



# Broadcasting

CARL B. **THE BUSINESSWEEKLY OF TELEVISION AND RADIO**

CONCORDIA COLLEGE  
MOORHEAD, MINNESOTA 56560

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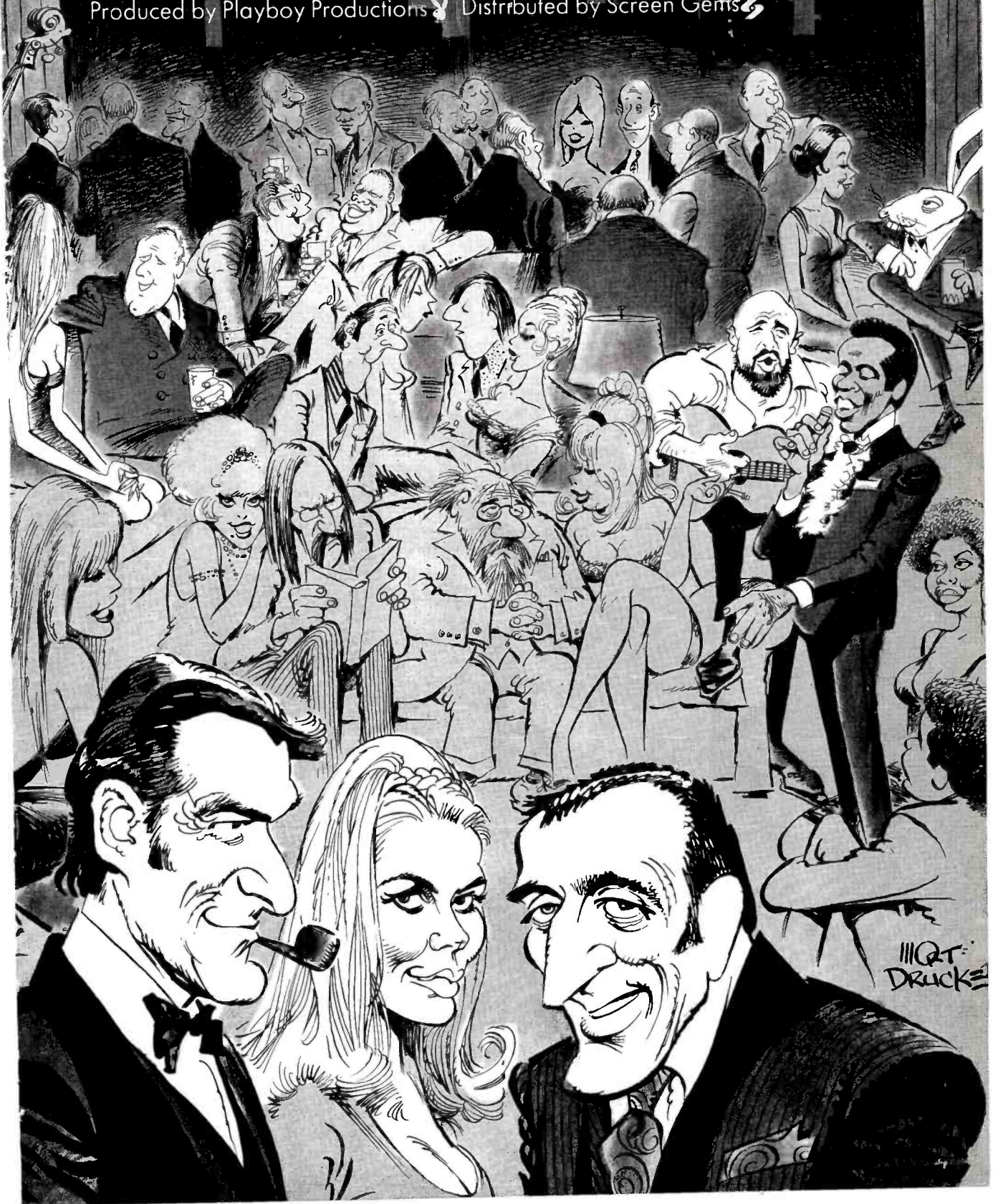
**What's he making a big production of now?**





# Hugh Hefner is making a big production of **PLAYBOY AFTER DARK'S** second big season of 26 hour-long color taped programs

Produced by Playboy Productions  Distributed by Screen Gems 



# LIKE IT IS




**“My husband and I were listening with great interest for our sixteen year old son has just graduated from grass to the hard stuff and we need help desperately —”**

This excerpt is from one of the several hundreds of letters received after KRLD-TV recently presented a prime time program by Richard Perigo — Dallas high school graduate — former member of the “IN” crowd — former narcotics addict — a paroled convict — telling it *Like It Is*. In the language of today’s youth, Perigo related his personal experiences from his first encounter with marijuana in junior high, thru his life of crime and conviction, and ultimate confinement in solitary. It was not a pretty story, but one that needed to be told on a first person basis to the youth of our area.

We tell it like it is, in our news, in programs of particular significance, in all phases of our operation. Could be a part of the reason for our continuing dominance in the market.

**KRLD-TV**



represented nationally by 

**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Closing vacancy

It's by no means certain now that FCC Commissioner James J. Wadsworth will resign from FCC to rejoin diplomatic corps as sort of roving ambassador for upcoming final phase of International Telecommunications Satellite (Intelsat) conference to draft new space-communications charter. There have been complications on transfer, and it may develop he'll continue at FCC as one of its three Republican members but help in conference preparatory work without resigning or even taking leave of absence.

## Inch at a time

Metromedia President and Board Chairman John W. Kluge, on morale-boosting tour of company facilities, last week told closed-door meeting of department heads and sales people of one operation that most people had wrong impression of his purpose in merging with Transamerica Corp. Mr. Kluge emphasized that proposed merger, cancelled earlier in month, was not "sellout" but attempt to "compress" time, chance to leap ahead and become larger company in hurry.

Under present antitrust policy frowning on acquisitions by top 200 companies, Mr. Kluge sees little chance of Metromedia's merging into any bigger company in future. Instead, as Mr. Kluge sees it, Metromedia will itself acquire smaller companies until it becomes 201st largest in country. Reason he gave for disappointing current financial condition is company's pioneering and breaking of ground in different directions simultaneously. He promised that Metromedia would continue to do this because that's the way it became important in first place.

## Equal opportunity

FCC effort to end discrimination by broadcasters in hiring on basis of race may be extended to others regulated by agency. Commission reportedly has directed staff to draft antibias rule that would apply to common carriers. Proposal was advanced by Commissioner Nicholas Johnson.

Antibias rule applying to common carriers would make far wider impact than does rule governing broadcasting. Commission records show some 115,000 persons employed by radio and television stations, 868,000 by telephone and telegraph companies.

## Reversal

NBC-TV has done quiet turn-about on acceptance of Advertising for feminine-hygiene products. After outright ban on such advertising was lifted by TV code authorities and board of National Association of Broadcasters few months ago, NBC-TV started accepting it selectively. Now it has decided to stop, but will honor current commitments.

## Black hat, white hat

Most unpopular figure at last week's National Cable Television Association convention in San Francisco, far and away, was FCC general counsel Henry Geller, regarded as legal strategist behind FCC extending regulation of cable. Mention of his name was all but hissed by cable-TV people. Participating in panel discussion on cable TV's regulatory problems, Mr. Geller faced hostile audience and was subjected to aggressive questioning. In sharp contrast, Sol Schildhouse, chief of FCC's CATV task force, was possibly most popular figure at convention. He was wined at reception thrown by Martin Malarkey's Political Action Committee of Cable Television. Mr. Schildhouse also, from talk heard among grassroots of convention, seems to have some backing for job as president of NCTA, replacing retiring Fred Ford.

## Defying justice

FCC may be moving toward something of confrontation with Department of Justice over handling of license renewal of Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo. Commission staff is recommending unconditional renewal, despite Justice's suggestion that Frontier be granted renewal only on condition it sell station. Justice says Frontier has "mass media communications monopoly" in Cheyenne. Frontier owns only TV and only full-time AM stations in town, one of two FM's, and its principals control company that publishes city's only morning, afternoon and Sunday newspapers.

But commission staff is said to have urged commissioners not to change policy regarding multi-media findings on *ad hoc* basis. Staff says changes should be made through rulemaking. And it notes that two proceedings now underway—one to revise CATV rules, other to limit ownership of stations within community — would provide suitable vehicles for change.

## Siren song

Incongruous as it may seem, there are officials of Federal Communications Bar Association who oppose Pastore bill (S. 2004) to thwart "strike" applications for broadcast facilities. (Strike applications generate new law business for newcomers.) While vote of 13-man executive committee wasn't revealed, FCBA is submitting to full membership question of whether to appear before Senate committee at hearings beginning July 15 and, if so, whether to support or oppose bill.

In asking for reply ballots by July 9, FCBA sent its membership of practicing lawyers statements of both majority and minority of executive committee. Minority said it thought action on Pastore bill (which in practical effect would require prior FCC finding that renewal would be contrary to public interest) should be deferred until FCC has opportunity on its own to "remove the problems which have given rise to this proposed legislation."

## Keeping track

Concerted effort to standardize coding of TV commercials is under way, spurred at least partially by proliferation of spots as 30-second length continues to rise in popularity. Currently everyone seems to have own system, from advertisers and production houses to storage vaults, and "filing and finding" problem is becoming more acute all along line from agencies to stations and back. At invitation of Broadcast Administration Committee of American Association of Advertising Agencies, representatives from wide range of related fields held exploratory meeting Friday (June 27), named Albin Nelson, director of Television Bureau of Advertising, to head subcommittee to draft proposals.

There had been earlier feeling that code should cover such details as length and description of commercial, whether it's in color, etc. But session reportedly concluded that all that's essential—at least at first—is code of three or four letters and three digits to (1) identify product, (2) number each of its commercials. Three-letter combinations will handle 17,576 different products—as against 5,700 in national and regional TV last year. Four letters would raise possibilities to 456,976. Three-digit numbering could account for 999 different spots for each product—enough for 20 years, according to one estimate, based on report that one especially heavily advertised product has used 700 commercials in last 17 years.



## **SOME CLOWN IN WASHINGTON HAS PARENTS BEHAVING LIKE CHILDREN.**

His name is Lorenzo.

And his show is almost as popular with parents as it is with their offspring. Partly because they find it entertaining; partly because they enjoy watching an "educational toy" at work.

Improving the quality of children's programming is a start. We're also working on adult programming. We think *that* ought to appeal to adults, too.

### **WTOP-TV**

A Post-Newsweek Station

Condemning FCC for placing burden of proof on intervenors in WLBT(TV) case, Washington appeals court strips Jackson, Miss., station of license and orders FCC to invite new applicants. See . . .

## WLBT loses license, FCC its dignity . . . 21

Matter of "grave concern" says CBS's Frank Stanton of Supreme Court decision upholding fairness doctrine and personal attack rules, adding hope that CBS will not have to retaliate against personal attack provisions. See . . .

## Stanton warns about 'playing it safe' . . . 22

NAB promises House Commerce Committee that code boards will make attempt at stricter self-regulation of cigarette advertising when boards meet next week. TV board member predicts "positive action." See . . .

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## TV music harmony goes off key . . . 36

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Local radio's heightened community consciousness is demonstrated by award-winning public service programming—promotable, attractive to FCC and good business at fraction of cost TV would require. See . . .

## Local radio's voice for a better tomorrow . . . 44

Rand Corp. gets first Ford Foundation CATV grant for study of impact of cable TV on television industry, importation of distant signals, new markets and new networks. Completion of study scheduled within year. See . . .

## Ford grant backs cable TV study . . . 65

House subcommittee proposes three groups implement satellite broadcasting: Office of Telecommunication Management for U. S., Intelsat for worldwide planning, new AID branch for underdeveloped nations. See . . .

## Satellite plan advanced by House . . . 67

Reaction to NAB rejection of cable television regulation pact highlights NCTA convention; chairman of House Subcommittee on Communications and Power says NAB decision to renegotiate agreement bears close scrutiny. See . . .

## Heat in the ashes of a doused deal . . . 68

NCTA's Frederick W. Ford suggests addition of six channels for nonentertainment programming to be distributed via domestic satellite/microwave; cites advantages of minority interest appeal and low cost. See . . .

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### Broadcasting

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Isadora Duncan was the first great modern dancer.

Her dancing was, to say the least, avant-garde. But some consider it dull in comparison to her private life.

Back in the twenties she led a life that would make headlines even today. And this kind of living was reflected in her dancing.

You'll see what we mean when

you see, "The Life and Loves of Isadora."

It's one in a series of 52 prime-time specials Group W is presenting on its five television stations this year.

We're doing a different special on a different subject each week. Some to inform. Others to enlighten. Still others to entertain.

We think it's part of a broadcaster's responsibility to bring

interesting subjects into peoples' homes.

And who could be more interesting than someone who, 42 years after her death, is still ahead of the time.



WESTINGHOUSE BROADCASTING COMPANY

WBZ-TV BOSTON - WINS NEW YORK - KYW-TV PHILADELPHIA  
WJZ-TV BALTIMORE - KDKA-TV PITTSBURGH - WQOW FT WAYNE  
WIND CHICAGO - KPIX SAN FRANCISCO - KFWD LOS ANGELES



**The only thing more sensational than Isadora on stage, was Isadora off stage.**



## Anticigarette bill in Calif.

Fortunes of bill California state senate passed 28 to 7 last last week to ban local and regional advertising of cigarettes took surprise turn for worse, according to measure's proponents, when late Thursday (June 26) it was assigned to Committee on Commerce and Public Utilities instead of to friendly Health and Welfare Committee.

Office of state Senator Anthony C. Beilenson, co-author of bill, told BROADCASTING, Friday (June 27), that move was "sort of unexpected" and senator has "no line on feeling within commerce committee." Beilenson forces feel that if bill gets out of committee it will pass assembly, possibly entire process taking place within three weeks.

According to Beilenson people, bill would ban cigarette advertising on radio and television broadcasts transmitted from stations in California. Same stations would be charged with locally covering network cigarette advertisements if stations get advance notice of commercial placements. It would be similar, they say, to what's now done in Oregon where state law prohibits advertising of beer and wine on Sundays.

Bill also would apply nationally to newspaper and magazine advertisements for cigarettes in publications or regional editions of publications that have their major circulation in California.

## Cigarette filing extension

National Association of Broadcasters' request for extension of time in which to file comments in FCC's proposed rulemaking on prohibition of radio-TV cigarette advertising was granted Friday (June 27). NAB wanted extension of previous July 7 deadline since association's radio and TV code boards are meeting July 8 and 9 to consider code revision on cigarette advertising (see page 24).

## GT&E back on dotted line

General Telephone and Electronics Corp., New York, has renewed its sponsorship of CBS *Playhouse* for third consecutive year. Company said that as in past, original dramas will be presented without commercial interruption. Agency is Doyle Dane Bernbach, New York.

## Fine added to WCAM woes

City of Camden, N. J. already stymied by FCC in its efforts to unload money-losing WCAM (BROADCASTING, June

23), was ordered Friday (June 27) to pay \$700 fine for "apparent willful or repeated" violations of FCC rules.

Commission charged WCAM with having improperly licensed operator controlling transmitter and not having equipment performance measurements available for inspection. Station had denied violations were "willful or repeated" and argued that since WCAM operates on city tax funds, and is located in depressed area, forfeiture would not be "in public interest."

## EIA shows color gains

Color-TV sales by distributors to dealers for first four months of 1969 were up 14.3%, with monochrome-TV sales down 2.8% over comparable 1968 period.

Electronic Industries Association figures showed, in the home radio category, total home radio sales down 5.7%, with FM sales up by 7.2%.

Over-all, total radio sales were up mere 2.2%; total TV sales were up by 5.6%.

Television		
	1969	1968
Color TV	1,849,919	1,618,454
Monochrome	1,639,021	1,686,567
Total TV	3,488,940	3,305,021

Radio		
	1969	1968
Home AM	1,917,119	2,175,471
Home AM/FM or FM	1,128,762	1,053,240
Total home	3,045,881	3,228,711
Auto	3,636,944	3,308,942
Total radio	6,682,825	6,537,653

## Chicago meeting canceled

Bruce A. Hebenstreit, KGGM-TV Albuquerque, N. M., is continuing his campaign against importation of the CATV distant signals into medium and small markets, despite abandonment late last week of plan to hold meeting of small-market TV owners today (June 30) in Chicago. Proposed gathering was canceled after Mr. Hebenstreit received 31 responses to 280 letters, with only nine indicating they would be able to attend.

Mr. Hebenstreit, who made his case before National Association of Broadcasters joint board earlier this month (BROADCASTING, June 23), is carrying on "continued correspondence with interested parties," leaving open possibility of holding similar meeting at later date, and is preparing article—tentatively titled "Is Free Television on the Way Out?"—presenting anticable viewpoint in layman's terms, for as yet undetermined national magazine.

He also plans to assemble audience

figures from American Research Bureau, before and after CATV importation, to prove his charge that distant signals hopelessly fragment audiences in medium and small markets.

## FCC's alternative plan

FCC has suggested that officials of civil rights groups and mayor of Urbana, Ill., call on only full-time station in Champaign-Urbana market to help cool off racial tensions at night.

Commission made unusual suggestion in latter in which it turned down request of L. Frank Stewart, owner of WCCR Urbana, for temporary authority to operate beyond normal hours. Station broadcasts on 1580 kc with 250w through midnight.

Mr. Stewart had made request to reduce "racial tension" in Champaign-Urbana area by providing means of communication with black community during night-time hours.

Commission said honoring request would involve changes in provisions of U.S.-Canadian treaty governing use of AM band.

But commission suggested that officials of local units of Urban League and National Association for Advancement of Colored People, as well as Urbana mayor, all of whom had supported WCCR request, ask WDWs, only unlimited-time AM station in Champaign, if it would help meet needs of black community in area at night. Commission said every licensee is obliged to make good faith effort to serve needs of actual service area.

Commission expressed regret it could not grant Mr. Stewart's request, but said it assumes his and other stations in area "will be able to establish meaningful communications with the black community."

Commission buttressed letter with copy of Supreme Court decision in fairness doctrine case, which stated licensees can be required to serve as "proxy" with obligations to present views and voices of all elements of community. Commission also enclosed copy of chapter 15 of Kerner Commission report on civil disorders, which deals with role of media in serving needs of urban minorities.

## Nielsen hits new highs

Sales of A. C. Nielsen Co., Chicago, for nine months ended May 31 increased 16% over same period previous year and reached record of \$73 million. Firm's net earnings for period also hit record of \$4.9 million (93 cents per

## Week's Headliners



Mr. Goodfellow      Mr. Paro

**Joseph W. Goodfellow**, VP and general manager, WRC-TV Washington since 1960, retires Oct. 1. He will be succeeded as general manager by **Tom E. Paro**, station manager, WNBC-TV New York. Mr. Goodfellow joined NBC in 1949 as account executive for WNBC and WNBT(TV) (now WNBC-TV) New York, and was made NBC Radio eastern division spot sales manager in 1952. He was made director of sales for WRC-AM-FM-TV in 1953 and became station manager of WRC-AM-FM in 1957. Mr. Paro was with Mutual in sales before joining NBC-TV Spot Sales, New York, in 1955 as account executive. He joined WRC-TV as director of sales in 1960 and was made station manager there in 1962. He moved to WNBC-TV in 1966.

**Charles S. Mechem Jr.**, who has been chief executive officer and chairman of executive committee of Taft Broadcasting Co., Cincinnati, since December 1967, named board chairman and chief executive officer (see page 74).

**Lawrence H. Rogers II**, president and chief operating officer of Taft Broadcasting, remains in that position. **David S. Ingalls** becomes vice chairman of Taft group. Before joining Taft Broadcasting in 1967, Mr. Mechem was with Cincinnati law firm of Taft Stettinius & Hollister.

Grey Advertising Inc., New York, announced Friday (June 27) organizational changes resulting in younger management team and emphasis on creativity, agency said. Effective Jan. 1, 1970, chief executive officer **Herbert D. Strauss** will become senior executive officer; President **Edward H. Mayer** will succeed him as chief executive officer; board chairman **Richard S. Lesler** will assume chairmanship of management committee, not held by Mr. Strauss, and **Arthur C. Fatt**, chairman of executive committee, will become founder chairman.

Effective Tuesday (July 1), six vice presidents are promoted to executive vice presidents, and 14 senior vice presidents (new titles) will be appointed. New executive vice presidents are: **Alvin A. Achenbaum**, information services and planning; **Thomas G. Armstrong**, international; **Keith P. Fischer**, **Richard E. Wolfe**, **Hunter Yager**, and **Robert S. Zimmern**, management account supervisors.

New senior vice presidents are: **Samuel Abelow**, **E. Manning Rubin**, **Alvin N. Sarasohn** and **Joel Wayne** in creative area; **Michael G. Agate**, **Leroy B. Block**, **William E. Brennan**, **Edwin H. Holker**, **Herbert Lieberman**, **John G. Marder**, **Harold Miller**, **William C. Overead**, **John M. Young** and **Stephen K. Zimmerman** in account and media areas.

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

share) compared to \$4.5 million (85 cents per share) for nine-month period in 1968.

### JWT's new look

Chicago office of J. Walter Thompson Co. opens for business today (June 30) in new quarters on five floors of 100-story John Hancock building. After being tenant of Wrigley Building since 1924, JWT plans elaborate new audiovisual facilities.

JWT's 127,000 square feet of space in Hancock makes it new structure's largest tenant. Agency holds option for another 120,000 square feet in future years.

New quarters include a twin set of large two-story studios, one for TV ex-

perimentation and an adjoining unit for still photography. Full complement of color video-tape production facilities are to be installed after study of current product available in the one-inch closed-circuit field.

Agency also plans to link its internal systems with TV networks for in-office screening of new program pilots. Separate large audio production studio has been installed.

### Back to drawing board

Special government advisory committee voted Friday (June 27) to reject as "too broad" proposed standards to protect consumers from TV radiation. Standards, which were returned to Bureau of Radiological Health, U.S. Pub-

lic Health Service, would have limited radiation to 0.9 milliroentgens, and 0.1 by July 1, 1971, "from any point (on TV set) accessible to individual under any condition of operation. Language "under any condition of operation" was judged to be too broad.

### Forgio gets RCA gear

Sale by RCA of its electron microscope business to Forgio Corp., Sunbury, Pa., for more than \$3 million in cash and notes was announced Friday (June 27), and is to become effective today (June 30). Transaction covers RCA's inventory of electron microscopes, sub-assemblies in process, microscope patents and all other data required for conduct of business. No RCA plant facilities are involved in transaction.

RCA meanwhile announced plans to build \$19 million plant in Circleville, Ohio, to produce glass tubes for color TV picture tubes.

### Cowles buys Fla. paper

Stockholders of Cowles Communications Inc., New York, have approved acquisition of *Ocala* (Fla.) *Star-Banner* for 348,937 shares of Cowles' common stock.

### Geyer, Oswald gets Milani

Milani Foods, Los Angeles and Chicago, has moved estimated \$1 million account to Geyer, Oswald, New York. Previous agency was Bowes Co., Los Angeles.

### Chicago office closed

Advertising Council Inc., New York, closes Chicago office effective June 30 upon retirement of Mrs. L. S. (Duffy) Schwartz, who has headed office there for 23 years.

### Salems leave Barney's bar

Decca Records division of MCA Inc., New York, has agreed to halt sale and manufacture of record which R. J. Reynolds, Winston-Salem, N.C., called copyright infringement of its jingle, "You can take Salem out of the country." Song, "Barney," sung to jingle tune, features lyrics, "You can take Barney out of the barroom, but you can't take the bar out of Barney." Settlement was reached without litigation.

### George Bryan dies

George Bryan, 59, staff announcer for CBS Radio since 1940, died Friday (June 27) in Stamford, Conn. At one time he was announcer for network's *Arthur Godfrey's Talent Scouts*.



## “And Not a Drop to Drink...”

In their continuing efforts to combat water pollution, Storer stations have shown themselves articulate, ingenious and effective. A documentary on the crisis in Lake Erie produced by WSPD-TV, Toledo, was not only widely retelecast in Ohio and Michigan, but prints were also requested for use by Congressional and Cabinet groups in Washington. In New York, Radio Station WHN hired an independent research laboratory to analyze samples of Hudson River water

from its crystal-clear source to its dirty, refuse laden mouth. Miami's WGBS Radio, Milwaukee's WITI-TV and Cleveland's WJW Radio and WJW-TV — all serving communities with major water problems—are deeply involved in intensive programs of documentaries, editorials and in-depth news features on the subject. This mounting concern with America's economic and esthetic stake in preserving the purity of its “water, water everywhere” takes a lot of

doing. But in this, as in every phase of their broadcast operations, Storer stations do as a matter of routine things that community leaders often consider rather special. That's why Storer stations stand out — another reason why it's good business to do business with Storer.



<b>NEW YORK</b> WHN	<b>ATLANTA</b> WAGA-TV	<b>CLEVELAND</b> WJW-TV	<b>DETROIT</b> WJBK-TV	<b>TOLEDO</b> WSPD-TV	<b>MILWAUKEE</b> WITI-TV	<b>MIAMI</b> WGBS
<b>PHILADELPHIA</b> WIBG	<b>LOS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>DETROIT</b> WJBK	<b>TOLEDO</b> WSPD	<b>CLEVELAND</b> WCJW (FM)	<b>BOSTON</b> WSBK-TV

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KLUB, Salt Lake City; KSFO, San Francisco and WCKY, Cincinnati.

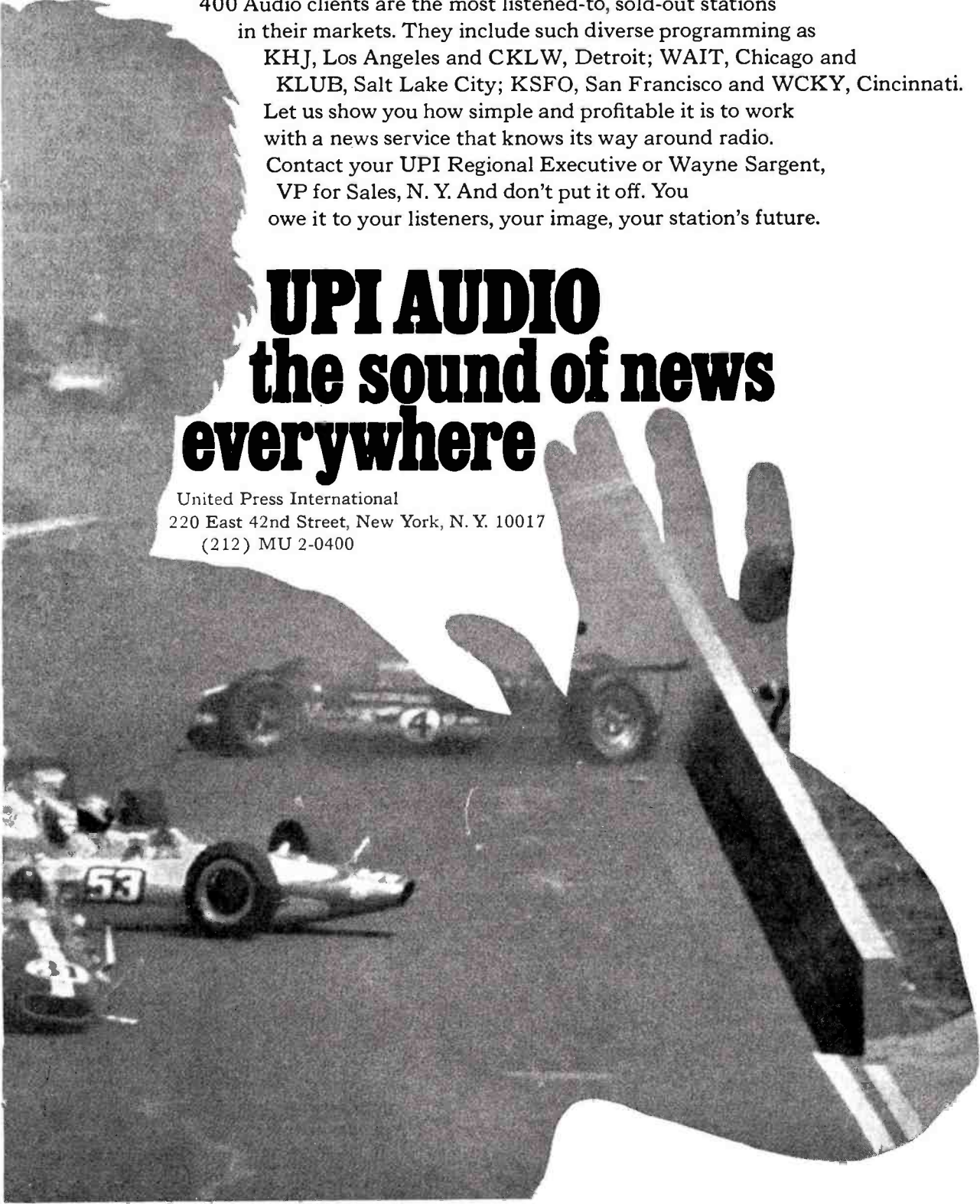
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VP for Sales, N. Y. And don't put it off. You

owe it to your listeners, your image, your station's future.



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TWO ARE GUILTY  
COUNTERFEITERS  
OF PARIS

CONTINENTAL  
**LION**

Presents

First-run on television—  
37 theatrically released  
features.

Twenty-One in Color.  
Average length—100 min.  
All post '60. All with  
Internationally famous  
stars and directors.

Tops in Sales and  
Profitability.

Continental Lion features  
are distributed by MGM  
Television.



## Datebook

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

■Indicates first or revised listing.

### June

June 29-July 2—*American Advertising Federation* convention. Speakers include Donald M. Kendall, president of PepsiCo; AAF Chairman Walter Terry and President Howard Bell (see story on agenda elsewhere in this issue). Waldorf-Astoria hotel. New York.

### July

July 2—Deadline for comments on FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 2—Deadline for reply comments on FCC's proposal to establish reporting requirements for CATV systems.

July 6-18—Twelfth annual seminar in marketing management and advertising, *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

July 7—New deadline for comments on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.

■July 10—Special shareholders meeting. *Filmways Inc.* Hotel Berkshire, New York.

July 13-15—Annual convention. *New York State Broadcasters Association*. Otesaga hotel, Cooperstown.

■July 15-16—Hearings before *Senate Communications Subcommittee* on bill (S. 2004) to protect broadcast licensees from competing applications at renewal time. Washington.

■July 17-19—Summer meeting of *Wisconsin Broadcasters Association*. Eagle Waters Resort. Eagle Waters.

July 14—Deadline for comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

July 18—Deadline for reply comments on FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 19—*Radio-Television News Directors Association* regional conference. Duluth, Minn.

■July 20-22—Annual summer convention of *South Carolina Broadcasters Association*. Latai Inn. Fripp Island.

July 21—New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date for oral argument was May 12.

■July 21-22—Hearings before *Senate Subcommittee for Consumer*, on bill (H.R. 6543) to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Washington.

July 24—Deadline for reply comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

July 30—Special shareholders meeting. *Foote, Cone & Belding* to vote on corporate structure changes. Sheraton-Chicago hotel.

### August

Aug. 1—New deadline for comments on Part Five of FCC's notice of proposed rule-making dealing with CATV policy. Previous deadline was June 16.

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore Motor hotel, Coeur d'Alene.

Aug. 7—New deadline for reply comments on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was July 7.

Aug. 14-16—Annual convention. *Rocky Mountain Cable TV Association*. Durango, Colo.

Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

■Aug. 26—Annual stockholders meeting, *Rollins Inc.* Atlanta.

■Aug. 28-29—Annual summer meeting of *Arkansas Broadcasters Association*. Velda Rose Towers. Hot Springs.

### September

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comments was July 2.

Sept. 5—New deadline for reply comments on FCC's further notice of proposed rule-making issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

Sept. 8-11—1969 *National Premium Show*. International Amphitheater, Chicago.

■Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

■Sept. 11-13—Annual fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Duluth.

■Sept. 12-14—Annual fall meeting of *Maine Broadcasters Association*. Sebasco Lodge, Sebasco Estates.

■Sept. 17-19—Fall convention of *Michigan Association of Broadcasters*. Boyne Highlands, Harbor Springs.

Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting, Institute of Electrical and Electronics Engineers*. Mayflower hotel, Washington.

Sept. 22-23—Annual *National Broadcast Editorial Conference*. Detroit.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*. Detroit.

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

Sept. 23-27—1969 International conference of *Radio-Television News Directors Association*. Statler-Hilton hotel, Detroit.

Sept. 24-25—*CBS Radio* 16th annual affiliates convention. Waldorf Astoria hotel, New York.

Sept. 25—*Association of National Advertis-*

ers workshop. Plaza hotel. New York.

■Sept. 26-27—Annual fall meeting of *Utah Broadcasters Association*. Rodeway Inn, Salt Lake City.

■Sept. 28-30—Annual fall meeting of *Nebraska Association of Broadcasters*. Holiday Inn, Grand Island.

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of *Society of Motion Picture and Television Engineers*. Century-Plaza hotel, Los Angeles.

## October

Oct. 1—New deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.

■Oct. 1-3—Annual fall convention of *Tennessee Association of Broadcasters*. Sheraton-Peabody, Memphis.

Oct. 1-7—Japan Electronics Show, *Electronic Industries Association of Japan*. Osaka.

Oct. 5-9—1969 conference, *UPI Editors and Publishers*. Princess hotel, Bermuda.

Oct. 7-8—*Association of National Advertisers* workshop. Plaza hotel, New York.

■Oct. 9-19—Meeting of International Film, TV Film and Documentary Market, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIFED—Largo Domodossola 1, 20145 Milan, Italy.

■Oct. 11-12—Annual fall convention of *Texas Association of Broadcasters*. Koko and Villa inns, Lubbock.

Oct. 13-15—Fall convention, *Kentuck Broadcasters Association*. Phoenix hotel, Lexington, Ky.

■Oct. 18-21—Annual fall convention of *North Carolina Association of Broadcasters*. Robert E. Lee hotel, Winston-Salem.

Oct. 19-23—Annual board and membership meetings of *Television Bureau of Advertising*. Shoreham hotel, Washington.

Oct. 20-23—Fall conference, *Electronic Industries Association*. Los Angeles.

■Oct. 22-24—Annual fall convention of *Indiana Broadcasters Association*. Sheraton hotel, French Lick.

■Oct. 23-24—Annual fall convention of *Ohio Association of Broadcasters*. Neil House, Columbus.

■Oct. 29-31—Annual fall convention of *Illinois Association of Broadcasters*. Drake-Oakbrook hotel, Oakbrook.

## November

Nov. 5-6—*Association of National Advertisers* workshop. Delmonico's hotel, New York.

Nov. 8-12—Annual convention, *National Association of Educational Broadcasters*. Sheraton-Park hotel, Washington.

Nov. 9-12—Annual seminar of *Broadcasters Promotion Association*. Marriott motor hotel, Philadelphia.

Nov. 19-21—Convention of *Television Bureau of Advertising*. Statler Hilton, Detroit.

Nov. 21—Annual fall management seminar. *Kansas Association of Broadcasters*. Ramada Inn., Lawrence.

## December

Dec. 7-10—Annual meeting of *Association of National Advertisers*. Camelback and Mountain Shadows Inn. Scottsdale, Ariz.

Dec. 8-12—Annual *National Association of Broadcasters* engineering/management seminar. Purdue University, West Lafayette, Ind.

Dec. 15—Presentation of first national awards in communications media by *American Civil Liberties Union*. New York.

## January 1970

Jan. 19-23—Winter meeting of *National Association of Broadcasters* board of directors. Sheraton Maui hotel, Maui, Hawaii.

Jan. 26-29—Annual convention of *National Religious Broadcasters*. Washington.

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### A response that impressed

EDITOR: The personal response to my June 9 "Monday Memo" has been a little startling. I've heard from close friends, former bosses and fellow-workers from all over the country, present-day colleagues, and from some friendly strangers, too.

It has been a most pleasant experience. I can't help but be favorably impressed by the strong, clear signal transmitted over a wide area by BROADCASTING.—Scott Young, broadcast supervisor, Leo Burnett Co., New York.

### Temporary base only

EDITOR: . . . There was a statement in your June 23 issue to the effect that George Milliken and myself had resigned [as executive vice president and president, respectively] from Norman, Craig & Kummel to join the consulting firm of Sternburg & Swiskow. It is true that we have resigned from Norman, Craig & Kummel, but we have not joined Sternburg & Swiskow. We merely are using their office facilities on a temporary basis . . . —William E. Chambers Jr., New York.

## BookNotes

"Technical Papers Presented at the [NAB] 1969 Engineering Conference," Tab Books, Blue Ridge Summit, Pa. 255 pp. \$10.

Comb-bound in leatherette, this book fully reports proceedings of the 1969 National Association of Broadcasters Engineering Conference in Washington last spring. This complete transcript of the technical papers is presented, plus the transcript of the FCC-industry panel discussion. The book is profusely illustrated with all the photos, slides and drawings used with the technical presentations at the conference. The volume serves as reference for the current state of all phases of broadcast engineering. Compiled from presentations by industry experts, it is also an invaluable aid in helping stations make purchasing and engineering decisions. Subjects cover material from the care and feeding of directional antenna systems and the importance of color temperature, to satellite communications and computer usage in broadcast engineering. Suggestions are presented for a new solid-state TV demodulator, a "logical" approach to video switching systems, audio signal processing by means of AM-FM limiters and AGC amplifiers, a new VHF transmitter design and more.

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# Broadcasting

THE BUSINESS VEIN OF TELEVISION AND RADIO

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## Partners for profit: children, toys and TV

Television has been good to the toy business. But then it's reciprocal. Toys have been good to TV, to the tune of \$44 million last year, up 22%.

Toys this year will be a \$2 billion business and TV will no doubt play a major role in the attainment of this goal. In the process we are observing significant trends, not only in toys but also in TV, programs as well as commercials.

Since the arrival of TV the toy industry has shown phenomenal growth, almost quadrupling its sales in 15 years. Today the sale of toys is a year-round business and toys now usually are bought by conscious brand-name preference. Before TV most toy and game companies aimed their print messages only at parents. Today toy TV commercials aim at children to a major degree and parents to lesser degree.

The trend away from violence and monsters in children's programs has come about primarily as a result of pressure from the government and the advertiser.

The most successful kid shows this season have been non-violent and the trend will continue. In the Saturday morning schedule, for instance, the *Banana Splits* out-Nielsen the others more than two-to-one.

Yet there is a popular prime-time adult show which attracts more kids than any other program on the tube: *Laugh-In*. We may not know why they love it, but sight and sound gags have something to do with it along with action and pace.

As Marshall McLuhan explains it, all adds up to involvement. Many children watch TV for a greater proportion of their wakeful hours than they spend with parents or teachers. This has never happened before in the history of mankind.

Radio was one-dimensional, invisible and close to artificiality. TV has sound, sight and movement and is realistic. Kids participate in TV as they watch.

All of which bears on creative changes we can anticipate. For one thing, commercials will be based on a single selling idea, using the language of the audience specifically addressed.

The selling idea may be no more than a thought, an impression or perhaps an explosive idea. And although the trend is for directness and sim-

plicity with style, the messages of tomorrow will necessarily be stronger, faster and carry enormous impact if they are to be successful or even competitive.

Little research has been done on children's attitudes and reactions to television. In most cases a show's popularity is unplanned although strongly hoped for.

It may seem unthinkable that manufacturers go to market with toys and on the air with commercials without some idea of effectiveness and acceptance. But it happens and it isn't corporate stupidity.

It's good old compression; the "massaging" medium has forced our hand. Instant communications. The ability to distribute products across the nation, or for that matter throughout the world, and immediately inform people of their availability has changed the rules. We are in the unfortunate position of continually catching up with ourselves.

There will probably be more on-the-air testing of what we think of as "rough-cut" commercials. Or inexpensive short-lived commercials designed to probe the market, not necessarily sell it. We may discover that going directly to the consumer, without time-wasting wheel spinning in committee decisions, will uncover the right answers in the shortest possible time.

More and more toy manufacturers probably will be moving toward educational playthings, either as part of their present structure or as an individual operation devoted to this increasingly important market. It's an admirable goal to shoot for but a tough target today.

As one of our research interviewers said of a toy designed for both fun and educational values: "If it isn't fun, children won't play with it."

Sooner or later you must look through kids' goggles, see things as they see them, appeal to them through their childish emotions and meet them on their own ground.

A noted child psychologist and consultant said recently: "Even the most expert teaching tends to slow down the learning of young children." She explains: "What is logical order to us is not logical order for children." They learn in bits and pieces, they attack many areas of learning almost simultaneously and master none immediately.

We can learn from these observations by designing our communications on their level of understanding. We can shape our future marketing programs on what appeals directly to the child, not to the parent, because if the parent initiates interest then the appeal to the child is lessened and the job of selling is made more difficult.

We must tantalize his curiosity, stimulate his interest and involve him. You may or may not dig the Jefferson Airplane or the Turtles but your kids do and so do kids from 4 to 24.

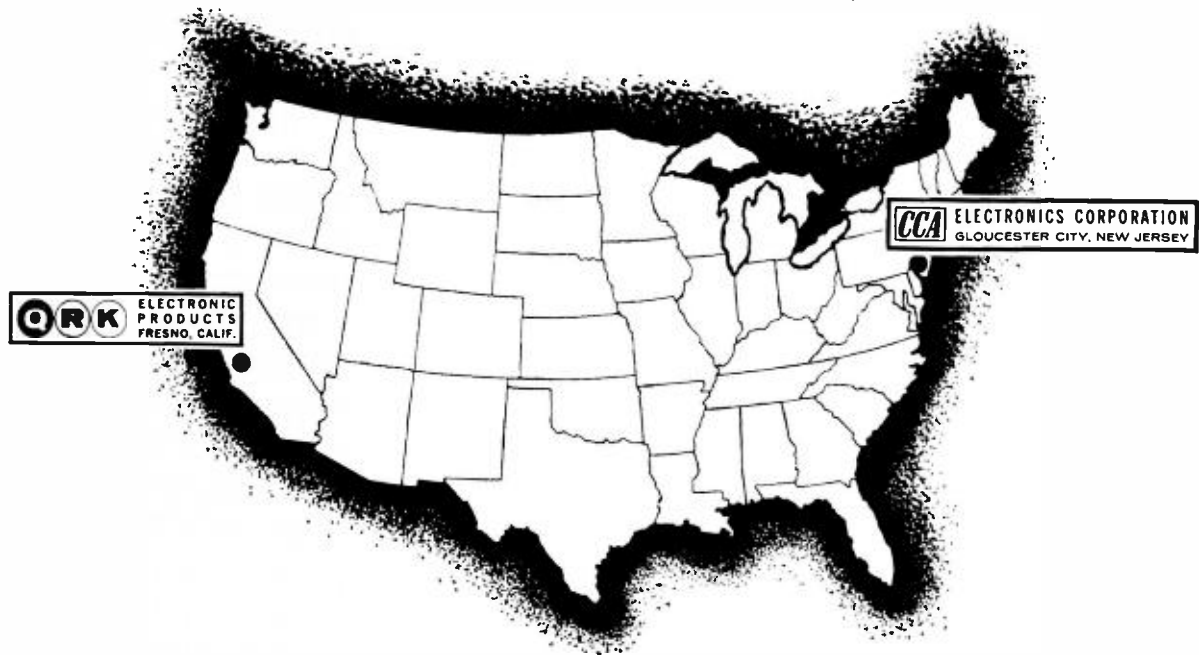
This is the type of material that is selling them now. We can only lay in a supply of earplugs and sunglasses to prepare for the future. For better or worse, television advertising is partly an art form, partly a business.

It's big, complex, challenging and changing. It also will be profitable for those who master the medium.



*Eugene S. Mahany is vice president, senior account supervisor and director of merchandising for Needham, Harper & Steers, Chicago. He handles three General Mills accounts, Craft Master, Model Products and Rainbow Crafts, as well as special assignment on a fourth, New Ventures. In his six years at Needham he has worked on virtually every account. The article on toys and television commercials is based on a presentation to the summer workshop of the Toy Manufacturers of America in Nassau.*

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## WLBT loses license, FCC its dignity

Chief Justice Burger's swan song as appeals judge backs White's decision, puts licenses on the line

An obviously angry U.S. Court of Appeals for the District of Columbia last week eviscerated the FCC, stripped the license from WLBT(TV) Jackson, Miss., a station accused of racism in its programming, and directed the commission to invite new applicants for the Jackson channel 3 facility involved. The decision—the last that Chief Justice Warren E. Burger wrote as a member of the court of appeals—was probably unprecedented in the tone of its condemnation of the commission and extraordinary in taking the resolution of the WLBT case out of the hands of the so-called “expert agency.”

But the implications of the decision go beyond the WLBT case itself, particularly when viewed against the background of the Supreme Court decision of June 9 upholding the constitutionality of the commission's fairness doctrine and personal-attack rules (BROADCASTING, June 16). Those two decisions, Washington communications attorneys said last week, have produced a new “and dangerous” regulatory climate in Washington.

Broadcasters brought up in a businessman's tradition to regard the frequencies they use as “theirs” now know—if they didn't already—that they are simply “fiduciaries” of a great public resource, as Supreme Court Justice Byron R. White said three weeks ago, and Judge Burger said last week. “It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount,” Justice White said.

Judge Burger underscored that point. “The infinite potential of broadcasting to influence American life renders somewhat irrelevant the semantics of whether broadcasting is or is not to be described as a public utility.” (Broadcasters have always clung to the Communications Act assertion that they are not “common carriers” as protection against being required to sell or give time to anyone requesting it.) “By whatever name or classification,” Judge Burger wrote, “broadcasters . . . must meet the highest standards which are

embraced in the public interest concept.”

Beyond this agreement on the role of the broadcaster in relation to his audience, the White and Burger opinions complement each other in a way likely to heighten the risk factor in broadcasting. Justice White wrote that “it is the right of the public to receive social, political, esthetic, moral and other ideas and experiences which is crucial here.” This language would appear to leave licensees vulnerable to challenge from members of the public who feel they have been denied access to a wide range of “ideas and experiences” (not merely those in the areas of politics or public affairs).

And the Burger opinion, in which Judges Carl McGowan and Edward A. Tamm joined, makes it plain how the commission is to regard members of the public who bring such complaints—hospitality, as “an ally,” not “an opponent.” What's more, it also provided

at least the basis for argument that the burden of proof is to be on the licensee, not those making the charges.

Private communications lawyers—and some commission attorneys as well—see the decision as encouraging community groups to file protests against license-renewal applications. The rise of such groups prepared to challenge the broadcasting establishment, with competing applications of their own or with protests against license renewals, is already a fact of life. And one attorney said that, in view of the WLBT decision, licensees must now regard protests against their renewal applications to be as dangerous as competing applications.

Indeed, the National Citizens Committee for Broadcasting, which is conducting a public campaign to persuade the commission to review the performance of television stations in the top 150 markets (BROADCASTING, June 23), was jubilant. Ben Kubasik, the committee's executive director, called the decision “just the start.”

The general counsel of the NCCB is Earle K. Moore, the attorney for the United Church of Christ, leaders of the Jackson area Negro community and United Church of Christ at Tougaloo, near Jackson, in the appeal that led to last week's decision. The church and its co-complainants have been opposing renewal of the WLBT license since 1964.

Dr. Everett C. Parker, director of the church's office of communications, said the decision “indicates that the people of the United States still have some protection for their rights against governmental agencies that fail to enforce the laws they were created to enforce. It is a salutary thing and a landmark decision.”

He expressed regret that the WLBT management had forced the church's hand by what he said was its unwillingness to cease discriminatory practices. He said the “enlightened attitude” of the management of KTAL-TV Texarkana, Tex., which has reached an



Chief Justice Burger

agreement with protesting black groups who were assisted by Dr. Parker's office (BROADCASTING, June 16), is "indicative of what the majority of broadcasters really will do when lack of service is called to their attention."

Dr. Parker's office has assisted groups that have filed protests against KAYE Puyallup, Wash., and KEWQ Paradise, Calif., but is not a participant in those actions. Dr. Parker said the church will not file any protests unless it finds situations it feels cannot be resolved by other means. The church, he said, seeks "friendly relationships" with broadcasters.

The church's appeal on which the court ruled last week was from the commission action last year renewing the Lamar Life Insurance Co.'s license for WLBT. The vote on the commission action was 5-to-2, with Commissioners Kenneth A. Cox and Nicholas Johnson issuing a sharp dissent (BROADCASTING, July 1, 1968).

Last week's decision marked the second time Judge Burger had written an opinion overruling the commission in the WLBT proceeding. In 1966 he held that the commission had erred in not permitting the church and its co-complainants to participate as parties in the station's renewal proceeding, and in granting the station a license renewal—even if for only one year—without the hearing they had requested.

The commission in 1965 had granted WLBT the short-term renewal principally because of the allegations made by the complainants, who had accused the station of promoting the segregationist point of view (even to the extent of cutting off network programs dealing with the civil-rights issue), of ignoring the programing needs of the area's Negroes, who account for almost 50% of the population in the station's service area, and of referring to Negroes in a derogatory manner. The station denied all of the charges.

A large share of the criticism dispensed by Judge Burger last week was directed at Examiner Jay Kyle, who conducted the renewal hearing. Judge Burger said the examiner had improperly treated the church and its co-complainants as "interlopers" and appears to have been guided by "a curious neutrality-in-favor of the licensee."

Judge Burger said the "public intervenors, who were performing a public service under mandate of this court, were entitled to a more hospitable reception in the performance of that function. As we view the record, the examiner tended to impede the exploration of the very issues which we would reasonably expect the commission itself would have initiated; an ally was regarded as an opponent."

Judge Burger was particularly harsh

on the examiner and the commission for placing the burden of proof on the intervenors rather than the station—contrary, he said, to the court's "mandate." "It was not the correct role of the examiner or the commission to sit back and simply provide a forum for the intervenors," he said.

The Communications Act allows the commission discretion in allocating the burden of proof in license-renewal hearings triggered by petitions to deny. Accordingly, commission attorneys feel that Judge Burger's holding on the issue should be confined to the facts in the WLBT case. Judge Burger stressed that the probationary license grant given WLBT was a sign that the licensee had not yet demonstrated that a renewal grant would be in the public interest. He also noted that the commission in 1959 had found the licensee "wanting" in performance of its fairness-doctrine obligations.

However, groups challenging license renewal applications would find language in the opinion to support an argument that the burden of proof should be on the licensee. At one point, Judge Burger said a "public" intervenor is like a complaining witness who presents evidence to police or a prosecutor whose job is to make an investigation to determine if there is possible cause to believe a violation has occurred.

Judge Burger noted that Examiner Kyle recommended—and the commission granted—a three-year license renewal after concluding that the complainants had "woefully failed" to sustain "their serious allegations."

Then he commented: "The examiner and the commission exhibited at best a reluctant tolerance of this court's mandate and at worst a profound hostility to the participation of the public interest intervenors and their efforts."

Judge Burger expressed "profound concern" over the handling of the case, and a lack of confidence in the commission's capacity to remedy the defects the court had found. Normally, an appeals court that overturns an agency's decision simply remands the matter for further proceedings in line with its findings.

But, Judge Burger wrote: "The impatience with the public intervenors, hostility toward their effort to satisfy a surprisingly strict standard of proof, plain errors in rulings and findings lead us, albeit reluctantly, to the conclusion that it will serve no useful purpose to ask the commission to reconsider the examiner's actions and its own decision and order under a correct allocation of proof. The administrative conduct reflected in this record is beyond repair."

In view of this finding—and the conclusion that the record does not sup-

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## Stanton warns about 'playing it safe'

### He says CBS won't permit FCC personal-attack rules to affect news decisions

The Supreme Court's landmark opinion upholding the FCC's fairness doctrine and personal-attack rules (BROADCASTING, June 16) is a matter of "grave concern" for broadcasters and would be unconstitutional if applied to newspapers but will not be allowed to affect news decisions of CBS News.

That was the word last week from Frank Stanton, president of CBS Inc., in a three-page memorandum circulated Friday (June 27) to officers and department heads of CBS and its groups, division and subsidiaries. It took substantially the same tack as a terse, earlier CBS statement on the decision's implications for news broadcasts, but reflected a milder view of its likely effect on entertainment.

Dr. Stanton made clear that CBS had never challenged the fairness doctrine—only the personal-attack rules. Therefore his emphasis in evaluating the court opinion was on the effect that the personal-attack rules might have.

He left no doubt that "if the [FCC's] implementation of these rules proves onerous, we will take advantage of available legal channels to seek redress and a clarification of the law." But he expressed hope that the commission's administration of the rules would not make that tack necessary.

In an interpretation much less opti-

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port the commission's decision—the court said WLBT's license "must be vacated forthwith." The commission was directed to invite new applications for the WLBT license.

The court did not disqualify WLBT from filing an application, and it said the commission could allow WLBT to operate on channel 3 pending completion of the hearings. But it also said the commission could consider impounding the station's net earnings pending conclusion of the case.

One application has already been tendered—by a racially mixed group called Civic Communications Inc. Civic, which filed its proposal in March, also asked the appeals court either to delay a decision in the WLBT case until the commission decided whether or not to accept its application (that matter is still pending) or to instruct the commission to open the proceeding to new applicants (BROAD-



Dr. Stanton

mistic than one offered a few days earlier by an FCC aide (see this page), Dr. Stanton said the decision "gives to a government agency the authority to make and enforce editorial judgments on broadcast content" by upholding "a procedure which would be clearly unconstitutional if applied to the print media and which may have the effect of inhibiting robust discussion of public issues which the First Amendment seeks to insure."

"We at CBS hope that it will not have the adverse effect on broadcast journalism which we have envisioned," he continued. "Indeed, we are deter-

mined, within the limits of our capabilities, not to allow the decision to affect the level or quality of programing which involves the presentation of views on controversial issues. . . .

"Our objection was not to the fairness doctrine, but to the personal-attack rules. In order to avoid that self-censorship which we believe is the most serious risk presented by those rules, we are adopting the policy of not allowing the rules to affect news decisions. Normal news judgments will apply in assignments, interviewing, writing, editing, choice of subject matter and persons to be interviewed.

"We shall make no judgments for the purpose of avoiding the consequences which the FCC rules may bring into play. Such judgments could only result in abdication of our responsibility to the public and to the American tradition of a free press. Where the rules do come into play, we will, of course, fulfill their requirements."

The brief statement CBS issued shortly after the court decision came down had anticipated no change in CBS News practices but suggested, subject to further study, that there might be "extremely unfortunate consequences" for nonnews programs (BROADCASTING, June 16).

In his memo last Friday, however, Dr. Stanton said that "on the entertainment side, we do not believe that the personal-attack rule is applicable since—in most cases—the programs do not involve 'the presentation of views on a controversial issue of public importance.' On the other hand, the rule appears to apply to some talk and discussion pro-

grams.

"The problem is one of interpretation. How will the court and the FCC define a 'presentation of views'; a 'controversial issue'; an issue of 'public importance'?"

Dr. Stanton said that, over-all, "the important thing to bear in mind" is the extent to which the decision will "curtail resourcefulness and otherwise prove inhibitive."

CBS, he further pointed out, "will resist any tendency toward resultant blandness and 'playing it safe,'" and will "take our cue from the court's own cautionary words that we should not 'suddenly prove timorous' because of this decision."

He expressed hope "that in the case-by-case evolution of the personal-attack rule the FCC will have the wisdom to encourage the free and vigorous expression of controversial views, and to support broadcasters against those who would repress or interfere with this freedom of expression.

"The honesty, character and integrity of individuals or groups who are in the public eye and whose decisions vitally affect the public welfare represent a vital ingredient of public discussion. We trust that, in its interpretation of the term 'personal attack,' the commission will not seek to restrict such discussion."

In the only other official network comments on the court decision, president Julian Goodman of NBC said that, though "disappointing," it need not deter broadcasters from providing "the widest possible treatment of all controversial issues" (BROADCASTING, June 23).

CASTING, March 17). The court did not act on this request, but its decision presumably moots it.

One of the stockholders in Civic is Aaron Henry, a Clarksdale, Miss., pharmacist, who is one of the complainants in the WLBT case. Other principals include Charles Evers, executive director of the Mississippi chapter for the National Association for the Advancement of Colored People, who is the new mayor of Fayette, Miss.; Mrs. Paul Derian, the Democratic national committeewoman from Mississippi, and Hodding Carter III, editor of and 20% partner in the *Delta Democrat Times*, of Greenville.

There was no indication last week whether either the commission or the station would attempt to appeal the decision to the Supreme Court. The commissioners had not yet begun to focus on the matter. And Paul Porter,

counsel for the station, while saying that "we will avail ourselves of all legal remedies," was not yet prepared to say what the station's next legal step would be.

## Spievack sees more freedom in fairness

Broadcast newsmen should be afforded greater freedom, not less, as a result of the landmark Supreme Court decision on fairness (BROADCASTING, June 16), and the news executive's role in setting station policy probably will be enhanced.

This appraisal of the fairness decision was offered by Edwin P. Spievack, legal assistant to FCC Commissioner H. Rex Lee, to more than 130 broadcast newsmen in New York June 21 at the Radio Television News Directors Association's eastern regional confer-

ence. AP was host to the conference.

Mr. Spievack told newsmen that while the ruling "ushered in a quiet revolution," it "does not mean you're up against the wall in the film-editing room."

"As working journalists," Mr. Spievack said, "you know the nongovernmental limits and the freedom in your job. One aspect of your employment has changed, however. Its emphasis has shifted to a greater freedom in programing and reporting." As to what stations must do because of the fairness ruling, he said:

"The NAB [National Association of Broadcasters] radio and television codes have, for some time, stated it well: In code language, 'television provides a valuable forum for the expression of reasonable views on public issues of a controversial nature.' The television broadcaster should seek out and develop with accountable individuals, groups

and organizations, program relating to controversial public issues of import to his fellow citizens, and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public."

He also said that while FCC does not

directly concern itself with judging programming on stations, the decision now presents this as an outside "possibility"—and as such will stimulate broadcasters to encourage "advice, counsel and consent in programming to give suitable access to the range of ideas and experiences embraced by society, politics,

esthetics, and morals."

In this context, Mr. Spievack told the news directors in New York, program and news directors "are necessarily at the center of this counsel" with their advice now "legally significant and their consent fraught with dramatic positive legal consequences."

## **BroadcastAdvertising**®

# Compromise on cigarette advertising?

## Tighter self regulation in NAB codes is talked up as alternative to federal action

Broadcasting seems to survive by 11th-hour decisions, and it has worked its way right up to another one, this involving \$220 million in cigarette advertising.

Technically the Cigarette Labeling Act of 1965, which called for a health warning on cigarette packages but prohibited stronger restraints, expires today. Practically, the act will stay in force until Congress decides what to do next.

The House has passed a six-year extension of the current law (BROADCASTING, June 2). and the Senate Subcommittee on the Consumer begins cigarette hearings on July 21. Under the new House-passed measure, the federal regulatory agencies would be prohibited from imposing their own strictures on cigarette marketing or advertising. But two agencies have already moved to initiate new rules if not prevented by congressional action.

The FCC has proposed a rule that will bar all cigarette advertising from the air (BROADCASTING, Feb. 10).

The Federal Trade Commission begins hearings this week on its proposal to make the health warnings much stronger and to require such warnings in all cigarette advertising (BROADCASTING, July 8, 1968 et seq, see page 32).

Into this government activity the broadcasters must ride a somewhat spattered white horse, hoping that their new attempts at industry self-regulation will return the sheen to their steed.

What it boils down to is that broadcasting faces the loss of some \$220 million in cigarette billings unless the Senate, where anticigarette forces are strong, can be persuaded either to adopt the House bill or to pass some other measure that will continue the holding pattern the FCC and FTC find themselves in.

At the moment the key to the situation is the Senate Consumers Subcom-

mittee, whose chairman, Senator Frank Moss (D-Utah), an advocate of stronger cigarette advertising legislation, last week said the subcommittee's initial inquiry would be into the impact cigarette advertising has on young people.

It is conceivable that the Moss subcommittee, augmented by members of the parent Commerce Committee whose chairman Warren G. Magnuson (D-Wash.) is another anticigarette supporter, could decide not to support the House bill and that the Senate as a whole could fail to back the bill. Such actions would give the FCC and FTC the authorization to move ahead to restrict cigarette advertising.

At the moment, the most potent weapons in the broadcasters' arsenal are the National Association of Broadcasters' radio and television codes. But their

## A mix of cigarette and antismoking spots

Singing star Andy Williams, who has voiced objections to the participation of cigarette companies in his new NBC-TV Saturday series next fall, announced last week that he will live up to his contractual commitment to the network even though American Tobacco Co. and P. Lorillard Co. will be sponsors.

Mr. Williams pointed out he had taken a position against cigarette advertising without knowing that NBC already had sold time on the series to the tobacco advertisers. He said he was "pleased" that NBC has agreed to carry an antismoking announcement at the end of each show as long as the program has cigarette sponsors.

NBC currently is running antismoking messages at 8 p.m. and at 8:30 p.m. on Saturday and presumably the 8 p.m. announcement will be rescheduled.

potency was made suspect during a special one-day House Commerce Committee hearing earlier in the month when a former code executive charged that the NAB had "misled" Congress and the public into believing the industry has an effective self-regulation program (BROADCASTING, June 16).

Following those charges by Warren Braren, former director of the code's New York office, NAB President Vincent Wasilewski and the Code Authority Director Stockton Helffrich gave the House committee their word that the code boards would do more than just talk about cigarette advertising.

The NAB will get a new chance to beef up the codes when the TV and radio code boards meet in Washington July 8 and 9, respectively. They are meeting under direction from the NAB joint board, which at its closing summer session June 20, told the code boards to meet "as soon as possible," develop solutions to the cigarette advertising problem and report back "immediately" to the parent television and radio boards.

It seems certain that after several years of doing little but talk and study the cigarette advertising problem, the code boards will act when they meet next week. The parent radio and TV boards will be polled by mail or phone on any changes in the codes.

Although both code boards will be meeting, the main thrust for noticeable action will come in the television code board meeting. For it is in television that the cigarette makers spend most of their broadcast dollars (\$196 million last year) and it is the glamour captured by a television camera—and seen by young and old viewers—that has been a target of the anticigarette advertising forces on Capitol Hill.

One member of the television code board said there is "little question that we'll take some positive action" at the

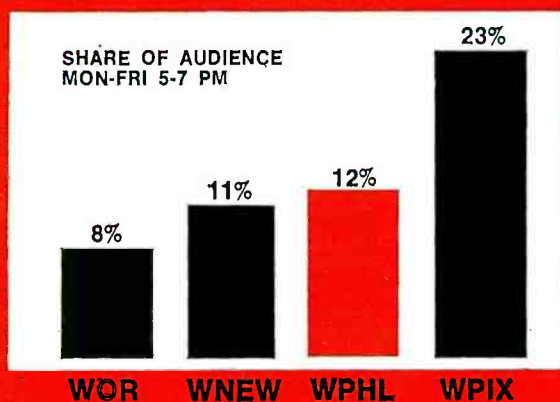


# Compare audience shares\* - see where **WPHL-TV** fits in.

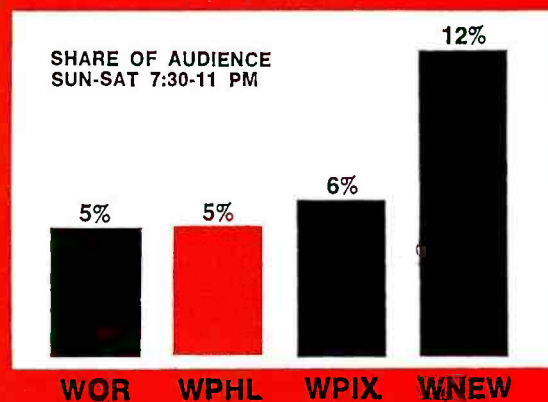
## The dynamic Indies of Philadelphia and New York!

(3 Net Affils, 3 Indies)

(3 Net Affils, 3 Indies)



WPHL TV | 9% better than WNEW-TV  
50% better than WOR-TV  
52% as strong as WPIX-TV



WPHL TV | Equal to WOR-TV  
83% as strong as WPIX-TV  
42% as strong as WNEW-TV

Incredible as it may seem, WPHL-TV on the air only 3½ years, with as yet incomplete local UHF penetration (82%), disadvantaged rating performance via the built-in bias of Philadelphia's diaries vs New York's electronic measurement, still manages to . . .

- (1) equal or better three out of the above six day part units of the New York Indies
- (2) surpass WNEW-TV between 5 and 7 PM, M-F
- (3) equal or better WOR-TV 5-7 PM M-F and in *prime time*
- (4) reach 1,000,000 unduplicated Philadelphia homes every week.

**Call that successful? Well, maybe, but we're just getting started!**

If you are wisely investing your advertising dollars on the potent New York Indies . . . dollar for dollar you'll do "equal or better" with WPHL-TV.

Flagship Station  US COMMUNICATIONS

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\*ARB Feb/March 1969. All rating data subject to limitations of methodology as stated in source report.

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July 8 meeting. Although he stopped short of predicting just what the code board would recommend, he felt that a package plan encompassing three or four elements could come forth.

"One thing is for certain," he said, "the code board's attitude is changed from a year ago." For several years some code board members and the code staff have been unsuccessful in their attempts to get stronger rules on cigarette advertising. With the prospect of a ban on all cigarette advertising starting them in the face it appears that the reluctant broadcasters are ready to acknowledge that something should have been done before and had better be done now.

One long-time proposal—and the strongest one that ever received staff endorsement—that could be recommended by the TV code board would be a ban on on-camera smoking in commercials. This proposal was originally suggested when Howard Bell was code director and subsequently defeated every time it came before the code board. This time it has a chance.

Although the boards voted it down on June 20, the code boards are sure to take up and may well pass a proposal by NBC's Peter B. Kenney that calls for a "phase-down" of cigarette brands based on their tar and nicotine content as established by Federal Trade Commission tests. It would be the industry's own form of a tar derby.

The Kenney plan would call for broadcasters annually—beginning with the fall of 1970 and concluding within five years—to drop advertising for cigarettes containing higher quantities of tar and nicotine. In the first year those brands with the highest quantities would be found unacceptable; in the second year the list of acceptable brands would be further reduced by eliminating the next highest tar-nicotine group. That procedure would be followed until only about the 20% of brands—those with the least amount of tar and nicotine—would be allowed on the airwaves.

The phase-down plan was being talked about widely in Washington last week, and it was understood that the leadership of the Senate Commerce Committee and the Consumers Subcommittee looked upon it as the "kind of thinking the industry should be doing." One source on Capitol Hill called it a "serious attempt" by broadcasters to do something meaningful. "It isn't a cosmetic change," he said; rather it is "an important initiative."

If the code boards and subsequently the parent radio and TV boards accept such a proposal, then broadcasting stands a chance of getting Senate support for the House bill. And such action would prevent the FCC and FTC from imposing their more stringent rules.

If the NAB should go the phase-

## If acceptance is based on tar and nicotine . . .

Here's how 126 brands of cigarettes rank in tar and nicotine content, according to tests conducted by the Federal Trade Commission's laboratory last February. One list shows the brands by increasing order of nicotine value and the other by increasing order of tar values. If the National Association of Broadcasters' code boards propose and the parent boards adopt a plan to reduce the number of brands acceptable on the air, the brands will be cut from the bottom of the lists—those with the most tar and nicotine going first.

Symbols: R—regular size; K—king size; F—filter; NF—nonfilter; M—menthol; HP—hard pack; SP—soft pack; PB—plastic box.

### Tar and nicotine content of 126 varieties of domestic cigarettes (shown in increasing order of tar values)

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Marvels	R, F	4	0.1
Sano	R, F	4	0.2
Carlton	K, F	5	0.4
Marvels	K, F, M	5	0.2
Marvels	K, F	7	0.3
King Sano	K, F	7	0.3
King Sano	K, F, M	8	0.3
Cascade	K, F, M	8	0.3
Frappe	K, F, M	10	0.3
Duke of Durham	K, F	10	0.4
Montclair	K, F, M	11	0.7
Life	K, F	11	0.7
Tryon	K, F, M	11	0.8
Kent	R, F	12	0.7
Tryon	K, F	12	0.9
True	K, F, M	13	0.7
Vogue (colors)	K, F (HP)	13	0.4
True	K, F	13	0.7
Tempo	K, F	14	0.8
Domino	K, F, M	14	0.7
Silva Thins	100mm, F	15	0.9
Silva Thins	100mm, F	15	0.9
Parliament	K, F, (HP)	16	1.1
Parliament	K, F	17	1.1
Sano	R, NF	17	0.5
Kent	K, F	17	1.1

down route it would also probably have to go to the Justice Department's Antitrust Division for a ruling on whether allowing only certain cigarette brands to be advertised would be within the law. One source close to the situation said he thought if NAB made such a request, Justice would consider the action a "reasonable" restraint of trade and wholly within the law.

The plan offered by Mr. Kenney had originally restricted the phase-down to the "upper 60% to 80% of brands in the FTC tar and nicotine reports. However, before the resolution came to a vote the percentage figures were deleted.

Mr. Kenney's proposal bears similarity to a plan that RKO General had intended to implement for its stations but never did. In May RKO was con-

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Kent	K, F, (HP)	18	1.1
L & M	R, F	18	1.0
Tareyton	100mm, F	18	1.1
Tareyton	K, F	18	1.1
DuMaurier	K, F, (HP)	18	1.5
Lark	K, F	18	1.2
Virginia Slims	100mm, F	18	1.3
L & M	K, F, (HP)	19	1.1
Pall Mall	95mm, F, M, (HP)	19	1.1
Lucky Filters	100mm, F, M	19	1.1
Kool	K, F, M	19	1.6
Belair	K, F, M	19	1.6
Raleigh	K, F	19	1.5
Pall Mall	95mm, F, (HP)	19	1.2
Virginia Slims	100mm, F, M	19	1.4
Pall Mall	100mm, F, M	19	1.2
Philip Morris	K, F, (PB)	19	1.4
Marvels	R, NF	19	0.7
Lark	100mm, F	19	1.3
Stratford	K, F	20	0.7
Viceroy	K, F	20	1.5
Vogue (black)	K, F, (HP)	20	0.6
L & M	100mm, F	20	1.2
Alpine	K, F, M	20	1.3
Kent	100mm, F	20	1.3
Lucky Filters	K, F, M	20	1.1
Benson & Hedges	R, F, (HP)	20	1.4
Wings	K, F	20	1.5
L & M	K, F	20	1.2
Pall Mall	100mm, F	20	1.3
Yukon	K, F, M	20	0.8
Philip Morris	K, F, M, (PB)	20	1.5
L & M	100mm, F, M	20	1.3
Home Run	R, NF	20	1.7
Benson & Hedges	K, F, (HP)	21	1.5
Viceroy	100mm, F	21	1.5
Chesterfield	101mm, F	21	1.3
Salem	K, F, M	21	1.4
Old Gold	K, F	21	1.2
Kool	100mm, F, M	21	1.6
Marlboro	K, F, (HP)	21	1.4
Chesterfield	K, F, M	21	1.2
Picayune	R, NF	21	1.7
Lucky Filters	100mm, F	21	1.4
Marlboro	K, F, M	21	1.4
Newport	100mm, F, M	21	1.4
Newport	K, F, M	21	1.3
Newport	K, F, M, (HP)	21	1.4
Spring	100mm, F, M	21	1.2
Camel	K, F	21	1.3
Oasis	K, F, M	21	1.2
Winston	K, F	21	1.3
Galaxy	K, F	21	1.5
Benson & Hedges	100mm, F, M	21	1.5
Stratford	K, F, M	21	0.8
Mapleton	K, F	21	0.9
Lucky Filters	K, F	21	1.4
Benson & Hedges	100mm, F	21	1.5
Marlboro	K, F	22	1.5
Kool	R, NF, M	22	1.6

sidering setting a ban accepting advertising for any cigarette brand that had more than 1.3 mg nicotine and/or 18 mg tar.

If the broadcasters fail to convince the Senate subcommittee of their intentions to at least cut back on the cigarette brands, considered because of their tar and nicotine content to be the most hazardous to health, then the alternative, according to the spokesman "is a ban," as the FCC has proposed, on all broadcast cigarette advertising.

The genesis of the phase-down plan may have come from within the FCC itself. At the time it announced its proposed rulemaking banning all cigarette commercials, the commission said it would consider an exemption to an over-all ban to permit advertising that would inform the public about ciga-

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)	Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)	Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Salem	100mm, F, M	22	1.5	Duke of Durham	K, F	10	0.4	Philip Morris	K, F, (PB)	19	1.4
Winston	K, F, (HP)	22	1.4	Vogue (colors)	K, F, (HP)	13	0.4	Benson & Hedges	R, F, (HP)	20	1.4
Marlboro	100mm, F, (HP)	22	1.5	Carlton	K, F	5	0.4	Marlboro	K, F, (HP)	21	1.4
Domino	K, F	22	1.0	Sano	R, NF	17	0.5	Lucky Filters	K, F	21	1.4
Winston	100mm, F	22	1.6	Vogue (black)	K, F, (HP)	20	0.6	Marlboro	K, F, M	21	1.4
Winston	100mm, F, M	22	1.6	Life	K, F, M	11	0.7	Newport	K, F, M, (HP)	21	1.4
Marlboro	100mm, F	23	1.6	Montclair	K, F	11	0.7	Salem	K, F, M	21	1.4
Sweet Caporal	K, F	23	1.4	Kent	R, F	12	0.7	Lucky Filters	100mm, F	21	1.4
Century	100mm, F	23	1.5	True	K, F	13	0.7	Newport	100mm, F, M	21	1.4
Chesterfield	K, F	23	1.5	True	K, F, M	13	0.7	Winston	K, F, (HP)	22	1.4
Gauloises Disque				Domino	K, F, M	14	0.7	Sweet Caporal	K, F	23	1.4
Bleu	R, F	23	1.3	Marvels	R, NF	19	0.7	Old Gold	R, NF	23	1.4
Old Gold	R, NF	23	1.4	Stratford	K, F	20	0.7	Chesterfield	R, NF	25	1.4
Half & Half	K, F	24	1.7	Stratford	K, F, M	21	0.8	Piedmont	R, NF	25	1.4
Mapleton	R, NF	24	0.9	Tryon	K, F, M	11	0.8	Colony	100mm, F, M	26	1.4
Marvels	K, NF	25	0.9	Yukon	K, F, M	20	0.8	DuMaurier	K, F, (HP)	18	1.5
Chesterfield	R, NF	25	1.4	Tempo	K, F	14	0.8	Raleigh	K, F	19	1.5
Philip Morris	R, NF	25	1.6	Tryon	K, F	12	0.9	Philip Morris	K, F, M, (PB)	20	1.5
Gauloises Caporal	R, NF	25	1.3	Mapleton	K, F	21	0.9	Viceroy	K, F	20	1.5
Helmar	K, F, (HP)	25	1.5	Mapleton	R, NF	24	0.9	Wings	K, F	20	1.5
Piedmont	R, NF	25	1.4	Silva Thins	100mm, F, M	15	0.9	Benson & Hedges	K, F, (HP)	21	1.5
Domino	K, NF	25	1.1	Silva Thins	100mm, F	15	0.9	Benson & Hedges	100mm, F	21	1.5
Camel	R, NF	26	1.6	Marvels	K, NF	25	0.9	Galaxy	K, F	21	1.5
Stratford	K, NF	26	1.1	L & M	K, F	18	1.0	Benson & Hedges	100mm, F, M	21	1.5
Colony	100mm, F, M	26	1.4	Domino	K, F	22	1.0	Viceroy	100mm, F	21	1.5
Holiday	K, F	26	1.7	Pall Mall	95mm, F, M, (HP)	19	1.1	Marlboro	K, F	22	1.5
English Ovals	R, NF	27	1.9	Parliament	K, F	17	1.1	Marlboro	100mm, F, (HP)	22	1.5
Pall Mall	K, NF	29	1.7	Kent	K, F, (HP)	18	1.1	Salem	100mm, F, M	22	1.5
Colony	100mm, F	29	1.8	Lucky Filters	100mm, F, M	19	1.1	Chesterfield	K, F	23	1.5
Lucky Strike	R, NF	29	1.7	Parliament	K, F, (HP)	16	1.1	Century	100mm, F	23	1.5
Chesterfield	K, NF	29	1.6	Kent	K, F	17	1.1	Helmar	K, F, (HP)	25	1.5
Old Gold	K, NF	29	1.8	Tareyton	100mm, F	18	1.1	Belair	K, F, M	19	1.6
Bull Durham	K, F	29	1.9	Tareyton	K, F	18	1.1	Kool	K, F, M	19	1.6
Omar	R, NF	30	1.7	L & M	K, F, (HP)	19	1.1	Kool	100mm, F, M	21	1.6
Raleigh	K, NF	30	2.2	Lucky Filters	K, F, M	20	1.1	Winston	100mm, F	22	1.6
Herbert Tareyton	K, NF	31	1.8	Domino	K, NF	25	1.1	Winston	100mm, F, M	22	1.6
Players	R, NF, (HP)	32	2.0	Stratford	K, NF	26	1.1	Kool	R, NF, M	22	1.6
Philip Morris				Pall Mall	100mm, F, M	19	1.2	Marlboro	100mm, F	23	1.6
Commander	K, NF	32	2.1	Lark	K, F	18	1.2	Philip Morris	R, NF	25	1.6
Fatima	K, NF	33	1.9	Pall Mall	95mm, F, (HP)	19	1.2	Camel	R, NF	26	1.6
Holiday	K, NF	35	2.1	L & M	K, F	20	1.2	Chesterfield	K, NF	29	1.6
English Ovals	K, NF	36	2.6	L & M	100mm, F	20	1.2	Home Run	R, NF	20	1.7
				Oasis	K, F	21	1.2	Picayune	R, NF	21	1.7
				Old Gold	K, F	21	1.2	Half & Half	K, F	24	1.7
				Chesterfield	K, F, M	21	1.2	Holiday	K, F	26	1.7
				Spring	100mm, F, M	21	1.2	Lucky Strike	R, NF	29	1.7
				Virginia Slims	100mm, F	18	1.3	Pall Mall	K, NF	29	1.7
				Lark	100mm, F	19	1.3	Omar	R, NF	30	1.7
				Alpine	K, F, M	20	1.3	Colony	100mm, F	29	1.8
				Pall Mall	100mm, F	20	1.3	Old Gold	K, NF	29	1.8
				Kent	100mm, F	20	1.3	Herbert Tareyton	K, NF	31	1.8
				L & M	100mm, F, M	20	1.3	English Ovals	R, NF	27	1.9
				Camel	K, F	21	1.3	Bull Durham	K, F	29	1.9
				Newport	K, F, M	21	1.3	Fatima	K, NF	33	1.9
				Winston	K, F	21	1.3	Players	R, NF, (HP)	32	2.0
				Chesterfield	101mm, F	21	1.3	Philip Morris			
				Gauloises Disque				Commander	K, NF	32	2.1
				Blue	R, F	23	1.3	Holiday	K, NF	35	2.1
				Gauloises Caporal	R, NF	25	1.3	Raleigh	K, NF	30	2.2
				Virginia Slims	100mm, F, M	19	1.4	English Ovals	K, NF	36	2.6

**Tar and nicotine content of 126 varieties of domestic cigarettes (shown in increasing order of nicotine values)**

Brand	Type	Tar (mg/cig)	Nicotine (mg/cig)
Marvels	R, F	4	0.1
Sano	R, F	4	0.2
Marvels	K, F, M	5	0.2
King Sano	K, F	7	0.3
Marvels	K, F	7	0.3
Cascade	K, F, M	8	0.3
King Sano	K, F, M	8	0.3
Frappe	K, F, M	10	0.3

rettes low in tar and nicotine content and related filter aspects.

However, there is some question among broadcasters as to just what the commission would allow in such advertising if a general ban were effected in the absence of legislation. Would the FCC allow advertisers to continue showing cigarettes as objects of pleasure or would it require advertising for low tar and nicotine cigarettes to be restricted to a stand-up announcer in a simple set extolling the virtues of the product?

Limiting cigarette advertising to such an approach—without the jingles, woodland settings, etc.—is another course open to the code boards. They can restrict cigarette advertising to commercials that are only factual statements about the cigarette. If they ordered an

end to the "beautiful people" type spots, broadcasters would be answering one of their critics' major contentions: that cigarette smoking is made to look glamorous and thus induces children and teen-agers to smoke.

In his statement formally announcing the Senate hearing, Senator Moss noted that both the NAB code and the tobacco interests' cigarette advertising code "accept the premise that advertising directed toward young people is unacceptable." Until there is an "adequate understanding of the impact of advertising on the perceptions and attitudes of young people," he continued, the subcommittee cannot determine "who should act: the FCC, the FTC or Congress itself."

Although the FTC is holding hearings on its proposed stronger warnings

this week and although the FCC's deadline for comments on its advertising ban is July 6, the broadcasters are aware that there is still time for them to come up with what one called a "meaningful, responsible" proposal since "it is clear the agencies won't set an effective date for their rules while the subcommittee is in session."

That automatically pushes any new strictures back until mid-August at the earliest since the subcommittee has the second part of its hearings scheduled for Aug. 6 and 7, and could resume hearings in September if necessary.

If the Senate fails to support the House bill to extend the cigarette labeling act for six years, it appears unlikely that either the FCC or FTC would try and put their new rules into effect until Congress breaks in the fall.

# The Better Half of

While you're at the office the chances are better than half that your better half is spending a lot of her time with television. (Some 65 percent of all U.S. women watch daytime television, averaging 11 viewing hours a week.) The odds are she's watching CBS.

We have a 33 percent audience lead over our closest rival (which is not who you think it is) and a 48 percent lead over the other network (which is the one you thought the first was). In other words, we reach almost half again as many homes as our longtime competitor.

Which is a neat trick for us. And for you as advertisers. Our lead is so clear-cut, it's easier for you to decide where you can do best for your products.

And while we're cutting fancy figures, here are some more. CBS has more of the top five, top ten and top fifteen daytime programs than the other two networks combined. And 1969 marks the fifteenth straight year we've led the league in daytime.

But we're not standing still. There's more audience magic up our sleeve for next fall. Gomer Pyle, who comes from five years of top primetime ratings. And a new serial, "Where the Heart Is."

CBS—where the girls are. An old saw, but it cuts true.

**CBS** 



# Your Better Half.



## Cigarettes placed on fall calendar

### High court puts off issue; tobacco group says case not foreclosed by fairness

The Supreme Court has postponed until next term the question of whether or not to consider the FCC's authority to apply the fairness doctrine to cigarette advertising.

The court, in its final session of the 1968-69 term last week, asked the Department of Justice to express its views on the question, in view of the court's decision three weeks ago upholding the doctrine (BROADCASTING, June 16).

The department, in its brief in the appeal brought by the tobacco industry and broadcasting interests, had suggested that the high court defer a decision on whether to take the case until it resolved the fairness-doctrine issue.

The commission two years ago held that broadcasters who carry cigarette advertising must air spots warning of the health hazards involved in cigarette smoking (BROADCASTING, June 5, 1967). And the U.S. Court of Appeals for the District of Columbia affirmed this commission action in a 2-to-1 decision last November (BROADCASTING, Nov. 25, 1968). Since then, the commission has proposed a complete ban on broadcast advertising of cigarettes — provided Congress throws up no barrier.

The tobacco industry, led by the Tobacco Institute Inc., and broadcast industry representatives, including the National Association of Broadcasters, have argued that the commission ruling violates freedom of speech.

And the Tobacco Institute, in a supplemental brief it filed in the case, has

sought to persuade the Supreme Court that its decision in the fairness-doctrine case does not resolve the issues in the cigarette proceeding.

The court held the FCC was within its statutory and constitutional authority in ordering WGB Red Lion, Pa., to provide free reply time to an individual who said he was attacked over the station's facilities and in adopting personal-attack and editorializing rules to implement portions of the doctrine.

The Tobacco Institute noted that the court, in that decision, said that it was not ratifying "every past and future decision by the FCC with regard to programing" and that no question had been raised as to an "official government view dominating broadcasting." A question of such domination is presented by the commission's ruling, the institute said.

It also noted that the court had held that the commission has no mandate for arbitrariness." But, the institute added, the commission was arbitrary in applying the fairness doctrine to cigarette advertising. It said that no legislative or administrative history supports the ruling and that applying the doctrine to cigarette advertising and not to advertising for other products about which there is controversy is, in the court's word, "idiosyncratic."

The institute also used other arguments that have been made previously in the proceeding. It said the commission was arbitrary in issuing the ruling before offering interested parties an opportunity to comment. And it restated its views that the Cigarette Labeling Act prohibits the commission from requiring anticigarette spots. The act is scheduled to expire today (June 30), but a bill to take its place has been approved by the House of Representatives and is now pending in the Senate (BROADCASTING, June 23).

## FCC accepts KNXT ratio of cigarette fairness

Striking down a petition opposing the license renewal of KNXT(TV) Los Angeles as "without merit" the FCC last week told Action on Smoking and Health's John F. Banzhaf III that the CBS-owned station had complied with fairness-doctrine obligations with regard to cigarette advertising.

In response to Mr. Banzhaf's Nov. 15, 1968, petition opposing the KNXT license renewal, the commission said that when the station's total performance is considered, "we are unable to conclude that it is deficient."

Mr. Banzhaf and ASH had contended that monitoring KNXT from Aug. 19 to Aug. 23, 1968, showed a ratio of about 8.5 cigarette advertisements to one anti-smoking message between 5:45 and 11:30 p.m. and that the total length of the cigarette spots in ratio to the anti-smoking message was 13 to one. In reply to commission queries, CBS said that, during July, August and September last year, the number of commercials to anti-cigarette spots from 6 to 11 p.m. was 252-62, 194-31 and 251-48, respectively—or ratios of about four to one in July, six to one in August and five to one in September. It said the lengths of cigarette and anticigarette advertisements (including news reports and discussion programs) were in ratios of about seven to one in July, 10 to 1 in August and eight to one in September.

The commission concluded that the average ratio of cigarette to anticigarette spots in sample periods during those months averaged about five to one during prime time and that, with a few exceptions during coverage of the 1968 political conventions, at least one anti-smoking spot was carried each evening in August between 6 and 11 p.m.

### Agency appointments:

- Golden West Airlines, Los Angeles, commuter airline has named Compton Advertising, Los Angeles to handle advertising budget of more than \$500,000.
- Travel America Inc., Chicago, has named E. H. Brown Advertising there to handle national advertising that includes radio tests currently and TV spot in the fall. Initial budget is \$500,000.
- Hunt-Wesson Foods Inc., Fullerton, Calif., has named Chiat/Day, Los Angeles, to handle all institutionals and industrial products; Stern, Walters & Simmons, Chicago, will get several major new products.
- Studio Girl Hollywood Inc., Hollywood, a division of Helene Curtis Industries has named Bozell & Jacobs, New York, replacing Grant, Wright & Baker, Chicago. (Best Adv.)

## The broadcasters who oversee codes

When the National Association of Broadcasters' television code board meets in Washington July 8 to consider new rules on cigarette advertising, it will have a temporary new member from the NBC top echelon. Robert Kasmire, vice president for corporate information at NBC, will be the voting representative of the network. He replaces Ernest Lee Jahncke Jr., NBC vice president for broadcast standards, who left NBC two weeks ago (BROADCASTING, June 16). The networks designate their own representatives to the code boards.

Other members of the TV code board are: Robert W. Ferguson, WTRF-TV

Wheeling, W. Va., chairman; Bill Michaels, Storer Broadcasting; Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Alfred R. Schneider, ABC; Mike Shapiro, WFAA-TV Dallas-Fort Worth; Reeve Owen, WTVC(TV) Chattanooga, and Max Bice, KTNT-TV Tacoma, Wash.

Members of the radio code board, which meets July 9, are: John Alexander, WFLA Tampa, Fla., chairman; Virginia Pate, WASA Havre de Grace, Md.; George A. Foulkes, WAAC Terre Haute, Ind.; Thomas Harrell, WSTP Salisbury, N. C.; Robert Wells, KJUL Garden City, Kan.; Grace Johnsen, ABC; Richard Adams, WKOX Framingham, Mass.; J. Allen Jensen, KID Idaho Falls, Idaho; A. Donovan Faust, WSTX Nashville; Martin E. Pinsker, CBS, and E. J. Patrick, KAVI Rocky Ford, Colo.

# Ad threats hover over AAF agenda

But organizational changes and workshops dominate five-day program in N.Y.

The advertising community meets for five days this week amid hospitable New York surroundings—out of range of the slings and arrows Washington has been throwing at advertising, particularly cigarettes, in recent weeks. The official agenda of the American Advertising Federation national convention reflects few of the hot issues currently bedeviling the industry, but given the present climate, it's hard to see how they will be ignored.

Indeed, the "threat to advertising" will be the watchword of a luncheon address today (June 30) by Ward Quaal, president of WGN Continental Broadcasting Co. And a Tuesday morning panel will explore the "future and advertising." Moderating will be S. Watson Dunn, head of the advertising department of the University of Illinois, with panelists Thomas Dillon of BBDO; John Johnson, editor and publisher of *Ebony* magazine; Daniel Seligman, senior staff editor, *Time* magazine, and Walker Sanbach, executive director of Consumers Union.

Keynoting the convention will be Donald M. Kendall, president of PepsiCo. Other featured speakers will be Walter E. Terry of D'Arcy Advertising, AAF chairman; Howard H. Bell, AAF president; George Wald, Nobel prize winner, who will discuss student unrest and "its prognosis," and Joe Garagiola, NBC sports commentator.

A showcase session on the "world of advertising/world of ideas," using audiovisual presentations on the latest ad techniques, will feature Carl Ally of Carl Ally Advertising; William Bernbach of Doyle Dane Bernbach; Jeremy Bullmore of L. Walter Thompson Co.; Ralph Carson of Carson/Roberts, and Duke Marx of Marx Advertising. Gail Smith, general director of advertising, General Motors, will moderate.

Important housekeeping details are up for AAF membership scrutiny this week. Proposed by-law changes that were adopted by the board of directors last February will reduce the size of the AAF board from a mammoth 93 (actually 134, counting extraneous advisory members with board voting rights) to a more manageable 39. The new board will be composed of a chairman; president; three vice chairmen from the western, central and eastern AAF regions; secretary-treasurer; four chairmen from the council of governors, interassociation council, women's

activities branch and junior division; 16 district governors; the immediate past AAF board chairman, and 12 directors-at-large.

The by-law changes also propose a reduced executive committee, from 19 to 11 members. The proposed reductions were made necessary by the growth of AAF which now comprises 180 ad clubs, 500 company members from individual advertising agencies, and 28 ad and media associations.

Also scheduled for the business session, which will be held Tuesday (July 1), are election of new national officers.

AAF's new "advertising woman of the year," Jane Trahey, president of Trahey/Wolf Advertising, New York, was to have been honored Sunday (June 29) at a morning presentation.

Five advertising workshops are scheduled for the Monday afternoon session. Moderating a creative panel will be Shirley Polykoff of Foote, Cone & Belding, with panelists Jo Foxworth of Jo Foxworth Inc., Helmut Krone of Case & Krone, and Robert Pliskin of Benton & Bowles.

Herbert Maneloveg of BBDO will moderate a media panel with participants Bernard Kanner of B&B, Sam Vitt of Ted Bates, Paul Roth of Kenyon & Eckhardt, and John Meskil of Warwick & Legler. A production panel will feature Carl Sturges of Young & Rubicam, as moderator with Dick Miller Associates, Dr. Val Appel of Brudin-Appel, Richard Levine of Carl Ally Advertising, and Bob Gage of DDB.

A sales promotion panel will feature Austin Johnson of B&B, as moderator with Tom Clark, director of special products, General Foods, Charles

Thorpe, manager of promotion services, Warner-Lambert Pharmaceutical, and Ray Helsel, vice president of food sales, PepsiCo. Paul Gerhold heads a research panel with participants Edward Barz of FC&B, Arthur Pearson, marketing research director, Bristol-Myers, and Dr. Arthur H. Wilkins of Grey Advertising.

## AAF: leave smoking to Hill

Trade associations says FCC can't adequately answer health questions

The American Advertising Federation has struck the first blow in—and at—the FCC rulemaking aimed at banning cigarette advertising from radio and television.

AAF said the commission lacks the scope and expertise needed to deal with the health issue raised by cigarette smoking, and should defer to Congress on the problem. It also said the commission's proposal raises a serious freedom-of-speech question.

AAF filed its comments Friday (June 27), 10 days ahead of the deadline, as the Senate Subcommittee on the Consumer prepared to consider a House-passed bill that would replace the Cigarette Labeling Act of 1965, which is due to expire today (June 30) (see page 24).

The proposed legislation would require a tougher health-hazard warning on cigarette packages than is now provided for by law, but would bar federal agencies from going any further, such as requiring such warnings in advertising or prohibiting cigarette advertising.

The AAF agreed that cigarette smoking raises a public health issue that "is a proper concern of government" but said the problem requires a consideration of "highly complex and intersecting (if not conflicting) interests" which can only be resolved by Congress.

It noted, for instance, that although the issue involves the health of cigarette smokers, the government spends \$50 million annually to subsidize the tobacco industry and has \$750 million invested in its inventories. "It only states the obvious to say . . . that this is an absurdity," AAF said. "But, it should be equally obvious that the Federal Communications Commission is not the agency to correct this absurdity."

AAF said the constitutional question raised by the proposed ban also requires commission deference to Congress on



Mr. Quaal



Mr. Carson



Mr. Dillon



Mr. Bernbach

the issue. AAF said that although the commission said its proposal is "limited to this unique situation and product," the rationale behind it could oblige the agency to interfere with a wide range of program content, contrary to the First Amendment and the no-censorship provision of the Communications Act.

It cited the study now being conducted by the surgeon general into the relationship, if any, between violence on television and in society. If the study should find there is a connection, AAF asked: "How can we now presume that the commission would not act in this new situation?"

AAF also said there is serious question as to how much good would be achieved at the expense of such an "elegant program of censorship." It noted that cigarette consumption continues "at a high rate" in Great Britain, despite a ban on television advertising of cigarettes since 1965. AAF quoted British Embassy figures showing that consumption rose from 112 billion cigarettes in 1965 to 119.1 billion in 1967.

## Is FTC conducting academic exercise?

### Trade Commission opens three-day hearing on cigarette health warning

The witching hour is upon the Federal Trade Commission. A four-year moratorium imposed by Congress on FTC efforts to enact a rule requiring a so-called "death" warning in all cigarette advertising expires today (June 30).

On Tuesday morning (July 1) two days of long-promised commission hearings on the proposed warning will commence but the total effort appears progressively to be an academic exercise, what with related Senate hearings due in mid-July and August, the broadcast industry moving toward more evident self-regulation, and the looming possibility of Congress imposing another pre-emption on FTC action against cigarettes (see page 31).

Nevertheless, the stage is set with many old and some new antitobacco and few protobacco faces due to appear before the commission.

The FTC formally expressed its intention to go ahead with the proceedings in May (BROADCASTING, May 26), with the announced intention of adopting the following rule: "It is an unfair or deceptive act or practice . . . to fail to disclose, clearly and prominently, in all advertising that cigarette smoking is dangerous to health and may cause death from cancer, coronary heart dis-

## Curtis says they have a 'cabal' at the FTC

Politics reared its ugly head on the Federal Trade Commission's doorstep again last week as Senator Carl T. Curtis (R-Neb.) charged that a "cabal of present FTC commissioners" plans to frustrate future commission appointments of President Nixon.

The senator contended that if the "scheme of the present commissioners and the present chairman is effectuated, the new chairman of the commission, whom President Nixon will appoint, will become a mere figurehead stripped of the powers transferred and entrusted to him. . . ." "If this cabal . . . succeeds," Senator Curtis claimed, "the Nixon administration will be prevented from setting a new course for the commission and rectifying the mistakes of the past."

The senator's charges, which he inserted in the Congressional Record, were prompted by FTC Chairman Paul Rand Dixon's published plan to require full commission approval of all staff appointments. Senator Curtis also said he was "advised that certain commissioners, all appointed by our last President, claim that they—not the chair-

man or new chairman—have the right to hire and fire personnel and to organize the commission as they see fit."

The FTC chairman was vested with those administrative functions nearly 20 years ago by President Truman, the senator noted, because blatant politicking in the commission required executive reorganization. And Senator Curtis bolstered his criticism with choice excerpts from the "Nader's Raiders" report which was highly critical of the agency's conduct in consumer affairs (BROADCASTING, Jan. 13).

Chairman Dixon's plan, he said, would have the effect of "freezing in office almost all nonclerical staff members of the commission . . . the same political staff that has infested the FTC in the past." If the plan is stified, Senator Curtis said, then "this bipartisan agency will again resume its important and constructive role in our nation's economy."

President Nixon will have his first opportunity to make a commission appointment when Commissioner James M. Nicholson's term expires Sept. 25. Chairman Dixon and Commissioner A. Everette MacIntyre are Democrats, Commissioners Philip Elman independent and Mary Gardiner Jones Republican.

ease, chronic bronchitis, pulmonary emphysema, and other diseases."

And last week it rebuffed a motion to forestall the hearings made by the Tobacco Institute and a strong suggestion from the American Advertising Federation and others that the cigarette issue would be better left up to Congress. By a 3 to 2 vote, in which FTC Chairman Paul Rand Dixon and Commissioner A. Everette MacIntyre cast the dissenting ballots, the commission dismissed the pleas and ordered its staff to prepare for the hearing.

Attorney H. Thomas Austern—representing the institute and American Tobacco, Brown & Williamson, Liggett & Myers, Philip Morris, Lorillard Corp., and R. J. Reynolds—had requested a 60-day stay of the hearings pending completion of possible congressional action. "The entire legislative process . . . will be directly relevant to the preparation of data, views and arguments on the proposed rule," Mr. Austern said. "The submission of written and oral presentations without full benefit of this congressional activity will seriously prejudice the interests of petitioners."

W. Theodore Pierson of Pierson, Ball & Dowd, representing AAF, noted that the commission's proposal "amounts to a piecemeal and simplistic approach to a highly complex problem with respect to which there can be little confidence

that such action will contribute significantly to the goal of reducing cigarette consumption or the possible health hazards involved. However much the commission's proposals may salve its conscience," he said, "it does not solve the problems. Only Congress has the power to consider the broad range of intertwined interests and adopt effective and equitable solutions."

Both Messrs. Austern and Pierson are scheduled to appear Wednesday (July 2) before the commission as are Donald Tiggelbeck, manager, market development of Pittsburgh Activated Carbon, a division of Calgon Corp.; Paul H. LaRue, a Chicago attorney representing American Chemosol Corp., and Fred S. Royster, chairman, Committee of Growers of U.S. Tobacco.

These four protobacco spokesmen are counterbalanced on Wednesday by Warren Braren, former director of the New York office of the National Association of Broadcasters' Code Authority, who scored broadcast self-regulation efforts last month before the House Commerce Committee as "virtually nonexistent" (BROADCASTING, June 16). John Banzhaf III, executive director of Action on Smoking and Health, who prompted the FCC's application of the fairness doctrine to cigarette advertising, will also appear.

Preceding the protobacco spokesmen



# WLEE TAKES RICHMOND

- WLEE has captured the Richmond “Spendables.” (Adults 18-34).
- For two solid years, WLEE has delivered more of this big-buying audience than any other station in the Richmond area.
- So the next time you want to sell Richmond, put your money on the winner.



WLEE is now sold by **radio**

Source: Pulse: Richmond 3 County Metro area April-May-June 1967, Oct.-Nov.-Dec. 1967, April-May 1968, Oct.-Nov. 1968 Reports. Weighted average by day part 6 A.M.-12 Midnight.  
Audience measurement data are estimates only, subject to defects and limitations of source material and methods.  
Hence, they may not be accurate measures of the true audience.

will be a parade of witnesses and accompanying retinue from the medical community. William H. Stewart, U.S. surgeon general, will be the lead-off witness Tuesday, accompanied by Dr. Paul Kotin, director, National Institute for Environmental Health Sciences; Dr. Kenneth M. Endicott, director, National Cancer Institute; Dr. Theodore Cooper, director, National Heart Institute, and Dr. Daniel Horn, director, National Clearing House for Smoking and Health.

Also speaking will be Dr. Luther L. Terry, former surgeon general, and chairman, National Interagency Council on Smoking and Health; Dr. Charles E. Tate Jr., chairman, Florida Committee on Smoking and Health; Dr. Lewis E. January, American Heart Association; Dr. Sol R. Baker of the American Cancer Society; Dr. Robert H. Browning, National Tuberculosis and Respiratory Disease Association, and Bentley J. Blum, president, Smoke Watchers International, New York.

### WTOP-TV adopts 30 base rate

WTOP-TV Washington moves to a 30-second base rate in its new rate card, effective Tuesday (July 1). There are separate rates for 30-, 20- and 8-second spots in the new card with minutes priced at twice the 30-second rate.

Robert A. J. Bordley, national sales manager, said the new card "reflects the greatly increased demand for 30's." The top 30-second rate, listed for AA time, "in and adjacent to network prime movies, specials and other designated programs," is \$1,000.

The majority of TV stations represented by John Blair & Co. went to a 30-second base rate six months ago (BROADCASTING, Jan. 23).

## New NSI's will be easier reading

**Added markets will have only 5 demo columns; pre-emptions will be separate**

Advertising agencies and TV salesmen who have been complaining that rating reports are overloaded with demographics can get a shorter one from the A. C. Nielsen Co. next season—one reminiscent of reports issued in long-ago TV days.

It will have five columns of demographics instead of 45, and it stems from an expansion of the markets to be measured in October and May as part of the Nielsen Station Index service for 1969-70. Nielsen officials were scheduled to make their first sales presentation on the 1969-70 service last Friday (June 27).

Another new feature of the 1969-70 NSI will be the introduction of a new "preemptions excluded" section. Ratings of regular series that are preempted during the report period will be shown both with and without the preemption program's rating averaged in, and the preemption's rating will also be shown separately. In the basic NSI report, regular programming that was preempted will be starred to alert users to check the preemptions-excluded section for details.

The October measurements, which in the past have covered the top 23 markets, will be expanded to 70 markets, and the May reports will be expanded from 70 markets to 100.

The October expansion, officials said, is to give agencies more help in their buying for the first-quarter of the following year, in recognition that reports from NSI's November all-market sweeps

tend to arrive too late for that purpose.

The May expansion, they said, is intended to give a broader reading of the effects of daylight saving time and the start of the rerun season on audience levels, as well as to provide summer buying information.

It is in the new May and October markets that the abbreviated report form, with only five columns of demographics, will be introduced. The 23 markets that in the past have been measured in October, and the 70 that have been measured in May, will continue to be reported in full, with viewership broken into 45 columns of demographics.

But the markets being added in May and October will be reported in what Nielsen officials call "the time-buyer's friend," showing for each program period only the metro rating and share, the Designated Market Area rating and the following demographics: households, total women, women aged 18-49, total men and total children.

These, officials said, represent all the information buyers want in 90% of the cases—and the full 45-column breakouts for these markets will be available on tape.

Officials said they anticipate no increase in price of the basic NSI service but that the "timebuyer's friend" reports would be offered separately to stations and agencies "at a modest cost."

Another departure in the 1969-70 NSI is that weekly Designated Market Area reports, in the past offered only

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 15, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 15	Total dollars week ended June 15	1969 total minutes	1969 total dollars
	Week ended June 15	Cume Jan. 1- June 15	Week ended June 15	Cume Jan. 1- June 15	Week ended June 15	Cume Jan. 1- June 15				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.9	\$ 97.7	\$ 2,684.6	\$ 351.7	\$ 8,240.9	88	\$ 449.4	2,030	\$ 10,942.4
Monday-Friday 10 a.m.-6 p.m.	1,462.3	34,214.4	2,755.5	66,361.7	2,009.3	56,769.1	948	6,227.1	21,826	157,372.2
Saturday-Sunday Sign-on 6 p.m.	767.4	24,145.9	720.3	26,083.3	560.3	15,160.1	271	2,048.0	6,839	65,389.3
Monday-Saturday 6 p.m.-7:30 p.m.	524.5	7,963.7	568.7	17,954.0	414.2	15,683.0	99	1,507.4	2,223	40,700.7
Sunday 6 p.m.-7:30 p.m.	251.0	3,482.9	158.5	5,282.7	94.0	5,487.9	22	503.5	516	14,253.5
Monday-Sunday 7:30-11 p.m.	4,141.5	121,033.9	5,778.3	163,828.5	5,579.3	162,589.9	445	15,499.1	10,365	447,452.3
11 p.m.-Sign-off	339.3	9,763.5	32.5	1,967.7	435.6	11,710.3	81	807.4	1,896	23,441.5
<b>Total</b>	<b>\$7,486.0</b>	<b>\$200,621.2</b>	<b>\$10,111.5</b>	<b>\$283,262.5</b>	<b>\$9,444.4</b>	<b>\$275,668.2</b>	<b>1,954</b>	<b>\$27,041.9</b>	<b>45,695</b>	<b>\$759,551.9</b>

to stations, will be made available to agencies too.

In addition to expanding the May and October markets, NSI will continue to measure all markets in November and again in February/March, plus approximately five markets in December, 20 in January/February, nine in April and 70 in July.

The NSI presentation is to be shown to agency, advertiser, station-rep and other clients and prospects over the next several weeks by George E. Blechta, vice president and NSI product manager; Bill Hamill, NSI vice president in charge of Eastern agency sales and their associates.

It stresses that spot television is "a giant medium of tremendous change," and one of the changes it notes is the proliferation of preemptions for special programs at both network and local levels—which led to introduction of the "preemptions-excluded" section of the NSI reports.

The presentation also contains an updating of plans for Nielsen's computerized spot-TV timebuying service, formerly called "Teleprocessing in Timebuying" or TNT (BROADCASTING, Dec. 30, 1968, et seq) but now called "Telavail."

Mr. Blechta said plans for the system had been refined as a result of conferences with 40 agencies and advertisers and 15 reps last fall and winter. It is now envisioned in a series of stages that will be made available to clients as they become ready.

Work on the initial stages is under way and "if all goes well" may be expanded to include work with agencies, probably in the Chicago area, next spring. No thought has been given to pricing the computer service, according to officials.

They said Telavail is envisioned as an on-line computer system to expedite spot-TV buying without changing the traditional relationships between agency and rep.

Thus, in "stage one," called "ARC" for "availability request center," agency buyers, instead of telephoning reps individually, would feed availability requests and campaign specifications into the Nielsen computer. The computer would automatically pick out all reps for all stations in the markets specified by the buyer and transmit the requests and specifications to them simultaneously. The reps would then compile their availability lists and submit them to the buyer personally, as now.

("ARC" was said to be the principal difference between TNT and Telavail. Under TNT, the computer would not transmit avails requests directly to the reps but would have sent a list of all stations and reps for the desired markets back to the buyer, who would then

have contacted the reps individually.)

In stage two of Telavail, the computer would add the job of analyzing and ranking availabilities and campaign schedules on request from the agency.

Nielsen officials said they hope to get internal pilot programs going on stages one and two this fall. Both stages, they said, have been designed and are currently being programmed.

Stage three, later, would handle such chores as budget control, post-buy analysis, estimates, trafficking, billing and talent payments. Stage four would handle order and confirmation control, and the final stage, five, would offer additional computer systems for corporate pool buying by agencies.

In addition to plans for Telavail, officials reported, Nielsen already is offering an agency budget allocation (ABA) service, allocating budgets by rating points or dollars according to sales-market areas, which they said is currently used by nine agencies. The nine are all Procter & Gamble agencies but were said to be using ABA for other clients as well.

## Clients from minorities are goal of new agency

Zebra Associates, New York, has been formed as a full-service advertising agency with the racially integrated staff that will handle a limited number of companies owned by members of minority groups.

President of Zebra is Raymond A. League, who is resigning from J. Walter Thompson Co. where he was the agency's first black account executive. Zebra's executive vice president is Joan Murray, who has been a



Mr. League and Miss Murray

wCBS-TV New York newscaster and now serves as a member of the station's community affairs department and as the co-host of the *Opportunity Line* TV program. She said last week she hopes to continue in broadcasting.

Herb Lubalin, president of Lubalin, Smith & Carnase, New York, has been retained by Zebra as graphic design consultant.

Zebra's initial accounts are All-Pro Chicken Brooklyn, a franchise chain; Le Mans, a New York men's clothing store, and the First National City's Bank's Capital Corp. The agency has offices at 1180 Avenue of the Americas; phone is 586-2160.

## 'First Tuesday' fully booked

Seventeen advertisers have bought out NBC News's *First Tuesday* for the third quarter. The two-hour news program is televised the first Tuesday of each month on NBC-TV (9-11 p.m. NYT).

The sponsors are Bristol-Myers Co. (Doyle Dane Bernbach), American Home Products Corp. (John F. Murray Advertising Agency), John H. Breck Inc. (Young and Rubicam), Buick Motor Division of General Motors (McCann-Erickson), Cannon Mills Inc. (N.W. Ayer & Son), Carter Products (Sullivan, Stauffer, Colwell & Bayles), Del Monte Corp. (McCann-Erickson), The Gillette Co. (BBDO), The Kellogg Co. (Leo Burnett Co.), Miller Brewing Co. (Mathisson and Associates), Norwich Pharmacal Co. (Benton & Bowles), Procter & Gamble Co. (Benton & Bowles), Savings and Loan Foundation (McCann-Erickson), Shell Oil Co. (Ogilvy & Mather), Warner-Lambert Pharmaceutical Co. (J. Walter Thomson Co.), Weyerhaeuser Co. (Cole & Weber Inc.) and J. B. Williams Co. (Parkson Advertising Agency).

## FTC now wants just one word changed

The Federal Trade Commission's 10-year-old case against Geritol is still alive, but an FTC majority last week said it "hoped" for an end to the dispute in the near future. In its latest attempt to ban from Geritol advertising all claims that the product relieves "tiredness," the FTC advised J. B. Williams Co., Geritol's manufacturer, that deletion of the word "power" from its commercials ("Geritol builds iron-power") would bring them into line with a 1967 order banning misleading advertising of Geritol.

The FTC told Williams in a letter last month that it would be "favorably disposed" to close the case if the offending word were eliminated. The firm

replied that it would do so, and that it would eliminate all implications that the product relieves "tiredness" in the vast majority of individuals.

Last week's statement was adopted by a vote of 3-to-2, with Commissioners James Nicholson and Philip Elman dissenting. Commissioner Elman, in a statement, noted that this incident is the second of its kind since issuance of the 1967 order, and recalled that the FTC had previously warned Williams that civil contempt proceedings would be instituted unless the firm complied with the order.

Commissioner Elman called on the FTC to end its "fruitless haggling" and take the company to court. He said the commission should have taken such action last year. Absent this strong action, Mr. Elman said, last week's statement only reveals to the public "the timidity with which the commission approaches violations of its processes."

### Rep appointments:

- Wwva Wheeling, W. Va.; wvLK Lexington, Ky., and wnLC New London, Conn.: Robert E. Eastman & Co., New York.
- WEDO McKeesport, Pa.: Gert Bunchez & Associates, St. Louis.

### Business briefly:

**Timex Inc.**, through Warwick & Legler, both New York, will sponsor *Timex Presents the All-Star Circus: the Official Circus Hall of Fame Awards Show* on Saturday, Sept. 6 (9-10 p.m., EDT) on NBC-TV.

**Employers Insurance of Wausau**, Wausau, Wis., through J. Walter Thompson, Chicago, will partially sponsor *60 Minutes* on CBS-TV beginning Tuesday, Sept. 30.

**Sunbeam Appliance Co.**, Chicago, through Foote, Cone & Belding and Perrin & Associates, both Chicago, plans largest promotion to date starting in the fall for its beauty and personal care lines of appliances. Major market spot TV will be included. Increased local advertising will be made possible through co-op funds.

**Bristol-Myers Co.**, through Sullivan, Stauffer, Colwell & Bayles, both New York, will sponsor *The Archie Special*, an animated cartoon adapted from the "Archie" comic strip, on CBS-TV, Sept. 14 (7:30-8p.m. EDT).

**United Motor Service**, through Campbell-Ewald, both Detroit, has renewed as sponsor of the daily, 10-minute American Information Radio Network

*Tom Harmon Sports Show.*

**National Biscuit Co.**, through McCann-Erickson, both New York, will sponsor Dr. Seuss's *Horton Hears a Who*, a half-hour animated special on CBS-TV during the 1969-70 season.

**Singer Co.**, through J. Walter Thompson, both New York, will sponsor a repeat of its *Singer Presents Elvis* special on NBC-TV, Sunday, Aug. 17 (9-10 p.m. EDT).

**American Express Co.**, through Ogilvy & Mather, and Colgate-Palmolive, through Ted Bates, all New York, have bought into *Emphasis* and *News on the Hour* on NBC Radio.

### Also in advertising:

**Moving time** ■ Greener, Hiken, Sears, station rep is moving its New York offices from 20 East 53d Street to 527 Madison Avenue this week.

**New Address** ■ Campbell-Ewald Co., Detroit, has opened a new office in Pittsburgh at one Oliver Plaza.

**New York office** ■ Alliance Co., subsidiary of the Alliance Machine Co., Ohio, has opened offices at 37 East 65th Street in New York. Alliance produces commercials and feature films.

## Programming

# TV music harmony goes off key

## New ASCAP contract signing stalled by protests over auditing methods

It was back to the drawing boards again last week for the painfully negotiated ASCAP/TV music-license deal, despite informal approval of the proposed contract by approximately 90% of the basic stations involved.

Another snag had developed, one more in the seemingly endless series of hitches that have occurred during the almost eight years the contract has been in negotiation.

The All-Industry TV Stations Music License Committee, which has been supported by 350 to 360 TV stations in its negotiations, and the American Society of Composers, Authors and Publishers took their latest dispute back to court last Tuesday (June 24). The court told them to try again.

The problem this time relates to a provision in the proposed contract giving independent auditors for ASCAP a right to check stations' claimed broad-

cast revenues—on which their ASCAP fees are based—against the broadcast revenues they report to the FCC.

After the all-industry committee had distributed the proposed new contract to stations (BROADCASTING, May 26), it developed that some broadcasters include some nonbroadcast revenues—such as money received from rentals of a studio for a civic meeting—in the "broadcast revenues" they report to FCC.

ASCAP contended that the figures reported to the FCC must be controlling because they provide an authoritative check on the accuracy of the revenue figures that stations report to ASCAP.

The all-industry committee took the position that payments have always been based on what the contract calls "receipts from sponsors," that nonbroadcast revenues have never been subject to ASCAP fees and should not be now.

Presiding Judge Sylvester Ryan of the U.S. Southern District Court in New York, which is involved because the case originated as a fee-fixing suit brought by the committee in 1961, advised the negotiators to try again to settle the issue and report back to court on July 14. He said he would be available to assist if needed.

Charles H. Tower of Corinthian Broadcasting, chairman of the all-industry committee, said that in relation to the over-all contract "not a lot of dollars" are at stake in the disputed point, but that it represents "a lot for a few stations."

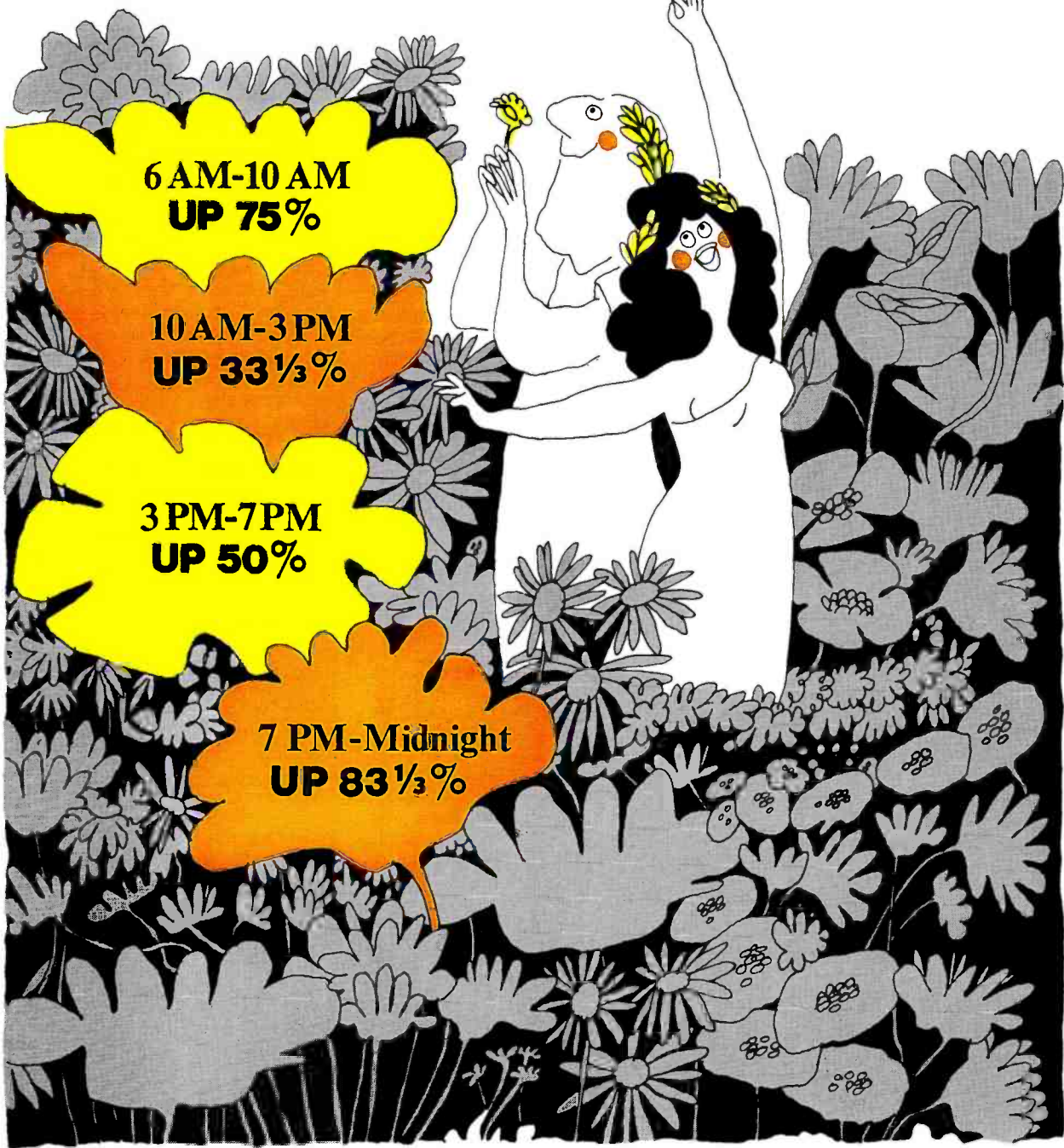
He said the committee was fighting for "the principle that broadcasters never have paid and should not pay for what does not go on our air."

He also expressed hope "that cool heads will come up with a fair solution."

Mr. Tower also reported that ap-

# EVERYTHING IS **UPSY** DAISY!

In & out of home share of audience\*:



Growing with uninterrupted quarter-hours of beautiful music!



Baltimore / A service of Reeves Telecom Corporation

AM Radio 123/FM Stereo 104.3

\* Pulse: Jan.-March, 1969. Subject to limitations as stated in Pulse

proximately 320 of the 350 to 360 stations supporting the committee as petitioners in the lawsuit have signified informally that they approve the proposed contract.

That would be enough for the committee and ASCAP—when they resolved their own new dispute—to formally ask Judge Ryan to approve the contract and terminate the lawsuit.

Stations, including nonpetitioners, who might oppose the deal would then be given a chance to oppose it in court.

## Survey regulations are 'onerous burden'

Robert Lee chides FCC on points to be covered in program surveys

FCC Commissioner Robert E. Lee says the commission is imposing an "onerous burden" on broadcast applicants by requiring them to adhere to "the most elaborate and exacting standards" in making program surveys.

He commented in a dissenting statement issued last week in connection with the commission's order denying application for the assignment of license of WCAM Camden, N.J., from the city to McLendon Corp. (BROADCASTING, June 23).

The commission, in a 4-to-1 decision, with Chairman Rosel H. Hyde concurring in the result, held that McLendon had not demonstrated that it planned to operate the station as a Camden outlet rather than as one serving the Philadelphia metropolitan area, in which it is located. In arriving at that conclusion, the commission said McLendon had not made an adequate program survey.

And in making that point, the commission provided the most explicit directions yet on what it expects from applicants in reporting on the four elements they are required to cover in their survey.

"... the applicant or licensee is expected to elicit information as to the community's needs, problems, and issues, not the audience's current broadcast programing preferences." The commission also said he should consult with a representative range of groups and leaders, and demonstrate by a cross-sectional survey or other method that the range of those contacted "is truly representative" of all elements of the community. And those consulted must be identified.

■ The applicant should "list all significant suggestions as to community needs received through consultations with community leaders and individ-

uals, whether or not the applicant proposes to treat them through its programing service."

■ The applicant is "to evaluate the relative importance of the suggestions received as to community needs and to consider them in formulating the station's over-all program service.

■ The applicant is to set forth the programing service he has developed to meet the needs and interests—that is, "what programing service is proposed to meet what particular need."

Commissioner Lee said literal adherence to the four elements to be followed in making a survey will "place an onerous burden on applicants." He also questioned whether it will advance the "dialogue between the station and the community it serves."

He said that an applicant who takes the steps to become an expert in his community should not be required to convince the commission in such detail that his proposed programing does meet the needs developed by the survey. The applicant is the expert, "and not the commission," he added.

## New Jersey candidates get time on cable TV

Reeves Telecom Corp., New York, said last week it has offered William Cahill and Robert Meyner, Republican and Democratic candidates respectively for governor of New Jersey, free time on its CATV system, Garden State Cable Corp. The system serves the communities of Vineland, Hammonton, Bridgeton and Northfield.

Reeves has volunteered to supply copies of the proposed three one-hour programs to all CATV systems operating in New Jersey which, Reeves said, serve more than 50,000 subscribers. Reeves sent letters to the gubernatorial candidates on June 17 but had not received a reply from them by late last week.

Under the Reeves proposal, Mr. Meyner and Mr. Cahill would meet in a company facility to answer questions from a group of New Jersey broadcast newsmen and newspaper reporters.

## Filmation purchased by Teleprompter

In a striking example of the cable television industry's hell-bent drive towards program orginations (see page 69), Teleprompter Corp., a leading CATV owner, last week acquired Filmation Associates, a major West Coast animation house and producer of Saturday morning network cartoon programing. No purchase price was disclosed when announcement of the acquisition was made at the National Cable Television

Association convention in San Francisco. It was indicated, however, that purchase of Filmation, privately owned, was made with Teleprompter stock.

The acquisition gives Teleprompter its first program production capability. Since being formed in 1965 by Norman Prescott, Louis Scheimer and Hal Sutherland, Filmation has produced primarily for Saturday morning children audiences. During the 1968-69 season, the animation firm was responsible for programing two hours on CBS-TV and one hour on ABC-TV, all in co-production deals with other companies.

Among the Filmation products are *Archie*, *Fantastic Voyage*, and *Journey to the Center of the Earth*. In the upcoming season, Filmation will produce a new half-hour series, *The Hardy Boys* for ABC-TV while its half-hour *Archie* series on CBS-TV will be extended to an hour. Also scheduled is a night-time *Archie* special on CBS, the first time Filmation has cracked the prime-time barrier.

Teleprompter, which will operate Filmation as a wholly owned subsidiary, operates 24 CATV systems, serving an estimated 125,000 subscribers in 13 states.

## FCC warns 3 CATV's on program exclusivity

The FCC last week indicated concern over alleged violations of program exclusivity rules relating to duplication of broadcast television programs by CATV systems. It issued show cause orders to three cable system asking why they should not be ordered to desist from such violations.

Citizens Cable Co., owner of a 12-channel cable system at Williamsport, Pa., was issued an order after the FCC received petitions by Taft Broadcasting Co., licensee of WNEP-TV Scranton, Pa., and WBRE-TV Inc., licensee of WBRE-TV Wilkes-Barre, Pa. Both have since 1966 made several requests for program exclusivity. The commission said two basic issues were raised by the petitions: whether Williamsport is actually within the predicted grade B contour of WNEP-TV or WBRE-TV, and whether the program exclusivity requests made by the stations were so deficient as to justify Citizens' refusal to honor them. A hearing was authorized on the show-cause order as well as an initial decision in the case.

In an action affecting Canadian CATV, American Cablevision Co., owners of a cable system at Sault Ste. Marie, Mich., was issued an order after it allegedly failed to provide carriage and program exclusivity for WTOM-TV Cheboygan, Mich. In an earlier petition requesting a temporary stay of

coverage rules, American Cablevision argued that a system at Sault Ste. Marie, Ont., receives signals identical to those received by Michigan subscribers, and that these viewers would lose service if program exclusivity were required. The commission replied that the federal regulatory system took priority over franchise terms and private agreements with foreign governments.

V&G Cable Service, owner of a system at Wheeling, W. Va., was cited for alleged violation of rules in duplicating certain programs of wstv-tv Steubenville, Ohio. Rust Craft Broadcasting Co., wstv-tv licensee, had requested program exclusivity; V&G did not oppose the request but did not respond to a commission inquiry on it.

## Senator Murphy, actors plug pay-TV benefits

Pay television got a formal boost on Capitol Hill last week from Senator George Murphy (R-Calif.).

Speaking at a news conference, the senator referred to pay TV as "free choice TV," and attacked the campaign waged against the newly authorized service as an attempt "to infringe on the basic rights and proprieties of the free-enterprise system."

Senator Murphy's reference was to the court battle and publicity barrage presently being conducted by the nation's theater owners against pay TV, which was approved on a limited basis by the FCC late last year (BROADCASTING, Dec. 16, 1968).

The senator also argued that subscription service could provide viewers with a wider selection of programs if given a "fair chance to compete," and predicted that it would have a "tremendous economic effect" on the motion-picture industry.

Joining Senator Murphy at the news conference were Penny Singleton, national secretary of the American Guild of Variety Artists, best known as "Blondie" in over a score of films; Hugh O'Brien, representing the Screen Actors Guild, and George Wein, producer of the Newport Jazz Festival.

Miss Singleton said the advent of pay TV would "rebuild" the motion-picture industry while giving viewers "the right to see what they want to see" without relying solely upon the discretion of commercial TV executives.

Mr. O'Brien found it "ironical" that the same theater owners, who now oppose pay TV, once opposed what they now term "free TV." Another irony, he said, is that the theater owners who exhort the public to "save free TV" often charge \$5 to \$8 for televised boxing matches. "They're talking out of both sides of their mouths," he charged.



*Paradox of theater owners who are fighting pay television over the air yet book theater closed-circuit TV fights was caught in Chicago last Monday by a United Press International photographer for Zenith Radio Corp., subscription TV developer. The downtown Loop theater (foreground) carried the Frazier-Quarry fight and at the same time asked the public to help "Save Free TV" while the neighboring Chi-*

*cago theater (background) asked patrons to "Protest Now—Fight Pay-TV."*

*The Frazier-Quarry event, packaged for Theater TV by Madison Square Gardens Productions, was fed live to 135 U.S. cities with some 600,000 seats available in the \$4-10 range. Alvin Cooperman, president of MSG Productions, said Thursday partial field returns to date showed a TV gate of \$1.4 million.*

## Hyde takes to task pay-TV opponents

### Chairman attempts to dispel 'monster' image seen by theater owners in controversial service

FCC Chairman Rosel H. Hyde has labeled as "totally unfounded and untrue" the charges leveled by theater owners in their campaign to persuade the public and Congress to oppose pay television, whose establishment has been approved by the commission.

"Subscription television will bring new program fare not now available to the public, and will do it without commercials which are a necessary element of an advertiser-supported system," Chairman Hyde said last Tuesday in an address before the Electronic Industries Association annual convention in Chicago (also see page 66).

And "despite what some opponents of the new service have claimed," he added, "the commission was very careful to see to it that subscription television will supplement rather than sup-

plant free television." He noted that the commission has adopted a number of restrictions to make sure that pay television will not become the "monster" theater owners have pictured it in messages presented on their theater screens.

The restrictions limit pay television to one system in communities having at least four free television stations, and are designed to prevent subscription television from siphoning off the kinds of programming viewers are accustomed to having free television provide.

Chairman Hyde expressed confidence that the new service will bring "valuable diversity and a challenge to free television which will result in improvements in that service." He said pay television does not represent fundamental change in the system of free television but rather, "a fundamental

step in accord with our system of free enterprise—of maximum diversity for the American people.”

The question of whether pay television will become established is now being considered by the U.S. Court of Appeals for the District of Columbia. The commission order authorizing the creation of such a system has been appealed by the National Theater Owners of America.

Pay television isn't the only service the commission wants to integrate into the national television system, the chairman noted. CATV is another. Here, too, he said, the aim is to provide the benefits of diversity without undermining the television broadcast service.

He said the commission has recognized that CATV could be a major force in providing diversity through the originations of its programs. The chairman said he is personally very much in favor of such origination, “for I believe it to be one of the most significant contributions CATV can make.”

### Program notes:

**'Monitor' on blacks** ■ NBC Radio's *Monitor* has started a new series of special reports, entitled “Action America,” focusing on the positive actions being taken to improve life in the black communities and to provide better

racial understanding.

**News in review** ■ Metromedia Radio News is producing a half-hour weekly review of world news developments titled *Metrolog*. The new series, distributed to MRN clients, features MRN correspondents and actualities.

**If at first . . .** ■ The comedy, *Barefoot in the Park*, which has played on stage and as a motion picture with Caucasian performers as leads, will be developed by Paramount TV for ABC-TV as a pilot for a projected half-hour situation comedy series starring a Negro couple. This will be Paramount TV's second try at adapting the comedy for television. Last season Paramount made a pilot of *Barefoot* for CBS-TV with white performers in the lead, but the network turned it down as a series.

**New CATV Service** ■ Actron Corp., a division of Reeves Production Services, announces its new Syndi-Cable Service, which will provide distributions to CATV systems with production, post production and syndication services. Actron will transfer any visual source to format video-tape or film, duplicate the desired number of prints in each format and design a bicycle system for the individual distributor.

**School showing** ■ National Instructional Television will distribute *One Nation, Indivisible*, as a series of five 30-minute

programs to junior and senior high schools this fall. The Westinghouse Broadcasting-produced series was originally shown on around 100 stations in May 1968.

## AP finds country music swinging at full speed

An AP inquiry sampling radio-station interest in a country-music feature brought inquiries described as “phenomenal” by Robert Eunson, AP's assistant general manager in charge of broadcast services. He said AP will begin “Nashville Today” daily features, five days a week, in mid- or late July.

The AP carried a notice on its radio news wire two weeks ago offering members a daily interview with a different country-music personality, with interested member stations to be sent demonstrative tapes and rates. By last Thursday (June 26), AP said it had received inquiries from “almost 400 stations, representing every state in the country and including 45 stations in Canada.”

The tapes, Mr. Eunson explained, will be designed as five-minute shows with three-and-one-half minutes of interview and two breaks for commercials. “But stations with imagination,” he said, “could add music and expand the air time.”

Initial tapes include interviews with Buck Owens, Ernest Tubb, Hank Snow and John Hartford, AP said. Bud Brown, who will conduct the interviews, is a veteran Canadian announcer-radio show producer who has close association with country music and with Nashville, where he now lives.

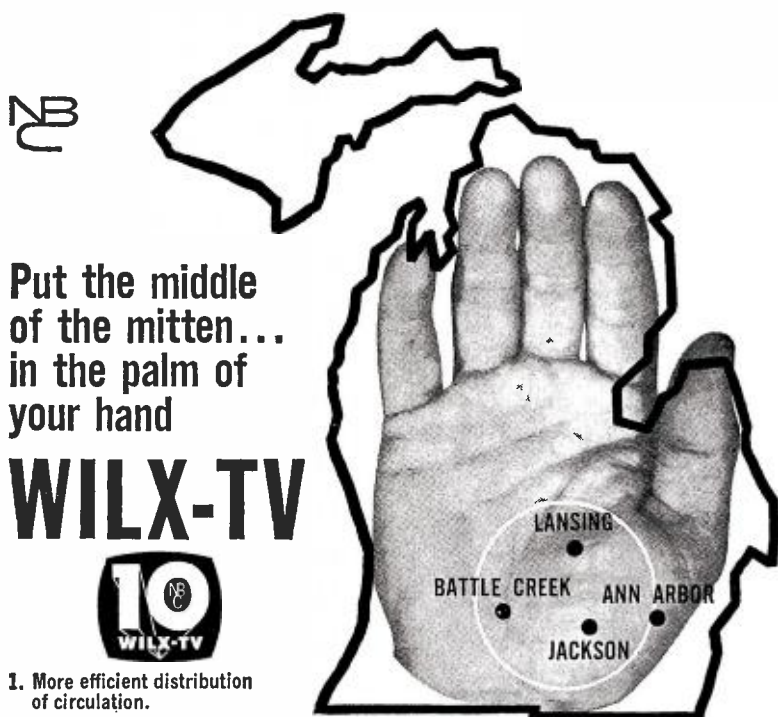
## BBC investiture feed on all U.S. networks

Starting at different times tomorrow (July 1), the three TV networks will present the investiture of Prince Charles as the Prince of Wales. They will carry the live color coverage of the British Broadcasting Corp. by satellite.

NBC will be first on the air with an expanded four-and-a-half-hour version of the *Today* show from 7 to 11:30 a.m. EDT. The sponsors of the first two-hour segment are those that regularly appear on the show.

The ceremony will be seen on CBS from 8 to 11:30 a.m. General Foods, White Plains, N. Y. through Young & Rubicam, New York, is the sole sponsor. The network will also carry a special report with highlights in the evening (10-10:30 or 10:30-11).

ABC-TV will broadcast the ceremonies from 9:30 to 11 a.m. Sears, Roebuck and Co., through J. Walter Thompson Co., Chicago, is the sponsor.



Put the middle of the mitten... in the palm of your hand

**WILX-TV**



1. More efficient distribution of circulation.
2. Dominates southern half of circulation. (Lansing and south)
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

**WILX-TV**  
1048 Michigan National Tower  
Lansing, Michigan 48933





# A look at TV affiliates' compensation

## New FCC policy permits public disclosure of details of contracts between networks and member stations

By two's and three's, a public file of documents is accumulating in the office of the network study group at the FCC in Washington which in time will probably attract the interest of many licensees with network affiliations, or of their attorneys. For the documents are radio and television network affiliation contracts.

Commission rules had for years required the filing of such contracts, but they had always been kept confidential. Under rules adopted by the commission three months ago, however, affiliation contracts filed after May 1 are being made available for public inspection—at the offices of the affiliates as well as at the commission (BROADCASTING, March 24).

Thus, a licensee with an affiliation can learn the kind of deal that an affiliate of the same network in another market or a different network in the same city has made—which is one of the things the commission had in mind in making the contracts available for public inspection. Public disclosure would promote competition, the commission said. BROADCASTING will run capsule reports on the television contracts, on which most interest centers, as they are filed.

In arriving at the compensation they pay television affiliates, the three networks follow basically similar formulas. But the contracts allow affiliates and networks considerable flexibility in working out their arrangements.

The principal factor permitting flexibility, of course, is the basic network station rate. This ranges from zero in some cases to several thousand dollars for stations in major markets. Deductions from compensation otherwise provided for, which are to cover network expenses, are not always the same. In addition, not all affiliates have first call. Some sections of contracts are completely rewritten to cover special arrangements; CBS even has a separate form it uses to record temporary agreements with stations taking programs not cleared by affiliates.

In arriving at their clearance payments, ABC and CBS multiply the network's station rate by a compensation percentage (which varies according to the time of day), then by the fraction

of an hour substantially occupied by a program for which compensation is paid, then by the fraction of the aggregate length of all commercial availabilities during the program occupied by network commercials. Each deducts 20% of the station's network rate weekly to cover expenses, including payments to American Society of Composers, Authors and Publishers and Broadcast Music Inc. and interconnection charges, as well as sums for other fees.

NBC pays its affiliates on the basis of "equivalent hours." While some hours are termed full rate (prime time, Monday through Sunday), others are 50% rate, some 35% rate and some 20% rate, depending on the time of day. Compensation is stated in terms of

equivalent hours. For instance, each hour program broadcast during a 50% rate period (5 p.m.-6 p.m., 11 p.m.-1 a.m., Monday through Sunday, and 4 p.m.-5 p.m. Saturdays and Sundays) is equal to half an equivalent hour.

The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, as a means of "sharing the overhead cost," the resulting figure is multiplied by the network station rate. And NBC pays the station a stated percentage of the result of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

In addition, NBC standard contracts contain special provisions covering the *Today* and *Tonight* shows. The first and third half-hours of the *Today* program are reserved for sale by the station without any cooperative program charge; the second and fourth, for sale by the network without any compensation to the station. Compensation for network participating announcements in *Tonight* are computed on the basis of an equivalent hour value of .04167 each.

There follows a brief summary of the television affiliation contracts now on file at the commission:

### ABC:

KOVR(TV) Stockton-Sacramento, Calif. (McClatchy Newspapers). Contract dated July 24, 1967, extended from July 2, 1969, to July 2, 1971. First-call right. Network rate, \$1,150 (increased as of Aug. 1, 1969, from \$1,050); compensation paid at 30% prime time; programs delivered to station's control board.

KORN-TV Mitchell, S.D. (Mitchell Broadcasting Co.). Contract effective May 12, 1969, to May 12, 1971. First call right. Network rate, \$300; compensation paid at 30% prime time; program delivered to station's control board. Compensation is computed by multiplying all amounts due station by 116.667%.

KNTV(TV) San Jose, Calif. (Standard Radio & Television Co.). Contract replaces one date June 29, 1967; is effective from July 2, 1969, to July 2,

## Boston winner finds victory unrewarding

Boston Broadcasters Inc., the winner in the drawn-out Boston channel 5 comparative proceeding, says it would be "grossly inequitable" to permit the loser in the proceeding to continue making "substantial profits" while the winner "is deprived of access thereto."

How much is "substantial"? According to BBI, "approximately six million dollars."

BBI made the comment in urging the FCC to deny the petition of WHDH Inc. for a stay of the decision in the case pending the outcome of its appeals (BROADCASTING, June 17).

BBI also borrowed a leaf from the U.S. Court of Appeals for the District of Columbia in its decision in the WLBT-TV Jackson, Miss., case last week (see page 21). BBI said the commission should consider whether WHDH-TV's net earnings should be impounded by the commission pending a disposition of the appeal.

Meanwhile, the third loser in the four-sided channel 5 case has filed notice of appeal with the D.C. appeals court. Greater Boston TV Co. Inc. last week joined WHDH and Charles River Civic Television Inc. in requesting judicial review.

1971. First call right. Program delivered to station's control board. Network rate, \$600; compensation paid at 30% in prime time.

WAOW-TV Wausau, Wis. (Midcontinent Broadcasting Co. of Wisconsin). Contract replaces one dated Aug. 17, 1967; is effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to WKOW-TV Madison, Wis. Network rate, \$475; compensation paid at 30% in prime time. Compensation is computed by multiplying all amounts due station by 116.667%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.

WXOW-TV LaCrosse, Wis. (Midcontinent Broadcasting Co.). Contract is effective July 2, 1969, to July 2, 1971, or until such time as station goes on air, whichever is later, and to continue for two years. First call right. Program delivered to WKOW-TV Madison control board. Network rate, \$100; compensation paid at 30% in prime time. Compensation computed by multiplying all amounts due station by 116.67%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.

WKOW-TV Madison, Wis. (Midcontinent Broadcasting Co. of Wisconsin). Contract replaces one dated July 6, 1969; is effective July 2, 1969, to July 2, 1971. First call right. Program de-

livered to station's control board. Network rate, \$400; compensation paid at 30% in prime time.

KECC-TV El Centro, Calif. (Telebroadcasters of California Inc.). Contract effective Nov. 22, 1968, or such time as a station began operating, and continued for 24 months. First call right. No network rate. ABC will reimburse station \$510 monthly as its share of line costs; station is to arrange for rebroadcast of KABC-TV Los Angeles network programs.

WABG-TV Greenwood, Miss. (Mississippi Telecasting Co.) Contract replaces one dated Aug. 23, 1967; is effective July 30, 1969, to July 30, 1971. First call right. Programs delivered to Jackson, Miss., studios. Network rate, \$325, compensation paid at 30% in prime time. Compensation is computed by multiplying all amounts due station by 116.667%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.

WTVC(TV) Chattanooga (Fuqua Industries Inc.). Agreement amends existing contract to extend it from July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$550; compensation paid at 30% prime time.

WSAV-TV Savannah, Ga. (WSAV Inc.). Contract replaces one dated Feb. 2, 1967; is effective May 1, 1969, to May 1, 1971. No first call right. Network

station rate, \$500; compensation paid at 30% prime time; deductions limited to 3.59% of compensation due station, to cover clearance of ASCAP and BMI music.

WOLO-TV Columbia, S.C. (Columbia Television Broadcasters.) Contract replaces one dated May 25, 1967, is effective July 2, 1969 to July 2, 1971. First call right. Program delivered to station's control board. Network rate, \$200; compensation paid at 30% prime time.

WNHC-TV New Haven-Hartford, Conn. (Triangle Publications Inc.). Contract replaces one dated Jan. 1, 1968; is effective July 1, 1969, to July 1, 1971. Program delivered to control board at station. Network rate, \$2,250; compensation paid at 30% prime time.

WMUR-TV Manchester, N.H. (United Television Co.). Contract replaces one dated June 17, 1968; is effective April 27, 1969, to April 27, 1971. First call right. Programs delivered to AT&T test board in Boston. Network rate, \$300. Compensation is computed by multiplying all amounts due station by 116.667%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.

WFTV(TV) Orlando, Fla. (Channel 9 of Orlando). Contract replaces one dated July 6, 1967; is effective July 2, 1969, to July 2, 1971. First call right.

## ABC rebuts Mutual complaints over network

ABC, responding last week to Mutual Broadcasting System's request that the FCC reconsider its approval of ABC's four-network service, maintained that Mutual's brief was "essentially a re-casting" of issues already dealt with by the commission.

Mutual's principal points were that the FCC had disposed of issues raised by Mutual in earlier filings in "a most summary fashion" and that there were inconsistencies in different FCC orders relating to ABC's four networks (BROADCASTING, June 16).

ABC argued that Mutual fails "to recognize, as the commission did, that all factors do not remain completely static once you proceed to an operational status."

Mutual had found "a complete reversal of position" with regard to the selling of ABC's four networks in combination. ABC maintained that while the commission had found the selling practices to be an area for future inquiry, it "nevertheless found that the specific practices cited did not exist." Also, ABC added, "the commission has

never ruled that group sales or discounts as such were contrary to the public interest."

ABC also suggested that Mutual's losses of affiliates results from a lack of innovative and compatible program techniques relevant to contemporary needs.

Noting that its operations are subject to continuing FCC oversight, ABC said it will continue to review its four network service to insure full compliance with commission rules.

In compliance with a ruling of the FCC last month, ABC also last week said it had issued cancellation notices to 49 stations divided among three of its networks. No FM network affiliates were involved.

Earl Mullin, vice president in charge of station relations, said all of the markets involved are secondary or tertiary and in each, ABC will still maintain at least one affiliation. The cancellations are effective at the close of broadcast day on Sept. 20, except for KLIZ Brainerd, Minn., which leaves the Information Network on Sept. 30.

Other stations terminated by ABC: Information Network—WSIB Beaufort, S. C.; KHEM Big Springs, Tex.;

WCYB Bristol, Va.; KHAK Cedar Rapids, Iowa; WILA Danville, Va.; WIRC Hickory, N.C.; WPNO Auburn, Me.; KREP San Angelo, Tex.; WASC Spartanburg, S. C.; WMEN Tallahassee, Fla.; WMFD Wilmington, N. C.; KYND Burlington, Iowa; WHAG Hagerstown, Md.; WFMW Madisonville, Ky.

Contemporary Network—WELK Charlottesville, Va.; WYPR Danville, Va.; KQWP Fargo, N. D.; WJAK Jackson, Tenn.; WKSJ Jamestown, N. Y.; KOYX Joplin, Mo.; WISP Kinston, N. C.; WONN Lakeland, Fla.; WCIT Lima, Ohio; WYBG Massena, N. Y.; WTGR Myrtle Beach, S. C.; WDLF Panama City, Fla.; KISD Sioux Falls, S. D.; WDEC Americus, Ga.; WGRI Griffin, Ga.; KTIX Pendleton, Ore.

Entertainment Network—WLOW Aiken, S. C.; KSYL Alexandria, La.; KBYG Big Springs, Tex.; WKYE Bristol, Va.; WDAT Daytona Beach, Fla.; WTAI Eau Gallie, Fla.; WOKL Eau Claire, Wis.; WROA Gulfport, Miss.; KOBE Las Cruces, N. M.; KLIN Lincoln, Neb.; WTOT Marianna, Fla.; KUZN West Monroe, La.; WRAC Racine, Wis.; KJOY Stockton, Calif.; KAWA Waco, Tex.; WATR Waterbury, Conn.; WBMK West Point, Ga.; WNEG Toccoa, Ga.

Programs delivered to station's control board. Network station rate, \$725; compensation paid at 30% prime time.

WBBJ-TV Jackson, Tenn. (Jackson Telecasters Inc.). Contract replaces one dated Aug. 24, 1967; is effective July 30, 1969, to July 30, 1971. First call right. Programs delivered to AT&T test board in Memphis, Tenn. Network rate, \$250; compensation paid at 30% prime time. Compensation is computed by multiplying all amounts due station by 116.667%. Deductions limited to 3.59% of compensation due station to cover ASCAP and BMI clearances.

KTRK-TV Houston (Capital Cities Broadcasting Corp.). Amendment dated May 13, 1969, extends contract from July 2, 1969, to July 2, 1971. First call. Programs delivered to station's control board. Network rate, \$1,550; compensation paid at 30% prime time.

#### CBS:

KTXS-TV Sweetwater-Abilene, Tex. (Grayson Enterprises, Inc.). Agreement automatically renews contract, as of May 14, 1969, that was effective June 4, 1967. First call. Programs delivered to station. Network rate, \$275; compensation paid at 32% prime time; deduction limited to 60% of network rate weekly.

Five "station broadcast agreements," under which CBS offers sponsored programs "from time to time" to stations in markets where it has full-time affiliates are also on file. In each case, stations arrange for pickup of programs, and CBS deducts from its compensation all ASCAP, BMI and other fees.

WATU-TV Augusta, Ga. (Augusta Telecasters Inc.). Effective May 4, 1969, to Aug. 31, 1969. Network rate, \$40; compensation paid at 30% prime time.

WXIX-TV Newport, Ky.-Cincinnati (U.S. Communications of Ohio, Inc.). Effective April 13, 1969, to Aug. 31, 1969. Network rate, \$250; compensation paid at 30% prime time.

WUAB-TV Lorain-Cleveland (WUAB Inc.). Effective April 4, 1969, to Aug. 31, 1969. Network rate, \$200; compensation paid at 30% prime time.

WPGH-TV Pittsburgh (U.S. Communications of Pittsburgh Inc.). Effective April 13, 1969, to Aug. 31, 1969. Network rate, \$225; compensation paid at 30% prime time.

KTVU-TV Oakland-San Francisco (San Francisco-Oakland Television). Agreement effective March 17, 1969, to Aug. 31, 1969. Network rate, \$2,500; compensation rate, 30% prime time.

#### NBC:

KREX-TV Grand Junction, Colo. (XYZ TV Inc.). Contract replaces one dated Nov. 21, 1966; is effective April 15, 1969, for two years. No right of first refusal. Station to pick up programs at own expense from KOA-TV Denver. Network rate, \$300 as of Sept. 1 (it

had been \$250), in full-rate periods. Compensation rate, 30%; no waived hours. No provisions for compensation in connection with *Today* and *Tonight* shows.

KPLC-TV Lake Charles, La. (Caldesiou Television and Radio Inc.). Contract replaces agreement dated May 18, 1965; effective June 1, 1969, for two years, self-renewable. Right of first refusal. Program delivered to station. Network rate, \$225, in full-rate period; compensation rate, 30%. Compensation waived on 24 hours monthly.

WOOD-TV Grand Rapids, Mich. (Time-Life Broadcast Inc.). Contract replaces one dated Feb. 20, 1968; is effective Feb. 1, 1969, through Jan. 1, 1970. Right of first refusal; programs delivered to station. Network rate, \$1,400, in full-rate periods; compensation rate, 33 1/3%. Compensation waived on 24 hours monthly.

However, manner in which compensation formula is applied from Feb. 1, 1969, through Dec. 31, 1969, differs from that outlined in standard contract. In converting hours to equivalent hours, half-hour programs in full-rate and 50% rate periods are to be valued at 60% of the applicable hourly rate, and the Huntley-Brinkley half-hour in full-rate and 50% rate period is to be valued at 80% of the applicable hourly rate.

In addition, waived compensation during this period is to be computed by dividing the total amount otherwise payable to the station for sponsored programs in full-rate periods by the number of hours of such programs, then multiplying the result by 24.

In one other change, compensation for network participating announcements in the *Tonight* show are to be compensated on the basis of an equivalent hour value of .075 each.

WJBF-TV Augusta, Ga. (Fuqua National Inc.). Contract replaces one signed Oct. 10, 1967; is effective Sept. 4, 1969, and runs until termination of programs provided but in no event longer than two years. No right of first refusal. Programs delivered to station. Network rate, \$850, in full-rate periods; compensation rate, 33 1/3%; no waived hours. Half-hour programs in full-rate and 50% rate periods are to be valued at 60% of the applicable hourly rate.

WHTV-TV Meridian, Miss. (Delta Communications Corp.) Replaces agreement signed Sept. 5, 1968; effective July 1, 1969, to run two years, and self-renewable. Right of first refusal. Programs delivered to AT&T test board in Jackson, Miss. Station will pay for remaining importation of signal. No compensation.

Wbz-TV Boston (Westinghouse Broadcasting Co.). Replaces agreement dated Feb. 15, 1968; effective Sept. 20, 1969, for two years, and self-renewable. Right

## FCC assesses signals, denies dual-city ID's

Five AM stations that requested FCC permission for dual-city identification were turned down last week. The stations were WINE Brookfield, Conn.; WAAM Ann Arbor, Mich.; WVOL Berry Hill, Tenn.; WDAE Tampa, Fla. and KIKO Miami, Ariz.

The commission ruled that the stations' proposals to identify with a community other than community of license did not meet principal-city coverage requirements. These stipulate a signal of 25-50 mv/m over main business districts and 5-10 mv/m over residential sections for AM, and 3.16 mv/m over the entire community for FM stations.

At the same time the chief of the Broadcast Bureau was given authority to dismiss all requests for multiple-city identification which fail to comply with the rules. The commission noted that there is a 1967 waiver provision for AM and FM stations to identify with all communities lying within their principal-city contours.

Promotional-type identifications, for example, "Station xxxx, Millville, serving Millville and Clarkston," are also permitted, the FCC pointed out.

of first refusal; programs delivered to station. Network rate, \$3,350, in full-rate periods, through Sept. 19, 1970, when rate becomes \$3,450; compensation rate, 33 1/3%, waived on 24 hours monthly.

Manner in which compensation formula is applied from Sept. 20, 1969, through Sept. 19, 1970, differs from that outlined in standard contract. See WOOD-TV (Feb. 1, 1969, to Dec. 31, 1969.)

KGTO-TV Fayetteville, Ark. (Noark Broadcasting Inc.). Contract effective Dec. 1, 1968, until termination of programs provided but in no event for period longer than two years. First refusal. No compensation.

KTAR-TV Phoenix-Mesa, Ariz. (KTAR Broadcasting Co.) Agreement amending contract dated Dec. 15, 1967; is effective May 5, 1969 for two years and is self-renewable. Right of first refusal. Programs delivered to station. Network rate, \$700, in full-time period; compensation rate, 33 1/3% waived on 27 hours.

WJHG-TV Panama City, Fla. (Gray Communications Systems Inc.). Renewals agreement dated Oct. 12, 1967; effective Oct. 11, 1967, to run two years, and self-renewable. Right of first refusal. Programs delivered to station. Network rate \$300 as of Sept. 1, 1969; is now \$250. Compensation paid at 30% in prime time; 24 waived hours. (Media section continued on page 59)

## Local radio's voice for a better tomorrow

The numerous awards earned by stations bear evidence to the medium's public-service efforts in these troubled times

The sounds of Sinatra, Schubert, Shankar and Steppenwolf are still spinning; clairvoyants still tell the all-night talkmaster that California will slip away into the Pacific any day now; Vietnam bulletins are still a tattoo in the steady drum of 24-hour news formats.

But, in increasing frequency, radio is giving pause in such daily schedules to serve as an instrument for social concern, to demonstrate its community conscience. That conscience has been evident for a long time, but it was heightened during 1968 in the wake of two assassinations and widespread urban and campus unrest that gave new urgency to more programming for minority groups and interests, to bridging the communications gap between generations and social strata and to involving community and station in projects like Call for Action (see page 58).

And equally significant, radio has found a strong editorial voice to express outrage at ineffective city governments blind to problems of trash collection and inadequate housing or to explain the intricacies of teachers' collective-bargaining demands and the elec-

tion process.

Radio's programming and editorials received last year numerous national and regional, and incalculable local awards from many charitable, social, institutional and patriotic foundations, associations and organizations. To discover what the radio stations of America are doing in public-service programming today, BROADCASTING queried national and regional award winners who received honors between May 1, 1968, and May 1, 1969. Their programs and editorials are typical of what is currently being aired.

But radio is finding more than a "when you've got it, flaunt it" image in public-service programs. Yes, they are promotable and they do look good on an FCC license-renewal form. More important, they are plainly good business. For a hard-hitting documentary or participation in Call for Action or an informative editorial achieves for radio station identification in the local community at a fraction of the cost similar efforts require of television.

When radio viewed difficult community issues last year, it attempted

to achieve a dialogue between antagonists who, more often than not, were merely screaming epithets at each other. Wbz Boston pitted nine community leaders with widely divided opinions on local control over neighborhood schools, in a marathon 22-hour discussion. Acrimonious talk followed trust and relationship-building which was followed by insight-seeking as the participants confronted one another in a 17-foot square area, complete with several mattresses available for short naps.

The entire session was taped and edited to 11 hours: an additional four-hour segment was included to permit the participants to comment on their experiences, and listeners were invited to call in with their own impressions and questions. This 15-hour audience-involvement - in - community - problem-solving experiment (called T-Group 15) was aired Dec. 30, 1968, by Wbz without commercial interruption, and won for the station a national award from Sigma Delta Chi.

WLIB New York brought specialists from government, business, labor, education and from both the militant



George Naegeli (r), subject of KABC Los Angeles Kooky Calls, is greeted at airport by a line of models in an elaborate station promotion of the telephone-talk show.



"Self-Help" panel on WLIB New York included Sam Chase, WLIB vice president (foreground); (clockwise) Raymond Brown, Freedom National Bank; Elmer G. Young, Opportunities Indus-

trialization Center; Percy Sutton, Manhattan Borough president; Berkely G. Burrell, National Business League of Washington, and Osborn Elliott, Newsweek magazine editor.



**We didn't get this award for the second time in three years  
by taking our American Heritage for granted. WBAL Radio II.**

The George Washington Medal was presented to WBAL Radio/Baltimore for outstanding achievement in bringing about a better understanding of the American Heritage.

## Where some of the top honors went

A cross-check of the numerous national and regional awards that have accrued to radio reflect the medium's constructive influence on our way of life. The major portion of the honors earned by radio in the year preceding May 1 were reported in BROADCASTING. The following highlights are not intended to be a full summary of these awards, but rather a sampling of some of the accomplishments:

**American Bar Association Silver Gavel awards:** WMAL Washington; WEEI Boston.

**American Legion Auxiliary Golden Mike Awards:** KQV Pittsburgh.

**AP Radio-Television Association** to members for news cooperation: Plaques — WJR Detroit; WHB Kansas City; WGBS Miami; WQAM Miami. Certificates — WGAU Athens, Ga.; WBBQ Augusta, Ga.; WCAU Philadelphia; WFBR Baltimore; KDB Santa Barbara, Calif.; KTOK Oklahoma City; WGIR Manchester, N. H.; WCLG Morgantown, W. Va.; WBAL Baltimore; WICC Bridgeport, Conn.; WION Ionia, Mich.; WDBF Delray Beach, Fla.; WTRC Elkhart, Ind.; WALK Patchogue, N. Y.; KBOW Butte, Mont.; KBOL Boulder, Colo.

**Major Armstrong awards:** CHUM-FM Toronto; WNCN(FM) New York; WFBM-FM Indianapolis; \*WUHY-FM Philadelphia; \*WAMU-FM Washing-

ton; \*WHA-FM Madison, Wis.; \*WBUR-FM Boston.

**Broadcast Pioneers 'Mike' Award:** WGAL Lancaster, Pa.

**Broadcasters Promotion Association Awards:** KNEW Oakland, Calif.; KGO San Francisco; CBL Toronto; KARD-FM Wichita, Kan.; WLS Chicago; WCCO Minneapolis; WFIL Philadelphia.

**Catholic Broadcasters Association Gabriel Awards:** KMOX St. Louis.

**Freedoms Foundation Awards:** KVI Seattle; WCPA Clearfield, Pa.; KABC Los Angeles; WABC New York; WKY Oklahoma City; WSB-TV Atlanta; KBST Big Spring, Tex.; KCBS San Francisco; KDBS Alexandria, La.; KHSJ Hemet, Calif.; KIRO Seattle; KRKD Los Angeles; KSFO San Francisco; KVOO Tulsa; KXL Portland, Ore.; KYW Philadelphia; WBAL Baltimore; WBT Charlotte, N.C.; WIBW Topeka, Kan.; WKMK Flint, Mich.; WTKL(FM) Struther, Ohio; WLIV Livingston, Tenn.; WORK York, Pa.; WPNX Phoenix City, Ala.-Columbus, Ga.; WRFD, WNCI(FM) Columbus-Worthington, Ohio; WSAR Fall City, Mass.; WSBA York, Pa.; WYZZ(FM) Wilkes-Barre, Pa. Honor Certificates: KGO San Francisco; KGWA Enid, Okla.; \*KOAC Corvallis, Ore.; KRFM(FM) Phoenix; WBRC Birmingham, Ala.; WBT Charlotte, N.C.; WEJL Scranton, Pa.; WENZ Highland Springs, Va.; WFBM-AM-FM In-

dianapolis; WGHQ Kingston, N.Y.; WPIT Pittsburgh; WSPD Toledo, Ohio.

**International Association of Fire Fighters International Awards:** CFRB Toronto.

**National Conference of Christians and Jews Brotherhood Awards:** KABC Los Angeles; WMCA New York; WEEI Boston; WABC New York.

**National Headliners Club:** KDKA Pittsburgh, KGO San Francisco; WHOP Hopkinsville, Ky.; WIXY Cleveland; KFVB Los Angeles.

**Ohio State Awards:** \*KUOM Minneapolis; WPOP Hartford, Conn.; \*WHA Madison, Wis.; WMCA New York; WNEW New York.

**National Safety Council Public Service Awards:** KGO San Francisco.

**George Foster Peabody Awards:** WEEI Boston; WQXR New York; WJR Detroit.

**Radio-Television News Directors Association Awards:** CKLW Windsor, Ont.-Detroit; KOGO San Diego; WMCA New York.

**San Francisco State College Awards:** KQV Pittsburgh; WKYC Cleveland; WBGU Bowling Green, Ky.; KNX Los Angeles; WNEW New York; WLIV New York; KQV Pittsburgh; \*WBUR Boston; WAVE Louisville.

**Sigma Delta Chi Distinguished Service Awards:** KFVB Los Angeles; WBZ Boston; WCRB Waltham, Mass.

\*Noncommercial stations

and moderate wings of the black community together for a series of 13 half-hour programs entitled, *What Must Be Done*. Created and produced by WLIV Vice President Sam Chase, the series attempted to elicit suggestions from the panelists as to what solutions could be found to solve the ghetto crisis. Listeners were invited to achieve a community-station dialog by phoning in with questions or comments about the panel's suggestions. *What Must Be Done* earned a Broadcast Media award from San Francisco State College.

Noncommercial WBUR-FM Boston, operated by Boston University, conducts a nightly one-and-a-half-hour program, *The Drum*, which serves a two-fold purpose: Relevant programming to the black community is aired ("soul" music, interviews) with members of that community in Roxbury serving as on-the-job trainees on the program, working as producers, directors, reporters, record librarians, continuity

writers, tape editors, recordists, news editors and studio technicians. Group-owner Knight Quality Stations, which has given a grant to the project, will hire five trainees who successfully complete the training program. Other sponsors are the New England Telephone Co. and WCRB Boston. A Broadcast Media award given by San Francisco State College was earned by *The Drum*.

Among the documentaries about social issues that radio aired was a WMCA New York, series on migrant farm workers in New York, which successfully wrought a change in state policy that now includes migrants under a model housing code. A review of the series on WCRB New York noted that "what is extraordinary about WMCA and [the series] is the follow-through which rallied forces to the station's point of view that brought results. A station that persists until its convictions are translated into community action is really serving in the public interest."

The Edward R. Murrow Documentary award of the Radio-Television News Directors Association was presented to WMCA for that series.

A six-part series, entitled *The Golden Years*, earned KYW Philadelphia the American Political Science Association award for "excellence in public affairs reporting." The series portrayed the plight of senior citizens on welfare who face reduced state subsidies to their nursing homes.

A half-hour documentary series, *Sunday News Close-Up*, won two national awards for WNEW New York. A Broadcast Media award from San Francisco State College was earned for "Robert F. Kennedy: A Tribute," a one-hour program written after the assassination of the senator, subsequently rebroadcast five times that memorial weekend, and pressed into a recording, 10,000 copies of which were sold at cost to the public.

An Ohio State award was conferred

# It's been another rewarding year.

This year, we received:

A George Foster Peabody Award for "Kaleidoscope" with Mike Whorf. This is the most coveted award a broadcaster can earn.

A national Associated Press Award "for Outstanding Contributions to AP News Reports in 1968."

Three 1st Place Michigan Associated Press Awards:

1. For "General Excellence of Overall News Presentation." The most significant of all AP Awards.
2. For "General Excellence of Individual Reporting."
3. For "Best Hard News Documentary."

A citation and resolution of appreciation from the Southeastern Michigan Council of Governments for an "outstanding contribution to understanding of local government." This was the only award given.

A Certificate of Recognition from the National Conference of Christians and Jews for the documentary program "Psychology of Rebellion." The certificate reads: "For exemplary discharge of the responsibility of mass media . . . by making a telling contribution to the eradication of prejudice . . . through creative educational public service programming in the vital area of human relations."

We don't know what to say. Except thanks.

**WJR**  
CBS Detroit

A Division of Capital Cities Broadcasting Corporation

on WNEV's *A Child Again*, which was cited as a "searing and sobering insight to the tragedy and motivation, the disillusionment and despair of many so-called hippies and flower children in the urban centers of this nation."

A weekly half-hour investigative series, entitled *Spotlight '69*, and produced by station newsmen, earned WPOP Hartford, Conn., a 1969 Ohio State award. Among the topics aired were "The Law of the Gun" (gun control), "J.F.K. Remembered," "Martin Luther King Remembered" (an overview of Dr. King's life and work), "Sergeant Pepper and Other Glories" (a look at the Beatles and their contributions to music) and "Alcoholism and the Housewife."

WFBM-FM Indianapolis won a Major Armstrong award for *It's a Public Affair*, five-minute specials broadcast six times weekly. The specials dealt with such subjects as a racial profile of Indianapolis, how community leaders kept the lid on in summer 1967 by solving ghetto-associated problems, and a two-part investigation into panic-peddling techniques used by a real estate agent to frighten residents in an integrated Indianapolis neighborhood into selling their homes.

*Decision '68*, a 45-part series of programs two-and-a-half minutes each explaining the intricacies of the political process in an election year, earned an award from the American Political Science Association for KCBS San Francisco and the series' author and producer, Robert Vainowski, KCBS director of editorial and public affairs.

Noncommercial WHA Madison, Wis., operated by the University of Wisconsin,

received three national awards. Two Ohio State University honors were for the "How Now, Cow?" segment of the *Wisconsin on the Move* series. The program was cited for providing "specific historical information, readily correlated to the classroom, and a more fundamental and profound lesson in the ways of change and progress." "The Pride and Prejudice: An American Heritage" segment of the *Inner Core: City Within a City* series on urban ghetto problems was cited by Ohio State with the following: "Months of preparation produced this program—which many years have made necessary. This documentary effort may hasten the time when no similar program is necessary." A Major Armstrong award was given WHA for its "Anatomy of a Gyp" segment, also part of the *Inner Core* series.

KDKA Pittsburgh won a National Headliners award for "outstanding radio public service" for its four-part series on possible fire dangers inherent in Dixmont, a mental hospital. After the third part of the series was broadcast, KDKA said, the Pennsylvania state government found a new fire truck for Dixmont.

Noncommercial WAMU-FM Washington, licensed to American University, received a Major Armstrong award for "excellence in educational broadcasting" for its one-hour program, *Mike Dole's Block*. The program dealt with the activities of a Vista volunteer. WAMU-FM also received two certificates of recognition from the National Association of Educational Broadcasters for the *The Next Fifty Years*, a 13-week series on the future of urban planning.

KABC Los Angeles documentaries and editorials earned recognition from the National Conference of Christians and Jews with two awards last year: one, for a documentary report on how the Watts Manufacturing Co. was providing aid to that ghetto's "hard-core unemployables"; the other, for an editorial offering proposals for effecting racial harmony between local citizens and the Los Angeles Fire Department.

WMAL Washington received the Silver Gavel award from the American Bar Association for a six-part series, *Perspective, D.C. Crime Report*, aired March 21, 1968.

An Edward V. McQuade Radio-TV honorable mention from the Association of Catholic Newsmen went to KFSO San Francisco for *Memorial to Robert F. Kennedy*, a special broadcast June 9, 1968, featuring two San Francisco speeches of the late senator.

An increasingly heard editorial voice from radio was evident throughout 1968 to mid-1969 in the variety of subjects tackled. The troubled Pittsburgh school system was the target of two series of editorials by KQV Pittsburgh, which won national awards. *The New Three R's*, a series devoted to student-teacher relationships and first broadcast in 1967, earned the Golden Mike award of the American Legion Auxiliary as "America's best local radio program for youth." *Teacher Turmoil*, an editorial series on teachers' efforts at collective bargaining, earned an award from San Francisco State College. Another such award went to an editorial series, *Kids and Sex*, designed to combat venereal disease through wider sex education.

"My brother died last night of segritis, after a long, lingering illness. And it was such a pity too, as society had seemed on the verge of a cure. But, it just didn't come in time. He was too young to die, and his sickness was too old to live." Those opening words of an editorial written by WCRB Boston President Ted Jones about the death of Martin Luther King earned the Sigma Delta Chi Distinguished Service award in the area of radio editorializing. A series of editorials based on a series called *You and Your Environment* also earned for WCRB an award from the United Press International Broadcasters Association for radio editorializing.

Strong editorial stances by KGO San Francisco earned national and regional recognition in the form of three major awards. A series of seven editorials, entitled *Steps Towards Sanity*, aired in June and July 1968 received the National Headliners Club award for "consistently outstanding radio editorials." The series appealed for stringent new gun controls in both state and city in the wake of the Robert Kennedy as-



"Young Artists Competition" on WQXR New York was typical of cultural programming honored. Judging student pianists were Harold C. Schoenberg (l), music critic of *The New York Times*;

concert pianists Grant Johannesen, Lilian Kallir, Gary Graffman and Loren Hollander. Program won Major Armstrong award, one of four national honors bestowed on WQXR.



# ABC LETS YOU DO YOUR OWN THING

(AND STILL BE A NETWORK AFFILIATE).

An independent station *should* take great pride in being an independent. You do your own thing, your own way and can point to the results with legitimate pride.

It used to be that one of the prices of being independent was a more limited national—international news and sports operation.

When ABC introduced its *modern* concept of network radio, we changed that forever...along with a lot of other old-fashioned ideas in

networking that hadn't kept pace with the growth of what makes a network possible...stations like yours.

Each of our networks has a *limited* inventory of programming, because we're designed to offer only what a network can do best...and no more!

When you talk about network radio with ABC, you'll find it's a whole new business.

Try it...you'll like the bottom line.



American  
Information  
Radio Network



american  
contemporary  
radio network

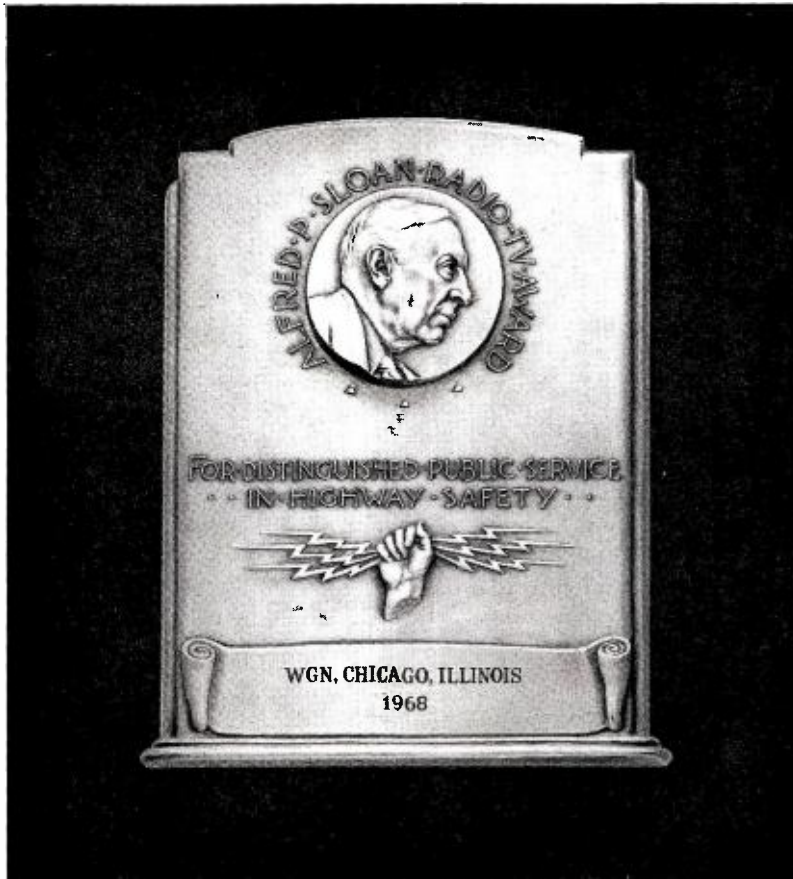


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AMERICAN  
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DIVISIONS OF THE ABC RADIO NETWORK



## **In recognition of WGN's continued Dedication to Quality, Variety and Frequency in Traffic Safety Broadcasting.**

WGN Radio—for the eighth year—gratefully acknowledges the coveted Alfred P. Sloan Award for “Distinguished Public Service in Highway Safety.” This represents another group-station accomplishment.

We are particularly gratified with the special recognition accorded our new Jet Ranger Trafficopter Service—a WGN innovation—and our expanded award

winning week-end programs: “Traffic Central,” “Northwestern Reviewing Stand” and “Signal 10”.

We share this recognition with the organizations listed on the following page whose generous co-operation made this award possible.

**WGN**  
**IS**  
**CHICAGO**  
the most respected call letters in broadcasting

## Thank you for your part in helping us win the Alfred P. Sloan Award

Chicago Police Department  
City of Chicago Traffic  
Engineering Center  
Cook County Sheriff's Police  
Highway Minutemen  
Illinois State Highway Police  
Illinois Toll Road Minutemen  
Indiana State Police  
Michigan State Police  
Northwestern University  
Traffic Institute  
Wisconsin State Patrol  
State of Illinois, Department  
of Public Works and  
Buildings  
Governor's Traffic Safety  
Board  
Allstate Insurance Company

**WGN**  
**IS**  
**CHICAGO**  
the most respected call letters in broadcasting

sassination. According to KGO, it provoked the largest single volume of listener response in its history; 2,000 letters were turned over to the San Francisco Board of Supervisors, which later enacted a strong gun control ordinance.

A KGO series of five editorials entitled *For the Safety of Our Children*, aired in February and March 1967, received the National Safety Council Public Service award in October 1968 for "distinguished service to accident prevention." Written by Lee Rashall, KGO editorial director, the series revealed widespread failures to comply with a California state law establishing earthquake safety standards for the state's public schools. The series appealed for prompt and sweeping legislative and enforcement action to safeguard an estimated half-million California school children attending classes in substandard school buildings.

According to several state legislators, that series proved influential in generating appropriate legislation and in increasing county compliance with state school building laws, which had been ignored for over 30 years.

A joint project of KGO's news, editorial and public-service departments produced, *We Speak for Our Most Piteable Minority*—series of "mini-documentaries," editorials and spots, aired from October to mid-December 1968 which criticized California mental hospitals and proposed wholesale budget cuts in the state's mental health programs. Less than two months following the close of the broadcasts, Governor Ronald Reagan called for the largest mental health budget yet in California, \$28 million over the preceding year. The project, produced and aired for about \$16,000, earned for KGO an Edward V. McQuade Radio-TV award "for distinguished programing in the field of social justice," a regional honor presented by the Association of Catholic Newsmen.

"Brotherhood is a feeling. No one can teach it to you. You either feel it or you don't. But, if you don't, think of this—Can any one of us truly say that any man is not his brother? How are you feeling today . . . brother?" That lyric set to the rock tune, "Get Together," was one of 30- and 60-second spots written and produced by Julian H. Breen, director of production and community services, for WABC New York. The public-service spots last year won the 1968 Brotherhood award of the National Conference of Christians and Jews, presented to WABC for its "independent leadership, creative imagination and cooperation . . . to augment the objectives and purposes of the NCCJ."

The quality of radio cultural, educational and entertainment programing is evident, in part, in four national



Former Massachusetts Governor John Volpe, now secretary of transportation, records Christmas message to Vietnam servicemen during WEEI Boston "Voice of Christmas" campaign.

awards that went to WQXR New York. Its *Steinway Hall* series, featuring well known pianists, won a Peabody award and an award from the National Federation of Music Clubs. WQXR-sponsored "Young Artists Competition" for high school student-pianists in the New York City area received an award from San Francisco State College. WQXR-FM also won Major Armstrong recognition for "excellence in FM broadcasting."

A Peabody for radio education was won by WEEI Boston for *The World Tomorrow*, a daily five-minute science oriented series presented by Dr. Leonard Reiffel. The series is sponsored by Raytheon Co., which uses its time slots primarily for recruitment purposes. A Silver Gavel award from the American Bar Association was also given to WEEI and Paul Benzaquin, telephone-talk moderator, for a series of four features dealing with the American system of law and justice presented on *Benzaquin's Notepad* during 1967.

"The Language that Saves," a 13-part series on 20th Century American poetry, earned an Ohio State University award for noncommercial KUOM Minneapolis. The University of Minnesota-operated station broadcast the series during January and February 1968.

Noncommercial WUHY-FM Philadelphia received two Major Armstrong awards last year "for excellence and originality in creating and presenting superior FM programs": one for *The Stokowski Story*, a series of 28 one-hour broadcasts with narration, interviews and music of conductor Leopold Stokowski; the other, for "Their Thing—Our Thing; Drugs," one of four half-hour programs, entitled *Society's Children*, a series dealing with the mental

health overtones in the middle-American generation gap.

A one-hour five-a-week program of narrative and music called *Kaleidoscope* won a Peabody award in radio public service for WJR Detroit and *Kaleidoscope's* creator Mike Whorf. The program was cited for its "excursion into the mind of man and the world he has made for himself" with a "skillful blending of writing, music and production. . . ."

Radio has always been a traditional conveyance for charitable causes and often ingenious promotions.

WEEI Boston received a regional honor for "meritorious service" from the U. S. O., earned for cosponsorship of the "Voice of Christmas" project in which a WEEI mobile unit visited several shopping centers to record personal messages to be sent to a relative serving in the armed forces overseas. WEEI editorials also received a National Mass Media Brotherhood award from the National Conference of Christians and Jews for its 240 editorials broadcast during the year.

KABC Los Angeles received an award from the Internal Revenue Service for "an outstanding contribution to the greater understanding of the federal tax laws," by helping IRS locate taxpayers who had not received their 1967 tax refunds. For three months last year KABC broadcast the names of 6,800 uninformed taxpayers, three an hour, 24 hours a day, at a total cost to the station of \$75,000.

WCAU Philadelphia also received awards from the Jewish War Veterans of the U.S.A. and the Muscular Dystrophy Association. The JWV 1969 Brotherhood award was presented "in

recognition of [the station's] outstanding contributions in the field of human relations through [its] discussion program, *Two Way Talk*." The MDA award was presented for WCAU's aid "in the fight against muscular dystrophy" through the *Two Way Talk* format. KCBS San Francisco also received a Distinguished Public Service award from MDA.

A 90-minute panel discussion on heart diseases earned the southeastern regional Heart Association certificate of achievement for WDBF Delray Beach, Fla.

Radio also has become an increasingly important medium of news and information. "Outstanding achievements in news coverage" were presented by the Associated Press Radio and Television Association to WDBF Delray Beach, Fla.; WCAU Philadelphia; WJR Detroit; WBAL Baltimore; KTOK Oklahoma City (943 news contributions to the wire service); WION Ionia, Mich. (324); KBOW Butte, Mont., and WGAU Athens, Ga.

Political coverage of the Kentucky delegations at both the Republican and Democratic conventions, and coverage of the 1968 Kentucky race to fill Thruston B. Morton's vacated seat in the U.S. Senate won a National Headliners Club award for WHOP Hopkinsville, Ky. The award-winning category was for news coverage in markets of under 250,000 population.

The 20th annual awards competition of the Freedoms Foundation of Valley Forge, Pa., this year saw a multitude of honors placed on broadcasters. Foundation recognition is increasingly becoming a "bread and butter" honor for broadcasters who air editorials and

specials, and conduct promotions of a patriotic nature.

KABC Los Angeles won two foundation awards, one of which was for its 12 midnight to 5 a.m. series of *Kooky Calls*. KABC personality Ray Briem makes telephone calls to persons with night work in small and medium size towns across the country to discuss the town's location, population and areas of interest.

KABC promoted *Kooky Calls* by flying one of the more popular recipients of the call, George Naegeli, for a week's stay in Los Angeles. Mr. Naegeli, 72-year-old police dispatcher from Blackstone, Va., and his wife were greeted by a crowd of over 1,000 at the airport, and toured Disneyland, Catalina, Anaheim Stadium and the Universal studios. Meetings were set up with Los Angeles Mayor Sam Yorty (who proclaimed "George Naegeli Week" in the city); city officials, the California Angels baseball team, and assorted film celebrities. KABC also published a 24-page booklet, detailing in photographs and captions Mr. Naegeli's visit, available at cost to listeners.

The promotion cost KABC about \$2,500 for air fare, hotels and all expenses for the couple. But, in return, the station received 5,000 requests for the booklet (4,000 were sold) and over 50 newspaper stories concerning the visit. According to Robert M. Walsh, KABC production manager and coordinator of the trip, "the campaign was one of the most successful because of its warmth and because of the interaction of average people."

KABC received a second foundation award for a series of *Remember the Pueblo* broadcasts also aired nightly during Mr. Briem's show. Mr. Briem aired tapes made up of the fruits of the station's monitoring North Korean short-wave radio for information about the seized spy ship, as well as interviews with members of the crew's families. The cost to KABC was about \$300, and during the campaign it received about 1,500 responses from its audience.

An unusual month-long "Fly Your American Flag" promotion copped a foundation award for WKY Oklahoma City. The station, in conjunction with its TV outlet, initiated an official proclamation of June as "Fly Your American Flag" month last year. Then it ordered from Pepper-Tanner Inc., Memphis, 50,000 flags (at a cost of eight cents each). The flags were distributed to grocery, department stores and chambers of commerce for eventual retailing at 19 cents each.

WKY urged local civic and business organizations and listeners to fly their flag at home or on their automobiles. Appropriate promotional spots were cut, which featured the governor, well-known Oklahomans, and the President



Increased dialogue between blacks and whites is evident in radio's public-service programming. Several segments of the Inner Core series presented by WHA Madison, Wis., was cited by Ohio State, with the following notation: "This documentary effort may hasten the time when no similar program is necessary." WHA received three national awards.

**WMAQ Radio...  
we're more than just  
good company.**

**We're good.**

Good at reporting and documenting the news, making it meaningful to Chicagoans. In months past, our nearly 40 News and Public Affairs Specials have won five major awards:

**National Headliners' Award**

**Catholic Broadcasters' Gabriel Award**

**American College of Radio Arts,  
Crafts, and Sciences Award**

**Illinois Associated Press Award**

**The Major Armstrong Award**

WMAQ Radio News and Public Affairs Specials—interpreting issues that confront our listeners . . . taking an active interest in the community. Get to know our serious side. WMAQ Radio, The Good Life station. It's a winner.

**The NBC Radio Station in Chicago.**

commending Oklahomans for this action and encouraging patriotism. WKY made the spots available to other Oklahoma City broadcasters.

As a follow-up to the promotion WKY staffers jotted down license tag numbers of those cars displaying the antenna flags. When the numbers were checked out the station aired the following message: "WKY wishes to salute the John A. Patriotic family for proudly displaying their American flag on their automobile."

"The Heritage Thought for the Day," a minute-long program broadcast daily since Jan. 1, 1968, earned a foundation award for WYZZ(FM) Wilkes-Barre, Pa. The program, which is sponsored by the American Asphalt Paving Co., has such titles as "How Much Federal Aid Did the Pilgrims Get?" "The Greatest Freedom March was the One in Covered Wagons" and "I Didn't Have a Very Happy Childhood Either" dealing with such subjects as individual responsibility, fiscal solvency and fundamental character traits.

An editorial entitled "For Whom the Bells Ring" and broadcast July 4, 1968, earned a foundation honor certificate for KGO San Francisco.

A foundation award went to KCBS San Francisco for an editorial entitled "The Right to Recruit." The editorial

commented on a movement by a small group of students at San Francisco State College to deny employment recruiters for Dow Chemical, a company engaged in the production of Vietnam war materials, and for the Marines the right to interview students on campus. The KCBS editorial concluded: "When Americans refuse spokesmen of opposing views the opportunity to be heard, this nation and its entire system is in serious danger of collapse."

A June 13, 1968, editorial attacking a new, strange disease, "American Criticismitis" earned WENZ Highland Springs, Va., a foundation honor certificate. The editorial recommended "a strong dose of patriotism" as a cure.

KSFO San Francisco won a foundation award for its 45-minute program, "Help! Police!" which explored the changing role of the law enforcement officer in these difficult times of urban unrest. The program featured the views and comments of San Francisco Police Chief Thomas Cahill.

A July 4, 1968, editorial brought an honor certificate from the foundation to WBT Charlotte, N.C., and hundreds of audience requests for reprints and rebroadcasts. The editorial said, in part, that "this country must have another Declaration of Independence, independence from hatred and selfishness and greed . . . from the apostles of something for something who try to hide the fact that the 'something' can be provided only by those who have produced it by working. The agitators who preach those counterfeit doctrines must be overwhelmed by the gathering wrath of the American people."

A tribute to the nation's servicemen on Veteran's Day, Nov. 11, 1968, by KRFM(FM) Phoenix earned an honor certificate, while *The Story of Our Country in Prose and Verse*, a 15-minute week-end series dealing with significant historical and current events, won an award for WCPA Clearfield, Pa. The series is produced by officials of the Clearfield area school system.

A foundation award went to WRFD Columbus-Worthington, Ohio, for a June 1968 editorial entitled "Congress and the Courts," which called on Congress and the courts to "take a look at the rules that protect the criminal at the expense of his victim and society and take corrective action where needed." KXL Portland, Ore., received its sixth foundation award for its *Message for Americans* series. The program, formerly sponsored by the National Hospital Association, has been broadcast since 1962. The winning segment this year was "My Country—'Tis of Thee I Sing," a four-part five-minute patriotic feature aired in October 1968 and prepared by John Salisbury, director of news and special projects for KXL.



WABC New York spots garnered 5,000 radios for Vietnam servicemen. Viewing them are Herbert Roberts of Mallory Battery (l); Don Curran of WABC; and Robert Reis, NH&S, agency for Mallory.

A series of three short inspirational poems presented on Memorial, Flag and Independence days as the "Patriotic Triad of 1968" earned for WBAL Baltimore a foundation award. Fifteen minutes each morning, Monday through Saturday, of patriotic music, poetry and prose, all entitled *Sound Off for America*, earned KHSJ Hemet, Calif., a foundation award this year. The program was first aired April 4, 1968, and has been continuously sponsored by McCoy Lumber Co. of Hemet.

A two-minute feature, aired on July 4, 1968, and entitled "I am America" brought a foundation award to KRKD Los Angeles. The feature noted, in part, that "I am nearly 200 years old and continuous peace and prosperity seemingly never go hand in hand. There have been many hardships . . . there will be more. There have been many wars . . . undoubtedly there will be more . . . and it is my prayer that each is the last."

KVI Seattle and its commentator Bob Roberts garnered the principal radio award, an encased George Washington Honor Medal, for Mr. Roberts' commentary "I've Had It," first aired in May 1968. Mr. Roberts noted that "I've had it up to here with persons who are trying deliberately to tear my country

# KRNR

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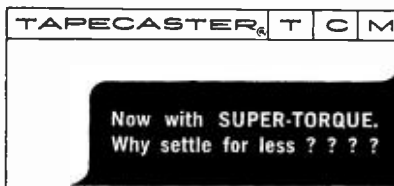
# KRNR

ROSEBURG, ORE.

1490 kc 1 kw-D; 250 w-N

Where Community Service is our First Concern

J. H. Johnson, gen. mgr.



(See page 61)

apart . . . wallowing in self-pity . . . who make a display of deploring their birth into a world which—to use their sissy expression—they didn't make. . . I've had it with people who are setting about deliberately to rip up mankind's noblest experiment in decency."

A series of "Get Out the Vote" radio spots, aired two weeks prior to the presidential elections, earned KIRO Seattle a foundation award. The series keyed as a "reminder to responsible Americans" featured the recorded comments of eight past Presidents and stressed to prospective voters that "the history of a country is an on-going creative process. Taft, Roosevelt, Wilson, were part of history past. You are about to become a part of America's future history." The series cost KIRO \$1,250 in air time; it was produced for all of \$85.

A five-minute May Day editorial earned WIBW Topeka, Kan., a foundation award. Aired on May 1, 1968 and written by Thad Sandstrom, WIBW general manager, the editorial stressed that this is a "nation of laws. . . which preserve, protect and defend the rights of the individual."

Congressional Medal of Honor recipient Major Merlyn H. Dethlefsen was the subject of a 25-minute documentary produced by KGWA Enid, Okla., tracing the history of the award and outlining the exploits of Major Dethlefsen in the Vietnam war, his life and background. First aired on Feb. 12, 1968 the special earned KGWA a foundation honor certificate.

Another foundation honor certificate went to noncommercial KOAC Corvallis, Ore., for a segment of its weekly *Report to the People*, which features Oregon Governor Tom McCall. Governor McCall, a former news and political analyst for KGW-TV Portland, provided commentary for a July 1, 1968 airing on freedoms and liberties in the U.S., and the urgent need for recommitment to the American ideal and for its expansion to cover all men.

A massive promotion involving 400 public-service spots garnered 5,000 portable radios for servicemen in Vietnam and a foundation award for WABC New York. The station invited its listeners to send in their old and new transistor radios when it learned that many men lacked receivers to pick up broadcasts of the Armed Forces Network.

Programs and editorials are not the only achievements for which radio stations are honored today. Stations can also be cited for their creativity in broadcast promotion.

"74 in San Francisco" won in the station promotion category of the 1968 American Television & Radio Commercials Festival. The spot was subsequently recorded by Command records.

Among the recipients of Broadcasters Promotion Association awards were:

KGO San Francisco; KARD-FM Wichita, Kan.; WLS Chicago; KNEW San Francisco, and WFIL Philadelphia.

A radio station can also be unexpectedly thrust into public service by a dramatic news event. WIXY Cleveland received a National Headliner Club award for its coverage of the events surrounding police pursuit of an alleged killer. Because the assailant was a faithful listener of the station, WIXY aired a personal appeal for surrender from his family. Subsequently, Bill Clark, WIXY news director, was summoned to the assailant's hideaway and persuaded the frightened man to give

himself up to police.

Now, that's public service.

### Helps Pittsburgh police

WTAE-AM-FM-TV Pittsburgh aided local police in the capture of sniper Robert Michniak on the top of that city's 7th St. Bridge last week. From WTAE-AM-FM's traffic helicopter, Charles McGrath, WTAE-TV cameraman, fed reports to police that facilitated the capture of the sniper. WTAE-TV's filmed story was used on ABC-TV that evening along with Mr. McGrath's taped report.

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## RADIO IS FOR THE LISTENER

Not the other way around. It is the person, young or old, rich or poor, liberal or conservative, who dials us in, that ultimately decides our destiny. That is why our entire programming philosophy is designed to please the listener. Dixie is not one giant juke box giving the listener only enough music, news or information to separate the commercials. We at Dixie serve, entertain, inform—above all else—it is professional radio by—for—and of—professionals—to please the zenith of all professionals—the listener.



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- WDXE-AM, Lawrenceburg, Tennessee
- WDXE-FM, Lawrenceburg, Tennessee
- WDXN, Clarksville, Tenn. • WCMA, Corinth, Miss.
- WTPR-AM, Paris, Tennessee
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## Ad Council sets pace for radio

### Volunteer group adopts 20 public-service campaigns as primary efforts

For 27 years radio has labored with The Advertising Council "for the public good," as the council's slogan declares. In the past year radio networks and stations contributed broad coverage to 20 major, top-priority public-service

campaigns conducted by the council, and also gave additional free time to 73 of the council's secondary causes.

The circulation contributed last year to the major campaigns of the council by the radio networks alone—ABC, CBS, Mutual and NBC—is estimated at four billion listener impressions. The additional support given to the campaigns by local radio stations, while almost impossible to estimate, would easily double or triple the network figure.

The campaigns receiving heaviest radio support included: Traffic Safety, U.S. Savings Bonds, Help Prevent

Crime, Continue Your Education, Peace Corps, Zip Code, Keep America Beautiful, Prevent Forest Fires, United Community campaigns and United Nations.

Three new public service projects were launched in radio by The Advertising Council in 1968. Crisis In Our Cities, conducted in behalf of the Urban Coalition and Urban America, persuades citizens to involve themselves in community action in the inner cities.

The council sought support for Invite and Welcome Foreign Visitors, conducted for the U.S. Travel Service. With more tourist dollars pouring out of the U.S. than in, it is hoped that this campaign will ultimately reverse the gold flow. The mental retardation campaign was phased out and replaced by rehabilitation of the handicapped in cooperation with the Department of Health, Education and Welfare.

In the coming months the council will undertake additional new radio campaigns, including the 1970 Census and Technical Education and Training. The Council has found radio useful in reaching special audiences. (For the Equal Employment Opportunity campaign, The Supremes, The Blossoms, Jay and The Americans and other musical groups recorded spots to reach minority group audiences through radio stations with the message "things are changing.") Plans for the 1970 census campaign, which will educate citizens on to the importance of the census and urge cooperation, include special-audience radio material. The Technical Education and Training campaign encouraging high school students who do not go to college to take two years of technical training, it is expected, will help alleviate the shortage of technicians in industry and government.

The primary new project for the council will be a drive to combat inflation and inflation psychology. President Nixon has taken special interest in this campaign the theme of which will be "inflation can be stopped." A booklet written by the Joint Council for Economic Education will be offered. The council has found radio to be very effective in producing requests for campaign booklets.

The Advertising Council and its volunteer agencies have been very successful in recruiting well-known entertainers and personalities for their radio spots. The latest Traffic Safety Campaign enlisted the help of actor Jack Webb, and humorists Bob & Ray. Henry Gibson, of NBC-TV's *Laugh-In*, recorded anti-litter poetry for Keep America Beautiful. Melvin Douglas has recorded spots for Crisis in Our Cities, while USO radio spots include the voices of Martha Raye, Bob Hope, Francis Langford, Anita Bryant, Arthur Godfrey, Bob Considine and Charlton Heston, all of whom have visited servicemen. Mel Blanc worked for Peace



#### BASEBALL SOLD FOR \$50.00

Autographed by the Boston Red Sox, it was sold in WBEC's annual cancer charity auction.



#### INVESTMENT IN YOUTH

WBEC sponsors Junior Achievement Company which sells its own weekly show and learns the free enterprise way.



#### GHETTO CHRISTMAS PARTY

During a holiday Christmas wish promotion, a teacher wishes for a party. WBEC gave her class one to remember.



#### CHRISTMAS WISH TO VIET NAM

12,000 people signed the WBEC Christmas card remembering the boys.



#### BLEEDING FOR THE RED CROSS

WBEC sponsored a bloodmobile visit and our staff led the donors in giving blood.



#### COMMUNITY INVOLVEMENT

WBEC President R. S. Jackson knows the problems of his community through involvement in 28 local civic functions... then helps solve the problems through work and his thrice weekly editorials.

# WBEC

PITTSFIELD, MASS.

**PUBLIC SERVICE  
COMES FIRST!**



# Looking for Philadelphia's 18-34 Crowd? WFIL Radio has them.

**WFIL delivers 62% more Adults  
18-34 on a quarter hour average  
than any other station.  
Monday through Sunday.  
From 6 am to midnight.**

**A TRIANGLE STATION Represented by Blair Radio.**

**April/May '69 ARB. Figures are estimates only. Subject to limitation of source material.**

Corps Volunteers, producing spots that are receiving great play on college radio stations.

An effort has been made to offer radio spots of a wide variety, aimed at current diversified programming. This summer's radio kit for the Smokey Bear forest fire prevention campaign contains material designed for top-40, middle-of-the-road, news-talk, and country-western stations. Among the celebrities who made spots for the Smokey Bear campaign are Willie Weatherly and Ben Vereen, cast members from the musical "Hair," folksinger Judy Collins and comedienne Carol Burnett.

The latest radio project at the council is a recorded spot promoting public service advertising, the work of the council and the contributions by media, advertising and business. The brainchild of Harold Neal Jr., president, ABC Radio Stations, and vice chairman of the council's promotion Committee, the 60-second spot talks about "a different kind of advertising" and closes with the statement, "this station is proud to contribute its share." The spot is currently being aired on all ABC owned-and-operated radio stations and will be played on the ABC Radio Networks. The spot is being offered, through the council, to other radio networks and stations.

*(The foregoing special report was written by Robert A. Malone, associate editor, Washington.)*

## Radio encourages city to act

**Teaming with Urban Coalition, stations seek out both the problems and answers**

Want to participate in a sure-fire inexpensive public-service campaign that may solve some of your city's problems and serve to further identify your station with the community? Try Call For Action, a community-involvement project conducted by the Urban Coalition in conjunction with participating radio stations and volunteer civic groups in major U.S. cities.

Thus far, CFA has apparently proved successful in several cities where it has been tried. In New York City the station that originated the Call For Action concept six years ago, WMCA, has its CFA number listed on many tenement walls as the number to call when a problem with government must be solved. In Washington the CFA program proved so effective, with the cooperation of WWDC, that the city government took over and made parttime "civil servants" out of CFA volunteers.

In various stages of preparation are



*Congressional Medal of Honor recipient Major Merlyn H. Dethlefsen was subject of KGWA Enid, Okla., documentary, which won Freedoms Foundation honor certificate.*

CFA programs in Detroit, Minneapolis, Cleveland, Denver and San Antonio, Tex. Call For Action is currently running in New York; Philadelphia (through WFIL); Altoona, Pa. (WFBG); New Haven, Conn. (WNHC), and Chicago (WIND).

CFA is conducted by the Urban Coalition, which recruits volunteers (usually married women with children) from local established organizations to answer telephones. With a participating station the coalition finds a target problem (trash collection, housing, etc.) and solicits complaints from the public via spot announcements, usually about 10 a day for several weeks.

What's expected of the station? Free air time for the spots, furniture, a couple of typewriters and three to five telephones for the volunteers.

CFA volunteers collate calls, gather data and attempt to solve a listener's complaint through government channels. Meticulous day-by-day call backs to complainants insure whether or not official action was taken, and if not, why not.

If official action is not achieved, then CFA may urge the participating station to editorialize or do a documentary on the target problem, using the data that CFA volunteers have collected.

One such documentary series on consumer fraud aired on WMCA grew out of CFA and won for the station this year an Ohio State University award. Exclusive of the thousands of free hours devoted by the volunteers, the four-part series was completed in about 100 man hours of station personnel time; the programs cost about \$200 for 40 minutes of air time. The WMCA series helped to spur a flood of consumer

legislation on all levels of government last year.

In presenting the award Ohio State noted that the series and CFA "is a superb, alas almost unique, model of grassroots community service. A beautiful lesson in how a consistently enterprising metropolitan station can muster intensive volunteer cooperation to further its own outstanding staff effort. This is the kind of shrewdly planned public education that really counts in all quarters."

## Minority groups study radio-TV at Columbia

Thirty-five members of minority groups have begun training for careers in broadcast and print journalism at the Columbia University Graduate School of Journalism in New York.

The students are taking part in an intensive 10-week program that ends on Aug. 29. Twenty of the students will be trained in television and radio news and the remainder in print journalism.

The university conducted its first summer program for minority-group members last year, training 20 men and women exclusively in broadcast journalism. All students who sought positions on radio and TV news staffs were placed upon graduation.

## CBS gets Harlem show

The Harlem Cultural Festival, which has featured top-name entertainers for three years, will have its first nationwide audience July 28 when CBS-TV will broadcast the opening one-hour *Program of the Year* at 10 p.m. EDT. Five more one-hour programs will be filmed for syndication by Tulchin Productions, New York, in cooperation with the New York City parks department and the Harlem community. The July 28 program will be sponsored by the Maxwell House division of General Foods, White Plains, N.Y., through Ogilvy & Mather. The festival had been carried on WNEW-TV New York independent.

## Two get Kennedy awards

CBS and WMCA New York shared honors last week as winners of the first annual Robert F. Kennedy journalism awards in the fields of poverty, hunger, discrimination and unmet human needs. CBS won for its *Black History; Lost, Stolen or Strayed*, and WMCA for its continuing special coverage of the problems of poverty and discrimination in New York City and the state. Mrs. Robert Kennedy made the presentation of the awards at a dinner in Washington.

## FCC is irked over charges by GT&E

Four attorneys representing General Telephone of Illinois and GT&E Communications Inc. last week found there is a limit to the kind of "vigorous advocacy" the FCC will accept in pleadings. The commission, in an unusual action, publicly rebuked them for making "unsubstantiated charges".

The rebuke was delivered in an order denying the companies' petition for reconsideration of a May 28, 1969, action prohibiting General and GTEC from placing in operation CATV distribution facilities in Bloomington or Normal, both Illinois.

The commission had directed the companies, which are under common ownership, not to begin service until a cease-and-desist order against them had been resolved or they had been granted permission to proceed. The action was taken on the petition of TeleCable Corp., one of three applicants, including GTEC, applying for CATV franchises in Bloomington and Normal in the spring of 1968. TeleCable, noting that GTEC had published announcements that it intended to begin service in Bloomington in June 1969, asked for temporary relief to preserve the status quo pending the show-cause proceeding.

The attorneys who were the subject of the commission's rebuke are Vernon C. Maulson, who represents General, and George E. Shertzer, Donald P. McCormick, and David H. Lloyd, who represent GT&E.

The commission singled out two passages in the petition for reconsideration signed by all four attorneys. One said that the commission's action in the proceeding thus far "have been taken with such patent disregard of any standard of fairness—let alone due process—that GTEC and GTI have no confidence that this petition—no matter what its merit—will receive favorable consideration."

The other, in a footnote, said the companies are aware that the commission "staff 'controls' the information" provided the commissioners. "Thus," the footnote added, "to the extent there has been unfairness—and that is a very substantial extent—GTEC and GTI realize that it reflects on the staff's prejudices."

The commission said the remarks are unsubstantiated and stem "only from the parties' dissatisfaction with the decision." It added that "vigorous advocacy is to be encouraged in the hearing process" but that "unfounded, intemperate and irresponsible charges cannot be countenanced."

"In fact," the commission said, "it

must be condemned if we are to maintain respect for the administrative process and for the official actions of those charged with the responsibility for administering the law."

The commission indicated that a repetition of such action would warrant formal censure proceedings.

## Senate shelves print bill while Justice looks on

The Senate Antitrust and Monopoly Subcommittee last week placed the controversial "newspaper preservation" bill on deferred status until the Justice Department completes its latest look at a joint operating agreement between the *Tucson* (Ariz.) *Star* and *Citizen*.

The two newspapers are presently discussing with Justice how their agreement might be altered to accord with a ruling by the Supreme Court last March, in which the joint operation was judged to be in partial violation of the Sherman Antitrust Act. The court approved the newspapers' joint printing and circulation arrangement, but turned thumbs down on provisions for profit-pooling and fixing of advertising rates.

During subcommittee hearings earlier this month, Justice antitrust chief Richard W. McLaren said his department is

deferring action against other joint agreements until its consideration of the Tucson case is complete. In its executive session last Thursday, the subcommittee unanimously voted similarly to defer action on the bill, which would exempt from antitrust action such joint agreements if one of the newspapers is in financial difficulty.

Somewhat surprisingly, the motion to defer action came from one of the bill's most influential backers, Senate Minority Leader Everett Dirksen (R-Ill.). The senator's action, and that of the subcommittee, apparently represented temporary accord with the Nixon administration, which through Mr. McLaren made known its opposition to the bill, and its attempt to bring existing agreements into line with the Supreme Court's decision. The subcommittee's chairman, Senator Philip A. Hart (D-Mich.), has been a vocal opponent of the bill, but is not believed to have much support for that view among subcommittee members.

Among the arguments in opposition to the bill is the charge that newspapers with radio-TV properties use broadcast profits to back anticompetitive practices; yet despite those profits, opponents claim, the papers could claim "failing" status under the bill and consequent antitrust exemption, based upon their financial status as separate entities.

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## ownership guidelines

### Litwin producing interim report to NAB says FCC can formulate policy from study

The director of a study on the effects of common ownership on media content and influences says that preliminary findings indicate that it would not be wise for the FCC to adopt an across-the-board policy regarding common ownership. He also says the study promises to provide the basis for a flexible policy in that area.

George H. Litwin, who is an assistant professor at the Harvard Business School, made these statements in a progress report to the National Association of Broadcasters. NAB filed the report with the commission last week.

The Litwin study is one of two authorized by the NAB in January (BROADCASTING, Jan. 20) in connection with its opposition to the commission's rulemaking proceeding aimed at barring the owner of one full-time station from acquiring another unlimited-time outlet—AM, FM or TV—in the same market. The aim of the proposal is to promote diversity in the viewpoints expressed over the air in individual localities.

Dr. Litwin, however, said the preliminary findings suggest that "common ownership in and of itself is neither detrimental nor favorable to the public interest." He said the question can be understood "only in terms of other variables."

But beyond the negative conclusion that he expects the report to reach—that a flat rule would not be in the public interest—Dr. Litwin believes the study will provide a basis for the development of guidelines for public policy. It would, for instance, enable the commission to identify "multiple conditions under which common ownership would be clearly detrimental, neutral, and clearly favorable to the public interest," he said. And it should be possible to define those conditions with sufficient clarity to permit agreement on them "in any case."

The Litwin study is being conducted by the Motivation Research Group, a division of the Behavioral Science Center of Sterling Institute, of Boston, at a cost of \$50,000.

Dr. Litwin expects the study to be submitted by July 31. Deadline for reply comments in the rulemaking proceeding—four times postponed—was Feb. 28. However, NAB will submit the report for the commission's consideration.

The other NAB-commissioned study, which was filed with the association's

reply comments, was done by the American Research Institute for Political Communication Washington, at a cost of some \$25,000. One of its major conclusions was that media are less influential in molding opinion than other forces operating on the individual.

One of the more unusual results Dr. Litwin says his group has already produced is an index capable of describing the influence wielded by each of the major media—newspapers, radio, television and magazines. Dr. Litwin said the index could be used to determine the potential and actual influence of each outlet and of common ownership groups.

The Litwin project study is based on an "intensive comparative study" of six markets—Baltimore, Houston, Denver, Miami, Spokane, Wash., and Bakersfield, Calif.

Dr. Litwin expects it to answer questions regarding decision-making in the areas of news, programing and commercial content; different practices of single- and commonly owned media and the resulting impact on the community; the effects of relatively high and low concentration of common ownership; and the effects of common ownership in larger and smaller markets.

### WFMT group moves again to stymie sale

The Citizens Committee to Save WFMT last week went another round in its fight to bar ownership of the Chicago FM classical music station by WGN Continental FM Co. The Chicago group asked the commission to withdraw what the group said was temporary (180-day) authority granted to WGN to operate the station and restore operation to Gale Broadcasting Co.

The group succeeded last year in persuading the U. S. Court of Appeals in the District of Columbia to reverse the commission on its grant of the application for assignment of WFMT from Gale to WGN (BROADCASTING, Aug. 5, 1968). The court remanded the case to the commission, which permitted WGN to continue operating the station pending further action.

The committee said WGN was given authority to operate after the remand under a provision of the Communications Act permitting operation for only 180 days. It said that much time has already elapsed and that the commission's order for a further hearing "no sooner than 60 days from June 9, 1969" would extend WGN's operation following the remand to 13 months. Accordingly, it said, WGN's operation "was clearly illegal."

Parent Tribune Co.'s control of WPX-

(TV) New York, whose renewal is now under FCC investigation (BROADCASTING, June 23), was also cited as presenting possible "serious prejudice" to the commission's consideration of the case. Also potentially prejudicial, the committee maintained, are such WGN actions as changing WFMT's studios and transmitter sites, adding personnel in executive positions, and including references to WFMT in advertisements relating to other Chicago properties owned by WGN.

The committee, in asking that the station's operation be restored to Gale personnel, said that "serious danger to the public interest" would result from continued operation by WGN.

In another filing, a splinter citizens group now represented by the former counsel for the WFMT committee, Harry Booth, asked that a prehearing conference scheduled for Thursday (June 26) by Hearing Examiner Basil P. Cooper be canceled or modified. The group said the conference was "premature" in light of "new considerations" in the case and the commission's June 4 order rescinding restrictive rulings imposed in a March hearing.

However, the conference was held, and the hearing was scheduled to start in Chicago on Sept. 3.

### Three federal grants to bolster ETV

Three grants totaling \$780,362 to educational TV stations in Idaho, Indiana and Ohio were announced Friday (June 27) by the U.S. Office of Education. The grants are being made available to the stations under the Public Broadcasting Act of 1967.

A grant of \$334,605 is being made to the State Board of Education, acting as the Board of Trustees of Idaho State University, Pocatello, to help construct a new educational station on channel 10, Pocatello. The region to be served is now considered one of the largest "dark areas" in the national noncommercial spectrum. The station will bring ETV for the first time to the entire eastern section of Idaho, USOE said.

A grant of \$314,070 is being made to Evansville-Vanderburg School Corp., Evansville, Ind., to help construct an ETV station on channel 9, Evansville. A local commercial station previously made time available for educational programs but was forced to suspend the service nearly two years ago.

ETV service in another part of the Midwest was lost when the Midwest Project for Airborne Television Inc. was closed down, USOE said. A grant of \$131,687 to noncommercial WCER (TV) Cincinnati is to help that station fill the gap by enabling it to extend its coverage area.

## Examiner approves WHUT sale to Eastern

FCC Hearing Examiner Chester F. Naumowicz last week recommended approval of the assignment of WHUT Anderson, Ind., from WHUT Broadcasting Co. to Eastern Broadcasting Corp. The \$650,000 sale was designated for hearing in February to resolve questions about Eastern's conduct as a licensee.

The February order requested determination whether Eastern had engaged in trafficking. Since 1960 Eastern has bought five stations and sold three of them. But Examiner Naumowicz noted that two of the stations—WILT Danville, Va., and WALT Tampa, Fla.—were sold because they were money losers. The third outlet was sold to finance the purchase of other stations in larger markets. The examiner concluded that this was a pattern of "trading up" to obtain properties in larger markets, and did not constitute trafficking.

The commission had also questioned the conduct of a promotional contest over Eastern's wcvb Springfield, Ill. The station circulated 100 \$1 bills in the Springfield area, then offered prizes of up to \$1000 each to listeners calling in with winning serial numbers. Wcvb failed to make clear to its audience the

actual odds of winning major prizes, the commission charged.

But Examiner Naumowicz found that Eastern had taken "reasonable" measures to conduct the contest properly, noting that legal advice had been solicited and rules had been adequately stipulated. The examiner also found that Eastern's commercial proposals for WHUT, questioned by the commission, were "judiciously evolved."

Eastern's properties are, besides wcvb, WBUX Doylestown, Pa., and WHAP Hopewell, Va. Acquisition of WBOW-AM-FM Terre Haute, Ind., is pending FCC approval.

## The quest in Queens for a cable franchise

American Television and Communication Corp., a Denver-based company, wants to move into the cable television field in New York City.

The company filed an application last week requesting a franchise for the borough of Queens, to be operated through a wholly owned New York subsidiary, Knickerbocker Communication Corp.

Knickerbocker is one of around 15 applicants seeking franchises in the city's five boroughs, and the director of franchises, Morris Tarshis, estimates

there is room for only 10 to 12 more.

The borough of Manhattan is now divided between Manhattan Cable Television and Teleprompter Corp., with a third franchise holder, CATV Enterprises, just starting in the Riverdale section of the Bronx. These franchises were granted on what was termed an "experimental" basis, and Mr. Tarshis does not foresee any more franchises being approved by the Board of Estimate until some of the many regulatory problems are resolved.

Among the other applicants are group broadcasters RKO General and Bartell Broadcasters, and *The New York Times*, in association with Stuart Sheftel.

## Was WOOK used in numbers racket?

Washington Community Broadcasting Co., which is challenging incumbent licensee United Broadcasting Co. for Washington stations WOOK and WFAN-TV, last week charged WOOK with promoting, "in the guise of religion," a Washington numbers racket.

The FCC designated the competing applications, filed in September 1966, for hearing earlier this month (BROADCASTING, June 9).

Community charged that WOOK broad-

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casts Sunday religious programs featuring regular and guest preachers whose spiritual guidance is often laced with thinly veiled tips on illegal numbers games. The tips, it was said, are usually couched in the form of Biblical references, "such as '74 psalm and the 7th verse' for the numbers lottery tip to play 747."

The group argued that Negro-oriented wook exploited its listeners, many of them ghetto dwellers, by addressing the programs to "destitute families who are easily tempted to seek a windfall by playing the 'numbers' lottery, especially if encouraged by the purported voice of a religious speaker on a supposedly responsible radio station."

Richard Eaton, president and owner of United Broadcasting, denied all charges in Community's brief, saying he was "convinced" of the sincerity of all preachers heard on wook. He disclaimed any knowledge of "aiding or abetting" any sort of lottery.

Community's petition to enlarge issues in the hearing asked the commission to disqualify United because wook's broadcast of the religious programs in question violates FCC rules concerning "advertisement of or information concerning" a lottery, is inimical to the commission's "long established concern that broadcast stations not be used to

aid illegal gambling," and is contrary to the public interest by encouraging organized crime and exploiting the poor and uneducated.

The hearing on the competing applications is scheduled for Aug. 18.

## Changing Hands

### Announced:

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

- WGVA Geneva, N.Y.: Sold by Straus Broadcasting Group to Trans-National Communications Inc. for about \$300,000. The Straus stations are WMCA New York, WALL-AM-FM Middleton and WTLB Utica, all New York. TNC, which is buying WADS Ansonia, Conn., for \$275,000 subject to FCC approval, owns WUDO Lewisburg, Pa.; a recording company and TV production and distribution companies; 80% of the National Hockey League Oakland Seals; the New York Giants and the New York Jets football radio networks; Florida farms, and a Philadelphia bank. TNC board chairman and president is Ellis E. Erdman, who controls WTKO Ithaca, N.Y. WGVA is full time on 1240 kc with 1 kw day and 250 w night.

Broker: Edwin Tornberg & Co.

- WDBL-AM-FM Springfield, Tenn.: Sold by Mrs. Hoyt Bell and William N. Locke to W. J. Webster Jr. for \$235,000. Mr. Webster owns WYFY-FM Columbia, Tenn. WDBL is a daytimer on 1590 kc with 1 kw; WDBL-FM is on 94.3 mc with 3 kw and an antenna height of 215 feet above average terrain. Broker: Chapman Associates.

- WDBJ-FM Roanoke, Va.: Sold by the Times-World Corp. to Jim Gibbons. Price was not disclosed but it is believed to be about \$60,000. Times-World is selling its *Roanoke Times* and *World-News* and *Galax* (Va.) *Gazette* to Landmark Communications for an estimated \$10 million. It is also selling WDBJ to Gerald F. Boyd, Joseph Kelly Vodrey and families for undisclosed amount and WDBJ-TV to the *South Bend* (Ind.) *Tribune* for a reported \$10 million. Mr. Gibbons, former Washington sportscaster, owns WFMD-AM-FM Frederick, Md. WDBJ-FM is on 94.9 mc with 14.5 kw and an antenna height of 1,940 feet above average terrain.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 81):

- WSSB Durham, N. C.: Sold by J. S. and Betty Beattie and Charles Eckles to John Woods and others for \$600,000. Mr. Woods is former production director for WHEC Rochester, N. Y. WSSB is full time on 1490 kc with 1 kw day and 250 w night.

- WRJN Racine, Wis.: Sold by the Journal-Times Co. (J. Donald McMurray and Carol Starbuck McMurray and others) to Sentry Insurance Co. for \$450,000. Journal-Times Co. publishes the *Racine Journal-Times* and *Sunday Bulletin* and owns 50% of applicant for a new UHF TV station at Racine. Sentry owns WSPT-AM-FM Stevens Point, Wis. WRJN is full time on 1400 kc with 1 kw day and 250 w night.

- WRJN-FM Racine, Wis.: Sold by the Journal-Times Co. to J. William O'Connor for \$60,000. Mr. O'Connor owns WRAC Racine and 35% of WCIU-TV Chicago. He also owns WBOW-AM-FM Terre Haute and WHUT Anderson, both Indiana, but is selling them subject to FCC approval. WRJN-FM is on 100.7 mc with 15 kw and an antenna height of 265 feet above average terrain.

- KBRZ Freeport and KLJT(FM) Lake Jackson, both Texas: Sold by Sue B. Hairgrove and others to Wayne Marcy and George A. Mayoral for \$225,000. Mr. Marcy owns 50% of wbox Bogalusa, La., and Mr. Mayoral owns 84.2% of WJMR-AM-FM-TV New Orleans. KBRZ is a daytimer on 1460 kc with 500 w. KLJT(FM) is on 107.3 mc with 28 kw and an antenna height of 180 feet

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▪ **WFIG Sumter, S. C.:** Sold by Harvey Laughter and others to John E. Miles, Jeff D. Methven and Robert A. Marshall for \$200,000. Sellers, who will retain WFIG-FM, own WBMS Black Mountain, N. C. Buyers own KPLT-AM-FM Paris, Tex. WFIG is full time on 1290 kc with 1 kw.

## FTC aims at making data more accessible

The Federal Trade Commission has proposed to ease restrictions impeding access to materials in its confidential files, but the proposal may mean little more access than is accorded the public now.

A person currently desiring specific information, such as intra-agency memoranda and investigative reports, must file his requests, under oath, describing the material desired, his interest in it and the purpose for which the material will be used. The request must show "good cause" before disclosure of the information.

The proposed change would eliminate the oath and the showing of "good cause." However, the request for information may still be denied, as in the current rules, if the material contains or "constitutes a privileged communication or where the requested material consists of trade secrets, names of customers, or information which is customarily privileged or was received by the commission under an agreement that it be held in confidence." If the commission should decide to release the information, then the source of the material has 10 days to show "good cause" why it may not be disclosed.

The rule change was proposed to conform to the commission's "policy of favoring maximum disclosure to the public of information contained" in its files. Comments on the change are due July 16.

## Antistrike bills get backlash on the Hill

Representative Emanuel Celler (D-N.Y.) last week called upon his House colleagues to reject proposed legislation that would prohibit the filing of strike applications against existing broadcast licensees.

In remarks inserted in the *Congressional Record*, Representative Celler said the bill "makes a mockery of the policy that the airways are licensed by the people and for the people and for prescribed periods only."

He also provided for the record an exchange of letters between himself and Theodore H. Walworth Jr., vice president-general manager of WNBC-TV New York. Mr. Walworth urged the congress-

man to consider filing or co-sponsoring an antistrike bill, and said that enactment of the proposed legislation would permit licensees to "avoid the harassment and uncertainties which threaten to destroy the industry, but the interests of the public will continue to be protected."

In his reply, Representative Celler said: "What is needed, in my opinion, is more rather than less competition for the privilege of providing radio and television programming to the public." He added: "Your proposal to restrict new applicants to situations in which the [FCC] has already determined that renewal to the incumbent would not serve the public interest effectively prevents the commission from ascertaining what the public interest requires."

Representative Celler said he recognizes that "irresponsible applications may be filed in bad faith by applicants who have neither the intention nor the ability to back up their promises." The remedy, he said, "is to devise rules by which such applications can be sifted out and rejected, not to freeze existing license relationships forever."

The antistrike bill submitted by Senator John O. Pastore (D-R.I.) and 18 co-sponsors is scheduled for hearings on July 15-16 before the Senate Communications Subcommittee. The measure

would bar competing applications unless the commission in a prior action had denied a renewal of license to the incumbent.

The number of similar bills submitted on the House side reached 71 last week. The latest submissions came from Representatives Dan Kuykendall (R-Tenn.), H. R. 12353; John J. Rhodes (R-Ariz.), H. R. 12417; John N. Erlenborn (R-Ill.), H. R. 12350; Lee H. Hamilton (D-Ind.), H. R. 12382, and Donald D. Clancy (R-Ohio), H. R. 12397.

## Cable free to start in Colorado Springs

KRDO(TV) Colorado Springs and KOAA-TV Pueblo, both Colorado, have reached the end of the road in their effort to block the start of CATV service in their market.

The FCC had rejected their request for a hearing on the proposal of Vumore Video of Colorado to operate a system in Colorado Springs. And the U.S. Court of Appeals for the District of Columbia in March upheld the commission's decision (BROADCASTING, March 31).

Last week, the Supreme Court refused the stations' request that it review the lower court decision—in ef-

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fect, affirming it.

The stations had argued that the system's proposed importation of Denver signals posed enough of a threat to their viability, as well as to the development of UHF in the area, to justify a hearing. Since the market is below the top 100—it is ranked 138th—it is among those where CATV is presumed to make a positive contribution to public service, and where a hearing is not prescribed by the rules.

The stations had presented a massive study to support their economic-injury arguments. But the commission was not persuaded by it, nor was the appeals court.

The Supreme Court's refusal to review the case wipes out one problem for the stations. The appeals court two weeks ago had directed them to post a \$200,000 bond if they wanted the court to maintain its stay on CATV operations in Colorado Springs pending the outcome of the litigation.

The order, believed to have been unprecedented, was issued on the petition of Vumore. It has invested \$5 million in its Colorado Springs system and claimed it was suffering economic injury by being barred from initiating service. The bond would have been used to reimburse the system for losses if the high court had taken the case—and then subsequently decided against the stations.

## 'Hard look' may be due on rule waivers

### Court says FCC cannot readily dismiss free speech issues in rule requests

The U.S. Court of Appeals for the District of Columbia has told the FCC that it cannot brush off a request for a rule waiver, when a serious freedom-of-speech contention is involved.

The court issued the ruling in remanding to the commission for further consideration a case in which a Chicago daytime station, WAIT, represented by former UN ambassador and Supreme Court Justice Arthur J. Goldberg, sought a waiver of the clear-channel rules. The opinion was adopted by a 2-to-1 vote.

WAIT, which operates on clear channel 820 kc, asked for a waiver of the clear-channel rules to permit it to operate on an unlimited time basis. The frequency is now shared by WBAP and WFAA, both Fort-Worth-Dallas, as the dominant stations on the frequency. It is one of 12 clear channels the commission has ruled are not to be duplicated at night; the commission has not

yet ruled out allowing stations operating on them to use power in excess of the present 50 kw limit.

WAIT proposed to directionalize its signal away from the areas served by WBAP and WFAA, and said its signal would not interfere except in regions receiving primary groundwaves service from at least one other station. Accordingly, WAIT argued that its ostensible violation of the clear-channel rules would not conflict with the policy underlying those rules.

Furthermore, it said, the commission's failure to waive the rules under those conditions violates the First Amendment's policy of freedom of expression. WAIT said that the constitutional requirement obligates the commission to draw its rules as narrowly as possible to give the widest possible play to freedom of expression.

The commission, which returned the application as unacceptable, rejected this contention simply by referring to cases in which the commission's regulatory authority was upheld in the face of First Amendment challenges. But the court did not find this sufficient.

Judge Harold Leventhal, who wrote the opinion in which Judge Spottswood W. Robinson III joined, did not rule on the First Amendment argument. But, he added: "When an application pleads, and offers factual material in support of, a non-frivolous First Amendment contention, an agency may not dismiss it with the routine treatment that might suffice in the ordinary case.

"We hold that the commission must state its basis for decision with greater care and clarity than was manifested in its disposition of WAIT's claims, and remand for a clearer statement of reasons."

Judge Leventhal said the issue is whether the commission "may curtail access to broadcast facilities by applicants who, although technically in violation of a commission rule, will not be undermining the purpose or policy which the rule was designed to further."

Judge Leventhal, who discussed the manner in which waivers in general are to be considered, asserted that the commission's authority to promulgate rules of general application does not relieve it of an obligation "to seek out the 'public interest' in particular, individualized cases" — those where waivers are requested.

He said that an agency need not "sift pleadings and documents to identify such applications, but allegations such as those made by petitioners, stated with clarity and accompanied by supporting data, are not subject to perfunctory treatment, but must be given a 'hard look.'"

Judge John J. Danaher, who dissented, felt the burden of persuasion in the case should be on the applicant, not the commission. And, he said, the application, when read with the engineering exhibit against the commission's standards, failed to sustain that burden, "and the commission so perceived."

## Nixon explains his outlook to agencies

### President uses cruises to reach members of FCC, SEC, FTC

President Nixon is making an unusual effort to expose members of the government's regulatory agencies, who have an enormous impact on the nation's economy, to his administration's views on matters in their areas of concern.

Early in his administration he invited members of the Securities and Exchange Commission to the White House for an informal chat, and he promised to have members of the other regulatory agencies for similar talks, in due time.

Last week, members of six regulatory agencies — including the FCC — and their wives were guests of the White House on two Potomac River dinner cruises, Thursday and Friday nights (June 26-27) aboard the presidential yacht, Sequoia. A third cruise is scheduled for July 10.

Commissioners Robert T. Bartley and Robert E. Lee took the river ride Thursday, and Chairman Rosel H. Hyde and Commissioner H. Rex Lee, Friday. Commissioners Kenneth A. Cox, James J. Wadsworth and Nicholas Johnson are scheduled for July 10.

The cruises, which White House aides hope to repeat in the future, were organized by presidential assistant Peter Flanagan, whose area of responsibility includes the regulatory agencies. He and his assistants will join the regulators on the cruises.

The White House talks and cruises represent something of a departure in White House-regulatory agency relations. It is not unusual for a member of such an agency to serve his tour without ever talking to the President who appointed him, or to a successor. In part at least, this has resulted from a desire on the part of the White House to avoid the appearance of compromising the "independence" the agencies are supposed to exercise. There is also the danger of irritating members of Congress, who consider the agencies arms of Congress.

But the Nixon White House feels it is important that a "dialogue" be main-



tained between the administration and the agencies so that the regulators "know what the government is thinking." The cruises, which White House aides describe as "social," will provide some opportunity for the start of such a "dialogue."

Furthermore, the White House feels, the cruises will serve a useful purpose if they enable members of the various agencies to get to know each other better. Frequently two agencies, such as the FCC and the Federal Trade Commission, are involved in the same problems.

The invitations to the 44 members of the six agencies have been so distributed that no more than two or three members of an agency will be aboard on the same night. Besides the FCC and FTC, the agencies involved are the SEC, Federal Power Commission, Interstate Commerce Commission and Civil Aeronautics Board.

## Nobody answered mail so FCC pulls license

KWAL Wallace, Idaho, last week was ordered to be off the air by July 31. The FCC dismissed the renewal application of Metals Broadcasting Co. on the grounds that the licensee had ignored FCC communications and failed to comply with rules requiring licensees to notify their communities that applications for renewal have been filed.

Metals did not reply to a May 29, 1968, commission notice of six violations found during a station inspection. Nor did it reply to a warning notice sent shortly thereafter, the commission said.

After four more letters, one advising that Metals had not satisfied the renewal publication requirements, the commission said it called the station, questioning its continued failure to reply. The commission said it advised Metals that copies of all correspondence would be mailed and that a prompt response was expected. More attempts to elicit the information were made May 29, June 4 and June 18, the commission said, and still Metals failed to file.

Violations assertedly found during the 1968 inspection included incomplete program logs that lacked entries for duty times of operators, station identifications and affiliations of political candidates.

KWAL, the only station in Shoshone County, is on 620 kc with 1 kw.

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(See page 61)

## Ford grant backs cable-TV study

Rand Corp. report on program origination is expected in early fall

The Ford Foundation announced last week a \$165,000 grant to the Rand Corp. for a study of cable television "and its possible impact on the evolution of the television industry."

The study, first underwritten by Ford in the CATV field, will be presented to the FCC and the public as separate reports on major CATV issues as soon as they are completed. The first report, on program origination, is scheduled for release in early fall. The entire study should be completed within a year.

In addition to program origination, topics to be included in the study are the importation of distant signals, the impact on conventional broadcasting stations, prospects for the emergence of new networks and expanded markets, division of regulatory functions among federal, state and local authorities, and the feasibility of devising a master plan for development of new facilities.

The study had its genesis in discussions between the Ford Foundation and the FCC following the commission's notice of proposed rules for CATV last December (BROADCASTING, Dec. 16, 1968), according to the foundation. FCC Chairman Rosel Hyde said he was "pleased by the Ford interest" and "welcomes the study." The deadline for comments on the proposed rules is Oct. 5, and the FCC will not delay its decision specifically to await the Ford study, but Mr. Hyde commented that "just in the nature of things, it will take time."

The only other major report dealing with CATV was written by President Johnson's Task Force on Communications Policy, which generally favored a loosening of CATV restrictions (BROADCASTING, Dec. 16, 1968).

Ford is sponsoring the CATV review, according to foundation president McGeorge Bundy, because of cable TV's "enormous potential" for achieving program diversity.

The foundation's assistance to non-commercial television since 1951 has been based on the same interest in diversity of programming, and Ford last week announced several grants in this field. (Total new grants in the TV area, including CATV study, amounted to nearly \$9.5 million).

National Educational Television received its continued support by an allocation of \$7,463,000, in addition to a previously announced \$700,000 grant for summer Sunday evening programs. The Corp. for Public Broadcasting was

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granted \$200,000 for promotion of the NET summer programs.

A grant of \$50,000 for general support of the Area Educational Television Foundation, KERA-TV Dallas, continued a matching grants program, and the WGBH Educational Foundation, Boston, was given \$26,000 for a feasibility study of a telecommunications link between selected U.S. and Canadian universities.

The Joint Council on Educational Telecommunications was granted \$75,000 to keep the educational community abreast of developments in telecommunications, and Community Television of Southern California, KCET(TV) Los Angeles, was given \$683,000 for the purchase and installation of a public television interconnection delay center. In addition, Ford provided \$50,000 for studies of communications issues and \$75,000 for travel and study awards in public broadcasting.

In another area, the foundation has granted \$275,000 to the New School for Social Research, New York, to launch Community News Service and to continue an urban reporting project that brings news executives and com-

munity leaders together to exchange information. The Community News Service will be a daily wire service (in New York) staffed by black and Puerto Rican editors and reporters, starting this summer.

The service will be available to radio and television stations and other media on a subscription basis.

### Media reports:

**Please stay tuned** ■ High-powered rifle bullets shot by vandals into the transmission line of WHTV(TV) Meridian, Miss., a fortnight ago, temporarily disrupted the station's 90-mile network studio link between Meridian and Jackson, Miss. Prior to repairs, WHTV(TV) switched to an off-air rebroadcast from WDAM-TV Laurel-Hattiesburg, Miss. and WLBT(TV) Jackson. Damage is estimated at \$5,000.

**More training available** ■ A two-year degree program in broadcasting, with emphasis on vocational training, will be offered by Pennsylvania State University. A pilot class has been conducted and a second freshman class

will be enrolled at the school's Wilkes-Barre campus in the fall. The program is aimed at providing qualified personnel for stations in small or medium-sized markets.

**Plenty of talk** ■ Cable television, mass media responsibilities and conglomerate ownership are among issues to be explored by the American Bar Association at its annual meeting in Dallas Aug. 1-15.

### A small challenge in R.I.

A petition to deny renewal of WPJB-FM Providence, R.I., by a resident of Seekonk, Mass., was dismissed last week by the FCC, which at the same time granted renewal of the station's license to Providence Journal Co. John E. Donofrio had charged Providence Journal with, among other things, concentration of control, disproportionate attention to its stations in its newspaper coverage, and a lack of innovative programming.

The FCC said it found "no unresolved question of fact" or "any substantial allegations" justifying denial.

## Equipment & Engineering

# EIA updates its organization

## New chairman sees rise in color-set sales, plus an increase in both imports and exports

The Electronic Industries Association at its 45th annual convention in Chicago last week unanimously authorized implementation of a reorganization plan that includes regrouping of association divisions among other changes for more effective industry service and growth.

The EIA board of directors becomes a board of governors under the leadership of an industry-elected chairman as part of the plan, first presented at the EIA spring conference last March. EIA President Mark Shepherd Jr., Texas Instruments Inc., becomes the association's new chairman.

The EIA presidency becomes a paid office and includes responsibilities of chief executive officer of EIA, a role served until now by James D. Secrest, executive vice president, who retires. The EIA board elected George D. Butler as president under the new organization. He formerly was with Electra/Midland Corp., Kansas City, Mo.

Mr. Secrest, widely known throughout the broadcasting industry, had been executive vice president of EIA since

1952. He first joined the association in 1945.

In other respects the EIA reorganization plan:

- Retains the present divisional alignment but provides for voluntary grouping of divisions having mutual interests. EIA's consumer products division continues intact with all present officers re-elected.

- Provides for inter-divisional flexibility to handle new technologies, markets and products in common interest panels.

- Retains the various EIA departments to provide specialized services to the groups, divisions and panels.

- Provides for the establishment of new staff departments for legislative and congressional services and for administrative support.

After rising 4.4% to reach \$24.2 billion during 1968, total U. S. factory sales of electronic products are expected to rise another 3.1% during 1969 to a high of nearly \$25 billion, Mr. Shepherd reported. U. S. factory sales of con-

sumer electronics this year are expected to increase 4.4% to reach \$4.8 billion or more, he said.

Mr. Shepherd noted that when foreign label imports are added to the U. S. factory sales, the total market for consumer electronics passed the \$5-billion mark in 1968 and should increase this year by more than 5%. He predicted particularly significant growth for color TV receivers and tape equipment.

Although component sales have held rather steady, Mr. Shepherd said, sales of color TV picture tubes are increasing at a rate of 10-15%.

Imports of electronics this year are expected to be 25% above the \$1.4 billion mark of 1968, Mr. Shepherd said, while exports of U.S. electronics are expected to rise 10% above the 1968 figure of \$2.2 billion.

The EIA membership's growing interest in exporting was reflected in a talk on the subject by an advertising agency executive. Harold Burson, president of Marsteller International, New

York, said language is only one small part of the problem but even that small part can be complex. He explained:

"'Body by Fisher' comes out 'corpse by Fisher'. A 'hydraulic ram' turns up 'water goat'. Pepsi's 'come alive' appears as 'from the grave'. 'Gift' on a package in German is a warning; it means 'poison'. In one language, Mercury's 'big M' translates into 'bowel movement' and in Spanish Chevy's 'Nova' is Chevy's 'no go'." (also see page 39).

## Did land mobile influence SRI?

### AMST's Lindow asks FCC to check whether operators meddled in N.Y. monitoring

The Association of Maximum Service Telecasters has written FCC Chairman Rosel H. Hyde to express concern over a published report that land-mobile radio operators have influenced the manner in which Stanford Research Institute has conducted its monitoring of land-mobile radio in New York.

Lester W. Lindow, executive director of AMST, asked in his letter that the commission check into the report that AMST be allowed to discuss the results of the findings with commission and SRI representatives. Commission sources say there is no truth to the report.

SRI has been working for a year under contract to the FCC on a study of problems related to the land-mobile frequency shortage—interservice sharing of land and mobile radio channels and frequency-assignment principles, among them. The report, which had been scheduled for submission by today (June 30), is now expected "early in July," according to one commission official.

An interim report, based on monitoring in Detroit and Los Angeles, was taken by broadcasters as support for their position that poor spectrum management is the cause of land-mobile radio's problems (BROADCASTING, May 5, 1969). The land-mobile forces, however, argue it is lack of spectrum space, and are urging the commission to turn over to them space now occupied by UHF television.

The report that concerned AMST, according to the letter that Mr. Lindow sent to Chairman Hyde, appeared in *Industrial Communications*' June 6 issue. It said that SRI monitoring in the New York area, "following recommendations from the land-mobile radio field on where and what to listen to, it is understood, indicates that substantially different results were received than had

been the case from SRI's monitoring attempts in the Detroit and Los Angeles areas."

Mr. Lindow found disturbing the implications that land-mobile users were allowed to discuss SRI's New York monitoring with SRI representatives while AMST and other broadcasters were not allowed to contribute to such discussion. He said AMST is particularly concerned in view of its history of "appropriate interest in and concern with the land-mobile controversy and especially its deep concern for adequate monitoring."

The commission last week was checking into the report to prepare an answer. But at least one official familiar with the SRI project said any suggestion that SRI monitoring was influenced by land-mobile radio users was "not so."

"We've had ongoing discussions with all user groups, including broadcasters," he said. "Everybody's been talking to us. But the parameters of the study—to monitor all bands—were laid out at the beginning of the project, and nobody's had any effect on that."

## Satellite plan advanced by House

### Subcommittee wants more authority placed in OTM, new AID interest in TV

The House Foreign Affairs Subcommittee on National Security Policy and Scientific Developments recommended last week that responsibility for planning and implementation of American satellite broadcasting be vested primarily in three centralized, separate entities.

The subcommittee's proposals were contained in its report of findings and conclusions developed from hearings held last month on the implications of satellite broadcasting for foreign policy. (BROADCASTING, May 19).

Its primary recommendation was presented in these words: "In order to better coordinate U. S. telecommunications policy, particularly in the field of satellite broadcasting, a centralized authority with responsibility for policy planning and coordination should be established. Consideration should be given to upgrading the Office of Telecommunication Management within the Executive Office of the President to undertake that role."

The subcommittee recommended that Intelsat be given responsibility "for establishing and maintaining the satellite portion of a worldwide space broadcasting system." This would en-

tail such duties as procuring and placing in orbit all satellites of a nonexperimental nature, "according to the specifications of the user nations"; providing backup satellites; operating telemetry and control, and generally performing "all functions associated with the space segment of the broadcast system," not to include programing. This projected role for Intelsat resembles that suggested by President Johnson's Task Force on Communication Policy, the subcommittee report noted.

A third recommendation was the establishment of a "Center for Developmental Television" within the executive branch—preferably in the Agency for International Development, the report suggested—to plan and implement television policies in underdeveloped countries.

The subcommittee expressed support for the suggestion of United Nations Secretary General U Thant that "the world body be given free use of Intelsat facilities for its peacekeeping and operational communications and informational requirements," whenever it makes "reasonable requests."

The report noted that while the hearings were not directed to any specific bill, they followed the introduction by subcommittee Chairman Clement J. Zablocki (D-Wis.) of House Concurrent Resolution 236—which, the report stated, was intended to be "a 'lightning rod' for specific suggestions from witnesses on what points Congress should emphasize in expressing its will to the executive branch."

At the request of its chairman, the subcommittee is taking no action on the resolution, but "will make its recommendations for executive branch action and await the response." The report added: "If, after a reasonable length of time, suitable progress has not been made within the U. S. government toward the goals outlined by the subcommittee in this report, legislation may be required to convince officials of the will of Congress in the matter of satellite broadcasting."

### Technical briefs:

**Six-figure contract** ■ International Video Corp. has been awarded a contract of more than \$100,000 to equip a color TV studio for CATV operations in Sunnyvale, Calif. Foote, Cone & Belding Inc.'s FCB Cablevision Inc. is setting up a CATV in Sunnyvale that promises to offer subscribers 24 channels of TV programing from San Francisco, Oakland, San Jose, Sacramento, Salinas and Stockton, all California. The color studio is designed to permit local origination of color programs and will include one color video-tape recorder with electronic editing, and two monochrome video-tape recorders.

## Heat in the ashes of a doused deal

**Cable convention's overriding question:  
how to recover from broadcasters' rebuff**

It was chilly in San Francisco last week, but inside the downtown Hilton hotel, where the 18th annual National Cable Television Association convention was being held, the heat was on. It was on the cable TV industry for several reasons, all related to the collapse of the previously negotiated NCTA-National Association of Broadcasters staff accord on regulating the future growth of CATV.

There was an effort to transfer the heat to commercial broadcasting. Indeed, in some cases blatantly, in others more subtly, many of the things said at the four-day meeting (June 22-25) helped stoke the pressures building up against the broadcasting industry as a result of the NAB's board rejection on June 20 of the NCTA-NAB proposed agreement. So much was this a convention of reaction to the NAB rejection—at least in management and general sessions—it left one to wonder what everyone would have talked about if there had been no NAB-NCTA agreement in the offing.

Evidence of the turmoil created by the rejection of the inter-industry pact came on Thursday morning (June 26) when the NCTA staff, officers and board of directors, met to draft a statement to news media as to the new direction the industry would take in its relationship to broadcasters. But after four hours of debate, the some 20 cable

industry leaders in attendance couldn't agree on the language of a proposed statement.

At the outset of the convention, NCTA President Frederick W. Ford, with the June 20 resolution of the NAB board still a relatively fresh item, assured reporters that he would have a formal comment to make after consultation with his own board of directors. Again, later in the week, at a news conference meant to introduce newly elected Chairman M. William Adler to news media, Mr. Ford iterated the desirability of announcing a formal industry posture in its future dealings with broadcasters.

That posture, he indicated, would not be dramatically different from the one the cable industry already has shown. But apparently, Mr. Ford, a lame-duck official (he announced his resignation prior to the convention), could not swing a unanimity of opinion behind what he felt should be the industry's response. It was promised, however, that NCTA would have a formal statement to announce this week.

The NCTA staff went into the convention under fire from some of its own constituents because of dissatisfaction over three concessions made to broadcasters: bargaining away of interconnection rights (interconnection of entertainment programming was forbidden in the proposed agreement), the limitation on broadcast signals to be carried by CATV systems (the proposal provided for three network and three independent signals) and for generally sacrificing too many small-market cable interests in favor of big-market cable futures. There were also mutterings among delegates going into the convention that since negotiations were called off on the initiative of broadcasters, any move by cable people toward renegotiation would be a considerable concession in itself and would almost surely mean that any new agreement would be harsher for the cable industry than the first one.

The storm clouds were gathering as early as the eve of the opening business session of the convention. A long-time small-market cable TV operator, a leader of that faction of the industry as well as an NCTA board member, greeted old friends with a handshake, a

scowl and loud recriminations. "I tell you," he said over and over again, "they're selling us down the river." He indicated clearly that by "they," he meant the NCTA negotiators.

And more encouragement was added to that feeling at an early-morning panel the next day when FCC Commissioner Kenneth Cox publicly stated that in his personal opinion the NCTA staff had given away too much at the bargaining table (see page 70).

The biggest gun NCTA brought to bear against the broadcasters was Congressman Torbert H. Macdonald (D-Mass.) who, as chairman of the House Subcommittee on Communications and Power, was an interested onlooker to the NAB-NCTA negotiations. The luncheon speaker on the second business day of the convention, Congressman Macdonald measured his remarks carefully. But he did point out that the NAB decision to seek renegotiation of its staff's previously announced avowal of cooperation with the cable TV industry "must bear the closest examination." In the most telling line of his address, Representative Macdonald told convention delegates: "Subsequent developments will be watched closely by my committee and the Congress to see that the momentum gained thus far will not be dissipated."

Another luncheon speaker, Dr. Gabriel D. Ofiesh, director, Center for Ed-



*Mr. Macdonald*



*Mr. Ford*

ucational Technology, Graduate School of Education, The Catholic University of America, Washington, trotted out familiar statistics about how many hours of commercial television the children of the nation watch before going to school and how much more television viewing than education they consume by the time they leave high school. Dr. Ofesh urged CATV to give educators channels.

Appearing at a news conference after his election as national chairman of NCTA, Mr. Adler was quick to add to the pressure buildup. Mr. Adler expressed confidence—any broadcaster-cable TV agreement notwithstanding—that during his one-year administration he expects to see favorable legislation written, but not necessarily passed, in

both houses of Congress. In Mr. Adler's view, this legislation would set forth "reasonable rules" for the guidance of the cable TV industry by the FCC or some other federal agency. "I expect Congress to go a good long way towards enacting such legislation in my year in office," he said.

Even San Francisco Mayor Joseph L. Alioto got into the act. Welcoming the some 1,200 registered delegates and the more than 2,000 other convention guests, he observed that "a commodity such as CATV is going to somehow find acceptance."

Addressing the first general luncheon meeting of the convention, NCTA President Ford expressed hope that President Nixon would direct Secretary of Commerce Maurice Stans to con-

vene a national radio and telecommunications conference to "provide the leadership for a complete review, revision and updating of national communications policy."

The action of the NAB board the week before made last week a difficult one for the cable TV industry. It was a troubled convention. The NCTA reaction to this trouble was to pinpoint the blame—to say that the villain of the piece is the establishment in broadcasting. CATV is poised to usher in a brave new world of communications, observers of the convention were constantly reminded, but the vested interests will have none of this.

The implication was clear: Make the broadcasters give in and accept the new wave.

## Scratching the itch to originate

### Program promoters offer CATV everything from baby-sitting service to old movies

Maybe more than for anything else, the 18th annual convention of the National Cable Television Association will be remembered as the time when cable TV operators stopped thinking like faceless transfer agents for broadcast signals and started planning a future as full-fledged TV programmers. Certainly the representatives of such important TV supply houses as MCA Inc., United Artists Television and CBS Enterprises who were on the scene covering the convention, recognized the opening of what could be a new market.

But while the giant suppliers, realizing that there are not enough dollars here yet to justify a hard sales effort, were essentially observers and reporters ("I sent my boss a six-and-half page report the first day I was here," note one of the major film supplier reps), some would-be program originators were making active pitches. New York-based Telemation Program Services, an operation of Telemation Inc., Salt Lake City, for instance, called a news conference to announce the formation of a non-interconnected cable-TV baby-sitting network. As described by the TPS president, Robert Weisberg, the proposed "network" is designed to bring in national advertising revenues for kid programs, mostly Saturday-morning cartoon-type shows, presented on a so-designated "baby sitting channel" of a local CATV system. TPS would supply the programs and sell the national spots (John Potter is western rep) to such advertisers as toy makers, breakfast-food producers, dairies.

TPS says it has 21 cable-TV systems,

representing an estimated 128,000 subscribers, receiving its programs (the firm has been soliciting clients for two years), but won't start selling spots until it can offer national advertisers at least 250,000 subscriber homes. When the national dollars start coming in, charter affiliates will share in the revenues on a 50-50 basis with TPS once individual programing costs are recouped. Affiliates that sign after the advertising dollars start coming in will have to allow the first \$150 to cover the programing service before sharing equally in the take. And if there's commercial time unsold on a national basis (the National Association of Broadcasters code limitations would be observed), the local systems could sell to local advertisers.

Also making a sales effort for local programing supply at the convention was a new organization, Audio Video Techniques, formed by several local commercial broadcasting executives from the San Francisco area. AVT demonstrated three video-tape shows, each consisting of six five-minute segments. One of the shows was designed for teen-agers, another for children and the third for women viewers. They would be taped, as was the demonstration program, using low-cost International Video Corp. color gear. As a program service for local origination on cable TV systems, each of the programs would have as an option a script that could be used by a live, local host.

Another program exhibitor at the convention zeroed in directly on the target that just about every cable TV

seems to be seeking. "How to increase your profits through local program origination," was the pitch of Local Origination Television Services Inc. (LOTS), out of Hollywood, Chicago and Evansville, Ill., made to cable TV operators. LOTS offered a program package containing full-length movies, children's cartoons and features, sports programing, women's shows, game shows, travel-adventure and entertainment specials, among other items, all delivered on one-inch video tape, and said to be compatible with local-news and special local-service programing generated by individual cable operators. Rates charged by LOTS for its full programing services to CATV systems would be \$150 per month service charge and an additional \$250 per month per each lot of 1,000 homes passed by the cable operation.

Besides the new-programing entities at the NCTA convention there was at least one old standby from early commercial television days, Official Films. Saying that "it searched the world over" to put together a "swinging" international feature-film package for the cable-TV industry, Official Films was offering such titles as "Crime on a Summer Morning," with Jean-Paul Belmondo; and "Curves in the Road," with Gina Lollobrigida.

All of these product introductions were in addition to other, flashier, but previously reported programing developments for the cable-TV industry. There was the four-additional-channel (VIA special converter and with one channel playing movies before they played commercial over-the-air TV)

## Cox is roasted in NCTA climate

Commissioner bears brunt of cablemen's anger at FCC's 'terrible job' in regulating industry

For maybe the umpteenth time in his career, FCC Commissioner Kenneth A. Cox last week felt how it must have been for Daniel in the lion's den. In what has become a familiar role for him, he appeared before a banquet roomful of irate CATV industry constituents and answered angry questions of a panel of four prominent cable TV figures at the National Cable Television Association convention last week in San Francisco.

For nearly three grueling early morning hours (the session started at 7 a.m.) Mr. Cox gritted his way through a barrage of when-did-you-quit-beating-your-wife type inquiries. The very first question-statement put to Mr. Cox by James R. Palmer, president of C-Cor Electronics Inc., State College, Pa., set the tone for the interrogation.

"I greatly resent the FCC in general and Commissioner Cox in particular for trying to put my customers out of business," Mr. Palmer wanted Mr. Cox to know. Among other things, the commission directly, and its commissioner-in-attendance indirectly, were charged by Mr. Palmer and the other panel members—Lew Cohen of the Washington law firm of Cohen & Berfield; Frank P. Thompson of H&B American Cablevision, Rochester, Minn., and J. W. Allen of Clear Vision TV Inc., Nogales,



Commissioner Cox

Ariz.—of the following:

- Protecting one free enterprise group (the broadcasters) from and at the expense of another (the cablecasters);
- Doing a "terrible job" of communicating the supposed "even-handed treatment" of the two industries;

programming package offered by Television Communications Corp., New York, through its Gridtronics subsidiary; the EVR cablecast service revealed by Television Presentations Inc., New York, in agreement with CBS and Motorola; and the proposed system of Goodnow Cable Television Inc., New York, to provide cable TV operators with news and entertainment programs, and among other things, a plan for pre-testing TV commercials (BROADCASTING, June 23).

Also generating big news at the NCTA convention from the programming area was Frederick W. Ford's proposal for a domestic satellite to serve six television channels of nonentertainment programming (see story, page 71) and Teleprompter Corp.'s announcement that it had acquired its first production capability, Filimation Associates (see story, page 38). Teleprompter's Irving B. Kahn told the world that his firm is out after "a total production capability."

It was not only in the product-development announcements that the tone of last week's convention was set.

The focus was on how to fill those yawning channels even in the morning workshops where nuts and bolts are usually discussed. Televigil Systems Inc., a subsidiary of Television Communications Corp., reported on its first year of operation providing technical and training services in the fields of surveillance for industry, communities and institutions. Dr. J. Robert Burull of Viking Media Inc., Peoria, Ill., told how to solve CATV lighting problems in studios. Alan Raywid, an expert in cable-TV in the election campaign for the Humphrey-Muskie ticket, suggested that CATV operators "start now, don't delay," in providing "a constant output" to elected politicians.

### Management seen as CATV problem

The cable-TV industry came out of last week's NCTA convention with some harsh evaluations to consider. Amid bullish reports about the industry, an

▪ Placing much dependence on the FCC staff and particularly on one staff member, who was eventually identified as Henry Geller, the commission's general counsel;

▪ Having limited knowledge of the CATV industry and failing to seek more information.

Throughout his time in front of the firing line, Mr. Cox held to his long-established and often-declared position on CATV: essentially, that it is the public interest that the commission seeks to protect by preserving established channels of free programming to the American public and by encouraging additional channels.

Mr. Cox also revealed some of his personal objections to the proposed and then rejected National Association of Broadcasters-NCTA agreement. Assuring the panel that he believes the negotiations between the two industry groups were in the public interest, and expressing "selfish satisfaction" because some of the recommendations were similar to what the commission had already recommended, Mr. Cox still admitted that "frankly, some terms of it would have troubled me if brought before the commission."

The key thing that bothered him, he pointed out, was NCTA's willingness not to interconnect for entertainment programming. He indicated that the NCTA negotiators gave up a "lot of potential" with this concession, that such a move would not serve the public interest, and would probably run into "serious trouble" at the Department of Justice, and if not there, then at the commission.

advertising agency executive and a financial expert each had some tough things to say about CATV, particularly about the industry's current management.

During a panel on how Madison Avenue and Wall Street view the cable business, Louis E. Scott, who manages the Los Angeles office of Foote, Cone & Belding and also heads that agency's cable television operations, said that although cable TV has the potential to outdo the telephone business, as well as commercial broadcasting, this challenge "far exceeds" cable's current ability to cope with it. "You lack the leadership, the brains, the muscle, the cohesiveness to make cable communication what it ought to be," Mr. Scott said. He advocated "a tough" national advertising and public-relations campaign costing as much as \$3 million a year for the next two or three years, and pegged to the realistic promise of new products and services that CATV can bring.

Taking part in the same panel, Robert M. Wigod, senior securities analyst

for Paine, Webber, Jackson & Curtis, New York, assured the convention that the financial community basically regards cable TV as a "constructive" long-term investment. Still, there are some problems on a short-term basis.

Mr. Wigod cited them: CATV stocks are extremely sensitive to an opinion, regulation or agreement out of Washington that may have long-term implications; this sensitivity is increased by the thin markets for CATV stocks, and

because these stocks "tend to be speculatively priced."

And there is another important area of consideration, in Mr. Wigod's opinion—"the capabilities and objectives of management." He pointed out that among the questions the financial industry is asking itself about CATV are: "What are the long-term objectives of a company's management? And how capable is that management of carrying out its objectives?"

## Cable opts for networking role

### NCTA's Ford proposes six nonentertainment programming channels be fed CATV's via satellite

The National Cable Television Association had a kicker card in its hand when negotiating with the staff of the National Association of Broadcasters. It was played with perfect timing and for maximum effect last week at the 18th annual convention of NCTA in San Francisco.

As a major provision (and major cable-industry concession) of the compromise agreement on CATV regulation worked out by the staffs of NAB and NCTA in May, but vetoed by the joint board of the NAB on June 20 (BROADCASTING, June 2 et seq.), there was to be no interconnection for entertainment programs in cable's future. The ace that outgoing NCTA President Frederick W. Ford laid on the convention table, during a panel discussion on "CATV via Satellite," was a way of matching, if not trumping the entertainment networking issue, while scoring vital public-service points with the FCC and Congress, among other influencers.

Mr. Ford proposed a service of six additional channels of programming for the CATV industry, devoted exclusively to nonentertainment product. The service would be distributed via a system that would combine use of a domestic communications satellite and CATV microwave trunk lines to interconnect millions of cable TV subscribers throughout the nation.

The outstanding features of this six-channel television network, according to Mr. Ford and G. Norman Penwell, NCTA engineering director, who also took part in the panel discussion:

- It would make CATV viable in major markets.

- It would allow for programming that would appeal to the minority interests of the audience.

- It would be amazingly cheap to set up and program.

Mr. Penwell estimated that the total cost of interconnecting 30 million CATV subscribers (described "as a reasonable CATV potential that could

be served" by 1975) would be \$28.8 million annually, or less than \$1 per subscriber per year. In Mr. Penwell's estimates the total cost of interconnection, including the cost for ground stations, would be \$25.8 million a year. Total programming costs, he figures, would be \$3 million a year.

As outlined by Mr. Ford, the six channels of the projected nonentertainment network might be used in the following manner:

- The Corp. for Public Broadcasting would be given two channels on a full-time basis to program toward "general public and culture interests" on one, and to instruct in a formal, educational way on the other.

- Weather service would be provided on a full-time, 24-hour basis by professional meteorologists who would put out weather summaries—with 10 to 15 minutes devoted to each time zone—covering the entire U.S. and updated continually.

- Medical and health information would be supplied for both the general public and the medical and hospital professions specifically.

- "Capitol Hill" activities including congressional hearings and related activities in Washington would be covered comprehensively either live or by videotape replays.

- Selected reruns from the over-the-air TV networks of nonmass-entertainment programs, such as documentaries and specials devoted to current events.

Mr. Ford said that the NCTA staff began developing the proposed network several months ago. He pointed out that the proposal calls for the CATV industry to become "one of the prime users" of the satellite capability given to the Communications Satellite Corp. The object would be to create "more program options and a diversity of service" for the country's TV viewers.

"The concept would be to provide subscribers all local TV signals plus something else," Mr. Ford said. The extra would be the six additional chan-

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(See page 61)

nels of simultaneous programming.

"The interests that would be presented on these six channels would, in the aggregate," he said, "be of sufficient diversity and value that we believe the metropolitan television viewer would be prompted to buy the CATV service for the combined service of off-the-air local signals and the CATV six-channel service."

Mr. Ford pointed out that the satellite network proposal "is in complete compliance" with the CATV agreement drawn up by the staffs of NAB and NCTA in that it does not call for the interconnection of entertainment-type programs. But, before making this point, Mr. Ford indicated that in light of the subsequent NAB decision to renegotiate the agreement, he debated whether or not to delete mention of the NCTA concession before deciding to "play it cool and leave it in."

In a news conference, referring to the same issue, Mr. Ford explained that while the Comsat network to increase CATV programming was not specifically mentioned during the NAB negotiations, the thought of the cable industry carrying public broadcasting-type programming was discussed.

The costs of establishing and programming the new network were explained by Mr. Penwell, who noted that three of the channels of the proposed six-channel service would be programmed by outside agencies—the Corp. for Public Broadcasting and maybe the National Educational Television Network for the cultural and instructional channels and possibly the Department of Health, Education and Welfare for the medical service channel. According to Mr. Penwell, this would leave only three channels where the CATV industry need worry about production costs.

The congressional channel, he pointed out, would require the largest investment in staff and equipment. He estimated the need for a full-scale, mobile, three-color-camera system of broadcast quality, supplemented by at least three additional single color-camera systems with video-tape recording equipment.

To implement such a system, he said that a full-time staff of some 80 people would be necessary. In Mr. Penwell's estimates the aggregate tab for the congressional coverage—staff of 80, equipment costs, operating costs including those for video tape—would be about \$2.2 million per year.

He also estimated that the total cost for producing the programming, including personnel—for the weather channel with the staff from the congressional channel helping to support this channel as well as the remaining one—and the amortization of additional equipment, would be about \$300,000 per year.

The network replay channel, consisting entirely of video-tape recording



Mr. Kahn

of broadcast network programs, would be \$500,000 annually. In Mr. Penwell's opinion, the largest single items there would be the cost of video tape and amortization of equipment.

Mr. Penwell's estimates for the cost of interconnecting the new network assumes that by 1975, CATV will be serving 60% of the population within 35 miles of urban centers of 334 television-market cities or 30 million subscribers. Comparing the costs for various means of reaching these CATV subscribers with a six-channel service, Mr. Penwell contended that a surface system, using AT&T video and audio lines, and based on current AT&T tariffs, would amount to \$126.5 million per year, or \$4.20 per subscriber, or 35 cents per subscriber per month for the interconnection.

Another option offered by Mr. Penwell would have 36 strategically located service centers around the country using AT&T trunking from Washington. CATV and other private microwave systems would be used from the so-called service centers to each market city or suburb. The combined cost for such a mixed surface system, according to Mr. Penwell, is about \$63.3 million per year for the full six-channel service, or \$2.10 per year per subscriber, or 17.6 cents per month.

The NCTA proposal made last week calls for the use of a satellite service to interconnect the 36 service centers instead of the use of AT&T or any other surface means. CATV and other private microwave services would be used from these service centers to service individual CATV headends.

To stamp its proposal with substance and authority, NCTA brought into the convention a team of Comsat officials, including Robert B. Briskman, manager,

domestic and special project office for Comsat, and Louis B. Early, manager of Comsat's engineering economy department.

Mr. Early reviewed Comsat's proposal before the FCC for a multiple-service domestic satellite system, and provided cost and technical estimates for accommodating within its system as many as six full-time TV channels for CATV. The Comsat speakers averred that considerable economies were possible in using satellites to interconnect CATV service areas nationwide for distribution of programs by cable TV operators.

Mr. Briskman indicated that by 1975 about 36 earth stations in a domestic-satellite system could deliver six channels of TV to 36 service areas, which would encompass most of the nation's CATV markets. He explained how it would be possible to trunk route the TV signals via satellite through an earth station to CATV headends. The CATV operator would then distribute the TV signals by land lines to their subscribers.

Mr. Briskman concluded with cost estimates, which did not include programming or land-line costs or eventual charges to subscribers. He estimated that by 1975, assuming a CATV market penetration of 25% to 75%, the satellite-earth station portion of the NCTA proposal would range from 80 to 92 cents per year to 27 to 31 cents per year.

Another member of the CATV-satellite panel, Irving B. Kahn, president, Teleprompter Corp., New York, immediately had some blunt questions for the Comsat team. "Who is going to be running this new show and under what ground rules?" he asked. "Is not the distribution process just as important as the satellite relay—perhaps more important?" "Do we need Comsat as much as Comsat needs us?"

Mr. Kahn supplied his own answers. Cable TV is "the most practical, economical and effective medium of distribution after the TV signals have been beamed to earth from the satellite," he said. The CATV industry "is entitled to not only the distribution function, but the operation of the satellite and the ground stations as well," he stressed.

Comsat, Mr. Kahn reminded his audience, is just in a managerial position and CATV should not act "as a supplicant for crumbs from Comsat's table but [function] as an equal participant."

The CATV industry could open its own store—put up its own satellite, run it for less than Comsat, and not be restricted to "six rather miscellaneous channels," Mr. Kahn urged. He acknowledged, however, that it's more likely and practical for the present that Comsat would run the satellite system.



# PACCT prepares for political action

## New group campaigns for money and support in San Francisco

Among the booths of the some 80 exhibitors displaying their wares at the San Francisco Hilton hotel last week for NCTA conventioners, was an innocuous-looking stand manned by the invariable pretty young lady. Yet the pink flyer she was handing out was less than innocent. "PACCT," it read, "Political Action Committee of Cable Television," and while the formation of PACCT had been previously known (BROADCASTING, June 9 and 23), this obviously was its unveiling before a mass public.

The promotion material handed out at the National Cable Television Association convention really laid the essentials on the line: Political action and political education are PACCT's goals, this was made clear. It's the only way the industry "can pool funds to financially support members of Congress who endorse CATV's position and goals." The organization was formed specifically to "provide financial support to the CATV industry's friends in Congress."

And pains were taken to point out what PACCT isn't and what prospective members couldn't do. "PACCT is not a lobbying organization," it was stressed. System owners must make a personal, not a corporate, contribution. Corporate contributions are not legal. Also, it was indicated, system owners should give at least \$99 per system.

Buried in the midst of this information was what is apparently a key and pointed incentive. "PACCT funds will help place CATV on an equal footing with the strong interest opposing its growth," potential contributors were informed. They also were told that "PACCT funds are needed now to assure a satisfactory settlement of FCC regulatory and copyright legislation presently pending before Congress."

The PACCT campaign didn't rely entirely on literature to promote its case. PACCT, although not an accredited activity of NCTA, was on display, prominently mentioned, active throughout the convention.

Washington CATV consultant Martin F. Malarkey, who is chairman and an organizer of PACCT, kicked things off with a pre-convention pitch to CATV industry manufacturers, urging them to get behind the new organization and citing a first-year goal of \$25,000 to \$35,000, with \$100,000 a year needed subsequently.

In his keynote address, outgoing

NCTA Chairman Robert H. Beisswenger made indirect reference to the vacuum PACCT has set out to fill. "Nobody in Washington is taking care of you," he said, "and you must fight the battle yourselves in your own area with your own congressman."

NCTA Chairman-elect M. William Adler was more direct. Reporting to a general membership meeting, he noted the formation of PACCT and also urged all-out support for the organization.

PACCT's official debut was left for gala reception held at San Francisco's posh Fairmont hotel. It was billed as a

"congressional reception," but though there was an estimated crowd of 450 on hand, legislators did not seem to be in the majority. In attendance and prominent because he was one of the few among the guests of honor was Representative Torbert H. Macdonald (D-Mass.), a speaker on the NCTA convention program. Besides this year's reception, PACCT supporters have more such goodies to look forward to. Contributors, it was promised, would become members of a "special key club" that hereafter would throw an annual reception at the NCTA conventions.

## Hardware for the cable originator

### Low-cost production gear featured at NCTA convention

The equipment exhibition of the 18th annual National Cable Television Association convention, held last week in San Francisco, was for the first time not dominated by parochial hardware such as trunkline amplifiers, directional taps, head-end mixers, and semiflex coaxial cable. Instead, as did most everything else at the convention, the equipment seemed to reflect cable TV's newly embraced predilection for program origination capability.

Undoubtedly one of the stars of the equipment show, for example, was International Video Corp., Sunnyvale, Calif., with the promise it held out to cable operators for allowing them to do live, mobile, color cablecasting with acceptable fidelity and registration at low cost.

Prominently displayed was IVC's previously introduced three-vidicon color camera, being offered to cable operators at the NCTA convention as a way to provide local cablecasts of broadcast quality for costs as little as one-third needed to acquire standard studio cameras.

Television Utilities Corp., Long Island City, N. Y., introduced a "mini-station" concept, said to be "pre-packaged, complete video systems, assembled, wired and ready to go." Four packages were being offered by TUC, deluxe and standard studio packages and deluxe and standard portable packages.

Also on exhibit was the TUC program originator, a self-contained unit that supposedly would allow one operator to present an entire day's programming using 16 mm films, 35 mm slides, photographs and other opaque and projected information.

All of this equipment, TUC emphasized, was designed specifically for CATV operators interested in program origination.

RCA, moving for the first time into the CATV field, also largely featured local-origination equipment. Much of RCA's emphasis was on a new one-tube color TV camera, designed especially for originating color shows on cable TV. The PK-730, as it's designated, priced at under \$10,000 and weighing 45 pounds, was billed as the first color TV camera to use a single pickup tube instead of the multiple-tube systems used in previous designs. Reportedly, the new camera's design is based on a development out of the Stanford Research Institute in Menlo Park, Calif. RCA also showed an all-solid state monochrome camera priced at about \$2,000; a control console for cablecasting operation, designed to permit system control by a single operator and priced at a modest \$13,000; a compact slant-track TV tape recorder with color capability and specifically recommended for cable studio use; and a full cable TV system that, it was claimed, would allow cable operators to move into color film originations for an initial investment of less than \$10,000.

Salt Lake City-based Telemation Inc. talked about its new non-duplication programmer that uses a specially designed magnetic disk memory to program up to 1,400 events on 26 channels.

Telemation also exhibited for the first time this year a Plumbicon camera and a character generator, the latter equipment producing alphanumeric characters for display over any television system.

The Telemation character generator system was offered to cablecasters as "an excellent way" to show election returns, sports scores and team standings, program credits, news flashes, program reminders, and the names of floats, bands, and celebrities in connection with the coverage of parades.

**Public offering set by Pacific and Southern**

Pacific and Southern Broadcasting Co., New York-based group owner, is offering 347,000 common shares for public sale by company stockholders at \$25 per share maximum. The offering is being handled by White, Weld & Co., New York.

Included in the registration statement Pacific and Southern filed with the Securities and Exchange Commission are 7,000 shares issuable to Allen & Co. upon exercise of warrants. Allen & Co. intends to sell these shares and Fox, Wells and Rogers, a 30.2% stockholder, will sell 250,000 shares. Morgan Guar-

anty Trust Co. of New York, as trustee of a commingled pension trust, proposes to sell the remaining 90,000 shares. The company has 1,722,215 shares outstanding; its stock is traded over the counter.

The Pacific and Southern stations are WQXI-AM-TV Atlanta; WQXI-FM Smyrna, Ga.; WSAI and WJBI(FM), both Cincinnati, and KHON-TV Honolulu, KHAW-TV Hilo and KAHN-TV Wailuku, all Hawaii.

DeSales Harrison Jr., board chairman, owns 11.2%; Arthur H. McCoy, president, owns 11.3%, and management officials as a group, 53.2%.

Paulette B. Harrison, Mr. Harrison's wife and an 11.8% stockholder,

through a trust owns 5.65% of the Gold Seal Stations — KSTP-AM-FM-TV Minneapolis-St. Paul; KOB-AM-FM-TV Albuquerque, N. M., and WGTG Cypress Gardens, WOTG-TV Ocala and WTOG (TV) St. Petersburg, all Florida.

**New chairman, stock top issues at Taft board**

Taft Broadcasting Co. held its annual board of directors meeting last week at its Cincinnati headquarters, electing former executive committee chairman Charles S. Mechem Jr. board chairman and chief executive officer to succeed David S. Ingalls, who was elected vice chairman. Lawrence H. Rogers II was

**The Broadcasting stock Index**

A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock Symbol	Ex-change	Closing June 26	Closing June 19	Closing June 12	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	64	63½	62	76½	56½	4,709	\$ 324,300
Atlantic States Ind.	O		9	8	8	15½	8½	1,798	16,200
Capital Cities	CCB	N	33¾	35¾	34¾	37¾	32¾	2,811	205,200
CBS	N		52	51¾	54¾	59¾	44¾	24,138	1,339,700
Corinthian	CRB	N	25¾	25¾	26¾	37¾	23¾	3,384	104,900
Cox	COX	N	40¾	43¾	44¾	59	40¾	2,884	138,400
Gross Telecasting	GGG	A	20	19¾	20¾	24¾	17¾	798	19,200
Metromedia	MET	N	25¾	24¾	25¾	53¾	23	5,408	180,500
Pacific & Southern	O		17	16½	17	25½	16½	1,616	31,500
Reeves Telecom	RBT	A	19	19½	21¾	35¾	17¾	2,091	47,000
Scripps-Howard	O		25	24	27¾	31¾	23	2,589	69,900
Sonderling	SDB	A	36¾	38¾	41¾	47¾	32¾	963	42,000
Taft	TFB	N	36½	36¾	36	43½	34¾	3,363	129,900
						<b>Total</b>		<b>56,552</b>	<b>\$ 2,648,700</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	26	26¾	28½	49¾	25	12,535	\$ 383,900
Bartell Media	BMC	A	12½	12¾	13¾	22¾	12¾	2,101	34,400
Boston Herald-Traveler	O		30	30	32	71	28	574	17,200
Chris-Craft	CCN	N	16¾	15¾	16¾	24¾	15	3,132	65,000
Cowles Communication	CWL	N	12¾	12¾	13¾	17¾	12¾	3,620	55,200
Fuqua	FOA	N	36	39¾	40¾	47	34	5,073	218,100
Gannett	GCI	N	36¾	37	38¾	42	35½	5,322	214,200
General Tire	GY	N	20¾	20¾	22	34¾	20¾	17,402	419,800
Gray Communications	O		9¾	9¾	10	12¾	9	475	4,800
Lamb Communications	O		5¾	5¾	5¾	10	5	2,650	14,600
Liberty Corp.	LC	N	16	16½	15¾	23¾	15¾	7,036	119,600
LIN	O		11½	11½	10¾	33	10¾	1,415	18,600
Meredith Corp.	MDP	N	42¾	48¾	48¾	59¾	42	2,762	144,300
The Outlet Co.	OTU	N	21¾	20¾	21¾	30¾	20¾	1,229	28,900
Plough Inc.	PLO	N	69¾	69¾	70¾	72¾	62¾	6,761	476,700
Post Corp.	O		18¾	20	NA	40	17	566	12,700
Rollins	ROL	N	37¾	35	35¾	38¾	30¾	7,942	297,800
Rust Craft	RUS	A	28¾	30	31¾	38¾	28¾	1,169	38,600
Storer	SBK	N	36¾	37	37	62	36¾	4,194	163,600
Time Inc.	TL	N	50¾	53	57¾	100¾	50¾	7,211	454,300
Wometco	WOM	N	19¾	20	20¾	23¾	18¾	5,723	128,800
						<b>Total</b>		<b>98,892</b>	<b>\$ 3,311,100</b>
<b>CATV</b>									
Ameco	ACO	A	11¾	12¾	11¾	14¾	10¾	1,200	\$ 15,600
American TV & Communications	O		13¾	14	14¾	15	11¾	1,775	24,400
Cable Information Systems	O		3¾	3¾	4¾	5	3¾	955	4,100
Columbia Cable	O		11¾	12	13¾	15¾	11¾	580	8,000
Cox Cable Communications	O		18	18¾	19¾	21¾	16¾	2,500	53,400
Cypress Communications	O		13¾	13¾	14¾	23	12	808	12,100
Entron	O		4¾	4¾	5	10	4¾	607	3,000
H & B American	HBA	A	14¾	16	16¾	20¾	13¾	4,973	93,900
Sterling Communications	O		8¾	9¾	9¾	10¾	6¾	500	5,300
Teleprompter	TP	A	52¾	60¾	64¾	70¾	46¾	995	68,200
Television Communications	O		14¾	16	18¾	20	12¾	2,090	36,600
Vikoa	VIK	A	28	30¾	30¾	33¾	23¾	1,795	56,800
						<b>Total</b>		<b>18,778</b>	<b>\$ 381,400</b>

re-elected president—a post he has held for six years.

In addition to re-electing all other officers, the board declared a dividend of 15 cents per share, payable Sept. 15 to stockholders of record Aug. 15.

At the annual stockholders meeting prior to the board meeting, shareholders re-elected existing directors and added another—David S. Ingalls Jr., son of the vice chairman. Taft stockholders also authorized creation of a class of 2 million shares of preferred stock. According to Mr. Mechem, the stock will be used for "future expansion or acquisition," but there are presently no plans to issue any of the stock.

## Broadcast entrant aims to go public

Publishers Co., Washington - based printer and publisher which intends

to enter broadcasting, has filed a registration statement with the Securities and Exchange Commission offering 350,000 shares for public sale.

Of those shares, 330,000 are being offered by the company and 20,000 shares are being sold by stockholders. Adams & Peck, New York, is offering them at \$38 per share maximum.

Of the net proceeds of the stock sale, \$2 million will be used for working capital and the balance for business acquisitions. Publishers is seeking FCC approval to buy WONS and WBGM(FM), both Tallahassee, Fla., for \$399,000 and several weeks ago announced plans to purchase WKWK-AM-FM Wheeling, W. Va., for \$649,000 (BROADCASTING, June 9).

Publishers has outstanding 750 shares of class B common and 1,452,099 shares of common stock. Edgar A. Merkle is board chairman and Charles W. Lockyer, president.

## Blair goes from curb to the big board

Trading in the stock of John Blair & Co., the only publicly owned station-representation firm, moved from the over-the-counter market to the New York Stock Exchange Tuesday (June 24).

John P. Blair, retired head of the company he founded 36 years ago, bought the first 100 shares at \$26 a share. The price dipped later to \$25.25 but recovered and closed for the day at \$26. The ticker symbol is "BJ".

Blair, a leading TV and radio rep, is also engaged extensively in printing activities, and last week announced an agreement in principle for further expansion by acquiring City News Printing Corp. for \$9 million.

For the three months ended March 31, Blair had reported net earnings of

Stock Symbol	Ex-change	Closing June 26	Closing June 19	Closing June 12	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Programming</b>									
Columbia Pictures	CPS	N	33	31½	32	42	29½	5,113	\$ 173,200
Commonwealth United	CUC	A	10¾	10¾	11½	24¾	10½	10,627	140,800
Disney	DIS	N	73¼	75½	76	86¾	69¾	4,346	348,800
Filmways	FWY	A	25½	28	30½	38½	25	1,079	34,800
Four Star International		O	4¾	3¾	3½	10	3¾		666
Gulf & Western	GW	N	24¾	25½	28	50½	24	15,700	476,900
MCA	MCA	N	30½	31	31½	44½	29½	8,059	280,100
MGM	MGM	N	27¾	30¾	33½	44½	27½	5,762	195,900
Transamerica	TA	N	29¾	30¾	32½	38¾	28½	60,937	2,064,200
Trans-Lux	TLX	A	23	26¾	27¾	58¾	22½		856
20th Century-Fox	TF	N	22¾	23½	25	41¾	21½	7,072	212,200
Walter Reade Organization		O	8¾	8½	9¾	15¾	8½		2,248
Warner-Seven Arts	WBS	A	48½	47½	50½	64½	39¾	3,816	204,200
Wrather Corp.		O	12½	13	12¾	22¾	12½		1,760
							<b>Total</b>	<b>128,041</b>	<b>\$ 4,204,000</b>
<b>Service</b>									
John Blair	BJ	N	26¾	25	26¾	27¾	25½	2,271	\$ 64,700
Cornsat	CQ	N	46¼	44½	45¾	55¾	41¾	10,000	495,000
Creative Management		O	14¾	14	14	20½	13		581
Doyle Dane Bernbach		O	25	26½	26	31¾	25		2,104
Foote, Cone & Belding	FCB	N	12¾	13½	13¾	15¾	11½		2,159
Grey Advertising		O	15	16	16¾	18¾	14		1,199
Movielab	MOV	A	9¾	7¾	8½	14½	7½		1,407
MPO Videotronics	MPO	A	10½	11½	13	22½	11		536
Nielsen		O	33¼	33	36	37	31½		5,240
Ogilvy & Mather		O	28	29¾	30	34½	21½		1,090
Papert, Koenig, Lois	PKL	A	21	20½	20½	30½	10¾		721
Wells, Rich, Greene		O	12	13¼	13¼	18	12		1,501
							<b>Total</b>	<b>28,809</b>	<b>\$ 966,300</b>
<b>Manufacturing</b>									
Admiral	ADL	N	16¾	17½	16¾	21¾	15	5,110	\$ 97,100
Ampex	APX	N	41¾	39¾	39¾	44¾	32½	10,571	442,700
General Electric	GE	N	89¾	90¾	89¾	98¾	85½	90,578	8,537,000
Magnavox	MAG	N	46	44½	46½	56¾	44½	15,446	820,600
3M	MMM	N	103	103¾	103¾	112¾	94	54,110	5,803,300
Motorola	MOT	N	114½	112	115	133¾	102¾	6,122	766,000
RCA	RCA	N	41¾	42½	42¾	48½	40¾	62,612	2,754,900
Reeves Industries	RSC	A	5¾	6	6½	10½	5½		3,415
Visual Electronics	VIS	A	15¼	16½	16½	37	15		1,233
Westinghouse	WX	N	61	56¾	59	71½	55¾	38,239	2,380,400
Zenith Radio	ZE	N	44¾	45¾	46	58	42½	18,935	939,600
							<b>Total</b>	<b>306,371</b>	<b>\$22,575,200</b>
							<b>Grand total</b>	<b>637,443</b>	<b>\$34,086,700</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>106.56</b>	<b>113.29</b>	<b>112.52</b>	<b>116.85</b>	<b>105.82</b>		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of May 29



On hand for the Blair stock's debut on the big board were (l-r) NYSE President Robert W. Haack, Mr. Blair, Blair President Francis Martin Jr. and Joseph M. McHugh of Lenart, McHugh & Co., specialist in the stock.

\$823,000 on revenues of \$8,972,000, up from \$533,000 earnings on \$7.1 million revenues in the 1968 period (BROADCASTING, May 5). There were then approximately 2,264,000 shares outstanding. Since then a secondary offering of about 308,000 shares has been completed, and the number of authorized shares has been raised from 2.5 million to 7 million (BROADCASTING,

May 19). Blair will exchange 304,999 shares of its common stock for the outstanding shares of City News at the rate of 0.4865 shares of Blair for each common share of City, and also will exchange 34,055 shares of its common stock for the outstanding convertible preferred stock of City. City News Printing Corp. supplies

a broad range of specialized printing services including newsprint publications and circulars, direct mail, book jackets and children's books. It had approximate sales of \$17 million in 1968.

### Company reports:

**Corinthian Broadcasting Corp.**, New York, reported record revenues and earnings for the fiscal year ended April 30. Revenues for the period were 31% above those of last year. TV times sales increased 8% with local sales showing the largest gain.

For the year ended April 30:

	1969	1968
Earned per share	\$1.25	\$1.15
Revenues	25,469,095	19,451,519
Net income	4,215,428	3,896,960
Shares outstanding	3,384,259	3,384,259

Note: 1969 figures include operations of Standard Reference Library Inc. from its acquisition Sept. 9, 1968.

**Avco Corp.**, New York-based diversified company and group broadcaster, reported a decline in sales while net income remained about the same for the six months ended May 31:

	1969	1968
Earned per share	\$1.75	\$1.85
Sales	440,371,000	476,542,000
Net income	27,853,000	27,812,000
Average shares outstanding	11,371,323	10,379,732

Notes: 1969 figures include earnings of Seaboard Finance Co. since its acquisition Jan. 21, 1969, amounting to \$2,796,000 or 25 cents per share. 1969 figures also include net profit from sale during first quarter of 50% interest in Meredith Avco Inc., which amounted to \$2,057,000 or 18 cents per share.

**Outlet Co.**, Providence, R.I., department-store chain and group broadcaster, in an unaudited statement reported a 17.7% increase in net income and an 8% increase in sales and broadcasting revenues for the three months ended May 3:

	1969	1968*
Earned per share	\$0.23	\$0.21
Sales-broadcasting revenues	14,086,191	13,040,400
Pretax income	668,950	597,204
Net income	337,128	286,310
Average shares outstanding	1,332,775	1,184,032

\*For three months ended April 30, 1968.

### Financial notes:

- Metromedia Inc. has an agreement in principle to acquire "Bravo," the national magazine of concert-goers, from the Diners' Club Inc.
- Paramount Pictures Corp., Hollywood, subsidiary of Gulf & Western Industries, is acquiring a substantial stock position in Commonwealth United Corp., engaged in television and movies. Paramount, is acquiring, besides debentures and warrants to purchase common stock, a total of 400,000 shares of Commonwealth's outstanding 7.6 million common shares. In all Paramount will pay Commonwealth United \$12 million for the securities package.

## NOW ON THE NEW YORK STOCK EXCHANGE

# BJ

### New symbol for JOHN BLAIR & COMPANY

John Blair & Company is the nation's largest independent broadcast time sales representative, serving over a hundred outstanding radio and television stations throughout the United States.

In the graphic arts field, the Chicago-based Blair Graphics division is a major supplier of lithography, linking the complementary capacities of three diverse printing subsidiaries.

Executive Offices: 717 Fifth Avenue, New York, N. Y. 10022



## 'Hypoing' charge brings FTC decree

The Federal Trade Commission has provisionally adopted a consent order prohibiting WIICTV Pittsburgh, and its owner, Cox Broadcasting Corp., from engaging in promotional practices designed to increase its audience during ratings sweeps.

The commission charged that the station employed "hypoing" in connection with a contest it aired during a period when the Pittsburgh market was being surveyed by the American Research Bureau and A. C. Nielsen Co. The hypoing, the commission said, was designed to cause the research companies to publish inflated audience data for WIICTV, which would have the "tendency and capacity" to mislead advertisers and their agencies.

WIICTV conducted a "Spot the Stars" contest from Feb. 15 to Feb. 28, 1967, when the research companies were making their market sweeps. To win, viewers had to obtain certain names and

numbers broadcast at random times between 4:30 p.m. and midnight. The commission found that the prizes offered for "Spot the Stars" were of greater value than other WIICTV-run contests, and that no cosponsor or copromoter shared in the contest's cost, unlike other WIICTV promotions.

During the run of the contest the commission said WIICTV placed 14 half-page ads in area newspapers, which the station does not "ordinarily" do for other contests. The station also placed 149 other ads in print not related to the contest for a period of 29 days during which the audience sweeps were made.

The commission said the ads "were substantially greater in number than [WIICTV] usually placed during comparable periods of time."

WIICTV and Cox, in the agreed-upon order, were prohibited from "conducting or participating in any unusual contest or give-away, or engaging in any unusual advertising or promotional practice in the Pittsburgh market, which

is calculated or designed to temporarily increase the size of their broadcast audience."

The consent agreement is for purposes of settling the complaint and does not constitute an admission of law violation. Further violation of the order, once it becomes adopted, would incur a fine of up to \$5,000 for each infraction.

## CBS rep plans promotion

CBS Radio Spot Sales reported last week that starting on July 7 each of the 12 CBS-represented radio stations will hold two separate two-week promotional efforts designed to provide agencies and clients with updated information. During each of the two week periods, the general sales manager of the station, sales personnel and on-air personalities will call on agencies and clients in New York, Chicago, Los Angeles and San Francisco. They will be assisted by CBS Radio Spot Sales officials in these markets.

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## Broadcast advertising

**Pat Beece, John Carpender, George Dippy and William Smith**, account supervisors, Carl Ally Inc., New York, elected VP's.

**Patrick E. Costello**, president, Costello Advertising, Boston, joins Daniel F. Sullivan Co. agency there as VP.

**Donald W. Cuthrell Jr.**, local sales manager, WTAR Norfolk, Va., appointed local sales manager, WTAR-TV there.



**Mr. Zimmerman**, account executive, RKO Television Representatives Inc., New York, appointed director of sales development and client relations. **Robert Murphy**, media research supervisor, Kenyon & Eckhardt, New York, joins RTVR, Chicago office, in newly created post of research director.

**James R. Hampson**, with Noble-Dury, Memphis, named VP-manager.

**James L. Dodd Jr.**, with Mead Packaging, Atlanta, joins Scripto Corp. there as director, advertising-public relations.

**Melinda Moore**, market researcher, Fortune magazine, New York, joins WCBS there as sales service supervisor.

**Edward Graham**, local sales account executive, WOAI-TV San Antonio, Tex., appointed local sales manager.

**Whitney Harris**, account executive for

KSAN-FM San Francisco, appointed sales manager.

**William Watts**, co-manager, Charleston (W. Va.) studios, WSAZ-TV Huntington, W. Va., appointed regional sales manager.

**Patrick J. Downs**, VP-business manager, San Diego Padres baseball club, joins KOGO San Diego, as director of special sales.

## Edwin Craig dies at 76



**Mr. Craig**, 76, first and only chairman of the Clear Channel Broadcasting Service and retired chairman of National Life and Accident Insurance Co., which owns WSM-AM-TV Nashville, died last Thursday (June 26). Mr. Craig suffered a stroke last Feb. 16. Funeral services were Saturday (June 28).

**Edwin W. Craig**, 76, first and only chairman of the Clear Channel Broadcasting Service and retired chairman of National Life and Accident Insurance Co., which owns WSM-AM-TV Nashville, died

Mr. Craig became chairman of CCBS when the group was formed in 1936. He joined National Life in 1913 as an agent in Dallas, was named president in 1943, chairman in 1953 and honorary chairman in 1965. During this time he also served as chairman of WSM Inc., licensee of the radio and TV stations. He was a member of the board of directors of the National Association of Broadcasters from 1935 to 1943.

He is survived by his wife, Elizabeth Wade and three children (Mrs. William C. Weaver Jr., Mrs. Walter M. Robinson Jr., and C. A. Craig II).

## ABC names sales managers

**Art Sulzburgh**, general sales executive, **Jack Mahoney**, Chicago network sales, **Bob Chambers** and **Steve Caspers**, account executives, all ABC Radio, ap-



Mr. Sulzburgh



Mr. Mahoney



Mr. Chambers



Mr. Caspers

pointed sales managers, Contemporary, Information, Entertainment, and FM Radio networks, respectively. Messrs. Sulzburgh, Chambers and Caspers will continue to be based in New York and Mr. Mahoney will remain in Chicago.

**Jan Schultz**, with Alberto-Culver Co., Melrose Park, Ill., appointed advertising director.

**William Flory**, VP, marketing services division, Harris Trust and Savings Bank, Chicago, appointed to advertising advisory group, Foundation for Full Service Banks. Group is working

with foundation's agency, Dancer-Fitzgerald-Sample, in developing national advertising program.

**Raymond A. Burke Jr.**, copywriter, Harper & Steers, New York, joins Wilson and Acree, Charlotte, N.C., as associate creative supervisor.

**Edward Deedy**, local sales manager, WNEB Worcester, Mass., appointed station manager.



Mr. Rosenfield



Mr. Leahy

**James H. Rosenfield**, director of daytime sales, CBS-TV, New York, appointed director of eastern sales. He is succeeded as director of daytime sales by **Thomas Leahy**, account executive, there.

**George V. Allen Jr.**, **Kenneth Dudwick**, **Vincent S. Infantino**, **William Mostad** and **Mark J. Richard**, creative supervisors, Grey Advertising, New York, named VPs.

**George Martin**, composer and orchestrator of score for Beatles movie "Yellow Submarine," joins Herman Edel Associates, New York, which supplies music for commercials, as composer-arranger.

**Harry R. Rolfe**, media supervisor, Erwin Wasey Inc., Los Angeles, joins Drackett Co., Cincinnati, as advertising media analyst.

**John E. Aldern**, sales manager, KOA

Denver, resigns. No future plans announced.

**Keith Shaffer**, associate media director, BBDO, Detroit, joins Byer & Bowman, Columbus, Ohio, as media director.

**Dave Wygant**, account executive, WTTG-TV Washington, joins WDCA-TV there, as sales manager.

**John Limpert Jr.**, account supervisor, Ted Bates & Co., New York, named VP.

**E. P. Genock**, director of broadcast advertising, Eastman Kodak Co., Rochester, N. Y., named chairman, Television Advertising Committee, Association of National Advertisers, New York.



Mr. Limpert

## Media

**George L. Hagar**, general manager, WQXI-TV Atlanta, also named VP, Pacific and Southern Broadcasting, parent corp.

**Stan Vainrib**, producer-writer, Armed Forces Radio and Television Service, Hollywood joins FCC's office of information, Washington.

**James A. Bedwell Jr.**, general sales

## NCTA elects Adler

**M. William Adler**, founder and president, Television Communications Consultants Inc., Weston, W. Va. and New York, cable TV consulting firm, elected chairman of National Cable Television Association. Others elected: **Ralph L. Weir Jr.**, Junction City Television Inc., Junction City, Kan., vice chairman; **Monroe M. Rifkin**, American Television and Communications Corp., Denver, secretary, and **W. Randolph Tucker**, Cypress Communications Corp., Los Angeles, treasurer (NCTA convention report starts on page 68).

Elected to NCTA board of directors for three-year-terms each: **George J. Barco**, Meadville, Pa.; **William R. Brazeal**, Community Television Inc., Denver; **Abram E. Patlove**, Athena Communications Corp., New York; **Robert G. Scallorn**, Del Rio Television Cable Corp., Del Rio, Tex.; **Gene W. Schneider**, Gencoe Corp., Tulsa, Okla.; **George L. Sisson Jr.**, Westerly Cable Television Inc., Westerly, R.I.; **Joel P. Smith**, Nation Wide Cablevision Inc., Los Angeles.

Elected for two-year-term: **G. R. Gamble**, National Transvideo, Inc., Dallas.

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manager, WHBQ-AM-FM Memphis, appointed general manager.

**C. Robert Ray**, with WRBB-AM-FM Burlington-Graham, N.C., appointed general manager.

**Donald Starnes**, formerly general sales manager, KTVE(TV) El Dorado, Ark.-Monroe, La., joins WATU-TV Augusta, Ga., as station manager.

**Jack Liddy**, formerly with WCBS-TV New York, joins WSMS-TV Fort Lauderdale, Fla., as general manager.

**Paul English**, program manager, KITE San Antonio, Tex., appointed general manager.

**Tom Kennedy**, general sales manager, WJAR Providence, R.I., joins WSVP West Warwick, R.I., as general manager.

**Lyle Davis**, with promotion department, KMAK Fresno, Calif., joins KGUD-AM-FM Santa Barbara, Calif., as general manager.

**William Luchtman**, general manager, WMIL-AM-FM Milwaukee, named VP.

**Donald L. Sandberg**, director of field services, National Instructional Television Center, Bloomington, Ind., appointed director of newly created general services department. He will oversee field, publication, information, business and customer-service operations.

**Charles B. Brakefield**, WREC-TV Memphis, **Harold F. Gross**, WJIM-TV Lansing, Mich., and **E. K. Hartenbower**, KCMO-TV Kansas City, Mo., elected to CBS-TV Affiliates Advisory Board, districts four, five and six, respectively.

**Harvey C. Smith**, WDEL Wilmington, Del., elected president, Maryland/District of Columbia/Delaware Broadcasters' Association. Others elected: **Harry A. Carr Jr.**, WRC Washington, VP; **Samuel M. Cannon Jr.**, WCEM Cambridge, Md., secretary, and **Carl G. Brenner**, WBMD Baltimore, treasurer.

**Joel Monson**, music teacher and band director, in Casper, Wyo., joins KAWY (FM) there as station director.

## Programing



Mr. Rhodes

**Jack E. Rhodes**, VP, Group W Program Sales, New York, joins Spangler Television Inc. there as VP and general manager.

**Gary Mercer**, with WTLB Utica, N. Y., appointed program director.

**Billy Taylor**, pianist composer, joins syndicated *The David Frost Show*, New York, as musical director.

## Wells leaves Storer bureau



Mr. Wells

joining Storer he was with NBC and CBS, both New York.

**Linton Wells**, who opened the Washington news bureau of Storer Broadcasting Co. and who has been Washington correspondent for the group for the past seven years, retires effective

July 1. Prior to joining Storer he was with NBC and CBS, both New York.

**Charles Tolep**, international traffic manager, Screen Gems, New York, joins CBS Enterprises Inc. there as director of operations.

**Peter C. Kouris**, producer-director, WFIL-TV Philadelphia, joins Charles Fuller Productions, Tampa, Fla., a division of OmniMedia Inc., as broadcast production head.

**Bob VanDerheyden**, production director, WHN New York, appointed to newly created position of program manager.

**Barry E. Gaston**, operations director, KFH-AM-FM Wichita, Kan., joins WSBA-AM-FM, York, Pa., as program director.

**Joel Wolfson**, producer-director, WMAQ-TV Chicago, joins KPIX(TV) San Francisco, in same capacity.

**Leon Chooluck**, production supervisor for Warner Bros.-Seven Arts, named VP, Fouad Said Productions Inc., Hollywood.

**Hy Silverman**, research director, Robert E. Eastman & Co., station representatives, New York, joins Independent Television Corp. there as director of research.

**G. Charles Rhoads**, Bauman Bible Telecasts Inc., Washington, named VP-development.

**David R. Chase**, formerly program director at WLWI(TV) Indianapolis, joins WXYZ-TV Detroit as program director.

## News

**Mike Stanley**, financial editor, WBBM Chicago, joins CBS News, New York, as reporter and anchorman of *The Business Report* on CBS Radio. Mr. Stanley replaces **Gary Shepherd**, now on assignment in Vietnam.

**William Evenson**, newscast producer and associate producer during Nixon-Humphrey campaign, with NBC News, New York, joins WGBS Miami, as news-

caster.

**Joel Albert**, producer at WKYC-TV Cleveland, appointed news manager.

**Robert Dixon**, associate producer, *Weekend Dimension*, with CBS Radio, New York, joins KHVN Honolulu, as newscaster.

**Bob Read**, afternoon editor, KOHL Omaha, joins KDWB St. Paul, as news director.

**Brian C. Dow**, newscaster, WRCH New Britain, Conn., joins WHCT(TV) Hartford, Conn., in same capacity.

**Charles J. Pfriemer**, free-lance writer and assistant editor, *Financial News*, Jacksonville, Fla., joins WFGA-TV, there as cameraman-newsman.

**Don Cannon**, newsman, WFLD-TV Chicago, joins WTAE-TV Pittsburgh, as newscaster.

**Sherman Bazell**, news director, Kaiser's KBHK-TV San Francisco, appointed news director, Kaiser Broadcasting Corp., Oakland, Calif.

**Donald U. Reed**, San Francisco bureau manager, UPI, appointed Southwest division news editor, Dallas.

**John Sweeny**, editorial writer, *Boston Herald-Traveler*, Boston, joins WEEI there as director of editorial and public affairs.



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**Roy Mapel**, with KIML Gillette, elected president Wyoming AP Broadcasters Association.

**Dick Tuchscherer**, WKRS Waukegan, elected president, Illinois AP Broadcasters Association.

**Roger Cracraft**, KBOL Boulder, elected chairman, Colorado AP Broadcasters Association.

### Promotion

**Bill Cook**, PR director, Milici Advertising Agency, Honolulu, named VP-PR.

**Alvin von Auw**, assistant VP, information department, AT&T, New York, named VP.

**Russell Smith**, director of information services, KCBS San Francisco, named director of advertising and sales promotion for WBBM-AM-FM Chicago.

**Donald Reeve**, formerly with Hill & Knowlton, New York, joins Reeds and Farris, Los Angeles, to establish PR department.

**Marc Levitt**, assistant to directors of publicity and advertising, Radio City Music Hall, New York, joins *The David Frost Show* there as publicity manager.

**Sandra Hamer**, publicity director, WKBF-TV Cleveland, appointed promo-

tion manager.

**Steve Fayer**, special assistant to general manager, Kaiser's WKBG-TV Cambridge-Boston, also appointed audience promotion director for all Kaiser stations.

**Salvatore L. Raia**, formerly with CBS Laboratories, Stamford, Conn., and Avco Lycoming, Stratford, Conn., joins Visual Electronics Corp., New York, as director, advertising and public relations.

**Robert Harris**, formerly with Tom Jefferson, PR firm in Miami, joins WTVJ (TV) there as promotion manager.

**John E. Derbyshire**, PR manager, Sylvania Electric Products Inc., New York, joins Chapman-Nowak & Associates, Syracuse, N.Y., as PR director.

**Dian McComb**, PR director, KCBQ San Diego, joins WJBK Detroit, as PR/promotion director.

**J. Clyde Parker**, assistant promotion manager, KOTV(TV) Tulsa, Okla., appointed promotion manager.

**Al Korn**, director of advertising and promotion, RKO General's WNAC-TV Boston, appointed director of information services, RKO Television Representatives Inc., New York.

**Mary Turner**, assistant promotion manager, KNEW-TV San Francisco, appointed director of advertising-sales promotion, KSAN-FM there. Both are Metromedia stations.

**Robert R. Crittendon**, with Beckman Instruments Inc., Fullerton, Calif., appointed corporate manager, advertising and sales promotion.

### Equipment & engineering

**David H. Elliott**, former director of Peace Corps in India, joins Memorex Corp., Santa Clara, Calif., as VP-administration.

**Raymond V. Schneider**, manager-CATV products, Times Wire and Cable Co., Wallingford, Conn., named VP-CATV products.

**George W. Finkhousen**, with professional products division, Electro-Voice Inc., Buchanan, Mich., appointed assistant VP.

**George A. Mayo**, engineering staff, Washington news bureau, Westinghouse Broadcasting Co., appointed engineering director.

**Mortimer Goldberg**, operations engineer, CBS Radio, New York, appointed director of technical operations, WCBS there.

**Harold C. Blakeslee**, national sales manager, video products, Bell & Howell Co., Lincolnwood, Ill., named to newly created post of national sales manager, industrial and educational products, International Video Corp., Sunnydale, Calif.

**Patrick R. J. Court**, VP-research and development, International Telemeter Corp., Los Angeles, joins Television Presentations Inc. there in newly created post of VP, western operations.

**Charles Martin**, sales engineer-service manager, Electronic Sales Corp., Salt Lake City, joins Visual Electronics Corp., New York, as sales engineer for broadcast products in Nevada, Hawaii, and Northern California.

**Ronald A. Polster** and **A. A. Sroka**, both division managers, Ampex Corp., Redwood City, Calif., named VP-general manager, special products division, and VP-general manager, professional audio products division, respectively.

**Edwin Raymond**, senior project engineer, CBS-TV engineering and development department, New York, appointed assistant director, engineering services, CBS Television Stations division there.

**Gilbert Rubin**, with Optimedia Systems Inc., Clifton, N.J., appointed operations manager.

**Ray Allen**, director of marketing, Audio Magnetics Corp., Gardena, Calif., named VP-sales.

**Emery T. Chace**, manager, broadcast sales, General Electric Co.'s imaging devices operation, Schenectady, N.Y., appointed marketing manager.

### Allied fields

**Ronald Miziker**, formerly with Avco Broadcasting, Cincinnati, joins Walt Disney Productions, entertainment division, Disneyland, Anaheim, Calif., as coordinator of special projects.

**John W. Pettit**, attorney, Hamel, Morgan, Park and Saunders, Washington, elected chairman of board, Educational Communication Association there.

**Lloyd Hatch**, Los Angeles field office supervisor, Sindlinger & Co., Norwood, Pa., marketing and research firm, appointed administrative supervisor. **John Murray** appointed director of special research projects. Both will be based in Pennsylvania.


### International

**Peter Mills**, account representative, J. Walter Thompson Co., Toronto, named VP-general manager. **Ronald Boychuk** appointed media group head.

**W. A. Caton**, controller, radio regulations division, federal transport department, Ottawa, appointed technical consultant, Canadian Association of Broadcasters there.

### Deaths

**Glenn C. Siddall**, 52, manager, WRBL Columbus, Ga., died June 15, of heart attack. He is survived by his wife, Clare, and son.

			
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**Sidney Rechetnik**, 59, administrator of station promotion, NBC, New York, died June 18 in Beth Israel hospital there after short illness. He had been in NBC's promotion department since 1962. Mr. Rechetnik is survived by his daughter and son.



Mr. Costello

became Far East news director, based in Tokyo, in 1946 and served as CBS White House correspondent during 1952-53. Following five years as counselor on international affairs, he became White House correspondent in 1958 for Mutual, and was national correspondent until 1966. He was nomi-

**William A. Costello**, 65, former ambassador to Trinidad and Tobago and former White House correspondent, died June 20 in Tobago after heart attack. He joined CBS in 1941 as radio correspond-

ent, became Far East news director, based in Tokyo, in 1946 and served as CBS White House correspondent during 1952-53. Following five years as counselor on international affairs, he became White House correspondent in 1958 for Mutual, and was national correspondent until 1966. He was nomi-

nated by President Johnson in 1967 to ambassadorial position and served in Port-of-Spain until his retirement last April.

**Wendell Williams**, 55, formerly manager and VP of Hollywood office of Leo Burnett Co., died June 18 in New York, of heart attack. Mr. Williams joined Burnett in 1949. He was made VP for agency in 1955, resigning last January. He is survived by his wife and daughter.

**Walter Tolleson**, 60, died June 16 in San Francisco, of heart attack. With NBC more than 20 years, he last served as manager, network sales, before retiring in 1965. He is survived by his wife, Helen, and two sons.

**John Tackaberry**, 56, writer for Jack Benny and other top Hollywood comedians since early 1940's, died June 24 in Hollywood.

**Judy Garland**, 47, movie star, died June 22 in London of accidental overdose of barbiturates. Her television appearances included short-lived weekly

series on CBS. She is survived by her husband, Mickey Deans, and three children.



Mr. Seligman

in charge of theaters for Paramount Pictures in late 40's. Mr. Seligman joined ABC in 1953 as writer-producer in Los Angeles, became general manager, KABC-TV there in 1955 and ABC VP in 1958. In 1960 he formed Selmur Productions. Executive producer of many ABC series, his credits include: *Combat!*, *Garrison's Gorillas*, *Day in Court* and *General Hospital*. He is survived by his wife, Muriel, and five children.

**Selig J. Seligman**, 51, former ABC executive and founder of Selmur Productions, died June 20 in Los Angeles, of heart attack. He was assistant to Leonard Goldenson, when ABC presi-

dent was VP in charge of theaters for Paramount Pictures in late 40's. Mr. Seligman joined ABC in 1953 as writer-producer in Los Angeles, became general manager, KABC-TV there in 1955 and ABC VP in 1958. In 1960 he formed Selmur Productions. Executive producer of many ABC series, his credits include: *Combat!*, *Garrison's Gorillas*, *Day in Court* and *General Hospital*. He is survived by his wife, Muriel, and five children.

## ForTheRecord®

As compiled by BROADCASTING, June 18 through June 25 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

■ Miami—Florida Christian Broadcasting Inc. Seeks UHF ch. 45: ERP 1.259 kw vis. 252 kw aur. Ant. height above average terrain 480 ft.; ant. height above ground 538 ft. P.O. address: c/o Thomas I. Monroe, 1730 Southwest 22nd Avenue, Ft. Lauderdale, Fla. 33312. Estimated construction cost \$435,000; first-year operating cost \$148,000; revenue \$160,000. Geographic coordinates 25° 59' 40" north lat.; 80° 10' 28" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30JDA. Legal counsel Grover C. Cooper; consulting engineer Commercial Radio Equipment Co., both Washington. Principals: Non-profit-stock corporation, A. J. Musselman Jr., chairman, et al. Mr. Musselman is attorney and director of bank in Deerfield Beach, Fla. Ann. June 6.

#### Actions on motions

■ Chief, Broadcast Bureau, granted request by Sillcoff Inc. and extended time to June 20 to file reply comments in matter of amendment of rules to add VHF TV Channel to Mount Vernon, Ill. (Doc. 184531). Action June 18.

■ Chief Hearing Examiner Arthur A. Gladstone 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, effective immediately, transferred place of hearing to Old Commission Chambers in Miami Municipal Justice Building (Docs. 10834, 17582-4, 18185-6). Action June 18.

#### Rulemaking petitions

■ KCFT-TV Concord, Calif.—Requests rulemaking proceeding to delete ch. 42 from Pittsburgh and allocate it to Concord, both California. Ann. June 20.

■ FCC proposed rulemaking on request of State Educational Radio and Television Facility Board of Iowa and Northwest Television Co., licensee of KVFD-TV, Fort Dodge, Iowa, to amend TV table of assignments by replacing reserved ch. \*28 with reserved ch. \*49 at Estherville, Iowa, and adding reserved ch. \*46 to Fort Dodge, Iowa. Action June 18.

#### Call letter application

■ L & S Broadcasting Co., Jacksonville, N. C. Requests WLNS-TV.

### Existing TV stations

#### Final actions

■ KOLD-TV Tucson, Ariz.—FCC granted mod. of condition on May 21 grant of transfer of control of Old Pueblo Broadcasting Co. from Tom Chaunev, Gene Autry, Ina M. Autry, Anne L. Kerney, E. S. Mitterdorf and Frank W. Beer to Universal Communications Corp. Condition required Edward W. Scripps Trust to divest itself of all ownership interest in Evening News Association within 120 days, modified to require divestment by the Scripps Trust of all ownership interest in Evening News Association in excess of 1% within 120 days from June 19. Action June 19.

■ \*WSKG(TV) Binghamton, N.Y.—Broadcast Bureau granted license to cover permit for new station. Action June 17.

■ KVOS-TV Bellingham, Wash.—FCC granted application for renewal of license, by KVOS Television Corp., condition on outcome of hearing in progress involving anti-trust charges against Wometco Enterprises Inc. (parent) by Antwin Theatres

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	<p style="text-align: center;"><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p style="text-align: center;">New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p style="text-align: center;">West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>

Inc., Miami (Docs. 10834, 17582, et seq.). Action June 18.

■ KUAM-TV Agana, Guam—FCC waived operator requirements of rules and granted Pacific Broadcasting authority to operate KUAM-TV with persons holding third-class radiotelephone licenses for six months. Action June 18.

### Actions on motions

■ Chief, Broadcast Bureau, set aside grant of application for renewal of license of WPIC(TV) New York. Action results from investigation of complaint against station. Action June 19.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart Of The Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, granted request by Broadcast Bureau and extended time to July 21 for filing proposed findings (Docs. 18358-9). Action June 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]). TV proceeding, continued further hearing to July 1 (Doc. 18405). Action June 17.

### Designated for hearing

■ FCC set for hearing applications of South Carolina Educational Television Commission [\*WITV(TV)], Reeves Broadcasting Corp. [WSUN-TV], First Charleston Corp. [WCIV-TV] and WSCS Inc. [WCSC-TV], to move trans. sites from four separate locations, in vicinity of Charleston, S. C., to single 2000 foot tower located approximately 20 miles northeast of center of Charleston, and to make other changes in facilities of stations. Action June 18.

## New AM stations

### Other actions

■ FCC approved joint request by eight applicants for St. Louis AM on 1380 kc (former frequency of KWK) asking grant of amended application of Victory Broadcasting Co. and dismissal of other seven applications, subject to determination by review board that proposed reimbursements, to withdrawing applicants for out of pocket expenses have been properly substantiated (Docs. 17210-15, 17217, 17219). Action June 18.

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted Broadcast Bureau's petition for extension of time, filed June 19. Action June 20.

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, Docs. 15752, 15754-56, 15758-59, 15762, 64, 65 and 66, granted motion for further extension of time, filed June 12 by Crown City Broadcasting Co., to extent that time for filing exceptions is extended to July 16 and time for filing responses to Sept. 5. Action June 18.

■ Review board in Blue Ridge, Ga., AM proceeding, Docs. 18526-27, granted petition for extension of time filed June 17 by R-J Co. Action June 19.

■ Review board in Lexington, N. C., AM proceeding, Docs 18385-86, granted petition for leave to accept late reply, filed March 17 by Harry D. Stephenson and Robert E. Stephenson; granted to extent indicated and denied in all other respects petition to delete, modify and enlarge issues, filed Dec. 26 and further petition to enlarge issues, filed March 17 by China Grove Broadcasting Co. Action June 18.

■ Review board in Freeland, Pa., AM proceeding, Docs. 18489-91, granted petition to enlarge issues, filed April 10 by Summit Broadcasting; and joint petition to enlarge issues, filed May 15 by CBM Inc. and Broadcasters 7 Inc. Action June 25.

■ Review board in Hartsville, S. C., AM proceeding, Docs. 18198-99, denied petition to enlarge issues, filed April 1 by Eastern Carolina Broadcasters Inc. Action June 23.

■ Review board in Clarkston, Wash., AM proceeding, Doc. 18124, scheduled oral argument before panel of review board for July 17. Action June 24.

### Actions on motions

■ Chief, Office of Opinions and Review, in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, dismissed as moot, petition by Hudson Millar, Jr. and James Jerdan Bullard for leave to file interlocutory application for review in excess of 10 pages. (Docs. 18204-5). Action June 25.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, set certain procedural dates and continued hearing to Oct. 27 (Docs. 18526-7). Action June 19.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (T. M. Raburn Jr., Tinker Area Broadcasting Co., Sapulpa Broadcasting Corp. and M. W. Cooper), AM proceeding, Hearing Examiner, having motion to reactivate proceeding which had been caught in clear channel "freeze," scheduled prehearing conference for July 10 (Docs. 13341-4). Action June 17.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, rescheduled certain procedural dates and continued evidentiary hearing to date to be determined (Docs. 18503-4). Action June 23.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc.), AM proceeding, rescheduled prehearing conference to Aug. 6 (Docs. 18489-91). Action June 18.

### Call letter application

■ Cardinal Broadcasting Co., Jenkins, Ky. Requests WREM.

### Designated for hearing

■ Charlottesville, Va.—FCC designated for consolidated hearing mutually exclusive AM applications of Charles W. Hurt and WUVA on 1400 kc, 250 w, 1 kw local sunset, and of WELK Inc. to change WELK Charlottesville, Va. from 1010 kc, 1 kw-D to 1400 kc, 250 w, 1 kw local sunset. Action June 25.

## New FM stations

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KREL Corona, Calif., to Aug. 31; WPLO Atlanta, Ga., to Dec. 30; WHP Harrisburg, Pa., to Jan. 1, 1970. Action June 17.

■ Broadcast Bureau granted licenses covering changes in the following: KOTN Pine Bluff, Ark.; KOY (main and auxiliary) Phoenix. Action June 17.

■ WMOB Mobile, Ala.—Broadcast Bureau granted license covering changes, specify type trans. Action June 23.

■ KAVA Burney, Calif.—Broadcast Bureau granted license covering increase in power to 250 w, 1 kw, LS-U; specify type trans. Action June 17.

■ KFRC San Francisco, Calif.—Broadcast Bureau granted license covering installation of old main trans. at new main trans. location as an alternate-main trans. Action June 17.

■ WCOA Pensacola, Fla.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action June 17.

■ WRBD Pompano Beach, Fla.—Broadcast Bureau granted CP to make changes in DA system. Action June 20.

■ KLER Orofino, Idaho—FCC granted application by Clearwater Broadcasting Co. to increase hours of operation, install DA nighttime and make other related changes. Action June 25.

■ WFBM Indianapolis—Broadcast Bureau granted CP to install alternate-main trans. Action June 17.

■ KVGB Great Bend, Kan.—Broadcast Bureau granted remote control. Action June 16.

■ WIRV Irvine, Ky.—FCC denied Irvanna Broadcasting Co. request for reconsideration of commission's action granting short term renewal of license. Action June 18.

■ WJSW Maplewood, Minn.—FCC denied application of B & G Broadcasting Inc. for mitigation of \$5,000 forfeiture. Forfeiture assessed for repeated failure to observe terms of license by operating prior to authorized sign-on time and for destroying station logs and maintaining logs containing false information. Action June 18.

■ KLIN Lincoln, Neb.—Broadcast Bureau granted license covering installation of former main trans. at new trans. location for auxiliary purposes only. Action June 17.

■ WHVW Hyde Park, N. Y.—Broadcast Bureau granted license covering use of former trans. as alternate-main trans. Action June 17.

■ WKBX Winston-Salem, N. C.—Broadcast Bureau granted CP to change from 1500 kc, 1 kw DA-D, to 1500 kc, 10 kw (1 kw CH-DA) Day; change ant. system; conditions. Action June 16.

■ FCC denied second petition by Ethel C. Hale and W. Paul Wharton, both Salt Lake City residents, for reconsideration of license renewal for KSL Salt Lake City granted Oct. 4, 1968. Action June 18.

■ WWDA Wisconsin Dells, Wis.—Broadcast Bureau granted license covering new station, specify type trans.; studio location same as trans. Action June 23.

■ WUPR Utuado, P. R.—Broadcast Bureau granted license covering installation of auxiliary trans. Action June 23.

### Actions on motions

■ Chief, office of opinions and review, Media, Pa. (Brandywine-Main Line Radio Inc.) renewal of licenses of WXUR and WXUR-FM, granted petition by applicant and extended time to July 18 to file reply comments to exceptions and brief filed by Broadcast Bureau and intervenors; granted petition by applicant and extended page limitation for reply to exceptions up to and including 250 pages (Doc. 17141). Action June 19.

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (The Walmac Co.), renewal of licenses for KMAC and KISS(FM), on petition of Broadcast Bureau, extended certain procedural dates (Docs. 18223-4). Action June 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Alamogordo and Ruidoso, both New Mexico (Fred Kaystler and Sierra Blanca Broadcasting Co. [KRRR]), AM-FM proceeding, denied petition by Sierra Blanca Broadcasting Co. to hold hearings in Alamogordo, N. M. (Docs. 17624-5, 18537). Action June 20.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMT] and Joseph Julian Marandola), AM proceeding, on request of 1400 Corp, postponed further hearing session to June 27 (Docs. 16913-4). Action June 18.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNJO]), AM-FM proceeding, examiner determined to withhold, for consideration in initial decision, his ruling on Ralph J. Silkwood and W. H. Hansen's petition to dismiss portion of application for commission consent to transfer of control of Medford Broadcasters Inc., licensee of KDOV Medford (Docs. 18349-53). Action June 17.

■ Hearing Examiner Herbert Sharfman in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, on request of Minneapolis Star and Tribune Co., extended to June 30 time for filing reply to opposition to petition to intervene (Doc. 18499). Action June 20.

### Fines

■ WNUS Chicago—FCC ordered forfeiture of \$5,000 for repeated violations of terms of license and sunrise by using daytime facilities before sunrise. Action June 18.

■ WMUS Muskegon, Mich.—Broadcast Bureau notified of apparent liability forfeiture of \$200 for violation of rules by failing to provide data concerning equipment performance measurements. Action June 18.

■ WSLR Akron, Ohio—FCC notified of apparent liability forfeiture of \$1,000 for failure to file copies of two time brokerage contracts with commission as required. Action June 18.

■ WIXY Seven Hills, Ohio—FCC notified of apparent liability forfeiture of \$500 for violation of terms of license for failure to maintain base current ratio of ant. number 1 within prescribed tolerance on several days. Action June 18.

■ WUNO Rio Piedras, P. R.—FCC notified San Juan Broadcasting Corp. of apparent liability for \$3,000 for failure to observe terms of license and violation of rules. Action June 18.

### Call letter applications

■ WNUS, McLendon Corp., Chicago. Requests WYNE.

■ KRAF, Wayne A. Moreland, Reedsport, Ore. Requests KDUN.

### Call letter actions

■ KIXF, Dale A. Owens, Fortune, Calif. Granted KNCR.

# PROFESSIONAL CARDS

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## SERVICE DIRECTORY

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## Station boxscore

Compiled by BROADCASTING, June 25, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,245 <sup>1</sup>	10	4,255 <sup>1</sup>	61	4,317 <sup>1</sup>
Commercial FM	1,976 <sup>2</sup>	27	2,002 <sup>2</sup>	165	2,168 <sup>2</sup>
Commercial TV-VHF	497 <sup>3</sup>	9	506 <sup>3</sup>	17	523 <sup>3</sup>
Commercial TV-UHF	126 <sup>3</sup>	53	177 <sup>3</sup>	157	336 <sup>3</sup>
Educational FM	365	6	372	42	414
Educational TV-VHF	71	6	77	0	77
Educational TV-UHF	88	12	100	12	112

## Summary of broadcasting

Compiled by FCC, June 2, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,244 <sup>1</sup>	1,977 <sup>2</sup>	619 <sup>3</sup>	366	159
CP's on air (new stations)	7	23	63	7	18
Total on air	4,251 <sup>1</sup>	2,000 <sup>2</sup>	680 <sup>3</sup>	373	177
CP's not on air (new stations)	70	174	176	45	12
Total authorized stations	4,321 <sup>1</sup>	2,174 <sup>2</sup>	858 <sup>3</sup>	418	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	0	0	0

<sup>1</sup> Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes one commercial FM operating with STA.

<sup>3</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

- WAME, Mission East Co., Miami. Granted WWOX.
- WWOK, Mission Charlotte Co., Charlotte, N. C. Granted WAME.

## New FM stations

### Application

- \*Grand Rapids, Mich.—Grand Rapids Baptist Bible College and Seminary. Seeks 90.1 mc, TPO 10 w. Ant. height above average terrain 500 ft. P.O. address: 1001 East Beltline Northeast, Grand Rapids 49505. Estimated construction cost \$60,000; first-year operating cost \$30,935; revenue none. Principals: Executive board. Rev. Gordon Cook, chairman, et al. Ann. June 23.

### Start authorized

- KSIB-FM Creston, Iowa—Authorized program operation on 101.7 mc, ERP 3 kw, ant. height above average terrain 255 ft. Action June 16.

### Final action

- Falmouth, Ky.—Warren J. Shonert, FCC granted 95.3 mc, 3 kw. Ant. height above average terrain 171 ft. P.O. address: 210 Main Street, Falmouth 41040. Estimated construction cost \$48,000; first-year operating cost \$30,000; revenue not indicated. Principal: Mr. Shonert owns *The Falmouth Outlook*, weekly newspaper. He also has 25% interest in bank and owns farm. Action June 18.

### Other actions

- Newell Broadcasting System Inc., San Bernardino, Calif.—FCC waived short-spacing requirements of rules and accepted amendment specifying different trans. site for new FM on 95.1 mc at San Bernardino. Action June 18.
- Review board in Palestine, Tex., FM proceeding, Docs. 18531-21, granted motion for additional time to file reply to opposition to motion to enlarge issues, filed June 18 by KNET Inc. Action June 20.
- Review board in Williamson, W. Va., FM proceeding, Docs. 18456-57, denied petition to enlarge issues, filed March 28 by Three States Broadcasting Co. Action June 23.

### Actions on motions

- Chief, Broadcast Bureau, on request by Elektra Broadcasting Co., extended time to July 7 to file reply to opposition to petition for rulemaking and issuance of show cause order against WHAG-FM Halfway, Md., in matter of amendment of table of FM assignments (Brunswick, Md.). Action June 19.
- Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcast Corp.), FM proceeding, scheduled conference for June 25 (Docs. 18437-8). Action June 20.
- Hearing Examiner Millard F. French in Huntington, W. Va. and Catlettsburg, Ky.

(Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, set certain procedural dates and rescheduled hearing to Aug. 5 (Docs. 18439-40). Action June 17.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, to formalize ruling made on record at June 17 prehearing conference, denied motion to produce filed by Christian Broadcasting; by separate action, granted petition by Christian Broadcasting for leave to amend application (Docs. 18439-40). Actions June 18.

■ Chief Hearing Examiner Arthur A. Gladstone in Oneonta, N. Y. (Ottaway Stations Inc.), FM proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Aug. 4 and hearing for Sept. 8 (Doc. 18558). Action June 20.

### Rulemaking petitions

■ FCC proposed ten amendments to FM table of assignments in response to following: Clay County Broadcasters seeks assignment to add ch. 237 A to Lineville and ch. 272 A to Roanoke, both Alabama; Southern Indiana Media Corp. seeks assignment to add ch. 244 A to ch. 222 and ch. 279 at Bloomington, Ind.; WQIZ, Inc. seeks assignment to add ch. 300 to Charleston and ch. 228 A to St. George, both South Carolina; Commission proposes to add ch. 300 and delete ch. 229 at Charleston, to add ch. 240 A to St. George and add ch. 228 A and delete ch. 240 A at Summerville, all South Carolina; Multi-Com Inc. seeks assignment to add ch. 269 A to ch. 295 at Muskegon, Mich.; Commission alternatively proposed to add ch. 283 to ch. 295 at Muskegon, add ch. 261 A and delete ch. 257 A at Fremont, add ch. 292 A and delete ch. 261 A at Ludington and add ch. 257 A to ch. 285 A at Zeeland, all Michigan; Big Sandy Broadcasting Co. seeks assignment to add ch. 249 A and delete ch. 255 at Jackson, and add ch. 255 and delete ch. 261 A at Paintsville, both Kentucky; James A. Rew Jr., requested assignment of ch. 298 to Exmore, Va.; Watkins Glen-Montour Falls Broadcasting Corp. requested assignment of ch. 285 A to Watkins Glen-Montour Falls, N. Y.; K & M Broadcasting Co. seeks ch. 224 A to Catlettsburg, Ky.; Panola Broadcasting Co. proposed substitution of ch. 244 A for ch. 240 A at Winona, Miss.; Musical Heights Inc. seeks assignment of ch. 280 A to Brad-dock Heights, Md., by substitution of ch. 288 A for ch. 280 A at Front Royal, Va. Ann. June 18.

■ Robert D. Ditmer, Grayling, Mich.—Requests amendment of table of FM assignments to add ch. 261 A at Grayling, Mich. Ann. June 20.

■ Lakes Region Broadcasting Corp., Plymouth, N. H.—Requests amendment of FM table of assignments to add ch. 248 at Plymouth N. H.; add ch. 287 and delete ch. 248 at Dover, N. H.; delete ch. 287 at Waterbury, Vt.; add ch. 232 A at Concord,

N. H.; add ch. 257 and delete ch. 232 A at Biddeford, Me. Ann. June 20.

■ Lawrence County Broadcasting Corp., New Castle, Pa.—Seeks counter proposal to assign ch. 240 to Sharon, Pa., to replace ch. 280 A at Mercer, Pa. Ann. June 20.

■ WATK Antigo, Wis.—Requests amendment of table of FM assignments to assign ch. 287 and delete ch. 285 A at Antigo, Wis. Ann. June 20.

### Call letter applications

- Mauna Kea Broadcasting Co., Hilo, Hawaii. Requests KKEA(FM).
- Mauna Kea Broadcasting Co., Kailua, Oahu, Hawaii. Requests KKAI(FM).
- Board of Education, Minneapolis. Requests \*KBEM-FM.
- Calvary Bible College, Kansas City, Mo. Requests \*KBES(FM).
- Virginia Broadcasting Co., Virginia, Mo. Requests WHLB-FM.
- Murfreesboro Broadcasting Corp., Murfreesboro, N. C. Requests WWDR-FM.
- Reading Community Schools, Reading, Ohio. Requests \*WRCJ(FM).
- Sunland Broadcasting Co., El Paso. Requests KIZZ-FM.

### Call letter actions

- Rodio Radio Inc., Egg Harbor, N.J. Granted WRDR(FM).
- Charles H. Chamberlain, Bellefontaine, Ohio. Granted WOGM(FM).
- Mercer Island School District 400, Mercer Island, Wash. Granted \*KMIH(FM).

### Designated for hearing

- Peoria, Ill.—FCC designated for hearing mutually exclusive applications of Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc., and Clark Broadcasting Co. for new FM's on 105.7 mc in Peoria. Action June 25.
- FCC set for hearing application of Ottawa Stations Inc. for new FM on 103.1 mc, ERP 630 w., ant. height 590 ft., at Oneonta, N.Y. Action June 18.

## Existing FM stations

### Final actions

- Broadcast Bureau granted licenses covering changes in following: KERN-FM Bakersfield, Calif.; KYTE(FM) Livermore, Calif.; KZAP(FM) Sacramento, Calif.; \*KCMW-FM Warrensburg, Mo.; WPAT-FM Paterson, N.J.; WAWZ-FM Zarephath, N.J.; WTPA-FM Harrisburg, Pa.; WKJB-FM Mayaguez, P.R.; KSEL-FM Lubbock, Texas; WIAL(FM) Eau Claire, Wis.; WAWA-FM Milwaukee; WBKV-FM West Bend, Wis. Actions June 23.
- KUKI-FM Ukiah, Calif.—Submitted data to Broadcast Bureau June 2 in accordance with commission second report and order in Doc. 18222, released April 25, showing proposed operation on 103.3 mc; change type trans.; ERP to 6.6 kw (Doc. 18222). Action June 20.
- WEDR(FM) Miami—Broadcast Bureau granted request for SCA on 67 kc. Action June 23.
- WDAE-FM Tampa, Fla.—Broadcast Bureau granted license covering installation of auxiliary trans. Action June 23.
- WRBN-FM Warner Robins, Ga.—Broadcast Bureau granted mod. of CP to change type trans. and type ant. Action June 20.
- KEEL-FM Shreveport, La.—Broadcast Bureau granted license for new station, specify type trans. Action June 23.
- WCJW(FM) Cleveland—Broadcast Bureau granted license covering use of former main trans. and ant. at old site for auxiliary purposes only. Action June 23.
- KHEN-FM Henryetta, Okla.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 57 kw; ant. height 255 ft. Action June 17.
- WPJB-FM Providence, R.I.—FCC granted application by Providence Journal Co. for renewal of license; petition by John E. Donofrio for denial of WPJB-FM renewal application denied. Action June 24.
- WCMJ(FM) Chester, S.C.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from 321 bypass at S.C. Highway 5, York, S.C. Action June 19.
- FCC denied petition by Williamson County Broadcasting Inc., licensee of WAGG \*Franklin, Tenn., for reconsideration of

commission action by Chief, Broadcast Bureau, March 7, granting application of Robert E. Sewell for authority to operate WFLT(FM) Franklin from trans. site of WIZO Franklin. March 7 grant of application affirmed. Action June 18.

■ KNIT-FM Abilene, Tex.—Broadcast Bureau granted remote control. Action June 17.

■ KMSC(FM) Clear Lake City, Tex.—Broadcast Bureau granted CP to change ant. trans. location to Alvin Friendswood Road 528 at Moore Road; make change in ant. system, ant. height to 100 ft. Action June 20.

■ \*WVTC(FM) Randolph Center, Vt.—Broadcast Bureau granted license covering new station. Action June 23.

■ WVLE(FM) Kaukauna, Wis.—Broadcast Bureau granted mod. of CP to change type trans.; change type circular polarized ant., ant. height to 200 ft. Action June 20.

#### Other action

■ Following FM's have notified commission they are conducting stereophonic operation; supplements previous listings: KBBL-FM Riverside, Calif.; \*KCMW-FM Warrensburg, Mo.; KNUS-FM Dallas; KYWN-FM Wynne, Ark.; KYTE Livermore, Calif.; WELO-FM Tupelo, Miss.; \*WGUC Cincinnati, Ohio; WHLI-FM Hempstead, N.Y.; WKJB-FM Mayaguez, P.R.; WOOO-FM DeLand, Fla.; WRMN-FM Elgin, Ill. Ann. June 23.

#### Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., granted motion by WGN Continental FM Co. and rescheduled prehearing conference to June 26 (Doc. 18417). Action June 20.

■ Hearing Examiner Thomas H. Donahue in Albany, N.Y. (Regal Broadcasting Corp. [VHRL-FM], Functional Broadcasting Inc., WPOW Inc.), FM proceeding, granted motion by WPOW Inc. and extended to June 27 date for filing of proposed findings of fact and conclusions (Docs. 18210-2). Action June 18.

#### Fine

■ WBTR-FM Carrollton, Ga.—FCC ordered to pay forfeiture of \$3,000 for fraudulent billing practices. Action June 18.

#### Call letter applications

■ WNUS-FM, McLendon Corp., Chicago. Requests WNDI-FM.

■ KTSA-FM, Waterman Broadcasting Corp., San Antonio, Tex. Requests KTFM(FM).

### Renewal of licenses, all stations

■ FCC conditionally granted applications by RKO General Inc. for renewal of licenses for WROR(FM) Boston; WHCT(TV) Hartford, Conn., and WOR-FM and WOR-TV, both New York. Action June 18.

■ Broadcast Bureau granted renewal of licenses for following stations and their coexisting auxiliaries: WBAB-AM-FM Babylon, WBUF(FM) Buffalo, WDDS-FM Syracuse, WGLI Babylon and WHUC Hudson, all New York; WHWB Rutland, Vt.; WLIR(FM) Garden City, WMBO-AM-FM Auburn and WMNS Olean, all New York; WRLE(FM) Long Branch, N.J.; WVOR(FM) Rochester, N.Y. Actions June 18.

■ WGY, WGFM(FM) and WRGB (TV) all Schenectady, N.Y.—FCC granted regular renewal of licenses of General Electric Broadcasting Co. for period ending June 1, 1972. Action June 18.

■ Broadcast Bureau granted renewal of licenses for following: WARE Ware, Mass.; WEVD New York; WGSN-AM-FM Huntington and Babylon, both New York; WICY Malone, N.Y.; WNBC-AM-FM New York; WNJH Hammon, N.J.; WOND Pleasantville, N.J. Actions June 16.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K03CB, K06DO and K13FS all Cokeville Town and Smiths Fork; K07HP Dubois and surrounding area; K02EV and K04EU both El Paso compression station 23; K07HM East Fork River, Boulder area, Muddy Creek Speedway Road area, Big Piney, El Paso camp area, Cottonwood Creek, Horse Creek and Daniel area; K12AH Rural Fork River and Boulder area, East Fork River and Speedway Road area, Big Piney and El Paso natural gas camp area,

Cottonwood Creek, Horse Creek and Daniel Areas, all Wyoming; K70CS, K72BT and K74CC all Columbus, Neb. Actions June 23.

### Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WTWX(FM) Guntersville, Ala., to Aug. 15; \*KPCS(FM) Pasadena, Calif., to Dec. 30; KMYR Denver to Oct. 6; \*WAMU-FM Washington to Oct. 1; WAUR(FM) Aurora, Ill., to Dec. 8; WCAO-FM Baltimore to Dec. 30; WCOB-FM Boston to Dec. 30; WMDC-FM Hazlehurst, Miss., to Sept. 1; WCTC-FM New Brunswick, N.J., to Jan. 9, 1970; WESP(FM) Charlotte Amalie, V.I., to Dec. 30; KNDX(FM) Yakima, Wash., to Dec. 7. (Doc. 15937). Action June 17.

### Other actions, all services

■ FCC scheduled oral argument for June 27 on applications of RCA Global Communications Inc., TTT World Communications Inc., Western Union International Inc., and Communications Satellite Corp. to establish and operate an Interim satellite earth station on Guam (Docs. 18552-3). Action June 23.

### Translator actions

■ Broadcast Bureau granted licenses covering changes in following UHF translators: K81BK, K77CG, K83BH and K79BX all Granite Falls, Minn.; K82BN, K78CQ and K75CJ all Redwood Falls, Minn.; K76BC Walker, Minn. Actions June 17.

■ Broadcast Bureau granted licenses covering following new UHF and VHF translators: W83AN Stephenson, Mich.; K70ET Kirksville, Mo.; K79BN Cottage Grove, Ore.; K10GM Rome, Ga. Action June 18.

■ K13JI Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to make changes in ant. system of VHF translator. Action June 20.

■ Central Coast Broadcasters Inc., Paso Robles, Calif.—FCC granted CP for new VHF translator, waived rules for 1-v VHF translator to serve Paso Robles by rebroadcasting KCOY-TV Santa Maria, Calif. Action June 18.

■ K78CR Keosauqua, Iowa—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Dec. 18. Action June 18.

■ K04CW Marshalltown, Iowa—Broadcast Bureau granted license covering changes in VHF translator. Action June 17.

■ K72BE Walker, Minn.—Broadcast Bureau granted license covering changes in UHF translator. Action June 19.

■ K04FF Forsyth, Mont.—Broadcast Bureau granted mod. of CP to change type of trans. of VHF translator; make changes in ant. system; specify principal community as East Rural Forsyth, Rosebud area, Forsyth, Lower Rosebud Creek, West Rural Forsyth and Hammond Valley West, all Montana. Action June 20.

■ Hinsdale T. V. Club, Hinsdale, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Hinsdale and North Rural, both Montana, on ch. 13 by rebroadcasting CKCK(TV) Regina, Saskatchewan, Canada. Action June 19.

■ Nebraska Educational Television Commission, Beatrice, Neb.—Broadcast Bureau granted CP for new UHF translator to serve Beatrice on ch. 80 by rebroadcasting KUDN-TV Lincoln, Neb. Action June 19.

■ W02AF Sylva, N.C.—Broadcast Bureau granted CP to include Dillsboro and Cullowhee, both North Carolina, in principal community of VHF translator; make slight change in trans. location; change type trans., make changes in ant. system. Action June 13.

■ K07BJ Bowman, N.D.—Broadcast Bureau granted CP to change primary station of VHF translator to KHSD(TV) Lead, S.D.; change type trans.; make changes in ant. system. Action June 17.

■ W77AD Bellefonte, State College and Port Matilda, all Pennsylvania—Broadcast Bureau granted mod. of CP to change primary station to WTPA(TV), Harrisburg; change type trans. of UHF translator. Action June 13.

■ W83AG Greenville, Pa.—Broadcast Bureau granted license covering changes in UHF

translator. Action June 19.

■ W78AF, W82AA, W70AB and W74AA all North Warren, Pa.—Broadcast Bureau granted licenses covering new UHF translators. Action June 20.

■ Holston Valley Broadcasting Corp., Kingsport, Tenn.—Broadcast Bureau granted CP for new UHF translator to serve Kingsport on ch. 70 by rebroadcasting WKPT-TV Kingsport. Action June 19.

### CATV

#### Applications

■ Telecable Development Corp.—Requests distant signals of WUNC-TV Chapel Hill; WGHF-TV High Point; WUBC(TV) Greensboro, all North Carolina, to Wytheville, Va. (Roanoke-Lynchburg, Va. ARB 67). Ann. June 19.

#### Final actions

■ FCC directed Board of Trustees, Vincennes University, to comply with program exclusivity requirements of rules on CATV systems at Vincennes and Washington, both Indiana, and Bridgeport and Lawrenceville, both Illinois. Petition for waiver has been denied. Action June 18.

■ FCC directed TV Cable Co. of Rensselaer Inc., operator of CATV system at Rensselaer, Ind., to show cause why it should not be ordered to cease and desist from further violation of program exclusivity requirements of rules in case of WLFT-TV Lafayette, Ind. Action June 18.

■ FCC granted Ravenna TV Co-op, operator of small CATV system at Ravenna, Ky., waiver of program exclusivity requirements of rules, denied request for issuance of cease and desist order against Ravenna filed Nov. 22, 1967, by Kentucky Central Television Inc., licensee of WKYT-TV, Lexington, Ky. Action June 18.

■ FCC waived hearing provisions of rules and granted St. Landry Cable TV Inc., Opelousas, La. authority to carry distant signals of WWOM-TV and \*WYES-TV both New Orleans. Action June 18.

■ FCC directed American Cablevision Co., owner of CATV system at Sault Ste. Marie, Mich., to show cause why it should not be ordered to cease and desist from further violation of rules in providing carriage and program exclusivity for WTOM-TV Cheboygan, Mich. Action June 25.

■ FCC directed Citizens Cable Company Inc., owner of 12-channel CATV System at Williamsport, Pa., to show cause why it should not be ordered to cease and desist from further violation of coverage requirements. Action June 25.

■ Midwest Video Electronics Inc., Rhinelander, Wis.—FCC denied request for waiver of program exclusivity requirement of rules. Action June 11.

#### Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in matter of petition by Telecable Corp. to stay construction or operation of CATV system in Bloomington and Normal, both Illinois, by GT&E Communications Inc., ordered General Telephone and Electronics Corp. to appear and give evidence at hearing unless date proves hardship or inequity upon General Telephone Electronics Corp. in respect to participation in proceeding; it may address motion to Examiner Naumowicz seeking appropriate relief (Doc. 18538). Action June 18.

### Ownership changes

#### Applications

■ KSPR-AM-FM Springfield, Ark.—Seeks transfer of control of Johnson Communications Inc. from Autus Johnson, deceased, to Ethel Johnson, administratrix of estate (jointly owned by Mr. and Mrs. Johnson before, Ethel Johnson now sole owner). No consideration involved. Ann. June 24.

■ KDIA Oakland, Calif.; WDIA and WTCV(FM) Memphis; WOL and WMOD(FM) Washington, and WWRL New York—Seek assignment of license from KDIA Inc., WDIA Inc., WOL Inc. and WWRL Inc. to Sponderling Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Egmont Sponderling, president (22.2%), et al. Principals own WOPA and WGLD, both Oak Park,

(Continued on page 92)

# 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—Management

General Manager familiar with Rochester, Buffalo, Erie, Salary and incentive. Immediate opening. Reply Box F-241, BROADCASTING.

Local sales manager. Newly purchased Atlantic coast fulltime 5 kw in top 50 market, has major opportunity for high caliber, creative local salesman or small market local sales manager, 28-35 years, seeking to maximize his potential, develop into top flight broadcast executive. Prerequisites are brains, desire, and willingness to work. Salary plus override to start. Send resume, references, photo. Box F-379, BROADCASTING.

Small New England station in pleasant college community desires experienced, mature, responsible, sales-minded station manager. Salary open. Sell us. Box F-402, BROADCASTING.

Assistant manager who can manage! Must possess powerful sales background . . . Community Minded . . . Numero uno since 1962 . . . Young Adult-promotional operation . . . New studios . . . New transmitter site . . . Constructing exclusive stereo FM-SCA . . . Future unlimited . . . Grow with: KSNM-AM-FM-SCA, Pocatello, Idaho.

Immediate opening in radio department of Back to the Bible Broadcast. Responsibilities: supervise Tape duplication department; part-time board work for music sessions; and tape editing. Technical knowledge and experience required. Send resume to: Back to the Bible Broadcast, Lincoln, Nebraska 68501.

### Sales

Successful, pro salesman, preferably RAB trained, salary, bonuses, ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Broadcast representative company, national, seeks sales executive for New York. Employees know of this ad. Send resume, Box F-367, BROADCASTING.

New FM station with new approach and unconventional, switched-on attitudes about radio wants good time salesman. Should be flexible, contemporary minded, turned on to today's ideas, and willing to work with management that has strong ideas about exciting quality and advertising integrity. We are creating quite a stir in St. Louis: won't you join the dance? KNDA, 4285 Olive, St. Louis 63108.

Radio time salesman wanted by KIDD, Monterey. Generous commission, ample guarantee. Permanent spot in ideal market for mature, stable self-starter. Complete details to Robert Sherry, Owner, Box KIDD, Monterey.

Madison, Wis.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up—strong on creativity. Six station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis.—A Mid-West Family station.

Immediate positions now open for two seasoned sales pros at modern facility 20 miles from N.Y.C. excellent salary, commission and fringe benefits. Call or write . . . Al Etkin, station/sales manager, WKQW Radio, P. O. Box 428, Nanuet, N. Y. #10954. PH. 914-623-8001.

Salesman—Announcer, WMCR Oneida, N. Y. Solid community acceptance ph. collect Bob Manning 13151 363-6050.

Automation equipment salesmen who want to share unusual compensation plan in number one line, contact L. Wortman, Shafer Electronics, 9119 DeSoto Ave., Chatsworth, Calif. 91311.

## Sales continued

Salesman—Hartford, Connecticut . . . If you're the kind of guy . . . Willing to pound the streets daily, you'll make \$20,000 plus, within a year . . . opportunity to move into management. We are a young group, presently owning three stations, and looking for a fourth. Must be close enough for interview. Call Mike Schwartz, 413-525-4141.

## Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Third phone announcer needed immediately at progressive, high power. Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, BROADCASTING.

Announcer—Rocky Mountain area sports oriented announcer who can develop into play-by-play man. Shift would be roughly 2 pm to 9:30, part of work on FM, rest on AM. Will consider young talented man with mature voice who is a beginner. Person who applies should be willing to give us a little more of his time than the usual 6-months stepping stone plan. Send tape and full details including salary expected to Box F-255, BROADCASTING.

Experienced morning announcer with 3rd endorsed for MOR Wisconsin station. Excellent working conditions, better than average pay plus complete fringe benefits. If you are not the best morning man in your market do not apply. Send air-check and resume. All tapes returned. Box F-259, BROADCASTING.

First phone announcer for small south Florida station. Send tape, resume, and salary requirements. No maintenance. Box F-338, BROADCASTING.

Morning man. Good wake-up. Some TV work possible. Midwest medium market, modern but not frantic. Send resume, tape to Box F-340, BROADCASTING.

Experienced first ticket announcer strong on production. No beginners. Pay good for right man. Box F-345, BROADCASTING.

New staion in brand-new Midwest market offers experienced young men unlimited opportunities in news, programing, play-by-play. Get in on the ground floor! Tape, resume Box F-373, BROADCASTING.

MOR station. Looking for a man that likes good production, good music, and good west Texas city. Salary commensurate with ability. Send tape and background. Box F-339, BROADCASTING.

Immediate opening—small station market near New York City. Permanent. Box F-397, BROADCASTING.

Group One needs deejay. Top 40, C&W, MOR jocks considered. Send complete resume, tape. An equal opportunity employer. Bob Bastian, KBOX, Dallas, Texas 75238.

Immediate opening for first phone morning drive man—heavy on production—Modern Country music—KHOS—Box 5945, Tucson, Arizona—Pulse rated #1 in 12-station market. Send tape, photo, resume, references, salary requirements to Jim Stone. Also need midnight to 6 a.m. first phone jock—Country and Western experience not required.

Experienced 1st phone, production minded announcer. Above average wage for area. Send tape and resume to KYSN, P.O. Box 1715, Colorado Springs, Colorado 80901. 303-634-1511.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial reward. Interested in morning announcer, newsman and young enterprising salesmen seeking future with established station. Send resume including salary requirement in strict confidence to Robert O. Moran, WBEL, Beloit, Wisconsin.

## Announcers continued

Wisconsin AM/FM in Milwaukee metro area AM combo, MOR. News or sales an asset. Mature voice. Happy air. Midwest roots. WBKV, West Bend.

Experienced announcer and local newsman with ability to do local play-by-pay sports. Good references required. Contact Greeley N. Hilton, Co-owner, WBUY, Lexington, N. C.

First class phone-announcer. Radio station WCSJ, Morris, Illinois. Contact Jim Murray. Immediate opening.

Modern country AM-FM operation has opening for right man! Must run tight, bright show, and like country music. Send tape, photo, resume, salary to Jack Rodgers, WDEW, Macon, Georgia.

Baltimore area! Fulltime Modern country music station needs first phone announcer. Opportunity for sales. Call manager, WISZ, Glen Burnie, Md. 301-761-1590.

Ready to settle in a nice community, with a well respected station, at decent wages and excellent working conditions? MOR format. No drunks, floaters or beginners. WKAM, Coshen, Indiana.

Salesman—Announcer: Sales experience preferred WMCR, Oneida, N. Y.

Wanted—Professional sounding, experienced announcer. 1st class license desirable but not necessary. Send audition tapes to W/MNC, Box 969, Morgantown, N.C. No phone calls.

Announcer—immediately. Experienced. Excellent salary open. WVOS, Liberty, N. Y. 914-292-5533.

Wanted: Announcer with first phone ticket emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales. Position available immediately. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-275-5503 for manager.

A good announcer with 1st can become P.D. at this clear channel station near St. Louis. Very good salary with 3 station operation. Call Pinkney Cole. 314-586-8577. No Collect.

## Technical

First Class Engineer wanted to work in completely adult atmosphere in adult programed station. Devote full time to maintenance, repair, and experimentation. No announcing or board duties Box F-173, BROADCASTING.

Chief Engineer for midwest daytime. Non-Directional. Clean, successful operation. Fringe benefits. Send photo, resume, salary requirements to Box F-212, BROADCASTING.

Technical—Working engineer for non-directional, both AM & FM in the Rocky Mountain area. Modest announcing, no straight shift. More interested in engineer who will make us sound like quality radio and take pride in overall operation. Send full details to Box F-256, BROADCASTING. Please state salary expected.

Chief engineer for AM-FM in unusually pleasant western Pa. living area. Top flight maintenance including Marti a must. Present and recently added new equipment must be 100%. Send complete history immediately, including present earnings, Box F-312, BROADCASTING.

Small south Florida station needs chief engineer with some announcing ability. Minor maintenance. Send resume, tape. Box F-337, BROADCASTING.

We are looking for a Chief engineer who understands AM-FM equipment-maintenance, wants complete control of technical operation, is responsible and intelligent. Interested parties call Connecticut 203-447-0254 or write Carl Grande, WERI, Colonial Office Building, Westerly, Rhode Island 02891.

## Technical continued

Engineers strong in electronics theory and math needed as instructors by accredited correspondence school. Fulltime positions. Good pay. Excellent climate. Send resume and letter about yourself. Grantham School of Engineering, 1505 N. Western Ave., Hollywood, California 90027.

First phone—directional daytimer. 1kw Excellent working conditions and fringe benefits. Work under chief. Send experience and salary to Manager, Box 401, Brockton, Massachusetts. An equal opportunity employer.

Small market engineer—Eager to work in top 50 market station. Honest, knowledgeable, maintenance oriented family man. Call me today Roy Tobin—219-844-1230.

Chief engineer for ethnic programed station in the Hartford, Connecticut area. Write Robert I. Kimel, Box 270, St. Albans, Vermont or phone 502-524-2133.

The University of Michigan has an opening for an experienced studio engineer, radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Full fringe benefit program. Send resume to Kenneth G. Rimmer, Interviewer, The University of Michigan, Personnel Department, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Field service engineers, full or part time openings throughout U.S. enable you to share in exciting new Automation generation. Write L. Wortman, Schafer Electronics, 9119 De Soto Ave., Chatsworth, Calif. 91311

## NEWS

Join a progressive broadcast group as news director of one of five stations. Northwest Ohio city of 25,000. Good opportunity for the right man. Must have at least two years experience. Send complete resume, tape and picture to Box F-392, BROADCASTING.

Major market station seeks studio newsmen with good voice. Must be able to use the phone for gathering material and tapes, and not afraid of hard work and competition. You work with an award winning news staff at good pay, in all new facilities. Send complete resume with all references and tape to Box F-395, BROADCASTING.

Expanding North Dakota broadcasting group seeks third man for top-rated news department. Local news gathering, writing and on-air delivery. Mostly radio but some TV. Above average pay for Qualified man. Will consider beginner if strong potential. Contact John Williams, News director, KCJB Radio, Box 1656, Minot, N. Dakota 58701.

Excellent opportunity—immediate opening for newsmen. Send tape, resume and picture air mail to KEWI, 700 Kansas, Topeka, Kansas 66603.

Newsman to join professional newroom of group station. Network affiliate. Excellent opportunity. Contact news director, KMA, Shenandoah, Iowa.

## Programing, Production, Others

Program director—MOR—West Coast some air. Young multiple group. Excellent opportunity with good fringe benefits. Send tape, complete background references immediately. Box F-347, BROADCASTING.

News and sports director for Maryland AM-FM. Recognized area leader in local news and play-by-play sports Network affiliate. Excellent opportunity. Send resume, tape, and photo. Box F-398, BROADCASTING.

Program director/production man for contemporary station. Must be good board man and capable of supervising. Above average opportunity for hard working result getter. Tapes and resume to: KYSN, P.O. Box 1715, Colorado Springs, Colorado 80901. 303-634-1511.

Experienced Program Director for old established 5,000 watt. Play-by-play experience desirable but not required. Best of references. Contact Greeley N. Hilton, Co-owner. WBUY, Lexington, N. C.

## Situations Wanted Management

Twenty five years experience all phases; ten in management and ownership. Successfully completed my work here. Ready to move. Box F-243, BROADCASTING.

General Manager-FM background who has solved the mystery of FM. I approach FM as radio . . . and it works. If you seriously want your FM radio station to work, contact me. Box F-352, BROADCASTING.

## Situations Wanted Management continued

Sales manager or selling manager. Excellent record, dependable qualifications. Priorities: adult format, group, South. Box F-378, BROADCASTING.

New England Area—Manager, currently employed—A-1 producer—experienced all phases—raised  $\pm 3$  to  $\pm 1$  in less than 1 year. All markets—money and/or stock opportunity. Box F-350, BROADCASTING.

General or sales manager. Creative. Tough. Now in top three markets. Outstanding. Box F-355, BROADCASTING.

Management or program director—11 years, radio-TV—All phases—top sports—married—family—college graduate—no drifter—7 years present position. Box F-391, BROADCASTING.

Experienced Community minded Gen. Mgr. with 1st phone, 17 years experience. Prefer small market in N. C. or Fla. 36 years old—Married—available immediately. Phone 704-682-3670 or Box F-392, BROADCASTING.

## Sales

College trained, draft exempt, currently doing combo desires shift to full time sales. Big city boy looking for something in market of 100,000 plus. Contact Box F-354, BROADCASTING.

People pleaser burning for sales/promotion position leading to management. Personable young creative writer-salesman—drive time announcer—production man. \$12,000 plus. Invest 6¢ toward big dividends. Write now: Paul Burcham, 101 Beverly, Columbia, Mo. 65201.

## Announcers

Talented top forty program director. Box F-77, BROADCASTING.

Swinging country program director. Box F-102, BROADCASTING.

DJ—newscaster; college degree, third endorsed, experienced, tight board, creative, dependable, authoritative newscasting. Box F-131, BROADCASTING.

Top rated morning drive show—250,000 midwest market—desires more urban environment on either coast. Box F-144, BROADCASTING.

Young beginner: Broadcasting school grad. seeks announcing position. Prefer CGW or MOR. Relocate anywhere. Available immediately. 3rd endorsed. Box F-271, BROADCASTING.

I do sports . . . experienced. Make me an offer. Box F-273, BROADCASTING.

Morning personality, number 1 Pulse in medium market MOR station wants major market. Creative humor, MA degree, tape, resume on request. All inquiries answered. Box F-303, BROADCASTING.

Top 40 jock, late of top 5 market, is hungry. Box F-305, BROADCASTING.

Experienced announcer. 1st phone wants Maryland. Box F-324, BROADCASTING.

Exp. DJ-announcer newscaster, 3rd endorsed. Married, available immediately. Box F-325, BROADCASTING.

Experienced New York soul jock seeking employment (212) JA 6-6553, or Box F-328, BROADCASTING.

Black d.j. broadcast school grad, soul, top 40, some news. Box F-336, BROADCASTING.

Soul jock, first phone, sober, good, need money. Box F-341, BROADCASTING.

Young, married, versatile D.J. & Newscaster. Experienced. Desires permanent position with future, in the south, Florida preferred. 1st. Phone. Top 40, MOR, CGW. Box F-349, BROADCASTING.

Experienced announcer-salesman desires position with people who appreciate a gregarious and ambitious talent. Present situation includes board shift, sales, local news, community affairs. 3-yrs in present employ. Age—27, 3rd end, pride in my work. Minimum salary—\$200.00. Resume, tape, references upon request. Box F-355, BROADCASTING.

Sports minded station wanted . . . college market preferred . . . with lots of play-by-play. Seek place to settle down. Experience . . . Tape . . . First phone. Box F-357, BROADCASTING.

## Announcers continued

Need a good play-by-play man? Well here is your chance to get one. I've done basketball, football, baseball and hockey. I am reliable, willing to relocate. I have three years experience and have third class FCC license endorsed. Box F-364, BROADCASTING.

Personality with different approach, first phone, experienced, draft exempt, will relocate. Box F-365, BROADCASTING.

First-phone announcer, salesman. Available now. Six years experience. No tapes. Single, 40. Box F-366, BROADCASTING.

Negro 1st phone—four years experience in announcing, news, production and some experience in programing. No maintenance. Box F-368, BROADCASTING.

Look! Versatile, RGB, P.D. with experience in top 40 & MOR, searching for a P.D. or dj position with a top-rated pop or RGB station. A real professional with great production ability. Young with management potential. Box F-376, BROADCASTING.

1st Class license announcer/dj—Bill Wade School Graduate—Deep mature voice—wants position at up-beat MOR station. Box F-390, BROADCASTING.

Exper. dj, tight board third endorsed, versatile, relocate. Box F-394, BROADCASTING.

Experienced first phone announcer/dj/news. Desires MOR or good music format. Must be close to NYC area. No maintenance or outside selling. Availability depends upon best offer. Box F-396, BROADCASTING.

Dependable dj, 3rd, top 40, MOR, 6 years same Calif. market. Desires new position in Calif. Box F-399, BROADCASTING.

First Phone. Available immediately. If you're looking for a reliable announcer with valuable experience in equipment maintenance let's get together. Fifteen years in broadcasting but out of radio for the past five years Ph (904) 454-1373. Rod Arkell, High Springs, Florida.

Combo-man-first phone announcer—D.J. (News & Sports) trained in New York City. Draft deferred, reliable performer with solid technical education—recent broadcast grad. Available for relocation; contact: Arnold Koenig 73-50 Bell Blvd., Bayside, N. Y.

Man, 3rd endorsed, with some radio experience, wants to work part time at rural radio station. Please write to Bruce Langdon, 9312 13th Ave., So. Minneapolis, Minnesota, 55420.

Versatile first phone seeks PD, Opns/Mgr. etc. with successful, honest station near family recreation, fishing, Northwest, Rockies, Sierras, elsewhere. Prefer CGW, consider MOR. Over 6 years experience small, medium markets. Presently manager-engineer. Good production, news, resonant voice. Assist engineering. No primadonna. Age 28. Desire permanency. Bill Brink, Box 474, Falfurrias, Texas. Phone (512) 325-3728.

First phone announcer available for employment. Age 25. Experienced. Bachelor of Arts degree in speech/drama and radio/television broadcasting. Prefer east coast but will relocate for right opportunity. Call 914-312-2838 or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, N.Y.

Ready to enter profession in August. Will then receive BA degree. Experience includes; network affiliate; interviews with national figures; many phases of radio; drama background; good voice; personality; imagination; tight board; all areas of music; 3rd. ticket. While in service sent reports from Vietnam; educational and commercial background. I'd like a challenge. Resume and tapes: Gary Edwards, Box 216, Point Lookout, Missouri.

Contemporary dj/announcer, 3rd endorsed. Good voice and reading ability. Limited, but exceptional experience. Stephen Ostrow 148-15 231 St., Rosedale, N. Y. 11413. 212-723-9141.

Bright and alive morning personality looking for middle market break. Fourth year in contemporary radio. Three years with one station. 23 year old chief announcer. Married. Draft exempt. Phone Bob Rexroad 717-524-2706.

Grad Lee Allen School, 3rd endorsed, 1st soon, will guarantee by Dec. 69, 4 yrs. business experience, some experience studio equip. (313) 535-9200.

Top 40 personality seeking permanent position in Conn. Smooth sounding jock who wants to grow with you station. 22 yrs. old—3rd ticket. Ed Rice, 120 Clinic Dr., New Britain, Conn. 225-1453.

D.J. with some CGW experience wants to get into Rock. Will travel. 3rd. Alan Beall (202) 363-9039.

## Situations Wanted

### Technical

Chief engineer; mature, twenty years experience, all phases. Prefer East. Available immediately. Box F-346, BROADCASTING.

Chief engineer, 5 days, own boss, maintenance only. Box F-361, BROADCASTING.

See my advertisement under "Announcers." Valuable maintenance experience AM-FM directionals, automation, etc. Rod Arkell, High Springs, Florida. Ph (904) 454-1373.

### NEWS

News director—30 years old. Married. Family. Employed. Seeking larger market with more potential and salary. Excellent references. Neat appearance. Hard worker. Reliable. Eight years radio experience with three as news director. Third phone endorsed. Box F-278, BROADCASTING.

Mature married, award winning. Ex-investigator and lawman seeks challenging news director position with future. Box F-289, BROADCASTING.

Experienced newsmen, B.S. Communications, seeks on-air and gathering position, market, 200 thousand plus. Box F-372, BROADCASTING.

News director with 15 years broadcast experience desires to make change. Currently director of 500,000 metro market Florida CBS affiliate, but willing to work as newsmen in top professional department, prefer pleasant climate. Top references, no floater. Box F-374, BROADCASTING.

### Programing, Production, Others

College graduate, 3rd endorsed, 3½ years experience. Energetic, imaginative, strong on production & creative commercial continuity. Box F-202, BROADCASTING.

15 years broadcast experience, 8 years with major group in top 50 market. Ready to move to medium market, AM or FM Program Director slot. Prefer Northeast. Presently employed, stable, married. Box F-216, BROADCASTING.

Group program director seeks single station in major market. Contemporary administrator. Proven success. Box F-224, BROADCASTING.

Experienced operations, traffic, continuity director, writer. Available July. Free to relocate, travel. Familiar with educational, head start programs. Box F-329, BROADCASTING.

Wide experience-idea man. First phone, years of experience. I'll make your station cogent. Box F-343, BROADCASTING.

Medium market program director seeks major market. 21, 5 years, Texas, Oklahoma, New Mexico. Top 40. C&W. good voice, strong news. Box F-387, BROADCASTING.

## TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

TV station owned by growing group operator—must have station promotion experience—good salary—excellent location West. Box F-309, BROADCASTING.

TV station owned by growing group operator—must have production and TV station experience. Need top right-hand man for the general manager. Good salary—excellent location West. Box F-310, BROADCASTING.

Energetic and imaginative film production camera-man for group owned station in top ten market. Must be thoroughly familiar with Aeroflex single/double system editing and photography. Documentary and production work. Shoulder harness capability a must. Box F-356, BROADCASTING.

### Announcers

Announcer who can direct or director who can announce needed by medium market VHF in mid-west. You will spend most of your time doing whichever you do best but will have to do some doubling. Will consider radio announcer who wants to learn directing. Send photo, audio tape, resume and salary requirements to Box F-369, BROADCASTING. An equal opportunity employer.

## Announcers continued

Join the McLendon Station team. An immediate opening has been created for a television announcer-personality at KCND-TV, Pembina, North Dakota. Top wages, working conditions and fringe benefits. Will consider (train) radio personality. Contact R. Vincent—Manager—701-825-6292, or send tape, picture and resume to KCND-TV, Box 191. KCND is an equal opportunity employer.

California CBS-TV affiliate needs weatherman or weathergirl for two shows daily, Monday-Friday. Primary requirement is bright, loose, extrovert type on-air projection. Meteorology background helpful, but not necessary. No age limitations. Send resume and video tape with first letter, or call to Phil Corvo, program director, KXTV, Box 10, Sacramento, Calif.

### Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Immediate opening for right man in number two engineering slot. TV serving large Southern market, member of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

TV Engineer-Technician for supervisory position or to train for supervisory position. Excellent growth opportunity for man strong on maintenance or theory. Group operation offering good starting salary commensurate with experience or training. Modern plant, substantial market, pleasant community in eastern Great Lakes area. Box F-240, BROADCASTING.

Immediate opening, 1st phone engineer for full color. Studio experience desirable, contact Jim Lockerd, KSWO-TV, 405-355-7000.

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. 712-1122.

Opening for two staff engineers, one operator and one maintenance man. All new equipment, full color, RCA. Call 919-637-2111 or write W. M. Christman, Chief engineer, WNBE-TV, New Bern, N.C. 28560.

Immediate openings for experienced and inexperienced engineers. Must have 1st phone. Salary commensurate with background and experience. Send your resume to Mr. Roger Hale, Chief Engineer, WTVM, Box 1848, Columbus, Ga. 31902.

Engineering Maintenance Position Available—Excellent working conditions—television & videotape experience necessary—FCC radio-television first class license required—send resume to: NET Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

### NEWS

TV Newsmen, for top-rated Florida station. Good at reporting, writing, on-air. An equal opportunity employer—M-F. Box F-184, BROADCASTING.

Immediate opening. Sports-news combo. Radio and TV. Nine man staff, will be #2 in sports. Some play by play. Midwest medium market, good town. Also, due to draft, have full-time news opening. Send details, tape, photo to Box F-282, BROADCASTING, or call Jack, 319-364-4194. Equal opportunity.

Midwest independent UHF station is now auditioning candidates for News Director. We are a top 20 station looking for a young aggressive experienced newsmen. Strong on-camera personality. Must organize an all-new News Department from the ground up. Please send complete resume, video tape or audio tape and photograph with first letter. Box F-333, BROADCASTING.

Good opportunity for TV working newsmen for Upper Midwest ABC affiliate. Must be an experienced reporter-writer-on-air performer. Send VTR and picture when making application. Mail applications to Mr. Joseph Carney, Director of Operations. KMSP-TV, 120 South 9th Street, Minneapolis, Minnesota 55402 or phone 612-339-8811. An equal opportunity employer.

Newsman for award winning radio and TV news department. Prefer man experienced in writing, filming techniques and air work. Send resume and tapes to news director, WSBT AM/FM/TV, 300 West Jefferson Boulevard, South Bend, Indiana 46601.

## Programing, Production, Others

Major southeastern state network production center seeks young creative production personnel. Load includes heavy continuing education and public affairs—some ITV. Positions: Producer-director (\$8,200) minimum—2 years experience, degree. Producer-director (\$7,200) minimum—1 year experience, degree. Producer-director (\$6,200) degree. Send resume to Box F-257, BROADCASTING.

Producer/Director for AM woman's talk show, top ten market. Should have two years experience producing similar program. Box F-330, BROADCASTING.

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those with such experience will be accepted. Box F-331, BROADCASTING.

Artist midwest network VHF, layout, handletter, hotpress . . . All color, some print and set design. Send resume and salary requirements to . . . Box F-358, BROADCASTING.

Head director with some experience for small market midwest station. Excellent opportunity for advancement. Box F-360, BROADCASTING.

ITV Director—forward-looking metropolitan public television station needs experienced innovative ITV director. Some background in teaching and instructional technology required. Salary competitive with market and commensurate with experience. Include full resume with reply. Box F-363, BROADCASTING.

ETV station staff producer-director. Experience necessary, \$11,000. Contact: W. D. Donaldson, KTCATV, 1640 Como Ave., St. Paul, Minn. 55108.

## TELEVISION

### Situation Wanted Management

General Manager. Twelve years experience as g.m. in both VHF and UHF. I know sales inside and out, plus the inner details of accounting, programing, promotion and engineering. Community leader, a family man, college grad who will put your best foot forward. Need greater financial challenge. Present employer knows I'm looking. Box F-239, BROADCASTING.

Operations/Program manager. Nineteen years experience; twelve years present market. Prefer East-Southeast. Box F-342, BROADCASTING.

Sales manager or general manager, medium to large market. Makes right decisions, good sales closer. Widely known, top leader, finest references. Family, college grad, age 45. Stable. Entire career in broadcasting. Currently engineer. Box F-344, BROADCASTING.

TV station manager will consider relocation. Twenty years experience in television administration, sales, and programing. Early 40's, excellent record and exceptional references. Box F-381, BROADCASTING.

Television department coordinator with major college degree association with University or Junior College to develop CCTV, ITV and Instructional Television. Twenty-two years commercial television experience plus University faculty position (teaching undergraduate and graduate level courses in TV Management, Sales, Programing, Production and Operations). Available late August. Box F-334, BROADCASTING.

General manager or sales manager—professional broadcast management; outstanding profit & sales performance; sound judgment; good experience; excellent contacts and references . . . Seek opportunity and challenge. Write F-403, BROADCASTING.

### Sales

Local salesman, proven top earner major group, mature, experience every department. Seeking executive sales or administration. Box F-350, BROADCASTING.

Television salesman with invaluable experience in sales, programing and production. Box F-353, BROADCASTING.

### Announcers

TV Staff announcer, long experience seeks move after nine years present position. Prefer South. Box F-359, BROADCASTING.

### Technical

Engineering manager, twenty years top experienced. 14 years management. Exceptional references. Looking for top spot with solid organization. Box F-371, BROADCASTING.



## News

Draft-exempt August graduate for Eastern market TV news position. Box F-353, BROADCASTING.

**Newsman**—TV field reporter million+ market. On-air radio nation's third market. Also, wire service, newspaper and network newswriting. Looking for right spot in TV news. Box F-375, BROADCAST-ING.

**Black announcer-newscaster** . . . radio or TV . . . 1 year TV newscast training with KQED-TV's newsroom, San Francisco . . . Broadcast school, third phone endorsed, 2½ years college. Mature voice. Will relocate for right opportunity. For inquiry write: Chet Hancock, P.O. Box 948, Berkeley, Calif. 94701.

**Young, black experienced, female TV news reporter.** Solid journalism background (Time, AP, N. Y. Times). Working for award winning news show. B.A. English, two languages, well traveled. Available Sept. or winter as air reporter or news writer, east or west coast, Europe. c/o KQED Newsroom, San Francisco.

**Young, black TV newsman,** presently with KQED newsroom in San Francisco. Studied journalism at Stanford University's Broadcasting and Film Institute and the University of California at Berkeley. Seek position as air reporter or news writer, east or west coast or Europe. Photo and full resume available upon request. Robert Martin, KQED-TV, 525 4th St., San Francisco.

## Programing, Production, Others

**Experienced director** desires a challenging position. News pack experience, remotes, Network exp. Married and stable. No floater. Top references. Box F-334, BROADCASTING.

**Director in eastern medium market** desires more challenging position in similar capacity at more progressive station. College degree in television plus graduate work. Ten years in television, five years in present capacity as director of newscasts, public service and entertainment programs and commercial productions, at full-color, network, commercial VHF station. Experienced in all phases of television, seeking station that will fully utilize abilities. Most willing and anxious to relocate immediately. Box F-362, BROADCASTING.

**Director-producer,** top 40 southern market desires more creative opportunity in similar capacity. Fifteen years in broadcasting, ten in television. College trained, experienced in every phase of broadcasting. Presently directing news, public affairs programs with commercial assignments at full color station. Seeking station that desires and recognizes "professionalism." Anxious to relocate immediately to station that will utilize abilities fully. Box F-377, BROADCASTING.

**TV program manager** with major market experience in administration, programing, production & film buying. Box F-382, 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.

**New educational radio station** looking for equipment; donations tax deductible, we will pay shipping; or will purchase. Limited budget. Contact: WBCH, Fritz Maehling, Cromwell Hall, #919, Indiana State University, Terre Haute, Ind. 47309, or phone 812-234-6611, ext. 700.

## 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. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

**Gates BC-5B transmitter.** Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

**Towers for sale,** AM-FM & cable TV, United States Towers & Construction, 249 Bartow Lane, Petersburg, Virginia.

**Spotmaster,** Scully, Magnecord, Crown, Omega, Infonics duplicators, Lease, finance, trade, Audiovox, Box 7067-55, Miami, Florida 33155.

**Visual 6000 TV Automation system**—true time and elapsed time switching, 12 pre-rolls 2-punch tape readers, one tape punch-audio switcher for mixes and audio follow. Unit in service and can be seen by appointment. Also—GE PF 10-16mm continuous motion TV projector; GE TV86 optical multiplexer; GE PE21 vidicon film chain. John Neek, WPXI, 220 E. 42nd St., New York, N.Y.

**RCA BTA 1M,** good condition. 1500' RGU17, 300' lengths. KZIA, Box 1047, Albuquerque, N.M.

## FOR SALE—Equipment—(cont'd)

**HP-205AG Audio generator** \$125.00. F. M. Powell, Box 106, Fayetteville, N.C. 28302.

**H.P. Monitor.** Excellent condition. Also, Gates Sta-Level- and International Crystal standard model 1120. WCMC-AM-FM, Wildwood, New Jersey.

For sale, TR-22-C Low band mono RCA Quadhead/TR prewired for color but modules not included. \$25,000. Contact: W. M. Christman, chief engineer, WNBE-TV, New Bern, N.C. 28560. Telephone 919-637-2111.

**EMC Inc. translator,** model HRV-D, 1 watt, CH-2/13. Used less than three months, F.O.B. Valparaiso —\$500.00. L. A. Pierce, Chief Engineer, Station WBBM-TV, 630 N. McClurg Court, Chicago, Illinois 60611.

**Ampex 300-C tape recorder.** First \$750. Full track. Phone 816-254-8848 or Box F-400, BROADCAST-ING.

## MISCELLANEOUS

**Deejays!** 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

**Voice Drop-ins** Los Angeles success sound can make you number 1. 50 professionally taped comedy drop-ins only \$5. ROW Broadcast Associates, 6158 Debs, Woodland Hills, California 91364.

**Coverage Maps**—Attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and cost write Ed Felker, Box 141, Ambler, Pa. 19002. Phone 215-613-0637.

"Unique" Source Guide. "Hard to find" names—addresses, prices of products and services for: deejays, PD's, managers. Save time, save money! \$4.95—Write for "Free" brochure. Command, Box 26348, San Francisco 94126.

**Happy Huffman Enterprises** offers a complete one-letter service for only \$35/year. Our subscribers say it's the best they've ever used. Write: 4213 Riverdale, Anaheim, Calif.

**Complete audio service**—We provide 24 hour air checks from all media and specialized programs—Music for automated systems, public service. Feed-back Productions, 520 5th Ave., N.Y. 10036.

## INSTRUCTIONS

**FCC License and Associate Degree** in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

**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.

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-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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.

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.

Announcing, programing, production, newscasting, sportscasting, console operation, disc 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.

## INSTRUCTIONS continued

**Radio Engineering Incorporated** Schools have 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 Aug. 4 and Sept. 8. 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. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Follow the leader to a fast first phone. . . . The nation's original four week accelerated course with results guaranteed. . . . Tuition \$295.00. GI approved, next class July 7th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. Phone 615-297-8084.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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 July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W. 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245, V.A. approved—student loan program.

Follow the leader to East Hartford, Connecticut . . . the nation's original four weeks accelerated first phone course with results guaranteed. Tuition \$295.00, next class July 21 . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Conn. 06118 . . . phone 203-289-9400 . . . Associated with TIB, Nashville, Tenn.

What are the needs of the broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight board, able to write & produce good commercial material, help develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write, Don Martin School of Radio & TV, (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Go first class! First class license in four weeks or less. Total cost \$295.00. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 Fairfax Ave., Nashville, Tennessee 37203. 615-297-3213 or 859-2480.

## RADIO—HELP WANTED

### Management

## WISCONSIN

Sales Manager needed immediately for small market station near beautiful Lake Michigan recreation area. \$10,400.00 salary plus liberal bonus arrangement and option to purchase 15% after 6 months.

Box F-339, Broadcasting.

**Sales**

**Immediate Sales Opening  
Chicago Office  
Major Trade Publication**

Excellent career opportunity for experienced, creative salesman who knows Midwest, particularly the major markets like Detroit, Cleveland, Twin Cities, St. Louis et al. Prefer college graduate, under 40, married, living in or near Chicago. Salary and commission. Pension plan. Health benefits.

Send detailed background, references, picture, to:

**Box F-401, Broadcasting.**

**LONG ISLAND  
SALES OPPORTUNITY**

Largest coverage radio station on the Island has excellent opportunity for professional salesman. Excellent salary and benefits. Exciting concept in music and format makes this unique opportunity. Excellent future. Send resume or letter in complete confidence.

Malcolm E. Smith, Jr., Pres.  
Long Island Broadcasting Corp.  
Islip, Long Island, N.Y. 11751

**SALES MANAGER-INVESTOR**

Northeast—Important Market Small station at Bottom needs dynamic sales manager. Willing to sell piece of station to right man.

**Box F-332, Broadcasting.**

**SALESMAN**

I have an opening for a good salesman who will have his own multistate territory west of the Mississippi. This is a salaried job—no commission—with excellent fringe benefits.

**Box F-404, Broadcasting.**

**Help Wanted—Announcers**

**RARE OPPORTUNITY—  
CLEAR CHANNEL**

50Kw is looking, and listening for that spark of friendly sincerity that makes you interesting and fun to hear. You've mastered the technique of communicating your personality with few words, and have the combo timing necessary to make format move. Off mic you're aware of your community, well-educated, knowledgeable, responsible.

**WE HOPE THIS IS YOU**

If so, one of the nation's great facilities is interested. First step: resume of personal/professional background, "reduced" air-check. No calls.

Alan Wilson, Administrative Assistant  
in Employee Relations

**WHAS, INC.**

520 West Chestnut Street  
Louisville, Kentucky 40202

**Announcers continued**

**New York—Los Angeles  
Chicago—Detroit—Philadelphia**

America's finest contemporary radio station in one of the top five markets is modestly seeking a great personality DJ. You will be well paid. Good luck!

**Box F-322, Broadcasting.**

**TALK SHOW MODERATOR**

wanted for major market Florida station. Do your talking where the weather is tops year round. We're looking for a pro who knows how to handle controversial subjects, guests, and listeners for a daily phone-in show. Great opportunity with a highly successful station. Rush tape, resume, salary requirements to:

**Box F-335, Broadcasting.**

**Technical**

**Sound Maintenance Engineer**

Required for large 5-studio complex in N.Y. Experienced in motion picture recording equipment Selsyn systems, re-recording equipment, Selsyn systems, re-recording consoles, optical recorders, installations, etc.

Contact: **Ron Brown, Recording Studios, Inc., 212 W. 48 St., NYC, 212-757-8855.**

**Programing, Production, Others**

**Editorial Researcher-Writer  
Community Affairs Director**

New position with ABC Owned Station in Houston. Requirements: college degree, research and writing experience in radio, TV or print. Must be willing to dig for facts—talk to community leaders; present views clearly. Send resume with references and any supporting material to:

Ronald L. Sack  
Vice President & General Manager  
KXYZ Radio  
1602 Fannin Bank Building  
Houston, Texas 77025

**Situations Wanted Management**

I can put excitement in your sound, dollars in your pocket!

Former Station Owner, Dynamic Sales Executive and Keen Administrator. Interested in Station Management, New York City—or in sparking your NYC Corporate Headquarters. Highest References.

**Box F-185, Broadcasting.**

**GENERAL MANAGER  
PROFESSIONAL RADIO BROADCASTER**

Currently employed manager wants position with high requirements and commensurate salary. My experience can be your asset.

**Box F-351, Broadcasting.**

**Situations Wanted**

**Announcers**

**DEPENDABLE MORNING MAN**

#1 in market with 12 years experience + net quality. Married. Now available for professional station in major market with adult programing.

**Box F-388, Broadcasting.**

**Announcers continued**

**LOOKING  
FOR AN  
ANNOUNCER?**

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

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of Broadcasting**

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Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

**Situations Wanted Programing**

**#1 #1 #1 #1 #1 #1 #1**

FIVE STATIONS NUMBER ONE!

#1 They are current clients of GRAHAM'S RICHARDS. If you could use a #1 rating for your radio station(s) contact Graham at 3104 Belmont Blvd., Nashville, Tenn. 37212. Success stories in Top 40, MOR and Modern C&W programing.

**#1 #1 #1 #1 #1 #1 #1**

**TELEVISION—Help Wanted**

**Management**

**TV STATION MGR.  
Heavy In Advertising Sales  
KBK-TV-CBS Affiliate  
Bakersfield, Calif.**

Replies Confidential Write:  
Burt I. Harris  
Harriscope Broadcasting Corp.  
10889 Wilshire Blvd.  
Los Angeles, Calif. 90024

**Television continued**

**Technical**

# TV NETWORK TECHNICIANS

*Applications from  
all races welcomed*

Minimum two years of specialized technical training either on college level or recognized technical school. 3rd class radio telephone license required. Some practical experience necessary.

Excellent salary, opportunity and growth potential.

Send detailed resume to Box 1856, 125 West 41st St., New York, N.Y. 10036

**CATV TECHNICIAN**

Knowledgeable. Maintain 30 mile top quality, solid state, aerial plant. Good wages. Good working conditions. Metropolitan New York area. Write:

Box F-386, Broadcasting.

**News**

**Newscaster-Commentator**

top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact. Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer.

Box F-304, Broadcasting.

**Press Information Writer**

Immediate opening for someone to assume a challenging position with one of the Nation's top broadcast groups. Position entails the writing of news releases, handling of station talent and press parties. We prefer someone who has had experience as a TV writer; however, we will consider a recent journalism graduate. Company offers a good starting salary, excellent fringe benefits program and good promotion possibilities.

Send samples of news writing and detailed confidential resume including salary history to **W. H. Wills, Promotion Director, WLWT, Avco Broadcasting Corporation, 140 West 9th Street, Cincinnati, Ohio 45202.**

*Equal Opportunity Employer M/F*

**Programing, Production, Others**

**TEACHING OPPORTUNITY**

Instructor to teach TV production. Junior College. Boston. Begin late August. Minimum requirements: Bachelor's Degree (Master's preferred), five years professional TV production experience, including color. Send complete resume and financial requirements to:

Box F-252, Broadcasting.

**BUSINESS OPPORTUNITY**

**STATION REP FOR SALE?**

Interested in acquiring spot television representative business, N.Y.C. and out-of-town offices. Replies strictly confidential.

Box F-348, Broadcasting.

**Employment Service**

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**CASH FOR  
AM RADIO AND TV PROPERTIES**  
in top 60 markets. Must have positive cash flow. Principles only. All inquiries given quick confidential attention.

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Highly-rated, well-financed client seeks broadcasting acquisitions in top 250 markets. Must be profitable. Can offer cash or stock and retain management. Principals reply in confidence to:

Box F-327, Broadcasting.

**INTERESTED IN ACQUIRING**

Radio Station in small market, preferably in Virginia, or North Carolina. Financially responsible. All replies held Confidential.

Box F-370, Broadcasting.

**For Sale Stations**

**STATIONS FOR SALE**

1. TOP FIFTY MARKET. Pacific Coast state. Priced \$300,000. Terms to qualified buyer.
2. CENTRAL STATE. Exclusive. \$175,000. Terms.
3. MAJOR MARKET. Eastern Seaboard. Price \$450,000. Terms.
4. CALIFORNIA. Medium market FM. \$125,000. Terms.

## Jack L. Stoll and ASSOCIATES

6381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

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RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.**

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R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS—CONSULTANTS**

**MISSOURI AM**

Exclusive daytime soon to add FM. Poor health Owner-operator situation. Very profitable. \$175,000 29% down balance in two years. State finances, references. Write do not call:

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Wheaton, Illinois

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265-3430

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Wash.	small	daytime	97M	SOLD	Pa.	small	FM	160M	29%
Ohio	small	daytime	200M	Cash	Fla.	small	Coastal	85M	29%
N.Y.	medium	profitable	700M	Cash	Okl.	small	FM	100M	29%
Ore.	medium	AM & FM	175M	50M	M.W.	major	daytime	200M	50M
S.E.	major	profitable	1031M	Merger	West	major	AM & FM	425M	29%



**CHAPMAN ASSOCIATES**

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Atlanta, Ga. 30309

(Continued from page 85)

- III. KFOX Long Beach, Calif. KFOX-FM Los Angeles, WLKY-TV Louisville, Ky., and WAST(TV) Albany, N.Y. Ann. June 18.
- KTRB-AM-FM Modesto, Calif.—Seeks transfer of control of KTRB Broadcasting Co. from William H. Bates Jr., deceased (100% before, none after), to Crocker Citizens National Bank, executor of estate of William H. Bates Jr. (none before, 100% after). No consideration involved. Ann. June 23.
- KEWQ Paradise and KEQR Chico, both California—Seek transfers of control of Butte Broadcasting Co. from William P. and Evelyn L. Ledbetter (each 16% before, none after) to Carl J. Auel and Scott L. Smith (each 16% before, 33% after). Consideration: \$2,000. Principals: Mr. Auel is station manager for Family Stations Inc. Mr. Smith is vice president of Family Stations Inc. Licensee of KEAR San Francisco. KEER Sacramento. KECR El Cajon. WKDN Camden. WTME Newark and applicant to purchase WGMI-TV Gary. Ann. June 18.
- KSLY San Luis Obispo, Calif.—Seeks assignment of license from Ben Wickham to Homer Odum for \$170,000. Principal: Homer H. Odum is vice president and general manager of WTTO Toledo, Ohio. Ann. June 23.
- WDSP Defuniak Springs, Fla.—Seeks transfer of control of Eucluee Valley Broadcasting Co. from Marie F. Douglas (100% before, none after) to Dean and JoAnn S. Hubbard (jointly none before, 70% after) et al. Consideration: \$77,500. Principals: Dean Hubbard is former vice president of WMIS Natchez, Miss. Ann. June 23.
- WILZ St. Petersburg Beach, Fla.—Seeks assignment of license from Holiday Isles Broadcasting Co. to Millbeck Broadcasters Inc. for \$180,000. Sellers: C. W. Mackey, president, et al. Buyers: Arthur Neil Millman, president (85%), et al. Mr. Millman is manager of furniture, paint and wallpaper business. Ann. June 18.
- WAUC Wauchula, Fla.—Seeks assignment of license from WAUC Broadcasting Co. to Samuel L. and Richard C. Rosenberger for \$65,000. Sellers: Royce D. and Sarah Sanford Plummer (jointly 100%). Buyers: Samuel L. and Richard Rosenberger (each 50%). S. Rosenberger is employe of South Central Bell Telephone Co. R. Rosenberger is employe of Defense Department. Ann. June 23.
- WFOM Marietta, Ga.—Seeks transfer of control of Woofum Inc. from William L. Bost, executor of estate of Albert L. Jones (100% before, none after), to James A. Davenport III (none before, 100% after). Consideration: \$50,000. Principals: James A. Davenport, former station manager, now president of WFOM. Ann. June 24.
- KAIN Nampa, Idaho—Seeks assignment of license from KAIN Inc. to Elizabeth L. Cain and Howard Nafziger for purpose of corporate dissolution. No consideration involved. Principals: Elizabeth L. Cain and Howard Nafziger (each 50%). Ann. June 18.
- WSIP-AM-FM Paintsville, Ky.—Seeks transfer of control of Big Sandy Broadcasting Co. from Parker West, Florence Brooks Murray and Lula Murray (jointly 50% before, none after) to Paul G. Fyffe (25% before, 70% after) and James D. and Thomas Cox (each 12.5% before, 15% after). Consideration: \$70,000. Principals: Messrs. J. and T. Cox each own 25% of auto parts supply firm and 33% of motel, and 25% and 12.5%, respectively of auto dealership. Messrs. J. and T. Cox and Fyffe own 8 1/4%, 8 1/4% and 16 1/2%, respectively, of applicant for new AM at Louisa, Ky. Ann. June 24.
- WMIC-AM-FM Sandusky, Mich.—Seek transfers of control of Sanilac Broadcasting Co. from Robert P. Benko and Robert Cudney (each 33 1/3% before, 25% after) to George E. Benko (33 1/3% before, 50% after). Consideration: \$14,000. Ann. June 18.
- WQIC Meridian, Miss.—Seeks assignment of license from Stanleigh O. Torgerson to Torgerson Broadcasting Co. for purpose of incorporation. No consideration involved. Principal: Stanleigh O. Torgerson, sole owner. Ann. June 23.
- WKLM Three Rivers, Mich.—Seeks transfer of control of Voice of Three Rivers Inc. from Joseph F. Butler (45.7% before, none after) and Ralph E. Patterson (8.1% before, none after) to Williams County Broadcasting System Inc. (none before, 53.8% after). Consideration: \$130,000. Principals of Williams County Broadcasting: J. Midendorf II, president (25%), Carl L. Shipley, vice president-secretary (51%), et al. Buyers own WWSM-FM and WBNO-AM-FM, both Bryan, Ohio. Mr. Shipley is attorney. Ann. June 23.
- KPRS-AM-FM Kansas City, Mo.—Seek transfers of control of KPRS Broadcasting Corp. from J. Paul Marcum (10% before, none after) and Sidney Rainen (6% before, none after) to Andrew R. and Mildred M. Carter (jointly 38.6% before, 54.6% after). Consideration: \$99,350. Ann. June 18.
- KLYK-FM Longview, Wash.—Seeks transfer of control of Garner Investors Inc. from James E. Hammer, Neil R. Burmester et al. (as a group 100% before, 33 1/3% after) to Columbia Theatre Co. (none before, 66% after). Consideration: \$2,000. Principals of Columbia Theatre Co.: Fredric A. and Jessie M. Danz (each 50%). F. Danz owns KODL The Dalles, Ore. Buyers own numerous movie theaters and amusement operations. Ann. June 18.
- WBNB-TV Charlotte Amalie, V.I.—Seeks transfer of control of Island Teleradio Service Inc. from Robert Moss, Robert E. Noble Jr., Faye Russell and Kenneth Granger (as a group, 100% before, none after) to Television Communications Corp. (none before, 100% after). Consideration: exchange of stock valued at about \$840,000. Principals of Television Communications Corp.: Alfred R. Stern, president (29.05%), et al. Mr. Stern has interests in cooperative advisors. Television Communications Corp. is group CATV owner. Ann. June 20.

## Actions

- WHUT Anderson, Ind.—Hearing Examiner Chester F. Naumowicz Jr. in initial decision granted assignment of license from WHUT Broadcasting Co. to Eastern Broadcasting Corp. for \$650,000. Seller: J. W. O'Connor, sole owner. Mr. O'Connor owns 72% of and is general manager for WCIU-TV Chicago. Buyers: Roger A. Neuhoff, president and treasurer (75% held jointly with wife), et al. Mr. Neuhoff owns 50% of four merchandising companies and owns WHAP Hopewell, Va. Action June 23.
- WGMZ-FM Flint, Mich.—Broadcast Bureau granted transfer of control of Metrocom Inc. from Philip R. Munson (52% before, none after) to Model Associates Inc. (none before, 52% after). Principals: Hermina M. and Stanley A. Marks, executrix and executor of estate of Henry A. Marks (jointly 74.8%), et al. Mr. Marks owns 45% of New York stock broker firm. Consideration: \$75,539. Action June 18.
- WSSB Durham N.C.—Broadcast Bureau granted assignment of license from WSSB Inc. to Woods Communication Corp. for \$600,000. Sellers: J. S. Beattie, president-treasurer and Betty Beattie, secretary (jointly 75%) and Charles Eckles, vice president (25%). Sellers are former owners of WYPR Danville, Va. Buyers: John Woods, president-treasurer (27.8%), et al. Mr. Woods is former production director of WHEC Rochester, N.Y. Action June 18.
- WCRE Cheraw, W.G.C.D. Chester and WBUG Ridgeland, all South Carolina—Broadcast Bureau granted transfers of control of The Dispatch Broadcasting Co. from Mary Cecil Sink (50.3% before, none after) to Joe S. Sink (20% before, 45.15% after) and Fred O. Sink Jr. (19.4% before, 44.51% after). No consideration involved. Principals: Messrs. Joe and Fred Sink Jr. each own 50% of WPHY, Benson, N.C. Action June 18.
- WFIG Sumter, S.C.—Broadcast Bureau granted assignment of license from Radio Station WFIG Inc. to Gamecock City Broadcasting Inc. for \$200,000. Sellers: Rev. Harvey T. Llaughter, president (51%), et al. Sellers own WBMS Black Mountain, N.C. Buyers: Jeff D. Methven, president (10%), and Clifford B. Marshall (90%). Buyers own KPLT-AM-FM Paris, Tex. Mr. Marshall is associate broker with Blackburn & Co., media brokers. Action June 17.
- KFMP(FM) Port Arthur, Tex.—Broadcast Bureau granted assignment of license and SCA from Radio Southwest Inc. to KWEN Broadcasting Co. for \$35,000. Sellers: George C. Breeding Jr., president, et al. Buyers: Felix and James Joyn't (each 50%). Messrs. Joyn't own KCAW Port Arthur, and appliance company. Action June 18.
- KIXX Provo, Utah—Broadcast Bureau granted assignment of license from Western Broadcasting Co. to KIXX Inc. No consideration involved. Principals of Western Broadcasting Co.: German S. Ellsworth, president, et al. Principals of KIXX Inc.: F. A. and Phyllis Van Wagenen (jointly 59.2%), H. E. and Ruth S. Van Wagenen

(jointly 36.2%), et al. Principals are former owners of KIXX. Action June 18.

- WRVF(FM) River Falls, Wis.—Broadcast Bureau granted assignment of CP from Wisconsin Radio Inc. to River Falls Radio Co. for \$5,608.29. Sellers: John D. Rice, president (50%) and Vena H. and James W. Rice, vice president-treasurer and secretary, respectively, (jointly 50%). John D. Rice owns WRJC Mauston and 26% of WCOW-AM-FM Sparta, both Wisconsin. Mrs. Rice owns 74% of WCOW-AM-FM. Buyers: Earl J. Marnarch, president, Clarence S. Filkins, vice president, John F. Murry, secretary-treasurer, John Rauchnot, Richard N. Fox, Clifford J. Hilden, Thomas A. Giere, Frank J. Herges and John D. Rice (each 11.1%). Mr. Marnarch owns beer distribution company. Mr. Filkins owns oil company and service station. Mr. Murry is lawyer. Mr. Rauchnot owns ranch, hotel and restaurant. Mr. Fox owns hardware store. Mr. Hilden owns real estate firm. Mr. Giere owns automobile dealership. Mr. Herges owns restaurant, 75% of TV production company and 50% of liquor store. Buyers own CP for AM at River Falls. Action June 18.

## Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through June 25. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Casa Grande, Ariz.—Three firms have applied for a franchise: KPIN Casa Grande, represented by Dale Bennett; Casa Grande Cablevision Inc., represented by Richard Watts; and Richard McAnally and Bernard LeRoy.
- East Palo Alto, Calif.—Peninsula Cable TV Inc. has been granted a franchise. The firm already operates systems in Belmont, Redwood City and San Carlos, all California.
- Patterson, Calif.—California Cable System, represented by Knox La Rue of Stockton, Calif., has applied for a franchise. The firm would charge \$5.50 per month plus 50 cents for each additional outlet. A previous applicant was Triangle Cable Co.
- Gulfport, Fla.—Teleprompter Corp., represented by Howard W. Moffat, has applied for a franchise. Subscribers would pay \$4.50 per month.
- Pahokee, Fla.—Teleprompter Corp., New York (multiple CATV owner), has applied for a franchise.
- Elgin, Ill.—Consolidated Cable Utilities Inc., Chicago, has applied for a franchise. The firm would pay a minimum of \$1,000 a month, beginning 30 days after the franchise was issued. The company already holds franchises in Aurora, Oswego and Yorkville, all Illinois. A previous applicant in Elgin was Time-Life Broadcast Inc., New York (multiple CATV owner).
- Sanford, Me.—Casco Cable Television Inc. and Coastal Cable and Antenna Inc. of Biddeford, Me. have applied for a 10-year franchise.
- Hudson Falls, N.Y.—Champlain Cablevision Corp., Troy, N.Y., represented by Lee Ehrlich and attorney William Kenneally, has applied for a franchise. The firm already operates systems in Ticonderoga and Whitehall, both New York.
- Kingsbury, N.Y.—Champlain Cablevision Corp., Troy, N.Y., represented by Lee Ehrlich and attorney William Kenneally, has applied for a franchise. The company already operates cable systems in Ticonderoga and Whitehall, both New York.
- Pulaski, N.Y.—Jefferson Cablevision Corp., Brownville, N.Y., represented by William and Howard Maxon, has applied for a franchise. The firm would pay 5% of its gross annual income. The firm would charge \$20 for installation and \$5 monthly.
- Cinnaminson, N.J.—The franchise of General CATV Corp., Delran, N.J., has been cancelled by the township. A resolution approved by the township committee said the company had failed to make arrangements with the Bell Telephone Co. and the FCC for the franchise installation.
- Okmulgee, Okla.—Ron McAfee and Bud Gaither of Henryetta, Okla., have applied for a franchise.

Yabba dabba doo, as Fred Flintstone would say. It's anniversary time at the Hanna-Barbera shop in Hollywood. This spring the shopkeepers mark 30 years as partners.

Thirty years! In a milieu where it's often "hi, pal" today and "get lost" tomorrow, three decades and still talking to one another are achievements that deserve to be enshrined in Grauman's Chinese cement. Better still it's burned into television tubes over the country.

Much of what sportsman Bill Hanna and artistic Joe Barbera have wrought in their years together can be seen on network television any Saturday morning. It's doubtful that any single supplier ever dominated so large a chunk of weekly programing. At last look Hanna-Barbera was responsible for 6¼ hours on ABC-CBS-NBC on Saturday mornings (with an additional half-hour in prime time on Sundays).

And with the production lines for another television season already in gear, it's apparent that H-B again will be among the major suppliers of new and returning network programing. First there will be 17 episodes each in three new half-hour series for CBS-TV—*Dick Dastardly and Muttley in their Flying Machines*; *Scooby Doo, Where Are You!*, and *Perils of Penelope Pitstop*. There'll also be 17 episodes of a new hour musical-variety series titled *Cattanooga Cats* for ABC-TV, with top 40-type music created especially for the show. In addition, H-B have won renewals for repeats of 17 segments of *The Banana Splits Adventure Hour* on NBC-TV (material for the *Banana Splits*, live performers costumed as animals who act as hosts for the show, will be new), and renewals, too, for reruns of 26 half-hours each of *Jonny Quest* (CBS-TV), *The Flintstones* (NBC-TV), *The Jetsons* (CBS-TV), and 17 half-hours of reruns of *The Adventures of Gulliver* (ABC-TV).

It adds up to nine shows, 10 hours, of programing, or some 200 individual program episodes.

"I think we're going to have one of our biggest years as far as Saturday morning programing is concerned," reports dark-haired Joe Barbera.

"We feel that both for Hanna-Barbera and Taft Broadcasting it's going to be a big year," emphasizes silver-haired Bill Hanna.

This is not necessarily the standard Hollywood hyperbole at work. "Bill Hanna and Joe Barbera run a neat, efficient, and hard-hitting organization," Taft Broadcasting announced before acquiring Hanna-Barbera Productions Inc. on Dec. 31, 1966, for \$10,248,567 cash and 60,000 of its common shares.

Currently, Hanna-Barbera, a division of the Taft organization, is diversifying away from its reputation as an anima-

## The duo responsible for filling the gap on Saturday morning

tion house. The division encompasses TV production, both live and animated; commercial production; educational pictures; industrial films, and sales and training films. It also is involved in franchising more than 4,000 merchandise items.

### Week's Profile



*William Denby Hanna (l)—co-founder and president, Hanna-Barbera Productions Inc., Hollywood, wholly-owned subsidiary and division of Taft Broadcasting Co., Cincinnati; b. July 14, 1916, Melrose, N.M.; hired by MGM Studios, Culver City, Calif., as director and story man, June 7, 1937; partnered with Joseph Barbera in cartoon-making for MGM, 1939; co-founded H-B Enterprises Inc., five-man shop (with producer-director George Sidney as silent partner), July 1957; name of corporation changed to Hanna-Barbera Productions Inc., 1961; m. Violet Wogatzke of Los Angeles, Aug. 7, 1938; children—David William, 30; Bonnie Jean, 27.*

*Joseph Roland Barbera (r)—co-founder, executive VP (title of president is shifted back and forth), Hanna-Barbera Productions Inc., Hollywood; b. March 24, 1916, New York City; hired as animator and writer, MGM Studios, Culver City, Calif., July 7, 1937; (rest of career same as above); m. Sheila Holden of London, England, Sept. 25, 1964; children (by former marriage)—Lynn, 27; Jayne, 25; Neal, 23.*

Also high on their list of prime activities is a major new amusement park and recreation area for the Midwest that is being planned by Taft Broadcasting and Coney Island Inc., a Cincinnati amusement park operator. The designing and creative work for this would-be leisure-time complex (its completion is projected as being two or more years in the future) is likely to be largely in the hands of *Quick Draw McGraw's* originators, and Bill Hanna and Joe Barbera are as delighted over the prospect as a couple of kids on their first visit to Disneyland.

But along with the excitement of the future there has been a recent, major disappointment. *The New Adventures of Huckleberry Finn*, which was given prime-time presentation by NBC-TV last season only to suffer quick cancellation, was H-B's first live action/animated evening series. But then, too, of course, there's always the ever-popular *Flintstones* series, reportedly so widely distributed around the world that the sun never sets on Fred and his friend Barney Rubble.

The sun rose on the careers of Joe Barbera and Bill Hanna in 1939 at the MGM studios in Culver City. Young Joe, from the East Side of Manhattan and Brooklyn, who used his lunch hours away from a bank job on Wall Street to peddle his cartoon doodlings to magazines, and Bill Hanna, the son of a man who built station houses for railroads, and who himself had a hand in putting up Hollywood's Pantages theater, worked practically side by side for two years before striking a partnership. Mr. Hanna, as director and story man, and Mr. Barbera, as animator and writer, developed an idea for a different theatrical cartoon series. That was the birth of the world's most famous cat and mouse tandem. "Puss Gets the Boot," the cartoon was called and after making 125 "Tom and Jerry" animated shorts for 20 years, Bill Hanna and his colleague Joe Barbera lost their jobs at MGM.

They set their sights on TV—convinced they could adapt a method to fit the economy of the medium—and by using much less complicated techniques (among which were far fewer drawings), smaller budgets (\$45,000 to \$50,000 in movies for five minutes compared to \$3,100 for TV), and turning out much more product (48 minutes a year for MGM; 90 half-hours at the peak of TV), Hanna and Barbera became household names.

The sale to Taft Broadcasting was the culmination of 10 intensively active years in television. It brought security and broadened perspectives. Did it also bring complacency? "I haven't felt yet as if I would want to sit back and watch the butterflies," comments Joe Barbera.

## Purely political

The programing proposal presented last week to the National Cable Television Association by its president, Fred Ford, is as blatant an excursion into raw politicking as the lobbying plan circulated earlier this month by the so-called Political Action Committee of Cable Television.

Mr. Ford promises a cable network linked by satellite and microwave and providing six channels of nonentertainment programing as follows: two for the Corp. for Public Broadcasting, one for weather information, one for reruns of documentaries and specials that have played on commercial networks, one for medical information and—the ultimate bait for Washington—one for doings on or around Capitol Hill.

What he is offering is a way to distribute CPB programing at no expense for the maintenance of noncommercial stations, thus relieving Congress of supplying such funds, and a way for politicians in Washington to get television exposure on a channel all their own. There is no way for commercial broadcasters, even if they were that cynical, to match the NCTA's offer.

Put the programing proposal alongside the political action committee's open campaign to raise funds for congressmen who favor CATV causes and you must conclude that the CATV establishment has given up the fight for its cause on its merits.

## The courts: second thoughts

June 1969 could go down as the month to be mourned in broadcasting circles. On June 9 the Supreme Court denied broadcasters full-blown First Amendment protection in the Red Lion fairness-doctrine case. Two weeks later the second highest court handed the FCC its most humiliating defeat by ordering cancellation of the license of WLBT(TV) Jackson, Miss., and throwing the channel 3 facility up for grabs. The case involved allegations of racial prejudice.

Causing greater anguish is the fearful fact that the author of the three-judge appellate court's decision was the new chief justice of the United States, Warren E. Burger. Important passages in the Burger opinion bore striking resemblance to the reasoning of Associate Justice Byron White in the 7-0 opinion of the Supreme Court issued a fortnight earlier. The courts were in agreement on the fairness doctrine as enhancing rather than abridging First Amendment protections.

But, while these opinions are gloomy beyond definition, they are far from the end-all of a free, potent broadcast press. They place a new premium on broadcast performance by making it easier for newcomers and pressure groups to contest renewals and even wrest assignments from present licensees. Only events of the immediate future will show whether the penalty of extinction will be meted out in other than the most extreme cases of unfairness or arrogant disregard of new law. The burden of proof against complaints, however crack-pot, now is upon the back of the broadcaster.

There is a legal maxim that bad cases make bad law. Red Lion, involving a reactionary preacher who bought time on a controversial station owned by yet another preacher, who refused free time to the complainant, was hardly an ideal atmosphere in which to plead First Amendment rights. The Supreme Court did hold up its considera-

tion of Red Lion until the Radio Television News Directors Association case involving the personal attack-political editorializing aspect of the fairness doctrine could be argued simultaneously. But the highest court gave RTNDA short shrift, apparently regarding it as a hitch-hiker.

Justice White was careful not to foreclose future challenges of the fairness doctrine but said the court would "deal with those problems if and when they arise." He cited four possibilities that would "raise more serious First Amendment issues."

The White reasoning was scarcity all over again—an issue as fallacious as the notion that anybody can start a newspaper, when New York, the world's greatest city, is able to support only three metropolitan dailies against 11 television stations and some 50 radio stations.

How can the scarcity argument hold water when, according to the FCC's annual report, there were more than 23,000 broadcast service authorizations (covering in excess of 8,000 licensed stations) in 1968? There were 900,000 citizens-radio licenses "for an unending variety of business and personal services" plus 260,000 amateur radio licenses. Over-all the FCC approved more than 5.1 million "radio authorizations" in 1968 for all kinds of services.

Justice White was wise in not slamming the First Amendment door. Last week the court overturned a 1937 landmark of a renowned jurist—Justice Benjamin N. Cardozo. It involved double jeopardy—a provision of the same Bill of Rights that begins with the First Amendment.

We go along with the "news operations as usual" judgments of Dr. Frank Stanton of CBS and Julian Goodman of NBC, in the wake of the Supreme Court opinion. Good broadcasters have few fairness-doctrine problems precisely because they are fair broadcasters. They won't sell time to opportunists so there's seldom occasion to provide time—free or paid—for rebuttal, except under Section 315 conditions.

The First Amendment fight must be continued. The campaign for passage of the Pastore amendment against frivolous "strike" applications now must be intensified. The right First Amendment case will come along as surely as the perfection of lasers and other channel-splitting techniques, shooting down the scarcity cliché by making the supply of available channels virtually inexhaustible.



Drawn for BROADCASTING by Bill Davey

"I liked it better as a vast wasteland."

**Pâté costs more than liverwurst.  
Bisque costs more than soup.  
Stroganoff costs more than stew.  
KPRC costs more than other Houston TV.  
Life is short.**

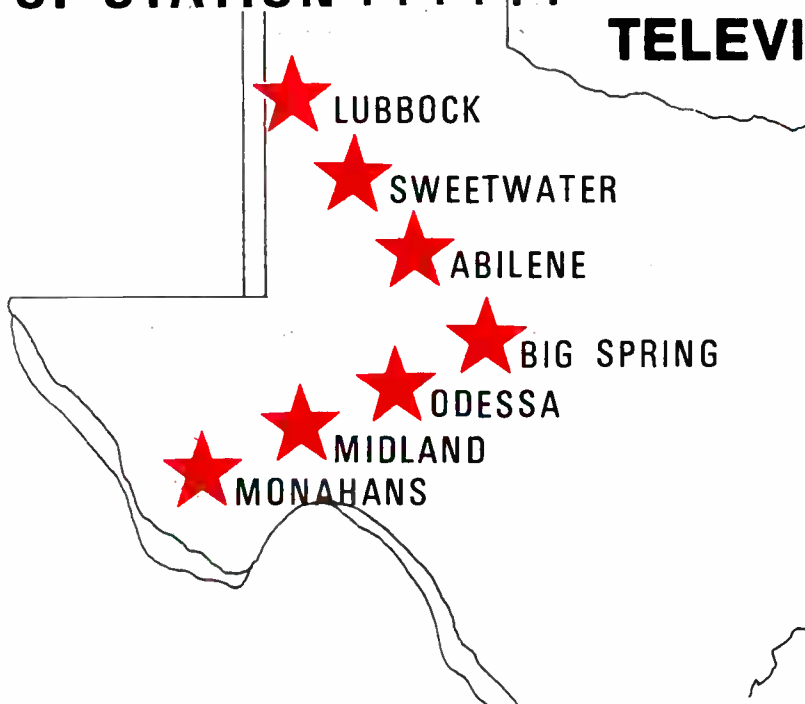


**KPRC OF HOUSTON**

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**M** **IDLAND**  
**TELEVISION — CHANNEL 9**



**KLBK-TV**

LUBBOCK  
CHANNEL 13



**KTXS-TV**

ABILENE &  
SWEETWATER  
CHANNEL 12



**KWAB-TV**

BIG SPRING  
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**KMOM-TV**

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& MIDLAND  
CHANNEL 9



Where else can you find such  
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OVER **297,000** TV HOMES

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& MIDLAND, TEXAS

Adam Young-VTM Inc.

**KWAB-TV**

BIG SPRING, TEXAS

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**KLBK-AM RADIO**

LUBBOCK, TEXAS

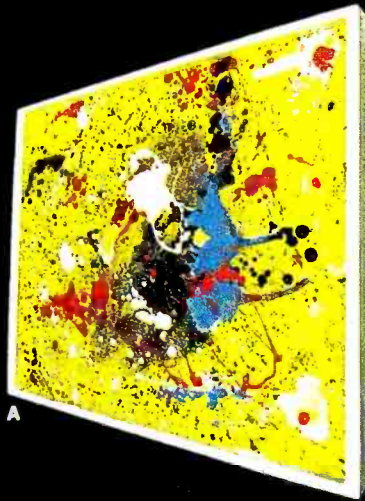
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**KLBK-FM RADIO**

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**D** The TK-44A can increase picture sharpness without causing a corresponding increase in noise. Reason: the unique comb filter Contour Enhancer.

**E** The TK-44A can produce life-like color at all light levels. Even at 15 foot candles, it can still deliver full video levels. Reason: optics 30% more efficient than the No. 2 camera.

In the months ahead, we will tell you why the new TK-44A offers you more for your money in operating flexibility. But if you want complete details now, call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

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# FOR THOSE WHO CARE

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“For courage and conviction in editorializing to calm the city during a time of difficult racial tensions. The 1968 Sigma Delta Chi Award for television editorializing goes to station WOOD-TV, Grand Rapids, Michigan as well as to its News and Editorial Director, Dick Cheverton.”

*(WE CARE... THANK YOU FOR CARING.)*

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**WOOD-TV**

GRAND RAPIDS, MICHIGAN



## Local TV puts its best foot forward

**Public-service programs, though expensive to produce, earn community, national recognition for excellence**

There's a lot more to television than just taking the network feed. If anyone doubts that fact, he should talk to network officials about the amount of time stations are preempting for locally produced programming. That's the kind of programming television is often attacked for not having in quantity, but is seldom given credit for the amount it does produce. And it produces more than most people realize.

In 1969 most television stations can and do offer locally produced specials; programs that have moved out of the Studio A-four-people-at-a-desk show, into the streets, countryside and even into other nations.

It is rare for such programs to make money. Most stations would be happy just to break even on their public-affairs programming. They realistically expect those programs to produce a debit on the ledger while becoming an asset in the community.

A station that intends to accurately portray the plight of minority group A

and gives the production crew enough time to research and film the story can usually turn on its viewers. It will find the populace writing to the people featured in the program, offering them clothes, money, food, jobs.

The television medium has finally learned how to merge such emotional causes with real entertainment values and therein lies the success of the documentary and news special.

To look at what the television stations of America are doing in public service programming today, BROADCASTING asked the national and regional award winners for their help. Their programs are typical of what is being done all over the country.

Realistically, more seems to be done in the larger markets because there the stations can usually more easily absorb any major financial losses such programming incurs. But smaller markets are generally doing similar programs on a smaller scale.

Perhaps WKYC-TV Cleveland is a

good example of what is happening in modern-day local programming. Since September 1965, the station has run a weekly, half-hour locally produced series, *Montage*. The efforts of the two production crews that go with that umbrella title cost the station more than \$150,000 a year. If the three commercial positions in each week's program were sold out, the yearly income would be about \$50,000. Thus *Montage* has been a red-ink item. But the show is in its fourth year, and there has to be a reason.

The fact that the series generates community and individual reaction would be enough. For the public has responded to various *Montage* segments: It has offered to send money to a poor family in Appalachia; it has deluged the station with requests for information on a new water-survival technique; it has invoked the blessings of God and the damnations of Satan for an episode on a faith healer.

*Montage* has also proven to be an



The tearful face of a 17-year-old widow was testimony to the hell of war in the WSB-TV Atlanta special, *The Return of Private Youngblood*, which told the soldier's story after his death.



The streets of New York are not the safest place in the world, particularly for Oberia Dempsey, pastor of the Upper Park Avenue Baptist Church. He wages war on dope peddlers in Har-

lem and now carries a revolver when he goes out on the streets. His story was told in the WNBC-TV prime-time special *'We Are All Policemen,'* part of the *Crime and the Community* series.

award winner. Since its inception it has received a total of 34 awards. In the May 1, 1968, to May 1, 1969, period designated by BROADCASTING for its study, the series garnered nine major awards: Freedoms Foundation, National Conference of Christians and Jews, American Legion Auxiliary, New York International Film and Television Festival, San Francisco State College, Catholic Broadcasters Association, Ohio State University and American Association for State and Local History.

It would seem unlikely that a television station would tailor a program so that the show could qualify for an award. Such devious endeavors aren't needed because there are more than enough awards to go around from an uncountable number of groups, associations, organizations, societies—each looking for a particular type of pro-

of some of the award winners, a representative sampling of what the television industry can do and is doing today.

A rare approach to year-end news review, an eight-and-a-half-hour summary of 1968, made WMAQ-TV Chicago a winner of a San Francisco State College Broadcast Media Award and the 1969 Jacob Sher Award. *1968: Year Unpredictable* was sold to 18 participating sponsors and was aired from 8 a.m. to 4:30 p.m. on Saturday, Dec. 28. On the following day a cap-sulized version was carried 8-11:30 a.m.

Virtually the entire WMAQ-TV news staff was involved in the research, writing and editing and production of the program. Reporter-writer teams were assigned to various subjects, such as politics, the Vietnam war, student unrest, assassinations.

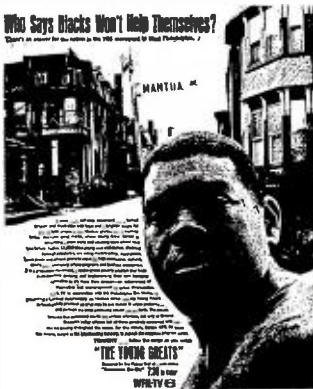
*Year Unpredictable* required a

torcyclists to wear helmets. One show pinpointed the city's 10 most dangerous locations for motorists and by year's end accident frequency and fatalities were down in nine of the 10 areas.

The project has won a variety of local and national awards, the most recent being the public service award of the National Safety Council. *Project Life* was handled by WWL-TV's special projects department, whose head, Phil Johnson, received an Alfred P. Sloane Award for the project.

"Operation Crime Stop," part of the WGN-TV Chicago documentary series based on the activities of the city's police department, received an award from the New York International Film and Television Festival.

*The Blue Light* is a documentary series, originated by the station in 1964 and produced in cooperation with the police department. "Operation Crime



When WFIL-TV Philadelphia first programmed its special *The Young Greats*, the station wanted to be sure the audi-



ence could follow the dialogue. So it purchased four pages in that day's Philadelphia Daily News and reprinted

the text of the one-hour documentary. *The Young Greats* told the story of a self-help group operating in the ghetto.

gram to honor.

And if a national organization does not take cognizance of a given program—and the program merits it—there will surely be a local group ready to offer it honors.

There are other stations that have won three, four, five or six awards for as many programs. Some stations have won a half-dozen awards for a single program. Such a program has to be a cut above the ordinary because it has to win under six separate sets of criteria.

In the following story BROADCASTING has taken a look at some of the programs that have won national or regional awards between May 1, 1968, and May 1, 1969. The subject matter of the programs runs from continuing excellence in news coverage to a four-day, three-hour per-day epic on the marijuana problem. The budgets, too, have been varied—from \$175 for a half-hour show to over \$300,000 for a one-year project.

Following then are brief descriptions

250-page script and was contained on 20 reels of video tape. More than 1,200 newswriter hours, 130 camera crew hours and 600 hours of film editing were required for the production. Jim Ruddle was anchorman for the program and John Gibbs was executive producer.

The year-long attack on accidental deaths in New Orleans, carried by WWL-TV under the umbrella title *Project Life*, used a combination of documentaries, spots, editorials, news items and special promotional efforts. Included were seven feature-length documentaries, more than 80 editorials and cooperation with more than 300 civic, religious, governmental and business organizations in various safety campaigns. Expenses, time and talent cost more than \$300,000, and the entire project ran without commercial sponsorship.

Some results from *Project Life* were immediate, others were long-range. Following editorials on specific traffic fatalities, the city voted to require mo-

Stop" was in production for nine months and was aired in prime time on Aug. 22, 1968.

The documentary followed police on raids at three bookmakers' wire rooms, showed a policeman patrolling a beat and illustrated how a locked car can be stolen in 10 seconds. The program was produced and directed by Frank Hart.

WCKT(TV) Miami received critical acclaim for its one-hour special *Partners in Crime* which garnered an Ohio State award. The program contained dramatizations of the public's reaction to crime being committed in front of its eyes. It was originally telecast in November 1967 and repeated in January 1968.

To film the public's reaction, the wckct documentary unit placed hidden cameras in several locations around Miami. Then with the cooperation of various police departments, station newsmen staged a crime wave. The public's reaction to the crime itself was filmed and made a part of this special

In this summer of 1969, our nation and the world are faced with a series of crises and problems which none of us can disregard.

Consider for a moment: There is the grave possibility that full-scale war could break out once more in the troubled Middle East; pressures for change and modernization have brought new ferment to the Catholic Church. Closer to home, our society continues to struggle with the problem of relations between the races, the issues of Medicare and abortion law reform.

Throughout the summer months, ABC News is presenting eleven 60-minute news specials, under the title of "Summer Focus '69." ABC News' Frank Reynolds is hosting this vital series which utilizes all the resources of ABC News to bring ABC viewers these thought-provoking examinations of the issues of the day.

# Think about it.



Monday, June 2, War in the Mideast?  
 Thursday, June 5, Abortion  
 Thursday, July 3, It Can Be Done  
 Monday, July 7, Operation Breadbasket

Sunday, July 13, Welfare  
 Sunday, July 27, Black Mood on Campus  
 Friday, Aug. 1, The Right to Live  
 Monday, Aug. 4, Ferment and the Catholic Church

Thursday, Aug. 7, Black Fiddler: Prejudice and the Negro  
 Friday, Aug. 15, The Violent Americans  
 Sunday, Aug. 24, To be Black

ABC Television Network 

study. Gene Strul was executive producer and Duke Uridge was director.

In a one-month saturation approach, WNBC-TV New York, covered *Crime and the Community* during May 1968. The project included 20 public affairs programs. One episode, a prime-time hour on "We Are All Policemen," was the recipient of the Radio-Television News Directors Association's Edward R. Murrow award. It was the concluding program in the series designed to alert New Yorkers to the growth of crime.

The winning documentary explored methods citizens in the metropolitan area are applying to cope with crime. It covered citizen group activity in Harlem, Manhattan and the suburbs. The program was produced and written by Bernard Morris.

A half-hour commentary on fires and the men who fight them garnered two awards for KELO-TV Sioux Falls, S.D. *The Firemen* was honored by the Northwest News Association, a six-state group, and the International Association of Firefighters.

Originally telecast in prime time on Oct. 2, 1968, during fire prevention week, the program earned praise from firemen and the public. A repeat prime-time showing on Nov. 19, 1968, received a great deal of locally generated publicity after the station urged local fire chiefs to publicize the showing. The local chiefs induced stories in more than a dozen weekly papers.

The documentary, with much on-scene filming of fires, is primarily narrated by the firemen themselves. Dick Briggs was in charge of production.

For its special, *The Friendly Men-*

*ace*, a series of dramatizations on child molestation, WTVJ(TV) Miami wanted a time slot with a large audience of youngsters, so it pre-empted *Lassie* on June 9, 1968.

The program, produced by Chuck Zink with the cooperation of the Dade County Public Safety Department, used an audience participation format with eight dramatized situations. Test forms were distributed to all students in the Dade and Broward counties elementary schools.

*The Friendly Menace*, designed to use television's ability to informally instruct and educate children was sponsored by Velda Farms. The dairy ran no commercials during the program, carrying only opening and closing billboards. Velda sponsored a repeat of the program in the same time period earlier this month. The special won an Ohio State award.

KNBC(TV) Los Angeles won an International Association of Fire Fighters award for its documentary *Fire Boss*. The half-hour special, produced by Lee Giroux, tells the story of the highly trained, crack fire-fighting units which move into action when the Los Angeles area is threatened by seasonal brush fires.

More than 75 station employes and nine free-lance writers, producers and cameramen were involved in the production of *POTpourri: The Many Views of Marijuana* on KCET(TV) Los Angeles noncommercial station. The production wound up as a 12-hour piece that played 7:30-10:30 p.m., March 11-14, 1968. An edited version of the original broadcast was shown on KCET

last summer and a three-hour version is now being shown on other National Educational Television outlets.

*POTpourri*, was in preparation for three months and earned an Ohio State award and the NET affiliates award. Among the hosts or narrators in *POTpourri* were Stan Freberg, Les Crane and William Conrad.

The program cycle included background on historical and biological facts, films on the current Los Angeles scene, a study of marijuana as a family problem, discussions on the law with viewers who phoned in and a look at the future of marijuana laws and effects on the lives of youths.

Each night's telecast began with "World of the Weed," a half-hour study of marijuana. The second half-hour on the first and third nights was turned over to a film study "The Current Scene," which covered the Sunset Strip, controls at the Mexican border, police reports, interviews with hippies and high school students.

On the second and fourth nights, that second half-hour looked at "Marijuana as a Family Affair," which opened with a simulated "bust" of a teen-ager by police. Included were voice-over comments by teen-agers who had been arrested for marijuana possession, plus interviews with teen-agers, parents and lawyers.

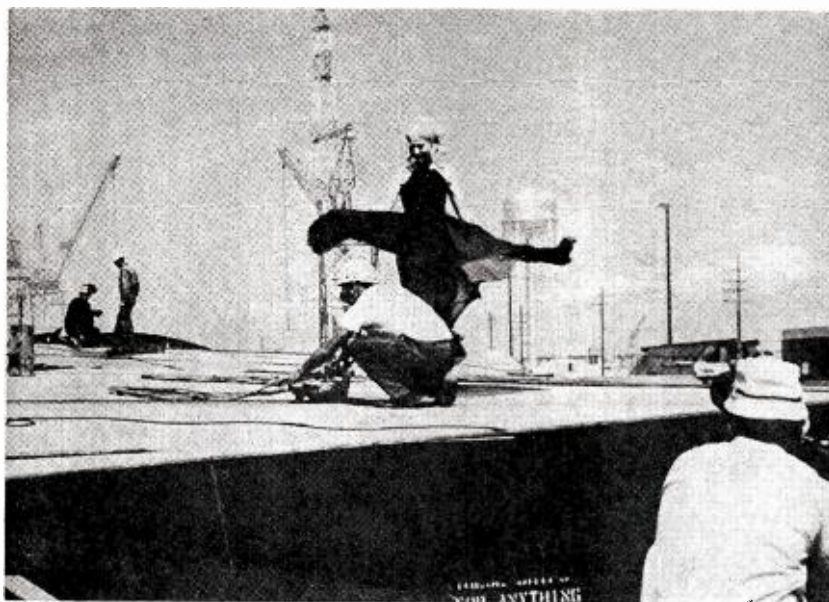
The next 90 minutes each night featured panel discussions augmented by viewer calls. The final one-hour segment each night featured looks at Project Dawn, a youthful Drugs Anonymous, the views of young people, expectations of drug users and predictions for the future.

KCET attributed more new station memberships (contributions of \$15 or more) to *POTpourri* than any other single program in its history.

The civil rights movement, the problems of the cities and the residents of the inner cities continued to be extensively covered.

On March 25, 1968, WFIL-TV Philadelphia inaugurated a new prime-time series of one-hour monthly specials *Assignment: The City*. The first episode was "The Young Greats," the story of a former ghetto gang leader whose Young Great Society is rebuilding a slum world. The program, repeated six weeks later, turned out to be one of the most honored of the year, garnering six awards: National Academy of Television Arts and Sciences, Catholic Broadcasters Association, San Francisco Film Festival, National Association of Television Program Executives, Ohio State and Job Film Fair of the American Foundation on Automation and Employment. In addition, the series, won a National Headliners Club award.

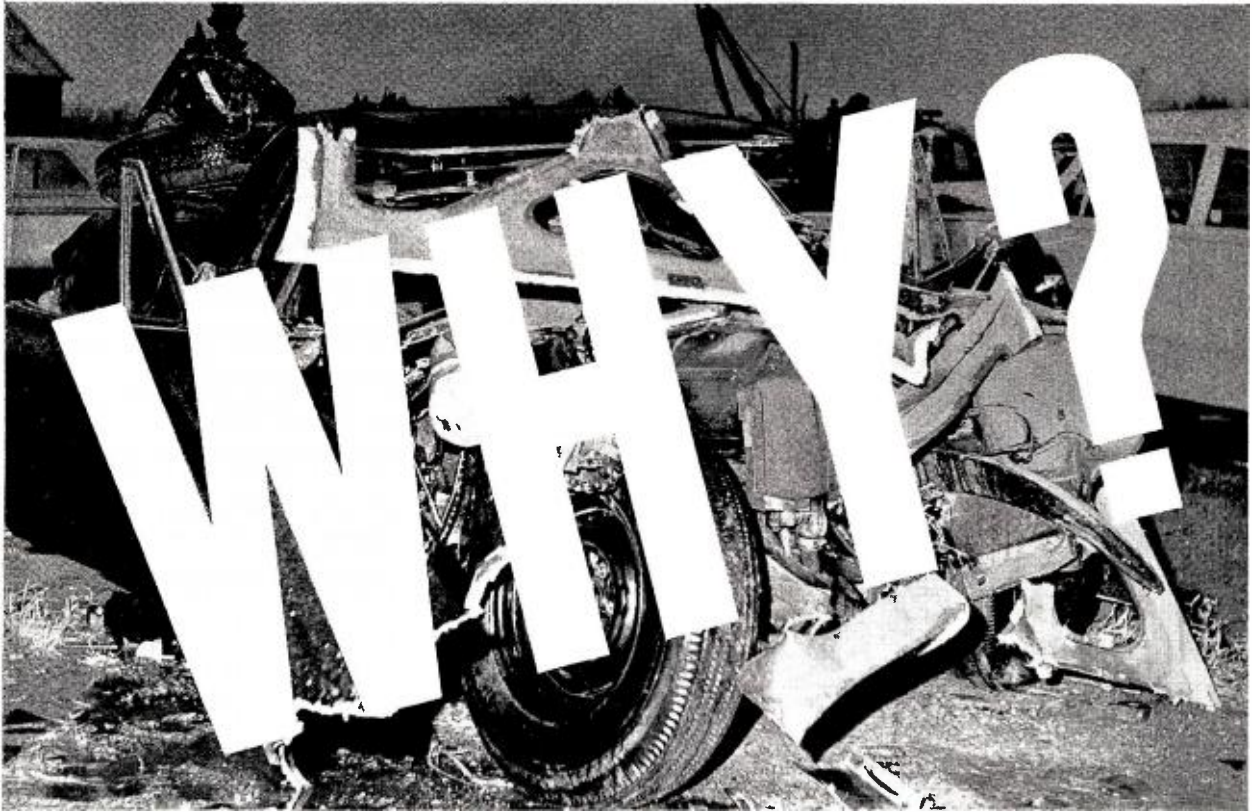
The Philadelphia Gas Works spon-



WVL-TV New Orleans took its film- crews and models to a shipyard (above) and a lake, to an ice house and an old

fort, to the central city ruins and an art museum to produce *Fashion Is . . .*, a fashion study by U.S. designers.

# WEHT-TV ASKS



The horrible moment of impact and death is past. It happens everywhere, every day. But in Evansville, Indiana, at least, WEHT-TV has the nerve to ask WHY. What was the cause? Why did it happen?

No mere cliché campaign, this twice-daily WHY series is committed to the premise that dangerous traffic conditions and dangerous drivers, on the open highway or on Main Street, must never be considered inevitable. Life is too precious. Whatever contributes to its destruction on the road must be dealt with

firmly, now, before it can cause tragedy.

This is why the WHY series was created by WEHT-TV more than two years ago. This is why News Director Tim Spencer has the nerve to rub some people the wrong way. This is why the Automotive Safety Foundation has presented Tim with the coveted Alfred P. Sloan Award for Distinguished Public Service in Highway Safety, for the second consecutive year.

WEHT-TV has the nerve to ask WHY, over and over. To drive home a message that can't be ignored.



James S. Gilmore, Jr., president

## GILMORE BROADCASTING CORPORATION

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Harrisonburg

sors the *Assignment* series.

"The Young Greats" centered on Herman Wrice, who founded YGS, which now has 12,000 black young men and women using their own abilities in educational, cultural, sports and community affairs programs and business enterprises. YGS is described as a native-grown poverty program that finds slum dwellers devising and implementing their own bootstrap operation.

On the date of the initial showing, WFIL-TV reprinted the script in the *Philadelphia Daily News* and invited viewers to "follow the script as you watch." The program will be shown this summer on the other Triangle stations and will be offered to all broadcasters in the fall.

As a result of the program Mr. Wrice has received hundreds of financial contributions and offers a job placement for YGS members.

KYW-TV Philadelphia used a 15-part series on the Young Great Society to look at the activities of the organization. The series of 4½ minutes each covered such activities as adult training in city planning, rehabilitation of housing in West Philadelphia, plans for a new medical center and recreational activities. The series, inserted in the 7 p.m. *Eyewitness News* received a Freedom Foundations award.

The black man's view of his own life in writings, music and on the streets of Philadelphia was covered in *Now Is the Time* first aired by WCAU-TV Philadelphia in December 1967, and rebroadcast, by viewer demand, in January 1968. The one-hour special was carried

in prime time in both instances and sponsored by the Philadelphia Gas Works.

*Now Is the Time*, winner of a National Conference of Christians and Jews award, was designed as an anthology of the American Negro's attitudes toward himself and the white man from before the Civil War to the present. Ossie Davis and Ruby Dee read excerpts from poems, plays, novels, essays and news statements of such diverse Negro spokesmen as Martin Luther King, James Baldwin, Malcolm X and Langston Hughes. Mixed with the readings was on-location illustrative and impressionistic film of Philadelphia Negroes going about their daily lives. The music was drawn from compositions penned by Negroes. The program was produced by Inez Gottlieb and Joan Fiore and directed by James Crum.

The six-state Northwest Broadcast News Association honored *Voices of the Inner City-1968*, a half-hour documentary first aired by WITI-TV Milwaukee in December 1968. On April 17, the telecast was repeated.

The documentary, brought in for about \$300, took a look at the hopes and frustrations of Milwaukee's inner-city residents. The program was produced by Fred Cowley and directed by Pat Holder.

The attack of a group of Negroes on four white people imprisoned in their car last summer in Grand Rapids, Mich., was downplayed by broadcast media—by mutual consent. However, rumors of the event grew and racial tension began building. To get the real

story out and attempt to calm the city, WOOD-TV went on the air with an eight-minute editorial which was honored by Sigma Delta Chi "for courage and conviction in editorializing to calm the city during a time of difficult racial tensions."

The editorial described the incidents, noted the reluctance—out of fear for their lives—of witnesses to identify the assailants and said the attack had been more harmful to the push for civil rights than it was on those trapped in the car.

Around-the-clock coverage of the eight-day riot which roared through Detroit in the summer of 1967, resulted in WJBK-TV receiving an on-the-spot news coverage award from the Radio-Television News Directors Association. When the disturbances broke out on July 23 the station went on 24-hour service with hourly news updates and often longer reports. In addition to its own coverage, WJBK-TV became the control center for CBS News activities, and prepared special color film reports for the Australian and Netherlands television services. The Detroit segment of a July 26 half-hour special on violence was handled by WJBK-TV. That special was sent via satellite to the British Broadcasting Corp.

For the first time in its six-year history the station award of the National Academy of Television Arts and Sciences went this year to a noncommercial outlet, WHA-TV Madison, Wis. for its two-and-a-half-hour program, "Pretty Soon Runs Out." The documentary on the plight of urban relocation



KELO-TV Sioux Falls, S.D., had its camera crews out in all sorts of weather to accurately show the work of The Firemen. Most of the program was narrated by firemen themselves.



CBS News correspondent Harry Reasoner (r) and his eldest son, Stuart, were co-hosts of the WCAU-TV Philadelphia special, Pull the House Down. The one-hour, prime-time program dealt

with the demands the younger generation is making on society and studied their goals and their objections to standards of the past, as described by members of the now generation.



DDT. Other chemicals. Sewage. Each year, millions of pounds of pollutants wash down from farms, cities and factories. Threatening marine life, a vital food source. Already fishermen report that fluke, porgy, weakfish and sea bass have all but disappeared from New York waters.

WCBS-TV broadcast the story: "DDT/SOS," a special televised report on the growing concern over the rising level of DDT, among other pollutants, in ocean fisheries. Experts were interviewed. Facts documented. A warning clearly sounded. "The first time... a television station had

the courage and wisdom to put on this kind of program," saluted Michigan Congressman John Dingell, who heads a Merchant Marine and Fisheries subcommittee. Conservation-minded Supreme Court Justice William O. Douglas, appearing on a follow-up broadcast, declared: "... this should be on every television station in the United States."

"DDT/SOS" was aimed at the heart of a matter of urgent concern to the community. By the station that has always taken community matters urgently to heart... CBS Owned WCBS-TV.

**"There's a dead sea  
twenty miles from New York.  
Nothing lives there!"**



**THE FIVE CBS OWNED  
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WCBS-TV NEW YORK  
KNXT LOS ANGELES  
WBBM-TV CHICAGO  
WCAU-TV PHILADELPHIA  
KMOX-TV ST. LOUIS

victims was the opening salvo in a five-part series *The Inner-Core: City within a City*. The series itself received a National Educational Television award.

The series and the individual programs within them were part of a mass radio-TV campaign in Wisconsin—one year in the planning, one week on the air—to involve the entire citizenry in some perplexing urban problems.

"Pretty Soon Runs Out," produced by the University Extension of the University of Wisconsin and Willis-Wardenburg Films, New York, was a mixture of documentary and debate. The cameras showed the problems of urban relocation and covered the discussions, often heated, between slum landlords, city officials and victims of the urban relocation.

The one-week series was carried on the state's noncommercial stations and extended through pickup by commercial radio stations and delayed playback by both commercial and noncommercial TV stations in Wisconsin and Minnesota.

It started in June 1967, and has been on the air ever since. It has been picking up awards almost since its inception. The *Opportunity Line*, originated by WBBM-TV Chicago and since



*Children are often easy prey for menacing adults. WTVJ(TV) Miami used a series of dramatizations in The Friendly Menace to alert children to various types of molesters.*

then used as a model by some 80 other stations, this year received a National Conference of Christians and Jews award. *Opportunity Line* has been carried 1-1:30 p.m. on Saturdays and during 1968 was also seen in four prime-time editions. The series has been co-sponsored by Western Electric and Illinois Bell Telephone.

*Opportunity Line*, produced in con-

junction with the state employment service, is aimed at helping disadvantaged members of minority groups find jobs and job training. To date more than 170,000 calls have been handled since the series began, and some 70,000 men and women have either found jobs or assistance. Each week the program is built around a theme, such as: back to school; job opportunities for veterans; employment for handicapped, in-plant training programs.

The series is also adaptable to current conditions. On a week when the possibility of violence existed in Spanish-speaking neighborhoods, a special Spanish-language edition was scheduled.

A half-hour documentary, which follows a weekend prisoner, won a New York International Film and Television Festival award for KNBC(TV) Los Angeles. *Take a Giant Step* tells the story of the Watts Manufacturing Co., which makes tents for the government and provides jobs for the otherwise unemployables in Negro poverty areas. The program centered on Lester Johnson, 21, who is serving a jail sentence on weekends. He is followed through his apprenticeship as a sewing machine mechanic.

*What's a Man's Worth*, a documen-

# PRIDE in AMERICA



The WFLA Stations, Tampa-St. Petersburg, Florida, knew their community would be responsive to a restimulation of American ideals, and led the way with the current "Pride in America" campaign. On-air announcements are reminding viewers of the values of living in this country, and urging flag display. Free flag decals are being offered. The campaign began May 1 and will run through July 4.



## COMMUNITY LEADERS IN TAMPA BAY

Details concerning this community endeavor available to all broadcasters.  
Please call: Promotion Department, WFLA-TV-AM-FM, Tampa, 813-224-7008

Southern California's Mexican-Americans. A widely-scattered, troubled people with an urgent need to belong. Some are immigrants. Others are fourth and fifth generation American citizens. Most resent the lack of understanding in the community. A resentment giving ominous rise to a new militancy.

KNXT seized the opportunity. Result: "The Siesta Is Over," a three-part, prime-time exploration of an important minority group. The series defined problems. Exploded misconceptions. Conveyed the increasing agony of those who live in the barrios.

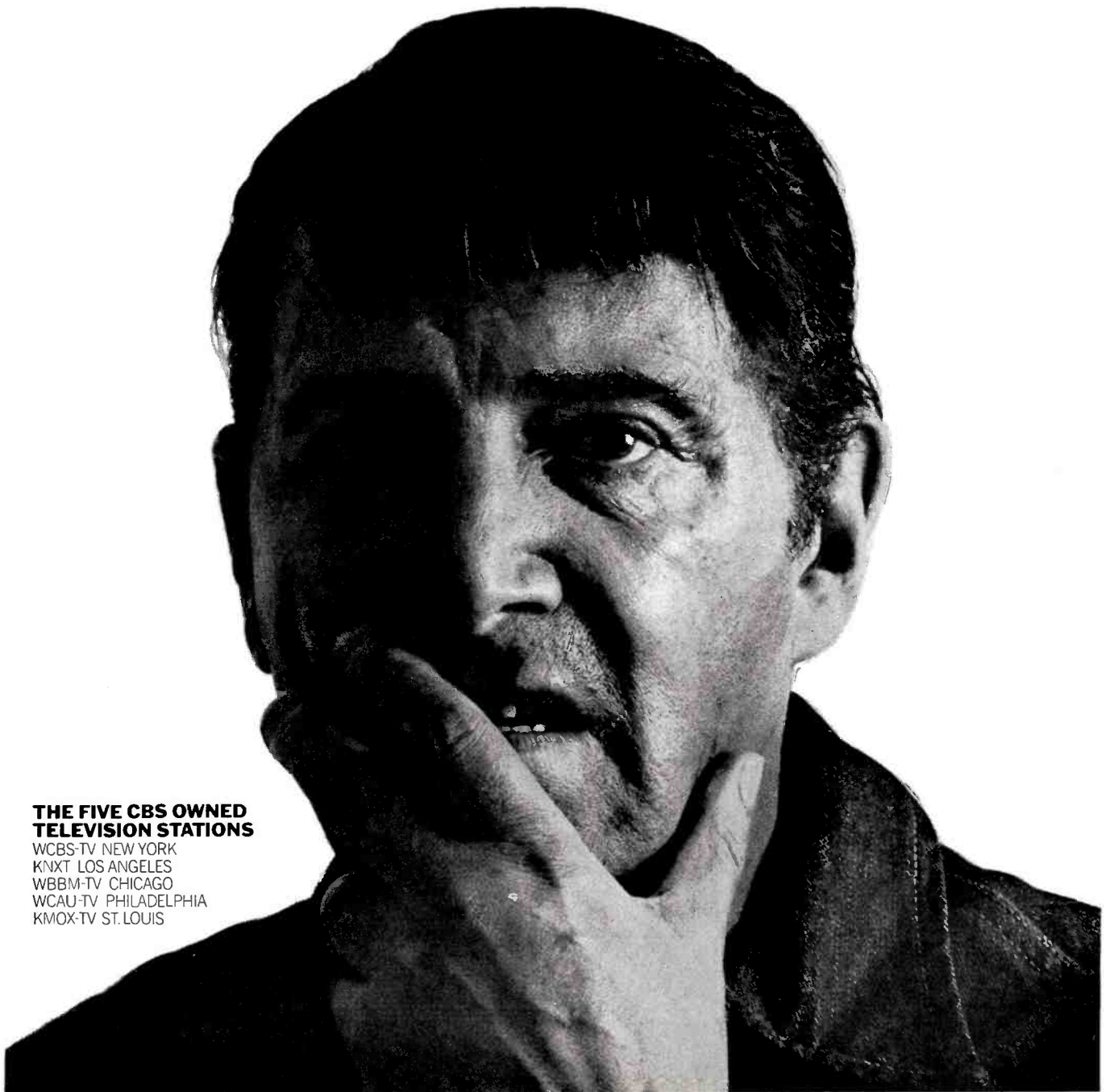
The result of grinding poverty and prejudice. An entire program was devoted to education, including an examination of racism charges which have led to student unrest.

"The Siesta Is Over," hailed by La Opinion, the number one Spanish-language newspaper in Western America, as "an excellent reporting job," probed deep into the heart of one segment of the community for the well-being of all segments. Produced by the station that has always taken community well-being deeply to heart... CBS Owned KNXT.

**"We're Americans.  
Yet we're made to feel like strangers."**

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TELEVISION STATIONS**

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KMOX-TV ST. LOUIS



lary by KSD-TV St. Louis examining the causes and effects of Negro employment in that market, has gotten plenty of screenings following its initial telecast in September 1967. The program, written and produced by William Fields and Philip Enoch, has had in-plant showings by more than a dozen major firms and has been used as a training aid by local and regional offices of the poverty program. The special, which won an award from the National Conference of Christians and Jews, was 11 months in production and was carried unsponsored by the station.

The story of the largest Negro-owned and operated commercial bank in the United States was covered as one episode in *New York Illustrated* on WNBC-TV New York. "A Bank Called Freedom" received awards from the Freedoms Foundation and the New



The story of a Negro college's rise to educational and athletic prominence via a successful football team was shown by WABC-TV New York in Grambling College: 100 Yards to Glory.

York International Film and Television Festival.

The program noted that Freedom National Bank of New York has made it possible for qualified borrowers in Harlem and the Bedford-Stuyvesant section of Brooklyn to get money, and it described the bank's efforts in helping to rebuild the ghettos. It was produced and written by Hal Levenson and sponsored by United Air Lines.

Another WNBC-TV series *Speaking Freely* received an award from the National Conference of Christians and Jews for its Jan. 28, 1968 episode. On that program, series host Edwin Newman talked with Charles Evers, Mississippi field director for the National Association for the Advancement of

Colored People. Joseph Michaels is executive producer of the series.

A series of 21 editorials dealing with civil rights and the need for better understanding was carried on WFBM-TV Indianapolis. The series, researched and written by Jim Hetherington and Evie Birge, was the winner of a Radio Television News Directors Association award.

Among its editorial conclusions, the station advocated a federal open-housing law; implementation of recommendations in the President's Commission on Civil Disorders and New Jersey Racial Disorders Commission; an end to panic selling that followed integration of an Indianapolis neighborhood; a change in local teacher-placement policies to achieve racial balance in faculties; and better communication among public and private sectors



More than 170,000 calls have been received and more than 70,000 men and women have found jobs, job training or counseling since WBBM-TV Chicago began carrying its weekly half-hour

as the basic means of achieving racial understanding.

*Urban Sprawl vs. Planned Growth*, a half-hour special, which examined the quality of the American suburbs, won two awards for WRC-TV Washington. The program won awards from the New York International Film and Television Festival and the U.S. Industrial Film Festival.

The special, aired on Dec. 28, 1968, was produced by Stuart Finley in association with the University of Pennsylvania's Institute for Environmental Studies.

Education and the continuing battle of today's youth vs. the establishment were subjects of studies by several stations.

Six months of planning and production went into WCAU-TV Philadelphia's *Pull the House Down*, a look at the demands being made upon society by the youth of today. The one-hour prime-time special aired Dec. 26, 1968, and sponsored by the Philadelphia Gas Works, won a San Francisco State College award.

CBS News correspondent Harry Reasoner and the oldest of his seven children, Stuart, 21, were co-hosts of the study of today's rebellious youth, their goals, their impatiences and their objections to past standards. *Pull the House Down* studied the rebellion of today's generation as it listened to the young describing themselves, the influence on their lives of such items as drugs and the Vietnam War. The special was written by John Wideman, a creative writing teacher at the Universi-

series Opportunity Line. Bill Lowry, program host, stands by the job board. The board is divided into job categories and include industrial, summer, service and professional types.

ty of Pennsylvania; Inez Gottlieb was the producer and George Jason the director.

More than 1,000 viewers wrote commenting on the program with many individuals, church organizations and youth-oriented groups requesting prints and/or transcripts of the special.

To show the positive side of today's youth and to allow them to express themselves, KTAR-TV Mesa-Phoenix has come up with *The Indispensables*, a half-hour Saturday evening show sponsored by the Arizona Public Service Co. The program, with three students as hosts, received an American Legion Auxiliary award for the best locally produced, youth-oriented TV show.

*The Indispensables* includes panel

Homeless children. Black. White. Mixed. On any given day, over a thousand in the Chicago area. Some are beautiful. Some handicapped. Some are cheerful. Others troubled. But all are in desperate need of foster care. A home. Love.

WBBM-TV saw a way to help: "The Children Are Waiting." A compassionate look into the world of these special children. A unique feature of the full-hour prime-time broadcast was an "action line" phone for prospective foster parents interested in

sharing their homes — and their lives — to call. In a single week following the broadcast, over 6,000 families did so and received applications (compared to 1,600 calls during all of 1968).

"The Children Are Waiting," winner of a local Emmy for its "highly effective direct action approach," was television that got right to the heart of a community need. Produced by the station that has always taken community needs to heart...CBS Owned WBBM-TV.

**"There must be people out there willing to help these children."**



**THE FIVE CBS OWNED  
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KMOX-TV ST. LOUIS



The fatherless Tabler family of Stewart, Ohio, was the subject of 'The Young 'Uns,' one episode in the Montage series on WKYC-TV Cleveland. The focal point was 16-year-old Paul Tabler, titular

head of the family from the Appalachian hills of southern Ohio. The boy's credo is one of love of the land, of God and of his family. He is intent on helping his brothers and sisters through school.

discussions by students on subjects ranging from campus unrest to sex education in schools, sports interviews with high school, college and professional athletes and a variety of musical groups. Among the guests on the show have been former Secretary of State Dean Rusk, Senator Charles Percy, newsman David Brinkley and Olympic champion Peggy Fleming.

"The Meaning of Patriotism," one episode in the monthly *Teen Talk* series earned a Freedoms Foundation award for KYTV(TV) Springfield, Mo. The series is produced with the city's public school system. Each half-hour show features a moderator and students from the city's four public high schools who discuss topics of concern to young people and express their views on the subject. Clarence L. Martin is producer-director of the series.

The problems of teen-ager/police communications were probed as part of the half-hour series, *Teen Beat* on KNBC(TV) Los Angeles. The give-and-take program, which featured former Los Angeles Police Chief Thomas Reddin, was produced on location at John H. Francis Polytechnic High School in Los Angeles and was the winner of a Freedoms Foundation award.

In July 1968, the American Baptist Convention honored what was then a two-year-old project of KFRE-AM-TV Fresno, Calif. In 1966 the KFRE stations had begun *Dropouts Anonymous*, an education campaign that includes—each year—two live-and-film TV specials, a one-hour radio special, 27 weekly spots on TV and radio, monthly on-air editorials and periodic reports within regular news shows.

*Dropouts Anonymous* has enlisted

community leaders in an around-the-clock campaign to keep students in school and return dropouts to school. Through May 1, 1968, the program was credited with getting more than 2,500 student dropouts back in school in the Fresno area. When *Look* Magazine named Fresno as one of its All-America cities in 1968, it credited the KFRE stations' project as a key factor in the selection.

The success of the project turned up the two biggest reasons for school dropouts: need for financial assistance and the use of drugs. With this information, two other projects were started: CHORE (Citizens Helping Others Receiving Education) in 1967 and FACTS (Finding Answers, Caring Through Service) in 1968.

Limited to high-school students, citizen volunteers interview candidates to CHORE and, on the average, more than 70 youngsters a month are placed in semi-permanent jobs through the project.

FACTS, which also finds volunteers (many former addicts) manning phones to give advice on drug use and abuse began with a one-hour documentary. In January a second one-hour show was produced. In February, a half-hour special, *LSD, Trip or Trap*, was aired for the first time. It has been carried three times since. And in February, KFRE-TV ran a three-hour, 40-minute, prime-time special *Target Drug Abuse*.

The basic *Dropouts* program has since been picked up by several other stations.

An Ohio State award went to WPSX-TV Clearfield-University Park, Pa., for its program "Do You Recognize?," part of the station's *Meaning in Art* series. The series of art instruction in the primary grades, is designed to stimulate a child's sensory awareness in object perception as a basis for learning to experience art forms. The award-winning episode's production cost was \$3,500.

WABC-TV New York used the built-in football hysteria on the eve of the 1968 Super Bowl game as a form of promotion for its one-hour special *Grambling College: 100 Yards to Glory*. The documentary of the all-Negro college in Louisiana was carried by the station on Jan. 13, 1968. Exactly seven months later, on July 13, ABC-TV pre-empted a network hour, 8:30-9:30 p.m., to air the locally produced special on the college which in the past 20 years has produced more pro football players than any other college in the country.

The WABC-TV special, which won an award from the National Association of Television Program Executives, details the story of Grambling and its rise to educational and athletic prominence through the success of its football team

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Pennhurst, a state institution for the mentally retarded. Where antiquated facilities were strained to almost twice their normal capacity. Where patients were sometimes brutalized by staff members. Where at least one borderline case was thrown in with the hopelessly retarded.

WCAU-TV took action: "Suffer, the Little Children." A bare-knuckle television investigation, in five parts, of the scandalous conditions at Pennhurst, along with a call for specific, immediate

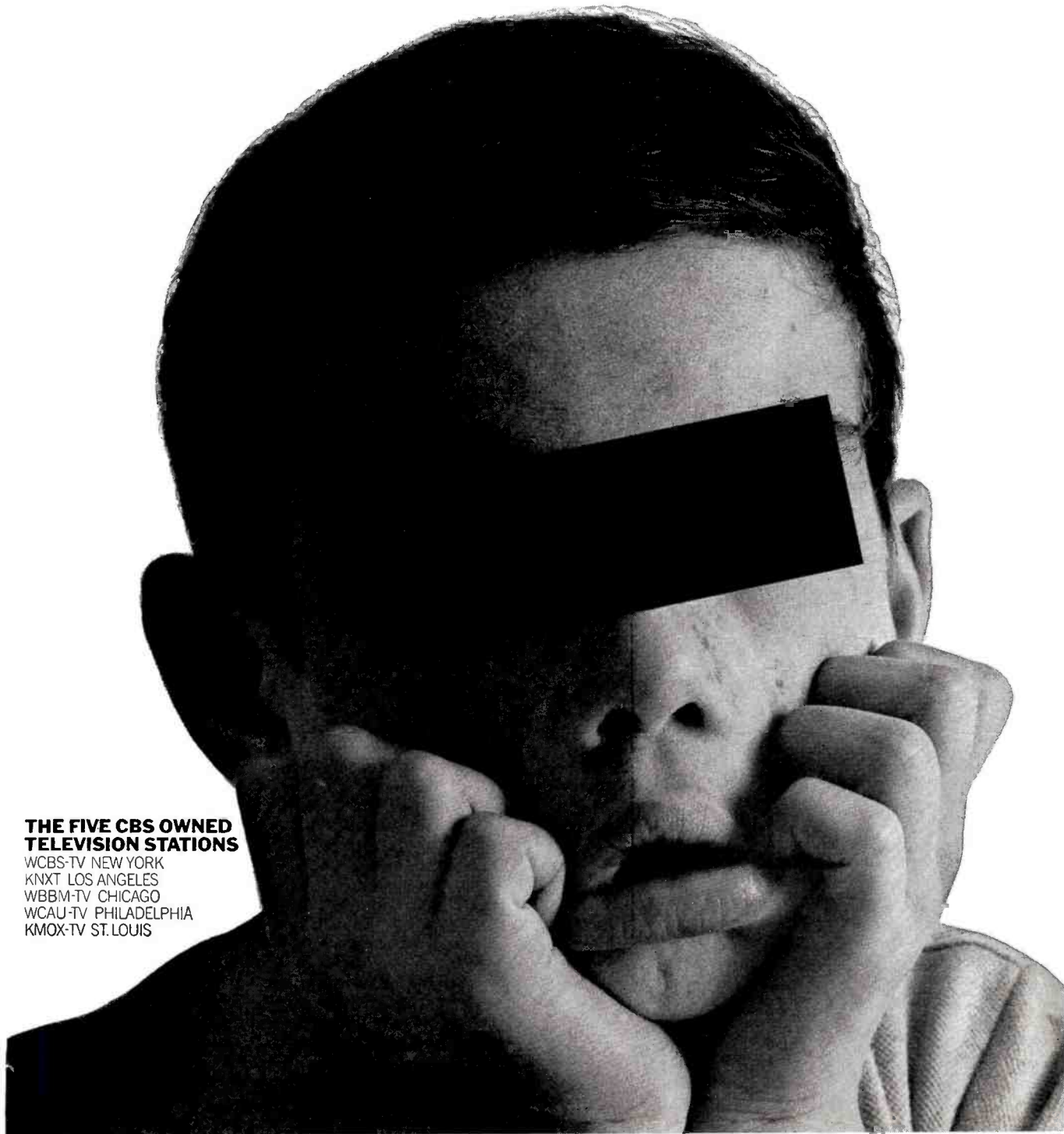
corrective steps. The call was heard. Public response was one of outrage. And resulted in attention from the governor who subsequently acted on many of the station's recommendations.

"Suffer, the Little Children," a Sigma Delta Chi award-winner for "public service on television" in the Greater Philadelphia area, went straight to the heart of a community problem. Produced by the station that has always taken community problems to heart...CBS Owned WCAU-TV.

## **"They're human beings. Why are they treated like animals?"**

### **THE FIVE CBS OWNED TELEVISION STATIONS**

WCBS-TV NEW YORK  
KNXT LOS ANGELES  
WBBM-TV CHICAGO  
WCAU-TV PHILADELPHIA  
KMOX-TV ST. LOUIS





## when hurricane winds blow...

coastal Carolinians have trusted channel five and Charlie Hall to give the facts calmly and accurately with no sensationalism. For 16 years.

Charlie's even flown into the "eye" of three storms in hurricane re-search aircraft.

"Windy", he says.

...and that's putting it calmly.

**WCSC-TV 5**  
South Carolina's Oldest VHF Station.



WHAT'S A NICE GIRL LIKE HER  
DOING IN A PLACE LIKE THIS?

This is Pat Evans--sensitive, sympathetic, sincere and interested in the many and varied problems that affect people of the WBRZ coverage area.

The Documentary Department at Channel Two, which Pat has headed for years, brings into focus such conditions as poverty, drug abuse, educational inadequacies and other sources of human indignity that cry out for community action.

Few stations in markets of similar size can boast a Pat Evans. We thought you'd like to meet her.

**WBRZ**  
Baton Rouge,  
Louisiana



and its coach Eddie Robinson.

The documentary was written and produced by Jerry Izenberg and based on an article he had written for *True magazine*. It was sold participating on WABC-TV and was co-sponsored on ABC-TV.

In February 1968 the Classroom Teachers Association called a strike of the schools in Dade County, Fla. For the 17 days of the strike WKCT(TV) Miami devoted five to seven minutes daily within the 6-7 p.m. news bloc to reports and editorials on the subject. The coverage earned the station a National Headliners Club award.

The strike, called because of low salaries, inadequate classrooms and too many children in the classes, was covered by four newsmen who daily prepared the commentaries. More than 1,000 letters and 1,000 phone calls were received by WKCT commenting on the station's coverage.

A five-part special report of KPBC(TV) San Francisco's early evening *Eyewitness News* was responsible for the station's receiving an award from the Association of Catholic Newsmen for "distinguished programing in the field of social justice." Reporter Mike Lee spent one month preparing "Where Has All the Love Gone," a look at the Haight-Ashbury district where the flower children and hippies have been replaced by drug users and criminals.

Living history is the way the station envisioned it, and a trip to Washington by 40 youngsters turned out just that way for WKRC-TV Cincinnati. The one-hour documentary, *Skipper Ryle's Jet Set: Destination Washington*, aired Aug. 25, 1968, from 7-8 p.m. focussed on the trip the 40 made to Washington to meet with their legislators and tour the capital city. The program won a Freedoms Foundation award.

The program was conceived as the first in a series intended to stimulate an awareness of past and contemporary national events. The tripartite project involved selecting the 40 students from 40,000 entrants, filming the trip, and airing the program. The special was later made available to area schools as a teaching aid for history and government classes.

The trip to Washington included a White House tour, a visit to the Bureau of Printing and Engraving, lunch with the legislators on Capitol Hill, visits to the city's memorials and monuments and a 40-minute visit with then Vice President Hubert Humphrey. Each step of the way was filmed by WKRC-TV.

In addition to the airing of the special in Cincinnati, a separate screening was held in Washington the following month for top government officials and the news media.

WNYE-TV New York, a noncommer-



The alphabet. Twenty-six simple steps to literacy. In the Greater St. Louis area, there are 100,000 adults who never learned it. Those without even a rudimentary education required to meet today's social and economic needs.

KMOX-TV does something about it. On air — with such instructional series as "PS 4," begun in 1959, which teaches basic English, reading, writing and figuring to the disadvantaged. Off air — with such continuing projects as the Reading Service, a monthly bulletin of suggested books and classroom activities related to television, distributed

to some 735 local schools, colleges and libraries (nearly a million copies since 1961). With special seminars on the educational uses of television conducted for interested local groups. (Forthcoming seminars will zero in on schools in underprivileged areas.) The list goes on... and on.

Commercial television as an active, practical aid to learning is a heartening development in community betterment. Pioneered by the television station that has always taken community betterment to heart... CBS Owned KMOX-TV, "First in Service to St. Louis."

*I'm 87 years old. I'm writing my first letter thanks to you*



**THE FIVE CBS OWNED  
TELEVISION STATIONS**

WCBS-TV NEW YORK  
KNXT LOS ANGELES  
WBBM-TV CHICAGO  
WCAU-TV PHILADELPHIA  
KMOX-TV ST. LOUIS

# News service is our thing.



## The awards come naturally.

KELO-LAND TV is the newsroom, the weather service and a major communications center for 74,000 square miles of American heartland. To fulfill this responsibility, our KELO-LAND TV cameras range every square mile of it — with our 13-vehicle ground fleet, 2 aircraft units, 4 portable videotape units, and 141 correspondents, photographers and news stringers.

*KELO-LAND TV is proud to make available, for screening by high school and college classes in journalism and broadcasting, these award-winning subjects:*

*"Special Report from Tornado Disaster Area," 1st Award for Outstanding Achievement in TV News Programming; and "The Firemen," 1st Award for Outstanding Achievement in TV Documentaries.*

*Both awards were presented by the Northwest Broadcast News Association and the University of Minnesota.*



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cial station operated by the city's board of education, received an Ohio State award for the "Subtraction" program in its *Math K-2* series. The series is designed to provide teachers and supervisors of primary grades with the mathematical concepts and skills needed for more effective implementation of new curriculum bulletins.

At a time when protest marches were gaining attention all over the country, WITN-TV Washington, N.C., had a camera crew follow 1,000 Boy Scouts on a nonprotest 100-mile *Pilgrimage to Bath* and St. Thomas Episcopal Church, the oldest church in the state. The week-long march was reported on regular newscasts and the film clips were then assembled into a half-hour special which was a Freedoms Foundation award winner.

The special, produced by Walter Stiles, followed the scouts on their march, designed to demonstrate love for God and country, from Seymour Johnson Air Force Base near Goldsboro to Bath and the church. At a river near the church some scouts were filmed throwing handmade crosses into the waters to be carried out to sea and to other nations as symbols of a peace pilgrimage.

It took WFBM-TV Indianapolis more than a month to produce the half-hour documentary *Voice from the Ballot*, which was originally aired July 14, 1968, and repeated on Jan. 5. The documentary detailed the importance of a single vote and described the life of a legislator and the legislative process in Indiana. It won a Freedoms Foundation award.

Parts of the film were shot in the Indiana house and senate chambers and the general assembly was called into a special unofficial session for one day's filming. The leads in the documentary were professional actors. The special was produced by Bill Sprague of the WFBM production center and directed by Jane Shick, acting director of information of the Indiana Legislative Council. Miss Shick noted that during the last 61-day assembly session some 400 to 500 children, who were visiting the state capitol on educational tours, viewed the film daily.

Keyed to an Edmund Burke quotation, WTVM(TV) Columbus, Ga., ran a series of 60-second public service spots from April to October 1968 urging citizens first to register and then to vote.

The animated color film spot centered on the quotation: "All that is necessary for the forces of evil to win in the world is for enough good men to do nothing." The video opened on a spell-out of the word "nothing" accompanied by a ticking clock. The quotation was read off-camera as blotches of color hit the screen. The quotation was



*The activities of the Chicago police have been documented by WGN-TV in its Blue Light series. 'Operation Crime Stop' followed police on bookie raids and on a patrolman's beat.*

repeated until toward the end of the spot the screen was dark with run-together color. The voices over then asked: "Are you registered to vote?" or "Will you take the time to vote?" The closing phrases were changed for the primary and general elections. The series of "Nothing" spots earned a Freedoms Foundation award.

WTVM spent an estimated \$3,000 on production, man hours and air time.

News coverage in general and in particular for the 1968 Mannington, W. Va., mine disaster, produced two awards for WIBC-TV Pittsburgh. The National Headliners Club honored the station for "consistently outstanding newscasting." The National Press Photographers Association's award was given for team filming of the mine disaster in which 78 men lost their lives. The station had a crew on the disaster scene for 12 days and shuttled film from the site to Pittsburgh via helicopter.

Outstanding achievements in cooperative news coverage earned an AP Radio and Television Association award for WWTV(TV) Cadillac, Mich. The station was particularly cited for traveling perhaps "more distance from home base to provide Wirephotos than any other member in Michigan."

A combination of "traditional good humor and a modern attentiveness to illustration" won a National Association of Television Program Executives award for *Weather with Ward Allen and Albert* on WITI-TV Milwaukee. The weather is a segment of the station's 6 and 10 p.m. daily newscasts. Ward Allen is the weathercaster assisted by



## Three Out of Three: A Pretty Good Record

The Alfred P. Sloan Award is one of the most prestigious, most sought after awards in broadcasting. It is presented sparingly, and only for the most outstanding accomplishments.

On a local station level, this national award is given in three categories: The Station Award, The Producer Award, and the Creative Writing Award.

Last year, WWL-TV won the Station Award and the Producer's Award for its pioneering program, "Project Life."

This year, WWL-TV has won the third award—for Creative Writing—for a series of editorials that led to the first comprehensive revision of Louisiana highway safety laws in decades.

WWL-TV has now won all three of the Sloan Awards—a record that has not been equalled by any other television station in the United States.

But more important than the awards are the lives and property that WWL-TV has helped to save.

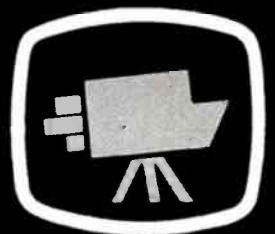
This is our real reward!

**WWL-TELEVISION**   
SERVING NEW ORLEANS PROUDLY

# WKY-TV reports on 20 years of stewardship

Twenty years ago, WKY-TV transmitted Oklahoma's first television signal with high hopes and dreams. For two decades we have strived to give true meaning to such words as service and stewardship. We have bared our heads with respect to our flag . . . bowed our knees with humility to man's spiritual needs. We have tried to remember that "our" voice means the other fellow's as well as our own. That "our" beliefs mean more than one viewpoint. That "our" rights are outweighed by our responsibilities to the area we serve. Now we are 20 years old. Short-lived in terms of life-span, yet we are pardonably proud of our record of service.

As WKY-TV moves into its 21st year, we recognize that our responsibilities are greater than ever. We shall continue our precious heritage of operating in the public interest, convenience and necessity.



**In 20 years, leadership has become a tradition.**

As Oklahoma's first television station, it was only natural that WKY-TV has been first in most areas of programming and community service.

But many of these "firsts" didn't just happen from being on the air ahead of everyone else in Oklahoma. They are the result of being extremely interested in our audience and the communities in which we live . . . and trying to make things better for both.

The first televised tornado warnings in the nation.

Helping to establish the Red Cross state-wide blood bank.

The first murder trial ever to be televised in the nation.

The establishment of a state-wide eye bank, with 1,328 corneas processed to date.

The exposure of a teenage marriage mill that resulted in corrective legislation.

The in-depth reporting of a flying saucer stock fraud after which the General Counsel of the SEC wrote "I know of no similar instance where a television station has made a greater contribution to the Federal Securities Law."

Truth Broadcasts and the establishment of Fly the Flag Week.

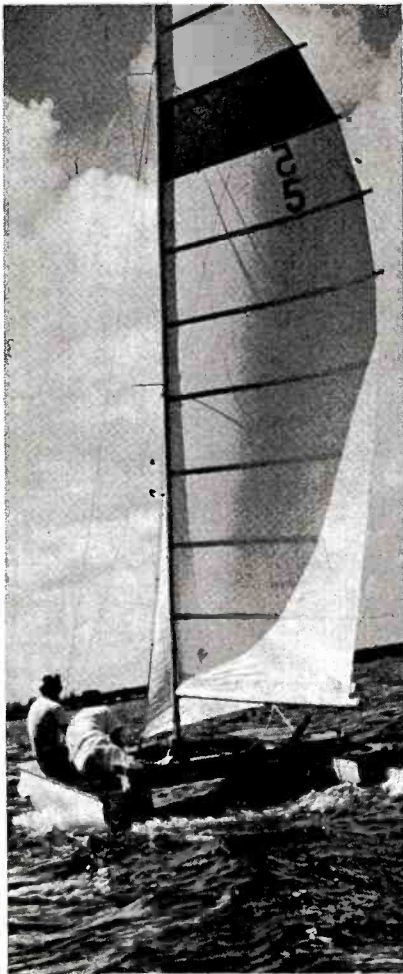
**THESE ARE ONLY A FEW OF THE HIGHLIGHTS.** How many have there been? The total changes daily. Last year, WKY-TV devoted over \$1,250,000 in air time to public service programs and announcements.

There are many other achievements to which WKY-TV points with modesty, such as being the first local television station in the nation to telecast in live color. Of significance beyond our own communities were the engineering studies of the directionalizing of television signals made in cooperation with the Television Allocation Study Organization and our continuing assistance in the study of severe weather by the National Severe Storms Laboratory.

We report these facts on our twentieth anniversary with pride and awareness of the efforts of the entire industry.



The WKY Television System, Inc.  
WKY Radio, Oklahoma City, Okla.  
WTVT, Tampa-St. Petersburg, Fla.  
KTVT, Dallas-Ft. Worth, Tex.  
WVTV, Milwaukee, Wis.  
KHTV, Houston, Tex.  
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### Sometimes we rock the boat a bit.

On purpose. To get our point across. A campaign for greater conservation measures for Cobi Country's lakes, streams and coastal waters is bound to dash spray on a few cheeks. Cobi Country is a land of rare enchantment. And of great responsibility for those entrusted with its channels of communications. Fulfilling this responsibility is a constant effort of the COBI TV stations.



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Ernie Crisp, photographer, and Bill Sprague, director, focus on actor Russ Reed, who played the part of a legislator during the filming of Voice from the Ballot for WFBM-TV Indianapolis.

The scene and much of the special were filmed in the Indiana statehouse, home of the General Assembly. The legislature went into an unofficial one-day session for the filming.

Albert, an alley cat puppet which is mastered by Jack DuBlon, a WITI-TV announcer.

There can be more to a children's show than just cartoons and WJBK-TV Detroit has made profitable use of that knowledge. The station has received a National Association of Television Program Executives Award for the best children's program for its *Woodrow the Woodsman* daily early morning series.

The program, carried 6:30-7:30 a.m., is a mixture of film and video tape in which Woodrow interweaves entertainment and instruction for the younger set. One series carried on the show was on the various states in the nation—their resources, historical sites and picturesque scenes. Woodrow is produced and directed by Julian Craggs: Clayton Conroy plays Woodrow and Lawson Deming voices the animals.

A little more than a month after U.S. Army Private Boyd J. Youngblood left his Mountain City, Ga., wife and home, for his overseas tour of duty, he was killed in Vietnam. The 22-year-old soldier left a 17-year-old widow who became a high-school graduate during the month her husband died. The story of Private Youngblood, told after his death, by his friends and relatives, was the subject of a WSB-TV Atlanta documentary, *The Return of Private Youngblood*.

The station's cameras were at the airport when the plane bearing his coffin landed, on June 29, 1968, and the film crews followed until the soldier had been buried. The documentary was aired on Dec. 21, 1968, after more than

350 hours had been put in on the filming and production.

The *Return of Private Youngblood* won a southeastern regional award from Sigma Delta Chi and it was honored in the Pictures of the Year Television Newsfilm Competition co-sponsored by the National Press Photographers Association and the Oklahoma School of Journalism. The documentary was produced and written by Hal Suit WSB-TV news director.

In February and March 1968, a newsman from WIBW-TV Topeka, Kan., was in Vietnam to talk to Kansans assigned to the war zone. The five weeks of daily broadcasts was later turned into a half-hour special, *Phong's New Boots and Other War Stories*. The special was first seen in prime-time on May 14, 1968, repeated on Saturday afternoon, May 25, 1968, and repeated in prime time again last month, on May 21.

The documentary, written and narrated by Al Austin, the newsman on the scene, earned a Sigma Delta Chi award. *Phong's New Boots* focused on the human element of the Vietnam War and encouraged a deeper understanding of U.S. participation in the war. The documentary was sponsored by Southwestern Bell, Hill Packing Co., and Sewell D-X, and allowed WIBW-TV to break even on the project.

WTIC-TV Hartford, Conn., won a Freedoms Foundation award for its documentary *The Other Voices*. The program dealt with the military draft and was aired on July 3, 1968.

*The Other Voices* followed a mem-



Bottom to top: National Academy of Television Arts and Sciences (Special Citation), Philadelphia Variety Club, Ohio State, United Fund, Catholic Broadcasters Association of America, San Francisco Film Festival, National Headliners, Variety Clubs International, National Academy of Television Arts and Sciences (Regional Emmy), National Association of Television Program Executives, Freedoms Foundation, Lutheran Church of America, New Jersey State Association of Life Underwriters, Cabrini College, Boy Scouts of America, U.S. Marine Corps, Kathy Walsh Kidney Fund, Pennsylvania Associated Press Broadcasters (Outstanding Farm News and Outstanding Reporting), A. Philip Randolph Award. Not shown: CINE Golden Eagle.

# 1969. So far!

WFIL-TV PHILADELPHIA, PA. A TRIANGLE STATION



An avant-grade interpretation of dance was featured on 'Limbo,' produced by WCBS-TV New York for the Repertoire Workshop series. An abstract fantasy. It utilized such electronic visual effects

as chroma key, dubbing and over-lays to achieve the total integration of the dancers' movements with various colors and light patterns. The score was also electronically created.

ber of the WTIC-TV news staff during his first weeks of training. The program focused on draftees' views of anti-war demonstrations, draft card burnings and other anti-military actions. Production costs were \$3,000.

Two months, some 300 man hours and \$1,000 were spent in production of *A Place Called Parish Prison*, which won an Ohio State University award for WDSU-TV New Orleans. The half-hour documentary was aired from 8:30-9 p.m. on Nov. 24, 1967, and took viewers inside the antiquated prison. The program showed that the jail was housing twice as many convicts as it was designed for and cited lack of bail-bonding procedures as one of the reasons for the overcrowding.

*Parish Prison* was shown before the city council was to vote on providing funds for a new prison site and the

council members were urged to watch the program. The council passed the fund authorization and Sheriff Louis Heyd said the WDSU-TV program was "very instrumental in getting the funds secured."

Two months after the program was carried, a new bail bonding program was instituted, one designed to reduce the number of persons being sent directly to the prison.

"Suffer, the Little Children," an examination of the conditions at the Pennhurst State School and Hospital for the Mentally Retarded near Philadelphia, was broadcast as a five-part investigative report on WCAU-TV Philadelphia's 6 p.m. *Big News*, in early July 1968. The programs, researched and reported by Bill Baldini, earned a World Newsfilm award from the Film and Television Awards Ltd. of London.

The special report produced some widespread results. Perhaps the most dramatic came from Pennsylvania Governor Raymond Shafer, who after a special showing of the series to the governor and his cabinet, appointed an investigating committee to study charges of overcrowding, lack of staff and deterioration of facilities at the school. The committee's report resulted in a \$6 million allocation for emergency repairs and purchases; a recruitment program for additional attendants, and formation of task force to study Pennhurst's long-range problems.

The variety of program material available to stations seems unending.

"Air Traffic—Crisis in the Sky," a half-hour, prime-time segment of the KPIX San Francisco *Reports* series last September, focused on the problem of overcrowded airways and a variety of opinions on how to lessen the congestion. The program, recipient of a San Francisco State award was produced by Jim Crum. Production ran more than four months and included filming in New York, Los Angeles, Washington, Boston and San Francisco.

An eight-program historical series, *California*, sponsored by Pacific Gas & Electric Co., made KRON-TV San Francisco the winner of an Ohio State award, a San Francisco State College Broadcast Media award and a Western Heritage award from the National Cowboy Hall of Fame.

The half-hour series began May 6, 1968 with "Of Gods and Galleons," an episode that looked at California when the Spanish and English explorers found it. The "West" was pictured as not only a geographic location but a country of mind.

Other episodes in the series were: "The Sword and the Cross," "A Gathering of Giants," "Barons in Buckskin," "Bonanza Kings," "Steel Across the Sierra," "Last Frontier" and "Boom or Bust."

For outstanding reporting in the cardiovascular field, two programs in the *Research Project* series on WNBC-TV New York received the American Heart Association's Howard W. Blakeslee award. The half-hour programs honored were "Gas Surgery: The New Hope for the Heart" and "Computers and Your Heart."

The series, telecast Saturdays, 4-4:30 p.m., is co-sponsored by Associated Hospital Service of New York and United Medical Service. Jay Miller is the producer and director.

A program first seen on Dec. 6, 1967, was still gathering in awards this year as WMAQ-TV Chicago added one from the Freedoms Foundation to its accolade list for *The Giants and the Common Men*. The one-hour documentary, sponsored by Commonwealth

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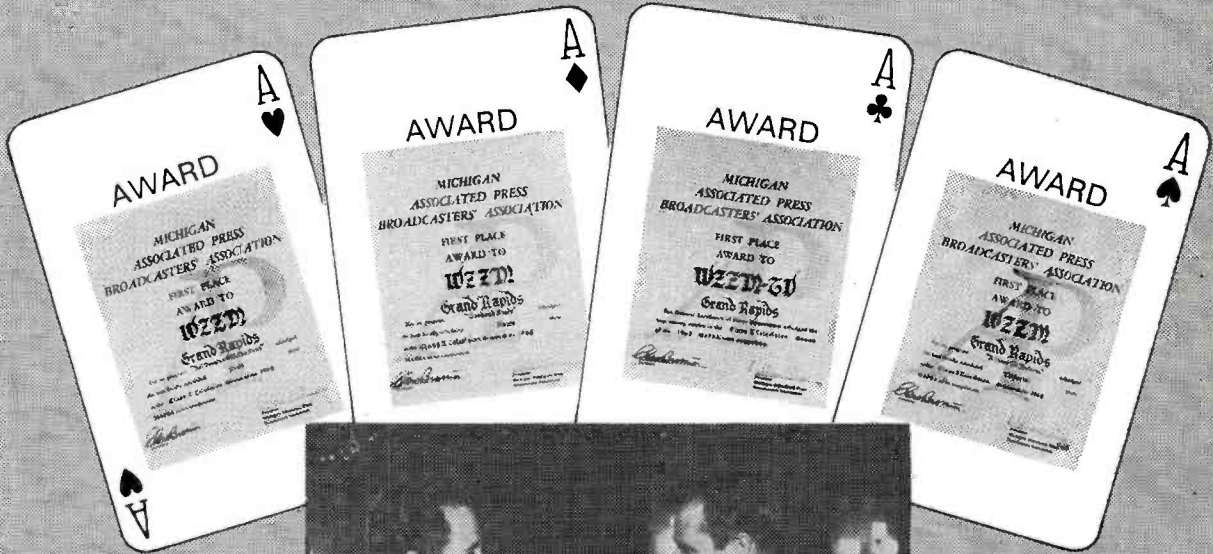


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# FOUR ACES!



JACK HOGAN, RIGHT, WZZM-TV13'S NEWS DIRECTOR, RECEIVES ONE OF THE FOUR AWARDS FROM MICHIGAN'S GOVERNOR WILLIAM C. MILLIKEN.

THE MICHIGAN ASSOCIATED PRESS DEALT US A WINNING HAND — FOUR FIRST PLACE AWARDS.

BEST NEWS PROGRAM,  
15 MINUTES  
AND OVER

BEST NEWS PROGRAM,  
15 MINUTES  
OR LESS



GENERAL EXCELLENCE  
OF NEWS  
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BEST  
EDITORIAL

WEST MICHIGAN TELECASTERS, INC., SERVING GRAND RAPIDS, MUSKEGON • KALAMAZOO (TV12)

# P.S.

Usually an afterthought,  
but with us P. S. means

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### AUGUSTA, GEORGIA

Named Television Station  
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"... presented because we  
found them to be greatly  
involved in so many fac-  
tors of community life,  
which, in our opinion, is  
the wherewithal of being  
a broadcaster."

## WJBF

### CHANNEL

# 6

### AUGUSTA, GEORGIA

Represented by HR

Edison, was shown twice in 1968 on March 28 and Dec. 3. The special, more than a year in the making, used historical photos and modern footage to recount Chicago's history from its founding as Fort Dearborn to present day. The focal center was the Graceland Cemetery and the story was told through the lives of the well-known, and little-known people buried there.

The sponsor purchased additional prints of the special and made it available for special showings in schools and to community groups. To date more than 75 such showings have taken place.

A trio of half-hour documentaries—on the history of protest in the U.S., an examination of the "new left," and a study of the Cuban airlift—was carried on WCKT(TV) Miami in 1968. The programs were recipients of an award from the All-American Conference to Combat Communism.

*Flags of Protest*, carried in February, traced the history of protest in the U.S. from colonial times to the present day civil rights and anti-Vietnam movements. Making his first appearance as a TV narrator was Florida Governor Claude Kirk. A copy of the program has been placed in the state archives and the documentary has been the model for a film which the National Association of Real Estate Boards is releasing nationally. Four newsmen worked four weeks on the production.

The look at *The New Left* came in July in a program that illustrated its roots, structure, connections and examined the attitudes of the youths feeding the movement. The program traced the history of the new left and its evolution from the U.S. Communist party to its present relation to socialist movements.

*The Meaning of the Cuban Airlift*, aired last November raised the question of whether the 4,000 Cuban refugees who arrive in Miami every month are really Fidel Castro's way to rid himself of the dissident, the unproductive elderly and the children. WCKT traced the history of the airlift and followed refugees from their arrival in Miami through settlement in the U.S. A news team went to Washington and filmed congressmen unhappy with the U.S. Cuban policy. The production was handled by four newsmen in two weeks.

A program shown three times on WCBS-TV New York and later on CBS-TV's *Camera Three* series won an Ohio State award for the station for "a significant and pace-setting accomplishment both in television production and in ballet."

"Limbo" was produced by WCBS-TV's Ray Abel for the *Repertoire Workshop* program exchange series of the CBS-owned television stations. It presented an original dance composition by avant-



Fred Wardenburg (l), producer-writer-director on location with his crew for the opening installment of the five-part *The Inner Core: City within a City* carried on WHA-TV Madison, Wis.

garde choreographer Alwin Nikolais, as danced by members of his troupe.

In preparation for six weeks and taped in two days, the abstract fantasy utilized a variety of electronic visual effects to achieve the total integration of the dancers' movements with various colors and light patterns, shapes and sounds.

The initial broadcast in prime time on July 9, 1968, was sponsored by Bishop Industries. "Limbo" was repeated twice on WCBS-TV before the network series picked it up. Besides achieving critical acclaim, the program's technical achievements attracted industry attention with the station receiving "several hundred" requests from ad agencies and producers for a brochure explaining how the visual effects were achieved.

WWL-TV New Orleans went to a shipyard, an ice house, the lake, an old fort, a park and an art museum to film *Fashion Is*, a one-hour special featuring top American designers and women's clothes. The prime-time special was produced for an estimated \$8,000 and carried on Sunday, Sept. 22. It received a National Association of Television Program Executives award.

The program was produced in cooperation with seven of the city's leading fashion stores. Filming took three weeks for the special which was described by NATPE as being "more than a unique display of high fashion. . . . It became a tribute to beautiful women everywhere."

*New Performers—Chicagoland '68*, an original musical revue with 26 area

TWO  
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AWARDS  
FOR TWO  
DISTINGUISHED  
PROGRAMS...

"The School  
That Would Not  
Die"

*National Academy of Television Arts  
and Sciences "Special Citation"  
Award—Regional Winner*

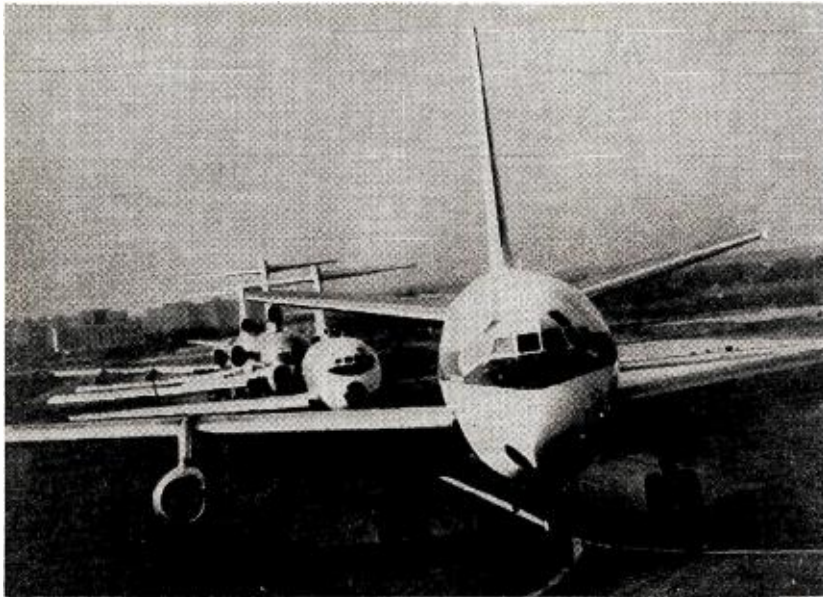
WDSU-TV, New Orleans, *continues* to set  
the broadcast standards for community  
involvement and service

"A  
Place Called  
Parish  
Prison"

*1969 Ohio State Award of the American  
Exhibition of Educational Radio-  
Television Programs—Social  
Sciences Category*

WDSU-TV's contributions to its community  
year after year have helped make it the  
most "*believable*" station in the market  
. . . a situation that affects WDSU-TV's  
advertising, too. See our man at Blair  
for the facts.

WDSU-TV  
CHANNEL **6** NBC IN NEW ORLEANS  
Represented by Blair  Television



A study of the crowded skies was the subject of the KPIX Reports series on KPIX(TV) San Francisco. 'Air Traffic—Crisis in the Sky' included location shooting and interviews in Boston,

Washington, Los Angeles, New York and San Francisco. The half-hour special was in preparation for more than four months and was aired Sept. 3, 1968, in prime time.

high school students made WMAQ-TV Chicago a recipient of an award from the National Association of Television Program Executives. Carried from 7:30-8:30 p.m. on Sept. 12, 1968, the taped special was sponsored by the American Dairy Association.

The performers were chosen from several hundred students who began auditioning in May. Weekly rehearsals were conducted in June and July and the program was taped late in July. The three boys and three girls selected as leads each received \$500 scholarships from the station. A seventh scholarship was awarded to a cast member selected by the performers.

Music, dance and literature played a part in three awards garnered by non-commercial WTTW(TV) Chicago. The station received a San Francisco State

College award for its January 1968 production of the opera *Falstaff*; a National Educational Television award for excellence for its September 1968 production of *Michelangelo: A Portrait in Dance*, and a Peabody award for its five-year-old weekly series, *Book Beat*.

*Falstaff* and *Michelangelo* were produced by John Sommers and directed by Richard Carter. Robert Cromie, host of *Book Beat*, received the Peabody award for "filling a neglected niche with taste, humor, unvaryingly high standards of purposeful inquiry." *Book Beat*, produced by Mr. Cromie and Robert Bohacek, is carried on 150 ETV's.

WAVE-TV Louisville, Ky., took a look at the philosophy and way of life of an isolationist couple in the *Harlan Hubbard Story*. The half-hour documen-

tary, made for \$1,100, was originally carried Oct. 4, 1968, and repeated on May 17, both 7-7:30 p.m. The program has since been carried on the other stations in the Norton group and has been requested by nongroup outlets.

WAVE-TV's cameras followed Harlan and Anna Hubbard through their daily lives of seclusion and contemplation in Payne Hollow, Ky., along the Ohio River. They live without any modern convenience and have in effect cut themselves off from the world. Necessary electrical power for filming night sequences came from a generator on a boat docked near the Hubbard's property.

The program received an award from San Francisco State College.

WWJ-TV Detroit had a crew working for more than two months to prepare a one-hour documentary showing the "human" side of Henry Ford. The program, aired July 28, 1968, won a Freedoms Foundation award.

*Henry Ford the Man* was designed to show that the auto builder had other traits other than being just a stubborn employer. The documentary, produced by John Rogers, included film which had never before been publicly shown of Mr. Ford with his friends Thomas Edison and Harvey Firestone, of Mr. Ford on ice skates and on camping trips. Intermixed were newly taped recollections of his friends and relatives.

The program cost \$3,800 including air time.

WZZM-TV Grand Rapids, Mich., received an award from Variety Clubs International for its half-hour special "Variety, the Spice of Life." The telecast, which showcased Grand Rapids' Tent 27 and the work it does in helping needy and handicapped children, was part of the *Success* series. The series is devoted to individuals, groups and organizations in Michigan who have achieved fame and success. The special was sponsored by the Union Bank and Trust.

America's natural resources also have their spot in award-winning television programming.

One episode in a \$54,000 series made KFME(TV) Fargo, N.D., noncommercial station, an Ohio State winner. "The Little White Schoolhouse" was a part of the *Red River Land* series.

The series is designed to acquaint children with the history and cultural advantages of the Red River Valley. Ron Salak is the producer-director.

KRON-TV San Francisco had a production team working for more than a year in developing a one-hour prime-time special *John Muir's High Sierra*. The program, first aired on Dec. 15, 1967, and repeated on March 25, 1968, was sponsored by the Pacific Gas &

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Electric Co., and won an award from the International Film & TV Festival of New York.

Basis for the filmed documentary of the Sierra Nevada mountains were the writings of John Muir, an explorer and naturalist. The documentary follows the 212-mile John Muir Trail from the floor of Yosemite Valley to the top of Mount Whitney. Bob Anderson was the writer-producer of the special.

A one-hour tour of "The Great Swamp," part of the WNBC-TV New York *New York Illustrated* series, was a study of a New Jersey wildlife refuge. Aired on June 15, 1968, the program received an Ohio State award for giving urbanites the incentive to explore the wildlife parks and preserves.

WWTv(TV) Cadillac, Mich., received a joint award from The Advertising Council, National Association of State Foresters and U.S. Department of Agriculture's Forest Service for outstanding public service in forest-fire prevention. The award noted the station's efforts in assembling fire weather data and the frequent reports of state conditions during periods of high fire danger.

With plenty of holidays on the calendar, stations have been able to come up with topical programming.

Produced for about \$175, *Christmas Is* earned a San Francisco State award for KFME(TV) Fargo, N.D., noncommercial outlet. The half-hour program was carried on Dec. 22, 1968, and dealt with various aspects of the Christmas holiday from commercialism to traditions, the religious aspect and the music.

A folk duo, Come Listen, performed original music while much of the video was a collage of stills, freshly filmed scenes, bits of movies and camera cards. The program was written, produced and directed by James Williams.

WBZ-TV Boston took a modern approach and used a program of original music and dance to compare Biblical times with today. In *And the Disciples*

## Documentaries vary in type

Many specials are referred to as documentaries. But just what is a documentary?

Two weeks ago at the Emmy award ceremony in New York, Merv Griffin prefaced the news awards winners with an explanation of a documentary.

"There are two kinds of documentaries: The cultural documentary and the news documentary. The cultural documentary shows you what you're missing by staying home watching television. And the news documentary makes you realize that instead of sitting in front of your television set, you should be out doing something about what you're looking at."

*Departed*, the station used the music and dance to allegorically relate apathy toward the passion of Christ to the apathy of today's society towards violence and injustice. The special received an award from the National Conference of Christians and Jews.

For years Atlanta had gone without a July 4th parade, but in 1961 WSB-TV proposed to fill the breach with a *Salute to America* parade. Since that time the parade has been an annual event, both to attend in person and view on television. The 1968 edition, with the theme "What So Proudly We Hail," was the recipient of a Freedoms Foundation award.

An estimated 400,000 persons lined up on Peachtree Street and thousands more watched on television as the two-and-a-half mile parade, led by Grand Marshal John Wayne, went by. Mr. Wayne also received the *Salute to America* award, given to performers and artists who have made unique contributions to patriotism. The only other recipient has been Bob Hope. The parade and telecast was promoted with

hundreds of 60-, 20- and 10-second on-air spots plus 30 ads in print media. More than 6,000 man hours were put in by station personnel.

Emphasis on patriotic events, both off air and on air made WBRC-TV Birmingham, Ala., a Freedoms Foundation winner. The station's activities included:

- Nomination of Vietnam veteran Captain Anthony P. Normand as the Alabama Broadcasters Association's man of the year. He was so honored by the ABA at its 1968 spring convention.

- The annual Independence Day celebration, which consisted of three days of patriotic observances throughout the city saluting the armed services. WBRC-TV was host to more than 200 military personnel during the three day event, which culminated with 70,000 spectators witnessing a fireworks display.

- The Nov. 11, 1968, telecast of the annual World Peace Luncheon and Veterans Day parade honoring General Lars Norstad and Admiral Thomas Moorer.

- Continuation of the "Message from Home—Vietnam" project, which offers relatives of men serving in Vietnam to film a message which is shown to the servicemen. Filming is done between Nov. 1 and 15 and is screened in Southeast Asia between Thanksgiving and Christmas. The project is now in its fifth year.

The WBRC-TV involvements in patriotic events were not sponsored and it is estimated the station spent \$25,000 on them.

On July 3, 1968, WIC-TV Pittsburgh presented a half-hour special *On My Honor*, aimed at honoring the Boy Scouts and the ideals of the American flag. The documentary focused on Pittsburgh's Chester H. Lehman Memorial, which was given to the Allegheny Trails Council of the BSA by the Lehman family. Featured in the program was Jimmy Stewart's reading of "You Are the Flag" written by cartoonist Milton Caniff. The special, written and produced by Fritz Kleibacker, WIC-TV director of public affairs, was sponsored by the Natural Gas Co.'s. The program received a Freedoms Foundation award.

WFLA-TV Tampa-St. Petersburg, Fla., took an editorial stand against Jose Feliciano's version of the National Anthem during the 1968 World Series. The editorial, carried in the 6 p.m. local newscast the same night, denounced the "young, far-out, swinging producers—the cute, self-styled sociologists of tomorrow [who attempt] to deliberately degrade our national heritage." The editorial, written by Jay Faraghan, program director, noted that if any other pop versions of the song were to come down network lines, they

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would be cut off and a "traditionally accepted rendition" inserted locally. The editorial won a Freedoms Foundation award.

Using a spot campaign, WBZ-TV won a Freedoms Foundation award for its "Do You Have a Minute for the Minuteman?" The campaign was designed to remind New Englanders of their historical heritage.

WRC-TV Washington received a Freedoms Foundation award for its 1968 Labor Day special, *Encore Americana*. The 90-minute program featured military bands in concert. Included were the U.S. Army band and chorus, the U.S. Navy band and the Sea Chanters, the U.S. Air Force band and Singing Sergeants and the U.S. Marine Band.

For a July 4, 1968, special, KRON-TV San Francisco turned to the multilingual California Girls' Choir and a program of American patriotic tunes. The half-hour, prime-time special featured 22 of the girls in the 50-girl choir. *This Land in Word and Song* was the recipient of a Freedoms Foundation award.

*This Is My Country*, a one-hour musical tour through American history won a Freedoms Foundation award for KSL-TV Salt Lake City and noncommercial KBYU-TV Provo, Utah, co-producers of the special. The program was carried on Memorial Day 1968 on KSL-TV and twice in October and once in November on KBYU-TV. *This Is My Country* was adapted from a stage presentation at the Bountiful, Utah, high school and drew talent from the entire area. The program includes patriotic prose, poetry and songs about average people and heroes.

These were only some of the more prominent award-winning programs that won national or regional awards during the year surveyed. Many other programs on many other stations, while not winning such awards, won local and regional acclaim throughout the viewing areas of their sponsoring stations.

Programs and editorials are not the only achievements for which television stations are honored today. They can also be cited for their creativity in promotion and research.

Among the recipients of Broadcasters Promotion Association awards have been KTUL-TV Tulsa, Okla. and WCAU-TV Philadelphia.

KTUL-TV developed a set of 10-second on-air promos for entertainment and station image that featured a tiger, a snake-charmer, a go-go girl and a magician. The spots tied visual and audio in the spots, such as when the go-go girl was going through her routine, the voice-over noted "When you get tired of the same old grind . . . turn to channel 8."

WCAU-TV was a winner for its 60-

second teaser spot for the Philadelphia Eagles pre-season football games. The video was entirely made up of action footage and the first 50 seconds of audio was music only. Voice-over promoting the games was used only in the final 10 seconds.

An American Research Bureau innovator award went to WFGA-TV Jacksonville, Fla. for the Contact Poll, telecast each Friday on the early and late-evening newscasts. The Contact Poll is a public opinion, random-sample survey designed to sample community and area opinion and trends as a base and background for news stories, in-depth studies, editorials and documentaries. The results are shown through rear projection, film, art work and other illustrative material.

(The foregoing special report was written by Sherm Brodey, senior editor, Washington.)

## A good '68 for Ad Council

### Time, space contributions were \$340 million; Red Cross, United Community leaders

The Advertising Council has rallied agencies, advertisers and the media to the support of worthy projects since 1942, and while 1968 was a fruitful year, with media contributions of \$340 million, it fell short, by \$12 million, of the record 1967 contributions of space and time.

In broadcast media, the increase in antismoking spots and political advertising took up much of the free time given Ad Council spots. Network TV, more accurately pinpointed than spot, was down 3%, but the decrease is largely offset by the increased support given to the council's secondary projects.

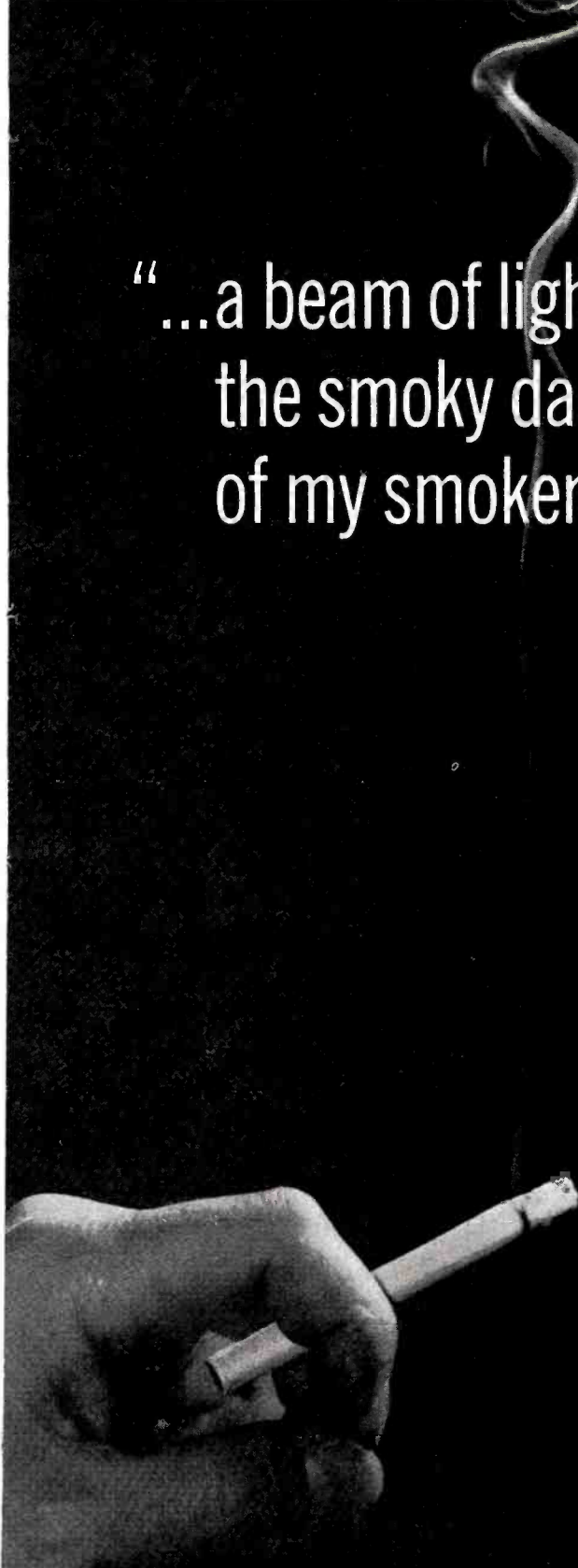
Twenty major Ad Council campaigns received network TV support last year. One other—the JOBS Program for the National Alliance of Businessmen—was given broad local station help in 50 top cities. In 1967, the council had 18 campaigns active in television; five years ago, it had only 16.

Circulation and dollar value were up in 14 of the 20 projects undertaken in 1968. The main drop came in traffic safety and U.S. Savings Bonds, historically the two most popular campaigns.

Working closely with Washington, the council is adjusting to a new administration and re-evaluating its priorities. Members of the council met with President Nixon for the first time in mid-May.

The Advertising Council is very proud of the results of its campaigns.





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Advertising Council executives launched a new public-service campaign, "Inflation Can Be Stopped," when they met with President Nixon in Cabinet Room of the White House earlier this month. The project was developed by council officials as a response from the business community to problems of inflation. More than \$8 million is expected to be contributed to the project in time and space.

Meeting with the President were (l-r) Charles Walker, under secretary of the Treasury; Robert P. Keim, Ad Council president; David M. Kennedy, secretary of the Treasury; Archie K. Davis, Wachovia Bank and Trust Co.; M. L. Frankel, president, JCEE; Victor G. Bloede, Benton & Bowles, which is contributing creative services; T. S. Thompson, General Foods Corp., who is volunteer coordinator for campaign.

Also Arch N. Booth, president, National Chamber Council; Dr. Carl Madden, NCC economist; Paul W. McCracken, chairman, Council of Economic Advisers; Postmaster General Winston M. Blount; President Nixon; Charles E. Wilson, chairman of Ad Council's Industries Advisory Committee; Thomas B. McCabe Jr., Scott Paper Co., and Marvin K. Bower, board of trustees chairman, JCEE.

Gordon Kinney, a council vice president, suggests that too often observers in business and government are more

impressed by hour-long network documentaries on the same critical problems that the council deals with in 60-second spots. Religion in American Life received three-quarters of a billion home impressions last year, he says, and "the Sunday morning religious programs would take years to do that."

He attributes the new, high levels of circulation that council spots are receiving to higher quality, color films: "Five years ago I was told by one network, 'if you don't improve the quality of your films, we won't accept them.'"

Judging Ad Council spots by the same standards applied to commercial efforts, the council is encouraged, despite last year's drop-off in acceptance. All Ad Council spots are in color now, and in the coming year the council will experiment for the first time with 30-second spots in its traffic-safety campaign. The council's radio-TV committee, headed by Samuel Thurm, advertising vice president at Lever Brothers, is even giving consideration to approaching the networks on the idea of piggy-backing public-service messages.

Ad Council President Robert Keim sees a trend toward more joint involvement of government agencies and citizens groups in council projects. The council has served to unite different groups working on similar problems. He cites as an example the new drug abuse campaign the council is engineering for the National Institutes of Mental Health, the Justice Department and

the National Council on Drug Abuse. Says Mr. Keim: "We were able to bring even government agencies together that were developing collaterally but independently."

A review of the five leading council campaigns for 1968 reveals a generous response from the television industry. Circulation and dollar figures are for the calendar year 1968.

• Traffic safety: The Ad Council notes a steadily decreasing death rate over the 23 years it has conducted a traffic safety campaign for the National Safety Council. Last year, the death rate per vehicular mile showed a 4% drop.

Traditionally, the traffic-safety campaign is the leading campaign in terms of coverage, receiving great prime-time support around the major holidays. In 1968 an estimated \$40 million in local and network television time was con-

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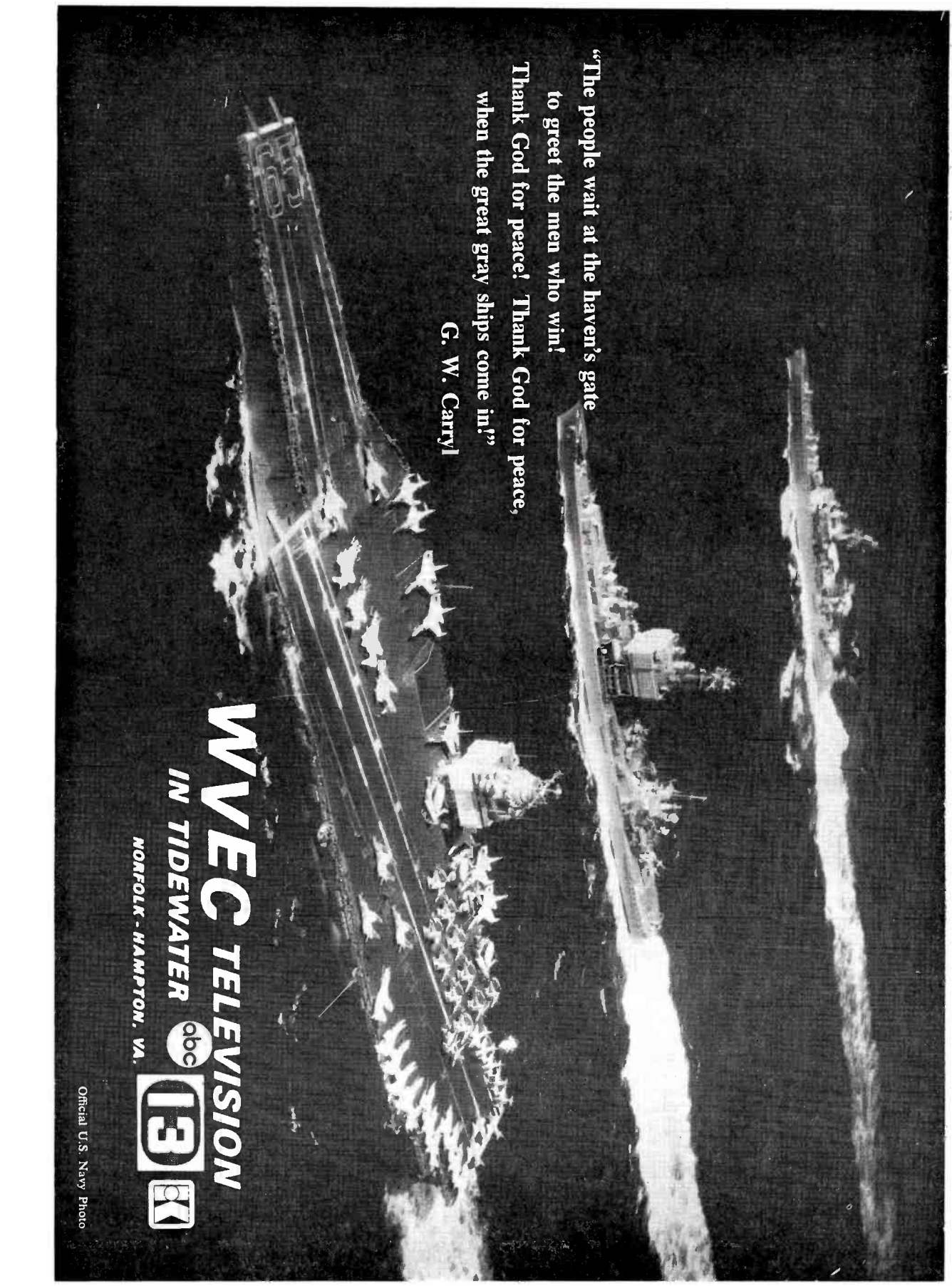
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Official U.S. Navy Photo

tributed to safety, down from the \$50 million donated in 1967, but still number one. Election campaigns and anti-cigarette spots are thought to have robbed this campaign of much free time. A. C. Nielsen Co. reported 3.5 billion television home impressions for traffic safety last year, compared to 4 billion the previous year.

The 1968 campaign, which emphasized the use of seat belts, was created by Needham, Harper & Steers Inc.

▪ **United Community campaigns:** After years in third place on the council's circulation list, the United Community campaigns drive moved into second last year, pushing the U.S. Savings Bond campaign back into the fifth position. The 1968 campaign raised \$750 million, the largest amount ever raised for voluntary health, welfare and recreation services.

United Community campaigns received \$33 million in television time, up from an estimated \$27 million in 1967. Network coverage rose to nearly 3 billion television home impressions, from under 2.5 billion a year earlier. A longer campaign and the use of higher quality color spots were cited by the council as reasons for success.

The annual campaign for the United Community Funds and Councils of America is voluntarily created by BBDO.

▪ **Continue Your Education:** The

drive for the U.S. Department of Labor urging young people to stay in school is one of the council's several campaigns that touch on urban and racial problems. The Ad Council feels so encouraged with the results of this campaign that it is switching its emphasis in the coming year from the high-school drop-out to the high-school graduate. The new campaign, sponsored by the Department of Labor, the U.S. Office of Education and the National Industrial Conference Board, will suggest that high-school graduates who are not college-bound get a technical education.

The Continue Your Education campaign enjoyed a sharp rise in television exposure last year, with an estimated dollar value of \$20 million, compared to \$12 million the previous year. Network circulation: 2 billion impressions, compared to 1 billion a year earlier.

The volunteer coordinator of Continue Your Education is Charles Corcoran, executive vice president, Commercial Communications Inc. The volunteer agency is Ogilvy & Mather Inc.

▪ **American Red Cross:** The high number of national disasters and the war in Vietnam have been an added burden to the Red Cross; thus last year the Ad Council was requested to give expanded support to the Red Cross campaign. The amount of coverage the Red Cross spots received moved the

campaign from sixth to fourth place. One reason offered for its apparent success is the serviceman theme—"Put your money where your boys are."

The Red Cross campaign received an estimated \$20 million in television support last year—the biggest year in the Red Cross campaign history—compared to nearly \$14 million the year before. Network circulation was 1.8 billion home impressions, compared to 1 billion the previous year.

The American Red Cross campaign is created by J. Walter Thompson Co. H. Naylor Fitzhugh, vice president, special markets, Pepsi-Cola Co., is the coordinator.

▪ **U.S. Savings Bonds:** The Savings Bond campaign was off last year, dropping from its traditional second place among all council efforts to the fifth spot. An estimated \$20 million in TV time was donated last year, down from \$30 million the previous year. Nielsen reported network circulation at near 2 billion home impressions, compared to 3 billion a year earlier.

James Fish, vice president, advertising & marketing services, General Mills, is coordinator, and three agencies create the advertising: Leo Burnett, McCann-Erickson and Fred Wittner Co.

Just below the top five campaigns are a series of drives that fall into a range of \$10 million to \$18 million of contributed TV time: Keep America Beautiful, Peace Corps, Aid to Higher Education, Prevent Forest Fires, Zip Code and Help Prevent Crime. Three campaigns were phased out last year or dropped to make way for new campaigns: United Nations, Equal Employment Opportunity and Mental Retardation. Three new campaigns received council and television help: Crisis in Our Cities, Invite and Welcome Foreign Visitors and Rehabilitation of the Handicapped.

New attention has been given to urban and racial problems by beefing up such programs as JOBS, Youth Opportunity and Religion in American Life, which has abandoned its old attend-your-church-or-synagogue theme for a new campaign urging Americans to help the disadvantaged.

New projects which the council hopes to develop in the upcoming year include combating inflation, drug abuse, and hunger and malnutrition. The 1970 census will provide a challenge to the council, which will urge citizens to file questionnaires early and assure them of privacy.

While the council gets a complete report of network support for its campaigns, it is currently planning steps to get more detailed measurement of time donated by local stations. It is believed that there is time being contributed by stations that is not being measured or reported.



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## “Product of Conflict”

The road to the Vice Presidency has been an odyssey of conflict and triumph for this son of a Greek immigrant who rode the crosscurrents of politics as a minority party candidate to become Baltimore County Executive, Governor of Maryland and Vice President of the United States. WMAR-TV will document his story on Channel 2, Tuesday evening, July 1st, from 7:30 to 8:30 PM. A copy of this program is being presented to The National Archives, Washington, D.C.

Stations wishing to telecast this colortape documentary should contact Director of Public Affairs, WMAR-TV, Baltimore, Md. 21212.

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## Will NCTA resume its hard line?

Lack of success of pact with NAB seems important topic at meet in San Francisco

What now? That's the question uppermost in the minds of cable TV operators meeting for the 18th time at the National Cable TV Association convention this week.

Hard on the heels of last week's decision by the National Association of Broadcasters calling for further negotiations on the agreement drawn by the staffs of NAB and NCTA, the anticipated 3,500 cable operators rallying in San Francisco are expected to shift their focus back to what it was before the deal with NAB foundered. This was (1) to secure ameliorative legislation against what CATV people call onerous FCC regulation, (2) to persuade Congress to include a compulsory license provision in the pending copyright legislation now being considered by a Senate committee, and (3) to look at other services to fill up the undeniable abundance of channels available on CATV.

The forum for relief FCC regulations is the House Commerce Subcommittee on Communications. This group, with Representative Torbert Macdonald (D-Mass.) as chairman, held hearings last month that featured the public release of the final report of President Johnson's task force on communications policy. That report, the contents of which became widely known last December, favored CATV as promising more diversity in television programming. But it made no great impact on the Macdonald hearings. Representative Macdonald is one of the featured speakers at the convention.

Aimed at making sure congressmen and senators know of CATV and its problems, and using the carrot of campaign contributions to insure attention, is a new organization formed only earlier this month: Political Action Committee of Cable Television (BROADCASTING, June 9). This was organized by Martin Malarkey, a CATV consultant, as chairman, with Charles Walsh, legislative counsel of NCTA, as secretary-treasurer. PACCT's goal is to raise \$100,000, and toward that end it is holding a reception this evening (June 23) at the convention.

In the copyright field, cable TV is seeking a provision written into the

pending new copyright law that would require copyright holders to grant licenses to CATV systems covering the TV programs they pick up and relay to customers. Payment would be a modest percentage of gross income (0.1% has been mentioned by CATV spokesmen) payable to a central collection agency. The copyright bill is under consideration by Senator John McClellan (D-Ark.) and his Copyright Subcommittee.

Perhaps the most significant answers to the question of CATV's troubled future may be seen from the number of sessions at the convention devoted to program origination—known as "cablecasting" to cable TV operators.

Cablecasting is the subject of six separate sessions, principally of the nuts and bolts category during the three full convention days. But, in addition there are other sessions, such as one on "Preparing Advertising Material for Local Origination," or the talk by Louis E. Scott of Foote, Cone and Belding advertising agency which has entered CATV ownership itself with four systems. Mr. Scott's talk is entitled "Madison Avenue Views the Cable TV Business." Also listed is a discussion of auxiliary services under the title: "Revenue for CATV," as well as a talk on political cablecasting.

Also highlighting the origination side of the convention meeting are two new programming services scheduled to be offered to CATV operators. The first, called "Gridtronics," is by Television Communications Corp., multiple CATV owner. Gridtronics is said to be a programming concept that consists of four channels of information, education and entertainment, with the fourth a closed-circuit type of transmission for professionals, like physicians. This was due to be disclosed in detail yesterday.

The second new program service, announced last week, is being offered by Information Network Inc., San Francisco. It is said to consist of six separate and continuous channels, ranging from news and sports to weather and stock market and special features. David Shurman, a former San Francisco advertising agency executive and one-time broadcast executive, is president and principal owner of INI. And for the

first time the Tape-Athon Corp., Inglewood, Calif., is offering a music library developed for CATV that is capable, the company says, of having commercials injected between musical selections.

Also new to CATV, but of more technical nature, are the concepts that have been publicized in recent months of specially designed, CATV-only receivers, announced by the British Rediffusion International Ltd. and by Hamlin International Corp., Seattle. Rediffusion also is promoting its own low-frequency system of cable TV. Both are expected to be showing wares and holding conferences outside the formal convention meetings.

Other highlights of the convention are expected to be a talk by Robert Wigod of Paine, Webber, Jackson and Curtis on "Wall Street Looks at the CATV Industry," a panel on satellites and CATV on which a number of executives of the Communications Satellite Corp. are scheduled to sit, as well as the customary panels on CATV industry's problems with telephone companies, state utility commissions, FCC activity, and underground installations.

What will be his last report to an NCTA convention is expected from Frederick W. Ford, the paid president of the association who is leaving his post at the end of the year. Mr. Ford, a former chairman and commissioner of the FCC who became president of NCTA on Jan. 1, 1965, announced his decision to return to law practice last May. An NCTA selection committee of four met for the first time in Washington last week.

### Convention exhibits

The following is a list of manufacturers who will be showing their latest products along with established lines at the National Cable Television Association convention in San Francisco.

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#### Aberdeen Co.

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**Booth 211**

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**Headquarters:** 11515 West Jefferson

*(Continued on page 110)*

# How to win a dirty war at sea.

For years, some oil tankers have dumped their leftover "persistent oils" at sea.

These are oils not easily broken up by sea bacteria. The Government forbids dumping them in certain areas near shore where they might harm marine life and foul the beaches.

Humble forbids its tankers to dump them anywhere at all.

Our research people also are working on other ways to keep the seas and beaches clean. Examples: better dispersants to help break up oil slicks; safe, efficient compounds for cleaning oil from beaches; and agents that solidify oil to prevent

spillage into the seas in case of accident.

The ocean belongs to all the people. Some day it may provide food for a hungry world. Those who use it should leave it as clean as they find it. That's what Humble is trying to do.

Because we've learned, as we go about the business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing something more.



**Humble Oil & Refining Company**  
America's Leading Energy Company

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## What's happening at the NCTA convention

The official agenda for the 18th annual National Cable Television Association convention, June 22-25, at the San Francisco Hilton hotel, San Francisco, follows. Equipment exhibits are listed on page 106.

**Registration** Sunday, June 22—10-8 p.m. Monday, June 23—8-5 p.m. Tuesday, June 24—8-5 p.m. Wednesday, June 25—8-1 p.m. Ballroom floor.

**Exhibit Hours** Sunday, June 22—1-8 p.m. Monday, June 23—9-9 p.m. Tuesday, June 24—9-6 p.m. Wednesday, June 25—9-6 p.m. Hilton Plaza, Imperial Ballroom, California Room, Garden Room, East Lounge, and North Lounge.

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### Monday, June 23

**Cablecasting Workshop #1: Electronic Editing**—8 a.m. Continental Ballroom, Parlor 1. Moderator: Greg Liptak, Gencoe. Panelist: Matt Spinello, Ampex Video. **Technical Session #1: CATV Headend Engineering**—8 a.m. Continental Ballroom, Parlor 2. Moderator: G. Norman Penwell, NCTA director of engineering. Panelist: Robert L. Pace, Valley County Cable Television. **Automated Accounting and Records**—8 a.m. Continental Ballroom, Parlor 8. Robert Feldner, Imperial Broadcasting Co. **Film Programming—Profit or Peril**—8 a.m. Continental Ballroom, Parlor 9. Moderator: Robert Weisberg, Telemation Program Services. Panelists: Conrad Bastow, TV Transmission Inc.; Robert Williams, Community Antenna Co. **Technical Session #2: Microwave for CATV**—8 a.m. Continental Ballroom, Parlor 3. Moderator: Milford Richey, Collins Radio. Panelists: Ira Kamen, Laser Link Corp.; Dr. Joseph Vogelmann, Chromalloy American. **Quasi-Laser Link Modulation Means for Wide Spectrum Air Link CATV Services**—Walter Johnson, Microwave Associates. **What is CARS Band Microwave and What Can It Do For You?**—Hubert J. Schlafly, Teleprompter Corp. **The CATV Franchise: Legal Pitfalls**—8 a.m. Continental Ballroom, Parlor 7. Moderator: Gary L. Christensen, NCTA assistant general counsel. Panelists: Arthur Stambler; Arthur Scheiner, Wilner, Scheiner & Greeley; Harold Farrow.

**Opening Session**—9:15 a.m. to noon. Continental Ballroom Parlors 5, 6.

**Chairman's Annual Report**—9:15 a.m. Robert Beisswenger, NCTA national chairman.

**Official Welcome**—10 a.m. Joseph L. Alioto, Mayor of San Francisco.

**Cable Television: The Communicator**—10:15 a.m. Bill Daniels, Daniels & Associates.

**Madison Avenue Views the Cable Television Business**—11 a.m. Louis E. Scott, Foote, Cone & Belding.

**Wall Street Views the Cable Television Business**—11:30 a.m. Moderators:—Jim Keller, Gene Iacopi, NCTA convention committee co-chairmen. Panelist: Robert Wigod, Paine, Webber, Jackson & Curtis.

**Luncheon**—12:30 p.m. Continental Ballroom, Parlors 4, 5, 6. Moderator: Robert H. Beisswenger, NCTA national chairman. **Invocation:** Rabbi Roger Herst, director of urban affairs, Jewish Community Relations Center. **Address:** Frederick W. Ford, NCTA president.

**General Management/Engineering Session**—2:30 p.m. to 5 p.m. Continental Ballroom, Parlors 5, 6.

**CATV via Satellite**—2:30 p.m. Moderator, Benjamin J.

Conroy Jr., Communications Properties Inc., **Panelists:** Robert D. Briskman, manager, domestic and special project office, Communications Satellite Corp. Louis D. Hinton, director, rates and revenue requirements division, COMSAT; George V. Hart, technical staff, engineering economy department, COMSAT; Frederick W. Ford, NCTA president; G. Norman Penwell, NCTA director of engineering; Nathaniel E. Feldman, consultant to RAND Corp.; Irving B. Kahn, Teleprompter Corp.; Frank Norwood, executive secretary, Joint Council on Educational Telecommunications.

**Wine Tasting Party**—5:30-7 p.m. Continental Ballroom. Courtesy of California CATV Association and The Winegrowers of California.

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### Tuesday, June 24

**Cablecasting Session #2: Studio Equipment for Local Origination**—8 a.m. Continental Ballroom, Parlor 1. Moderator: Greg Liptak, Gencoe. **Panelists:** Frederick Haines; Gerald Hobbs, both International Video Corp. **High Quality Low-Cost Color VTR**—Keith Y. Reynolds. International Video Corp.

**Cablecasting Session #2: Local Origination with Slow-Scan Techniques**—8 a.m. Continental Ballroom Parlor 1. Carl J. Wenzinger, Visual Electronics Corp. Glen Southworth, Colorado Video Corp.

**Cablecasting Session #3: Studio Lighting and Program Sources**—Continental Ballroom, Parlor 2. Moderator: Ed Drake, Gencoe. **Panelist:** J. Robert Burull, Viking Media. **Program Source Material for CATV Originations**—Robert Weisberg, Telemation Program Services.

**Cablecasting Session #3: Free Film Availabilities**—8 a.m. Continental Ballroom, Parlor 2. William Schweizer, Modern Talking Pictures. **Automated Program Sources**—Morton J. Fink, Television Presentations.

**Technical Session #3: Video Performance Testing**—8 a.m. Continental Ballroom Parlor 3. Moderator: G. Norman Penwell, NCTA director of engineering. **Panelist:** Charles Rhodes, Tektronix.

**Telephone Companies and CATV**—8 a.m.—Continental Ballroom, Parlor 7. Moderator: Gary L. Christensen NCTA assistant general counsel. **Panelists:** Lewis A. Rivlin, Peabody, Rivlin & Kelly, Jay Ricks, Hogan & Hartson; Morton L. Berfield, Cohen & Berfield.

**Auxiliary Services: Revenue for CATV**—8 a.m. Continental Ballroom, Parlor 8. Henry H. Urrows, Televigil Systems; Don Wygal, Tahoe Cable.

**Political Cablecasting**—8 a.m. Continental Ballroom Parlor 9. Alan Raywid, Cole, Zylstra & Raywid.

**Management Session**—9:15 a.m.-noon. Continental Ballroom, Parlors 5, 6. **The FCC's Regulatory Bomb.** Moderator: Bruce E. Lovett, NCTA general counsel. **Panelists:** John P. Cole, Cole, Zylstra & Raywid; Harry M. Plotkin, Arent, Fox, Kintner, Plotkin & Kahn; Henry Geller, FCC general counsel; E. Stratford Smith, Smith, Pepper, Shack & L'Heureux; John D. Matthews, Dow, Lohnes & Albertson.

**Technical Sessions**—9:15 a.m. Continental Ballroom Parlors 1, 2, 3. **The CATV Demodulator**—C. T. Johnson, Scientific-Atlanta. **An Improved Video Demodulator**—B. W. Osborne, Telemet Division of Geotel. **Demodulation and Modulation of Television Waveforms**—George Stoeppl, Rohde &



Schwarz. *The Rohde & Schwarz Video Demodulator*—Frank J. Ragone, Jerrold Electronics Corp. *Performance Measurements of Modulators and Demodulators*—Archer S. Taylor, Malarkey, Taylor & Associates.

**Technical Sessions**—11:15 a.m. Continental Ballroom, Parlors 1, 2, 3. *CATV Technical Standards*—John B. Damonte, San Francisco section IEEE. *The Role of the IEEE in the CATV Industry*—Walter S. Wydro, Walter S. Wydro Consultants. *CATV Picture Performance Standards*—G. Norman Penwell, NCTA director of engineering. *The NCTA Standards Program*—Sydney R. Lines, FCC Office of Chief Engineer. Hubert J. Schlaflly, Teleprompter Corp.

**Luncheon**—12:30 p.m. Continental Ballroom, Parlors 4, 5, 6. *Moderator*: Jack Crosby, NCTA immediate past national chairman. *Invocation*: The Right Reverend Monsignor Francis A. Quinn, director of Catholic television and radio activities. *Address*: Representative Torbert H. Macdonald (D-Mass), chairman, House Subcommittee on Communications and Power.

**Annual Membership Meeting**—2:30 p.m. Continental Ballroom, (NCTA Members Only)

**Technical Sessions**—2:30 p.m. Continental Ballroom, Parlors 1, 2. *CATV System Design and Operation*—Bailey Neal, Sylvania Electric Products. *Television Receiver and CATV System Interface Problems*—Archer S. Taylor, & Associates. *The Direct Pickup Problem*—Donald W. Levenson, Wheeling Antenna Co. *New Techniques Permits Summation Sweeps Without Interruption of CATV Subscriber Service*—Orville D. Page, Entron Inc. *CATV System for Reliable Year-Round Operation and 20-Year Life*—Eric Mertz, Technical Wire Products; Jack Cauldwell, HTV Systems Inc.; Paul Knight, EMI/RFI consultant. *RFI Considerations in CATV*—John O. Campbell, Campbell & Campbell Scientists and Engineers. *Design Parameters for Integrated Urban Communications*—Earl Hickman, AMECO Inc.

**Technical Sessions**—2:30 p.m. Continental Ballroom, Parlor 3. *The Coaxial Cable*—Herbert Lubars, General Cable Corp. *Analysis of Structural Return Loss in Coaxial Cables*—Jack Arbuthnott, Times Wire & Cable. *Dynafoam Coaxial Cable*—Ronald D. Lowe, Delcon Division of Hewlett-Packard. *TDR—Theory and Cable Fault Locating*—Bert Arnold, Electronic Industrial Engineering Inc. *Surge Protection in CATV Amplifiers*—James W. Stilwell, TeleSystems Services Corp.

**Chairman's Annual Reception**—6 p.m.-7:30 p.m.

**Annual Banquet**—7:30 p.m. Continental Ballroom

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## Wednesday, June 25

**Cablecasting Workshop Session #4: Preparing Advertising Material for Local Origination**—8 a.m. Continental Ballroom, Parlor 1. *Moderator*: Greg Liptak, Gencoe. *Panelists*: Mimi Barash, Richard Wiles, both Barash Advertising Inc.

**Technical Session #4: CATV System Level Control**—8 a.m. Continental Ballroom, Parlor 2. *Moderator*: G. Norman Penwell, NCTA director of engineering. *Panelist*: Mordechai Weiss, American Electronic Labs. *Solving Temperature Problem Using Dual Carrier Automatic Slope and Gain (ASG) Controls*—Donald Gregory, Kaiser CATV Corp. *AGC Operation and System Performance*—George P. Dixon, C-COR Electronics Inc.

**Technical Session #5: CATV Antenna Design and Selection**—8 a.m. Continental Ballroom Parlor 3. *Moderator*:

Herbert Michels, Time-Life Broadcast. *Panelist*: Albert K. Fowler, RF Systems. *Selection of Antennas*—Mark H. Ronald, Eltech Laboratories Inc.

*Utility Regulation of CATV*—8 a.m. Continental Ballroom, Parlor 7. *Moderator*: Jerome A. Tintle, NCTA counsel. *Panelists*: Reese H. Taylor, Chairman, Nevada Public Service Commission; Robert Young, Morgan, Lewis & Brockius; Joe Brennan, Associated Utility Services. *Labor Relations and Personnel Relations, A Challenge for the 70's*—8 a.m. Continental Ballroom, Parlor 8. Louis Jackson, Jackson, Lewis, Schnitzler & Krupman. *Insurance for Cable Operators*—8 a.m. Continental Ballroom, Parlor 9. Ben C. Doherty Jr., Mills-Doherty; Mickey Freeman, Associated Agencies.

**Management Session**—9:15 a.m.-noon. Continental Ballroom, Parlor 6. *The Future of CATV: A Look at Economics and Regulation*—*Moderator*: Amos B. Hosteller Jr. Continental Cablevision Inc. *Panelists*: Dr. Edward Greenberg, department of economics, Washington University; Dr. Martin H. Seiden, M. H. Seiden & Associates; Edward Shafer, Foster Associates.

**Technical Session**—9:15 a.m.-noon. Continental Ballroom, Parlors 1, 2. *Test Procedure and Test Equipment*—Israel Switzer, Maclean-Hunter Cable Television.

*CATV Amplifier Design*—Continental Ballroom, Parlor 3. Bryan Jones, Fairchild Semiconductors. *Technical Problems in Amplifiers for the UHF Cable Distribution of TV Signals*—Gaylord G. Rogeness, Anaconda Electronics. *CATV Repeater Amplifier Design Utilizing Digital Computer*—Daniel Lieberman, Sylvania Electronic Products. *Cross-Modulation Figure of Merit for Transistor Amplifier Stages*—Larry Roeshot, National Cable Television Center. *A Lossless Transmission Line*—William H. Lambert, Jerrold Electronics Corp. *Design Philosophy of Broadband Push-Pull Amplifier*—Perry L. Schwartz, Vikoa Construction Co.

**Luncheon**—12:30 p.m. Continental Ballroom, Parlors 4, 5, 6. *Moderator*: Robert H. Beisswenger, NCTA immediate past national chairman. *Invocation*: The Reverend Canon Clarence Stacy. *Address*: Dr. Gabriel D. Ofiesh, director, Center for Educational Technology, Catholic University.

**Technical Sessions**—2:30 p.m.-5 p.m. Continental Ballroom, Parlors 1, 2. *Minimum Acceptance Testing of CATV Headends*—George Kanen, F.C.B. Cablevision Inc. *In-System Conversion for 24 Channel Service*—Phillip D. Hamlin, Hamlin International Corp. *Converters and Television Sets as Terminal Devices for CATV Systems*—Patrick R. J. Court, Television Presentations Inc. *Technical Considerations in the Design and Use of CATV Converters*—Floyd Vincent. *Craftsmen Electronic Products. The Converter's Place in Today's Modern Cable System*—B. R. Carter, CAS Manufacturing Co. *Solid State Headends*—Walter S. Wydro, Walter S. Wydro Consultants.

*CATV Distribution Planning*—2:30 p.m. Continental Ballroom Parlor 3. Wayne Hauser, F.C.B. Cablevision Inc. *The Problems and Solutions of Buried CATV Plant*—Preston Spradlin, CAS Manufacturing Co. *Review of CATV Taps*—Robert Morrison, Gencoe. Don Wilson, Southeastern Photogrammetric Engineers. *Aerial Photogrammetry for CATV Distribution*—Milford Richey, Collins Radio.

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## Thursday, June 26

**NCTA Board of Directors Meeting**—9 a.m.-noon. Tamalpais Room.

(Continued from page 107)

Boulevard, Culver City, Calif. 90230.

On display will be samples of model A, D and E clamps, cable spacers and lacing wire for CATV systems.

**Personnel:** George Acker.

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### **Ameco Inc.**

**Booth 301-302, 330-332**

**Headquarters:** 2949 West Osborn Road, Phoenix 85002.

Featured will be headend and distribution equipment, coaxial cable and two new amplifier types.

**Personnel:** Bruce Merrill, Gay Kleykamp, Earl Hickman, Doug Turner and Sid Mills.

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### **American Electronic Labs Inc.**

**Booth 148-149**

**Headquarters:** Box 552, Lansdale, Pa. 19446.

The display will feature a working model of slope and gain control systems using dual pilot carrier generators for solution of temperature problems in CATV systems.

**Personnel:** David Biberman, Mordecai Weiss, Sam Colodny, Pat Bartol, Max Spector, Marvin Athans and Irving Faye.

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### **American Pamcor Inc.**

**Booth 328-329**

**Headquarters:** Valley Forge, Pa. 19481.

Shown will be CATV connectors and splicers, aluminum cable featuring captivation of center conductor heat-shrinkage tubing, and submersible splice closures for direct burial.

**Personnel:** Don Cox, Ted Dalrymple, Tom Davis, Ed Forney, Arnold Johns, Joel Rowleson, Bob Toner, Ted Webber and Joe St. Clair.

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### **Ampex Corp.**

**Booth 324-325**

**Headquarters:** E.I.T.D. 2201 Estes Ave., Elk Grove, Ill. 60007.

Displayed will be a VTR 5100 black-and-white record and playback machine and a 7500 color recorder. Also featured will be a new VTR 7800-16 with color editing, CC-330 black-and-white Plumbicon cameras, CC-324 black-and-white cameras, monitors and accessories.

**Personnel:** Bill Murphy, Bob Dressler, Hank Bogardus, Paul Chalkhant, George Foster and Bill Carpenter.

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### **Anaconda Electronics Co.**

**Booth 222-224, 237-238, 252**

**Headquarters:** 1430 South Anaheim Boulevard, Anaheim, Calif. 92803.

The Sealmetic cable will be on display, plus new test equipment including Model 9300 system spectrum analyzer, Model 8903 modulator, 8800 series amplifiers and a line of passive devices.

**Personnel:** D. Crist, K. Hollingsworth, D. Yearick, V. Tarbutton, D. Nelson, J. Emmick, A. Zimmerman, J. Hubbell, D. Roberts, G. Rogeness and A. Shiel.

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### **The Associated Press**

**Booth 230**

**Headquarters:** 50 Rockefeller Plaza, New York 10020.

On display will be the new solid-state Data-Vox 440, an automatic electronic system for feeding news reports directly into CATV systems.

**Personnel:** Robert Eunson, Robert Sunday, Jim Firmin and Bob Hull.

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### **Benco Television Corp.**

**Booth 235-236**

**Headquarters:** 724 Bugbee Street, Jacksonville, Fla. 32207.

On display will be CATV headend, distribution and passive devices equipment, including a completely transistorized headend channel processor, Benavac Mark II.

**Personnel:** C. J. Evans, M. W. Townsend, John Caupon, Jan Spisar, James L. Spoon and Harry D. Gray.

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### **Blonder-Tongue Laboratories**

**Booth 102**

**Headquarters:** 9 Alling Street, Newark, N. J. 07102.

New items on display will include the BTV solid-state, economy system using LP45P amplifiers and 4661 AC in-line power supplies, the Dual-Guard solid-state MCA headend, and the model 4671 automatic over-voltage protector model.

**Personnel:** Isaac S. Blonder, Leon J. Knize, Michael Adamchak, Raymond F. St. Louis, Samuel M. Stone, Raymond Makela.

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### **Burnup & Sims Inc.**

**Booth 167**

**Headquarters:** 2269 Indian Road, West Palm Beach, Fla. 33402.

Displayed will be a series of pictures of services and scope of the com-

pany along with transparencies showing different operations.

**Personnel:** Milton Lewis, Herman Lawrence and Jim Graham.

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### **CAS Manufacturing**

**Booth 305-309**

**Headquarters:** 3301 Royalty Row, Irving, Tex. 75060.

Introduced will be a complete line of MATV, CCTV, ETV, and CATV equipment.

**Personnel:** John Campbell, Preston Spradlin, Ben Campbell, Bob Welch, Lynn Mullin, Bob Carter, Ray Moore, John Rogerson, Paul Mattern and Don Parks.

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### **Cascade Electronics Ltd.**

**Booth 326-327**

**Headquarters:** Electronics Avenue, Port Moody, B. C.

New equipment displayed will be the Unicom series of trunk-line amplifiers along with the regular line of CATV amplifiers directional taps and couplers and passive devices.

**Personnel:** George Spencer, R. Pat Brown, Tom Goodall, Merrill Flynn, Jerry King, Phillip Allman, Malcolm Bradshaw, Joe Derocher, Sid Welsh, Stan McKelvie, Larry Scaber, Gart Pither, Bud Shepard, Tom Athans, Carroll Courtmier, Danny Forbess, Don Larkin, Benny Hammond and Derry Cook.

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### **Catel Corp.**

**Booth 513-514**

**Headquarters:** 517 Marine View Avenue, Belmont, Calif. 94002.

On display will be standard line of headend equipment, plus new television demodulator, FM processor, headend turn key and antenna site survey services.

**Personnel:** Paul Fung, Jim Hurd, Ralph Calhoun, Clyde Blylevan, Dennis Williams and Bill Carson.

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### **CATV Marketing Inc.**

**Booth 515-516, 210**

**Headquarters:** 4265 First Street, Pleasanton, Calif. 94566.

Services offered include free marketing studies, feasibility studies, marketing analyses, computer billing programs, consultant services and a service that comes into the community and sells CATV to consumer on direct sale basis, with design promotional material, design media advertisement exposures and TV-radio commercials.

**Personnel:** Lisa Best, Sherri Raap,

# RCA Vidicons...

## First in broadcasting, CCTV, space

RCA invented the Vidicon. So it's only natural that more TV cameras use RCA Vidicons than any other kind. More broadcast cameras. More CCTV units. Now they take off in NASA and ESSA project satellites where there's no margin for error.

Think of that when you replace Vidicons next time. Ask your RCA Industrial Tube Distributor how you can step up with RCA. Step up resolution with separately-connected mesh electrode types. Step up sensitivity by selecting Type II photoconductor types. And step up over-all performance with RCA Vidicons—made in the same plant, with the techniques, controls, and quality assurance checks used to make the Vidicons that gave us our first close-up look at the moon.

RCA Electronic Components | Harrison, N. J. | 07029



Use This Short Form Step-Up Selector		
For Color Film Pick-up	For B&W Film Pick-up	For Live Color In RCA TK42 Cameras
RCA-7038 RCA-7735B* RCA-8134/VI*† } in RCA RCA-8480/VI† } TK27 RCA-8507A*† RCA-8572A†	RCA-7038 RCA-7735B* RCA-8480† RCA-8507A*† RCA-8572A†	4RCA-4493*† RCA-4494*† RCA-4495*†
NOTES: †types feature separate mesh electrode construction *indicates Type II photoconductor		
And, RCA has many other types for industrial, commercial, and educational closed circuit TV—such as 4478, 7262A, 7735, 7735A, 8134, and 8573A.		



Join the Big Phone-In. Call your RCA Industrial Tube Distributor. He supplies dependable RCA Vidicons—plus technical data in the newly revised catalog CAM-700A.



Donald Opperman, Jeff Marcus, Mark L. Van Loucks, David Cassell, Ken Baker, Don Jones, Gale Newman, Noah Mandell and Bob Mathews.

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### C-Cor Electronics Inc.

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#### Booth 319

**Headquarters:** 60 Decibel Road, State College, Pa.

The display will introduce the company's three new high-level concept amplifiers in a thermal case design. Also featured will be the series 100, 200 and 300 amplifiers, the new E-210 line extender and the model 2202 low noise antenna preamp.

**Personnel:** James R. Palmer, Arthur B. Roberts, Bruce Frazier, Joseph Loscalzo, R. E. Tudek and George P. Dixon.

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### Collins Radio Co.

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#### Booth 103-105

**Headquarters:** Dallas 75207.

Two different microwave video relay systems will be shown—the MW-109E long-haul system featuring IF heterodyne repeater with video drop capacity, and the MW-808D short-haul remodulating system for the CARS band. Microwave test equipment will also be on display.

**Personnel:** Milford Richey, Kerry Fox, John Morrissey, Doc Botu, John Veddall and Russ Chapman.

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### Jerry Conn & Associates

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#### Booth 407-408

**Headquarters:** 1070 South Colebrook Avenue, Chambersburg, Pa. 17201.

Trimline Connectors will display new connectors; Altec Laboratories will feature new line extenders and antennas, and passive devices, cable clips and samples of Berkshire cable will

also be shown.

**Personnel:** Arthur Davy, Ralph Logan, Mark Ronald and Jerry Conn.

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### Craftsman Electronic Products

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#### Booth 256-258

**Headquarters:** 133 West Seneca Street, Manlius, N. Y. 13104.

New products on display include 25-channel converter, directional taps for dual cable systems, flat response stripline directional coupler, coaxially seized connectors and an underground tap.

**Personnel:** Daniel N. Mezzalingua, Joe Ostuni, Matt Lysek, Bill Down, Joe Gibbs, Bob Greiner, Ken Siegel, Floyd Vincent and Bob Bird.

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### Daniels Management Co.

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#### Booth 505

**Headquarters:** 2930 East Third Avenue, Denver 80206.

Services offered include CATV brokerage, appraising and consulting.

**Personnel:** Bill Daniels, Alan R. Harmon, Dick Zell, Jerry Buford, Tom Johnson, Bill Ross, John Saeman and Glenn Littlejohn.

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### Davis Manufacturing

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#### Booth 401-402

**Headquarters:** 1500 South McClean Boulevard, P. O. Box 1801, Wichita, Kan. 67201.

On display will be 20+4 rubber-tired trencher with SP-40 direct burial cable plow attached.

**Personnel:** David Woolf, Bob Giles and Jim Hansen.

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### Delta Electronics Ltd.

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#### Booth 406

**Headquarters:** 70 Ronson Drive, Rex-

dale, Ont.

Featured will be typical CATV system which will show antenna site equipment, trunk and distribution units and subscriber connection devices. These include a VHF/FM single channel amplifier, model ML66; TC-1 transistorized crystal controlled VHF converter.

**Personnel:** R. E. G. Wilson, G. I. Baxter and K. W. Keefe.

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### Dynair Electronics Inc.

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#### Booth 244-246

**Headquarters:** 6360 Federal Boulevard, San Diego 92114.

A new TV special effects generator, the Mini-Split SE-260A and the VS-226A switcher/fader will be on display.

**Personnel:** E. G. Gramman, G. W. Bayes, J. J. Crowley, D. A. Keller, W. D. Killion, R. A. Jacobs and M. D. Bingham.

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### Entron Inc.

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#### Booth 107-110

**Headquarters:** 2141 Industrial Parkway, Silver Spring, Md.

Displayed will be the new line of Spectramax CATV distribution equipment. Also exhibited will be the complete ensemble of main amplifiers and line extender amplifiers, all encased in newly designed cast housings, and all passive devices.

**Personnel:** Edward Whitney and O. D. Page.

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### Essex International Inc.

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#### Booths 321-322

**Headquarters:** 3712 Upper Mt. Vernon Road, Evansville, Ind. 47712.

On display will be new amplifiers, as well as a variety of splitters, taps, switchers and cables.

**Personnel:** Paul O'Malley, W. T. Hookins, C. J. Madigan, Tom Knievel, A. K. Miegl, W. D. Henry, C. J. Weber, M. Wettore and A. Steiner.

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### Fort Worth Tower Co.

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#### Booth 264

**Headquarters:** 5201 Bridge Street, P. O. Box 8597, Fort Worth 76112.

On display will be towers, reflectors and equipment buildings.

**Personnel:** T. W. Moore and A. C. Tilton.

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### GBC CCTV Corp.

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#### Booth 517-518

**Headquarters:** 89 Franklin Street, New

## Conventioning NCTA

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*Hogan-Feldmann, Inc.*

MEDIA BROKERS • CONSULTANTS

4404 Riverside Drive, Box 1545, Burbank, California 91505  
Area Code 213 849-3201

York 10011.

The display will feature closed-circuit TV cameras, monitors, lenses, video sensor and the V-F 202 view-finder camera.

**Personnel:** Irving Solotoff, Steve Lefkowitz, Harry Lefkowitz.

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### General Cable Corp.

**Booths 517-518**

**Headquarters:** 730 Third Avenue, New York 10017.

Air and foam trunk and distribution cable and drop wires, video pair cable and miniature video cable, cable clamps, aerial lifts, ventilators, heaters and air drying and cable pressuring equipment will be shown.

**Personnel:** Howard Boyd, John Cavanaugh, G. M. Gamble Jr., E. J. Holton, J. F. Stock and Larry Smith.

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### Gilbert Engineering Co.

**Booth 255**

**Headquarters:** 3700 North 36th Avenue, Phoenix 85019.

Along with a full line of coaxial connectors, the display will feature a new line of center conductor connectors and Dynaphone and Ultraphone cables.

**Personnel:** Earl Gilbert, Paul Rhodes, Jim Moulin, F. R. Smith.

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### Graybar Electric Co.

**Booth 304**

**Headquarters:** 420 Lexington Avenue, New York 10017.

On display will be products of various manufacturers of construction material which is primarily used in CATV industry including hardware and fittings for aerial facilities, strand and lashing wire, underground installation equipment, line and hand tools, reels and pedestals.

**Personnel:** T. G. Gallatin, R. L. Taylor and Howard Fleck.

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### J. R. Hampton & Associates

**Booth 411**

**Headquarters:** 5109 South Newton, Littleton, Colo. 80120.

Demonstrated will be all the equipment necessary to air the firm's cable television bingo program.

**Personnel:** Jack Hampton, Jim McGuire and John Himes.

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### Hewlett-Packard

**Booth 412**

**Headquarters:** 1501 Page Mill Road,

Palo Alto, Calif. 94304.

The new 4920A coaxial cable fault finder will be shown. The 4901A cable fault locator and the 4905A ultrasonic translator detector will also be on display.

**Personnel:** Forest Rutledge, Ron Lowe, Arian Moore, Larry Collmann and Robert Allen.

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### HTV Systems Inc.

**Booth 266**

**Headquarters:** 10 Monroe Street, East Rochester, N. Y. 14445.

Featured will be the capability for two-way use of coaxial cable, demonstrated by model L20-L amplifier case which houses not only the standard combination trunk and bridging amplifiers for regular VHF band, but also necessary filters and separate amplifier to transmit spectrum from 10 MHz to 40 MHz for auxiliary services.

**Personnel:** Jim Confeld, Dave Coe and Jack Cauldwell.

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### International Video Corp.

**Booth 113-115, 124-126**

**Headquarters:** 675 Almanor Avenue, Sunnyvale, Calif. 94086.

On display will be IVC-600 low cost, high performance 1" color video-tape recorder; IVC-800 1" helical scan color video-tape recorder; IVC-860 1" color video-tape recorder with electronic editing capabilities; IVC-120, IVC-100 series low cost, high quality broadcast color video camera with external sync generator, and IVC-230 film chain.

**Personnel:** Donald F. Eldridge, Ronald H. Fried, Eugene R. P. Lemman, Frederick J. Haines, Carter G. Elliott, John D. Rockwell, Richard J. Reilly, Paul W. Jantzen, Willard Stickney, Keith Y. Reynolds, James Verrinder, William A. Fink, L. L. Pourciau, Gerald Hobbs, Hayden Deere, George Lewis and William Birdsey.

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### Jerrold Electronics Corp.

**Booth 201-209, 212-221**

**Headquarters:** 401 Walnut Street, Philadelphia 19106.

The SST simultaneous sweep transmitter will be shown; the FXA4 amplified flexitap and the ASA-260 automatic slope amplifier will also be on display.

**Personnel:** Bob Beisswenger, Lee Zemnick, Jerry Hastings, Jim Forgey, David Batafsky, Art May, Frank Martin, Walt Meclary, Clark Engle, Jack Forde, Bob Bilodeau, Ray Pastie, Ray Davis, Al Micheli, Dean Kinkel, Jim Bailey, George Fletcher, Bill Grant, Bill Lindberg, Chuck Anderson, Marty Moran, Ron Friedman, Bob Santora, Steve Manley, Joe Connowall, Mel Gray, Denis Ashcroft, Zea Grissinger, Bob Gruno, Tony DeLoss, John Zawojski, Ray Murdough, Bud Campbell, Joe Livesay, Fred Cannington, Bob Garner, Dale Brown, Bruce Lane, Jim Orwick, Fred Stone, Jerry Horton, Dave Rutheford, Leo Barin, Bob Pesick, Dick Pew, Sy Syversen, Howard Buffington, James Byrd, Chuck Moody, Dick Kregger, Len Ecker, Kip Fletcher, Frank Ragone, Sam Blakeman, Jim Nelson, Mike Jeffers, Bill Lambert, Mav Ouraski, Dick Covell, Bill Pratt, Jerry Crusan, Jay Maley, Herman Simon, Simon Pomerantz, Nick George, Caywood Cooley, John Capella, Joe Einsidler, Norm Everhart, Ken Simons, Terry Keenan, Terry Blanks, Norm Duncan and Lil Kane.

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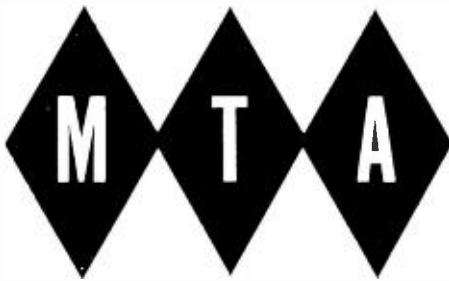
### Kaiser CATV Corp.

**Booth 239-243, 247-251**

**Headquarters:** 2216 West Peoria Avenue, Phoenix 85020.

The Phoenician XR series of extended range CATV distribution equipment will be introduced along with the regular Phoenician line.

**Personnel:** Robert W. Behringer,



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Walter Baxter, Jim Taglia, Jim Scott, Ben Forte, Tony Katona, Ray Kerbaugh, Jean Welch, Richard Macmillan, John Pranke, Don Gregory, Bert Henscheid, Mick Ralston and George Henderson.

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### Lindsay Specialty Products Ltd.

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#### Booth 413

**Headquarters:** 50 Mary Street West, Lindsay, Ont.

On display will be trunk and distribution line amplifiers, directional active taps, Colorflex modular directional multi-taps, trunk line splitters, directional couplers, and the DWP series of directional wall plates. A line of new test equipment and complete lines of passive devices and CATV antennas will also be shown.

**Personnel:** John Thomas, Frank Pennypacker, David Crowhurst and Mark Beggs.

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### Microwave Associates Inc.

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#### Booths 501-502

**Headquarters:** Northwest Industrial Park, Burlington, Mass. 01803.

On display will be solid-state microwave relay equipment including the BX series designed for the CARS band.

**Personnel:** D. W. Atchley, I. T. Corbell, E. Stromsted, D. Smith, P. R. Cass, M. L. Knold, J. W. Johnson, C. V. Wixted, T. R. Spearen, J. Toropovsky and W. Shand.

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### 3M Co.

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#### Booth 112, 127

**Headquarters:** 3M Center, St. Paul 55101.

On display will be full line of Scotch brand video tapes including both Scotch brand helical scan video tape and Scotch brand quadruplex.

**Personnel:** Jack Bondus, Hal Jones, Larry Drohman, John Nash and Jerry McCalla.

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### Modern Talking Picture Service Inc.

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#### Booth 106

**Headquarters:** 1212 Avenue of the Americas, New York.

On display will be video-tape program material available on a free-loan basis.

**Personnel:** William Schweizer and Lynn Runck.

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### Packard Bell Electronics

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#### Booths 320-321

**Headquarters:** 649 Lawrence Drive,

Newbury Park, Calif. 91320.

The new lightweight PB-9100 viewfinder camera, designed for small studios, will be displayed along with the modular Futurama studio console. Also on display will be the PB-9200 viewfinder camera and PB-940 high-resolution camera.

**Personnel:** L. J. Brock, M. Rohfeld, M. F. Rounds, H. Slider, J. P. Stack and R. L. Weir.

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### Phelps Dodge Electronic Products

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#### Booth 253

**Headquarters:** P. O. Box 187, North Haven, Conn. 06473.

On display will be full line of foam and air dielectric cables.

**Personnel:** Kenneth Atkinson, John Elsasser, William Youkers and John Nevin.

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### Philips Broadcast Equipment Corp.

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#### Booths 503-504

**Headquarters:** One Philips Parkway, Montvale, N. J.

A local origination system including Plumbicon and vidicon monochrome cameras, remote pan and tilt units, video mixing units and an eight-hour tape cassette system will be shown.

**Personnel:** R. I. Brown, R. F. Goodspeed, A. R. Pignoni, R. C. Rogers, E. J. Manzo, R. Walker, K. K. Kaylor, K. Gustafson and J. Morrison.

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### Plastoid Corp.

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#### Booth 259

**Headquarters:** 42-61 24th Street, Long Island City, N. Y. 11101.

On display will be 59U foam and solid dielectrics, house drop coaxial cables; 59/Ufoam and solid dielectrics, house drop coaxial cables iwth "E-Z" strip integrated messenger, and .412-inch O.D., .500-inch O.D. and .500-inch O.D. solid aluminum sheathed feeder and trunk distribution coaxial cables.

**Personnel:** Bill Grant, Kerwin McMahon, Martin Sacoda, Victor Burt, Thomas Gibbons and John Strasbourger.

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### Preformed Line Products Co.

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#### Booth 153

**Headquarters:** Box 91129, Cleveland 44101.

Products on exhibit include guy-grip dead-ends, splices, telegrips, teletaps, telesplice, false dead-ends, lashing rods and guy guards.

**Personnel:** Robert D. Skilton.

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### Pruzan Co.

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#### Booth 313-317

**Headquarters:** 1963 First Avenue South, Seattle 98134.

Special feature includes a mechanical man called "Whatchamacallit Line-man," a composite of a few of the CATV items stocked by the company.

**Personnel:** Jack Pruzan, Herbert Pruzan, William Keilwitz, Lloyd Hanna and Ferris Peery.

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### Quick-Set Inc.

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#### Booth 137-138

**Headquarters:** 8121 Central Park Avenue, Skokie, Ill. 60076.

On display will be professional lines for closed-circuit television, TV broadcast and electronic instrument positioning equipment including tripods, pcd-estals, table-wall-and-ceiling mounts, dollies, pan and tilt heads, cradle heads and cam heads. New products include #5230 Hercules cam-link head and #7230 Samson cam-link head.

**Personnel:** A. J. Weber and A. J. Briglia.

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### Raytheon Co.

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#### Booths 225-226

**Headquarters:** 141 Spring Street, Lexington, Mass. 02173.

On display will be the KTR-2A and KTR-3A microwave radio equipment.

**Personnel:** John Cheval, Jack Banister, George Hickley, Eugene Love, Robert Keller and Robert Kanney.

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### RCA Commercial Electronic Systems Division

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#### Booth 130-136, 139-145

**Headquarters:** Camden, N. J. 08102.

On display will be full line of color and black-and-white cablecasting equipment for local origination, featuring cameras, film systems, control consoles, lighting equipment and video-tape recorders.

**Personnel:** Barton Kreuzer, Andrew F. Inglis, John P. Taylor, Gordon W. Bricker, Max Ellison, Vroman W. Riley, Henry Ball, Jess L. Nickels, A. W. Power, R. R. Yokes, G. McClanathan, R. Newman, M. Corbett, R. Newman, M. Corbett, R. Harding, J. Salani and C. Gaydos.

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### RF Systems Inc.

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#### Booth 150

**Headquarters:** 155 King Street, Cohasset, Mass. 02025.

On display will be a full line of an-

# The best way to help yourself.



Planning with civic leaders—community and area improvement programs . . .

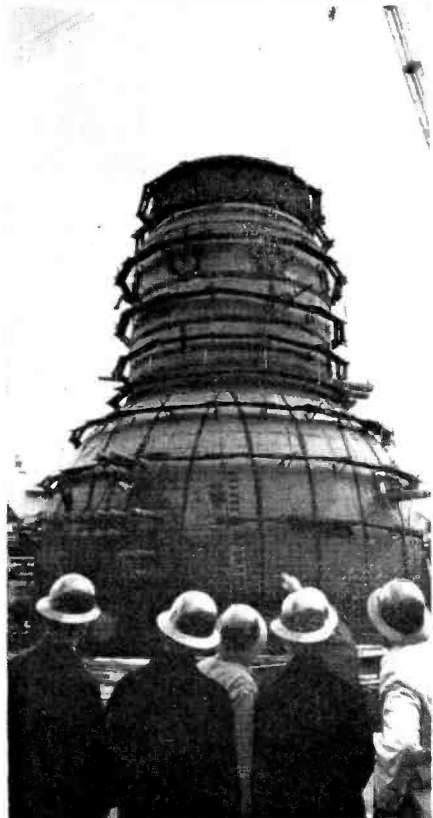
We don't pretend that all the good things we do are done from the goodness of the heart. What's good for the people we serve is also good for us.

So when we power companies help redesign and rebuild cities, help plan the way the country will live and look and work thirty years from now, or help educate and uplift the young, we do it for a lot of reasons.

We're good businessmen, for one thing. We go all out to make sure people get the low-priced, abundant, reliable electricity they need and want.

But we've also known for a long time that the way to make our business even better is to help improve life for the communities we live in—for you, for us, for everyone.

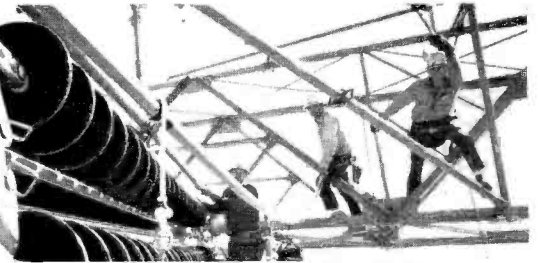
If that makes us look like good guys, we won't complain.



More than \$80 billion for new plants, equipment in next ten years—jobs, opportunity . . .



Company taxes aid education . . .



Electricity low-priced, reliable, abundant for better life . . .

**The people at your  
Investor-Owned  
Electric Light and Power  
Companies\***

\*For names of sponsoring companies, write to: Power Companies, 1271 Ave. of the Americas, N.Y., N.Y. 10020.

tenna equipment including astrocat, parabolic from 20- to -60 feet in diameter, zig-zag antenna and all-band log periodic antenna. Demonstrated will be the application of array techniques to obtain better performance and co-channel rejection.

**Personnel:** Jim Hayes, Tom Walsh and Albert K. Fowler.

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### Rohn Communication Facilities Co.

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#### Booth 303

**Headquarters:** 6718 West Plank Road, P. O. Box 2000, Peoria, Ill. 61601.

On display will be line of CATV-microwave towers, obstruction lighting equipment, microwave passive reflectors and related tower equipment.

**Personnel:** Dwight Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, Roland Anctil, Gene Francis and Al Repsumer.

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### Scientific-Atlanta Inc.

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#### Booth 128-129

**Headquarters:** Box 13654, Atlanta 30324.

On display will be CATV headend systems and equipment such as QCA-7 and QCA-UHF antennas, series 6100 solid-state signal processor, series 6000 preamplifiers, power supplies, power dividers, modulators and demodulators.

**Personnel:** Tom Smith, Richard Walters, Paul Cooper, Ted Johnson and Andy Latford.

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### Sigma Industries

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#### Booth 263

**Headquarters:** 1115 O'Brien Drive, Menlo Park, Calif. 94025.

Featured will be a line of molded enclosures, caps and boots, and various sizes of heat-shrinkage tubing.

**Personnel:** K. C. Monroe, W. D. Weagant, R. W. Reardon, H. L. Woolsey and R. C. Laton.

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### Sod-Master

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#### Booth 165

**Headquarters:** 3456 Washington Avenue North, Minneapolis 55412.

On display will be an accessory to the Pipe Piper model 140 which eliminates vibration of the wire as it is laid.

**Personnel:** Dale Wittke, Greg Wittke, John Kinkead and Jim Trunk.

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### Spencer-Kennedy Laboratories Inc.

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#### Booth 101

**Headquarters:** 1360 Soldiers Field

Road, Boston 02135.

Featured will be System/18+, automatic level and automatic slope control equipment in conjunction with CASE (Computer-Aided System Evaluation) and model 7224 solid state 12-channel oscillator. Also on display will be dual pilot ALC/ASC trunk-line amplifiers that stabilize level and slope changes year-round and eliminate seasonal station adjustment.

**Personnel:** S. K. MacNown and R. A. Brooks.

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### Stromberg-Carlson Corp.

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#### Booth 254

**Headquarters:** 100 Carlson Road, Rochester, N. Y. 14603.

Information on financing CATV systems will be available.

**Personnel:** M. K. Gage and F. L. Granger.

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### Superior Continental Corp.

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#### Booths 232-234

**Headquarters:** Box 489, Hickory, N. C. 28601.

On display will be aerial and buried Coppergard and Alumagard coax, matching coax connectors, buried plant housings, TV equipment and accessory items.

**Personnel:** Warner T. Smith, J. H. Bowman, W. L. Roberts, B. W. Hughes, D. W. Hoffman, Ed Harmon, Carroll Oxford, Gene Scheer, Alan Oxford, J. J. Wardell, Fred Wilkenloh.

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### Sylvania Electric Products Inc.

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#### Booth 151-152, 159-160, 168-169

**Headquarters:** Box 268, Bedford, Mass. 01730.

On exhibit will be new 50,000:1 automatic wide-response light sensitivity TV cameras and a mobile television van.

**Personnel:** H. Berlin, B. Curwin, J. Dhimos, A. Feigenson, L. Frankwitz, H. Gillogly, B. Hamilton, T. Leonard, N. Pisciotta and C. Rosekrans.

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### Systems Engineering Inc.

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#### Booth 147, 164

**Headquarters:** 804 North Broadway, Sylacauga, Ala. 35150.

The company's line of CATV antennas will be shown.

**Personnel:** Mr. & Mrs. Rudy Riley.

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### Systems Wire & Cable Inc.

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#### Booth 414

**Headquarters:** 3500 South 30th Street,

Phoenix 85040.

Aluminum-sheathed coax cable will be on display.

**Personnel:** Mary White, Jack Woods and Nat Marshall.

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### Tape-Athon Corp.

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#### Booth 161

**Headquarters:** 523 South Hindry, Inglewood, Calif. 90301.

On exhibit will be Background Music Center for studio use on weather scan channel, and a new system for local origination, capable of injecting commercial ads between music selections.

**Personnel:** George M. Anthony, David J. Anthony and Wally Rubin.

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### Telemation Inc.

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#### Booth 116-123

**Headquarters:** 2275 South West Temple, Salt Lake City 84115.

New equipment on display will include TMC-2100LO television camera, TMP-2500 non-duplication switcher, TMM-203D dolly-up multiplexer, TVI-100 vertical interval data transmission system and Porta-Studio compact video control package. Also featured will be TMM-300 message channel, weather channel '97' automatic time/weather machine with "studio" capabilities and TMT-100 series video test equipment.

**Personnel:** Lyle Keys, Ken Lawson, Ronald Hymas, Bob Kuhl, Jack Daniels, Kay Pope, Bob Bacon, Ted Anderson, John Briggs, Tom Clack, Barry Kenyon, Vicki Durham, John Weeks, Ron Ward, Betty Harris and John Brophy.

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### Telemet Co.

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#### Booth 403

**Headquarters:** 185 Dixon Avenue, Amityville, N. Y. 11701.

Introduced will be a new RF modulator and a demodulator suitable for use with base band test equipment. Base band test signals will be displayed along with base band video transmission equipment.

**Personnel:** Robert L. Rice, Jack Horowitz, Eric King, H. M. Holzberg and B. W. Osborne.

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### Television Presentations Inc.

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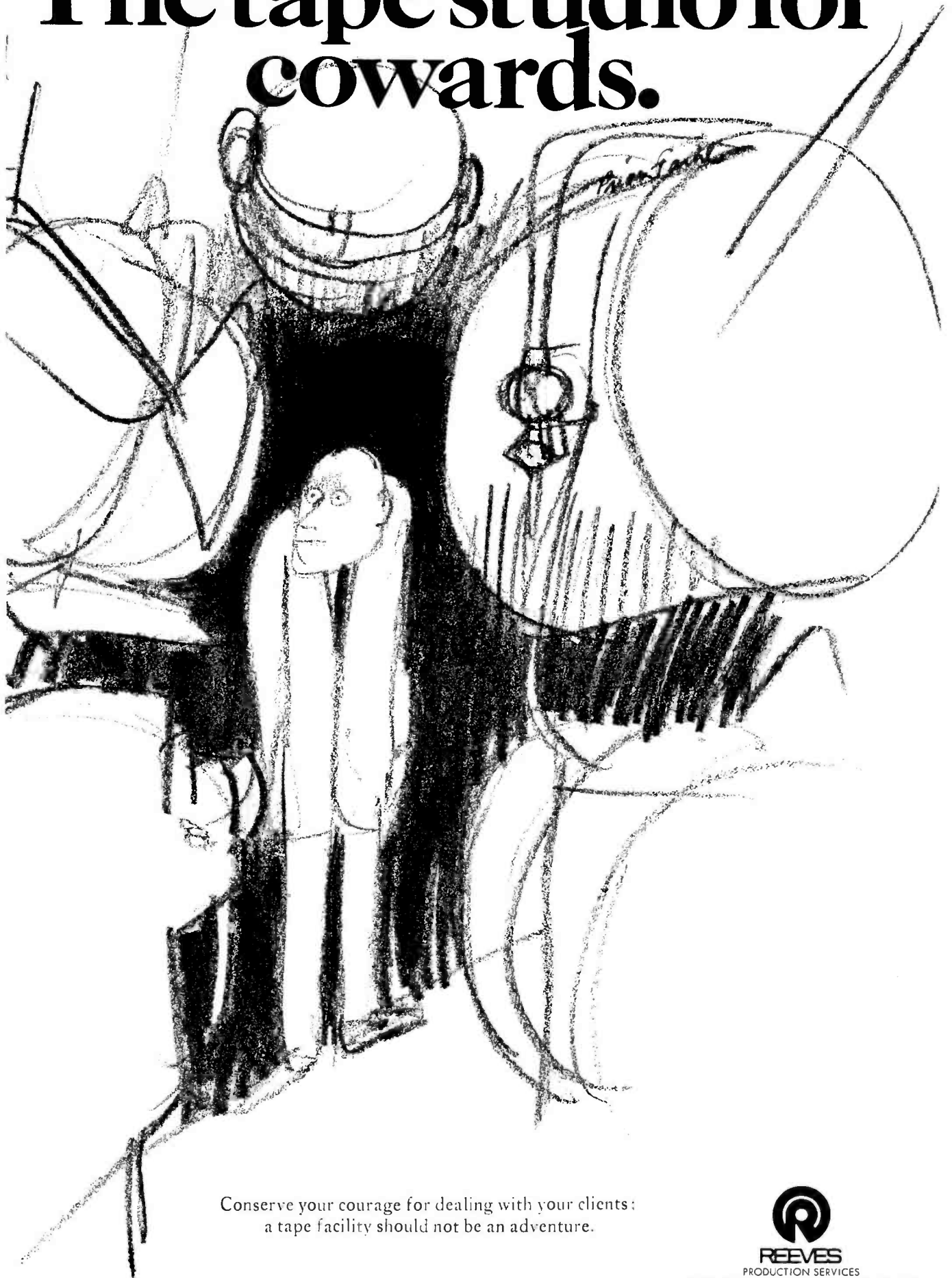
#### Booth 310-312

**Headquarters:** 375 Park Avenue, New York 10022.

Displayed will be a new CATV home receiver converter, the Gamut 26. A selection of Sterling movies and sample packages of programing will be also



# The tape studio for cowards.



Conserve your courage for dealing with your clients:  
a tape facility should not be an adventure.



**REEVES**

PRODUCTION SERVICES

101 W. 67th St., New York 10023. (212) 873-5800

exhibited.

**Personnel:** Bert Kittay, Ira DeLunen, Alan Cowe, Bob Allan, Patrick Court, Joe Assenheim and Morton Fink.

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### Television Utilities Corp.

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#### Booth 506

**Headquarters:** 46-45 Vernon Boulevard, Long Island City, N. Y. 11101.

Featured will be four new local origination packages of equipment designed to provide complete turnkey facilities for local program and commercial originations. Each package will contain TV cameras with rear controlled zoom lenses, tripods or camera pedestals, and a master control station containing a sync generator, line and program monitors, switcher-fader special effects generator and other necessary equipment.

**Personnel:** Al Jenkins and Anthony Lopez.

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### Times Wire and Cable Co.

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#### Booth 227-229

**Headquarters:** 358 Hall Avenue, Wallingford, Conn. 06492.

Featured will be a new low-loss cable, Dynafoam (polystyrene dielectric material).

**Personnel:** L. DeGeorge, B. Burton,

F. Desmond, R. Schneider, H. Matuschka, R. Porter, M. Ganley and J. Arbutnott.

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### USM Fastener Co.

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#### Booth 111

**Headquarters:** 510 River Road, Shelton, Conn. 06484.

Powder-actuated tools for cable fastening will be featured.

**Personnel:** Lee Taft, John Gray and Donald Hogentogler.

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### View-All Television Products

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#### Booth 146

**Headquarters:** 2510 Electronics Drive, Anniston, Ala. 36201.

On display will be full line of passive devices including splitters, transformers and taps.

**Personnel:** Walter L. Hotz, John W. Servies, Sabin G. Florescu, Henry Geist, William R. Sonke and Horst Danneker.

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### Vikoa Inc.

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#### Booth 154-158, 170-172

**Headquarters:** 400 Ninth Street, Hoboken, N. J. 07030.

On display will be Futura series of

amplifiers, climatecaster, weathercaster, minicaster, diplomat and complete line of connectors and fittings, cameras and projectors.

**Personnel:** Arthur Baum, Theodore Baum, George Green, Robert Baum, W. Bodenstein, Robert Cowart, J. Matison, Allen Lipp and Alan Jaffrey.

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### Visual Electronics Corp.

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#### Booth 260-262

**Headquarters:** 356 West 40th Street, New York 10018.

Introduced will be new components for the V7000 TV control system. A rapid cue and master file components system for retrieval and storage of videograph information will also be shown.

**Personnel:** Jim Tharpe, Carl Wenzinger, Oral Evans, Tony Matteo, John Sisso, Salvatore Raya and Frank D'Ascenzo.

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### Whitney Blake Co.

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#### Booth 231

**Headquarters:** 1565 Dixwell Avenue, New Haven, Conn. 06514.

A line of coaxial cable will be featured.

**Personnel:** Dave E. Karrman, Robert Kelsey and James Marth.

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## International

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# CKLW-TV seeks ownership relief

## With license on the line, station says it must get U.S. ad revenues or be fully subsidized

RKO General's CKLW-TV Windsor, Ont.-Detroit has asked to be declared exempt from Canadian foreign-ownership rules.

S. C. Ritchie, president and general manager of CKLW-TV, said that although most of the station's viewers and advertisers were American, CKLW-TV was "an outstanding exception in Canadian broadcasting." Being one mile from Detroit and surrounded on three sides by U.S. territory, CKLW-TV "protects and reinforces Canadian identity" in the "unique position" of being the Canadian center closest to the U.S.

He said that it had cost Western Ontario Broadcasting Co., the licensee, \$3.5 million to operate CKLW-TV in the last fiscal year. Income from all Canadian sources, including the Canadian

Broadcasting Corp., amounted to \$365,000 while U.S. revenues reached \$3 million. He observed that: "These essential relationships—of American revenue being eight or more times Canadian income—have prevailed in years of profit as well as years of loss."

Despite all the U.S. influence, he stressed, Canadians have "complete operating autonomy" of CKLW-TV.

Mr. Ritchie explained the station's position at the June hearing of the Canadian Radio-Television Commission in Montreal. He requested a renewal of CKLW-TV's license and also asked for an exemption from the foreign-ownership requirements.

He said CKLW-TV develops considerable U.S. interest in Canadian institutions and also serves about 300,000

Canadians working in neighboring U.S. areas.

Canadian Broadcasting Corp. programs were shown during "prime viewing time"—from 9:30 p.m. to 11 p.m.—to a potential audience of 917,300 U.S. households and 20,000 households in Canada.

Mr. Ritchie said that CKLW-TV costs and earnings are pegged to the Detroit market simply because of the station's proximity to the fifth-largest city in the U.S. "Feature films cost CKLW-TV as much as 10 to 20 times more than in similar-size Canadian markets," he said.

He said a private affiliate in eastern Canada could pay \$500 to \$1,000 for a film while one in western Canada would pay \$300 to \$500. "To CKLW-TV,

# She's busy planning for her first child. We are too, and for her grandchildren as well.



Jane and her husband have picked both names. If it's a girl, Sarah. Jonathan, if it's a boy.

They've been putting the finishing touches on the nursery, and they're very excited about the English pram due for delivery tomorrow. But there's still a lot to do and buy.

We're busy too, working in areas whose products will serve their child, and their grandchildren.

## From tree farming to firefighting

For instance, we are now in the tree farming business. Through ITT Rayonier Inc., we supply domestic and foreign industries with the basic raw material, cellulose, that goes into more than 6,000 products—such as rayon and acetate fibers, tire cord, cellophane, photographic film, papers, plastic, and paints.

Rayonier has planted 75 million genetically-improved seedlings, grown in their own nurseries, in one five-year period. In a little more than 20 years these are ready for harvesting. But before then, Rayonier permits the public to come and enjoy these new forests—to camp, fish, hunt, or picnic.

Another of our subsidiaries, Pennsylvania

Glass Sand Corporation (PGS), mines a basic raw material, silica sand, used in the manufacture of glass, textiles, detergents, chemicals, adhesives, ceramic housewares and other such products.

From PGS also comes a raw material that's used in the making of an air-dropped fire retardant, which has saved human lives and millions of dollars in forest reserves.

Under PGS's management the mining of silica in flatland areas is the first step in the creation of clear lakes and wooded waterfront homesites. In hilly terrain, revegetation with trees and shrubs—even grass seeding—helps keep soil firmly in place as well as restoring the area's natural beauty.

## Changing needs of a changing world

Anticipating future demands of the world economy, we've diversified into a truly international corporation with almost 40 percent of our business in the service industries.

In the final analysis it is the profitable businesses like ours that are the source of all funds, through taxes, employment and investments, for making changes for the better—like low-cost housing, satellite communication, superhighways, medicare, fighting crime, the war on poverty, and conservation of natural resources.

## ITT and you

Since we are a corporation dedicated to meeting the changing needs of a changing world, we have gone into many diverse fields—from natural-resource conversion to mutual fund management to industrial and commercial controls. (The thermostat in the new nursery carries our General Controls brand name.)

Our dynamic growth contributes toward a better life for you today and the realization of a brighter future for the people of tomorrow.

And that goes for Jane's great-grandchildren, too!

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.

SERVING PEOPLE AND NATIONS EVERYWHERE

# ITT

the cost would be \$5,000 to \$8,000." And the Windsor station pays "eight to 18 times more" for half-hour syndicated programs—as much as \$1,800, he reported.

At CKLW-TV, a one-minute spot costs a U.S. advertiser \$650, but the same for the top Detroit station is \$2,800. CKLW-TV charges \$120 for a one-minute Canadian commercial.

Mr. Ritchie said the station operated at a loss in 1968 and added: "It is demonstrable that a TV station in Windsor must be supported by American advertising or by a Canadian subsidy. It is not viable otherwise."

In order to retain its license, CKLW-TV must either meet the foreign-ownership requirements or receive an exemption from the rules. A federal order-in-council issued last September forbids foreign control of Canadian broadcasting stations. In the order's simplest terms, foreign control is limited to 20% of voting shares in a Canadian outlet.

The CRTC already has told RKO General's AM outlet, CKLW, to drop its American ownership or lose its license (BROADCASTING, April 7). Now the license renewals of CKLW-FM and CKLW-TV are being considered by the regulatory agency.

The CKLW-TV renewal is being opposed by a citizen's group called the Canadian Television Committee. Stanley Soteros, a secondary school teacher and spokesman for the group, said the committee is dissatisfied with the station's local, regional and national programming. He added: "Windsor's present service is not effectively owned and controlled by Canadians, and the service is provided not mainly for the 1.5 million Canadians within the transmitter's influence but rather for the nearby

market of nearly 4 million Americans."

The CKLW Employees Group, in a brief supporting the renewal, said "some politicians and would-be politicians" are trying to scuttle CKLW-TV in favor of a publicly owned outlet—"something for nothing." A spokesman for the group, Don Daly, said there has been "a great deal of damage" to the station's image by such persons.

A publicly owned station, it was held, would not only duplicate CKLW-TV's services, but also drain taxes instead of paying them.

The group is made up of the station's 152 full-time employees who decided to appear at the CRTC hearing "free of any employer domination or coercion."

## Programers pool resources for color

Two British program companies—Yorkshire Television and Anglia Television, with headquarters in Leeds and Norwich, respectively—have reached an agreement whereby the two companies can cut costs by sharing equipment and other facilities.

The proposed linkup, which is not a merger, is a direct consequence of the increased levy on advertising imposed by the Exchequer, and the heavy capital cost of preparing for color. It is estimated that the outlay for producing color programs is roughly double that of black-and-white production.

A spokesman for the Independent Television Authority said there was no reason why the two companies should not plan ways of achieving sensible economies, but that ITA would want to examine the details before any association was implemented. He added: "Mergers of different independent television companies are not forbidden by government regulations. We are the ones who can allow or forbid them." It is thought, however, that the ITA would not conceivably encourage a fusion of the separate franchises which Anglia and Yorkshire operate.

Although none of the other program companies have indicated that they might also be embarking on similar arrangements, the Anglia-Yorkshire linkup could well set a precedent. The two companies might choose to combine their program scheduling since both serve neighboring program areas. Together, Yorkshire and Anglia have an audience of some 2.8 million homes along the east coast of England.

## Senate okays Mexican treaty

The Senate last week formally ratified the U. S.-Mexican treaty governing those two nations' use of the standard broadcast band. The treaty, hammered out in Mexico late last year (BROADCASTING, Dec. 2, 1968), permits some

260 American daytime-only stations to operate presunrise on Mexican clear channels, and authorizes Mexican daytimers on U. S. channels to operate from sunset to 6 p.m. local time, among other requirements.

## Famous Players bidders now total 40

Two major Canadian firms have expressed an interest in buying the communications assets of Famous Players Canadian Corp., according to George Destounis, president of Famous Players. He said that the Canadian Radio-Television Commission will decide which of about 40 offers will be acceptable after the two latest bids are studied and all are submitted to the CRTC.

Famous Players is controlled by Paramount International Films Inc., a subsidiary of Gulf and Western Industries Inc., New York.

In April the CRTC denied the application of Famous Players to transfer shares in its communications interests across Canada to a subsidiary company, Teltron Communications Ltd. The CRTC based its decision on the need to, in its words, safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada. The CRTC said it believed the transfer would not change the effective ownership held by Famous Players.

Famous Players has interests of about 50% in CFMT-TV and CKMI-TV Quebec City and in CKCO-TV Kitchener, Ont. It holds an interest of about 12½% in CHAN-TV Vancouver, B.C. It is a partner or sole owner in 21 cable systems stretching from Montreal to British Columbia.

Most of the communications licenses of Famous Players expire Sept. 1, 1970, and the CRTC has given the company until then to reduce the amount of foreign-controlled investment.

## NCK gains \$10 million in foreign ad business

Norman, Craig & Kummel last week announced that NCK/Europe has increased its billings by \$10 million so far in 1969. New accounts at NCK Ltd., Great Britain, include a consolidation of all brands from Chesebrough-Ponds, several food companies, the Furniture Corp. of Great Britain and two fashion accounts.

Markenwerbung-NCK, Germany, has added Grand Marnier and Deutscher Ring, an insurance company; the International Wool Secretariat has appointed NCK agencies in Denmark, Sweden, Finland and Norway; and Colgate-Palmolive Co. has assigned additional products to NCK agencies in Denmark, France and Germany.



Mr. Ritchie

## Median radio '68 profits rose in NAB station survey

The National Association of Broadcasters' annual financial survey of radio stations shows that the median station increased its pretax profit and revenues in 1968.

The report, compiled by NAB's department of broadcast management and based on a nationwide survey of radio stations' revenue and expense figures, shows that the typical station had a pretax profit of \$12,700 last year—an 8.74% return on sales. The median station's pretax profit in 1967 was \$9,000, or a 6.83% return.

Total revenues increased 10.3%—\$145,700 last year compared with \$132,100 in 1967—and time sales amounted to \$146,600 in 1968 vs. \$132,200 the previous year. Of that \$146,600, \$19,800 was derived from national and regional sales and \$126,800 from local advertisers.

Expenses for the median station also registered increases, according to the report. In 1968 total expenses amounted to \$133,000, of which \$27,900 accounted for program costs and \$21,200 accounted for administrative and general expenses. In 1967, the median station's expenses totaled \$123,100, of which \$25,600 were program costs and \$19,400 were administrative and general expenses.

Responding stations expect an 8.9% increase in revenues in 1969.

## Media Horizons plans to go public

The newly formed parent of the licensees of KMEQ-AM-FM Phoenix; WRAN Dover, N. J., and WGNY Newburgh, N. Y., is going public.

Media Horizons Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 360,000 class A common shares and 120,000 class A common stock purchase warrants for public sale. The offering is being made in units—three shares and one warrant to a unit—at \$30 per unit maximum, and the transaction is being handled through Blair & Co., New York.

Organized in January, the company acquired in May all the capital stock and partnership interests in the licensees of the Phoenix, Dover and Newburgh stations. It has also acquired all the capital stock of United Business Publications Inc., publisher of business and professional periodicals.

Of the net proceeds of the stock sale, \$2.75 million will complete the purchase of the publishing company and the balance will be added to working capital.

Media Horizons has 446,145 class A common and 235,000 class B common shares outstanding, which have a combined book value of \$1.62 per share. Joel W. Harnett, board chairman and president, and Martin Kenneth Cowan, executive vice president, own 28.6% each of the class B shares and management officials as a group, 74.1%.

## Paine Webber offers free stock-market reports

Paine Webber Jackson & Curtis, the brokerage house, this week begins offering a free three-times-a-day stock-market report to radio stations in major markets.

The service is to be provided on an exclusive basis to one station in each area. It will consist of three-minute feeds, available at about 11:45 a.m., 12:45 p.m. and 3:45 p.m. (all EDT). The reports on market news are edited

*This announcement is not an offer to sell or the solicitation of an offer to buy any of these Securities. The offering is made only by the Prospectus.*

NEW ISSUE

June 18, 1969

338,000 Shares

### THE STARR BROADCASTING GROUP, INC.

Common Stock with Warrants

Price \$9.00 Per Share

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from a special series of daily reports written in Paine Webber's New York office and distributed to its 67 U. S. and overseas offices.

The broadcast reports are taped and fed into telephone-answering equipment. Subscribers are given the number of a WATS telephone line in New York and a specific time period in which to call for their individual reports. Paine Webber, which credits itself on each broadcast, also will provide individualized introductions for subscribing stations that wish them.

A spokesman for the brokerage house said it is the only service of its kind being offered nationally by a brokerage firm. "We think we're offering a pretty good service because we can provide financial news exclusively for a station in its own market from where the action is."

Paine Webber has been experimentally providing the service for about 15

stations. A spokesman said some have been using the reports in their entirety—a few with local sponsors—and others have been incorporating highlights within regular news programs. Experiments also are underway with shorter formats.

The spokesman said it is hoped that the service will be picked up by "40 to 50 stations by the end of the year." He said that although the firm is interested primarily in providing it for markets in which Paine Webber has offices, it will be offered to stations in any major city.

### Financial notes:

■ Filmways Inc., New York, has declared annual dividends of 20 cents per share and 2% stock per share on the company's common stock, both payable Aug. 1 to shareholders of record July 7.

■ Lamb Communications, Toledo, Ohio, CATV group operators and owner of WICU-TV Erie, Pa., reported net income of \$347,800 or 13.9 cents per share on revenues of \$2,199,200 for the fiscal year ended May 31. Shares outstanding totaled 2,494,361. No comparative figures were available because Lamb is shifting its accounting period from a calendar year to a fiscal year basis (BROADCASTING, May 5).

■ Columbia Pictures Industries Inc. has declared a regular quarterly dividend of 15 cents per share, payable July 15 of stockholders of record June 20.

■ Stockholders of Columbia Cable Systems Inc. and International Cablevision Corp. have ratified the \$4.5 million merger of International into Columbia Cable. Development of Columbia's newly acquired systems in Vero Beach and Fort Pierce, both Florida, and San Angelo and Ballinger, both

## The Broadcasting stock index

A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock Symbol	Ex-change	Closing June 19	Closing June 12	Closing June 5	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	63½	62	68¾	76½	56¼	4,709	\$ 324,300
Atlantic States Ind.		O	8	8	8½	15½	8½	1,798	16,200
Capital Cities	CCB	N	35¾	34¼	37¼	37¼	34¼	2,811	205,200
CBS	CBS	N	51¼	54¾	54¼	59¾	44¾	24,138	1,339,700
Corinthian	CRB	N	25¾	26¾	28¾	37¼	25	3,384	104,900
Cox	COX	N	43¾	44¾	45¼	59	42¼	2,884	138,400
Gross Telecasting	GGG	A	19¼	20¼	21	24¾	17¾	798	19,200
Metromedia	MET	N	24½	25¾	31¼	53¾	23	5,408	180,500
Pacific & Southern		O	16¼	17	19¾	25½	16½	1,616	31,500
Reeves Telecom	RBT	A	19¼	21¾	23¼	35¾	18½	2,091	47,000
Scripps-Howard		O	24	27¾	27½	31½	24	2,589	69,900
Sonderling	SDB	A	38¾	41¼	40¾	47¾	32¾	963	42,000
Taft	TFB	N	36¾	36	38	43¼	34¼	3,363	129,900
							<b>Total</b>	<b>56,552</b>	<b>\$ 2,648,700</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	26¾	28¼	30¾	49¾	26¾	12,535	\$ 383,900
Bartell Media	BMC	A	12¾	13¼	16¼	22¼	12¼	2,101	34,400
Boston Herald-Traveler		O	30	32	32	71	28	574	17,200
Chris-Craft	CCN	N	15¾	16¾	19¾	24¼	15	3,132	65,000
Cowles Communication	CWL	N	12¾	13¾	14¾	17¾	12¾	3,620	55,200
Fuqua	FOA	N	39¼	40¼	43	47	34	5,073	218,100
Gannett	GCI	N	37	38½	40¼	42	35¾	5,322	214,200
General Tire	GY	N	20¾	22	23¼	34¾	20½	17,402	419,800
Gray Communications		O	9¾	10	10	12¾	9	475	4,800
Lamb Communications		O	5½	5¾	5¾	10	5	2,650	14,600
Liberty Corp.	LC	N	16¼	15¾	16¾	23¾	15¾	7,036	119,600
LIN		O	11¼	10¾	12¾	33	10¾	1,415	18,600
Meredith Corp.	MDP	N	48¾	48½	51¾	59¾	47¾	2,762	144,300
The Outlet Co.	OTU	N	20¾	21¾	23¾	30¾	20¾	1,229	28,900
Plough Inc.	PLO	N	69¾	70¾	70¾	72¾	62¼	6,761	476,700
Post Corp.		O	20	NA	23	40	17	566	12,700
Rollins	ROL	N	35	35¾	36¾	38¾	30¾	7,942	297,800
Rust Craft	RUS	A	30	31¼	32¾	38¾	29¾	1,169	38,600
Storer	SBK	N	37	37	38	62	36¾	4,194	163,600
Time Inc.	TL	N	53	57¾	59	100¾	52½	7,211	454,300
Wometco	WOM	N	20	20¼	22	23¾	19¾	5,723	128,800
							<b>Total</b>	<b>98,892</b>	<b>\$ 3,311,100</b>
<b>CATV</b>									
Ameco	ACO	A	12¾	11¾	12½	14¾	10¾	1,200	\$ 15,600
American TV & Communications		O	14	14¾	14	15	11¾	1,775	24,400
Cable Information Systems		O	3¾	4¼	4¾	5	3¾	955	4,100
Columbia Cable		O	12	13¼	14	15½	13¼	580	8,000
Cox Cable Communications		O	18¾	19¾	21	21¾	16¾	2,500	53,400
Cypress Communications		O	13¾	14¾	14¾	23	12	808	12,100
Entron		O	4¾	5	5¾	10	4¾	607	3,000
H & B American	HBA	A	16	16¾	18¾	20¼	13¾	4,973	93,900
Sterling Communications		O	9¾	9¾	10¾	10¾	6¾	500	5,300
Teleprompter	TP	A	60¾	64¾	63¾	70¾	46¾	995	68,200
Television Communications		O	16	18¾	18¾	20	12¾	2,090	36,600
Vikoa	VIK	A	30¼	30¾	30	33¾	23¾	1,795	56,800
							<b>Total</b>	<b>18,778</b>	<b>\$ 381,400</b>

Texas, will cost \$1,250,000 and is expected to be completed within a year.

### Company reports:

**Doyle Dane Bernbach**, New York reported a 4% increase in billings and a 10% gain in net income during the first half of the fiscal year. DDB also declared a quarterly dividend of 22 cents per share, payable July 15 to stockholders of record June 30.

For the six months ended April 30:

	1969	1968
Earned per share	\$0.83	\$0.76
Gross billings	122,384,000	117,465,000
Net income	1,746,000	1,591,000

**Gulf & Western Industries Inc.**, New York, parent of Paramount Industries, reported a comfortable increase in earnings and revenues for the nine months ended April 30:

	1969	1968
Earned per share	\$2.60	\$2.29
Revenues	1,156,620,000	991,336,000
Net income	58,737,000	50,950,000

**Creative Management Associates Inc.**, New York and Los Angeles, which now

packages and sells 10½ hours of weekly network television programming, reported substantial increases in revenues and net income for the year ended Dec. 31, 1968:

	1969	1968
Earned per share	\$0.64	\$0.61
Revenues	122,100,000	119,700,000
Net income	604,092	559,125
Shares outstanding	1,019,514	944,532

**Oak Electro/Netics Corp.**, Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported a 36% increase in net income. The company also reported a 6% increase in net sales for the first quarter ended March 31:

	1969	1968
Earned per share	\$0.25	\$0.17
Net sales	22,781,110	21,433,173
Gross income	5,415,888	4,708,349
Pretax income	1,014,065	705,488
Net income	486,519	357,759
Average shares outstanding	1,617,454	1,615,601

Note: All figures include pooling-of-interests treatment of Harper-Wyman Co., acquired in March 1969.

## NGC puts fried chicken under its corporate wing

National General Corp., Los Angeles-based diversified company which is heavily engaged in television and movie production, last week announced plans to expand further by entering the fast food-service business by agreeing to buy 33% of the stock (2.25 million common shares) of Performance Systems Inc., Nashville, for about \$25 million.

PSI franchises the nationwide system of retail outlets selling roast beef and fried chicken under the name of country and western singer Minnie Pearl, and also franchises Royal Castle hamburger drive-ins in the Southeast.

NGC is expected to have representation on PSI's board of directors.

PSI earned \$3.2 million on revenues of \$13.4 million last year.

	Stock Symbol	Ex-change	Closing June 19	Closing June 12	Closing June 5	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Programming</b>									
Columbia Pictures	CPS	N	31½	32	34½	42	29¾	5,113	\$ 173,200
Commonwealth United	CUC	A	10½	11½	12½	24¾	10½	10,627	140,800
Disney	DIS	N	75½	76	79½	86¾	69¾	4,346	348,800
Filmways	FWY	A	28	30½	31½	38½	28	1,079	34,800
Four Star International		O	3½	3½	4½	10	3½	666	2,800
Gulf & Western	GW	N	25½	28	29½	50½	25½	15,700	476,900
MCA	MCA	N	31	31¾	35¼	44½	31	8,059	280,100
MGM	MGM	N	30½	33½	35	44½	29½	5,762	195,900
Transamerica	TA	N	30½	32½	34½	38¾	30½	60,937	2,064,200
Trans-Lux	TLX	A	26¾	27½	31	58¾	25½	856	26,000
20th Century-Fox	TF	N	23½	25	28½	41¾	23½	7,072	212,200
Walter Reade Organization		O	8½	9½	10	15½	8½	2,248	25,000
Warner-Seven Arts	WBS	A	47½	50½	53	64½	39½	3,816	204,200
Wrather Corp.		O	13	12½	14	22½	13	1,760	25,100
						<b>Total</b>		<b>128,041</b>	<b>\$ 4,204,000</b>
<b>Service</b>									
John Blair		O	25	26½	29½	30	22½	2,271	\$ 64,700
Comsat	CO	N	44¼	45½	50½	55½	41¾	10,000	495,000
Creative Management		O	14	14	14½	20½	13	581	8,400
Doyle Dane Bernbach		O	26½	26	29	31¾	26½	2,104	61,000
Foote, Cone & Belding	FCB	N	13½	13½	14½	15½	13½	2,159	31,600
Grey Advertising		O	16	16¾	18½	18½	14	1,199	22,200
Movielab	MOV	A	7½	8½	9	14½	7½	1,407	13,000
MPO Videotronics	MPO	A	11½	13	13½	22½	11½	536	7,500
Nielsen		O	33	36	36½	37	31½	5,240	188,600
Ogilvy & Mather		O	29½	30	34	34½	21½	1,090	37,100
Papert, Koenig, Lois	PKL	A	20½	20½	19½	30½	10½	721	14,300
Wells, Rich, Greene		O	13½	13½	14	18	13	1,501	22,900
						<b>Total</b>		<b>28,809</b>	<b>\$ 966,300</b>
<b>Manufacturing</b>									
Admiral	ADL	N	17½	16½	17½	21½	15	5,110	\$ 97,100
Ampex	APX	N	39¾	39¾	43½	44½	32½	10,571	442,700
General Electric	GE	N	90¾	89½	94	98½	85½	90,578	8,537,000
Magnavox	MAG	N	44½	46½	51½	56½	44½	15,446	820,600
3M	MMM	N	103½	103½	105½	112½	94	54,110	5,803,300
Motorola	MOT	N	112	115	121½	133½	102½	6,122	766,000
RCA	RCA	N	42½	42½	43½	48½	41½	62,612	2,754,900
Reeves Industries	RSC	A	21½	6½	7½	10½	5½	3,415	8,600
Visual Electronics	VIS	A	16½	16½	18½	37	16½	1,233	25,000
Westinghouse	WX	N	56½	59	62½	71½	56½	38,239	2,380,400
Zenith Radio	ZE	N	45½	46	48½	58	45	18,935	939,600
						<b>Total</b>		<b>306,371</b>	<b>\$22,575,200</b>
						<b>Grand total</b>		<b>637,443</b>	<b>\$34,086,700</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>106.53</b>	<b>113.29</b>	<b>112.52</b>	<b>116.85</b>	<b>106.36</b>		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of May 29

## TIO circulates the Roper report

By direct mail and on-air promotion, it aims at opinion leaders and public

The Television Information Office is currently engaged in two major distribution projects to advance television's standing with the public. One is for opinion leaders; the other is for viewers generally, through their local stations.

TIO is slated to begin today mailings of copies of the latest Roper Research Associates' report on viewer attitudes toward TV—first made public by TIO director Roy Danish at the National Association of Broadcasters convention (BROADCASTING, March 31)—to some 40,000 opinion leaders throughout the U. S.

To stations, TIO is distributing—on request—a one-minute color-TV spot, shown in work-print form at the NAB convention, advising viewers that “you have a right to know.”

These projects follow within days the launching of a TIO-NAB service that provides stations with weekly spot announcements advising viewers about outstanding programs they could have seen during the preceding week. With the cooperation of the UPI and AP, the announcement copy—in 60-, 30- and 20-second versions—is moved to stations on the AP and UPI broadcast wires during “clear” time in late hours each weekend (“Closed Circuit,” June 16).

TIO's printing of the Roper report totaled 65,000 booklets, up 10,000 from the record set with the 1967 study. In addition to the 40,000 to be distributed directly by TIO, smaller lots have been or are expected to be ordered by individual broadcasters, broadcast groups, colleges and religious and other organizations.

One hundred copies will be sent to each TIO sponsor (member) at no charge, and additional copies are available at \$12 a hundred to sponsors, \$15 a hundred to nonsponsors.

The report, by President Burns W. Roper of the Roper research organization, details results of survey findings showing that, despite widespread attacks against television, viewers still rank it the most believable news medium, consider it their prime source of news, are watching it more and oppose government control of its news coverage.

A slide presentation with highlights of the findings is also being made available to TIO sponsors for use with local organizations.

The 60-second spot being distributed to stations on request depicts TV coverage of moon shots, the war in Vietnam campus riots, political events and the Olympic games and reminds viewers that television “took you there.”

The copy emphasizes that “it's television's job to bring you all the news—the bad as well as the good—because your right to know is as old as America itself. The very First Amendment to the Constitution guaranteed freedom of the press—and that means television, too. And a free press enables you to know everything that matters to you—your world, your country, your community.

“That's why television has a special responsibility to cover all the important news, no matter how unpleasant it may be. . . .”

## New outlets enter Soap Box competition

More than 70 television and radio stations across the country are sponsoring local runnings of the 32d annual All-American Soap Box Derby, the coasting-car building and racing competition.

New radio sponsors this year are KAYS Hays, Kan.; KJR Seattle, and KREM Spokane, Wash. New television stations include KAYS-TV Hays, Kan.;

## NCTA moves its account

The public relations account of the National Cable Television Association has been assigned to Daniel J. Edelman Inc., Chicago, with John Meek named account executive on the NCTA account. Mr. Meek, formerly with the Democratic National Committee and in charge of convention planning in Chicago last August, divides his time between Edelman's Chicago and Washington offices. The NCTA public relations account had been handled by the late Bob Richards.

WLKY-TV Louisville, Ky.; WLAC-TV Nashville; KIRO-TV Seattle; WSPA-TV Spartansburg, S. C.; KREM-TV Spokane, Wash., and WECT(TV) Wilmington, N. C.

Local winners compete for \$30,000 in college scholarships during Derby finals held Aug. 23 in Akron, Ohio.

## Promotion tips:

**Give a damn** ■ Metromedia Inc. and its WNEW-TV New York have won *Esquire* magazine's 1968 Business in the Arts award. The award honored WNEW-TV's staging, producing, financing and broadcasting of *The Harlem Cultural Festival* and Metromedia for its support of the Fourth Inter-American Music Festival held in Washington last June. Metromedia was the only broadcaster among 24 winning corporations.

**Social contribution awarded** ■ Westinghouse Broadcasting Co. and its ad agency, Deehanty, Kurnit & Geller, New York, have won a Rutgers-Deutsch, Shea & Evans award for 1968 in recognition of product advertising of outstanding social significance. The award was given for an ad on WBC's TV documentary, *One Nation, Indivisible*, which was titled “Look at this picture. What do you see? The man? Or the Negro?”

**Moon shot contest** ■ WABC New York is offering as a prize a trip to Cape Kennedy to witness the lift-off of the Apollo 11 moon shot for the winning family in the station's latest contest. The listeners are asked to submit their suggestions as to what words should be spoken when man first steps on the moon.

**Driving the point home** ■ KZAZ(TV) Nogales-Tucson, Ariz., is giving 24 carat gold-plated putters to its golfing clients and agencies in a summer promotion. Cards with copy such as, “Thank you for ‘putting up’ with KZAZ,” are attached to the putters.

**CBS Radio selling itself** ■ CBS Radio has distributed a promotional filmstrip to its affiliates. The 75-frame filmstrip is designed to sell the station locally to agencies and clients, and to be used as a promotional tool in theaters, on television, and with business and civic



organizations.

**Free love?** ■ WWDC Washington has been dispensing compassion to its listeners for the past five weeks. For the first three weeks 275,000 female callers of "Compassion Line" heard a deep male voice tell them how much WWDC appreciated them. Now needy males are responding even more heavily to a sexy female voice with the same message. Total response has been over 600,000 so far.

**Opry's founder honored** ■ The late Judge George D. Hay, founder of the WSM Nashville's *Grand Ole Opry* in 1925, will be honored at memorial

ceremonies July 4 at Forest Lawn Cemetery in Norfolk, Va. The memorial is financed by public contribution and benefit performances by county music performers. Irving B. Hill, general manager, WCMS Norfolk, is chairman of the Hay Memorial Fund.

**Cummings to New York** ■ Roy Cummings Inc., Hollywood public relations firm, will open a New York office at 140 East 28th Street, with Arthur Roberts in charge.

**Shades of the Bijou** ■ WPHL-TV Philadelphia distributed 10,000 bags of popcorn in downtown Philadelphia to illustrate its promotional theme: "Movies

so new, you still smell the popcorn." The theme, being coordinated with newspaper and taxi-top ads, promoted the station's May prime-time movie schedule.

**School days** ■ In an effort to whet the appetite of high-school students for a career in broadcasting, 28 journalism students from local high schools are working at KOLN-TV Lincoln, Neb., in all departments for four weeks this summer. To lure the students into choosing broadcasting as a profession, the students will write news stories and promotion copy, work in the studios, and make client calls with KOLN-TV salesmen.

## Fates&Fortunes®

### Broadcast advertising



**Gerald B. Baldwin**, broadcast supervisor-media relations, Young & Rubicam, New York, named VP.

**Suzanne Master-son**, account executive KFOG (FM) San Francisco, appointed sales manager.

Mr. Baldwin

**Alvin Hampel**, senior VP and copy chief, Young and Rubicam, New York, joins Benton & Bowles there as executive VP and director of creative services.

**Roberta Bowen**, copy supervisor; **Phillip M. Tocantins**, account supervisor, **M. Lawrence Light**, senior associate research director, all elected VP's, BBDO, New York.

**Burton Wanetik**, formerly with NBC Radio, New York, joins Herbert Arthur Morris Advertising Inc. there as VP and director of marketing.

**Leon Olshever**, management supervisor, Max Factor account, Carson/Roberts/Inc., Los Angeles, named VP and elected to executive committee of agency.



**Larry Gershman**, manager, eastern office, NBC Television Spot Sales, New York, appointed sales manager, WNBC-TV there.

**Charles Estlick**, local sales manager, WOAI-TV San Antonio, Tex.,

appointed sales manager, Dallas office, Avco Radio and Television Sales Inc.

**William H. Lucas**, VP and account

supervisor, RCA Records account, Grey Advertising, New York, joins RCA Records there as advertising and sales promotion manager.

**John Torrey**, TV program coordinator, WFAA-TV Dallas-Fort Worth, appointed sales service manager.

**John J. Kane**, VP-sales and marketing, Chicago & North Western Railway, Chicago, joins RCA, New York, as staff VP, product and market planning.

**Dick Evans**, account executive, KNEW Oakland, Calif., appointed local sales manager.

**George Andrick**, regional sales manager, WSAZ-TV Huntington, W. Va., appointed general sales manager.

**Edward M. Schultz**, marketing director, Gillette Toiletries Co., Boston, named VP-marketing.

**Joe Conway**, VP and general manager, Storer's WIBO Philadelphia, named VP, national sales, Storer Broadcasting Co. Radio Division.

**Wilson Fieldhouse**, senior producer and copy group head, J. Walter Thompson, New York, and **Jack Lawrence**, advertising and promotion director, STP Corp., Des Plaines, Ill., join Zimmer-McClaskey-Lewis Inc., Louisville, Ky., as supervisors, creative department.

**Jerry Robertson**, senior illustrator, U.S. Army joint command group, Vietnam, joins agency as art director.

**Samuel H. Patterson Jr.**, promotion manager, *Architectural Record* magazine, New York, becomes merchandising manager for four ABC Radio networks there.

**Edna M. Elwell**, sales service manager, ABC Radio, New York, appointed to new position of sales administrator.

**Richard Riker**, order processing manager, appointed to new position of sales control manager. **Carol Davis** succeeds Mr. Riker as order processing manager.



Mr. Reichel

lulu, appointed sales

development manager.

**Donald L. Miller**, VP, Campbell-Ewald Co., Detroit, appointed broadcast director for special projects.

**John E. Cholakis**, with Lois Holland Callaway, New York, joins Kenyon & Eckhardt there as senior television producer.

**Marvin Katzman**, data processing manager, Grey Advertising Inc., New York, named VP-data processing.

**Larry Cooper**, special assistant to general manager, WKBS-TV Philadelphia, joins J. M. Korn & Son Inc., there as VP-radio and TV.

**Herb S. Briggan**, account executive, KSFO San Francisco, joins KVI Seattle, as sales manager. Both are Golden West Broadcasters stations.

**David F. Strubbe**, with Avco Radio Television Sales Inc., New York, joins WWJ-TV Detroit, as sales manager.

**James L. Hicks**, formerly with Barickman & Selders Advertising, Kansas City, Mo., joins Campbell-Ewald Co., Detroit, as broadcast producer and art director.

**George W. Bamberger**, senior VP, Earle Ludgin Co., Chicago, named VP for sales and marketing, Booth Fisheries Division, Consolidated Foods Corp., there.

**J. Robb McPherson III**, account ex-

ective, Edward H. Weiss & Co., Chicago, joins North Advertising there as account director.

**Robert L. Ballotta**, senior account executive, Josephson, Cuffari & Co., Montclair, N. J., named VP.

**Patrick E. Donnellan**, principal, TV Creative Boutique, Los Angeles, joins International/Marketing-Advertising & Communications agency, Chicago, as art director.

**Paul J. O'Bryan**, local sales manager, KCAU-TV Sioux City, Iowa, appointed general sales manager.

**Percy (Wij) Smith**, formerly advertising standards manager, NBC New York, joins Sullivan, Stauffer, Colwell & Bayles there as broadcast standards manager.

**Santo A. Calapai**, principal, Communication Designs, New York, joins Duncan-Brooks Inc. agency, Garden City, N. Y., as associate creative director and art department head.

**Herb Isaacs**, sales account executive, Metro TV Sales, Chicago, joins Kelly, Scott and Madison Co. there as national sales manager.

**Richard A. Peters**, sales representative, WFBL Syracuse, N. Y., joins Chapman-Nowak & Associates Inc. agency, there as advertising account manager.

**Harry Smart**, Blair TV, Chicago, elected president, Broadcast Advertising Club of Chicago, succeeding Dr. Seymour Banks, Leo Burnett Co. **Bill Bishop**, Household Finance Corp., elected executive VP of BAC.

**Marilyn Beaudry**, VP, West Coast operations, Audience Studios Inc., Hollywood, appointed president, Comlab Inc., Chicago advertising and consumer-marketing firm. Both are subsidiaries of Inmarco Inc., Hollywood marketing and consumer company.

## Media

**Reginald Martin**, VP and general manager, WSPD Toledo, Ohio, named VP and general manager, WGBS Miami. Both are Storer stations.

**Robert E. Pickett Jr.**, VP-station manager, WEEW Washington, N. C., joins Curtis Radio Group as group VP and VP-general manager, WEWO and WSTF-FM Laurinburg, N. C.

**David G. Scribner**, VP and general manager of Doubleday Broadcasting's KITE-AM-FM Terrel Hills-San Antonio, Tex., named president, Doubleday Broadcasting, New York (group owner).

**Bill Hill**, general manager, KBMT(TV) Beaumont, Tex., also named VP.

**Jules Blum**, general sales manager, WJW Cleveland, appointed general manager.

**William L. Pope**, manager, KRAL Raw-

## Reeves sets up new production division

Reeves Telecom Corp., New York has combined Reeves Sound Studios, Reeves Video Division and Actron Corp. into Reeves Production Services Division.

Executives of new division will be **Bruce R. Lang**, president, who was formerly assistant to the president, Reeves Telecom; **John F. Vorisek**, executive vice president, operations, and previously president, Reeves Sound Studios; **E. Grey Hodges**, senior vice president, marketing, and formerly acting general manager, Reeves Video Division, and **John H. Barwick**, senior vice president, and earlier, president, Actron Corp.



Mr. Lang



Mr. Vorisek



Mr. Hodges



Mr. Barwick

lins, Wyo., joins WLEX-FM Lexington, Ky., in same capacity.

**James Herd**, production manager, KPLR-TV St. Louis, appointed station manager.

**Carl Wagner**, general manager, WBRC Birmingham, Ala., joins WTVN Columbus, Ohio, in same capacity. He is succeeded by **Paul Murphy**, program director, WKRC Cincinnati. All are Taft stations.

**Randy Cook**, with WWTC Minneapolis, appointed operations manager.

**David Levy**, president, Empire Productions, Hollywood, elected president of Hollywood Radio and Television Society. **Eddie Smardan**, Carson/Roberts/Inc., Los Angeles, elected VP; **Margo Leonetti**, Caroline Leonetti Ltd., Los Angeles, elected secretary; **Neal Keehn**, De Luxe General Inc., Hollywood, elected treasurer.

## Programing

**Sanford Cummings**, member of broadcast standards department, NBC-TV, appointed manager, live night-time program operations, West Coast, Burbank, Calif.



Mr. Cooper

**Frank N. Cooper**, with Gridtronics Inc., appointed president. Gridtronics is wholly owned subsidiary of Television Communications Corp., New York (see page 62).

**Jay D. Edsal**, formerly producer-director, noncommercial WVIZ-TV Cleveland, joins Bo Bernstein & Co., Providence, R. I., as radio-TV production manager.

**Gene Webster**, editorial director, KABC-TV Los Angeles, appointed producer.

**Keith A. Lollis**, producer-director for KGW-TV Portland, Ore., appointed program director. **Leroy T. Smith**, operations manager, appointed operations director.

**Noah Jacobs**, VP-sales, LIN/Medallion Picture Corp., New York, and **T. Eugene Malone**, national sales manager and divisional sales manager, H-R Television, New York, join Triangle Program Sales there as director of sales. New York-New England and New York-Mid-Atlantic, respectively.

**Milt Hoffman**, executive producer and director of live programing for KHJ-TV Los Angeles, named executive assistant to Malcolm C. Klein, president of TV production, TV distribution and music companies of National General Corp., also Los Angeles.

**Gene Banks**, producer of NBC-TV's *Days of Our Lives* series, named director of development, Chuck Barris Productions, Hollywood.



Mr. Davis

**Henry J. Davis**, general manager, Storer Programs Inc., Miami Beach, Fla., appointed director, television program development.

**Tom O'Brien**, with WSJM-AM-FM, St. Joseph, Mich., appointed continuity and production manager. **Larry Wilson**, chief engineer, WISM Madison, Wis., joins WSJM as program director.

**Glenn Jordan**, producer and director.

# We helped build America. Now we keep it moving.

Santa Fe, in its 101st year is moving toward new ways to serve America's growing need for faster and more efficient distribution methods.

Talk about fast service. We give you "Super C", the world's fastest

freight train. Now running as a market-tester for Piggy-Back and container cargos between Chicago, Kansas City and Southern California.

Talk about communications. Our microwave network and data center uses third-generation computers to keep constant control of car movements, and to help develop new methods that serve you better.

How about capital expenditures?

During 1969, we're spending \$190 million for new equipment, modernization of facilities and development of new projects.

For our equipment fleet we are acquiring 2,600 new freight cars, 90 high horsepower diesels, 25 remote locomotive control units, 1,263 vans for highway and Piggy-Back service, along with other vehicles.

We're completing a multi-million dollar expansion of our automated freight classification terminal at Kansas City.

We're expanding diesel shops, Piggy-Back and automobile handling facilities for Chicago, Texas and California.

Other major improvements include the replacement of 417 track miles with continuously welded rail and the construction of a 31-mile spur track to serve new sulphur deposits in West Texas.

And we're constructing 2,000 miles of Gulf Central Pipeline to transport anhydrous ammonia from producing areas of Louisiana to the farmlands of central U.S.A.

We want to serve you better, no matter how you want to ship: by rail, by highway, Piggy-Back or container, and by pipeline. And through industrial development, we can provide plant sites across 13,000 miles of one of the fastest growing sections of the U.S.A.

We helped build America. Now we keep it moving.



 **Santa Fe**

noncommercial WNDT(TV) Newark, N. J.-New York, appointed executive producer, *New York Television Theater* series.

**C. Wheeler Coberly Jr.**, business affairs manager, 20th Century-Fox Television, Los Angeles, appointed business affairs director.

**Jerry Liddiard**, sales executive, North American TV Associates, Hollywood, named sales manager, program sales, Western Video Industries Inc., New York.

**Henry F. Tanner**, VP, merchandising division, Pepper & Tanner Inc., Memphis, named senior VP.

**Gary Corry**, formerly with WUBE Cincinnati, joins WQXI Atlanta as program director.

**Alan Mitchell**, executive producer, WIND Chicago, joins wowo Fort Wayne, Ind., as program manager. Both are Westinghouse stations.

**Jay Mitchell**, formerly with WGLI Babylon, N. Y., joins WHRF Riverhead, N. Y., as program director.

## News

**Robert Rodwin**, foreign TV assignment editor, ABC News, New York, appointed manager, ABC Daily Electronic Feed, network's newfilm syndication service there.

**Irwin Margolis**, news director, WRC-AM-FM-TV Washington, appointed general manager-news, NBC Owned Television Stations, New York. He is succeeded by **Robert D. McFarland**, news supervisor, WKYC-TV Cleveland.



Mr. Wayne

**Donald Wayne**, news and sports reporter, WWVA Wheeling, W. Va., appointed news director.

**Hugh Morgan**, newsman, formerly with WINS, WNEW and WLIB, all New York, joins WNBC there

in same capacity.

**Glen Broman**, public affairs specialist, Kennedy Space Center, joins WFTV(TV) Orlando, Fla., as news director.

**Stan Dale**, WLS Chicago, joins news staff of WCFL there.

**Connie Newman**, CBS News assignment desk, Washington, appointed supervisor, information services, CBS News there.

**Frank Asbury**, newsman-sports director, KTHT Houston, joins KTAR-AM-FM-TV Phoenix, as newsman.

**Richard O. Bieser**, assignment editor, Cox Broadcasting's WHIO-AM-FM-TV Dayton, Ohio, named news director. He succeeds **Thomas Frawley**, who will

head group's new Washington news bureau. (BROADCASTING, June 16).

**Roger D. Priest**, Central Catholic high school, Lafayette, Ind., joins WBAA there as news director.

**Michael D. Vandever**, newsman, WFIE-TV Evansville, Ind., appointed news director.

**Bruce B. Bakke**, Iowa news editor and Des Moines bureau manager, UPI, appointed assistant news editor, UPI, New York. He is succeeded by **Larry J. Fruhling**, formerly assistant bureau manager.

**Ken Malden**, promotion manager, WGBS Miami, appointed sports director.

**William Paine**, with KMBZ and KMBR (FM) Kansas City, Mo., joins WIP Philadelphia, as newsman.

**Mort L. Rosenblum**, AP correspondent, Kinshasa, The Congo, appointed chief, Lagos, Nigeria bureau. He succeeds **Arnold Zeitlin**, transferred to Asia. **Euan Stace**, London AP Bureau, appointed to fill Kinshasa post.

**Ted Dooley**, program manager, KCRA-TV Sacramento, Calif., appointed sales director-KCRA news features, in newly formed division for marketing of program output. **Phil Boyer**, production manager, appointed program-promotion manager.

## Promotion

**Zel Levin**, general manager, WWON-AM-FM Woonsocket, R. I., resigns to enter PR field.

**Gerald Bentley**, formerly community affairs manager, Philco Ford Corp., Philadelphia, joins WNBC-TV New York, as publicity administrator.

**Thomas E. Wilson** joins National Cable Television Association, Washington, as public relations staff assistant.

**Wayne Carlstrand**, formerly public relations director, Dallas Symphony Orchestra, and press representative, Los Angeles Philharmonic and Hollywood Bowl, joins noncommercial KCET(TV) Los Angeles, as member of PR staff.

**David W. Elmore**, sales and promotion writer, KGO-TV San Francisco, joins WCBS-TV New York, as senior press representative.

## Engineering & equipment

**Ogden Prestholdt**, engineering director, CBS Radio, New York, joins A. D. Ring and Associates, Washington, as partner. He is succeeded by **Ralph E. Green**, director of operations, WCBS-AM-FM there.

**Robert W. Burton**, VP and general manager, Times Wire and Cable Co., Wallingford, Conn., named president.

**Thomas R. O'Hara**, sales engineer, Philips Broadcast Equipment Corp., Montvale, N. J., appointed Northeast regional sales manager. **Lynd J. Carter**, appointed Midwest regional sales manager for Philips at Skokie, Ill.

**Dr. William M. Webster**, staff VP, RCA Laboratories, Princeton, N. J., elected VP of RCA Corp.

**Henry S. Roller**, systems sales manager, Conductron Corp., Ann Arbor, Mich., joins VTR division, Sony Corp. of America, Video Products, as central region government marketing representative.

## Allied fields

**Ward L. Quaal**, president, WGN Continental Broadcasting Co., Chicago, re-elected to third term as chairman of board, Association of Better Business Bureaus International, New York.

**F. Martin Kuhn**, senior editor BROADCASTING, Washington, joins staff of Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee.

**Lillian Brown**, director of radio-TV programming, office of development and university relations, The American University, Washington, appointed director, university broadcast center.

## Deaths

**Charles L. Murn**, 57, VP and general manager, WEEE Rensselaer, N. Y., died June 7, of heart attack. Mr. Murn is survived by his wife, Helen, and one son.

**Miss Phil Stone**, 51, news director for KCMJ Palm Springs, Calif., died June 7 in Palm Springs of lung cancer.

**Mrs. George S. Carr**, 49, media director with Lee Keeler Advertising Agency, Philadelphia, died June 9 in Philadelphia. She is survived by her husband, George, son and daughter.

**Edgar R. Baker Jr.**, 48, VP and director of corporate development, Time Inc., New York, died June 11 in New York, after attack of acute infectious hepatitis. In development post since 1966, Mr. Baker aided in Time's expanded interests in radio and television. He joined Time in 1944 and two years later was named general manager of Time-Life International. Mr. Baker is survived by his wife, Alice.

**Eugene Webb**, 68, former art director for New York and Connecticut advertising agencies, died June 13 in Marlin, Tex. Mr. Webb was with BBDO, New York, and Ted Sommers Inc., Fairfield, Conn. He is survived by his wife and two sons.

As compiled by BROADCASTING, June 11 through June 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, \*—educational.

## New TV stations

### Actions on motions

- Hearing Examiner David I. Kraushaar in Irvine, Ky (Irvine Community Television Inc.), request for issuance of cease and desist order, terminated proceeding (Doc. 18557). Action June 13.
- Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, on own motion, scheduled further evidentiary hearing for June 23 (Doc. 17743). Action June 12.
- Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.), TV proceeding, denied motion by Antwin Theatres Inc. to quash subpoena duces tecum (Docs. 10834, 17582-4, 18185-6). Action June 16.
- Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, continued to August 6 date for commencement of hearing (Docs. 18381-2). Action June 13.
- Hearing Examiner James F. Tierney in Jamestown, N. D. (North Dakota Broadcasting Co.), TV proceeding, granted petition by North Dakota Broadcasting and dismissed with prejudice application for CP for new TV (Doc. 18533). Action June 13.

### Call letter applications

- KFPW Broadcasting Co., Ft. Smith, Ark. Requests KFPW-TV.
- Central Texas College, Kilbuck, Tex. Requests \*KNCT(TV).

## Existing TV stations

### Application

- KLPR(TV) Oklahoma City—Requests CP to replace expired permit; changes in ant. system, decrease height. Action June 16.

### Final actions

- \*WFPK-TV Louisville, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 263 kw vis., 46.8 kw aur.; ant. height to 860 ft.; change type trans. and type ant.; make changes in ant. structure. Action June 16.
- WHYN-TV Springfield, Mo.—Broadcast Bureau granted CP to change ERP to 1040 kw visual, 104 kw aur.; change type trans., type ant.; ant. height to 1000 ft. Action June 10.
- WECT(TV) Wilmington, N. C.—Broadcast Bureau granted CP to install alternate main trans. at main trans. and ant. location. Action June 11.
- KMEC-TV Dallas—Broadcast Bureau granted mod. of CP to change name to Evans Broadcasting Corp. Action June 10.
- WUSN-TV, WHTN-TV, W75AG, W11AM.

KQG-537-8, KC-7035, KD-1174, KQJ-27 and KC-6838, Charleston, S. C., Huntington, Williamstown and Charleston, all West Virginia, and Marietta, Ohio—Broadcast Bureau granted mod. of licenses to change name to Reeves Telecom Corp. Action June 11.

### Actions on motions.

- Chief, Office of Opinions and Review, Philadelphia (Bernard Rappaport [WGTT-TV]), TV proceeding, granted petition by Seven Arts Broadcasting Co. and extended time to June 19 for filing comments on petition for reconsideration filed by Bernard Rappaport (WGTT[TV]) (Docs. 18524). Action June 16.
- Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, scheduled hearing conference for June 19 (Docs. 18401-2). Action June 12.

## New AM stations

### Other actions

- Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-2, granted petition for extension of time filed June 16 by Boynton Beach Community Services Inc. and Radio Boynton Beach Inc., and extended time to June 16 to file responsive pleadings to petition for leave to amend filed June 3 by North American Broadcasting Co. Action June 17.
- Review board in Blue Ridge, Ga., AM proceeding, Docs. 18526-27, granted petition for extension of time filed June 10 by Click Broadcasting Co. Action June 11.

### Actions on motions

- Hearing Examiner Basil P. Cooper in Graham, Asheboro, Rose Hill and Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., RCR Ltd., Duplin County Broadcasters, WEAL Inc. and Blue Ridge Broadcasting), AM proceeding, granted petition by Broadcasting Service of Carolina Inc. for leave to amend application to submit additional financial information and new engineering proposal; granted petition by Blue Ridge Broadcasting for leave to amend application to show data relating to financial aspects, proposal to move ant. site 1.25 miles, made necessary because of inability of applicant to obtain firm lease commitment of site originally proposed, and material reflecting comparatively recent survey to ascertain needs of community to be served (Docs. 18411-5). Action June 16.
- Hearing Examiner Thomas H. Donahue in Parma and Warren, both Ohio (Sundial Broadcasting Co. and Howard L. Burris), AM proceeding, on request of Burris, va-

dated examiner's order following conference of May 20 (Docs. 18368-9). Action June 11.

- Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, reopened record and granted petitions by Two Rivers Broadcasting Co. for leave to amend application to reflect actual and potential changes in ownership amounts and persons of broadcasting company with whom Paul G. Fyffe is affiliated, and again closed record (Docs. 18235-6). Action June 12.
- Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.), AM proceeding, ordered that no further petitions for leave to amend will be entertained after July 8; scheduled further hearing conference for July 24 and continued hearing to Sept. 3 (Docs. 18251-3, 18256-7). Action June 10.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York ("What The Bible Says Inc.," Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, granted petition by Oxbow Broadcasting and postponed to July 14 date for commencement of standard comparative phase of proceeding (Docs. 17571-3). Action June 13.

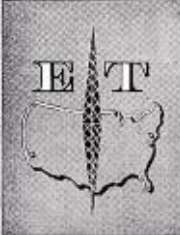
■ Hearing Examiner Isadore A. Honig in Warrenton, N. C. (Warren County Radio and Radio Voice of Warrenton), AM proceeding, granted petition by Warren County Radio for leave to amend application for purposes of correcting coordinates and of showing that notification to FAA of proposed tower construction is not required (Docs. 18501-2). Action June 9.

■ Hearing Examiner David I. Kraushaar in initial decision recommended denial of application of Broadcasting Inc. for CP for new class II AM on 1190 kc in Kansas City, Mo., with 250 w and with 1 kw (Doc. 18184). Action June 13.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Farnell O'Quinn and Morris's Inc.), AM proceeding, rescheduled evidentiary hearing for July 16 (Docs. 17722, 18395). Action June 10.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Farnell O'Quinn and Morris's Inc.), AM proceeding, granted petition by Farnell O'Quinn for leave to amend application to reflect that Eugene Rogers of Dodge county, Ga., has formed a partnership with O'Quinn for purpose of establishing, operating and managing proposed Statesboro station, which is basis for O'Quinn application (Docs. 17722, 18395). Action June 17.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina

<p><b>NCTA</b> <b>1969</b></p> 	<p><b>EDWIN TORNBORG</b> &amp; COMPANY, INC.</p> <p><i>Hospitality Suite</i></p> <p><b>MARK HOPKINS HOTEL</b></p> <p>ED TORNBORG</p> <p>ED WETTER                      DOUG KAHLE</p>
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(United Community Enterprises Inc. and Saluda Broadcasting Co.). AM proceeding, granted petition by Saluda Broadcasting for leave to amend application to show financial information (Docs. 18503-4). Action June 10.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Dewitt Radio). AM proceeding, continued without date evidentiary hearing presently scheduled for July 10, because of certain interlocutory matters now pending before review board (Doc. 18528). Action June 10.

### Call letter actions

■ Webster County Broadcasting Co., Marshall, Mo. Granted KEMM.  
■ David Ortiz Radio Corp., Cabo Rojo, P. R. Granted WEKO.

## Existing AM stations

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KACY Port Hueneme, Calif., to Aug. 15; WDLP Panama City, Fla., to Nov. 21; KHEY El Paso, Tex., to Dec. 25; KWSU Pullman, Wash., to Sept. 10. Actions June 9.

■ Broadcast Bureau granted mod of CP's to extend completion dates for following: KSCO Santa Cruz, Calif., to Oct 27; WOWW Naugatuck, Conn., to Sept. 1; WNTY Southington, Conn., to Aug. 15. Actions June 9.

■ WFIX Huntsville, Ala.—Broadcast Bureau granted license covering change in auxiliary trans. location. Action June 10.

■ KWUN Concord, Calif.—Broadcast Bureau granted mod. of license covering change of licensee name to Concord-Radio Broadcasting Inc. Action June 10.

■ KJST Joshua Tree, Calif.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 6402 Elwood, Joshua Tree; make changes in ground system; change type trans. Action June 12.

■ KFVB Los Angeles—Broadcast Bureau granted license covering installation of new trans. as alternate-main trans. Action June 13.

■ WGCH Greenwich, Conn.—Broadcast Bureau granted CP to change from 1490 kc, 250 w, U, to 1490 kc, 250 w, 1 kw-LS, U. Action June 9.

■ WLIZ Lake Worth, Fla.—Broadcast Bureau granted CP to change from 1380 kc, 500 w-D, to 1380 kc, 1 kw-D. Action June 9.

■ KLUV Haynesville, La.—Broadcast Bureau granted CP to change from 1580 kc, 250 w-D, to 1580 kc, 1 kw-D; install new trans.; remote control permitted. Action June 9.

■ Seashore Broadcasting Co., Orleans, Mass.—Broadcast Bureau granted mod. of CP to make changes in DA system and changes in ground system of AM. Action June 13.

■ WCAM Camden, N. J.—FCC denied application for assignment of license from City of Camden to The McLendon Corp. (Doc. 18303). Action June 11.

■ WKER Pompton Lakes, N. J.—Broadcast Bureau granted CP to change from 1500 kc, 500 w, DA-D, to 1500 kc, 1 kw, DA-D; make changes in DA system; conditions. Action June 9.

■ KRZY Albuquerque, N. M.—Broadcast Bureau granted CP to change frequency from 1450 kc, 250 w, U, to 1450 kc, 250 w, 1 kw-LS, U. Action June 13.

■ WSML Graham, N. C.—Broadcast Bureau granted CP to change from 1190 kc, 250 w, DA-D, to 1190 kc, 500 w, DA-D; conditions. Action June 9.

■ WFRO Fremont, Ohio—Broadcast Bureau notified of apparent liability forfeiture of \$200 for violation of rules by failing to make equipment performance measurements for year 1968. Action June 16.

■ WICK Scranton, Pa.—Broadcast Bureau granted license covering increase in power; install new trans. Action June 10.

■ WAGL Lancaster, S. C.—Broadcast Bureau granted CP to change from 1560 kc, 10 kw-D (500 w CH), to 1560 kc, 10 kw-D (10 kw DA-CH); conditions. Action June 9.

■ WIVK Knoxville, Tenn.—Broadcast Bureau granted license covering installation of auxiliary trans. Action June 10.

■ WKGK Knoxville, Tenn.—Broadcast Bu-

reau granted mod. of license covering change of studio and remote control location to 2929 Alcoa Highway, Knoxville. Provisions of rules waived to permit relocation of main studio beyond corporate limits of Knoxville. Action June 10.

■ WHBO Memphis—Broadcast Bureau granted license covering installation of alternate-main trans. Action June 10.

■ WCFR Springfield, Vt.—Broadcast Bureau granted CP to change from 1480 kc, 1 kw-D, to 1480 kc, 5 kw-D; install new trans.; remote control permitted. Action June 9.

■ WBNB Charlotte Amalie, St. Thomas, V. I.—Broadcast Bureau granted mod. of CP to make changes in ant. system, and make changes in ground system. Action June 13.

### Initial decision

■ Chief Hearing Examiner Arthur A. Gladstone in initial decision proposed denial of application of Nick J. Chaconas for renewal of license of WHMC Gaithersburg, Md. Mr. Gladstone said licensee had "demonstrated willful and calculated effort to deceive commission," and "could not be relied upon to fulfill responsibilities imposed upon him as a licensee . . ." (Doc. 18391). Action June 12.

### Other action

■ FCC modified order scheduling oral argument for June 30 in license renewal proceeding for WWIT Canton, N. C., to allow parties 30 minutes instead of 20 minutes to present oral argument (Doc. 17050). Action June 11.

### Action on motions

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc. [WNAR]). AM proceeding, scheduled evidentiary hearing for Oct. 14 (Doc. 14952). Action June 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Superior, Wis. (WWJC Inc. [WWJC]), AM proceeding, designated Hearing Examiner Thomas H. Donahue as presiding officer; scheduled prehearing conference for July 21 and hearing for Aug. 18 (Doc. 18567). Action June 9.

■ Chief Hearing Examiner Arthur A. Gladstone in Ponce, P. R. (Radio Antelles, Inc., Arecibo Broadcasting Corp. [WMNT] and Zaba Radio Corp.). AM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for July 17 and hearing for Aug. 18 (Docs. 18564-6). Action June 5.

■ Hearing Examiner Forest L. McClennan in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]). AM proceeding, granted request by Mattoon Broadcasting Co. and continued certain procedural dates; continued hearing to Aug. 6 (Docs. 18354-5). Action June 12.

■ Hearing Examiner Forest L. McClennan in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]). AM proceeding, granted motion by Jackson Missouri Broadcasting Co. and accepted notice of publication (Docs. 18354-5). Action June 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah (New Era Broadcasting Co. and Southern Broadcasting Co. [KSUB]). AM proceeding, pending further order, continued all procedural dates including July 8 hearing (Docs. 18458-9). Action June 13.

### Fines

■ KJNO Juneau, Alaska—FCC notified of apparent liability forfeiture of \$25 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ WMNZ Montezuma, Ariz.—FCC notified of apparent liability forfeiture of \$200 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ KIPA Hilo, Hawaii—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 12.

■ KONA Kealahou, Hawaii—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 12.

■ KZEL Eugene, Ore.—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ KVAN Portland, Ore.—FCC notified of apparent liability forfeiture of \$200 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ KWRC Woodburn, Ore.—FCC notified of apparent liability forfeiture of \$200 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ KOOD Lakewood, Wash.—FCC notified of apparent liability forfeiture of \$200 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ KBAM Longview, Wash.—FCC notified of apparent liability forfeiture of \$200 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

■ KTW-AM-FM Seattle, Wash.—FCC notified of apparent liability forfeitures of \$100 and \$200 for failure to observe the provisions of rules by failing to file applications for renewal of licenses at least 90 days prior to expiration date of licenses. Action June 11.

■ KTEL Walla Walla, Wash.—FCC notified of apparent liability forfeiture of \$25 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of the license to be renewed. Action June 11.

■ KQOT Yakima, Wash.—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to the expiration date of license to be renewed. Action June 11.

■ KUTI Yakima, Wash.—FCC notified of apparent liability forfeiture of \$200 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

## New FM stations

### Applications

■ Sun City, Ariz.—Alvin L. Korngold seeks 106.3 mc, 3 kw. Ant. height above average terrain 108 ft. P.O. address: 48 East Broadway, Tucson, Ariz. 85701. Estimated construction cost \$3,159; first-year operating cost \$10,490; revenue \$20,000. Principals: Mr. Korngold owns 95% plus of KEVT Tucson, and is applicant for AM's at Tucson and Albuquerque, N. M. Ann. June 11.

■ Camarillo, Calif.—Hot Air Radio seeks 95.9 mc, 3 kw. Ant. height above average terrain 193 ft. P.O. address: 1784 North Linden Street, Camarillo 93010. Estimated construction cost \$4,800; first-year operating cost \$8,100; revenue \$18,300. Principals: Chester P. Coleman (70%), Frank C. and Marilyn Crothers (each 15%). Mr. Coleman owns 50% of KFMW(FM) Riverside, Calif. Mr. Crothers is electronic technician for missile systems. Ann. June 12.

■ \*Elsah, Ill.—Principia Corp. seeks 90.5 mc, 10 w. P.O. address: 13201 Clayton Road, St. Louis, Mo. 63131. Estimated construction cost \$6,456; first-year operating cost \$600; revenue none. Principals: Board of Trustees, G. Eldredge Hamlin, chairman, et al. Ann. June 17.

■ \*International Falls, Minn.—Rainy River State Junior College seeks 90.7 mc, 10 w. P.O. address: c/o Wallace A. Simpson, Highway and 15th Street, International Falls 56649. Estimated construction cost \$14,000; first-year operating cost \$1,500; revenue none. Principals: Minnesota State Junior College

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## Station boxscore

Compiled by BROADCASTING, June 18, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,244 <sup>1</sup>	11	4,255 <sup>1</sup>	61	4,316 <sup>1</sup>
Commercial FM	1,976 <sup>2</sup>	26	2,002 <sup>2</sup>	167	2,169 <sup>2</sup>
Commercial TV-VHF	497 <sup>3</sup>	9	506 <sup>3</sup>	17	523 <sup>3</sup>
Commercial TV-UHF	126 <sup>4</sup>	53	177 <sup>4</sup>	157	336 <sup>4</sup>
Educational FM	364	7	371	42	413
Educational TV-VHF	71	6	77	0	77
Educational TV-UHF	88	12	100	12	112

## Summary of broadcasting

Compiled by FCC, June 2, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,244 <sup>1</sup>	1,977 <sup>2</sup>	619 <sup>3</sup>	366	159
CP's on air (new stations)	7	23	63	7	18
Total on air	4,251 <sup>1</sup>	2,000 <sup>2</sup>	680 <sup>3</sup>	373	177
CP's not on air (new stations)	70	174	176	45	12
Total authorized stations	4,321 <sup>1</sup>	2,174 <sup>2</sup>	858 <sup>3</sup>	418	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	0	0	0

<sup>1</sup> Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes one commercial FM operating with STA.

<sup>3</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

Board. Bishop Jame Shannon, president, et al. Ann. June 11.

■ Grenada, Miss.—Grenada Broadcasting Co. seeks 100.1 mc, 3 kw. Ant. height above average terrain 108 ft. P.O. address: c/o WNAG Grenada 39801. Estimated construction cost \$37,400; first-year operating cost \$24,000; revenue \$29,200. Principals: Birne Imes Jr. (97%), et al. Principals own WELD-AM-FM Tupelo, WCBI-AM-FM Columbus, WROX Clarksdale and WONA Winona, all Mississippi. Ann. June 12.

■ Chesapeake, Va.—Payne of Virginia Inc. seeks 94.9 mc, 50 kw. Ant. height above average terrain 101 ft. P.O. address: c/o Charles F. Payne, Barnes Road, Chesapeake, Va. 23224. Estimated construction cost \$28,000; first-year operating cost \$20,000; revenue \$30,000. Principals: Charles Payne, president-treasurer (51%), Kathy Payne, vice president-secretary (39%), and Ralph Dippell Jr., vice president (10%). Principals own WCPK Chesapeake. Ann. June 11.

### Starts authorized

■ KWEH-FM Camden, Ark.—Authorized program operation on 97.1 mc. ERP 39 kw, ant. height above average terrain 185 ft. Action June 9.

■ KEHG-FM Fosston, Minn.—Authorized program operation on 107.1 mc. ERP 3 kw, U, ant. height above average terrain 110 ft. Action June 9.

### Final actions

■ \*Riverside, Calif.—Loma Linda University Broadcasting Co. Broadcast Bureau granted 89.7 mc, 1.405 kw. Ant. height above average terrain 72.7 ft. P.O. address: c/o Robert H. Herwig, 11735 Campus Drive, Riverside 92505. Estimated construction cost \$8,000; first-year operating cost not indicated; revenue none. Principals: Loma Linda University Board of Directors, David J. Bleber, president of university, et al. Action June 13.

■ Ironwood, Mich.—Upper Michigan-Wisconsin Broadcasting Co. Broadcast Bureau granted 99.7 mc, 52 kw. Ant. height above average terrain 620 ft. P.O. address: 124 East McLeod Avenue, Ironwood 49938. Estimated construction cost \$40,000; first-year operating cost \$20,000; revenue \$27,000. Action June 13.

■ Murfreesboro, N. C.—Murfreesboro Broadcasting Corp. Broadcast Bureau granted 98.3 mc, 3 kw. Ant. height above average terrain 287 ft. P.O. address: Radio Building, Highway 158-258 West, Murfreesboro 27855. Estimated construction cost \$24,861.35; first-year operating cost \$10,000; revenue \$17,000. Principals: Donald A. Burnett, president (51.08%), and Wallace W. Page (48.92%). Principals have respective interests in WWDR Murfreesboro. Action June 9.

■ \*Dayton, Ohio—Mad River Local Board of Education. Broadcast Bureau granted 89.3 mc, 10 w, P.O. address: 801 Harshman Road, Dayton 45431. Estimated construction cost \$41,121.15; first-year operating cost \$1,500;

revenue none. Principals: Ohio State Board of Education. Action June 10.

### Other action

■ Review board in Wichita, Kan., FM proceeding, Docs. 18515-6, denied motion to enlarge issues filed April 28 by KAKE-TV and Radio Inc. Action June 16.

### Actions on motions

■ Chief, Broadcast Bureau, on request of Ira Littman, petitioner for requested assignment, extended to June 20 time for filing comments and to June 30 time for filing reply comments in matter of amendment of table of FM assignments (Southampton, N.Y.) (Doc. 18541). Action June 10.

■ Hearing Examiner Basil P. Cooper in Palestine, Tex. (Vista Broadcasting Co. and KNET Inc.) FM proceeding, continued evidentiary hearing to Aug. 7 (Docs. 18531-2). Action June 11.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, granted petition by Grecco Inc. for leave to amend application concerning FAA clearance of Grecco's proposed ant. tower (Docs. 18264-5). Action June 10.

■ Hearing Examiner Charles J. Frederick in Raytown and Harrisonville, both Missouri (Brinsfield Broadcasting Co. and Cass County Broadcasting Co.), FM proceeding, on own motion, ordered Cass County Broadcasting Co. be found in default for failure to prosecute, and dismissed with prejudice application (Docs. 18529-30). Action June 12.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, on own motion, scheduled further prehearing conference for June 17 (Docs. 18439-40). Action June 12.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, rescheduled certain procedural dates and rescheduled hearing on non-engineering aspects for Sept. 10 (Docs. 18456-7). Action June 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, denied petition by Cumberland Gap Broadcasting seeking authorization to hold portion of hearing at Middlesboro (Doc. 18520). Action June 10.

■ Hearing Examiner Jay A. Kyle in Eufaula, Ala. (Dixie Radio Inc.), FM proceeding, rescheduled evidentiary hearing for July 30 (Doc. 18364). Action June 10.

■ Hearing Examiner Jay A. Kyle in Eufaula, Ala. (Dixie Radio Inc.), FM proceeding, dismissed as moot petition by Dixie Radio for continuance of hearing (Doc. 18364). Action June 12.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted request by WHBL Inc. and rescheduled hearing for July 22 (Doc. 18374). Action June 10.

### Rulemaking petition

■ Charles H. Cooper, Gulfport, Miss.—Requests amendment of FM table of assignments to assign ch. 276A to Ocean Springs, Miss. Ann. June 13.

### Call letter applications

■ KLIK Radio 950 Inc., Jefferson City, Mo. Requests KJFF(FM).

■ Lexington Broadcasting Co., Lexington, Mo. Requests KLEX-FM.

■ Central Texas College, Killceen, Tex. Requests \*KNCT-FM.

### Call letter actions

■ Harrison - Washington Communications School, Gaston, Ind. Granted \*WDHS(FM).

■ Urbana City Board of Education, Urbana, Ohio. Granted \*WUHS(FM).

## Existing FM stations

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KGMF-FM Jacksonville, Ark., to Sept. 29; KNEU(FM) El Centro, Calif., to Dec. 24; KWAV(FM) Monterey, Calif., to Nov. 30; \*WMPH(FM) Wilmington, Del., to Sept. 14; KFMA(FM) Jerome, Idaho, to Oct. 1; WPOK-FM Pontiac, Ill., to Aug. 31; WFMM-FM Baltimore to Dec. 22; KWLM-FM Willmar, Minn., to Aug. 20; KMTY-FM Clovis, N.M., to Dec. 25; KMOT-FM Minot, N.D., to Aug. 20; \*WKTJ(FM) Struthers, Ohio, to Sept. 4. Actions June 10.

■ KMEQ-FM Phoenix—Broadcast Bureau granted CP to install new trans., new ant.; make changes in ant. system; ERP 100 kw; ant. height to 1,630 ft.; remote control permitted. Action June 9.

■ KJLH(FM) Long Beach, Calif.—Broadcast Bureau granted mod. of CP to operate by remote control from auxiliary studio, 3875 Crenshaw Boulevard, Los Angeles; change trans.; change ant. Action June 10.

■ KBBL(FM) Riverside, Calif.—Broadcast Bureau granted CP to install two new trans. used with new dual polarized ants.; ERP to 49 kw; ant. height to 165 ft. hor., 160 ft. vert.; remote control permitted. Action June 10.

■ WMAL-FM Washington—Broadcast Bureau granted CP to install new trans., change ERP to 50 kw; and granted CP to install new auxiliary trans. at main trans. location. Action June 16.

■ WLBE-FM Leesburg, Fla.—Broadcast Bureau granted CP to make changes; ERP to 50 kw. Action June 10.

■ \*Augusta College, Augusta, Ga.—Broadcast Bureau granted mod. of CP for FM to change trans., change type ant.; make changes in ant. system; ERP 6.1 kw. Action June 10.

■ WTTV-FM Bloomington, Ind.—Broadcast Bureau granted CP to make changes. Action June 16.

■ WCHD(FM) Detroit—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 278 East Forest, Detroit; change type trans., change type ant.; ant. 300 ft.; remote control permitted. Action June 13.

■ WGPR(FM) Detroit—Broadcast Bureau granted CP to install new ant.; ERP 50 kw; ant. height 360 ft.; remote control permitted. Action June 16.

■ WSWM(FM) East Lansing, Mich.—Broadcast Bureau granted CP to change ERP to 110 kw. Action June 10.

■ WHBI(FM) Newark, N.J.—Broadcast Bureau granted mod. of SCA to add sub-carrier frequency of 41 kc (retain 67 kc). Action June 10.

■ WADB(FM) Point Pleasant, N.J.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 kc. Action June 10.

■ WTOA(FM) Trenton, N.J.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location on 97.5 mc., ch. 248; ERP 50 kw; ant. height 414 ft. Action June 10.

(Continued on page 139)



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Lower midwest AM-FM wants experienced time salesman who can double in one other duty: Engineering, sports, news, sales, management. Opportunity unlimited. Box F-266, BROADCASTING.

Salesman—Hartford, Connecticut. . . . If you're the kind of guy willing to pound the streets daily, you'll make \$20,000 plus, within a year. . . . opportunity to move into management. We are a young group, presently owning three stations, and looking for a fourth. Must be close enough for interview. Call Mike Schwartz, 413-525-4141.

Small market salesman—eager to move up to top 50 market! Honest, persuasive, service-oriented family man! Call me today! Ron Tobin, 219-844-1230.

### Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

KWIK Radio, survey rated #1 in Pocatello, Idaho, is expanding sports department. Need Mature announcer to help with play-by-play sports. Will work under our sports director who is official sportscaster for ISU Bengals. Adult board shift daily plus high school, college football, basketball, baseball, auto racing, golf. KWIK is recognized leader in our area so you must have talent. Send resume and tape with first letter. No phone calls. Box F-159, BROADCASTING.

### Announcers continued

"Wanted—Bright, fast paced morning man for #1 rocker in south Florida medium market. P.D. now in this slot with biggest numbers in station history. If you can fill his shoes, we want you. Must be very strong on production. No straight time & temp man. Send tape, and resume to Box F-160, BROADCASTING.

First phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, BROADCASTING.

Established small market AM-FM in N.J. needs staff announcer. Good starting rate and fringe benefits. Send tape and resume with first letter. Box F-178, BROADCASTING.

First phone morning announcer wanted for fast growing MOR Fulltimer near D.C. excellent opportunity for advancement. Send tape and resume to: Box F-204, BROADCASTING or phone (703) 368-3108.

Announcer experienced news and commercial writing and production. Sales opportunity possible; south, southwest. Box F-206, BROADCASTING.

Wanted bright morning man: CGW-morning format. Contact Scott Standford WBME Belfast, Maine (207) 338-2277. Send photo, tape, resume Box F-219, BROADCASTING.

Great Lakes leader needs mid-day personality with adult approach to contemporary music, all applications considered regardless of past market size, but prefer family man over 25, 3 years experience or more. Excellent benefits for stable, serious professional who feels it's time for an important move. Box F-232, BROADCASTING.

Announcer—Rocky Mountain area sports oriented announcer who can develop into play-by-play man. Shift would be roughly 2 pm to 9:30, part of work on FM, rest on AM. Will consider young talented man with mature voice who is a beginner. Person who applies should be willing to give us a little more of his time than the usual 6-months stepping stone plan. Send tape and full details including salary expected to Box F-255, BROADCASTING.

Experienced morning announcer with 3rd endorsed for MOR Wisconsin station. Excellent working conditions, better than average pay plus complete fringe benefits. If you are not the best morning man in your market, do not apply. Send air-check and resume. All tapes returned. Box F-259, BROADCASTING.

Production Pro needed by top 40 station in top market paying top dollar for top voice with copy and splicing savvy. Short air shift. Box F-292, BROADCASTING.

First phone announcer, good references, no screamers, for "good" top 40 station in eastern Indiana. Box F-299, BROADCASTING.

Alaska—announcer-salesman and announcer-newsman needed immediately. MOR format, heavy on public affairs. Good voice with authority. Experience, \$700-\$900 per month depending on ability. Send photo, air check and complete resume to Box F-315, BROADCASTING. Hunting and fishing paradise.

Group One needs deejay Top 40. CGW, MOR jocks considered. Send complete resume, tape. An equal opportunity employer. Bob Bostian, KBOX, Dallas, Texas 75238.

Experienced announcer with First phone. Someone tired of moving. Salary open. Send tape and resume to Fred Hepner, KCNO, Alturas, Calif.

Need top air personality, first phone, for top country programed station on West Coast. Excellent pay—great staff—in sunny Santa Barbara. Must be strong on-air salesman, production and able to handle tight modern country format. Only pro's will do. Need short bio, air check, financial requirements, picture if possible. A Dick Clark station. KGUD, 1216 State Street, Santa Barbara, 93104 (No phone calls).

### Announcers continued

Open Now, First phone d.j., midnight to 6 a.m.—Modern country music station. Send tape, resume, photo to KHOS Radio, Box 5945, Tucson, Arizona.

Opening for good announcer-sportscaster. Send tape and resume to Dave Young, KSID Radio, Box 772, Sidney, Nebraska 69162.

Top pay for top news announcer for 24-hour stereo station. Must have experience, authoritative delivery and maturity. You won't talk much, but it must be right. If you Qualify, rush tape, resume, references. KVMN, Pueblo, Colorado 81004.

Experienced 1st phone, production minded announcer. Above average wage for area. Send tape and resume to KYSN, P.O. Box 1715, Colorado Springs, Colorado 80901. 303-634-1511.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial reward. Interested in morning announcer, newsmen and young enterprising salesmen seeking future with established station. Send resume including salary requirement in strict confidence to Robert O. Moran, WBEL, Beloit, Wisconsin.

Wisconsin AM/FM in Milwaukee metro area. AM combo. MOR. News or sales an asset. Mature voice. Happy air. Midwest roots. WBKV, West Bend.

Need bright experienced jock, contemporary format, third phone, good opportunity. Send tape and complete resume, WCVS, 3055 South 4th St., Springfield, Ill.

Wanted—Professional sounding, experienced announcer. 1st class license desirable but not necessary. Send audition tapes to WMNC, Box 969, Morganton, N.C. No phone calls.

5000 Watt MOR needs first phone announcer with some experience no maintenance. Excellent benefits and working conditions for someone who wants to settle down. Contact Jack Speech, WNAM, Neenah, Wisconsin 414-722-6471.

Immediate opening—Staff announcer/newsman-commercial experience only. Collect and type local news and deliver authoritative newscasts. Do professional MOR music show. Excellent opportunity for advancement within station and Ottaway group. Salary open. liberal benefits. AM-FM station serving year-round Pocono Mts. resort and Delaware Water Gap Nat'l recreation area. College town. Two hours from New York and Philadelphia. Call Bill Treible, operations manager, 421-2100 (717) or write WVFO AM/FM, Stroudsburg, Pa. 18360.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales position available immediately. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time net work. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Small market sports announcer—strong on play-by-play. Eager to move into one of America's greatest local sports markets! Honest, knowledgeable, family man! Call me today! Peter Jerome—219-844-1230.

### Technical

First Class Engineer wanted to work in completely adult atmosphere in adult programed station. Devote full time to maintenance, repair, and experimentation. No announcing or board duties. Box F-173, BROADCASTING.

Technical—Working engineer for non-directional, both AM & FM in the Rocky Mountain area. Modest announcing, no straight shift. More interested in engineer who will make us sound like quality radio and take pride in overall operation. Send full details to Box F-256, BROADCASTING. Please state salary expected.

## Technical continued

Lower midwest AM-FM wants competent engineer who can double in one other duty: news, sports, sales, management. Permanent with top pay. Box F-264, BROADCASTING.

Chief engineer and air personality for Top modern country format in one of California's top resort cities. You must be tops in on-air delivery and must know your engineering. A real opportunity. Air check, bio, financial requirements first letter. Box F-287, BROADCASTING.

Chief engineer, 50KW, Northeast. New equipment, transmitter and studio exp. Future with established chain. Box F-300, BROADCASTING.

Chief engineer for AM-FM in unusually pleasant western Pa. living area. Top flight maintenance including Marti a must. Present and recently added new equipment must be 100%. Send complete history immediately, including present earnings. Box F-312, BROADCASTING.

First-class ticket, capable of maintenance and short announcing shift. Will later become chief. Lowell Jack, KMAN, Manhattan, Kansas 913 776-4851.

Chief engineer—2 tower directional, daytime. New equipment, excellent working conditions. Good money. Some lite announcing helpful but not necessary; Modern country format. Contact: Irv Schwartz, WCLU Broadcasting Company, Inc., 1115 First National Bank Bldg., Cincinnati, Ohio 45202.

Immediate opening . . . first phone. Resort area in northern Michigan. Beginner considered, opportunity for advancement. Rush tape, resume and salary expected to: WHGR, Box A, Houghton Lake, Michigan 48629, or call Norm Pike at 517-366-5364.

Immediate—First phone engineer for summer vacation AM transmitter watch. 5 day week. Opportunity, WMEX, Boston 02116.

Engineers strong in electronics theory and math needed as instructors by accredited correspondence school. Fulltime positions. Good pay. Excellent climate. Send resume and letter about yourself. Grantham School of Engineering, 1505 N. Western Ave., Hollywood, California 90027.

Teacher/engineer combination. Will teach 1/2 load in Electronics and supervise new Ed. FM station. Broadcast experience, 1st class license, and B.S. degree. Technical Institute Division of small college. Sept. 1, 1969. Call 605-369-2991 or write Marion Heuskinkveld, Southern State College, Springfield, South Dakota 57062.

First phone—directional daytimer. 1kw. Excellent working conditions and fringe benefits. Work under chief. Send experience and salary to Manager, Box 401, Brockton, Massachusetts. An equal opportunity employer.

## NEWS

Lower midwest AM-FM wants competent one man local news department, who can double in one other duty: Sports, sales, engineering, management. Top pay to beat competition. Box F-265, BROADCASTING.

Excellent opportunity—Immediate opening for newsmen. Send tape, resume and picture air mail to KEWL, 700 Kansas, Topeka, Kansas 66603.

Newsmen to join professional newsroom of group station. Network affiliate. Excellent opportunity. Contact news director, KMA, Shenandoah, Iowa.

Top-notch news director to replace 20-year veteran going to educational work. Good facilities, salary and excellent fringes. Station has outstanding news image. Send resume, air-check and salary requirements to Bob Hilgendorf, KVGB Radio, Great Bend, Kansas.

## Programing, Production, Others

Assistant music director, for metropolitan New Jersey station. No rock. No top 40. Must have extensive knowledge of great standards and good popular music. Excellent salary. Fringe benefits. Send replies to Box F-269, BROADCASTING.

Program director/production man for contemporary station. Must be good board man and capable of supervising. Above average opportunity for hard working result getter. Tapes and resume to: KYSN, P.O. Box 1715, Colorado Springs, Colorado 80901. 303-634-1511.

Operations manager/program director—preferably with 1st ticket. Production-Promotion minded, programming modern country format. Top money. Excellent working conditions. Contact: Irv Schwartz, WCLU Broadcasting Co., Inc., 1115 First National Bank Bldg., Cincinnati, Ohio 45202.

## Situations Wanted Management

Professional broadcaster seeks management in small-medium southern market. Fully qualified. Diversified experience. Strong in sales knowhow, administrative ability, programming. Excellent references. Prefer mid-south. Box F-143, BROADCASTING.

Experienced Young Manager seeks position to manage with possible option to buy part or all of good market radio station. Background includes sales, announcing, programming, production, promotion, traffic, news, and engineering (First Phone). Proven track, references, and resume on request. Box F-166, BROADCASTING.

Twenty five years experience all phases; ten in management and ownership. Successfully completed my work here. Ready to move. Box F-243, BROADCASTING.

Will invest money and twenty years broadcasting experience with Radio station that has growth potential and long range futures. Totally knowledgeable all phases of station operation and management with major strength in sales, programming, and administration. Age 45, Box F-283, BROADCASTING.

Problems in your MOR operation? Here's the solution. Sales oriented programmer with over twenty years experience. Will consider all management offers. Box F-284, BROADCASTING.

Married with 13 years total radio experience. For the past five years have been sales manager at leading, money making Florida middle of the road station. Desire position with chance of advancement in small or medium market. Excellent references. Box F-308, BROADCASTING.

Present owner/manager/salesman. First phone about to sell job. Prefer western states. Reply Box F-313, BROADCASTING.

## Sales

Announcer-Salesman-Pilot looking for a home. Experienced announcer, 3rd endorsed, presently university PR. Married, son, beagle, college graduate. If boss needs to travel—business or pleasure; my plane or yours. Must be solid organization. Interview required. Within 200 miles New York, my expense. Outside; will share. Box F-237, BROADCASTING.

Southeast—Sales manager-announcer, strong play by play. College graduate, 35, family man. Can invest, manage. Box F-276, BROADCASTING.

## Announcers

DJ, tight board, production, solid news, 3rd phone. Box E-140, BROADCASTING.

Teacher seeks return to broadcasting. Two years experience. Strong news, D.J., programming. Articulate, creative, reliable. 3rd endorsed. Prefer California, N.J., N.Y.C. Box F-19, BROADCASTING.

Talented top forty program director. Box F-77, BROADCASTING.

Swinging country program director. Box F-102, BROADCASTING.

Military completed—3rd phone dj seeks creative position. Good voice—production. Box F-118, BROADCASTING.

Top rated morning drive show—250,000 midwest market—desires more urban environment on either coast. Box F-144, BROADCASTING.

Announcer-DJ top 40, first phone, married, draft exempt. Desires major market, but all replies considered. Box F-153, BROADCASTING.

Soul jock first class. No news; real pro! Box F-177, BROADCASTING.

Help . . . trapped as network newsmen, realize mistake leaving sports where last decade included major football, basketball, major league baseball play-by-play. Want team action; but will consider TV strip. Age, thirty-four. Box F-195, BROADCASTING.

Dissatisfied? That's me! Seek organized Top 40 or swingin' MOR station, central/south east, 22, married, draft exempt, 3rd endorsed, 2 years experience with small network affiliate. Interested? Box F-214, BROADCASTING.

Announcer: 20 yrs. experience. Network material. MOR only. Box F-246, BROADCASTING.

Young, experienced sportscaster desires to relocate in midwest. College broadcasting graduate. Have done play by play college football, baseball, and basketball and pro basketball color. Box F-248, BROADCASTING.

Salesman-Announcer—First phone radio-television. Available immediately. Adult, good sales record, seeks permanent position leading to management. Box F-250, BROADCASTING.

## Announcers continued

Announcer-newsmen: 2 1/2 years this California MOR, ready for your market. Veteran, 23, married. Highest references. Any format. Third endorsed. Box F-251, BROADCASTING.

Blue-eyed soul jock, 1st ticket, heavy ratings, major market experience. Will relocate. Box F-262, BROADCASTING.

Top 40 jock, Drake or personality, major market experience, first phone, draft exempt. Prefer major market, but all replies considered. Box F-263, BROADCASTING.

Female FM personality DJ/announcer. First class ticket. Excellent training. Creative. Also good technical knowledge. College grad. Mature. Tape on request. Box F-267, BROADCASTING.

Young beginner: Broadcasting school grad. seeks announcing position. Prefer CGW or MOR. Relocate anywhere. Available immediately. 3rd endorsed. Box F-271, BROADCASTING.

I do sports . . . experienced. Make me an offer. Box F-273, BROADCASTING.

Announcer—newsman—production, upbeat MOR, 3rd endorsed, C.A. grad., married, TV training, northeast. Box F-277, BROADCASTING.

#1 CW Music director announcer. Family Man. 5 years here! Stable jobs only! 3rd endorsed. West Coast. Box F-280, BROADCASTING.

Beginner seeking position with small station. Married. 3rd. Box F-301, BROADCASTING.

Need the feminine touch? Versatile, experienced female announcer available now. Outstanding voice quality. Single, college grad, 3rd endorsed. Box F-302, BROADCASTING.

Morning personality, number 1 Pulse in medium market MOR station wants major market. Creative humor, MA degree, tape, resume on request. All inquiries answered. Box F-303, BROADCASTING.

Top 40 jock, late of top 5 market, is hungry. Box F-305, BROADCASTING.

I want to come home to Long Island—But will consider other area . . . Says combo man with 5 years experience seeking secure position. Can do MOR or RGR—Opportunity for advancement necessary for this married man. Box F-307, BROADCASTING.

If you can't pay \$225 minimum and move me from N.E. don't reply! 1st phone top 40 will consider MOR. Tell me about you—I'll tell you about me. Box F-311, BROADCASTING.

Potential for sale. Looking for New England station to help me go kinetic. Good voice, vocabulary, and if you want someone who can read English I'm your man. 8 months part time experience MOR, DJ and news. Box F-314, BROADCASTING.

Beginner: Willing to learn all phases of broadcasting. Like hard work, 3rd ticket. Box F-316, BROADCASTING.

Sportscaster, experienced basketball, football, baseball can handle any aspect of any sport, also MOR board shift if necessary. 3rd endorsed, available immediately. Box F-317, BROADCASTING.

Want top 40 work. Experienced, go anywhere for right job, prefer west coast, good production. 3rd endorsed. (707) 546-3926. Box F-318, BROADCASTING.

Graduate of broadcast school with first phone will go anywhere. Box F-319, BROADCASTING.

Experienced announcer. 1st phone wants Maryland. Box F-324, BROADCASTING.

Exp. DJ-announcer newscaster, 3rd endorsed. Married, available immediately. Box F-325, BROADCASTING.

3rd endorsed, tight board. Broadcasting school. Consider \$2,000 investment in right station, Rush-All offers considered. Jim 714-442-5631.

Veteran, 28, single, 3 1/2 yrs. exp., 3rd endorsed, mature, no floater, tight board, know music and can program. Want med. market MOR, with good opportunity to learn and improve. Jerry Holtz, 2210 E. University, Urbana, Ill. 61801. Phone: 217-367-0870.

Available Now, eager beginner any broadcast phase. Mature. College Grad., 3rd endorsed, Broadcast School Trained. Relocate 100 mile radius-Pittsburgh. Call Mike Messina 412-731-3381.

Beginner- Broadcasting School Graduate, wants experience in small station. 703 622-3016.

## Situations Wanted

### Announcers continued

First phone, broadcast school and college graduate, beginner. Married, military completed. Interested in news and MOR. California and West Coast. John Johnson, 771 South Pecon, Reedley, Calif. 209-638-3178.

Beginner will go anywhere in fifty states for a job, just want a chance, third, draft exempt, call 212 FI 7-5149.

Summer employment first combo, control room. Limited experience—college, family. Radio N.Y.C. area 212-KI 9-6672.

Soul D.J. Newscaster, School Graduate, Draft deferred, 3rd endorsed, will relocate. Phone Jim Richards, 312-277-5491 before noon.

1st phone announcer—Bill Wade graduate. Midwest preferred. Family man, stable, ambitious. Looking for solid position. Can do all DJ, news, etc. Available immediately. Harley Jones, 714-262-8125.

Sports announcer, experienced, 3rd endorsed, 24, single, draft exempt, will locate anywhere, wants play-by-play. Bob Hess, 14518 Shaw, East Cleveland, Ohio.

Genial personality. 1st phone, no maintenance. DJ, news and live audience experience. Good for TV. Len Roberts, 14560 St. Marys, Detroit, Michigan 48227.

Recent broadcast school graduate, third endorsed, seeking Michigan market veteran, immediately. Ph. 479-2957, Code 517.

### Technical

Why not add a pretty engineer? Cal with first class ticket and excellent training wants to join your crew. College grad., mature, 50 mile radius New York. Box F-268, BROADCASTING.

12 years chief AM, FM, DA. \$150 per week. Box F-272, BROADCASTING.

Automated? Need help? heavy maint. chief job wanted in top auto station. Experienced in 50KW Dir. AM 100KW FM stereo in #10 market. Warm climate preferred. Available in Nov. Box F-323, BROADCASTING.

Experienced engineer, chief engineer available—\$140 week. Midwest-Northeast. 215-386-2550.

### NEWS

Experienced sports director—newsman, football, basketball, interviewer, 30. Box F-112, BROADCASTING.

Pittsburgh area station—A hard-driving, young, married newsman seeks position with both reporting and air work. Three years experience in radio, newspaper, and some ETV. Box F-121, BROADCASTING.

News director—30 years old. Married. Family. Employed. Seeking larger market with more potential and salary. Excellent references. Neat appearance. Hard worker. Reliable. Eight years radio experience with three as news director. Third phone endorsed. Box F-278, BROADCASTING.

Mature married, award winning, Ex-investigator and lawman seeks challenging news director position with future. Box F-289, BROADCASTING.

Wisconsin-Michigan pro wants PD or news job not a position. 17 years as Rock-MOR & country jock, alma mater of WOWO-WIBC WSPD-WJIM. Weatherman on the tube the last 5 yrs. Available July 30th. Box F-294, BROADCASTING.

Experienced news director—top 20 market seeks move up to top 10 or move into television in same capacity. Presently earning good salary. Box F-321, BROADCASTING.

### Programing, Production, Others

College graduate, 3rd endorsed, 3½ years experience. Energetic, imaginative, strong on production & creative commercial continuity. Box F-202, BROADCASTING.

15 years broadcast experience. 8 years with major group in top 50 market. Ready to move to medium market, AM or FM Program Director slot. Prefer Northeast. Presently employed, stable, married. Box F-216, BROADCASTING.

MOR program director or music director. Can do traffic, copy and have first phone. Interested in learning sales. P.S. Female. Box F-247, BROADCASTING.

### Programing, Production, Others

#### continued

"What, leave #2 market?" Only to make your station number one inside of first year! 1st ticket production specialist—"radio doctor." \$200 minimum, metro or medium market. Call 312-726-8964 prior 1 pm days or write Box F-279, BROADCASTING.

Bedroom baritone wants moonlight mike and daytime desk. More than vocal chords above shoulders. College R-TV Journalism. 5+ years in top ten MOR. Top training, experience. Prefer Pittsburgh, NYC. Ken, 412-835-7181 or Box F-286, BROADCASTING. Currently employed.

She can write copy, produce commercials, do lively programs for women, interviews. Wants change. Box F-296, BROADCASTING.

Philadelphia, program director available. Top rated A.R.B. 215-324-4125.

### TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

U.H.F. General Manager for very large market. Must be experienced, aggressive, strong in sales. \$30,000.00 plus incentives and bonuses. Send resume to Box F-285, BROADCASTING.

TV station owned by growing group operator—must have station promotion experience—good salary—excellent location West. Box F-309, BROADCASTING.

TV station owned by growing group operator—must have production and TV station experience. Need top right-hand man for the general manager. Good salary—excellent location West. Box F-310, BROADCASTING.

### Sales

Due to promotions within our staff, we urgently need applicants for radio and television sales. We are an expanding radio and television property organization. Send all resumes to David Allen, Program Director, XYZ Television, Inc., Box 789, Grand Junction, Colorado 81501.

### Announcers

Needed! On-camera and booth announcer for Northeast top 50 market VHF. Man we select must possess good voice and personality. Knowledge of audio operation helpful. Will consider radio man if voice is good. Resume, audio/video tape to Box F-320, BROADCASTING.

Join the McLendon Station team. An immediate opening has been created for a television announcer—personality at KCND-TV, Pembina, North Dakota. Top wages, working conditions and fringe benefits. Will consider (train) radio personality. Contact R. Vincent—Manager—701-825-6292, or send tape picture and resume to KCND-TV, Box 191. KCND is an equal opportunity employer.

Immediate opening for experienced staff announcer. Excellent opportunity in growing market. Send VTR, resume and salary requirements to Vic Miller, KOOK-TV, Billings, Montana.

### Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Immediate opening for right man in number two engineering slot. TV serving large Southern market, member of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

TV Engineer-Technician for supervisory position or to train for supervisory position. Excellent growth opportunity for man strong on maintenance or theory. Group operation offering good starting salary commensurate with experience or training. Modern plant, substantial market, pleasant community in eastern Great Lakes area. Box F-240, BROADCASTING.

TV technician for full color VHF station in major midwestern city. Possession of first class license desirable, with experience or training in TV control room and studio operations. Box F-306, BROADCASTING.

### Technical continued

Immediate opening, 1st phone engineer for full color. Studio experience desirable, contact Jim Lockerd, KSWO-TV, 405-355-7000.

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. 712-1122.

Assistant chief engineer for UHF ETV station. Must have 5 years' experience all phases of operation and maintenance. Salary \$11,000. Send resume to Sam Edens, WHRO-TV, 5200 Hampton Boulevard, Norfolk, Va. 23508.

Immediate openings for experienced and inexperienced engineers. Must have 1st phone. Salary commensurate with background and experience. Send your resume to Mr. Roger Hale, Chief Engineer, WTVM, Box 1848, Columbus, Ga. 31902.

Engineering Maintenance Position Available—Excellent working conditions—television & videotape experience necessary—FCC radio-television first class license required—send resume to: NET Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

Have opening for first phone engineer. Transmitter shift plus some switching. Enjoy colorful cool Colorado. Call Carl Anderson 303-242-5000.

First class engineer, about three years experience, to start immediately. Up to \$10,000 per year. Excellent vacations. South Bend, Indiana. Call 219-283-7249, in the afternoons.

Immediate opening for TV engineer with maintenance, operation and installation background. Color experience desirable but not required. University TV Center. Phone Chief Engineer, Area 606-258-9000 Ext. 3115.

### NEWS

Newsman—Need one man to anchor Monday thru Friday newscast and another to handle weekend plus special reports. You'll gather, write, shoot film and do on the air work at midwest VHF in medium market. Will consider radio newsman with good delivery eager to learn TV, send photo, resume and current salary to Box F-111, BROADCASTING.

News director for midwest VHF in medium market. Need man who is sharp on the air and can effectively administer dept. If you are an energetic newsman who knows how to make it wiggle, send photo, resume and current salary to Box F-147, BROADCASTING.

Major-market eastern television news department needs well trained college grad willing to take weekend reporter-writer-editor slot until a fulltime position opens. You'll learn everything. We're an equal opportunity employer. Write Box F-161, BROADCASTING.

TV Newsmen, for top-rated Florida station. Good at reporting, writing, on-air. An equal opportunity employer—M-F. Box F-184, BROADCASTING.

Major group-owned station with news leadership in southeast market seeking aggressive news director. The man we are looking for must share our excitement and enthusiasm in television news. If you are ready to lead and work with our dynamic news team and have a dedicated interest in documentary preparation and in-depth investigative reporting, send full details of your background and experience to Box F-281, BROADCASTING.

Immediate opening. Sports-news combo. Radio and TV. Nine man staff, will be #2 in sports. Some play by play. Midwest medium market, good town. Also, due to draft, have full-time news opening. Send details, tape, photo to Box F-282, BROADCASTING, or call Jack, 319-364-4194. Equal opportunity.

Good opportunity for TV working newsman for Upper Midwest ABC affiliate. Must be an experienced reporter-writer-on-air performer. Send VTR and picture when making application. Mail applications to Mr. Joseph Carney, Director of Operations, KMSP-TV, 120 South 9th Street, Minneapolis, Minnesota 55402 or phone 612-339-8811. An equal opportunity employer.

### Programing, Production, Others

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply Box D-170, BROADCASTING.

## Programing, Production, Others

### continued

Experienced, creative, imaginative director for mid-west, medium size market. Will assume some producing functions with potential of moving up to production manager. Immediate opening, will pay top dollar for right person. Include full resume with first reply. Box F-156, BROADCASTING.

Producers-director for southwest top 50 market, full color. Must have commercial experience. State salary desired and send full resume to Box F-231, BROADCASTING.

Major southeastern state network production center seeks young creative production personnel. Lead includes heavy continuing education and public affairs—some ITV. Positions: Producer-Director (\$8,200) minimum—2 years experience, degree. Producer-director (\$7,200) minimum—1 year experience, degree. Producer-director (\$6,200) degree. Send resume to Box F-257, BROADCASTING.

New public TV station building. Staff needed: Two producer/directors, some ETV experience, to \$8,500; publicity writers, photographers, artists, to \$6,500. Top facilities in southeast. Box F-275, BROADCASTING.

## TELEVISION

### Situation Wanted Management

Program Executive presently employed desires new challenge in top management. Young and experience. Excellent references. Box F-197, BROADCASTING.

General Manager. Twelve years experience as g.m. in both VHF and UHF. I know sales inside and out, plus the inner details of accounting, programing, promotion and engineering. Community leader, a family man, college grad who will put your best foot forward. Need greater financial challenge. Present employer knows I'm looking. Box F-239, BROADCASTING.

Television station manager available soon. Twenty successful years TV management, sales, programing, production and operations experience. Box F-253, BROADCASTING.

Program management; Currently New York based. Seeking midwestern or west coast major market or group. Solid network and local experience. Desire a progressive and challenging operation. Young, married, college grad. Excellent references. Box F-260, BROADCASTING.

### Announcers

Kids' Show—producer emcee. Staff versatility, college, mature. Fall availability. Prefer Southwest. Box F-244, BROADCASTING.

### Technical

Experience chief engineer presently with consulting firm. Completely balanced technical, operational and management background. Desire position Director of Engineering, Chief engineer or operations manager. Box F-181, BROADCASTING.

Experienced director of engineering seeking position with group or large organization. BSEE. Box F-190, BROADCASTING.

### News

Pittsburgh area stations—A hard driving, young, married newsmen seeks position with both reporting and air work. Three years experience in radio, newspaper, and some ETV. Box F-122, BROADCASTING.

Sportscaster, 34, with ten years top major market radio credits—pro and college seeks TV sports directorship, preferably with associated radio team play-by-play or with extensive TV play-by-play. Box F-196, BROADCASTING.

Black announcer—newscaster . . . radio or TV . . . 1 year TV newscast training with KQED-TV's newsroom, San Francisco . . . Broadcast school, third phone endorsed, 2½ years college. Mature voice, Will relocate for right opportunity. For inquiry write: Chet Hancock, P.O. Box 948, Berkeley, Calif. 94701.

Young, black experienced, female TV news reporter. Solid journalism background (Time, AP, N.Y. Times). Working for award winning news show. B.A. English, two languages, well traveled. Available Sept. or winter as air reporter or news writer, east or west coast, Europe. c/o KQED Newsroom, San Francisco.

Westerner that's been east six long years desires return. Near 30 news pro . . . in-field-air, camera, producing experience. Also consider news documentary slot. You make salary judgment. Box F-261, BROADCASTING.

## News continued

Co-Anchorwoman, news writer-reporter-interviewer, Critic-at-large, producer Mini Social, Cultural documentaries. Box F-295, BROADCASTING.

Young, black TV newsmen, presently with KQED newsroom in San Francisco. Studied journalism at Stanford University's Broadcasting and Film Institute and the University of California at Berkeley. Seek position as air reporter or news writer, east or west coast or Europe. Photo and full resume available upon request. Robert Martin, KQED-TV, 525 4th St., San Francisco.

## Programing, Production, Others

Production man, family, 5 years experience in 3 station market. Strong in traffic, programing, production, creativity, special effects and talent. Guaranteed professional presentations and maximum sponsor identification response on all commercials. Seeking production position on west coast in a 3 station market or larger. \$800 minimum to start and 2 weeks vacation. Resume, references and VTR presentation upon request. Box F-245, BROADCASTING.

Television program manager with diversified experience in programing, production, operations and film buying with major market and medium-size television stations. Exceptional industry references. Box F-254, BROADCASTING.

New station? Experienced production head will hire versatile team, organize department and train in color videotape and film production. West. Box F-270, BROADCASTING.

Management veteran—experienced—13 years TV, FCC applications, hearings; new station construction & start-up; network relations; program development & film purchasing. Community leader seeks new challenge. Box F-293, 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.

Seeking good used equipment for UHF TV station. Building from scratch and need everything except tower. Box F-297, BROADCASTING.

Two . . . S-30-8-A limiting amplifiers and Sta-Level amplifiers; M-5167, or equivalent FM-AF amplifiers. FM frequency monitor for stereo-SCA, stereo modulation monitor, other good stereo monitoring equipment. KSNM, Pocatello, Idaho.

## FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spirolene, 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.

Gates BC-58 transmitter. Excellent condition. Available immediately. KRCL, Lewiston, Idaho, 208-743-1551.

For sale: Coaxial cable—for R.G.—85 AU 4 reels, 2500 ft. each. Size 1.56—\$.87 per ft. or best offer. Contact: J. O. Johnson, J. H. Murray Sales Co., 140 Sumner St., Newton Center, Mass. 02159 or call 617-244-0450.

VTR—Ampex VR-1000, modified transistorized power supply. Has Tektronix 525 waveform monitor, two headwheel panels. Excellent condition. Price \$9,000.00. Call or write Chief Engineer, KVIQ-TV P.O. Box 1019, Eureka, California.

For sale equipment—See display ad for Ed Ries & Assocs.

Ampex 332v Videcon camera with zoom lens, tripod. Ideal for news or educational applications. Bid required—Mr. Bill WIMS, Michigan City, Ind. 219-872-7201. (Also Ampex 660 B)

Gates Yard, New 1966, Mint condition, best offer over \$700.00. Box F-242, BROADCASTING

1 RCA power max negative peak limiter MI-34654, like new, 1 Martin FM modulation monitor TBM-3500, 92.1 MHz, very good condition, 1 RCA type BA-46 limiter unit, MI-11456, BA-43 Program amplifier, very good condition. WLBB Radio, Carrollton, Georgia.

4 Collins 642A-1 cart playbacks and 1 216C-1 record unit. Available July 1st. Best offer over \$500 takes all. KMAQ, Maquoketa, Iowa.

Gates Vanguard I one kilowatt spar crystal, final, tuned 970, \$3,150.00 FOB GR-1606-A RF bridge \$775.00, CR1330-A oscillator, used once \$695.00. Mervin Ling, KAYT, Rupert, Idaho.

## FOR SALE—Equipment

### continued

CBS products, Audimax—Volumax, Metron modulation monitor. We take in trade your equipment. Audiovox, Box 7067-55, Miami, Florida 33155.

Approximately 1500 C & W albums—ideal for station starting C & W format—75¢-1.00 F.O.B. Santa Barbara. Box F-288, BROADCASTING.

120' Guyed utility tower with photo cell 20' sections \$500.00—Call KMAX—Arcadia, 213-445-1505.

Complete Marti STL Microwave package. Available July 1st. Call Wesley Bell, 812-752-3688.

Towers for sale, AM-FM & cable TV, United States Towers & Construction, 249 Bartow Lane, Petersburg, Virginia.

Onan standby generator, 3.5 KW, 120 V, excellent condition \$350 crated, 160 ft. 20 inch angle iron galvanized welded tower . . . stacked . . . Good microwave \$300 . . . New Fisher Photocell 63305DA, solid state \$40.00. KJBC Radio, Midland, Texas.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free, Edmund Orrin, Mariposa, Calif. 95338.

R-A-D-I-O—Radio's most exciting game! (Play it like Bingo) Terrific audience builder. Give away FM/or AM Radios with your station logo, fixed to your station frequency. Exclusive for your market! Write BROADCAST PROMOTIONS, Box 808, Huntsville, Alabama 35804.

Due to expanding facilities 3 personal d.j. jingles now available only \$10.00. Send check or m.o. Bill Shirk, Mid-America Promotions, Box 2812, Muncie, Indiana.

Voice Drops—Ins Los Angeles success sound can make you number 1. 50 professionally taped comedy drops only \$5. DOW Broadcast Associates, 6158 Debs, Woodland Hills, California 91364.

Coverage Maps—Attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and cost write Ed Felker, Box 141, Ambler, Pa. 19002. Phone: 215-643-0637.

"Unique" Source Guide. "Hard to find" names—addresses, prices of products and services for: deejays, PD's, managers. Save time, save money! \$4.95—Write for "Free" brochure. Command, Box 26348, San Francisco, 94126.

Jocks: Comedy at low cost. 10¢ gets details. Bob Raleigh, KMAK, Fresno, Calif.

Yes, Virginia, there is an original monthly joke service available! "Happy Huffman Enterprises." A former writer for the world's highest paid disc jockey, offers you his services for \$35/year. Write: 4213 Riverdale, Anaheim, Calif.

"365 Days of Laughs." Only Daily Radio gag service . . . prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

## INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

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.

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-week 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.

The Masters, Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

**INSTRUCTIONS continued**

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.

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.

Announcing, programing, production, newscasting, sportscasting, console operation, disc 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

Radio Engineering Incorporated Schools have 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 June 30, and Aug. 4. 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. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Follow the leader to a fast first phone. . . . The nation's original four week accelerated course with results guaranteed. . . . Tuition \$295.00, GI approved, next class July 7th. Tennessee Institute of Broadcasting, 2106-A, 8th. Ave South, Nashville, Tennessee. Phone 615-297-8084.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radiotelephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Go First Class! First class license in four weeks or less. Total cost \$295.00. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 Fairfax Ave., Nashville, Tennessee 37203. 615-297-3213 or 889-2480.

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W. 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.

Follow the leader to East Hartford, Connecticut . . . the nation's original four weeks accelerated first phone course with results guaranteed . . . tuition \$295.00, next class July 21 . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Conn., 06118 . . . phone 203-289-9400 . . . Associated with TIB, Nashville, Tenn.

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 Aug. 4, 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

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Engineers, Sales, Announcers—All depts.

Send resume and salary tape to:

**V. T. PLACEMENT,**  
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Box 910, White River Junction,  
Vt. 05001

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**RADIO PROGRAM SALESMAN!**

Carry our two new 5-minute RADIO programs on tape with you. Make an easy probable sale in every market. Liberal commissions. Write, telling us your background and territory you cover.  
Hayden Huddleston Advtg. Agency, Inc.  
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Roanoke, Va. 24011

**OUTSTANDING SALES OPPORTUNITY**

Vital, young radio producing firm has excellent opportunity for executive professional salesman with radio station experience on the local level. Travel necessary within a 5 or 6 state area. Good salary and benefits—excellent future. Send resume, in complete confidence to:

Box F-49, Broadcasting.

**Help Wanted—Announcers**

**New York—Los Angeles  
Chicago—Detroit—Philadelphia**

America's finest contemporary radio station in one of the top five markets is modestly seeking a great personality DJ. You will be well paid. Good luck!

Box F-322, Broadcasting.

**RARE OPPORTUNITY—  
CLEAR CHANNEL**

50Kw is looking, and listening for that spark of friendly sincerity that makes you interesting and fun to hear. You've mastered the technique of communicating your personality with few words, and have the combo timing necessary to make format move. Off mic you're aware of your community, well-educated, knowledgeable, responsible.

**WE HOPE THIS IS YOU**

If so, one of the nation's great facilities is interested. First step: resume of personal/professional background, "reduced" air-check. No calls.

Alan Wilson, Administrative Assistant  
in Employee Relations

**WHAS, INC.**

520 West Chestnut Street  
Louisville, Kentucky 40202

**NEWS**

**CAN YOU TELL IT LIKE IT IS?**

Progressive MOR operation is looking for an experienced newsmen for the gathering, writing and reporting of area news. Number 1 station in four-season vacationland of 100,000. New equipment, competent and friendly staff, outstanding benefits. Rush tape, resume to Leo Jylha, WBCM Radio, Bay City, Michigan 48706.

This is not on-the-job training . . . experienced pros only, please.

**Programing, Production, Others**

**Major group broadcaster**

needs Program director for top MOR station to replace man promoted to management. To fill this job you need thorough knowledge of today's music, FCC regulations, and be superior programmer. You must be able to work with outstanding personalities and top sales staff. Salary open. Send resume and photo to:

Box F-298, Broadcasting.

**PROGRAM MGR.**

Top 15 market MOR with excellent facility has immediate opening. Send resume today. No inquiries will be made without your knowledge.

Box F-291, Broadcasting.

**Situations Wanted Management**

**General Manager or Ops. Manager**

35, heavy experience in merchandising and promotion. Top 50 markets preferred. Have "DRAKE" and personality background. 15 years experience.

Box F-170, Broadcasting.

**Situations Wanted Programing**

#1 #1 #1 #1 #1 #1 #1

#1 PULSE BEFORE #1 AFTER #1  
6-10 AM 13 17  
10-3 12 24

#1 3-7 16 #1 #24 #1  
7-12 Mid 20 1 29

#1 \*Arrival of GRAHAME RICHARDS in market month before #1  
PULSE was taken. Similar results available for your station(s). Contact: Grahame at

#1 3104 Belmont Blvd., Nashville, Tenn. 37212. #1 #1 #1

#1 #1 #1 #1 #1 #1 #1

**TELEVISION MANAGER**  
SOUTHERN INDIANA  
**\$22,500 PLUS!**

All interested applicants please send resume.

**Ron Curtis**  
Nationwide Management Consultants, Inc.  
645 North Michigan Avenue  
Chicago, Illinois 60611

**TV MGR.**

3 Station Southeast market. \$25,000 salary and incentive. Send resume in confidence to

Box F-290, Broadcasting.

**Announcers**

**TV Sportscaster-Commentator**

Competitive Florida market. Solid sports personality. Experienced, authoritative, good eye contact, aggressive. Dig, write, interview. Ex-sports pros considered. Send resume, salary requirement, VTR, first response.

Box F-236, Broadcasting.

**News**

**TV NEWS ANCHORMAN**

Excellent opportunity for individual with TV news air experience to join top news staff. Must have experience as TV news anchor-man, as well as experience in producing own newscasts. — — If you qualify, send comprehensive resume and V.T.R. to:

Alan Wilson  
Administrative Assistant  
Employee Relations Department

**WHAS, Inc.**  
522 West Chestnut Street  
Louisville, Kentucky 40202

**Newscaster-Commentator**

top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact. Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer.

Box F-304, Broadcasting.

**TV STATION MGR.**  
Heavy In Advertising Sales  
**KBAK-TV-CBS Affiliate**  
Bakersfield, Calif.  
Replies Confidential Write:  
Burt I. Harris  
Harriscope Broadcasting Corp.  
10889 Wilshire Blvd.  
Los Angeles, Calif. 90024

**Programing, Production, Others**

**TEACHING OPPORTUNITY**  
Instructor to teach TV production. Junior College. Boston. Begin late August. Minimum requirements: Bachelor's Degree (Master's preferred), five years professional TV production experience, including color. Send complete resume and financial requirements to:  
Box F-252, Broadcasting.

**CREATIVE FILM EDITOR:**

To edit documentary films for leading network owned station. Please send resume, references and salary requirements to:

Box F-326, Broadcasting.

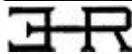
An equal opportunity employer.

**FOR SALE—Equipment**

**2 COLOR CAMERAS**

Willing to sell at a low, low price, or trade for AM equipment. Make an offer. RCA TK-40A's with less than 5,000 hour.

WURD, Rt. 4, Noblesville, Ind.



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THE WORLD'S LEADER IN USED PROFESSIONAL BROADCASTING EQUIPMENT. NOW YOU CAN UPDATE YOUR CATV ORIGINATION FACILITIES AT LESS THAN HALF THE COST WITH TWICE THE QUALITY.

Examples: RCA 3" 10 Cameras—\$1975.00 each. Dual Trace Solid State Tektronix scopes, \$1300.00 each. Vectorscopes, monitors, cameras, VTR's and many, many other bargains. Write, Wire or Phone.

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★ **WRITTEN IN THE STARS** ★  
The nationally famous horoscope column now exclusively on radio! Sample tape (plus valuable gift!)

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Summit, N.Y. 12175

\*\*\*\*\*

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**CASH FOR  
AM RADIO AND TV PROPERTIES**  
in top 60 markets. Must have positive cash flow. Principles only. All inquiries given quick confidential attention.  
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(806) 373-1787

**PUBLICLY OWNED COMPANY**

seeks to acquire AM/FM Stations in a tax-free exchange of stock. P & L at turn-around or profitable. Brokers protected. Write in confidence.  
President, American Diversified Industries Corp., 310 Madison Avenue, New York, N. Y. 10017, Suite 1826

**For Sale Stations**

**STATIONS FOR SALE**

1. MAJOR MARKET. Eastern Seaboard. Price \$450,000. Terms to qualified buyer.
2. FLORIDA. Exclusive. \$105,000. Terms to qualified buyer.
3. MAJOR MARKET. Pacific states. Price \$300,000. Terms.
4. SOUTHWEST. Daytimer on excellent frequency. Price \$100,000. Terms.

**Jack L. Stoll**  
and ASSOCIATES

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Area Code 213-464-7279

# "Growin' up ain't all that easy"

... said Michael to his counselor. But Mike's a lucky kid, even though he has a serious emotional problem. He sees a counselor. Most kids like Michael don't.

Children have long been the neglected group in the development of services and facilities for the mentally ill. We know there are more kids suffering from severe mental illness than current resources can possibly care for. They're disturbed and ill—and all too often forgotten. Not by us. We remember. We believe their future will be better because we remember. We hope you'll remember too.



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500 Watt day timer  
for sale at cost.  
1590 KHz—5 tower,  
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Fla.	small	fulltime	100M	nego.	Ore.	small	fulltime	60M	SOLD
Pa.	small	daytime	80M	cash	N.E. (2)	small	fulltime	200M	terms
Neb.	med.	AM & FM	200M	70M	Ore.	metro	daytime	75M	29%
Minn.	metro	daytime	155M	50M	M.W.	major	FM	135M	50%
M.W.	CATV	26 systm.	16MM	cash	South	major	daytime	265M	29%

 **CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 132)

- WRFY-FM Reading, Pa.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location on 102.5 mc; ERP 15.1 kw hor., 11.2 kw vert.; ant. height 538 ft.; remote control permitted. Action June 10.
- WPJB-FM Providence, R.I.—Broadcast Bureau granted CP to install new trans., new ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted. Action June 11.
- Chester County Broadcasting Corp., Chester, S.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 kc for FM. Action June 10.
- WLBG-FM Laurens, S.C.—Broadcast Bureau granted CP to change ant.-trans. location to northwest corner, county roads, 110 and 32. Near Barksdale, S.C.; ant. height 446 ft. hor., 441 ft. vert. Action June 10.
- \*North Texas State University, Denton, Tex.—Broadcast Bureau granted mod. of CP for FM to change type trans.; install circular polarized ant.; ERP 440 w.; ant. height 125 ft.; remote control permitted. Action June 9.
- KINT-FM El Paso—Broadcast Bureau granted mod. of CP to change type trans. and type ant.; ant. height to 1,080 ft.; remote control permitted. Action June 16.

#### Actions on motions

- Chief, Office of Opinions and Review in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted request by Albert Kihn and Blanche Streeter and extended to June 19 time to file opposition to licensee's supplement to petition for reconsideration (Doc. 18500). Action June 11.
- Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., scheduled prehearing conference for June 24 to consider lines of inquiry to be pursued, type and scope of evidence to be produced and date for start of further hearing (Doc. 18417). Action June 12.
- 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 Broadcast Bureau, extended to June 23 time for filing proposed findings of fact and conclusions (Docs. 18210-2). Action June 10.

#### Fines

- KNIK-FM Anchorage—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
  - KFMY-FM Eugene, Ore.—FCC notified of apparent liability forfeiture of \$25 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
  - KZEL-FM Eugene, Ore.—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
  - KRBE(FM) Houston—FCC notified of apparent liability forfeiture of \$100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
  - KLSN-FM Seattle—FCC notified of apparent liability forfeiture of \$100 for failure to observe provisions of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- #### Call letter applications
- KXQR(FM), Broadcast Industries Inc., Fresno, Calif. Requests KKNV(FM).
  - KDFR(FM), Mineral King Broadcasters, Tulare, Calif. Requests KNNV(FM).
  - KUDU-FM, Tri-Counties Public Service, Ventura, Calif. Requests KBBY(FM).
  - WMJM-FM, Southeastern Broadcasting System, Cordele, Ga. Requests WFAV(FM).
  - KGMI-FM, International Good Music, Bellingham, Wash. Requests KVGW(FM).

■ WSAU-FM, Forward Communications Corp., Wausau, Wis. Requests WIFC(FM).

## Other actions, all services

- Chief Hearing Examiner Arthur A. Gladstone designated hearing for renewal applications of United Television Co. for its UHF WFAN-TV and of United Broadcasting Co. for WOOK, both Washington, and mutually exclusive applications of Washington Community Broadcasting Co. for ch. 14 and for 1340 kc for Aug. 18. Hearing Examiner Forest L. McClennig designated as presiding officer. Action June 9.
- Broadcast Bureau granted licenses covering changes for following: \*WFUV(FM) New York; WQMG(FM) Greensboro, N.C.; WESR Tasley, Va. Actions June 10.

## Translator actions

- Broadcast Bureau granted licenses covering following new VHF translators: K12GK Farmington, N.M.; K06EM Roy N.M.; K02FO Valley City, N.D.; K07DC and K11DJ both Green River, Wyo. Actions June 10.
- Broadcast Bureau granted licenses covering permits for new UHF translators: W78AD and W80AF both Princeton, Me. Actions June 13.
- Broadcast Bureau granted mod. of CP's to extend completion dates to Sept. 13 for following UHF translators: K71BW Hays and K75CB Russell, both Kansas. Actions June 13.
- K75BZ, K75CA and K79BO, county of Riverside, Beaumont, Banning, Cherry Valley, et al., all California—Broadcast Bureau granted mod. of CP's to extend completion dates for UHF translators to Dec. 9. Actions June 9.
- K77CD Hollister, Calif.—Broadcast Bureau granted CP to replace expired CP for new UHF translator; make changes in ant. system. Action June 10.
- W78AD and W80AF, both Princeton, Me.—Broadcast Bureau granted assignment of CP's to Princeton-Calais Translators Inc. Consideration: \$10,000. Actions June 13.
- K10GD Park Rapids, Minn.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Dec. 11. Action June 11.
- K77CF, K71CD and K73CB all St. James, Minn.—Broadcast Bureau granted licenses covering changes for UHF translators. Actions June 10.
- West Yellowstone Television Translator District, West Yellowstone, Mont.—Broadcast Bureau granted CP's for new VHF translators to serve West Yellowstone, et al., Mont., on ch. 11 by rebroadcasting KID-TV and on ch. 13 by rebroadcasting KIFI-TV both Idaho Falls, Idaho. Action June 11.
- K71AT and K76AT both Burns, Ore.—Broadcast Bureau granted licenses covering CP's for changes in UHF translators. Actions June 12.
- Stauffer Publications Inc., Hereford, Tex.—Broadcast Bureau granted CP for new VHF translator to serve Hereford on ch. 6 by rebroadcasting KGNC-TV Amarillo, Tex. Action June 4.
- W79AV Pownal and North Bennington, both Vermont—Broadcast Bureau granted mod. of CP to change type trans.; make changes in ant. system. Action June 10.

## CATV

### Applications

- Valley Cablevision Corp.—Requests distant signals of WANE-TV, WKJG-TV, and WPTA(TV) all Fort Wayne, Ind.; WLBC(TV) Muncie, Ind.; WKZO(TV) Kalamazoo, Mich.; and WGN-TV, WFLD-TV, WCUI-TV, and WTTN(TV) Chicago to Rochester, Ind. (South Bend-Elkhart, Ind. ARB 94). Ann. June 13.
- Crest Broadcasting Co.—Requests distant signals of WWOM-TV, WWL-TV and WDSU-TV, all New Orleans; WEIQ(TV) Mobile, Ala.; and Pascagoula, Miss., Moss Point, Miss. (Mobile, Ala.-Pensacola, Fla. ARB 73). Ann. June 13.
- United Transmission Inc.—Requests distant signals of WPTA(TV) and WKJG-TV both Fort Wayne, Ind.; and WMUB-TV, Oxford, Ohio, to Union City, Ind., Union City, Ohio (Dayton, Ohio ARB 27). Ann. June 13.

## Ownership changes

### Applications

- KBBA Benton, Ark.—Seeks assignment of license from J. Winston Riddle, Melvin P. Spann and Patricia Kirk McDonald, executrix of estate of David C. McDonald, to Benton Broadcasting Co. for \$29,264. Sellers: Melvin P. Spann owns KWAK Stuttgart, Ark. Buyer: J. Winston Riddle, sole owner. Mr. Riddle (33% before, 100% after) is general manager of KBBA. Ann. June 10.
- KLYD Bakersfield, Calif.—Seeks assignments of license from Kern County Broadcasting Co. to Reliable Broadcasting for \$115,000. Sellers: Lincoln and Sylvia Dellar, jointly owned. Sellers own KLYD-TV Bakersfield, and 89% of KACY Port Hueneme, both California. Buyers: Donald K. Allen, president, George C. Allen Jr., vice president, Ralph Edwards, treasurer, and Target Productions Inc. (each 25%). D. Allen owns 33% of Reliable Broadcasting. Mr. Edwards has interests in several TV production and packaging firms and numerous real estate investment interests. Target is owned by Mr. Edwards and wife. Ann. June 13.
- WFBF Fernandina Beach, Fla.—Seeks transfer of control of Northeast Florida Radio Inc. from Harold J. and Inez Mann (jointly 100% before, none after) to Charles C. Scovill Jr., William A. Smith and William W. Harrell Jr. (each none before, 33% after). Consideration: \$70,000. Principals: Messrs. Harrell and Smith own poultry farms. Mr. Scovill is former manager of WAAG Adel, Ga. Ann. June 10.
- WLCY-AM-TV St. Petersburg, Fla.; WKAF-AM-TV Allentown, Pa., and WNNR Beckley, W. Va.—Seek transfers of control of WLCY Inc., WKAP Inc., and Rahall Broadcasting Co. from N. Joe Rahall, Sam G. Rahall, Farris E. Rahall, et al., to Rahall Communications Corp. for purpose of corporate reorganization. Consideration: Exchange of stock. Principals of Rahall Communications Corp.: Sam G. Rahall, vice president and secretary (25.38%), N. Joe Rahall, president (23.95%), Farris E. Rahall, vice president-treasurer (23.93%), et al. Ann. June 13.
- WNIL-AM-FM Niles, Mich.—Seeks transfer of control of Niles Broadcasting Co. from Star Publishing Co. (100% before, none after) to J. Eric Plym, et al. (as individuals none before, 100% after) for purpose of corporate liquidation. No consideration involved. Principals: J. Eric Plym (65.7%), Sarah Plym Campbell, William S. White (each 14.9%), Murray C. Campbell (3%) and Lawrence J. Plym (1.5%). Ann. June 13.
- WHSL-AM-FM Wilmington, N.C.—Seeks transfer of control of The Progressive Broadcasting Corp. from Sidney W. and Vera R. Wilson (jointly 100% before, none after) to Wilmington Broadcasting Co. (none before, 100% after). Consideration: \$66,000. Sellers: Sidney W. and Vera R. Wilson, 51% and 49%, respectively. Buyers: William O. Jones, president, William W. Dixon, secretary (each 30%), and Eric H. Henderson, treasurer (40%). Mr. Jones owns 75% of WRMA Montgomery, Ala. Mr. Dixon is vice president of advertising agency. Mr. Henderson owns 50% of several textile manufacturing and sales firms. Ann. June 13.
- WTNN Millington, Tenn.—Seeks assignment of licenses from Millington Broadcasters to Gary L. Acker for \$50,000. Principals: Albert L. Crain (50% before, none after) and Gary L. Acker (50% before, 100% after). Mr. Crain owns applicant for AM at Humble, Tex. Mr. Acker owns KNBQ Bethany, Okla., and 50% of applicant for AM at Springfield, Mo. Ann. June 10.
- KEIR(FM) Dallas—Seeks transfer of control of KEIR Inc. from William Robert Elkins (100% before, none after) to KCCD Inc. (none before, 100% after). Consideration: \$205,000. Principals of KCCD Inc.: Culligan Communications Corp., 100%. Matthew J. Culligan votes stock for Culligan Communications. Buyers own applicant to purchase WHIM-AM-FM Providence, R.I., and KBNO(FM) Houston. Mr. Culligan is president of Curtis Publishing Co., chairman of board for Westport (Conn.) Town Crier and owns 20% of movie producers. Ann. June 13.
- \*KVTT(FM) Dallas—Seeks assignment of license from Texas Trade School to Elkins Educational Research Foundation Inc. for \$2,000. Sellers: C. J. Jennings, president, et al. Buyers: C. C. Elkins, president-treas-

urer, et al. Nonprofit corporations. Ann. June 13.

■ WFMV(FM) Richmond, Va.—Seeks transfer of control of Professional Broadcasting Inc. from Benjamin F. Thomas (100% before, none after) to Fairfax-Prince William Inc. (none before, 100% after). Consideration: \$103,000. Principals of Fairfax-Prince William Inc.: Arthur Kellar, president (50%), et al. Buyers own WEZR(FM) Manassas and WEEL Fairfax, both Virginia. Ann. June 3.

### Actions

- KBIM-AM-FM-TV Roswell, N.M.—Broadcast Bureau granted assignment of licenses from Taylor Broadcasting Co. to Holsum Inc. for purpose of corporate reorganization. Consideration: exchange of stock. Principals: W. C. Taylor, president of Taylor Broadcasting (33.8% before, 14.48% after), Gene Reishman, president of Holsum (28% before, 47.72% after), J. Kenneth Smith (11.61% before, 26.42% after), et al. Action June 11.
- KDNC-AM-FM Spokane, Wash.—Broadcast Bureau granted transfer of control of Independent Broadcasting Corp. from Alexander P. Hunter (100% before, none after) to Radford A. Sorensen, Wayne A. Wakefield (each none before, 10% after) and Edward F. Kelley (none before, 80% after). Consideration: \$158,813. Principals: Mr. Sorensen is 30% owner of retail TV sales firm and sole owner of insurance agency. Mr. Wakefield owns retail and franchise sales firms. Mr. Kelley owns 100% of advertising agency and is former general manager of KBKW Aberdeen, Wash. Renewal of licenses of KDNC-AM-FM contingent on this transfer being consummated within 45 days of this grant. Action June 12.

## Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through June 18. 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*.

- Napa county, Calif.—Cablecom General of San Leandro, Calif., a subsidiary of RKO General, has applied for a franchise in all the unincorporated areas of the county. Previous applicants were Storer Cable Television and Community Cable Television of Walnut Creek, Calif.
- *San Mateo county, Calif.*—Peninsula Cable TV Inc. has been granted a franchise to operate in unincorporated areas around Atherton, Calif. Areas in the franchise include Fair Oaks, Sequoia Tract, Menlo Oaks, West Menlo Park and Ladero, all California.
- *Santa Clara county, Calif.*—Nation Wide Cablevision Inc., a wholly owned subsidiary of Kaufman and Broad Inc., Los Angeles, has been awarded a franchise.
- Elgin, Ill.—Time-Life Broadcast Inc., New York (multiple CATV owner), represented by Schuring Murphry, has applied for a franchise. Time-Life would construct a television studio in Elgin and would provide at least one channel to the school system for educational use. The firm would pay 6% of its gross revenue from the operation.
- *Rochester, Ind.*—Valley Cablevision Corp. has been granted a 20-year franchise.
- *Matawan, N. J.*—American Telecable Services Inc. of Silver Spring, Md. has requested a franchise.
- Parsippany, N. J.—Two firms have applied for a nonexclusive franchise: American Telecable Services of Silver Spring, Md. and Telecable Corp., Norfolk, Va., a subsidiary of Landmark Communications. WRAN Dover, N. J. already holds a franchise in the township.
- *Patchogue, N. Y.*—Suffolk Cable Corp. has applied for a franchise.
- *Barnesville, Ohio*—Communication Construction Corp. of Lisbon, Ohio, has been granted a 25-year nonexclusive franchise. Subscribers will pay \$5 a month and \$1 per month for each additional outlet.
- *Derry township, Pa.*—Highland Video Inc. of Altoona, Pa. has been granted a franchise. The firm will pay \$1,000 annually.
- *Gladewater, Tex.*—Tejas Enterprises, Dallas, has requested a franchise.



William F. O'Shaughnessy is wvox.

The New Rochelle, N.Y., AM-FM station revolves around its president's personality.

The energetic, young radio executive took over as general manager in 1965, and he is generally credited with transforming the fortunes and the format of the station singlehandedly.

In 1965, wvox played "dreamy" music; today the station is filled with local news, coverage of city council meetings, little league games, and high school events, and Bill O'Shaughnessy's outspoken editorials.

"We still play square music," Mr. O'Shaughnessy reported, "but it's always subordinate to community news."

"Most broadcasters pay lip service to community service," he said. "Our station is unique because it really gets involved in the community. Our aim is to generate influence and leadership."

One way Mr. O'Shaughnessy tries to accomplish this is through pointed editorials which some feel degenerate into personal harangues.

By his own admission, he ran into "a little bit of trouble" because of some comments about Richard Nixon in a series of editorials from the Republican convention last summer.

An ardent supporter of Nelson Rockefeller, Mr. O'Shaughnessy reacted to his man's defeat at the convention with such remarks as: "Can you imagine the ghettos of Cleveland and Detroit and Newark, or for that matter, our own Mount Vernon, [N.Y.], when they wake up today to learn that one of two major political parties in our country nominated Richard Nixon?" and "It's obvious the Republican party can't yet hear the sound of anarchy in our cities."

"Ironically," he said last week, "my father-in-law [Walter Thayer, president of Whitney Communication Corp.] is now an adviser to President Nixon."

Such editorials as these, and others on the assassination of Martin Luther King Jr., the right of the Black Panther leader Eldridge Cleaver to speak in New Rochelle, and anti-Bobby Kennedy statements, have aroused either likes or dislikes of the station in general, and its president in particular, but no one remains neutral.

Off the air Mr. O'Shaughnessy remains just as adamant in his opinions and actions. He once staged an incident on the Hudson river to demonstrate his opposition to federal interest in conservation along the river. He interrupted a boat tour for federal officials being conducted by Representative Richard Ottinger (D-N.Y., and from Westchester county) by steering his own boat nearby, and accusing Mr. Ottinger through a bull horn of trying to make the Hudson a "federal river."

"The state can handle the conservation problems of the river," Mr. O'Shaughnessy maintains. "I know of

## Community service in the wilds of Westchester county

no one more interested in conservation than Governor Rockefeller."

Advertisers on wvox don't seem to mind the president's antics and outspokenness, although some outsiders feel Mr. O'Shaughnessy would have done a lot better if he had toned down some of his overwhelming methods.

The business record is good, however, with gross revenues increasing from \$119,000 in 1965-66 to \$194,000 in 1966-67, \$331,000 in 1967-68 and \$492,000 in 1968-69. "I don't know how accurate we'll be," Mr. O'Shaughnessy said, "but we're predicting \$567,000 for 1969-70."

He drives his advertising salesmen and reporters as hard as he drives himself, expecting each one to feel the same loyalty toward the station that he does.

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### Week's Profile

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*William Frederick O'Shaughnessy — president, Hudson-Westchester Radio Inc.; b. April 7, 1938, Sayre, Pa.; account executive, Whitney Communications' wvip Mount Kisco, N.Y., 1957; joined WNEW New York promotion department, 1960, eventually becoming director of promotion and advertising; rejoined Whitney as VP, general manager, wvox-AM-FM New Rochelle, N.Y., 1965; bought wvox and WGHQ-AM-FM and founded Hudson-Westchester Radio, April 1968; m. Ann Wharton Thayer, 1967; child — Matthew Thayer, 15 months; hobbies — golf, sailing.*

Being president and owner of the station makes loyalty much easier for Mr. O'Shaughnessy than for his staff, however. He bought wvox-AM-FM and WGHQ-AM-FM Kingston, N.Y., in April 1968 with his uncle-in-law, Harry Thayer, and formed Hudson-Westchester Radio Inc.

The Kingston station is run by Mr. Thayer along the same lines. "He's a little more conservative than I am," Mr. O'Shaughnessy declared, "but we get along."

The stations were previously owned by Whitney Communications Corp. Mr. O'Shaughnessy started his radio career as a salesman with Whitney's wvip in Mount Kisco, N.Y., at the age of 19. "I was lucky to start in the business I wanted to be in," he recalled, "even at \$65 a week."

In 1960 he joined the promotion department of what was then his favorite station, WNEW New York. His ideal has changed somewhat today, though, especially regarding suburban stations.

"You hear so many poor carbon copies of the urban stations," the wvox president remarked, "and they're just awful."

He has tried to help other suburban stations by forming a trade association in 1966 for the sole purpose of "diverting advertising dollars to the suburbs."

He is also a director of the New York Market Radio Broadcasters Association, which promotes both urban and suburban stations.

Mr. O'Shaughnessy's energetic involvement in the radio business is almost matched by his personal involvement in community organizations.

He belongs to the Governor's Club, the Chairman's Club, Wykagyl Country Club, the American Yacht Club and Westchester County Association.

He is also a director of the Mental Health Association of Westchester, the Westchester Red Cross, the Westchester Crime Control Institute, the Advertising Club of Westchester and Iona College Institute for the Arts.

Chronologically he is 31, but psychologically he is "an eternal 29." He considers youth a big asset in his type of radio operation. "The trouble with local radio is that there aren't enough young people in it," he said.

In 1967 Mr. O'Shaughnessy married Ann Wharton Thayer, daughter of Walter Thayer, former president of the *New York Herald-Tribune*. "We didn't get along at first," he admitted. "I was a liberal and I thought she was the epitome of an Eastern Establishment Republican." The differences must have been minor though, for Mr. O'Shaughnessy now speaks of his wife only in glowing adjectives.

Mr. O'Shaughnessy has been approached to run for local office but so far has preferred to continue commenting on candidates rather than being one.

## Buy a congressman for \$99

With candor that is unusual, if not unique, in Washington lobbying, a Political Action Committee of Cable Television has announced its own formation to raise money for congressmen who support pro-cable legislation.

"PACCT," said Martin Malarkey, CATV consultant and founder of the slush fund, "is the only way members of the CATV industry can pool their funds to support legislators who share the views of the CATV industry" (BROADCASTING, June 9). Mr. Malarkey has asked cable operators to contribute \$99 per system and manufacturers to put up \$250 each. The aim is to collect \$100,000 a year for political payoffs.

There is probably nothing illegal about this enterprise, but it ought to tell congressmen something about the esteem in which they are held by the CATV industry. If Mr. Malarkey succeeds in raising his \$100,000 a year, it will mean that cable operators think their private fortunes may be secured by the purchase of congressmen's votes—and at bargain rates.

## Trouble on the cable

The difficulties of achieving a compromise on CATV regulation were put on concentrated view in Washington last week at meetings of the National Association of Broadcasters boards of directors. If at the end the joint board voted to seek further negotiations with cable interests, as seemed probable when this was written, it would be more an expression of hope than of conviction that a new agreement would be reached soon. By now it must be apparent to everyone that negotiations among broadcasters themselves have by no means been resolved.

The plain fact is that a good many broadcasters are convinced that their personal futures are gravely threatened by any significant expansion of CATV systems and services.

Small-market television operators, foreseeing disaster in any fragmentation of their audiences, oppose the importation of distant signals that the draft agreement between the staffs of the NAB and National Cable Television Association would permit. They are additionally alarmed by the prospects that cables would compete for local advertising on an originating channel.

UHF operators in some communities claim to be suffering already from cable competition. They are crying for tighter restrictions than now obtain. The thought that restrictions would be loosened is horrifying.

Big-city VHF's, especially those associated with theater ownership, are among those who believe that an enlargement of the CATV universe will lead to pay television. These broadcasters want restraints on CATV originations.

Radio broadcasters in the smaller markets are being stirred into resistance against CATV origination of programming and advertising. They can envision the loss of their local accounts to a new and localized television service.

All of these disparate types of broadcasters want one form or another of economic protection against cable development. Cumulatively their desires add up to much tighter regulation than cable operators would willingly endure. So there is really little reason for the NAB and NCTA to resume negotiations until the broadcasters themselves can arrive at their own compromise.

In the discussions that will result from the NAB board

meetings of last week, some consideration might be given to one device that has so far not been tried in the long dispute over cable regulation. Would there be any hope for an accommodation through arbitration? The question may be at least worth entertaining.

If broadcasters cannot agree about CATV among themselves, they are hardly likely to reach agreement with CATV interests. Absent an agreement among major elements of both broadcasting and cable, whether reached by arbitration or negotiation, the government must take it upon itself to act. Maybe that is what a good many broadcasters are really opting for.

## Wisdom at the White House

The administration acted wisely in asking FCC Chairman Rosel H. Hyde to continue in office beyond the expiration of his term on June 30. President Nixon isn't prepared to name his new chairman. When he has selected his man—whether in weeks or months—Mr. Hyde willingly and graciously will terminate a distinguished career in the service of his government for more than four decades.

President Nixon will have another vacancy to fill also. With Commissioner James J. Wadsworth slated to return to the field of diplomacy, another Republican appointment will be entailed. But even in effectuating these changes, the political balance on the FCC will remain four Democrats and three Republicans.

While the woods apparently are full of "candidates" it seems evident that Mr. Nixon wants highly qualified people for what he regards as an agency confronted with enormously difficult and sensitive problems. His talent scouts are known to have been instructed to ignore hacks and search for persons of genuine distinction.

In asking Mr. Hyde to stay, the President has arranged a continuity of leadership that is vital to an agency that has been troubled by dissent among its members. The President has confirmed Mr. Hyde's position as the boss until a new boss comes to office. With that endorsement, Mr. Hyde is in a position to close out his career with distinction.



Drawn for BROADCASTING by Sid Hix

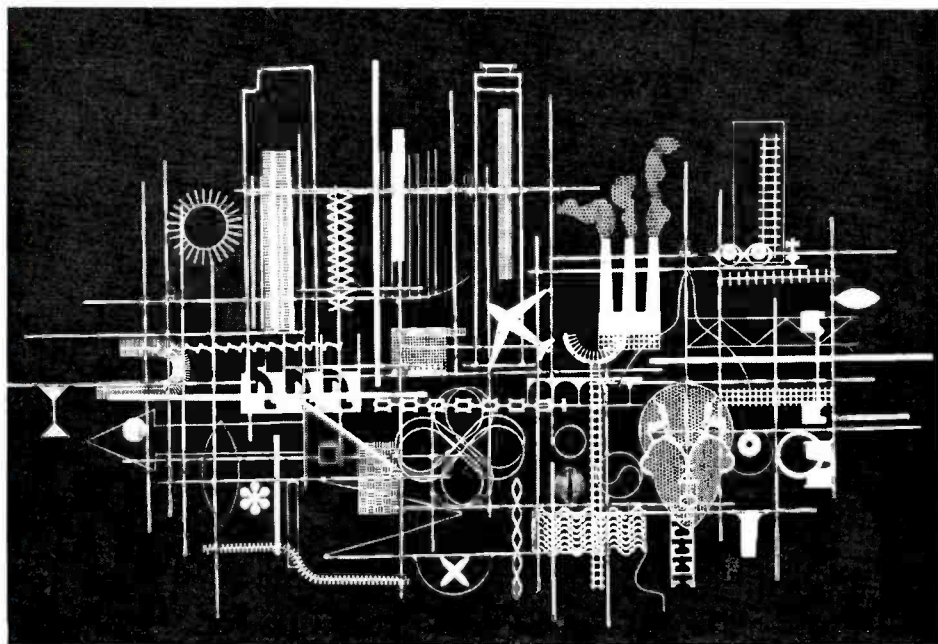
"Call that insurance company and tell them their man forgot his umbrella again!"

# FOUR WEEKS IN MAY

a prelude to your life in the 70's

**D**uring May, under the overall concept of "The Quality of Urban Life," the NBC Owned Television Stations launched a continuing joint program concerned with "Your Life in the 70's". In Washington, WRC-TV devoted 22 programs to exploration of problems plaguing our cities today as the first step in our continuing exploration of specific areas affecting city and suburban life. Among the distinguished authorities participating in

May were The Honorable George Romney, Secretary, Dept. of Housing and Urban Development, Senator Charles Percy, author of the 1968 Housing Act and The Honorable John Volpe, Secretary, Dept. of Transportation. It is our hope that stimulating exchanges of views by experts such as these and proposals emerging from programs to come will lead to making "life in the 70's" more palatable for all Americans.



"The 1970's": Sculpture by William Bowie, commissioned by the NBC Owned Television Stations

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*If you lived in San Francisco...*



*... you'd be sold on KRON-TV*