



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Showdown getting nearer on TV code czar. p21
Now shaping up: campaign for law to deter strike applications. p34
Without TFE syndication traffic is good at NAB convention. p74
FCC applies first test of fairness doctrine to cigarette ads. p92

CARL B. TV...
CONCORDIA CO
MOORHEAD, MINNESOTA 56580
97



**Here Come
the
Doodletown
Pipers**



**AND
THERE
THEY
GO!**



Sold to:

- Golden West in Los Angeles
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- Time-Life in Denver
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Nashville...WIRL-TV, Peoria...WREX-TV, Rockford

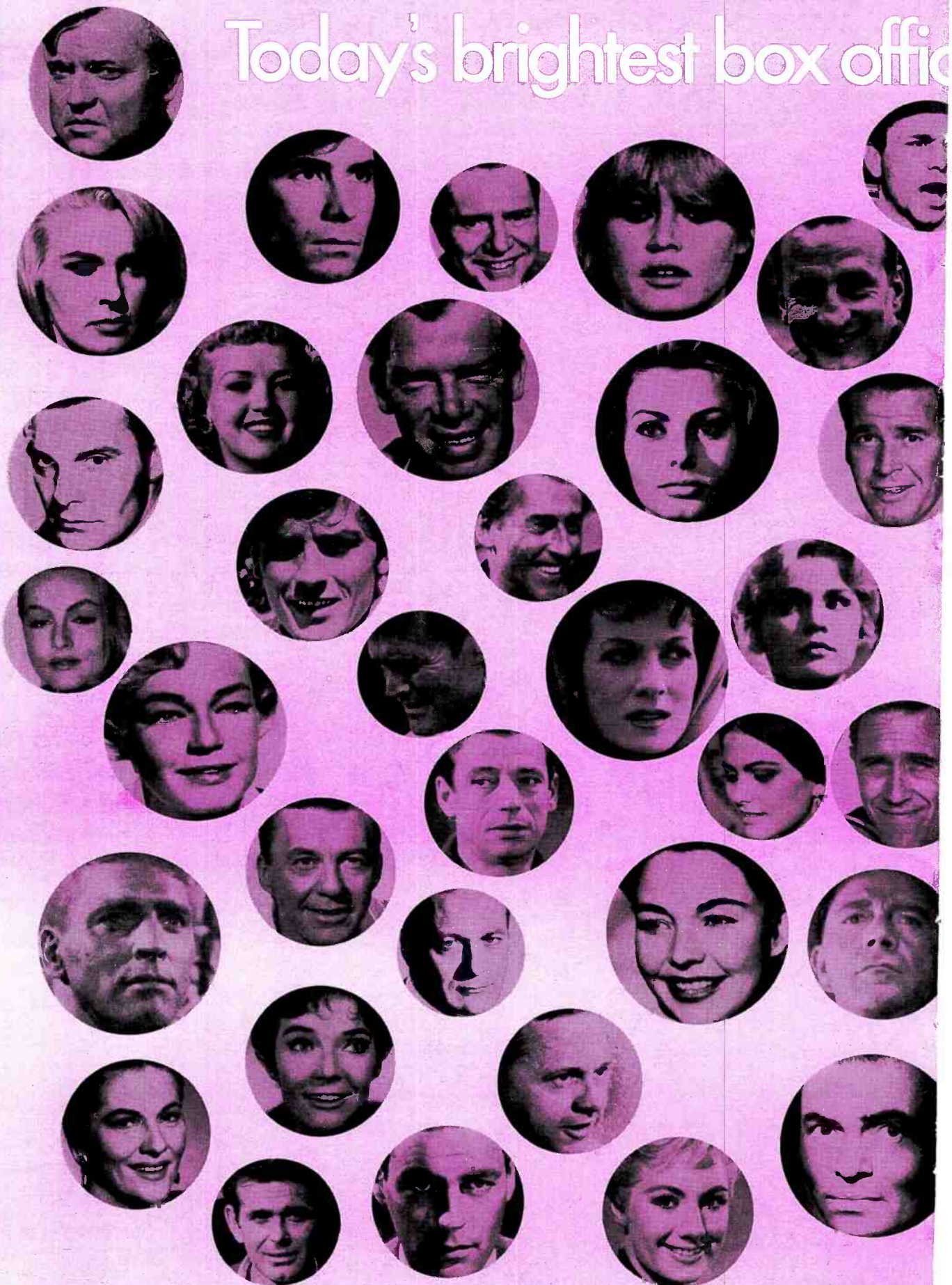


**SIX
GREAT SHOWS**

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Triangle Program Sales
(215) TR 8-9700



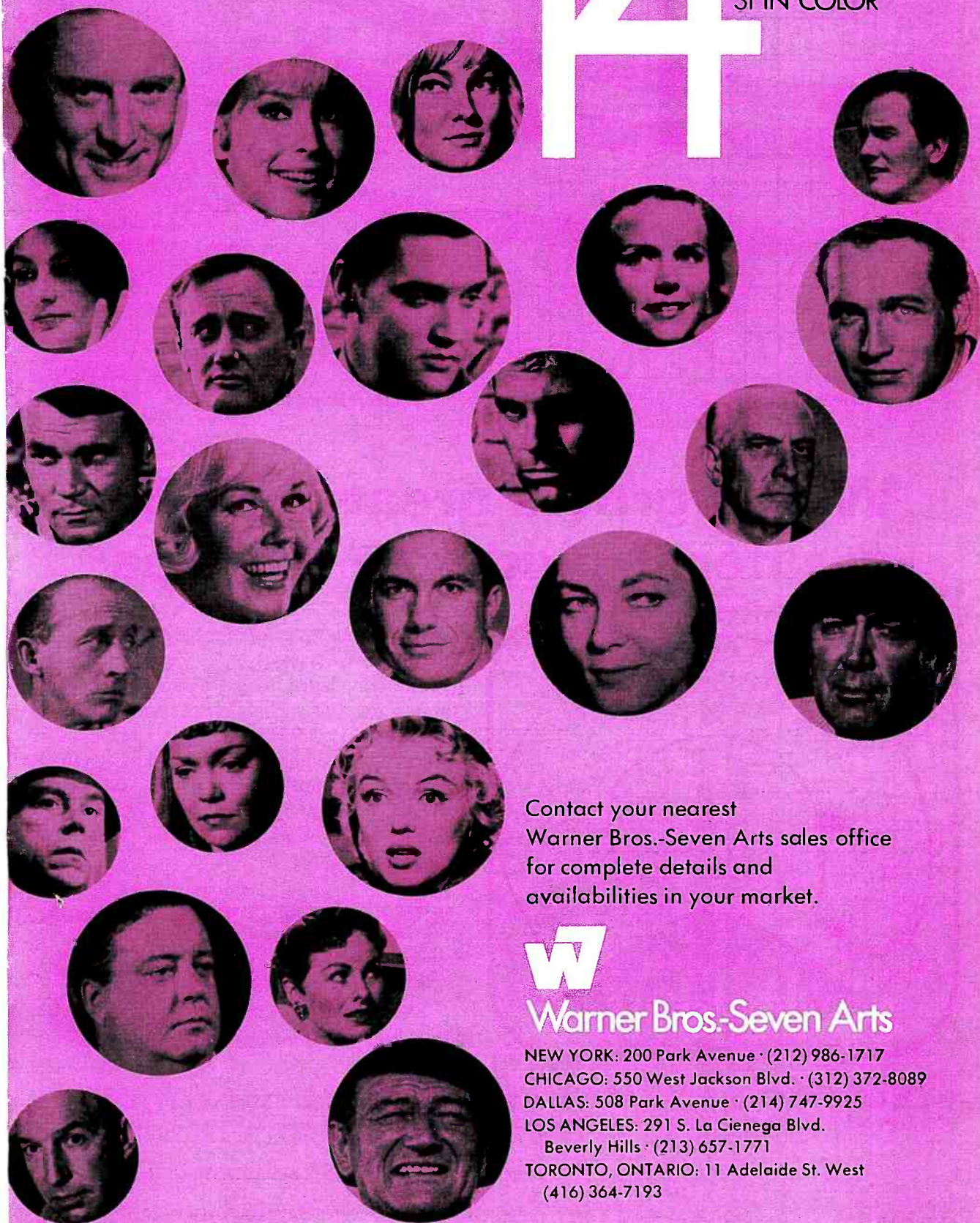
Today's brightest box office



stars are in Volume

14

50 ASTRONOMICAL
MOTION PICTURES
31 IN COLOR



Contact your nearest
Warner Bros.-Seven Arts sales office
for complete details and
availabilities in your market.

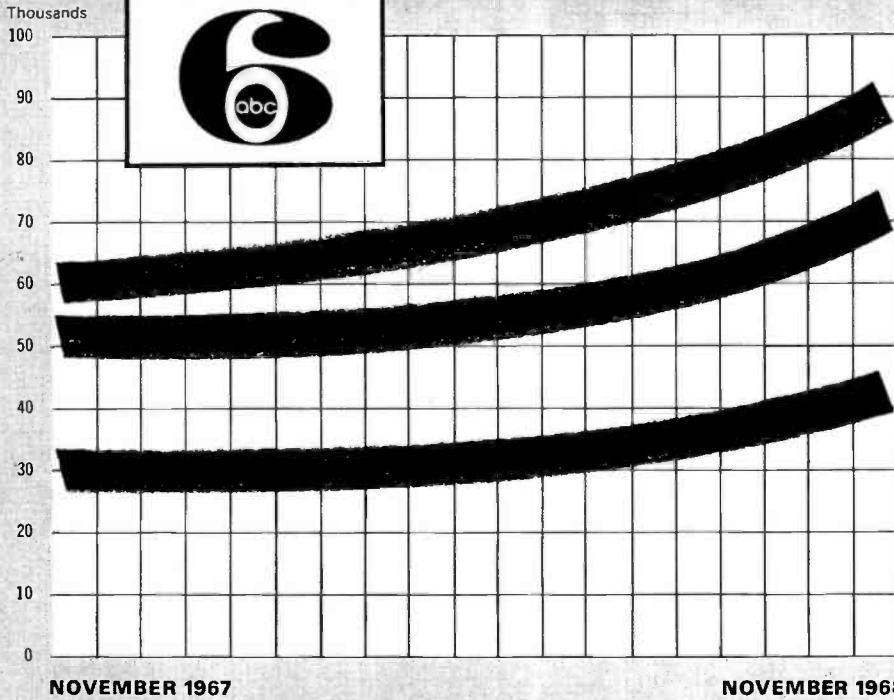


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AVERAGE NUMBER HOUSEHOLDS REACHED*



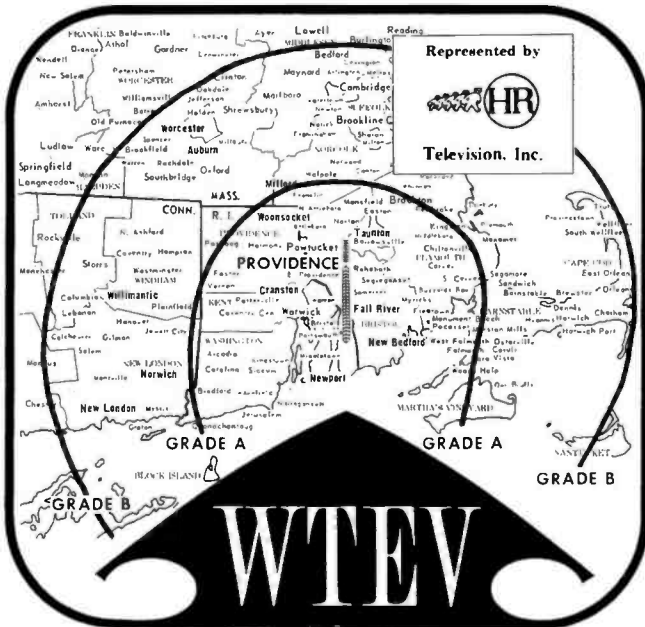
UP 54%
Monday through Friday
5:00 p.m. to 7:00 p.m.

UP 30%
Sunday through Saturday
7:30 p.m. to 11:00 p.m.

UP 34%
Sunday through Saturday
9:00 a.m. to midnight

*Based on Nov. 1968 ARB estimates as compared with Nov. 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WTEV grows greater in the greater Providence TV area



Channel 6 ratings in average number of homes reached prove that its audience share of the greater Providence market is definitely on the up and up. The installation of a new 1,049-foot tower provides more reach, more penetration. Programming with the feel of TODAY and specific appeal for all demographic groups attracts and holds viewers. With such spectacular growth, WTEV is far better for advertisers.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area



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

Open race

Reports flew everywhere on people and events in regulatory life last week as broadcasters conventioned in Washington. There was new report that Chairman Rosel Hyde, after all, might be asked to stay on after his term expires June 30 until qualified successor could be found, but this could not be confirmed.

There were names, too, of Republican possibilities for one or more vacancies, including Hyde successorship. Hottest among new ones was that of Grover Cobb, chairman of joint board of National Association of Broadcasters and part owner of KVGB Great Bend, Kan. Another was Evelyn Eppley, FCC attorney, formerly with Senator Hugh Scott (R-Pa.), newly elected GOP whip. First name in hopper, and still there with strong support, is that of Robert E. Button, former USIA and NBC programming and sales executive, and an attorney too.

Divestiture?

Incidentally, Grover Cobb (see above) may leave station ownership, which he would have to do if nominated for FCC. In negotiation in sale of KVGB Great Bend, Kan., in which he holds 25% interest, to Forward Communications Corp., headquartered in Wausau, Wis., for approximately \$350,000. Mr. Cobb also owns quarter interest in KLSI Salina, as well as interests in CATV systems in Great Bend, Larned and Hoisington, Kan. (these not involved in Forward negotiations). He is also in banking business in Great Bend.

Sky high

Importance Nixon administration attaches to satellite communications will be reflected in announcement expected this week of new ambassador to International Telecommunications Consortium which resumes its meetings in Washington Nov. 18. William Scranton, former governor of Pennsylvania, who represented President Nixon in a pre-inauguration European mission, is expected to be named as successor to Leonard H. Marks, who headed U. S. delegation as well as conference during its first session which wound up mid-March.

Mr. Marks had been named by President Johnson as head of delegation and resigned fortnight ago upon conclusion of first session. U. S. Ambassador to Switzerland John S. Hayes, former president of Post-Newsweek stations, served

as Marks's deputy but has returned to Berne. He's expected to leave diplomatic corps in few weeks but hasn't announced future plans.

Due bill

Television broadcasters, who regard American Society of Composers, Authors and Publishers as much a natural business enemy as anyone they have to pay millions of dollars to, may soon be heard and seen extolling ASCAP—on their own air. In virtually set new contract for TV-station use of ASCAP music (see page 78), section on trade deals includes special arrangement covering cross-promotions between stations and newspapers. Newspaper-owned stations, for example, count such cross-promotion spots at 50% of run-of-schedule rate in computing revenues on which they must pay ASCAP fee; independently owned stations count them at full rate. If they prefer, however, stations may "pay" for such newspaper trades by carrying institutional spots for ASCAP instead of treating newspaper announcements as revenues.

Rebuke in works

Although FCC appears some distance from final judgment, indications are it will be critical of WBBM-TV Chicago and CBS licensee, in connection with station's controversial *Pot Party at a University*. Commission is not expected to be as condemnatory as House Investigations Subcommittee, which also investigated charges of staging in connection with program. But some officials, including commissioners, are known to feel—despite CBS's arguments to contrary—that some improper staging was involved. Some are also concerned about what they feel was lack of control in production of program, at station if not network level.

There seems to be no indication, at present time, that WBBM-TV's license is in jeopardy, but short-term renewal—to underline commission's attitude—would not be surprising.

Innocent victim

Television, because of its impact and vulnerability as regulated medium, is getting "backlash" of objections to crime, violence and pornography appearing in books, magazines and movies. That's studied opinion (and he doesn't mind being quoted) of Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee.

He told all comers at NAB-Broad-

cast Pioneers government reception last Tuesday that in his judgment television was least offensive of media but that it bears brunt because it can be reached as most "visual and accessible" medium. He says he's no prude but that his sensibilities are shocked by what he reads in magazines and books and sees on movie screens.

Teleprompter expanding

Teleprompter Cable Television is announcing this week purchase of Newburgh, N. Y., cable system from Time-Life Broadcast for \$2.5 million. High-tower Telesystems Inc., with 6,000 subscribers, will become Teleprompter of Newburgh, serving Newburgh, Cornwall and New Windsor, N. Y. Richard Sabino, who worked in Teleprompter's CATV and master-antenna divisions in New York, will manager system. Teleprompter estimates potential of 12-channel system at 33,000.

Fingers to point

National Association of Broadcasters Code Authority will begin providing more guidance on feature-film trailers that have been reviewed for code compliance. Trailers have been checked by code since last July but have not been labeled as conforming or nonconforming to code. Starting with new edition of monthly *Code News*, listings will show whether trailer complies with standards, raises questions as to content or raises questions as to scheduling positions. Code subscribers will still have to talk directly to code officials to get further breakdown on trailers that raise some questions.

Left behind

With start of major-league baseball season little more than week away, new Seattle Pilots remain only untelevised team. Reason given for shutout: public apathy, high production costs, exorbitant asking price by club. Originally, pilots were asking \$15,000 per game for 30-game package. Games now are being offered for less than \$10,000 each, with schedule trimmed to 20 games or fewer (no games from East and no second games of doubleheaders). Feeling is that games must go for at least \$500,000 to cover rights, production, station margin. KTNT-TV Seattle, nonnetwork station, is trying to sell Pilots package. Reportedly, Standard Oil, General Brewing and P. Lorillard, sponsors of Pilots on radio's KVI Seattle, turned down chance to pick up games on TV as well.

We continue to build, in the
Newark - New York
community interest...



NEWARK - NEW YORK



A Division of Rollins, Inc.

Government-industry battle over control of broadcast programming now extends to White House, as President Nixon supports Pastore criticism of media "misuse." More Senate hearings, TV-code fights also loom ahead. See . . .

Showdown coming on TV-code czar . . . 27

National Association of Broadcasters 47th convention hears talk of campaign for legislation that would squelch competing applications for existing facilities, with Senator Pastore and NAB's Wasilewski leading chorus. See . . .

A law to deter strike applications? . . . 34

Survey conducted for Television Information Office shows public trust of TV news at all-time high, public concern about TV violence at far lower level than generally assumed. See . . .

TV in crucible of public opinion . . . 48

NAFMB convention is marked by praise for growing maturity of FM, coupled with warning that it will achieve parity with AM only if broadcasters push for new all-channel receiver act and learn to "sell FM" to public. See . . .

Remolded shape of FM's problems . . . 56

FCC Chairman Rosel H. Hyde, in probably his last speech to NAB as government regulator, defends fairness doctrine as "very heart" of American broadcasting, urges conventioners to present balanced news reports. See . . .

Fairness, an FCC fundamental . . . 64

Station men brave maze of corridors in numerous hotels to locate syndicators at NAB convention—and many arrive with checkbooks in their pockets and purchases on their minds. See . . .

Syndication traffic is good . . . 74

Sex, violence and news—in approximately that order—dominate give-and-take between ABC-TV primary affiliates and network officials at closed meeting prior to NAB convention. See . . .

ABC-TV affiliates ponder programs . . . 84

Nation's broadcasters are on notice, in wake of FCC letters to four stations, that they cannot meet their fairness doctrine obligations if they neglect prime-time presentation of antismoking announcements. See . . .

Tighter rules on cigarettes . . . 92

Daytime broadcasters begin push for permission to operate "post-sunset." Old issue, alive and well at NAB convention, is revived by look at certain provisions of recently negotiated U. S.-Mexican treaty. See . . .

AM's seek post-sunset service . . . 100

Philips, RCA, Visual and others report heavy equipment sales volume, as over 1,500 salesmen confront broadcasters by the thousands in four exhibit halls at NAB convention. See . . .

Equipment makers do brisk business . . . 102

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Broadcasting

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COVER ALL THIS IN 5 MINUTES?

The Senate debate on the non-proliferation treaty

President Nixon's decision on the ABM system

The Sirhan Sirhan trial

A bill to lower the voting age to 19

The Paris peace talks slow down

Upcoming Arlington State Senate election

Supreme Court considers government eavesdropping

D.C. government reorganization

Federal judge asked to allow a graduate student to finish school before going into Army

Attorney General Mitchell criticizes smug suburbanites for not helping cities fight crime

President Nixon returns from weekend at Key Biscayne

Russia to boycott Yugoslavia party congress

Virginia House of Representatives Public Institutions Committee to inspect Virginia State Penitentiary

Defense Secretary Laird stops in Honolulu to see Pacific Commander Admiral John S. McCain

The Maryland Attorney General's ruling on pinball machines

The Maryland legislature vote on a bill to abolish the death penalty

The FBI annual crime report shows an increase in D.C. crime

The U.S. Bureau of Customs breaks up an international smuggling syndicate

Mayor's speech on urban problems

A general strike called in France

A Baltimore minister says drug use among Maryland teenagers is increasing at an alarming rate

The price of gold soars to another record on the French market

Women's Strike for Peace group demonstrates at the White House

Podunk City, Iowa, is put up for sale

Senator Hatfield calls for direct election of the President and Vice President

HEW says three Maryland colleges are racially segregated

A psychiatrist witness says Sirhan Sirhan is a paranoid with a dangerous lack of control

Attorney General Mitchell says Washington's crime problems are similar to those of any other metropolitan area

The unemployment rate continues at 3.3 percent

(These were just some of the news items we covered on March 10, the day we began covering the news nonstop.)

IMPOSSIBLE.

That's why we devote all our time to news and information for Washington. In a way they've never been offered before. All our time is barely time enough.

**WTOP RADIO
NONSTOP NEWS**

A Post-Newsweek Stat on

WALA-TV sold

Sale of WALA-TV Mobile, Ala., by Roywood Corp. to Universal Communications Corp. for \$4,750,000 was announced Friday (March 28). Sale of channel 10 NBC affiliate is subject to FCC approval.

Universal is wholly-owned subsidiary of Evening News Association, Detroit, owner of *Detroit Evening News* and WWL-AM-FM-TV, that city, and applicant for \$4 million purchase of CBS-affiliated KOLD-TV (ch. 13) Tucson, Ariz., from Gene Autry.

Roywood Corp., 41% owned by Royal Street Corp., which is controlled by Edgar B. Stern and family. Royal Street owns WDSU-AM-FM-TV New Orleans.

Roywood purchased WALA-TV in 1964 from William O. Pape for \$2.66 million with WALA (now WUNI), but sold AM outlet immediately to Leon S. Gilbert and associates.

Coverage follows plans

Broadcasting networks swung into exhaustively pre-planned coverage of funeral of former president Dwight D. Eisenhower immediately upon his death Friday (March 28).

Network television laid its plans on general framework outlined more than nine months ago (BROADCASTING, July 1, 1968), with extensive—but not full saturation—programming.

ABC Television returned to its regular schedule 18 minutes after announcement of former president's death. Network interrupted programing to broadcast further reports Friday and planned special memorial program that night.

CBS—planning most extensive coverage—followed its announcement of Mr. Eisenhower's death with prepared 90-minute obituary narrated by Walter Cronkite, and planned to pre-empt its entire 7:30 p.m.-11 p.m. evening schedule for memorial programing. Network also set one-hour specials Saturday and Sunday. CBS also planned half-hour special on funeral train at 11 p.m. tomorrow (April 1).

NBC Television pre-empted regular Friday programing until 1:30 p.m., and scheduled special memorial program that evening, as well as pre-emption of the *Tonight* show at 11:30 p.m. for tributes to dead president.

Plans for network coverage of major events during following days were standardized with only slight individual variation in cut-in and cut-out times. CBS is handling pool of coverage.

Scheduled broadcasts: Saturday—

procession from Walter Reed army hospital to Washington National Cathedral: Sunday—Cortege from Washington Cathedral to Capitol. Eulogy by President Nixon and filing-by of mourners; Monday—Procession from Capitol to Washington Cathedral, memorial service, transport of casket to Union Station and departure of funeral train for Abilene, Kan. No live coverage planned as funeral train crosses country. Film crews were not to be permitted aboard train, although as of late Friday it was not known if correspondents would be allowed to travel on it. Wednesday—Arrival in Abilene. ceremonies at Eisenhower Memorial Library and burial beneath memorial chapel.

ABC, CBS, NBC, Mutual and Metro-media radio networks and UPI audio network, all planned similar, if generally shorter live coverage of funeral events, as well as periodic news reports and memorial programs.

Hill hearings postponed

Due to death of former President Dwight D. Eisenhower on Friday (March 28), all hearings on Capitol Hill scheduled for this week have been rescheduled.

House Commerce Committee meeting to hear evidence for and against FCC proposal to ban cigarette advertising on radio and television has been moved from March 31-April 2, to April 14-16, when congressmen return from Easter recess. First day will hear testimony of congressmen, second day Federal Trade Commission and FCC, and third day representatives of organizations favoring or opposing proposal.

House Subcommittee on Census and Statistics hearing on bill that would make answering of census questionnaires voluntary moves from March 31 to April 1.

All's well

Federal Trade Commission was not amused by Lever Bros. commercial attempting to sell detergent, "All" with chuckle. "Even humorous commercials have actionable capacity to deceive," FTC said. Lever Bros. agreed to halt commercial, and FTC said it would not take legal action against company.

Objectionable commercial, designed to show All's instant cleaning action, shows clothing on actor being washed clean as water rises to his chin while he pours in All. FTC said stains were in fact removed in more conventional, washing machine fashion.

Mulls preview screening

It was generally acknowledged Friday (March 28) that CBS's plans for possibly permitting preview screening by TV critics of shows for day-on-air reviews have progressed to point that network is now studying procedure it would follow to put this into effect by next fall.

CBS sources said plan was under consideration. Idea is reported to have come up first in discussions of CBS officials, including Frank Stanton, network's president, with TV affiliate board members at meeting in Washington preceding last week's National Association of Broadcasters convention (see page 27).

Screening for critics was suggested as path for network to follow as contrasted to pre-screening by industry code unit, such as NAB's, as proposed by Senator John O. Pastore (D-R. I.).

ABC and NBC declined to discuss CBS's proposal but privately officials of both networks indicated that at least for now, neither organization would favor such procedure.

For some years, it's been general practice of all three networks to invite critics to preview shows in advance as convenience but with understanding news writers would not print criticism until day after show is telecast. As of now, CBS can use lines for closed circuit previewing some 90 minutes daily. Shows that would be previewed would generally be same as ones critics get advance look at now—new shows, specials, cultural programs.

WBAI (FM) cleared

WBAI(FM) New York, which became storm center of nationwide controversy as result of its broadcast of anti-Semitic remarks, was found by FCC Friday (March 28) to have lived up to its obligations as broadcaster.

Commission said its function in controversial case was limited to determining whether licensee, "having discharged its responsibility for all that it broadcasts," had fulfilled fairness doctrine obligation to air all sides of controversial issues.

Commission said evidence indicates "no question" that station is affording reasonable opportunity for presentation of contrasting views on question of anti-Semitism.

It said that in view of constitutional and statutory prohibitions against interference with free speech, governmental action "in this sensitive area . . . must be limited to the flagrant

Week's Headliners



Mr. Vane



Mr. Karp



Mr. Tinker

Edwin T. Vane, VP for daytime programming, ABC-TV, has been named to new post of VP, nighttime program production. He will supervise quality of production and script of both film and tape programs currently on network. Before joining ABC in 1964, Mr. Vane was manager of daytime programming, NBC-TV. **Marshall Karp**, VP and director of sales, eastern division, ABC-TV, will succeed Mr. Vane as VP-daytime programming. Mr. Karp has been with ABC since 1960 as assistant daytime sales manager, account executive, and eastern division sales manager before being elected sales VP in 1965.

Grant Tinker, VP for network programs for Universal Television, N. Hollywood, Calif., named VP in charge of programs for 20th Century-Fox Television, Los Angeles. Mr. Tinker's new contract, described as "long-term", is effective immediately, with responsibilities for program development, sales and "creatively guiding" studio's current TV series. Mr. Tinker, formerly programming VP for NBC-TV and TV

programming VP for Benton & Bowles, New York, will report to William Self, president of 20th Century-Fox TV.

John T. Reynolds, senior VP of Paramount Pictures Television, resigns effective April 1. Mr. Reynolds's decision is said to be based on his desire to maintain his home in California and not spend as much time in New York as company requested. His future plans are undetermined; no successor at Paramount has been selected. Mr. Reynolds joined Paramount in December, 1966 after 11-month stint as president of CBS-TV in New York.

Joseph E. Baudino, Washington VP for Westinghouse Broadcasting Co., elected senior VP and **Herbert B. Cahan**, area VP of WJZ-TV Baltimore, elected area VP for Washington and Baltimore ("Closed Circuit," March 24). Mr. Baudino, with Westinghouse since 1927, will continue to serve in Washington. Mr. Cahan has been active in broadcasting for 30 years and with Westinghouse since 1956.

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

case, clearly calling for remedial action." It said programs inciting to riot would fit that category.

But programs carried by WBAI do not, commission added.

Commission's letter was in response to complaint by Dan Sanders, director of public relations for United Federation of Teachers.

Conglomerate bill

Anticonglomerate broadcasting bill (H.R. 9583), dropped into hopper earlier in week without fanfare, was explained Friday (March 28) by author, House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), as one of several that could solve problems of undesirable conglomerate activity in industries under committee's jurisdiction.

Proposed legislation would require

FCC to hold hearings on all broadcast license renewals and transfers, where licensee receives 10% or more of income from, or owns 5% or more of stock in, non-broadcast enterprise.

Recommends NTSC color

Latin American governments are studying recommendation favoring adoption of U. S. color TV standards for entire Western Hemisphere made by technical committee of Inter-American Association of Broadcasters, despite five-hour presentation by West German task force urging adoption of PAL (phase alternation line) systems.

IAAB technical committee, consisting of 25 members representing 15 countries, adopted resolution recommending that National Television System Committee color standards be pre-

ferred for all North and South American nations, particularly to enhance ease of program interchange. Jose Fernandez Arauna of Mexico is chairman of technical committee.

Mexico already uses NTSC standards; only other Latin-American nation that has adopted color TV standards is Brazil, which opted for a modified system of German-proposed PAL (phase alternation line) system last year but which still has no color TV broadcasting.

Technical committee's recommendation is expected to be among major issues at general assembly of IAAB at Lima, Peru this fall. Herbert E. Evans, retired president of group broadcaster Nationwide Broadcasting Corp., is president of IAAB.

Abortion spots?

Abortion Reform Association on Friday (March 28) issued to 27 TV stations and to more than 230 radio stations in New York state spots for use as public service messages.

Abortion reform bill pending in New York legislature makes issue explosive and chances for station acceptance of spots look slim, according to industry sources.

Number of New York stations have decided, prior to receiving or screening controversial spots, that they would not carry them. Spokesman for New York City independent TV station said it is easier to bring both sides of the issue together on talk show where "confrontation itself creates excitement" than to meet requirements of fairness doctrine with equivalent number of spots from opposition.

Spots were created voluntarily by Mutch Haberman Joyce Inc. with production costs of about \$6,000 paid by ARA. TV spots (30's) are narrated by Rod Serling.

Leisure-time complex

Major new amusement park and recreation area for Midwest was announced Friday (March 28) by group broadcaster Taft Broadcasting Co. and Coney Island Inc., among whose principals is Charles Sawyer, principal owner of Air Trails Network Stations group.

IBEW men walk out

Total of 14 engineers (members of International Brotherhood of Electrical Workers, Local 45) at KLAC and KMET-(FM), both Los Angeles and both Metromedia-owned, went on strike Friday (March 28).

At issue is handling of record turntables and cartridge equipment in studios and news rooms. During walkout, supervisory personnel at stations are programming music and news.



Pick the Winner

In statewide competition, United Press International presented two out of five First Place News Awards to WFAA-TV, the only television station in the market to win an award. And in separate competition, the journalists who judged the Annual Dallas Press Club Awards, gave WFAA-TV two First Place Awards and three Honorable Mentions in the three TV News categories.

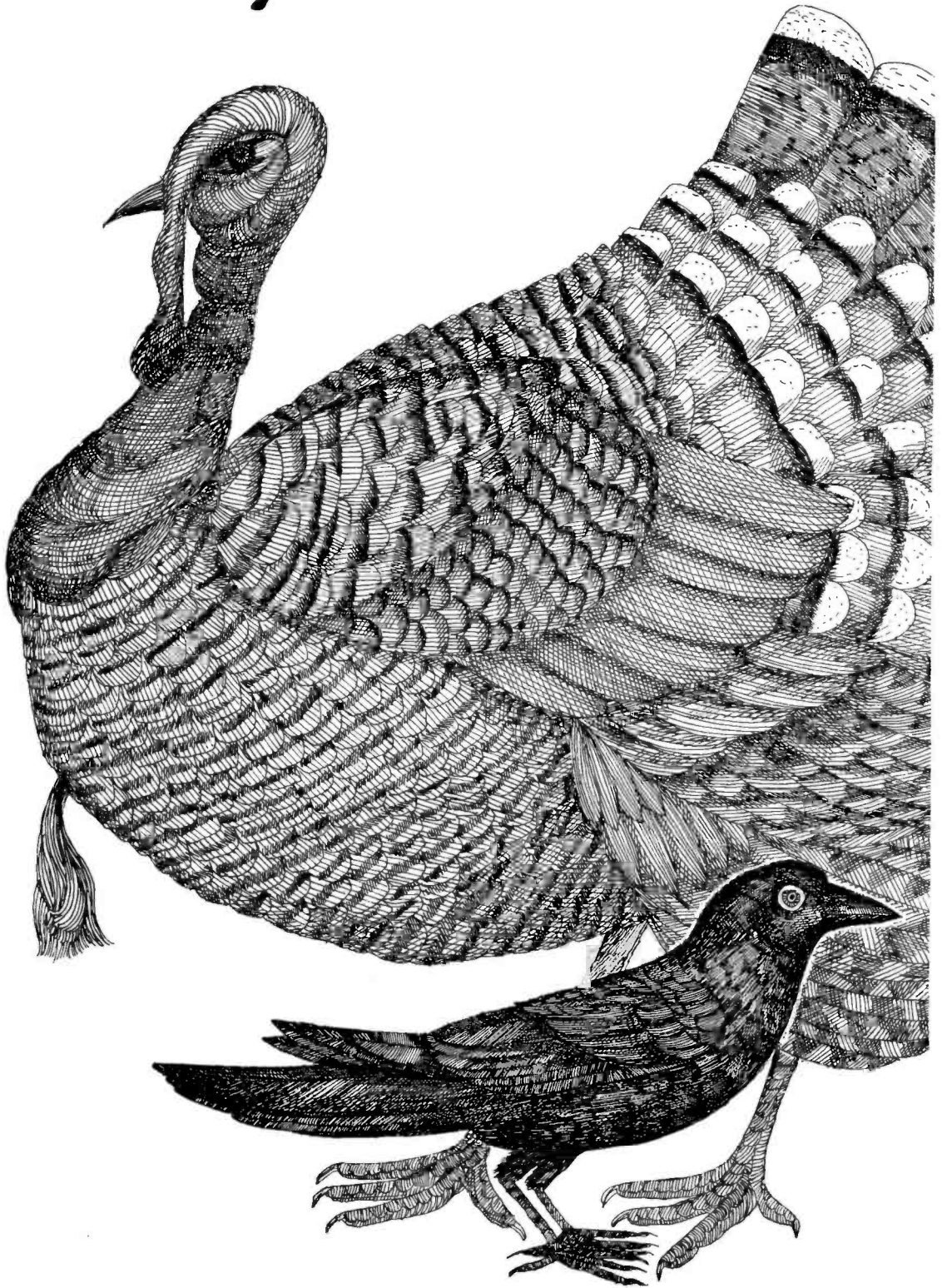
Viewers in the Dallas-Fort Worth area have known for some time what the judges just found out; WFAA-TV News is the best in the market. Join the award-winning award-winners at WFAA-TV.

UPI, WINNERS
BEST TV SPOT NEWS
STORY: Phil Reynolds WFAA-TV
Dramatic story of a narcotics raid in
our state capital.
BEST TV FEATURE STORY: Bert Shipp WFAA-TV
An unusual film story of freeway construction
set to mood music.

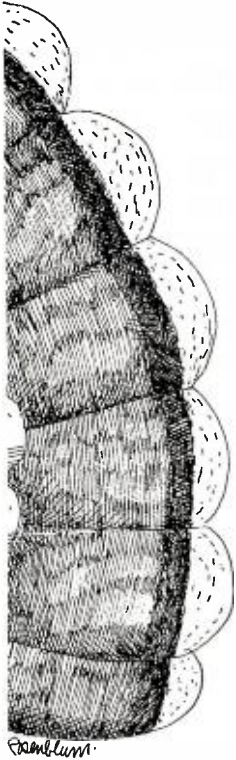
WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

To talk turkey
do you have to



in New England, eat crow in Texas?



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**Not any more.
Because the Blair
Represented Network
gives you copy flexibility
by individual market.**

You know how it is. Or used to be. When you bought traditional network radio, you had to air the same commercial on every affiliate in every market across the country. So there were a lot of things you couldn't do without having to eat your words. You couldn't tie-in with local promotions, make special offers, take advantage of regional buying habits, capitalize on seasonal weather. Now you can. The Blair Represented Network lets you use different commercials in different areas, feature different products, stagger your campaign dates by market, by state, by region or any other breakdown. Without paying premium prices for local cut-ins. So to run a meaty campaign without handing out a lot of gravy, call your Blair man.



BLAIR  RADIO

The only media/marketing network.

An Outstanding 5 KW AM Transmitter...



CCA AM 5000D

For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative or, better yet, — ask your "Good Sounding" fellow broadcaster.



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Outstanding for 25 yrs.



ELECTRONIC
PRODUCTS
FRESNO, CALIF.

A SUBSIDIARY OF
CCA ELECTRONICS CORPORATION

Datebook

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

■ Indicates first or revised listing.

March

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—Annual stockholders meeting, *Ameco Inc.* Westwood Ho hotel, Phoenix.

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

■April 9—First annual sales seminar, *WENS-TV* Columbus, Ohio. Columbus Athletic Club.

■April 9—Annual meeting, *Educational Television Stations* division, *National Association of Educational Broadcasters*. Speaker: John W. Macy Jr., president of Corp. for Public Broadcasting. Waldorf Astoria hotel, New York.

April 9-11—Annual *National Educational Television* affiliates meeting. Waldorf Astoria, New York.

■April 10—Annual stockholders meeting, *Avco Corp.* WLWC(TV) Columbus, Ohio.

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 4 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—Annual meeting of *Georgia AP Broadcasters Association*. White House Motor Inn, Atlanta.

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

April 12—Annual meeting, awards banquet and news clinic, *Georgia AP 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—Annual stockholders meeting, *Time Inc.* New York.

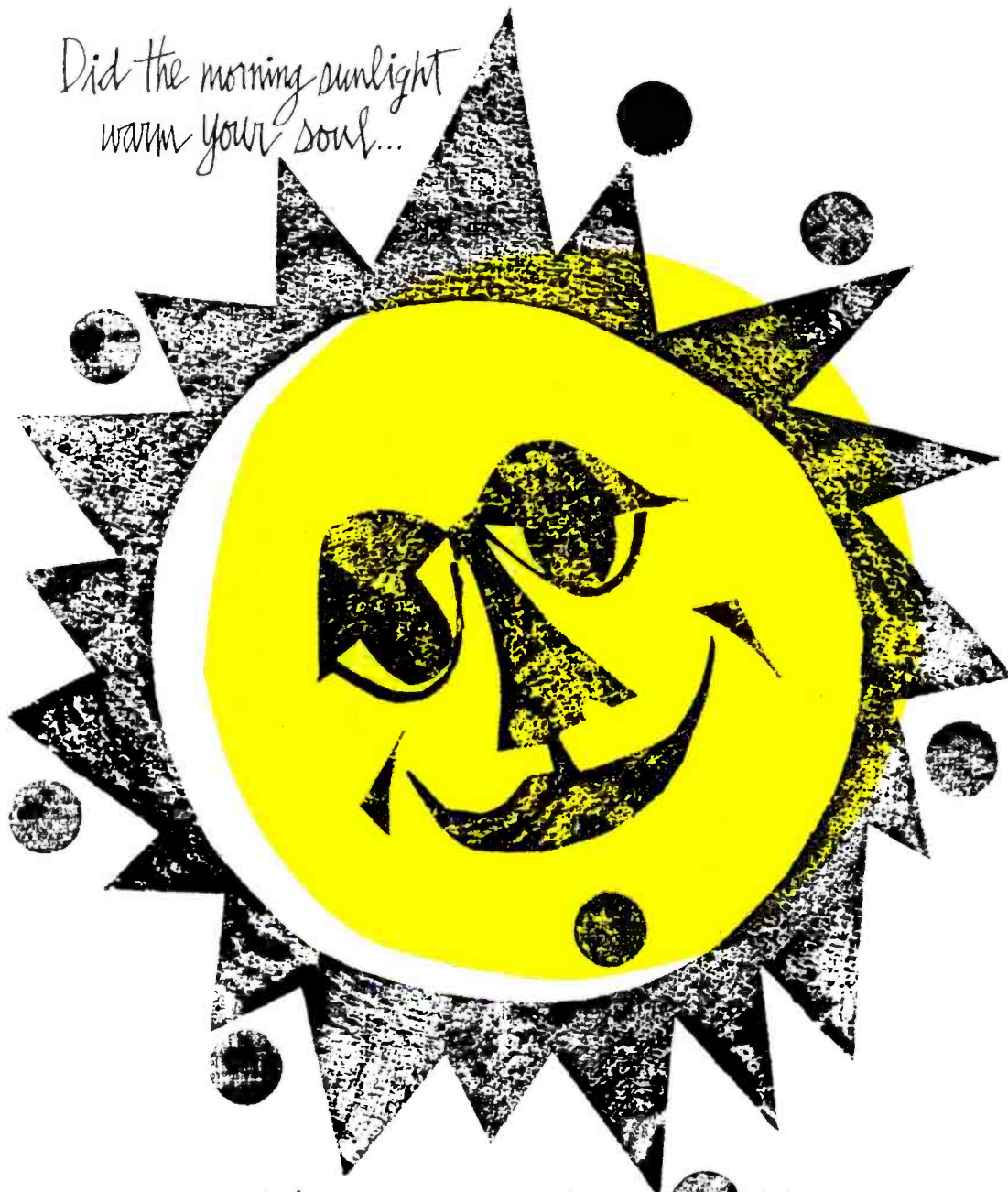
April 17—Deadline for reply comments on *FCC's* proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

April 17-18—Nineteenth annual *Broadcast Inquiry Conference*. Jack Tar hotel and San Francisco State College, San Francisco.

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.

*Did the morning sunlight
warm your soul...*



and brighten up your day? ● KRLA

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

**Just For
The Record,
Here's
The Record:**

	OVER-ALL SEASON'S RATING	VIEWERS BETWEEN AGES 18 AND 49	FAMILIES WITH ANNUAL INCOME OVER \$10,000	FAMILIES WITH COLLEGE- EDUCATED HEADS OF HOUSEHOLD
NBC	20.3	10,300,000	21.2	18.9
NETWORK #2	20.0	9,350,000	19.0	16.7
NETWORK #3	15.6	8,480,000	15.7	13.3

We're not making a big thing of it. But we do think the straight, uncluttered facts may be refreshing.

If you're allergic to numbers, here's the word in words. *Over the season to date, NBC has been the most popular network in prime-time* — including the most recent national Nielsen report (NTI, March I).

But we're only raising *two* cheers about that, because the lead has been narrow and still is. What's more significant is the margin of NBC superiority among adults under age 50, among higher-income families, and among better educated families.

Now, *that's* worth making a big thing of.
Maybe we'll even take an ad.



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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

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*Reg. U.S. Patent Office.
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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—Annual meeting, AP. Speaker: Secretary of State William P. Rogers. Waldorf-Astoria hotel, New York.

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

April 21-25—Ninth annual TV newsfilm 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—Annual stockholders meeting, Zenith Radio Corp. Chicago.

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

April 22—Foote, 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—New deadline for comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations. Previous deadline was March 28.

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

April 28—Annual stockholders meeting, Wometco 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

TVB meetings

Television Bureau of Advertising regional sales clinics:

April 15—Plaza Inn, Kansas City, Mo.

April 17—Sheraton-Dallas hotel, Dallas.

April 30—Hotel Roosevelt, Jacksonville, Fla.

May 2—Downtown Motor Inn, Durham, N. C.

May 5—Sheraton-Malibu Airport Inn, Denver.

May 7—Cheshire Inn, St. Louis.

May 9—Northstar Inn, Minneapolis.

May 12—Wilshire Hyatt House, Los Angeles.

May 14—Jack Tar hotel, San Francisco.

May 16—Sheraton motor inn, Portland, Ore.

May 19—Sheraton-Peabody hotel, Memphis.

May 20—Pick Congress hotel, Chicago.

May 21—Royal New Orleans hotel, New Orleans.

May 23—Sheraton-Biltmore hotel, Atlanta.

May 26—Sheraton-Gotham motor inn, Syracuse, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton hotel, Cleveland.

June 13—Howard Johnson motor inn, Detroit.

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 1—Meeting of National Association of Broadcasters television code board. NAB headquarters, Washington.

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

May

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

May 1-2—Spring meeting, Washington State Association of Broadcasters. Spokane.

May 1-3—Meeting of Pennsylvania AP Broadcasters Association. Allenberry, Bolling Springs, Pa.

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 or rules is July 2.

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.

May 2-3—Sigma Delta Chi region 3 conference. Memphis.

■Indicates first or revised listing.

OpenMike

The value of a good schedule

EDITOR: We must take exception to one of the minor points made by Raymond L. Saks in the March 10 "Monday Memo." We wholly subscribe to Mr. Saks's basic contention that there is great value to contemporary radio and that the promotion tied in with that contemporary radio (or any media buy, broadcast or otherwise) must be de-

veloped in an imaginative manner.

However, Mr. Saks says: "It is our feeling that it does not take a great deal of talent to buy time. . . ." Poppycock! Timebuying takes a great deal of talent, training, background and knowledge—and that's a hard combination to find.

Yes, anyone can buy time, but very few can place a good schedule. The schedule can make or break an ad-

vertising campaign. The best creative effort in the world can't sell a product unless it is exposed to the right people, in the right atmosphere and at the right time. No one can take an ill-placed schedule and promote it to the point that it outweighs a well-placed schedule. . . .

Our philosophy in media buying is: "First buy the very best schedule that you can buy for the particular circumstances. Then you'll have something to promote."—*Daniel R. Fineberg, director of media and market research, Krupnick & Associates, St. Louis.*

Restricted hours suggested

EDITOR: Many of the outcries against the FCC's proposal to ban cigarette advertising argue that if the product can be legally sold, advertising of the product should not be prohibited.

However, cigarettes cannot be sold legally to minors in many states. Perhaps some restrictions as to when cigarette advertising may be broadcast (say, after 9:30 p.m.) would be a suitable compromise. A few stations are voluntarily instituting plans whereby tobacco advertising will be placed at times least likely to have a youthful audience. . . .—*Royal D. Colle, Trumansburg, N. Y.*

Writer charges hypocrisy

EDITOR: When is the television industry going to start acting like an adult? It certainly has come of age by now. I am referring to the lack of integrity and general interest on the part of producers, agents, networks, studios and the various other powers-that-be in the area of developing and using new writers who are obviously talented.

I have listened to cries that there are no new writers on the scene with anything to offer. That's all I've heard for the past three years. All it is is a lot of hypocritical garbage that they think they can hand out as a token gesture of their so-called "interest."

The fact is, everyone is shirking his responsibility to the preservation of the television industry. I have a special interest in situation comedy; I also have talent to write it and write it damn funny. But do you think anyone is willing to give me a fair chance? No. I'm not blessed with prime contacts at the studios and with the producers of the 26 situation comedies; all I'm blessed with is talent, ambition, perseverance and faith in God. Probably the worst offender is the Writers Guild of America itself.

All they can seem to come up with is some token program for minorities.

I'm not prejudiced against minorities because I am part of a minority that wishes to write for television and is not being given even a slight chance to do so.—*Bart Andrews, Hollywood*

Armed Forces wants Sid Hix

EDITOR: I am interested in obtaining the original of the Sid Hix cartoon appearing in BROADCASTING, Feb. 24—*George A. Gallivan Jr., chief, Armed Forces Production Service, Office of Information for the Armed Forces, Washington.*

(Original art work has been forwarded.)



Drawn for BROADCASTING, by Sid Hix "After the general has pinned on all his ribbons and medals, you tell us the broadcast will be in black and white!"

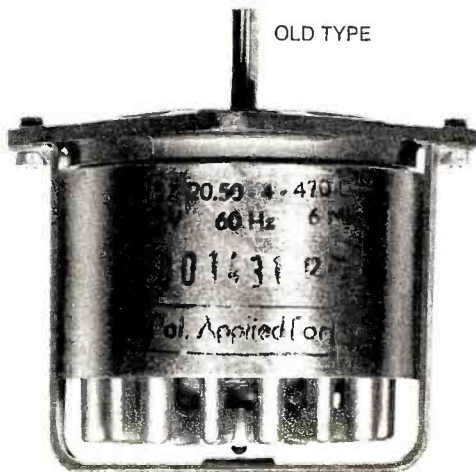
TAPECASTER® T C M

Tapecaster Obsoletes Competition

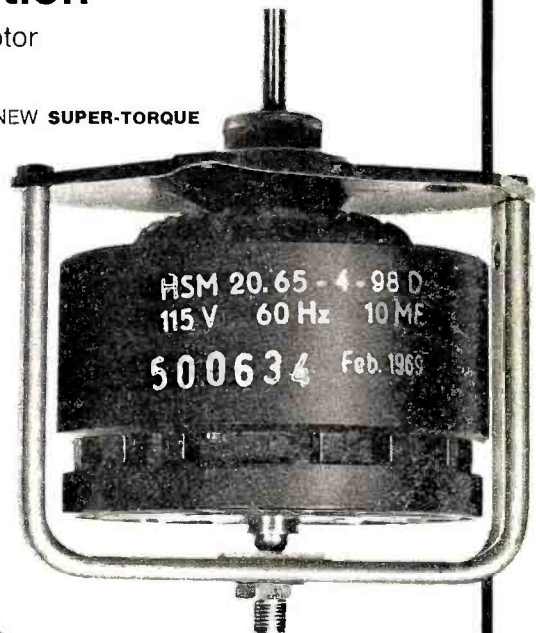
with new **SUPER-TORQUE** hysteresis synchronous motor

New **SUPER-TORQUE** motor represents a significant breakthrough in professional tape cartridge machine design and promises far better performance with years of trouble-free operation.

- Twice the weight
- 375% higher torque
- Rated continuous duty
- Heavy solid construction
- Large bearings
- Estimated 3-times longer life
- May be oiled without disassembly



OLD TYPE



NEW SUPER-TORQUE



TAPECASTER

"Don't buy a cartridge machine with built-in obsolescence"



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WBAL beats every coming

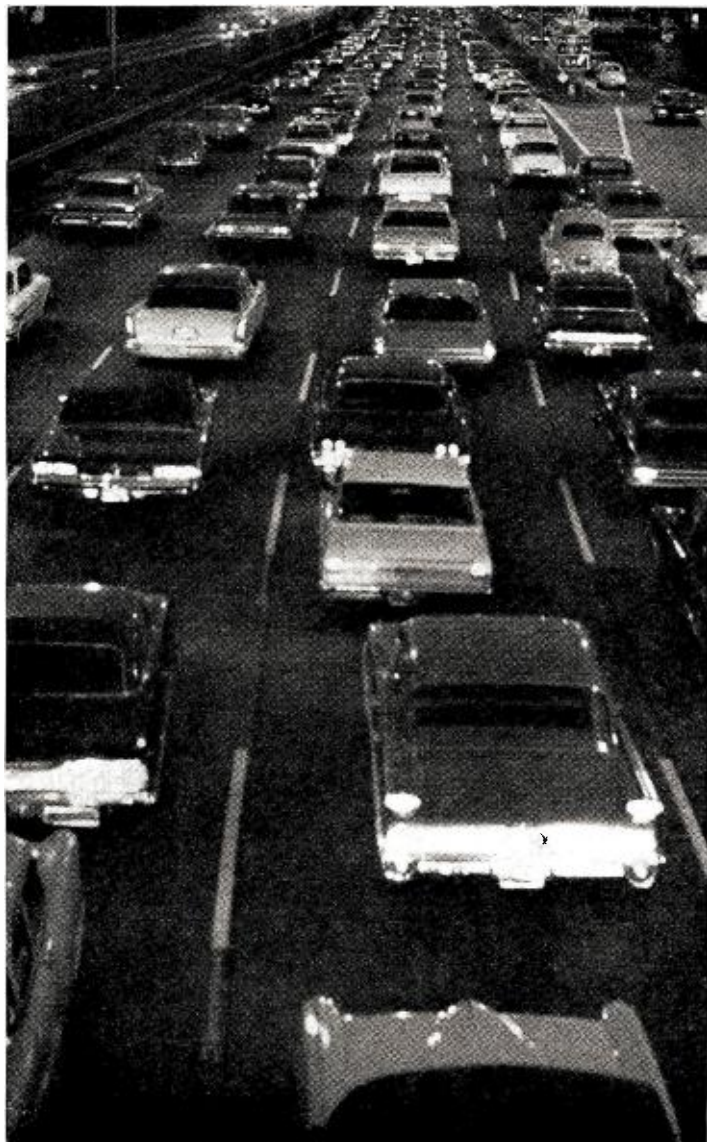


Whichever way they're headed—home or office—more Baltimoreans tune to WBAL Radio 11. WBAL also leads with the biggest male audience throughout the day, every day of the week.

What's the big attraction? More complete news coverage. A swingin' sports line-up. And music to take the sting out of the toughest day.

No wonder WBAL gets the

other radio station and going.*



lion's share of local-radio
advertising dollars.

To spread the word about
your product or service,
call us at 301-467-3000.
We'll see that you get all
the time you need.

WBAL **Baltimore**

*Based upon A.R.B., October 1968

How Paul Harvey gives an assist to Bankers Life

Paul Harvey's association with Bankers started more than 16 years ago over WLS, the Chicago outlet for ABC. The purpose of our radio advertising then—as it is today—was to produce sales leads for our insurance agents, just like our advertising in other media. The response was so good that we soon decided to sponsor him on the full ABC network. Now, 16 years later, Paul Harvey still speaks for Bankers nine times a week—Monday through Saturday at noon, and Monday, Wednesday and Friday at 7:55 a.m.

As far as we know, the 16-year Bankers-Harvey-ABC relationship is unique in broadcasting history. No other direct-response advertiser has ever sponsored a broadcasting personality on a single radio network for more than 16 years as part of a mass-merchandising effort where results are carefully measured in terms of lead production.

There are several reasons for the continuing success of these Paul Harvey broadcasts, but the most important of these must be Mr. Harvey himself—the personality that is mirrored in his programs.

The Harvey broadcasts are forceful, incisive and witty. His news items hit national issues, but they also include the man on the street and his foibles. He mixes the good with the bad. Along with frightful statistics on rising crime rates, Mr. Harvey thinks it important to tell about increased church attendance and marriages that have lasted happily for over half a century. In other words the Harvey programs offer something for everybody.

But from the beginning of his Bankers-White Cross broadcasts, Mr. Harvey realized that capturing an audience for himself would not be enough. To give us maximum sales mileage for our sponsorship, he knew he would have to deliver this same audience to us. This he did.

Unlike most newscasters, Mr. Harvey delivers his own commercials live. And he integrates them into his program format so skillfully that the product story tends to become part of the daily news story. This not only prevents staleness, it lends credibility and urgency to each message. When coupled with his unique flair for projecting enthusiasm, it is not hard to understand why Mr. Harvey's broadcasts continue to be able

to bring good response.

Seen from another angle, the Harvey audience reacts to Bankers' messages because it identifies with Mr. Harvey's sponsor as it does with Mr. Harvey. The loyal and devoted listener looks to Mr. Harvey as his friend, mentor and the voice of his own conscience. He believes in Bankers because he trusts Paul Harvey. This is undoubtedly one of the major reasons why the Harvey audience continues to be a profitable market for our health-insurance policies.

With a Harvey lead in his hand, Bankers agents have a great door opener. "Paul Harvey asked me to bring you the book you wrote for" gets him easily inside the door. And because Mr. Harvey attends our sales conventions and meets many of our agents, they can talk about Mr. Harvey—the man they know personally—while giving their sales presentation. It is no wonder then that sales from Harvey leads are better than average.

Mr. Harvey's personal involvement in company functions is an important factor in our over-all marketing strategy. On the one hand, as I pointed out before, it makes each Harvey lead the agent receives more valuable. Mr. Harvey appreciates this and that is why he goes out of his way to know as many people in the organization as possible. This includes visiting with John D. MacArthur, close friend and Bankers board chairman, and shaking hands with agents and managers wherever he travels. When his schedule permits, he'll drop into a Bankers office to say hello. What's more, mention of these impromptu visits often gets on the air

as part of the commercial. And our sales people know how to capitalize on this extra publicity at the point of sale.

On the other hand, Mr. Harvey's frequent contacts with our sales force helps him understand and talk about White Cross. When he says "I've known these White Cross folks for 16 years . . . worked with them . . ." he sounds as if he means every word, because he does.

Mr. Harvey's contribution to our total lead-procurement program—one of the most sophisticated in the nation—is valuable. But in these 16 years, he has come to mean a great deal more to us than a successful White Cross "salesman." His identification with Bankers-White Cross is firmly established—and this is good for both of us. Mr. Harvey keeps Bankers and the White Cross folks in front of 19-million ABC listeners every week. This too is good for our corporate identity. And while we've never tried to measure the impact of Mr. Harvey's association with Bankers on our other media ads, we're confident that it exists.

In the past 16 years, Bankers has leaped into national prominence in the insurance industry. Today we are the number-one stock company offering individual health insurance. And White Cross is a household word in millions of homes across the nation. No single man, no single effort can take the credit for our growth. But in our over-all merchandising effort, Paul Harvey played and continues to play an important part. The story of Bankers growth and expansion could not be written fairly without him.



Joe Parkin, marketing services vice president, Bankers Life & Casualty Co., Chicago, has been with the company since 1955, when he joined it as an assistant advertising director. His background is in the direct-mail field; he has been with O. E. McIntyre (now Metromail), and at present serves as a director of the Direct Mail Advertising Association. At Bankers Life, Mr. Parkin directs what is described as one of the nation's most sophisticated "lead-producing" ad programs.



We're glad we could help

A letter thanking the Fetzer radio station in Kalamazoo for helping a listener locate a lost dog called "Zeke" may seem like a little thing. But what's important is that the writer *thought about the station* when "Zeke" was lost. We listen to our listeners — our listeners listen to us. It's a nice arrangement.

That's real communication.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

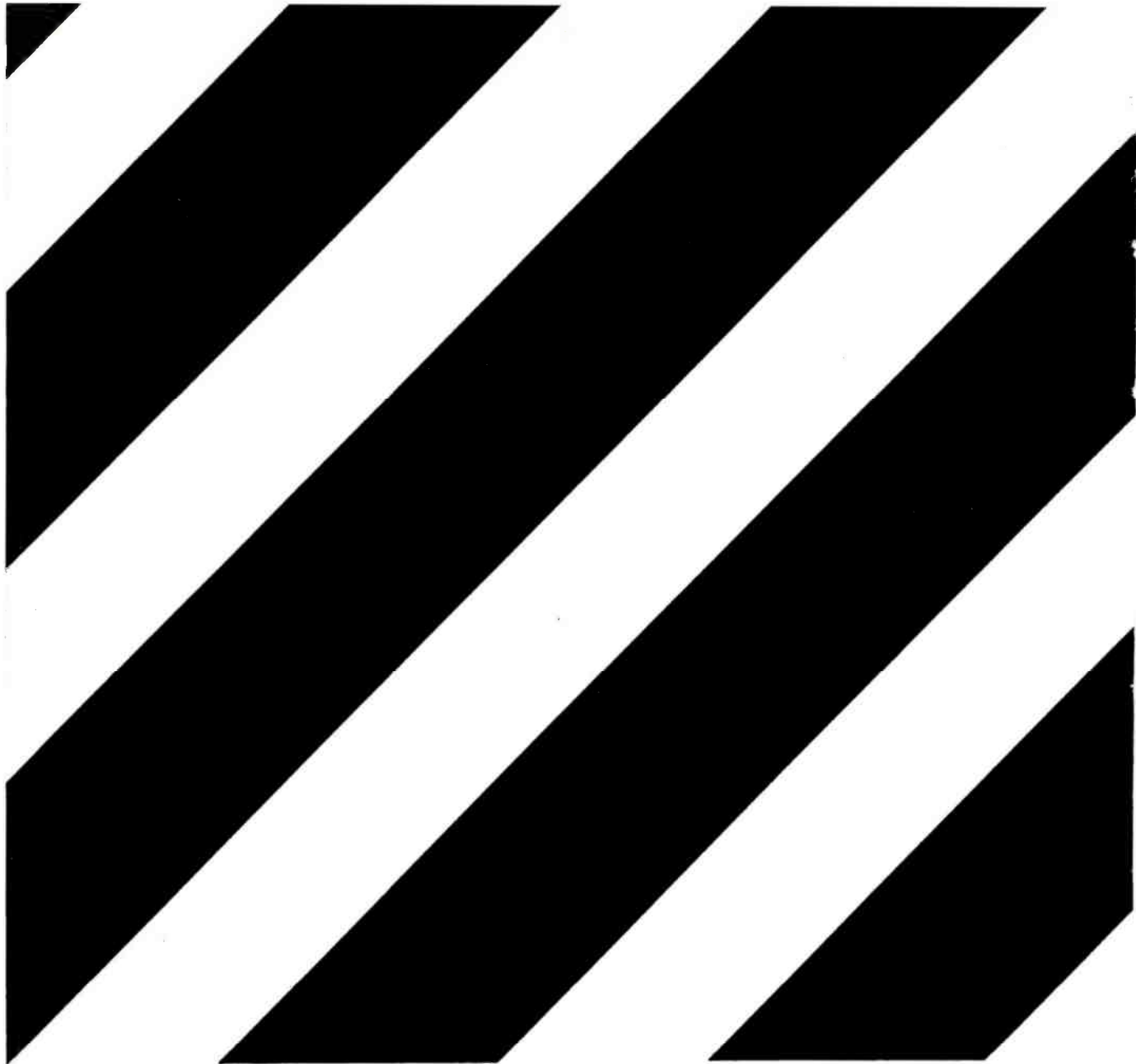
WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac



NO. 400

Guards against cinching.

"Scotch" Brand No. 400 now solves your video tape handling and shipping problems. A new, matte-finish back treatment virtually eliminates cinching, windowing and creasing. Capstan slippage is a thing of the past.



New "Scotch" Brand Color Video Tape guards itself against damage.

Guards against scratching.

The exclusive treatment on "Scotch" Brand No. 400 resists scratching, eliminates polyester redeposits on the oxide surface. Prevents the increase of dropouts and effectively extends tape life.

Guards against dust damage.

This highly conductive treatment reduces static attraction of contaminants that can damage tape and VTR heads. New No. 400 gives you built-in protection, plus performance — the finest value in color video tape.



3M
COMPANY

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

THE PRINCIPAL AWARD 1968
From Freedoms Foundation at Valley Forge
Television Program Category

Encased George Washington Honor Medal

“FOR OUTSTANDING ACHIEVEMENT IN BRINGING ABOUT
A BETTER UNDERSTANDING OF THE AMERICAN WAY OF LIFE.”



FOR THE PROGRAM

“America, America”

Featuring the Mormon Tabernacle Choir

A production of the Special Affairs Division
of Bonneville International Corporation

THE BONNEVILLE GROUP

WRFM, New York, N.Y.	KMBZ-AM, KMBR-FM, Kansas City, Mo.
KBIG-FM-AM, Los Angeles-Avalon, Calif.	KSL-AM-FM-TV, Salt Lake City, Utah
KIRO-AM-FM-TV, Seattle, Washington	KID-AM-FM-TV, Idaho Falls, Idaho
WNYW, International Shortwave, New York, N.Y.	

Our gratitude to the following television stations releasing this program:

KGGM, Albuquerque, N.M. · KFDA, Amarillo, Tex. · KTVA, Anchorage, Alaska · WAGA, Atlanta, Ga. · KERO, Bakersfield, Calif. · WMAR, Baltimore, Md. · WAFB, Baton Rouge, La. · KOOK, Billings, Mont. · WINR, Binghamton, N.Y. · KBOI, Boise, Idaho · WHDH, Boston, Mass. · WLTV, Bowling Green, Ky. · KXLF, Butte, Mont. · WGN, Chicago, Ill. · WBOY, Clarksburg, W. Va. · KFDW, Clovis, N.M. · WTVM, Columbus, Ga. · WFAA, Dallas-Ft. Worth, Tex. · WEHT, Evansville, Ind. · KTVF, Fairbanks, Alaska · KDLO, Florence, S.D. · KRTV, Great Falls, Mont. · KDUH, Hay Springs, Nebr. · KHOU, Houston, Tex. · WHNT, Huntsville, Ala. · KID, Idaho Falls, Idaho · WLBT, Jackson, Miss. · WFGA, Jacksonville, Fla. · KMBC, Kansas City, Mo. · WBIR, Knoxville, Tenn. · KLAS, Las Vegas, Nev. · KHSD, Lead, S.D. · KLEW, Lewiston, Idaho · KTHV, Little Rock, Ark. · WHAS, Louisville, Ky. · KTLA, Los Angeles, Calif. · KCBD, Lubbock, Tex. · WTVJ, Miami, Fla. · WKRG, Mobile, Ala. · WNHC, New Haven, Conn. · WNEW, New York, N.Y. · KOSA, Odessa-Midland, Tex. · KOCO, Oklahoma City, Okla. · WOW, Omaha, Nebr. · WDBO, Orlando, Fla. · WGEM, Quincy, Ill. · KEPR, Pasco, Wash. · KPHO, Phoenix, Ariz. · WCSH, Portland, Me. · WAVY, Portsmouth, Va. · WRAL, Raleigh, N.C. · KOTA, Rapid City, S.D. · KPLO, Reliance, S.D. · KOLO, Reno, Nev. · KCTV, San Angelo, Tex. · KSL, Salt Lake City, Utah · KTVU, San Francisco-Oakland, Calif. · WTOG, Savannah, Ga. · KFDO, Sayre, Okla. · KIRO, Seattle, Wash. · KSLA, Shreveport, La. · KELO, Sioux Falls, S.D. · KREM, Spokane, Wash. · KWRB, Thermopolis, Wyo. · WIBW, Topeka, Kan. · KXJB, Valley City, N.D. · WTTG, Washington, D.C. · KIMA, Yakima, Wash.

Showdown coming on TV-code czar

Nixon backs Pastore in decrying sex and violence; CBS refuses to yield; more Senate hearings talked

The battle between broadcasters and the government over control of broadcast program content was escalated last week by unexpected White House action. In a letter to Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.), President Richard Nixon said that he shared the senator's "deep concern and strongly applaud your vigorous criticism of what you regard as the misuses of this great medium."

The letter, dated March 24—the day before Mr. Nixon's personal appearance before broadcasters assembled for the annual convention of the National Association of Broadcasters—but not delivered to Senator Pastore's office until March 26, capped a week in which Senator Pastore claimed at least a two-thirds victory in his drive to have networks vest strong preview authority with the NAB Code Authority.

Elsewhere in Washington, the week saw the introduction of a bill by House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) that would

give the government specific authority to review news-coverage judgments of broadcasters by requiring stations to permit inspection of all newsfilm or tape outtakes. The bill would also make falsification of news coverage a federal offense. The Staggers bill stemmed from legislative recommendations concerning his Investigations Subcommittee's probe of a WBBM-TV Chicago marijuana documentary (see page 76).

And in the face of these developments, a television entertainer—Tommy Smothers—went to Washington to make his case against programing censorship and found an ally in Senator Vance Hartke (D-Ind.), second ranking Democrat on Senator Pastore's Communications Subcommittee. Senator Hartke began planning a full-scale counterattack—complete with further hearings by the subcommittee featuring Mr. Smothers, others involved in television programing's creative processes and academicians.

The Nixon letter made no direct reference to Senator Pastore's action

program to prod broadcasters into taking immediate steps to reduce the sex and violence content of programing, particularly by strengthening the application of the NAB code. But the President did single out for approval the senator's successful efforts to enlist the surgeon general of the U. S. to conduct a study of television's impact.

"I want you to know," President Nixon told Senator Pastore, "that I join you in supporting the proposed one-year study of the possible relationship between scenes of sex and violence on television and antisocial behavior among young people."

The senator's "forthright stand," Mr. Nixon notes, "is one that reflects the views of very many Americans who are deeply concerned with the ethical as well as the artistic level of many television programs and commercials."

A key paragraph of the Nixon letter indirectly extended the President's support to the whole Pastore package for programing reform—including centralized previewing of network fare: "The



President Nixon paid a call on the National Association of Broadcasters convention at a management luncheon last Tuesday, spoke for about 25 minutes about his Vietnam and ABM policies, but never said a word about the letter he wrote the same day endorsing Senator John O. Pastore's crusade against sex and violence on television. In picture above are Grover Cobb, KVGB Great Bend, Kan., NAB joint-board chairman; Frank Pace Jr., chairman of the Corp. for Public Broadcasting, who addressed the same meeting;

Harold Essex, WSJS-TV Winston-Salem, N. C., co-chairman of the NAB convention committee; the President, and, partly hidden, Vincent T. Wasilewski, NAB president. In his speech Mr. Nixon said: "I am addressing one of the most powerful groups in the nation." Then he added: "I am the world's living example of what television can do to—and for—a candidate." Of radio he said: "We found a useful medium in the last campaign." The rest of his remarks were concerned with Vietnam and the missile-defense system.

medium of television reaches the widest possible audience in the most intensely personal manner of any of the mass media. I share your deep concern and strongly applaud your vigorous criticism of what you regard as the misuse of this great medium."

Senator Pastore, the President concludes, has "indeed served the public interest well by bringing greater public attention to this problem."

The Pastore plan to have networks submit programs for previewing by the NAB Code Authority was the subject of a hearing before the Communications Subcommittee (BROADCASTING, March 17) at which the senator noted the long-term opposition to such a practice from CBS President Frank Stanton and indicated that he had understandings from the NBC and ABC network heads that their support might be forthcoming.

In his address at the NAB management conference luncheon on Monday (March 24), Senator Pastore cited details of the official responses of all three networks.

"I can report to you today," he said, "that NBC and ABC—putting aside their misgivings and in a spirit of cooperation—have agreed to this proposal [to permit the code authority, as a matter of right when it deemed it necessary, to prescreen network programs], which I consider an act of statesmanship and I congratulate them for it.

"CBS found it impossible to join in this cooperative effort. This I consider to be unfortunate. I would have been much happier had this decision been unanimous," the senator said.

"But, be that as it may," the senator continued, "I prefer to look to the future for good results rather than to keep on banging the past over the head." He noted that CBS, despite its formal disavowal of the previewing proposal, had promised an intensified corporate effort in keeping excesses off the network.

But the code, he reminded his audience in what perhaps was an intimation that he did not consider the matter closed, "is a creation of the TV industry. It is administered by broadcasters for broadcasters. And any suggestion that it would lead to government censorship has no foundation on fact or reason. . . .

"In very simple terms," he said sternly, "the code is a step away from government regulation and a step in the direction of self-regulation."

A close examination of letters sent from NBC and ABC to NAB President Vincent T. Wasilewski, however, raised the possibility that the responses to the Pastore proposal had been indeed unanimous—but unanimous in leaving

Why CBS won't go along

Government manipulation of stiffened code office is specter Stanton sees

The case against a "czar" for television programming was marshalled in meticulous detail by Dr. Frank Stanton, president of CBS Inc., in his letter notifying Senator John O. Pastore (D-R.I.) last week that CBS, alone among the networks, would not accede to his request that they submit their programs for prescreening by the Code Authority of the National Association of Broadcasters (see page 27).

▪ Licensee responsibility, he said, is "not delegable."

▪ A single, centralized authority empowered to rule in advance on the acceptability of programs would inevitably be exposed to government pressures, and broadcasters just as inevitably would be subjected to controls over program content that are forbidden by the First Amendment to the Constitution.

▪ In addition, a centralized authority with prescreening powers would necessarily become involved in all stages of program production, from planning to editing, thus inhibiting creativity and weakening the television medium.

Dr. Stanton's letter, four pages single-spaced, stressed that his own time and that of his associates had been devoted almost exclusively to Senator Pastore's proposal throughout the week since the senator had pressed him to reconsider CBS's long-standing refusal to let the code authority prescreen its programs. In addition, he said, a special meeting of the CBS Inc. board was held on March 20 to consider the issue and

matters almost exactly as they had stood before the cry was raised for mandatory previewing.

The CBS letter, from Dr. Stanton to Senator Pastore, recapitulated the network president's arguments against establishing a routinized procedure that would, in his opinion, evolve inexorably into a programming czar—even if the code authority attempted, in the beginning, to preview on only a consultative basis (see above).

The NAB Code Authority insists that it has, on several occasions, requested and been granted previewings by CBS.

The Stanton letter to Pastore was silent on this point—whether the network would, in the future, honor a similar request from the code office—

the question was reviewed again with the CBS-TV affiliates advisory committee on March 22.

Both the CBS board and the affiliates committee, he said, concurred with and supported the decision to stand by existing CBS policy on the issue—an issue that, in his view had "brought the television medium to a grave, even a historic, moment."

Dr. Stanton said he shared Senator Pastore's "concern about the many manifestations of social instability in the country today," and agreed that media performance cannot be separated from these manifestations. "Like you," he said, "I realize that when the going gets rough, there is a tendency, as at present, to be rough on the media, particularly on radio and television, which alone are licensed by the government."

In that context, he continued, "the expeditious course for CBS—certainly the more cautious course—would be to accommodate your view and accede to your proposal. I say this out of respect for your position, and in full knowledge of the many difficulties which the industry presently faces. But in the final analysis, we have decided that we cannot—and in the public interest should not." He continued:

"The Federal Communications Act places upon each broadcast licensee—including the network companies in their capacities as licensees of the stations they own—a responsibility to operate in the public interest. That responsibility is not delegable.

"Consultation from within and without the industry is not only welcome; in the case of CBS, it must be sought. We insist that our station and network executives actively pursue such advice including regular consultation with the NAB Code Authority. But the ultimate responsibility must be ours—ours and that of the individual affiliated stations who decide to grant or withhold clearance of our programs.

but Dr. Stanton did reaffirm to the senator that CBS "will most assuredly consult and advise with the code authority. . . ."

Stockton Helffrich, director of the NAB Code Authority, said after the Pastore speech and release of the three networks' letters that he did not feel that the developments would constrain the code authority from asking again, if the need should arise, for a CBS preview.

The NBC letter, from network President Julian Goodman to NAB President Wasilewski, noted that NBC had followed the practice since 1962 of allowing code prescreenings at the request of the code director and confirmed—"although it is not spelled out

"To permit our affiliated stations to exercise their responsibility, it has long been our practice to prescreen for them by closed circuit, on virtually a daily basis, programs—in their entirety—of particular interest. These programs include those which, in the network's opinion, are sufficiently controversial in content to justify previewing, as well as programs which the affiliate has specifically requested for preview."

It may be argued, Dr. Stanton said, that prescreening by the code authority would be no more than "outside consultation," unobjectionable "so long as it stops short of external control."

But, he continued, "you know how exposed the broadcaster is to government influence and authority." The fact that broadcasters are licensed by and accountable to the government, he said, is what would make code-authority prescreening more than "outside consultation."

"It would be only a matter of time before the government would go to the code authority about our performance—initially to inquire, then to urge. This would spell the beginning of the end of our independence. Ultimately, a member of the FCC—or a committee chairman less restrained than you—would insist. As individual communications enterprises, we can maintain our independence before the government. As a monolithic group committed to homogeneous standards and speaking with one voice, we could not."

Ultimately the prescreening process would subject broadcasters to unconstitutional controls, he maintained. A negative ruling by the code authority would in fact tend to make affiliates refuse to clear programs carrying that ruling, he said, because the affiliates "would know that such clearances might ultimately be given decisive weight in license-renewal proceedings."

Dr. Stanton agreed with Senator Pastore that at times industry "czars" have

been considered highly effective in fields such as baseball and motion pictures. "But broadcasting," he said, "is not baseball and it is much more than motion pictures. It is a vital communications medium of unprecedented importance and one which is regulated—but not as to particular program content—by the federal government."

He insisted that "the responsibility for evaluating and judging programs—like the responsibility for creating and transmitting them—cannot be centralized. In our society the determination of taste and propriety as to television programs must be pluralistic."

In addition, he said, an authority with the power of prior program approval "would be effective only if it participated—as our program practices staff does—at every step of the television-production process. . . . An outside agency wielding the blue pencil would throttle the creative impulses which are essential to the continuing improvement of television [and] would weaken the medium, not strengthen it. . . . We must not hobble the opportunity for people now in the ranks, and of the next generations, to bring about innovative progress in the performance of the medium."

Dr. Stanton stressed that CBS's program standards are "at least as rigorous, if not more so," than those of NAB, and that CBS's own program staff is "substantially larger" than the code authority's even though the latter must be concerned not with one network but with three, as well as with numerous syndicators and hundreds of stations.

Despite the turndown, Dr. Stanton also assured Senator Pastore that CBS would intensify its efforts to improve its own standards, "be responsive to the issues you have raised," continue to prescreen programs for affiliates and "will most assuredly consult and advise with the code authority of the NAB."

in the Outline of Procedures" [subscribed to by the three networks in 1962]—to continue to extend the previewing courtesy.

The ABC response, in a letter from Alfred R. Schneider, vice president and assistant to the executive vice president, ABC, to the NAB president, was that ABC would be agreeable to spelling out, in an amendment to the Outline of Procedures, that the NAB code director "may, in his discretion, request a screening of [a] program prior to broadcast so that such questions [as to acceptability based on advance descriptive program information] may be considered by the network concerned."

ABC noted that in its testimony be-

fore Senator Pastore's subcommittee it opposed "any form of mandatory prescreening of all programs, however imposed, by the code authority."

Mr. Helffrich said he did not know if it would prove necessary to actually change the terms of the Outline of Procedures along the lines suggested by Mr. Schneider, inasmuch as the letters from NBC and ABC reaffirm that he may "request" previews.

The impact of the letters on procedure was regarded as minimal by one highly placed network executive who had read all three. When asked what the letters had changed, he replied, "almost nothing."

His answer came before release of

the Nixon letter to Senator Pastore. The presidential letter also lent impetus to speculation that the Pastore crusade against televised sex and violence was not necessarily a closed affair.

Mr. Nixon's encouragement could go far in dispelling any gloom in Senator Pastore's camp over a substantial amount of bad press his preview proposal had engendered in some of the nation's more prestigious dailies, as well as in lesser newspapers. That some of the criticism had nettled the senator was apparent when he ad libbed into his prepared text a plea to "let's cut out the filth, and cut out the slanderous statements in cheap publications about the motivation of a certain member of Congress."

The last session of the Pastore hearings were adjourned "subject to the call of the chair," but only after sentiment was expressed—with Senator Pastore in agreement—that producers and writers have more to do for the content of programming, for good or bad, than network presidents or station owners, and should perhaps contribute to the hearing record.

That sentiment, coupled with an increasing rivalry between Senators Pastore and Hartke concerning the adequacy of the whole effort at dealing with the television problem, led to a reported commitment by Senator Pastore to Senator Hartke for another round of hearings. That hearing, featuring attention-getting television talent and big-name authorities from the academic world, would undoubtedly attract abundant national news coverage.

Senator Hartke, whose unhappiness with Senator Pastore's approach toward the violence study—which he wanted the Communications Subcommittee rather than the surgeon general to undertake—met last Monday for lunch and later that evening in his home with Tommy Smothers, who was in town to urge that programing censorship be lessened, not strengthened (see page 32).

The Smothers encounter with Senator Hartke sparked a natural alliance, which came to at least preliminary fruition at a midnight meeting in which plans were laid for the next stage of hearings. The planning session came after Mr. Smothers had confronted a potentially hostile assembly of Indiana broadcasters, who had gathered at the Hartke home for Indiana corn pudding, a no-holds-barred discussion with the senator on public affairs generally, and a chance to greet or take pot shots at Mr. Smothers, whose presence and mission in Washington had been widely reorted in the daily press.

Later, at the strategy session, it was decided to press for hearings involving testimony by Mr. Smothers some time in May, with the Smothers staff to work



The Down-to-Earth Story



Launch: *NTI average audience, periods of common coverage, 11 AM-1 PM, 3/3/69.*

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The splashdown of Apollo 9 provided some of the most spectacular scenes in television history—scenes that drew a larger audience to NBC than anywhere else.

For despite some hastily published claims to the contrary, the down-to-earth fact is that the NBC audience for splashdown coverage was 26% larger than that of the number two network. (Just as the NBC audience was 21% larger for coverage of the Apollo 9 launch.)

We're pleased more people landed with us, and pleased that it usually happens that way when all three networks cover the same event.

Among the reasons, we suspect, is viewer appreciation of the times when NBC carries an event alone. Like last week's extended, live coverage of the Senate hearings on the ABM. Or Barbara Walters' five-part "Today" interview last week with Dean Rusk, his first detailed interview since leaving office.

We can only guess at the spectacular scenes future Apollo missions will offer, but we know NBC News will be ready to report them.

That will be our down-to-moon story.

NBC News

with the senator in suggesting other witnesses from television production enterprises and the social sciences. (Suggestions here ranged beyond students of psychopathology into the broader world of cultural anthropology—Margaret Mead was one of the names advanced in speculation.)

Reportedly, an earlier discussion on future hearings between Senators Hartke and Pastore concluded with the understanding that if Senator Hartke would provide a list of witnesses Senator Pastore would call the hearings. That report was not contradicted by Senator Pastore's office, which explained that suggestions for future witnesses were to be entertained from a variety of sources although no such suggestions had yet been received.

The specific position that Senator Hartke seemed to be adopting, by his sponsorship of Mr. Smothers's position, was directly opposite to the Pastore proposal for code previewing. Mr. Smothers opposed a strengthened code apparatus on the grounds it would add another layer of editorial control on creative innovations in programing.

Senator Hartke's original interest in "depth hearings" on TV violence did not seem to lend itself at the time to any move for more permissiveness in programing. But one Smothers argument seemed to influence the senator—the contention that program creators were forced into use of violent themes to add dramatic values and excitement to programing precisely because they were barred by confining network continuity policy from tackling meaningful but controversial conflicts.

At the same time, as the discussion with the Indiana broadcasters evolved, it became clear that Mr. Smothers, who began with a simple plea for no censorship at all, was progressively leaning toward the anti-Pastore position (and pro-Dr.-Stanton position) that

editorial control over network product—to whatever extent necessary—should be exercised by individual affiliates rather than by a centralized authority.

Washington odyssey of Tommy Smothers

Complaints about network censors gain Hartke's ear; maybe more Hill hearings

A television entertainer, embattled with his network over control of his program's content, went to Washington on the eve of the National Association of Broadcasters annual convention to try to do just what NAB delegates do—make friends and influence people.

Before he was through he had found an agent for a return performance—a senator, at that—picked up a *Life* photographer-and-reporter team, and faced a sizable group of broadcasters from grassroots America—the sort of broadcasters who might be expected to take the dimmest possible view of his plea for freedom to air controversial programing.

That confrontation went well for Tommy Smothers, but all wasn't roses during his visit. One ploy did not come off—an improvised plan (against high odds) to gain an opportunity to address a CBS affiliates meeting at the convention. A trial balloon had been launched in the pages of the *Washington Post* for an appearance before the affiliates, but it went straight down. ("I walked by the place a couple of times," he said later, "but nobody asked me in.")

But, although his visit to the convention hotels proved relatively un-

profitable, a celebrity's entree prevailed in several of Washington's permanent encampments of the powerful.

Mr. Smothers made the rounds on Capitol Hill, where he conferred with members of the California delegation and other members of Congress, and visited in FCC offices on Monday (March 24). At the FCC he conferred with Commissioners Kenneth Cox and Nicholas Johnson—mainly seeking information on where the power really was, Mr. Smothers explained later.

The most productive contact was made on Capitol Hill, when Mr. Smothers had lunch with Senator Vance Hartke (D-Ind.). At that meeting the stage was set for a visit that evening at Senator Hartke's home, the scene of a reception and buffet for about 90 NAB members from Indiana and neighboring states. After a discussion session with the broadcasters that grew so animated that the senator had difficulty clearing the decks for a subsequent post-midnight strategy session, plans were laid for Mr. Smothers's appearance at a hearing before the Senate Communications Subcommittee, along with others involved in television program creation and social scientists who could testify to changing standards and cultural upheaval (see page 27).

The Smothers brothers' odyssey—he was accompanied by two aides: Denny Shanahan and John Barrett, but his brother Dick was not along on the Washington mission—began on Sunday morning (March 23) with participation in a panel discussion during sessions of the Intercollegiate Broadcasting System.

That afternoon Mr. Smothers held a reception in his hotel suite that developed into a news conference. For about an hour before the reception he had private talks with FCC Commissioner Johnson.

In talking to reporters he sharpened his rhetoric in discussion of his complaints of CBS-imposed control of his program's content.

"I used to call it artistic interference," he said. "Now, after three years, I'm calling it exactly what it is—censorship."

It was at the Hartke gathering that Tommy Smothers faced his toughest audience and perhaps made his greatest progress. The colloquy was not without its slips—broadcasters were startled to be told that the FCC wasn't the problem, especially when that news was coupled with kudos for Commissioner Johnson, and several earthy expressions dropped in the presence of a number of Senator Hartke's children were diplomatically ignored but recounted with relish the next day by some of those who had been present.

But the performance, despite minor



Tommy Smothers (r), in Washington for an appearance at the Intercollegiate Broadcasting System convention (March 23), held a new conference later that

afternoon. Prior to meeting with the newsmen, Mr. Smothers talked for about an hour with FCC Commissioner Nicholas Johnson (l).



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flaws, must have convinced Senator Hartke that he had a telling witness at hand. Hecklers were squelched with finesse and arguments rebutted with economy—in a way that tended (but not always) to make friends rather than enemies. During the confrontation, he drove home his central point that “the country is coming apart and 80% to 90% of television is irrelevant.”

“If you think *Julia* is relevant,” he said heatedly at another point, “you’re crazy.” There were no voices raised for the opposite viewpoint among the approximately 50 broadcasters involved in the give-and-take, and many of the heads nodded in agreement. Another left-out group, the socially-aware young, he charged, were only reached as a coherent and regular audience by two programs in all the prime-time hours weekly—the *Smothers Brothers Comedy Hour* and *Laugh-In*.

The youth audience—the higher teens to the 30’s—he said, were on the cutting edge of a great social and cultural wave

of change, and yet their share of broadcasting service was being effectively denied by conservative pressures in suppression of controversy. Furthermore, bland programming was throwing away the possibility of providing critically essential communication across the generation gap, he said.

He called on the local affiliates to exercise their judgment on carrying controversial material, rather than relying on the networks to make editorial judgments for them, and to press for enough freedom for program producers so that local editorial judgments could be meaningful. If CBS cuts out a sequence, he said, it can’t be seen anywhere. But if, say, 50 affiliates decide it is not appropriate for their communities, the remaining affiliates are free to determine that it is appropriate for theirs, he concluded.

Mr. Smothers’s difficulty with his network was a subject being dealt with throughout his Washington visit and on through last week in New York and Hollywood, too. In his Washington ut-

terances, Mr. Smothers made it plain that he felt there would be no *Smothers Brothers Comedy Hour* on CBS next season and that he would be perfectly happy with that outcome.

Late last week the situation was in limbo, with the Smothers forces demanding exemptions from some of the network’s programming standards. It was not considered likely that the exemptions would be granted, but a decision is to be announced by CBS-TV this Friday (April 4). Meanwhile, the Smothers brothers were advised to hold off on making production commitments that the performers said must be made at once in order to effect a change in the program’s location from Los Angeles to San Francisco.

But sources in Hollywood and New York late last week appeared to be quite confident that there would be a Smothers brothers show next year and that it would be on CBS. That would be the result, it was felt, even if the network does not budge on the requests for standards exemption.

TheMedia

A law to deter strike applications?

Now shaping up: a campaign for legislation to stop licenses from being put up for grabs

For broadcasters worried about so-called “strike” applications, the National Association of Broadcasters 47th convention in Washington last week was not unlike a pep rally. The talk about how they could be protected against competing applications at renewal time was brave, stimulating, even exhilarating.

But now that the broadcasters are back home, their conventioning done, the morning-after syndrome has set in. What, after all, did all the talk really mean? How is action to be fitted to the words?

NAB President Vincent Wasilewski set the tone in his keynote address on Monday. He called on Congress and the FCC to consider an NAB proposal that Congress adopt legislation that would require the commission—before accepting an application for a broadcast license for which renewal is being sought—to determine first that a grant of the renewal application would not be in the public interest.

The talk became even more exciting a few hours later, when Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee,

told the convention of his “deep-seated conviction that public service is not encouraged or promoted by placing the sword of Damocles over the heads of broadcasters at renewal time.”

The senator, whose subcommittee has jurisdiction over broadcasting matters, observed that broadcasting is a costly business if done well. If a broadcaster is to discharge his obligations to the public, he added, he must “have a reasonable assurance that, if he does his job—and does it well—he is going to be allowed to remain in business, and not have his investment go down the drain.”

The issue even came to the attention of the White House, when two White House assistants met with a group of broadcast-industry representatives for a wide-ranging review of broadcast-related matters. Broadcasters’ concern about competing applications at renewal time was discussed in connection with a possible legislative program for implementing new policy (see page 36).

The applause with which broadcasters greeted Senator Pastore’s remarks indicated the uneasiness they feel as a result of recent developments. They are

mindful of the commission’s decision two months ago to deny WHDH-TV Boston a renewal of its license and to award the contested channel 5 to a competing applicant. And they are aware of the competing applications that have been filed since then against the renewal applications of KNBC(TV) Los Angeles, WNAC-TV Boston and WLBT(TV) Jackson, Miss.

The question, however, was how to cut down the sword. Most broadcasting attorneys and industry officials appeared determined to make a massive effort to secure legislation like that called for by Mr. Wasilewski. But there were those at the convention who wondered whether that approach was wise, or even desirable. Some felt an effort should be made to secure relief through changes in commission policy.

Senator Pastore, even while expressing sympathy for the “harassed” renewal applicant, contributed to the debate over the kind of action broadcasters should take.

If a broadcaster lives up to his promises to the commission and abides by the Communications Act and the commission’s policies, “he should not—and

A time for action (an editorial)

Whatever else they talked about in Washington last week, one subject was dominant among broadcasters at their national convention. The best description given it was "renewal roulette," a phrase coined by former FCC Commissioner Lee Loevinger.

There was no doubt that broadcasters everywhere have at last realized that no license is immune to attack unless it is a single media holding managed by its owner who is engaged in no other pursuits. The question they kept asking was what can be done about it. And they got the right answers.

Vincent T. Wasilewski, NAB president, said that the "essential first step" was to get legislation that "would require the commission—before accepting the application of any other person for a broadcast license under renewal—first to determine that a grant of the application of the renewal applicant would not be in the public interest, convenience or necessity." That, of course, would put the burden of proof on the FCC, where it belongs.

Senator John O. Pastore, chairman of the Senate Communications Subcommittee, said that "public service is not encouraged or promoted by placing the sword of Damocles over the heads of broadcasters at renewal time." Only after a license has been revoked, said the senator, should the facility be made available to others. Though Senator Pastore did not specify how he thought the principle should be applied—whether through legislation or FCC policy—his commitment to it at least implied support for an appropriate amendment to the Communications Act.

I repeat—he should not be placed in jeopardy at renewal time and have his license put up for grabs," the senator said.

He added that if a licensee has not performed adequately, "the commission has its rights of remedy and it can take appropriate action." As expressed in his prepared text, the senator's thought was even closer to that of Mr. Wasilewski's. It said that a license should be "made available to all comers" only "in the event [it] is revoked."

The senator's office said later there was no significance in the deviation from the text. However, although the kind of change the senator called for would require an amendment to the Communications Act, he did not speak of legislation. And that was no oversight.

An aide said the senator believes the desired result could be brought about through changes in commission policy which would make clear an existing licensee would go into a comparative hearing with a measure of protection. The result, presumably, would be to discourage the filing of "strike" applications.

In the WHDH-TV case, the commission reversed long-standing policy and declined to consider the station's record of service on the ground that the record was "within the bounds of average." The commission said that to do otherwise would place new applicants

competing with renewal applicants "at a disadvantage."

It then proceeded to award the channel to Boston Broadcasters Inc., principally on the ground that such a grant would promote a greater diversification of media control. WHDH-TV as well as its affiliated AM and FM stations are owned by the publisher of daily and Sunday newspapers in Boston.

The hearing examiner in the case, who had followed precedent, had proposed the grant to WHDH-TV on the basis of the station's record, which he considered satisfactory and a better index of future performance than the promises of the competing applicants.

A reversion to that policy, lawyers at the convention said, would be helpful to renewal applicants. However, one attorney brushed off suggestions of any alternative solution short of law with the remark, "I don't trust the FCC."

Commissioner Kenneth A. Cox, who did not participate in the WHDH-TV case, found it "a little bit incredible" that a broadcaster would be unwilling to have his record challenged at renewal time by someone who claims to be able to provide a better service.

The commissioner, who was a panelist at Mark Century's program seminar at the convention (see page 36), called Mr. Wasilewski's proposal a "reaction to a single ruling" which, if adopted, would free broadcasters "from any risk of loss." But he also called it "a shrewd

There are those who are fearful that a request to Congress for relief may create more problems than it solves. According to this opinion, a Congress that is carrying on campaigns against sex and violence on television and considering legislation to restrict broadcasters in their pursuit and presentation of news is in no mood to grant broadcasters larger claims to their licenses.

It is this publication's conviction that the opposite is true. Relief can be achieved if the broadcasters' case is presented properly.

An accentuation of the present trend toward licensee vulnerability will only lead to lower standards of programming and advertising. The inclination of all licensees will be to invest the least in quality of service and take all the advertising they can get, if they face the prospects of going out of business at the end of their three-year license period. It is a loss of service to the public, not the gain of broadcasters, that is at stake here. Surely as simple a fact as that can be made clear to a majority of congressmen.

The pursuit of corrective legislation is essential. It must be accompanied by persuasion at the White House to make equally essential changes in the membership of the agency that has created the present anarchy.

The philosophy of regulation now dominating the commission will not be altered by amendments to the law. Whatever restraints may be imposed by the Congress, the destructionists now serving on the FCC and its staff will look for other ways to do their mischief, if they are kept on their jobs. Unless the Nixon administration wishes to be credited with the enfeeblement of the broadcasting system, it will move promptly to make replacements.

one . . . that seeks to capitalize on present confusion in order to rewrite the basic tenet of the Communications Act."

At least one broadcast attorney expressed serious reservations about seeking relief through legislation. In a panel session with other lawyers (see page 72), Robert L. Heald, president of the Federal Communications Bar Association, warned that broadcasters might have to pay a heavy price for protection. Rate regulation might be a consequence, he noted.

Mr. Heald asked: "To what extent would broadcasters sell out for assured renewals?" He said that, with the present freedom from rate regulation, "we've got a lot going for us."

But another panelist, former FCC Commissioner Lee Loevinger, who is now a Washington attorney, said Congress should act to stop what he said, had become a game of "renewal roulette." He said he would "rather see the regulations spelled out than to continue this vague practice of unlimited power by the FCC."

As for Mr. Heald's concern regarding protective legislation, Mr. Loevinger said there are a number of regulated industries that have no license-renewal problems and are not rate- or profit-regulated. He referred specifically to atomic-energy firms licensed by the Atomic Energy Commission.

Sol Taishoff, president of Broadcast-

The White House looks into FCC's future

The Nixon administration has begun examining the composition and policies of the FCC.

Last week two White House staff executives met with an invited group of broadcasters to get their views on current broadcast regulation. The discussion reportedly ranged over many matters, but the most emphasis was placed on the present vulnerability of licensees at renewal time, FCC rule-makings that would break up multi-media ownerships, and the make-up of the commission itself.

The man who called the meeting was Dr. Clay T. Whitehead, deputy to Robert Ellsworth, special assistant to the President. Also present was Abbott Washburn, now a consultant to the White House staff. Mr. Washburn was deputy director of the U.S. Information Agency during the Eisenhower admin-

istration and later headed a Washington public-relations firm.

Broadcasters in attendance were Grover Cobb, of KVGB Great Bend, Kan., chairman of the National Association of Broadcasters board; Vincent T. Wasilewski, NAB president; Clair R. McCollough, Steinman Stations; John F. Dille, Communicana Group; Robert W. Ferguson, of WTRF-TV Wheeling, W. Va., chairman of the NAB's television code board; Everett H. Erlick, executive vice president, ABC; Richard W. Jencks, president, CBS/Broadcast Group, and Thomas Ervin, executive vice president, NBC.

During the discussion of FCC personnel problems, it was said later, FCC Commissioner Nicholas Johnson was mentioned by name, although the White House officials gave no indication of any change of assignment for him. It was mentioned that Chairman Rosel Hyde's term expires next June 30, but there was no word as to whether he would be asked to remain beyond then.

ing Publications Inc., another member of the panel, said he would favor a law providing for licenses granted in perpetuity and revocable only for cause. But since laws are interpreted by men, he said, what is needed is "new people" on the commission.

One argument against seeking legislation that was heard in private discussions at the social functions that punctuated the convention, but not in the formal meetings, was the danger involved in failure of such an effort.

Industry representatives whose job it is to know the attitudes in Congress believe that the Senate could probably be persuaded to adopt the desired legislation, particularly in view of the sentiments expressed by Senator Pastore, who is the single most influential man in the Senate in communications matters.

However, serious problems are foreseen in the House, where the Commerce Committee has been extremely critical of various elements of the broadcasting industry in recent years. Last week, Chairman Harley O. Staggers (D-W. Va.), introduced legislation that would provide a basis for governmental supervision of the news judgment of broadcasters (see page 76). (The proposals grew out of the committee's investigation of WBBM-TV Chicago's two-part program, *Pot Party at a University* [BROADCASTING, March 24].)

If the proposed bill were to die in the House, the commission and the courts could conclude that Congress had decided broadcasters should not be given special consideration at renewal time.

However, industry representatives who were checked last week indicated

they were ready to take the gamble. The legislative effort, one acknowledged "will require some work in the House." He noted that the proposal is not without its backers. "Seven thousand broadcasters will support it."

Regulation is focus of Mark Century panel

Broadcasters attending the eighth annual Mark Century breakfast and programing seminar on Monday morning (March 24) heard Milton Herson, Mark Century president, tick off a long list of problem areas between broadcasters and the FCC, ranging from "one-to-a-customer" to CATV ownership. The seminar then opened to a free-wheeling discussion among panelists FCC Commissioner Kenneth A. Cox; Robert A. Dreyer, retired vice president and general counsel, Metromedia, and Harold R. Krelstein, president of Plough Broadcasting Co., Memphis.

Commissioner Cox, in addition to dealing at length in opposition to broadcasters' proposals that incumbents be first denied a renewal before competing application be considered (see page 34), defended government regulation as "necessary if the public interest is to be served." He said two areas of radio public-affairs programing bore special watching—opinion and commentary programs, especially those supplied from outside the broadcaster's own community, and telephone call-in shows, which can, he said, become too easily captive to certain points of view.

Mr. Dreyer charged that the FCC's emphasis on local program diversity was

It was also mentioned that the term of FCC Commissioner Kenneth Cox, a Democrat, expires June 30, 1970.

Another meeting with the broadcasters may be called in a few weeks, the White House officials reportedly said.

Dr. Whitehead, who holds degrees in business administration and engineering from Massachusetts Institute of Technology, has been assigned to study policy making and organization of the FCC and several other regulatory agencies. His immediate superior, Mr. Ellsworth, a former congressman from Kansas, was reported last week to be under consideration for an ambassadorial post.

In addition to acting as a consultant to the White House, Mr. Washburn is the U.S. government's acting representative to the International Telecommunications Satellite Consortium, assuming the duties of Leonard H. Marks, who has resigned to resume his communications-law practice.

a "shibboleth." If good programing is available, why not serve audiences with it, even if it may have been produced elsewhere, he asked. He also said concern in general over concentration of broadcast ownership was "absurd." It implies, he said, that a licensee with the maximum 21 outlets, out of thousands on the air, could prevent the democratic process from working.

Mr. Krelstein asked, concerning the growth over time in the number of broadcast licensees, if it wasn't "just possible that the Communications Act and the rules are now obsolete." Since 1934, he observed, some 40 commissioners of varied viewpoints have evolved a complex web of regulation resulting in the present unsettling situation. The key question, he said, is whether "destruction of the system is really in the public interest."

Staggers House group adds eight staffers

An expanded staff for the House Commerce Committee was guaranteed last week as the House Administration Committee approved a budget increase, which was then voted on and adopted without objection by the House. The \$100,000 boost provides for eight new high-level staff assistants, including one for each of the four subcommittee chairmen (BROADCASTING, March 24).

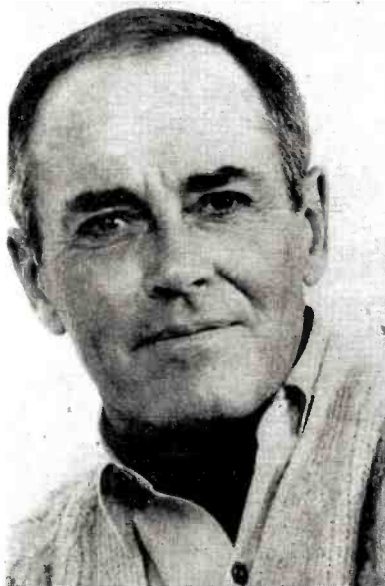
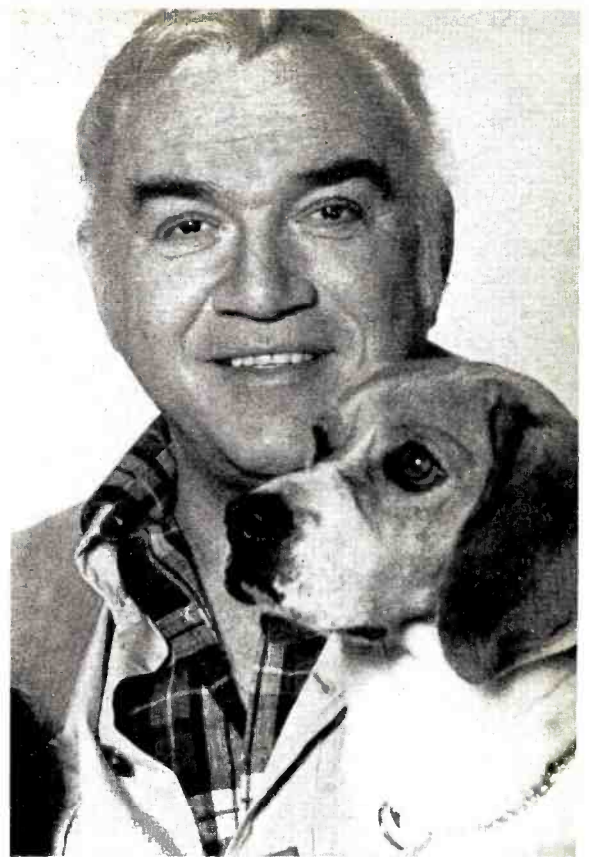
The other staffers would be added to the full committee's professional staff of four. They would perform as specialists in the committee's area of jurisdiction and, like the present four, assist on legislative projects of the com-

The largest independent producer* of network specials—producer of 10 of the top 15 highest-rated documentaries¹ (67-68 SEASON)

offers Jack Paar, Lorne Greene, Henry Fonda, Judy Garland, Joey Bishop, Richard Basehart, Bob Newhart, Theodore White, Pearl S. Buck, Harry Reasoner, Al Capp and Robert F. Kennedy in

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Tremendous audience attraction, high ratings, blue chip advertiser successes, critical acclaim, awards, and word-of-mouth.

IT'S A DOG'S WORLD/Lorne Greene, 6th highest-rated network documentary of the season,²One hour, Color.

CHINA: ROOTS OF MADNESS/Theodore White, Pearl Buck, 90 minutes, of all programs competing for 4 EMMYS this special won 2.

JACK PAAR and a Funny Thing Happened on the Way to Hollywood/Judy Garland, Bob Newhart, One hour, Color.

THE WORLD OF HORSES/Lorne Greene, 10th highest-rated network documentary of the season,¹One hour, Color.

THE REALLY BIG FAMILY/Henry Fonda, One hour (First run).

BIG CATS, LITTLE CATS/Lorne Greene, 15th highest-rated network documentary of the season,¹One hour, Color.

NATION OF IMMIGRANTS/Richard Basehart, Robert F. Kennedy, One hour.

DO BLONDES HAVE MORE FUN?/Al Capp, One hour, Color.

WALL STREET—WHERE THE MONEY IS Harry Reasoner, One hour.

1969 SPORTSMEN'S WORLD AWARDS Joey Bishop, Film stars and sports celebrities, entertainment, 90 minutes, color tape (First run).

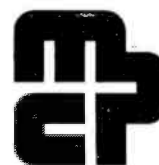
*MPC is also the producer with the National Geographic Society and Jacques Cousteau for television.

Source: NII average audience estimates.

1. 1967—68 Season, Sept./May.

2. 1966—67 Season, Sept./June.

Subject to qualifications available on request.



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mittee as a whole.

Another Commerce Committee budget request (H. Res. 304) has been referred to and is now before the House Administration Committee for consideration. This calls for \$1 million for the investigation of transportation conglomerates, with a possibility that the study may be extended to include a probe into conglomerates in other areas. No hearing has been set as yet on this proposal, but there seems to be no rush on the part of Chairman Harley O. Staggers (D-W. Va.) to see that one is held. He pointed out that certain legislation already in the works could eliminate the need for the study.

Fetzer assails self-styled crusaders

Man of year says radio-TV has right to call firemen when somebody yells 'fire'

A "massive frontal counter-attack" by and for broadcasting was advocated last week to repel "self-appointed contestants" who are "tearing down our broadcasting structure, piece by piece, through invented issues, contrived complaints and aimless exercises."

The call came from John E. Fetzer, president of Fetzer stations, in accepting the 1969 Distinguished Service Award of the National Association of Broadcasters at the opening general assembly of the NAB convention in Washington last Monday (March 24).

Similar calls for concerted exercises in the promotion of broadcasting and its contributions came, in other sessions, from NAB President Vincent T. Wasilewski, Television Information Office Director Roy Danish and NAB Code Authority Director Stockton Helffrich (see pages 40, 49 & 50).

"We need to throw the full weight of our skills, experience and resources behind a new Declaration of Independence," Mr. Fetzer declared. "We have sold everybody's ideas, except that we have tenaciously avoided a declaration of our own efficacy."

"The ultimate source of authority in America lies in the thousands of communities throughout the land. . . . If the truth is boldly stated, you can be sure of feedback, because the American people have illustrated, time and again, when honestly informed, they will rally to our defense."

"This Declaration of Independence should enunciate the simple principles upon which all our free institutions exist. If, under our Constitution, it is an acceptable right for our critics to yell fire, then it is equally our constitutional right to bring in the firemen. If

we extend the use of our facilities to this infusion of words before our microphones and cameras, then we should wend our way to our own studios in order to talk back.

"When the First Amendment gave Congress a mandate to make no law abridging the freedom of speech or of the press, it must be understood that the same criteria apply at both ends of the spectrum."

Mr. Fetzer struck out at "the articulate, self-styled crusader who imagines himself to be a man of destiny" and at the "purveyors of calamity" who "have goaded members of the public into a frame of mind that is a lesson in frustration" for broadcasters.

But he struck out, too, at "far too many" broadcasters who "have been guilty of the conservative cry 'Don't rock the boat' and have been willing to let 'the other fellow' handle broadcasting's problems."

"We are not altogether blameless for the state of affairs in which we find ourselves," Mr. Fetzer said. "There is a decided danger that our skin is worn so thin that we dismiss all criticism with a Pavlovian reaction. Even though our position is distorted by the irresponsible advocate, we cannot afford the luxury of turning a deaf ear to all criticism."

"We simply have to be responsive as a matter of enlightened self-interest. Examination alone will prove to be the stimulus to impartial appraisal. Too, we need to systematically criticize ourselves in our own program of self-regulation."

"The codes need dispassionate and affirmative application without temporizing. Since the beginning of the television and radio codes, there has been a persistent advocacy to lower standards. If the pendulum has swung too far, let's



Mr. Fetzer

get on with the job of instituting corrective measures, post haste."

He defended broadcasting against criticisms of mass-appeal programming and overly commercial orientation, and warned that "any drive to curtail the commercial health of our broadcasting system can be a fatal blow to the economic stability of our nation," if not to the future of the nation itself.

Mr. Fetzer, owner of the Detroit baseball Tigers as well as a pioneer broadcaster, was presented the distinguished service award, broadcasting's highest honor, "in recognition of his meritorious service as a broadcaster and as a citizen."

The citation noted his "half a century as one of the industry's leaders in the development and growth of broadcasting," his years of service to NAB as chairman of its first TV code review board and as a member of the NAB board and chairman and member of numerous committees, his community, academic and national contributions and his stature in the sports world.

The presentation was made by NAB President Wasilewski and Board Chairman Grover Cobb, of KVGW Great Bend, Kan. A feature of the tribute was a taped salute by Secretary of Agriculture Clifford Hardin, who hailed Mr. Fetzer as "a builder of outstanding achievement in the broadcast industry."

Oral moment of truth set by FCC for UHFers

Eleven UHF permittees, called on the carpet to explain why they need extra time to construct their stations (BROADCASTING, March 3), will appear before the FCC today (March 31) with their construction permits at stake.

The commission told the permittees last month in a letter that it could not rule on their requests for additional time until it ascertained whether delays in construction were due to matters beyond their control. The grantees' reasons for not proceeding with construction, the commission said, entitled them at most to oral argument. They were advised that unless they notified the commission of an intention to go ahead with construction, their CP's would be cancelled.

The UHF's involved are KHER(TV) Longview, Tex.; WTML(TV) Miami; WMLK(TV) Janesville, Wis.; WONH(TV) Syracuse, N. Y.; WFNT(TV) Elgin, Ill.; WPCT(TV) Melbourne, Fla.; WPDT(TV) Florence, S. C.; WPNG-TV Springfield, Ill.; WROA-TV Gulfport, Miss.; KWID-TV Tulsa, Okla., and KTOV-TV Denver. Each has been allotted 20 minutes for oral argument.

Also scheduled for hearing is a similar case involving WNDN(FM) Kingston, N. Y.



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... and a home-run hitter coming up: Exclusive coverage of the home and road games of the San Francisco Giants for the 12th consecutive year. McClatchy broadcasting is a sure way to drive your message home — right into the Western Nevada and Inland California \$7.8 billion market. Sports get full play on The Beeline — which gives you a rare chance to gain fans for your product. Try Beeline Radio; you will end up a winner.

Data Source: Sales Management's Survey of Buying Power (Effective Buying Income), June, 1968

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Wasilewski calls for counteraction

Tells NAB delegates that fight against restrictions can be won in courts; says public is radio-TV's ally

Broadcasters, faced with threats that could "shatter the industry," must respond both by defending their constitutional rights and by establishing themselves as responsible citizens in the eyes of the public.

That was the admonition of Vincent T. Wasilewski, president of the National Association of Broadcasters, at the opening general assembly of the NAB convention in Washington last Monday (March 24).

He was applauded by the delegates when he said he had no apology to make for what critics call "waving the same old First Amendment" whenever broadcasters' freedom is threatened.

"The First Amendment," he said, "is all that stands between broadcasting and those who would make broadcasting a ward of the government. It is the same old First Amendment. That is our point. It has not changed."

He rejected the notion that broadcasters' constitutional protection is limited because they are licensed. Licensing, he said, "does not mean that we have given away anything—not one percent, not one iota, nothing—in the area of free speech."

"I do not regard that as empty rhetoric, because I believe we can win that fight in the courts. We must be prepared to make that fight as often as necessary, even though a few may snicker and say 'here they come again, waving the same old First Amendment.'"

Mr. Wasilewski quoted a telegram from Julian Goodman, NBC president, saying that of all the difficult issues facing broadcasters, the most important is "the right to broadcast news freely, without interference or intimidation from government authority."

He joined Mr. Goodman in urging broadcasters to oppose the proposal of the House Commerce Committee's investigations subcommittee that legislation be enacted limiting broadcast news coverage, and to support the "alert minority" of the subcommittee who held that "a broadcaster's exercise of journalistic judgment [is] synonymous to that of the newspaperman's."

Mr. Wasilewski praised FCC's refusal to try to determine whether the "truth" had been presented in broadcast coverage of the Democratic convention in Chicago last summer, but criticized it sharply for pursuing policies that could "shatter the industry" and, "most importantly of all," seriously curtail service to the public.

He referred specifically to the "one-to-a-customer" proposal and concepts



Mr. Wasilewski

looking toward separation of newspaper and broadcast ownerships, barring cross-ownerships of cable-TV systems by broadcasters and questioning the ownership of broadcasting properties by conglomerates.

"What is proposed here—in totality—would create chaos," the NAB president asserted. "If these proposals had been introduced in Congress, the legislation would probably be known as the 'Broadcasting Dismemberment Act of 1969.'"

He said broadcasters, who "worry constantly about the accumulation of too much power in the hands of government," should also recognize the dangers in "the accumulation of too much power in the hands of any individual or private organization—particularly in our own sensitive industry."

But he cited the growth in number of stations from a thousand or less in 1945 to more than 7,000 today—plus the availability of newspapers, magazines, motion pictures and other media—to refute the popular argument that radical changes are needed because the number of "voices" reaching the public has declined or become dangerously concentrated.

"The FCC seems to be striking out in many directions simultaneously—rushing headlong toward across-the-board decisions based on hazy impressions, prejudices and the vague hope that they may turn out to be the right thing," he asserted.

"To embark on such a revolutionary course in such an area of universal public interest as broadcasting demands

an overwhelming public-interest need. There is little factual support for any across-the-board rule which would limit ownership of stations to one type of facility in any given market. There is no evidence of widespread abuses to justify such action—and if abuses occur, they can be handled on a case-by-case basis.

"No urgent or transcendent necessity for any other type of action has been established. Little consideration has been given to the positive benefits which have been generated under the present rules—benefits which could be lost. Certainly the FCC had the right to investigate these areas, but to wade in wildly with talk of forfeiture and divestiture is not responsible."

He urged FCC and Congress to give serious study to the NAB proposal for legislation that would forbid the commission to consider a competing application for a broadcast facility until it had been determined that a grant of the station's renewal application would not serve the public interest (see page 34).

In urging broadcasters to fight for their constitutional rights, Mr. Wasilewski also stressed the need for them to operate responsibly, as individuals and also collectively through the NAB codes. In addition, he said, "we must convince the public of their stake in our freedom to program."

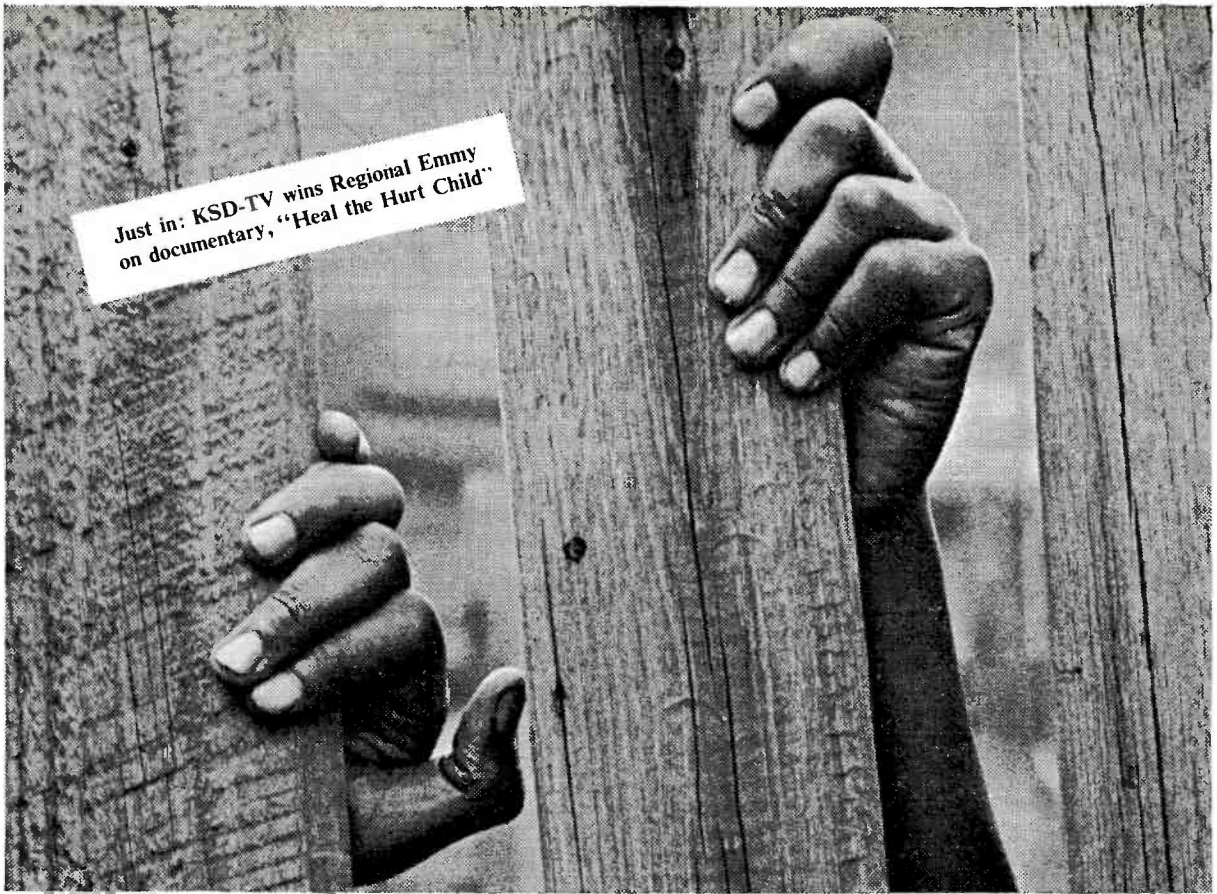
The public, he said, "is broadcasting's natural ally—yet we have not done enough to convince them of that basic fact." He called for "a broad public-service campaign to this end," and said it will succeed "if broadcasters support it."

He also called for greater efforts in attacking the race problem, both through programming that promotes racial understanding (an area in which he said broadcasters "have already done a tremendous job") and through minority-group employment (in which, he said, "most" broadcasters "are trying, and trying hard," but are "not having a great deal of success").

"I do not propose to tell you what to do and how to do it," he said. "But I am convinced that if everyone in business, not just in broadcasting but in all business, would do a little something we would take a giant step toward solving the problem."

He also reviewed NAB's position on cable television, promising to send a statement on it to congressmen and senators because of "an extremely active CATV lobbying campaign" being waged against FCC's CATV regulations. He reiterated NAB's belief that CATV provides "a valuable service" to the public but could seriously harm if not destroy free TV if allowed to operate without regulations insuring fair competition.

Mr. Wasilewski was introduced by Grover C. Cobb of KVGB Great Bend,



Just in: KSD-TV wins Regional Emmy on documentary, "Heal the Hurt Child"

Helping St. Louis see itself. Even when the picture isn't pretty.

St. Louis has much to be proud of. And, like other metro areas, it has problems. Through the years, KSD-TV has produced documentary specials on what needs improving in our area . . .



on subjects from the deprived black community of Kinloch (a National Emmy winner) to the high infant mortality in our city. St. Louis has problems, but we won't let public ignorance be one of them.

The St. Louis Post-Dispatch Television Station



Kan., chairman of the NAB board, following convention-opening ceremonies featuring the U.S. Marine Band, the presentation of colors by a joint service color guard and an invocation by the Rev. William Fore, executive director, Broadcasting and Film Commission, National Council of Churches of Christ, New York.

Harold Essex of WSJS-AM-TV Winston-Salem, N.C., convention co-chairman, presided over the session, which also featured the 34-voice St. Petersburg (Fla.) Boychoir and presentation of NAB's Distinguished Service Award to John E. Fetzer, president of the Fetzer stations (see page 38).

\$7-million CPB fund called 'seed money'

John W. Macy Jr., a little more than a month in office as president of the Corp. for Public Broadcasting, already has come to realize that "increased financial resources is a dominant demand" upon CPB. The non-profit, federally chartered organization has \$7 million available from public and private sources at this time but that constitutes "only seed money." If CPB is to make progress in supporting national and local programming it must secure greater resources from both private and public sources. But "clearly," the major contributor must be the federal government.

Mr. Macy made these evaluations last week in Los Angeles in his first major address as president of CPB. In what amounted to a first report on the state of public broadcasting on the occasion of its first anniversary of existence (the support organization for non-commercial TV and radio was authorized by congressional and presidential decree on March 27, 1968), Mr. Macy gave some 50 community leaders, businessmen, broadcasters and newsmen attending a luncheon at the Biltmore Hotel in New York an inkling of what's ahead in public broadcasting. The concept and implementation of public broadcasting is "definitely" moving forward, of this he left no doubt. "There is now a realization on the part of people across the country that radio and television are communication assets which should be developed in the public interest," he said.

He pointed out that there has been a tendency in this country to believe that commercial and public broadcasting are at odds or are, in his words, "eternal competitors." Mr. Macy emphasized that this is not the case, that the two systems "may function in a complementary fashion which provides the viewers or listeners with a diversity which permits broader choice." He laid stress on the word, "complement-

Broadcasters savor tasteful prayer



Religion is going through many revitalizations to bring the realities of life and the beliefs of the Church together. In the spirit of such change, the NAB luncheon invocation by Father Donald F. X. Connolly, coordinator for the National Catholic Office for Radio and Television, intoned, as reprinted:

"Here we are, Lord, your oppressed broadcasters—accused of aiding and abetting materialism, perversion, violence and crime. We are simply not that guilty; we have made a few strides in chronicling and manifesting the truth, goodness, and beauty you have lavished on your creation.

"Lord, keep our motives clear, our determination intact, and our goal to make ABC mean "always better content"; to make CBS mean "cause bigger smiles"; to make NBC mean "never belittle challenge"; and to convince the FCC to seek inspiration rather from Aaron the overseer than from Moses the lawmaker.

"Perhaps we can help you best, Lord, if you will act towards the human race as a Jewish mother, and let radio and television be your chicken soup. Amen."

ary."

Again, attempting to impress that there is no tug-of-war between commercial and public broadcasting, Mr. Macy said: "It is the corporation's view that public broadcasting must move forward to more nearly meet the demands of the American people for diversity and excellence in the fields where commercial broadcasting should not be expected to move."

Noting that there are "shortcomings"

that place the public station "in the role of an underfed, younger brother with a weak voice" in the over-all spectrum of broadcasting, Mr. Macy called for expanded and more efficient interconnection among public television stations for the simultaneous delivery of programs on a nationwide basis. He outlined CPB's effort to "invest attention and resources" in national programming for children, to provide financial grants to local stations, and to keep pace with rapid developments in electronics technology. He also assured that public radio "is not being neglected" just because "primary emphasis" is being placed on television.

Goodson-Todman go for CATV in a big way

A pair of the best-known names in television production announced last week that they are plunging into the CATV business with systems construction and operation now and an eye to cable program production in the future.

Goodson-Todman Productions said it has formed a subsidiary, Goodson-Todman CATV, in association with Edmund M. Abramson, New York businessman. The company has received a franchise to build and operate a cable system in Elizabeth, N.J., and has filed for franchises in "at least two dozen" other communities in Indiana, Tennessee, South Carolina, Illinois, Florida and California, according to a spokesman.

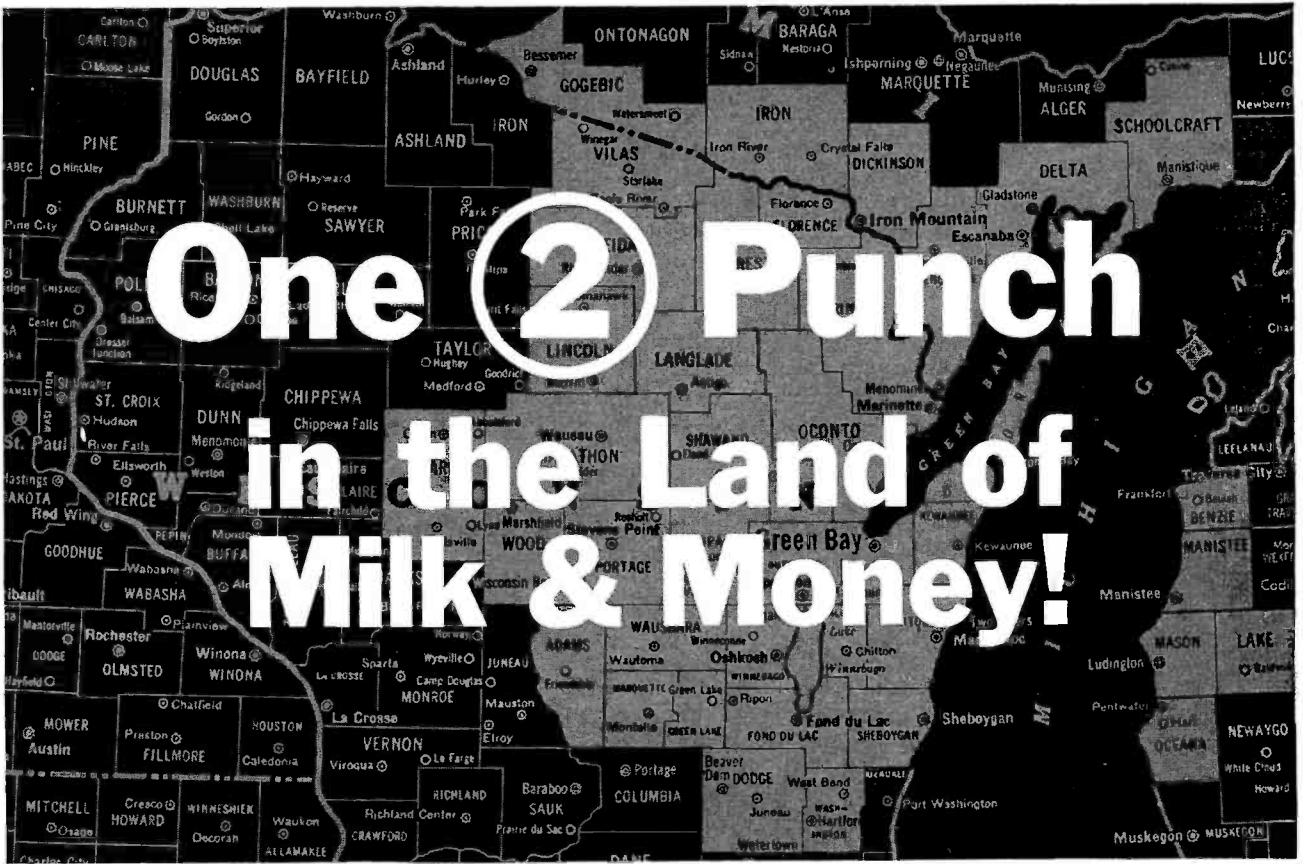
He declined to name the individual communities where franchises are pending to avoid "inviting competition" for them. Although announcement of the company was made Wednesday (March 26), the spokesman said it has "been set up for a couple of months" and operating quietly with the intention of going into CATV "in a very, very big manner."

The spokesman said that in addition to building new cable facilities, Goodson-Todman is looking for existing systems to acquire.

While the announcement concentrated on franchise and systems acquisition, Mr. Abramson indicated the firm's ultimate interest in CATV program origination.

He said: "We intend to explore CATV not merely as a medium of communication providing currently available programming via cable, but to use Goodson-Todman's proven skills to develop new concepts in original programming created specifically for both our own and other CATV systems. We are convinced that the name of tomorrow's game is programming, and we are in this for the long haul."

Mr. Abramson will serve as the chief executive officer for the new company.



Nighttime Dominance

18 out of 24 Top-rated Programs on Green Bay Television

STATION	PROGRAMS	TOTAL HOMES	STATION	PROGRAMS	TOTAL HOMES
WBAY	Green Bay Packer / NFL Football	131,600	WBAY	Beverly Hillbillies	73,900
"Y"	Dean Martin	118,900	WBAY	Second Game / NFL Football	73,700
WBAY	Family Affair	91,200	"Y"	Laugh In	72,900
WBAY	Mayberry RFD	87,600	WBAY	Gunsmoke	72,700
"Y"	Dragnet	83,700	WBAY	Red Skelton	72,600
WBAY	Gomer Pyle	82,900	"Z"	Bewitched	72,300
WBAY	My Three Sons	82,500	WBAY	Green Acres	71,700
WBAY	Smothers Brothers	78,800	WBAY	CBS Friday Night Movie	69,100
WBAY	Carol Burnett	78,200	"Z"	That Girl	69,000
WBAY	Gilligan's Island	76,900	WBAY	News/Weather/Sports (6:00 - 6:30 PM) Tuesday	67,400
"Y"	Julia	75,400	WBAY	News/Weather/Sports (6:00 - 6:30 PM) Monday	66,900
WBAY	Lucy Show	74,700	WBAY	Good Guys	66,200

NOVEMBER, 1968 A. R. B.*

WBAY 18 Station "Y" 4 Station "Z" 2

Weather/News Sports Dominance

The Resultstation

Total TV Homes Weekly . . . 6:00 & 10:00 PM	
WBAY-TV	739,900
Station Y	523,000
Station Z	000,000*
* No Weather, News, Sports Programming.	

* Subject to limitations of survey



WBAY/GREEN BAY



*MNA Reports
••NAC Reports
•••ARB Reports

Book'em.

NAMES: Howard Duff
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THE FELONY SQUAD

PREVIOUS RECORD: Three successful seasons on ABC-TV
1st Year — 34 share of audience*
78% of The Felony Squad's audience was adult**
42% of the time period's young-adults were tuned in to The Felony Squad
2nd Year — 30 Shares in major and intermediate markets***
3rd Year — Maintained its outstanding young-adult appeal**
Praise and acclaim from critics across the country

DESCRIPTION: 73 Half-hours in color
IDENTIFYING MARKS: Taut drama — Hard-hitting realism
Location production
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FOR FURTHER INFORMATION: Call 20th Century-Fox Television





Funny things are going on at KTVU.

More people are laughing at our Lucy*
than at most of the network situation comedies
in San Francisco. Every weeknight.

KTVU's Lucy (Monday-Friday, 7 PM) delivers more women 18-49
than *The Beverly Hillbillies*, *Get Smart*, *That Girl*, *Doris Day*, *Petticoat
Junction*, *Green Acres*, *The Queen and I*, and *That's Life*.

KTVU's Lucy delivers more total men than *The Flying Nun*,
That Girl, *Petticoat Junction*, and *Green Acres*.

KTVU's Lucy has higher ratings than *The Mothers-in-Law*, *The
Beverly Hillbillies*, *Get Smart*, *That Girl*, *Green Acres*, *Doris Day*,
The Queen and I, *That's Life*, and *The Ugliest Girl in Town*.

KTVU's Lucy has a 15 rating, a 28% share of audience, and
reaches 234,000 homes in the San Francisco Bay Area.

And Lucy's KTVU colleagues like *The Farmer's Daughter*,
My Favorite Martian, *McHale's Navy*, and *Patty Duke*
are right up there, too.

Shouldn't you get in on some of that funny business at KTVU?

2's company!
KTVU San Francisco-Oakland
Represented by Metro TV Sales

*January 1969 ARB, San Francisco Report. Any figures
quoted or derived from audience surveys are subject to
sampling and other errors. Original reports can be reviewed
for details on methodology.



Cox Broadcasting Corporation stations:

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

Court slams door on Colorado TV's

Upholds FCC decision permitting CATV operation in below top-100 market

The U.S. Court of Appeals for the District of Columbia last week upheld an FCC decision rejecting a request by broadcasters for a hearing on a CATV company's proposal to operate a cable system in a market below the top-100.

The court stressed, however, that if the commission's decision proves to have been incorrect, the broadcasters can again request relief from that agency.

The CATV system involved is one on which Vumore Video Corp. of Colorado has already spent some \$5 million in Colorado Springs but which has been barred from operating by a court order. If no further judicial review is sought, the system will be free to begin service.

The case had been appealed by Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs; Metropolitan Television Co., former licensee of KOAA-TV Pueblo, and Sangre de Cristo Broadcasting Corp., present licensee of the Pueblo station.

They had argued that the Vumore system's proposed importation of Denver signals posed a sufficient threat to the viability of existing stations and to the potential development of UHF in their market to warrant an evidentiary hearing on those issues.

They also requested that the hearing include issues of concentration of control of communications media and on Vumore's plans for pay-TV.

The case was initiated on the basis of rules now being overhauled in a rulemaking proceeding initiated Dec. 13 (BROADCASTING, Dec. 16, 1968). The notice of proposed rulemaking, which was filed with the court, covers all of the issues in the Colorado Springs-Pueblo case. The court noted that it had, "of course" decided the case on the basis of existing regulations.

The stations sought a hearing under a commission rule providing for special relief. Since Colorado Springs is a market below the top-100—it is ranked 138th—it is among those where the commission presumes CATV will make a positive contribution.

The three-judge court, with one judge concurring in part and dissenting in part, accepted the commission's judgment in rejecting the broadcasters' arguments. The economic-injury allegation was supported by a voluminous study prepared by Robert L. Coe (a former executive with ABC) and James G. Saunders of Ohio University's Center for Research on Broadcast Management and Economics.

The court was no more persuaded

by the report than was the commission.

The majority opinion, written by Judge Harold Leventhal, with Judge Edward Allen Tamm concurring, acknowledged that the issue of concentration of control calls for "prompt commission action." But, Judge Leventhal wrote, the court cannot expect "instant regulation of all aspects of this complex and dynamic industry." The commission, he added, should be given time to develop a general policy backed up by rules.

The broadcasters had requested the issue because of Vumore's connection, through its stockholders and principals, with numerous other CATV systems, microwave systems and television stations. Vumore is a subsidiary of Cablecom-General Inc., which owns 37 CATV systems in 10 states and which is controlled by a subsidiary of RKO General Inc., licensee of 14 AM, FM and TV stations across the country.

In discussing the requested issue concerning Vumore's pay-TV plans, Judge Leventhal said that the commission was within its discretion in reserving that question for future rulemaking or petitions for special relief if service is offered and adversely affects local broadcasting.

But while holding that the stations had not met the burden of showing that their economic well being would be threatened by CATV competition, the court acknowledged that experience may show they do need special protection.

In that event, it added, "the public interest in maintaining free and local television service to both urban and rural viewers" would be more than enough "to justify extraordinary remedies. . . ." The commission's authority over CATV, the court said, includes the power "to correct false starts" and to cut back CATV operations.

Chief Judge David Bazelon, the third member of the panel, said he was troubled by two aspects of the case. One was "the continued failure of the commission to clarify the standards which govern the decision to hold an evidentiary hearing in a market below the top-100."

The other was the commission's "cavalier refusal" to consider the cross-ownership issue "on the unelaborated ground that the issue is currently under study . . . in a rulemaking proceeding." He would have remanded the case for a more complete statement of the adequate authority it says it retains to deal with the problem in the Colorado Springs-Pueblo market.

**Best Gulf Coast Combo
--- Best Gulf Coast Buy**

K-NUZ
K-Que
KAY-C

✓ **ARB for cost per 1000 Adults — Men**

✓ **ARB for cost per 1000 Adults — Women**

✓ **For Best Buy of
K-NUZ • K-QUE
• KAY-C
Houston • Beaumont**

For Complete Information



THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

In Houston call Dave Morris
Area Code 713-523-2581

TV in the crucible of public opinion

Roper survey finds more watching medium now, trusting it as news source, liking program mix

Despite the hue and cry against television's coverage of the hectic Democratic convention in Chicago last summer, TV's credibility as a news medium stands at an all-time high in public opinion.

Despite all the charges that violence on television contributes to violence in the streets, violence on television ranks virtually at the bottom of the list of causes of increased crime and violence—again in the opinion of the public.

Despite all the claims to the contrary, the public has a higher regard for this year's TV programming than last year's, is watching television more—the upper-income and college-educated groups as well as the masses—and likes the present balance between news, and public affairs and entertainment programming.

These contradictions of charges and claims that have been employed to maul television for months, plus other findings attesting to TV's continuing popularity with the people, were presented to last Wednesday's (March 27) TV assembly of the National Association of Broadcasters convention by Roy Danish, director of the Television Information Office, as drawn from the latest survey conducted for TIO by Roper Research Associates, independent research organization ("Closed Circuit," March 24).

The Roper study, sixth in a series started in 1959, was based on personal interviews with 1,995 adults (aged 21

and over) last Nov. 14-23, after the political conventions and elections but before the Walker Commission report and later the FCC gave good marks to television's highly criticized coverage of the Democratic convention.

Among other highlights of the Roper findings as presented by Mr. Danish were the following (percentages often do not add to 100, sometimes because multiple answers were involved, in other cases because some respondents had no opinion):

- Television has increased its ranking as the most believable news medium by three percentage points since a similar study in 1967 and newspapers' ranking has slipped, so that TV now outranks newspapers in believability by more than two to one. A total of 44% of the respondents ranked TV most believable; 21% named newspapers, 11% magazines and 8% radio.

- TV maintains its lead as the primary source of news: On this question it was named by 59%, as against 49% for newspapers, 25% for radio and 7% for magazines.

- Disregarding multiple answers and counting only those respondents who named a single primary source of news, TV again maintained its lead: 29% of the sample named only TV, 19% only newspapers.

- The public does not want government control of or interference with TV news programs: 76% voted against,

as compared with 11% for. And among college-educated respondents the "no" was even stronger: 92% to 5% (see this page).

- The public indicated it gained its clearest understanding of national political candidates and issues from TV by more than two-to-one over newspapers (65% said TV, 24% newspapers, 4% radio and 5% magazines). But television edged newspapers by a much narrower margin in the case of state political contests (42% said TV, 37% newspapers, 6% radio, 1% magazines and 9% "other people") and trailed newspapers where local contests were concerned (26% said TV, 40% newspapers, 6% radio, 1% magazines and 23% "other people").

- Almost a fourth (23%) of the respondents said TV programs today are better than a year ago and 44% said they are about the same, as against 26% who rated this year's "worse." In total, 59% like the current balance between news/public affairs and entertainment, while 23% want more news and 11% more entertainment. As to the balance between sports and other types of entertainment, 54% like the present mix while 13% would prefer more sports and 27% more nonsports entertainment. As between general and special-interest programs, 41% like the present ratios while 31% would like more special-interest programming and 21% more general entertainment.

Attitudes toward government control of television news

	TOTAL %	BY EDUCATION		
		Grade School %	High School %	College %
Government should have control of TV news	11	17	10	5
Government should not have control of TV news	76	61	81	92

Source: Roper Research Associates, March 1969

Viewers give a hearty "no" to suggestions that the government ought to investigate or control television news to insure fairness. This question from the new Roper study was based on threats of government investigation following the uproar over coverage of the Democratic convention in Chicago last summer. As this table shows, opposition to government interference increases as respondents' educational levels increase.

Attitudes toward television editorials

	11/64 %	1/67 %	11/68 %
Believe that television stations:			
Should editorialize	53	62	63
Should not	31	23	26

Source: Roper Research Associates, March 1969

Public approval of editorializing by stations has increased markedly since 1964, although it has remained relatively stable in the past year. These figures from the Roper study represent the pro-and-con attitudes of the entire survey sample. Among respondents familiar with broadcast editorials, approval rises to 79%. Editorial endorsement of political candidates receives less support, however, splitting about evenly between pro and con.

Public awareness—and approval—of broadcast editorializing has increased: 52% reported seeing TV editorials in 1968 as against 35% in 1964 and 49% in 1967. Those in favor of TV editorializing rose from 53% to 63% in the same span, but among those who had seen TV editorials the pro vote reached 79% in 1968. Editorials endorsing candidates are less favorably received, however: 14% approve without qualification and another 31% approve if equal time is granted to the opposition, while approximately the same total disapprove of candidate endorsement.

TV viewing continues to increase slowly: Median viewing time per day per adult went from 2 hours 41 minutes in 1967 to 2 hours 47 minutes in 1968. Among the college educated the increase was from 2 hours 10 minutes to 2 hours 17 minutes, and in the upper-income group it was from 2 hours 21 minutes to 2 hours 24 minutes.

A total of 50% rated TV the medium they would most want to keep, as against 24% who voted for newspapers, 17% for radio and 5% for magazines. Among college-educated and upper-income adults, television remained first on this question, but by narrower margins.

People who like commercials (57%) still outnumber those who dislike them (38%) by about three-to-two. The number who think commercials are a fair price to pay for TV stands at 80%, as it did in 1967.

Mr. Danish acknowledged that even the experts disagree on what effects, if any, television violence may have. To get the public's view, Roper listed 12 potential causes of crime and violence and asked respondents to rate them according to importance. Violence in TV news was rated ninth and violence



Mr. Danish

in TV entertainment was placed 11th in the list of 12. Here's how the respondents voted:

General breakdown in respect for authority, law and order was named by 74%: use of drugs, 68%; laws that are too lenient or not letting police do their job, 64%; bad examples set by parents, 60%; conflicts between blacks and whites, 50%; poverty and poor housing, 43%; youthful rebellion, 42%; theaters showing movies with violence and sex, 39%; coverage of riots and crime on TV news, 35%; coverage of riots and crime in newspapers, 30%; violence in TV entertainment, 27%, and the war in Vietnam, 26%.

"We shall offer these findings to the Eisenhower Commission [on violence], where they may be of some use in putting into better perspective the ques-

tion of general public attitudes toward the effects of the television medium," Mr. Danish asserted.

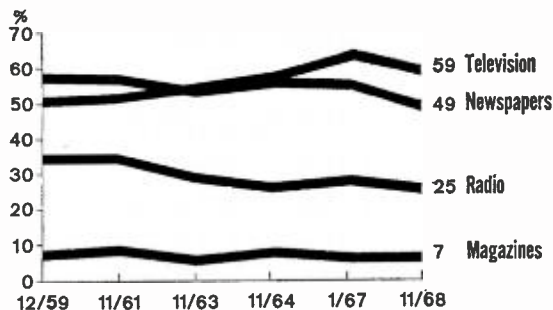
Roper respondents also were asked to rate four local institutions—TV stations, schools, newspapers and government—as to their performance in the community. All four slipped somewhat from their 1967 ratings: In terms of respondents considering performance "excellent" or "good," television was down seven points to 57%; schools were off three points to 58%; newspapers slid eight points to 51% and local government was down four points to 41%. The slippage took TV to its previous low mark, recorded in 1961, while the three other institutions all slipped below their previous lows.

"With our survey coming as it did after a year of much controversy and stress—a year of national unhappiness about many issues—this diminished regard for four major institutions is perhaps not too surprising," Mr. Danish said. "Schools, newspapers and local government, which are at their lowest points ever, would seem to have more reason to be concerned than broadcasters."

TIO will publish the new Roper report in booklet form about May 1 and plans to give it extensive distribution.

Mr. Danish also revealed plans for an advertising campaign using both print and broadcast media to promote television generally and its constitutional free-press protection specifically. He said that a full-page TIO ad that appeared in last Monday's (March 24) *Washington Post*, keyed to the free-press theme, would be made available to stations for use in local newspapers, and that a similar one would be made available to stations that have trade-out arrangements with *TV Guide* and would

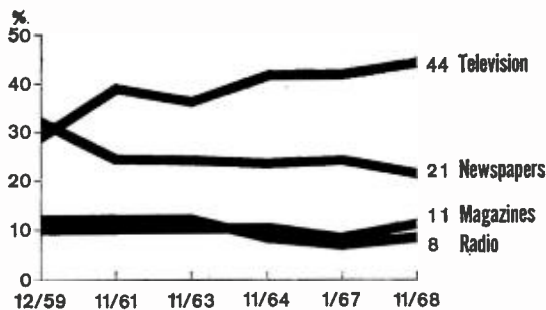
Source of most news



Source: Roper Research Associates, March 1969

Television still ranks first as the source of most news, as it has in the Roper-TIO surveys since 1963. The 59% who named TV and the 49% who named newspapers are both somewhat below 1967 levels. Both declines are attributed to a sharp drop-off in multiple answers in 1968; the size of TV's lead actually gained a point. Among respondents who named only a single source of most news, TV leads newspapers 29% to 19%.

Most believable news source



Source: Roper Research Associates, March 1969

Credibility of television news has been challenged by many critics since the Democratic convention in Chicago last summer, but not—as this chart from the Roper study shows—by viewers. Since 1967, TV has gained 3% as the "most believable news source" and newspapers have dropped 3%, giving TV a better than two-to-one lead over newspapers and a four-point edge over the three other major news media combined.

like to use it there.

He said NAB had received a "marvelous" response from a letter asking stations whether they would use the ads, assuming they were suitable: "Nobody said no," he reported.

Mr. Danish also screened a one-minute color commercial depicting TV coverage of space shots, campus riots and the war in Vietnam and reminded viewers to remember that television "took you there" because "you have the right to know."

He said the TIO spot would be fed on network lines to stations with facilities to tape it and film prints would be sent to other stations that wish to use it.

If TIO can finance it, he said, it will prepare other spots, and, in addition, stations will be asked to prepare and submit pro-television spots they consider appropriate for showing by other stations. Even if television were not being subjected to multiple criticisms and pressures, he said, the spots should be widely used to provide background on TV's constitutional rights and public services and thus help avert future pressures of the sort that are all too evident today.

Helffrich views TV code strengths

A call for a broader base of support for the television code to meet mounting pressures on TV broadcasters was issued by Stockton Helffrich, director of the National Association of Broadcasters code authority, at last Wednesday's (March 26) TV assembly of the NAB

convention.

He coupled the plea with a reiteration of the code's role as "an integral part of the industry," its ability to face up to changing requirements and the flexibility it allows in interpretation and implementation to meet differing audience needs.

Mr. Helffrich noted that the roll of TV code subscribers has risen to 399 stations and all three networks, but also told the assembled broadcasters: "With the demands now being pressed upon our industry, it is not enough to remain at our current level of code subscription. To meet the pressures on our industry and on self-regulation, it is essential to grow, to develop. To make that possible, we need your help, your support and your understanding, as well as the understanding of the public."

He reminded broadcasters that they face "many critical issues," and said "there is just no question that the code faces up to the sensible handling of many of them."

The code, he said, reflects the maturity of television and broadcasters' awareness of their responsibilities. But in facing its "social" responsibilities, he said, television "must also face its business obligations. It is a business. And a well-run business, to survive, must be capable of sensible responses to its own needs and to those of the audience."

Referring to the gap that critics say exists "between what we say should be and what is," he maintained that different broadcasters often take widely different positions on code issues and that the code in these cases must find and take a middle-ground position be-

tween the extremes.

Mr. Helffrich reported that the code authority, which normally concentrates more on commercials than on programming, has this year tripled its on-air monitoring of network offerings. Whenever questions of code compliance are detected, especially if they involve violence, "they are explored in depth with network representatives," he asserted.

In addition, he said, station subscribers and even nonsubscribers frequently query the code authority about the code status of such programs as those involving astrology, hypnosis, race-track promotions and application of time standards. In cases of that kind, he said, the code authority "reviews with station management the type of presentation which would be acceptable or the kind of qualifier which would bring the broadcast material within code standards. This type of self-regulation achieves its strength through the day-to-day decision-making process at the community level."

Mr. Helffrich also showed the TV assembly two new color spots promoting the code and the services it performs through code subscribers. He said the spots, one featuring Danny Thomas and the other Henry Fonda, would be available in the near future for showing by subscribers.

Media reports:

Triangle move ■ The New York office of Triangle Stations and Triangle Program Sales changes April 1 from 717 Fifth Avenue to 110 East 59th Street. Telephone remains the same.

Negro radio data ■ Greener, Hiken, Sears, New York, station rep, has issued its 1969 "Negro Radio Directory," listing Negro programmed stations by region and markets and Negro population estimates by metro, city and primary coverage areas. The directory is available for 25 cents to cover postage and handling from the rep at 20 East 53d Street, New York 10022.

CATV class ■ About 50 employes of the Plaza Hotel in New York have begun using the facilities of Manhattan Cable Television for high school equivalency instruction. A series of 60 half-hour lessons, carried five times a week by the cable company, was produced by the Manpower Education Institute.

Van Anda awards ■ RCA Chairman David Sarnoff and NBC-TV's *Huntley-Brinkley Report* are among those chosen to receive the Carr Van Anda award presented by the Ohio University School of Journalism. The award, in memory of the managing editor of the *New York Times* from 1904 to 1932, will be presented as part of Journalism Week, April 11-19.



Former NAB President Neville Miller (1938-1944) and his staff held their annual reunion over breakfast at the Sheraton Park hotel in Washington last week. Left to right, with their former titles:

Back row—Paul Peter, research director; Frank Pellegrin, director of broad-

casting advertising; Harry Battle, custodian; Joseph Miller, director of labor relations; Howard Frazier, director of engineering.

Front row—Robert Bartley, director, government relations; Mr. Miller, Edward Kirby, director of public relations.

CRITICAL CHEERS FOR NBC SPECIALS

IN MARCH...



Russia In The Mediterranean "A worthy study... offered a perceptive short course in the political tensions in the entire area."

-Barbara Delatiner, Long Island Newsday

"Interesting from one end to another."

-Vince Leonard, The Pittsburgh Press



Andy's Love Concert "Very colorful, very interesting."

-Pete Rahn, St. Louis Globe-Democrat

"An enormous amount of interesting music [and] handsome color effects."

-Cynthia Lowry, AP



Chrysler Presents The Bob Hope Comedy Special "Hope was a winner."

-Cynthia Lowry, AP

"With Hope at the helm, it played with a laugh." -Pete Rahn, St. Louis Globe-Democrat



The First Americans "A rewarding visit to the chain of archeological sites extending from Siberia to Chile."

-Jack Gould, New York Times

"An absorbing historical and archeological hour." -Kay Gardella, New York Daily News

AND IN AP

IF IT'S REALLY "SPECIAL" IT'S ON NBC

SUNDAY/APRIL 6



The Ship That Wouldn't Die—The USS Franklin (10:00-11:00) Eyewitnesses and rare films recall the ship that became an inferno after an air attack. Gene Kelly narrates.

MONDAY/APRIL 7



Portrait Of Petula (8:00-9:00) "Pet" visits her pet countries—England, France and the U.S.—and makes music with friendly natives Ron Moody, Sacha Distel and Andy Williams.

WEDNESDAY/APRIL 9



The Second Bill Cosby Special (9:00-10:00) Who says you can't go home again? Bill Cosby does it, recalling his Philadelphia family, complete with karate-chopping grandma.

FRIDAY/APRIL 11



Fellini: A Director's Notebook (10:00-11:00) The famed director lets his imagination run riot in a special evening edition of the "NBC Experiment in Television" series.

SUNDAY/APRIL 13



Like Hep! (9:00-10:00) Against backgrounds ranging from Las Vegas to outer space, it's a swinging hour for Dinah Shore, with Lucille Ball and Rowan and Martin; plus Diana Ross.

MONDAY/APRIL 14



33 1/3 Revolutions Per Monkee (8:00-9:00) A "musical happening" with the frolicsome four and such guests as Jerry Lee Lewis, Fats Domino and the Clara Ward Singers.

ALL IN COLOR ON NBC/TH

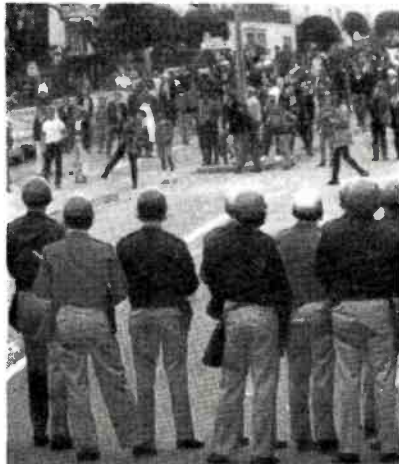
RIL

SUNDAY/APRIL 20



Broadway '69—The Tony Awards (10:00-11:30) Alan King, Diahann Carroll co-host this live show honoring the '68-'69 theatre season. Featured are scenes from current hits.

TUESDAY/APRIL 22



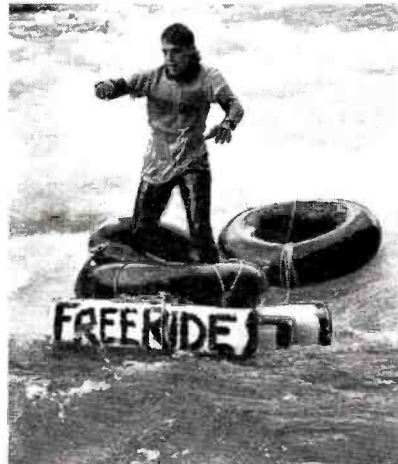
White Paper: The Ordeal Of The American City (7:30-9:00) How is a white society meeting the cities' "crisis of the spirit"? The study focuses on San Francisco State College.

THURSDAY/APRIL 24



Meet George Washington (7:30-8:30) Everybody knows about Washington—or so they *think*. "Project 20" brings to life a myth-obscured figure. Melvyn Douglas narrates.

SATURDAY/APRIL 26



A Look On The Light Side (7:30-8:30) A survey of the wild and wacky ways we have fun out-of-doors—from snowmobiling to bed racing. Bill Dana ("Jose Jimenez") is the host.

SUNDAY/APRIL 27



Feliciano—Very Special (10:00-11:00) Vocalist-guitarist Jose Feliciano plays host to Andy Williams, Glen Campbell, Dionne Warwick and composer-pianist Burt Bacharach.

MONDAY/APRIL 28



The Spring Thing (8:00-9:00) Seasonal fun with co-hosts Noel Harrison, Bobbie Gentry and Goldie Hawn; Irwin C. Watson, Harpers Bizarre, Rod McKuen, Shirley Bassey.

THE FULL COLOR NETWORK 

ACTS carves out an image for UHF

Beset with land-mobile and CATV problems, members find profits in effective programing

Contrasting images of life as a UHF broadcaster clashed amiably but firmly last week at the annual breakfast symposium of the All-Channel Television Society.

The young, ultra-dedicated UHF trade association, convening in Washington in conjunction with the National Association of Broadcasters convention, heard three basic themes during the course of its four-hour session: the tribulations and expectations of a fledgling UHF broadcaster; the optimism of those who, after years of struggle, have carved a larger slice of their markets; and, in a more ominous vein, the mounting concern of Washington representatives over the threats posed by land-mobile spectrum demands and ever-present CATV encroachment.

The negative note, sounded by ACTS general counsel Martin Firestone, was coupled with a call for more zeal on the part of UHFers in apprising Congress and the FCC of their problems and the exigencies of running a UHF operation. Mr. Firestone urged his listeners to make individual filings with the commission when they have grievances, to pepper their congressmen with letters protesting proposed copyright legislation which would favor the cable industry, and to "yell" often and vociferously to the commission to protect their spectrum space, fight "inequitable" CATV penetration and otherwise advance their interests. In contrast to last year's session, discussion of the tuner parity question was limited. [The FCC issued a rulemaking proposal in January to require uniform ease of VHF-UHF tuning (BROADCASTING, Feb. 3)].

Mr. Firestone warned UHF stations using channels 21-70 against a myopic complacency because they are not in the 14-20 band presently most vulnerable to land-mobile designs. He suggested that all UHF's are potentially threatened and pointed out that it can cost up to \$200,000 to change frequencies.

(ACTS' January-February newsletter chides the FCC for laxity in preventing "channel grabbing" and for "turning its back on its own goals for UHF" by being overly solicitous toward land mobile. It asserts that the crux of the spectrum space problem is inefficient and sometimes unjustified frequency allocations.)

Turning to problems created by the coexistence of the CATV industry, Mr. Firestone lamented the inadequacy of UHF public relations. Making comparisons with CATV promotion and lobby-

ing, he said that UHF presents a pallid image while in the regular press CATV emerges as the "wave of the future" and Congress bends a sympathetic ear to the "little old white-haired lady with 200 subscribers" who provides her community with programing it would otherwise lack.

He urged licensees to individually support a petition ACTS filed with the FCC in January requesting reconsideration of interim rules concerning the proposal to substitute a fixed 35-mile standard in lieu of the present grade A contour system for measuring protection against CATV distant signals. ACTS is pressing for a "more realistic" 50-60 mile figure for markets in the top-100 and 60-75 for those below the top-100.

Methods of increasing effective radiated power (ERP) were outlined by Jules Cohen of Jules Cohen & Associates, Washington. Mr. Cohen cautioned against use of unstrategically placed antennas, pointing out that an increase in gain trebling ERP can provide only fair reception in areas one degree from the maximum relative field which formerly enjoyed good reception. He suggested locating antennas not more than 15 miles from the principal market city

A reminder of conventions past

Special guests at last week's convention of the National Association of Broadcasters were Judge and Mrs. Justin Miller. Judge Miller, now 80, was president of the NAB in 1945-51. He is living in retirement at Pacific Palisades, Calif.

While in Washington the Millers called on a former student. They spent 25 minutes in private audience with President Richard Nixon, who attended the Duke University Law School when Judge Miller was the dean.

After leaving Duke, Judge Miller served on the U.S. Circuit Court of Appeals in Washington until resigning to join the National Association of Broadcasters.



Judge Miller

and using a beam tilt and vertical pattern "tailored to your situation . . . even if the cost is losing a couple of miles to the grade B contour, the service in the principal communities must be optimized."

Two divergent views of effective UHF programing were presented. Julian Myers, president and general manager of KKOQ-TV Ventura, Calif., (BROADCASTING, Dec. 23, 1968), urged neophyte UHF operators to pare their initial costs to the bone and adhere to a strictly live format. He eschewed the use of movies and "planned and canned" programing, extolling the merits of instant news and "instant everything."

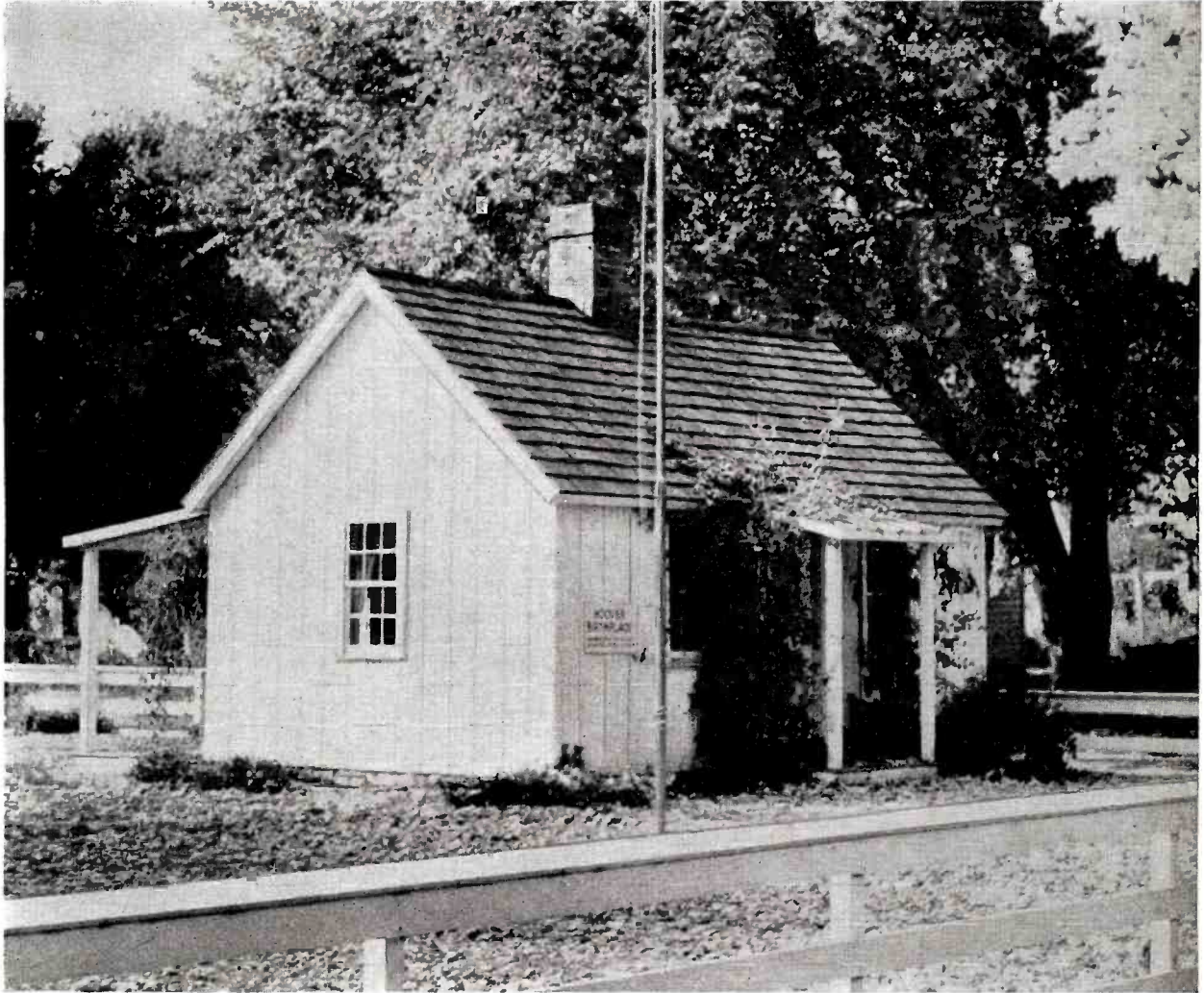
But Leonard B. Stevens, vice president-operations, U.S. Communications Corp., Philadelphia, favored aping the VHF's with a "meat, bread and potatoes" approach. He recommended the use of first-run syndicated programing to deliver the mass audience, along with liberal use of movies, game shows, and strips in prime-time. However, he considered reruns a form of Russian roulette in that should a series "bomb," the station is left holding a bag of unprofitable time-fillers. He claimed good success with "kid blocks," which he said will gross over \$1 million for WPHL-TV Philadelphia this year.

Aaron Katz, Communications Financial Corp., Philadelphia, suggested ways that new UHF station owners can stretch a dollar. He espoused liberal use of leasing—studio, transmitting equipment, cameras, anything—to help get a new UHF station on its feet. He noted that under certain leasing agreements, equipment which becomes outmoded can be replaced under the existing lease. He told fledgling UHF operators to look to the future rather than only at the immediate profit picture.

Milt Grant, president and general manager, wdca-TV Washington, urged UHF broadcasters to emphasize the "cost-per-thousand" approach with potential advertisers to bring home the more pervasive reach of television. For local accounts, he suggested hiring someone with a good retail background who can talk to clients on a retailer-to-retailer basis. He also recommended pricing production costs at or below cost to entice new customers, then working for renewals.

ACTS president William Putnam presented a society award to E.B. Craney of the National TV Translator Association, who made a plea to "preserve the American system of broadcasting." Mr. Craney called for more awareness on the part of the public concerning "free over-the-air" broadcasting, an alerted Congress and redoubled efforts to persuade the FCC that "the broadcast business and the cable business are not compatible."

Who Cares if Herbert Hoover was born at West Branch, Iowa?



The first U.S. president from west of the Mississippi River was born in this humble home at West Branch. It now is part of a 33-acre park where Mr. Hoover and his wife are buried and where a beautiful new library houses his memorabilia. WHO cares about Iowa's past, present and future . . . because WHO cares about Iowa's people. As a result, 3,000,000 Iowans care about, and believe in, WHO—home-town radio to Iowans throughout the land for 45 years!



WHO RADIO

...that's who!

DES MOINES, IOWA

1-A Clear Channel • 50,000 Watts • NB

BLAIR RADIO National Representatives

The remolded shape of FM's problems

NAFMB speakers praise maturity of the medium, but point out areas in which FM must keep persevering

"Last year the theme of the [National Association of FM Broadcasters] convention was that 'FM has arrived'. Five years ago, the theme was 'FM has finally arrived'. This year again we're saying that this is the year of FM. We've arrived."

"Actually, all three statements are true, because in each of these years, FM had just finished making giant leaps, and had entered a new phase of maturity and acceptance."

This is what Jack Masla, president, Jack Masla & Co., New York, told the National Association of FM Broadcasters at its March 21-23 convention in Washington. He explained how the FCC program-separation ruling provided strong impetus to the rapid expansion of FM, with many multiple-station owners establishing not only separate AM and FM programming, but also separate management and sales teams in competition with one another to treat FM as "an equal."

But the NAFMB feels that FM will not really be on a competitive level with AM until the passage of the all-channel radio receiver bill. The bill, which was re-introduced in Congress this session by Senator Frank E. Moss (D-Utah) and Representative Alvin E. O'Konski (R-Wis.), seeks to amend the Communications Act of 1934 to require that all radios be capable of receiving both AM and FM broadcasts.

Abe Voron, NAFMB president, was selected to head an all-industry committee to campaign for passage of the legislation. It would cost some \$50,000, NAFMB officials estimated, for the necessary publicity and promotion. John L. Richer, convention chairman and station manager, WFIL-FM Philadelphia, urged broadcasters to contact their congressmen in support of the bill.

This, the NAFMB feels, will solve one of FM's problems. But the fact remains, it was pointed out several times during the sessions, that while FM receiver penetration is on the rise, actual sets in use is still very low, as low as 10% in some markets. And so the theme of the convention became how to sell FM—to the public, to advertisers and to FMers themselves.

One way of selling the public on FM is getting involved with them, according to Elmo Ellis, general manager, WSB-AM-FM Atlanta. He emphasized that radio should become a "local focal point of action" in the community and must reflect the needs and interests, opinions and feelings of a sizeable

group of listeners. One way of doing this is through audience participation or "call-in" programs, which Mr. Ellis called "the most intimate and dramatic form of radio." He noted that "escapism is being replaced by reality" in radio and therefore radio must become a "fast-reaction medium—reporting, reflecting and making sense of conflicting reactions and responses."

"FM radio is dead—long live radio" was the way Walter A. Schwartz, president, ABC Radio, told the broadcasters that the "very special medium with its all-adult-affluent-well-educated-highly employed but small audience" known as FM radio is no longer a feasible reality. What is a reality, he said, is the fact that FM stations are federally licensed entrepreneurs.

The issues of concentration of power

Pioneers recognize late Powel Crosley

The Broadcast Pioneers' Hall of Fame Award was presented posthumously to Powel Crosley Jr., founder of Crosley Broadcasting Corp. (now Avco Broadcasting), last Tuesday (March 25) during the management luncheon of the National Association of Broadcasters convention in Washington.

Mr. Crosley, an inventor whose interests led to automobile manufacturing, baseball teams, and refrigerators, discovered broadcasting when he formed a radio-set manufacturing firm in the earlier 1920's. The first Crosley station, WLW Cincinnati, on clear-channel (700 kc) with 5 kw, went on the air March 22, 1922, and by 1925 was the most powerful regularly operated station in the world at that time. The WLW power was boosted to a "super-power" strength of 500 kw in 1934 until such facilities were halted by the FCC five years later.

During a 30-year period WLW was a training ground for such eventual talent as Red Skelton, Andy Williams, Doris Day, Rosemary Clooney, the Mills Brothers, Red Barber, Jane Froman, and the Ink Spots. In 1938 Mr. Crosley moved into experimental TV with the station that later became, in 1948, WLWT(TV) Cincinnati.

The Broadcast Pioneers' award was made by John T. Murphy, president of Avco and a past president of the Pioneers, to Mrs. Vaughan E. Montgomery Jr., a niece of Mr. Crosley.

with its one-to-a-customer proponents (the WFMT[FM] Chicago case), the integration of ownership with management as emphasized in the WHDH Boston case, and the issue of conglomerate ownership in the broadcast field, will result, Mr. Schwartz explained, in putting FM in the same boat as AM when it comes time for license renewals.

Renewals will depend, he said, on "just how well you operate as a radio station in the public interest, necessity and convenience." And because FM is subject to the same regulation as AM, there is no reason why it should not be able to "compete toe-to-toe with AM," and rid itself of a "self-imposed inferiority complex."

Mr. Schwartz also pointed out that the mass audience is gone, that this is an age of specialization in radio. He stressed that each station must have a profile—it must stand for something in the market.

This proposition was supported in subsequent speeches under the title of programming for sales. Dick Rael, account executive, WGMS-FM Washington, discussed the classical music station; Craig Bowers, president, KMYR(FM) Denver, explained the underground sound, and Mo Gardner, general manager, KXXX Dallas, told about the adult middle-of-the-road format. In each case, it was stressed that commercials, promotion and personalities should all be consistent with the particular programming format.

Selling FM to advertisers and agencies is another problem facing today's broadcasters. The station representative's view of this problem was presented by Bob Richer, vice president and general manager, Quality Media Inc., New York. He explained how radio and its representatives are becoming "more and more at the mercy of the ratings, and because the nature of FM timebuying is changing, it is of paramount importance for us as a sales organization to represent stations with large numbers." In order to do this, they have gone into the programming business themselves, trying to help create what Mr. Richer thinks constitutes a successful station: "quality programming, quality promotion and a quality signal."

The researcher's view was presented by Josh Mayberry, director of research for ABC Radio. He stated that FM "can well be the fastest-growing, fastest-changing medium of our time" and that "there's big money in today's FM

market for big and small advertisers alike." He backed up the claim with RADAR (Radio's All-Dimension Research) and Brand Rating Index statistics: 36 million listeners a week, 32 million of them adults, and 11.5 million FM sets sold last year. "In general," Mr. Mayberry said, "costs-per-thousand for adults show FM radio reaches substantially more with each dollar than magazines or television."

Detroit urged to install FM's

Polinger tells FM Day session that they're missing out; RAB cites medium's growth

The car dealer down the street, normally the epitome of supersalesmanship, isn't selling FM auto installations hard enough. At least that is the opinion of the chairman of the FM committee of the National Association of Broadcasters who wants his colleagues to "take the bull by the horns" to rectify the situation.

David H. Polinger, WTFM(FM) Lake Success, N.Y., and FM committee chairman, in opening the FM Day program (March 24) at the NAB convention in Washington, noted that the local auto salesman usually is reluctant to jeopardize his new-car sale by suggesting the additional expenditure of about \$100 for an FM set. If that roadblock can't be overcome locally, Mr. Polinger said, then FM broadcasters should put "all possible pressure on General Motors, Ford and Chrysler" to foster installation of FM in new cars.

A later presentation by the Radio Advertising Bureau brought out that one car in seven now is FM-equipped.

Mr. Polinger also reported on legislation that would require AM-FM in all sets manufactured for interstate sale. It foundered in the last session of Congress but the fight is being renewed in the current session.

But the frustrations in the FM chairman's report were more than compensated for by the recounting of FM's gains by Mr. Polinger as well as the subsequent speakers from RAB and individual FM stations.

Mr. Polinger noted that the trend of multiple-set ownership, the tendency to buy up to quality sets and the added discretionary buying income of the consumer had pushed FM-set circulation to new heights. One example he gave was the 70% set penetration already achieved in Chicago, Cleveland, Detroit, Philadelphia, Washington and Youngstown, Ohio.

Mr. Polinger summed up his report with a plea for the elimination of the distinction between AM and FM, and

the implementation of an all-radio selling philosophy. Toward that end, he concluded, he hoped for a resolution to the convention for the dissolution of the NAB's FM Committee.

RAB President Miles David also urged that FM sell itself as radio without the AM-FM distinction. Robert H. Alter, executive vice president of RAB, augmented the glowing report card on FM's progress by noting that FM set sales in 1968 surpassed the previous year by 29%.

Carleton F. Loucks, RAB director for regional sales, stressed the need for broadcasters to dispel prejudices, ignorance and fallacies about FM. He noted that a sound-oriented generation has grown in America, lending a solid plus for FM.

With Ed Allen, WDOR Sturgeon Bay, Wis., as moderator, executives from four FM outlets with different types of format told why they had chosen their particular programming and the extent of their successes. They were: Jerry Holley, WIBW-FM Topeka, Kan. (country-and-western); Durward J. Tucker, WRR-FM Dallas (classical); Jerry Chapman, WFBM-FM Indianapolis (middle-of-the-road), and Joseph P. Whalen, WDAO(FM) Dayton, Ohio (rhythm-and-blues).

Other than Mr. Tucker, whose station has had the classical music format since 1956, the panelists said their stations had adopted their present formats after determining the specific programming was not already available in the community.

WIBW-FM's Holley said that a very heavy schedule of sports play-by-plays had helped his country-and-western FM attain even greater popularity. He warned against staffing a C&W outlet with people who do not have a basic strong feeling for that type of music.

WRR-FM's Tucker cited the demographics of his classical-music station's audience that made selling that much easier. His warning was against the inclination to program both semi-classi-



Mr. Polinger

cal and classical fare: "There is a lot of difference . . . choose either one or the other."

FCC Commissioner Robert T. Bartley wrapped up the FM Day for the approximately 500 delegates in attendance by telling FM broadcasters that they were "fortunate to be locally oriented." He said that when he goes through a renewal application and finds the broadcaster "has made a real thorough effort to determine the needs of his community and has established a format to meet these needs, he [Commissioner Bartley] is not going to get excited about numbers, commercials and other things."

Presiding over the FM Day program was Harold Krelstein, WMPS-FM Memphis.

Higher wages keyed to productivity

Labor, broadcast management tackle issues in NAB clinic, from pay to discrimination

A broadcast group-owner official warned last week that labor and management in broadcasting are heading for a confrontation over "spiraling" wage rates unless demands for more pay are justified through greater productivity.

And a labor union official, who participated with him in a labor-management clinic at the National Association of Broadcasters convention in Washington last week, suggested that a fundamental problem may be involved: In broadcasting, the two sides may have different ways of measuring productivity.

Joseph O. Schertler, Westinghouse Broadcasting Co., expressed concern about "inflation" and about what he said was the difficulty in getting an increase in production out of employees wanting higher pay. Some pay scales, he said, "are approaching the astronomical."

"Before too long," he said, "broadcast management will have to take a strong stand and face strikes to convince the unions and their memberships that there has to be a re-evaluation of the value of the various skills." He feels that compensation in broadcasting bears no relationship to the value of the service performed, particularly in the technical skills, where pay is based on length of service.

But Clifford Gorsuch, National Association of Broadcast Employees and Technicians, suggested that productivity, while hard to measure, is hooked to the increases in a station's rate card. "Every time an employe, if all he does is push one button, if the spot was

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Labor and management representatives participated in a panel discussion of the problems ahead in labor relations, at the National Association of Broadcasters convention last week. The panelists were (l-r) Ron W. Irion, assistant to the director of broadcast management, NAB; Clifford O. Gorsuch, National

Association of Broadcast Employees and Technicians; Norman Lehr, Triangle Publications; Joseph O. Schertler, Westinghouse Broadcasting Co.; and Albert O. Hardy, International Brotherhood of Electrical Workers. William L. Walker, director of broadcast management, NAB, presided.

\$1,000 last year and the spot now is \$1,200," he said, his productivity goes up 20%.

One aspect of labor-management negotiations troubling both sides is an increasing tendency on the part of union rank-and-file to reject contracts negotiated for them by their leaders. Mr. Schertler equated the attitude of union membership today with that of what he said was the revolutionary spirit abroad in college campuses.

Legislation is pending in Congress that would make contracts that labor leaders negotiate with management binding on union members. However, the measure does not appear to have much chance of passage.

The job of recruiting and employing minority groups in broadcasting is presenting problems for both management and labor, according to the panelists. Norman Lehr, of Triangle Publications, said there simply aren't enough qualified minority group members to satisfy the demand of broadcasters wanting to hire them.

The answer, for broadcasters, he said, is a special effort. They must develop training programs, lower employment standards, be more patient. "To provide equal employment opportunity for all," he said, "you must first want equal employment opportunity for all."

Mr. Lehr said he did not know how many minority group employees are "enough." But whatever the number is, studies that have been made, he said, indicate that broadcasting has not reached it.

Albert O. Hardy, of the International Brotherhood of Electrical Workers, made it clear that in these matters unions can be as annoyed with government bureaucracy as management.

Mr. Hardy, while defending the union's record in the civil rights area, criticized standards that the Equal Employment Opportunities Commission uses in determining whether discrimination has occurred as being "so vague you're easily accused of discriminating against minority groups." Most stations

and the unions representing their employees are subject to the Civil Rights Act of 1964.

Mr. Hardy warned that charges of discrimination can originate "anywhere" and "from anyone." He said that EEOC

AMST warned not to be profit-blinded

Justify local station operation, Harris urges; Lindow, Jennes report on CATV, spectrum squeeze

Members of the Association of Maximum Service Telecasters were warned by their president last week that they must think first of local service, then of profits, if they want to help preserve for television the spectrum space now allocated to it.

The association, in pleadings and research documents filed with the FCC, has opposed proposals for permitting land-mobile radio users to gain access to television frequencies. The association has also been a leading advocate of tight regulation of CATV, contending the cable systems represent a threat to the viability of free television.

But these paper representations are not enough, Jack Harris, KPRC-TV Houston, indicated in a speech to representatives of the 150 AMST members attending the National Association of Broadcasters convention in Washington.

"The only significant justification for local station operation, as opposed to satellites or CATV, stems not from the programming service originating from the networks but from your own shop," he said.

And some members, he suggested, "may have been paying mere lip service" to the ideal of ascertaining and meeting community needs in a manner "that makes your station a leading force for improvement and enrichment in the area of your service."

Broadcasters, in preparing annual budgets, "generally" anticipate growth in revenue and profits, he said. But he

continued to investigate a discrimination complaint against the union after the person making the charge had dropped it.

He stressed the IBEW has no control over the hiring persons it represents. "The employer bears the burden of proof that employment practices are not discriminatory" he said. But he also said the union "shares the recognition with employees of the conflicting rules and requirements of EEOC."

Government's apparently hostile attitude toward broadcasting prompted one broadcaster in the audience to ask what the unions are doing to protect the industry from the present "attitudes in Congress." The unions will help broadcasters when their profits are endangered, said Mr. Gorsuch, "because we want to negotiate part of that profit away from you." He noted that NABET has filed in opposition to the FCC proposal to limit networks' ownership of programming to 50% of their prime-time programming.

wondered whether they are budgeting enough for the job of providing information and education.

"We should plan first for a growth in the influence of our stations as a force for improvement in the communities we serve—and then worry about the bottom line."

Besides doing a public service job, he said, broadcasters have another responsibility—to "get the facts about our performance to the opinion makers and to the decision makers . . . before it is too late."

AMST's executive director, Lester W. Lindow, and legal counsel, Ernest W. Jennes, also addressed the members on trends in CATV and land-mobile radio.

Mr. Jennes saw CATV as moving toward a hybrid CATV-pay TV system that could become a way station on the road to the "wired nation." If that were to be the result of present trends, he said, CATV is sowing the seeds of its own destruction.

Mr. Jennes noted that the wired-nation concept dovetailed with the demands of land mobile for reallocation of the television broadcast spectrum. Accordingly, he told the AMST members they must become involved in the fight against what he said was a threat to the public's interest in a free over-the-air television broadcast system.

In elections at its membership meeting, AMST elected the following board of directors to govern the association in the coming year: Norman P. Bag-

well, WKY Television System Inc., Oklahoma City; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N.C.; John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; Harold Essex, WJSJ-TV Winston-Salem, N.C.; Mr. Harris; A. M. Herman, WBAP-TV Fort Worth; C. Howard Lane, KOIN-TV Portland, Ore.; Terry H. Lee, Storer Broadcasting Co., Miami Beach; Mr. Lindow; Arch L. Madsen, KSL-TV Salt Lake City; August C. Meyer, WCIA-TV Champaign, Ill.; James M. Moroney Jr., WFAA-TV Dallas; John T. Murphy, Avco Broadcasting Corp., Cincinnati; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; Ward L. Quaal, WGN-TV Chicago; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Franklin C. Snyder, WTAE-TV Pittsburgh; Robert F. Wright, WTOG-TV Meridian, Miss.; Roger W. Clipp (director emeritus), formerly WFIL-TV Philadelphia; William B. Quarton (director emeritus), formerly WMT-TV Cedar Rapids, Iowa.

The AMST officers elected by the board are Mr. Harris, president; Mr. Crutchfield, first vice president; Mr. Rogers, second vice president; Mr. Essex, secretary-treasurer; and Mr. Lindow, assistant secretary-treasurer and executive director.

The board elected an executive committee consisting of Messrs. Harris, Essex, Petersmeyer, Crutchfield, Madsen, Rogers and Lee.

A technical committee was also appointed, with Clyde Haehnle, Avco, as chairman. Other members are Mr. DeWitt; Carl G. Nopper, WMAR-TV Baltimore; Thomas E. Howard, WBTW-TV Charlotte, N. C.; Henry E. Rhea, WFIL-TV; A. James Ebel, KOLN-TV Lincoln, Neb.; Phillip B. Laesser, WTMJ-TV Milwaukee; Joseph B. Epperson, WEWS (TV) Cleveland.

Comfax offers fax franchises in 50 states

Comfax Communications Corp., developer of a facsimile equipment network using AT&T lines, will offer franchise contracts to broadcasters as outlets for the network within the next two weeks.

"We sounded out broadcasters at the National Association of Broadcasters Convention last week," reported Ira Kamen, chairman of Comfax, "and the response was favorable."

Broadcasters understand the concept of facsimile, and have the local identity and people to handle it," he added. "Also, it is easy for broadcasters to put on commercials that will advertise the service."

The facsimile network, under the direction of Gerald Jacob, Comfax's vice president of engineering, will be fran-

chised in 50 major markets.

Comfax took over the patents, assets and some of the personnel of the facsimile development from UMC Facsimile Corp. last December. The system was demonstrated last August (BROADCASTING, Aug. 12, 1968).

Young defends, rebukes radio-TV

Says violence in city stems from other causes; cites need for a 'Rickey' in broadcasting

There was some nervous laughter from the 1,500 in the crowd as they were told that their power to elevate the black man both within the nation and within their own shops was unlimited. But when he finished his half-hour speech, the delegates to the National Association of Broadcasters convention gave a standing ovation to Whitney M. Young Jr., the first Negro to address an NAB convention.

Speaking at a general assembly in Washington on Monday (March 24) less than an hour after Senator John O. Pastore (D-R.I.) had repeated his contention that broadcasters have a big hand in the violence prevalent in the nation today, Mr. Young decried that theme. The executive director of the National Urban League said it is not the violence—*Guns* variety—that produced the violence within our cities. The problem, he said is poverty and dope. Where TV does contribute to the problem, he pointed out, is by not doing something about the poverty situation.

Spelling out for the broadcasters the power they hold, Mr. Young also noted they haven't properly utilized the power. "You are the molders of public opinion," he said, the "decision makers,

the style settlers. When you decide that racism, discrimination and bigotry are wrong, then we will have peace and order in our cities."

Broadcasters, said Mr. Young, "hold the key to civil rights and things all Americans are concerned about. . . . You have to take on the tough job in civil rights, that of changing attitudes." The difference between black Americans and white Americans, he charged, is not based on "inadequacy of law but an inadequacy of the heart."

The FCC for all its proclamations about equality in hiring hasn't made a real dent in the black community, Mr. Young said, because the commission still doesn't have a black man in the agency's top echelon.

Relating broadcasting's ability to change the ideology of a nation—from one that feared Russia before World War II, to one that was allied with Russia during World War II, to one that feared Russia during the 1950's, to one that seeks cooperation with Russia in the late 1960's—the Urban League executive noted that broadcasters are capable of more than just "giving us snow jobs about toothpaste or two cars in the garage."

Because of "our higher visibility and because we have been discriminated against so long," he said, it "seems like an invasion" when one black face appears in a commercial or black people have roles in TV programs.

He also called on the networks to "kick out the racist stations" that use programs filled with digs and innuendoes.

Mr. Young was highly critical of media in general for making "black leaders" out of Dick Gregory and Cassius Clay (Muhammed Ali). He blamed media for not helping the black and white communities differentiate between the real and nonreal leaders.

He called on the NAB to follow the lead of the American Newspaper Publishers Association, which last year began the administration of a \$300,000 scholarship fund for Negro journalists. The fund was created by the *Chicago Tribune* after Mr. Young spoke to the ANPA last year. He praised the scholarship fund as one that spelled out "Negro" and did not hide behind terms like nonwhite or minority groups.

Referring to the progress Negroes have made in the sports and entertainment fields, Mr. Young asked if a Branch Rickey can't be found in broadcasting. He called Mr. Rickey, the Brooklyn Dodgers executive who broke the racial barrier by bringing Jackie Robinson into the major leagues, as a man "who had the courage of his conviction."

For a change, he said, do something, not just because you don't want to have your wrist slapped or be criticized. "Do it because it is right."



Mr. Young



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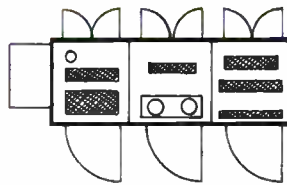
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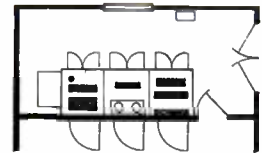
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Fairness, an FCC fundamental

If doctrine is overturned by courts,
Hyde sees reprisals in ownership rules

FCC Chairman Rosel H. Hyde, in what was probably his last speech as chairman to the National Association of Broadcasters, last week again defended the commission's fairness doctrine as "an integral part (indeed the very heart)" of the U.S. system of broadcasting.

If a broadcaster is to live up to his obligation to serve the public interest, the chairman said, he must not use his frequency to air solely his views; "there must be reasonable opportunity for others."

The chairman, who is expected to retire from office on June 30 after 45 years of government service, unless President Nixon asks him to stay on, spoke at the wind-up luncheon of the NAB's 47th convention, in Washington.

He rejected arguments that the doctrine has a depressing effect on freedom of the broadcast press. These contentions form the centerpiece of two suits challenging the validity of the fairness doctrine that are to be argued in the Supreme Court this week (BROADCASTING, March 24).

And the chairman expressed concern over the possibility that the government might lose those cases. Elimination of the doctrine, he feels, would "undermine" the present system of broadcasting. He said he could not imagine how the system would work without the doctrine. "Certainly you would not want to be in the posture of saying, 'I want to cover controversial issues—but only unfairly.'"

What's more, broadcasters' own self-interest might be affected if the doctrine were struck down. He noted that Senator John O. Pastore (D-R.I.) chairman of the Senate Communications Subcommittee, has said that if the fairness doctrine falls, a re-evaluation of all multiple-ownership concepts would be in order. Chairman Hyde added that "all ownership concepts" would have to be re-evaluated.

The chairman, in asserting that broadcasters' freedom of speech is not impaired as a result of the fairness doctrine, cited commission rulings holding that a licensee "can be as outspoken as he wished." He also noted that, despite "the great number of complaints" about network coverage of the Democratic political convention in Chicago in August, "we did not invade the area of journalistic judgment.

"We made clear that we do not sit as the national arbiter of the 'truth' of news events and the permissible devia-

tion from such 'truth.'" The commission function, he said, was simply to determine whether fairness is observed—and no evidence is found that it wasn't (BROADCASTING, March 3).

The chairman said he considered the commission's "policy pronouncement" on the issue an important one, and expressed pleasure that NAB President Vincent Wasilewski commented favorably on it in his keynote address to the convention (see page 40).

"These holdings are not ephemeral or unique to this time," he added. "They



Chairman Hyde

reflect the consistent, long-established practice of the commission." And even if the commission at some future date should attempt to depart from those practices, he said, the courts and Congress would not permit it.

The chairman discussed broadcasters' "freedom from governmental encroachment" in connection with a theme he has sounded before—broadcasters' obligation to aid the nation weather what he called last week the crises of "war abroad and strife at home."

"Sadly, not all [broadcasters] have acknowledged" their responsibilities in this regard, he said. "The rhetoric of responsibilities will not help us. What is required is commitment. The issue that confronts us is the survival of a free, unregimented society."

He said that although broadcasters cannot be expected to solve all of the nation's problems, they do have a

unique role to play "if we are to move forward together."

"No other medium can reach into the ghetto as effectively as radio," he said. "No other medium has the impact upon the nation as television. When you illuminate poverty or hunger in America, you have tremendous impact."

The chairman also said that broadcasters' insistence that they be left alone does no public good. Furthermore, he said, their effectiveness in meeting public needs will be their "strongest shield against any impairment of the right of free speech on radio and television."

And although the commission has made clear it will not censor or try to impose its view of the truth, the chairman said, broadcasters must be "scrupulously self-critical" and live their "belief in the power and the duty of a free press in a free country."

"You are truly our eyes and our ears in a perilous time. The public demands that you search out the world around us, without fear or favor. It demands, also, that you give both sides. . . . The public will make the relevant judgments."

The chairman said the commission will attempt to support broadcasters in their efforts to inform the public. He noted that the commission has offered Congress draft legislation which would amend the equal-time law so that it would apply only to major party candidates who have been given free time; broadcasters would not be required to give equal time to fringe party candidates. The commission suggested the same legislation in the last Congress, but it died in committee.

The chairman also revived a proposal he first made at the NAB convention last year—that broadcasters offer reduced rates to candidates (BROADCASTING, April 18, 1968). He said that would be "the most significant contribution" broadcasting could make to the public interest in connection with elections. Some broadcasters disclosed last fall that they had offered candidates reduced rates.

Florida TV stations get interim operators

The FCC last week approved interim operating agreements submitted by the applicants for WFGA-TV (ch. 12) Jacksonville, and WFTV-TV (ch. 9) Orlando, both Florida.

The agreements were reached in ac-

cordance with a commission order instructing the competing applicants to share interim operation until permanent grants are awarded. The two stations have been without licenses for several years because of a long series of court cases and contested interim grants, stemming originally from charges of ex-parte activities in connection with the original grants over ten years ago.

WFTV will be operated as a joint venture by Mid-Florida Television Corp., which has been interim operator of the station for several years; Central Nine Corp.; Florida Heartland Television Inc.; TV-9 Inc., and Comint Corp. Another applicant, Orange Nine Inc., plans to withdraw its application and will not be included in the joint venture.

The joint venture will lease existing facilities from Mid-Florida, with an initial monthly rent of \$21,000. The rental will eventually be fixed by arbitration. Mid-Florida will assign contracts to the joint venture. When the permanent licensee is selected, that firm will buy assets from the joint venture.

A similar arrangement will prevail in Jacksonville (BROADCASTING, March 3), where the joint venture will either lease or purchase the WFGA-TV assets from Florida-Georgia Television Co., the previous interim operator, on the basis of fair market value at closing.

The price will be determined by arbitration. As in Orlando, the former interim operator will assign all contracts to the joint venture, and the applicant ultimately given a grant will buy the assets.

In both cases, the applicants will participate equally in the joint venture, through a governing board with one member from each firm.

The Jacksonville applicants, all participating in the joint venture, are Florida-Georgia; Community First Corp.; New Horizons Telecasting Co., and Florida Gateway Television Co.

Mixed media brawl in WETA-TV studios

Censorship and competing applications—two dominant themes at the National Association of Broadcasters convention—were subjected to equally animated examination last Tuesday (March 25) during a live, one-hour battle of words and wits broadcast by noncommercial WETA-TV Washington, and carried on the Eastern Educational Network.

The four combatants were thoroughly familiar to broadcasters: FCC Commissioner Nicholas Johnson, former Commissioner Lee Loevinger, Senator Vance Hartke (D-Ind.) and Roy Danish, director of the Television Information Office.

Their positions on major broadcast

issues were no less predictable—except, perhaps, in the case of Senator Hartke, who seemed on occasion to function as gadfly-at-large in the debate between tough-regulator Johnson, light-regulator Loevinger, and broadcast-representative Danish.

The senator, who wants congressional hearings on questions of industry self-censorship (see page 27), sparred with Mr. Danish on that subject, and advocated greater freedom for artists and newsmen.

In forceful counterpoint, however, he also disputed Mr. Loevinger's argument that the FCC should keep its hands off television programming. According to the senator, broadcasters' complaints about government "control" are simply "an excuse for not doing something on their own."

Mr. Loevinger's response was that the FCC is the "greatest censor" of all. He added that government and public alike have overrated the influence of TV programming in American life. To attribute violence to television is a "copout" engineered by those who want easy explanations, Mr. Loevinger said.

He also jabbed at the commission's attitude toward competing applications for existing facilities. "They've thrown every license up for grabs," Mr. Loevinger barked. "Every three years a licensee has to throw dice for his license." Moreover, he argued, the com-

Astro-nuts visit the NAB convention

The Society of Television Pioneers, an organization indolently dedicated to lethargy and drift, made its annual appearance last week during the National Association of Broadcasters convention—as it somehow always manages to do—for a warm breakfast, a skit and a manful reaffirmation of faith in the only known tie holding it together: "We Ain't Got No Noble Purpose."

W. D. (Dub) Rogers, who used to be a television broadcaster, is now ma-

yor of Lubbock, Tex., and always has been and probably always will be the society's president, almost got the proceedings moving with a report assuring his "fellow failures" that the society had enjoyed "another purposeless year" even though "it would have been easy to lose our heads and do something meaningful."

Glenn Marshall Jr. of WJXT(TV) Jacksonville, Fla., the STP's apparently perennial treasurer, made a report that indicated there was money in the bank. And then the perpetual Repertory, Dance, Recitation and Repossession Company went into its act.

True to the society's ordained policy of backing headlong into the future, the RDR&PC this time dared to launch the space age. It presented the first FCC hearing ever held on the moon—President Rogers being careful to preclude libel actions by announcing that "any resemblance to any present commissioner, living or dead, is largely unintentional."

Too late—or not soon enough—some tasteless ingrates said the moon commission discovered Congress had cut its budget and there wasn't enough money left to get back to earth, and that was the end.



Six of the seven space voyagers are shown here in full regalia. Above (l-r): Carl Haverlin, retired president of Broadcast Music Inc.; Sol Taishoff, editor and publisher of BROADCASTING; President Rogers, whose former TV sta-

tion was KDUB-TV Lubbock, Tex., (now KLBK-TV), and Ernest Lee Jahncke Jr., NBC vice president; at right, Clair R. McCollough of the Steinman stations and, far right, John E. Fetzer of the Fetzer stations, this year's NAB dis-

tinguished award winner. The seventh member of the space commission, Ray Hamilton of Hamilton-Landis & Associates, moved when the daguerreotype camera went off and his picture was ruined.

mission's comparative standards are so vague that broadcasters are at the mercy of "whim."

A businessman in this situation will be less inclined to pour money into his operation, and thus less able to render public service, the former commissioner said.

Senator Hartke seemed more interested in what broadcasting may omit or distort of its own volition. "Maybe the American people can't take it as it is," he said, but they should hear and see it as it is. He indicated a belief that newsmen are too often restrained by management in their attempts to get the real story. "The newsmen is under a cloud," he said, addressing himself to Mr. Danish.

The senator then tried to zero in on the source of this cloud. "Who do you represent?" he asked the TIO director. Mr. Danish claimed to act on behalf of the industry, but the senator rejected that answer as too general. "I'll tell you who you represent," he told Mr. Danish, who looked less than grateful for the information. "You represent the owners." Not only that, Senator Hartke charged: "You believe in voluntary censorship."

Mr. Danish preferred "good judgment" to "voluntary censorship" as a description. Senator Hartke seemed unconvinced.

Commissioner Johnson, who had apparently elected to remove himself from the crossfire, sat in relative quiet except when addressed directly by moderator Mitchell Krause. His remarks centered primarily on the impact of television on Americans. All television has an effect, he said, both as a "reinforcing device"—as Mr. Danish had suggested—and as a creator of attitudes.

As an example, he cited the plight of coal miners plagued by "black lung" disease. They became aware of the ailment, and determined to press for workmen's compensation, only after television belatedly brought the issue to their attention, he said.

Mr. Loevinger, who has consistently argued that television mirrors American society—but rarely "molds" the society's attitudes—dealt coldly with the argument that TV can function as prime mover. "That's bosh," he said.

Turner finds match with Atlantic Coast

Turner Communications Corp., Atlanta, has agreed to merge with group-station operator Atlantic Coast Broadcasting and is in the process of negotiating a merger with publicly held Rice Broadcasting, Atlanta.

James C. Roddey, Turner president, said last week that Turner would acquire Atlantic Coast Broadcasting, own-

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er of WTMA-AM-FM Charleston, S. C., and WMBR Jacksonville, Fla., for stock and cash aggregating over \$1 million. The transaction is subject to FCC approval. Charles E. Smith is president of Atlantic Coast Broadcasting.

Turner would acquire its first television station if its stock transaction deal with Rice Broadcasting is consummated. Rice, headed by Jack R. Rice Jr., operates WJRJ-TV Atlanta, a channel 17 independent.

The proposed acquisitions are "part of our firm's planned program to expand further into the broadcasting field," Mr. Roddey said.

Turner, principally owned by board chairman R. E. Turner III, Mr. Roddey and Louis Peterson, owns wgow Chattanooga, operates outdoor advertising plants, and manufactures electrical signs and plastic products. Mr. Peterson owns WABR Winter Park (Orlando), Fla.

Hard times come upon ETV in Binghamton

Educational television's first financial crisis in station operation reached its climax last week when the board of noncommercial, educational TV station WSKG(TV) (ch. 46) Binghamton, N. Y., adopted an across-the-board austerity program. The station is understood to be over \$1 million in debt, principally for equipment purchases.

The staff of the year-old station was reduced by 20, to 11; all local programs were eliminated; operations were reduced to 87 hours weekly (and to between 25 and 30 hours weekly in the two summer months); the lease on the station's downtown studio was relinquished, with the station to be operated

from its transmitter site.

The annual budget was fixed at a spartan \$275,000 a year, with the payroll reduced to \$75,000 annually (from a previous \$203,000 yearly).

The board also formed a "Committee of 1,000" to raise \$100,000 to meet the payroll, now five weeks in arrears, and to pay bills.

Also underway is a reorganization of the board of the licensee, Southern Tier ETV Association Inc., to enlarge its membership to include more local businessmen.

The new operational plans were submitted to the board last Thursday (March 27) by William A. Anderson, representing the New York State Board of Education.

Van Deerlin wants a peek at report

CATV supporter on Hill deplores White House refusal to release work of task force

Denouncing the suppression of the President's Task Force on Communications report, Representative Lionel Van Deerlin (D-Calif.), urged President Nixon to release the \$1-million study or be ready to face questions about "what special interests are still being protected at the highest echelons of government, and protected from what."

Mr. Van Deerlin, in a speech set for delivery before the Southern CATV Association convention in New Orleans at noon Tuesday (April 1), told his audience that "some 100,000 man-hours of labor and between \$1-\$1.5 million went into the preparation of the report." He said the 450-page document, intended to help shape federal communications policies, was presented to former President Lyndon Johnson on Dec. 7, 1968, "an obviously ominous date."

"Mr. Johnson," the congressman continued, "laid the report on some shelf down at the White House. The report reposed there for the last 45 days of LBJ's term.

"I regret even more," he continued, that President Nixon apparently has not yet managed to find that shelf during his first 70 days in the White House. . . . Although they are its rightful owners, the people of the U.S. have not yet been permitted so much as a peek at the [report]."

Mr. Van Deerlin pointed out that it would seem easier for Mr. Nixon to release the report than it may have seemed for Mr. Johnson because the latter appointed the task force and "may have felt personally stuck with the results



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 No. 1 Men 24 to 64
 No. 1 Men 24 to 49
 No. 1 TOTAL MEN

No. 1 Women 18 to 64
 No. 1 Women 24 to 64
 No. 1 Women 24 to 49
 No. 1 TOTAL WOMEN

No. 1 Men & Women 18 to 64
 No. 1 Men & Women 24 to 64
 No. 1 Men & Women 24 to 49
 No. 1 TOTAL MEN & WOMEN

10:00 AM to 3:00 PM
 Monday thru Friday

No. 1 Men 24 to 64
 No. 1 Men 24 to 49
 No. 2 TOTAL MEN

No. 1 Women 24 to 64
 No. 1 Women 24 to 49
 No. 2 TOTAL WOMEN

No. 1 Men & Women 24 to 64
 No. 1 Men & Women 24 to 49
 No. 2 TOTAL MEN & WOMEN

3:00 PM to 7:00 PM
 Monday thru Friday

No. 1 Men 18 to 49
 No. 1 Women 18 to 49
 No. 1 TOTAL ADULTS 18 to 49
 6 AM — MIDNIGHT M-Sun.

No. 1 TOTAL MEN
 No. 1 TOTAL WOMEN
 No. 1 TOTAL ADULTS
 10 AM — 7 PM M-F

No. 1 Men 18+
 No. 2 Women 18+
 No. 1 TOTAL ADULTS 18+
 10 AM — 3 PM M-F

No. 1 Men 18+
 No. 1 Women 18+
 No. 1 TOTAL ADULTS 18+
 3 AM — 7 PM M-F

No. 1 Men 18+
 No. 2 Women 18+
 No. 1 TOTAL ADULTS 18+
 6 AM — Midnight M-Sun.

*According to Pulse, Inc. Report, November-December, 1968.

*According to ARB Jan/Feb. 1969.

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it produced." Mr. Nixon "is bound by no such sponsorship," and even if he chooses not to implement any of the findings, "this report contains much objective information that could only contribute to the current dialogue on communications policy."

In his remarks prepared in advance, Representative Van Deerlin also told his CATV audience that they are "trailblazers in a new technology," but warned them that "CATV will not enjoy easy sledding" until Congress and federal regulatory agencies are convinced the new industry is not simply "parasitic . . . content to exist solely on the offerings of on-the-air television."

He assured the CATVers that FCC actions on CATV and related matters "will be under scrutiny in committee hearings which I am certain will be underway within the next 30 days."

"It is to be hoped," Mr. Van Deerlin declared, "that these hearings will elicit the information we need on which to make sound public policy."

NAB awards to collegians

Four university students last week received scholarships of \$1,250 each from the National Association of Broadcasters. The recipients of the annual Harold E. Fellows scholarships are: Heather M. Harden, Creighton University; Eric

R. Gerber, Kent State University; Burton C. Kennedy, Arizona State University, and Thomas R. Wolzien, University of Denver. The awards, honoring the late NAB president, are for continued broadcasting studies at a college or university belonging to the Association for Professional Broadcasting Education.

Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval:

■ **KFH-AM-FM** Wichita, Kan.: Sold by Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. to Thoms P. Bashaw, Robert J. Adams, Phillip and Nancy Kassebaum, John E. Rees and John C. Landon for over \$1.5 million (see page 70).

■ **WPDQ** Jacksonville, Fla.: Sold by Henderson Belk to George Mooney and others for \$1.1 million (see page 70).

■ **WDUX-AM-FM** Waupaca, Wis.: Sold by Ben A. and Dorothy J. Laird to J. Edward Janeway and Anthony S. Oceppek for \$425,000. Mr. Laird controls **WDUZ-AM-FM** Green Bay Wis., and **KZIX** and **KFMF (FM)**, both Fort Collins,

Colo. Messrs. Janeway and others are seeking FCC approval to purchase **WOKZ-AM-FM** Alton, Ill. **WDUX** is a daytime timer on 800 kc with 5 kw. **WDUX-FM** is on 92.7 mc with 3 kw and an antenna height of 250 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **KRBT (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 life insurance executive and Mr. Gustafson is tool company executive. **KRBT (FM)** is on 102.5 mc with 33 kw and an antenna height of 180 feet above average terrain. Broker: Hamilton-Landis & Associates. (Corrected item.)

■ **KNAC (FM)** Long Beach, Calif.: Sold by Donald G. Gill and others to James Harden, William Varecha and Howard Griesbach for \$97,500. Mr. Harden, **KNAC (FM)** general manager, was formerly with NBC in Chicago and Los Angeles and was West Coast producer of the *Huntley-Brinkley Report*. Mr. Varecha, **KNAC (FM)** sales manager, was formerly a director at **WFLD-TV** and **Complex International**, a closed-circuit TV company, both Chicago. Mr. Griesbach is national commercial and industrial sales manager for the Powers Regulator Co., Skokie, Ill. **KNAC (FM)** is on 105.5 mc with 3 kw and an antenna height of 410 feet above average terrain. Broker: G. Bennett Larson.

■ **WEHW** Windsor, Conn.: Sold by Robert I. Kimel and Bessie W. Grant to Dr. Jerome D., Hilda M. and Kenneth Dawson for \$85,000. Sellers own **WSNO** Barre and **WWSR** St. Albans, both Vermont. Jerome Dawson is a dentist. Kenneth Dawson, salesman for the Universal Match Corp., N. Y., was formerly with **WHLI** Hempstead, N. Y., and **WMTR** Morristown, N. J. **WEHW** is a daytimer on 1480 kc with 500 w. Broker: Blackburn & Co.

■ **WHEO** Stuart, Va.: Sold by Ted Gray to Mr. and Mrs. James Litten and French A. See for \$61,500. Mr. Gray owns **WKDE** in Altavista, Va. Mr. Litten was formerly a salesman for **WHYL** Carlisle, Pa. Mr. See is in livestock marketing in Winchester, Va. **WHEO** is a daytimer on 1270 kc with 1 kw. Broker: Blackburn & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see

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See Page 19

"For the Record," page 110):

▪ **WTAK** Garden City, Mich.: Sold by Milton Maltz and Robert Wright to Walter and Charles Wolpin and Harvey A. Grace for \$525,000. Sellers own **WTF** Tiffin, Ohio; **WMIN-AM-FM** St. Paul; **WMIL-AM-FM** Milwaukee; **WBRB** Mt. Clemens, Mich., and **WNYR-AM-FM** Rochester, N. Y. Messrs. Wolpin have interest in a wholesale beer distributing company and Mr. Grace was formerly an account executive for **WXYZ-TV** Detroit. **WTAK** is a daytimer on 1090 kc with 250 w.

▪ **KZIX** and **KFMF(FM)**, both Fort Collins, Colo.: Sold by Lewis Pearce and others to Thomas Karavakis and Ben A. and Dorothy J. Laird for \$205,000. Mr. Laird controls **WDOX-AM-FM** Green Bay, Wis., and Mr. Karavakis has interest in those stations. Mr. and Mrs. Laird own **WDOX-AM-FM** Waupaca, Wis., but are seeking FCC approval to sell them. (See **WDOX-AM-FM** above.) **KZIX** is a daytimer on 600 kc with 1 kw. **KFMF(FM)** is on 93.3 mc with 25 kw and an antenna height of 37 feet above average terrain.

▪ **WFMI-AM-FM** Montgomery, Ala.: Sold by Charles S. Blackledge and others to Henry Rau for \$150,000. Mr. Rau has controlling interest in **WATO-AM-FM** Oak Ridge, Tenn.; **WDOV-AM-FM** Dover, Del., and **WNAV-AM-FM** Annapolis, Md. He has minority interest in **WARK-AM-FM** Hagerstown, Md., and owns Delaware Teleservice Co., a CATV operation serving Dover, Camden, Wyoming and Smyrna, all Delaware. **WFMI** is a daytimer on 1000 kc with 5 kw. **WFMI-FM** is on 98.9 mc with 10 kw and an antenna height of 155 feet above average terrain.

Cable TV

▪ **Cleveland, Miss.:** TV Cables Inc. sold by Joseph Wolfe to multiple CATV owner Cypress Communications Corp. for in excess of \$1 million in cash, notes and convertible debentures. Included in transaction is an associated microwave relay system that requires FCC approval. Cleveland CATV serves 3,200 subscribers. Acquisition increases number of CATV subscribers served by Cypress to over 50,000.

KPFK starts bureau in Watts

KPFK(FM) Los Angeles. a listener-supported, noncommercial station licensed to the Pacifica Foundation. last week opened a bureau in the heart of the Negro ghetto area of Los An-

geles. The general purposes of what is to be an all-black facility in the Watts section, is to train interested members of the Negro community in radio broadcasting, and to provide an outlet for them once they are trained. It's also hoped that the bureau will serve as a forum for community thinking and expression.

The bureau will have a 10-member staff. Pacifica Foundation, a self-styled educational foundation, is organized to receive tax-deductible contributions for Pacifica radio.

CPB unveils study project, film grants

To establish a base for future operations, the Corp. for Public Broadcasting has commissioned a study of possible contributions of public radio and television broadcasting to continuing education for adults. The project is in line with CPB objectives set forth by Frank Pace Jr., CPB board chairman, at the National Association of Broadcasters convention in Washington last week (see page 85).

CPB has set aside about \$25,000 for the study, which will be conducted by the National Instructional Television Center (NITC) at Indiana University in Bloomington. NITC will work with

the Educational Television Stations Program Service and the National Educational Radio Network of the National Association of Educational Broadcasters.

NITC executive director Edwin G. Cohen said the study will review existing programing, provide insights into educational needs of adults, suggest priorities for public broadcasting and develop strategies for further activity. Completion is expected in September.

Over \$100,000 was also designated by CPB last week for grants to the American Film Institute and the Southwest Creative Film Project. The purpose of a \$75,000 award to AFI is to encourage independent film makers to produce films for public television. Individual production budgets may run from \$2,500 to \$15,000, and participants whose work is selected for broadcast will receive a second award of \$2,500 to \$5,000. CPB has set aside an additional \$25,000 for this remuneration. Applicants should contact AFI at 1815 H Street, N.W., Washington.

CPB will assist the establishment of the Southwest Creative Film Center at noncommercial **KLRN(TV)** Austin-San Antonio, Tex., with \$25,875. The Film Center will make small grants to local film producers, expecting to fund 15 to 20 "starts" resulting in 10 to 12 small-budget productions for use on public television stations.

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KPIX, KFVB renewals tied to conditions

Big concern of commission is proposed merger of Westinghouse with MCA

The FCC last week made public its letters to Westinghouse Broadcasting Co., granting conditional license renewals for KPIX (TV) San Francisco and KFVB Los Angeles (BROADCASTING, March 24). The conditions, relating to the proposed merger of Westinghouse and MCA, elicited a wide range of reactions from the seven commissioners: Nicholas Johnson dissented to both renewals, James J. Wadsworth dissented to the KPIX grant, Robert T. Bartley simply "concurred in the result" in both cases, and in a concurring statement, Kenneth A. Cox and H. Rex Lee expressed doubt that the proposed merger will take place at all.

The conditions specified that, if the merger is definitely to be effected, the stations are to notify the commission beforehand, and that the commission "reserves the right to take such further action . . . as may be appropriate." That action could take the form of further conditions or designation of the renewals for hearing, the commission said.

Additionally, the commission ordered Westinghouse to submit within 60 days "a statement of its future policies with respect to informing its audience during the hours of maximum viewing the health hazards of cigarette smoking," and after four months to submit "a report on its efforts to implement such policies."

That order grew out of a petition by John F. Banzhaf of Action on Smoking and Health, opposing the KPIX renewal because of the station's alleged failure to carry a "significant" number of antismoking spots, particularly in prime time (BROADCASTING, Dec. 30, 1968). The commission denied that petition last week, choosing to raise the smoking issue in a less than ultimate manner.

This action brought a dissent from Commissioner Johnson, who commented: "I cannot believe that KPIX has 'randomly' scheduled its pro-cigarette commercials and antismoking announcements in such a manner that more than one-half the month's prime-time periods were completely devoid of antismoking announcements. . . . I simply cannot fathom why the [FCC] majority refuses to look for fire where there is so much smoke."

The primary bone of contention, however, was Westinghouse's proposed

takeover of MCA, which prompted both the conditions and a longer, more fundamental dissent from Mr. Johnson.

The commissioner noted that, in cases where mergers or other "significant corporate changes" are effected, the commission need not and often does not make an affirmative finding that the public-interest will be served, as it must when licenses are transferred or assigned. Such mergers are "often simply ignored" by the commission, he said. This, in the commissioner's view, contributes to "disturbing and even embarrassing results" in some cases.

A more reasonable procedure, Mr. Johnson argued, would recognize that "all structural changes in the business organization of commission licensees . . . which do not raise questions under the transfer provisions of the [Communications] Act, easily could be—and, I would urge, must be—evaluated by the commission at the next renewal of a broadcast license associated with that business entity."

The Westinghouse - MCA merger should be approached in this spirit because it raises several basic questions of legitimate concern to the commission, Mr. Johnson said. He listed the question of economic concentration of control; the "conglomerate aspects"; "the vertical intergration effects of the merger of a major program supplier with a major television broadcaster"; possible effect of Westinghouse's "larger corporate interests," on MCA-Westinghouse productions, and "the effects of linking numerous companies to a major radio broadcaster."

These and other questions led the commissioner to conclude that "the commission should get on with the serious business before it and begin to re-evaluate its own permissive sanction of

It was NAB's biggest

The National Association of Broadcasters convention in Washington last week barely continued the recent-year trend of setting a new attendance record. There were 5,387 officially registered for the 47th annual convention, an increase of 82 over last year's registration of 5,305 in Chicago. In addition to the registered delegates, about 3,000 others were on hand at the equipment and syndication displays and the hundreds of hospitality suites scattered through a dozen midtown hotels.

The biggest single event, based on people attending, was the NAB-Broadcast Pioneers reception on Tuesday (March 25). An estimated 6,000 attended the two-hour soiree held in the Sheraton Hall of the Sheraton-Park hotel in that number were senators and representatives from virtually every state.

the growing concentration of control of broadcasting in this country."

Commissioners Cox and Rex Lee, in a concurring statement, voiced approval of the renewal grants "despite some reservations about the proposed merger." They held that the conditions attached to the renewals provide flexibility and are "an orderly and sound way to proceed, rather than the contrary course of present premature action on a merger which may or may not be consummated and may or may not be in the present proposed form."

In addition the two commissioners said: ". . . based upon present information, it would appear unlikely that the proposed merger, in its present form, will be consummated." This was in apparent reference to the Justice Department's scrutiny of the merger proposal for antitrust aspects. In addition, MCA is still bound by a consent order, signed late in 1962, agreeing to refrain for seven years from merging with another or acquiring any other major TV, motion-picture or phonograph production or distribution company without Justice's consent, or unless it persuades the courts that the merger would not "unduly restrain or substantially lessen competition in the television, theatrical motion-picture or phonograph record industries in the United States" (BROADCASTING, Sept. 24, 1962).

Groups seek outlets in Wichita, Jacksonville

Applications for the sale of three radio outlets are expected to be filed with the FCC in the near future—deals aggregating over \$2.6 million.

Dallas investors Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. will seek commission approval to sell KFH-AM-FM Wichita, Kan., to Thomas P. Bashaw, Robert J. Adams, Phillip and Nancy Kassebaum, John E. Rees and John C. Landon, for in excess of \$1.5 million.

Mrs. Kassebaum and Mr. Landon are the daughter and son of former Kansas Governor Alf Landon, owner of KSCB Liberal, KEDD Dodge City and WREN Topeka, all Kansas. Messrs. Kassebaum and Rees are attorneys and Messrs. Bashaw and Adams are KFH general manager and sales manager, respectively. KFH is full time on 1330 kc with 5 kw. KFH-FM is on 97.9 mc with 31 kw and has an antenna height of 370 feet above average terrain.

Henderson Belk, who has interest in WAOK Charlotte, N. C., is selling WPDQ Jacksonville, Fla., to George Mooney and others for \$1.1 million. Mr. Belk will retain WPDQ(FM), that city.

Mr. Mooney, who owns WGNK Knoxville and WMAK Nashville, both Ten-

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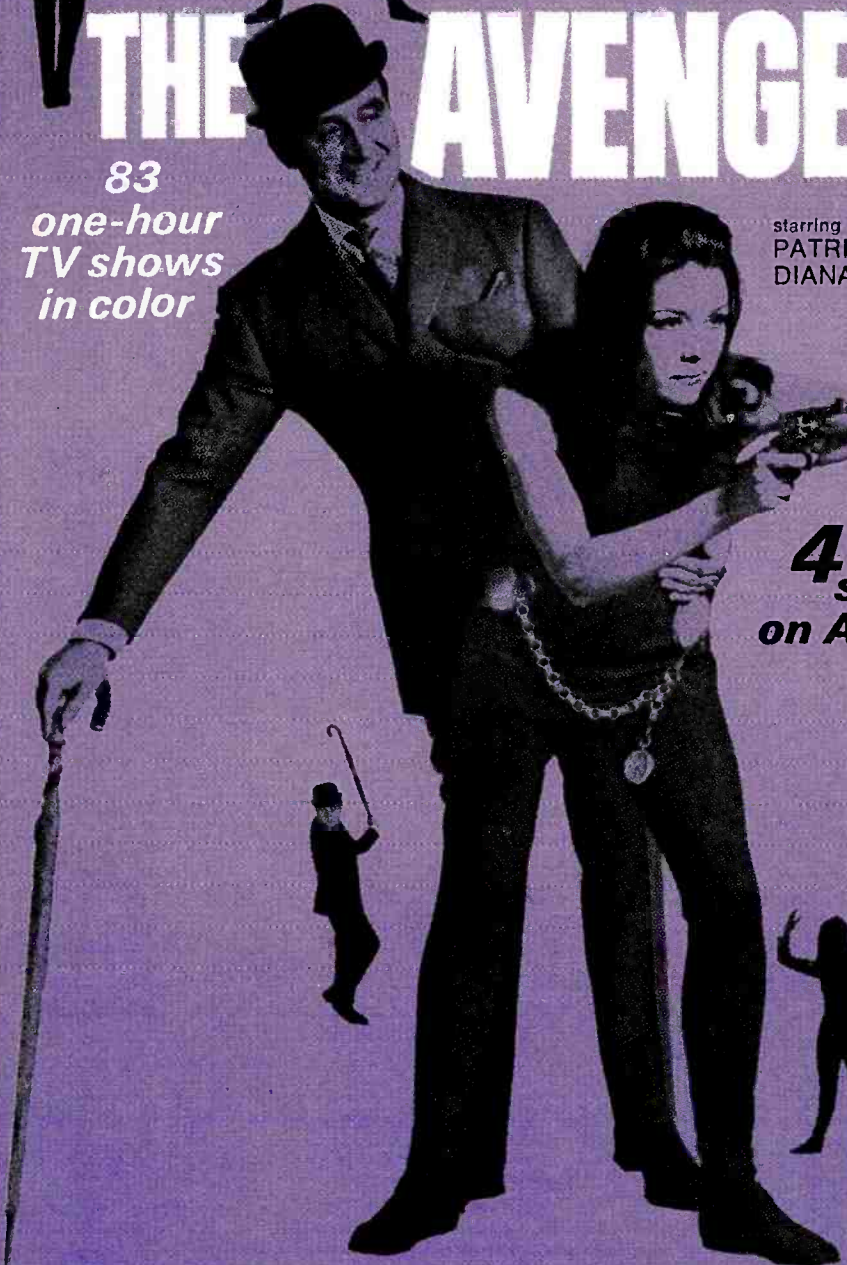
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nessee, also intends to purchase WBSR Pensacola, Fla.

WPDQ is full time on 600 kc with 5 kw.

What security can a licensee expect?

NAB panelists analyze one-to-a-customer, competing bids and status of CATV

Proposed legislation to discourage the FCC from entertaining competing applications in renewal cases might also remove a potential threat to licensees if the FCC's "one-to-a-customer" rulemaking should prevail. This was suggested by a panelist during a discussion of the strike-application threat (see page 34) and multiple-ownership problems at Wednesday's (March 26) management and engineering conference and general assembly.

Radio's redhead was tardy, but not truant

Arthur Godfrey, who earned the title of radio's Huckleberry Finn by 40 years of unpredictability, did nothing to lessen that image at last week's National Association of Broadcasters convention.

The red-headed personality with uncontrolled irreverences towards sponsors that brought him to national attention in the mid-thirties, was to return to the city where he started up the ladder (at WTOP, then WJSV, Washington) for a special citation at the management radio assembly Tuesday morning.

But Mr. Godfrey insisted on piloting his own plane in from Teterboro, N.J. Weather stopped this and sent him rushing to Newark for a commercial flight. There again he encountered a delay—a 40-minute wait on the runway.

A strong criticism of the commission's proposal to limit ownerships in a given market to a single full-time broadcasting service was offered by Douglas Anello, National Association of Broadcasters' general counsel.

Although the proposed rulemaking does not contemplate that broadcasters with more than one service in a community be divested of any licenses, Mr. Anello charged, such a rule would amount to a standing invitation for competing applications to be filed on one of a broadcaster's "surplus" licenses.

The commission would have, in effect, gone on record with the principle of only one full-time ownership in a community and thus find itself in the difficult position of contriving to find reasons for waiver of its stated policy when confronted with competing applications for a grandfathered facility, Mr. Anello said.

The suggestion that anti-strike-application legislation might provide protection against raids against multiple li-

censes in the same community came from Lee Loevinger, attorney and former FCC commissioner, in a discussion of possible means to assure that a licensee would get a fair sale price for a facility if a transfer was forced upon him.

But the FCC would have an obligation, Mr. Loevinger said, to protect licensees' sales against unfair loss. One method, if divestiture became necessary, as the Department of Justice has urged, would be to arrange for tax-free transfers of licenses.

Mr. Anello indicated that station-swapping was only a problematical solution at best, and not too likely to work as a practical matter. What is necessary, he said, was to convince the FCC of its error and accept no compromise position. The total threat to multiple ownerships, he added, "could be the death of the industry."

Panelist Sol Taishoff, editor and publisher of BROADCASTING, noted that the preamble to the Communications Act encourages the widest possible use of the spectrum and suggested that a commission action that would have the result of eliminating services—such as FM adjuncts to the profitable AM licenses that subsidize the additional service—would not be consistent with the public interest or the statute.

And a grandfather clause, he observed, was a weak and uncertain defense against the loss of FM services that could not stand economically alone.

Mr. Anello said he wasn't convinced that broad ownership "is necessarily in the public interest." A smaller number of economically strong groups, he suggested, was better than a larger number of weak voices.

Paul Porter, attorney and former FCC Chairman, registered a mild dissent. "I'm for diversity," he said, but he conceded "it's a question of degree."

Robert Heald, attorney and president, Federal Communications Bar Association, warned broadcasters to look carefully at protective rules that limit the commission's options in favor of broadcasters' freedom. Rights imply responsibilities, he said, and concessions must be justified.

Almost a rarity at the general sessions of the NAB convention this year was formal recognition of one of last year's favorite topics—CATV. The issue of cross-ownerships involving cable systems was raised in a question put to the panel from the audience.

NAB's Mr. Anello said there should be no hard and fast rule, that each given situation should be looked at in terms of whether the CATV was originating programming and whether it covered all or part of the station's market area. Mr. Loevinger urged that development of new communications technology not be inhibited. Abuses can al-

When he finally made it to the convention, luncheon was on. He was called to the head table, and the ceremony was improvised into the schedule with the citation given to Mr. Godfrey for:

"His years of service to the American public through the medium of radio. . . . For his unbounded interest in all mankind, and his many contributions to the welfare of our society. . . . Who, as an active broadcaster for four decades, has provided entertainment and inspiration to his legion of listeners."

The blunt Mr. Godfrey unhesitatingly told his audience that due to the turn of events, "you're lucky. You won't have to listen to [my prepared speech]." Instead, he made a one-minute plea to broadcasters to interest America's youth in conservation. He suggested that they back a campaign for "America's Volunteers for Survival."



Grover Cobb, KVGB Great Bend, Kan., joint chairman of NAB boards (l), makes

the presentation to Mr. Godfrey at the Tuesday luncheon.

ways be corrected, he suggested, when development has proceeded enough to demonstrate a clear need for appropriate regulatory measures.

Mr. Anello disagreed with an entirely hands-off approach to the cablecaster, saying: "It might be too late; closing the barn door after the horse was stolen." Besides, he said, CATV technology represented "nothing new."

Mr. Taishoff agreed but noted that cable systems are "vastly more sophisticated" than wired systems that had been proposed in the early days of radio. If CATV can serve the public, he said, the public is entitled to that service.

"All right," replied Mr. Anello, "but let them stop taking broadcasters' products from the air and build themselves from scratch." Mr. Taishoff said that basically there was no quarrel with that proposition but observed that many broadcasters want the added circulation that cable systems can provide. Cross ownerships between broadcasters and cable systems, he suggested, would help insure equity in the relationships between the two technologies.

IBS, APBE groups noodle quietly at NAB

Commissioner Johnson, H. Rex Lee, CPB's Macy highlight weekend sessions

While thousands swarmed into Washington to talk of sales and syndication at the National Association of Broadcasters convention, participants in two related gatherings were grappling in quieter, more cerebral fashion with the problems of educating tomorrow's broadcasters and serving tomorrow's public.

The Intercollegiate Broadcasting System convention, held March 21-23 at the Washington Hilton hotel, brought together three broadcasters and FCC Commissioner Nicholas Johnson for a one-hour symposium that pitted Mr. Johnson's critical view of existing broadcast service, and his plea for new blood and more public-service programming, against industry's champions of competition, mass-appeal programs, and the present caliber of public-service broadcasts. The audience of some 400 collegians, responding more readily to challenge than to present reality, clearly adopted the commissioner as their spokesman on the panel.

Also included in the IBS weekend was a talk by John W. Macy Jr., new president of the Corp. for Public Broadcasting; a potpourri of workshops, exhibits, panels and parties, and an unscheduled appearance by comedian Tommy Smother

NAB lives electrically

A history lesson and a publicity lesson were provided by the Potomac Electric Co. (Pepco), Washington, as it welcomed the National Association of Broadcasters convention. In a four-day schedule of two 60-second radio spots, Pepco related the broadcasting past before NAB to a special monument in the association's history—the opening of its new headquarters building in March—which happens to be heated and cooled electrically by Pepco. The spots were created by Henry J. Kaufman & Associates, Washington.

ers (see page 32).

Meanwhile, across the bridge at the Sheraton Park hotel, the Association for Professional Broadcasting Education held its annual convention in an atmosphere of calm, erudition and pipe smoke, with FCC Commissioner H. Rex Lee among the attractions.

Commissioner Lee, renewing his call for greater use of instructional television—both in the U. S. and in underdeveloped countries—told the APBE conventioners in a Sunday (March 23) luncheon speech that the primary obstacle to electronic teaching often comes not from students, parents or media people, but from educators. He urged his audience to train more students in international and instructional communication arts.

Less smoke, but somewhat more fire, was in evidence at the IBS symposium, as Commissioner Johnson shared the platform with Charles H. Tower, executive vice president of Corinthian stations and chairman of the NAB television board; J. Ray Livesay, WLBH Mattoon, Ill., and board chairman-director of the Daytime Broadcasters Association, and Egmont Sonderling, president of Sonderling Broadcasting Co.

The topic of the day was "serving tomorrow's public," and, according to Mr. Tower, that public will be served much as it is today. He took issue with the separate classification, "public-service programming"; all popular programming is public service, he said, because it gives people what they want and need.

Mr. Tower told the young broadcasters that commercial broadcasting attempts to serve most of the people, most of the time. Minority interests are best served by educational broadcasting, he said.

Although tomorrow's programming will lead the public's attitudes in some cases, Mr. Tower added, it will never be too far ahead "because you lose the masses. People do prefer football to ballet," he said.

Mr. Livesay oriented his talk toward

the business angle of broadcasting, emphasizing the excitement in engaging in free enterprise. "Competition," he said, "is the greatest thing in the world. Learn to love it."

For those who would de-emphasize the profit motive, Mr. Livesay argued that a broadcaster who is losing money is frequently "doing the poorest community job." There is a definite correlation between profit and the capacity for public service in commercial broadcasting, he said.

Mr. Sonderling spoke of his minority-group stations, and how to meet the needs of ethnic communities. In many respects, he noted, the ascertainment of needs and mass-appeal response to those needs are the same whether the station is oriented toward the black community or toward a larger audience. The difference lies in specific programming, he said, adding that nearly all black listeners—"60% to 80%"—want rhythm-and-blues music on the radio.

There is another side as well, he added: "If you have black programming, tell them where and how to get jobs; support black political candidates."

The collegians applauded politely as each of the three broadcasters finished his talk, but reserved their enthusiasm for Commissioner Johnson's less complimentary view of existing public-service broadcasting. The commissioner, noting that the broadcast media have an awesome power and influence both in selling products and in shaping ideas, impressed upon his audience the importance of a broadcaster's decisions—whether to air an issue or to ignore it, whether to emphasize public affairs or relegate them to a secondary role.

"When you run commercials with all white faces, you communicate something and you are responsible for that impact," he said. He added that the increasing presence of black faces on television is a step in the right direction. In general, however, "the industry is not living up to its full potential," he said.

The commissioner called on his young audience to enter broadcasting as public servants rather than mere seekers of profit. He acknowledged that broadcasting of no more than average quality can bring rich rewards—"If you're going to sell out, at least sell out for a good price"—but he proposed another motive: "to find and announce the truth."

The theme of public service also marked a Saturday evening (March 22) address by John W. Macy Jr.—his first speech since joining CPB as president. He noted that CPB is engaged in a hunt for young broadcasters to cast their lot with noncommercial stations.

Without TFE, syndication traffic is good

Though dispersed in numerous hotels, most exhibitors say customers found them

Stanley had less trouble finding Dr. Livingstone than most station men had trying to locate some of the film syndicators at last week's National Association of Broadcasters convention in Washington.

It was a convention of lost souls seeking the film hospitality suites amidst a labyrinth of corridors in the Sheraton-Park and Shoreham hotels (across the street from each other) and the Washington Hilton.

The syndicators, and in many cases the broadcasters, dreamed fondly of past conventions held in Chicago's sprawling Conrad Hilton where the corridors follow a logical pattern and the exhibitors can easily be found. And they looked with hope that next year in Chicago the hunt would be simpler.

But for all the aggravation last week, conventioners seemed to be in a buying mood and were reaching for their checkbooks, a sight not overly common at past gatherings.

It was a convention that was bullish

about UHF's abilities to come up with cash for programs, top off-network and first-run packages; that saw game shows, entertainment-talk-variety strips, feature films, and situation comedies making strong bids for time slots, and that downplayed sex and violence programming, even on the exhibitors' posters and suite displays, to the hilt.

A big pitch was being made by several shops to fill the void on some 140-150 stations when Merv Griffin moves from syndication to CBS later in the year. Group W Productions, which has the *Griffin* show, was making a pitch for its new *David Frost Show*. Among the other new entries were Winters/Rosen with the *Zsa Zsa Gabor Show* and Showcorporation with *Della* (Della Reese).

Quiz shows were being pushed heavily by several houses this year with Bing Crosby Productions showing its *Beat the Odds* as one strip that could be adapted for local sale as a game show.

Low cost of such programs, it was stressed, makes them available for strip programming by network affiliates and for prime-time use by independents.

The distance involved in trying to reach a syndicator if a delegate was in a remote hotel, was partially resolved by the attempts of some exhibitors to set up screening appointments. All those who went this route reported it worked successfully.

There was still some resentment among a few of the distributors that NAB reportedly had relegated them to a lesser stature among the associate members. Said one: "We don't derive anything from the management sessions. We should be put on panels and discussion boards if we're really full members. But we're not. I pay \$1,250 a year for a plaque with a bronze scroll."

This was the first year since 1961 that the Television Film Exhibit, including TFE's \$18,000 annual reception, had not been the central site for the syndicators, and some of the exhibitors felt the loneliness of being in a corridor apparently hidden from all but the hardest program seeker.

However, missing from the film-sellers' list of complaints was a malady that had plagued them in earlier years and seemed destined to return—along with the convention—in Chicago next year: the onrush of liquor absorbers, girl lookers and souvenir hunters.

The syndicators last week were operating from a business point of view rather than the carnival approach that had characterized some earlier efforts. It has been a continual growing-up process, noticeable over the past few years, but never more in evidence than last week.

Missing were the exotic dancers and romancers, and toned down were outlandish give-aways and blinking lights designed to lure the prospective buyers.

There were still fancy displays, plenty of literature and liquor, but if one single sign were needed to reflect the changing times and sales approaches, it was the girls. They still adorned the suites but in fashionably proper miniskirts and they exuded a calm politeness.

Perhaps the most subtle clue to the toned-down approach of the syndica-

NATAS honors WHA-TV, WFIL-TV

WHA-TV Madison, Wis., received the National Academy of Television Arts and Sciences' 1968-69 station award and WFIL-TV Philadelphia received the academy's special citation in ceremonies Wednesday (March 26) at the National Association of Broadcasters convention in Washington.

Ronald C. Bornstein, associate director, accepted the WHA-TV award, first to a noncommercial station in the six-year history of the academy awards program, for *Pretty Soon Runs Out*, a two-and-a-half-hour program on the plight of urban relocation victims.

Gene McCurdy, manager of WFIL-TV, accepted his station's citation for *Assignment: The Young Greats*, which chronicled the efforts of one individual to provide Philadelphia's slum dwellers with employment, housing, education, recreation and pride.

Three other cities were given honorable mentions in the awards program, set up by the academy to recognize outstanding programing on significant lo-



Messrs. Bornstein, Wilkinson, McCurdy

cal issues and innovative programing to aid disadvantaged young people: WBZ-TV Boston, for *Begger at the Gates* in the station-award competition, and South Carolina Educational TV for *Job Man Caravan* and wdsu-TV New Orleans for *The School That Would Not Die*, both in the special-citation competition.

Charles B. (Bud) Wilkinson, adviser to President Nixon, made the presentations. Two panels of civic, business, religious and educational leaders selected the winners.

tors this year was in the availability—in many suites—of low-calorie soft drinks.

But for all the subtleties available this year, a conventioneer could still have his picture taken in Edwardian garb at Group W's suite, meet beauty queens at MCA or drink plum wine with the tiny, kimono-garbed geishas at Triangle's Japanese teahouse.

In addition there were receptions and parties to acquaint the buyers with the program available and talent.

Taking into consideration the travel time between hotels, most of the exhibitors at the Washington Hilton felt traffic was good. In fact, 20th Century-Fox was impressed with the number of foreign program buyers who stopped by and made commitments for *Bracken's World*, *Room 222*, *Julia* and the *Ghost and Mrs. Muir*. Twentieth had the Mickie Finn's aggregation entertaining for several nights with an eye toward putting the group in a one-hour syndicated series.

Screen Gems, in its huge lower-level suite at the Hilton found "excellent response" to its *Playboy After Dark* series. As for the game and talk-variety shows, a spokesman there felt it was "a safe way for stations to go" since the formats have been presold through earlier network and syndicated efforts.

Upstairs at the Hilton the MGM-TV lion happily dozed during the day but began roaring at night as the suite stayed filled at a "rather continuous level." The situation comedy, a spokesman said, "is the sleeper of the year. The networks lucked out this year and found them still viable. The public is still happy with them."

One of the new syndicators at this year's convention was Winters/Rosen, also at the Hilton. In the small suite the two monitors were showing tapes of several items including the *Zsa Zsa Gabor Show* and the hour musical-variety *Barbara McNair Show*. The success of talk shows like *Mike Douglas*, *Merv Griffin* and *David Susskind*, a spokesman said, was making buyers more selective. And in that suite the selection was Miss Gabor. The Misses Gabor and McNair had welcomed station buyers at a reception on Sunday (March 23).

Still another Hilton resident, Firestone Film Syndication, was found to be in a jovial mood over the buys recorded at the convention for the new syndicated version of *To Tell the Truth* with Garry Moore as host. For Firestone it was a "good convention, since we're hard to find and those who do find us want to see what we've got."

However, there were discouraging words from some Hilton residents, notably Paramount Television and National Telefilm Associates. For Paramount, with a large lower-level suite as well as one on the upper floors, the convention

Porky Pig takes to TV

Warner Bros.-Seven Arts Television has placed three properties into syndication, it was announced last week by George Mitchell, vice president and domestic television sales manager. The programs are *Fast Draw*, a half-hour game show with Johnny Gilbert as host; *Porky Pig & Friends*, a series of 156 theatrical cartoons and *Three Faces of Communism*, a one-hour historical documentary.

"stinks" and the suite, "for the first time is a waste of money." Paramount had sought space in the Shoreham or Sheraton-Park but settled, unhappily, for the Hilton.

At National Telefilm, which was offering a new package of 10 features, *Filmakers '69*, and a David Susskind-produced series *Wonderful World of Astrology*, the residents were "appalled at the lack of interest" from stations. The programers, a spokesman said, "claim they're looking for new things. We're bringing it to them. At least, they should look at it."

Another Hilton resident, Kranz Films, found traffic slow and also felt that many syndicators went to the convention "because they were afraid not to come."

Even further away from the Shoreham and Sheraton-Park headquarters hotels was the Mayflower, which had only a few exhibitors. There Off Network Production said traffic had been excellent. The U.S.A. 1000 package was being screened by appointment.

Olas Corp., which has the *Of Lands and Seas* travel series, was disappointed at being so far from the scene of the action, but felt its product would do well with the current Washington climate toward violent programming.

At the Shoreham and Sheraton-Park—headquarters for most syndicators—business was pretty much as usual as conventioners roamed through the maze of corridors.

At Group W Productions, the talk centered around David Frost and the number of Merv Griffin markets he would be able to capture. The Westinghouse Broadcasting syndication arm built a major at-the-convention campaign around the 90-minute daily strip. Mr. Frost, a 29-year-old Britisher, was in the receiving line at a reception at the British Embassy on Monday evening (March 24) and later that night was the star of a revue in the standing-room-only Empire Room of the Shoreham.

Although some syndicators had questioned how well Mr. Frost's show would be received outside of the major markets, Group W officials were more than mildly enthusiastic. A spokesman

there said sales of the Frost show "were ahead of schedule" and that he now had more markets committed than one of the talk-variety shows already in syndication. The thought that Mr. Frost might be too British, he added, had been dispelled by the Monday night performances.

At the always-crowded MCA suite a combo kept up a steady stream of high-decible music while sales of feature-film packages were being made. A lot of those sales, a spokesman said, were being made to stations for preemptions of the network prime-time movies. They would much prefer to earn 75-cent dollars from their own films than 30-cent dollars from the networks, he added. Additionally, he felt many of the feature packages offered by the syndicators are superior to those being carried by the networks.

The off-network *Big Valley* and first-run *On Trial* were reported "very successful" at the Four Star suite in the Shoreham. Although missing the camaraderie and overflow from other exhibitors, a spokesman for Four Star did not miss the college students and engineers who, in past years, had come by to ogle and drink. Without them, he said, there was room for "legitimate film-buying business traffic."

Showcorporation reported brisk business for its *Della* one-hour daily strip. For those who were seriously interested in the series, Showcorporation whisked them a mile away to the more sedate Madison hotel where screenings ran continuously from Monday morning to Wednesday noon (March 26).

Another variety show, Metromedia Producer Corp.'s *Ludden's Gallery*, which will replace the *Donald O'Connor Show* as MPC's 90-minute daily strip, was being talked up at that suite as a replacement for stations now carrying Merv Griffin.

Specials and documentaries were being offered by several firms with Avco Embassy selling its new *Country Hayride* series in nine markets and picking up several sales on its documentaries, which were originally produced and run by Avco's four Ohio-Indiana stations.

Evidence of the traffic at Triangle's Japanese teahouse could be found all over the convention as delegates plodded around the carpeted corridors in the woven sandals they wore in the teahouse.

Although the traffic was so light early in the convention that "one person an hour" in the suite would have meant the "traffic had picked up," American International had found the action moving ahead by late Tuesday. A spokesman for AI found the station men in a buying mood this year.

CBS Enterprises reported that results of the convention "exceeded our

expectations," and "1969 looks better than ever." A spokesman said "it was one of the few times that station executives sought us out." He said there was "almost universal interest" in the new syndicated series, *The Game Game*, as well as the second year of *What's My Line?*

ABC Films said traffic to its suite was "excellent" and sales were completed on a number of shows, including *Anniversary Game*, *World Series of Tennis* and *Girl Talk*. "We hadn't gone to the convention expecting to do any business," a spokesman remarked, "so we were pleasantly surprised."

Another volley heard in N.Y. lottery case

Broadcasters' brief argues constitutional issues before U.S. appeals court

A second step in the appeal of the FCC ruling prohibiting broadcasting of lottery information was taken last week by lawyers for the New York State Broadcasters Association and Metro-media.

The attorneys filed a brief with the U. S. Court of Appeals in New York in support of their earlier petition to review the case (BROADCASTING, Nov. 25, 1968). Their conclusion is that the FCC's lottery-ban regulations "abridge the right of communication guaranteed by the Constitution," and "deprive broadcasters of property without due process of law," violations of the First and Fifth Amendments to the Constitution.

Among the arguments put forward:

▪ The FCC, by prohibiting any promotion or encouragement of lotteries, forces broadcasters to endorse the federal government's position of opposition to "all lotteries, whatever their source, because of their harmful effects upon the public." But the government, because of the First Amendment right to freedom of speech, "may not censor the content of lawful expression because it is believed to be harmful or dangerous. The government cannot demand that all communication on a given subject — even gambling — endorse the prevailing policy reflected by its laws. And it cannot compel a broadcaster to become a propagandist for the government."

▪ The vagueness of the FCC order in describing the kinds of news and information that may be broadcast makes broadcasters even more hesitant to say anything with regard to lotteries, and constitutes a further restriction on the freedom of speech and press. "The term 'promote and encourage' is so elastic that its scope will change when-

ever there is a change of administrator. . . . The conscientious broadcaster . . . will avoid the risk of loss or suspension of his license by restricting broadcasts about the New York lottery to that which is unquestionably safe, or by refusing to broadcast any material about it. . . . Such self-censorship would restrict the dissemination of views on public issues—essential to an informed citizenry."

▪ The FCC's position that the nature of the medium allows some invasion of the freedom of broadcast speech is not constitutional. "The mechanism involved . . . does not change the character of the ideas expressed, or vary First Amendment principles. . . . And the power and effectiveness of the medium are not a warrant for greater stringency of regulation. The freedom of the press is not limited to media that have the least influence, or reach the fewest people."

▪ Licensing stations "in the public interest" does not give the FCC the right to prevent the broadcast of material it deems harmful. "The screening of material that may mislead the people, the doling out of information and opinion considered appropriate for the radio and television audience, is as much an infringement of the audience's, as it is an infringement of broadcasters' basic constitutional rights."

The brief was filed March 25 by Ephraim London of London, Bittenwieser & Chalif, attorneys for the NYSBA, and specialist in First Amendment cases, and Robert A. Dreyer of Metro-media. The U.S. and the FCC have 30 days to file an answering brief, but even then it is not certain that the case will be heard in May or June before the term ends. The broadcasters' attorneys hope to get on the docket this spring.

Broadcasters have been particularly concerned about the lottery, ruling ever since New York state in June 1967 began operating a lottery the funds from which are used to aid education.

The brief states that "there is reason to believe that because of the denial of access to radio and television, the most effective media for advertising and for disseminating news and information, the New York lottery has not operated successfully. . . . A sale of 30,000,000 tickets per month was projected, the numbers of tickets sold have ranged from approximately 10% to approximately 20% of the estimate."

But the case has wider implications than a clarification of the lottery ruling. By basing their arguments on freedom of speech and press, the broadcasters are forcing the court to consider radio and television's relationship to the First Amendment in general. They have declared their intention to take the case to the U.S. Supreme Court if necessary (BROADCASTING, March 4, 1968).

Pot-party findings now in House bill

Commerce Chairman Staggers incorporates most proposals offered by subcommittee

A bill that might put the federal government officially in the business of investigating broadcasters' news judgments was submitted last week by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee. The bill (H.R. 9566) puts legislation formally before the Committee based on legislative recommendations made by the panel's Investigations Subcommittee following its pot party probe (BROADCASTING, March 24).

Earlier last week, Julian Goodman, NBC president, had sent a telegram to Vincent T. Wasilewski, National Association of Broadcasters president, deploring any legislative action based on those recommendations. Mr. Wasilewski read the telegram in his address to NAB convention delegates and declared the matter of highest importance to the freedom of broadcasters (see page 40).

The subcommittee recommendations the bill would enact stem from an investigation of WBBM-TV Chicago's allegedly "staged" marijuana-party filming in 1967. The subcommittee report also faulted the station for allowing the program to be previewed by newspaper TV critics before it was aired. The station turned down a similar preview request by Northwestern University, where the incident allegedly took place.

Consequently, the Staggers bill would make it mandatory that "licensees who permit previews of news programs to persons other than station personnel or parties directly or indirectly associated with the production or broadcast of the film must provide an opportunity for all persons who have an interest in the program and who request such an opportunity to preview the program."

It would also extend the section of the act which was amended to prohibit quiz-show rigging, making it unlawful for any person "with intent to deceive the listening or viewing public to broadcast a news program which has been falsified in whole or in part."

In addition, the bill would require licensees to "retain for six months following the date of broadcast, the film, kinescope or tape of all news programs." All film and outtakes would then be made available by public authorities.

The bill, however, did not incorporate the recommendation that stations be made to keep copies of all their broadcast material so that it could be reviewed if necessary.



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The sound of TV music at a convention

Proposed new contract with ASCAP gets final touch-up in Washington; attention starts turning to BMI

The All-Industry Television Stations Music License Committee met in Washington last week in a stage of transition—both in job orientation and in its own organization.

It worked primarily on winding up its all-but-completed new deal for TV stations' use of the music of the American Society of Composers, Authors and Publishers. It also began to work—but much more tentatively—toward the start of negotiations for a new contract for their use of the music of Broadcast Music Inc. ("Closed Circuit," March 17).

At the same time the committee began to talk openly for the first time about phasing elements of itself into a new, continuing music-license committee whose formation was authorized by the TV board of the National Association of Broadcasters early this year (BROADCASTING, Jan. 20).

The committee met Tuesday (March 25) during the NAB convention, and its chairman, Charles Tower of Corinthian Broadcasting, who also heads NAB's television board of directors, gave a brief report Wednesday morning during the final TV assembly of the broadcasters convention.

In its meeting the committee conferred with BMI President Edward M. Cramer and associates on forthcoming negotiations for a new BMI contract, but the subject of rates and fees—nub of any such negotiation—was not mentioned.

Rather, the BMI delegation was said to have talked in broad terms of mutual interests of BMI and television broadcasters and expressed hope that they could reach a new contract advantageous to both sides. Presumably the BMI group also cited increased use of BMI music by TV stations, a point expected to be stressed to stave off a big rate reduction if not to support a BMI bid for an increase.

Actual negotiations on a new BMI contract are not expected to begin until the new ASCAP contract is "out of the way," but since most of the remaining steps are technical procedures, the BMI talks could start before midyear, which is the general target date for having the new ASCAP deal in effect.

Mr. Tower told the TV assembly that the new contract, a 33-page document produced over nearly eight years of alternate litigation and negotiation, was "99.9% finished" and should be completed and ready for mailing to stations within a week or 10 days.

He reiterated earlier estimates that over its full 10-year term the new con-

tract should save stations \$50 million in ASCAP payments, assuming a 6% annual growth in station revenues (BROADCASTING, Aug. 26, 1968).

The "0.1%" still to be resolved in the new agreement was said to relate to retroactivity provisions affecting a half-dozen or so stations, and committee officials expected this tag-end to be cleared up within a week.

Then copies of the new contract, plus a summary and a covering letter from Mr. Tower, will be mailed to TV stations. When an "overwhelming majority" of the 375 stations represented by the all-industry group have approved it, the committee and ASCAP will seek court approval and termination of the suit initiated by the committee in 1961, when it asked the court to determine a "reasonable" fee for stations' use of ASCAP music.

Normal procedure then is said to be for the court—in this case Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, where the All-Industry/ASCAP suit is pending—to issue a show-cause order. This will be sent to all TV stations, directing any that do not approve the contract to appear and show why it should not be put into effect.

If there is no such objection—and historically stations have tended to accept the recommendations of their all-industry committees in these negotiations, though each must make its own decision—Judge Ryan presumably will approve the contract and terminate the lawsuit. It is this final step that the committee hopes to reach by about July 1.

If there are serious objections by stations, however, hearings on the show-cause orders could delay the final settlement. But practical considerations—the fact that the present agreement required over seven years of work in and out of court, and that any broadcaster seeking to improve on it must be prepared for similarly long and expensive efforts—tend to minimize the likelihood of station opposition, in the view of most observers.

The new contract cuts the commercial fee for the use of ASCAP music on a blanket-license basis from 2.05% of station revenues (after specified deductions) to a split-level arrangement of (a) 2% of revenues up to the industry average for 1964-65, and (b) 1% of revenues above the 1964-65 average. Sustaining fees are reduced by 30%.

Each station has an option to itemize deductions or use a standard deduction based on percentages of revenues.

Although the optional deduction formula for independent stations provides somewhat higher percentages than the one for network affiliates, committee officials feel that most affiliates will choose the optional method because it is both simpler than itemizing and will "probably save money."

For most purposes the contract would be retroactive to Jan. 1, 1968, and extend for 10 years unless either side elected not to renew at the end of six years. But the 30% reduction in sustaining fee would apply as of Jan. 1, 1964, and the 2%/1% staircase formula as of Jan. 1, 1966.

In reporting on the new contract's status to the TV assembly Mr. Tower paid special tribute to Andrew J. Murtha of the Time-Life stations and Elisha Goldfarb of the RKO General group, who with Mr. Tower bore the brunt of the negotiations over the years.

Mr. Tower also noted that the NAB TV board had authorized the formation of a continuing committee on music-license negotiations (not necessarily to operate under NAB auspices, however), and said it would be composed of some members of the all-industry committee and some new members. He said other details, including the timing of the melding, had not been worked out, except that "I won't be a member of it, and that's for sure."

AT&T cold to FCC pre-emption plan

The FCC's letter of protest March 17 to AT&T, requesting 48-hour pre-emption notice for National Educational Television programming (BROADCASTING, March 24), last week brought a cool reply from AT&T.

The letter from Daniel E. Emerson, vice president of AT&T, reminded FCC Common Carrier Bureau Chief Bernard Strassburg that the reduced rates AT&T provided the Corp. for Public Broadcasting were made possible only by providing interexchange facilities without charge, on the basis that CPB would use lines that were temporarily not in use by commercial broadcasters. This arrangement, AT&T said, was "the only means possible for the early start of prime-time network service desired by CPB."

AT&T said that, under the FCC's suggested tariff revision, commercial customers would be required to order lines two days in advance, when in fact, AT&T knows of only one-half to two-thirds of commercial facility requirements 48 hours before program time.

"Clearly, a 48-hour provision would seriously disrupt programming by commercial networks and would make it impossible to cover fast breaking news or other events of public interest when

those events involve locations where only facilities assigned to CPB are available," it said.

AT&T claimed it could provide better service under existing tariffs than under the commission's 48-hour proposal. It is now able to provide all but about 1% of the station hours ordered by CPB, it said, however should two days' pre-emption notice to CPB be required, "our flexibility in meeting CPB's needs would be substantially reduced and firm commitments to CPB would be for fewer station hours than have normally been provided."

If other users were required to reserve channels two days in advance, when their line requirements were still somewhat indefinite, AT&T reasoned, commercial customers would naturally go ahead and order as many lines as they thought they might need, thus making fewer facilities available to CPB.

AT&T also pointed out that facilities for the trial arrangement cannot furnish service with network-like regularity. It said "regularly assigned facilities not subject to pre-emption" are required, and "can only be provided by construction of new plant."

AT&T added it plans to meet with CPB to review the procedures followed in furnishing service to CPB in order to determine whether the six-months trial period could be improved.

Everyone loves a letter, but FCC has its box stuffed

The 3,000 letters first reported two months ago supporting KFAC-AM-FM Los Angeles in its effort to persuade the FCC to waive restriction in its so-called one-to-a-customer interim procedures have grown into an "avalanche of public support." Ten thousand expressed their desire for continued joint ownership of the cultural-program stations, which was plaintively called for in two full-page ads in the *Los Angeles Times* (BROADCASTING, Jan. 27).

Bound in volumes, the letters from listeners in Southern California were filed with the commission March 25. Letters, telegrams, newspaper features, editorials of another local radio station and two TV programs all urged non-separation of the stations.

The bulk of the communications were delivered to the FCC by Atlantic State Industries executives Daren F. McGavren, Ralph C. Guild and George R. Fritzinger and the stations' general manager Edwin J. Stevens. ASI is the proposed purchaser of the stations.

For 30 years KFAC, currently owned by Cleveland Broadcasting Stations Inc., has been programming classical music full-time in Los Angeles. KFAC-FM, in operation since 1948, duplicates its AM affiliate 50% of the time.

Lewis's cut earns Mississippi wrath

Guest Hosts of NBC-TV's *Tonight Show* took turns upsetting segments of the viewing audience in the last two weeks. One of the incidents prompted WDAM-TV Hattiesburg, Miss., to let it be known that the temporary host's regular show on NBC-TV was no longer wanted by that affiliate.

Jerry Lewis, last week's host, evoked angry telegrams from the governor and a congressman from Mississippi when he told a joke Monday (March 24) about fulfilling a lifetime ambition when he used the bathroom when flying over Mississippi. Mr. Lewis apologized on the show the next night for the "unfortunate" remark.

However, WDAM-TV vice president and general manager Marvin Reuben found fault with the apology itself. "We feel that the oral part of his apology last night would have been acceptable had Mr. Lewis not cast doubt on his sincerity by a careless gesture at the end of his remarks," Mr. Reuben said.

Apologizing to the "people of Mississippi for Mr. Lewis' statement concerning Mississippi," Mr. Reuben found stronger measures were appropriate.

Rather than cancel the *Tonight Show*,

Enmeshed in proposed rules that would prohibit acquisition of more than one full-time station in a market, the KFAC station sales await commission approval. "It would be unfair," an ASI spokesman said, "to characterize the advertisement as a campaign" to sway the commission. He said the letters would be used as an affirmative showing that community needs have been ascertained.

Manhattan Cable to test with local sports playoffs

Home playoff games in professional basketball and hockey will be televised for the first time in New York this spring in a cable-TV experiment.

Manhattan Cable Center is to broadcast all home playoff games of the New York Knickerbockers basketball team and the New York Rangers hockey team to its approximately 11,000 subscriber-homes in Manhattan. Terms of the contract were not disclosed.

The immediate game schedule is: March 29 at 2 p.m. and April 2 at 8:30 p.m. for the Knicks and April 5 at 7:30 p.m. and April 6 at 7 p.m. for the Rangers. Further scheduling depends on the teams' successes.

Madison Square Garden termed the agreement a "controlled experiment," in which it would take ratines of the

on which Mr. Lewis is an infrequent guest, "WDAM-TV this morning notified NBC-TV that it is cancelling the regular Tuesday night *Jerry Lewis Show* immediately."

Mr. Reuben said it would be meaningless to cancel Johnny Carson's show, and "this is our way of letting NBC and Jerry Lewis know that he is no longer welcome in the television viewing homes of South Mississippi."

The previous Wednesday (March 19) Bill Cosby, in doing a routine about the first time he attended a Roman Catholic mass, was responsible for around 400 telephone calls to the network when he compared the communion wafers to individual pizzas and delivered other, related lines. Mr. Cosby spent the first six minutes of the show the next evening offering his apologies.

NBC publicly lamented its "error in judgment" for not cutting Mr. Cosby's remarks, but withheld comment when asked about the absence of cutting also during the incident involving comedian Lewis.

NBC was a little quicker the week before that in deleting some comments by former actor Robert Montgomery regarding WBBM-TV Chicago's alleged "pot party," when the network felt it was more a matter of legality than taste.

televised games and try to determine the effect on the gate. It was noted, however, that the games were "virtually sold out."

"This should not be detrimental to WJN's (New York) radio audience," the arena official said, "We're only talking about 11,000 Manhattan Cable homes out of over five million in the New York area."

Nothing is foreseen as to home games, regular or playoff, next year, the official said: "We just want to see if it works this year." WOR-TV New York broadcasts the out-of-town Knicks and Rangers games.

133 candidates get air time

There are seven elective jobs open on the board of trustees of the Los Angeles city junior-college district and KHJ-TV Los Angeles, in the interests of public information and equal time, last week invited all 133 candidates for the positions to appear on its afternoon *Tempo* program. The junior-college board candidates were interviewed one at a time from 11:30 a.m. until 2:45 p.m. by a rotating panel of station newsmen. Each candidate introduced himself, identified the district he represents and stated his qualifications for office. The public service event was telecast live and in color and a video tape of the program was shown later the same evening.

A forecast of TV's '69 fall season

TVSI's Jacobs predicts close race between NBC, CBS, casualty for one late-night talk host

The upcoming television season will be a rerun of the one just winding up: NBC and CBS neck-and-neck with ABC running third. That's the prognostication of Herb Jacobs, president of TV Stations Inc., who delivered his prime-time ratings forecast last week.

Addressing the annual meeting of TVSI, a program consulting and buying service, in Washington on Monday (March 24), Mr. Jacobs looked for CBS to win the ratings race next year with 23 firsts in half-hour segments, 18 seconds and nine thirds. NBC would be hot behind with 22 firsts, 19 seconds and nine thirds, while ABC would show only five firsts, 13 seconds and 31 thirds.

Of the new shows coming on the networks in the fall, Mr. Jacobs tabbed NBC's 8:30 p.m. EST Sunday entry, the *Bill Cosby Show*, as the "new hit of the season."

Beside predicting how the network's prime-time line-ups would fare, Mr. Jacobs and Don Menchel, TVSI vice president, concluded that Joey Bishop stands to be the possible loser when Merv Griffin goes on CBS this summer and all three networks have late-night talk entertainment shows.

Also covered in the TVSI breakfast meeting was the shortage of new off-network syndicated product and the prediction that daytime talk-variety shows — while still running strong — had peaked and were no longer impervious to counter-programing.

Taking aim at those who declaim television while proclaiming to be friends of the medium, Mr. Jacobs found one deserving "special mention." He referred to Thomas Hoving, board chairman of the National Citizens Committee for Broadcasting, as the industry's "exceptional, Excedrin headache." With FCC Commissioner Nicholas Johnson, as well as Chairman Rosel Hyde in the audience, Mr. Jacobs left no illusion as to whom he was referring when he said "every Tom, Dick and Nicholas, who uses us as his pet whipping boy."

He said the "so-called intelligentsia [has offered] incompetent criticisms of television, [and they] strangely parallel the philosophy of today's militant students—that the individual is no longer capable of responsibility for his own welfare, or morally responsible for his own conduct."

Neither of the groups, he continued, are "capable of offering a substitute program, that will satisfy their would-be defendants."

Taking particular note of the Ford

Foundation's "recent \$10-million fiasco, the *Public Broadcast Laboratory*," he said, it had "been unable to produce a single public-affairs program with merit enough to gain notice of even the breathlessly awaiting bleeding-hearts—to say nothing of the poor deprived souls they cry out to save from our so-called inadequacies."

Mr. Jacobs admitted he didn't like everything on television, but said that if those favoring more intellectual pursuits on the medium had their way "we would have boring discussions in place of boring so-called comedy and variety shows—and the high-brow violence of Tennessee Williams in place of the low-brow *Wild, Wild West*."

"And I'm not so sure the first state would not be worse than the last."

He chided those who maintain broadcasting has no moral commitment, saying never before has "man had access to so much culture, so much art, so much science, so much history in the making—prepared by so much creative intellect and presented with so much genius." He also pointed to broadcasters' contribution of money, equipment and training to the nation's educational TV stations.

The networks, Mr. Jacobs said, have "the sense of obligation our detractors turn blind eyes and deaf ears to. There's not one whit of violence in any" of the new network programs, and the networks, he added, "have all but broken their spines bending over backwards, complying with today's social demands. Not only are there no new westerns or private-eye series, but quite a few of the old ones are missing."

He said it was time for the stations, whether network affiliate or independent, to stand up and be counted. "The only competition," he contended, "should be who does it best. . . . Let's be proud of what we are and let's tell it like it is. . . . The public is entitled to weigh the facts for themselves."

Looking at the upcoming season (see chart this page), Mr. Jacobs picked NBC to win five half-hours and CBS three half-hours on Sunday; CBS with four and NBC with three half-hour wins on Monday, NBC with four, ABC with two and CBS with one half-hour on Tuesday; CBS sweeping all seven half-hours on Wednesday; CBS and NBC each with three, and ABC with one half-hour on Thursday; CBS with four, NBC with two and ABC with one half-hour on Friday; NBC with five, CBS and ABC with one half-hour each on Saturday.

Among his reactions to the upcom-

Sunday

	ABC	CBS	NBC
7:00		Lassie 33	Wild Kingdom 30
7:30	Land of the Giants 28		
8:00		When in Rome 27	Walt Disney 34
8:30	FBI 33	Ed Sullivan 30	Bill Cosby 35
9:00			Bonanza 30
9:30		Smothers Bros 32	
10:00	ABC Movie 33		
10:30		Mission: Impossible 37	The Now People 29
11:00			

(The accompanying daily charts show TVSI's predicted shares for the upcoming prime-time schedule.)

ing programing, the TVSI president called *Marcus Welby, M.D.*, ABC's 10-11 p.m. EST entry on Tuesday, the best of that network's new shows. Starring Robert Young and Anne Baxter, he called it "a fine series" which should follow ABC's *Bewitched* in getting the network's highest shares of the week.

NBC's 7:30-8 p.m. EST Monday new entry, *My World and Welcome to It*, was described by Mr. Jacobs as "one of the most creative programs in many a moon." Although he hoped to be proved wrong, he felt *My World*—opposite *Gunsmoke* on CBS and ABC's new *The Music Scene*—"has all the earmarks of being outgunned by the pap which the masses prefer."

The closest contest he foresaw was between CBS and NBC on Fridays, 7:30-8 p.m. EST with NBC's *High Chaparral* going against CBS's newly acquired—from NBC—*Get Smart*.

On Saturdays, Mr. Jacobs looked for CBS's *Jackie Gleason* to be bumped from the top of the evening's ratings pedestal by the new *Andy Williams*

Monday

	ABC	CBS	NBC
7:30	The Music Scene 30		My World & Welcome To It 27
8:00		Gun-smoke 36	
8:15			Rowan and Martin 39
8:30	The New People 23	Here's Lucy 33	
9:00		Mayberry R.F.D. 36	
9:30	The Survivors 28	Doris Day 33	
10:00			NBC Movie 37
10:30	Love—Amer Style 24	Carol Burnett 38	
11:00			

Tuesday

	ABC	CBS	NBC
7:30			I Dream of Jeannie 25
8:00	Mod Squad 32	Lancer 31	Debbie Reynolds 28
8:30			Julia 36
9:00	Movie of the Week 30	Red Skelton 37	
9:30		The Governor & J. J. 26	
10:00			NBC Movie 36
10:30	Marcus Welby, M.D. 34	CBS Reports 19	
11:00			

Wednesday

	ABC	CBS	NBC
7:30	Flying Nun 27	Glen Campbell 34	
8:00	Courtship Eddie's Father 28		Virginian 34
8:30	Room 222 25	Beverly Hillsbillies 35	
9:00			Kraft Music Hall 29
9:30		U. M. C. 34	
10:00	ABC Movie 33		& Then Came Bronson 27
10:30		Hawaii 5-O 35	
11:00			

Thursday

	ABC	CBS	NBC
7:30	Ghost & Mrs. Muir 28	Family Affair 37	
8:00	That Girl 30	Jim Nabors Variety Hour 34	Daniel Boone 32
8:30	Bewitched 35		
9:00			Ironside 33
9:30	Tom Jones 25		
10:00		CBS Movie 36	
10:30	It Takes a Thief 23		Dean Martin 38
11:00			

Friday

	ABC	CBS	NBC
7:30	Let's Make a Deal 25	Get Smart 32	High Chaparral 33
8:00	The Brady Bunch 34	The Good Guys 28	
8:30	Mr. Deeds Goes to Town 25	Hogan's Heroes 30	
9:00			The Name of the Game 33
9:30	Here Come the Brides 27		
10:00		CBS Movie 38	
10:30	Jimmy Durante Presents the Lennon Sisters 25		Bracken's World 28
11:00			

Saturday

	ABC	CBS	NBC
7:30	Dating Game 25		
8:00	Newlywed Game 27	Jackie Gleason 31	Andy Williams 35
8:30		My 3 Sons 34	Adam-12 29
9:00	Lawrence Welk 34	Green Acres 30	
9:30		Petticoat Junction 33	
10:00	Hollywood Palace 28		NBC Movie 36
10:30	Local Time	Mannix 35	
11:00			

Show, "which has a swinging, modern format." How well *Gleason* does, he added, will be based in large part on whether Art Carney returns.

As for the networks' feature-film blocks, over-all, the TVSI prediction showed only the NBC Tuesday and Saturday night movies and CBS's Friday night movie carrying their respective time periods.

Moving into the late-night programming, TVSI reported that average shares between September 1968 and January 1969 showed Johnny Carson's *Tonight* show on NBC with a 36, ABC's *Joey Bishop* with a 17 and "other," the programming on CBS affiliates and independents with a 47. For the most part, TVSI found, the "other" programming was feature films.

Once Merv Griffin starts on CBS, Mr. Menchel said, he anticipates a "tune-out" with "Carson and Bishop continuing for the talk-variety buffs." Although Mr. Griffin is "personable," he added, the CBS entry is not expected to be that much more than the *Bishop* show and Mr. Griffin "does not have the charisma" of Johnny Carson.

Thus with Merv Griffin entering a

picture that already features two similar programs, Mr. Menchel said, "it leaves CBS having to recapture the audience," which now is watching ABC and NBC. He said NBC will pick up some new viewers for the *Tonight Show*, the independents will have a "windfall" since most will be counter-programming the talk-variety formats and Joey Bishop is not expected to gain any new viewers.

"If something has to give" once all three are in head-to-head competition, Mr. Menchel added, "it'll be Bishop since he hasn't set the world on fire." And, in case ABC is already thinking about a possible replacement for Mr. Bishop if the TVSI prediction holds, Mr. Menchel cautioned against moving Dick Cavett into the slot. Mr. Cavett, he said, "wouldn't be any better and maybe not as good." What will make *Bishop* the possible victim of the three-way race, he said, would be the number of and strength of the CBS affiliate line-up.

Widowers, shaggy dogs in TV vogue in fall

The Hollywood chapter of the National Academy of Television Arts and Sciences last week took its annual sneak preview look at the new TV series that have found their way into the fall network program schedules. What the academy discovered, in a more than three-hour presentation that was held for its members, is that NBC last season brought in seven new fall shows and one midseason replacement, with three survivors for the fall; CBS came up with six fall shows last year and two midseason entries, with a total of six returnees; and ABC-TV presented eight fall shows a year ago and brought in four more at midseason, with a total of five shows coming back for second seasons this fall. In comparison, the 1969-70 season will see NBC-TV with seven new series, CBS-TV with four new programs and ABC-TV with 11 new shows.

Film clips of many of the new series that were shown and comments and observations made by the more than 20 producers, creators, production and network executives present for the sneak preview indicated: that the climate of nonviolence will be virtually all-prevailing; that talk, not bullets, or brawls, or blood will be the chief ingredient of prime time television in the fall; that sex, particularly in such shows as ABC-TV's *Love-American Style*, will be a substitute for violence; that variations of existing programming forms such as NBC-TV's *The Bold People* (three separate hour programs under one series heading but with no other cross-ties) will be more in evidence than ever before; and that relevancy to reality will be the watchword for practically all shows, even the frothiest situation com-

NBC, CBS still about neck-to-neck in ratings

NBC-TV averaged only a fraction ahead of CBS-TV in the national Nielsen ratings for the two weeks ended March 9. NBC had a 20.9 to CBS's 20.1 and ABC's 15.0.

Season-to-date averages, however, give CBS the slight edge: a 20.3 to NBC's 20.2 and ABC's 15.7.

The Wizard of Oz, broadcast for the eleventh time, took third place in the rankings as an NBC special March 9. Two NBC Saturday movies, "Some Like It Hot" and "The Birds," placed 17th. The rest of the top programs were the series that have placed regularly in the top-20 all season.

edies.

Indications were given too that the following will get a big play in prime time next season: widowers (as opposed to this season's run on widows); black school teachers; stories about heart transplants; mod, mod clothing and hip language (never say goodbye, say I'm splitting); lisping, broken-toothed children; shaggy dogs; wise-cracking housekeepers; and fire as a dramatic device to create physical violence without human involvement.

Sample comments from producers about their products: Danny Arnold, executive producer, telling what NBC-TV's *My World and Welcome To It* is all about: "It'll have a little bit of everything in it."

Roy Silver, executive producer, talking about Bill Cosby's role in NBC-TV's *The Bill Cosby Show*: "He'll play, because this is the year for it, a black school teacher."

Radio group focuses on suit against SESAC

The pending antitrust suit brought by a group of radio broadcasters against SESAC, music-licensing organization, occupied the All-Industry Radio Music License Committee last week at its traditional meeting during the National Association of Broadcasters convention in Washington.

Its suit against the American Society of Composers, Authors and Publishers and its negotiations with Broadcast Music Inc. both completed by agreements on new radio music-use contracts last year, the committee's chief concern now centers on the suit against SESAC, officials reported.

The suit is still in pre-trial proceedings, and authorities would not predict when the trial stage might be reached.

In organizational matters, the committee re-elected Elliott M. Sanger,

wqxr New York, as chairman, George W. Armstrong of the Storz stations as vice chairman and Robert D. Enoch of wxlw Indianapolis as secretary. It also accepted the resignation of John J. Heywood, resulting from his resignation as executive vice president and treasurer of Avco Broadcasting, and named Roger B. Read of Taft Broadcasting to succeed him. Mr. Read also was elected treasurer of the committee.

The meeting was held Tuesday (March 25) following a report on committee activities by Chairman Sanger at that morning's NAB radio assembly.

Members on hand in addition to Messrs. Sanger, Enoch and Read were Allen Jensen, KID Idaho Falls, Idaho, and Herbert Evans, Peoples Broadcasting. Emanuel Dannett and Bernard Buchholtz of the New York law firm of McGoldrick, Dannett, Horowitz and Golub, committee counsel, also participated.

Rastar dipping into TV, plans Baby Snooks pilot

Rastar Productions, Hollywood, formed by former Seven Arts productions executive Ray Stark to produce the stage and movie hit, "Funny Girl," last week announced a \$50-million production program to cover the next three years and to include a number of television projects. The production program essentially encompasses the making of nine motion pictures, several of which will be financed and distributed through Columbia Pictures. But also included in Rastar's plans is the entry of the company into television production.

Currently in preparation are the first two television specials in a projected series of six entitled *The Geniuses*. The company also is planning a television pilot based on the radio comedy character, Baby Snooks, who was created by Fanny Brice, the personality depicted in "Funny Girl." Mr. Stark is married to the daughter of Fanny Brice. The projected series about Baby Snooks would combine live-action and animation techniques.

Trans-General expands

Trans-General Inc., Los Angeles, formed last year as a division of Imagination Inc., St. Louis, has acquired National Film Services, Hollywood. National Film, formerly Wilding Films, is a production service organization whose functions include television. It will become a division of Trans-General, with former president-owner James Sommers continuing as head of the company. Financial details of the acquisition were not disclosed. Trans-General is involved in talent management, theatrical film and live-TV packaging, and in movie and TV production.

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ABC-TV affiliates turn critics

What concerns Washington worries station men, but Rule affirms network is dumping old themes

Sex, violence and news—in approximately that order—emerged as the primary concerns of ABC-TV primary affiliates in what was described as uninhibited give-and-take at a closed meeting with ABC-TV network officials March 23 preceding the National Association of Broadcasters convention.

And ABC-TV officials reportedly made it equally clear that they, no less than the affiliates, were also concerned with sex, violence and news—and were moving to quiet the first two and enliven their presentation of the third.

Affiliates, seeking reassurances from the network, emphasized that their licenses were “on the line” in the continuing furor over depictions of sex and violence on TV. ABC-TV President Elton Rule, giving the reassurances, noted that ABC, too, has licenses on the line—19 station licenses in all. “If any of you are under the misapprehension that since the network is not a licensee we are not as concerned about these problems as you are—you are dead wrong,” he declared. “We are deeply concerned. Remember: Our company has 19 broadcast licenses. Leonard Goldenson and Si Siegel [ABC president and executive vice president] never permit me to forget it. Nor would I.”

As to violence, Mr. Rule noted that ABC-TV introduced five new replacement programs in February, none of them “action-adventure”; is adding five hours of new programming this summer, all musical-variety or talk-variety, and will offer no new action-adventure programs next fall.

“Of course, he said, “we will continue these programs dealing with law-enforcement problems, such as *Mod Squad* and *FBI*. In those programs it will be our policy to emphasize the solutions and the apprehension of the criminals rather than the crime itself. Obviously, our policy is one to de-emphasize violence.”

As to the more recently burgeoning criticism of sex on TV, Mr. Rule said ABC's concern now “is the same as it was about violence just a year ago [when criticism of violence was coming to a peak]. We are attacking the problem with the same vigor.” He assured the affiliates that “our attention to this area will produce the obvious results I'm sure we're all after.”

He cautioned, though, that “we just can't eliminate the word ‘sex’ from the English language.”

“It is extremely difficult to assume

the role of judge and censor,” he said, but we are fully cognizant of our responsibility—and we will exercise that responsibility to the best of our ability.”

He cautioned, too, that it is not possible to please everyone all the time—as, he noted, was the case with the Francis Ford Coppolla-directed film, “You're a Big Boy Now,” which drew some sharp affiliate protests although, Mr. Rule said, it was bought and scheduled after “the same careful scrutiny” given to all movies on ABC-TV.

The affiliates also left no doubt that they were seriously concerned over the consistent third-place ranking of *ABC Evening News*, and Elmer W. Lower, president of ABC News, reviewed refinements already introduced in the program and sketched others being planned. Many of the changes stem from a continuing study of the news audience for ABC by McHugh & Hoffman, TV consultants, of Birmingham, Mich.

The study has found, incidentally, that TV is the prime source of news for 68% of the respondents, that the 30-minute length is favored by 65% and that those who did not like 30

minutes favored longer newscasts—by a margin of two to one. Most preferred the news show later than it is currently presented in most cities.

“The main thrust of the McHugh-Hoffman recommendations [thus far] concerns the pace of the program,” Mr. Lower reported. “People want to feel that at the end of the network half-hour they know, in picture and word, all that went on nationally and internationally. At that hour of the day, with the competition of the dinner hour and household routine, they are not interested in great detail or in-depth treatment. Thus we have trimmed back the commentary and put that chore mainly in the hands of Howard K. Smith, who comes up in the survey as the best known and most appealing commentator we have.”

Mr. Lower said Peter Jennings, who formerly was anchorman on the show, was found by the study to be effective as a field reporter and hence has been assigned a “roving beat” that will make him a regular on the program each week.

The program already is “covering more stories, using more of our team of correspondents at home and overseas,” Mr. Lower reported. “The writing is tighter and the pace and delivery noticeably more brisk.” For the future, he said Mr. Smith will have “an expanding role” in the program and will serve as anchorman when regular anchorman Frank Reynolds is away. Further refinements may be made as the M&H study progresses; it is scheduled to continue into next fall.

Mr. Lower also introduced Av Westin, executive producer of the *Public Broadcast Laboratory* for the past two years and before that a 20-year veteran with CBS News, who took over as executive producer of *ABC Evening News* on March 10. Mr. Westin, he said, “is dedicated to producing a first-line news program within the framework of this new [McHugh & Hoffman] information.”

Along with reassurances, ABC-TV officials offered the affiliates some more tangible good news, including:

- “Monday-through-Friday daytime is a true success story. . . . Thanks in large part to you [for program clearances], we are ahead of NBC for the first time in our history [and] our direction is toward the number-one position. . . .”

- With weekday daytime audiences

Murphy puts editorial on Avco's D.C. outlet

John T. Murphy, president of Avco Broadcasting Corp., pre-empted the editorial prerogative of one of his station managers last Monday (March 24) to air over WWDC Washington a message to broadcasters at the National Association of Broadcasters convention. As one communicator to others, Mr. Murphy deplored the failure of broadcasters to “communicate” properly to the public.

“The sad fact is that we who are in communications have had so little success in communicating our efforts to the people and to our elected and appointed representatives in government,” he said. “Our judgment has not always been foolproof. But we have tried harder than most people are aware of and surely we must be pleasing many or radio and television would not be the great forces they are today.”

Mr. Murphy continued: “But, however right we have been, our failure is immense when we fail to communicate to you, the people, the efforts we are making. Let us give a lot of thought to how we will tell our story more effectively, so you can better understand our efforts.”

growing, the network is now concentrating on weekend daytime, investing \$5 million in five new Saturday-morning programs to start next fall and moving its Saturday-morning starting time back from 9 a.m. to 8 a.m. to make the three-network competition head-to-head from that hour on (BROADCASTING, March 10).

- For the summer, ABC-TV will present seven and one-half hours of new night-time programming, five hours of which will be devoted to developing new personalities as part of a long-range building project.

- The prime-time schedule developed for next fall represents a \$150-million investment—"the most expensive schedule we've ever aired"—with the 11 new programs selected from 30 pilots, more than twice the number available last year.

- Indicating a pick-up in strength for *ABC Evening News*, American Research Bureau figures for 22 markets in January showed that, in 18 where the newscast appears, its delivered homes increased in 14 markets and total homes delivered increased by about 11%.

The affiliates made a special presentation praising Roone Arledge, president of ABC Sports, and his department for last year's coverage of the Summer Olympics from Mexico City.

Pepper & Tanner suits the ID to the format

Pepper & Tanner Inc., Memphis, last week introduced eight station identification packages, including "The Fun One," an all-purpose humor format in *Laugh In* style.

Others are: "Doing Our Thing" featuring 20 vocal and 20 instrumental identifications for contemporary, large market stations; "Soul Vibrations" projecting the Memphis rhythm and blues sound; "Good Country" for country and western stations; "Winner Series" for contemporary or middle-of-the-road formats; "Black Programming II" for "soul" stations in smaller markets; "A Capella-Series A" for medium-sized stations, and "The Clock" timecaster format for either identifications or commercials.

The firm also last week introduced its new travel division featuring travel services here and abroad. The service includes air and ground transportation, arrangements for business trips, executive and customer vacation travel, consumer travel contest awards, employe incentive trips and customer purchase incentives. A brochure may be obtained by writing: Pepper Tanner Custom Travel, 57 Diana Street, Memphis 38104.

Pace outlines CPB's objectives

'Life-span coverage' programming explained at NAB luncheon session

Frank Pace Jr., board chairman of the Corp. for Public Broadcasting, charted a sweeping course for the government and privately funded organization that envisages educational programming that would reach all Americans virtually from the cradle to the grave. This "life-span coverage," as he calls it, and CPB's approach to news coverage are opportunities "to lessen to some degree the isolation of the citizen, to contribute to the rebuilding of his identity with his community."

But he concluded that if the corporation's ambitious plans are to be realized and if public broadcasting is to succeed, then "it must move arm-in-arm with commercial broadcasting." "We're

walking the biggest road in history," Mr. Pace said. "I hope we're wise enough to walk it well."

The chairman addressed his remarks to the National Association of Broadcasters management luncheon last Tuesday (March 25). And, like National Educational Television's recent pre-emption trouble with AT&T, Mr. Pace too found himself temporarily pre-empted: President Richard Nixon dropped by after lunch and was accorded an opportunity to address the broadcasters first (see page 27).

Mr. Pace stressed the "mutuality of our interests"—those of both commercial and public broadcasting which he termed "complementary"—in the areas of news and public affairs. Frequently, he said, citizens are left with a sense of frustration in their inability to understand the "great issues of our times." Where public television functions best, he indicated, is to "supplement" commercial news, "deal in depth with the problems of this era," and put them in perspective. "The task is enormously difficult, the danger of over-simplifica-

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tion great, but it must be tackled," Mr. Pace affirmed.

What Mr. Pace foresees as chief CPB activities are educational programs designed to reach a broad age-range of viewers. (Remarkably, the cultural programming aspect of public television received a low priority in his list of objectives.) The "life-span coverage" involves:

- Children's programming. "In a world in which we believe that about 50% of mature intelligence is developed by age 4 and another 30% by age 8, we can no longer leave the educational values that can be achieved with pre-school children to chance," Mr. Pace said. And, accordingly, CPB has established a special production center de-

voted solely to children's programming.

- Instructional broadcasting. Mr. Pace said CPB will be directing its efforts to "blind and deaf" in addition to "broadly working with the teaching profession" and the classroom instructor. "experimenting and innovating as they cannot."

- Continuing education. Mr. Pace suggested programs be directed toward improving the "minds and skills" of adults and retired persons—programs, he said, that would "command a fascinated audience."

Thus far, the "most significant activity" CPB has engaged in, Mr. Pace said, is to distribute about 130 grants of \$10,000 each to educational stations, which in many cases represents 10% of the average station's budget.

Cronkite hits Washington 'harassment'

Recipient of William Allen White Award charges government philosophy on regulation is "outmoded"

In an admittedly "radical" proposal CBS News correspondent Walter Cronkite last week called for "laissez-faire broadcasting," charging that major government regulation of broadcasters is "outmoded and archaic, dictated by circumstances that no longer exist."

Mr. Cronkite told an audience at the University of Kansas in Lawrence that "it would seem that the government's reason for being in the business of controlling what goes onto the people's air—because that air is limited—is no longer valid."

He added, "It is clearly a restriction on free speech for the government to retain control after the necessity for it has passed. Control over what is said on the people's air should be vested in the people's good sense to accept or reject what is said, the ultimate freedom of choice."

Mr. Cronkite delivered the 20th annual William Allen White lecture at a university-wide convocation Monday (March 24) upon being the first broadcast journalist to be awarded the William Allen White Award for journalistic merit.

The newsman laid down his personal view on broadcast regulation after delivering some more familiar rebuttals to accusations made against broadcast journalism and issuing pleas for all newsmen to join in First Amendment support of over-the-air reporting.

He told the audience "I come to you today a little hurt and mighty angry at some of the charges leveled against broadcast journalism." Acknowledging "we are a long way from perfection," Mr. Cronkite added: "But much of the criticism levelled at us does not meet the criterion of objectivity."



Mr. Cronkite

After enumerating print equivalents of such criticized broadcast news practices as commercial interruptions, ratings competition and time limitations, Mr. Cronkite noted that "It is flattering that these critics expect us to be better than their own medium," and commented: "Our network and station owners are no more or less inspired by the profit motive than are the publishers of newspapers and magazines."

Examining the mood of criticism against broadcast journalism today, Mr. Cronkite observed, "the press in the early days after the invention of movable type was looked upon with considerable fear and suspicion, but when the establishment realized that only the wealthy and privileged could read

anyway, its worries were eased.

"More people read today, but, unfortunately a vast number do not read very well or very thoroughly. But television and radio now are reaching the poor, the uneducated, the underprivileged, and the establishment's worries again are threatening freedom of information."

Referring to what he called "the odious nature of the harassment from Washington," Mr. Cronkite listed: "the FCC's assumed right to ask us to explain our news coverage, and giving us 20 days to document our case; the attacks by congressmen and senators who are scheduling investigations with a view to further regulating us; a presidential commission demanding our testimony on how we have and will cover the nation's turmoil of violence; FBI agents assigned to a congressional committee interviewing people across the country who appeared in our *Hunger in America* broadcast."

He said, "those who would hobble us believe they have the instrument at hand in the licensing of radio and television stations. Their rationale is that we who broadcast are using the people's air and that the people—that is, the government—have the right to say what goes on it."

In refuting this argument, Mr. Cronkite acknowledged that in the early days "it was necessary for somebody, and it logically was the government, to allocate" broadcasting channels. But he contended, now "there are more radio and television stations than there are newspapers . . . and yet there are still more channels available for the bidding on UHF and FM.

"It is cheaper to start a television station than a newspaper. It would be easier for a group with a cause—public education, art, political propaganda, or simply profit—to get into broadcasting than into publishing."

In his "hands-off" proposal, Mr. Cronkite acknowledged: "That television should respect the legal restraints against libel, slander and salaciousness is assumed. It also is assumed that the government still would have to allocate the channels but on a first-come first-served basis, without the imposition of a bureaucrat's standards of news judgment, good taste or political security."

He added that "our experience in publishing in this nation guarantees that we can safely take our chances with laissez-faire broadcasting, that broadcasting entrepreneurs will provide a varied diet, a diet for each taste even as today motion picture producers and book publishers offer products that run the gamut from the obscene to the glorious."

In conceding his proposal to be radical, the newsman noted that it has "no

stamp of approval from anyone, as far as I know" and "there are vested interests in my own industry—in television, that is—that I am sure would not like to see the status quo upset."

Baker warns of moves to control news media

Efforts by the House Commerce Committee to secure legislation that would prevent the "falsification of news broadcasts"—legislation that followed charges of staging a pot party against WBBM-TV Chicago—has prompted Eddie Barker of KRLD-TV Dallas to warn of a "continually tightening stranglehold on what we can say and how we can say it."

Mr. Barker, national president of the Radio-Television News Directors Association, told a meeting of UPI Broadcasters of Louisiana in New Orleans on March 23 that "because the broadcast newsman often brings forth the news that the masses, and those who would control the masses, are not ready to hear or accept, the easy way out is to kill the messenger."

A case brought by RTNDA to the Supreme Court may stop the FCC's attempts to regulate program content. Mr. Barker also said that although the FCC found no violation of the fairness doctrine concerning network coverage of last summer's Democratic convention in Chicago, "the most frightening fact is that they believed themselves qualified and empowered to make such a determination."

Summertime switches are due on NBC-TV

The "summer season" starts April 7 at NBC-TV, when a series of specials will replace *Rowan and Martin's Laugh-In: Portrait of Petula* (April 7), *33 1/3 Revolutions per Monkee* (April 14), *Singer Presents Hawaii-Ho* (April 21), *The Spring Thing* (April 28) and *The Best on Record: The Grammy Awards Show* (May 5). *Laugh-In* will return May 12, June 9, 16 and 23. Programming for May 19 and 26 and the period from June 30 through Sept. 8 will be announced. Three major league baseball games will also be included in the Monday-night schedule.

Other summer program shifts include *The Saint*, replacing *Star Trek* (Friday, 10-11 p.m.) April 18, with *Star Trek* reappearing in *The Jerry Lewis Show* slot (Tuesday, 7:30-8:30) June 3. *Dean Martin Presents the Goldiggers* (Thursday, 10-11 p.m.) starting July 10, and 18 new *Kraft Music Hall* productions (Wednesday, 9-10 p.m.), 12 from England and six from Hawaii, starting May 14.

High court rejects news challenges

In refusing to review lower rulings it confirms freedom of broadcast press

The Supreme Court last week sharpened and extended the rights of broadcast journalism simply by refusing to review two lower-court decisions.

The court let stand a ruling, by the Ninth Circuit Court of Appeals in San Francisco, holding that state libel laws cannot govern publication or broadcasts on matters of public interest unless there is a showing of actual malice. According to recent interpretations of libel law, such a showing requires proof that the program contained "knowing falsehood" or evidenced "reckless disregard" for the truth.

The decision refined previous Supreme Court rulings holding that actual malice must be shown in cases involving public officials or public figures. The ninth-circuit decision, in broadening this definition to include matters of "public interest," clarified the right of newsmen to deal analytically in investigative reports with matters which would, outside a news framework, invite charges of libel.

In a second ruling, the court refused to review the FCC's renewal without hearing of KTYM Inglewood, Calif., which had been accused of broadcasting anti-Semitic programs. The high court thus rejected, as did the commission and the U.S. Court of Appeals for the District of Columbia, a charge by the Anti-Defamation League of B'nai B'rith's Pacific Southwest office that government should not allow "appeals to racial or religious prejudices . . . to be carried on the air."

The ninth-circuit case involved a CBS investigation of mail-order laboratories, broadcast over radio and television in June 1965, in which it was reported that an investigation of 22 such laboratories has uncovered widespread error in test reports. The CBS broadcasts raised questions as to whether those tests can be fully accurate when drug samples are sent through the mail, and warned that errors could endanger the lives of patients. The results of the investigation were broadcast on the *CBS Evening News*, and on the radio program *The World Tonight*.

United Medical Laboratories, an Oregon mail-order lab, then filed a \$10.1-million suit against CBS, commentator Walter Cronkite and producer Jay McMullen, claiming to have been libeled because the CBS broadcast had implied that testing inaccuracies were typical of all mail-order firms. The firm cited a \$100,000 drop in business volume, lapse of pending business-contract negotiations, and expressions of concern

by clients as evidence that it had been damaged by the broadcast—although, United insisted, it had never sent test samples to CBS in connection with the broadcasts.

An Oregon district court denied the suit on the ground that no specific libel against United, as distinct from "class" libel, could be demonstrated. The appellate court, although it also denied the charges on appeal, relied upon the conclusion that no actual malice had been shown.

"The crucial question here . . ." the court said, "is whether First Amendment immunity [from libel charges] can be regarded as extending to disclosure and discussion of professional practices in the health area involved. . . ." In view of the profound, public-interest considerations involved, the court said, it had "no trouble" reaching an affirmative conclusion.

Another aspect of the case—the fact that broadcast and not print was involved—carried overtones of the imminent court clash over the FCC's fairness rules (BROADCASTING, March 24). The United appeal, which was rejected by the Supreme Court, argued in part that the "mode of publication" should be considered, because United had no access to means of counterargument. The firm argued that it was "from a practical standpoint devoid of any ability to self-defend. One cannot even write a letter to the editor in the case of television or radio broadcasts."

CBS met this argument, in a petition to deny review, with the observation that the court has in past decisions "made it clear that 'the basic principles of freedom of speech and press, like the First Amendment's command, do not vary,' and that whatever the method of expression, the same rules apply."

Since the court denied review without enumerating its reasons, the importance that was attached to this particular argument, will become clear only after the fairness case is decided.

Two Metromedia AM's revamp their programming

Metromedia Radio, which long has been said to be deemphasizing its concentration on two-way telephone talk programming on the West Coast (BROADCASTING, Jan. 27), last week announced that KLAC Los Angeles would adopt an essentially musical format, beginning March 29. Metromedia-owned KLAC had been programming all-telephone talk

since early 1966. KNEW Oakland, Calif., another Metromedia all-telephone talk station, also is switching to a basically musical format, effective March 31.

The Metromedia Radio stations' new musical format will feature a contemporary sound aimed at adult audiences. Performers such as Petula Clark and Frank Sinatra, who bridge the generation gap, will be emphasized. News and sports coverage will be increased. On both KLAC and KNEW the two-way telephone talk programing will be retained only at night, from 10 p.m. to 1 a.m. in Los Angeles and from 10 p.m. to 2 a.m. in Oakland. Les Crane, known for his late-night talk programs for ABC-TV and in syndication for Metromedia Television, will be the host of a three-hour afternoon music block on KLAC.

Television follows the stock market

WOR-TV, big-city UHF's carry extensive news on Wall St. activity

In a month WOR-TV New York received nearly 30,000 requests for a booklet.

In Los Angeles KWHY-TV has received about \$50,000 from viewers.

In Dallas KDTV(TV)'s sponsors include the local Rolls Royce and Mercedes Benz dealers.

The common denominator is the *Stock Market Observer*, a daily three-and-a-half to five-hour live program that is built on and around what the stock market is doing and why. The program service comes from Scantlin Electronics Inc., Los Angeles, which supplies the basic set (module boards), the stock information (from a computer), trains the program moderators and even makes sales pitches to major advertisers.

Although the program features a running tape of sales on the New York and American stock exchanges (with a 15-minute delay as required by the exchanges), the main feature is a continual dialogue regarding the forces activating the market.

Until Feb. 10 when WOR-TV began the show, the *Stock Market Observer* had been an exclusive UHF feature on KWHY-TV, KDTV and WCIU-TV Chicago. WOR-TV's decision to become the first VHF to pick up the show was described by Scantlin's George Levine as an "unquestioned breakthrough."

Feb. 10, *SMO*'s New York inaugural was also the date of one of the city's major snowstorms and the exchanges were closed. So instead of showing stock-ticker symbols running across the bottom of the screen and constantly changing Dow Jones and Standard & Poor averages, the WOR-TV team de-

scribed what the show would be about and how it would work. The next day *SMO* went on as scheduled and with it a series of announcements offering a free booklet to viewers to help them follow the program.

As of last week those announcements had generated about 30,000 requests. One of the early booklet seekers was a CATV system in Williamsport, Pa. Writing on Feb. 11, the day the stocks first began being shown on WOR-TV, Citizens Cable Co. asked for "at least 100 to 150 copies of the booklet to place in our office, due to so much local interest. If there is a charge, we would be glad to pay it." Citizens Cable claimed it had over 20,000 subscribers.

KWHY-TV began in February 1967 as the first client and, Scantlin said last week, it has just renewed for a third year, as has WCIU-TV. But the Los Angeles renewal has required some viewer assistance. Last fall, the station considered the feasibility of continuing the program and wondered just how many were really interested. It asked viewers to write in if they wanted the program continued. Within 10 days, an estimated 15,000 letters were received at KWHY-TV with the correspondents ranging from Don Rickles to Los Angeles Mayor Sam Yorty.

Even with the letters in hand KWHY-TV found the financial community reluctant to support the program, so the station returned to the viewers with an on-air appeal for financial aid.

In early February Thomas Bunn, station president, began a series of 60-second appeals asking for tangible viewer support of \$25 so the show could be continued at least six months. The spots were carried for two weeks only within the *Stock Market Observer*, which begins at 7:15 a.m. on the station. At \$25 per, the station now estimates it now has almost \$50,000 in subscriptions but no attempt has yet been made to count the money or to deposit it in a bank. The station is holding on to the money to see what the total will be. It has been shooting for about \$100,000.

As a result of last fall's mail response the station has begun a direct-mail solicitation for funds. In all, about 12,000 pieces of mail have been sent out. When the responses from that mailing come in, KWHY-TV will decide whether to continue with the coverage. If the station continues, it will deposit the money. If it decides not to continue, the money will be returned to the senders.

In Dallas where KDTV went on the air in February 1968 as an *SMO* subscriber, the client list from the beginning has included the local Rolls Royce distributor and Linz Jewelers, one of the city's high-priced shops. The Dallas Mercedes dealer came on late in

the year with a 13-week, two-spots-a-day purchase and has renewed for a second flight.

Sheldon Turner, KDTV vice president and general manager, said the program has given the station "an image" in the community and it has "let our salesmen hold their heads up."

Mr. Turner was so sold on *SMO* and its sales possibilities that after WOR-TV had contracted for the show he went to New York and spoke to the salesmen there on how the program could be peddled profitably.

In addition to the continually updated information from the stock exchanges, the program also features reports from a special business newswire which gives information behind the market movement. The six five-minutes and one 15-minute daily summary are prepared by the Dow Jones news service and the *Wall Street Journal*.

According to Mr. Levine the program could work in about 50 markets, not all of them necessarily in the top 50. The market requirement would be the number of investors and the interest in stocks within the area. He said the program would work in such areas as Phoenix and St. Petersburg, Fla.

Scantlin is now considering making available a daily half-hour business summary designed for possible prime-time showing by independents, both VHF and UHF.

WGA searches for new program sources

Guild backs FCC proposal to curtail TV-network 'monopoly' on programing

The FCC's four-year-old proposal to limit network ownership of prime-time programing has been warmly endorsed by the Writers Guild of America, which sees it as a means of restoring "creativity and diversity" to television programing.

WGA, which filed its comments in a letter to the commission last week, thus becomes one of the few elements within the industry to support the proposal. The Screen Actors Guild endorsed it three years ago, but no major film producers have yet commented.

And the commission, in reopening the proceeding last September (BROADCASTING, Sept. 23, 1968), indicated it hoped it would hear from representatives of the creative end of the business. The networks and their affiliates have been vigorous in their opposition.

The proposal, which was originally issued for comment in March 1965 (BROADCASTING, March 29, 1965), would prohibit networks from owning

more than 50% of their prime-time nonnews programming, bar them from acquiring subsidiary rights and interests in independently produced programs, and permit them to distribute abroad only shows they themselves produced.

The commission said the proposal was necessary to break what it said was the networks' monopoly control of programming. And WGA agrees.

It said that, having acquired such control, the networks have cut back production for reasons of economy. The result, it said, is more movies and fewer segments for episodic series and fewer pilots from which new programming can be chosen. Series made for syndication have been forced out of the market, WGA said.

Although such developments work to the economic disadvantage of the television writer, WGA said, it is not supporting the commission's proposal for that reason. "It is the contention of WGA that creativity and diversity can be restored to TV programming only by breaking the monopoly currently held by the networks."

WGA said that the present system of television "is not engraved in marble" and added: "The fact that the networks find it more profitable to operate as both producer and distributor should not be permitted to override the public interest in good programming."

WGA said that the creative potential and independent capital exist, and predicted that "independent program sources will spring into being if they are given equal access to network TV time." It also said such sources are important not only to the present television system, but to the future of CATV, public and educational television and to the creation of additional national networks.

The new deadline for comments in the reopened proceeding is May 17. An oral argument on the proposal is scheduled for July 21.

'Mission Impossible' keeps adding awards

The Motion Picture Sound Editors awarded "Golden Reel" honors in television film to CBS-TV's *Mission: Impossible* series. For achievement in TV sound effects, representing the season-long work on *Mission: Impossible*, the 100-member MPSE organization voted plaques of excellence to supervising sound editor Joseph Sorokin and editors Mike Colgan, Sid Lubow, Jim Bullock, Werner Kirsch, Edward Sandlin, Joseph Von Stroheim, Seth Larson and Norval Crutcher. "Bullitt" and "Finian's Rainbow," theatrical feature films, were the other award winners. The awards were given at the 16th annual MPSE dinner, March 22 in North Hollywood.

TV-radio journalism seminar near

Washington meeting organizes details with formal Columbia approval only remaining step

Formation of a Columbia University Broadcasting Institute to help advance the cause—and the performance—of TV-radio journalism appeared to be only one short step away from reality following a meeting in Washington last Monday (March 24) during the National Association of Broadcasters convention.

It was considered a virtual certainty that the first seminar—the primary service of the institute—would be held this summer and that a second would be scheduled a few months later.

Paul W. Morency, formerly of WTIC-AM-FM Hartford, Conn., who is chairman of the "founding committee" for CUBI, announced at the meeting that more than \$25,000 has been committed to the project by broadcasters and that this would be enough to set up the

first and probably also the second seminar.

The only barrier to authorization of an immediate go-ahead at last week's meeting, according to Associate Professor William A. Wood of the Columbia Graduate School of Journalism, who is coordinator of the project, was need for formal approval by the journalism school's Acting Dean Richard Baker, who was unable to attend the Washington session. Since Columbia officials and broadcasters have been working on the project for close to five years, Dean Baker's approval was considered certain. It was estimated that the first seminar could be scheduled three months later.

Some of the country's leading broadcasters have supported the move to set up a broadcasting institute, and many

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were at the Washington meeting. Professor Wood said 13 stations and groups had already committed over \$22,000 and Mr. Morency said other pledges raised the total to more than \$25,000.

Edward Barrett, former dean of the Columbia Graduate School of Journalism and one of the early leaders in the institute project, cited the "burgeoning importance" of broadcast journalism and the need for radio-TV newsmen—and others in broadcasting—to get away from day-to-day chores occasionally for intensive backgrounding on subjects related directly or indirectly to their daily work. Mr. Barrett is now director of the Communications Institute of the Academy for Educational Development.

CUBI is envisioned as a broadcast station counterpart of Columbia's American Press Institute, but starting on a more modest scale.

Where API reportedly has an annual budget of about \$300,000 (two-thirds derived from seminar fees and one-third from contributions) and conducts two-week seminars the year around, CUBI leaders are shooting initially for \$60,000 and four to six seminars a year, each lasting for two to four or five days. Seminar enrollment would be limited to about 28 persons, according to present plans.

Among topics suggested by Professor Wood for the first two seminars were the racial crisis, American politics and broadcasting, the urban crisis, the role of broadcast news, threats of government encroachment and new program patterns, new techniques and new equipment.

Principal disagreement at the Washington meeting, attended by some 30 broadcasters, was over seminar attendance—whether the sessions should be primarily for newsmen, primarily for station management or for some combination of the two.

Tied into this issue were related questions as to whether station management generally is sufficiently aware of the importance of broadcast news or needs indoctrination through seminar attendance, and whether the seminars should deal with the nuts and bolts of broadcast news coverage or put more emphasis on historical and philosophical perspectives.

Mr. Morency said he would appoint—possibly this week—a committee of six broadcasters and three Columbia representatives to try to "adjust all points of view equitably" and proceed with plans for the first seminar.

Leaders of the Washington meeting, along with Messrs. Morency, Wood and Barrett, were Glenn Marshall Jr., WJXT-TV Jacksonville, Fla.; Dwight Martin, WDSU-TV New Orleans, and Merrill Lindsay, WSOY Decatur, Ill. Among other stations and station groups represented

at the session were the Time-Life stations, Westinghouse Broadcasting, WAVE-AM-TV and WHAS-AM-TV both Louisville, WTMJ-AM-TV Milwaukee, WHDH-AM-TV Boston, KRLL-AM-TV Dallas, WTIC-AM-TV Hartford, the General Electric stations and the Straus station group, plus the Radio-Television News Directors Association.

NATRA plans regional emphasis

Group elects 10 regional presidents, details its aims at New Orleans meeting

Reorganization of the National Association of Television and Radio Announcers upon the basis of "strong regional groups" rather than chiefly on a national basis was detailed last Wednesday by Del Shields, NATRA executive secretary, in announcing the election of 10 regional presidents for the black-oriented organization.

The move stemmed from the southern regional convention of NATRA in New Orleans earlier in the month, Mr. Shields said. It was the first formal meeting of NATRA since the national convention of last summer in Miami, he explained, where outside militants attempted to take over NATRA with tactics that were admitted to include use of violence if necessary (BROADCASTING, Aug. 26, 1968).

More than 200 NATRA members attended the March 8-9 New Orleans session, Mr. Shields said, explaining they "closed ranks behind the New Breed philosophy of NATRA, rejecting the so-called Fair Play platform of the Miami outsiders."

NATRA's new regional presidents: James Rowe, WIGO Atlanta, Atlanta region; Les Anderson, WEBB Baltimore, Capitol region; Ray Meaders, WDAO (FM) Dayton, Ohio, Great Lakes region; Larry McKinley, WYLD New Orleans, Gulf Coast region; Eddie Holland, WMPP Chicago Heights, Ill., Midwest region; Everett Dudley, WENZ Highland Springs, Va., Norfolk-Richmond region; Ervin Hester, WSRD Durham, N.C., Southeast region; Alvin Dixon, WPAX Thomasville, Ga., southern region; William (Boy) Brown, KJET Beaumont, Tex., Southwest region, and Tom Reed, KGFJ Los Angeles, western states region.

Record-industry support for NATRA was expressed at the New Orleans session by Stanley M. Gortikov, president, Capitol Records Distributing Corp., Hollywood. Mr. Gortikov also took NATRA's cause before the National Association of Record Merchandisers convention in Los Angeles in early March.

Resolutions adopted, Mr. Shields reported, included the following:

▪ NATRA is "appalled" at the lack of

Contributors to the institute sponsor fund as of March 24 were listed as the licensees of WTIC, WDSU, WHAS, WAVE, WSOY, WHDH, WTMJ, Time-Life stations WJXT, WSB Atlanta, WMAR Baltimore, WBBW Buffalo and KSD St. Louis.

In addition, the Newhouse station group was identified as one of those that have pledged funds.

black ownership and/or management in broadcast station and record company fields. There are only seven radio stations with black ownership and only two black station managers in white-owned ethnic-appeal stations. There is but one black record firm, Duke Peacock.

▪ NATRA is concerned with widespread substandard physical conditions for black announcers at many stations, especially rest rooms, lounge and office facilities. "These conditions present difficult emotional problems which affect the standard of performance."

▪ NATRA "will no longer tolerate nor accept 'Negro' promotional men who have no responsibility except to take care of the 'Negro' problem for record companies. These men will no longer be welcome in our organization nor will they have access to members of our group."

▪ NATRA "calls for an advertising and ethics committee composed of managers of black radio stations and NATRA members to set up standards in the acceptance and airing of commercials. We attribute much of the unrest and frustration in black communities . . . to the irresponsible advertising claims aired on black radio stations." Action is sought before August 1969.

▪ NATRA opposes the idea that 30-second vignettes "are the answer to black history." Stations are asked to do in-depth programing.

▪ Noting the Office of Equal Employment Opportunity already has investigated discrimination at the networks, NATRA calls upon OEO to probe local black-station practices, especially discrimination in management-level positions and salaries paid for comparable work.

▪ NATRA asks black stations to drop questionable commercial gospel music and pseudo-religious promotions and work to restore quality gospel-music programing.

▪ NATRA appeals to both recording and broadcasting industries to support a \$750,000 drive to fund a new black broadcasting college.

Dudley, Brief examine look of radio in '69

The changes in radio and in one of radio's major programing commodities were stressed last week during the National Association of Broadcasters convention.

In an audio-slide presentation to the radio assembly on Tuesday (March 25), Richard Dudley, Forward Communications Group, Wausau, Wis., NAB radio board chairman, said the medium is in step with the changing times, peoples and attitudes. He recalled the reading of Biblical verse by the astronauts as they circled the moon on Christmas and noted that as millions heard those words through radio, "we realize the power mankind possesses—a magic communications force we have just begun to comprehend."

"We in radio," he added, "now realize we can help hold together not only America, but the world—and it can be done by protecting the rights and furthering the interests of all peoples."

In discussing the music America is listening to in 1969, Henry Brief, executive director of the Record Industry Association of America, felt that stations may not be able to "develop a rigid programing format and adhere to it" since music is changing with the times and the old definitions such as pop, country-and-western, and rhythm-and-blues are no longer restricted to certain stations.

As time goes on, he said, "it will become increasingly difficult" for a station "to be exclusively anything."

He noted that the NAB radio board earlier this year had approved NAB's participation in a joint NAB-RIAA liaison committee and he said the RIAA board now has taken similar action. Meetings of the representatives of the two associations, he added, should begin in the near future.

Poll finds general belief TV, movies breed violence

Despite efforts of TV networks and movie studios to tone down their portrayals of violence, 67.5% of the Americans interviewed in a nationwide poll believe, either fully or in part, in the idea that violence as depicted on television and in movies causes real acts of violence. Perhaps more significant in the March 26 Sindlinger & Co. report is that 33.4% of the 1,554 people polled said they have turned a program off because of its violent scenes.

In a similar survey with comparative sampling conducted last June, following the assassination of Senator Robert F. Kennedy, 21% of those polled said they have turned their channel selectors to a different station because of program

violence.

The Norwood, Pa., research firm said 13.5% of those surveyed—a projected 17.4 million Americans — "totally agreed" with the statement that TV and movie violence predicates real life violence; a projected 69.8 million people report they believe the statement in part or fully.

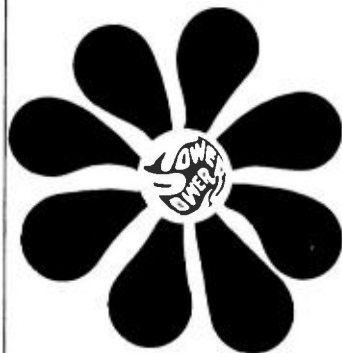
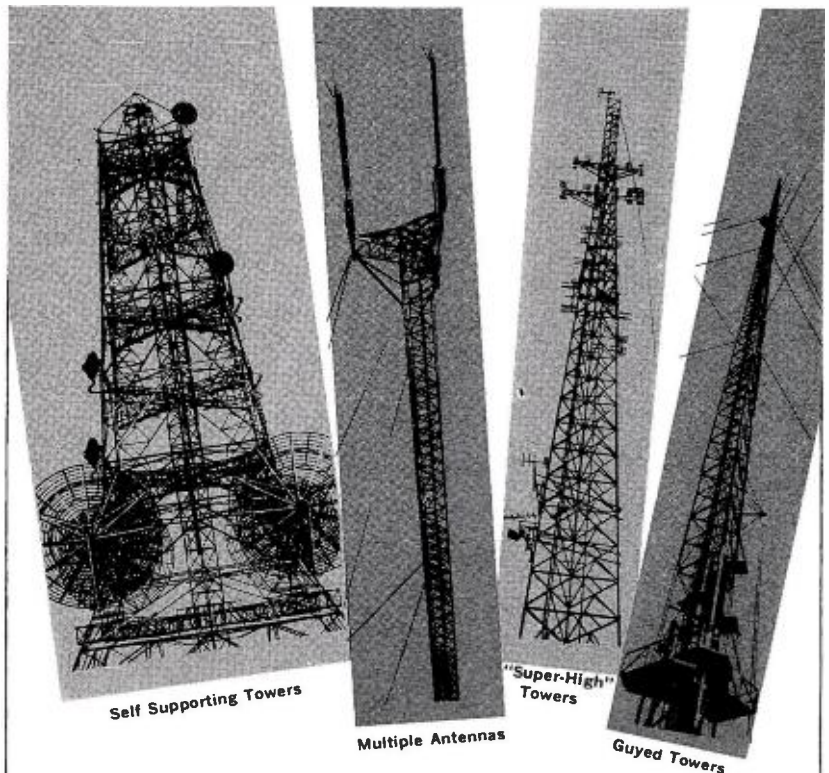
Program notes:

New production house ■ Group M Productions has been formed at 70 West Burton Place, Chicago, by Michael A. Krauss, to specialize in TV syndication production. Phone (312) 642-2384.

TV symposium ■ Chicago chapter of

the National Academy of Television Arts and Sciences and Northwestern University, Evanston, Ill., are presenting a 10-week lecture series on "Television Today" starting April 1. The symposium is open to area college students.

WCKT(TV) helps BBC ■ The British Broadcasting Corp. has requested use of the documentary *Anguilla: 1969*, filmed on the revolution-ridden Caribbean island last month by WCKT(TV) Miami. According to the station, the program was made despite threats of police action (BROADCASTING, March 3). Copies of the film have also been requested by *Life Magazine*.



We believe in STAINLESS towers . . . the ones we build for you. Whether it's a tower for Radio, TV, CATV, ETV or Microwave, it will be computer designed for Tower Power . . . long-life dependability, low maintenance. And that's what we're famous for—fast service too, even if it's like the tower we built that's higher than the Empire State Building!

Let's sit down and go over your tower problems some time soon. All it takes is a phone call or letter.

Stainless, inc.



North Wales, Pennsylvania 19454 Phone area code 215/699-4871
In Canada: Walcan Ltd., Carleton Place, Ontario

Tighter rules on cigarettes

FCC warns stations antismoking spots must receive prime-time airing to comply with doctrine obligations

The nation's broadcasters were put on notice last week that they cannot meet their fairness doctrine obligations where cigarette commercials are concerned if they skimp on antismoking spots in prime time.

The commission released letter to four stations directing them to make a greater effort to present antismoking spots during maximum viewing hours. Each was also told to report to the commission in 60 days on future policies, and on their implementation of those policies in four months.

The stations involved are NBC's WNBC-TV and Metromedia Inc.'s WNEW-TV, both New York, the Chronicle Co.'s KRON-TV San Francisco and Westinghouse Broadcasting Co.'s KPIX(TV) San Francisco.

The commission's letters to all of the stations except WNEW-TV resulted from complaints filed by John Banzhaf III, of New York, and ASH (Action on Smoking and Health), which he heads. A Bronx resident had complained about the Metromedia station.

However, in separate actions the commission denied Banzhaf-ASH petitions to revoke WNBC-TV's license and to designate the renewal applications of KRON-TV and KPIX for hearing on grounds that they had failed to devote a sufficient amount of time to anti-cigarette spots in prime time.

The commission two weeks ago designated the KRON-TV renewal application for hearing on other issues (BROADCASTING, March 24). And last week it granted renewals to KPIX and WBC's other California station, KFWB Los Angeles (see page 70).

Commissioner Nicholas Johnson, who dissented in each of the cases, said the fairness doctrine violations involved were serious and called for sterner action than that taken by the commission. He would have granted the three Banzhaf-ASH petitions.

The letters were the first responses to complaints filed under the commission's June 1967 ruling that the fairness doctrine is applicable to cigarette advertising. Stations carrying such commercials must "devote a significant amount of time" to a discussion of the health

hazards involved in smoking.

The commission has yet to define "a significant amount of time." In its letters last week, it said none of the stations could be faulted on its overall performance regarding the airing of antismoking spots. And it said that, since its policy is not intended to drive cigarette commercials off the air, it would not require parity between them and antismoking spots in prime time.

Nor would it set "any mathematical formula" as to what is required. But it told each of the stations that a "greater effort is called for during the periods of maximum viewing."

Commissioner Kenneth A. Cox, who concurred in the commission's actions, said the commission should require stations to maintain approximately the same ratio between cigarette commercials and anticigarette messages in all periods of the broadcast day.

The commission noted that WNBC-TV, in two sample weeks last year, concentrated its antismoking spots outside of maximum viewing hours; it carried a heavy budget of cigarette commercials.

Cigarette ad ban stirs up interest

Proposed rulemaking banning the advertisement of cigarettes from the air was the concern of a number of comments received by the FCC during February.

The commission plans to ban the broadcast of all cigarette advertising on radio and television, unless blocked by Congress, or unless broadcasters themselves voluntarily give up revenue that last year amounted to \$236 million (BROADCASTING, Feb. 10).

The FCC reported that the majority of these comments favor the proposed ban.

Other comments and inquiries brought an increase of 423 over the previous month, a total of 3,174.

The commission received 1,998 complaints from the public during February, an increase of 197 from January, the majority concerning anti-Semitic material broadcast over WBAI(FM) New York.

The commission said antismoking messages were carried on "only five of the 14 days" in prime time.

The commission said that WNEW-TV, during the month of September 1968, broadcast "comparatively few" antismoking spots during prime time, and none on 13 of the 30 days. The "vast majority" of the station's cigarette commercials were carried in prime time, the commission noted.

Mr. Banzhaf and ASH, in the opposition to the renewal of KRON-TV, said that station had carried 43 cigarette commercials for a total of 1,520 seconds as against two antismoking spots for a total of 120 seconds in prime time between Nov. 11 and Nov. 15.

And they said that KPIX, on six evenings between Nov. 25 and Dec. 1, 1968, had carried 59 cigarette commercials for a total of 1,840 seconds as against five antismoking spots for a total of 50 seconds. (KPIX said that six [not five] antismoking spots had been broadcast for a total of 80 seconds [not 50]).

Commissioner Johnson expressed his views on the four cases in four strongly worded dissents. He said NBC's violation of the fairness doctrine was "flagrant" and warranted an inquiry into the issues involved.

He said WNEW-TV's record revealed an "abysmal lack of compliance" with commission policies, yet the station drew "only a mild reproach by the majority."

And he said the disparity between the pro and anticigarette spots carried by KPIX and KRON-TV indicate a hearing is required on the question of whether those stations are attempting to undermine the effectiveness of the commission's fairness doctrine.

Commissioner James J. Wadsworth dissented in three of the cases and abstained from voting on the KRON-TV letter. He did not issue any statements, but he is known to be cool to the commission's policy in the area of cigarette advertising.

He was the only commissioner to oppose the commission's proposal to ban cigarette commercials completely from radio and television (BROADCASTING, Feb. 10).

Cigarettes crowd code spotlight

On-air smoking ban discussed at TV review board session, may reappear in broader package this April

The normally placid convention-week meeting of the National Association of Broadcasters television code board provided some heated discussion this year.

Traditionally the meeting is to introduce the incoming board members and salute the outgoing. However, this time the subject of cigarettes in programing and commercials took up the bulk of the session.

The Sunday (March 23) session also saw Robert W. Ferguson, WTRF-TV Wheeling, W. Va., code board chairman, appoint a three-man subcommittee to look into numerical standards for advertising, an area the code had been deeply enmeshed in two years earlier.

The subject of cigarette restrictions, smoldering since it was beaten down during Howard Bell's tenure as code director, was revived with an eye toward banning cigarette smoking in programs and commercials. Additionally, a code amendment was offered that would have restricted the hours during which cigarette commercials could be seen.

One proposal, later withdrawn, would have banned smoking cigarettes within programs unless absolutely essential to the plot. The proposed wording would have been similar to the code's program standard on the use of liquor. That states that liquor consumption "when not required by the plot or for proper characterization shall not be shown." It was understood that one network representative had supported the on-air ban.

The proposal was withdrawn with the intention of making it part of a broader package that would have banned the act of smoking a cigarette in a commercial; banned placement of cigarette commercials adjacent to programs that have large audiences of children, and restricted times in which the cigarette commercials could be shown.

The suggested plan would have forbade such commercials between 4 and 9 p.m., Monday through Friday and before 1 p.m. on Saturday.

However, no mention was made of restrictions on Sunday.

That all-encompassing proposal was also withdrawn, but will be brought up again when the code board has its regularly scheduled spring meeting, April 30-May 1 in Washington. In the interim the proponents of the cigarette proposals said they would talk to other broadcasters to try and develop support for the tighter statutes.

Last week's attempts at strengthening the code's stand on cigarettes were

withdrawn by their sponsors after several of those attending the session reportedly felt the time for such action was not propitious. They had used similar reasoning when the subject was broached last December.

The time-standards problem, which has been a continual thorn to the code, was thrashed out at length two years ago before the current standards—limiting only the amount of nonprogram time and the number of interruptions within an hour—were adopted.

Last week, code-board members, concerned with the growing number of piggyback commercials and the splitting of those commercials into such small units—20-second, 10-second and 15-second—began a probe of the situation.

Named to a subcommittee were Mike Shapiro, WFAA-TV Dallas-Fort Worth; Thad Sandstrom, WIBW-TV Topeka, Kan., and Bill Michaels, Storer Broadcasting Co., Miami Beach. They were directed to look into the piggyback situation and study the possibility of putting limits on the number of products or product mentions that could be made within a given period.

In addition to the code board members and NAB executives, the meeting was attended by Charles Tower, Corinthian Broadcasting Corp., New York, TV board chairman, and Grover Cobb, KVGB Great Bend, Kan., joint board chairman.

'Come Fly with Me' new United campaign

A concentrated promotional effort by United Air Lines will be launched April 12. It will include both spot and network radio and TV and is described as an offshoot of United's "Fly the Friend-

ly Skies" campaign. The two-month campaign will cost the airline approximately \$6 million with over half going into broadcast.

The airline that has incorporated in its advertising such songs as "Take Me Along" and "Let's Get Away From It All" is switching to the 1958 song by Sammy Cahn and James Van Heusen, "Come Fly with Me." The "Come Fly with Me" campaign will appeal principally to vacation travelers.

Also in advertising:

Radio price guide ■ Katz Radio last week issued its 12th annual Spot Radio Budget Estimator based on December 1968 rates. Individual costs of the four highest stations in a market and the average cost of these stations are shown for three day-parts in each of 150 markets.

Michigan merger ■ Parker Advertising Inc., Saginaw, Mich., has merged with two other Saginaw agencies to form Parker, Willox, Fairchild & Campbell. The new agency will be located at 808 North Michigan Avenue, Saginaw, 48602.

Sound center ■ Sound 80, new firm offering sound and music for advertising, has been formed by Herb Pilhofer, musical director of Tryone Guthrie Theater, at 3220 West Calhoun Boulevard, Minneapolis.

F&N finds new home ■ After more than 30 years in the Crosby building in Buffalo, N. Y., Flagler & Nelson Inc., has moved to larger quarters at 1640 Statler Hilton, Niagara Square, Buffalo 14202.

New emphasis ■ Burt Young Advertising, Pittsburgh-based ad agency, has changed its name to Young Marketing Inc.

LASH strikes again—on Capitol Hill

LASH (Legislative Action on Smoking and Health) and John F. Banzhaf III, the lawyer responsible for the campaign for antismoking messages on radio and television, have launched an antismoking campaign aimed at members of congress.

Each senator and representative received a "LASHtray", an ashtray designed to "demonstrate the dangers of smoking" and antismoking buttons for him and his staff, according to Mr.

Banzhaf. He also plans to set up a smoking-withdrawal clinic for congressmen who wish to stop smoking.

The ashtray consists of a mounted pair of lungs made of clear plastic. The cigarette smoke goes through these lungs and turns them black "just as cigarettes do to human lungs," Mr. Banzhaf said. The buttons read "Stop TV Cigarette Ads" and show a skull with crossed cigarettes on a television screen. The LASHtrays and buttons were designed, manufactured and donated by Truth About Smoking, a Salt Lake City antismoking organization.

Spot TV finishes strong in '68

Healthy 20.3% gain chalked up in fourth quarter with 15 clients in the million-dollar billing class

Spot television investment in the fourth quarter of 1968 rose 20.3% over the comparable 1967 period to \$335,074,-800, according to gross time figures released last week by the Television Bureau of Advertising.

Using figures compiled by Leading National Advertisers, TVB reported that 15 companies increased their investment in the fourth quarter by \$1 million or more. The comparison was based on 31 TV stations reporting during both quarterly periods.

Top 100 national and regional spot television advertisers

Fourth quarter 1968

1. Procter & Gamble	\$19,811,300
2. General Foods	12,027,600
3. Lever Bros.	7,851,000
4. Colgate-Palmolive	7,760,800
5. Coca-Cola	7,668,500
6. American Home Products	6,017,400
7. Bristol-Myers	4,701,000
8. American Tobacco	4,392,300
9. General Mills	4,121,100
10. Sears, Roebuck	4,114,100
11. William Wrigley Jr.	3,753,500
12. Pepsico	3,606,500
13. Warner-Lambert	3,500,200
14. Kellogg	3,452,400
15. R. J. Reynolds	3,202,400
16. Gillette	3,104,200
17. ITT	3,070,600
18. Ford Motor/dealers	2,978,500
19. General Motors/dealers	2,827,600
20. Alberto-Culver	2,751,300
21. Norton Simon Inc.	2,488,900
22. Shell Oil	2,488,700
23. AT&T	2,412,300
24. Motorola	2,399,900
25. Miles Labs.	2,376,000
26. National Dairy Products	2,374,300
27. Standard Brands	2,366,100
28. DeLuxe Topper	2,307,700
29. Campbell Soup	2,270,500
30. Ralston Purina	2,217,600
31. Ideal Toy	2,161,100
32. Nestle	2,131,800
33. British-American Tobacco	2,108,100
34. Borden	2,098,600
35. Sunbeam	2,023,200
36. Armour	2,009,800
37. Sterling Drug	1,996,500
38. Quaker Oats	1,980,300
39. Phillip Morris	1,951,800
40. Remco Industries	1,914,200
41. Chrysler Corp./dealers	1,873,300
42. General Motors	1,867,500
43. Pillsbury	1,808,400
44. Carter-Wallace	1,770,600
45. Corn Products	1,763,200
46. Richardson-Merrell	1,735,600
47. SCM	1,724,900
48. Seven-Up	1,720,400
49. American Can	1,708,000
50. H. J. Heinz	1,699,600
51. Mars Inc.	1,686,800
52. Chas. Pfizer	1,582,300
53. General Telephone & Electronics	1,552,700
54. Jos. Schlitz	1,542,300
55. Chesebrough-Pond's	1,513,600
56. E. & J. Gallo	1,481,000
57. Avon Products	1,445,700
58. Royal Crown	1,442,200
59. Carnation	1,393,700
60. Pet Inc.	1,363,200
61. F. W. Woolworth	1,262,800
62. Pabst Brewing	1,262,600
63. General Electric	1,257,100
64. S. C. Johnson & Son	1,245,800
65. Johnson & Johnson	1,235,800
66. Scott Paper	1,211,600

67. Norwich Pharmacal	1,153,000
68. Canadian Breweries	1,093,400
69. RCA	1,081,900
70. Nixon-Agnew Campaign Committee	1,059,400
71. United Vintners	1,044,200
72. Noxell Corp.	1,027,700
73. American Dairy Assn.	1,007,600
74. Green Giant	1,006,900
75. American Cyanamid	1,000,500
76. U. S. Borax	970,600
77. Standard Oil of Indiana	948,200
78. Lanvin-Charles of the Ritz	943,900
79. U. S. Tobacco	940,500
80. Plough Inc.	925,900
81. Beatrice Foods	897,700
82. National Biscuit	885,100
83. Eversharp	880,300
84. Textron	874,900
85. Toyota Motor/dealers	864,300
86. North American Philips	860,400
87. Eastern Air Lines	858,300
88. Kimberly-Clark	858,100
89. United Air Lines	852,800
90. American Airlines	851,500
91. McDonald Corp.	849,200
92. Castle & Cooke	847,500
93. Peter Paul	838,600
94. Swift & Co.	836,800
95. Schering Corp.	795,900
96. Revlon	783,800
97. International Wool Secretariat	736,100
98. Clark Oil & Refining	731,300
99. Falstaff Brewing	714,700
100. Teledyne Inc.	714,600

Public service totals would help sell radio

Broadcasting, in particular radio, is missing a good chance to toot its own horn and the Radio Advertising Bureau stands ready to rectify the situation.

Speaking to a radio assembly on Monday (March 24) at the National Association of Broadcasters convention in Washington, Miles David, RAB president, said the "industry needs an audit of its public service contributions." He noted that RAB already has a "powerful selling tool for radio" in sponsor expenditures. But those figures don't tell what radio has done for public service.

The same principle used in developing the advertiser figures, he said, could be applied "to communicating with opinion leaders and government." He said RAB would move on such a course if the NAB thought the action would be helpful to the industry.

Additionally, Mr. David felt the Television Bureau of Advertising "would be happy to join" in such an audit. He said the audit could be added to the surveys that RAB and TVB already finance to gather advertiser expenditures.

Predicting a \$2-billion year for radio in 1975, Mr. David pointed to several major advertisers who substantially increased their use of radio last year (BROADCASTING, March 24).

A new approach to develop "com-

plete corporate acceptance" of radio was introduced by Robert Alter, executive vice president of RAB. He said RAB is creating a "sales plan committee" since there "are usually so many levels and layers to be sold" within large corporations.

RAB plans to inaugurate the sales plan, he continued, with 75 leading national and regional accounts which "hold the key to \$3 billion in ad revenues."

Mr. David also mentioned that RAB would be in a hiatus-like state for the last two weeks in April as the association moves from its townhouse headquarters to new offices at 555 Madison Avenue. RAB will open for business in the new quarters on May 1.

HR&P adds more people in Chicago and New York

For some months, Harrington, Righter & Parsons has been expanding nationally, the rep company recently opening new offices in Dallas, Detroit and Philadelphia. Latest move is the staffing of additional sales personnel in its New York and Chicago offices along with instituting what it calls a "dual sales force system" operating in the two cities.

In effecting the dual system, the company announced last week the appointment of Frank Morello and Carl D. Weinstein as sales managers in New York, and Peter T. Childs and Edward R. Theobald Jr. as sales managers in Chicago. The two men in New York will each head a seven-man sales team and will report to John J. Walters Jr., who is vice president of national sales. The Chicago executives will similarly head sales teams there, reporting to Peter F. Ryan, a vice president in Chicago.

The station rep noted also that more than 30 people have been added to the New York and Chicago offices as part of the current expansion.

With the exception of Mr. Morello, who for the past year has served as assistant sales manager in New York, the new sales managers were all formerly sales executives, Mr. Weinstein in New York and both Mr. Theobald and Mr. Childs in Chicago.

Campbell in the soup over TV commercials

The Federal Trade Commission has charged the Campbell Soup Co., Camden, N. J., with false, misleading and deceptive advertising in the company's television soup commercials.

The commission claims that Campbell put clear glass marbles in the bottom of the soup bowls, preventing the

garnish from sinking to the bottom and "thereby giving the soup the appearance of containing more solid ingredients than it actually contains." If the marbles are not removed, the FTC said, a formal complaint will be brought against Campbell and one of its advertising agencies, BBDO New York.

The soup company denied there was any deception, claiming "our soup advertising is definitely not misleading. On the contrary, we have tried to picture to the consumer the garnish that we place in the soups that contain that garnish. To do this, we have displayed this garnish in a way which would indicate clearly the precise nature of the product. The amount of the solid ingredients was never exaggerated.

"However, the FTC complained some time ago about our photographic method and we immediately discontinued the practice, not because we felt we were wrong but because we did not wish to provoke a dispute with the commission."

"By its announcement," Campbell added, "the FTC apparently rejected our assurances that we are employing other means of showing the consumer the ingredient content of our various soups."

BBDO said it had no comment on the FTC action.

FCC unglues, renews California licenses

The licenses of Los Angeles radio stations owned by Golden West Broadcasters and Storer Broadcasting Co. were renewed by the FCC last week, following the elimination of what the commission had said was an objectionable cross-interest in a station representation company.

The representation firm involved is Major Market Radio, which serves Golden West's KMPC Los Angeles. Storer sold its 20% interest in the company to Golden West on March 13. The two firms had jointly controlled the firm.

Storer acted a day after the commission ruled that representation of a station by a sales firm wholly or partially owned by a broadcast licensee operating a competing station in the same service in the same market violates commission policy prohibiting local cross-interests (BROADCASTING, March 17).

The Storer stations renewed are KGBS-AM-FM. Storer stations in other markets will continue to be represented by MMR.

The commission, in a letter to Golden West, said that, with the cross-ownership problem eliminated, renewal of the license of KMPC through Dec. 1, 1971, is warranted. A letter to Storer specified the same renewal term.

The license renewals of Metromedia stations in California have also been deferred because of a cross-ownership involving a station representation firm. Metromedia owns Metro TV sales, which serves Cox Broadcasting Co.'s KTVU(TV) Oakland-San Francisco, a market where Metromedia owns KNEW-TV.

Metromedia has notified the commission that the subsidiary would give up representation of the Cox station on July 1 (Broadcasting, March 24). Metromedia said the three months was needed to allow KTVU time to secure a new representative and provide for an orderly transition of business.

Besides KNEW-TV, the Metromedia renewals being deferred are those of KLAC, KMET(FM) and KTTV(TV) Los Angeles, KSAN(FM) San Francisco, and KNEW Oakland.

The commission issued its ruling regarding the cross-ownership implications of stations represented by a company operating competing outlets in the same market as a result of a complaint filed by the Station Representatives Association.

The complaint also led the commission to instruct its staff to draft a notice of proposed rulemaking to prohibit multiple-station licensees from representing stations other than their own in the sale of radio and television time.

The growing pile of spot TV dollars

NAB convention assembly hears TVB report, ideas to facilitate buying

Television stations showing fatter profits in 1968 probably have spot advertising to thank, rather than network compensation.

Norman E. (Pete) Cash, president of Television Bureau of Advertising, last week reported that network compensation leveled off in 1968. The rate of increase in that source of revenue has not changed since 1966, according to TVB figures, which come from responses to a questionnaire analyzed by Arthur Young and Co., a management consultant firm.

Mr. Cash said the 22% increase in local spot will probably be reported for 1968, on the basis of the information supplied. And regional and national spot is expected to show a 15% increase.

Mr. Cash reported the findings at a television assembly at the National Association of Broadcasters convention, in Washington, at which some old themes in the buying and selling of spot were

The sale of

WSLS-AM-FM-TV ROANOKE, VA.

to Roy H. Park Broadcasting, Inc.

and the sale of

WNBE-TV NEW BERN, N. C.

to Continental Communications, Inc.

totaling more than \$8,500,000 have recently been announced.

*The undersigned negotiated these transactions
as financial advisers and brokers.*

FRAZIER, GROSS & COMPANY, INC.

TELEVISION AND RADIO
MANAGEMENT CONSULTANTS
1736 WISCONSIN AVENUE, N.W.
WASHINGTON, D.C. 20007

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 16, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Mar. 16	Total dollars week ended Mar. 16	1969 total minutes	1969 total dollars
	Week ended Mar. 16	Cume Jan. 1-Mar. 16	Week ended Mar. 16	Cume Jan. 1-Mar. 16	Week ended Mar. 16	Cume Jan. 1-Mar. 16				
Monday-Friday Sign-on-10 a.m.	\$	\$ 4.9	\$ 110.6	\$ 1,257.2	\$ 351.9	\$ 3,735.4	79	\$ 462.5	846	\$ 4,997.5
Monday-Friday 10 a.m.-6 p.m.	1,470.2	15,422.9	2,787.8	30,837.4	2,348.2	27,574.7	895	6,606.2	9,596	73,835.0
Saturday-Sunday Sign-on-6 p.m.	1,235.6	13,056.6	1,168.1	13,342.2	680.3	7,760.8	303	3,084.0	3,081	34,159.6
Monday-Saturday 6 p.m.-7:30 p.m.	303.4	3,725.9	770.7	8,208.7	734.6	8,450.1	94	1,808.7	978	20,384.7
Sunday 6 p.m.-7:30 p.m.	108.0	1,967.6	198.6	2,683.2	219.5	2,798.8	20	526.1	242	7,449.6
Monday-Sunday 7:30-11 p.m.	5,871.9	60,055.4	7,166.4	77,409.5	7,096.7	77,045.7	434	20,135.0	4,635	214,510.6
Monday-Sunday 11 p.m.-Sign-off	355.5	4,053.0	40.8	723.8	549.5	5,234.0	86	945.8	808	10,010.8
Total	\$9,344.6	\$98,286.3	\$12,243.0	\$134,462.0	\$11,980.7	\$132,599.5	1,911	\$33,568.3	20,186	\$ 365,347.8

aired.

The principal theme was the need for a standardization of procedures to simplify sales of spot advertising.

Leslie G. Arries, vice president and general manager of WBEN-TV Buffalo, N.Y., said that unless stations compromise on a standardized system of selling spot, all of the business will go to networks; advertising agencies won't tolerate the hardships of the "paper-work jungle" now involved in selling spot, he said.

The possibility that some relief may be in sight was indicated by Donald L. Kearney, sales director of Corinthian Broadcasting Corp., New York. He said "a proposed standard affidavit and bill" which is being developed would be submitted to broadcasters for their consideration "soon."

He was understood to be referring to a project undertaken by a committee composed of advertising agency representatives. TVB will attempt to gain industry acceptance for the form. This

would be another step in the direction pioneered by development of a standardized availability form.

The subjects of media middle men and computerization of spot transactions also came up for discussion by Mr. Arries and the other panelists, Marvin Antonowski, of J. Walter Thompson Co., New York, and Jack Fritz, of the Blair Companies, New York.

The media middle men claim to be able to make more economical buys for clients than agencies can make through station representatives.

However, Mr. Antonowski said that although the middle men can help agencies that have no media departments, they cannot make better buys than agencies with such services. He also said less is heard of the middle men than was the case six months ago—a result, he said, of agencies showing the expertise of their media departments.

However, he revealed irritation on

the subject. He said there was "no reason" for stations to deal differently with independent media middle men than they do with established agencies—"which are your major sources of revenue."

"We expect you to be above board with us," he said, "and our clients expect the same."

As for computerization of spot transactions, Mr. Antonowski called it "the hope of our business." It will help free buyers from paper work and allow time for more controls and research, he said.

The advantages he sees in computerization constitute another reason, he said, for increasing standardization in spot transactions. He said the time has arrived to begin thinking about the industry-wide tools, like standardized forms, to make use of computers possible.

Mr. Fritz agreed it would be helpful to a time buyer to have a console on his desk on which he could "punch up" the data he needs for a decision. But the day when that will be possible, he said, is "pretty far in the future."

Studies conducted by Blair, he said, show several obstacles. "We don't think every station wants to put all the necessary information [on itself] in the hands of every time buyer in the country," he noted. Furthermore, he said, the data provided by a computer would still have to be analyzed for the agency making the buy.

Business briefly:

Borden Inc., New York, is planning heavy use of spot TV in selected markets for Swiss Style yogurt. Campaigns, handled through Tracy Locke, Houston, are set for marketing areas

Please send



SUBSCRIBER SERVICE

1 year \$10
 2 years \$17
 3 years \$25
 Canada Add \$2 Per Year
 Foreign Add \$4 Per Year
 1969 Yearbook \$11.50
January Publication

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

Payment enclosed
 Bill me

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

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

of New York; Chicago; San Francisco; Houston-Beaumont, Tex.; Oklahoma City and Tulsa, Okla., and in Indiana and Ohio.

Allen Products Co., Allentown, Pa., through Weightman Inc., Philadelphia, has bought into CBS Radio's *Arthur Godfrey Time* for 26 weeks for ALPO dog food. Other buys on CBS Radio: **International Harvester**, through Foote, Cone & Belding, both Chicago, in *World Wide Sports with Frank Gifford*; **Association of American Railroads**, Washington, through Geyer-Oswald, New York in *Morning Report*, *Reasoner Report* and *World Tonight*; various news and sports shows by **Ford Motor Co.** (institutional), Dearborn, Mich., through Grey Advertising, Detroit, and **Buick Division of General Motors**, Flint, Mich., through McCann-Erickson, Detroit, also in *Reasoner Report*, *Lowell Thomas* and *Dimension*.

Plough Inc., through Lake-Spiro-Shurman, both Memphis, has purchased participations in 11 NBC-TV night-time programs. Other NBC-TV buys include **Speidel Division of Textron Inc.**, Providence, R. I., through Marschalk Co., New York, in nine night-time shows, and **Goodyear Tire & Rubber**, Akron, Ohio, through Young & Rubicam, New York, in seven night-time shows.

Lincoln-Mercury Advertising Association, through N. W. Ayer & Son, both Los Angeles, has started a \$250,000 spring promotion on radio and TV for Mercury car lines. A total of 74 radio stations in Southern California, Arizona and Nevada will be used in two three-week flights. Heavy schedules of 30-second animated spots will be used on TV for six weeks beginning April 21.

Olympia Brewing Co., Tumwater, Wash., through Botsford, Constantine & McCarty, San Francisco, has prepared 16 TV commercials for use in 40 western markets. The TV campaign is scheduled to get underway in April with radio supplementing TV buys in most markets.

Michigan Bell Telephone Co., through N. W. Ayer & Son, both Detroit, will use 13 Michigan markets during a one-year campaign.

General Foods' Kool-Aid Division, White Plains, N. Y., through Ogilvy & Mather, New York, will introduce Shake 'n Bake seasoned coating mix for pork nationally, using network and spot television.

Oak Flooring Institute, through Green-

haw & Rush, both Memphis, has purchased into NBC Radio's *Monitor*.

Helping Hands household gloves, a new product of the **American Sun Mark Co.**, Danbury, Conn., are now being test-marketed. Agency is Bozell & Jacobs, New York.

B&B adds wrinkle to computer buying

Benton and Bowles has developed a "Console Spot Buying System" (CSBS) and reports that the first phase of this computer system has proved successful.

The CSBS plan is described in the March issue of *Impressions*, a newsletter published by the media/programming department of B&B. The system will work this way: Representatives submit availabilities to agencies; the media department inputs the availabilities via console to computers; the computer ranks the availabilities by predesignated criteria; the buyer selects spots, and orders from the reps; confirmed spots are indicated to computer and stored, and purchased spots are re-rated automatically upon receipt of machine-readable rating data from the rating services.

The newsletter noted that B&B foresees "greater computerization of spot TV buying" at an increasing rate, thereby freeing the buyer of clerical functions and giving him more time to negotiate for better commercial time and to engage in media planning.

Advertising ideas to be featured at AAF convention

The latest in advertising ideas and techniques and a look at advertising's future impact on American life will highlight the annual American Advertising Federation's convention to be held June 29-July 2 at the Waldorf-Astoria in New York.

According to Samuel Thurm, vice president for advertising, Lever Bros., New York, and convention committee chairman, the following program fea-

tures are being developed by the committee working with the AAF staff: the world of advertising and the world of ideas, the future of advertising, ad workshops and club management trading posts.

Delegates will also hear three luncheon speakers and will attend the annual banquet plus other major social activities now being planned.

Kohler makes spots on sinks and tubs

Available to local dealers starting in April will be this TV package of new minute and 30-second color film commercials from Kohler Co., Kohler, Wis., which also is making factory money available to help in local station buys.

Spots, produced by Kohler's agency, Clinton E. Frank Inc., Chicago, promote Kohler's new lines of tubs and sinks, including featured New Orleans blue color. Films were made at Sarra Inc., Chicago, with Don Wallace agency producer.

Agency appointments:

- W. A. Sheaffer Pen Co., Fort Madison, Iowa, has moved its specialty division to Sperry-Boom Inc., Davenport, Iowa, which handles much of the company's other advertising.

- California Table Grape Commission, San Francisco, has named J. Walter Thompson Co., San Francisco, to handle market development promotions.

- Kaukauna Dairy Co., Kaukauna, Wis., for Kaukauna Klub cheese and other products, moves national account to R. L. Meyer Advertising, Milwaukee, from Ramsey, Watts, Lee & Kenyon, Chicago. Radio-TV are used.

Rep appointments:

- WATU-TV Augusta, Ga.; WCTU-TV Charlotte, N. C., and KBAK-TV Bakersfield, Calif.: The Devney Organization, New York.

- WJAN-TV Canton, Ohio: Walton Broadcasting Sales Corp., Chicago.

We are pleased to announce that
TED HEPBURN
has joined our Cincinnati offices
as Vice-President.

R. C. CRISLER & CO., INC.

Fifth Third Bank Building, Cincinnati, 45202



A healthy '69 seen by Cox Broadcasting

Cox Broadcasting Corp. should enjoy "moderate gains" in revenues and 1969 first quarter earnings, according to J. Leonard Reinsch, Cox president.

Mr. Reinsch told the group broadcaster's annual stockholders meeting in Atlanta March 21 that the company expects continued increases in broadcasting, cable television and publishing operations, as well as a "significant contribution" to consolidated earnings from a new services division.

He said that the firm's program production and distribution division may contribute marginally, if at all, to 1969 earnings. He said sales of promotional

game shows which went down last year, should stabilize in 1969.

Mr. Reinsch predicted that Cox Cable Communications would achieve an annual subscriber growth of about 10% over the next several years from internal expansion. Cox's 1968 financial statement was reported earlier (BROADCASTING, Feb. 3). The board of directors declared a regular quarterly cash dividend of 12½ cents a share on common stock, payable April 15 to stockholders of record April 1.

Knight to offer new shares

Knight Newspapers Inc., Akron, Ohio, has filed a registration statement with the Securities and Exchange Commis-

sion, offering 950,000 shares for public sale.

Underwriters headed by Goldman, Sachs & Co., New York, are handling the transaction; the offering price is \$32 per share maximum.

The company and its subsidiaries have interest in WAKR-AM-FM-TV Akron, Ohio; KBOX-AM-FM Dallas, and WONE Dayton, Ohio. Its newspapers include the *Miami Herald*, the *Detroit Free Press*, the *Charlotte (N. C.) Observer and News* and the *Tallahassee (Fla.) Democrat*.

Knight Newspapers has 4,785,077 common shares outstanding. John S. Knight, director and editorial chairman, proposes to sell 620,000 of his 2,337,450 shares and James L. Knight, chairman, 330,000 of his 1,426,500 shares.

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	Ex-change	Closing March 27	Closing March 20	Closing March 13	1968-1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	58	61½	59¾	76¾	43¾	4,709	\$ 299,000
Atlantic States Industries		O	10¼	10	9½	15¼	9½	1,798	20,200
Capital Cities	CCB	N	65½	64	65	89½	42¾	2,811	194,000
CBS	CBS	N	50	50¾	46½	60¾	43¾	24,150	1,147,100
Corinthian	CRB	N	28¾	28½	30½	40¾	22½	3,384	108,700
Cox	COX	N	46¾	49	48	64¾	43¾	2,879	137,500
Gross Telecasting	O		37	36	35½	39	28	400	14,000
Metromedia	MET	N	47½	45	43¾	57½	34½	5,394	222,500
Pacific & Southern	O		23¼	21½	22½	25	9	1,614	33,900
Reeves Broadcasting	RBT	A	22¼	22¼	23¼	43½	9½	2,188	50,900
Scripps-Howard	O		28¼	28¼	28¾	34	24	2,589	73,800
Sonderling	SDB	A	34	32½	34	47½	23½	930	33,100
Taft	TFB	N	37½	37½	36½	45½	30½	3,431	119,200
						Total		56,277	\$ 2,453,900
Broadcasting with other major interests									
Avco	AV	N	36¼	37¼	34	65	33¾	14,075	\$ 541,900
Bartell Media	BMC	A	15	15½	16¼	23½	9	2,106	33,700
Boston Herald-Traveler	O		42	44	44	71	38	574	25,800
Chris-Craft	CCN	N	46	47½	45¾	58¼	26½	1,153	56,600
Cowles Communications	CWL	N	14¾	15	14¼	18½	12¾	3,625	51,200
Fuqua	FQA	N	36	37¾	37¾	47¾	32¾	4,700	178,600
Gannett	GCI	N	38¾	39½	40¼	40¾	38¾	4,736	184,700
General Tire	GY	N	26¾	27¾	28	36¾	23¾	17,402	511,200
Gray Communications	O		10	10	9½	15	9	475	5,000
Lamb Communications	O		5¾	5¾	6	10	5	2,468	16,700
Liberty Corp.	LC	N	20¾	20¾	20¼	23¾	20¼	7,036	158,300
LIN	O		13¾	13¾	15¼	31	13¾	1,550	30,600
Meredith Corp.	MDP	N	52¾	49¾	49	59¾	23¾	2,754	134,300
The Outlet Co.	OTU	N	24¾	23¾	23½	34	20¼	1,184	28,100
Plough Inc.	PLO	N	66	66¾	65	78¾	56¾	6,761	453,000
Post Corp.	O		23	25	22½	40	17	566	11,900
Rollins	ROL	N	32¾	32	32¼	38¾	31¾	7,946	267,200
Rust Craft	RUS	A	31	30	30	38¾	29¾	1,184	38,200
Storer	SBK	N	45¼	48¼	46¼	64¼	36	4,188	185,300
Time Inc.	TL	N	82¼	76¼	78¾	109¾	75¾	7,018	605,300
Wometco	WOM	N	20¾	32	29¾	38	17¾	3,815	116,400
						Total		95,316	\$ 3,634,000
CATV									
Ameco	ACO	A	11¾	10¾	10¾	19¾	7½	1,200	\$ 12,800
Columbia Cable	O		14¾	14	14	15½	13¾	580	8,100
Cox Cable Communications	O		17¾	18½	17¾	25	15	2,550	44,000
Cypress Communications	O		15	15	15	23	12	808	12,100
Entron	O		6½	5½	5	12	4	607	4,600
H & B American	HBA	A	14¾	14¾	14¾	28¾	9¾	4,973	74,600
Sterling Communications	O		9½	6¾	7	9¾	6½	500	3,800
Teleprompter	TP	A	52¼	48¼	49¾	83	23¾	994	48,800
Television Communications	O		13	12¼	12¼	20	11¾	2,426	28,500
Vikoa	VIK	A	26¾	26¾	24¾	39¼	12¾	1,587	44,400
						Total		16,225	\$ 281,700

Stock offering backs Lone Ranger franchises

Wrather Corp., Beverly Hills, Calif., has filed a registration statement with the Securities and Exchange Commission, offering 500,000 shares for public sale through Hornblower & Weeks-Hemphill, Noyes, New York, at \$20 per share maximum.

Wrather owns the Disneyland hotel, Anaheim, Calif., and the Muzak background music service. It also owns the *Lassie*, *Lone Ranger* and *Sergeant Preston of the Yukon* television series, of which only *Lassie* is currently in production.

The company proposes to enter the fast food franchising business, using the Lone Ranger and related names and likenesses as promotional material.

Of the net proceeds of the stock sale, \$4.5 million will be used to buy property adjoining the Disneyland hotel: \$3,880,000 will be used to pay in full

various promissory notes and \$820,000 will be used to initiate the Lone Ranger fast-food franchising operation.

Wrather has 1,760,080 shares outstanding, of which J. D. Wrather Jr., board chairman and president, owns 26.4%.

Bullitt holdings put under King Broadcasting

Seattle-based King Broadcasting Co. has absorbed the Bullitt Co., that city, by merger. Stimson Bullitt of the Bullitt Co. is president of King Broadcasting.

The Bullitt Co. is involved in the securities business, owns two downtown Seattle office buildings and other Pacific Northwest real estate, a Far East enterprise that includes a plywood mill and related industrial operations in Okinawa, and has interests in a timber company in the Philippines and a log-trading operation in Hong Kong.

King Broadcasting Co. owns KING-

AM-FM-TV Seattle; KGW-AM-TV and KING-FM, all Portland, Ore.; KREM-AM-FM-TV Spokane. King Broadcasting also publishes *Seattle* magazine; owns and operates Northwest Mobile Television; King Videocable, a West Coast chain of community antenna TV systems; and King Screen Productions, a producer of educational, industrial, commercial, documentary and theatrical films.

Financial notes:

■ Gross Telecasting (WJIM-AM-FM-TV Lansing, Mich.) stockholders have approved an increase in the company's stock to 2.5 million common shares and 400,000 class B common shares. The stock increase is preliminary to a previously authorized two-for-one split. In addition, Gross Telecasting directors approved seeking a listing on the American Stock Exchange. Gross declared a quarterly dividend of 22½ cents per share on common stock and 4¼ cents per share on class B shares, both pay-

	Stock Symbol	Exchange	Closing March 27	Closing March 20	Closing March 13	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	33½	33½	31½	45½	23½	5,390	\$ 183,300
Commonwealth United	CUC	A	15½	16½	15	24½	6½	6,087	98,900
Disney	DIS	N	79½	72½	72½	93½	41½	4,368	327,100
Filmways	FWY	A	30½	30	28½	42	16½	1,100	34,700
Four Star International		O	5½	5½	6	10	5	666	4,300
Gulf & Western	GW	N	32½	36½	35½	66½	31½	11,680	429,200
MCA	MCA	N	36½	37	39½	53½	36½	7,764	296,000
MGM	MGM	N	39½	40½	40½	55	35½	5,759	244,800
Transamerica	TA	N	36½	35½	33	38½	32	57,766	1,913,500
Trans-Lux	TLX	A	39½	37½	39½	83½	21½	979	44,100
20th Century-Fox	TF	N	32½	34½	32½	41½	24½	7,035	274,400
Walter Reade Organization		O	13	11½	11½	17	7	2,079	24,900
Warner-Seven Arts	WBS	A	48½	53½	54½	64½	26½	3,810	215,300
Wrather Corp.		O	16½	17	17½	22½	10	1,710	30,400
						Total		116,193	\$ 4,120,900
Service									
John Blair		O	25	24½	24½	29½	23	2,271	\$ 60,700
Comsat	CQ	N	44½	43½	43½	64½	41½	10,000	453,800
Doyle Dane Bernbach		O	28	27½	27½	41	27	2,104	58,400
Foote, Cone & Belding	FCB	N	14½	14½	14	20½	13	2,157	31,500
General Artists		O	17	17	17	27	10	610	10,400
Grey Advertising		O	13½	13	13½	20	12	1,201	16,800
Movielab	MOV	A	10½	12½	11½	17½	10½	1,407	15,800
MPO Videotronics	MPO	A	14½	15	15½	22½	10½	517	8,300
Nielsen		O	36½	35½	35½	43	27	5,130	170,600
Ogilvy & Mather		O	27½	28	25½	28	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	20½	18½	15½	30½	4½	791	18,300
Wells, Rich, Greene		O	16½	15½	15½	22	12	1,501	22,500
						Total		28,779	\$ 892,200
Manufacturing									
Admiral	ADL	N	16½	16½	15½	25½	15	5,110	\$ 85,600
Ampex	APX	N	38½	37½	35½	42½	26½	9,629	321,400
General Electric	GE	N	92½	90	88½	100½	80½	91,068	7,877,400
Magnavox	MAG	N	54½	53½	50½	62½	36½	15,442	758,600
3M	MMM	N	103½	102½	99½	119½	81	53,793	5,123,800
Motorola	MOT	N	110	112½	114½	153½	97	6,122	665,800
RCA	RCA	N	41½	42½	42½	55	41½	62,606	2,739,000
Reeves Industries	RSC	A	8½	8½	8½	10½	4½	3,240	26,300
Visual Electronics	VIS	A	25	19½	21½	50½	19	1,344	28,900
Westinghouse	WX	N	66	66½	65½	78½	59½	38,064	2,488,400
Zenith Radio	ZE	N	50	51½	52½	65½	49½	18,860	973,600
						Total		305,278	\$21,088,800
						Grand total		618,068	\$32,471,500
Standard & Poor Industrial Average			110.38	108.89	107.15	118.81	94.23		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Feb. 28

able May 9 to stockholders of record April 4.

- Lew Ron Television Inc. has declared a 10% stock dividend payable April 7 to shareholders of record March 19.

- Kinney National Service, which has entered into an agreement to buy Warner Bros.-Seven Arts Ltd. (BROADCASTING, March 17), last week announced that it has completed acquisition of the Hackensack (N.J.) Trust Co.

- Novo Industrial Corp., parent company of Audio Productions Inc. and Bonded Services Inc., has acquired the assets and business of Comprehensive Filmtreat Inc., New York, a company that restores scratched and marred motion picture films. Comprehensive was obtained in an exchange of stock, but details were not disclosed.

Company reports:

Vikoa Inc., CATV manufacturer and systems operator, reported a record 19% increase in sales and a 36% increase in net income for the year ended Dec. 31, 1968:

	1968	1967*
Earned per share	\$0.78	\$0.60
Sales	21,500,000	18,072,000
Net income	1,205,000	883,000

*Restated to include acquisition of Krantz Films Inc. on a pooling-of-interests basis.

Gulf and Western Industries, New York, parent company of Paramount Pictures Corp., reported record earnings and sales for the six months ended Jan. 31:

	1969	1968
Earned per share	\$1.92	\$1.59
Sales	750,060,000	643,113,000
Net income	42,862,000	35,163,000

H & B American Corp., Beverly Hills, Calif., multiple CATV owner, reported

an increase in revenues but a decline in net income for the six months ended Jan. 31:

	1969	1968
Earned per share	\$0.13	\$0.25
Revenues	6,795,047	5,691,122
Pretax income	890,510	575,548
Net income	632,510	1,155,161
Shares outstanding	4,972,589	4,887,129

Notes: 1968 figures are restated to include the accounts of Jack Kent Cooke Inc. and Continental Cablevision Inc. on a pooling-of-interests basis. Net income for 1968 includes extraordinary credits of \$738,613 from of CATV system plus tax benefit due to use of loss carry forward.

Magnavox Co., New York, reported a 15% gain in net sales and a 29% increase in net income for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$2.56	\$2.00
Net sales	562,920,063	488,054,147
Net income	42,290,385	32,846,631

Equipment&Engineering

AM's seek post-sunset service

As U.S.-Mexican treaty is sent to the Senate, pressures mount for after-dark privileges

Another battle is tentatively shaping up that may focus in Congress, and may result in adding yet another phrase to the FCC's lexicon of AM broadcast terms, "post-sunset operations by U. S. daytimers."

The issue is not new, but it is being revived by what is being read into certain provisions of the recently negotiated U. S.-Mexican treaty governing the two nations' use of the standard radio band (BROADCASTING, Dec. 2, 1968).

The post-sunset issue was raised during the National Association of Broadcasters convention in Washington in two separate meetings—the March 23 closed session of the board of directors of the Association of Broadcasting Standards, a group which restricts itself to the spectrum interests of class-III regional broadcasters, and the Daytime Broadcasters Association general membership meeting last Wednesday (March 26). The issue was delineated for the several memberships by William J. Potts, ABS counsel, and Benedict P. Cottone, DBA counsel, both of whom were present during the U.S.-Mexican negotiations.

The official text of the treaty has not yet been made public, and presumably it will be made known when it comes up for ratification by the Senate, expected this spring. The broad outlines of the agreement as they relate to pre-

sunrise and post-sunrise operations are known, and are as follows:

Class II and class III stations in both the U. S. and Mexico will operate with daytime facilities up to 500 w maximum power between 6 a.m. local time and local sunrise. With respect to co-channel class I stations in either country, class II stations are permitted to operate pre-sunrise within certain interference restrictions.

Class II stations in one country also have power restrictions with respect to the class I stations in the other country having a class I-A priority. If a class II station is located west of all co-channel class I-B stations in the other country, it may sign on either at 6 a.m. local time or at the time of sunrise at the western-most class B station, whichever is later. In addition, any presunrise operation authorized by the treaty may be curtailed if, in the future, a new full-time station goes on the air and interference from the presunrise operation will result.

The post-sunset provisions permit class II and class III stations to operate from local sunset to 6 p.m. local time with a maximum 500 w. Class III stations are required to afford full nighttime protection for co-channel stations in the other country; class II stations must protect class I stations. Where interference between class II stations is

involved, protection requirements are the same as those for co-channel class III stations.

The treaty removes any question as to the legality of presunrise operations by U. S. stations already operating under the commission's presunrise rules, principally daytimers and full-time outlets on regional channels. But, although the agreement permits stations of both countries to operate on the other's clear channels during post-sunset hours, as it is broadly interpreted by both ABS and DBA, U. S. stations would appear to be barred from taking advantage of the stipulations by the North American Regional Broadcasting Agreement, to which the U. S. is a signatory, along with Canada, Cuba and the Dominican Republic.

Nevertheless, the daytimers indicated last week that they may seek to use the treaty as a springboard for permanent post-sunset operations providing a universal sign-off time of 6 p.m. local time for U.S. daytimers. The daytimers' strategy, at this point, appears to be to support the treaty before the Senate (all parties that participated in the deliberations are expected to support the document) in open hearings, but to seek congressional "pressure" on the FCC to implement domestically the treaty provisions relating to extended night-time service—the argument being

that a precedent has been established in the treaty.

If the presunrise battle is any indication, the daytimers may give the post-sunset issue a good run.

Seven years ago the House of Representatives bailed out the daytimers from severe commission-proposed restrictions on presunrise operations with a bill providing generous relief from those strictures. Although the bill was never enacted, part of the price the commission paid for having it shelved was a promise to restudy the problem—a study that lasted seven years and resulted in adoption of a 6 a.m. local time sign-on last year (BROADCASTING, Sept. 2, 1968).

The discussions by ABS and DBA relating to the treaty proved to be timely, for as they were going on, President Nixon forwarded the document to the Senate for "advise and consent" last Tuesday (March 25), with a request for "early and favorable consideration."

"The FCC and the Department of State express the opinion that the best interests of the U. S. would be served by ratification and entry into force of both agreements [separate but related portions of the treaty]," the President noted, "the substance of which is understood to be generally satisfactory to broadcasting interests in the U. S."

The President continued: The regulations "will enable the FCC to implement plans for presunrise operation of U. S. daytime stations, so that, for the first time, it will be possible for a large number of such stations, now operating on seven clear I-A channels accorded to Mexico in the broadcasting agreement, to have uniform starting times throughout the year. Whereas the U. S. would gain from the provisions for presunrise operation, Mexico would gain from the post-sunset provisions." (About 250 daytimers are believed to be affected by the treaty on the following Mexican clear channels: 540 kc [modified IA], 730, 800, 900, 1050, 1220 and 1570.)

Generally, Mr. Potts and Mr. Cottone agreed that all negotiating parties would concur, although they both noted that the clear-channel interests, not unexpectedly, would "reluctantly" support the treaty. "Clear Channel Broadcasting Service naturally laments the necessity of making further concessions on U. S. class I-A channels during night-time hours," Mr. Potts noted. "The new special case on 1180 kc was a particularly hard pill to swallow."

(Several special cases were approved by the negotiators, one involving authorization of a night-time operation at Mexico City on 1180 kc, the clear channel occupied by WHAM Rochester, N. Y. Another case was 1020 kc where a 100 w night-time assignment was giv-

NAB engineering award goes to Lew Hathaway

Jarrett L. (Lew) Hathaway, senior project engineer at NBC, New York, was presented the 1969 engineering achievement award of the National Association of Broadcasters at Tuesday's (March 25) engineering luncheon. George W. Bartlett, NAB vice president for engineering, said Mr. Hathaway was given the award for his contributions "to the electronic storehouse of knowledge."

Mr. Hathaway belongs to many industry committees and professional societies. He has been involved in the development of ultra-portable camera systems, miniature wireless microphones, interleaved sound, and loudness measurement and control. He has also helped adopt FM sound for television broadcasting and has helped establish TV waveform monitoring characteristics.

In 1952 he received the Scott Helt award of the Professional Group on Broadcasting of the Institute of Electrical and Electronics Engineers.

en to a Macuspano, Mexico station on the clear-channel frequency occupied by KDKA Pittsburgh. Both new facilities must provide border interference protection to the U.S.)

"In addition, the post-sunset operations on our clear channels are viewed by the clear-channel licensees as a further deterioration of their status, despite the fact that full border protection is required by the agreement," Mr. Potts said. Despite these concerns, he felt there would be no "determined opposition" to ratification by any significant group. The treaty, by and large, "well serves the interests of ABS," he said.

Mr. Cottone viewed the treaty as a move toward "the reality of daytimers functioning on hours related to their communities regardless of interference factors on U. S. and Mexican clear I-A's." The effect of the treaty, he told DBA members, is that "you can now operate on a more realistic business day."

That Mr. Cottone and DBA officers were pleased with presunrise stipulations in the treaty was evident. As Mr. Potts reported to the ABS board: "From the beginning, we faced a situation where the U. S. delegation had been under instructions from the very beginning to be sure that some degree of presunrise operation was provided for in the agreement. The commission and the Department of State remembered only too well the bitter fight which the DBA made against ratification of the 1957 agreement [an earlier and controlling arrangement] on this very point."

ABS, which had unsuccessfully opposed the commission in the courts on its presunrise rules, waged a holding action in Mexico "directed toward preventing any expansion of the presunrise privilege beyond the domestic standards adopted"—an action that was believed successful.

Mr. Potts told the ABS board, regarding the post-sunset provisions in the treaty, that they permitted an "insignificant" amount of such operations by class II and class III stations and are "largely window dressing designed to placate the Mexicans" for their presunrise concessions. "The protection requirements are such that the post-sunset privilege is nothing more than an opportunity for Mexican stations to operate at night in compliance with night-time protection standards," he said.

But he later warned the ABS membership that the post-sunset provisions were the "next step to move toward a universal 6 p.m. sign-off by U. S. daytimers." ABS, he said, would "have to be ready for a post-sunset attack." That point was underscored by ABS President George Comte, WTMJ Milwaukee, who warned that a lobbying move for a permanent night-time service extension by daytimers may be launched in Congress soon—a move, he indicated, that would be closely watched by ABS.

That prospect was clearly enunciated by Mr. Cottone before the DBA. He noted that it "would be better to have hearings on the treaty" before what he termed, "sympathetic senators" because they "could obtain an FCC commitment regarding putting into effect the treaty stipulations by next winter." The commission, he acknowledged, might not put the post-sunset provisions into effect, but "it could be made (I hate to use the word, pressure) to indicate whether it will proceed" along this course.

"Our major objective should be to push [the FCC] at the earliest possible time to effect implementation," Mr. Cottone told DBA. "Let's get what we can [from the Senate], but in a way that the commission isn't put on the spot."

(Presumably, the treaty falls within the purview of the Senate Foreign Relations Committee, which may choose to hold hearings on the document.)

The significance of the presunrise and post-sunset provisions in the treaty was underscored by Mr. Cottone. "This opens the door," he said. "We can now take the next step [to argue] why can't we operate the same way on U. S. clear I-A's." J. Ray Livesay, WLBB Mattoon, Ill., DBA board chairman, concurred. "The FCC may choose to hold in abeyance that part of the treaty [dealing with post-sunset] for domestic use. But the important thing is that it is in the treaty."

Equipment makers do a brisk business

Major manufacturers report heavy sales volume; over 1,500 equipment salesmen are on hand at NAB

Broadcasters by the thousands, many obviously well-heeled for equipment purchases, swarmed into the four exhibit halls at two hotels at the National Association of Broadcasters convention in Washington last week and warmed the sales-palpating hearts of over 1,500 broadcast equipment salesmen who were selling everything—from giant transmitters to new plastic gels for studio lights. Shown for the first time was RCA's new TV cartridge tape system, aimed to further automate TV station operations.

Sales were so good that equipment makers, normally grouching about business, had nothing but glowing reports at the end of the four-day event. Anthony R. Pignoni, audio-video systems marketing manager of the five-year-old Philips Broadcast Equipment Co., commented that Philips had done "probably six times better than last year." James B. Tharpe, president of Visual Electronics Corp., observed that his company had sold almost twice as much in dollar volume at last week's four-day NAB meeting than it did a year ago at the Chicago NAB convention.

Apparent to broadcasters were the increases in quality and sophistication of equipment, and devices designed not only for programing automation but including attachments that permit automatic logging, billing and record keeping.

Also evident was the virtual clean sweep by the Plumbicon tube for color cameras. With few exceptions, all major color cameras used Plumbicon tubes.

The most talked-about new item at the convention was RCA's new videotape cartridge automated system, priced at \$89,500 which is expected to be in production in about 15 months. The system consists of 18, 2½x3x5-inch cartridges, each carrying enough two-inch video tape to provide between one and three minutes of recordings, principally, according to RCA executives, for the station-break "panic" periods—commercials, IDs, promotions. Recording on the cartridges can be from live camera or from a master tape.

The machine, admittedly a prototype, carries the 18 cartridges on an endless loop mechanism that, when activated, positions each cartridge for play.

E. C. Tracy, RCA vice president for broadcast equipment sales, cautiously commented that last week's convention "was very, very plus." Although he declined to specify volume, other RCA sources estimated that between \$15 million and \$20 million worth of equipment had been sold during the convention. The largest seller apparently was the \$72,000 TK-44A color camera, shown for the first time at last year's NAB meeting and now in full production. Still moving well, it was re-

ported, is the older TK-42, the \$65,000 four-tube camera.

From a dollar viewpoint, however, RCA's prime mover was its new 30 kw, low band (channels 2-6) TT-30FL transmitter—with 12 of the \$250,000 items having been sold, three of them to Westinghouse Broadcasting Co. Soon to be added to the line is a high-band version running at 35 kw to cover channels 7 to 13.

Although it's still sold for closed-circuit use only, many broadcasters expressed high interest in RCA's one-tube color camera, introduced last November. The camera's tube characteristics, it was explained, have been improved. The price ranges from \$6,500 for a stripped-down version to \$9,850 for the full camera and associated gear.

Mr. Pignoni estimated that Philips had done about \$13 million worth of business at the convention, with 91 of the new PC-100 color cameras that sell for \$84,850, sold. Philips also sold 31 of the older PC-70's, listed at \$73,805, and 32 of the PC-90's, the portable color camera shown last year but now in regular production. The portable color camera sells for \$97,000 without a back-carried transmitter; for \$139,000 with the transmitter. Both the PC-100 and the PC-90 are capable of being used with the new, lightweight, triaxial cable.

Orders totaling over \$7 million were



The throngs of broadcasters that jammed many of the equipment exhibits at the convention of the National Association of Broadcasters last week

is depicted here at one manufacturer's area.

This scene was repeated at other major exhibitor showings during the

four-day meeting, leaving salesmen tired but upbeat at the amount of business transacted and the visions of contracts to come from leads.

reported by Larry Weiland, vice president-general manager of Ampex's video products line. Major sales items, Mr. Weiland reported, were the company's \$26,000 R-4000 random access programmer, the VR-2000 video-tape recorder that sells for \$85,000, the Marconi Mark 7 color camera, priced at \$70,000, and the updated version of the PC-210, the two-tube color camera, priced at \$50,000.

Shown for the first time was Ampex's improved teleproduction disc recording device (HS-200), priced at \$120,000 including special effects generator, and its new modular-constructed VHF transmitter that is capable of putting out 60 kw, with a top price of \$310,000.

Robert W. Kuhl, national broadcast equipment sales manager of Visual Electronics, estimated that his company had sold better than \$2.5 million worth of equipment during the four-day meeting.

Biggest dollar volume sale was five of Visual's new 55 kw UHF transmitters, for a total of \$800,000. More than \$500,000 worth of the company's VP-3 color cameras were sold, as well as seven of its new VS-40 compact video-tape recorder, worth \$250,000.

The convention "exceeded expectations" according to Sarkes-Tarzian's Biagio Presi, who estimated that the company did about \$2 million in business. The Sarkes-Tarzian firm sold three of its computer automation programming devices, each of which cost from \$50,000 to \$150,000, depending on its complexity.

General Electric's William Gaither said the convention resulted in the "best acceptance of our live and film cameras that we've ever had." He said GE had closed more business at the convention this year than at last year's NAB meeting, but declined to estimate the over-all dollar value.

He reported, however, that one of the best selling items at the exhibit was the company's 7½x10-foot large-screen video projectors which, he said, were going to both large broadcast stations as well as program production centers.

John D. Rockwell, International Video Corp.'s national sales manager, termed the four-day exhibit period "extremely successful." He estimated that IVC did about \$750,000 worth of business, with the IVC-300 color camera, selling at \$29,500 each, as the best seller. IVC's new preview tape recorder, the IVC-825 selling at \$5,900 each,

was the next most popular purchase, Mr. Rockwell said.

IVC was unique among the NAB convention's exhibitors; it had an exhibit booth at the convention's Shoreham hotel, but it also had a full-fledged private exhibit at the Washington Hilton hotel—only a third of a mile as the crow flies but a good 30 minutes by its own shuttle bus during the more hectic traffic-jammed period of the day—which attracted 1,000 hard-core prospects, according to the company.

E. O. Edwards, general sales manager of Gates Radio Co., calculated that his company sold about \$250,000 worth of equipment during the convention, with the major item being its automatic program logging apparatus that sells for around \$17,000, which can be connected to the company's automatic program system that sells for between \$10,000 and \$30,000 each.

At Collins Radio Corp., sales manager George Nelson said that the company's best seller was its 821G-1, a 20 kw FM transmitter sold to 15 stations. The transmitter sells for \$26,500.

Bernard Wiseman, president of CCA Electronics Corp., reported that about \$1 million in sales of AM and FM transmitters had been accomplished at the convention; "the largest ever," he noted.

Cohu Electronics Inc.'s R. H. Boulio said that total sales were in the neighborhood of \$250,000, with the company's automatic video switching system, whose average price is \$30,000, the major sales item.

Sales of Broadcasting Electronics' products could well reach over \$100,000, according to Jack Neff, president. Mr. Neff said that a best seller was its new mini plug in recorder module for multi-channel units, which sells for \$205.

International Good Music Inc.'s Irv Law said that within six hours of the convention IGM had sold more than during the entire convention last year. Ten IGM 500 automation systems, which sell for between \$27,000 and \$30,000, had been sold, Mr. Law said.

Everything is there— even kitchen sink

IEEE convention displays futuristic TV station that is engineer's dream

The broadcast industry last week was given a speculative peek at a "1984" television studio, operated by one technician and outfitted with miniaturized, computerized, self-maneuvering equipment.

The preview of a broadcast facility of the future was one of the more detailed, practical and less technical presentations offered the communications field during the annual convention of the Institute of Electrical and Electronics Engineers in New York Monday through Thursday (March 24-27).

Microwaving, laser transmission, satellites and multipurpose cable links were subjects of heavy technical examination and speculation in the 200 papers presented during the 52 technical sessions at what is billed as the world's largest engineering convention.

Of more immediate interest to broadcasters was the vision of equipment advances during the next 15 years provided by W. C. Morrison, staff vice president, corporate engineering services, RCA, in a talk on "the influence of solid-state devices and microcircuitry on broadcast technology."

Mr. Morrison predicted "we will not have any revolution in the next 15 years, but we will have evolution."

For the future TV studio he predicted the development of five major pieces of equipment: tiny cameras using pickup elements covered with 1-million photosensitive dots; studio computers; solar cells; a speech recognizer to turn verbal commands into electronic signals, and tiny radio-frequency oscillators.

Mr. Morrison said that with such equipment a television studio of the

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future will be operated by only one man, a director who sits at a desk watching monitors and merely speaking most commands.

In the studio there will be four or more cameras "only slightly larger than their zoom lenses" all mounted on articulated arms from the walls. On the actors and placed throughout the set will be miniature transmitters, all powered by solar cells activated by the studio lights. In the back room, the computer will manage all of the camera manipulation and other details on the basis of the single technician's spoken commands and prior programing.

While acknowledging that such a studio "is a little far out from what we've got today," Mr. Morrison said, "it is interesting to speculate on which of us will be able to say 'I told you so' in 1984."

In other sessions considering future communications growth, such as a symposium on "electronically expanding the citizen's world," the technicians from various fields generally were in agreement with now-familiar speculation on a nation-wide communications complex combining cable and satellite distribution, and providing the consumer every at-home service from specialized television programing to burglar-alarm.

Despite their individual fields of expertise, conference participants foresaw little in the way of clashes among different branches of broadcast technology.

Speaking on "space satellites for television relaying," W. L. Pritchard, director of the Comsat laboratories, said, "I'm personally convinced all systems will coexist: broadcasting, cable and microwave relay. Eventually all will be expanded world-wide and flourish in a sort of technological symbiosis."

The common subject that concerned the technicians, however, was orderly planning and future regulation of communications services. Several called for more scientific approaches.

R. P. Haviland, engineer, satellite and space systems, General Electric Co., told the "Broadcasting Tomorrow" session that, "in spectrum engineering we are badly in need of tools and analysis. We need measures for systems evaluation," and expressed his "sympathy" for the evaluative problems facing the FCC.

Another General Electric executive, R. P. Gifford, general manager of GE's communication products department, told the same session that a spectrum engineering system "must be evolutionary" and "must continue to move away from the concept of controlling spectrum usage through simple but rather restrictive and rigid administrative rules."

Among new equipment displayed at the New Cork Coliseum in conjunction with the show, Panasonic Corp. demonstrated a "flat" television screen using an electro-luminescent image display mounted in a console. The screen, which displayed normal VHF broadcasts in a greenish half-tone, was developed by Panasonic's Japanese parent, Matsushita Electric Co.

Another Japanese electronics firm, Mitsubishi Electric Corp., also announced two weeks ago that it had developed a similar tubeless set (BROADCASTING, March 24).

International Telephone and Tele-

Ham operator Goldwater joins the ranks of SBE

Senator Barry Goldwater (R-Ariz.) received the first honorary membership award of the Society of Broadcast Engineers at the group's annual meeting in Washington last week. And the senator, undoubtedly one of the best known ham-radio operators in the country, took the occasion to explain his active role in the Military Affiliate Radio System, commonly known as MARS.

The MARS system enables Americans at home to contact through amateur-radio operators sons or relatives in the service overseas. Senator Goldwater said his MARS station in Arizona can handle substantial traffic through the 24 volunteers that man the station. He also said MARS is an activity that can help get young people interested in electronics and by so doing help deter any shortage of qualified engineers.

Senator Goldwater will travel to South Vietnam on a MARS mission at the end of April.



Senator Goldwater

graph Corp. and RCA both displayed night-vision devices recently declassified by the army following "see-in-the-dark" Vietnam duty and now available for low-light level commercial applications.

RCA also showed a new, more versatile and sensitive silicon-target vidicon camera tube which it is marketing for instructional and industrial use and expects to further develop for broadcast.

Sylvania Electric Products Inc. demonstrated solid-state laser transmission of black-and-white television signals using a new optical detector/receiver which it is putting on the market. D. J. Woywood, laser recording, RCA, presented a paper on laser applications in which he reported development of a laser which makes possible reproduction of television pictures 40 times sharper than those carried on a home set.

Relays could boost satellite signals

Relatively cheap units explained to engineers; new measurement described

The possibilities of a domestic satellite system employing small earth relay stations were explored at last week's Broadcast Engineering Conference of the National Association of Broadcasters in Washington.

At a panel on the use of satellites in television, Robert D. Briskman of the Communications Satellite Corp., Washington, described a small earth relay station costing \$200,000 that could bring TV to remote areas. He said the solid-state, completely automatic units, were simple, portable and "relatively cheap" and could be located in any small community.

He said a working model of the small earth satellite station would be demonstrated at the National Telemetry Conference of the Institute of Electrical and Electronics Engineers April 22-24 at the Washington Hilton hotel in Washington.

Mr. Briskman mentioned, among other things, the network switching possibilities of a small earth station. He said a program from New York could be fed to a satellite, then down to a ground station in Los Angeles for a commercial insertion, then back to the satellite and back down to a small earth relay station.

Another member of the panel, John Serafin, quality control manager of ABC, New York, told about the activities of the Satellite Technical and Operational Committee—Television STOC-

TV, which assists in technical coordination of satellite circuits for television users in North America. Members of the committee include carriers and television networks in the U.S. and Canada.

The purpose of the group is to develop unified operational procedures for handling international television services and to increase satellite TV standards of transmission.

During last week, the FCC issued a notice of inquiry into possible changes in its TV signal specifications designed to facilitate international program exchange. Comments were requested, due April 21 with replies due April 29, on a rule that would assign particular TV scanning lines during vertical blanking intervals for the transmission of test signals, aimed also at making the waveforms the same for all countries.

The Broadcast Engineering Conference this year also provided a look at a new way to measure broadcast modulation. An AM light-line modulation monitor using a flashing light technique was demonstrated by Fred Zellner Jr., ABC, New York; J. L. Smith, Collins Radio Co., Dallas, and Virgil D. Duncan, consulting engineer, Raleigh, N.C. Last year the NAB asked the FCC to amend its rules to permit modulation to be measured by the flashing light technique in place of the meters now used.

In another demonstration Salvatore J. Bonsignore, staff lighting consultant for CBS-TV, New York, showed a 35mm film transferred from a high band tape to illustrate the importance of color temperature in TV film. The first part of the film compared the spectral power distribution of different color temperatures. Succeeding sections compared color temperatures under tightly controlled studio conditions in order to ascertain the "actual range of variation tolerable within a scene."

In a talk on the advantages and disadvantages of two, three and four tube color Plumbicon cameras, Max Berry of ABC, New York, said that ABC has been using both three and four tube cameras in the studio and outdoors. In the studio, the base lighting for both type cameras is set at about 300 foot candles with higher and lower levels used for various effects. He said the performance of both types of cameras was the same under these conditions.

EIA expects record exhibitors at trade show

Plans for the 1969 Consumer Electronics Show were announced last week by the consumer products division of the Electronic Industries Association. Included on the schedule is a government-industry symposium with speakers expected from the FCC, the Federal

Trade Commission and Congress.

The annual trade exhibit will extend from Sunday (June 15) through Wednesday (June 18), and will be held at the Hilton and Americana hotels in New York. The government-industry symposium is scheduled for Monday (June 16), 9 a.m. to noon.

The 1969 Consumer Electronics Show, which introduces the 1970 lines of radios, televisions, phonographs, audio components, tape equipment and accessories, expects a record number of exhibitors—over 180.

In addition to the symposium, other special events will include an all-industry reception and banquet, a retail merchandising seminar, a tape-equipment conference, as well as individual hospitality suites by the manufacturers and merchandisers.

Papers are asked for satellite conference

A call for papers for the third communications satellite systems conference, being sponsored next year in Los Angeles by the American Institute of Aeronautics and Astronautics, has been issued by the conference chairman, N. E. Feldman, RAND Corp., Santa Monica, Calif.

Among other subjects, Mr. Feldman is seeking papers in television interconnection systems on real time networking and distribution modes; in the broadcast field on voice, satellite TV to community receivers or direct-to-home receivers, earth antennas, frequency and modulation converters for home receivers, and requirements for commercial, educational and instructional television.

Abstracts should be submitted to the conference chairman. The conference is scheduled to be held April 6-8, 1970.

Ampex Corp. purchases Bogner antenna firm

Ampex Corp., Redwood City, Calif., has acquired all of the outstanding stock of Bogner Antenna Systems Corp., New York, and Electromagnetic Radiation Laboratories Inc., Chelmsford, Mass. Bogner manufacturers UHF, VHF and instructional TV television antennas and translator antennas. Electromagnetic Radiation Labs produces a full line of coaxial products for RF transmission systems including transmission lines, diplexers, harmonic filter and other accessories. Terms of the purchase were not revealed.

Manufacturing operations of both acquired firms will be transferred to the Ampex RF systems department, which was formed in 1967 in Feeding



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See Page 19

Hills, Mass., after purchase of Townsend Associates Inc. Earlier this year, Ampex purchased the audio and video switcher of AMP Inc., Harrisburg, Pa.

Broadcasters support UHF-VHF tuner parity

The FCC's proposal to require uniform tuning methods for UHF and VHF

(BROADCASTING, Feb. 3) received strong support in four comments filed last week.

The short, rather general comments came from the Association of Maximum Service Telecasters, Storer Broadcasting Co., the National Association of Educational Broadcasters, and the Nebraska Educational Television Association, all of whom agreed that technological

progress and the commission's regulatory authority both permit a rule requiring tuner parity.

The new deadline for comments on the proposed rule is May 23, extended from March 21. Still to be heard from are set manufacturers, who have been asked by the commission to comment specifically on the technical and financial questions raised by the proposal.

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Broadcast advertising



Arthur W. Schultz, senior VP and general manager of Chicago office, Foote, Cone & Belding, New York, elected executive VP.

Sy Collins, assistant research director, and **Bill Holmes**, senior

Mr. Schultz

marketing executive, Doyle Dane Bernbach, New York, named VP's.

William P. Laffey, VP and manager of sales coordination, Atwood-Richards Inc., New York, joins Pepper & Tanner, Memphis, as general manager in charge of barter operations.

David L. Ladd, VP and management supervisor of packaged goods, Boston office of Kenyon & Eckhardt, named general manager. He succeeds **Leonard Carlton**, who moves to K&E's New York office as VP, marketing.

W. Thomas Dawson, VP and assistant to president, CBS Radio, New York, joins CBS Radio Spot Sales there in newly created position of general sales executive.



Robert W. Mazur, VP and general manager, WMCA New York, joins U. S. Media International Corp. there as senior VP / administration.

Mr. Mazur

Lawrence B. Williams, VP and manager of radio-TV department, Zimmer, Keller & Calvert, Detroit, joins Campbell-Ewald Co. there as director of broadcast production on Chevrolet account.

Rollin D. Weary Jr., account executive, Clinton E. Frank Inc., Chicago, elected VP.

Donald S. Gordon, manager of Robert E. Eastman & Co.'s Philadelphia office,

elected VP.

Harrison Yates, creative director, Doyle Dane Bernbach (Canada) Ltd., Toronto, joins Compton Advertising's Los Angeles office as VP in charge of creative services.

W. A. Mara Jr., account supervisor, MacManus, John & Adams, Bloomfield Hills, Mich., elected VP.

Graham Wallace, manager of San Francisco office of American Research Bureau, Beltsville, Md., joins KPEN(FM) there as sales manager.

Hugh O'Gara, account executive, KETV-TV Omaha-Council Bluffs, Iowa, appointed to newly created position of local sales manager.

J. Eugene Danzey, account executive, WTMP Tampa, Fla., appointed local sales manager.

Media

Alan L. Emlen, vice chairman, Previews Inc., subsidiary of Reeves Broadcasting Corp., New York, also named VP-corporate relations of Reeves. **Bruce R. Lang**, assistant to VP of programming, CBS News, New York, joins Reeves as assistant to president Richard L. Geismar.

Winifred G. Hall, creative coordinator, CBS Radio Spot Sales, New York, joins CBS Radio there as coordinator for creative services.



Mr. Muth

Arthur E. Muth, VP and general sales manager, Peters, Griffin, Woodward, New York, joins KTUL-TV Tulsa, Okla., as general manager.

William S. Cook, executive VP and general manager, WNRK Newark, Del., named to newly created position of president and chief executive officer.

Warren R. Welsh and Furman G. Boggan, special agents, Federal Bureau of

APBE elects officers

Newly elected 1969-70 officers of Association for Professional Broadcasting Education chosen at APBE convention in Washington (see page 73) are (l-r): **Tom Bolger**, WMTV-TV Madison, Wis., secretary-treasurer; **Marianne Campbell**, Avco Broadcasting Corp., Cincinnati, president; **Owen Rich**, Brigham Young University, Provo, Utah, vice president, and **Dr. Harold Niven**, National Association of Broadcasters, who continues as permanent executive secretary.

Other directors (not pictured): **Eldon Campbell**, WFBM-AM-FM-TV Indianapolis; **Arthur Hungerford**, Pennsylvania State University; **Sherman Lawton**, University of Oklahoma; **Clark Pollock**, Nationwide Communications, Columbus, Ohio; **Walter Emery**, Ohio State University; **Ray Johnson**, KMED Medford, Ore., and **Leo Martin**, Michigan State University.



Investigation, join NBC as administrator, compliance, and administrator, compliance, West Coast, respectively. They will have responsibility for administering policies and practices established to maintain integrity and security of game, contest and award programs.

Wolcott A. Ranck, general sales manager, WOAI San Antonio, Tex., joins WRTH Wood River (St. Louis), Ill., in same capacity. Both are Avco stations.

Tom Burns, internal communications manager, Automatic Electric Co., Northlake, Ill., becomes owner, president and general manager of WMCB-FM Michigan City, Ind. His wife, **Mary Ellen Burns**, becomes operations manager.

William P. Perry, VP and sales manager, WKLO-AM-FM Louisville, Ky., joins KONO and KITY-FM San Antonio, Tex., as general manager.

Jerry Lee, president, WDVR(FM) Philadelphia, assumes duties of general manager following resignation of **Jerry Michaels**, who also served as national sales manager. Mr. Michaels will pursue network or FM station group affiliation.

Jack Bankson, with KVI Seattle, appointed general manager. He succeeds **Randy Archer**, who resigns.

Richard S. Leghorn, director of Trans Media Corp., New York, joins Cape Cod Cablevision, Osterville, Mass., as president and owner.

William R. Moylan, sales manager, WMBD-AM-FM-TV Peoria, Ill., also appointed station manager.

Richard R. Ferry, general manager of WACE Chocopee, Mass., joins WTBY Waterbury, Conn., in same capacity.

Jay Whalen, general sales manager, WHN New York, joins WWBA St. Peters-

burg, Fla., as station manager.

Programing

Peter Robinson, director of program development for CBS-TV, Hollywood, joins NBC-TV as director of program development, West Coast.



Mr. Pouls

director of national marketing services, Sesac Inc., New York, named VP, program development, New York Board of Trade.

Jerome M. Wechsler and **James Gates**, with Avco Embassy Television Sales, New York, named midwest and Eastern division managers, respectively.



Mr. Lipstone

wocn Miami, resigns to join wocn's syndicated program producing subsidiary, Ocean Productions, as national sales manager.

Carl Sheridan, national sales manager, concept division of Pepper-Tanner, Memphis, joins Spot Productions, Dal-

Matt Pouls, eastern sales representative, Screen Gems, New York, appointed eastern sales manager. **David Friedman**, assistant to VP in charge of syndication, succeeds Mr. Pouls.

Sidney Guber, director of national marketing services, Sesac Inc., New York, named VP, program development, New York Board of Trade.

Howard H. Lipstone, executive assistant to president, Selmur Productions Inc., Hollywood, joins Ivan Tors Films Inc., Los Angeles, as executive VP.

Harry Sanger, with sales representative staff, joins sales manager, concept division of Pepper-Tanner, Memphis, joins Spot Productions, Dal-

er, Storer Broadcasting Co., Miami Beach. The incumbents re-elected were **Norman P. Bagwell**, WKY-TV Oklahoma City; **Eldon Campbell**, WFBM-TV Indianapolis; **Harold Essex**, WSJS-TV Winston-Salem, N. C., and **Hamilton Shea**, wsva-TV Harrisonburg, Va.

All were named to two-year terms. Other nominees in the balloting were **George Comte**, WTMJ-TV Milwaukee, and **Burt I. Harris**, Harriscope stations, Los Angeles.

Two new faces added to NAB's TV board

Two new members were elected and four incumbents re-elected to the television board of the National Association of Broadcasters last Wednesday (March 26) at the closing television assembly of the NAB convention.

New members are **William Grant**, KOAA-TV Pueblo, Colo., and **Peter Stor-**



L to r: Messrs. Shea, Bagwell, Campbell, Essex, Storer and Grant.

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See Page 19

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las, as VP and director of sales.

Alan L. Stevens, with U. S. Army, joins WABJ Adrian, Mich., as operations and program director.

Dan Hoffman, with WKDA Nashville, joins WIRL Peoria, Ill., as program director.

News

George H. Vaught, manager of NBC News, New York, named director of NBC News, Chicago. He succeeds **William A. Corley**, who joins TV Network News, New York, as director.

Mary Jean Parson, with ABC News, New York, named to head new section responsible for estimating, administering and controlling costs of news programming.

Jack Huizenga, with WGN Chicago, joins Washington bureau of Time-Life Broadcast, as radio editor. **Carl C. Coleman Jr.**, with Washington bureau, appointed TV editor and deputy bureau chief.



Jerry Moring, assistant news manager, WBAL-TV Baltimore, named news manager. He succeeds **Robert W. Matthews**, who resigns. **Ray White**, WBAL reporter, succeeds Mr. Moring.

Mr. Moring

Forest Simm and **Jeff Fisher**, newscasters with WSLR Akron, Ohio, and NBC News, respective-

ly, join WERE Cleveland in same capacity.

Eugene H. Fuson, writer-producer, KTTV(TV) Los Angeles, joins KFVB there as editorial director. **Thomas H. Woods**, broadcast director, Pacific Coast News Service, Sacramento, Calif., joins KFVB as Sacramento bureau chief. He succeeds **Jim Anderson**, who joins Westinghouse Broadcasting Co.'s Washington news bureau.

Al Morgan, with WJIM Lansing, Mich., and **Vince Smith**, with KOMA Oklahoma City, join WKNR Dearborn, Mich., as news editors.

Robert Douglas, newsman, WHNB-TV New Britain-Hartford, Conn., appointed news director.

Dr. Robert A. Harris, physicist, National Aeronautics and Space Administration, joins WCBS-TV New York, as member of weather department.

Frank Pitman, with AP, named regional broadcast editor at Denver. He succeeds **Steve Moore**, who moves to Helena, Mont., bureau as news editor.

Bob Weber, with WCOP Boston, joins WVOJ Jacksonville, Fla., as news director.

Promotion

Joseph Friedman, VP of marketing, Paramount Pictures Corp., New York, joins Avco Embassy Pictures Corp. there as VP for advertising and public relations.

Joan Hafey, manager of publicity, The Magnavox Co., Ft. Wayne, Ind., rejoins Young & Rubicam, New York,

serving as a member since 1965 and as chairman since 1968.

Kenneth H. James, KETV(TV) Omaha, and **Robert King**, WKBW-TV Buffalo, N.Y., were elected new members of the board. They fill vacancies caused by the departure of Mr. Doubleday and **Ben K. West**, KOCO-TV Oklahoma City, who has been vice chairman for the past two years. **George A. Koehler**, Triangle Stations, was elected vice chairman, succeeding Mr. West.

as manager, press relations/public affairs.

Lars McSorley, production publicity director for feature films, joins Metro-Goldwyn-Mayer, Culver City, Calif., as publicity manager, television production.

Richard A. Cooper, copy and media director, Garon Advertising Inc., New York, joins NBC as coordinator of advertising and presentations, NBC-Owned Television Stations Division. He succeeds **Howard Levine**, who left to join LaRoche, McCaffrey & McCall, New York.

Equipment & engineering

David J. Morrissey, senior VP and general manager of Radio Engineering Laboratories division of Dynamics Corp. of America, Long Island City, N. Y., named executive VP and general manager.

C. Duane Haverty, director of marketing and engineering, McMartin Industries Inc., Omaha, named VP-marketing and engineering. **James A. Taphorn**, treasurer, named VP and treasurer, and **Ken L. Kohler**, director of manufacturing, named VP-manufacturing. **Jack Ducart**, broadcast product manager, named general sales manager.

Malcolm H. Albaum, television engineering supervisor, ABC-TV, New York, joins National Educational Television there as technical operations supervisor.

Karl M. Kuechenmeister, with The Kallart Co., Plainville, Conn., appointed manager of marketing.

Aaron D. Allen, with engineering staff, WATU-TV Augusta, Ga., named chief engineer. He succeeds **J. W. Byars**, who resigns to join Ampex Corp. in Little Rock, Ark.

Arthur Brode, studio supervisor, KBBQ Burbank, Calif., named chief engineer.

Paul C. Baio, Chicago district sales manager, Ampex Corp., Redwood City, Calif., joins GRT Corp., Sunnyvale, Calif., as midwestern regional sales manager.

International

James M. Scala, with Young & Rubicam, New York, joins Y&R Ltd., Montreal, as VP in charge of operations.

Ross McLean, with Canadian Broadcasting Corp., Toronto, named special consultant on creative development.

Don MacPherson, executive producer for CTV television network, Toronto, appointed director of news, features and information programming. **Tom Gould**, CTV's Ottawa bureau chief, named executive producer of news, features and information programming for CTV, Toronto.



L to r: John O. Gilbert, vice president in charge of affiliate relations for ABC-TV; Mr. Cohn; Mr. Doubleday, and Elton H. Rule, president of ABC-TV.

Four join ABS board

Association on Broadcasting Standards named four new members to its board of directors last Sunday (March 23): **Eldon Campbell**, WFBM Indianapolis; **Herber L. Krueger**, WTAG Worcester, Mass.; **Hamilton Shea**, WSAV Harrisonburg, Va., and **Harold M. Wheelahan**, WDSU New Orleans, replacing **William B. Quarton**, WMT Cedar Rapids, Iowa; **James Schiavone**, WWJ Detroit, **A. Louis Read**, WDSU, and **Frederick S. Gilbert**, Time-Life Stations. ABS officers are **George Comte**, WTMJ Louisville, VP; **Frederick S. Houwink**, WMAL Washington, treasurer, and **George S. Dietrich**, Washington, executive director.

Deaths

William D. Byers, 33, coordinator of special projects, NBC press department, New York, found dead of natural causes in his apartment March 24. Mr. Byers joined NBC in November 1967, after working for N. W. Ayer & Son, Newspaper Enterprise Association, and *Houston Post*.

William Allen Stout, 52, radio-television news broadcaster in Nashville and Cincinnati for more than 25 years, died March 19 in Cincinnati. Mr. Stout won Sigma Delta Chi's first award for radio reporting in 1946. He is survived by his wife, Emily, and son.

Harry Maizlish, 66, owner of KPAL Palm Springs, Calif., and former owner of KFVB and KRHM (FM), both Los Angeles, died March 24 of apparent heart attack in New York. Mr. Maizlish, pioneer radio executive, was once exploitation and promotion official for Warner Bros. Pictures. He is survived by two sons.

Rev. Aurele-Marie Seguin, 64, former director of French-language television network of Canadian Broadcasting Corp., died March 22 in Montreal. Rev. Seguin was named director of CBC's outlet in Quebec City, CBV, in 1939 and founded first two Canadian radio institutes at Queen's University, Kingston, Ont., and at Laval University, Quebec City, in 1942. He organized French TV network of CBC and became its first director in 1952; he left CBC in 1955 to join Dominican order. He is survived by three sons.

Alan Mowbray, 72, veteran television and motion picture actor, died March 25 in Hollywood, after brief illness. Mr. Mowbray played in more than 300 feature films and dozens of television programs. He was prominently featured in two TV series, *Colonel Flack*, and *Dante*. He is survived by his wife, Lorayne, daughter and son.

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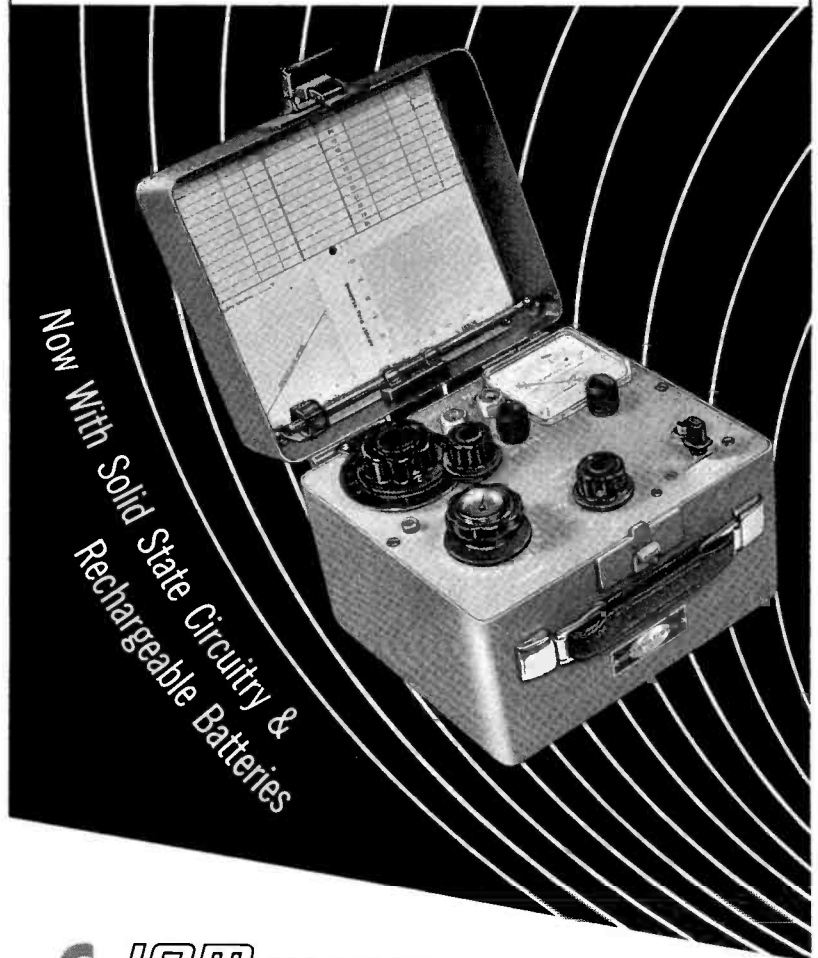
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As compiled by BROADCASTING, March 19 through March 26 and based on filings, authorizations and other FCC actions.

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

■ Jackson, Miss.—Civic Communications Corp. seeks VHF ch. 3 (60-66 mc); ERP 95.7 kw vis.; 19.1 kw aur. Ant height above average terrain 2,051 ft.; ant. height above ground 1,993 ft. P.O. address: c/o Stephen Kurzman, 1616 H Street, Northwest, Washington. Estimated construction cost \$1,622,500; first-year operating cost \$648,240; revenue \$1,000,000. Geographic coordinates 32° 12' 46" north lat.; 90° 22' 54" west long. Type trans. RCA TT-25BL. Type ant. RCA TF-6AL. Legal counsel Kurzman & Goldfarb; consulting engineer Jules Cohen & Associates, both Washington. Principals: Weyman H. D. Walker, president (40%), et al. Mr. Walker owns 25% of WNFA-TV Tallahassee, Fla., and 11.6% of WHTV(TV) Meridian, Miss. Ann. March 19.

■ Greensburg, Pa.—Warman Communications Inc. seeks UHF ch. 40 (626-632 mc); ERP 410 kw vis., 82 kw aur. Ant height above average terrain 905 ft.; ant. height above ground 565 ft. P.O. address: c/o Edwin G. Warman, 52 West Peter Street, Uniontown, Pa. 15401. Estimated construction cost \$445,500; first-year operating cost \$177,750; revenue \$150,000. Geographic coordinates 40° 16' 15" north lat.; 79° 38' 16" west long. Type trans. Ampex TA-15B. Type ant. RCA TFW-36J. Legal counsel Michael Finkelstein; consulting engineer David L. Steel Sr., both Washington. Principals: Kenneth R. Strawberry, president; Edwin G. Warman, secretary-treasurer (each 30%), et al. Messrs. Strawberry and Warman each own 50% of WPQR-FM Uniontown, Pa. Mr. Strawberry is special assistant of U. S. Dept. of State. Mr. Warman owns 98% of book publishing firm. Ann. March 19.

Other actions

■ FCC denied application by Antwin The-

atres Inc., for review of review board order denying appeal from adverse ruling by hearing examiner in Jacksonville, Fla., TV proceeding (Docs. 10834, 17582-4, 18185-6). Action March 19.

■ Review board in Minneapolis TV proceeding, Docs. 15841-43, 16782-83, granted petition for extension of time filed March 21 by Twin City Area Educational Corp. and Midwest Radio-Television Inc. Action March 25.

■ Review board in Medford, Ore., TV proceeding, Docs. 17681-82, granted motion to extend time for filing exceptions filed March 19 by Oregon Broadcasting Co. Action March 20.

Actions on motions

■ Chief, Broadcast Bureau granted request by A. Earl Cullum Jr. and Associates, and extended to April 25 time to file comments, and to May 9 time to file reply comments in matter of amendment of rules governing television stations concerning operation of television stations operated by remote control (Doc. 18425). Action March 17.

■ Office of Opinions and Review in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.) TV proceeding, dismissed motion by Antwin Theatres Inc. for immediate action on application for review and for other relief filed March 7 (Docs. 10834, 17582-4, 18185-6). Action March 26.

■ Hearing Examiner Forest L. McClenning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, granted petition by Idaho Television Corp. for leave to amend application to show resignation of officer and director occasioned by reasons of health; dismissed request of Snake River Valley Television Inc. for inspection of documents (Docs. 18379-80). Action March 20.

■ Hearing Examiner Chester F. Naumowicz in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, scheduled further prehearing conference for March 26 (Docs. 18381-2). Action March 19.

Rulemaking action

■ FCC ordered substitution of ch. 2 for ch. 9 at Flagstaff, Ariz. in amendment to table of assignments, effective May 2, and proceeding terminated (Doc. 18422); chs. now assigned to Flagstaff are 2, 13 and *16. Action March 26.

Existing TV stations

Final actions

■ FCC denied request by Eli E. Fink and

George Fink Trust, owners of WFNT(TV) Elgin, Ill., for change in date of oral argument scheduled for March 31 on requests by permittees for extension of time for construction of UHF stations. Action March 19.

■ FCC granted approval of interim operating agreements for ch. 9, Orlando, and ch. 12, Jacksonville, both Florida. Action March 21.

■ *KQED-TV San Francisco—Broadcast Bureau granted license covering changes. Action March 19.

■ *WETV(TV) Atlanta—Broadcast Bureau granted CP to change ERP to 776 kw vis.; 77.6 kw aur.; trans. location to Briarcliff Road and Shepherd Lane, Northeast, Atlanta; change type trans.; type ant.; make changes in ant. structure; ant. height to 1090 ft.; condition. Action March 20.

■ WKBG-TV Cambridge, Mass.—Broadcast Bureau granted CP to change ERP to 822 kw vis.; 125 kw aur.; change type trans. Action March 20.

Other actions

■ FCC denied petition of John F. Banzhaf III and Action on Smoking and Health, opposing renewal of license of Westinghouse Broadcasting Co.'s KPFX(TV) San Francisco for alleged failure to comply with commission's fairness doctrine on cigarette advertising. Westinghouse was ordered to submit within 60 days statement of future policies with respect to informing audience during hours of maximum viewing the health hazards of cigarette smoking and after four months submit report on efforts to implement such policies. Action March 19.

■ FCC denied joint request by licensees of three commercial VHF stations in Hilo, Hawaii, for reconsideration of denial Nov. 26, 1968, of rule waiver request to allow conversion of stations to VHF translators. Action March 21.

Actions on motions

■ Chief, Broadcast Bureau—on request by Mid-America Television Co. (KRGC(TV)), extended to April 7 time to file comments, and to April 17 time to file reply comments, in matter of amendment of rules to add VHF ch. to Mount Vernon, Ill. (Doc. 18453). Action March 21.

■ Henry Geller, general counsel—on request by Electronics Industries Association extended to May 23 time to file comments, and to June 6 time to file reply comments in matter of amendment of rules with regard to all-channel TV receivers (Doc. 18433). Action March 19.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, on request of KBLI Inc. rescheduled hearing from April 7 to April 16 (Docs. 18401-2). Action March 19.

Rulemaking action

■ FCC denied request by Ponce Television Corp. for waiver of rules to permit identification of WRIK-TV Ponce, P. R. as Ponce-San Juan station. Action March 21.

Call letter application

■ WKAP Inc., Bethlehem, Pa. Requests WKAP-TV.

New AM stations

Applications

■ Neme, Alaska—Catholic Bishop of Northorn Alaska seeks 780 kc, 5 kw, 10 kw-LS. U. P.O. address: c/o Father James E. Poole, S.J., Box 7, St. Joseph's Church, Nome 99762. Estimated construction cost \$69,433; first-year operating cost \$22,000; revenue \$24,000. Principals: Reverend Robert Whelan, S.J., sole owner. Ann. March 19.

■ Boulder, Colo.—Brocade Broadcasting Co. seeks 1190 kc, 1 kw-D, P.O. address: Box 304, 2227 Canyon Boulevard, Boulder 80302. Estimated construction cost \$23,871; first-year operating cost \$54,370; revenue \$80,000.


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Principals: Enid C. Pepperd and Dona B. Webber (each 50%). Mrs. Pepperd owns 50% of KGUC Gunnison, Colo. Ann. March 4.

Final action

■ **Marshfield, Mo.**—Webster County Broadcasting Co. FCC granted 1510 kc, 250 w-D. P.O. address: Box 100, Houston, Mo. 65483. Estimated construction cost \$21,109.36; first-year operating cost \$24,000; revenue \$40,000. Principals: Pinkney B. Cole, Warren R. McKnight, Robert E. Smith and Paul Beckerdite (each 25%). Mr. Cole owns 14.28% of KHAD DeSoto and is general manager of KBTC-AM-FM Houston, both Missouri. Mr. McKnight owns drug company and car wash and owns 14.28% of KHAD and of KBTC-AM-FM. Mr. Smith is in investment banking and owns 5 and 10 cent store. Mr. Beckerdite owns 50% of music company and ladies clothing store. Action March 21.

Other actions

■ **Review board in Elmhurst, Ill.**, AM proceeding, Docs. 16965-66, denied petition to reopen record and for enlargement of issues filed Dec. 23, 1968, by Central Du Page County Broadcasting Co. Action March 20.

■ **Review board in Anderson, Ind.**, AM proceeding, Doc. 18450, denied petition for extension of time to file petition for enlargement of issues, filed March 17 by Eastern Broadcasting Corp. Action March 19.

■ **Review board in Kettering, Ohio.** AM proceeding, Docs. 17243-45, 17247, 17249 and 17250, granted motion for extension of time to file exceptions, filed March 19 by Kittyhawk Broadcasting Corp. Action March 20.

■ **Review board in Hartsville, S. C.**, AM proceeding, Docs. 18198-99, denied petition to enlarge issues filed Feb. 3 by Broadcast Bureau. Action March 25.

■ **Review board in Williamsburg, Va.**, AM proceeding, Docs. 17605-06 and 18375, denied petition to enlarge issues filed Jan. 14 by Broadcast Bureau. Action March 20.

Actions on motions

■ **Hearing Examiner Arthur A. Gladstone** in Stirling, N. J. (K & M Broadcasters Inc.), AM proceeding, ordered issues agreed upon at March 19 prehearing conference to be issues tried in this proceeding; scheduled prehearing conference for March 31; if parties are so advised by examiner prior to March 31, prehearing conference will be converted to hearing session for purpose of making final hearing record in this proceeding (Doc. 18292). Action March 19.

■ **Hearing Examiner Jay A. Kyle** in Statesboro, Jessup and Reidsville, all Georgia (Farnell O'Quinn, Morris's Inc. and John M. Masters), AM proceeding, set certain procedural dates and rescheduled evidentiary hearing for May 13 (Docs. 17722, 18395-6). Action March 18.

■ **Assistant Chief Hearing Examiner Jay A. Kyle** in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc.), AM proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer; scheduled prehearing conference for April 30 and hearing for June 2 (Docs. 18489-91). Action March 18.

■ **Assistant Chief Hearing Examiner Jay A. Kyle** in Greencastle and Waynesboro, both Pennsylvania (Greencastle Broadcasting Co. and TV Cable of Waynesboro Inc.), AM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for May 1 and hearing for June 2 (Docs. 18492-3). Action March 18.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Boynton Beach, Fla. (North American Broadcasting Co., Radio Boynton Beach Inc. and Boynton Beach Community Services Inc.), AM proceeding, denied joint request of all parties; on examiner's own motion extended to April 11 date for filing proposed findings (Docs. 18310-12). Action March 20.

■ **Hearing Examiner Herbert Sharfman** in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, rescheduled further hearing from April 8 to May 12 (Doc. 18225). Action March 21.

Call letter applications

■ **Little Dixie Radio**, Sallisaw, Okla. Requests KSAW.

■ **Near-North Broadcasting Co.**, Marinette, Wis. Requests WLOT.

Call letter actions

■ **Trans-Florida Radio Inc.**, Bartow, Fla. Granted WPUL.

■ **Caranle Broadcasting Co.**, Catskill, N. Y. Granted WCKL.

Designated for hearing

■ **FCC set for hearing mutually exclusive applications of Warren County Radio and Radio Voice of Warrenton** for new AM's in Warrenton, N. C. Action March 24.

■ **FCC set for hearing mutually exclusive applications of United Community Enterprises Inc., Greenwood, and Saluda Broadcasting Co., Saluda, both South Carolina** for CP's for new AM. Action March 21.

Existing AM stations

Final actions

■ **FCC affirmed dismissal of renewal application of KARA Albuquerque, N. M., and deletion of its call letters, action in response to request by E. H. Craven of Albuquerque asking review of commission action Nov. 20, 1968, dismissing KARA's renewal application and deleting its call letters.** Action March 26.

■ **FCC dismissed petition of Norwood J. Patterson, Hillsborough, Calif., either to hold in abeyance or to dismiss license renewal applications of Storer Broadcasting Co. for KGBS-AM-FM Los Angeles.** Action March 19.

■ **FCC denied reconsideration of Camel Co., application for new class A FM at Kenedy-Karnes City, Tex. (site of company's KAML).** Action March 19.

■ **FCC granted application by Westinghouse Broadcasting Co. for renewal of license for KFWE Los Angeles, subject to conditions regarding proposed merger between Westinghouse and MCA Inc.** Action March 19.

■ **KOY Phoenix**—Broadcast Bureau granted mod of CP for main and auxiliary alternate-main trans. to extend completion dates to May 15. Action March 21.

■ **KENA Mena, Ark.**—Broadcast Bureau granted CP to change frequency to 1450 kc, 250 w, 1 kw-LS, SH; to install new type trans.; conditions. Action March 21.

■ **WAIT Chicago**—Broadcast Bureau granted CP to make changes in ant. system. Action March 21.

■ **KHDN Hardin, Mont.**—Broadcast Bureau granted CP to replace expired permit for changes. Action March 21.

■ **WRAN Dover, N. J.**—Broadcast Bureau granted mod. of CP covering changes. Action March 21.

■ **WSEN Baldwinville, N. Y.**—Broadcast Bureau granted CP to increase power from 250 w to 1 kw DA-D; install new type trans.; conditions. Action March 21.

■ **WPAC Patchogue, N. Y.**—Broadcast Bureau granted mod. of CP to change frequency to 1580 kc, 250 w, condition. Action March 21.

■ **KWRC Woodburn, Ore.**—Broadcast Bureau granted license. Action March 20.

■ **WMAL Washington**—Broadcast Bureau

granted CP to make changes in DA system. Action March 21.

Other actions

■ **FCC granted request of KFNF Broadcasting Corp., Shenandoah, Iowa, for ninety-day extension from April 7 of date for termination of service; additional time was requested to comply with condition on renewal of license of KWKY Des Moines, Iowa.** Action March 26.

■ **FCC granted Greater Philadelphia Council of Churches and associated intervenors in proceeding on renewal applications of Brandywine-Main Line Radio Inc., licensee of WXUR-AM-FM Media, Pa., extension of time to file exceptions to initial decision of last December; deadline extended from March 24 to April 14.** Action March 21.

■ **Review board denied application by Georgia Radio Inc., licensee of WPLK Rockmart, Ga., for authority to change from 1220 kc, 500 w-D to 1060 kc, 5 kw DA-D.** Decision affirms initial decision released Feb. 8, 1968, by former Chief Hearing Examiner James D. Cunningham (Doc. 17537). Action March 19.

Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Ogden, Utah, and Golden, Colo. (North America Broadcasting Co. and Norman Broadcasting), renewal of licenses of KSVN and KICM, scheduled further prehearing conference for April 11; rescheduled evidentiary hearing for May 6 (Docs. 18343-4). Action March 20.

■ **Assistant Chief Hearing Examiner Jay A. Kyle** in Carthage and Jackson, both Mississippi (Meredith Colon Johnson [WECP] and Ford Broadcasting Co.), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for April 30 and hearing for May 26 (Docs. 18487-8). Action March 18.

■ **Hearing Examiner J. A. Kyle** in Superior, Neb. (Robert J. Kelly [transferor] and William J. Gratto [transferee]), transfer of control of KRFS, dismissed application for transfer of control and terminated proceeding (Doc. 18407). Action March 24.

■ **Hearing Examiner Forest L. McClenning** in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, denied motion by Jackson Missouri Broadcasting Co. for continuance of prehearing conference presently scheduled for March 28 (Docs. 18354-5). Action March 21.

Fine

■ **WIDE Biddeford, Me.**—FCC notified of apparent liability forfeiture of \$500 for rule violations. Action March 13.

Call letter applications

■ **WAME, Mission East Co., Miami.** Requests WWOK.

■ **KIMO, Kerby Scott Productions, Hilo, Hawaii.** Requests KHLO.

■ **KGCL, Usher Broadcasting Co., East Prairie, Mo.** Requests KYMO.

■ **KFBB, Big Sky Broadcasting Co., Great Falls, Mont.** Requests KGGF.

■ **WWOK, Mission Charlotte Co., Char-**

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Summary of broadcasting

Compiled by BROADCASTING, Mar. 27, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,240 ¹	7	4,247 ¹	62	4,309 ¹
Commercial FM	1,942	34	1,976	167	2,143
Commercial TV-VHF	496 ²	10	506 ²	13	519 ²
Commercial TV-UHF	123 ³	53	174 ³	157	333 ³
Educational FM	364	7	371	34	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 ¹	1,936	618 ¹	357	144
CP's on air (new stations)	10	35	62	8	32
Total on air	4,245 ¹	1,971	678 ²	365	176
CP's not on air (new stations)	62	172	171	38	13
Total authorized stations	4,307 ¹	2,143	849 ²	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.
² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

lotte, N. C. Requests WAME.

Designated for hearing

■ FCC designated for hearing license renewal applications by Midwest Radio-Television Inc. for WCCO-AM-TV Minneapolis on questions of concentration of media control. Action March 19.

New FM stations

Applications

■ Hilo, Hawaii—Mauna Kea Broadcasting Co. seeks 97.9 mc. ch. 250, 30.74 kw. Ant. height above average terrain minus 177 ft. P.O. address: 6505 Wilshire Boulevard, Suite 617, Los Angeles 90048. Estimated construction cost \$24,983; first-year operating cost \$30,000; revenue \$30,000. Principals: Mount Wilson FM Broadcasters Inc., 100%. Principals of Mount Wilson FM Broadcasters: Saul Levine, president (80%), and F. E. Wilson, vice president (20%). Principals own KBCA(FM) Los Angeles. Mr. Levine is attorney. Ann. March 25.

■ St. Johns, Mich.—Ditmer Broadcasting Co. seeks 92.1 mc. ch. 221, 3 kw. Ant. height above average terrain 126 ft. P.O. address: c/o Robert D. Ditmer, 1363 Parks Road, Box 320, St. Johns 48879. Estimated construction cost \$13,659.50; first-year operating cost \$7,600; revenue \$12,750. Principals Robert D. Ditmer, president, et al. Ann. March 24.

■ Charleston, S. C.—Fine Arts Broadcasting Inc. seeks 93.7 mc. ch. 229, 25.9 kw. Ant. height above average terrain 216 ft. P.O. address: 133 Church Street, Charleston 29401. Estimated construction cost \$37,102; first-year operating cost \$43,602; revenue \$45,864. Principals: Charles N. Barton, sole owner. Mr. Barton is investor. Ann. March 20.

■ Rapid City, S. D.—Rushmore Broadcasting Inc. seeks 93.9 mc. ch. 230, 30.24 kw. Ant. height above average terrain 319,552 ft. P.O. address: c/o Ralph Macy, 2612 Grandview Drive, Rapid City 57701. Estimated construction cost \$25,158.10; first-year operating cost \$24,600; revenue \$25,000. Principals: Ralph E. Macy, president (85%), et al. Mr. Macy owns lumber company and 48% of KVRA and of KVRF(FM) both Vermillion, S. D. Ann. March 24.

■ Culpeper, Va.—Culpeper Broadcasting Co. seeks 103.1 mc. ch. 276, 3 kw. Ant. height above average terrain 156 ft. P.O. address: c/o L. B. Henretty, Box 672, Culpeper 22701. Estimated construction cost \$40,455; first-year operating cost \$20,500; revenue \$18,000. Principals: John S. Thornton, vice president, et al. Principals own WCVB Culpeper. Ann. March 25.

Starts authorized

■ WNOE-FM New Orleans—Authorized program operation on 101.1 mc. ERP 100 kw. ant. height above average terrain 440 ft. Action March 17.

■ *KGCC(FM) Denison, Tex.—Authorized program operation on 89.7 mc. ERP 28.5 kw. ant. height above average terrain 275 ft. Action March 17.

Final actions

■ *Arkadelphia, Ark.—State of Arkansas. Henderson State College. Broadcast Bureau granted ch. 201, TPO 10 w. Ant. height above ground 70 ft. P.O. address: c/o Dr. M. H. Russell, Henderson State College, Arkadelphia 71923. Estimated construction cost \$11,950; first-year operating cost \$10,268; revenue none. Principals: Board of trustees of Henderson State College. Action March 21.

■ *Augusta, Ga.—Augusta College. Broadcast Bureau granted ch. 214, 780 w. Ant. height above average terrain 400 ft. P.O. address: c/o John H. Gleason, 2500 Walton Way, Augusta 30904. Estimated construction cost \$22,580; first-year operating cost \$7,500; revenue none. Principals: Board of Regents of University System of Georgia. Gerald B. Robbins, president, et al. Action March 21.

■ Dawson, Ga.—Dawson Broadcasting Co. Broadcast Bureau granted ch. 221, 3 kw. Ant. height above average terrain 228 ft. P.O. address: 110 North Main Street, Dawson, Ga. 31742. Estimated construction cost \$18,047; first-year operating cost \$3,000; revenue \$5,000. Principals: W. C. Woodall Jr. and Mrs. Ed Stevens (each 50%). Mr. Woodall is 29% owner of automobile agency. Applicant is licensee of WDWD Dawson, Ga. Mr. Woodall is 25% owner of WGRA Cairo, Ga.; 37.5% owner of WGSW Greenwood, S. C.; 51% owner of WBBK Blakely, Ga.; 33.3% owner of WDSR Lake City, Fla., and 20% owner of Miracle Radio Inc., applicant to acquire control of WDLF Panama City, Fla. Action March 19.

■ Washington, Ga.—Better Broadcasting Inc. Broadcast Bureau granted ch. 261, 2.4 kw. Ant. height above average terrain 324 ft. P.O. address: Berkshire Drive, Washington, Ga. 30673. Estimated construction cost \$10,498; first-year operating cost \$5,200; revenue \$15,000. Principals: B. L. Williamson, president, et al. Applicant is licensee of WLOW Washington, Ga. Action March 21.

Other actions

■ Review board in Eufaula, Ala., FM proceeding, Docs. 18364-65, granted joint petition for approval of agreement filed Jan. 27 by Dixie Radio Inc. and Bluff City Broadcasting Co. Action March 20.

■ Review board in Gordon, Ga., FM proceeding, Docs. 18278-79, granted request for extension of time filed March 20 by Middle Georgia Broadcasting Co. Action March 25.

■ Review board in Rockmart, Ga., FM proceeding, Docs. 18314-15, granted Broadcast Bureau's petition for extension of time filed March 19. Action March 19.

■ Review board in Las Vegas, FM proceeding, Docs. 18436-38, granted petition for extension of time filed March 17 by Quality Broadcasting Corp. Action March 19.

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18309-10, ordered action on joint petition for approval of agreement and for other relief filed by Christian Voice of Central Ohio and Delaware-Marysville, Broadcasting Service Inc., Jan. 23 held in abeyance; further opportunity be afforded other persons to apply for facilities specified in application of Delaware-Marysville Broadcasting Service Inc.; that Delaware-

Marysville Broadcasting Service Inc. will comply with provisions of rules. Action March 20.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Vero Beach, Fla. (Seaborn Rudolph Hubbard and Tropics Inc.), FM proceeding, on unopposed motion of Broadcast Bureau set certain procedural dates; scheduled hearing for engineering on May 2, hearing for lay issues on May 6 (Docs. 18399-400). Action March 19.

■ Hearing Examiner Isadore A. Honig in Webster City, Iowa (Nachusa Corp. and PBW Broadcasting Corp.), FM proceeding, granted request by Nachusa Corp. and dismissed application (Docs. 18446-7). Action March 21.

■ Hearing Examiner Isadore A. Honig in Kenedy-Karnes City, Tex. (Camel Co.), FM proceeding in view of commission's action March 19 denying reconsideration of designation of application for hearing, on examiner's own motion, scheduled further prehearing conference for March 28 to make arrangements for evidentiary hearing heretofore postponed pending commission disposition of reconsideration request (Doc. 18362). Action March 21.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Glendale, Ariz. (E.S.H. Co. and Glendale Broadcasting Corp.), FM proceeding, designated Hearing Examiner Forest L. McClenning as presiding officer; scheduled prehearing conference for April 30 and hearing for June 5 (Docs. 18485-6). Action March 18.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted petition by WHBL Inc. for leave to amend application to reflect most current financial position including balance sheet of applicant dated Dec. 1968, subject to year-end adjustments and audit (Doc. 18374). Action March 19.

Rulemaking petitions

■ KCLN Clinton, Iowa—Requests amendment of table of FM assignments to add ch. 249A to ch. 241 at Clinton, Iowa. Ann. March 21.

■ WBIL(FM) Biloxi, Miss.—Requests institution of rulemaking proceeding to amend FM table of assignments to add ch. 229 to ch. 292A at Biloxi, Miss. Ann. March 21.

■ WELF Tomahawk, Wis.—Requests amendment of table of FM assignments to add ch. 240A at Minocqua, Wis. Ann. March 21.

Call letter application

■ Youngstown State University, Youngstown, Ohio. Requests *WYSU(FM).

Call letter actions

■ Adrian L. White Inc., Pocahontas, Ark. Granted KPOC-FM.

■ Choate School Foundation, Wallingford, Conn. Granted *WWEB-FM.

Existing FM stations

Final actions

■ FCC dismissed request for approval of expenses and for other relief by Circleville Broadcasting Co., licensee of WNRE(FM) Circleville, Ohio. Action March 21.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KOOM(FM) Benton, Ark., to Sept. 11; *WILL-FM Urbana, Ill., to Oct. 6; WNAV-FM Annapolis, Md., to July 17; KWOF-FM Clinton, Okla., to May 19. Action March 18.

■ KNIX(FM) Phoenix—Broadcast Bureau granted remote control. Action March 24.

■ KGMR-FM Jacksonville, Ark.—Broadcast Bureau granted mod. of CP to change studio location to U.S. Highway 67, 1.5 miles southwest of Jacksonville; delete remote control; change type trans., type ant.; ant. height to 195 ft. Action March 20.

■ KRFD(FM) Marysville, Calif.—Broadcast Bureau granted CP for changes in transmitting equipment. Action March 21.

■ KEAR(FM) San Francisco—Broadcast Bureau granted CP to make changes in transmitting equipment; add vertical ant.; ERP to 82 kw. Action March 20.

(Continued on page 119)

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 <i>Member AFCEE</i></p>	<p>JAMES C. McNARY Consulting Engineer National Press Bldg. Wash., D. C. 20004 Telephone District 7-1205 <i>Member AFOOB</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFOOB</i></p>	<p>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 <i>Member AFOOB</i></p>
<p>COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 <i>Member AFCEE</i></p>	<p>A. D. Ring & Associates 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON, D. C. 20006 <i>Member AFCEE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington, D. C. 20004 <i>Member AFCEE</i></p>	<p>Lohnes & Culver Munsey Building District 7-8215 Washington, D. C. 20004 <i>Member AFCEE</i></p>
<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20006 <i>Member AFCEE</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFOOB</i></p>	<p>GUY C. HUTCHESON 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFOOB</i></p>
<p>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 <i>Member AFCEE</i></p>	<p>WALTER F. KEAN CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFCEE</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFOOB</i></p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCEE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 DENVER, COLORADO <i>Member AFOOB</i></p>	<p>A. E. Towne Assoc., Inc. TELEVISION AND RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</p>
<p>PETE JOHNSON & Associates CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p>WILLIAM B. CARR CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 <i>Member AFCEE</i></p>	<p>RAYMOND E. ROHRER Consulting Radio Engineers 317 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 <i>Member AFOOB</i></p>
<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p>JOHN H. MULLANEY and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCEE</i></p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview N.Y. 11803 (516) 694-1903</p>	<p>Serving The SOUTHEAST FREDERICK A. SMITH, P.E. <i>Consulting Engineer</i> 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>

SERVICE DIRECTORY

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclède 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>PAUL DEAN FORD Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661</p>	<p>Telecommunication Consultants International, Inc. (TCI) <i>Offers Consulting Services in Telecommunications & Electronic Data Handling Systems</i> Gerald C. Gross, President 1028 Conn. Ave., NW, Wash. 20036 Phone: (202) 659-1155</p>
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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.

All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO—HELP WANTED

Sales

Management Opportunity. Leader in CGW broadcasting northeast metro market. Well established operation that needs top producer for further growth, present sales staff too small. Complete resume & financial requirements to Box C-322, BROADCASTING.

Major Market Group owner seeks strong sales experience for its FM properties. Reply in confidence. Box C-396, BROADCASTING.

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

Wanted: aggressive Sales Manager, only experienced need apply; contact WEAV, Plattsburgh, New York. Attn: George F. Bissell.

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 R&B 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.

Salesman needed in California Resort area. Salary plus commission. 714-347-3403.

Salesman needed. Salary plus-commission. Permanent. Full/part time 219-563-4111.

Interested in \$800-\$1000 monthly? If you can sell and want to work send resume to Box 475, Mexico, Mo. 65265

Chicago based rapidly growing time sales company seeks salesman to promote to telephone sales crew manager. Must be willing to travel. Car not necessary. Home most week-ends. Expenses paid. Real opportunity for hard worker. Profit sharing—Call Roberts at 312-743-5056—Write 2717 W. Peterson Avenue, Chicago, Illinois 60645.

Announcers

First phone experienced announcer, permanent position, mid-western station. Only complete air check and resume considered. Box C-163, BROADCASTING.

Announcer—first phone. Small market station near metropolitan New York. Send tape, resume to Box C-190, BROADCASTING.

Immediate opening for combination announcer-engineer with first class ticket. Must be fully qualified. Starting salary range \$175-\$200 per week. Please send complete information plus tape and photo when replying. Our employees know of this ad. Box C-302, BROADCASTING.

Major market operation with immediate opening for a strong, (Top 40), personality with production ability Salary open. Send tape and resume. Box C-325, BROADCASTING.

Group owner considering staffing of last station purchased. Some positions to be filled by current group personnel. Major markets. DJ's, newsmen, news directors who wish consideration should apply by sending tape and resume in current formula. Excellent salaries and fringe benefits in all markets. All applications considered from small, medium and major markets. Box C-376, BROADCASTING.

Announcers—(cont'd)

Top 40 format jock needed for expanding station. 1st phone desirable but not necessary. Send air check including production, salary, resume and references. Box C-377, BROADCASTING.

Immediate opening for mature, experienced announcer. Midwest MOR 5000 watt NBC affiliate. Good starting salary, regular raises and fringe benefits. Send tape, photo and resume to Box C-384, BROADCASTING.

What do you do when the news department cuts your show to ribbons with bulletins about a general alarm fire downtown? If you're bright enough and professional enough to keep up with the story without blowing an up-tempo MOR format, we want to hear from you. Group owner looking for intelligent young personalities who can weave ad lib home-town with musical big sound for NYC suburban MOR AM. Good voice and commercial delivery necessary. No beginners—you've got to be a pro. Tape and resume first letter to Box C-392, BROADCASTING.

Experienced announcer with production know-how anxious to join progressive contemporary station offering hospitalization, life insurance and retirement plans in delightful area of Texas Engineering or news gathering ability would be extra asset. Top dollar for right man. Details in confidence first letter. Box C-393, BROADCASTING.

Experienced, mature, deep-voice announcer for medium Massachusetts market. Tape and details first letter. To: \$120. Box C-397, BROADCASTING.

Position open for a top 40 personality with production ability at a 50 kw major market operation. Top salary for the right man, Send aircheck and resume to Box C-420, BROADCASTING.

Opportunity—staff announcer. Sports. Resume tape. KFRO, Longview, Texas 75601.

Soul jock—Number 1 soul station in Texas needs strong, heavy, tight soul lock. Send tape and complete resume. Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

Mature, experienced, modern country music announcer needed yesterday. Salary dependent on experience. Sales experience will help. Contact Cliff Davis, WCFF, Clifton Forge, Va., 703-862-4147. No collect calls.

Wanted: Morning Man MOR, salary open, only experienced need apply; contact WEAV, Plattsburgh, New York, Attn: George F. Bissell.

Wanted: Announcer for rural AM-FM station. Experience not necessary. Must have good voice. Send tape and resume to Brooks Russell, WESR, Tasley, Va.

Announcer/First Phone—no maintenance—permanent position—five day week. Excellent salary—fringe benefits—Contact Robert F. Wolfe—Radio Station WFRO, Fremont, Ohio 43420.

Announcer—first ticket engineer. Excellent salary for right man. Permanent position in good community. Contact Ron Clark, WHLT, Huntington, Indiana, 219-356-1640.

Mid-day, ten year man has moved to top five market. If your solid, mature, contemporary man, send tape, photo, resume and salary. Manager, WJLS-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.

Shenandoah Valley of Virginia 5000 Watt formatted modern country station needs announcer with flair for production. Prefer man with Rock-country background. If interested, let's talk. Owen Voigt, WKCY, Harrisonburg, Virginia (703) 434-1777.

Wanted—Heavy Contemporary Disc Jockey for #1 Oklahoma City Top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Announcers—continued

You're a rare guy . . . if you're a creative, mature personality. We need you at our growing suburban Detroit MOR. Send tape and resume to Program Director, WPON, Pontiac, Mich.

Good pay for experienced staff announcer at WTWA, Thomson, Georgia.

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.

Mature, experienced, versatile announcer for the only station in a progressive and growing market. Send tape and resume to Arthur L. Martin, Box 518, Marion Ohio.

Growing Mor company (AM/FM) needs announcer/news help. If you want work we've got it! Reply Box 475, Mexico, Mo. 65265

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales. Position available in May. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

Technical

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.

Needed soon . . . Chief engineer—announcer for midwest non-directional daytime. Single station market. Send resume to Box C-372, BROADCASTING.

Assistant Chief—Suburban Baltimore-Washington. To \$175.00 weekly to start if qualified. Box C-412, BROADCASTING.

Man with first phone for transmitter watch. Will train beginner. WAMD, Aberdeen, Md. 21001.

Announcer—first ticket engineer. Excellent salary for right man. Permanent position in good community. Contact Ron Clark, WHLT, Huntington, Indiana, 219-356-1640.

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.

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

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.

Wanted—Number 2 newsmen to work in top news station in state. Man with sports and play-by-play interest would be valuable. Salary to match experience and background. Great opportunity for enterprising man with ambition. Send resume and tape or call immediately Hugh Mix, News director, or Jack Cennaro, Manager, WFHR/WVWRW, Wisconsin Rapids, Wis. phone 715-423-7200.

Immediate opening for experienced newsmen Send tape, photo, resume and salary. Manager, WJLS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

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.

News continued

Immediate opening: Net sounding newsmen: N.B.C. OGO; Contact Richard Chamberlain, WJAS Radio, Pittsburgh, Pennsylvania.

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

#1 AM-FM MOR midwest station. Expanding pro-staff. Need community minded married man. Program director or qualified. First phone combo. Experienced all phases radio. Congenial personality. Work with, guide AM-FM staff. Interested? Send tape, letter, resume photo to Program Director, WLPO, Box 215, La Salle, Illinois 61301.

Situations Wanted

Management

Got a station? Got a headache? Completely experienced manager knows answers for functional profitable operation. Moving West soon. Box C-270, BROADCASTING.

Highly qualified broadcast and CATV engineering executive with group management experience seeking good growth position or ownership potential deal. Reply Box C-301, BROADCASTING.

Let me give you a new Cadillac in April. "Chevrolet" if you are in a small market or cash. No gimmicks just a lot of hard work on my part and profit for each of us, excellent references. Write Box C-361, BROADCASTING.

Yes, you can hire a General Manager who is a good salesman, too. Almost twenty years experience in the radio industry. Willing to relocate in Alabama, Georgia, or Florida. Box C-403, BROADCASTING.

Will invest \$2,000.00-\$5,000.00 in AM or FM or combination. Prefer Middle-west. Consider Florida. Box C-423, BROADCASTING.

Manager-Chief engineer looking for small to medium market with option to buy. Box 807, Belleville, Ill. 62223.

Sales

Heavy experience sales & management. Seeking position in medium market. Mature. Confidential to Box C-143, BROADCASTING.

Experienced salesman with extensive background in sales, management, and announcing including—sports. Mature, congenial and cooperative worker. Box C-390, BROADCASTING.

Your merchants buy ideas not time. 10 years advertising-selling experience. I'll make money for you. Midwest, West stations. Box C-428, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone Box C-151, BROADCASTING.

Experienced announcer engineer—first ticket-maintenance-specify format, Box C-262, BROADCASTING.

Experienced dj-announcer, newscaster, 3rd endorsed, married, no floater. Box C-306, BROADCASTING.

Humorous personality DJ 15 years experience. College graduate consistently top rated MOR, afternoon drivetime. Unusual? Try me. \$300 wk. Box C-307, BROADCASTING.

Experienced and college educated wants play-by-play baseball. Box C-360, BROADCASTING.

Announcer-Salesman, Experienced. Dependable. Available immediately. Box C-370, BROADCASTING.

Experienced personality, funny, resourceful, dialects, dependable, first phone soon. Yours for only \$9,000 a year. Box C-373, BROADCASTING.

Versatile—newsmen, announcer, dj—3rd ticket endorsed—Seeks position New York, New England area for right offer. Box C-379, BROADCASTING.

Announcers continued

First phone. Network quality news, college play-by-play, Engineering experience. Good re-write man. Double in copy, production all radio. Mature, married, no problems. References on request. \$150 minimum plus talent. Experienced management, program directing. Prefer midwest. Consider others. Box C-361, BROADCASTING.

Major market DJ, looking to make move around May 1st. Interested in P.D. position, in midwest, or west areas. Salary and authority to match. 10 years in Radio-TV. Good solid ideas. Let's talk. Contact Box C-388, BROADCASTING.

Experienced announcer, 3rd class endorsed with 4 years sales and strong on play-by-play. Presently employed, but seek play-by-play with sales and announcing in the upper midwest. Have the ability to hustle and take orders. Married. 27. Box C-389, BROADCASTING.

Staff announcer-dj—Primarily interested in news/sports—37—Broadcast School graduate—2 years college—3rd endorsed. Relocate. Box C-394, BROADCASTING.

One of the West's most versatile young radio/tv talents available June 1st. DJ, PD, play-by-play, all news. Military fulfilled. 3rd. Prefer central/northern Calif. but will go anywhere. Box C-402, BROADCASTING.

Major market jock, college grad. Family. \$12,000 min. Box C-405, BROADCASTING.

A young guy with a personality is looking for a comparable station. Bright and imaginative afternoon or early evening man; third class ticket with five years experience. Box C-408, BROADCASTING.

College Degree in Broadcasting Journalism, 3 years experience in Rock/MOR. 3rd phone—soon 1st. 21, draft exempt, married, stable, good references. Want opportunity with challenge. Available June 1st. Will relocate. Box C-411, BROADCASTING.

Experienced disc jockey—tight board, third endorsed. Broadcast school grad. Versatile. Veteran. Box C-414, BROADCASTING.

Resonant-voiced morning man in medium market #1 MOR station wants to relocate in central North Carolina. \$150.00. Will send tape and resume. Box C-416, BROADCASTING.

Good Voice, intelligent, personable, 26, working small station, desire medium market or TV opportunity. Background includes sales, acting, college. Box C-417, BROADCASTING.

You need me. Congenial DJ—authoritative newscaster, 3rd end, tight board, MOR Top 40, creative, versatile, now sound, family, relocate. Box C-419, BROADCASTING.

I like to have fun in the morning. If you're looking for a bright, creative wake-up personality, who can work with contemporary or MOR format, and bring some originality to your copy and production, I'm willing to leave this Top 50 market and bring my family to your town. Box C-421, BROADCASTING.

First phone college student. Three years Top 40, two as chief. Would do both. Looking for summer position, possibly permanent. Excellent references. Versatile, hard worker. Presently in Top 100 market. Prefer New England but will gladly relocate for right offer. Available May. Box C-422, BROADCASTING.

Announcer D.J., experienced, versatile, married, sales experience. West Indian accent. Seeks part-time. Box C-424, BROADCASTING.

Standards jockey and play by play. Light experience. Construction background. Family man. Prefer southern Connecticut. Box C-426, BROADCASTING.

Cheery DJ-announcer, modern congenial personality, tight production, 3rd endorsed, imaginative, versatile, commanding newscaster, school experienced, over 30, married, relocate, available immediately. Box C-429, BROADCASTING.

Disc Jockey—experienced, tight board, third phone Broadcast school graduate. Married—versatile. Will relocate. Box C-432, BROADCASTING.

Announcer—recent broadcast school graduate, third phone, military fulfilled. Eager to learn. will relocate. Box C-435, BROADCASTING.

Experienced R&B D.J., pro available. Will relocate. Box C-436, 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-438, BROADCASTING.

Creative funny personality, major money markets only, please. Box C-440, BROADCASTING.

Announcers continued

Broadcast journalism major seeks summer announcer or news position in Northwestern Ohio or southeastern Michigan. Have 3rd. One year experience. Some production. Frank Stacy, 244 Palmer, Toledo.

Negro dj—experienced, young, tight board, R&B, top 40, productions. Prefer south. Jimmie Stewart, P.O. Box 3511, Philadelphia, Penna. 19122. Tel. 215-CE-5-0891.

Creative, married professional—major market experience—6 years oj/news/sports/programming. No short gigs! R.S., P.O. Box 3253, Beaumont, Texas 77701.

CGW dj, news, sports, production. Experienced and radio school grad. 3rd phone. 213-886-4013.

A creative, radio personality. Writes comedy, news, commercial copy. Empathetic, mature voice. Experienced as MOR dj—1st class ticket. (no maintenance). Prefer Detroit area. AM or PM shift. L. R. Meminger, c/o 947 Pellissier, Windsor, Ontario, Canada, CL 6-7509.

Personality: Good voice and reading ability; limited, but exceptional experience. Stephen Ostrow, 148-15 231st St., Rosedale, N.Y. 11413. 212-723-9141.

College student—Broadcasting School grad. Trained all phases—wants summer work, N.E.. U.S. Call/write Michael MacCurtain, 7 Howe St., Dorchester, Mass. Phone 282-6183.

March Broadcast School graduate. D.J. Phoenix-Tucson area. 3rd endorsement. Partially blind. Walter Herendeen, 313 N. 18th Ave., Phoenix, Arizona. 254-2271.

West Coast and adjacent only. Announcer, DJ, local newsmen. 14 years experience, 3rd/w. 17021 359-0654.

College Grad—3rd endorsed—Beginner—Broadcast School Training. Mature. Seeks part-time work, nites, weekends. Call Michael Messina, Pittsburgh, 412-731-3381.

Bright, cheerful beginner. Desire and talent. Broadcast school graduate. 3rd endorsed. Four years military. Will earn my keep and more. Prefer Calif., Wash., Ore. Tape, resume at your request. W. Miller, 115 Bosworth, San Francisco, Calif.

Experienced DJ, third, 22, music director at MOR/Rock station seeking college town on East Coast. Bob Olson, 4713 N. 16th Street, Arlington, Va.

Technical

1st class engineer—announcer-salesman desires small station management. Box C-375, BROADCASTING.

Director of engineering presently employed with multiple AM-FM-TV group. Experienced in all phases of Broadcast planning, construction, cost control, legal, etc. Salary requirement 2CM-up. Availability 90 days. Reply Box C-387, BROADCASTING.

Female first phone—experienced transmitter/board operations, live announcing, production, traffic. Prefer combo work. Box C-400, BROADCASTING.

Vacation relief. College student with first, NABET, car. Available from May 11. All replies answered. Box C-413, BROADCASTING.

First phone seeks permanent or summer position, Experienced commercial AM & FM, Educ. CCTV & 2500 MHZ. New York-L.I. area. Box C-433, BROADCASTING.

Unemployed first phone fully experienced, \$125 week. 215-287-1297.

Have First. Attending Electronics School. Want work weekends til May 18. Vicinity Newark. Age 30. 201-PA7-2391.

First Phone Engineer: 3½ years exp. at large mid-west station. Desires position on the West Coast. T. Quinn, 250 Fowles Rd., Berea, Ohio 44017.

NEWS

Experienced announcer/newscaster—3rd endorsed—AM or FM—gathering, writing news—continuity—production—prefer small market western Pa. Eastern Ohio. Box C-369, BROADCASTING.

Newsmen with digging ability—4 years experience—prefer midwest. Box C-371, BROADCASTING

Newscaster—experienced . . . 3rd endorsed . . . Gathering and writing. Pa. N.Y., or Ohio. Small or medium market. Box C-398, BROADCASTING.

First phone newsmen, gently authoritative voice. College degree, married. Accepting offers for first job. Box C-401, BROADCASTING.

News Director-newsmen. 14 years. Top stations—major markets. All locations considered. Looking for challenge. Box C-430, BROADCASTING.

Situations Wanted

News—(continued)

Army Officer, recently returned and honorably discharged after service in Asia, seeks position in news, with broadcast opportunity. University Television-Radio degree, with experience in foreign News and Propaganda, VTR, production, and some large-market TV announcing. Prefer East or West Coast. Resume on request. Box C-443, BROADCASTING.

Programing, Production, Others

Don't answer this if pay-day comes only after salesmen make collections. Necessary top male copywriter relocate immediately. Southern-most tier of states, west of Mississippi preferred. Best references. Copy samples on request. Box C-299, BROADCASTING.

Up-Tight Top-40 first phone Music Director, PD, personality seeking new position. Currently Music Director-DJ number one 200,000 plus market. Available April 15. Box C-323, BROADCASTING.

Good play-by-play announcer seeks minor league baseball market . . . tape . . . first phone. Box C-399, BROADCASTING.

Looking to program. Currently Asst. P.D., M.D. with large nationwide chain. B.S. in Business Administration. Family. Probably making more than you can afford, but will sacrifice for right opportunity. Box C-406, BROADCASTING.

Young, aggressive, take-charge P.D. available, experienced all phases program/news operations. Let us build together. For results write Box C-407, BROADCASTING.

Mod-diversified Top-40 program director (DJ) small or medium market, 3rd-class, take complete charge. 8 yrs. experience. Available now. Box C-418, BROADCASTING.

TELEVISION—Help Wanted

Technical

Chief engineer with experience in UHF transmitter & Color equipment—Midwest—refuses kept confidential. Box C-286, BROADCASTING.

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 KGVO-TV, Box 1503, Missoula, Montana 59801.

UHF CBS affiliate seeking assistant chief engineer with thorough knowledge of RCA television equipment including TTU-30 Transmitter, TK-27 Film Camera, TR-50 VTR, and TVM-6 Microwave. Good salary to right man. Send complete resume to Ken Warren, Chief Engineer, KMST-TV, Box 1271, Monterey, California 93940.

Engineers, 1st phone. Have two openings at experience levels ranging from trade or military school background to fully experienced in all phases of maintenance, particularly RCA live and film color, Ampex high band tape. Salary open for the more responsible position, \$475/mo. up for the other. Send your resume and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

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. 772-3122.

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.

Attention Radio and TV Technicians. Move up to excellent position in the Educational Television Field. Opening for operator technician at South Carolina ETV Station near Barnwell and Allendale, S.C. First Class FCC License required. Apply in writing to Transmitter Supervisor, WEBA-TV Ch. 14, Route 1, Box 47, Barnwell, S.C. 29512.

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 ETV. Contact Fred Edwards, Director of Engineering, WQED, 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: 312-593-5000.

Technical continued

TV Studio Technicians: Experienced, first class phone. Regular increases. Temporary vacation help also needed. Write, Chief Engineer, WWJ-TV, Detroit.

NEWS

Wanted . . . a television journalist with experience in producing short "specials". Must be capable of "on-air" work on one of the west's major markets. Send video tape (or film), resume and reference in your first reply to Box C-380, BROADCASTING.

Wanted . . . The right person to anchor prime time news broadcast in one of California's fastest growing metro markets. Send resume and tape or film . . . Box C-395, BROADCASTING.

Experienced newsmen-newscaster for south Florida leading local news operation. If you can write, gather and report, send resume and VTR to: News Director, WPTV, 5 Coconut Row, Palm Beach, Florida.

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.

Meteorologist: Major market VHF is seeking professional meteorologist. Must present an authoritative and personable approach to the weather. Only those with previous broadcast experience need apply. Send resume and VTR to Box C-291, BROADCASTING.

Immediate opening—Traffic manager for midwest TV station. Strong background in TV traffic required. Supervisory experience desired. Box C-391, BROADCASTING.

Career opportunity in TV Programing Sales. Learn TV—programing sales, promotion, research and the business end—by working full-time in a firm selling TV programs to stations across the nation. Small tight organizational set-up assures exposure to every aspect of TV station and network operations. A personable, bright, sales inclined man in his early twenties, must be good speaker, aggressive hard-worker, and have a head for business. Must also be ex-C.I. or 4-F and preferably single. \$6500 to start by contacting TV stations by phone, building toward a career in which \$30-40,000 per year is typical commission performance at age thirty. Business Communication or Broadcasting Graduates preferred. Box C-434, BROADCASTING.

TELEVISION

Situations Wanted

Sales

Turn up the dollar volume with creative sales management. Top salesman seeks advancement opportunity. Potential more important than immediate dollars. Box C-218, BROADCASTING.

Announcer

Summer/or full-time weathercaster. Age 35. Eight years experience. Resume and video tape. Box C-348, BROADCASTING.

Small market pro, 10 years broadcasting experience, seeking to move up. Network quality voice. Responsible, sober, personable, reliable and not afraid to work. Currently holding 2 full time jobs, TV news & weather and radio deejay. First phone, with limited engineering ability. Can furnish references. Prefer west coast or southwest. Box C-386, BROADCASTING.

Talented, ambitious, conscientious T.V. announcer. One year experience radio. Solid Theatrical background. Box C-409, BROADCASTING.

Technical

Engineering supervisory position: Chief on down; Experienced engineer. Eastern Midwest only. Box C-425, BROADCASTING.

NEWS

Television—Radio newsmen, masters degree. Deliver, write, shoot, process, edit. Experienced director. Good background, looking to become a working member of a professional team, where advancement is possible through effort, performance, and merit. No big hurry to change. This should be the last move. Box C-308, BROADCASTING.

Sports—You may not need a play by play man, but every station does need a Sportscaster who knows the background & history of teams, players, & events that make up today's stories. Good writer, polished on-camera, can also shoot film, double in news. Box C-404, BROADCASTING.

Program, Production, Others

Senior director—married, college graduate currently in medium market desires producer-director position in larger market with more responsibility and challenge. Box C-65A, BROADCASTING.

Producer-director, studio production, film, 14 years solid experience. Capable. Competent. Seeks a position with east coast station. Box C-227, BROADCASTING.

Talented and creative salesman—Strong on promotion—AM-FM desires chance to rebuild life—able to write and produce good copy—desire connection in southern New England. Box C-374, BROADCASTING.

Production manager, 13 years in television. Will organize, train and coordinate dynamic department. Offers administrative and creative talent. Prefer west. Box C-378, BROADCASTING.

For stations who think No. 1 . . . Producer-Director Photographer . . . creative, hardworking, eager for responsibility. Background in commercial and ETV. Experience: news block, remotes, documentaries, public affairs, sports and more . . . Box C-410, BROADCASTING.

Producer/director (currently net news), Fun City refugee, desires immigration to West Coast, preferably Bay Area. Speaks, writes fluent Californian. Box C-415, 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, WSBG, 2400 W. Madison Street, Chicago, Ill. 60612.

Wanted immediately. Schaefer Stereo Automation System. Will pay cash. Phone area code 214-586-2211, Jacksonville, Texas.

Master clocks—Ex-chief engineer now engaged in collecting clocks. Will buy pendulum type clocks. Send details. A. "Freddy" Friedenthal, 18075 Mark Twain, Detroit, Michigan 48235.

FOR SALE—Equipment

Coaxial-cable—Helix, 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.

Fairchild 660 limiter—\$650.00. 600 Conax—\$250.00. 673 Dyalizer—\$110.00. All like new. KNXR, Rochester, Minnesota.

Gates FM5B 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.

Schafer Automation System with time clock. Sacrifice equity. Also sacrifice CCA Remote Control System—1 year old. Box C-199, BROADCASTING.

New Moseley SCG4T Sub Carrier Generator. 67KC. Transistorized, never used. Make offer. Box C-250, BROADCASTING.

2 RCA TK-15 vidicon complete camera chains, excellent condition. P.O. Box 1875, Monterey, Mexico.

Spotmaster, Scully, Magnecord, Crown, CBS Audimax/Volumax, QRK, Russo, Fairchild. Write for list. Finance-lease. Audiovox, Box 7067-55, Miami, Florida 33155.

Self-support towers 1—133' \$1,000.00. 3—210' \$3,000.00. 1—300' \$4,000.00. Bill Angle, P.O. Box 55, Greenville, N.C. 919-752-3040.

GE live camera B&W chain 4PC4A1. Dage sync generator 410R. Auricon F2C 16mm sound movie camera. Rear screen 5000 watt projector TSC. Berthiot F2.4 zoom lens. C Mount GE 4TP12 power supply KVFD-TV, Fort Dodge, Iowa. Best offer.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"Jokes for jocks" over 2,000 one liners, definitions and funny bits \$10.00. Box 7815, Atlanta, Ga. 30309.

Superjocks: Three personal dj jingles . . . \$25.00. Audition tape . . . no charge. Mid-America Promotions, P.O. Box 2812, Muncie, Indiana 47302.

Deejay Lines—by top comedy writers. 3 recent samples—\$5.00. Humor Originals, Box 86, East Meadow, N.Y. 11554.

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 Veterans 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.

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. Class begins at all R.E.I. Schools 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 Gilham 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.

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

NEW MEXICO IS A GOOD PLACE TO LIVE!

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Send typed resume and requirements.

New Mexico Broadcasters Association
Box 1964, Santa Fe, New Mexico 87501

INSTRUCTIONS—(cont'd)

Save time and money, \$25.00 discount on our \$295.00 first class FCC license course if you now possess a third class license. Special station discount. Results guaranteed in (4) weeks or less. Employment assistance. Last class passed 100%. Reserve your place now. Tennessee Electronics Institute, 121 Fairfax Avenue, Nashville, Tennessee. Phone (615) 297-3213.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins April 21st., 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HQ 2-3261.

Fast first phone . . . four weeks . . . \$295.00. Accelerated audio visual techniques with results guaranteed. Rooms \$8.00 weekly. Next class April 14. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tenn. Phone 297-8084.

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.)

RADIO—Help Wanted—Management

Rare Opportunity For— RADIO STATION GENERAL MANAGER

Top 25 Markets
Major Group Ownership
Top-Rated Station

If you are experienced, ambitious and professional, reply in confidence to:

Box C-439, Broadcasting.
Send full resume with recent photo.

Announcers

**ATTENTION DJ'S
EV WREN
PROGRAMING CONSULTANTS**
Needs rock, C & W, MOR jocks newsmen & engineers for various major markets. (no employment fees.) Regardless of experience, we would like to hear your audition. Rush tap & resume to:
**EV WREN PRODUCTIONS
2375 S. Bannock St.
Denver, Colo. 80223
no placement agencies, please!**

ANNOUNCER

We're a New York City FM station that needs another announcer—part time. Our kind of guy is mellow, romantic, sophisticated . . . but he's got a decidedly contemporary approach to the sounds of Gary McFarland, the TJB and Streisand. Is that you?

Reply with demo tapes to:

Box C-382, Broadcasting.

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, WRL-TV, 109 SW Jefferson, Peoria, Ill. 61602.

Phone: 309-676-8911

NEWS

NEWSMAN

Able to develop, write and broadcast stories in professional manner. Send tape and resume of experience to: Bob Shea, KXOK, 4255 West Pine Boulevard, St. Louis, Missouri 63108.

WFMJ Radio and TV

Youngstown, Ohio needs newsmen immediately. Real opportunity. Successful applicant replaces man who just signed with NBC. Good wages, good benefits. Good company to work for. Picture, resume, or call collect. Mitchell Stanley, WFMJ, 101 West Boardman St., Youngstown, 216-744-8511.

Situations Wanted

Management

Jerry Michaels

formerly Gen. Mgr. of WDVR, Philadelphia, the nation's only million-dollar billing FM station, is seeking new challenge.

Call AC 215-687-2582

Announcers

EAST-WEST ALL-AMERICAN BASKETBALL
Complete play-by-play coverage of the East-West All-American Basketball game, Thursday, April 3, 8 pm, Memphis Mid-South Coliseum. Teams will be coached by UCLA's John Wooden and Bob Cousy of Boston College. Interested in a professional feed? Contact Bill Thomas, WDIA, 901-278-4551.

Situations Wanted cont'd.

Program, Production, Others

PROGRAM DIRECTOR

Top 20 market rock P.D. looking for right station. Prefer west, Rock or MOR. Will consider all. Proven record. Majors only.

Box C-320, Broadcasting.

HIGHEST STANDARDS

A major corporation, with ambitious and wide-ranging advertising and promotion operations, could well take advantage of the experience and expertise of a professional, polished advertising director-copywriter available for a New York City position only. Excellent portfolio available. Best references.

Box C-431, Broadcasting.

TV—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-437, Broadcasting.

Sales

Syndication Sales Executive

Expanding Major Broadcast Group Syndicator wants top flight sales executive to cover New York agencies and Eastern TV Stations. Background should include station, agency, rep or broadcast syndication experience. Liberal salary, commissions and expenses for the man who can sell Television Programs and ideas and who wants to get going. All replies in confidence. Write—no calls please. Bill Mulvey, Triangle Stations, 4100 City Line Avenue, Philadelphia, Penna. 19131.

Technical

Professional Man

Engineer wanted for AM-FM-TV station in top 10 market to plan and supervise installation of new studio and transmission facilities. Report directly to manager. No operating duties. E.E. degree or equivalent; management ability; available for travel to industry meetings and manufacturer's plants as needed. Salary good, commensurate with education and experience. Young man preferred.

C-362, Broadcasting.

NEWS

**NEWS DIRECTOR
CBS RADIO-TV STATION
MIDWEST**

Man we are looking for has solid radio-TV news background and wants opportunity to move up to news director of radio-TV station in competitive top one hundred market. Or he may now be news director of a radio-TV station below top one hundred. Send resume and recent picture to:

Box C-442, Broadcasting.

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.

Programing, Production, Others

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.

Programing, Production, Others

(cont'd)

RENAISSANCE MAN FOR RENT

Writer/Critic/Performer, TV, Radio, Films, Commercials, Comedy, Culture. Prefer free lance, will consider full time in NYC only. Tune me in for the trip fantastic.

Box C-383, Broadcasting.

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(Continued from page 112)

■ *KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted CP to change ant. trans. location to 2415—16th Street, Los Angeles; install new type ant.; ERP to 26.5 kw; ant. height to minus 100 ft.; conditions. Action March 20.

■ KGIW-FM Alamosa, Colo.—Broadcast Bureau granted mod. of CP to change ant. trans. and studio location to 60 feet east of city limits, La Veta Highway; change type trans., type ant.; make changes in ant. system; ERP to 2.80 kw; ant. height 130 ft.; condition. Action March 24.

■ WMOD(FM) Washington—Broadcast Bureau granted mod. of CP to change vertical ERP to 26.5 kw. Action March 20.

■ WWRH(FM) Columbus, Ga.—Broadcast Bureau granted remote control. Action March 24.

■ KICD-FM Spencer, Iowa—Broadcast Bureau granted CP to make changes in transmission line; ERP 92 kw. Action March 20.

■ WBOC-FM Ocean City-Salisbury, Md.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location, remote control permitted. Action March 20.

■ KZYM-FM Cape Girardeau, Mo.—Broadcast Bureau granted mod. of CP to install composite trans. Action March 20.

■ WHUN-FM Huntingdon, Pa.—Broadcast Bureau granted CP to install new type ant., ERP 30 kw. Action March 20.

■ WWOD-FM Lynchburg, Va.—Broadcast Bureau granted CP to install new type trans.; ERP to 3 kw, ant. height to 155 ft.; condition. Action March 20.

■ KACA(FM) Prosser, Wash.—Broadcast Bureau granted CP to install circular polarized ant.; ERP 3 kw; ant. height minus 275 ft. Action March 20.

■ WCHS-FM Charleston, W. Va.—Broadcast Bureau granted CP to replace expired permit. Action March 21.

■ WFID(FM) Rio Piedras, P.R.—Broadcast Bureau granted CP to install new type ant. Action March 20.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, on request of Functional Broadcasting Inc. extended date for exchange of exhibits from March 11 to March 12, nunc pro tunc (Docs. 18210-2). Action March 18.

Call letter applications

■ KCVR-FM, KCVR Radio, Lodi, Calif. Requests KXXX(FM).

■ KLGs(FM), Tomenoste Broadcasting Co., Los Gatos, Calif. Requests KTAO(FM).

■ KFMF-FM, Fort Collins Broadcasting Co., Fort Collins, Colo. Requests KEWE-FM.

■ WWBA-FM, Feldman & Winton, St. Petersburg, Fla. Requests WIOZ(FM).

Call letter actions

■ KXXX(FM), Bay Area Educational TV Association, San Francisco. Granted *KQED-FM.

■ WMRO-FM, Aurora FM Inc., Aurora, Ill. Granted WAUR(FM).

■ KVET(FM), KVET Broadcasting Co., Austin, Tex. Granted KASE(FM).

Designated for hearing

■ FCC designated for hearing license renewals of KRON-FM-TV San Francisco. Action March 19.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of license for following: KUJ Walla Walla, Wash.; grant is subject to condition that assignment of license covered by BAL-6512 be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Failure to meet this condition will render grant null and void, and will cause renewal application to revert to pending status. Action March 17.

■ FCC renewed Golden West Broadcasters' license for KMPC Los Angeles and Storer Broadcasting Co. licenses for KGBS-AM-FM following elimination of cross-interest in sales subsidiary found objectionable in an order March 12. Action March 26.

■ Broadcast Bureau granted renewal of licenses for following: KBAM Longview, KELA-AM-FM Centralia-Chehalis and KPRR Kennewich-Richland-Pasco, all Washington; KICO Calexico, Calif.; KKAS Silsbee, Tex.; KMCM McMinnville, Ore.; KOWN Escondido, Calif.; KRAF Reedsport, Ore.; KRZY and KZIA both Albuquerque, N.M.; WJBM Jerseyville, Ill. Action March 20.

■ Broadcast Bureau granted renewal of licenses for following: KARE Atchinson, Kan.; KGOS Torrington, Wyo.; KIEM-TV Eureka, Calif.; KOBI(TV) Medford, KOHI St. Helens and KOTI(TV) Klamath Falls, all Oregon; KRCR-TV Redding, Calif. Action March 21.

Other actions, all services

■ FCC called on WNBC-TV and WNEW-TV both New York to provide "greater effort" in their presentation of anti-smoking spots during maximum viewing periods. Action March 19.

■ FCC proposed rules requiring broadcast licensees to give public notice of license renewal applications before, rather than after, application is filed; applications mutually exclusive with renewal applications would have to be tendered at least 15 days before expiration date of license instead of up to day before action on renewal application, as at present. Action March 19.

■ FCC denied requests by Custom Electronics Inc., Melbourne, Fla., and Nelson Broadcasting Co., Kingston, N.Y., for continuance of oral arguments scheduled March 31. Action March 21.

■ FCC adopted rule opening network affiliation contracts to public inspection (Doc. 14710). Action March 21.

■ Hearing Examiner Isadore A. Honig in initial decision proposed mod. of license suspensions of Fort Lauderdale, Fla., radio-telephone first class operators Robert Phillip Woodall and Robert Leonard Barnett, limiting use of their licenses for six months to radio stations where each is employed (Docs. 18370-1). Action March 25.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF and UHF translators: K02FC Big Bend and Bush Bar, both California; K75CH Junction City, Kan.; K10GG Empire, Nev.; K07GR Navajo, N.M.; K02ED Sheep Springs, Maschitti Schools, Coyote Canyon Schools, Tohatchi, Mexican Springs and area west of Dezza Bluff, all New Mexico; K06FL Fishlake Resort, Utah. Action March 19.

■ Broadcast Bureau granted licenses covering changes in following VHF translators: K09IQ Kalbito and Shonto, Tonalea and Red Lake rural area, all Arizona; K04BP Colbran, Colo.; K12AB Baker, Mont.; K05BB, K04AU and K02BN Panguitch, Utah; K08GG, K10GH and K12GM, all Laurier, Wash. Action March 21.

■ Broadcast Bureau granted licenses covering following new VHF translators: K09IO, K11IT, K13HJ and K07DO, Selzeman, Deer Lodge and Hyde Park, Ariz.; K11HS Bridgeport, Calif.; K09IM Coast Union High School, Sea Shore community and Cambria Union Elementary School, Calif.; K02ET Vallecito reservoir area, Colo.; K10GI Bedford, Iowa; K06FP Waterville, Kan.; W04AY St. Francis, Me.; W02AU St. Francis, Me.; K13IL Fort Sumner, N.M.; K09AL and K11AL, Las Vegas; K06EV, K11IE and K02EW, all Mescalero, N.M.; K04FM Gold Hill, Ore.; W10AJ Greenville north division, S.C.; K06FM, K03CX and K07HY, Navajo lake resort and surrounding homes, Utah; K06DH Scipio and Holden, Utah; K11GD North Spokane, Wash. Action March 31.

■ Broadcast Bureau granted licenses covering following new UHF translators: W74AL Guin, Ala.; W70AN Hamilton, Ala.; W72AH Winfield, Ala.; K77AV, K70AL and K73AD Palm Springs and Desert Hot Springs, Calif.; K83BU Salinas, Calif.; W70AT White Pine, Mich.; K78CN Babbitt, Nev.; K21AA Bend, Ore.; W55AA Rock Hill, S.C.; K75CG Snyder, Tex. Action March 21.

■ Broadcast Bureau granted licenses covering changes in following UHF translators: K72CQ Greenville, Calif.; K81AZ San Luis Obispo, Calif.; K74BX Elgin, LaGrande, Union and Baker, all Oregon. Action March 21.

■ Broadcast Bureau granted renewal of license for following VHF translators: K07BY and K11BN both Eureka, S.D. Action March 14.

■ FCC granted application of KTVE Inc., for CP for new 10-w. VHF translator to

serve Monroe, La., by rebroadcasting KTVE (TV) El Dorado, Ark., on output ch. 2, grant made subject to same-day non-duplication condition. Action March 21.

■ K09IS Valentine, Neb.—Broadcast Bureau granted license covering VHF translator. Action March 20.

■ Penasco Social Action Committee, T.V. Committee, Penasco, N.M.—Broadcast Bureau granted CP for new VHF translator to serve Penasco on ch. 2 by rebroadcasting KNME-TV Albuquerque, N.M. Action March 14.

■ W11AQ Robbinsville and Andrews, both North Carolina—Broadcast Bureau granted license covering new VHF translator. Action March 19.

■ FCC granted applications by Washington County Television Department, Utah, to make changes in K10BW with waiver of power limitation of rules, and for new VHF translator on ch. 11 to serve St. George, Utah, by rebroadcasting KORK-TV Las Vegas. Action March 21.

■ K72CT Mossyrock and Onalaska, both Washington—Broadcast Bureau granted license covering changes in UHF translator. Action March 21.

CATV

Final actions

■ FCC authorized Community TV Corp., CATV operator in Laconia, N.H., to carry distant signals of chs. 38 and 56, Boston. Ch. 38 carries ABC and CBS and has secondary affiliation with NBC. Ch. 56 is an independent. FCC waived evidentiary hearing provisions of rules. Action March 19.

■ FCC authorized Colebrook Cable T.V. Inc., operator of CATV system serving towns in New Hampshire and Vermont, to import distant signals of WLED(TV) Littleton, N.H., into Portland-Poland Spring, Me., TV market. Commission waived evidentiary hearing provisions to make unopposed grant. Action March 21.

■ FCC authorized Rabun CATV Inc. to carry distant signals from Anderson, S.C., Atlanta and Athens, Ga., on CATV system it proposes to operate in Mountain City and Clayton, both Ga. Action March 19.

Ownership changes

Applications

■ WMUR-TV Manchester, N.H.; KIKU-TV Honolulu, Hawaii; WCUY(FM) and WJMO both Cleveland Heights, Ohio—Seek transfers of control of Friendly Broadcasting Co. from Richard Eaton (100% before, none after) to United Broadcasting Co. (none before, 100% after) for purpose of corporate reorganization. No consideration involved. Principal: Richard Eaton, sole owner of Friendly Broadcasting Co. and United Broadcasting Co. Friendly Broadcasting is parent of United Television Co. of New Hampshire Inc., licensee of WMUR-TV. Mr. Eaton owns WOOK and WFAN(FM) both Washington; WFAN-TV Washington; WFAB Miami-South Miami, Fla.; WSID-AM-FM and WMET-TV all Baltimore; WBNX New York; WINX Rockville, Md.; KALI San Gabriel; KECC-TV El Centro and KVEZ(FM) San Mateo, all California. Ann. March 21.

■ WELB Elba, Ala.—Seeks assignment of license from Elba Broadcasting Co. to Elba Radio Co. for \$55,000. Sellers: Ivy Jackson King Jr. and Frances D. King (each 50%). Buyers: William D. Holderfield and James Clark Follis (each 50%). Mr. Follis is announcer-engineer for WFKN Franklin, Ky. Mr. Holderfield is announcer-salesman of WZOB Fort Payne, Ala. Ann. March 21.

■ KAVI-AM-FM Rocky Ford, Colo.—Seek assignment of licenses from Rocky Ford Investment Corp. to Western Sun Broadcasting Co. for \$82,500. Sellers: H. Lee Sturgeon, president, et al. Buyers: George R. Gregg Jr., president (49%), Donald D. Teets, vice president (47%), et al. Messrs. Gregg and Teets are sales manager and account executive, respectively, for KQEO Albuquerque, N.M. Ann. March 21.

■ WSBP Chattahoochee, Fla.—Seeks transfer of control of Chattahoochee Broadcasting Co. from Emory L. Pope (64% before, none after) to Roscoe Fleetwood (26% before, 90% after). Consideration: \$36,665. Principal: Mr. Fleetwood is general manager of WSBP. Ann. March 21.

■ WDEC-AM-FM Americus, Ga.—Seek assignment of licenses from Americus Broadcasting Co. to Conway M. Smith for purpose of corporate reorganization. No considera-

tion involved. Principal: Conway M. Smith, sole owner. Mr. Smith owns 78% of WTTL Madisonville, Ky. Ann. March 21.

■ WSDR, Sterling, Ill.—Seeks assignment of license from Blackhawk Broadcasting Co. to WSDR Inc. for purpose of corporate reorganization. No consideration involved. Principals of WSDR Inc.: Thomas L. Davis, president (40%), Robert M. Baker, secretary, George J. Jansen, treasurer-vice president, George A. Jensen and Dr. Harry H. Hetz (each 15%). Ann. March 21.

■ WQXY-FM Baton Rouge, La.—Seeks transfer of control of Sound Dimensions Inc. from Charles K. Winstanley, Donald G. Welsh, Leonard E. Benson and Felix Martin Goodrum (as a group 100% before, 20% after) to Gulf Union Corp. (none before, 80% after). Consideration: \$15,000. Principals of Gulf Union: Allison Ray Kolb, president (1.83%), et al. Mr. Kolb is attorney and CPA. Ann. March 21.

■ WXTO(FM) Grand Rapids, Mich.—Seeks assignment of license from Aquinas Broadcasting Society of the Roman Catholic Diocese of Grand Rapids Inc. to WXTO Broadcasting Co. for \$51,000. Principals: Aquinas Broadcasting Society, Alastair B. Martin (each 49%), et al. Mr. Martin owns cattle ranch and has interest in WPIC-AM-FM Sharon and WMGW-AM-FM Meadville, both Pennsylvania, WTRU Muskegon and WGRD Grand Rapids, both Michigan, and WOLF Syracuse and WKNY Kingston, both New York. Principals of Aquinas Broadcasting: Msgr. Hugh Michael Beahan, president, et al. Rev. Beahan general manager of WXTO(FM). Ann. March 21.

■ WLEF Greenwood, Miss.—Seeks assignment of license from Kathleen E. Stutts to LeHore Broadcasting Co. for \$100,000. Seller: Kathleen E. Stutts, sole owner. Mrs. Stutts holds CP for WTQX-FM Selma, Ala. Buyer: Charles D. Sanders, sole owner. Mr. Sanders owns WSWG-FM Greenwood, Miss., and WHHM Henderson, Tenn., and has other business interests. Ann. March 21.

Actions

■ WFMI-AM-FM Montgomery, Ala.—Broadcast Bureau granted assignment of license from Fine Music Inc. to Rau Radio of the South Inc. for \$130,000. Sellers: Investment Capital Corp., licensed by Small Business Administration. I.C.C. has stock option in WNOO Chattanooga, Tenn. Buyers: Henry Rau, president (31.5%), Lloyd S. Smith, vice president (30%), Patrick H. Kelly, treasurer (4%), et al. Messrs. Rau, Smith and Kelly have interests in WDOV-AM-FM Dover, Del.; WNAV-AM-FM Annapolis; WATO-AM-FM Oak Ridge, Tenn., and WARK-AM-FM Hagerstown, Md. They also have interests in Delaware Teleservice Co., Dover, CATV systems. Action March 21.

■ KSJV-TV Hanford, Calif.—FCC granted assignment of license from KSJV Television Inc. to Spanish International Broadcasting Co. for \$40,000 plus assumption of liabilities amounting to approximately \$73,000. Sellers: Cy Newman, president (41.1%), et al. Buyers: Reynold V. Asemlo, executive vice president and treasurer (15%), Fouce Amusement Enterprises (35%), Emilio Azcarraga (20%), et al. Frank L. Fouce and Mrs. Anna Fouce are secretary-treasurer (51%), and president (49%), respectively, of Fouce Amusement Enterprises Inc., operator of motion picture theaters in Los Angeles area and Mr. Fouce is stockholder of WXTV (TV) Paterson, N.J. Buyers own KWEX-TV San Antonio, Tex. and KMEZ-TV Los Angeles. Action March 19.

■ KZIX and KFMM(FM), both Fort Collins, Colorado—Broadcast Bureau granted assignment of licenses from Poudre Valley Broadcasting Co. to Fort Collins Broadcasting Co. for \$205,000. Sellers: J. R. and Louise Bellati (jointly 52%), Clee and Jeannie L. Fitzgerald (jointly 12%), Winfrey D. Houston (12%) and Lewis and Carole Pearce (jointly 24%). Mr. Bellati owns 49% of KSPI-AM-FM Stillwater, Okla. Messrs. Fitzgerald and Houston each own 5% in KUSH Cushing, Okla. Buyers: Thomas Karavakis, president, Dorothy J. Laird, vice president and Ben A. Laird, secretary-treasurer (each 33.3%). Mrs. Laird owns WDUX-AM-FM Waupaca, Wis. Mr. Laird owns 92% of WDUZ-AM-FM Green Bay, Wis., and has interest in applicant for new FM at Green Bay. Mr. Karavakis also has interest in that applicant and owns 3% of WDUZ-AM-FM. Action March 24.

■ WMCB-FM Michigan City, Ind.—Broadcast Bureau granted transfer of control of Michigan City FM Broadcasters Inc. from Howard W. Dennewitz, president (60% before, none after), James E. Egan, vice president (15.4% before, none after) and Edward F. Jurow (17.4% before, none after) et al. to B. Thomas Burns (none before, 100% after). Principal: Mr. Burns is public

relations manager for telephone equipment manufacturer. Consideration: \$50,000. Action March 21.

■ WTAK Garden City, Mich.—Broadcast Bureau granted assignment of license from WTAK Inc. to Grace/Wolpin Broadcasting Co. for \$525,000. Sellers: Milton Maltze, president, and Robert Wright, vice president-treasurer (jointly 100%). Messrs. Maltze and Wright own WTRF Tiffin, Ohio; WMIL-AM-FM Milwaukee; WMIN-AM-FM St. Paul; WBRB-AM-FM Mt. Clemens, Mich., and WYWR-AM-FM Rochester, N. Y. Buyers: Walter Wolpin, president-treasurer, Harvey A. Grace, vice president-secretary, and Charles Wolpin (each 33.3%). Messrs. Wolpin each own 40% of wholesale beer distribution company. Mr. Grace resigns as account executive for WXYZ-TV Detroit with the granting of this sale. Action March 24.

■ WQMA Marks, Miss.—Broadcast Bureau granted transfer of control of Quitman Broadcasting Co., permittee from W. H. Folk (51% before, none after) and estate of Leonard E. Grimes (49% before, none after) to Denzil Barnes (none before, 100% after). Principal: Mr. Barnes is stock broker. Consideration \$3,000. Action March 19.

■ WTTO Toledo, Ohio—Broadcast Bureau granted transfer of control of WTTO Broadcasting Co. from Patrick Cudahy Inc. (71% before, none after) to Shepard Broadcasting Corp. (none before, 71% after). Sellers: Eugene R. Myers, president et al. Buyers: John J. Shepard, president, Charles A. Sprague, vice president-treasurer, Daniel J. Duffy, vice president-secretary (each 31.82%) and Paul J. Haller (4.54%). Buyers own WLAV-AM-FM Grand Rapids, Mich., and WLTV Fort Wayne, Ind. Mr. Duffy owns 20% of Nehl Beverage Co., which manufactures and distributes soft drinks. He also owns 20% of steel casting fabricating company and 20% of investment firm. Consideration: \$160,000. Action March 19.

■ WPEN-AM-FM Philadelphia — Broadcast Bureau granted transfer of control of William Penn Broadcasting Co. from Penrose Industries Corp. (100% before, none after) to Field Broadcasting Co. (none before, 100% after) for \$5,022,535.69 less amount equal to debt subject to adjustments. Sellers: Harry S., chairman and William H. Syik, president, and Sidney Goldstein, secretary-treasurer, et al. Buyers: Martin W. Field, president (95%), et al. Mr. Field is in real estate investment and development. Action March 21.

■ KNAF Fredericksburg, Tex.—Broadcast Bureau granted transfer of control of Gillespie Broadcasting Co. from Arthur Stehling (100% before, none after) to Norbert Fritz (none before, 100% after). Principal: Mr. Fritz is general manager and engineer for KNAF. owns 50% of farming and ranching business and 33.3% of Fredericksburg Cable Corp. Consideration: \$43,000. Action March 21.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through March 26. 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*.

■ Schilling Manor, Kan.—Sallina Cable TV System Inc., Sallina, Kan., has applied for a franchise. Monthly service would be \$5.95.

■ Long Branch, N. J.—CATV of Monmouth Inc., Elizabeth, N. J., has applied for a 25-year franchise. Officers of the firm are Robert H. Frank, president; Harry P. Frank, vice president; and L. Carl Barbato, secretary-treasurer. Marie Godson and William S. Todman control the company through a subsidiary. Solourns Productions Inc., CATV of Monmouth would pay the city 5% of its gross income for the first five years and 7.5% of the gross for the remaining 20 years of the franchise. Subscribers would pay \$15 for installation and \$4.95 monthly.

■ Stillwater, Okla.—Cable Communications Corp., Oklahoma City, has applied for a nonexclusive franchise. Robert H. Huston is president of the firm. Customers would pay \$6.95 monthly (and \$1.50 for each additional set) for a 20-channel service. Installation would be \$39.95; no fee would be paid by those signing up for service prior to construction of the system.

One of the advantages of being president of NBC Enterprises, according to Gerald Adler, is that as supervisor of so many, varied NBC interests, if he tires of the syndication business, he can turn to station management, or any other of the division's projects.

One of the disadvantages of his new job is that he does not have time for the exotic travel he enjoyed as director of NBC International Enterprises. "I find I am making less glamorous trips to Chicago and Washington," he says with humor. "I might have been promoted, but I think I've been downgraded."

Mr. Adler, who was appointed to the post of president in April 1968, also holds the positions of chairman of the board of NBC International Ltd. and chairman of the board of NBC Films.

The activities of the NBC Enterprises division seem almost boundless, as does Mr. Adler's sphere of influence. NBC International Enterprises supplies TV programs to overseas markets; provides management, consultative and technical help in developing TV systems in other countries, and invests in foreign broadcast activities. NBC Domestic Enterprises syndicates TV properties in the U. S.; licenses books, records, toys, games and clothing based on NBC programs and personalities, and invests in Broadway shows.

Despite his good-natured joking, Mr. Adler does not take his new responsibilities lightly. Over the last year he has earnestly thought out his job. Since the division he now heads is devoted to finding new enterprises for NBC, he felt he owed some thought to the kinds of projects the company should undertake.

"Should we be getting into a new enterprise every day? Every week? How big should they be? In other words, I felt we ought to have a philosophy," Mr. Adler says. He decided NBC would do best to limit its goals, "since we already are a subsidiary of a subsidiary," and not get involved in any acquisitions.

"The best contribution we can make as a division is to not go out and acquire things that are established and have a price tag," he continues, "What we could bring to this company is 'start-ups.'"

Having resolved that he would limit the number of projects taken on by the division, Mr. Adler decided that the next principle of his business philosophy should be that each project would have importance. "This led to trying to get a field. Should we start up a shoe factory?" he asks hypothetically.

The answer was obvious. Mr. Adler and NBC Enterprises would focus their energies on the leisure-time and entertainment fields.

Gerald Adler: man in the job that never gets dull

Mr. Adler's activities over his career have never taken him far from the entertainment field. He has been at NBC for 16 years. As an undergraduate at Syracuse University he studied radio and television. During his years at Syracuse, he served as first program director of WAER (the university's FM station) and as program director of WNDR-FM Syracuse. He also served as an instructor in Syracuse University's school of speech.

While at school, Mr. Adler met Florence Katz, whom he married and whom he calls "Kit." Mrs. Adler then went under the name "Kitdoodles," the Clown, and is described by her husband

as "the first local television star" in Syracuse. His wife's being a celebrity among children caused Mr. Adler occasional embarrassment: "I used to ride the bus and kids would point to me and say there goes Kitdoodle's daddy."

Mr. Adler received his BS degree in radio and TV from Syracuse University in 1948, the same year he married Kitdoodles, and received an MA in public address one year later. In April 1967, he was honored for "significant contribution to international broadcasting" at the annual Broadcasting Day Luncheon of the Television and Radio Center of Syracuse University.

In 1952, he graduated from Yale Law School and joined the law firm of Mudge, Stern, Williams and Tucker. After a year, he went to NBC as an attorney in the legal department. Shortly thereafter he was named coordinator of talent and program contract operations, a post he left in 1957 to become European program director for NBC's California National Production, the forerunner of NBC Films and NBC International.

He then became managing director of the London office of NBC International Ltd. The Adlers spent 10 years in London. Mr. Adler says they enjoyed it enormously and that the city's charm more than made up for bad weather. He was promoted to director of NBC International Enterprises on Feb. 21, 1966, at which time he returned to New York.

Mr. Adler was born in New York City 45 years ago and the Adler family now makes its home in New York. He describes himself as an "urban dweller," although the Adlers' 10-room Manhattan apartment may leave some doubt: "We have a dog, bird, too many fish to count, gerbils, guinea pig, turtle and a skunk, only the skunk is stuffed." The tropical fish are Mr. Adler's, ichthyology and tennis being his two notable hobbies.

There are also four children among the gerbils and the guinea pigs: Nancy, 13; Steven, 10; Wendy, 9, and Amy, 5.

One of the recent major projects Mr. Adler has embarked upon for NBC and one which he is eager to talk about is the "Cavalcade of Disney" (the title is not definite). Over the past year he has been studying the arena business, which is booming, he says, because of expanded sports leagues and more leisure time. The circus, he adds, had the best year in its history last year. These factors led Mr. Adler into the Disney project, a travelling show of live Disney characters that is scheduled to open in Long Beach, Calif., next December. A 27-city tour will follow. Mr. Adler describes the project as a marriage of NBC's knowledge of the entertainment business and the Disney creativity.

Week's Profile



Gerald Adler—president, NBC Enterprises; b. March 9, 1924, New York; served in U. S. Army, 1943; BS, MA Syracuse University; graduated Yale Law School, 1952; joined law firm of Mudge, Stern, Williams and Tucker, 1952; joined NBC legal department, 1953, named coordinator of talent and program contract operations 1955; appointed NBC's European program director, California National Productions, 1957; named managing director of the London office of NBC International Ltd., 1955; promoted to director, NBC International Enterprises, 1966; assumed present post, April, 1968; m. Florence Katz of New York City, March 28, 1948; children—Nancy, 13; Steven, 10; Wendy, 9; Amy, 5.

Signs of a government takeover

Under several names, editorial control of television programming was much in the talk during the National Association of Broadcasters convention last week.

Senator John O. Pastore called it self-regulation and wanted more of it applied through the NAB's Code Authority. Tommy Smothers called it censorship and wanted none of it. CBS refused to cede its independence to the centralized control that Senator Pastore has idealized, and CBS coincidentally approached a showdown with Tommy Smothers over its right to supervise the Smothers brothers' show.

All of that was mere preliminary to the blockbuster of the week—Richard Nixon's unqualified endorsement of Senator Pastore's position. When a Republican President, in his first public statement relating to broadcast regulation, expresses concern "with the ethical as well as the artistic level of many television programs and commercials" and applauds a Democratic senator's "vigorous criticism of what you regard as the misuse of this great medium," television broadcasters must realize they face a dangerous trend in government control.

The root problem in all of this, of course, is that the organized broadcasters have a television code and a bureaucracy to administer it. When a Senator Pastore, for reasons that are still obscure, suddenly decides that television reeks with sex and violence, his first impulse is to demand that the Code Authority do something about it. So far the Code Authority has been in no position to respond. A Pastore may tell the Code Authority to take this commercial off the air or raise necklines on that program, but the Code Authority lacks the muscle to tell the networks to do anything.

It is that condition that Senator Pastore wants to correct. What would happen if the broadcasters obliged? Let us suppose that the Code Authority had been given pre-screening and enforcement powers in advance of the recent hearings that Senator Pastore has conducted.

At various points the senator has identified one commercial and two programs that he deems to have fallen below acceptable standards. The senator was offended by the Noxema shave-cream commercial featuring the girl who says: "Take it off; take it all off." He was appalled by the appearance on the *Merv Griffin Show* of "a French actress" who was asked by Mr. Griffin to sit upright to avoid a showing of cleavage. He denounced as irresponsible the one-shot presentation of *Turn-On*, which he admitted he had not seen.

Now if the Code Authority were the master control of television, the senator would want it to kill the Noxema commercial and re-costume the Griffin show, though to our knowledge there has been no serious complaints from the public about either. As to *Turn-On*, presumably the senator believes that its one episode would never have reached the air if his kind of code apparatus were in business.

Frank Stanton accurately described the prospects in his letter explaining CBS's decision to reject Senator Pastore's request for participation in centralized control. "It would be only a matter of time," wrote Dr. Stanton, "before the government would go to the Code Authority about our performance—initially to inquire, then to urge. This would spell the beginning of the end of our independence. Ultimately, a member of the FCC—or a committee chairman less restrained than you [Dr. Stanton can be discreet as well as firm-minded]—would insist."

And what then? If the Code Authority advised stations

that a program was undesirable, the stations would be brave indeed to ignore the hint. As Dr. Stanton put it: "For they would know that [carriage of the questioned program] might ultimately be given decisive weight in license-renewal proceedings."

What Dr. Stanton was saying in a nice way was that a mechanism for centralized self-regulation is certain to become a mechanism for government regulation—or, to be more precise—for regulation by individuals within the government. A "czar" of television would be no czar at all. He would simply be an agent executing the orders of government officials who, from private bias or special pressure, wanted something sanitized or sanctioned.

The responsibility must be taken by the individual broadcaster. Whatever the substance of the conflict between CBS and Tommy Smothers, the network cannot abdicate the editorial supervision of any program he produces for CBS distribution—either to Mr. Smothers or to some central clearing house.

At this point, we suggest, broadcasters ought to begin reconsidering whether the code apparatus now in existence is less a sanctuary than a trap.

Clear and present danger

Representative Harley O. Staggers, the enigmatic Democrat from West Virginia, last week put his name to proposed legislation that would subject broadcast journalism to debilitating regulation.

Mr. Staggers whose credentials in constitutional law are unknown to this magazine, introduced a bill that would require broadcasters to retain used and unused news films and tapes for government review, make it a crime to falsify a news broadcast, and subject to the threat of license revocation any investigative reporting that involved the violation of any law. Elsewhere in this issue the Staggers legislation is described in all its squalid detail.

The constitutionality of this bill has already been questioned by a minority of Mr. Staggers's Commerce Committee, and we are certain that if the measure passed, it would be struck down by the courts. Broadcasters cannot wait for that. They must kill the bill now.



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