, L. Darrigo, F. D'Ascenzo, R. Deighton, B. Delpouys, R. Daker, A. Dodds, F. Echkoff, N. Farr, L. George, L. Gilbeau, A. Gresson, F. Haber, F. Haney, L. Hargreaves, C. Hayworth, D. Hesselgraves, B. Holland, J. Howard, T. Humphrey, L. Hyams, K. Ishiguro, J. Kraenzel, C. Kittleson, R. McCormack, H. McClure, C. McNamee, P. Magg, W. Marcy, C. Martin, M. Mayers, D. Minot, L. Morreale, D. Nicholls, M. Pereyra, R. Price, L. Radford, R. Reale,



During your stay at the  
 National Association of Broadcasters' Convention  
 in Washington, D. C., March 23-26, 1969  
 you are cordially invited to visit  
 ARB's Hospitality Suite A-400  
 in the Shoreham Hotel

## FOR CAPITAL SELLING IDEAS

Ideas for better selling *begin* at ARB, and we'll be on hand to greet you personally to discuss how you can best use audience research. We're extending extra effort during this, our twentieth anniversary year, to help you map out a profitable selling season in the months ahead.

Here's what you'll find:

- A number of useful outlines on ARB special services for better selling.
- A display of ARB's new data processing system and what it will mean in better service for you.
- A display of the plaques to be presented to the winners in ARB's Innovator Awards Program.

- A specially prepared Broadcasters' Guide to Washington.
- Our traditional hospitality cup, personalized for you as our way of saying thanks for dropping by.

You'll also discover how our twenty years of growth has meant significant innovations in selling tools for the broadcasting industry.

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**AMERICAN RESEARCH BUREAU**  
 A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

WASHINGTON      NEW YORK      CHICAGO      ATLANTA  
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W. Rees, M. Reyes, C. Richins, D. Rose, K. Schneider, C. Siegrist, D. Skulte, S. Stadig, R. Striker, A. Sturm, P. Thompson, K. Tindall, W. Turk, P. Tyrell, L. West and C. Wickham.

### Vital Industries Inc.

Sh-P, 322

**Headquarters:** 3614 Southwest Archer Road, Gainesville, Fla. 32601.

The VIX-108, a vertical interval switching system, will be on display, along with the VI-750, a new video processor, and a new video effects generator.

**Personnel:** Nubar Donoyan, Dale Buzan, Robert Bachus, Joseph Lagana, Michael Baker and Neff Cox Jr.

### Ward Electronic Industries

Shor, 519

**Headquarters:** 142 Central Avenue, Clark, N.J. 07066.

Products include video switching systems; special effects; sync generators; video test equipment; station break programmers; video, pulse and audio distribution amplifiers; pulse and machine assignment switchers; audio consoles; intercom systems, and phase equalizers.

**Personnel:** Bob Rainey, Bernie Munzelle, Mervyn Davies, Gil Jaeger, Fred Samuel, Paul Constantine, Al Powley, John Houlbreque, Mike Antolino, Tony Shiano, Danny Robinson, Frank Aquilino, John Arkis and Allen Witheridge.

### Westel Co.

Shor, 558

**Headquarters:** 298 Fuller Street, Redwood City, Calif.

Featured will be the WR-250 Back-Pack portable high-band color recorder; WRR-350 studio high-band color recorder/reproducer; WR-201 portable/airborne low-band monochrome video recorder, and the WR-301 studio/laboratory low-band monochrome video recorder/reproducer.

**Personnel:** R. L. King, E. L. Koller, D. J. Cochran, W. E. Seaman, A. G. Grace, A. R. Maxey and E. L. Bloom.

### Wilkinson Electronics Inc.

Shor, 516

**Headquarters:** 1937 West MacDade Boulevard, Woodlyn, Pa. 19094.

AM and FM transmitters, audio consoles, and solid state AM monitors will be exhibited. Direct replacement silicon rectifiers for mercury vapor tubes, a solid-state field intensity meter, RF amplifiers and airflow monitors will also be shown.

**Personnel:** Guffy D. Wilkinson, Cath-

erine Wilkinson, Lloyd Wilkinson, Paul Moffitt, William Johnson and H. Johnson.

### Zoomar Inc.

Shor, 505

**Headquarters:** 55 Sea Cliff Avenue, Glen Cove, N.Y. 11542.

Display items include new Zoomatar low-light lenses, a line of motorized zoom lenses for vidicon and Plumbicon monochrome cameras, a new Zoomar line of f/1 zoom lenses, the TV Color-gard meter for uniform color monitor balance, HTS pneumatic pedestals and Mark I and Mark II HTS cam heads.

**Personnel:** Walter Steuer, Bill Pegler, Dave Neubrech, Tom Keene and Fred Hoe Jr.

### Stations reps

#### ABC-TV Spot Sales

Georgetown Inn, Suite unassigned

**Personnel:** Richard L. Bessemyer, John E. Campbell, Charles DeBare, Mark Ellentuck, Seymour Horowitz, David Johnson, Philip Mayer, Dean McCarthy, John J. McMahon, Fred Nettekere, Richard O'Leary, James G. Riddell, George Rodman, David M. Sacks and Theodore F. Shaker.

#### Avco Radio & TV Sales

Sh-P, E420

**Personnel:** H. P. Lasker, Thomas R. Noonan, Thomas M. Comerford and Phyllis Seifer.

#### Avery-Knodel

Sh-P, F440

**Personnel:** J. W. Knodel, Robert J. Kizer, David N. Simmons, Ernest Metcalf, John Del Greco, Ralph Crutchfield, Robert G. Patt, Roger O'Sullivan and F. Robert Kalthoff.

#### Mort Bassett & Co.

Shor, E839

**Personnel:** Mort Bassett

#### Charles Bernard Co. (Country Music Network)

WH, Suite unassigned

**Personnel:** Charles Bernard

#### John Blair & Co.

WH, Solar Suite

**Personnel:** Frank Martin, Jack W. Fritz, Thomas Harrison, Edward Whit-

ley, Richard Driscoll, James R. Theiss, Kevin, McDermott, Robert Hemm and John White.

### John C. Butler & Co.

Hotel unassigned

**Personnel:** John C. Butler and Don Garvey.

### CBS Radio Spot Sales

Shor, A401

**Personnel:** W. Russell Barry and Charles Warner.

### CBS-TV National Sales

Hotel unassigned

**Personnel:** Theodore W. O'Connell

### Henry I. Christal Co.

Sh-P, A600

**Personnel:** Philbin S. Flanagan, John Fouts, Pete Megroz, Howard Stasen, Walter B. Archer, Neal Robbins and Neil Atkinson Jr.

### Roger Coleman Inc.

WH, P1

**Personnel:** Roger Coleman and Lee Coleman.

### Robert E. Eastman & Co.

WH, Suite unassigned

**Personnel:** Robert E. Eastman, Frank Boyle, Joe Cuff, Bill Burton, Pete Schulte and Bill Marseilles.

### Gill-Perna Inc.

Sh-P, Suite unassigned

**Personnel:** Helen Gill, John J. Perna Jr., Tom Hayes and Max Goldfarb.

### Greener, Hiken, Sears

WH, Suite unassigned

**Personnel:** Richard Greener, Michael Sears and Andrew Hiken.

### Herbert E. Groskin & Co.

WH, Suite unassigned

**Personnel:** Herbert Groskin, Diana Groskin and Michael Groskin.

### Harrington, Righter & Parsons

Shor, E830

**Personnel:** John Harrington Jr.,

James Parsons Jr., John F. Dickinson, John J. Walters Jr., Maurice Rashbaum, Frank Morello, Carl Weinstein, Ron Krueger and Peter Ryan.

### **Bernard Howard & Co.**

**Hotel unassigned**

**Personnel:** Bernard Howard, Lawrence Wasserstein and Jack Davis.

### **H-R Representatives, H-R Television**

**Hotel unassigned**

**Personnel:** Dwight Reed Sr., Ed Shurick, Harry Wise, Jim Alspaugh, Al Ritter, Phil Corper, Mel Grossman and Roy Edwards.

### **The Katz Agency**

**WH, Solar Suite**

**Personnel:** David Abbey, Sal Agovino, David Allen, John Amey, Jack Beauchamp, Oliver Blackwell, Daniel Denenholz, Scott Donahue, Kenneth Donnellon, Sandy Gasman, James Greenwald, Geoffrey Hall, Richard Kale, Eugene Katz, John Katz, Frank McCann, Donald McCarty, Michael Membrado, Gil Miller, Tod Moore, Walter Nilson, William Schrank, Victor Ferrante, Joseph Hogan, Arne Ramberg, John Roberts, Edward Papazian and Jack Marino.

### **Major Market Radio**

**Shor, E439**

**Personnel:** Jerry Glynn, John Barry and Robert McCarthy.

### **Jack Masla & Co.**

**WH, Suite unassigned**

**Personnel:** Jack Masla, Allen S. Klamer, Dan Heillman, Robert Pierce, Bud Pearse, Harry Harkins, Ron Mendlesohn and Gene Gray.

### **McGavren-Guild-PGW Radio**

**WH, Suite unassigned**

**Personnel:** Ralph Guild, Daren F. McGavren, Nick Imbornone, Ed Argow, Harvey Glor, Dick Benzoni, Roland Horn, Walter Lake, Tal Jonz, Ted Chambon and Dick McCauley.

### **The Meeker Co.**

**Shor, A702**

**Personnel:** Robert Meeker, Robert Dudley, Jack Hardingham, William Decker, Carl Jewett, Powell Ensign, Frank Starr, Audrey Tanzer, Chuck Standard, Chuck Appel, Norb Buchmayr, Steve Lemberg and Bill Reitman.

### **Metro Radio Sales Div. of Metromedia Inc.**

**Georgetown Inn, Suite unassigned**

**Personnel:** H. D. (Bud) Neuwirth, Bob Williamson, Harry Dorando, Richard Kelliher and John Brady.

### **Metro TV Sales Div. of Metromedia Inc.**

**Sh-P, C244**

**Personnel:** Thomas J. Tilton, Gerald McGavick, William Tynan, Gerald Mulderrig and Richard Waller.

### **Peters, Griffin, Woodward**

**WH, Suite unassigned**

**Personnel:** H. Preston Peters, Lloyd Griffin, Theodore D. Van Erk, Robert D. Brady, Rollin P. Collins Jr., Arthur E. Muth, William G. Walters, Dennis K. Gillespie, Lon A. King and Dr. John R. Thayer.

### **Edward Petry & Co.**

**Shor, Club Rooms A, B,**

**Personnel:** Martin L. Nierman, Ben H. Holmes, Edward C. Page, Robert

**The Spotlight Is on**

# *Spotmaster*

## **Superior Tape Cartridge Recording and Playback Equipment**



**Model 500 C**                      **Model 400 A**

**Model 500 CR**

**COMPACT 500 C SERIES**—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

**RACK-MOUNTED 500 C MODELS**—The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance. All 500 C models carry iron-clad full-year guarantees.

**ECONOMICAL 400 A SERIES**—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

## **BROADCAST ELECTRONICS, INC.**

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983





V. Coppinger, Michael J. Corken, Malcolm B. James, Roger J. Lareau, William B. Rohn, Robert L. Hutton, William Steese, Mike Levinton, Mel Trauner, Dick Schiess, William Bee, Taylor Eldon, Neil Pugh, Art Scott, Bob Jones, Joe Raffetto, Tim O'Sullivan, Keith Lewis, Richard Hughes and Joe Sierer.

#### **Vic Piano Associates**

**Sh-P, Suite unassigned**

**Personnel:** Vic Piano, Claude Piano, Bob Miller and Jack O'Donnell.

#### **Pro Time Sales**

**WH, Suite unassigned**

**Personnel:** Sam Brownstein and Lew Shaw.

#### **Quality Media Inc.**

**WH, Suite unassigned**

**Personnel:** James Schulke, Robert Richer and Phil Stout.

#### **RKO Radio Representatives**

**Shor, Suite unassigned**

**Personnel:** Ross S. Raber, James F. O'Grady Jr., Victor E. Forker and R. John Stella.

#### **Savalli/Gates Inc.**

**WH, Suite unassigned**

**Personnel:** Joseph Savalli, Bill Wilson and Bob Baird.

#### **Stone Representatives**

**Sh-P, D300**

**Personnel:** Peggy Stone, Saul Frischling and Seymour Thomas.

#### **Tele-Rep**

**Hotel America, 423**

**Personnel:** Al Masini, Bob Schneider, Len Tronick and Lloyd Werner.

#### **Television Advertising Representatives**

**Madison, Suite unassigned**

**Personnel:** Marvin Shapero.

#### **Alan Torbet Associates**

**Shor, G400**

**Personnel:** Alan Torbet, Herb Hahn, Brock Petersen, Dave Ring, Bob Ward, Bob Maggiore, Boyd Rippey, Lee Bell and Dave Carpenter.

#### **Grant Webb & Co.**

**Sh-P, C340**

**Personnel:** Grant Webb, Greg Maccaffee, Judi Sue Robin, Ed Sherinian and Frank Dougherty.

#### **Weed Television**

**WH, Suite unassigned**

**Personnel:** Joseph Weed and Robert Walton.

#### **Adam Young-VTM**

**WH, Suite unassigned**

**Personnel:** Adam Young, Steve Rintoul, Bob Tiedje, Jim Smith and Vincent Fetsch.

#### **Station brokers**

#### **Blackburn & Co.**

**Hotel unassigned**

**Personnel:** James W. Blackburn, Jack V. Harvey, Joseph M. Sitrick, Clifford B. Marshall, Robert Marshall, William B. Ryan, Hub Jackson, Eugene Carr, Colin M. Selph and Roy Rowan.

#### **Chapman Co.**

**Hotel unassigned**

**Personnel:** Beverly Baker, Bill Chapman, Paul Crowder, Randy Gretes, Keith Horton, Bill Kepper, Dick Kozacko, David Matson, Charles O'Donnell, Bernie Whittaker and Bob McKendrick.

#### **Charles Cowling & Associates**

**Sh-P, Suite unassigned**

**Personnel:** Charles Cowling.

#### **R. C. Crisler & Co.**

**WH, Suite unassigned**

**Personnel:** James J. Espy, Richard C. Crisler, Paul E. Wagner and Edwin G. Richter Jr.

#### **Wilt Gunzendorfer & Associates**

**WH, Suite unassigned**

**Personnel:** Wilt Gunzendorfer

#### **Hamilton-Landis & Associates**

**Mayflower, 502**

**Personnel:** Ray V. Hamilton, John Meagher, C. L. Richards, George W. Moore, Richard A. Shaheen and Don C. Reeves.

#### **Hogan-Feldmann**

**St. H, 670**

**Personnel:** Art Hogan and Jack Feldmann.

#### **Philip L. Kelsler & Associates**

**Hay-Adams, Suite unassigned**

**Personnel:** Philip L. Kesler and Barbara E. Kelsler.

#### **La Rue Media Brokers Inc.**

**Mayflower, Suite unassigned**

**Personnel:** H. B. LaRue and P. G. Johnson.

#### **G. Bennett Larson Inc.**

**WH, Suite unassigned**

#### **New York Securities Co.**

**Madison, Suite unassigned**

**Personnel:** John Palmer.

#### **Howard E. Stark**

**Shor, Suite unassigned**

**Personnel:** Howard E. Stark.

#### **William T. Stubblefield Co.**

**Madison, Penthouse suite**

**Personnel:** William T. Stubblefield, Arthur H. Holt and Gary Haston.

#### **Edwin Tornberg & Co.**

**WH, Suite unassigned**

**Personnel:** Edwin Tornberg and Edward Wetter.

#### **Networks**

#### **ABC Inc., ABC-TV**

**Shor, C130**

**Personnel:** David App, Roone Arledge, Julius Barnathan, Alfred Beckman, Garrett Blowers, Michael P. Boland, Warren Boorum, Milton Carney, Net Cavaluzzi, Richard Connelly, Joseph Cook, Symon Cowles, Don Coyle, Mario T. Cucinotta, John Curry, Warren Denker, Barry Diller, James Duffy, Everett Erlick, Len Feldman, Bill Firman, Don Foley, Joseph E. Giaquinto, John O. Gilbert, William Gillogly, Leonard Goldberg, Leonard H. Golden-son, Robert Goldman, Norman Grant, Bruce Hagerty, James Hagerty, Henry Hede, Ell Henry, Linda Homann, Joan Honan, Herb Jellinek, Bert Julian,

Marshall Karp, James Keeley, Jake Keever, Gene Klimek, Richard Kozak, Charles Leasure, Elmer Lower, John Madigan, Leonard Maskin, Joseph Merkle, Ellis Moore, Dale Parker, Carmine F. Patti, Fred Pierce, I. Martin Pompadur, Gary Pudney, Tony Rocco, Elton Rule, Alfred Schneider, Frederick Schuhmann, James Shaw, William Sheehan, Simon Siegel, Charles Smith, Paul Sonkin, Marty Starger, Walter Stein, Thomas Sullivan, William Sythes, Stuart Ullman, Edwin Vane, Thomas Wolf, Chris Zoulamis and Jerome Zucker.

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### ABC International

#### Hotel unassigned

**Personnel:** James Larkin, Klaus Lehmann and Jack Singer.

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### ABC Radio

#### Sh-P, B420

**Personnel:** Frank Atkinson, Edward Bischoff, Frank Boehm, Ted Brew, Steve Casper, Bob Chambers, Leo Collins, Kent Coughlin, Jim Coyne, Dick Dressel, William Gilmore, Herb Granath, Dave Grimm, Peter Katz, Joseph Keating, Steve Lindberg, Dave Logan, Bill MacCallum, Robert Mahlman, Josh Mayberry, Earl Mullin, Thomas O'Brien, Nancy Partridge, George Phillips, Mark Richards, Walter A. Schwartz, Sydney Small, Alex Smallens, Jeff Sprung, Arthur Sulzburgh, Robert Syers and Jim Watson.

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### ABC Radio Stations

#### Hotel unassigned

**Personnel:** Don B. Curran, Christopher W. Denison, Charles Fritz, John D. Gibbs, Robert E. Henabery, Ben Hoberman, Robert W. Holmgren, Y. Thomas Kirby, Edward McLaughlin, Harold L. Neal Jr., Ronald Sack, Allen B. Shaw, Eugene Taylor and George Yahraes.

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### ABC Television Stations

#### Georgetown Inn, Suite unassigned

**Personnel:** Richard L. Bessemyer, John E. Campbell, Charles DeBare, Mark Ellentuck, Seymour Horowitz, David Johnson, Philip Mayer, Dean McCarthy, John J. McMahon, Fred Nettore, Richard O'Leary, James G. Riddell, George Rodman, David M. Sacks and Theodore F. Shaker.

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### CBS Inc., CBS-TV, CBS News

#### Shor, C830

**Personnel:** Frank Stanton, John A.

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## IBS settles agenda for Washington meet

Sessions on radio administration, announcing, carrier current technology, radio production and promotion, FCC regulation, FM radio methods, dimensions of the college market, pop music programming, new and creative commercial production will be held at the 30th annual convention of the Intercollegiate Broadcasting System in Washington March 21-23. The IBS convention will be held for the second year in conjunction with the National Association of Broadcasters convention which begins March 23 to March 27 in Washington.

Delegates to the convention at the Washington Hilton hotel will also hear

Schneider, Richard Jencks, Robert D. Wood, Frank M. Smith Jr., William Tankersley, William B. Lodge, Carl S. Ward, Drew Brinkerhoff, John P. Cowden, Charles Steinberg, Theodore F. Koop, Robert F. Jamieson, George Zurich, James Kane, Harry Feeney, Robert Hammer, Charles Chester, James Hesin, James Flaherty, Donald Clancy, Gordon Hayes, Robert Wood, J. D. Parker, K. E. Hall, Edward Scovill, David R. Williams, Charles Cadley, Leonard DeNooyer, Marshall Davison and Art Kane.

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### CBS Radio

#### Shor, 630

**Personnel:** Clark B. George, Sam Cook Digges, George J. Arkedis, John Callaway, Sherril Taylor, Maurie Webster, Joseph T. Dembo, William C. O'Donnell, George Nicholaw, John O. Downey, Donald J. Trageser, Robert F. Hyland, Neil E. Derrough, James Burns, Howard Immekus, Robert Cole, James R. McQuade, William Codus, Eric Salline, Cornelius Knox, George Hartford, Harfield Weedon, Norman S. Ginsburg, Arthur Peck and Ogden L. Prestholdt.

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### CBS-TV Stations

#### Hotel unassigned

**Personnel:** Ralph Daniels, E. Hal Hough, Theodore W. O'Connell, Alan Sloan, Ray Beindorf, Edward R. Kenefick, Bruce R. Bryant, Leon Drew, Wesley Melling, Daniel R. Wells, Wally Wesley, Edwin W. Miller, L. A. Pierce, Robert Gross and Howard Porter.

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### Hughes Sports Network Inc.

#### WH, Farragut, Grant Suites

**Personnel:** Richard E. Bailey Sr.,

a dinner address by John W. Macy Jr., president of the Corp. for Public Broadcasting, and a panel discussion with FCC Commissioner Nicholas Johnson; Charles H. Tower, Corinthian Broadcasting, chairman of the NAB television board of directors, and Egmont Sonderling, president, Sonderling Broadcasting Corp.

Among the participants in the various panel sessions will be: John P. Culver, executive secretary of the Georgia Association of Broadcasters; Don Bruce, executive producer, Airplay International division of Pepper-Tanner; Paul Brown of Paul Brown Promotions; Martin Levy, chief, FCC broadcast facilities division; Loring Fisher, Gates Radio Corp., and Jimmy P. Stagg, WCFL Chicago.

Richard E. Bailey Jr., Roy Sharp, Ralph MacFarland, Robert Martin, Gordon Bridge, Tom Calhoun, Jack Tobin, John Koushouris, Charles Voso, Phil Valastro and Charles Shellenberger.

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### Keystone Broadcasting System

#### Sh-P, D700

**Personnel:** Sidney Wolf, Harry Albrecht, Noel Rhys, Charles Hammarstrom, Kay Coustan and Guy Capper.

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### Market 1 Network

#### Shor, Suite unassigned

**Personnel:** Sidney K. Halpern, Jack W. Isaac, David L. Halpern and Lisa Gesualdo.

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### Mutual Broadcasting System

#### Shor, B120

**Personnel:** Robert R. Pauley, William A. Cummings, Dudley J. Cox, Charles A. King, Stephen J. McCormick, Don S. Schlosser, Charles W. Godwin, Les Learned, Dick Rosse, Gary J. Worth, Del Raycee and Alton Whitt.

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### NBC Inc., NBC Radio, NBC-TV

#### Shor, C430

**Personnel:** Walter Scott, Julian Goodman, Aaron Rubin, Thomas Ervin, George Fuchs, Robert Kasmire, Don Durgin, Robert L. Stone, Mort Werner, John M. Otter, William H. Trevarthen, Stephen Flynn, Arthur J. Johnson, Mortimer E. Dillon, Sherman Atwood, Edward Bertero, Robert J. Butler, Lloyd Clark, Charles E. Corcoran, John Frishette, Robert J. Galvin, Jarrett L. Hathaway, Fred Himelfarb, Kenneth W. Jorgensen, Jack R. Kennedy, Oden Paganuzzi, Thomas H. Phelan, War-

ren Phillips, Robert D. Post, John B. Rogers, Allen A. Walsh, Richard C. Welsch, James L. Wilson, Theodore, H. Walworth, Joseph Goodfellow, Noyes Scott, Sherman Hildreth, Arthur Watson, Raymond Smith, W. C. "Bud" Prather, Curtis Pierce, George Lenfest, William Rubens, Stephen B. Labunski, Stephen C. Riddleberger, Earl Buncher, Lee Hanson, Dino Ianni, Harry Jacobs, Harry Karr, Dale Moudy, Gerald Adler, Harold E. Anderson, William J. Schmitt, Reuven Frank, Donald Meany, Richard C. Wald, Ulrich F. Caro, Donald J. Mercer, Raymond T. O'Connell, Joseph J. Berhalter, Thomas E. Berresford, Anthony A. Cervini, Raymond Diaz, William M. Kelley, Malcolm B. Laing, Donald F. Lory, Pierson G. Mapes, Paul Rittenhouse, Thomas J. White, Sydney H. Eiges, Gene H. Walsh and Ernest Lee Jahncke.

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### Research services

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#### American Research Bureau

Shor, A402

Personnel: Peter Langhoff, Mark Munn, Robert Owens, Roger Hoeck, William Shafer, Alain Tessier, Richard Glaspell, Gene Thompson, Jim Mocar-ski, John Power, Arnold Deutsch, Warren Nelson, Dick Whittwer, Meal Wein, Phil Mazur, Clay Braun, Doug Grimm and Frank Crane.

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#### Audits & Surveys Inc.

WH, Suite unassigned

Personnel: Richard F. Hess.

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#### Broadcast Advertisers Reports

Sh-P, Suite unassigned

Personnel: Robert Morris.

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#### Home Testing Institute/TVQ

St-H, Suite unassigned

Personnel: Frank Brady, Barry R. Schreiber and John V. Miller.

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#### C. E. Hooper

Georgetown Inn, Suite unassigned

Personnel: Frank Stisser and Robert Atkinson.

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#### Mediastat

Shor, E639

Personnel: James W. Seiler, John

Landreth, Rich Livingston, Pam Robert-son, Trudi Cowlan and Tom Church.

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#### Media Survey Inc.

Shor, G209

Personnel: Al Shepard and John Mil-lenson.

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#### A. C. Nielsen & Co.

Sh-P, A700

Personnel: George Blechta, David Traylor, Ed Edmonson, William Ryan, Gene Woolpert, Chris Dann, Howard Coleman, William Hamill, John Church-ill, Ben Wilson, Gene McClure, William Miller, Larry Frerk, James Shoemaker, Carroll Carter and Joseph Matthews.

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#### The Pulse Inc.

Sh-P, F140

Personnel: George Sternberg, Law-rence Roslow, Richard Roslow, Irene Lambie, Clark Slaymen, Paul Gillett and Ken Gross.

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#### Miscellaneous

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#### All-Channel Television Society

Sh-P, M762

Personnel: William Putnam, Pat An-der-son and Martin Firestone.

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#### Associated Press

Sh-P, Adams-Hamilton Rooms

Personnel: Wes Gallagher, Robert Eunson, Roy Steinfort, Fred Strozier, Tom Coleman, Paul Clifford, Jerry Trapp, Jim Wessel and Harold Glasser.

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#### Atwood-Richards Telescreen

Sh-P, A411

Personnel: Richard Rosenblatt, Stan-ley Grayson, Frank Julsen, Ruth Den-mark, Cliff Hunter and John Mark.

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#### Bernstein Brothers, DeMarco and Martin

DuPont Plaza, Suite unassigned

Personnel: Edwin Bernstein, John DeMarco, William C. Hurley and Rob-ert M. Martin.

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#### Broadcast Information Bureau

Sh-P, F750

Personnel: Avra Fliegelman.

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#### Community Club Awards Inc.

WH, Suite unassigned

Personnel: John C. Gilmore, Mrs. John C. Gilmore, Phill Peterson, Mark Fabre, John Collins, Glenn Pederson and Ed Beakey.

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#### Promotional Services Inc.

Shor, Suite unassigned

Personnel: Sidney K. Halpern, Jack W. Isaac, David L. Halpern and Lisa Gesualdo.

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#### Radio Advertising Bureau

Shor, A302

Personnel: Miles David, Robert H. Alter, Carleton F. Loucks, Jack Ackerman, Allen Hundley, Edward L. Hern, Joseph Vincent, Peter Romano, Edward A. Whitney, Jonne Murphy and Diane Storch.

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#### Softness Group

Mayflower, Suite unassigned

Personnel: Don Softness.

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#### Television Bureau of Advertising

Shor, B420

Personnel: Norman E. (Pete) Cash and Frank Browne.

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#### Television Information Office

Shor, D406

Personnel: Roy Danish, Carl Burk-land, Bert Briller and Henry Levinson.

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#### Time Buying Services

Shor, G209

Personnel: Sam Wyman, Stan Leip-zig, Sandy Aronwitz and Janet Zucker-man.

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#### TV Stations Inc.

Shor, G500

Personnel: Herb Jacobs, Don Men-chel, Harvey Seslowsky, Larry Lynch, Clyde Harris and Grace Jacobs.

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#### United Press International

Sh-P, M490

Personnel: Wayne Sargent, Thomas E. Cunningham, Norman Cafarell, Peter Willett, Fred Ferguson, Bill Evans and John Langdon.

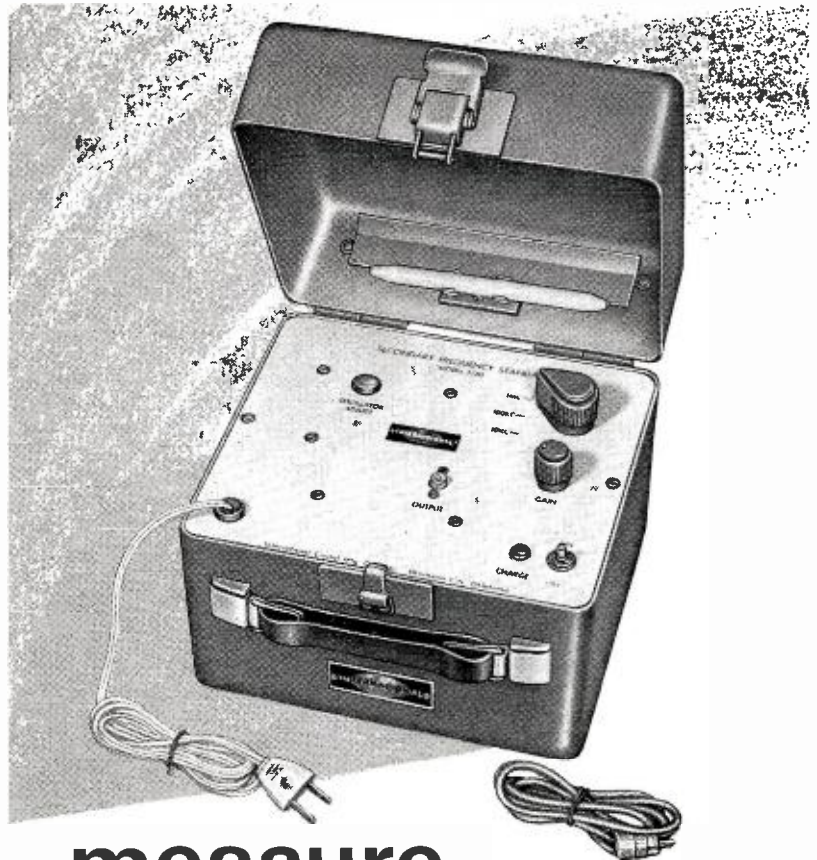


## Where to find it

Exhibits of equipment manufacturers are located in the exhibit halls of the Sheraton-Park and Shoreham hotels during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 12 are shown. Symbols: Sh-P is Sheraton-Park; Shor is Shoreham; WH is Washington Hilton; St.H is Statler Hilton.

### Exhibitors

Addressograph-Multigraph Corp.....	Shor, 522
AEC/Veritas.....	Shor, 568
Albion Optical Co.....	Sh-P, 320
Alford Manufacturing Co.....	Sh-P, 203
Alma Engineering.....	Shor, 534
Altec Lansing.....	Sh-P, 309
American Electronic Laboratories Inc.....	Shor, 506
Ampex Corp.....	Sh-P, 200
Andersen Laboratories.....	Shor, 537
Andrew Corp.....	Sh-P, 208
Angenieux Corp.....	Shor, 518
Applied Electro Mechanics Inc.....	Shor, 540
Arriflex Corp. of America.....	Sh-P, 311
Audio Devices, Inc.....	Shor, 501
B&K Instruments Inc.....	Shor, 543
Ball Brothers Research Corp.....	Sh-P, 321
Bardwell & McAllister Inc.....	Shor, 566
Belar Electronics Laboratory.....	Shor, 562
Berkey-Colortran Inc.....	Sh-P, 303
Boston Insulated Wire & Cable.....	Sh-P, 314
Brand-Rex Div./American Enka Corp.....	Shor, 559
Broadcast Computer Services.....	Shor, 549
Broadcast Electronics Inc.....	Sh-P, 205
Broadcast Products Co.....	Shor, 531
Broadcast Skills Bank.....	Sh-P, 401
Canon U.S.A. Inc.....	Shor, 575
CBS Laboratories.....	Sh-P, 105
CCA Electronics Corp.....	Sh-P, 216
Central Dynamics Corp.....	Shor, 517
Century Lighting Inc.....	Sh-P, 209
Chrono-Log Corp.....	Sh-P, 220
Cleveland Electronics Inc.....	Sh-P, 212
Cohu Electronics Inc.....	Shor, 552
Collins Radio Co.....	Sh-P, 225
Comfax.....	WH
Conrac Corp.....	Sh-P, 102
Continental Electronics.....	Sh-P, 224
Craftsman Electronic Products.....	Shor, 509
Data Memory Inc.....	Shor, 570
Davis & Sanford Co.....	Shor, 527
Defense Electronics.....	Shor, 578
Delta Electronics Inc.....	Shor, 557
Dresser Crane, Hoist & Tower.....	Sh-P, 313
Dynair Electronics Inc.....	Sh-P, 324
Eastman Kodak.....	Shor, 526
Effective Communication Systems.....	Sh-P, 327
Electronics, Missiles & Communications Inc.....	Sh-P, 326
Fairchild Recording Equipment.....	Sh-P, 218
Filmline Corp.....	Shor, 573
Fort Worth Tower Co.....	Sh-P, 306
Front Projection Corp.....	Shor, 538
Gates Radio Co.....	Sh-P, 213
General Camera.....	Shor, 541
General Electric.....	Sh-P, 210
Gotham Audio Corp.....	Sh-P, 310
Granger Associates.....	Sh-P, 316
Grass Valley Group Inc.....	Sh-P, 219
Gray Research & Dev. Co.....	Shor, 563
Harwald Co.....	Sh-P, 318
Houston Fearless Corp.....	Sh-P, 307
Humphrey Electronics.....	Shor, 582
Instructional Dynamics.....	St.H.
International Good Music Inc.....	Sh-P, 317
International Video Corp.....	Shor, 530
ITT Electron Tube Div.....	Shor, 560
Jamieson Film Co.....	Shor, 572
Jampro Antenna Co.....	Sh-P, 305
Jerrold Corp.....	Shor, 510
Johnson Electronics Inc.....	Sh-P, 315
Kahn Research Labs.....	Shor, 523
Kaiser CATV Corp.....	Shor, 512
Kalart Co.....	Shor, 567
Kliegl Bros.....	Sh-P, 101
Lenkurt Electric Co.....	Shor, 507
Listec Television Equipment Co.....	Shor, 528
MaCarta Inc.....	Sh-P, 319
Machlett Laboratories/Raytheon.....	Sh-P, 207
Marconi Instruments.....	Shor, 533
Marti Electronics.....	Sh-P, 300



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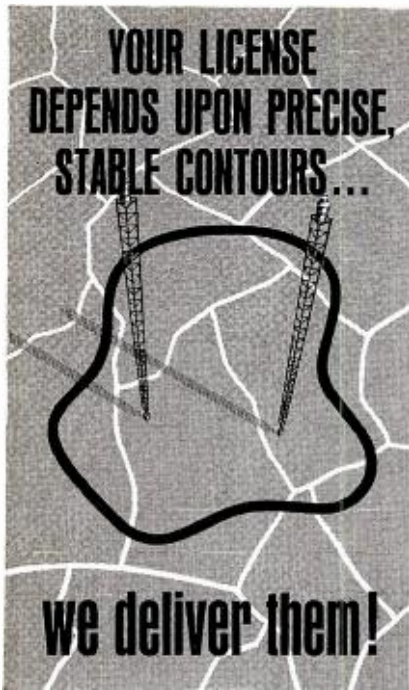
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McCurdy Radio Industries Inc.....	Sh-P, 325
McMartin Industries Inc.....	Sh-P, 211
Memorex Corp.....	Shor, 529
Microwave Associates Inc.....	Shor, 502
D. B. Milliken Co./Teledyne.....	Shor, 553
3M Co./Magnetic Products Div.....	Sh-P, 106
Minolta Corp.....	Shor, 545
Mole-Richardson Co.....	Shor, 556
Moseley Associates Inc.....	Sh-P, 328
Multronics Inc.....	Unassigned
Nippon-Columbia Corp. of America.....	Shor, 547
North American Philips Corp.....	Shor, 551
Nortronics Co.....	Shor, 513
Optical Coating Laboratory.....	Shor, 532
Paillard Inc.....	Shor, 546
Philips Broadcast Equip. Corp.....	Sh-P, 206, 223
Potomac Instruments Inc.....	Shor, 579
Power-Optics Inc.....	Shor, 555
Q-TV Sales & Distributing.....	Sh-P, 302
Quick-Set Inc.....	Shor, 521
Raytheon Co.....	Sh-P, 207
Recortec Inc.....	DuPont Plaza
RCA.....	Sh-P, 100
RCA Electronic Components.....	Sh-P, 104
RHG Electronics Laboratory.....	Shor, 544
Richmond Hill Laboratories Ltd.....	Shor, 503
Riker Video Inc.....	Sh-P, 215
Rohde & Schwarz Sales Co.....	Shor, 525
Rohn Systems Inc.....	Sh-P, 308
Rust Corp. of America.....	Sh-P, 214
Scantlin Electronics Inc.....	Shor, 511
Schafer Electronics.....	Sh-P, 222
Scully Recording Instruments.....	Shor, 565
Seeburg Music Library Inc.....	Shor, 535
Shibaden Corp. of America.....	Sh-P, 323
Shure Brothers Inc.....	Sh-P, 301
SIS Electronics.....	Shor, 564
Skirpan Electronics Inc.....	Shor, 569
Sony Corp. of America.....	Sh-P, 221
Sparta Electronic Corp.....	Sh-P, 304
Spindler & Sauppé Inc.....	Shor, 561
Standard Electronics Corp.....	Sh-P, 312
Stanton Magnetics Inc.....	Shor, 574
Suburban Sound Inc.....	Shor, 531
Swancor Group.....	Shor, 515
Sylvania Electric Products Inc.....	Shor, 500
Tape-Athon Corp.....	Shor, 514
Tapecaster TCM.....	Shor, 520
Sarkes Tarzian Inc.....	Sh-P, 202
Tektronix Inc.....	Sh-P, 201
Tele-Cine Inc.....	Shor, 542
Telematic Inc.....	Shor, 536
Telemet Co.....	Sh-P, 217
Telepro Industries Inc.....	Shor, 554
Telesync Corp.....	Sh-P, 226
Television & Computer Corp.....	Shor, 576
Telex Corp.....	Shor, 548
Tracor Inc.....	Shor, 539
Trompeter Electronics Inc.....	Shor, 508
U. S. Air Force.....	Sh-P, 408
U. S. Army.....	Sh-P, 405
U. S. Navy.....	Sh-P, 404
U. S. Treasury Department.....	Sh-P, 406
Utility Tower Co.....	Sh-P, 204
Varian Associates.....	Shor, 524
Vega Electronics Corp.....	Sh-P, 212A
Video Facilities.....	Shor, 577
Videometrics Inc.....	Shor, 517
Vikoa Inc.....	Shor, 504
Visual Electronics Corp.....	Sh-P, 103
Vital Industries Inc.....	Sh-P, 322
Ward Electronic Industries.....	Shor, 519
Westel Co.....	Shor, 558
Wilkinson Electronics Inc.....	Shor, 516
Zoomar Inc.....	Shor, 505

#### NAB Convention Offices

(All NAB convention and staff offices are on the lobby floor of the Shoreham unless otherwise designated.)

Convention Manager.....	Board Room
Everett E. Revercomb, secretary-treasurer	
Convention Program.....	Committee Room
Harold Niven, vice president	
Engineering Conference.....	Board Room
George W. Bartlett, vice president	
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exhibit director.....	Exhibit Office, Sh-P.
George E. Gayou,	
exhibit consultant.....	Exhibit Office, Shor.
Registration Desk.....	Lower Lobby
Donald B. Pearce, assistant treasurer	
Convention News and Public	
Relations.....	Caucus Room
John M. Couric, vice president	
Milton Magruder, director of publications	
Newsroom.....	Executive Room

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Television.....	Board Room
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James McKnight, Spencer Denison, Oliver	
W. Henry, Ernest C. Sanders, Daniel M.	
Valentine, Paul R. Fry, Hamilton Woodie,	
regional managers.	
Broadcast Management... Woodbridge Room	
William L. Walker, director	
Government Affairs.....	Cabinet Room
Paul Comstock, vice president	
Legal.....	Cabinet Room
Douglas A. Anello, general counsel	
Research.....	Woodbridge Room
Code Authority.....	Council Room
Stockton Helffrich, director	
Jerome Lansner, assistant to the director	
Thom R. Winkler, manager, radio code	
Richard Burch, manager, TV code,	
Washington	

#### Equipment Hospitality Suites

(See also Equipment Exhibitors)

Albion Optical Co.....	Sh-P, M457
American Electronic	
Laboratories Inc.....	Sh-P, F346
American Enka Corp.....	St.H
Amplex Corp.....	Sh-P, B220
Andersen Laboratories Inc.....	Mayflower
Angenieux Corp.....	Sh-P, E526
Audio Devices Inc.....	Shor, G309
Ball Brothers Research.....	Sh-P, A211
Central Dynamics Corp.....	Windsor Park
Collins Radio Co.....	Sh-P, M789
Continental Electronics.....	Sh-P, M553
Data Memory Inc.....	Shor, E130
Dresser Crane, Hoist & Tower.....	Sh-P, A311
Dynair Electronics Inc.....	Sh-P, F543
Eastman Kodak.....	Shor, F157

### NATAS station awards highlight TV assembly

The National Academy of Television Arts and Sciences will present its annual station award for community service and special citation for programing serving disadvantaged young people during the Wednesday March 26 television assembly at the National Association of Broadcasters convention in Washington.

The stations and networks nominated for the community service award are WLWT(TV) Cincinnati; WBZ-TV Boston;

KING-TV Seattle; KSD-TV St. Louis; South Carolina ETV Network; noncommercial WQED(TV) Pittsburgh; KFMB-TV San Diego; noncommercial WHA-TV Madison, Wis.; WFIL-TV Philadelphia, and WNBC-TV New York.

The stations and networks nominated for the special citation are WFIL-TV Philadelphia; South Carolina ETV Network; KNXT(TV) Los Angeles; WMAL-TV Washington; KPRC-TV Houston; non-commercial WHA-TV Madison, Wis.; WDSU-TV New Orleans; WIIC-TV Pittsburgh; WTIC-TV Hartford, Conn., and WNJU-TV Newark-Linden, N. J.

Electronics, Missiles & Communications.....Sh-P, A611  
 Fairchild Recording Equipment...Sh-P, M790  
 Gates Radio Co.....Sh-P, C540  
 General Electric.....Sh-P, D200  
 Grass Valley Group Inc.....WH  
 Houston Fearless Corp.....Sh-P, E426  
 Instructional Dynamics.....St.H.  
 International Good Music Inc.....Sh-P, M251  
 International Video Corp.....WH, C340  
 Jampro Antenna Co.....Sh-P, M559  
 Jerrold Electronics Corp.....Shor, A502  
 Kaiser CATV Corp.....Sh-P, M690  
 Kline Iron & Steel Co.....Shor, G700  
 Listec TV Equipment Co.....Sh-P, A711  
 McMartin Industries Inc.....Sh-P, A200  
 Memorex Corp.....Windsor Park  
 Microwave Associates.....Mayflower  
 3M Co.....Sh-P, C740  
 Moseley Associates.....Sh-P, F450  
 Philips Broadcast Equip. Corp.....Sh-P, A511  
 Power-Optics, Inc.....St.H  
 Raytheon Co.....Sh-P, F650  
 RCA.....Shor, C530  
 Recortec Inc.....St.H  
 Richmond Hill Laboratories.....WH  
 Rohn Systems, Inc.....Sh-P, D506  
 Rust Corp. of America.....Sh-P, M658  
 Scantlin Electronics Inc.....Executive House  
 Schafer Electronics.....Sh-P, A100  
 Scully Recording Instruments.....Shor, C236  
 Seeburg Music Library Inc.....Shor, F857  
 Sparta Electronic Corp.....Sh-P, M559  
 Stainless Inc.....Sh-P, C640  
 Standard Electronics Corp.....Sh-P, M357  
 Stanton Magnetics Inc.....WH  
 Sylvania Electric Products Inc.....Shor, B220  
 Tape-Athon Corp.....Mayflower  
 Sarkes Tarzian Inc.....Sh-P, F340  
 Technicolor Inc., Vidtronic Div.....Sh-P, D706  
 Telemation Inc.....Windsor Park  
 Television & Computer Corp.....Shor, D511  
 Utility Tower Co.....Sh-P, D404  
 Varian Associates.....WH  
 Vega Electronics Corp.....Sh-P, M559  
 Visual Electronics Corp.....Sh-P, D400  
 Vital Industries.....Sh-P, M552  
 Ward Electronic Industries Inc.....Sh-P, M389  
 Westel Co.....Shor, D208  
 Wilkinson Electronics Inc.....Sh-P, D210

### Program Services

ABC Films.....Shor, E630  
 Allied Artists TV.....Sh-P  
 Alto Fonic Programming Inc.....Sh-P, D308  
 American Independent Radio.....WH  
 American International TV.....Shor, G508  
 Avco Embassy Pictures.....Shor, D706  
 Banner Films.....Mayflower  
 Boston Symphony  
 Transcription Service.....Sh-P, M353  
 Broadcast Sales Inc.....Sh-P  
 CBS Enterprises Inc.....Shor, G600  
 Cine-Vox Productions.....Sh-P, B620  
 Dick Clark TV Productions.....Mayflower  
 Columbia Special Products.....Shor, C636  
 Co-Media Productions.....Shor, C337  
 Bing Crosby Productions Inc.....WH  
 Dawson Communications.....WH  
 Filmways Syndication Sales.....WH  
 Firestone Film Syndication.....WH, 4-190  
 Four Star Entertainment Corp.....Shor, B820  
 Sandy Frank Program Sales Inc.....Sh-P, E330  
 Functional Media Inc.....Madison  
 Golden Eagle Films.....WH, 5-190  
 Goodson-Todman Productions.....WH  
 Group W Productions.....Sh-P, B520  
 Larry Harmon Pictures.....WH  
 Hartwest Productions Inc.....Sh-P, A500  
 Hartwest Television Inc.....Sh-P, A500  
 Heller Corp.....WH  
 Juneau Petersen Productions.....WH  
 King Features Syndicate.....Windsor Park  
 Krantz Films Inc.....WH  
 Kristom Productions Inc.....WH  
 M & A Alexander.....WH  
 Markap TV Corp.....WH, 5-174  
 Mark Century Corp.....Shor, G100  
 MCA-TV.....Sh-P, D600  
 Medallion TV Enterprises Inc.....Shor  
 Metromedia Producers Corp.....Sh-P, C240  
 MGM-TV.....WH, 3-101  
 Charles Michelson Inc.....Sh-P  
 Motherwell Broadcasting Systems.....WH, P1  
 National Telefilm Associates.....WH  
 NBC Films Inc.....Sh-P  
 North American TV Associates.....Hay Adams  
 Harry O'Connor Productions.....Shor  
 Official Films Inc.....Unassigned

Off-Network Productions Inc.....Mayflower  
 Olas Inc.....Mayflower  
 Pams Inc.....Shor, G608  
 Paramount TV.....WH  
 Pepper & Tanner Inc.....Sh-P, E320  
 Programmers.....Annandale, Va.  
 Peter M. Robeck & Co.....Sh-P, E220  
 Romper Room Inc.....WH  
 Screen Gems.....WH, Lincoln Room East  
 SESAC.....Shor, G200  
 Showcorporation.....Shor, A601  
 Spangler Television Inc.....WH  
 Storer Programs Inc.....WH, Solar Suite  
 TM Productions.....Shor, A501  
 Trafco.....St.H.  
 Trans-Lux TV Corp.....Sh-P, B620  
 Triangle Program Sales.....Sh-P, Franklin Room  
 20th Century-Fox  
 Television.....WH, Lincoln Room  
 Winters/Rosen Distributing Corp...WH, 5-174

Metro TV Sales.....Sh-P, C244  
 Peters, Griffin, Woodward.....WH  
 Edward Petry & Co...Shor, Club Rooms A & B  
 Vic Piano Associates.....Sh-P  
 Pro Time Sales.....WH  
 Quality Media Inc.....WH  
 RKO Radio Representatives.....Shor  
 Savalli/Gates.....WH  
 Stone Representatives Inc.....Sh-P, D300  
 Tele-Rep.....Hotel America, 423  
 Television Advertising  
 Representatives.....Madison  
 Alan Torbet Associates Inc.....Shor, G400  
 Grant Webb & Co...Sh-P, C340  
 Weed Radio & TV Corp.....Unassigned  
 Adam Young-VTM.....WH

### Station Representatives

ABC-TV Spot Sales.....Georgetown Inn  
 Avco Radio TV Sales.....Sh-P, E420  
 Avery-Knodel.....Sh-P, F440  
 Mort Bassett & Co.....Shor, E839  
 Charles Bernard Co. (Country  
 Music Network).....WH  
 John Blair & Co.....WH, Solar Suite  
 John C. Butler & Co.....Unassigned  
 CBS Radio Spot Sales.....Shor, A401  
 CBS-TV National Sales.....Unassigned  
 Henry I. Christal Co.....Sh-P, A600  
 Roger Coleman Inc.....WH, P1  
 Robert E. Eastman & Co.....WH  
 Gill-Perna Inc.....Sh-P  
 Greener, Hiken, Sears.....WH  
 Herbert E. Groskin & Co.....WH  
 Harrington, Righter & Parsons.....Shor, E830  
 Bernard Howard & Co.....Unassigned  
 H-R Representatives.....Unassigned  
 The Katz Agency.....WH, Solar Suite  
 Major Market Radio.....Shor, E439  
 Jack Masla & Co.....WH  
 McGavren-Guild-PGW Radio.....WH  
 The Meeker Co.....Shor, A702  
 Metro Radio Sales.....Georgetown Inn

### Station Brokers

Blackburn & Co.....Unassigned  
 Chapman & Co.....Unassigned  
 Charles Cowling & Associates.....Sh-P  
 R. C. Criser & Co.....WH  
 Wilt Gunzendorfer & Associates.....WH  
 Hamilton-Landis & Associates.....Mayflower, 502  
 Hogan-Feldmann.....St.H, 670  
 Philip L. Kelsler & Assoc.....Hay-Adams  
 LaRue Media Brokers Inc.....Mayflower  
 G. Bennet Larson Inc.....WH  
 New York Securities Co.....Madison  
 Howard Stark.....Shor  
 William T. Stubblefield.....Madison, Penthouse  
 Edwin Tornberg & Co.....WH

### Networks

ABC Inc.....Shor, C130  
 ABC International.....Unassigned  
 ABC Radio.....Sh-P, B420  
 ABC Radio Stations.....Unassigned  
 ABC-TV.....Shor, C130  
 ABC-TV Stations.....Georgetown Inn  
 CBS Inc.....Shor, C830  
 CBS Radio.....Shor, C630  
 CBS Radio Stations.....Shor, C630  
 CBS-TV.....Shor, C830

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CBS-TV Stations.....Unassigned  
 Hughes Sports  
 Network.....WH, Faragut & Grant suites  
 Keystone Broadcasting System...Sh-P, D700  
 Market 1 Network.....Shor  
 Mutual Broadcasting System.....Shor, B120  
 NBC Inc.....Shor, C430  
 NBC Radio.....Shor, C430  
 NBC-TV.....Shor, C430

Mediastat.....Shor, E639  
 Media Survey Inc.....Shor, G209  
 A. C. Nielsen Co.....Sh-P, A700  
 The Pulse Inc.....Sh-P, F140

**Miscellaneous**

Advertising Age.....WH  
 All-Channel Television Society...Sh-P, M762  
 AP.....Sh-P, Adams-Hamilton  
 Assn. of Maximum Service  
 Telecasters.....Shoreham  
 Atwood-Richards Telescreen Inc..Sh-P, A411  
 Bernstein Bros, DeMarco &  
 Martin.....DuPont Plaza  
 Billboard.....Sh-P, M258

Broadcast Management/  
 Engineering.....Sh-P, M258  
 Broadcast Information Bureau....Sh-P, F750  
 Broadcasting Magazine..Sh-P, Madison Room  
 Community Club Awards Inc.....WH  
 Film & Television Daily.....Sh-P, M589  
 Media/Scope.....St.H  
 Promotional Services Inc.....Shor  
 Radio Advertising Bureau.....Shor, A302  
 Softness Group.....Mayflower  
 Standard Rate & Data Service....Sh-P, F640  
 Television Age.....Sh-P, M458  
 Television Bureau of Advertising..Shor, B420  
 Television Information Office.....Shor, D406  
 Television Digest.....Sh-P, F240  
 Time Buying Services.....Shor, G209  
 TV Stations Inc.....Shor, G500  
 UPI.....Sh-P, M490  
 Variety.....Sh-P, M358

**Research Organizations**

American Research Bureau.....Shor, A402  
 Audits & Surveys Inc.....WH  
 Broadcasts Advertisers Reports.....Sh-P  
 Home Testing Institute/TVQ.....St.H  
 C. E. Hooper.....Georgetown Inn

**TheMedia** —Continued from page 68

**WCAM Camden loses another bidder**

**FCC denies \$1.35-million sale to McLendon; rare action reinforces new 'get-tough' stance**

The FCC added to its new image as a hard-nosed regulatory agency last week by announcing its intention to deny group-owner McLendon Corp.'s application to acquire WCAM, Camden, N. J.'s city-owned station.

The commission did not specify the reasons for its intended action. But the announcement came after an oral argument on the proposed sale during which attorneys for the applicants and for the commission's Broadcast Bureau were questioned sharply on McLendon's programing proposals and on its survey of community needs.

The commission said it had instructed its staff to draft an order denying the application. The action was taken on a 5-to-1 vote, with Commissioner Robert E. Lee the lone dissenter. Commissioner Robert T. Bartley was absent.

Commission denial of an application for assignment of a license or transfer of control of a station is rare, if not unprecedented, after a hearing—if only because most applications involving sales

that are set for hearing are dismissed by the parties.

The commission's scuttling of the \$1,350,000 sale comes as the agency is acquiring a new reputation for aggressiveness as a result of its proposal to tighten up on its multiple-ownership rules, its plan to investigate conglomerate ownership of broadcast stations and, unless barred by Congress, its intention to ban cigarette commercials from the airwaves.

Another element in the commission's new image is the 3-to-1 decision by which the agency two months ago voted to deny the application for renewal of license of WHDH-TV Boston and to award the contested channel 5 to a competing applicant, Boston Broadcasters Inc.

Nevertheless, the decision in the Camden case was surprising. The hearing examiner in the case, David I. Kraushaar, recommended approval of the sale, in an initial decision two months ago (BROADCASTING, Jan. 13). And the Broadcast Bureau, although

it originally urged the examiner to disapprove the sale, did not file exceptions to the initial decision. The commission ordered the oral argument after deciding on its own motion to review the case.

The commission had set the assignment application for hearing on two issues—whether McLendon had engaged in trafficking and whether its proposed programing was realistically designed to meet the needs of Camden or of the neighboring, and larger, city of Philadelphia.

The examiner resolved both issues in favor of McLendon. And although both were aired in the oral argument, questions from the bench—particularly from Commissioners Kenneth A. Cox and Nicholas Johnson—focused principally on whether the station's service, under McLendon ownership, would be in tune with Camden's needs.

Commissioner Cox noted that McLendon proposed to cut back on the time WCAM devotes to news from 13 hours weekly to eight-and-a-half, even though a majority of residents, questioned by McLendon in its survey of community needs (12 of 20), had indicated they preferred more news not less. McLendon proposed reducing the amount of local news from six-and-a-half hours weekly to one-half hour.

Commissioner Johnson also expressed concern about McLendon's plans to eliminate WCAM's foreign-language programing.

Thomas Fitzpatrick, counsel for the commission's Broadcast Bureau, said that Gordon McLendon, president and chief executive officer of the company, had testified during the hearing that the interviewees "were wrong," and that he had "substituted his program judgement based on his extensive experience in broadcasting."

Marcus Cohn, counsel for McLendon, said that the "licensee must be the ultimate one who makes the decision because, obviously, you cannot satisfy the need of everyone in the

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city of Camden. Indeed, if the licensee abdicates his responsibility to make decisions on this, I suggest to you that he would not be a fit licensee of this commission."

William Rosenblatt, counsel for the city, defended the proposal on news on the ground that quality as well as quantity must be considered. He and Mr. Cohn both argued that McLendon would provide more original reporting that WCAM was providing; they suggested that "rip and read" is now the order of the day at the station.

Mr. Rosenblatt said that, in regard to ethnic programming, the Greek and Italian communities are dwindling in number. However, he acknowledged that the city's Spanish-speaking population is still a vital part of Camden, as is the Negro community.

Throughout his appearance, Mr. Rosenblatt stressed that the city had placed its faith that McLendon would provide a good service for the city on the corporation's reputation as a "quality broadcaster." This appeared to amaze Commissioner Johnson who, at one point said that the city would not rely on a company's reputation if some other public facility, such as transportation, were involved.

Commissioner Cox appeared to feel that McLendon had gone about fashioning its programming proposals from the wrong end. It sounds, he said, as if the interviewer "told the people what Mr. McLendon was prepared to offer and [asked] if that sounded like it would be nice, rather than asking the people of Camden what they felt to be the most significant needs of the Camden area which a radio licensee in that city could serve."

The trafficking issue involved a McLendon record of selling 12 stations over a 22-year period beginning in 1947. The company now owns 12 stations. Mr. Fitzpatrick, who handled most of the questions on this point, remarked wryly that he was "happy to see" judges of an appeals court in a recent decision say "how clear" the trafficking question is. He said it wasn't clear in his mind or the minds of the Broadcast Bureau.

The commission's rejection of the assignment application will be the second time that Camden has been frustrated in an effort to sell the station, which Mr. Rosenblatt said is losing money—"in excess of \$10,000" annually.

Three years ago, the city agreed to sell WCAM to L&P Broadcasting Corp., owned by Leonard and Philip Chess, who own WVN Cicero, and WSDM(FM) Chicago, both Illinois, and WNOV Milwaukee. But the commission designated the sale for hearing on the question of whether L&P's programming proposals were really designed for the

large Negro audience of Philadelphia. The parties dismissed the application, and McLendon agreed to accept the terms of the contract as they applied to L&P.

The commission's decision comes as a disappointment to L&P also. For that company had paid Camden \$650,000, and McLendon was to have reimbursed L&P that amount while paying the city the balance of the sale price. Reimbursement is now the city's obligation.

The commission announced its plans in the WCAM matter before a decision was prepared in order to assist the city in determining its tax needs. The city had said that unless it knew by mid-March that proceeds from the sale

would be forthcoming during 1969, it would be unable to include the proceeds as an item of anticipated revenue in the 1969 budget. The result, it said, would be an increase in local taxes.

Camden Mayor Alfred R. Pierce reacted angrily to the commission's action—and the resulting denial of revenue to the city. He said he would like a congressional investigation to determine whether there are forces behind the commission's action who have not "publicly identified themselves."

"This is another specific example of the federal government being so far removed from the problems of the American cities that the decisions they are making are hurting rather than helping the cities," he said at a news con-

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## Movies in trouble on minority hiring

### Federal officials talk of suing picture business, charge networks lag too

The entire motion-picture industry last week was charged by the U.S. Equal Employment Opportunity Commission with discrimination in the hiring and advancement of minority-group workers. During three days of public hearings in Los Angeles (March 12-14) on the employment practices of key Los Angeles area industries, Daniel Steiner, general counsel for the commission, recommended that "immediate discussion" be held with the U.S. Department of Justice concerning the possibility of a suit against the movie industry for violation of Title VII of the Civil Rights

Act of 1964.

Specifically, the suit would be brought against all motion-picture production companies, the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U.S. and Canada, "a good number" of other film-industry craft unions, and the Association of Motion Picture and Television Producers. The four commissioners of the five-member EEOC present for the hearings unanimously voted to pass their counsel's recommendation on to the Department of Justice for action. It marks the first time that EEOC has voted to seek action against an entire industry as a result of what's considered to be "clean evidence of a pattern or practice of discrimination."

The recommendation by Mr. Steiner came after a day in which the commission heard testimony from representatives of Universal City Studios, Warner Bros.-Seven Arts Ltd., 20th Century-Fox, Walt Disney Productions, Paramount Pictures, IATSE, and AMPTP, among others. After hearing assurances of open-door and equal-opportunity practices and being cited examples of attempts to seek out minority employees, the commission, in the person of counsel Steiner, concluded that the movie industry's "open door" is in reality a "closed shop" that is determined by an

"exclusive referral system," otherwise known as the "experience roster." This system, which evidence indicated was developed and is widely relied upon by the film industry and unions, "operates effectively to exclude minorities from jobs," Mr. Steiner charged. "Before anyone can be hired who is not on a roster, all people on the roster must be employed or offered employment," he said. "But some experience rosters contain no Mexican-Americans or Negroes. It is not surprising," he summed up, "that Mexican-Americans and Negroes cannot find employment."

Mr. Steiner said, too, that "no concrete evidence" was shown in testimony "of a willingness to change the employment pattern." He did not identify his target, but he pointed out that at least one movie-industry witness gave testimony "that was evasive and inaccurate in certain respects." He made it clear, in a news conference after the day's session, that the experience-roster system "has to be changed."

As background to the motion-picture industry's day before the EEOC, the commission released a statistical analysis that aimed to show that the film industry "is a very poor employer of minorities." Said the report: "For both blacks and Mexican-Americans, it falls below the average rates for all industries in the Los Angeles metropolitan

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area in almost every occupational category."

A similar background report was released on the three major radio-TV networks, representatives of which were scheduled to testify before the EEOC starting late Friday morning (March 14). "The minority employment picture for the three major radio and TV networks in the Los Angeles area is discouraging," this report claimed. Among the statistics given to bear out this contention:

- While blacks held 7.4% of the reported jobs in the Los Angeles metropolitan area in 1967, the networks reported only 2.9% Negro employment (a figure that decreased in 1968).

- Mexican-Americans, who made up 10.1% of the Los Angeles employment, were 0.9% of the total work force at the networks in 1967 (a figure that increased to 1.6% in 1968).

- In 1967, Mexican-Americans filled 4.4% of all white-collar jobs reported by industries in Los Angeles, but only 0.9% among the networks (where almost 90% of employes are in white-collar occupations).

- Between 1967 and 1968, the Negro participation rate in white-collar jobs showed a decrease.

The report on the networks pointed out that there is a variation among the networks, "which shows that qualified minorities are available if the effort is made to find them." As evidence, it was reported that one network listed 3.6% of its technicians as Negroes, while another showed 0.9% Negroes in the same work category. Also it was pointed out that one network had no Mexican-American officials, managers, professionals or salesmen and that there were only two Mexican-Americans and one black among the 499 officials at the three networks combined.

Scheduled to appear for the networks at the hearings were Perry Lafferty, CBS-TV vice president, programs, Hollywood; Herbert Schlosser, NBC-TV vice president, programs, West Coast; and James G. Riddell, ABC-TV vice president, western division. Last week's sessions were the second full-scale public hearings into problems faced by minority and women workers seeking white-collar employment, conducted by EEOC, a commission created to administer Title VII of the 1964 Civil Rights Act. Title VII bans job discrimination based on race, color, religion, sex and national origin.

Little more than a year ago, four days of hearings were held on employment practices in New York, including those involving communications industries (BROADCASTING, Jan. 22, 1968). Also heard at last week's sessions in the new federal office building in Los Angeles were representatives of the banking, insurance and aerospace industries.

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*Mr. Wasilewski in his office overlooking Connecticut Avenue*

## New monument in Washington

**NAB's \$2.5-million headquarters will be open for inspection by conventioners next week**

With mini-skirted tour guides in charge, delegates to next week's National Association of Broadcasters convention in Washington will be able to take in more than just the hotel hospitality suites or the city's marble-covered monuments and memorials.

Except for those manning the exhibits and hospitality suites at the convention, many of the 5,000-plus delegates are expected to tour the new \$2.5-million home of the NAB. To insure that all who want to make the tour have such an opportunity, the association will provide shuttle-bus service from the convention headquarters at the Shoreham and Sheraton-Park hotels on Tuesday, March 25. That afternoon is an open period in the convention program to allow delegates to take in the equipment exhibits, look at new tape and film shows going into syndication and visit with networks, reps, brokers—and this year, visit NAB.

Confronted with the rigors of putting a convention together while moving its operations into new quarters, the NAB has been faced with the common and uncommon tribulations of occupying and finishing construction of the new building.

Although the building last week still was missing some of the niceties—such as having all the pictures hung, the elevators running a normal pattern, the water flowing properly in the forecourt

fountain and having all the furniture delivered and in place—all such problems were promised to be cleared up by convention week.

While platoons of the Chesapeake & Potomac Telephone Co.'s repairmen turned up daily like NAB staff members to get the elaborate and confusing phone system operating and while cars parked in the sub-basement garage were getting unplanned washings from the fountain's waters, the work on the building inside and out has been moving steadily ahead.

Among those who are convinced that the building will be ready for public display next week are NAB President Vincent T. Wasilewski and the association's secretary-treasurer, Everett Revercomb. As manager of the convention and the man who has overseen the erection of the new headquarters from hopes to blueprints to reality, Mr. Revercomb evinces an unflappable calm in the midst of some frenzied hammering, sealing and wiring. He says flatly that the new headquarters will be substantially finished and ready for visitors by convention time. Last week interior work was continuing on two of the three floors that will be occupied by outside tenants.

Although not outwardly noticeable, one of the more troublesome situations arose when the fountain was first filled. The water began leaking out of the

pipes and created an unplanned Niagara Falls on one of the basement garage levels.

The fountain will have a floor of black tile to provide an illusion of increased depth. The tile will be laid if the temperature rises enough this week. A coating of pastel-covered sealer, applied shortly after the unplanned diversity of outlets was discovered, now covers the floor and walls of the fountain.

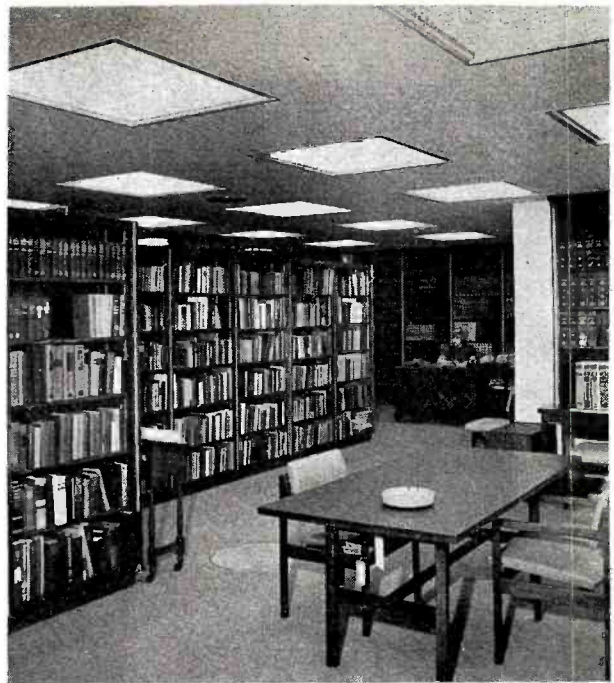
Of the seven floors above garage level, NAB is occupying the first, fifth, sixth and seventh. The second floor is already occupied by Harold F. Wise & Associates, a land-planning firm. Moving into the third floor will be elements of the Canadian Embassy, and taking over the fourth floor will be A. D. Ring and Associates, broadcast engineering consultants; Warren Zwicky, communications attorney, and James Webb, former administrator of the National Aeronautics and Space Administration, who is now in private practice. The third and fourth floors are expected to be ready for occupancy by early May.

The sixth floor contains NAB's executive suites with the president's and chairman's offices prominent. On that floor the travertine marble and bronzed-toned glass exterior of the building is interrupted by a one-person deep setback balcony. Executive offices on the southwest side of the building, which





The new Centrex telephone system, designed so that each NAB staff member can be dialed directly without going through the main switchboard, and which, in theory, allows calls to be transferred without going through the switchboard, has not been without its minor malfunctions. Mary Lee Schiffer, secretary to Mr. Wasilewski, watches as telephone repairman stops by her desk in attempt to get circuits operating properly.



Part of NAB's general library

is an inwardly curved ellipse, open onto the shallow balcony overlooking Washington's prestigious Connecticut Avenue.

In addition to the offices of president and chairman, the sixth floor houses government relations, legal, planning and development departments, and the general and law libraries. On the seventh floor are the secretary-treasurer's office, engineering, television and radio services, public relations, auditing, broadcast management and station relations. The fifth floor contains the NAB Code Authority, production facilities and additional space for government-affairs offices.

Off the entrance foyer, on the ground floor, are the NAB board room and a projection-equipped public meeting room. Planned, but not yet built on that floor, is a library to be provided by the Broadcast Pioneers Educational Fund.

Last week, a quick tour of the new facilities found most of the new furniture in place (some still bedecked with shipping tags) and pictures (mostly serigraphs of nautical and waterfront scenes in tans, greens, rusts and gold) more often leaning against the walls than hanging on them.

However, by convention week the pictures should be hung and the furniture in place, sans tags. Among the missing furniture is a sofa in Mr. Wasilewski's office where two older chairs are temporarily filling the void while visually colliding with the new furnishings.

Late arrivals to the office of the president and several other NAB executives are color TV-stereo-radio consoles. Now uncrated and operative, the units are still to be connected to an elaborate master-antenna system that will provide four separate outlets: VHF,

UHF, FM and AM. The antennas are now in place on the roof of the building, and, by design, are not visible from the ground. They are located behind the penthouse structure that contains the building's mechanical equipment, including an emergency generator that can handle one of the two elevators and emergency lighting.

In addition to the master-antenna system, the building features a master AM-FM radio with ceiling speakers spotted so that they can also carry public-address messages or locally originated audio material. The master antenna is also designed to provide a closed-circuit video channel for the NAB offices.

The building is all electric and although the heating of the offices has been overly erratic in the first few weeks (ranging from 84 to 68 degrees in adjoining offices), that, too, is expected to be operating properly by next week.

On NAB's four floors are two kitchenettes: one is adjacent to the board room on the main floor and is replete with ice maker; the other, without ice maker, is next to the chairman's suite on the sixth floor.

Also off the board room is an enclosed patio, designed to provide additional space for social functions and for committee meetings when the weather allows.



Exterior of new NAB headquarters at 1771 N Street, N.W.



# CATV finds two important friends

## Rostow charges FCC has brought industry to standstill; Spindletop favors wired city

A one-time powerful voice in the councils of the federal government in Washington thinks the FCC is destroying CATV.

Eugene V. Rostow, former undersecretary of state for political affairs and the chairman of President Johnson's Task Force on Telecommunications Policy, said last week that he thinks the FCC has taken action "which seems inconsistent with its professed goal" in instituting its proposed inquiry into CATV rules.

While "expressing a positive interest in the future development of CATV," he told members of the American Management Association in New York, "it [the commission] has ordered what is for all practical purposes a standstill in the industry for an indefinite period" while Congress is considering new copyright legislation.

Mr. Rostow, now a professor of law and public affairs at Yale University, also called for the establishment of a Department of Communications to function in the area of telecommunications policy.

This implies no criticism of the FCC, Mr. Rostow added. The commission, he said, is a quasi-judicial agency and will continue to be needed. And, he added, strengthened. But, he said, "the FCC was not designed as an executive catalyst, a planning agency, and a force for action in keeping policy abreast of the processes of change."

He also urged the establishment of a domestic satellite system, initially under the control of the Communications Satellite Corp.

Release of the task-force report, submitted to President Johnson last December (BROADCASTING, Dec. 16, Sept. 9, 1968), was reported imminent last week, but White House sources said later in the week that no decision has been made to do so at this time.

Meanwhile, the foundation for the task force's inclination toward CATV as the best answer for TV-program diversity became known last week. It is the research report by Spindletop Research Inc., Lexington, Ky., hired by the task force to study means of achieving greater TV program diversity.

Spindletop found that the wired-city concept was the one method that would make it feasible to increase TV programming choice. CATV, it noted, has the potential for a large number of channels, up to 20 at the present time, and this multiplicity could encourage more program sources, might help bring about a form of pay TV, and could even spur the development of small, low-budget community TV sta-

tions for community-oriented programming.

Spindletop estimated that under current regulatory policies (the report was written before the issuance of the latest FCC's proposals for CATV regulations), there should be 4,250 cable-TV systems in 1980, serving from 15 to 20 million TV homes.

In a special survey, undertaken by the National Cable Television Association for Spindletop, 48 CATV systems said they were originating an average of 21.8 hours weekly, with 22 of the systems reporting they were selling time.

In discussing the wired-city concept, Spindletop referred to the possibility that such CATV systems would be operated like a common carrier, with channels leased, possibly, it estimated, at \$25 an hour. Cable TV systems, it said, might be operated by telephone companies, present CATV entrepreneurs or new entities. But channels would be available, it noted, to all who are willing to pay—networks, stations, program originators, politicians.

Not the least of the advantages of CATV, the research firm found, is that a cable-TV base for TV programming would free the radio spectrum for other uses.

If half the U. S. were wired, it noted, the cost would be \$170 a year for each TV household.

Spindletop also estimated that at some point, where a TV station's programs were being received mostly by wire, it would become more economical for the station to cease broadcasting and begin furnishing its service completely by cable. But, it added, in the top-50 markets, where CATV would be unable to connect all TV homes in the service area, the local station would have an economic incentive to remain on the air.

A viable, wired pay-TV network, Spindletop calculated, might come where 80% of all TV households were connected and where 35% of such cable-connected households could be induced to pay \$1.50 a month.

The report's favorable view of small community stations was based on the experience of WMKG(TV) Muskegon, Mich. (ch. 54), which operates in a market receiving three network programs.

Through a limited daily schedule, with all but one program locally produced, with part-time help and simple production techniques, the station has kept monthly expenses down to \$10,000 to \$12,000 (compared to a \$38,000 monthly expense for a station in a com-

parable market), and has garnered a 22% to 30% share of audience, the report said. After one year of operation, Spindletop reported, the station began operating with a slight profit.

Although educational TV stations bring additional and varied program choices to the public, Spindletop foresaw one problem: As government support for public broadcasting grows, so may a demand by taxpayers for programs that have wide, popular appeal. This would negate the principle of a diversity of programs, it noted.

Because of the limitations that the FCC has imposed on pay TV (restricted programs and limited markets), over-the-air pay TV has a marginal chance of success, the report declared. It would require, it said, at least 20,000 subscribers, paying \$65 a year for programs and \$39 rental for decoders to break even.

And, the report continued, the trend again would be to maximize audience, thus offering popular programs and resulting in no greater diversity.

This theme, that under the present broadcasting structure, the drive for large audiences means fewer and fewer program choices, runs throughout the report's view of other forms of TV: satellite-to-home broadcasting, which would result in the demise of local broadcast stations and programming; the slim possibility of a fourth network; even the continued growth of UHF (it sees 100 new UHF stations coming on the air in the next decade).

The Spindletop study was submitted to the task force last July. It was compiled by John A. Dimling Jr., as manager, with Ronald W. McCabe and Wayne S. Schmidkeknacht as members of the team. Among other consultants used by Spindletop was Dwight E. Martin, Royal Street broadcast-group executive and a one-time chairman of the Future of Broadcasting Committee of the National Association of Broadcasters.

### Media reports:

**New consultancy** ■ George Lorenz and Dick Lawrence of WBLK-FM Depew, N. Y., who announced the formation of a consulting service to AM and FM broadcasters last month (BROADCASTING, Feb. 24), have filed incorporation papers with the State of New York as L & L: Programmers Inc.

**Station agency** ■ Beman & Williams Associates Inc. of Atlanta will handle advertising and public relations for WJR-TV there.

### A manager looks at spectrum management

O'Connell tells Senate committee 'adequate future planning' will avert land-mobile chaos

James D. O'Connell, director of telecommunications management, sees his office and the FCC as being able to keep ahead of the rapidly growing needs of government and nongovernment users of the spectrum "for several years to come."

Furthermore, he told the Senate Commerce Committee, improved management resources and advancing technology "will avert the spectrum chaos that some have been predicting."

Mr. O'Connell, who expressed his views during a hearing on renomination to another of his present posts, that of assistant director of the Office of Emergency Preparedness, thus provided testimony certain to be used by broadcasters in their efforts to ward off land-mobile users' efforts to gain access to areas of the spectrum now allocated to broadcasting.

The Senate confirmed his nomination

on Thursday (March 13) along with other executive appointments (see page 54).

The commission has proposed sharing by land mobile of UHF channels 14-20 on a geographic basis, as well as the reallocation of upper-band frequencies, including UHF channels 70-83, to land mobile. The commission's proposal is based on the premise that land-mobile needs cannot be accommodated within the frequency bands now assigned that service.

Mr. O'Connell did not discuss the spectrum-management matter in terms of the controversy between television and land-mobile users.

However, a portion of the higher-band frequencies involved in the commission proposal—26 mc between 890 and 942 mc—were transferred to the commission by Mr. O'Connell's office last year after a re-examination of the needs of the executive branch.

And this additional space, Mr. O'Connell told the Senate committee, could provide "several hundred additional channels for land mobile or other mobile purposes." (Some broadcast industry representatives estimate that the frequencies would yield more than 500 channels.)

Mr. O'Connell agreed that land-mobile services could not use the space immediately, since equipment that can operate in the higher bands has not yet been developed. But he thought the frequencies were "potentially usable within the next two or three years."

Mr. O'Connell said his office, which regulates the use of the government portion of the spectrum, and the FCC will be able to stay ahead of the users' spectrum needs through close collaboration, "adequate future planning and prediction of requirements," and increased engineering of frequency assignment on a regional basis.

Mr. O'Connell mentioned steps his office has taken to improve frequency management, including advance planning and recognition of requirements, development of national objectives and policies, use of computers in providing

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information rapidly, creation of a frequency-management advisory council of experts, and a spectrum-review program.

These comments—as well as Mr. O'Connell's assertion that the answer to a strengthened government organization to cope with spectrum management problems is a "core of highly qualified, experienced people, extremely knowledgeable in the communications field"—are certain to be filed by broadcasters for future reference also.

Many have frequently contended that land-mobile's spectrum problems result more from poor management than from lack of spectrum space.

Mr. O'Connell also cited as beneficial a "modest contractual support and study program," which includes projects that could have an impact on allocations matters affecting broadcasters. One is a study by the Committee on Telecommunications of the National Academy of Engineering aimed at a "definition in depth of the economic and social values of the frequency spectrum."

Another study, by the same committee, involves a determination "of the contributions telecommunications can make toward solving the urban crisis," including a determination of the impact on the radio spectrum that could be caused by advances in communications and electronics technology being applied to solve that problem.

## Deadline delayed on land-mobile comments

The FCC last week extended to April 30 the deadline for reply comments on its two proposals to reallocate UHF frequencies to land-mobile radio services. The previous deadline was March 31. The two proposals contemplate sharing of the lowest seven UHF channels (14 to 20) with land-mobile users, and reallocation of 115 mc between 806-960 mc for land mobile. UHF channels 70-



Mr. O'Connell

83 fall within this category.

The extension was granted in response to a request by the Association of Maximum Service Telecasters and subsequent supporting filings by several other groups, including the National Association of Broadcasters. They argued that interested parties should have a reasonable opportunity to study the findings of Stanford Research Institute, which was engaged by the commission to study land-mobile allocations problems.

The study is to be completed in June, but the commission is now planning to issue an interim report on SRI's findings before the end of this month. An earlier decision not to issue the report was reversed after BROADCASTING obtained and published a summary of the interim findings last month (BROADCASTING, Feb. 17). In that summary, SRI attributed the land-mobile congestion problem to inefficient management and use of available spectrum space, not to lack of space as had been contended.

## South America wooed to buy American color

The Electronic Industries Association will play host to telecommunications executives from Venezuela next week, during the National Association of Broadcasters' convention in Washington, as part of EIA's continuing campaign to sell South American countries on the National Television System Committee color standards used by the U. S.

The Venezuelan guests, invited through the U. S. State Department, will be taken to visit television broadcast stations, manufacturing plants and New York network studios, according to Jack Wayman, staff vice president of the association's consumer products division.

Mr. Wayman also reported at the EIA spring conference in Washington last week that Brazil, which had adopted the PAL color TV system, had tabled its decision and was reconsidering the NTSC system. He also announced that U. S. color-TV manufacturers were seriously considering putting on a color-TV demonstration at the meeting of the Interamerican Association of Broadcasters at Quito, Ecuador, later this year.

And, he said, the association's consumer-products board has reiterated its opposition to the removal of TV channels from the TV allocation table, or forcing any to be shared with another service.

The EIA board approved a recommended reorganization of the association, placing it on the agenda for member approval at the annual convention in Chicago June 23-26.

The proposed reorganization would retain the present seven divisions and two subdivisions; provide for the grouping of divisions with mutual interests, including a group board; establish a new congressional-legislative service department, and a 52-member board elected by divisions or group board.

James D. Secrest, the association's executive vice president since 1952, was presented with the EIA medal of honor. Mr. Secrest is retiring the end of June.

## No lights, no license

The license of WKIT(FM) Wilmington, Ohio, was revoked by the FCC last week and its call letters were deleted because it ceased operating and because its tower posed an air-traffic hazard.

The station was licensed to David Joseph Kittel on April 19, 1968, and had been silent without authority since Nov. 27 of that year. It had discontinued lighting its tower, however, about two months before, the FCC said.

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reported that WKIT(FM)'s unlighted tower constituted a hazard to air traffic at nearby Clinton County Air Force Base and to Lockbourne Air Force Base near Columbus, Ohio.

WKIT(FM) was ordered, on Sept. 27 and Nov. 27, 1968, to turn on its tower lights. However, it made no effort to do so.

### Technical topics:

**Equipment grant** ■ KTLA(TV) Los Angeles, a Golden West Broadcasters station, has made available to the department of radio-television of California State College at Long Beach three live TV cameras and other electronic equipment needed to operate the school's training studios. Previously, KTLA made available to the University of Southern California, six live TV cameras, a videotape recorder/playback unit as well as enough other equipment to operate a small commercial station. The commercial station's studios are becoming completely colorized making its black-and-white TV equipment expendable.

**Emcee's TV modulator** ■ Emcee Broadcast Products, White Haven, Pa., has announced production of a solid-state television modulator which provides broadcast-quality transmission in both monochrome and color. The model BVM modulator receives video and audio signals and converts them for distribution through an RF system. With a translator system it provides a low-cost television transmitter.

**Equipment sales** ■ Ampex Corp., Redwood City, Calif., has signed a \$1 million contract to provide wxpo-TV Manchester, Mass., with color TV equipment including a BC-110 hand-held camera. Ampex also has a \$1.5-million contract to equip a 40-foot semitrailer with color videotaping equipment for National Teleproductions Corp., Indianapolis.

## Sylvania expands tube offerings for '70

Three new types of color-TV tubes will be introduced next year by Sylvania Electric Products, one of the tubes said by Sylvania to be the industry's largest and another, the first 110-degree color tube.

Sylvania is a subsidiary of General Telephone & Electronics Corp. New York. The plans for new tubes were announced last week by Sylvania's Electronic Tube division in Seneca Falls, N. Y.

The new tubes: a new large screen, 25-inch viewable, 90-degree square; a 21-inch viewable 90-degree square corner tube, and an 18-inch viewable 110-degree tube. Preliminary drawings will be distributed to color-set manufacturers this month.

## CBS's EVR system gets the business

### Black-and-white machines are sold to Equitable; color is due in 1971

CBS's new electronic video recording system (EVR) got its first large-scale customer last week at a showing in Washington. It's Equitable Life Assurance Co. of the United States, and the order is for 1,200 black and white EVR machines ("Closed Circuit," March 10).

The machines are being made by Motorola Inc., and are listed at \$795 each.

Thomas F. Hatcher, Equitable Life director of experimentation and innovation, said the EVR recorders are to be installed in the company's 160 agencies and at other centers to serve Equitable's 8,000 salesmen. Equitable, Mr. Hatcher noted, has a \$250,000 TV studio, with three cameras, video tape recorders and other equipment, at its New York headquarters.

Elmer H. Wavering, president of Motorola, said that color EVR players should be available in mid-1971; they would cost about "25% to 35%" more than the black-and-white machines, due to be available by spring next year.

The broadcast version of EVR (known as BEVR) will be demonstrated later this year, according to Robert E. Brockway, president of CBS's EVR division. The BEVR, he observed, will be for color only and will use 16mm film for higher definition. The EVR uses 8.175mm film. The monochrome EVR contains two separate programs on the film, including sound. The color systems will contain the picture portion on one side of the film, with the color coding information on the other side.

Mr. Brockway, who stressed that the

forthcoming color EVR will be capable of being viewed on a black-and-white TV set, and vice versa, also announced that programs for EVR systems are going to be produced by CBS's subsidiaries, Bailey Films and Film Associates, both Los Angeles. These are in addition to previously announced program production by the *New York Times* and the Great Plains National Instructional Television Library, Lincoln, Neb.

At one point, John W. Christensen, vice president-associate director of CBS Laboratories Division, commented that studies are being made to use an EVR system to deliver news to home TV sets, using the unused time portions of regular TV broadcasts. He declined to amplify.

Meanwhile, an estimate of the "video record" industry potential became known last week. Spindletop Research Inc., Lexington, Ky., in its study for the President's Task Force on Telecommunications Policy (see page 146), foresaw annual sales of \$435 million by next year—but this was based on a player cost of \$280, a 20% penetration of the market, and the purchase of at least two cartridges per year (at \$8 to \$24 each) by each EVR owner.

## GE raises prices on TV transmitters

General Electric Visual Communication Products Department, Syracuse, N. Y., has raised prices averaging 6.4% on its line of VHF and UHF solid-state driver television transmitters. The price hike affects 19 of the 21 transmitters and drivers in the GE line, excluding GE's 30 kw VHF parallel high-channel transmitter and 50 kw UHF transmitter.

The GE line includes VHF low- and high-channel drivers and transmitters from 1 kw to 30 kw, and UHF units from a 100 w driver and transmitter to a 100 kw transmitter.

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## Australia: market with big potential

### Harry O'Connor takes over programs and brings back enthusiasm about Aussies

Australia is an "outstanding" market for American-produced radio and TV product. So, too, are Singapore and Hong Kong. Broadcasters in Australia want to hear about and see new ideas, want to try new things, are "interested and open-minded." This market is growing "tremendously."

These are the general observations brought back by Hollywood radio producer Harry O'Connor after a business tour of Australia and New Zealand. According to Mr. O'Connor, Australian station people are "very aggressive guys, very much in touch what's happening over here." What's more they're "the most honest, forthright, direct, nonmisrepresentation-type people I've ever encountered in my life."

To back up this generalization, Mr. O'Connor points out that stations all paid in advance for the radio product he sold. "They'll accept you at your word," he explains. "You say you think you're product is worth \$2,000, they'll say either we want it or don't want it at \$2,000. They don't think you're coming there to horse trade."

Mr. O'Connor has not been victimized by bad credit experiences since dealing with Australian stations, he reports. "They pay better than comparable prices," he points out. "They pay in Australian dollars, which are worth 12% more than ours. Since our pricing is identical with our rate structure in America (based on market popula-

tion), we use that 12% to wipe out the additional expense of doing business there and of sometimes putting together shows especially for them."

It is Mr. O'Connor's belief that American product is even more acceptable in New Zealand than it is in Australia. But broadcasting in New Zealand is government controlled and the money exchange is not favorable.

Mr. O'Connor visited the two Commonwealth countries to sell *The Funnybirds*, a radio comedy series of 130-fast-paced 90-second or shorter shows. An international version of the series is especially produced for Australia (a version that also sold in such other "foreign" markets as Canada, Jamaica, Trinidad, Puerto Rico). Humor that is thought to have no meaning outside of the continental U. S. is deleted. Instead, Mr. O'Connor recorded comedy lines and dialogue sketches with eight Australian performers, material which will be inserted in the international package of the radio product package.

So sold is Mr. O'Connor on the potential of Australia, indeed, on all of English-speaking Asia, that he has opened banking connections there and this summer plans to open an office in Sydney for radio and TV commercial production and to look after his feature product sales. He already has started on a reverse kind of sales procedure, a new comedy series that will be written and performed by Australians in their home country for marketing in the U. S.

"I recommend to anybody who is successful or thinks he can be at providing things to American stations to investigate Australia," Mr. O'Connor emphasizes. The market doesn't amount to an unlimited potential, he explains, but right now the market is "wide open."

## USSR may reveal stance at Intelsat conference

The position of Russia in the establishment of a permanent international consortium to own and operate communications satellites may become known this week, as the 68-nation conference in Washington draws to a close.

The conference, which started a month ago, also attracted a number of nonmember observers, among them Russia and other Eastern-block nations. Although the Russian position has not been made public, that country previously has urged the establishment of a second worldwide satellite communications system, to be called Intersputnik.

Some observers see in the fact of Soviet attendance at the Washington conference a possibility that Russia is ready to join the Intelsat group.

A principal subject at the conference is whether the Communications Satellite Corp. should continue to manage the satellite system, as it has since 1964. Other members have proposed an international secretariat to conduct the affairs of the consortium. Another proposal is for the establishment of an assembly where all Intelsat members would have a voice. The U.S. opposes the secretariat idea, but is in favor of the assembly principle.

Leonard H. Marks, former director of the United States Information Agency and a communications attorney, is chief of the U. S. delegation.

## CKLW seeks waiver of ownership rule

S. C. Ritchie, president of CKLW Windsor, Ont.-Detroit, has told a public hearing of the Canadian Radio-Television Commission that changing ownership of the station from American to Canadian would make no change in the way it serves the public interest.

In fact, Mr. Ritchie said, the station is better off under American ownership than when it was Canadian-owned.

The station had been Canadian-owned but had been sold to RKO General Broadcasting after some rough financial years.

Mr. Ritchie said the American finances behind the station allowed it to make long-term financial plans.

Mr. Ritchie said the management of CKLW was 100% Canadian and the management had complete autonomy in running the station. But at issue in the

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hearing to renew the license of CKLW was the ownership of the station.

Last fall the Canadian government issued an order requiring that 80% of all voting shares and 40% of the equity of any broadcasting station be held by Canadians (BROADCASTING, Nov. 25, 1968). CKLW has submitted an application to have the station declared exempt from the order.

Mr. Ritchie said CKLW has served the Windsor area in the public interest under both Canadian and American ownership. He thought that a change back to Canadian ownership would not change the way the station served its local area.

M. M. Goldberg, CRTC counsel, said a comparison had been made over a three-day period last January with CKWW, another privately owned station in Windsor, Ont., covering 440 items on CKWW compared with 294 on CKLW. Mr. Goldberg said a CRTC study showed that 186 of the items in the CKLW newscasts were U. S.-oriented compared with 31 such items on CKWW.

Mr. Ritchie said his station wanted to serve people, and that it did not try to orient its programs toward the U. S.

## EMI, ITA reach accord over Thames TV control

Britain's EMI has reached a satisfactory agreement with the Independent Television Authority over the future control of Thames TV, the London weekday programing company. EMI acquired a majority holding (50.1%) in Thames TV when it took over Associated British Picture Corp.

A problem arose over Thames TV when ITA first opposed the idea of EMI's bidding for ABPC and controlling the programing company. Under the

terms of the 1964 Television Act ITA could have withdrawn the programing contract whenever a change in ownership occurred, a measure it has now deemed unnecessary.

ABPC, an EMI subsidiary, controls Thames through its own subsidiary, Thames TV Holdings. Under the new agreement, the capital of Thames TV Holdings will be divided into 10% voting shares and 90% nonvoting, bringing the composition more into line with existing arrangements in British commercial TV. All the nonvoting shares will be held by EMI, who will also hold 4% of the voting. The remaining 6% will be held by a group of shareholders "no single one of whom" (according to ITA stipulations) will hold a majority. The ITA will also have to approve the new voting shareholders, and any subsequent transfers.

## British color set-up causes advertiser flap

British programers, ad agencies and advertisers are becoming increasingly concerned about the placement of the 26 main UHF transmitters which the Independent Television Authority will be using for its color service, expected to begin at the end of this year. Since the areas to be covered by color will in several instances be different than those now served by black-and-white transmitters, there are considerable prospects for signal overlapping and "lost" transmissions.

Consequently, headaches are in store for advertising men and the large marketing companies, as well as smaller organizations which base their sales forces in the TV areas that advertise their products. Audits of Great Britain, whose measurements of audience habits

provide the basis for the sale of TV advertising, will have to fit meters in many more places to get any accurate estimate of the new viewing patterns.

The whole prospect fills the programers with gloom. They have already decided that color advertising rates should be no higher than black-and-white to attract the maximum number of advertisers, since there are still relatively few color sets in use. While the number of sets is likely to increase, the situation of color-TV advertising can only become more uncertain under the present UHF transmitter set-up.

A media director with one of the larger agencies warns: "It is already a serious problem . . . and it will get a lot worse."

## Conservatives would reshape British TV

Britain's Conservative Party has pledged that if returned to governmental power it will set up 100 or more local commercial radio stations.

Paul Bryan, Conservative spokesman on broadcasting in the House of Commons, said that the stations would come under the Independent Television Authority, which, he added, "is already highly skilled in the control of broadcasting and advertising."

The ITA, said Mr. Bryan, would then become the IBA—Independent Broadcasting Authority. It would have control over all commercial radio and TV operations in Britain. In the field of radio, its functions would parallel those in TV—to select program contractors, supervise sound programs, as well as cooperate with local authorities.

According to Mr. Bryan the government's present local radio experiment was "irresponsible."

## Promotion

### A really big show for Ed Sullivan

Ed Sullivan, whose *Ed Sullivan Show* has been a CBS-TV feature for almost 21 years, received the 10th annual Gold Medal award of the International Radio and Television Society at a dinner attended by close to 700 IRTS members and guests in New York last Thursday (March 13).

Edward P. Shurick of the H-R radio and television station representation firms made the presentation as president of the society. The award is given for achievement in and contributions to broadcasting; Mr. Sullivan was

chosen for showmanship, for behind-the-scenes contributions as a production executive and for assistance to young performers.

Mr. Sullivan was the second performer to win the award. The first was Bob Hope, long-time NBC-TV star. Other winners: Brigadier General David Sarnoff of RCA, Presidents John F. Kennedy and Richard M. Nixon, Dr. Frank Stanton of CBS, Leonard H. Goldenson of ABC, Chairman Rosel Hyde of the FCC, Edwin W. Ebel of General Foods, Robert Sarnoff of RCA and the news departments of the three TV networks.

The awards dinner, marking the society's 29th anniversary, was held at

the Waldorf-Astoria hotel and featured a "mini-Sullivan show" with music by Ray Bloch—musical director of the *Sullivan Show* since its first broadcast on June 20, 1948—and his orchestra and an entertainment program with comic John Byner as MC.

### NBC Games will appear during NBC Week

Hasbro Industries Inc., leading toy manufacturer, has joined with NBC Domestic Enterprises to produce NBC Games.

Eight games appealing to all age groups will be introduced in the initial series including two sports games de-



veloped in cooperation with NBC Sports. The games have been designed for strong visual appeal with the NBC logo prominently displayed on the packaging.

Advertising plans for NBC Games will begin with a two-page ad in *TV Guide* next September to coincide with NBC Week, the premiere week for NBC's 1969-70 night-time program schedule. The ad will be coordinated with in-store displays and NBC tie-in promotions.

### R.F.K. journalism award due

The first Robert F. Kennedy Journalism Award for outstanding broadcasting coverage of the nation's disadvantaged will be presented in Washington in mid-June. Plans for the award were announced by a group of journalists headed by Dan Blackburn of Metro-media News, John Hart of CBS News, Hays Gorey of *Time Magazine*, and Richard Harwood of *The Washington Post*. Similar awards will be made for newspaper and magazine coverage and still photography.

### Promotion tips:

**Top Triangle salesman** ■ Triangle Stations, New York, has named Albert LaFrance of WNHC-TV New Haven, Conn., the first recipient of its Television Salesman of the Year award. The competition, for Triangle sales personnel, was established in memory

of Clyde R. Spitzner, general sales manager of the station group.



**Athletic award** ■ Debbie Meyer of Sacramento, Calif., gold-medal winning swimming star at the 1968 Olympic Games in Mexico City, was presented the James E. Sullivan Memorial Award as America's top amateur athlete for 1968 at an awards dinner in Sacramento March 8. The dinner was sponsored by *The Sacramento Bee*, KFBK and KOVR-TV Sacramento. Miss Meyer, 16 years old, was presented the award by Jesse A. Pardue (r), president of the Amateur Athletic Union. TV star Gene Barry was master of ceremonies.

**Put-on card** ■ Heller Corp., Hollywood producer of material for advertisers, radio and television, film and records, is presenting prospective clients with a new kind of credit card, dubbed the "Helectronicard." The card, it's explained, "not only qualifies the bearer to purchase our creative material on easy, friendly terms, but he will be

entitled to special quarter-hour rates in our company parking lot." The Helectronicard, it's also pointed out, "makes a dandy scoop for party dips and when used in a conscientiously applied manner, can reduce dental cavities."

**Grey change** ■ Grey & Davis Inc. is the new name of Grey Public Relations Inc., New York, a wholly owned subsidiary of Grey Advertising Inc. The name change reflects the assumption of the presidency of the public relations arm of Grey by Hal Davis last fall.

## Media's own funds promote public service

The mass media have an obligation to direct their efforts to social causes, and in New York alone, TV stations there have donated at least \$20 million in free time in 1968 to promote public service, according to Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

He told a meeting of the New York Rotary Club last Thursday (March 13) that more and more New York business firms are investing their own funds in local media to "speak out on a range of social problems." But he urged "even greater support of public issues through the media." He told the club that both media and business have "already done great work."

## FocusOnFinance

### ABC chalks up record 1968

10% revenue increase to \$634 million sparked by strong fourth quarter

ABC reported last week that 1968 earnings increased 6.4% over 1967, including a 92% jump in fourth-quarter earnings over those of the previous year.

ABC President Leonard Goldenson said 1968 revenues rose 10% to a new record level of \$633,994,000. Operating earnings increased to \$12,679,000 or \$2.66 a share, compared to \$11,759,000 or \$2.50 a share, in 1967.

Revenues of the broadcast division increased to \$454,704,000 in 1968 from \$431,325,000 in 1967. In the fourth quarter, operating earnings were \$4,304,000, or 89 cents a share, compared to \$2,244,000, or 47 cents a share in 1967.

Of the year's earnings, Mr. Golden-

son said, "this increase was all the more impressive since it more than offset a 10% federal income tax surcharge which reduced earnings by 24 cents a share; abnormally heavy costs in the public service coverage of the political primaries, conventions, elections, and two tragic assassinations, and start-up costs in establishing the new radio network service and motion picture production."

For 1969, he said, "assuming that business conditions will be favorable for the year as a whole, with plans we have initiated we believe that our progress will be reflected in continued growth, both in revenues and earnings."

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$3.43*	\$2.88
Broadcast revenues	454,704,000	431,325,000
Total revenues	633,994,000	574,952,000
Pretax income	26,980,000	22,937,000
Operating income	12,679,000	11,759,000
Net income	16,340,000	13,529,000

\* Assuming full conversion of convertible debentures issued July 15, 1968, and exercise of all stock options, net earnings, including capital and nonrecurring gains, would be \$3.23 per share.

### High cost of CBS talent

Top executive salaries with fringe benefits revealed in proxy filing

CBS Chairman William S. Paley personally owns 1,736,148 shares of common stock in the company; CBS President Dr. Frank Stanton holds 316,008 shares. (CBS closed at 46½ on Wednesday, March 12). Both Mr. Paley and Dr. Stanton receive salaries of \$200,000 a year.

This, and other financial information on top CBS executives, is revealed in a notice of annual meeting and proxy statement.

In addition to the stock shares owned by Mr. Paley, another 20,855 shares are held by several trusts and 68,857 shares by his wife. Dr. Stanton's wife owns 1,740 shares.

The proxy statement also says that

Dr. Stanton has a contract to serve as senior executive of CBS until Dec. 31, 1971, and for his service as a \$100,000-a-year (plus cost of living) consultant beyond that date until Dec. 31, 1987, or his earlier death.

Salaries paid to some major CBS employees are: Mr. Paley, \$200,000 salary, \$166,500 additional paid out, \$13,500 deferred compensation, \$59,076 retirement benefits; Dr. Stanton, \$200,000 salary, \$166,500 additional paid out, \$13,500 deferred compensation, \$71,347 retirement benefits; John A. Schneider, executive vice president, \$116,904 salary, \$67,500 additional paid out, \$22,500 deferred compensation, \$44,760 retirement benefits; Richard Salant, president of CBS News, \$75,000 salary, \$18,000 additional paid out, \$22,000 deferred compensation, \$22,680 retirement benefits.

The statement also showed that Merle S. Jones, who resigned as a director and officer last May 1, had been receiving an annual salary of \$39,808 and got a lump settlement from his pension plan of \$286,825.57. The statement also shows that the CBS law firm of Rosenman, Colin, Kay, Petschek, Freund & Emil, of which CBS Director Ralph R. Colin is a member, received \$261,750 in legal fees from CBS last year.

The statement shows stock options held and exercised by key members and details provisions of a proposed new CBS employee investment fund (see this page). The statement shows that if the new fund had been in effect and exercised to its fullest by all directors and key officers last year, it would have cost CBS \$32,002 in investment contributions; if participated in fully by all eligible employees, it would have cost CBS \$1.1 million.

The proxy statement is for the 1969 annual shareholders meeting, to be held in St. Louis April 16.

## Storescope TV, CSC feel urge to merge

Storescope TV Inc., New York producer of television programs and commercials for retail, department and chain stores, and Campbell, Silver, Cosby Corp., Beverly Hills, Calif.-based firm with a wide range of interests in the entertainment industry including radio-TV production, have announced intentions to merge. Terms and conditions of the proposed merger have not been completed, but it has been indicated that CSC stockholders will be issued securities equal to about \$12 million, based on the current market value of Storescope's outstanding common stock.

Storescope TV was founded by Jack Noble, who has some 20 years back-

ground in retail advertising and promotion at various department stores and advertising agencies. The first major client for Storescope was The May Co. in Los Angeles, which in April 1968 begun running its own half-hour TV show, *Boutique*, produced by Mr. Noble and associates for presentation on KNXT-TV Los Angeles. Since then Storescope has been working varied avenues of retailing as a television producer.

CSC was formed in August 1966 by entertainer Bill Cosby, his personal manager Roy Silver and producer Bruce Campbell. The firm is responsible for the five-minute *The Bill Cosby Radio Program* series and for next season's half-hour *Bill Cosby Show* for NBC-TV. CSC also owns Tetragrammation Records and also has interests in animation for television and music publishing.

## CBS sweetens payroll package for employes

CBS employes are about to get an expanded package of fringe benefits.

A four-page memorandum from CBS President Frank Stanton was received by company employes last week detailing the new benefits and explaining that they had been decided upon after a year's study by a task force made up from the company's personnel and finance staffs and consultants from a firm specializing in employe benefits.

Dr. Stanton said that the task force "examined the plans of 20 other companies, selected because of leadership positions in their industries or because they were comparable to CBS in some major respects . . . not only to upgrade our existing plan so as to place CBS in a favorable position competitively, but, even more important, to offer our employes a new and unusually attractive plan."

Among the benefits:

- Broadening of the stock purchase plan to allow employes to invest from 2%-5% of their base pay through payroll deductions, and doubling CBS's

contribution to employe stock purchases. Under the old plan, CBS contributed one-sixth of a share for each five-sixths purchased. Under the new plan, CBS will contribute 40 cents for each \$1 invested by an employe during his first five years of participation and 50 cents for each \$1 invested after five years.

- Establishment of a CBS employe investment fund for nonunion hourly and executive personnel to permit investment of savings not only in CBS stock, but also other common or fixed income funds (such as corporate bonds), administered by a bank or trust company.

- Institution of a new pension formula increasing normal retirement benefits by about 10% to 15%, and providing eligibility for payment of benefits after 10 years of continuous service rather than 15 years.

- Increasing the amount of noncontributory group life-insurance payment from one-and-a-half times the annual salary to twice the annual salary for employes earning less than \$25,000. That is the same amount for which employes earning more than \$25,000 have been eligible.

- On medical insurance, eliminating the \$25 deductible applicable to hospital and surgery charges, increasing in full payments for hospital and surgery charges from \$325 to \$1,000, and increasing maximum benefit limits from \$30,000 to \$50,000.

Dr. Stanton noted that while the more than one dozen specific changes in benefits have been approved by the CBS board, some are still subject to stockholder approval, and the investment fund and pension fund amendments await Internal Revenue Service approval.

## Broadcasters dominate group buying NHL Seals

A group that has purchased the National Hockey League Oakland Seals for \$4.5 million and Florida farms for

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\$4 million includes several broadcasters as well as a number of sports figures.

Trans-National Communications Inc., which bought 80% of the club, is headed by Ellis E. Erdman, board chairman and president, who controls WTKO Ithaca, N. Y.

Also in the deal are William C. Creasy, formerly a director-producer for CBS-TV; Whitey Ford, former Yankee pitcher-coach, and Dick Lynch and Pat Summerall, former New York Giant football stars. Mr. Summerall is also a CBS-TV sports commentator.

TNC is a diversified company whose subsidiaries include East West Films Inc., TNC Network Inc., Broadway Recording Studios Inc. and Wireline Radio.

Wireline Radio is licensee of WUDO Lewisburg, Pa., and East West Films is engaged in TV commercial productions and special film projects. TNC Network, formerly SportsCom Inc., operates the New York Giants football

network and the Syracuse University football radio network. It also intends to package radio and TV specials for network distribution. Broadway Recording puts soundtracks on most of the radio formats created by the TNC Network.

Last week, TNC announced an agreement to buy all the outstanding stock of Sam Senter Farms Inc. and Sam Senter Sales Inc., operators of 6,000 acres of sugar cane and vegetable farms and a sugar mill in West Palm Beach county, Fla. The purchase price in the transaction was \$4 million.

## W7, Kinney boards approve merger pact

Warner Brothers-Seven Arts Ltd. and Kinney National Service Inc. boards of directors signed an agreement last Wednesday (March 12) for the acquisition of W7 by Kinney.

The boards met separately several

days before (W7 in Toronto and Kinney in New York) on March 7 and recommended that their shareholders approve the agreement at meetings to be held as soon as practicable.

Under the terms of the agreement, for each common share, W7 stockholders will receive a Kinney unit consisting of (1) 0.81 of a share of a new \$1.25 convertible preferred stock—each full share of \$1.25 preferred stock is to be converted into two shares of Kinney common and to be entitled to one vote, to be noncallable for five years and at \$100 thereafter, and to pay a quarterly cash dividend at the annual rate of \$1.25—and (2), eight-tenths of a share of a new Series C convertible preferred stock.

Each full share of the Series C stock is to be entitled to one-half vote per share and is to be noncallable for 10 years and thereafter at a call price as set forth; to pay an annual cash dividend of five cents and to convert into one share of Kinney common

## The Broadcasting stock index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock Symbol	Exchange	Closing March 13	Closing March 6	Closing Feb. 28	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	59½	63	63½	76½	43¼	4,709	\$ 299,000
Atlantic States Industries		O	9½	10	11¼	15½	9½	1,798	20,200
Capital Cities	CCB	N	65	65	69	89½	42¾	2,811	194,000
CBS	CBS	N	46½	46¼	47½	60¾	43¾	24,150	1,147,100
Corinthian	CRB	N	30½	32½	32½	40¾	22½	3,384	108,700
Cox	COX	N	48	48	47¾	64¾	43¾	2,879	137,500
Gross Telecasting		O	35½	35½	35	39	28	400	14,000
Metromedia	MET	N	43¾	44½	41½	57½	34½	5,394	222,500
Pacific & Southern		O	22½	21½	21	25	9	1,614	33,900
Reeves Broadcasting	RBT	A	23½	23¼	23¼	43½	9½	2,188	50,900
Scripps-Howard		O	28¾	29	28½	34	24	2,589	73,800
Sonderling	SDB	A	34	35½	35½	47½	23½	930	33,100
Taft	TFB	N	36½	36½	34¾	45½	30¾	3,431	119,200
						<b>Total</b>		<b>56,277</b>	<b>\$ 2,453,900</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	34	38½	38½	65	34	14,075	\$ 541,900
Bartell Media	BMC	A	16½	16½	16	23½	9	2,106	33,700
Boston Herald-Traveler		O	44	44	45	71	38	574	25,800
Chris-Craft	CCN	N	45¾	46¾	49½	58½	26½	1,153	56,600
Cowles Communications	CWL	N	14½	14	14½	18½	12½	3,625	51,200
Fuqua	FQA	N	37¾	37¾	38	47½	32½	4,700	178,600
Gannett	GCI	N	40½	39½	39	40½	39	4,736	184,700
General Tire	GY	N	28	29½	29½	36¾	23½	17,402	511,200
Gray Communications		O	9¾	10	10½	15	9	475	5,000
Lamb Communications		O	6	6	6½	10	5	2,468	16,700
Liberty Corp.	LC	N	20½	22½	22½	23¾	20½	7,036	158,300
LIN		O	15½	18½	19½	31	15	1,550	30,600
Meredith Corp.	MDP	N	49	50¾	48¾	59¾	23½	2,754	134,300
The Outlet Co.	OTU	N	23½	24	23¾	34	20½	1,184	28,100
Plough Inc.	PLO	N	65	66½	67	78½	56¾	6,761	453,000
Post Corp.		O	22½	22½	21	40	17	566	11,900
Rollins	ROL	N	32½	34½	33½	38¾	32	7,946	267,200
Rust Craft	RUS	A	30	31½	32½	38¾	29¾	1,184	38,200
Storer	SBK	N	46½	44¾	44¾	64½	36	4,188	185,300
Time Inc.	TL	N	78¾	83	86½	109¾	78¾	7,018	605,300
Wometco	WOM	N	29¾	32	30½	38	17½	3,815	116,400
						<b>Total</b>		<b>95,316</b>	<b>\$ 3,634,000</b>
<b>CATV</b>									
Ameco	ACO	A	10¾	10¾	10¾	19¾	7½	1,200	\$ 12,800
Columbia Cable		O	14	13¾	14	15½	13¾	580	8,100
Cox Cable Communications		O	17¾	17½	17½	25	15	2,550	44,000
Cypress Communications		O	15	15	15	23	12	808	12,100
Entron		O	5	7½	7½	12	4	607	4,600
H & B American	HBA	A	14¾	15½	15	28½	9½	4,973	74,600
Sterling Communications		O	7	7½	7½	9½	7	500	3,800
Teleprompter	TP	A	49¾	50	49½	83	23¾	994	48,800
Television Communications		O	12¾	12	11¾	20	11¾	2,426	28,500
Vikoa	VIK	A	24¾	27	28	39¾	12¾	1,587	44,400
						<b>Total</b>		<b>16,225</b>	<b>\$ 281,700</b>



(commencing on a date six months after the closing under the sales agreement) by the surrender thereof, together with either, for a 10-year period, a cash payment of \$37 or, at any time, 15 additional shares of Series C stock.

Kinney, meanwhile, also announced last Wednesday it has agreed to acquire more than 100,000 common shares of W7 held by Frank Sinatra, Daniel Schwartz and Milton A. Rudin, doing business as a partnership known as S.S. & R Investment Co. Kinney previously had reported agreement with other shareholders to acquire more than 400,000 common shares and warrants of W7.

## Nation Wide parent makes public offering

Kaufman and Broad Inc., Los Angeles-based home builder and owner of Nation Wide Cablevision Inc., group CATV owner, has filed a registration

statement with the Securities and Exchange Commission offering 250,000 common shares and warrants to purchase 500,000 common shares to the public through E. F. Hutton & Co.

The offering price is \$65 per unit. A unit consists of one common share and two five-year warrants, each to purchase one share for \$32.50. Total proceeds to the company are expected to amount to \$15,312,500; net proceeds from the sale of the units will be used to reduce the company's outstanding bank loans and to reduce other debt.

The prospectus sent to K & B stockholders also covers the exchange of 25,000 shares by Eli Broad, board chairman, for a limited partnership in an investment enterprise, and the sale of 45,452 shares by Irving Kay and members of his family.

An application has been made to list the common stock on the New York Stock Exchange and application will be made to list the warrants on the American Stock Exchange. K & B common is

listed on the American and Pacific exchanges.

Nation Wide Cablevision, a wholly owned subsidiary of Kaufman and Broad, serves about 23,300 subscribers in 35 communities in the Los Angeles, San Francisco, Portland, Ore., and Seattle metropolitan areas.

## Fox earnings dip on '68 balance sheet

Twentieth Century-Fox Corp. reported last week that income grew slightly in 1968 over 1967 but net earnings slipped by about \$1.7 million.

Darryl F. Zanuck, president, said that 1968 net earnings after taxes were the second highest since the present management assumed responsibility in 1962. He noted that the federal income tax surcharge reduced 1968 earnings by \$1.2 million.

Feature film rentals to TV accounted for more than \$23 million in income in

	Stock Symbol	Exchange	Closing March 13	Closing March 6	Closing Feb. 28	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	31½	33	34	45¼	23½	5,390	\$ 183,300
Commonwealth United	CIJC	A	15	16	16¼	24¼	6¾	6,087	98,900
Disney	DIS	N	72½	75½	74¾	93¼	41¾	4,368	327,100
Filmways	FWY	A	28¾	30½	31¼	42	16½	1,100	34,700
Four Star International		O	6	6½	6½	10	5	666	4,300
Gulf & Western	GW	N	35½	37½	36¾	66½	35½	11,680	429,200
MCA	MCA	N	39½	38¾	38½	53¼	37¼	7,764	296,000
MGM	MGM	N	40½	41¾	42½	55	35¾	5,759	244,800
Transamerica	TA	N	33	32¾	33½	38¾	32½	57,766	1,913,500
Trans-Lux	TLX	A	39½	42¼	45	83¼	21½	979	44,100
20th Century-Fox	TF	N	32¾	33¾	39	41¾	24¼	7,035	274,400
Walter Reade Organization		O	11½	11¾	12	17	7	2,079	24,900
Warner-Seven Arts	WBS	A	54½	52¾	56½	64¼	26½	3,810	215,300
Wrather Corp.		O	17½	19¼	17¾	22½	10	1,710	30,400
							<b>Total</b>	<b>116,193</b>	<b>\$ 4,120,900</b>
<b>Service</b>									
John Blair		O	24¼	26¼	26¼	29½	23	2,271	\$ 60,700
Comsat	CQ	N	43¼	44¾	45¾	64¾	41½	10,000	453,800
Doyle Dane Bernbach		O	27½	27½	27¾	41	27	2,104	58,400
Foote, Cone & Belding	FCB	N	14	14½	14½	20¼	13	2,157	31,500
General Artists		O	17	17½	17	27	10	610	10,400
Grey Advertising		O	13½	13½	14	20	12	1,201	16,800
MovieLab	MOV	A	11¼	12¼	11¼	17½	10½	1,407	15,800
MPO Videotonics	MPO	A	15¾	16	16¼	22¾	10¾	517	8,300
Nielsen		O	35¼	33¾	33¾	43	27	5,130	170,600
Ogilvy & Mather		O	25¾	23	23	28	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	15¾	18¾	23½	30¾	4¾	791	18,300
Wells, Rich, Greene		O	15¼	14¾	15	22	12	1,501	22,500
							<b>Total</b>	<b>28,779</b>	<b>\$ 892,200</b>
<b>Manufacturing</b>									
Admiral	ADL	N	15¼	16¼	16¼	25¼	15¼	5,110	\$ 85,600
Ampex	APX	N	35½	33	33¾	42¾	26½	9,629	321,400
General Electric	GE	N	88¾	88	86¾	100¾	80¼	91,068	7,877,400
Magnavox	MAG	N	50½	50¾	49¾	62¼	36¾	15,442	758,600
3M	MMM	N	99¾	98	95¼	119¾	81	53,793	5,123,800
Motorola	MOT	N	114¾	110¾	08¾	153¾	97	6,122	665,800
RCA	RCA	N	42¾	43	43¾	55	42	62,606	2,739,000
Reeves Industries	RSC	A	8½	8½	8½	10½	4¾	3,240	26,300
Visual Electronics	VIS	A	21¾	20	21¾	50¾	19	1,344	28,900
Westinghouse	WX	N	65¾	65¼	65¾	78¾	59¾	38,064	2,488,400
Zenith Radio	ZE	N	52¼	52¼	51¾	65¾	50¾	18,860	973,600
							<b>Total</b>	<b>305,278</b>	<b>\$21,088,800</b>
							<b>Grand total</b>	<b>618,068</b>	<b>\$32,471,500</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>107.15</b>	<b>107.38</b>	<b>106.64</b>	<b>118.81</b>	<b>94.23</b>		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Feb. 28

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1968, compared with about \$7.8 million in 1967. Film series produced specifically for TV brought in \$40.4 million, as against \$47.4 million in 1967.

For the year ended Dec. 28, 1968:

	1968	1967
Earned per share	\$1.95	\$2.44
Gross revenues	196,049,000	195,457,000
Pretax income	26,349,000	29,082,000
Net income	13,752,000	14,420,000
Shares outstanding	7,063,880	6,309,582

■ Gross Telecasting Inc., Lansing, Mich., which reported increases in revenues and net income for 1968 (BROADCASTING, Feb. 24), listed gains in operating, pretax and retained income in its annual report for 1968. Operating income for the year ended Dec. 31, 1968, was \$1,690,878, compared to \$1,363,991 in 1967. Pretax income amounted to \$1,935,017 compared to \$1,502,244 the previous year, and retained earnings at the end of the year were \$6,794,604 compared to 1967's \$6,279,071. Gross Telecasting owns WJIM-AM-FM-TV Lansing.

■ MGM has voted a quarterly dividend of 30 cents per share to be paid April 15 to stockholders of record on March 24.

■ Johnny Carson has been named board chairman of Johnny's American Inn Inc., Omaha, a company that will franchise restaurants called Here's Johnny's! at locations throughout the country. Mr. Carson will be associated in this enterprise with Jay Fulbright Swanson and Gilbert C. Swanson Jr., grandsons of the founder of C. A. Swanson and Sons, food processors, which has merged with Campbell Soup Co.

■ Tele-Tape Productions Inc. reports that income from the production of television commercials during December 1968 and January and February 1969 set a record high for any three-month period in the company's history, amounting to \$427,358, up 94% from the \$220,812 for the corresponding three months a year ago.

■ Doyle Dane Bernbach Inc., announced Thursday (March 13) that it has reached agreement in principle to purchase the manufacturer and distributor of Haagen-Dazs ice cream, a premium, Danish-recipe ice cream sold in the New York metropolitan area. Terms of the purchase from Senator Frozen Products Inc. and Frose-Mar Corp. were not disclosed.

■ Shareholders of Wometco Enterprises Inc., Miami, have approved an increase in the company's common stock from six million to 12 million shares. A portion of the increase will provide for a previously declared three-for-two split. The additional shares will be distributed March 26 to shareholders of record March 7. Wometco also changed the date of its annual stock-

holders meeting from April 28 to May 5 at Wometco's Byron Theater, Miami Beach.

■ Movielab Inc., New York City-based film processor, has agreed in principle to acquire Teletronics International Inc., that city, producer of video-taped television programs. The acquisition, subject to approval by Movielab stockholders, involves about \$5 million in Movielab stock. Movielab's shares are listed on the American and Pacific stock exchanges; Teletronics International is privately owned.

■ National General Corp., Los Angeles, has extended its March 10 deadline to acquire any and all of the outstanding shares of Republic Indemnity Company of America, Los Angeles. The extended offer terminates at 5 p.m. Los Angeles time on March 20. National General is still offering to pay \$15 in cash for each common share of Republic tendered.

## Company reports:

**Oak Electro/Netics Corp.**, Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported a decline in net sales and income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.66	\$1.26
Net sales	88,762,043	92,301,256
Net income	1,401,889	2,321,998
Average shares outstanding	1,576,246	1,567,747

Note: All figures include poolings-of-interests treatment of Harper-Wyman Co. acquired March 6.

**MCA Inc.**, New York-based film production and distribution firm, reported a decline in earnings of almost 19% for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.70	\$2.15
Revenues	250,982,232	241,956,537
Net income	13,456,047	16,556,373

Note: 1967 figures adjusted to reflect pooling-of-interest acquisitions.

**Avco Corp.**, New York-based diversified company with multiple broadcast holdings, reported an increase in net sales but a decline in net income for the year ended Nov. 30, 1968:

	1968	1967
Earned per share	\$3.76	\$5.47*
Net sales	939,571,000	795,719,000
Net income	57,022,000	73,686,000*
Average shares outstanding	10,687,106	10,130,707

\* After extraordinary capital gain in 1967 of \$20,439,000 or \$2.03 per share.

Corporation planning to go public would like to meet with principals of radio or TV Stations, film production companies, equipment manufacturers, etc., who would consider acquisition. Payment in securities and/or cash. For confidential meeting during NAB; write on your letterhead to

Box C-192, Broadcasting.

## Fates & Fortunes

### Broadcast advertising

**John W. Andersen, David L. Dimmock, Lawrence E. Horner, Robert O. Jordan, Reginald F. Pierce Jr. and Paul J. Paulson**, VP's and division managers, and **Warren Rogers**, VP and division supervisor, Compton Advertising, New York, elected senior VP's.

**Betty Skelton Frankman**, account executive, Campbell-Ewald Co., Detroit, named VP and head of new women's marketing and advertising department.

**John Horne and Richard J. Roth**, account supervisors, Grey Advertising Inc., New York, elected VP's. **J. R. Navarro**, account supervisor, Grey's Beverly Hills office, also elected VP.

**Warren Stewart**, manager of media department, joins Rumrill-Hoyt Inc., New York, as media manager.

**John J. Manning**, director of media and research, The Allman Co., Detroit, joins Lord, Sullivan & Yoder, Marion, Ohio, as media director.

**A. O. Van Hooren**, assistant secretary and treasurer, Zimmer, Keller & Calvert Inc., Detroit, elected to newly created position of VP-finance.

**Al Gordon**, audience promotion man, WTMJ-TV Milwaukee, appointed sales promotion and merchandising director.

**Horace G. Lippincott**, creative supervisor, N. W. Ayer & Son, Philadelphia, joins Phillips-Ramsey Inc., San Diego, as broadcast creative director.

**Don Pontius**, manager of San Francisco office of J. A. Lucas & Co., joins Savalli/Gates as manager of its San Francisco office.

**John Harper**, media director, BBDO,

### Nowaczek to handle CATV



**Mr. Nowaczek** part owner and manager of systems at Orleans and Newport, Vt., joins media brokerage firm of Blackburn & Co. as associate specializing in CATV activity. Blackburn plans major expansion of its CATV services. Mr. Nowaczek will be in Washington.

**Frank H. Nowaczek**, formerly director of research and assistant to president of National Cable Television Association, assistant to president of Telesystems Corp., and for

past two years

AVCO's WWDC-FM, Washington, and TIME/LIFE's WOOD-FM, Grand Rapids, have been the test stations for QMI's taped music service, during the past year. Resultant ratings have been spectacular!

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New York, joins Reach, McClinton & Co., Chicago, in same capacity.

**Richard N. Risteen**, account supervisor, Jack Tinker & Partners Inc., New York, joins Bozell & Jacobs there as VP and account service supervisor.



Mr. Greenberg

**Jerry Greenberg**, assistant to administrative director, CBS/Broadcasting Group, advertising and design department, New York, joins CBS Radio Spot Sales there as director of sales promotion.

**Ralph De Salle**, creative director, KEMO-TV San Francisco, joins Geyer-Oswald Inc. as radio-TV director of San Francisco office.

**Francis X. Whelan**, executive sales manager, cigarette operation, American Tobacco Co., New York, named executive VP. **Alvin Bernstein**, marketing director, cigar division, named VP, marketing.

**Robert J. Zimmerman**, national sales manager and assistant general manager, KRUX Glendale, Ariz., and KTKT Tucson, Ariz., named senior VP.

**Anthony F. Murray**, assistant national sales manager, WJYZ Hackensack, N. J., appointed national sales manager.

**Charles J. Lipton**, local sales manager, WAGA-TV Atlanta, appointed general sales manager.

**Thomas J. Josephsen**, local sales manager, WTOL-TV Toledo, Ohio, joins WIS-TV Columbia, S. C., as sales manager. **Pete Good**, with WWJ-TV Detroit, succeeds Mr. Josephsen. WTOL-TV and WIS-TV are Cosmos stations.

## Media

**C. Grover Delaney**, VP and general manager, WHEC Rochester, was elected president of New York State Broadcasters Association at annual meeting

in Albany, last week. **Kenneth M. Johnson**, VP and general manager, WTEN-TV Albany, **William T. McKibben**, station manager, WBEN-AM-FM Buffalo, and **John B. Lynch**, president, WWSC-AM-FM Glens Falls, re-elected secretary and treasurer respectively.



Mr. White

**John F. White**, president of National Educational Television since 1958, resigns effective May 1 to become president of Cooper Union for the Advancement of Science and Art, New York (see page 66).

**George Lasley**, general manager, KRUX Glendale, Ariz., and KTKT Tucson, Ariz., named executive VP.

**James Walsh**, budget administrator, NBC-TV, West Coast, appointed manager, program budgets and financial administration, West Coast.

**Robert Gilmore**, operations director, WTVR Richmond, Va., appointed station manager.

**Edwin G. Cohen**, executive director, National Instructional Television, Bloomington, Ind., re-elected president and chairman of Educational Media Council, Washington.

**Dean A. Phelps**, district manager for *Fleet Owner* magazine, McGraw-Hill Corp., Detroit office, joins WWWW-FM Detroit, as general manager.

**Marlin R. Taylor**, station manager and program director, WDVR(FM) Philadelphia, joins WFRM(FM) New York in newly created position of station manager.

**Robert G. Herpe**, general sales manager, WFIL-FM Philadelphia, joins WNHC-FM New Haven, Conn., as manager. He succeeds **John Ulrich Jr.**, who moves to educational services division of Triangle Publications, which owns WNHC-FM and WFIL-FM.

**Merle Corner**, assistant director of operations, WHIO-TV Dayton, Ohio, appointed operations director.

**Bruce A. Houston**, assistant manager, Chicago office of Robert E. Eastman & Co., becomes new owner and manager of WPAW East Syracuse, N. Y.

**Ben Patch**, sales manager, KMPX(FM) San Francisco, appointed acting station manager. He succeeds **Ron Hunt**, who resigns.

**Dave Wood**, program director/sales promotion manager, WJPS Evansville, Ind., appointed operations manager. He succeeds **John R. Speciale**, who joins WWGO Erie, Pa.

**Dennis McGuire**, station manager, WKEM(FM) Chicago, joins WNUS-AM-FM there as general manager.



Mr. Tintle

**Jerome A. Tintle**, trial attorney, Federal Trade Commission, Washington, joins National Cable Television Association there as member of legal department. His major areas of responsibility will be antitrust and trade regulations.

**Rose E. Hahlen**, member of FCC Chairman Rosel H. Hyde's office staff, retires from commission after almost 40 years of government service.

## Programing

**Martin Ransohoff**, founder and president, Filmways Inc., New York, named chairman and chief executive officer. **Richard R. St. Johns**, senior VP, named president and chief operating officer. **Christopher Mankiewicz** named VP.



Mr. McPherson

**E. V. McPherson**, VP for news and special projects, Avco Broadcasting Corp., Cincinnati, named VP-television programing.

**John L. Koushoris**, VP and director of programing and operations, WOR-TV New York, joins Hughes Sports Network there as VP, special projects.

**Spyros P. Soukas** retires from 20th Century-Fox Film Corp., effective end of March. Mr. Skouras, 76, has been board chairman since 1963 when he relinquished title of president and chief officer to Darryl F. Zanuck.

**Willis Grant**, director of research, Screen Gems, New York, named VP

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in charge of research and program planning. He will move to SG's Hollywood office, but will continue to supervise company's research department in New York. **Fred Stettner**, head of own production company, joins Screen Gems as production executive in charge of syndicated program production in New York.

**Gerald Danford**, director of sales, WCBS-TV New York, joins Paramount Television there in newly created position of director, special projects. **Edward K. Milkis**, associate producer of *Star Trek* series, Paramount Television, Hollywood, named VP in charge of all post-production activities.



Mr. O'Connor

as program-operations manager.

**Michael L. Begnall**, assistant secretary, Walt Disney Productions, Burbank, Calif., named director of business affairs.



Mr. Silman

ment, American University, Washington, and freelance association with CBS Sports as producer-director.

**Jerry Lee**, music director, WHK Cleveland, appointed program director.

**Hewitt Griffin**, with WLBT(TV) Jackson, Miss., appointed program manager. He succeeds **Maurice Thompson**, who retires.

**Dick Stephens**, broadcast operations manager, WEEL Boston, rejoins WKOX-AM-FM Framingham, Mass., in same capacity.

**B. Mason Dean**, with KRUX Glendale, Ariz., appointed program director.

**Johnny Fernandez**, with KCAC Phoenix, appointed program director.

**Larry Caldwell**, air personality, KSAL Salina, Kan., joins KBIL Liberty, Kan., as program director.

**B. Mitchell Reed**, with KMET(FM) Los

Angeles, appointed operations director.

**Sam Wade**, with WATI Indianapolis, joins WSMJ(FM) Greenfield, Ind., as program director.

## News

**Jim Anderson**, Westinghouse Broadcasting Co. correspondent, assigned to cover Departments of State and Defense, Washington.

**George L. Zucker**, AP broadcast supervisor for California, Los Angeles, appointed chief of AP Honolulu bureau. He succeeds **Harry Moskos**, who joins Albuquerque, N. M., *Tribune* in executive capacity.

**Ronald E. Cohen**, assistant news editor, UPI, New York, named general news editor. He succeeds **Frederick H. Treesh**, now senior editor (BROADCASTING, March 10). **William F. Sunderland**, who was on assignment in Europe, returns to New York as assistant news editor. **Thomas W. Cheatham** becomes editor, domestic cables desk, succeeding **Richard H. Growald**, who returns to London as news editor.

**Blake R. Kellog**, news director, WKOW-AM-TV Madison, Wis., joins KWWL-AM-FM-TV Waterloo, Iowa, in same capacity. He succeeds **Tom Read**, who joins WFBM Indianapolis.

**Hardy Hutchinson**, newsman, KHVH Honolulu, appointed news director.

**Ivo Luis Alonso**, with KCAC Phoenix, appointed news director.

**John Sweeney**, reporter, WJAR-AM-TV Providence, R. I., joins WKYC-TV Cleveland as correspondent and chief of newly established Akron-Canton, Ohio, bureau.

**Lewis E. Thompson**, with General Motors Corp., Anderson, Ind., joins WSMJ(FM) Greenfield, Ind., as reporter.

**Pat Kelly**, with WXYZ Detroit, appointed newscaster.

**Everett Jacobs**, reporter, CBS News, Los Angeles, joins KNXT(TV) there as reporter-writer.

**Ed Hersch**, news director, KFRC San Francisco, joins KCBS there as member of news staff.

**Vic Parker**, with U. S. Air Force, joins WBT Charlotte, N. C., as newsman-newscaster.

**Frank L. Stanley Jr.**, executive director of Greater Los Angeles Urban League, joins KHJ-TV Los Angeles, as specialist in urban affairs.

**Bill Veeck**, sports personality and president of Suffolk Downs, East Boston, Mass., joins WBZ-TV Boston as sports commentator.

**Bob Jamieson**, reporter, WBBM-TV Chicago, joins WEEK-TV Peoria, Ill., as member of news staff.

**Jeff Davis**, with WGN Chicago, joins WLS-TV there as member of news writing staff.

## Promotion

**Daniel L. Lynch**, group supervisor, Ketchum, MacLeod & Grove, New York, joins The Rowland Co. there as VP in charge of corporate-financial PR.

**Jack M. Williams**, VP, advertising and sales promotion, RCA Sales Corp., New York, retires after 43 years of RCA service.

**Malcolm Barbour**, eastern story editor, Walt Disney Productions, New York, appointed director of advertising and PR for Buena Vista Distribution Co., New York.

**Harvey L. Brown**, assistant director of advertising and promotion, WABC-TV New York, joins WKBW-TV Buffalo, N. Y., as promotion manager.

**Donald Weeks**, assistant promotion director and air personality, WAST(TV) Albany, N. Y., appointed promotion director.

**Gene Simmons**, promotion manager, Merit Distributors, Los Angeles, joins KPCC-FM Pasadena, Calif., as sales and promotion manager.

## Equipment & engineering

**Theodore Baum**, president of Vikoa Inc., Hoboken, N. J., named chief executive officer. He succeeds his father, **Arthur Baum**, who retires while remaining director.

**Leonard A. Spragg**, staff operations engineer, Storer Broadcasting Co., Miami Beach, Fla., named executive director of engineering. He succeeds **Glenn Boundy**, who retires after more than 37 years of service.

**Fred J. Schulz**, product manager, Sterling Communications Inc., New York, named VP for engineering.



Mr. Baumann

Iowa, also assumes duties of late VP and technical director, Paul A. Loyet (BROADCASTING, Jan. 13).

**James Parker**, assistant to corporate director of engineering, U. S. Communications Corp., Philadelphia, appointed chief engineer of group's WXIX-TV Newport, Ky.-Cincinnati.

**John S. Baumann**, with Electronic Engineering Co. of California, Santa Ana, Calif., named broadcast equipment manager.

**Roy W. Pratt**, chief engineer, WHO-AM-FM-TV Des Moines,



## International

**Jim Patterson** and **Robert Garriock**, with English network division, Canadian Broadcasting Corp., Toronto, appointed director of television operations and production services, and director of network planning, respectively. **Lord Shawcross**, director, EMI, London, appointed chairman, Thames Television, that city. **Bernard Delfont** named chairman and chief executive, Associated British Picture Corp., London. Both offices were previously held by **Sir Philip Warter**, who becomes president, ABPC. Changes follow takeover of Thames' parent company, ABPC, by EMI.

**James Coltart**, deputy chairman, Scottish Television, Glasgow, named chair-

man, succeeding **Lord Thomson** of Fleet, who resigns. **Sir Iain Stewart** becomes deputy chairman.

## Allied fields

**Glenn Littlejohn**, eastern regional manager, Entron Inc., Silver Spring, Md., joins **Daniels & Associates Inc.**, Denver, CATV brokerage, consulting and management firm, as VP and manager of new East Coast office. Address: P.O. Box 401, Cape Kennedy, Fla.

**Roland L. Renaud**, chief engineer, WWJ-TV Detroit, joins **Browne Associates**, Troy (Detroit) Mich., telecommunications consultant, as VP.

## Deaths

**Jerome F. Patterson**, 70, former advertising executive, died March 3 at Doc-

tors hospital, New York, after brief illness. Mr. Patterson headed Morse International Advertising Agency for 13 years prior to his retirement in 1962. Previously he had been executive and board member of **Vick Chemical Co.**, predecessor of **Richardson-Merrell Inc.** Earlier he was copy chief at **Erwin Wasey**. He is survived by his wife, Florence.

**Alan Gordon**, 53, head of **Alan Gordon Enterprises**, Hollywood, leading film equipment firm, died March 6 in Escondido, Calif., of heart attack. He is survived by his wife, Vera, two sons and daughter.

**Peter Harris**, 59, Chicago news pictures bureau manager, UPI, died March 6 in Chicago of cancer. He is survived by his wife, Christine, son and daughter.

## ForTheRecord

As compiled by BROADCASTING, March 5 through March 12 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

### Applications

■ **Boston**—Community Broadcasting of Boston Inc. Seeks VHF ch. 7 (174-180 mc); ERP 190 kw vis, 38 kw aur. Ant. height above average terrain 1165 ft.; ant. height above ground 1215 ft. P.O. address: c/o David G. Mungan, 480 Boylston Street, Boston 02116. Estimated construction cost \$4,102,000; first-year operating cost \$7,000,000; revenue \$9,000,000. Geographic coordinates 42° 18' 15" north lat.; 71° 13' 10" west long. Type trans. GE TT515-D. Type ant. GE TY-53-B. Legal counsel **Weich & Morgan**, consulting engineer **Raymond E. Rohrer**, both Washington.

Principals: **Thomas J. White**, president, **John P. Chase**, vice president (each 12.5%), **David Mugar**, treasurer (37.5%), et al. Mr. White owns general contracting firm and 60% of another, 70% of equipment rental and investment firm, 75% of real estate investment company and less than 25% of insurance, real estate and sand and gravel companies. Mr. Chase owns 50.14% of investment counsel firm. Mr. Mugar owns investment firm, 50%, 50%, 33½% and 30% of real estate companies and has interests in motel, shopping center, gasoline stations and tomato importing firms. Ann. March 5.

■ **\*Greenville, N.C.**—University of North Carolina. Seeks UHF ch. 25 (536-542 mc); ERP 534 kw vis, 114 kw aur. Ant. height above average terrain 1146 ft.; ant. height above ground not indicated. P.O. address: c/o Henry W. Lewis Television Engineering Office, Chapel Hill, N.C. 27514. Estimated construction cost \$546,000; first-year operating cost \$920,242; revenue none. Principals: **Henry W. Lewis**, acting vice president for University Relations, et al. Principals own \*WUNC-FM-TV Chapel Hill, \*WUAG(FM) Greensboro, \*WUND-TV Columbia, \*WUNE-TV Linville, \*WUNF-TV Asheville and \*WUNG-TV Concord, all North Carolina. Ann. March 5.

■ **\*Wilmington, N.C.**—University of North Carolina. Seeks UHF ch. 39 (620-626 mc); ERP 450 kw vis, 96 kw aur. Ant. height above average terrain 927 ft.; ant. height above ground 957.63 ft. P.O. address: c/o Henry W. Lewis Television Engineering Office, Chapel Hill, N.C. 27514. Estimated construction cost \$310,000; first-year operating cost \$920,242; revenue none. Geo-

graphic coordinates 34° 19' 16.2" north lat.; 78° 13' 42.5" west long. Type trans. GE 4T-87A. Type ant. GE TY-106-D. Legal counsel none; consulting engineer **Alan B. MacIntyre**, Television Engineering Office, Chapel Hill. Principals: **Henry W. Lewis**, acting vice president for University Relations, et al. Principals own \*WUNC-FM-TV Chapel Hill, \*WUAG-TV Greensboro, \*WUND-TV Columbia, \*WUNE-TV Linville, \*WUNF-TV Asheville and WUNG-TV Concord, all North Carolina. Ann. March 5.

### Start authorized

■ **\*WTIU(TV)** Bloomington, Ind.—Authorized program operation on ch. 30, 566-572 mc, ERP 200 kw vis. Action Feb. 28.

### Final actions


■ **Hazard, Ky.**—Hazard Television Inc. FCC granted UHF ch. 57 (728-734 mc); ERP 15 kw vis., 2.9 kw aur. Ant. height above average terrain 800.6 ft.; ant. height above ground 442.18 ft. P. O. address: Main Street, Hazard 41701. Estimated construction cost \$85,316; first-year operating cost \$200,875; revenue \$226,500. Geographic coordinates 37° 15' 21" north lat.; 83° 7' 56" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-27DH. Legal counsel **Cohen and Berfield**, Washington; consulting engineer **Paul H. Myers**, Farmington, Mich. Principals: **D. A. Davis**, president and treasurer (48%), **William Dewey Gorman**, vice president and secretary (50%), and **Julian C. Leedy** (2%). Principals own CATV system serving Hazard. Mr. Davis owns 40% of furniture rental outlet. Mr. Gorman owns 33½% of real estate development company. Ann. March 5.

■ **Salem, Ore.**—Channel 3 Inc. FCC granted VHF ch. 3 (60-66 mc); ERP 19.1 kw vis. 3.8 kw aur. Ant. height above average terrain 936 ft.; ant. height above ground 169 ft. P. O. address: 456 State Street, Salem 97308. Estimated construction cost \$175,469; first-year operating cost \$282,090; revenue \$360,000. Geographic coordinates 44° 51' 17" north lat.; 123° 07' 17" west long. Type trans. GE TT-6B. Type ant. GE TY-50-D. Legal counsel **Julian Freret**, Washington; consulting engineer **Thomas B. Friedman**, Pacific Palisades, Calif. Principals: **Urlin S. Page**, president, **T. Harold Tomlinson**, vice president (each 9%), et al. Mr. Page was president with 16% interest in title insurance company. Mr. Tomlinson is Marion county clerk. Action March 5.

### Other actions

■ Review board in **Waterbury, Conn.**, TV proceeding, Doc. 18376, granted to extent indicated and denied in all other respects petition to enlarge and modify issues filed Dec. 4, 1968, by **Connecticut Television Inc.** and **Impart Systems Inc.**; dismissed motion to expedite consideration filed Dec. 13, 1968, by **WATR Inc.** Action March 11.

■ Review board in **Pocatello, Idaho**, TV

<p><b>NAB</b> <b>1969</b></p>	<p><b>EDWIN TORNBURG</b> &amp; COMPANY, INC.</p>
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proceeding, Docs. 18401-02, granted to extent indicated and denied in all other respects petition to enlarge issues filed Jan. 13 by Eastern Idaho Television Corp. Action March 10.

### Actions on motions

- Hearing Examiner Herbert Sharfman in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.), TV proceeding, granted leave to file Mid-Florida's supplement and Comint's reply and granted petition by Comint Corp. for leave to amend application to show changes in principals, stock changes and updated program proposal (Docs. 11081, 11083, 17339, 17341-2, 17344). Action March 10.
- Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted petitions by Alpha Broadcasting Corp. for leave to amend application to reflect certain mod. of bank loan agreement with Merchants National Bank of Terre Haute and American Fletcher National Bank & Trust Co., and by Terre Haute Broadcasting Corp. to amend application to submit additional data with respect to proposed loan from same banks (Docs. 18321-2). Action March 6.

### Call letter action

- State Mutual Broadcasting Corp., Worcester, Mass. Granted WSMW-TV.

## Existing TV stations

### Final actions

- WBRC-TV Birmingham, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 11. Action March 11.
- WLXT-TV Aurora, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 185 kw vis., 18.5 kw aur.; change trans. location to River Road, south of Tollway, near Naperville, Ill.; change ant. height to 400 ft.; make changes in ant. structure. Action March 11.
- WCIU-TV Chicago — Broadcast Bureau granted CP to replace expired permit for changes. Action March 11.
- \*WMAA (TV) Jackson, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 11. Action March 11.
- KGSL-TV St. Louis—Broadcast Bureau granted mod. of CP for changes; granted mod. of CP to change ERP to 530 kw vis., 106 kw aur.; change trans. and studio location to Kenrick Seminary Grounds, Gravois, Mo.; change type trans., type ant.; make changes in ant. structure; increase ant. height to 1100 ft. Action March 7.

### Actions on motions

- Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP (TV)]), TV proceeding, scheduled evidentiary hearing for June 4 (Docs. 18338-9). Action March 7.
- Hearing Examiner Isadore A. Honitz in Newark, N.J. (Atlantic Video Corp. [WRTV (TV)], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, scheduled prehearing conference convened March 13 to make procedural arrangements for hearing under existing issues (Docs. 18403-4 and 18448). Action March 4.
- Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE (TV)] and Eastern Idaho Television Corp.), TV proceeding, granted petition by Eastern Idaho Television Corp. for leave to amend application to supplement financial showing in application (Docs. 18401-2). Action March 5.

- Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE (TV)] and Eastern Idaho Television Corp.), TV proceeding, granted petition by KBLI Inc. (KTLE) for waiver of requirement of rule that notice of designation for hearing be broadcast by renewal of license applicant between 7 p.m. and 10 p.m. during second week immediately following release of commission's order specifying time and place of commencement of hearing (Docs. 18401-2). Action March 10.

### Rulemaking actions

- WSBK-TV Boston—FCC waived rule for one year which restricts separate aur. and vis. trans. operation allowing for school breaks. Action March 12.
- FCC dismissed petition by Cascade Broadcasting Co. for rulemaking to amend table of TV assignments, by reallocating ch. 3

from Salem to Eugene, Ore. Action March 5.

### Call letter application

- KMBO (TV), Marbro Broadcasting Co., San Bernardino, Calif. Requests KIHP-TV.

## New AM stations

### Applications

- Huntsville, Ala.—Universal City Broadcasters. Seeks 1170 kc. 50 kw DA-2 D. P. O. address: c/o S. Douglas Smith, 1318 Woodward Avenue, Montgomery, Ala. 36106. Estimated construction cost \$186,153; first-year operating cost \$53,400; revenue \$55,000. Principals: Robert Sellers Smith, S. Douglas Smith and Abb Jackson Smith (each 33 1/3%). Mr. R. S. Smith is attorney. Mr. S. D. Smith owns government consultant and investments firm, 45% of Lake Shore Master Antenna Co., Eufaula, Ala., CATV systems, and 6% of WYEA (TV) Columbus, Ga. Mr. A. J. Smith owns construction firm, 8 1/4% of WGEA (FM) Geneva, Ala., and 13% of real estate development firm. Ann. March 4.
- Pine Bluff, Ark.—Lovell Morris "Jack" Beasley. Seeks 1340 kc. 250 w., 1 kw-LS. U. P. O. address: Route 3, Box 448, Oklahoma City 73109. Estimated construction cost \$23,440.67; first-year operating cost \$65,000; revenue \$75,000. Principal: Lovell Morris "Jack" Beasley, sole owner. Mr. Beasley owns 55% of KLRP-AM-TV Oklahoma City. TV now silent; 50% of KFAY-AM-FM Fayetteville and 25% of KTCS-AM-FM Fort Smith, both Arkansas; 35% of KTOW Sand Springs, 25% of Moore Monitor, Moore, and 33 1/4% of applicant for new FM at Lawton, all Oklahoma, and 9% of investment company. Ann. March 4.
- Eureka, Calif.—Carroll R. Hauser. Seeks 790 kc. 5 kw-D. P. O. address: Box 1105, Eureka 95501. Estimated construction cost \$57,600; first-year operating cost \$75,000; revenue \$80,000. Principal: Carroll R. Hauser, sole owner. Mr. Hauser owns timber and cattle ranch, 38% of industrial park and 33 1/4% of leasing land firm. Ann. March 4.
- Jasper, Ga.—Pickens Broadcasting Co. Seeks 1580 kc. 1 kw-D. P. O. address: Box 6, Blue Ridge, Ga. 30513. Estimated construction cost \$7,090; first-year operating cost \$27,000; revenue \$33,000. Principal: Robert P. Schwab, sole owner. Mr. Schwab owns WLSB Copperhill, Tenn., and applicant for CP for new FM at Blue Ridge, Ga. Ann. March 4.
- Waycross, Ga.—James Harry Moye. Seeks 1530 kc. 10 kw-D. P. O. address: Box 931, Waycross 31501. Estimated construction cost \$8,000; first-year operating cost \$51,250; revenue \$61,000. Principal: James Harry Moye, sole owner. Mr. Moye owns realty sales company. Ann. March 4.
- Hawesville, Ky.—Hancock County Broadcasters. Seeks 1140 kc. 500 w-D. P. O. address: 907-D Maxwell Terrace, Bloomington, Ind. 47401. Estimated construction cost \$10,000; first-year operating cost \$25,580; revenue \$30,000. Principal: Bayard Harding Walters, sole owner. Mr. Walters is student and teacher. Ann. March 4.
- Las Cruces, N.M.—Desert Radio. Seeks 1090 kc. 50 kw. P. O. address: 100 North Broadway, Del Rio, Tex. 78840. Estimated construction cost \$31,100; first-year operating cost \$24,000; revenue \$70,000. Principals: Don Renault, Annie Emmons (each 40%), Douglas A. Williams and J. E. Happy Shahan (each 10%). Mr. Renault owns KWDR Del Rio, Tex. Ann. March 4.

### Start authorized

- WAFI Middlesboro, Ky.—Authorized program operation on 1560 kc. 1 kw-D. Action Feb. 28.

### Final action

- FCC denied application by Columbia Broadcasting Inc., licensee of WBBM Chicago, for review of review board decision granting application by Circle L, Inc. for new AM at Reno, Circle L, grant is for class II-A, 780 kHz, clear frequency on which WBBM operates. Action March 12.

### Other actions

- Eureka, Calif.—FCC accepted for filing application by W. H. Hansen for deleted facilities of KDAN. Action Feb. 26.
- Review board in Milton, Fla., AM proceeding, Doc. 17613, denied appeal from ruling directing production of documents, etc., filed Dec. 16, 1968, by Milton Broadcasting Co. Action March 10.
- Review board in Louisa, Ky., AM proceeding, Docs. 18235-36, granted petition for extension of time filed March 5 by Two Rivers Broadcasting Co., extended to March 17 to file responsive pleadings to Lawrence County's petition to enlarge issues. Action March 7.
- Review board in Franklin, N.J., AM proceeding, Docs. 18251-57, granted requests for acceptance of responses filed by Seashore Broadcasting Co. and Arthur S. Steloff on Feb. 20 and Feb. 24; granted joint petition filed Jan. 8 by Arthur S. Steloff, Seashore Broadcasting Co. and Somerset Valley Broadcasting Co.; agreement approved; application of Steloff dismissed with prejudice; application of Seashore severed and granted subject to condition; remaining applications are retained in hearing status. Action March 11.
- Review board in Lebanon, Pa., AM proceeding, Docs. 15835-15839, granted to extent indicated and denied all other respects petition to enlarge issues or for other relief filed Jan. 17 by Radio Catonsville Inc. Action March 7.

### Actions on motions

- Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, scheduled further prehearing conference for March 26. (Docs. 18198-9). Action March 5.
- Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, on examiner's motion rescheduled prehearing conference to March 25 (Docs. 18204-5). Action March 3.
- Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, dismissed various oppositions, pleadings, etc. by Houston Pearce, Millar and Bullard, Sumiton Broadcast Bureau, and Cullman and further ordered notices to take depositions of Dwight M. Cleveland and Houston Pearce in Cullman, Ala., on March 12 filed by Sumiton Broadcasting and by Millar and Bullard, intervenors, quashed (Docs. 18204-5). Action March 6.
- Hearing Examiner Millard F. French in Sildell, La., and Bay St. Louis, Miss. (Faulkner Radio Inc. and Bay Broadcasting

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Corp.), AM proceeding, in order following March 10 prehearing conference, set certain procedural dates and rescheduled hearing for June 3 (Docs. 18412-3). Action March 10.

■ Hearing Examiner Millard F. French in Shidell, La., and Bay St. Louis, Miss. (Paukner Radio Inc. and Bay Broadcasting Corp.), AM proceeding, to formalize ruling made on record at March 3 prehearing conference, scheduled further prehearing conference for March 10 and continued hearing to date set by subsequent order (Docs. 18412-3). Action March 4.

■ Hearing Examiner Millard F. French in Franklin, N.J. (Louis Vander Plate) et al. AM proceeding, dismissed petition by Mid-State Broadcasting Co. for leave to amend application (Docs. 18251-7). Action March 4.

■ Hearing Examiner Arthur A. Gladstone in Stirling, N.J. (K & M Broadcasters Inc.), AM proceeding, scheduled prehearing conference for March 19 for purpose of establishing issues to be tried and determining most efficient and speediest means for reaching conclusion in matter (Doc. 18292). Action March 10.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everette Broadcasting Co., Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted motion by Blue Ribbon Broadcasting Inc. and postponed from Feb. 28 to March 21 date for exchange of proposed exhibits on financial issue re Blue Ribbon and program ascertainment issue re Taconic Broadcasters; postponed hearing from April 1 to April 22 (Docs. 18274-7). Action March 4.

■ Hearing Examiner Isadore A. Honig in Wanchese and Midway Park, both North Carolina (Outer Banks Radio Co. and Onslow County Broadcasters), AM proceeding, granted request by Broadcast Bureau and scheduled further prehearing conference for March 13 (Docs. 17886-7). Action March 10.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer to prepare and issue initial decision (Docs. 18235-6). Action March 6.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.), AM proceeding, designated Hearing Examiner Millard F. French in lieu of H. Gifford Irion as presiding officer (Docs. 15835, 15839). Action March 11.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Stirling, N.J. (K & M Broadcasters Inc.), AM proceeding, designated Hearing Examiner Arthur A. Gladstone in lieu of H. Gifford Irion as presiding officer (Doc. 18292). Action March 5.

■ Hearing Examiner Jay A. Kyle in Bowling Green, Ohio (WMSG Inc.), AM proceeding, granted petition by Broadcast Bureau and extended to March 31 for filing of proposed findings of fact and conclusions of law and to April 7 for filing reply findings (Doc. 16290). Action March 4.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Lawton and Anadarko, both Oklahoma, and Burkburnett, Tex. (Howard M. McBe, Allan Pratt Page and Bill Thacker), AM proceeding, designated Hearing Examiner Forest L. McClenning in lieu of H.

Gifford Irion as presiding officer (Docs. 18392-4). Action March 5.

■ Hearing Examiner Forest L. McClenning in Lawton and Anadarko, both Oklahoma, and Burkburnett, Tex. (Howard M. McBe, Allan Pratt Page and Bill Thacker), AM proceeding, on examiner's own motion canceled hearing presently scheduled for March 12 and rescheduled prehearing conference to March 14 (Docs. 18392-4). Action March 6.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Clayton W. Mapoles), AM proceeding, as there has been no ruling on Mapoles's appeal, rescheduled further hearing session to April 1 (Doc. 17613). Action March 4.

#### Rulemaking action

■ FCC granted petition by V.W.B. Inc. for waiver of interim criteria concerning acceptance of AM applications. V.W.B. application for 1380 kc with 5 kw will be considered as new proposal for New Bern, N.C. Action March 12.

#### Call letter application

■ K & R Broadcasting Corp., Red Springs, N.C. Requests WYRU.

#### Call letter actions

■ River Falls Radio Co., River Falls, Wis. Granted WEVR.

■ Obed S. Borger, Wisconsin Dells, Wis. Granted WWDA.

#### Designated for hearing

■ FCC set for hearing mutually exclusive applications of Meredith Colon Johnston, licensee of WECP Carthage, Miss., to change frequency, and Ford Broadcasting Co., Jackson, Miss., for CP on same AM frequency. Action March 12.

### Existing AM stations

#### Application

■ KHDN Hardin, Mont.—Seeks CP to replace expired permit which authorized changes in ant. system; install series resistor. Ann. March 10.

#### Final actions

■ WTLS Tallahassee, Ala.—FCC renewed license for rest of regular term; license originally renewed only for one year because falsified logs had been submitted with prior renewal application. Action March 12.

■ WOKS Columbus, Ga.—Broadcast Bureau granted remote control. Action March 12.

■ WITH Baltimore—Broadcast Bureau granted license covering use of former main trans. as an alternate-main trans. Action March 6.

■ WJMS Ironwood, Mich.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action March 3.

■ KQRS Golden Valley, Minn.—Broadcast Bureau granted mod. of license covering change in studio location to 917 North Lilac Drive, Golden Valley; remote control permitted; conditions. Action March 11.

■ WTYL Tylerstown, Miss.—Broadcast Bureau granted license covering new station; specify type trans. Action March 3.

■ KXLW Clayton, Mo.—Broadcast Bureau granted remote control. Action March 4.

■ KFBD Waynesville, Mo.—Broadcast Bureau granted mod. of license covering change in studio location to Highway 28 and Interstate 44 Junction, Waynesville; remote control permitted; provisions of rules waived to extent of permitting relocation of main studio location beyond corporate limits of Waynesville. Action March 10.

■ WCXL Cincinnati—Broadcast Bureau granted CP to install new type trans.; make changes in ant. system; change ERP to 11 kw; ant. height to 920 ft.; remote control permitted. Action March 7.

■ WFLN Philadelphia—Broadcast Bureau granted remote control; conditions. Action March 7.

■ WLKW Providence, R.I.—Broadcast Bureau granted mod. of license covering operation by remote control; condition. Action March 6.

■ KHUZ Borger, Tex.—Broadcast Bureau granted remote control. Action March 7.

■ KPRC Houston—Broadcast Bureau granted second remote control. Action March 12.

■ KGNS Laredo, Tex.—Broadcast Bureau granted remote control. Action March 4.

■ KYAL McKinney, Tex.—Broadcast Bureau granted license covering changes; delete remote control; specify type trans.; specify studio location as same as trans. Action March 10.

■ WINA Charlottesville, Va.—Broadcast Bureau granted remote control. Action March 3.

#### Other action

■ WCAM Camden, N.J.—FCC voted to prepare opinion denying application for consent to assignment of license from City of Camden to McLendon Corp., granted in initial decision Jan. 7 (Doc. 18303). Action March 10.

#### Actions on motions

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, scheduled hearing for March 20 (Docs. 16813-4). Action March 11.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, application of Joseph Julian Marandola held in default for lack of further prosecution and will be denied in initial decision issued after completion of hearing on remaining application; by separate action, ordered hearing location moved to Washington and hearing resumed March 11 (Docs. 16813-4). Action March 3.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer to prepare and issue initial decision in proceeding (Doc. 17777). Action March 5.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Oden, Utah, and Golden, Colo. (North America Broadcasting Co. and Norman Broadcasting), renewal of licenses of KSVN and KICM, scheduled evidentiary hearing for April 1. Action March 7.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Laurel, Miss. (Voice of the New South Inc [WNSL]), AM proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer to prepare and issue initial decision in proceeding (Doc. 17634). Action March 4.

■ Hearing Examiner Jay A. Kyle in Superior, Neb. (Robert J. Kelly and William L. Gratopp), transfer of control of KRFS, granted request by counsel for William L. Gratopp, transferee-applicant, and rescheduled hearing from March 10 to March 19 (Doc. 18407). Action March 5.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Cedar City, Utah (New Era Broadcasting Co. and Southern Utah Broadcasting Co. [KSUB]), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for April 11 and hearing for May 12 (Docs. 18458-9). Action March 7.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNO]), AM-FM proceeding, scheduled further prehearing conference for March 17 (Docs. 18349-53). Action March 11.

■ Hearing Examiner Chester F. Naumowicz Jr. in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.),

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AM proceeding, denied petition by WGOK Inc., and on examiner's own motion, extended dates for filing proposed and reply findings to March 17 and March 31, respectively (Docs. 17555-8). Action March 5.

## Fines

- **WNUS Chicago**—FCC notified of apparent liability forfeiture of \$5,000 for violations of terms of license and rules. Action March 5.
- **WSME Sanford, Me.**—Broadcast Bureau notified of apparent forfeiture liability of \$200 for violation of rules by failing to provide data concerning equipment performance measurements for the past two years. Action March 4.
- **WTBO Cumberland, Md.**—Broadcast Bureau notified of apparent forfeiture liability of \$200 for violation of rules by failing to make equipment performance measurements as required. Action March 11.
- **WSMD La Plata, Md., and KQOT Yakima, Wash.** FCC fined stations \$200 each for failure to make required equipment performance measurements at yearly intervals. Actions March 5.
- **KRDD Roswell, N.M.**—FCC ordered station to pay \$200 for failure to observe rules in neglecting to file renewal application 90 days before license expiration date. Action March 5.
- **KWOE Clinton, Okla.**—FCC ordered station to pay \$500 for failure to observe terms of license. Action March 5.

## New FM stations

### Applications

- **Irving, Calif.**—Regents of the University of California seek 89.9 mc. ch. 210, 10 w. Ant. height above average terrain 95 ft. P.O. address: c/o John H. Stanford, 485 University Hall, Berkeley, Calif. 94720. Estimated construction cost \$2,000; first-year operating cost \$500; revenue none. Principals: Ronald Reagan, president of regents, et al. Principals own \*KCSB(FM) Santa Barbara, \*KALX(FM) Berkeley, \*KDVS-FM Davis and \*KUCR-FM Riverside, all California. Ann. March 7.
- **Benton, Ill.**—Wireless of Benton seeks 98.3 mc. ch. 252, 85.5 w. Ant. height above average terrain 150 ft. P.O. address: 13412 Hinchbrook Boulevard, Valley Station, Ky. 40272. Estimated construction cost \$2,175; first-year operating cost \$17,533.37; revenue \$17,144.13. Principals: Joel W. Avery, sole owner. Mr. Avery is employee of South Central Bell Telephone & Telegraph Co. Ann. March 10.
- **Minneapolis**—Board of Education, Special School District #1 seeks 88.1 mc. ch. 201, 3.98 kw. Ant. height above average terrain 336.8 ft. P. O. address: c/o Harold J. Gregory, 807 Northeast Broadway, Minneapolis 55413. Estimated construction cost \$33,620; first-year operating cost \$1,200; revenue none. Principals: David W. Precus, chairman of board, et al. Ann. March 5.
- **Kansas City, Mo.**—Calvary Bible College seeks 88.5 mc. ch. 203, 50.8 w. Ant. height above average terrain 177.2 ft. P.O. address: c/o H. S. Waterhouse, 1111 West 39th Street, Kansas City 64111. Estimated construction cost \$16,502.10; first-year operating cost \$7,500; revenue none. Principals: Roger J. Andrus, president, et al. Ann. March 5.
- **Canton, N. J.**—Jersey Information Center Inc. seeks 101.7 mc. ch. 269, 3 kw. Ant. height above average terrain 300 ft. P.O.

address: c/o Dr. Vernon H. Baker, Box 889, Blacksburg, Va. 24060. Estimated construction cost \$25,032; first-year operating cost \$9,310; revenue \$12,500. Principals: Vernon H. Baker, president, and Virginia L. Baker, secretary-treasurer (95% and 5% respectively). Principals own WJIC Salem, N. J., 75% and 15% respectively of WGIC and WBZI(FM) both Xenia, Ohio, of WBLU Salem, Va., and of Greene County Cable Co., Xenia, CATV systems. They also own real estate firm. Mr. Baker owns WEXR-FM Tasley, Va., and 45% of applicant for CP for new AM at Smithfield, Va. Ann. March 5.

■ **Waverly, Ohio**—Alfred Dienert and Walter F. Bennett seek 100.9 mc. ch. 265, 1 kw. Ant. height above average terrain 500 ft. P.O. address: 1634 Spruce Street, Philadelphia 19103. Estimated construction cost \$24,476.02; first-year operating cost \$15,000; revenue \$20,000. Principals: Alfred Dienert and Walter F. Bennett (each 50%). Messrs. Dienert and Bennett are partners in radio and TV advertising agency and own WPKO Waverly. Mr. Dienert is member board of directors of WFGW and WMIT(FM) both Black Mountain, N. C., and KAIM-AM-FM Honolulu, Hawaii. Ann. March 10.

■ **Linesville, Pa.**—Arthur W. Cervi seeks 101.7 mc. ch. 269, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 208 Pheasant Drive, Penn Hills, Pa. 15235. Estimated construction cost \$5,555; first-year operating cost \$22,200; revenue \$35,000. Principals: Arthur W. Cervi, sole owner. Mr. Cervi has industrial manufacturing interests and is announcer for WVSC-AM-FM Somerset, Pa. Ann. March 6.

■ **Belton, Tex.**—Belton Broadcasters Inc. seeks 106.3 mc. ch. 292, 3 kw. Ant. height above average terrain 130 ft. P.O. address: c/o Tom E. Turner, 3250 East Commerce Street, San Antonio, Tex. 78220. Estimated construction cost \$35,645; first-year operating cost \$13,000; revenue \$15,000. Principals: Sigmor Distributing Services Inc., 100%. Tom E. Turner, president, and Mary E. Turner, vice president (each 50%). Turner family owns KBUC San Antonio and KBUC-FM Terrell Hills, and has interest in KRYS Corpus Christi, all Texas. Sigmor Distributing Services Inc. is wholesale fuel company. Ann. Feb. 26.

■ **Parowan, Utah**—Iron County School District seeks 90.9 mc. ch. 215, 10 w. Ant. height above average terrain 88.5 ft. P.O. address: c/o Karla L. Hulet, 75 North 300 West, Cedar City, Utah 84720. Estimated construction cost \$4,006.20; first-year operating cost not indicated; revenue none. Principals: Joe A. Reidhead, superintendent of board of education. Ann. March 5.

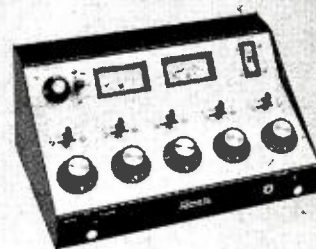
### Starts authorized

- **WVOP-FM Vidalia, Ga.**—Authorized program operation on 97.7 mc. ERP 3 kw. ant. height above average terrain 290 ft. Action March 4.
- **WJLM(FM) Salem, Va.**—Authorized program operation on 93.5 mc. ERP 3 kw. ant. height above average terrain minus 83 ft. Action March 5.

### Other actions

■ FCC heard 17 petitions seeking amendments of rules governing FM table of assignments. Commission invited comments on following additions to class A table: Jack G. Hunt, Doniphan, Mo., ch. 249A; Mountain Broadcasting Co., Princeton, W. Va., ch. 288A; Lexington County Broadcasters Inc., Cayce, S. C., ch. 244A; Big Basin Broadcasters Inc., Sallisaw, Okla., ch. 240A; Newport Broadcasting Co., Heber Springs, Ark., ch. 244A; Obed S. Borgen, Preston, Minn., ch. 276A; Cape Cod Broadcasting Co., seeks assignment of class B ch. 260 to Barnstable by deleting it from Nantucket, Mass. E. H. and B. L. Hall and R. E. Harbus filed joint petition seeking assignment of ch. 221A to Mineral Wells, Tex. Tallabama Broadcasting Co., Talladega, Ala., seeks assignment of ch. 224A to Fayette, Hartsell and Talladega each by deleting class C ch. 225 from Fayette. Northern California Stereocasters, licensee of KVFS(FM) Vacaville, Calif., seeks assignment of class B ch. 284 to Mariposa. Paul A. Christo and Falmouth Broadcasting Co., both Falmouth, Mass., seek assignment of class B ch. 270 and ch. 240A, respectively. Hayward F. Spinks and Barkley Lake Broadcasting Co. seek rulemaking to assign 292A to Hartford and Cadiz by deleting it from Greenville and Elizabethtown, all Kentucky; Virgil A. Price and E. J. Milby seek assignment of ch. 261A to Greensburg, Ky. Thomas S. Land and Bryan Davidson, both Salem, Ill., seek amendment of table to assign either ch. 265A or 280A, or both, to Flora.

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See page 55



Ill. (Docs. 18288-90). Leon Jasper seeks assignment of ch. 285A to Burnside, Ky. Commission set April 14 as deadline for comments and April 24 for reply comments. Action March 5.

■ Review board in London, Ky. FM proceeding. Docs. 18200-01. granted motion filed March 5 by London Broadcasting Co., extended to March 20 time to file responsive pleading, including additional information and exhibits, to Broadcast Bureau's comments on joint petition for approval of agreement. Action March 6.

■ FCC waived rules and accepted for filing application by Brinsfield Broadcasting Co. for new class B FM on ch. 253, 98.5 mc. to Oil City, Pa. Action March 12.

#### Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., KZNG Broadcasting Co. and Christian Broadcasting Co.), FM proceeding, on examiner's motion scheduled further prehearing conference for March 5 (Docs. 18241 and 18387-8). Action March 3.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, with agreement of counsel for all parties, rescheduled hearing to March 31 (Docs. 18264-5). Action March 4.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (John W. Schuler and Grecco Inc.), FM proceeding, granted petitions by John W. Schuler for leave to amend application to shore up equipment proposal, show new bank loan, revise estimate of construction and operational costs, specify new studio and ant. sites, show engineering portion as having been prepared and signed by engineer (Docs. 18264-5). Action March 7.

■ Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMID Inc.), FM proceeding, granted petition by WMID Inc. for leave to amend application to show transfer of control of parent corporation (Doc. 18005). Action March 7.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Eufaula, Ala. (Dixie Radio Inc. and Bluff City Broadcasting Co.), FM proceeding, designated Hearing Examiner Jay A. Kyle in lieu of H. Gifford Irlon as presiding officer (Docs. 18364-5). Action March 5.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for April 11 and hearing for May 12 (Docs. 18456-7). Action March 7.

■ Hearing Examiner Forest L. McClenning in Fort Jervis, N. Y. (Port Jervis Broadcasting Co.), FM proceeding, granted petition by Port Jervis Broadcasting Co. for leave to amend application to supplement showing with reference to community to be served (Doc. 18267). Action March 6.

#### Rulemaking petitions

■ Sid McDonald, Arab, Ala.—requests institution of rulemaking proceeding to assign ch. 224A to Arab and substitute ch. 269A for 225 at Fayette, both Alabama. Ann. March 7.

■ Wireless of Indiana, French Lick, Ind.—requests institution of rulemaking proceeding to assign ch. 261A to French Lick. Ann. March 7.

■ Bowie County Broadcasting Co., New Boston, Tex.—requests amendment of rules to assign ch. 240A to New Boston. Ann. March 7.

■ Parker-Rew Enterprises, Norfolk, Va.—requests institution of rulemaking proceeding to assign ch. 298 to Exmore, Va.

#### Call letter actions

■ Chico State College Foundation, Chico, Calif. Granted \*KCHO(FM).

■ Palm Beach County, Florida, Boynton Beach, Fla. Granted \*WHRS(FM).

### Existing FM stations

#### Application

■ KTXN-FM Victoria, Tex.—Seeks CP to change frequency to 98.7 mc. ch. 254; change site; change trans. and ant.; change TPO to 20 kw. ERP to 40.2 kw and ant. height to 150 feet. Ann. March 6.

#### Final actions

■ Broadcast Bureau granted licenses covering changes in trans. equipment in following: KFAB-FM Omaha, WGH-FM Newport News, Va. Action March 10.

■ Broadcast Bureau granted licenses covering following new stations and to specify type trans.: WNPQ(FM) New Philadelphia, Ohio; WIXK-FM New Richmond, Wis. Action March 10.

■ Broadcast Bureau granted licenses covering following new stations: KGUS(FM) Hot Springs, Ark.; WPAG-FM Ann Arbor, Mich.; KLYQ-FM Hamilton, Mont.; KWIL-FM Albany, Ore.; KFBC-FM Cheyenne, Wyo. Action March 10.

■ Broadcast Bureau granted licenses covering changes in following: KACE(FM) Riverside, Calif.; KID-FM Idaho Falls, Idaho; \*KSJN-FM New Brighton, Minn.; KOKE-FM Austin, Tex.; KITY(FM) San Antonio, Tex.; WMVA-FM Martinsville, Va. Action March 10.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WOPA-FM Oak Park, Ill., to Sept. 15; WPGC-FM Morningside, Md., to Oct. 15; \*KCCM-FM Moorhead, Minn., to June 1; \*KSJN-FM New Brighton, Minn., to Sept. 1; WHSL-FM Wilmington, N. C., to Sept. 3; KSOO-FM Sioux Falls, S. D., to Sept. 15. Action March 10.

■ KSBY-FM San Luis Obispo, Calif.—FCC granted application for mod. of CP to change description of station location to 35° 21' 37" north long., 120° 39' 17.5" west lat., ant. height above average terrain 1430 ft., ERP 29.5 kw. Action March 5.

■ WJBR(FM) Wilmington, Del.—Broadcast Bureau granted license covering installation of new ant. Action March 10.

■ WFMT(FM) Chicago—FCC amended hearing order on court remanded application of WGN Continental FM Co. to acquire license from Gale Broadcasting Co. Action March 5.

■ KSIB-FM Creston, Iowa—Broadcast Bureau granted CP to install new type trans. and ant.; ERP 3 kw; ant. height to 255 ft.;

condition. Action March 11.

■ KCOB-FM Newton, Iowa—Broadcast Bureau granted mod. of CP to change type trans., ant. height to 190 ft. Action March 6.

■ WLEX-FM Lexington, Ky.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action March 11.

■ WMSK-FM Morganfield, Ky.—Broadcast Bureau granted license covering changes; specify type trans. Action March 10.

■ WICO-FM Salisbury, Md.—Broadcast Bureau granted mod. of CP to change type ant., change ant. height to 170 ft. Action March 6.

■ WQRS-FM Detroit—Broadcast Bureau granted license covering installation of auxiliary trans. Action March 10.

■ WELO-FM Tupelo, Miss.—Broadcast Bureau granted mod. of CP to make changes. Action March 11.

■ KWFFC(FM) Springfield, Mo.—Broadcast Bureau granted mod. of CP to change ant. trans. location to Summit at Kearney, Springfield; change studio location to 730 E. Kearney, Springfield; remote control permitted; change type trans., change type ant. Action March 6.

■ KFBD-FM Waynesville, Mo.—Broadcast Bureau granted mod. of license covering change in studio location to Highway 28 and Interstate 44 Junction, Waynesville; remote control permitted; provisions of rules waived to extent of permitting relocation of main studio location beyond corporate limits of Waynesville. Action March 10.

■ KAFE-FM Santa Fe, N. M.—Broadcast Bureau granted mod. of CP to change ERP to 28 kw. Action March 7.

■ \*KRWG(FM) University Park, N. M.—Broadcast Bureau granted license covering installation of new type ant.; change ERP to 2.45 kw; ant. height to minus 200 ft.; specify type ant. Action March 10.

■ WBNS-FM Columbus, Ohio—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action March 10.

■ WBBY(FM) Westerville, Ohio—Broadcast Bureau granted CP to replace expired permit for new station. Action March 10.

■ WKIT(FM) Wilmington, Ohio—FCC revoked license because of failure to provide broadcast service and because of aeronautical hazard caused by station tower. Action March 11.

■ WFLT(FM) Franklin, Tenn.—Broadcast Bureau granted CP to change trans., studio and remote control location to 1.6 miles out of Franklin on Carters Creek Pike; install new type trans.; make changes in ant. system, ant. height to 19 ft.; remote control permitted. Action March 7.

■ WJJM-FM Lewisburg, Tenn.—Broadcast Bureau granted license covering new station; specify type ant. Action March 10.

■ WLAC-FM Nashville—Broadcast Bureau granted license covering installation of new auxiliary trans. at main trans. location, and new type ant. Action March 10.

■ KSHN(FM) Sherman, Tex.—Broadcast Bureau granted license covering new station. Action March 6.

■ \*WRST-FM Oshkosh, Wis.—Broadcast Bureau granted remote control. Action March 12.

#### Other action

■ WNDN(FM) Kingston, N. Y.—FCC designated for oral argument on March 31 application by Nelson Broadcasting Co. for extension of time to construct station. Action March 12.

#### Action on motion

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]). FM proceeding, granted petition by Turner Broadcasting Corp. for leave to amend application to show nominal changes in principals (Docs. 18238-9). Action March 6.

#### Call letter applications

■ WGAU-FM, Clarke Broadcasting Corp., Athens, Ga. Requests WNGC(FM).

■ WJBI(FM), Pacific & Southern Co., Cincinnati. Requests WSAI-FM.

#### Call letter action

■ KLAJ-FM, Lakewood Broadcasting Service Inc., Lakewood, Colo. Granted KJAE(FM).

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## Summary of broadcasting

Compiled by BROADCASTING, Mar. 13, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,238 <sup>1</sup>	9	4,247 <sup>1</sup>	62	4,309 <sup>1</sup>
Commercial FM	1,939	32	1,971	172	2,143
Commercial TV-VHF	496 <sup>2</sup>	10	506 <sup>2</sup>	13	519 <sup>2</sup>
Commercial TV-UHF	122 <sup>2</sup>	52	172 <sup>2</sup>	158	332 <sup>2</sup>
Educational FM	361	7	368	37	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

## Station boxscore

Compiled by FCC, Mar. 3, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,235 <sup>1</sup>	1,936	618 <sup>1</sup>	357	144
CP's on air (new stations)	10	35	62	8	32
Total on air	4,245 <sup>1</sup>	1,971	678 <sup>1</sup>	365	176
CP's not on air (new stations)	62	172	171	38	13
Total authorized stations	4,307 <sup>1</sup>	2,143	841 <sup>1</sup>	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

<sup>1</sup> Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewals of licenses of following stations and their co-permitting auxiliaries: KAFY, Bakersfield, Calif.; KAGI Grants Pass, Ore.; KXEM-TV Los Angeles; KORK-AM-FM-TV Las Vegas; KQEN, Roseburg, Ore.; KQOT Yakima, Wash.; KQRS Golden Valley, Minn.; KRGI Grand Island, Neb.; KSBY-FM San Luis Obispo, Calif.; KTIL Tillamook, Ore.; KWIQ Moses Lake, Wash.; WAWA West Allis and WFHR Wisconsin Rapids, both Wisconsin; KRBT(FM) Woodland, Calif. Actions March 11.

■ Broadcast Bureau granted renewal of licenses for following: KHOT Madera, Calif.; KLSB Los Banos, Calif.; KRTR Thermopolis, Wyo.; KSBW-TV Salinas, Calif.; KSBY-TV San Luis Obispo, Calif.; KWOR Worland, Wyo.; KWRB-TV Riverton, Wyo.; KWSO Mt. Shasta, Calif.; WCBT Columbus, Miss.; WELO Tupelo, Miss.; WHO Des Moines, Iowa. Actions Feb. 24.

## Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: \*WETA-FM Washington to Sept. 19; WCYN-FM Cynthia, Ky., to Sept. 18; KEYE(FM) St. Paul to June 28; WPAB-FM Ponce de Leon, Fla., to May 22; WINV-FM Charlottesville, Va., to Aug. 28; K06BJ Farley, N. M., to Oct. 28. Actions Feb. 24.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WDAE-FM Tampa, Fla., to Aug. 14; KJRL(FM) Liberal, Kan., to Aug. 28; WQXE(FM) Elizabethtown, Ky., to Sept. 15; \*WMEH-FM Bangor, Me., to Sept. 29; WBRK-FM Pittsfield, Mass., to Sept. 12; WHFI(FM) Birmingham, Mich., to Sept. 16; WGCN-FM Red Lion, Pa., to May 15; WNOK-FM Columbia, S. C., to Sept. 11. Actions March 4.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: \*WETA(FM) Washington, to Sept. 6; \*WGTV(TV) Athens, Ga., to Sept. 6; WCCB-TV Charlotte, N. C., to Sept. 6; \*WVIZ-TV Cleveland, to Sept. 6; \*WTCI(TV) Chattanooga to Sept. 6. Actions March 6.

## Other actions, all services

■ FCC ruled representation of station by sales representative wholly or partially owned by competing broadcast station licensee in same area violates FCC policy proscribing local cross-interests by licensees, citing three California licensees; instructed staff to prepare notice of rule-making to determine whether it would prohibit multiple station licensee from representing other than own stations in national spot sales and prohibit radio network from representing nonowned affiliates in national spot. Golden West Broadcasters and Storer Broadcasting Co., joint owners

of spot sales organization representing Golden West owned Los Angeles station, and Metromedia Inc., owner of Metro TV Sales, which represents another licensee's station in San Francisco, ordered to report in 30 days on steps to sever arrangements that violate cross-interest policy. Action March 12.

■ FCC dismissed as moot petition by John F. Banzhaf III and Action on Smoking and Health for deferral of action on Time-Life Broadcast Inc. applications to renew licenses of KOGO-AM-FM San Diego, KERO-TV Bakersfield, both California, and requests their renewal. Action Feb. 26.

■ FCC requested Straus Broadcasting Co., licensee of WGKA-AM-FM Atlanta to submit no later than March 31 comprehensive survey of programing needs of Atlanta community. Action Feb. 12.

## Translator actions

■ FCC stayed grant of CP on Dec. 18, 1968, to Prescott TV Booster Club for new VHF translator to serve Prescott, Ariz., by rebroadcasting \*KAET Phoenix, for 15 days. Action March 5.

■ Broadcast Bureau granted CP's to change type trans. and to make changes in ant. systems of following UHF translators: W70AM Fort Myers, Fla.; W73AI Fort Myers, Fla.; W77AC Immokalee and Lehigh Acres, both Florida; W79AM Immokalee and Lehigh Acres, both Florida. Action March 6.

■ Broadcast Bureau granted CP's to change type trans. for following VHF translators: K08AU, K10AZ and K12AZ, Spring Glen, Price and rural Emery county, all Utah. Action March 6.

■ K02BZ Hayfork, Calif.—Broadcast Bureau granted license covering changes in VHF translator. Action March 10.

■ K72DE Radium and Sheephorn, both Colorado—Broadcast Bureau granted CP to change type trans. of UHF translator. Action March 5.

■ K66AA Waiailua, Oahu, Hawaii—FCC granted application by University of Hawaii to modify CP, change trans. location, change trans. equipment, change ant. system. Action March 5.

■ K72DG Mason City, Iowa—Broadcast Bureau granted license covering new UHF translator. Action March 10.

■ K04EJ Coffeyville, Kan.—Broadcast Bureau granted CP for VHF translator to change type trans., and make changes in ant. supporting structure. Action Feb. 24.

■ K05CW Coffeyville, Kan.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Feb. 24.

■ K10FH Independence, Kan.—Broadcast Bureau granted CP to change type trans. for VHF translator. Action Feb. 24.

■ K04DW Independence, Kan.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Feb. 24.

■ W08AK Crystal Falls, Alpha and Amasa, all Michigan—Broadcast Bureau granted renewal of license of VHF translator. Action March 6.

■ K76BC Walker, Minn.—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action March 10.

■ Community Television Association Inc., Gold Beach, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Gold Beach on ch. 80 by rebroadcasting K0BI-TV, ch. 5, Medford, Ore. Action March 3.

■ Blue Mt. Television Assn., La Grande, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Elgin, La Grande, Union and Baker, all Oregon, on ch. 72 by rebroadcasting KREM-TV, ch. 2, Spokane, Wash. Action March 7.

■ W05AO Picens, S. C.—Broadcast Bureau granted license covering permit for new VHF translator, also covering change in name from Skyway Broadcasting Co. Action March 10.

■ K79BP and K83BO, Uvalde and Knippa, both Texas—Broadcast Bureau granted transfer of control of UHF translators from General Communications and Entertainment Co. to Communications Inc. Principals of Communications Inc.: Jack B. Crosby, president (52%), Benjamin J. Conroy Jr., vice president (13%), W. D. Arnold, secretary-treasurer (5.4%), and R. W. Hughes, vice president (13%). Mr. Crosby has interests in KTEO San Angelo and KDLK-AM-FM Del Rio, both Texas, WXTV(TV) Pateron, N. J., KROP Brawley, Calif., and is part owner of three CATV systems and of microwave common carriers. Mr. Conroy has interest in four CATV systems. Mr. Arnold has interest in two CATV systems. Mr. Hughes has interests in six CATV systems, and owns 7% of KTAC McKinney, Tex. Action Feb. 27.

■ K08EB Jeffrey City, Wyo.—Broadcast Bureau granted CP for VHF translator to change trans. location to 3/10 mile west of Post Office, Jeffrey City; change type trans. and make changes in ant. system. Action March 5.

## CATV

### Applications

■ Lake Shore Master Antenna Corp.—Requests addition of WKAB-TV Montgomery, Ala.; WALE-TV Albany, Ga.; and WJRJ-TV and WBMO-TV, both Atlanta; to WDIG-TV Dozier, Ala.; and WSEA-TV and WCOV-TV, both Montgomery, Ala.; to Eufaula, Ala. (Columbus, Ga.—ARB 81). Ann. March 7.

■ Valley Vision Inc.—Requests deletion of KRON-TV and KQED-TV, both San Francisco; and KTVU-TV Oakland-San Francisco; and addition of KGSC-TV San Jose and KBHK-TV San Francisco, to KGO-TV, KPXX-TV San Francisco; KHSL-TV Chico and KLOC(TV) Modesto to Placerville, all California (Sacramento-Stockton, Calif.—ARB 25). Ann. March 7.

■ Northwest Illinois TV Cable Co.—requests addition of KSTT-TV Davenport, Iowa; WGN-TV, WTTW(TV), WCUI-TV and WFLD-TV, all Chicago; KPLR-TV St. Louis, and WTTV-TV Indianapolis, to Knoxville, Ill. (Davenport, Iowa-Rock Island-Moline, Ill.—ARB 62; Peoria, Ill.—ARB 98). Ann. March 7.

■ Newport Cablevision Inc.—Requests addition of WPTZ(TV) Plattsburg, N. Y.; and CBFT(TV), CBMT(TV), CFTM-TV and CFCF-TV, all Montreal to Island Pond, Vt. (Portland-Poland Spring—ARB 63). Ann. March 7.

### Final actions

■ FCC waived hearing requirements of CATV rules on distant signals to allow Middle Tennessee CATV, Columbia, Tenn., to carry two Huntsville, Ala., signals. Action March 5.

## Ownership changes

### Applications

■ WUNI Mobile, Ala.—Seeks transfer of control of WUNI Inc. from Leon S. Gilbert, deceased, (50% before, none after) to Peggy Stone Gilbert, executrix of estate (50% before, 100% after). No consideration involved. Ann. March 6.

■ KSPR-AM-FM Springdale, Ark.—Seek assignment of licenses from Autus Johnson to Johnson Communications Inc. for \$9,600. Seller: Autus Johnson, sole owner. Buyers: Autus Johnson, president, Mrs. Ethel John-

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<p><b>PETE JOHNSON &amp; Associates</b> CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p><b>WILLIAM B. CARR</b> CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 Member AFOOB</p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 317 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 Member AFOOB</p>
<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 Member AFOOB</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS—CONTRACTORS 29 South Mall Plainview N.Y. 11803 (516) 694-1903</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>
<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</p>	<p><b>ORRIN W. TOWNER</b> Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673</p>	<p><b>JOHN F. X. BROWNE, JR. &amp; ASSOCIATES</b> Telecommunications Consultants 2820 West Maple Road Troy, Michigan 48084 (DETROIT) A/C 313 — Midwest 2-6226</p>	<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661</p>

## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclede 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians— applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</p>	<p><b>Telecommunication Consultants International, Inc. (TCI)</b> Offers Consulting Services in Telecommunications &amp; Electronic Data Handling Systems Gerald C. Gross, President 1028 Conn. Ave., NW, Wash. 20036 Phone: (202) 659-1155</p>
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son, vice president-secretary (jointly 99 2/3%), and Dewey Johnson 1/3%). Mr. A. Johnson owns construction and poultry businesses. Mr. D. Johnson is station manager of KSPR-AM-FM. Ann. March 5.

■ KATA Arcata, Calif.—Seeks assignment of license from Vern Emmerson to Arcata Broadcasting Co. for \$147,500. Seller: Vern Emmerson, sole owner. Buyers: Western Communications Inc., 100%. Robert W. Chandler, president, votes stock for Western Communications. Mr. Chandler owns 50% of *The Bend Bulletin*, Bend, Ore., 20% of KATL and of Star Publishing Co. both Miles City, Mont., and 25% of Juniper Broadcasting Inc. Ann. March 6.

■ KDNO-FM Delano, Calif.—Seeks assignment of license and SCA from Jesse L. Koonce to Chester W. Newell for \$47,000. Seller: Jesse L. Koonce, sole owner. Buyer: Chester W. Newell, sole owner. Mr. Newell owns 56.67% of applicant for new FM at San Bernardino, Calif., and has interests in tape recording firm and hog farm. Ann. March 10.

■ KFMX(FM) San Diego—Seeks assignment of license from Impact Broadcasting Enterprises Inc. to KFMX Inc. for \$308,750. Sellers: S. Gerald Mollner, president (66 2/3%), and Richard Friedman, vice president (33 1/3%). Messrs. Mollner and Friedman have respective interests in KRCH-FM St. Louis. Buyers: Walter N. Nelskog (75%), and Raymond G. Watson, vice president (25%). Mr. Nelskog is vice president and general manager of KIXI-AM-FM Seattle and vice president of KYXI Oregon City, Ore. He also owns 25% of aircraft sales, charter and flying school, 52% of land development firm and 25% of Everett Cablevision, Everett, Wash., CATV systems. Mr. Watson is advertising radio station representative. Ann. March 5.

■ KTLN Denver—Seeks assignment of license from Radio Denver Inc. to Action Radio Inc. for \$998,750. Sellers: Richard B. Wheeler, president, et al. Mr. Wheeler is son of former Senator Burton K. Wheeler (D-Mont.). Buyers: Welcome Radio Inc., 100%. Harrison M. Fuerst, president, et al. Buyers own WSLR Akron, Ohio, and WOKO Albany, N. Y. Ann. March 5.

■ WORJ-AM-FM Orlando and Mont Dora, both Florida—Seek transfers of control of Orlando Radio & Television Broadcasting Corp. from Gordon Sherman (100% before, 40% after) to Osceola Broadcasting Co. (none before 60% after). Consideration: \$380,000. Seller: Mr. Sherman owns 33 1/3% of applicant for CP for new AM at Fort Lauderdale, Fla. Buyers: Osceola Co., 100%. Walter Beinecke Jr. votes stock for Osceola Co. Ann. March 6.

■ WOKS and WWRH(FM) both Columbus, Ga.—Seek transfers of control of WOKS Broadcasting Co. from Milton Hirsch and Marjorie Ray, executrix of estate of Joseph Ray (each 50% before, 37.5% after), to B. K. Woodfin (none before, 25% after). Consideration: \$18,750. Principal: Mr. Woodfin is general manager of WOKS and WWRH(FM). Ann. March 11.

■ WOKZ-AM-FM Alton, Ill.—Seek assignment of licenses from Morell Broadcasting Co. to Artell Communication Corp. for \$485,000. Sellers: A. R. Ellman, president, Frank Levy, treasurer (each 33%), and Rose Morici (34%). Mr. Ellman owns WTKM Hartford, Wis., and 33 1/3% of WERX Wyoming, Mich. Messrs. Levy and Morici own 8 1/3% and 33-2/5%, respectively, of WERX. Buyers: J. Edward Janeway, president, and Anthony S. Ocepak, vice president-secretary (each 50%). Messrs. Janeway and Ocepak are employees of WKYC-AM-FM-TV Cleveland. Ann. March 5.

■ WPEO Peoria, Ill.—Seeks assignment of license from Wister Broadcasting Co. to Pinebrook Foundation Inc. for \$300,000. Sellers: Charles Wister, president, et al. Mr. Wister owns 40% of WNAR Norristown, Pa. Buyers: Richard T., Elizabeth P. and Donald B. Crawford, Steven L. Snyder and Ruth Crawford Porter (each one membership interest in nonprofit corp. organized for religious purposes). Messrs. Crawford own KELR El Reno, Okla. Donald Crawford owns WDCX Buffalo and 50% of WDJC Birmingham, Ala. Ruth Crawford Porter, executive of estate of Percy B. Crawford, owns WMUZ Detroit, WDC Lancashire, Pa., WYCA Hammond, Ind., and 50% of WDJC Birmingham. Mr. Snyder is employe of container corporation. Ann. March 11.

■ KWMC Del Rio, Tex.—Seeks transfer of control of Amistad Broadcasting Co. from Daniel R. McDuff (40% before, none after) to Andres Portales (40% before, 50% after) and Billy Don Turner (none before, 30% after). Consideration: \$150,023.52. Ann. March 6.

■ KLVL-FM Pasadena, Tex.—Seeks assignment of license from Felix H. Morales to Robert W. Sudbrink for \$150,000. Seller: Felix H. Morales, sole owner. Mr. Morales owns KLVL Pasadena. Buyer: Robert W. Sudbrink, sole owner. Mr. Sudbrink owns 50% of WRMS Beardstown and 56.7% of WRTH Wood River, both Illinois, 85% of KYND Burlington, Iowa. 50% of real estate development firm and owns *Illinois Star*, Beardstown. Ann. March 10.

#### Actions

■ WQXQ Ormond Beach, Fla.—Broadcast Bureau granted assignment of license from Volusia County Broadcasting Corp. to Morris Broadcasting Co. for \$125,000. Sellers: Robert W. Cessna, president, et al. Buyer: William E. Morris, sole owner. Mr. Morris is president of company which manufactures industrial chemicals and cleaning supplies. Action March 10.

■ KRUS-AM-FM Ruston, La.—FCC granted assignment of licenses from Ruston Broadcasting Co. to Ruston Broadcasting Inc. for \$125,000. Seller: Clarence E. Faulk, sole owner. Buyers: R. E. Hook, president and Lucille Hook, vice president, (each 25%) and Dan Hollingsworth, secretary-treasurer (50%). Mr. Hook owns theater chain, 90% of Seemore TV Co., CATV system in Bastrop, La., 55% of Ruston Seemore TV Co., CATV system in Ruston, La. and 50% of Clear Vision TV Co. CATV system in Kosciusko, Miss. Mrs. Hook is 20% owner of Ruston CATV system. Mr. Hollingsworth is salesman and chief engineer for WRBC and WJMI(FM), both Jackson, Miss. Mr. Hook also owns 55% of WRUS-AM-FM Russellville, Ky., 44% of WRAG Carrolton, Ala., 58% of WKIZ-AM-FM Key West, Fla., 50% of WELZ Belzoni, Miss., 55% of WMAG and WQST(FM), both Forest, Miss., 57% of CP for new FM at Carrolton, Ala., and owns CP for AM in Donaldsonville, La. Mrs. Hook owns 5% of WMAG and WQST and 50% of WELZ. Action March 5.

■ WORC Worcester, Mass.—Broadcast Bureau granted assignment of license from WORC Inc. to Slate Broadcasting Co. for \$600,000. Sellers: Robert F. Bryar, president (52%), A. A. Coblenz, secretary-treasurer and Bernard Koteen, vice president (each 24%). Messrs. Bryar and Coblenz have no other business interests indicated. Mr. Koteen owns 20% of WKCT(TV) Miami. Buyers: Roger B. Knowles, chairman-treasurer, Maryan F. Knowles, vice president and Sam J. Slate, president (as a group 100%). Mr. and Mrs. Knowles own plastic products sales company, two real estate firms, equipment leasing company and Plastic manufacturing company. Mr. Slate is vice president of RKO General Corp., diversified company with multiple broadcast ownership. Action March 4.

■ KRTV(TV) Great Falls, Mont. — FCC granted assignment of license from Snyder & Associates to Garryowen-Cascade T. V. Inc. for \$1,070,000 plus assumption of liabilities and annual payment of \$25,000 for ten years for consulting services. Sellers: Dan Snyder, president (51%), estate of Paul Crain (38%) et al. Buyers: Joseph S. Sample, president-treasurer (99.98%), et al. Buyers own KOOK-AM-TV Billings and KXLF-AM-FM Butte, both Montana. Action Feb. 28.

■ WMFD Wilmington, N. C.—Broadcast Bureau granted transfer of control of Dunlea Broadcasting Industries Inc. from R. A. Dunlea Sr. (50% before, 33% after) to R. A. Dunlea Jr. (25% before, 33% after), Louise G. Dunlea (1.92% before, 2.56% after), Emma Dunlea Hurley and Florence Dunlea Curtis (each 11.53% before, 15.38% after) for \$19,500. Principals: Dunlea family and in-laws have no other business interests indicated. Action March 4.

#### Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through March 12. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Jefferson county, Ala.—Alabama TV Cable Co., owned by William and Alan McDonald,

(Continued on page 172)



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- Full 21" counter balanced column movement.
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See page 55

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

**Applicants:** If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum

**Deadline for copy:** Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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No charge for blind box number.

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## RADIO—Help Wanted

### Management

**Sales manager** for Washington, D. C. top 40-rocker—salary open. Immediate opening. Box C-135, BROADCASTING.

**Proven, regional and national sales manager.** Address all information to Box C-142, BROADCASTING.

**Wanted—Station manager** for east coast, one station growing market. Salary plus commission on net profit. Possibility of future ownership. Send complete information to Box C-155, BROADCASTING.

**Small group owner** needs manager/salesman, announcers for two FM stations. Send complete resume. All replies answered. Box C-236, BROADCASTING.

**Immediate opening** for man to head up sales department of one of Baltimore's top-rated radio stations. Salary open. Call Mr. G, at area code 301-542-1021.

### Sales

**California market** has immediate opening for experienced salesman to replace man who moved up. Take over active account list and billing. Guaranteed salary plus commission. Send resume to Box C-112, BROADCASTING.

**KEZY 5 kw non-directional, Anaheim, California,** has immediate opening for two radio Account Executives, with experience in small to medium markets. This job entails selling Orange County businesses, both direct accounts and agencies. A tremendous opportunity for hard working, creative local salesman. The Orange County market is the fastest growing and 22nd market in the country, with only two AM stations serving that market. Income limit is based strictly on the salesman's ability. We have had salesmen in the past make in excess of \$16,000 in the first year. Job benefits: draw, commission, bonuses & insurance plan. Contact Daniel P. Mitchell, Vice President & General Manager, or John B. Hoag, Sales Manager. (714) 776-1190, 1190 East Ball Road, Anaheim, California.

**Salesman:** This man we want is not satisfied with just \$10,000, but is hungrier! Sunny California valley market with an expanding FM'r. Salary guar. is good with excellent comm., immed start. Send your resume to convince me. I need you yesterday . . . KIFM, Bakersfield, Calif. 93304.

**Will guarantee** you what you are worth. Will consider salesman or experienced radioman wishing sales. Dale Low, KLSS/KSMN, Mason City, Iowa 50401.

**24-hour modern country—opening** for young, aggressive salesman. Guarantee plus commission and expenses. Application-including salary requirements to Sales Manager, WCJW, 118 St. Clair, Ne., Cleveland, Ohio 44114.

**Aggressive—Productive radio salesman** for a growing organization with openings in two Virginia markets. One, four station market, and one, eleven station market. Our young hard hitting organization is on the move, and looking for men who are on the move too. We'll pay well for your experience . . . let me know what you need, it's a good bet we'll guarantee it, and also pay top commissions. WENZ, is the metro market station, broadcasting 24 hours-a-day, and one of Richmond, Virginia's top three Pulse rated stations. Both stations use a top RGB format. If you're looking for a great future and high income, write or call; Gary L. Green, Sales Manager, WENZ Radio, 111 North Fourth Street, Richmond, Virginia 23219, phone 703-643-7437.

**Six station group** has several openings. Complete fringe benefits and top salary plus commission. Promotion and stock participation almost a certainty to those who qualify. Send resume to Manager, WITL, Lansing, Michigan.

**Two salesmen** needed for aggressive swinging station—excellent earnings and future in a fine market on Lake Erie—contact W-WOW, Conneaut, Ohio NOW!

## Sales—(continued)

**Think you're a good salesman?** We've got two jobs—both with immediate possibility of becoming sales manager in growing three station company built on aggressive salesmanship and good radio concepts and service. Don't apply if you don't like hard work, don't have confidence in your ability to make it on a livable base and excellent incentive, and don't want to be a part of a dynamic young broadcasting firm. Call Herb Hobler—609-924-3600, Nassau Broadcasting Company, Princeton, New Jersey.

**Wanted—Man** experienced in Sales-announcing. Must be dependable. Also active in civic affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-953-2816.

**Salesman needed.** Salary plus commission. Permanent. Full/part time. 219-563-4111.

## Announcers

**Mature, experienced,** modern format, country music personality with major market track record. Tape, picture, resume salary expected to Box B-125, BROADCASTING.

**Country and Western leader** in Michigan's second market now accepting applications for announcer. Network affiliated station has large FM affiliate also. Looking for top quality men who are ready for competitive situation in solid market. Box B-157, BROADCASTING.

**Midwestern country and western music station** seeking sharp CGW announcer . . . excellent working conditions and benefits in solid market. Give full details and expected salary in first letter. Also send tape. Box B-324, BROADCASTING.

**Top pay offered** for bright, experienced announcer by established, full time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from Metropolitan pressure yet near big city. Best working conditions, sparkling up beat programing, company fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape resume and photo to Box C-8, BROADCASTING.

**Modern country personality** for top 20 market. Must have top 40 or rock country experience. Top rated 24 hour country swinger needs young aggressive man who is ready to carve out a future with a fast growing chain in large, important markets. Send resume, air-check, photo and letter telling us why you're our man. Box C-88, BROADCASTING.

**Mature announcer** for Ohio station in community of 25,000. Must have at least 2 years experience. Send complete resume including tape, picture and salary requirements. Box C-100, BROADCASTING.

**Mid-day personality** with homemaker appeal. Contemporary and mid-road music combination. We are interested in various presentations from strong personality to minimum of ad-lib. Show us what you do best. Prefer substantial experience but will consider unusually capable applicants regardless. Good earnings and fringes for truly responsible person. Great Lakes area. Tape, photo, resume will be returned. Box C-110, BROADCASTING.

**Major market station** looking for first phone rock job. If you want to work in S.E. Florida we want you. Send tape and resume to Box C-153, BROADCASTING.

**First phone experienced announcer,** permanent position, mid-western station. Only complete air check and resume considered. Box C-163, BROADCASTING.

**Best, the very best** fulltime 5 kw regional in the Northeast requires pro mid-day personality with keen production savvy. Full-time newsmen and engineers at your service. Best jokes, promotions, commercials, equipment and a traffic girl that's not crabby. Progressive chain. Top 40. Send resume only. Box C-188, BROADCASTING.

**Announcer—with first phone.** Small market station near metropolitan New York. Send tape, resume to Box C-190, BROADCASTING.

## Announcers—(cont'd)

**Experienced announcer.** Join an Eastern MOR station with quality sound. Top rated operation needs man to run board with some ability to gather and write local news. Box C-194, BROADCASTING.

**Illinois CBS-TV station** knows there is a midwest radio announcer in his thirties who would like to shift careers to TV for on-camera work to include news, weather, sports and commercials. We'll teach you if you have what we're looking for. We need your picture, audio tape, resume and salary requirements. Box C-200, BROADCASTING.

**Minnesota station** in fantastic vacationland has just been purchased. Switching to modern country soon. Need young, production-minded PD/announcer to take command. Staff is young (x-rock jocks). Mgr. is 25. Salary: \$125.00, with regular raises if you put station on map. Hustle extra bucks if you wish to sell. Tape, picture, resume to Box C-208, BROADCASTING.

**So. Calif. CGW expanding.** Seeks first class DJ. Tape, resume, photo. Box C-248, BROADCASTING.

**Good news voice** with desire to help service and sell. Ability and experience will determine salary. Send tape, resume and photo to Pete Sanders, KDLA, Box 46, DeRidder, La. 70634.

**Opportunity—staff announcer.** Sports. Resume tape, KFRO, Longview, Texas 75601.

**Salesman-Announcer** rapidly growing market 40 miles from Kansas City. FM soon. Minimum 2 years experience. Good pay, working conditions. Personal interview necessary. Call Ralph Meador . . . KLEX, 816-259-3232 Lexington, Missouri.

**Soul jock—Number 1** soul station in Texas needs strong, heavy, tight soul jock. Send tape and complete resume. Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

**First phone announcer,** no maintenance. WACL, Waycross, Georgia 31501.

**Expanding.** Need two announcers. Creative personality for morning MOR format, and staff announcer for separate FM operation. Experience a must, third endorsed required. Send audition tape and background resume to WASA, Havre de Grace, Md. 21078.

**Chance of a life-time.** Are you a young personality DJ with mature leadership ability and at least two years experience in contemporary format radio? Do you want a creative production man who is single, draft free, and ready to move up to P.D. position with real responsibility. We offer best working conditions and \$140.00 to start. Location Hawaii. Can you dig it? More important, can you cut it? Air Freight on your body prepaid. Send tape and resume to Kerbey Scott, WBAL-TV, Baltimore, Maryland. No phone calls.

**Modern country AM-FM operation** has immediate opening with good future for right man! Must run tight, bright show and like country music, be permanent! Send tape, resume, salary desired to Jack Rodgers, WDEI, Macon, Georgia.

**First fone announcer** for growing member of National broadcast group. Good benefits program. Contact Bob Todd, Operations Manager, WGEE, 4800 E. Raymond Street, Indianapolis, Indiana 46203. 317-359-5591.

**Mid-day, ten year man** has moved to top five market. If your solid, mature, contemporary man, send tape, photo, resume and salary. Manager, WILS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

**Sports director,** fulltime for Radio and TV, 25-35, immediate opening for experienced sportscaster—football, basketball, plus daily radio and TV shows. Rush resume, tapes and photo to Manager, WIMA Radio, 223 N. Main Street, Lima, Ohio 45802.

**Join the Tittletown-Team** on radio station WNFL. We need MOR-first phone announcer. No maintenance. Excellent working conditions, top fringe benefits and stability. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNFL, Box 520, Green Bay, Wisconsin 54301.



## Announcers—(cont'd)

Announcer with mature voice, at least three years experience. Salary range: \$7300-8800. MOR, community-minded station in suburban Cleveland. WPVL, Painesville, Ohio.

Our morning man must return home for family reasons. Can you handle his contemporary MOR format in this comparative six-station surveyed market? Your air check is important. Send with resume to WRTA, Altoona, Pennsylvania. All tapes returned.

Announcer-salesman. Opportunity for good announcer to get into sales in a good MOR small medium market station. Pay is good. Send resume, snapshot and audition tape. Chance for man with limited experience or a well-trained beginner with potential. Reply by mail to J. A. Gallimore, WSNW Radio, Seneca, S. C.

First phone announcer, preferably experienced for Wisconsin AM-FM fulltime operation. Send aircheck and resume. Robert Bodden, General Manager, WSWW, Box 1, Platteville.

Wanted, announcer with production and promotion ability: Twenty-four hour country operation. Send tape, picture, resume and minimum salary requirements to: Jim Wilkie, Operation Manager, WTID Radio, Suite 500 Golden Triangle, Norfolk, Virginia 23510.

Good pay for experienced staff announcer at WTWA, Thomson, Georgia.

Experienced announcer with PD potential needed immediately. MOR station, AM & FM Stereo, first phone required, little or no maintenance. Primarily news and commercials on mike. Send resume and tape to Box 551, Auburn, Ind. 46706.

5 kw MOR independent serving Southern Wisconsin and Northern Illinois looking for experienced sign-on man. Excellent opportunity with enterprising station for qualified applicant seeking permanency and unlimited growth potential. Accepting applications now for opening around May 1st. Send resume, salary requirements, and off-air tape to: William Dommer, Box 1108, Beloit, Wisconsin 53511.

Potential unlimited. Established company branching into Broadcasting, Building group operation in Pacific Northwest. Need First Phone announcers, programmers, news, and sales. Send tape or resume to P. D. Burns, Sterling Broadcasting, 975 John St., Seattle, Washington 98109. An Equal Opportunity Employer.

Soul Jock—rush non-returnable tape, resume, photo, minimum salary. Box 2448, Orlando, Florida, 32802.

## Technical

Chief Engineer wanted for 1 kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance contact Box B-282, BROADCASTING.

Chief engineer for northwest AM directional, experienced in complete maintenance. Rush background, availability, references and salary expected. Box C-72, BROADCASTING.

Immediate opening. Experienced chief engineer. 1000 W directional. Midwest. New Studios. Equipment only 1-3 years old. State salary requirements first reply. Box C-232, BROADCASTING.

Immediate opening. Chief engineer. Virginia 5 kw. Some announcing. Starting salary \$160.00 per week. 40 hour week. Send references, picture, background, family status to Box C-277, BROADCASTING.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Chief engineer for long established Michigan 5000 watt directional AM and 3 kw FM. Excellent permanent position either for man with chief experience or qualified staff man wanting to move up to chief position. Contact general manager WPAC, Ann Arbor, Michigan.

Chief engineer for top rated station in major metropolitan area. Must be experienced in all phases of audio and directional antenna systems. Announcing ability helpful but not necessary. Call Rick Johnson, WTRX Radio, Area 313-743-1150.

A native Texan with first phone license to train for TV engineering at this central Texas color equipped and network affiliated VHF station. Call 713-846-7777.

1st phone engineer. Transmitter watch/maintenance will train. Call Mr. Barrett collect. Area Code 203-442-5328. Southeastern Connecticut. Immediate opening.

## Technical—(cont'd)

The ABC Radio Network will have vacation relief positions open for technical personnel starting approximately April 1, 1969. Applicants should be strong in tape editing and fast board operation. Contact Harry Curtis, Manager of Technical Operations, East Coast, ABC Radio, 1926 Broadway, New York, New York 10023.

## NEWS

News Director, major university town, Northeast. Good pay for go-getter. Box C-97, BROADCASTING.

Position available for experienced on air news reporter in medium sized midwestern market CBS affiliate. Will be back up for top director and have own weekend news show. Box C-212, BROADCASTING.

Newsman—with first or third. Southeastern New York. Experience or willingness to learn. Must be eager and hard worker. Box C-219, BROADCASTING.

Wanted . . . one broadcast journalist who takes pride in professional writing and on-air delivery. If you know news, we'll give you a chance to prove it in one of the west's major markets. Send tape, resume and references in your first reply. Box C-239, BROADCASTING.

Excellent opportunity: Fast-moving Midwest radio news bureau suddenly finds itself with opening on seven man staff. In order to maintain our fast paced, highly respected and professional approach in field of news, we need a man with experience, not afraid of work, a man who appreciates a friendly atmosphere in a growing organization. Although 80% of the man's work will be on a beat, there'll also be a newsroom board shift. Send tape and complete resume to Box C-251, BROADCASTING.

This station believes in news. Want to be a News Director for a news-minded station? Must have excellent voice with some journalistic training or experience. Vacancy created by a promotion within the organization. Here is an opportunity for a dedicated newsman to grow with a solid 44 year old company. Send resume, tape and salary requirements to Manager, KMA Radio, Shenandoah, Iowa 51601. It's worth investigating.

Experienced newsman—strong on writing and interpretation to cover local news and do a 5-day-a-week 15 minute news commentary. Good salary with a progressive radio station in rapidly-growing Southern Wisconsin City. Write, and send resume and tape to: Robert Dailey, General Mgr., WCLD, Janesville, Wis. 53545.

Wanted immediately—Newsman for NBC Radio and TV affiliate in Youngstown, Ohio. Good wages, good benefits, good company to work for. Send resume, tape and picture to Manager, Mitch Stanley, WFMI, 101 West Boardman St., Youngstown, 44503. Successful applicant replaces newsman just signed by NBC.

M.O.R. DJ with good feeling for news, both writing and delivery. If you have sound we want. Length of experience not important. Attractive salary—send tape and resume to Program Director, WILM Radio, 920 King Street, Wilmington, Delaware, 19801.

Immediate opening for experienced newsman. Send tape, photo, resume and salary, Manager, WILS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

Needed immediately—newsman who's good on cops and courts and won't accept a no from any news source. A real digger. Live in the country's most beautiful capital. Plenty to do and lots to cover. A real challenge for a real newsman who won't let the community rest. Join Wisconsin's "number one radio news operation." Tape and resume NOW to P. K. Powers, News Director, WISM, Box 2058, Madison, Wisconsin.

State Capital offers opportunity for growth and learning. Complete fringe benefits plus stringer fees. News staff small but well equipped and aggressive. Send tape and resume to Manager, WITL, Lansing, Michigan.

Immediate opening for radio-TV reporter. Must have experience or will consider journalism grad. Complete company benefits with station in midwest. Call Manager 219-523-1960, days.

Interested in news and feature writer for Southern College with 3100 students and faculty-staff of 1000. Journalism degree or experience. Also interested in second person to handle electronic section of college information bureau. Send credentials to Information Bureau, J. J. Johnson III, Tuskegee Institute. Alabama.

## Program, Production, Others

Wanted: Program Director for combination Top 40 R&B station. Must be able to do morn. shift, plus good production man. Position open immediately. Send tape, resume and salary requirements in first letter. Box C-245, BROADCASTING.

KEYZ is looking for a Copy Writer/Production Chief. The requirements for this particular position are an extremely creative writing ability and outstanding production ability, being able to cut and splice, put commercials together and do voicing on commercials. We are looking for a person with a creative mind and willing to work hard. Box C-257, BROADCASTING.

Woman's Director wanted. Challenging opportunity for talented and creative woman. A variety of assignments. Vacancy created by a promotion within the organization. Rush resume, tape, and salary requirements to Manager, KMA Radio, Shenandoah, Iowa 51601.

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good salary, fringe benefits include group life, hospital and disability insurance. Send resume, references, and photo to John J. Bales, General Manager, Radio Station WJAT, Inc., P.O. Box 289, Swainsboro, Georgia 30401.

Farm director-morning man 3rd. Send tape, picture, resume. Manager WKYO, Caro, Michigan. Salary commensurate with ability, experience.

## Situations Wanted

### Management

Harvard Business School student (MBA) seeks summer employment in the Chicago area. Heavy experience in small station management. Draft-exempt. Two years Peace Corps. Interested in position which may lead into full time employment and/or equity position beginning June, 1970. Box C-125, BROADCASTING.

General Manager 13 years radio and TV experience all phases. 8 years management experience. Excellent references. Age 34, married. Box C-216, BROADCASTING.

Los Angeles Sales Manager, 2 stations desires management. 15 years producing results all phases, all formats. Degree. 1st phone. Box C-249, BROADCASTING.

Got a station? Got a headache? Completely experienced manager knows answers for functional profitable operation. Moving West soon. Box C-270, BROADCASTING.

Promotion Manager. Eleven successful years in two major TV markets. (Top 15). Professional in all phases of promotion, PR, graphics. Box C-273, BROADCASTING.

Let me show you my success stories. Major market only. A real worker. Good at details and overall planning. Diplomatic in handling others. Adaptable. Willing to work long hours to get job done. Inclusive. Organized. Neat. Knows F.C.C. rules, books, budget controls and broadcasting thoroughly. Inventive and original, yet realistic. Will spend your dollars like they were mine. Married. Outstanding references. Replies confidential. Will be in Washington for NAB Convention. Box C-281, BROADCASTING.

### Sales

Heavy experience sales & management. Seeking position in medium market. Mature. Confidential to Box C-143, BROADCASTING.

Sales and Programing-promotion combination available April 15. 10 years experience at 2 stations. Currently employed as operations manager at #1 AM-FM in market area of 30-plus stations. References and resume await your inquiry. Opportunity and future are deciding factors, not market size or location. Box C-203, BROADCASTING.

Turn up the dollar volume with creative sales management. Top salesman seeks advancement opportunity. Potential more important than immediate dollars. Box C-218, BROADCASTING.

Successful 12 year career in radio continuity, sales, available to California station offering advancement. Box C-256, BROADCASTING.

## Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, BROADCASTING.

Hottest personality in radio/TV now available. If you can afford the best. Charisma personified—Unlimited credentials—music or talk. Box B-185, BROADCASTING.



## Announcers—(cont'd)

Graduate School student seeks part-time employment in Northeast Ohio. 3rd endorsed. Morning-Nite—Weekends. Experienced FM. Box C-15, BROADCASTING.

Announcer-DJ. Top 40, first phone, married, draft exempt. Desires major market but all replies considered. Box C-29, BROADCASTING.

Young, handsome chap with distinctive style desires opportunity to make use of ability to interview and communicate in winning down-to-earth manner. Excellent sports, play-by-play, news and disc jockey. Love radio, but would like crack at TV. 31, experienced, with 3rd endorsed. Draft exempt. Medium to Major market. Box C-46, BROADCASTING.

Disgruntled, experienced MOR personality wants underground or progressive rock. East. Box C-98, BROADCASTING.

Experienced announcer/1 year programing experience—desires job in small-medium market where talent in both will be utilized. Box C-121, BROADCASTING.

Sports announcer, excellent play-by-play, baseball, basketball, and football. College graduate, married, 4 years experience, stable. Seeking sports directors position or play-by-play in a major market. Minimum \$150 per week. Box C-149, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-151, BROADCASTING.

Available now—jock with 4½ years medium market experience. Looking for a bright future at a great MOR station. Age: 23, 3rd, draft exempt, married, car. All replies and areas considered. For tape, resume and excellent references write Box C-169, BROADCASTING.

Versatile DJ-Announcer, tight board seeks position on East Coast. Top 40, Middle of the Road. 3rd phone. Box C-193, BROADCASTING.

DJ, recently trained, tight board, good news, commercials. Box C-195, BROADCASTING.

Young, energetic announcer/newsman wants to settle in good medium market. Have experience, and draft free. Prefer midwest. Box C-198, BROADCASTING.

DJ-news caster—tight board. School graduate seeking rock, R/G or MOR station. Draft exempt, third endorsed. Will travel! Box C-209, BROADCASTING.

Experienced announcer and dj, bright happy sound. Authoritative news. Family man, not a floater or prima donna. Box C-221, BROADCASTING.

Progressive rockers!!! 15 years experience—thorough knowledge of rock, jazz, classical music. Seeking west coast position of challenge and imagination. Intelligent, relaxed air personality—Strong creative writing, news production. Box C-222, BROADCASTING.

Experienced Negro announcer-news caster with some college. With 3rd phone, looking for right station. Tape and resume on request. Box C-223, BROADCASTING.

Over 20 years experience in news, sports, dj—also host on variety shows—good TV comm. anncr. Winding up contract on large eastern NBC station. Worked for both CBS and NBC OGO's. Prefer Chicago or Los Angeles. Box C-234, BROADCASTING.

Beginner with 3rd (not endorsed). Looking for a chance. Box C-243, BROADCASTING.

Tri-state area: mature top-rated bcst. grad. 3rd endorsed; especially strong on news and spot delivery; married, personable, congenial. Box C-246, BROADCASTING.

1st phone, qualified announcer, military fulfilled, California or Nevada area. Box C-247, BROADCASTING.

Third phone announcer, two years experience, draft deferred. Box C-252, BROADCASTING.

Female announcer, smooth, easy listening voice, 6 months radio news, feature writing, reporting, interviewing. Looking for news/talk, radio/TV. Box C-254, BROADCASTING.

DJ/Announcer. Beginner, determined and eager. Broadcast School, Third Endorsed, Desire Top 40 or R/G. Will relocate. Box C-255, BROADCASTING.

Experienced announcer engineer—first ticket—maintenance—specify format. Box C-262, BROADCASTING.

Disc jockey—experience, tight board, third endorsed. Broadcast school graduate, married/versatile. Box C-263, BROADCASTING.

## Announcers—(cont'd)

April Army discharge. College graduate. Limited experience. Will locate anywhere. Box C-264, BROADCASTING.

Swinging Country—Experienced first phone, PD, married, musician. Looking for opportunity—\$175 minimum. Box C-265, BROADCASTING.

First phone announcer, 3 years experience, seeks location West Coast or Southwest. 4 years college, military completed. Box C-268, BROADCASTING.

Available now: Mature family man, 15 months experience at 5KW. Prefer C/W or MOR station. South-Southwest preferred. Box C-274, BROADCASTING.

British announcer, 25 years BBC and European experience, mid-Atlantic accent, arriving U. S. March 29, seeks on-air employment. Specialist in news readings, classical and light music presentation for FM. Extremely versatile. Tape on request. Box C-279, BROADCASTING.

Top 40—College broadcasting experience. Third ticket. Draft deferred (Reservist). Please state approximate salary—number hours. Box C-284, BROADCASTING.

Ivy League June graduate with six years Sports experience on three stations seeks play-by-play opportunity in the East or Southeast area. Experience includes play-by-play, writing, announcing and interviewing in all sports. Currently employed. Write Jay Levine, WHCU Radio Station, Box 69, Ithaca, New York.

Combo man—available late March—1st phone—young, aggressive, looking for college town top 40, hot MOR. 404-874-8947, R. Teeters, 17 Avery Dr., N.E., Atlanta, Ga.

Third phone DJ has two years experience, but has been out of radio for a year. Now looking to get back in. Prefer Top 40 format. Tom Mierz, Box 791, Hyanis, Mass.

Beginner, determined and eager Broadcast school, Third. Desire Top 40 or R/G. Will relocate. Sharp, Apt. 302, 2060 East 83 St., Cleveland, Ohio 44103.

DJ/Announcer experienced, professional radio-TV training. Draft exempt. 3rd endorsed, 1st soon. Resume and tape on request. Tom Kennedy, 313-535-9200. Available now.

March graduate broadcast school. News. D.J., tight board. 3rd. Available immediately. Southwest. Dan Foster, 3727 W. Atlanta Ave., Phoenix, Arizona 85041, 276-1378.

Country dj—third class special endorsement. \$125.00 to start. 319-372-8548, Joe Reeves.

## Technical

Management oriented Chief Engineer, first phone, experienced at AM & FM Stereo construction, maintenance, profts, etc. Looking for challenge and part ownership. Available in June. Will be at NAB convention. Box C-197, BROADCASTING.

Chief engineer; experienced all phases: small country town only. Box C-258, BROADCASTING.

First phone. Beginner looking for a start, transmitter watch radio or TV, six years experience as radio & TV tech. Destination anywhere. Box C-267, BROADCASTING.

First ticket—will travel—experienced MM radio officer—extra ham—11 years non radio manager—age 49—CREI training Beck, 13 Georgetown Road, Parlin, New Jersey 09859.

At once—job wanted. 1st phone engineer experienced all phases. \$135.00 week. Phone (215) EV 7-1297.

## NEWS

Experienced draft-free newsman. Single, mature, has own transportation. Able to adapt to all formats. Anywhere east coast. Box C-107, BROADCASTING.

Mature, reliable newsman. Anxious to move up. Family man. Prefer Kentucky-south-southwest. Box C-144, BROADCASTING.

Sports is news! Would you hire non-investigative, non-interpretative, rip and read newsmen? Of course not. The same importance should be attached to your sportscasts. Let a sports journalist upgrade your news team. Box C-201, BROADCASTING.

Financial writer—wire service, broadcast news experience, MA, available April, N.Y.C. Box C-224, BROADCASTING.

## News—(cont'd)

New York City FM experienced. Informed. Professional. References. No hurry. Box C-240, BROADCASTING.

Top 10 market. Summer replacement or full time. Heavy experience. Authoritative. Professional. Box C-241, BROADCASTING.

Metro Pro. Ten years, last four Chicago and Milwaukee. Two news directorships majors. Let's talk. 402-455-7044 or write Box C-244, BROADCASTING.

Newsman-radio and TV, experienced, well read, college graduate, 3rd class. Prefer West or Midwest. Box C-272, BROADCASTING.

## Programing, Production, Others

Attention eastern production companies and radio stations! There exists a man possessing a rare blend of valuable abilities, attributable variously to experience, initiative and genetics, and available to you at a small fraction of the expenditure ordinarily required to remunerate the number of individuals normally needed to provide that combination of services. He thinks, (creatively) he writes, (inventively) he announces (interpretatively) he edits tape, (masterfully) he directs and produces, (with consummate skill) and he has at his command countless voices and dialects. He is educated, responsible, industrious and personable. Modesty prevents him from elaborating. Box B-208, BROADCASTING.

Experienced announcer/1 year programing experience—desires job in small-medium market where talent in both will be utilized. Box C-122, BROADCASTING.

Programing-promotion and sales combination available April 15. 10 years experience at 2 stations. Currently employed in similar position at #1 AM-FM operation in market area of 30-plus stations. Excellent references and resume on request. Opportunity and future are deciding factors, not market size or location. Box C-204, BROADCASTING.

Major market programmer who helped double ratings . . . jock who triples ratings and music director who was recently voted one of the top five all rolled into one and looking. Currently employed for well known contemporary station. Box C-220, BROADCASTING.

Producer-director, studio production, film, 14 years solid experience. Capable. Competent. Seeks a position with east coast station. Box C-227, BROADCASTING.

Program/Production/promotion Manager. Ten years successful experience—minor to major stations. College graduate plus. Self-employed, allied fields, past seven years. Want back in action where creativity needed. West preferred. Box C-269, BROADCASTING.

Ten years college/professional sportscasting: football, basketball, baseball, golf. Doubled in sales, news, talk show. Would welcome TV opportunity. 7½ years in present job. Call my boss, 602-622-3344 . . . or me, Larry Myers, 1611 Camino Seco, Tucson, Arizona 85710 . . . 602-298-7213.

## TELEVISION

### Help Wanted

### MANAGEMENT

CATV Manager—Manager for very large community TV cable co. In reply state experience, biography, salary desired, also snapshot. All applications held in strict confidence. Box C-230, BROADCASTING.

### Sales

Television Salesman wanted—Miami's dynamic Channel 23 seeking hard selling TV professional. Excellent draw, high commission. Send resume: General Sales Manager, WAJA-TV, 695 N.W. 199th Street, Miami, Florida 33169.

## Announcers

KOMU-TV, Columbia, Missouri has opening for TV announcer. Would consider radio man looking for big break. Prefer midwest applicants for personal interview. NBC Affiliate, college town. Chance to go far. Contact Program Director with full details.

Sports Director for all color NBC-TV affiliate. Emphasis: pro football, outdoor and high school sports. Send audition materials to: Program Director, WFRV-TV, 1181 East Mason Street, Green Bay, Wisc. 54031

Wanted: Experienced staff announcer for full color VHF station. Must have good voice, appearance, smooth on camera delivery. Send videotape, resume, and salary requirements to Lee Hintz, Operations Manager, WJRT-TV, 2302 Lapeer Road, Flint, Michigan 48503.

## TELEVISION

### Help Wanted

#### Technical

**Position open** for number two man in full color small market operation, expanding organization, all new RCA equipment. Excellent opportunity for family man. Fastest growing community in Montana offers best of schools and family living conditions. Send full resume to KGOV-TV, Box 1503, Missoula, Montana 59801.

**New York—Binghamton** . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer. WBJA-TV, Binghamton, N.Y. 772-1122.

**Chief Engineer** for TV, AM and FM operation. Full color TV. Pleasant city of lakes and mountains. Excellent educational facilities. Good salary and fringe benefits, including profit sharing. Bill Evans, General Manager, WDEF-TV, Chattanooga, Tennessee, 615-267-3392.

**Engineer**—First Phone needed for one of country's outstanding educational television stations. Prefer camera experience—will consider others. Presently building largest, most modern studio facility in ETN. Contact Fred Edwards, Director of Engineering, WOED, 4337 Fifth Avenue, Pittsburgh, Pennsylvania 15213.

**Summer relief positions** for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625, Tel: 312-533-5000.

**Help Wanted:** Television maintenance technician for CCTV state-of-the-art university operation. Requires strong background in all phases of TV maintenance, experience with 1-inch Ampex slant video tape machine helpful. Contact State University College, Oneonta, New York 13820. Phone: 607-431-3314.

**Help Wanted:** Television engineer to be in charge of all engineering matters in CCTV state-of-the-art university operation. Direct activities of engineers and technicians within engineering and technical services operation. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

**Technical supervisor** for State ETV network. Require five (5) years experience with TV systems and color VTR. FCC 1st phone. University benefits. Send experience, references, and salary requirements direct in c/o James Potter, Indiana Higher Education Telecommunication System, 1100 West Michigan Street, Bowers Building, Indianapolis, Indiana 46202.

## NEWS

**Producer-editor.** News and production experience wanted. Will consider news assistant ready to move up. Box C-231, BROADCASTING.

**On-the-street interviewer.** Must edit own film. Desirable position. Send background. Len Colby, KCRG-TV, Cedar Rapids, Iowa.

**Immediate opening:** Experienced news reporter for on-camera assignments, capable of anchoring newscasts. Good writing a must. Some photography knowledge. AFTRA station in top 50 market. Send VTR and resume to Luke Choate, News Director, WJRT-TV, 2302 Lapeer Road, Flint, Michigan 48503.

### Programing, Production, Others

**Professional Meteorologist**—Top 10 market TV station seeks qualified Meteorologist for on-air work. Broadcast experience desired but not essential. AMS seal required. Box B-305, BROADCASTING.

**Art Director** with creative ability, experience and enthusiasm needed at major western network television station. Send portfolio, resume and photograph with first letter to Box C-175, BROADCASTING.

**Operations Manager.** Experienced go-getter for small market TV. Send salary and resume to General Manager, KBKAK-TV, Box 2929, Bakersfield, California 93303.

**Operations desk**—Traffic Supervisor wanted. To receive and channel commercial materials, instructions, coordinate with traffic. Resume and salary requirements to George White, WCIX-TV, Box 1151, Miami, Florida 33101.

## TELEVISION

### Situations Wanted—Management

**Program executive,** 17 years experience, AM-FM-TV, presently employed in top 10 market, looking for new challenge as program or station manager. Mature, family man. Excellent references. Box C-113, BROADCASTING.

## Situations Wanted

### Management

#### (continued)

**General manager-assistant general manager-general sales manager** for station in small medium market. 15 years successful experience sales and sales management with top organizations. Capable developing property and producing profitable financial results. Available at NAB convention in Washington for interview appointments. Box C-146, BROADCASTING.

**Broadcast career-centered young man,** 29. College graduate. Currently NBC-TV production capacity. 15 years solid TV-radio, newspaper experience. Desire return to TV station-level management position with challenge and growth potential. Available NAB convention for interview. Resume. Write Box C-205, BROADCASTING.

**Mature professional** ready for sales position leading to station ownership or mgt. Must relocate to proceed with career path. Bkgd. includes sales mgr. with top office equipment corp., TV prod. mgr., TV promo-Merch. mgr., Prod-Dir., strong on organization, planning, target setting and motivating a sales force. 32, married, M.S. TV-Radio. Earned \$20,000 plus, last year. Box C-210, BROADCASTING.

**General manager**—currently VP-marketing, previously engineering manager and sales manager. Harvard MBA. Understand PGL requirements. Lung record of previous successes in TV broadcast industry. Well known for leadership and producing results. Box C-214, BROADCASTING.

**TV Mgt.**—29, want to break in. Newspaperman, attorney, investment banker—lv—Aggressive and creative. Outstanding credentials Northeast preferred, elsewhere considered. Box C-229, BROADCASTING.

**Television department coordinator** with major University (Assistant Professor) seeks affiliation with New York college or university television department, ETV network, educational or commercial television station. Commercial and educational television experience in general management, administration, sales, programing, production, operations and diversified television teaching experience. Available for personal interview at NAB. Box C-238, BROADCASTING.

**National regional sales Mgr.,** 10 years experience. Outstanding sales record, college grad, aggressive, intelligent, seeks similar type position, 33, married. Will relocate. Irwin H. Rissman, 901 Lake Shore Dr., Lake Park, Fla. 33403, 849-9089.

### Announcer

**Over 20 years experience** in news, sports, dj—also host on variety shows—good TV comm. anncr. Winding up contract on large eastern NBC station. Worked both CBS and NBC OGO's. Prefer Chicago or Los Angeles. Box C-235, BROADCASTING.

### Technical

**Ass't chief or maint. supv.;** first phone, 6 years in radio and TV (color and mono) operations and maintenance, ten more in related experiences. Presently overseas on teacher-advisor contract. Tech school grad, plus 2 1/2 years college, married, children, draft exempt. Excellent refs. Desire position of challenge with company having responsible management. Available August 1, 1969. Box C-139, BROADCASTING.

**15 years all-around TV studio maintenance,** strong on video tape, color. 1st phone, prefer southwest. Box C-206, BROADCASTING.

**Director of engineering,** twenty years all phases of broadcasting, fifteen years management, top references. Looking for top market or group position. Available at N.A.B. Box C-211, BROADCASTING.

**Manager of engineering**—Currently responsible for major AM/FM/TV group operation. Hold degree. Have built many complete broadcast facilities from ground up. Knowledgeable on budgets, union relations, FCC, personnel and operations. Box C-215, BROADCASTING.

**10 years as radio-TV technician.** Currently major market color studio technician. Will consider position in or out of broadcasting. \$10,000 starting minimum. No degree. Have first phone. Day shift. Box C-266, BROADCASTING.

## NEWS

**Young, fast-moving on-air newsmen** needs new challenge. Shoot film, write and edit. Currently doing prime-time news in 500,000 market five evenings. Nine years experience in all phases radio and television news. Box C-105, BROADCASTING.

## Situations Wanted

### News—(cont'd)

**Financial writer**—wire service, broadcast news experience. MA, available April. NYC. Box C-285, BROADCASTING.

**Sports is news!** Would you hire a non-investigative, non-interpretive, rip and read newsmen? Of course not. The same importance should be attached to your sportscasts. Let a sports journalist upgrade your news team. Box C-233, BROADCASTING.

**Producer/news and special events**—top five market. Ten years experience including networks. Available as Executive Producer or News Director. Excellent references. Married. Box C-242, BROADCASTING.

**Top TV talent**—18 years pro.—versatile—news—weather & sports. Currently sales—return to first love. Box C-271, BROADCASTING.

### Program, Production, Others

**Producer/Director,** 10 yrs. experience in 5 yrs. Excellent references including present employer. Young, creative. Seeking position with agency and/or production house. Resume and tape available on request. Box C-196, BROADCASTING.

**Can do talent** caught up in network machine. Graduate with engineering, photo, advertising and television production experience plus grad work in TV. Desires station with need for production worker, plus. Anxious to go now. Box C-207, BROADCASTING.

**Program manager** TV-Radio. 12 years commercial broadcasting experience all phases. 5 years senior director UHF-TV. 5 years AM radio manager. Age 33—married. Box C-217, BROADCASTING.

**Television director** of award winning series, competent in all phases of remote and studio color production. Seeks new challenge on the coasts. Available May 1969. Box C-225, BROADCASTING.

**Former Los Angeles time salesman** with 8 years of radio and TV news experience in major markets plus Vietnam guarantees first rate TV talk or interview show. Also available to host "Today" type program. I'm 32, handsome and original. Box C-237, BROADCASTING.

**Producer-Director,** 7 years experience news, public affairs, commercials, hardworking and degree. Seek move from stagnant position to progressive stations. Box C-253, BROADCASTING.

**B.A. in R/TV,** single with production experience in major east coast market. Responsible and aggressive, seeking better opportunity in same market. Box C-278, BROADCASTING.

**For sale, lease, rent**—One production department. Everyone you need! Currently dissatisfied with run of the mill at top ten commercial station. Kit includes one production manager—executive producer—writer, one producer-director, one director-photographer, three camera floor men, one audio-man. All interchangeable, talented, experienced multi-faceted young men do not wish to break up dynamic team. Work together—long hours—will travel. Versatile professionals for your commercial, educational or industrial television facility. Send details first letter. Box C-283, BROADCASTING.

### WANTED TO BUY—Equipment

**We need used 250, 500, 1 KW & 10 KW AM and FM transmitters.** No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

**450 to 500 foot self-supporting tower.** Give details & price. Mr. Lee, W5BC, 2400 W. Madison Street, Chicago, Ill. 60612.

**Wanted: 150 to 250 foot tower** in good condition for west coast area. Phone 503-746-9618, P. O. Box 1122, Eugene, Oregon.

### FOR SALE—Equipment

**Coaxial-cable**—Heliac, 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.

**Best deals**—Spotmaster Scully Magnecord. CBS Audimax—Voluamex—Omega film equipment. Lange vin, Fairchild, QRK Russo. Other top brands. Lease trade, finance. Audiovox, Box 7066-35 Miami, Florida 33155.

**Gates FMSB transmitter** in good operating condition with: used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701. A. C. 512-478-8521



## FOR SALE—Equipment

(continued)

Used AM and FM transmitter CCA Electronics offers used transmitters obtained in trade. If unhappy with equipment within 90 days, CCA will apply full credit against purchase of new CCA AM or FM Broadcast Transmitters. AM transmitters—250 Watt GE-BT-20A1 at \$845.00; 250 Watt RCA-ET-4250 at \$500.00; 1000 Watt Gates Vanguard I at \$3,000.00; 5 KW Western Electric Air Cooled at \$1,500.00; FM Transmitters. 1 KWITFA FM-1000A at \$750.00; ITA FM-1000B at \$2,500.00; 1 KW Collins 830D at \$4,000.00; 1000 RCA BTF-1C at \$1,000.00; 5 KW Gates FM-5B 2/Stereo Exciter & Generator at \$6,500.00; 5 KW Collins at \$7,500.00; 7.5 KW ITA-7500B at \$6,500.00; Tape Equipment. 1 Play 2RP Collins at \$695.00; 2 Play—2RP Gates at \$700.00; Gates Cartritape II Play at \$175.00—Phone (609) 456-1716.

Immediately available. Tektronix 527 and 529 waveform monitors. 526 Vectorscopes, Conrac monochrome and color monitors, four channel audio board, lighting equipment and many other bargains in high quality broadcast equipment. For details write, wire or phone Ed Ries and Associates, 414 North Alfred Street, Los Angeles. Calif. 90048—(213) 651-5080.

Schafer Automation System with time clock. Sacrifice equity. Also sacrifice CCA Remote Control System—1 year old. Box C-199, BROADCASTING.

Collins 300G transmitter, now in service, increasing power, available middle May. Box C-213, BROADCASTING.

New Moseley SCG4T Sub Carrier Generator. 67KC. Transistorized, never used. Make offer. Box C-250, BROADCASTING.

Translator equipment for sale, only slightly used. F.O.B. Valparaiso, Indiana. 1 EMC Inc. model HRV-D, 1 watt channel 2 to 13 translator—\$650.00 1 Scala type CD713 2-bay channel 13 log periodic antenna with stacking harness—\$400.00. 1 Scala type CL26—2-bay channel 2 antenna with stacking harness—\$500.00. L. A. Pierce. WBBM-TV, 630 N. McClurg Court, Chicago, Illinois 60611—WH 4-6000.

Collins A.T.C. equipment. 3-playback . . . 1 record amplifier. All together . . . Cash . . . best offer over \$500, Roger Taylor . . . WULF . . . (912) 632-4271.

General Radio Tektronix 514AD 916 RF bridge. Call 301-772-0443 or write William Ward, 6108 Otis Street, Cheverly, Maryland.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Marlposa, Calif. 95338.

"Jokes for Jocks" over 2,000 one liners, definitions and funny bits. \$10.00. Box 7815, Atlanta, Ga. 30309.

A Must! Over 1000 of the past decade's contemporary hits alphabetized and dated. Free details. Box C-276, BROADCASTING.

"365 Days of Laughs." Only Daily Radio gag service . . . prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

## INSTRUCTIONS

F. C. C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. 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 Institute in 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 Institute in 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 Institute in Atlanta, 1139 Spring Street Atlanta, Georgia 30309.

## INSTRUCTIONS—(cont'd)

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, newscasting, 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.

Attention Houston and Gulf coast area residents Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction, Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$360 Classes begin at all R.E.I. Schools Mar. 17, Apr. 21. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street. Sarasota, Florida 33577. Call (813) 955-6922

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266 (213-379-4461).

Tape recorded lessons for first phone plus one week personal instruction in Boston, Detroit, Atlanta, Seattle, Denver, New Orleans, Portland. Five years of proven results. Bob Johnson License Training, 1060 Duncan, Manhattan Beach, Calif. 90266.

Broadcasting Institute offers university level. State accredited instruction in our own commercial station, WRNO. By broadcasters, for broadcasters. Not a trade school. Box 6071, New Orleans.

Save time/save money . . . first class license in only four weeks \$295.00. Guaranteed results . . . rooms \$8.00 weekly. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. 297-8084.

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 programmed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OS 5-9245. Training for Technicians Combo men, and announcers.

## RADIO—Help Wanted—Management

### Radio Group V.P.

Expanding group broadcaster has an exceptional opportunity for a broadcast executive capable of assuming total responsibility for 7 radio stations. Our client wants an individual under 40 years of age with a proven record of achievement. Southeast base and a minimum \$35,000.00.

Call Ron Curtis  
CALL 312 337-5318

*Nationwide Management Consultants*  
645 North Michigan Avenue, Chicago, Illinois 60611  
*Specialists in Executive Recruitment*

## INSTRUCTIONS—(cont'd)

FCC first phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.

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 April 2, July 9, Oct. 1. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

What are the needs of the broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight boards, able to write & produce good commercial material, help develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write: Don Martin School of Radio & TV, test. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

## Help Wanted

### Management—(cont'd)

## ALMA ENGINEERING

Our fast-growing business—manufacturing video and audio switching and distribution equipment—needs two key men. Ground floor opportunities. Extremely attractive salary, bonus and other incentives.

## NATIONAL SALES MANAGER

Direct sales to Broadcasters, assist distributor/rep organization in CCTV/CATV marketing.

## MANAGER OF SYSTEMS ENGINEERING

Prepare System proposals, system design.

Call (collect) or write (resume) R. G. Frick, President, Alma Engineering, 7990 Dagget Street, San Diego, California 92111, (714) 278-9330, or see us at the NAB Show, booth No. 534, Shoreham Hotel.

## Announcers

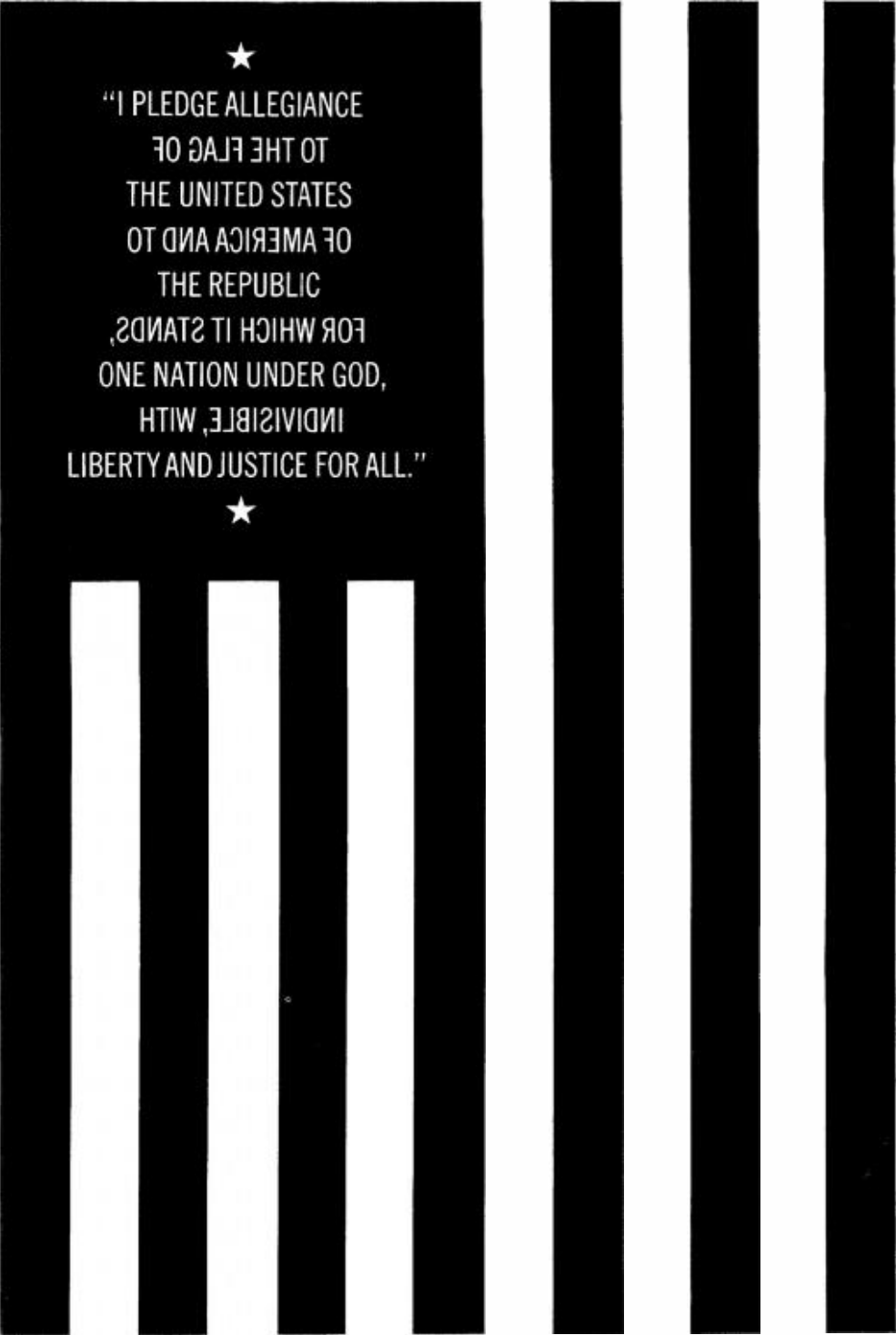
### TOP TALK PERSONALITY

Literate master ad-lib pro. Live and phone interviews. Serious—humorous—hilarious—as the occasion demands. Topical—Knowledgeable—Saleable. 20 yrs. all phases Broadcasting—including P.D. Employed—want larger market. Tapes, brochure, etc.

Box C-259, Broadcasting.



Before deciding to write from left to right, the Greeks also experimented with two directional writing. With this method here's how we'd read our Pledge of Allegiance:



**RADIO—Help Wanted**

**News—(cont'd)**

**WE DON'T WANT  
PAUL HARVEY**

Because he's already making loads of cash. So we'll settle for someone a little younger and not yet as successful. Someone who makes news interesting, understandable and colorful. For less than we'd pay Paul, but more than you're making now.

KLIF-2120 Commerce-Dallas  
A McLendon Station

**Program, Production, Others**

**NEEDED**

100 Free-Lance Copywriters  
to write for new continuity service. Assignments and payments made by mail. Send sample copy with first letter. Commercial Copy Service, 514 Eastbrook Drive, Huntsville, Alabama 35811.

We urgently need a red-hot promotion man who is willing to work hard and smart enough to get rich. Write qualifications and current earnings in confidence to Frank Boyle, President, Robert E. Eastman & Co., Inc., 1 Rockefeller Plaza, New York, N.Y. 10020.

**Can You Help Solve Our Growing Pains?**

Your future may lie with Susquehanna Stations, one of America's fastest growing broadcast groups. We have immediate openings for:

- A top-notch program executive—for a corporate program position, involved in all phases of program development.
- A heavy-hitting salesman—to take over an established account list—billing more than 100,000, both agency and direct.
- Two bright experienced air personalities.

Susquehanna Station personnel will be at the NAB Convention. Or Call: Steve Trivers, Personnel Director, Broadcast Division at (717) 764-1826

**Announcers—(cont'd)**

**ATTENTION!**

If you are morning or afternoon drive-time man in an MOR small market station ready to move up, you may be the one we're looking for. Jersey station changing to up-tempo MOR needs two men. Top pay, etc. Send tape and resume to:

Box C-228, Broadcasting.

**Technical—(continued)**

**CUSTOMER CONSULTANT**

ATC Division/Gates Radio Co. has opening for energetic young engineer to fill broad responsibilities—including field checkout of broadcast automation systems. Excellent over-all technical background and friendly, outgoing personality required. Salary commensurate with ability and experience. College graduate preferred. Write or phone: Andy Rector, Manager, Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006.  
An Equal Opportunity Employer

**NEWS**

**Radio Newsmen**

CBS owned station needs top newsmen with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

News Director  
WEEI Radio  
Boston, Massachusetts 02199

**Technical**

**TECHNICAL**

1st Class engineer desired for 3rd shift position with a top Radio Station in the Midwest. No announcing, beginners welcome. Union scale. Contact: Don Clausen, WIRL-TV, 109 SW Jefferson, Peoria, Ill. 61602.

Phone: 309-676-8911

**For Best Results  
You Can't Top A  
CLASSIFIED AD  
in**

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

*Nationwide Management Consultants  
Will Be At The NAB Convention  
To Meet With Station Owners  
Concerning Executive Recruitment.*

Call 312-337-5318

To Arrange A Confidential Meeting  
With Us In Washington

**MARKETING AND ENGINEERING OPPORTUNITIES**

**Broadcast Television Cameras and Recorders**

International Video Corporation has steadily growing requirements for experienced sales and marketing service professionals as well as experienced video design engineers. In an effort to fill some of these immediate openings, we will be conducting confidential interviews in Washington, D.C. on March 23-26. Interview appointments may be arranged by calling or writing, prior to March 21.

D. L. Horn  
(408) 738-3900



**INTERNATIONAL VIDEO CORPORATION**

675 Almanor Avenue  
Sunnyvale, California 94086  
an equal opportunity employer

**NEWS DIRECTOR**

WHAS, Louisville, long recognized for its news-oriented TV-AM-FM operation, is looking for the exceptional man to head its news department.

The qualities required go well beyond usual journalistic administrative abilities. To qualify, this man must have proven ability to direct a broadcast news service recognized for local relevancy, identified with aggressive community involvement; he must have demonstrated a sense of presentation that produces news and documentary productions packaged for audience impact as well as substance, utilizing full dynamic capabilities of the broadcast media.

If you qualify, we would like to hear from you. Send comprehensive resume to Cleve Rumble, Vice President and Director of Employee Relations, WHAS, Inc., 520 West Chestnut Street, Louisville, Kentucky 40202.

**Situation Wanted—Announcer**

**Top Rated Canadian DJ**  
in Canada's 4th market wants to move to California. Ten years experience in announcing, prog./prod. Primarily interested in DJ-program director position. Young, married, talented, and excellent references. Wants to hear from all stations. Please contact:  
Box C-226, Broadcasting.

**Television Help Wanted Management**

**VICE PRESIDENT & GENERAL MANAGER**  
We want to employ a Vice-President & General Manager to operate a new independent UHF station in a major Midwest market (Top 20) and to produce profits. This will require outstanding sales and administrative ability, as well as experience, and the faculty for motivating competent subordinates. The man selected for this position will receive ample benefits, including an ownership interest. If qualified, send full particulars to Box C-106, Broadcasting. Replies will be held in strict confidence, and interviews may be arranged during the NAB Convention, contact Miss Koller at 296-5151 in Washington.

**Sales**

**TELEVISION ACCOUNT EXECUTIVE**

We are an expanding, well known communications organization in one of the most beautiful areas in California. Due to continued growth of our market we need a top-flight Local Television Account Executive. He should be well versed in statistical selling but also should excel in creative sales with the ability to combine both when the need arises. He Must be capable of selling at client level as well as to agencies. The right man will eventually become involved in some regional and national sales. There is a bright future here for a bright, fast moving go getter, including the possibility of Local Sales Manager. Successful applicants will be checked out thoroughly so only apply if fully qualified. Send details, in complete confidence, including references, work-sales history to

Box C-260, Broadcasting.

**Technical**

**VIDEO TAPE ENGINEERS**

Expansion in the video tape machine field has created new opportunities for engineers to test equipment at our plant and supervise installations at customers' facilities. You should have previous experience on video tape equipment, either with a manufacturer or a broadcast station.

If you are a self-starter and have the experience required, this is an opportunity to grow with a dynamic, expanding national company in the broadcast field. Attractive salary will be commensurate with background and experience. Send your resume to Mr. Frank Haney, General Manager

**VISUAL ELECTRONICS LABORATORIES**  
725 San Aleso Ave.  
Sunnyvale, Calif. 94086

**Programing, Production, Others**

**WRITER-PRODUCER DOCUMENTARY FILM UNIT**

Requires MA in communications or equivalent experience. Must be capable of doing research, writing & supervising film editing. Quality of work must be top level. Network owned VHF in top 10 market. Send a detailed resume of experience, credits and salary requirements to:

Box C-189, Broadcasting.

**VERSATILE ART DIRECTOR**

Drawing board & cameras, creative grasp of TV station graphics, for design and production of sales and audience promotion materials on and off the air. Salary open. Resume and samples (RETURNED) to Russ Tilford, XETV, 7th & Ash, San Diego, Calif. 714-234-8431.

**TV RESEARCH DIRECTOR**

Progressive, group-owned television station in top 10, East coast market requires experienced and aggressive research director. Applicants should be well versed in all aspects of TV research and especially adept in sales presentations. Position open now. Send resume and salary requirements to:

Box C-282, Broadcasting.

**TV—Situations Wanted Management**

**MARKETING EXECUTIVE**

12 years sales and management experience on professional and industrial TV equipment. Wide domestic and international contacts with OEMs, Nets, and stations. Can contribute capital, accessory products and experienced staff to existing organization or new venture.  
Phone for NAB appointment 212 WH 3-1470 or Box C-202, Broadcasting.



**Employment Service**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**MISCELLANEOUS**

**TRAVEL PRIZES**

Major Airlines, Liners, top resorts. No cost. No trade. Large or small Stations. Send rate card—coverage map and \$5.00:

**TRAVEL PROMOTION**  
BOX C-261  
BROADCASTING

**WANTED TO BUY—Stations**

**50% Ownership Wanted for Management Services**

Let me show you my success stories. Small, Medium and Major Market Experience. All my employers have made money but me. There is no substitute for hard work and long hours. I will work for both of us. Married. Outstanding references. Replies confidential. Will be in Washington for the NAB Convention.  
Box C-280, Broadcasting.

**STATION FOR SALE?**

**You Can't Top A CLASSIFIED AD**  
in  
**Broadcasting**

Tenn.	small	profitable	\$185M	cash	West	small	profitable	\$ 75M	25M
N.E.	small	daytime	115M	45M	West	small	fulltime	58M	29%
Midwest	small	FM	90M	29%	Midwest	metro	daytime	155M	50M
Ala.	metro	FM	80M	terms	Midwest	metro	FM	65M	50%
N.E.	major	profitable	650M	29%	N.E.	major	daytime	160M	50M

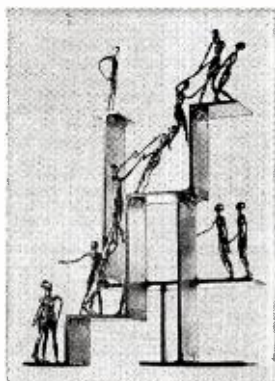
NAB Convention: Windsor Park Hotel



**CHAPMAN ASSOCIATES**  
media brokerage service®

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Atlanta, Ga. 30309



**TO THOSE WHO**  
**THINK**  
**FEEL**  
**AND CARE**  
**ENOUGH**

**Support Your Mental Health Association**

**FOR SALE—Stations**

**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**

**Ideal for Black Owners**

Fulltime radio station billing over 70,000 with real opportunity in growing market. Don't miss this deal. Have a small FM for sale. Qualified applicants write:

Box C-275, Broadcasting.

**Hospitality Suite**  
**Mayflower Hotel**

or  
**NAB**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
212-3430

(Continued from page 163)

has been granted a nonexclusive franchise to begin operations in certain unincorporated areas of the county.

■ Syracuse, Kan.—Osborne Electronics of Ashland, Kan., has applied for a franchise.

■ Hartford county, Md.—Multiview Cable Co. of Havre de Grace, Md., has begun operation in Hartford county and its three incorporated municipalities.

■ Columbia, Mo.—International Telemeter of Columbia Inc. has been granted a nonexclusive franchise.

■ Lewisboro, N.Y.—Sterling Communications, New York, represented by David Smith, vice president, has applied for a franchise.

■ Pleasantville, N.Y.—Saw Mill River Cablevision Inc. has applied for a franchise.

■ Mount Gilead, Ohio—Ohio Video Services Inc., Tiffin, Ohio, has applied for a franchise. The company would charge \$10 for installation for one set and \$5 for the second set, and \$5 monthly and 75 cents for each additional set. The company would pay a city license tax, city income tax, and would give free installation and free service to the police department, the fire department, and schools.

■ Riegelsville, Pa.—D&J Cable Co., Easton, Pa., has been given permission to install television cables. The firm replaces Warren Cable TV, Phillipsburg, Pa., which was unable to complete the work.

■ Upper Saucon, Pa.—Twin County Trans-Video Inc., Northampton, Pa., has applied for a franchise.

■ Aiken, S.C.—Construction has begun on the system of Aiken Cablevision Inc.

■ East Ridge, Tenn.—Three firms have applied for a franchise: Telecable Corp. of Norfolk, Va.; a company headed by Dr. William Pallas and Raymond Joseph; and Bainbridge TV Cable Inc. Bainbridge would construct a \$1.2-million system bringing in three local channels, an ETV channel, and having telecasts of local sporting events and cultural and educational activities.

■ Iowa Park, Tex.—Arena Cable Television Corp. of Texas has been granted a franchise.

■ Vernon, Tex.—Three firms have applied for a franchise: Vernon CATV Inc., Davis Broadcasting Co. of Beverly Hills, Calif., and Arena Corp. Vernon CATV Inc. proposed a 12-channel service, including FM and a weather channel. Service would be free to schools, police and fire stations, civil defense headquarters and the Wilbarger county hospital. Charges would be \$5.95 per month, \$1.25 for each additional set, and \$15 for installation. The company would pay a 2% gross receipts franchise tax. Davis Broadcasting, which would change its name to Vernon Cablevision if it receives a franchise, proposes a 12-channel service, including FM, a school and local origination channel, an AP news scanner channel, an emergency alert system and a time-and-weather channel. Davis would charge \$4.95 monthly and \$9.95 for installation, and pay a 5% gross receipts franchise tax. Arena Corp. would provide a service that would include a weather channel, news and local events, educational and emergency alert channel. Arena would charge \$5.95 monthly, \$1 for extensions, \$17.95 for installation and would pay a 4% gross receipts franchise tax. Arena estimated its system would cost between \$300,000 and \$350,000.

■ Salem, Va.—Two firms have applied for a franchise: Clearview Cable Television Co. of Martinsville, Va., and Booth-American Corp., Detroit (multiple CATV owner). Both firms would charge \$5 monthly. Clearview Cable would pay \$3,000 a year until the system goes into operation, and then \$8,000 a year or 5% of the gross annual revenue, whichever is greater. Booth-American would pay \$1,000 a year until the system begins operation, then \$3,000 a year or 3½% of gross revenue up to \$125,000. Over that amount the company would pay 4½% of the gross.

■ Granite Falls, Wash.—Tele-vue TV Cable, affiliated with Everett Cablevision, Everett, Wash., has been granted a franchise. Tele-vue Cable now serves Sultan, Startup, Gold Bar, Snohomish, Mukilteo, Monroe, and Everett, all Washington, and has bought the system at Lake Stevens, Wash.

■ Orting, Wash.—Clearview Cable TV has applied for a franchise.

■ Yakima, Wash.—West Valley Cablevision has applied for franchise.

In completely revamping its Saturday prenoon programing line-up, ABC-TV said, in an announcement the other week, a series titled *Hot Wheels* would be among five new shows to make their premiere in September. What does *Hot Wheels* have to do with Carson/Roberts and Cy Schneider?

*Hot Wheels*, a half-hour animated show about the adventures of young members of an auto club, is also the name of Mattel Inc.'s hottest new toy product. And because they have combined to forge one of the most dramatic success stories in the children's marketing area, most everyone in advertising knows that Mattel, the world's largest toymaker, and Carson/Roberts, perhaps the leading West Coast-bred and based agency, have gone together for as long and inseparably as leading national advertisers and television.

ABC-TV's *Hot Wheels* series was created and programed expressly for Mattel's "Hot Wheels" toy. That's unusual for a youngster's product. But then the Carson/Roberts-Mattel relationship has been filled with innovation: toys promoted on a year-round basis for the first time, own TV characters created to act as spokesmen on own national TV show; Saturday morning programing sponsorship across the board on all three networks for a two-and-a-half-hour block; promoting toys on network TV in prime time; sold some \$500-million worth of Barbie Doll products in nine years.

Cy Schneider has been the spearhead of Mattel's spectacular marketing thrust (sales of \$210 million currently, up from some \$5 million the year that television and Carson/Roberts were first used). He has been associated with Mattel since it came to the agency in 1954 and for more than a decade managed the account. He still supervises the account's international activities, traveling this month to Japan and Australia.

But Carson/Roberts and Cy Schneider are more than just the Mattel account. This is only one of the misconceptions that Cy Schneider has to do battle against as president of C/R. For the agency is a paradox in many ways. It is not considered national, yet it is international. C/R has offices only in Los Angeles and London, yet it handles business in Tacoma, Wash., Denver, San Diego, Minneapolis, Portland, Ore., and seven foreign countries, including the United Kingdom. It is a Los Angeles agency paying salaries comparable to most agencies in New York and yet Los Angeles is supposed to be a market that pays less than New York.

Maybe most importantly, C/R has annual billings of some \$30 million, though for many years it was widely assumed that no Los Angeles agency could generate more than a yearly vol-

## Cy Schneider: head of a not-so-little agency on the Coast

ume of \$15 million because there just wasn't enough advertising gold to be mined in the West Coast stakeout.

Yet C/R's key problem, in terms of growth, is being located in Los Angeles. For there really are not that many big accounts in the West. And no agency in the West has expanded into C/R's size category before. Cy Schneider can't look at another agency and say, "what mistakes did they make?"

"In this market maybe five or six accounts over a half-million dollars a year change hands," Cy Schneider explains. "We get called in on most of them. But if your target is only three or four prospects a year, you can't grow very quickly," he says. "In New York the big account comes by like the street car every 10 minutes, consequently the turnover is greater. And yet if you're good your growth can be rapid."

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### Week's Profile

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Cyril (Cy) Schneider—president, Carson/Roberts/Inc., Los Angeles; b. June 11, 1929, Chicago; joined Carson/Roberts/Inc., Los Angeles, as \$50-a-week trainee, 1953; assisted Ralph Carson in supervising Mattel Inc. account, 1954; account executive handling electronics firms and account supervisor for Mattel, 1954-1966; appointed senior vice president and director of client services, 1966; appointed president, Nov. 21, 1967; m. Claire Haven of Los Angeles, Dec. 24, 1953; children—Marc, 14; Greg, 11, twin girls, Katie and Jenny, almost 3.

Financial responsibility for the agency—the mandate for growth and profit—weighs heavily on him. It is the principal change in his life since being appointed president in 1967. He is charged with—and seems quickly capable of—thinking things out to the immediate as well as the long-range future.

"We will have to expand not only into the West Coast, but the West itself and even into the Midwest," he points out. "It makes as much sense, for example, for someone in Minneapolis or Milwaukee or Chicago, now using a New York agency, to come west instead of going east. The plane fare is the same. Why go to New York if you can come to Los Angeles?"

But there is at least one other misconception to overcome. C/R's reputation has been built as a "hot creative shop." "In today's market that gives the image of the boutique agency," Cy Schneider says. "We're no more a boutique agency than McCann-Erickson."

And in truth, C/R's greatest successes have not been because some of its ads happen to be unusual, arresting or talked about. C/R's strength has been in creative marketing—the depth of its research; the quality of its media analysis; by early use of data processing for media buying in broadcast (where 65% of client money goes) and for cost economy; general media and merchandising savvy; ability to take medium-sized budgets and do something unusual with them. The agency's strength also is its people—a cadre of 15 middle-management executives, in the 35-42 year age range, with from 10 to 15 years media experience each. C/R has a tremendous investment in people and Cy Schneider is a solid gold example of how such investments can pay off.

Leaving dreams of becoming a professional baseball player to rest in sweet remembrance, Cy Schneider, who was also once determined to be an English teacher, joined C/R as its eighth employee in 1953. For \$50 a week, he worked in the mailroom, swept the floors, ran errands, filed artwork, set up the agency library and wrote publicity releases. He then quickly went from doing traffic and production and trainee work to publicity, to copy contact, to solely contact, to account supervisor, to management supervisor, to the presidency of the agency.

Ralph Carson, cofounder and currently chairman of the board and chief executive officer of C/R, had a dream of training his young assistant on the promising Mattel account, bringing him along surely, and then passing management on to him. At 39, reddish-haired, pipe-smoking Cy Schneider—quick, restless, a relentless seeker of new ideas and experiences—is the inheritor of that dream.



## Good start

In principle, the launching of a study by the surgeon general into causal relationships, if any, between violence on television and violence in real life must be regarded as a progressive step. It is surely the most realistic approach to the dispute over television violence that anyone in the Congress has yet made. As architect, Senator John O. Pastore, the chairman of the Communications Subcommittee, has exhibited a higher order of statesmanship than that displayed by other legislators who have acted or made speeches on the subject.

Still, some reservations must be held until the nature of the surgeon general's study becomes more apparent. The sketchy outline that he gave Senator Pastore's committee last week was good as far as it went. He wants the study to be objective and to treat the effects of television in context with other influences that may be at work in the lives of the young. No broadcaster can quarrel with those criteria.

The danger of course in this kind of undertaking is that it will fall into the hands of academic types with built-in prejudices against mass media. The surgeon general was careful to point out that the advisory committee that will plan the study will contain representatives from communications as well as from the behavioral sciences and other disciplines. It is to be hoped that those he chooses from "communications" will not be theorists but men who are actually working in television. We can think of a number of "communications specialists" on a number of university campuses whose presence on the advisory committee would almost guarantee that the objectivity that the surgeon general seeks would never be attained.

As this publication has observed before, an impartial, scientific study ought not to be feared. If such a study finally disproves the notion that television, all by itself, can breed violence in real life, it will put an end to the harassment to which broadcasters have been subjected. If it reveals the opposite, it will provide a guide to the program revisions broadcasters would want to make upon discovering effects that are not now recognized.

## Action needed now

Broadcasting can no longer wait for deliberate, long-range consideration of changes in the regulation of communications. The administration, even before it gets its second wind, is confronted with an emergency.

The regulation of communications—particularly broadcasting—has reached a critical point and is threatened with a breakdown. When the FCC takes actions that encourage reckless applications for occupied facilities worth millions, anarchy lies ahead unless remedial measures are invoked.

The immediate need is for swift action. A long-term solution will entail the kind of careful study and advisory work that President Nixon, in his two months in office, already has made his modus operandi.

Since new definitive legislation takes a great deal of time, the administration must look to other possible solutions. It isn't the law itself, even with its obvious faults, that has precipitated the current troubles but the manner in which that law is being interpreted by a strangely contrived majority of the seven-man FCC.

So it gets down to the commissioners. Mr. Nixon solved whatever his problem happened to be at the Securities and Exchange Commission by "accepting" the resignation of

Chairman Manuel F. Cohen, a Democrat, and by moving up a Republican member. He doesn't have a parallel option at the FCC since Chairman Rosel Hyde is a Republican whose term expires next June.

As far as we are aware not one of the four Democratic members of the FCC has tendered his resignation—to be accepted or rejected by the President.

To remove a commissioner appointed for a specified term without substantial cause or to achieve political balance is sticky business. Perhaps the offer of another position in government or on the bench, paying as well, would do it, and that prospect, it's hoped, will be pursued.

The case of Nicholas Johnson is all by itself. He has done nothing constructive in his two and one-half years on the FCC. One merchant-marine operator has said Mr. Johnson set back American shipping 30 years during his two-year stint as maritime administrator.

Mr. Johnson, as we reported last week, was less than candid in his responses to questions from members of the Senate and House on his advocacy of competitive applications against established stations seeking renewals. The FCC has revoked station licenses for lack of candor, and Mr. Johnson has been a vociferous advocate of summary action. We commend to the administration a close reading of the hearing records before both the Senate and House Commerce Committees March 4, 5 and 6.

Mr. Nixon said during the campaign that he would not hesitate to appoint a qualified broadcaster to the FCC. We think such action would be well received. There are qualified broadcasters around.

For the long-range task of establishing a new national policy covering telecommunications, we suspect President Nixon will want the benefit of an exhaustive study—akin to what his Council of Economic Advisers is doing in the business field. Suggestion has been made that he appoint a Council of Communications Advisers, made up of both communications experts and engineer-scientists, to shape national and international telecommunications policy. It could review the impounded report of last year's Task Force on Telecommunications, for whatever salvage value it might have, and then move into the whole broad area of how to use the modern miracles of telecommunications to provide maximum public benefits.



Drawn for BROADCASTING by Sid Hix  
"Well, he finally got a new plot!"



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1956...Prague  
1957...Scandinavia  
1958...Brussels  
1959...Havana  
1960...Budapest  
1961...Caracas  
1962...Warsaw  
1963...Berlin Wall and Romania  
1964...Southeast Asia (including Vietnam)  
1965...Moscow  
1966...Vietnam  
1967...Free China  
1968...Middle East and Czechoslovakia  
**1969...?**

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