



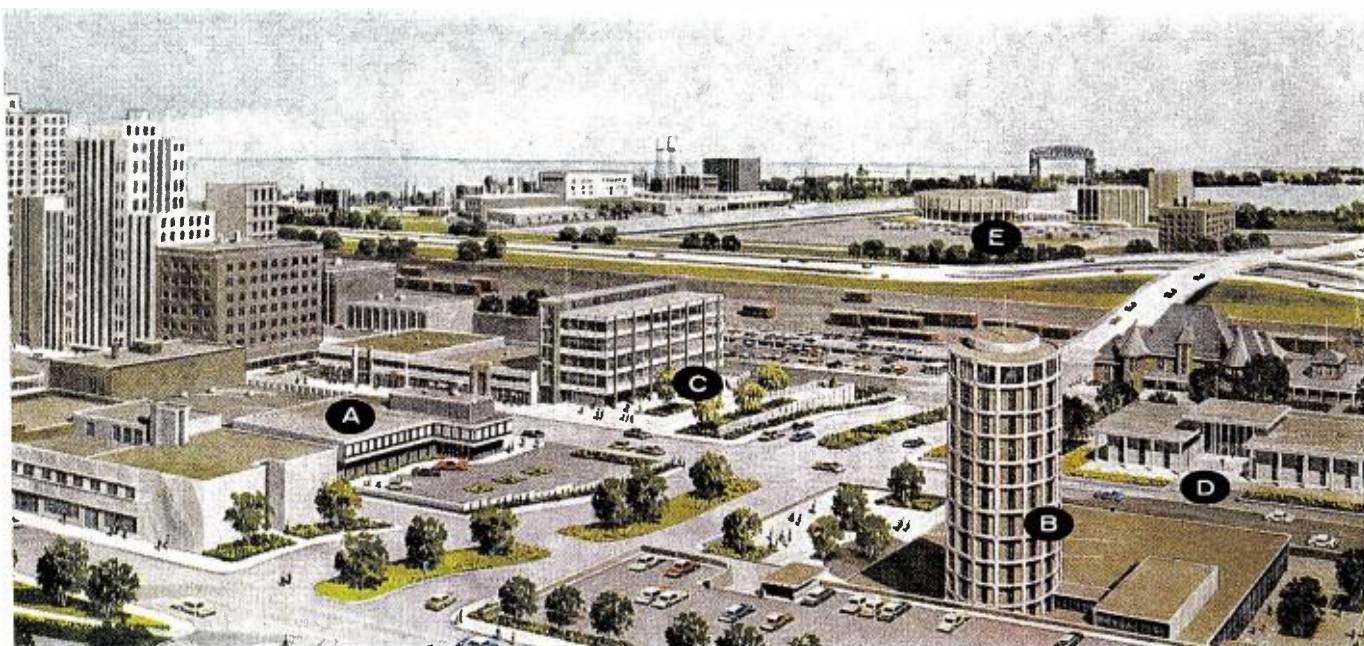
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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CONCORDIA COLLEGE  
R V I V T < A K E R B I T R A

9/14



th's Gateway urban renewal area. **A** New KDAL Broadcast Center **B** Radisson-Duluth Motor Hotel **C** Gateway Plaza **D** Site of proposed Library **E** Arena/Auditorium

## Center of the Second Largest Market in both Minnesota and Wisconsin

The Duluth-Superior market's showplace neighborhood is Duluth's Gateway area. KDAL Radio and Television serve this great and growing market from one of the nation's most modern communications facilities.

Both KDAL Radio and KDAL Television rank first in audience. Duluth-Superior ARB, Feb. 12-Mar. 11, '69 shows KDAL Television No. 1 in prime time (6:30-10:00 p.m.), No. 1 overall (first in metro rating, share, and total homes, Sun.-Sat., 9:00 a.m.-midnight) average quarter-hour estimates. / Latest (Oct.-Nov. '68) Pulse shows KDAL Radio far ahead in daytime adult audience. (Estimates subject to qualifications in reports.)



COMPLETING FIRST YEAR IN NEW BROADCAST CENTER

# KDAL

National representative  
Edward Petry & Co.

TELEVISION 3 / 610 RADIO

# Start talking through our hat.



As a broadcaster, you can't keep your mouth shut.

You've got to portray events. Express opinions. Air ideas.

And, no matter how careful you are, someone somewhere in your vast audience may not like the words you say, the pictures you show, the music you play. And the result can be trouble. Big, expensive trouble.

Which is why we urge you to do your talking through our hat—with Broadcasters' Professional Errors and Omissions Insurance from Fireman's Fund. It's the broadest, the best protection you can buy. Here's why:

**1. Unlike other carriers,** Fireman's Fund protects you on a virtually all-risk basis rather than named perils.

**2. You're guarded not only from traditional hazards** faced by your own station, but also a) advertising for your own station, b) news materials prepared by you for use by other

stations, c) printed bulletins issued by your station during newspaper strikes.

**3. You get an individual policy rating.** Most insurers have a single rate structure—but Fireman's Fund tailors the rate to your own programming and past record. Plus, a special rate consideration for more than one station.

**4. You're protected against multiple claims.** There's one limit per claim; another, higher limit against several claimants in one incident or multiple claims in the course of the year.

**5. Lower limits than any other carrier.** You can insure yourself against as little as \$10,000 per claim; \$20,000 annual aggregate. (Why pay for more protection than you need?)

**6. You don't have to take a deductible policy.** If you want full protection, it's yours. Or, if you prefer, you can take your choice of deductibles: as high as \$5,000 and even more.

**7. You're provided with legal defense.**

Your policy provides that we defend you—even if you have a deductible provision.

**8. No endless waiting for final judgement** to determine your liability. (With some carriers, you often wait. And wait. And wait and wait and wait.)

**9. If you need more insurance,** your policy provides that we be given first refusal. Which means your additional coverage will be compatible with primary coverage.

So there you have it. Nine reasons why you should start talking through our hat: the hat that represents the biggest insurer of this coverage in the country.

Call the nearby independent agent who represents us. (You'll find him listed in the Yellow Pages.) And tell him: "I want more facts on Fireman's Fund's Broadcasters' Professional Errors and Omission Insurance."

You'll be saying quite a mouthful.

Fireman's Fund American Insurance

Companies, San Francisco



**BEST TELEVISION  
SPOT NEWS  
COVERAGE**  
IN 13 SOUTHEASTERN STATES

**R.T.N.D.A.  
AWARD**

**Where are your news spots tonight?**

**KTRK-TV**

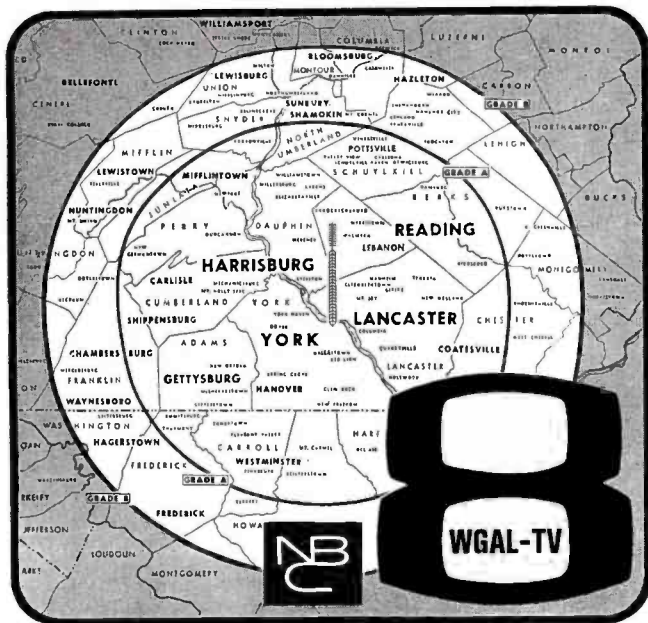
HOUSTON, TEXAS

CAPITAL CITIES BROADCASTING CORPORATION

REPRESENTED BY BLAIR-TV.



# WINNER BY A WIDE MARGIN



Alert and running, Channel 8 should be the first choice in this high-ranking market. It delivers more viewers than all other stations in the market combined\*. Its out-front 40% color penetration\* rounds out its splendid sales potential for your products.

## WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

*\*Based on Feb.-Mar. 1969 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.*

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

## Trigger man

If FCC's Ken Cox, hot fairness-dogma man, hadn't blown his cool, FCC might have held out at least until year-end with no substantial changes in personnel. But when he told American Bar Association convention in Dallas last month that, First Amendment notwithstanding, newspapers should be required to provide right of reply to un-likeminded readers, it ignited "censorship" fuse, bringing bristling attacks on editorial pages everywhere and into White House.

There were already heavy pressures to shake up the FCC because of its recent lurches toward break-ups of media holdings through WHDH-TV-style license-lifting. GOP politicians revved up their advocacies of favored candidates for FCC and at San Clemente, Calif., almost in exasperation, decision was made to speed up choice. Hence reports of imminent formal nominations of Dean Burch, Tucson attorney, for chairmanship and Robert Wells, Kansas "grass roots" broadcaster, for commissioner (story page 21).

## Rep merger

In sequel to acquisition by which H-R Television, station representative, acquired Hollingberry Co. and its represented TV stations last February. H-R Representatives, radio-only arm, is reported to have concluded negotiations for purchase of Peggy Stone Associates, New York, and its merger into H-R Representatives. Among leading Stone-represented radio stations are those of Plough Inc.—WMPS Memphis, WCOP Boston, WCAO Baltimore, WJJD Chicago, WPLO Atlanta.

## No contest

If there's one sure bet it's that FCC Chairman Rosel H. Hyde will be honored with National Association of Broadcasters Distinguished Service Award on occasion of radio's golden anniversary next year. Chairman Hyde, who will wind up longest career in history of communications regulation this year, is expected to be unanimous choice of NAB committee that nominates man of the year.

Mr. Hyde will be first government official to receive citation which will be presented at 48th annual NAB convention in Chicago, April 5-8, 1970. Fed-

eral Communications Bar Association plans testimonial dinner—its first—for Mr. Hyde in Washington Nov. 7.

## Small loss

Though *New York Times* will require cigarette advertising in its pages to carry health warning and show tar and nicotine content, effective Jan. 1 (see page 28), word Friday was that it had no plan to extend that policy to cigarette advertising on its WQXR-AM-FM New York, at least for immediate future. Thinking is that cigarette advertising on radio and TV will almost inevitably be restricted if not abandoned, and that *Times* stations obviously will be affected by outcome. As one *Times* source put it, "there's plenty boiling in that pot already." But if broadcast issue should go unresolved for long period, he added, *Times* would give thought to imposing its own restrictions.

Though *Times* in past has supported FCC proposal to ban cigarette commercials, officials apparently regard new position—endorsing "uniform" treatment of all media—more as modification than as reversal. Actually, according to one high official, *Times* would "offer no resistance" if general ban were imposed on all cigarette advertising, but did conclude that broadcasters were right in questioning why they should be singled out. Cigarettes are not major factor in *Times* revenues, representing about one-eighth of one percent of paper's advertising lineage last year: 115,753 lines out of 86,419,000.

## Ready to resist

Gaylord's Wky Television System Inc., won't drop \$4.4-million purchase of KTVH-TV Wichita-Hutchinson, Kan., merely because FCC majority has voted full-dress hearing (BROADCASTING, Aug. 25). While seller, Cowles's Minneapolis Star and Tribune Co., would just as soon let contract expire at year's end and keep facility, Gaylord, once FCC majority releases hearing order now under sharp revision, intends to petition FCC for reconsideration and oral argument in what could become landmark transfer case.

In its announced Aug. 14 action (BROADCASTING, Aug. 18), four members voted for hearing, but neither hearing notice nor stinging dissent of FCC Chairman Hyde (joined by Commissioner Robert E. Lee) has been formally released yet. Chairman Hyde accused four-man majority (Bartley, Cox, John-

son and H. Rex Lee, who "concurred") of prejudging case, in effect making hearing notice tantamount to denial. Gaylord, multiple station and newspaper owner, wants to pursue acquisition, not only because deal was in good faith, but also because hearing citation is understood to raise questions not germane and to reach erroneous conclusions. There's also concern about precedent that would be set if deal collapses under hearing order.

## Air aide

Shortly to be announced will be appointment of Alvin Snyder, executive news producer of WCBS-TV New York, as broadcast deputy to Herbert G. Klein, director of communications for Nixon administration. Mr. Snyder, 10-year veteran at CBS and New York area native, will be first specialized broadcast assistant on Klein staff and will maintain liaison with TV and radio newsmen. Mr. Klein also will keep his hand in dealings with broadcast journalists, including networks.

## Live puppets

Mickey Rooney may be coming to prime-time network TV in regular series if plans of Krofft Enterprises Inc., North Hollywood, Jell. Krofft, producer of new season's Saturday-morning half-hour *H. R. Pufnstuf* series on NBC-TV, would team Mr. Rooney in half-hour Sunday-night series with Mark Lester, 12-year-old who played title role in current movie "Oliver."

Technique to be used with projected series would be similar to one now being used to turn out children's show—live actors suited in mechanized costumes. Pilot for new series would be hour special designed for presentation next Easter. Special, entitled *Lidsville*, would star young Lester and possibly Mr. Rooney, who has not yet been signed. Krofft enterprises was organized last year and is run by Sid and Marty Krofft, fifth generation puppeteers.

## On the verge

ABC is reported close to wrapping up purchase of feature film package from Paramount Pictures. Network is said to be paying roughly \$800,000 for two showings of each picture. Not yet determined is number of films ABC will get in package, or details as to date they'll be played.

*Capitol Broadcasting Company*

P. O. BOX 8187 • BATTLEFIELD STATION  
JACKSON, MISSISSIPPI 39204

August 25, 1969

RICHARD H. VOORHIS  
MANAGER, WSLI AM-FM

Mr. Charles B. Brakefield  
Television Station WREC-TV  
Hotel Peabody  
Memphis, Tennessee 38101

Dear Charles:


As a member of the Mississippi Broadcasters Committee for the "We Care Program" I want to express our appreciation for the excellent assistance you gave us by broadcasting our program from 8PM to 10PM Sunday night. These were the critical hours when our requests for aid reached their peak and the additional coverage of WREC-TV was vitally needed.

Before the program was over we had already tabulated over \$10,000 received from the city of Memphis and I believe we shall receive many thousands more - all directly attributable to your participation.

We found it very heart-warming that you preferred to carry "We Care" as a "live" show rather than as a VTR on Monday. You could have saved HEE-HAW if you had preferred doing it the "easy way" rather than the "best way".

We and the victims of Camille thank you for a job well done.

Sincerely,



Richard H. Voorhis  
WSLI - Station Manager

RHV/bs

8:30 Sunday morning, August 24 . . . an emergency call from the Mississippi Broadcasters Association. Bob Hope would headline a state-wide network television appeal that night to raise funds for the victims of Hurricane Camille. But, for the essential coverage of North Mississippi and Memphis, WREC-TV was needed. Could we pre-empt for an hour, 8 to 9 pm . . . could we give the time, and would we pay for our own line charges? We could and did . . . not for one hour but for a full two hour show, 8 to 10 pm . . . another example of WREC-TV's continuing record of leadership and public service.

**WREC-TV**  
CHANNEL 3 • MEMPHIS

*An Operation of Cowles Communications, Inc.  
Affiliated With CBS Television. Represented By The Katz Agency*

Dean Burch, former chairman of Republican National Committee, will succeed Rosel H. Hyde as FCC chairman; Robet Wells, NAB radio code board member, is in line for Commissioner James J. Wadsworth's post. See . . .

## Nixon ready to move on FCC . . . 21

FCC figures reveal cost of political campaigning on radio and television in 1968 skyrocketed to \$59 million—70% increase over \$34.6 million spent in 1964—with \$38 million going to TV. See . . .

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Giant retailer Sears, Roebuck & Co., which approaches broadcast advertising judiciously, has begun sifting more of its estimated \$140 million advertising expenditures into medium—mostly at grass-roots level. See . . .

## Sears is rewriting the radio-TV rulebook . . . 30

20th Century Fox seeks to broaden its base after experiencing sagging fiscal fortunes. Board approves name change as well as new real estate and corporate development divisions; Zanucks move to helm. See . . .

## Fox fortunes induce a name change . . . 34

FCC Commissioner Nicholas Johnson charges Congress with selling public's rights down river by failing to oppose legislation providing broadcasters protection from competing applications at renewal time. See . . .

## Nicholas Johnson's private demons . . . 38

WCCO-AM-TV Minneapolis rejects as unfounded charges which led to designation of its license renewals for hearing; asks commission to set aside proceeding and grant renewal. Weighty (20 lb.) evidence is introduced. See . . .

## WCCO documents its renewal defense . . . 43

NAB will reportedly offer to NCTA to swap exemption of small CATV's from restrictions for limitations on distant signal importation and agreement by small market CATV's not to sell advertising for local programs. See . . .

## Cable talks happy talk for small markets . . . 46

New National Association of Broadcasters board chairman Willard E. Walbridge, in Houston speech, charts broadcasters' afflictions, finds 'naivete' rather than 'subversive motives' as underlying cause. See . . .

## Walbridge downgrades the do-gooders . . . 46

Washington-based Institute for Policy Studies compiles primer on evaluating stations. Group recommends setting aside time blocks for specific 'publics' in stations' service areas, FCC-operated 'model station.' See . . .

## FCC prodded to restructure programs . . . 48

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### Broadcasting

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## All men are equal in the eyes of the law. But how about in the eyes of the cops?

Whatever else you've heard about them, policemen are still human beings.

And when a human being gets hit by a bottle, or a fist, or a curse, he doesn't always turn the other cheek.

Besides, policemen have their bad moods and prejudices and peeves. Just like anybody else.

But they also have their guns and clubs and tear gas.

Which puts them in a very awkward position.

A position made even more awkward by people at both ends of the political spectrum who are either shoving them into action

or holding them back.

We produced a program that gives you some idea of what it's like to be in that kind of position.

The program is called "The Blue Minority."

It was shot in a typical American city. Boston.

And it shows some typical American city policemen at work in a typical American city slum.

It also shows them at play and at home.

What emerges is a picture of policemen as people. Not as pigs or gods.


"The Blue Minority" is one

of 52 prime time specials Group W is presenting this year.

It was produced by Group W's Urban American Program Unit, which focuses its attention on the things that make today's cities not such nice places even to visit.

Maybe if some of our programs can get people to start looking at each other as people, not symbols, everybody will start having it a little easier.

Even the police.

**GROUP**  

 WBZ-TV BOSTON · WINS NEW YORK  
 KYW-TV PHILADELPHIA · WJZ-TV BALTIMORE  
 KDKA-TV PITTSBURGH · KPXK SAN FRANCISCO  
 WIND CHICAGO · WDWQ FT. WAYNE · KFWB LOS ANGELES  
 WESTINGHOUSE BROADCASTING COMPANY



## WREX-TV sale approved

Sale of WREX-TV (ch. 13) Rockford, Ill., from Gannett Co. to Gilmore Broadcasting Corp. for \$6,850,000 was approved Friday (Aug. 29) by FCC. Price was \$3,250,000 more than Gannett paid for it six years ago.

Gannett agreed to sell station last year because of antitrust suit filed by Justice Department (BROADCASTING, Dec. 9, 1968).

For time last week, vote on transfer approval was in doubt. Only three commissioners were at regular Wednesday meeting. Chairman Rosel Hyde and Robert E. Lee voted to approve. H. Rex Lee raised question of whether buyer could afford local programming and asked time to consider vote. On Friday Kenneth A. Cox, on vacation, went to office long enough to cast approving vote and create necessary majority. Mr. Cox argued that since Justice Department had ordered divestiture, FCC was obliged to go along. Commissioner James Wadsworth, also on vacation, voted with majority by phone. Commissioner Robert Bartley was absent.

Commissioners Nicholas Johnson and H. Rex Lee dissented, latter with statement yet to be released.

Department of Justice's action, filed in Chicago district court, constituted first suit to challenge combination of TV and newspaper interests. Gannett, which owns 30 newspapers in five states and eight other television and radio stations, agreed to sell either WREX-TV or its two Rockford newspapers.

Gannett, whose headquarters are in Rochester, N. Y., also owns several New York CATV systems. Paul Miller, president of Gannett, is member of board of directors of 20th Century-Fox Film Corp., which owns KMSB-TV Minneapolis.

James S. Gilmore Jr., sole owner of Gilmore Broadcasting, owns KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind., and WSVB-AM-FM-TV Harrisonburg, Va.

WREX-TV is ABC-TV affiliate.

## SAG termination notice

Preliminary to negotiations for new commercials contract, Screen Actors Guild on Friday (Aug. 29), served written notice on all signatories to agreement that it will terminate contract on Nov. 15. Contract has been in effect since 1966.

SAG and Joint Policy Committee on Broadcast Talent Union Relations of Association of National Advertisers and American Association of Advertising

Agencies have agreed to negotiation for new contract. Negotiation will start in New York on Sept. 18.

## Merv in place position

First national ratings—30-city Nielsen MNA's—for debut of Merv Griffin as late-night, talk-show host on CBS-TV released Friday (Aug. 29), put Mr. Griffin in second place with average 7.2 rating, 26 share, 35 three-network share for week of Aug. 18-22.

NBC-TV's *Tonight Show*, starring Johnny Carson led competition with 8.9 rating, 33 share, 43 three-network share for week. ABC-TV's *Joey Bishop Show* had 4.6 rating, 17 share, 22 three-network share.

Compared to previous week (Aug. 11-15), when CBS affiliates programed locally, NBC still led with 8.9 rating, 33 share, 41 three-network share; CBS was somewhat higher than Griffin week with 8.1 rating, 30 share, 38 three-network share; and ABC had 4.5 rating, 17 share, 21 three-network share.

Independent stations in 30 MNA markets averaged 7.3 ratings, 26.7 share during premiere week and 6.2 rating, 23 share week before.

Analysis of day-to-day ratings shows Mr. Griffin dropping from 10 rating Monday night to 5.7 rating Thursday, with Joey Bishop increasing slightly and Johnny Carson dropping of slightly. Mr. Griffin's audience loss appeared to be independents' gain.

## Greathouse to VP

North Advertising, Chicago, Friday (Aug. 29) elevated Gary Greathouse to vice president and Gary Kaney to creative producer. Mr. Greathouse has been account director on Toni Co. account.

## Opposes news tax

Senator William B. Spong (D-Va.), said Friday (Aug. 29) that he regards proposed 2% tax on news services in the District of Columbia (see page 47) as potentially dangerous precedent that should be erased from pending D. C. revenue bill.

"If this measure were enacted, the District of Columbia would be the only jurisdiction in the United States to tax the news content of the mass media," Senator Spong said. He called it "dangerous precedent to set, one that raises serious congressional questions."

Senate District Committee, of which

Senator Spong is member, will hold hearing Wednesday (Sept. 3) on proposed revenue package.

## GE is host to broadcasters

Legal and moral responsibilities of radio-TV management in today's changing world will be among topics to be covered by FCC Commissioner Kenneth A. Cox and Reverend Richard C. Parker, director of office of communications, United Church of Christ, and others at off-record meeting this week for 60 to 70 key broadcasters from across U.S. Senator Frank E. Moss (D-Utah) also has accepted invitation to attend Thursday-Saturday (Sept. 4-6) meeting at Crotonville, N. Y., facilities of General Electric Co.'s Management Development Institute. Seminar officially is being sponsored by GE's Visual Communication Products Division, Syracuse, N.Y., managed by James M. McDonald.

Others to speak at meeting include Dr. Warren Bennis, vice president, State University of New York, Buffalo; Dr. Richard Cutler, assistant to president, University of Michigan, and Louis H. Young, editor-in-chief of *Business Week* magazine.

Objective of seminar, according to literature, is "to provide key broadcast industry management an opportunity to evaluate how they can serve responsibly in our changing environment. . . ."

## Admiral summer blitz

Admiral Corp., Chicago, will use extra \$1 million four-week blitz campaign starting Sept. 29 to promote 1970 TV lines. Drive includes heavy radio schedules on CBS and NBC and is in addition to regular fall campaign already planned that includes use of TV and other media.

## Regional bureaus

In move to beef up regional news coverage of its stations, Scripps-Howard Broadcasting Co. has announced inauguration of special news division.

First step, Jack R. Howard, president, said, is establishment of news unit based in Columbus, Ohio, to cover regional news and provide on-scene reporting from state capital for WEWS-TV Cleveland and WCPO-TV Cincinnati. Other moves in mind, he indicated, are similar operations in Memphis (WMC-AM-FM-TV) Knoxville, (WNOX) Tenn., and West Palm Beach, Fla. (WPPTV-TV).

Al Schottelkotte, news director of

## Week's Headliners



Mr. Beresford



Mr. Byron



Mr. Paulsen



Mr. Walden

**John P. Beresford**, president of Data Base Corp. and former executive VP, McCann-Erickson, New York, elected chairman of executive committee, Norman, Craig & Kummel there. He succeeds **B. David Kaplan**, who remains president of agency and its international organization, NCK International. Mr. Beresford joined agency's board of directors in June. He will resign presidency of Data Base, but will continue as director.

**James A. Byron**, veteran broadcast news executive and former president of Radio-Television News Directors Assn. (1954), former national president of Sigma Delta Chi, professional journalistic society (1959), formally named director of broadcasting for Carter Publications (Fort Worth *Star-Tele-*

*gram*, WBAP-AM-FM-TV Fort Worth). He has been with Carter organization since late 20's and some weeks ago took over active policy and operational direction. He succeeded Roy Bacus as operating head of properties.

**Varner Paulsen**, VP and general manager of KNEW Oakland, Calif., Metromedia station, appointed to newly created post of VP for administration, Metromedia Radio, with headquarters in New York. His successor at KNEW will be announced shortly. **Alan Walden**, national news coordinator for Metromedia Radio, promoted to new post of VP for news, Metromedia Radio, with responsibility for station's groups voiced news service and for coordination of planning of news coverage at Metromedia's owned radio stations.

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

WCPO-TV Cincinnati, was named general manager of news operation. He will continue also in his current post.

### Maxwell House buys 'Carr'

General Foods Corp., Maxwell House coffee division, has bought *Vikki Carr Show*, one-hour entertainment special, in 22 markets, it was announced Friday (Aug. 29) by Screen Gems. Stations included in General Foods buy, made through Ogilvy & Mather, New York, are WLAC-TV Nashville; WLBW-TV Miami; WCPO-TV Cincinnati; WKJG-TV Fort Wayne, Ind., and WTVN-TV Columbus, Ohio. Special is part of "Screen Gems Presents" series.

### Residual fees sluggish

Residual income for writers from TV for first seven months of this year is sluggish, Writers Guild of America/West, reports. Television money decreased 15.52% while income from films sold to TV was up only 3.71%.

Dollars and cents breakdown shows writers receiving \$2,388,015.91 from straight TV work through July 31, 1969, compared to \$2,826,951.91 for similar seven-month period in 1969. Writers also received total of \$598,680.04 from feature films sold to TV in current period as compared to \$577,275.95 last year.

Still, WGA/W reports that it has received unprecedented number of manuscripts in last 29 months. Guild has registered total of nearly 12,000 manuscripts in less than three years. Since 1921, more than 111,800 scripts have been registered.

### Hosiery Care for TV

Bevin Laboratories, Northbrook, Ill., names Feldman & Norton, Chicago, to handle advertising for introduction of new liquid product, Hosiery Care, said to double life of women's hose. Plans include TV. Product expects to get national distribution in 1970.

## Revenues, net up

Gray Communications Systems Inc., Albany, Ga.-based newspaper publisher, group broadcaster and CATV operator, reported 22.43% increase in net income for fiscal 1969.

Company's annual stockholders meeting is scheduled for Sept. 15 in Albany.

For year ended June 30:

	1969	1968
Earned per share	\$0.75	\$0.69
Revenues	5,285,678	4,153,164
Net income	356,466	291,156

Note: 1968 figures are unaudited.

## Waiting for meeting

National Cable Television Association plans to report after this week on status of its negotiations with National Association of Broadcasters to Senator John L. McClellan (D-Ark.), chairman of Senate Judiciary copyright subcommittee.

Senator in June asked for report on progress of talks by Aug. 31. NAB's President Vincent T. Wasilewski submitted statement last week (see page 46), but NCTA's President Frederick W. Ford got permission from senator to delay his report until after NAB-NCTA negotiating committees meet Thursday (Sept. 4).

Last month, senator announced he was deleting CATV sections from pending general copyright law revision, and would treat CATV in separate legislation.

## Merger completed

Leo Burnett Co., Chicago, has completed its merger with London Press Exchange Ltd., London, in all details. It is now functioning in London as Leo Burnett International. Exchange of stock was involved. Intent to merge had been announced in May (BROADCASTING, May 12).

Appointment of Sir Malcolm Selsdon as vice president of new London agency was also announced Friday (Aug. 29). Lord Selsdon for past five years has been international coordinator for agency's world-wide network of offices. They have increased to total of 31 in period with overseas billings of 30 million pounds sterling. Earlier Lord Selsdon had been director of Market Analysts Ltd., another LPE subsidiary.

## Leaves 'Concentration'

Ed McMahon, host of NBC-TV's *Concentration*, is resigning from program effective Sept. 26, because of time-consuming demands of program's schedule. Mr. McMahon, in addition to being announcer on *Tonight Show* starring Johnny Carson, has numerous outside business interests.

# Why ABC-TV Affiliates KRDO-TV, Colorado Springs, and KEYT, Santa Barbara, bought EVERY Volume of Warner Bros.-Seven Arts' **VOLUMES 1-14**



## **Jay Gardner**

*General Manager, KRDO-TV*

"Great movie programming has helped to make KRDO-TV, Colorado Springs, Number One ABC\* in a three station V-market with the greatest share of audience from 9:00 AM to signoff. KRDO-TV depends on movies that offer top star value and variety. We made an *extraordinary profitable feature film investment* in Warner Bros.-Seven Arts' Volumes 1-14."

*\*ARB February-March, 1969*

*Represented by Peters, Griffin, Woodward, Inc.*



## **Leslie H. Norins**

*Vice President and General Manager, KEYT*

"KEYT, Santa Barbara is committed to motion pictures. We are completely sold on Warner Bros.-Seven Arts' Volumes 1-14 because time and performance have proven 'Films of the 50's and 60's' to be *Television's Finest Entertainment.*"

*Represented by Adam Young VTM, Inc.*

*In Seattle-Portland by Art Moore & Associates, Inc.*



## **WARNER BROS.-SEVEN ARTS**

NEW YORK · CHICAGO · DALLAS · LOS ANGELES · TORONTO · PARIS  
LONDON · ROME · BARCELONA · SYDNEY · TOKYO · MEXICO CITY

# tower power

WDBO-TV's new antenna and transmitter facility delivers the greatest television coverage in Central Florida. From its lofty tower 1,549 feet above sea level, the antenna beams a clear, powerful signal into 376,000 TV homes\* in the metro triangle of Orlando, Daytona Beach, and the Cape Kennedy area.

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## Datebook®

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

■ Indicates first or revised listing.

### September

Sept. 2—Deadline for reply comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand of the recording process.

Sept. 5—New deadline for comments on Part Five of FCC's notice of proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 1.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

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 rulemaking issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline was July 18.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Sept. 9-10—Southeastern broadcast station license renewal conference, co-sponsored by University of Tennessee and WSM Inc. University Center, University of Tennessee, Knoxville.

Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif. For information contact Jules Dundes, Redwood Hall, Stanford University, Stanford 94305.

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. 15—New deadline for filing rebuttal statements on oral argument in FCC's proposed rulemaking on network control of programming. Previous deadline was Aug. 22.

Sept. 16-18—Annual conference, *Institute of Broadcasting Financial Management*. Hilton Inn, San Diego.

Sept. 17—Annual stockholders meeting, conference of the *Intermarket Association*

Combined workshop-management conference sessions, Radio Advertising Bureau

Sept. 3-4—Hilton Inn, Atlanta.

Sept. 10-11—Hotel Pontchartrain, Detroit.

Sept. 29-30—Sheraton Palace, San Francisco.

Oct. 2-3—Marriott motor hotel, Dallas.

Nov. 10-11—Continental Plaza, Chicago.

of Advertising Agencies. Chatham Bars Inn, Chatham, Mass.

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

Sept. 18—"Public Relations and the Media," annual luncheon-symposium sponsored by *Wagner International Photos Inc.*, moderated by CBS News correspondent Walter Cronkite. Plaza hotel, New York.

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

Sept. 23—FCC newsmaker luncheon, *International Radio & Television Society*. Waldorf-Astoria, New York.

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

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

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

Sept. 23-27—Annual *National Broadcast Editorial Conference*. Statler-Hilton hotel, Detroit.

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

Sept. 25—*Association of National Advertisers* workshop. Plaza hotel, New York.

Sept. 25-Oct. 1—Semi-annual management *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

Sept. 26-28—Joint meeting of *North Carolina, South Carolina, Georgia and Florida Associations of Broadcasters*, officers and members. Hound Ears lodge, Blowing Rock, N. C.

Sept. 26-27—Meeting of *Tennessee Cable Television Association*. Howard Johnson's motor inn, Gatlinburg.

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.

■ Sept. 29-30—Annual convention of *New Jersey Broadcasters Association*. Shelburne hotel, Atlantic City.

### October

Oct. 1—Deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy.

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

Oct. 3—New deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Aug. 4.

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

Oct. 5-8—1969 conference, *UPI Editors and Publishers*. Princess hotel, Bermuda.

■Oct. 8-9—First AM directional seminar of *National Association of Broadcasters*, Cleveland Engineering and Scientific Center, Cleveland.

Oct. 6-9—Annual fall conference, *Electronic Industries Association*. Century Plaza hotel, Los Angeles.

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—Comparative hearing between NBC, licensee of KNBC(TV) Los Angeles, and Voice of Los Angeles Inc. for channel 4, Los Angeles. Federal building, Los Angeles.

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

Oct. 16-18—WSM Grand Ole Opry annual birthday celebration. Municipal auditorium, Nashville.

■Oct. 17—New deadline for reply comments on FCC's proposed rulemaking banning cigarette advertising. Previous deadline was Aug. 10.

■Oct. 17—Annual fall convention, *Connecticut Broadcasters Association*. Hotel America, Hartford.

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. 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. 3—New deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

■Nov. 3—New deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 1.

■Nov. 3-7—Annual armed forces audio-visual communications conference, hosted by *Department of Army*. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.

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

■Nov. 7-8—Annual fall meeting, *Md.-D.C.-Del. Association of Broadcasters*. Annapolis Hilton hotel, Annapolis, Md.

■Nov. 6-8—Cablecasting seminar, sponsored by the *National Cable TV Association*, National Cable TV Center, Pennsylvania State University, University Park, Pa.

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

#### NAB regional conferences

Oct. 23-24—Palmer House. Chicago.

Oct. 27-28—Statler Hilton. Boston.

Oct. 30-31—Marriott. Atlanta.

Nov. 13-14—Marriott. Dallas.

Nov. 17-18—Brown Palace. Denver.

Nov. 20-21—Sheraton motor inn. Portland, Ore.

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TUESDAY/SEPT. 2



**First Tuesday** (9:00-11:00) Segments on Patrick Hemingway, the late author's son, who's now teaching wildlife conservation in Africa; corporal punishment in Irish schools.

FRIDAY/SEPT. 5



**Arthur Rubinstein** (8:30-10:00) An unprecedented insight into the life, art and incomparable *joie de vivre* of this phenomenal pianist. Mr. Rubinstein plays and narrates.

SATURDAY/SEPT. 6  
SUNDAY/SEPT. 7



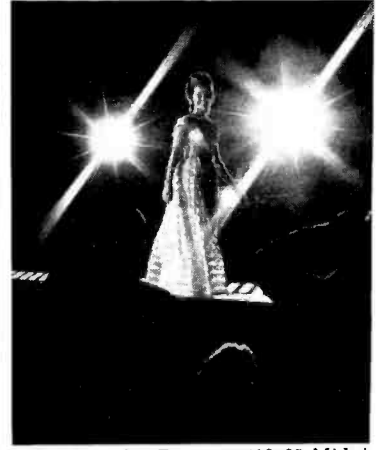
**World Series Of Golf** (5:00-6:30 both days) Competing for the coveted \$50,000 first prize are Tony Jacklin, George Archer, Orville Moody and Ray Floyd. It's live and in color.

SATURDAY/SEPT. 6



**Timex Presents The All Star Circus** (9:00-10:00) Trapeze artists! Jugglers! A "Ben Hur" horse act! Elephants! Tony Curtis hosts this special from the Cirque d'Hiver, Paris.

SATURDAY/SEPT. 6



**Miss America Pageant** (10:00-Midnight) It's television's most exciting suspense drama — live from Atlantic City. Hosting the festivities are Bert Parks and Debbie Bryant.

SUNDAY/SEPT. 7



**The Battle For The Battle Of Britain** (10:00-11:00) Relive, in vivid scenes from new motion picture, the 1940 RAF-Luftwaffe air battles. Michael Caine is the narrator.

## ALL IN COLOR ON NBC/TV

# MEMBER

MONDAY/SEPT. 8



**Country Happening** (7:30-8:00) Whoop-do! It's a singin', clownin' country-Western special hosted by Roy Rogers and Dale Evans! Guests: Michael Landon, Bobby Goldsboro.

MONDAY/SEPT. 8



**Jack Paar And His Lions** (8:00-9:00) Have a roaring good time as Jack shares his experiences with lions, including the offspring he "Born Free" lions, and a pet cub.

TUESDAY/SEPT. 9



**Mirror Of America** (7:30-8:30) Against the background of Washington, D.C., "Project 20" re-creates some of the most stirring moments of our nation's history. An encore showing.

WEDNESDAY/SEPT. 10



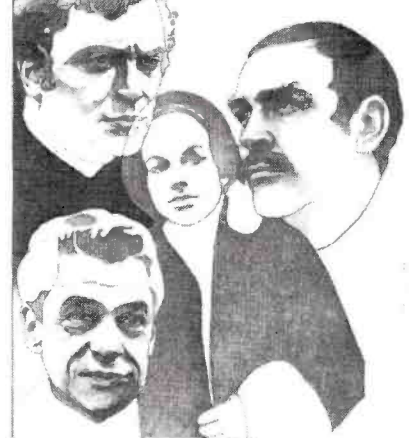
**Monsanto Night Presents Lena Horne** (10:00-11:00) The electrifying Lena swings in the first U.S. network television special of her own. Guests: David Janssen, O. C. Smith.

THURSDAY/SEPT. 11



**The Second Bill Cosby Special** (7:30-8:30) An encore showing of Bill's memorable special, recalling his Philadelphia family, complete with his karate-chopping grandmother.

THURSDAY/SEPT. 11



**Male Of The Species** (8:30-10:00) Repeat of this Emmy-winning "Prudential's On Stage" drama. Sean Connery, Michael Caine, Paul Scofield star. Laurence Olivier hosts.

## FULL COLOR NETWORK

# -AND LATER IN SEPTEMBER...



FRIDAY/SEPT. 12



**Who Killed Lake Erie?** (7:30-8:30) NBC News documents the pollution of Lake Erie and suggests several ways to avert similar disasters. The correspondent is Frank McGee.

SUNDAY/SEPT. 14



**AFL Football** (1:30 to conclusion). The one fans have been waiting for! Joe Namath and the Super Bowl champion New York Jets vs. O. J. Simpson and the Buffalo Bills. *Live!*

MONDAY/SEPT. 22



**Chrysler Presents The Bob Hope Comedy Special** (9:00-10:00) More than 20 stars—including Johnny Carson, Steve Allen—launch Bob's 20th TV year on NBC.

MONDAY/SEPT. 22



**The Flip Wilson Show** (10:00-11:00) Here's more hilarity, this time with one of the brightest of the new comedians. Guests: Andy Williams, Arte Johnson, Jonathan Winters.



## The ignored medium in labor relations

Does anyone need to be convinced that those of us wearing the mantle of "professional communicator" have done an appalling job of selling U.S. business and industry to our fellow citizens?

*Newsweek* discovered in a survey a few years ago that more than half of the general public favors more stringent government regulations of "big business." Professor Theodore Levitt, in an article in *Harvard Business Review* last year, pointed out that U.S. business "has been a persistent and predictable loser in all its major legislative confrontations with government and the voting public." Attitude surveys indicate that the problems of profit-making organizations are often viewed with perverse glee by employees, a segment of which demonstrated an impressive lack of affection in 1968 by striking a total of 34.9-million man days and by pilfering an estimated \$2 billion to \$3 billion. We are greeted with disdain from the academic, and student attitudes toward the profit motive are enough to send the most liberal executive gasping for bottled oxygen.

A recently completed study by Towers, Perrin, Forster & Crosby suggests at least one reason why the message is not getting across: U.S. business is ignoring television to inform local communities of the part corporations play in the country's social, cultural and economic growth and well-being.

The TPF/C study reveals that companies which have taken their message to local communities by television get their messages across. Important audiences such as employees, their families, government officials and community thought leaders tune-in. According to one client company, 73% of its employees watched its corporate documentary at home with their families—on their own time. Another company reported 95% to 98% tune-in.

Other positive responses to similar programs: a line of job applicants at the employment office; a letter of congratulations from a state government welfare unit; the discovery of an untapped vein of pride and good will—inside and outside of the company—and an army of TV critics with suggestions for "your next program."

The study isolated several distinct benefits traceable to the medium:

- Economy: Local TV time is almost

embarrassingly cheap, even in terms of a company's internal communications objectives. For example, consider the problem facing a Philadelphia communicator, whose company has a 10,000-man work force. It's his responsibility to bridge the gap between management and employees. How can he really get through to these people, much less their families and the community? It costs his company \$80,000 or more in "downtime" just to herd employees together for a half-hour, in-plant meeting. Yet he can purchase 30 minutes of local TV prime time for a maximum of \$3,960. And he can produce a first-rate color TV documentary at a price that is competitive with a typical industrial film. Similar opportunities await almost every medium or large-sized company, regardless of its location.

- Personalization: Top corporate officers suffer from the "isolation of command." Sometimes, through no fault of their own, they gain an image somewhere between Scrooge and Goldfinger. In flesh and blood, corporate leaders are usually honest, dynamic—even charismatic—people. Most have an intense desire to do the right thing in balancing the needs of their stockholders, their employees and their communities. How, except through television, can a top executive make simultaneous, meaningful personal contact with all of the many audiences that affect corporate success?

Joe P. Gills, executive vice president of Appalachian Power Co., Roanoke, Va., is one executive who has already sampled the personal impact of TV. He still gets comments about a corporate

documentary on which he appeared last fall. One response, sent by telegram the day after the program, reads: "We seen you on TV. You are beautiful. The Joe Gills Fan Club, Logan, W. Va."

- Reach: Potentially, TV can get through to 95% of our citizens, including audiences that business has almost no other way of reaching, such as married females. Is this an important audience? The AFL-CIO's department of organization discovered through a recent survey that the person most likely to vote for a union in a National Labor Relations Board election is a married woman under 25 years of age. And, if anyone doubts that housewives can affect corporate destinies, they might ask the U.S. Steel Corp. in Pittsburgh, which was picketed not long ago by a cadre of workers' wives; or the New England fishing industry, which has the support of fishermen's wives, who have formed a group to push for limits on seafood imports.

There is no doubt that there is room on the airwaves for the views of both management and labor. In fact, a constructive coalition between these two forces is both possible and desirable. As Walter Reuther once said: "Business and labor have more in common than in conflict."

Nevertheless, it is clearly past time for business to tell its story honestly and effectively to all segments of the public so that it may gain the credit it deserves as a positive force in society.

It is time for business to stop ignoring television. And television should be pointing this out to business more graphically.



*Curtis L. Snodgrass is television projects director of Towers, Perrin, Forster & Crosby Inc., Philadelphia, agency and advertiser consultants. As a media specialist, Mr. Snodgrass heads the firm's communications department in Philadelphia and supervises this function in Montreal, Cleveland, Atlanta, Chicago, Los Angeles, San Francisco, Toronto and New York. He designs both radio and television programs for business and industry. The firm was founded in 1871 and has 300 executives.*

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## “Let the punishment fit the crime”

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## OpenMike®

### Struck the right note

EDITOR: Your special report Aug. 11, concerning “The New Respectability of Rock” is well-founded.

We're a little disappointed that writer Carolyn Meyer did not mention WBCN-FM Boston, which is perhaps the most outstanding progressive rock station in the country.

In any event, your special report is a good start in explaining this new format of the new music to those hesitant agency buyers who aren't yet “clued to what's happening.” — *Leonard A. Cohen, general manager, WBCN(FM) Boston.*

EDITOR: Your special report, “The New Respectability of Rock,” was very refreshing, and it hit very close to home. As program director of an educational FM station, I have found that progressive rock has been one of our most popular acquisitions. Our programming tries to balance middle-of-road, jazz, and progressive rock, but by far the most popular third of our format is the acid rock. This is amazing since we are not operating in a major market and we are operating in “Soul Country” (North Carolina State University). We average about 50 telephone requests during a four-hour show.—*Gary M. Conrad, program director, noncommercial WKNC-FM Raleigh, N. C.*

### Data on light smokers

EDITOR: Dr. F. Thomas Wooten, PhD. is a scholarly gentleman connected with one of the facilities at the Research Triangle, Raleigh, N. C., and as such has become fascinated with the cigarette-smoking controversy. It so happens that Dr. Wooten is himself a nonsmoker, and he does not advocate that anyone acquire the habit.

However, Dr. Wooten does advocate that all of the facts be given in any debate . . . including the great debate as to whether it is an established fact that cigarette smoking does constitute a health hazard. Dr. Wooten suggests an examination by all news media of a report right out of the surgeon general's office, which was printed and distributed by the Department of Health, Education and Welfare. This document, based on a study of 134,000 persons was published in May 1967, and is entitled “Cigarette Smoking and the Health Characteristics — United States, July 1964-June 1965.”

This report is replete with statistical tables, every one of which clearly shows

that moderate cigarette smokers (that is—people who smoke no more than a half a pack a day) are the healthiest people of all . . . with fewer diseases than people who smoke more cigarettes but with fewer diseases also than people who never smoked at all. “To me,” Dr. Wooten comments, “this fact is absolutely astounding in view of the great barrage of government statements that smoking is injurious to health. Here is a government publication that clearly shows that light smoking *may reduce* the incident of disease.” Then he added, “It seems to me that the equal-time provision of the law should extend to this information also.—*Harlan G. Oakes, Hollywood.*”

### Suggests getting facts first

EDITOR: My compliments for the July 28 editorial “220 Million up in Smoke.” Rarely is an enlightened, intelligent voice heard in the ridiculous uproar over cigarette smoking and its alleged harmful effects.

If indeed there are health hazards in cigarette smoking,—and it's far from having been proved—let's get to work on finding a cure.

An extreme lack of broadcasting backbone—a malady far too frequently found in our industry—has allowed some of the do-gooders to again take the spotlight. Let's get the facts . . . and stop running scared every time someone decides to take a crack at broadcasters. — *Steve E. Armstrong, WMPS, Memphis.*

### Praises name-calling

EDITOR: Your journalism is even more resourceful than I had suspected! How you uncovered my secret [middle name of Ferdinand] is your secret, and I don't know that it has improved the world, but it does increase my admiration for you and your great book.

My associates say the Aug. 18 profile is an excellent story and my egotism tells me to accept their evaluation. . . . —*Don F. DeGroot, general manager, WWJ-AM-FM-TV Detroit.*

### Another way to meet costs

EDITOR: Re the Aug. 18 “Closed Circuit” on higher FCC application fees: In our opinion, the FCC has a case for higher fees. But wouldn't this also be the time to reduce the agency's work load with five-year license renewals?—*Nelson Rupard, KIND Independence, Kan.*

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# Broadcasting

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## WHO'S WHO FOR NEWS IN DES MOINES?



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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WPIX-TV NEW YORK

## Nixon ready to move on FCC

In for Chairman Hyde, a political lawyer;  
in for Wadsworth, a political broadcaster



Mr. Burch

A principal architect of Barry Goldwater's 1964 campaign for the Presidency will be nominated to the chairmanship of the FCC, it was confirmed last week. Presumably at the same time a Kansas broadcaster who has been active in his home state's Republican affairs will be named to membership on the commission.

Ticketed for the chairmanship, to succeed the veteran Rosel H. Hyde, is Dean Burch, 41, of Tucson, Ariz., an attorney who was chairman of the Republican National Committee from July 17, 1964, to April 1, 1965. In line for a commissionership, to succeed James J. Wadsworth, who is being given back to the diplomatic service, is 50-year-old Robert Wells, an officer and minority stockholder in several stations owned principally by a newspaper-broadcast group, Publishing Enterprises, based in Mr. Wells's native Garden City, Kan.

Both nominations could be sent to the Senate as early as this week, according to a high official in the Nixon administration.

Mr. Burch was said to have been picked for his record as an able and tough-minded lawyer. The White House has been known to be looking for a

strong chairman who could apply a firm hand to the FCC controls upon the departure of Mr. Hyde, who will be retiring after a lifetime of government service.

Mr. Burch has also been seasoned politically. As Republican national chairman during the disastrous presidential campaign of 1964, he was left to pick up the pieces. That turned out to be a hopeless job. Moderate Republicans who had been lukewarm about the candidacy of Senator Goldwater from the beginning turned on Mr. Burch after the elections as the symbol of defeat. Typical was a comment attributed to William Scranton of Pennsylvania that Mr. Burch would have to go as the first step in the restoration of the Republican image.

Time is believed to have healed the factionalism of 1964 and 1965, and there was no indication last week of any resistance among Republicans to the proposed nomination of Mr. Burch. With Congress in recess, it was difficult to reach informed observers who could give a dependable appraisal of how the nomination would be received by Democrats in the Senate, where both Mr. Burch's and Mr. Wells's appointments

will be sent for confirmation.

There had been time for opposition to assert itself, if any were to develop. The word that Mr. Burch had surfaced as the leading candidate for the FCC chairmanship and that Mr. Wells was moving ahead in the line for the impending Wadsworth vacancy was first published in BROADCASTING two weeks ago ("Closed Circuit," Aug. 18). An indication of accelerated action was reported a week later ("Closed Circuit," Aug. 25).

The anticipated changes will make no difference in party representation on the FCC. Republicans will be replacing Republicans on a commission that now has three Republican members and four Democrats. Absent unexpected resignations or incapacitations, President Nixon will have no chance to tilt the balance toward his party until the end of Democrat Kenneth A. Cox's term next June 30.

White House sources expect, however, to see a more immediate change in the complexion of FCC administration. Mr. Hyde, an even-tempered chairman, has at times been deferential to his colleagues, including those who have taken occasional advantage of him. Mr. Burch, according to advance billing, will be disinclined to temporize.

Mr. Wadsworth, who served as both deputy and U.S. delegate to the United Nations during the Eisenhower administration, has made no secret, since joining the FCC, of his preference for the diplomatic service. Indeed his most conspicuous show of interest during his tenure on the commission came when he headed the U.S. delegation in negotiations with the Mexicans on a new broadcast treaty. Mr. Wells, on the other hand, is anxious to join the FCC. He will dispose of his broadcast holdings to accept the remainder of the Wadsworth term which runs only until June 30, 1971.

Mr. Wadsworth will join the U.S. delegation to the forthcoming international conference on satellite commu-

nications.

Mr. Hyde's regular term ended last June 30. He has stayed on as commissioner and chairman at President Nixon's request pending the selection of a successor. The term to which Mr. Burch will be appointed runs until June 30, 1976.

Mr. Hyde is the only man in FCC history to have been appointed chairman by three Presidents. He served as chairman in 1953-54 under President Eisenhower. He was reappointed chairman in June 1966 by President Johnson and stayed in the office after expiration of his normal term at the bidding of President Nixon.

When news of his probable appointment to the FCC chairmanship spread last week, Mr. Burch was near Reno, Nev., on a summer military exercise. He is a lieutenant colonel in the Army Reserve in the judge advocate's branch.

The agency he is slated to join is not unfamiliar to him. He had several brushes with Section 315, the political broadcasting law, during the 1964 campaign.

Mr. Burch was a central figure in an appeal to the FCC for a declaration that Senator Goldwater deserved equal time to that accorded by national networks to a foreign-policy address made by President Johnson. The FCC said Mr. Johnson was speaking as President, not as a candidate. In a 3-to-3 vote the appellate court let the FCC ruling stand. The Supreme Court refused to review the case. Mr. Burch then asked for time for his candidate under the fairness doctrine. On the Saturday before the election the FCC refused him.

Reflecting later on the use of television in the 1964 campaign, Mr. Burch proposed a way to "circumvent the outlandish costs, the senseless hurly-burly and the torrent of trivia that marked the 1964 campaign." He suggested that in the future major presidential candidates should share eight one-hour programs on all networks, one a week for the eight weeks preceding the elections. At 1964 prices he figured this would cost \$750,000 per hour or \$6 million in all, which would be affordable by the major parties (BROADCASTING, March 22, 1965).

Earlier in the 1964 campaign Mr. Burch lodged a complaint with the Fair Campaign Practices Committee about a commercial produced by Lyndon Johnson backers. The commercial opened with a little girl, counting down the petals of a daisy. At zero she was blown off the screen by an atomic blast. The implication was that such would be the outcome of a Goldwater Presidency. The commercial was withdrawn.

After leaving the chairmanship of the Republican National Committee, Mr. Burch returned to the Tucson law firm, Dunseath, Stubbs and Burch, that he



Mr. Wells

had left in 1963 to join the Goldwater-for-President campaign. He had been administrative assistant to Senator Goldwater in Washington in 1955-59.

Mr. Burch was born in Enid, Okla., on Dec. 20, 1927. When a teen-ager he lived on Alcatraz, then a federal prison in San Francisco bay, where his father was a guard.

Mr. Burch served in the Army in 1946-48. Afterward he entered the University of Arizona and stayed to take a law degree in 1953. He is married to the former Patricia Meeks, daughter of Colonel Richard E. Meeks, a retired Air Force officer. They have a daughter, Shelly, 10; a son, Dean Alexander, 6; and a daughter, Dianne, 4.

Mr. Burch plays tennis and pilots airplanes. He was taught to fly by Senator Goldwater, a major general in the U.S. Air Force Reserve.

How would he approach the job of FCC chairman? Perhaps as he approached the Republican chairmanship, according to this description that he gave the Associated Press at the time: "I'm no political philosopher. I'm a

### Local booster

Garden City, Kan., the home town of Robert Wells, who is slated for an FCC appointment, was put on the national map by Truman Capote in his best-selling book, "In Cold Blood."

In researching the book, which was about the senseless murder of a whole family in Holcomb, Kan., Mr. Capote spent much time in nearby Garden City, the county seat. As leading citizens, Mr. and Mrs. Wells entertained the visiting celebrity and opened doors that might otherwise have been closed to a stranger of Mr. Capote's peculiarities.

The favors were returned. Mr. and Mrs. Wells were invited last year to the party that Mr. Capote gave at the Plaza hotel in New York for probably the most glittering guest list of the season.

mechanic—a doer who puts the philosophy to work."

Whether the other newcomer to the FCC, Mr. Wells, is a philosopher or doer or both remains to be tested. Friends describe him as a go-getter who is prominent in Garden City where he owns real estate, a hardware and plumbing-supply store and a variety store in addition to his broadcast interests. In 1955 the state Junior Chamber of Commerce named him an outstanding young man. He is now a member of the National Association of Broadcasters radio code board.

Mr. Wells is president and a 9% stockholder of KIUL Garden City; vice president and 8% stockholder of KBUR-AM-FM Burlington, Iowa; vice president and 7% stockholder of KMCD Fairfield, Iowa, and assistant secretary-treasurer and 9% stockholder of KFKA Greeley, Colo. All stations are principally owned by Publishing Enterprises, which also owns newspapers in Kansas and Iowa and other radio properties (KTOP-AM-FM Topeka, Kan., and WJOL-AM-FM Joliet, Ill.) in which Mr. Wells has no interest.

If Mr. Wells goes to Washington, he will be making the longest move of his life. He was born on a farm near Garden City on March 7, 1919. He was graduated from Garden City Community College. During school he worked at KIUL and, at one time, at KVGB Great Bend, Kan.

He was in the Army during World War II, including service at the Command and General Staff School at Fort Leavenworth, Kan. Upon relief from active duty he went into the furniture business in his home town. In 1948 he joined KIUL as general manager.

Mr. Wells married the former Kay Lovett of Great Bend. They have two sons, Kim, 19, a junior at the University of Kansas, and Kent, 15.

He was strongly supported for the FCC by Senator Robert J. Dole (R-Kan.). Active in state politics, he served as chairman of the state fish and game commission during the governorship of William H. Avery, one-time Republican congressman from Kansas.

Mr. Burch also has strong support, not only from his former boss, Senator Goldwater, but also from Arizona's other senator, Paul Fannin. Mr. Burch was a regional campaign manager for Mr. Fannin when he ran for governor and won.

The incumbent governor of Arizona, Jack Williams, veteran broadcaster and former part-owner of KOY Phoenix, said last week that Mr. Burch was highly qualified to be FCC chairman. The governor said his only regret was that he would have to find someone to replace Mr. Burch as a member of the board of regents of the state university system.

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**223% More Homes Than Station B; 73% More Homes Than Station C**

March 1969 ARB

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	6-6:30pm	78,200	62,800	24,700
Station "B"	Mon-Fri	5:30-6pm	24,200	18,000	6,200
Station "C"	Mon-Fri	6:30-7pm	45,100	34,600	17,800
WSYR-TV Advantage over Station "B"			223%	249%	298%
Station "C"			73%	82%	39%

**252% More Homes Than Station B; 63% More Homes Than Station C**

March 1969 NSI

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	6-6:30pm	88,000	77,000	30,000
Station "B"	Mon-Fri	5:30-6pm	25,000	21,000	10,000
Station "C"	Mon-Fri	6:30-7pm	54,000	45,000	20,000
WSYR-TV Advantage over Station "B"			252%	267%	200%
Station "C"			63%	71%	50%

\*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.  
Audience measurements are estimates only, subject to the limitations of the source.

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# Radio-TV in '68 campaign: \$59 million

**Almost half went for White House race; TV got \$38 million; lack of equal-time suspension continues to hold down free time**

The cost of politicking, like the cost of almost everything else in the last few years, has soared—and nowhere more so than for political campaigning on TV and radio. Political expenditures for the 1968 election in the broadcasting medium were almost \$59 million, up 70% over the \$34.6 million spent in the 1964 election.

The 1968 TV and radio political billings were issued by the FCC last week and submitted, according to law, to the Senate and House Commerce Committees. The figures were based on responses from 6,233 stations, of which 633 were TV.

Broadcasting's almost \$59 million is considered only about one-fifth of the \$300 million total overall spending in the 1968 elections, according to Dr. Herbert E. Alexander, director of the Citizens Research Foundation, Princeton, N. J. The TV and radio figures also may be as much as 20% low, Dr. Alexander noted, since they do not account for production expenses for the programs that were presented on the air, and for the promotion in other media to persuade citizens to watch the broadcasts.

The FCC report showed that, as usual over the last 16 years, TV received the bulk of political broadcast funds, 64.5% of the total (\$38 million). The three TV networks received only 23.4% of

TV's expenditures (\$8.9 million). Radio, on the other hand, got 35.5% (or \$20.9 million) of the total spent, with the radio networks getting a mere 3.3% (or \$692,000) of that sum.

Both major parties spent virtually the same amount in the primary and general election, \$27.8 million each. Other parties, but principally George Wallace's American Independent Party, spent a total of \$3.2 million.

Almost \$7 out of every \$10 spent on broadcast political advertising went for the general-election campaign. This amounted to \$40.4 million. Just \$18.5 million was spent during the primary campaigns. Interestingly enough, the Democrats spent more than twice as much as the Republicans in the primaries (\$12.4 million compared to \$5.4 million), while the reverse occurred in the general election when the GOP spent \$22.5 million while the Democrats spent \$15.4 million.

Almost half of the total broadcast expenditures (\$28.5 million) went for the presidential and vice presidential candidates. Again the Democrats spent more than the Republicans in the primaries, this time 60% more; but in the general election the Republicans outspent the Democrats almost two-to-one.

The largest amount of broadcast monies was spent in California; a total

of \$5 million went to stations in that state. The GOP, however, spent the biggest chunk of its money, \$2 million, in New York state. The Democrats poured the heaviest slice of their budget, \$2.7 million, in California, as did the other parties.

One of the surprises in the FCC accounting showed that the TV networks quadrupled the amount of free time given in the presidential and vice presidential contest compared to 1964. This was still only one-fourth the amount of sustaining time the TV networks devoted to those candidates in 1960 when the equal-time provisions of the Communications Act were suspended.

Last year, the three TV networks provided 16 hours, 17 minutes free to presidential and vice presidential candidates or their supporters. In 1964 this was four hours, 28 minutes. In 1960, however, the networks provided 39 hours, 22 minutes to this contest.

An average of 150 TV stations carried these sustaining network programs.

The radio networks provided 55 hours and 46 minutes of free time to presidential and vice presidential candidates or supporters in the 1968 election, with an average of 155 stations carrying these appearances.

On the station level, 359 TV stations reported they gave a total of 1,129 hours and 49 minutes, and 1,423 radio

## 'Total charges for political broadcasts—1968

	Total Charges	Television			Radio		
		Total	3 Networks	Stations	Total	7 Networks <sup>1</sup>	Stations
<b>Primary and general Election campaigns—Total</b>	<b>\$58,888,101</b>	<b>\$37,977,729</b>	<b>\$8,881,023</b>	<b>\$29,096,706</b>	<b>\$20,910,372</b>	<b>\$691,740</b>	<b>\$20,218,632</b>
Republican	27,860,093	18,704,302	5,197,057	13,507,245	9,155,791	497,937	8,657,854
Democratic	27,865,649	17,384,415	3,011,541	14,372,874	10,481,234	177,803	10,303,431
Other	3,162,359	1,889,012	672,425	1,216,587	1,273,347	16,000	1,257,347
<b>Primary campaigns—Total</b>	<b>18,484,603</b>	<b>10,890,702</b>	<b>1,518,783</b>	<b>9,371,919</b>	<b>7,593,901</b>	<b>29,066</b>	<b>7,564,835</b>
Republican	5,355,235	3,521,430	1,007,759	2,513,671	1,833,805	29,066	1,804,739
Democratic	12,417,660	6,960,475	511,024	6,449,451	5,457,185	—	5,457,185
Other	711,708	408,797	—	408,797	302,911	—	302,911
<b>General election campaigns—Total</b>	<b>40,403,498</b>	<b>27,087,027</b>	<b>7,362,240</b>	<b>19,724,787</b>	<b>13,316,471</b>	<b>662,674</b>	<b>12,653,797</b>
Republican	22,504,858	15,182,872	4,189,298	10,993,574	7,321,986	468,871	6,853,115
Democratic	15,447,989	10,423,940	2,500,517	7,923,423	5,024,049	177,803	4,846,246
Other	2,450,651	1,480,215	672,425	807,790	970,436	16,000	954,436

<sup>1</sup> Before commissions and after discounts. All figures on charges used in succeeding tables in this report are defined in same way.

<sup>2</sup> Include AM stations, FM stations associated with AM stations in same area, and independent FM stations.

<sup>3</sup> Includes CBS, MBS, NBC and four networks of ABC.



## TV station charges for political broadcasts

Primary and general election campaigns in 1968

State	No. of stations re- porting	Total	Republican	Democratic	Other
Alabama	13	\$ 218,809	\$ 40,835	\$ 162,948	\$ 15,026
Alaska	7	200,964	91,238	108,330	1,396
Arizona	10	223,441	97,326	116,948	9,167
Arkansas	6	509,641	205,323	295,719	8,599
California	42	3,182,755	1,373,295	1,645,823	163,637
Colorado	10	192,946	116,434	70,234	6,278
Connecticut	5	166,964	59,339	93,948	13,677
District of Columbia	5	353,681	150,858	181,585	21,238
Florida	21	1,269,150	577,219	654,484	37,447
Georgia	12	444,135	156,541	268,321	19,273
Hawaii	9	343,204	149,361	192,137	1,706
Idaho	6	74,954	37,760	33,707	3,487
Illinois	20	1,908,573	1,095,767	772,047	40,759
Indiana	17	1,007,895	351,996	625,537	30,362
Iowa	12	474,748	246,721	223,023	5,004
Kansas	10	338,994	187,256	147,704	4,034
Kentucky	8	254,673	84,053	162,344	8,276
Louisiana	15	667,520	150,880	490,642	25,998
Maine	7	108,704	57,072	49,764	1,868
Maryland	5	230,526	115,339	91,074	24,113
Massachu- setts	8	341,394	181,405	137,690	22,299
Michigan	16	628,414	309,665	201,104	117,645
Minnesota	12	256,322	115,365	122,695	18,262
Mississippi	9	37,608	4,291	22,473	10,844
Missouri	18	1,587,842	686,027	865,297	36,518
Montana	8	173,816	74,421	91,611	7,784
Nebraska	14	198,133	73,468	112,367	12,298
Nevada	7	285,689	109,391	135,944	40,354
New Hampshire	1	24,153	15,823	7,250	1,080
New Jersey	3	17,914	11,088	4,918	1,908
New Mexico	7	141,482	49,524	91,239	719
New York	26	2,788,588	1,543,951	1,194,857	49,780
North Carolina	17	664,360	247,076	397,652	19,632
North Dakota	11	213,542	106,229	93,055	14,258
Ohio	28	1,421,194	882,156	470,702	68,336
Oklahoma	10	422,271	184,475	218,653	19,143
Oregon	11	788,103	392,943	334,233	60,927
Pennsylvania	22	1,424,451	889,238	476,101	59,112
Rhode Island	2	276,111	141,366	126,012	8,733
South Carolina	8	306,118	121,388	171,880	12,850
South Dakota	7	126,874	49,242	74,914	2,718
Tennessee	14	548,477	243,458	270,331	34,688
Texas	47	2,191,869	778,643	1,344,041	69,185
Utah	3	171,342	59,832	106,560	4,950
Vermont	2	29,853	20,608	9,245	—
Virginia	13	177,426	90,147	69,591	17,688
Washington	10	330,440	139,139	187,006	4,295
West Virginia	9	343,341	173,011	156,643	13,687
Wisconsin	17	972,612	443,384	486,984	42,244
Wyoming	4	34,690	25,878	5,507	3,305
<b>Total U. S.</b>	<b>604</b>	<b>\$29,096,706</b>	<b>\$13,507,245</b>	<b>\$14,372,874</b>	<b>\$1,216,587</b>

## AM-FM station charges for political broadcasts

Primary and general election campaigns in 1968

State	No. of Stations re- porting	Total	Republican	Democratic	Other
Alabama	139	\$ 234,670	\$ 32,947	\$ 177,667	\$ 24,056
Alaska	17	154,612	63,533	83,347	7,732
Arizona	58	224,092	67,740	147,983	8,369
Arkansas	98	476,545	221,301	230,405	24,839
California	300	1,848,343	624,106	1,091,507	132,730
Colorado	74	157,893	82,960	65,837	8,006
Connecticut	42	166,790	66,614	95,359	4,817
Delaware	11	97,252	72,382	21,649	3,221
District of Columbia	15	72,974	24,005	41,774	7,195
Florida	212	1,065,958	410,694	614,032	41,232
Georgia	175	422,596	80,087	313,608	28,901
Hawaii	23	211,426	84,728	126,494	204
Idaho	40	66,952	35,004	26,536	5,412
Illinois	166	856,219	437,275	393,472	25,472
Indiana	121	600,053	265,042	309,276	25,735
Iowa	95	296,939	174,826	114,927	7,186
Kansas	78	250,381	127,964	117,912	4,505
Kentucky	117	157,057	63,895	81,785	11,377
Louisiana	98	216,765	37,119	166,075	13,571
Maine	43	61,159	34,675	25,945	539
Maryland	63	236,901	82,649	115,650	38,602
Massachu- setts	80	258,331	78,140	143,776	36,415
Michigan	164	515,978	259,978	162,295	92,995
Minnesota	99	190,779	76,842	71,455	42,482
Mississippi	75	25,601	3,111	17,029	5,461
Missouri	115	832,521	299,071	513,725	19,725
Montana	38	143,578	67,576	71,117	4,885
Nebraska	53	116,515	42,430	51,194	22,891
Nevada	19	75,433	28,638	32,517	14,278
New Hampshire	29	137,140	59,199	74,829	3,112
New Jersey	44	220,410	105,520	98,995	15,895
New Mexico	51	171,094	58,886	109,794	2,414
New York	213	1,085,309	543,792	455,438	86,079
North Carolina	230	460,834	148,799	284,267	27,768
North Dakota	28	91,305	49,930	26,703	14,672
Ohio	181	1,310,072	887,936	334,288	87,848
Oklahoma	73	247,742	82,504	147,100	18,138
Oregon	88	401,415	154,350	217,981	29,084
Pennsylvania	239	695,213	375,763	258,216	61,234
Rhode Island	21	138,196	48,314	87,331	2,551
South Carolina	117	295,317	92,371	181,062	18,884
South Dakota	28	95,963	35,897	56,390	3,676
Tennessee	165	1,198,212	1,003,199	145,764	49,249
Texas	323	1,384,337	455,838	849,594	78,905
Utah	33	82,016	38,238	41,446	2,332
Vermont	18	39,481	23,912	14,568	1,001
Virginia	134	121,706	59,183	42,276	20,247
Washington	100	344,599	127,709	185,536	31,354
West Virginia	68	317,840	150,130	152,543	15,167
Wisconsin	131	1,308,267	188,774	1,097,265	22,228
Wyoming	26	38,651	22,278	13,697	2,676
<b>Total U. S.</b>	<b>4,968</b>	<b>\$20,218,632</b>	<b>\$8,657,854</b>	<b>\$10,303,431</b>	<b>\$1,257,347</b>

stations reported they gave 4,320 hours and 57 minutes to presidential and vice presidential candidates and supporters. Giving eight hours or more were 32 TV stations and 117 radio stations.

In a profile of political broadcast activity last year, the average TV station was reported to have devoted these times: sustaining, four hours network and one hour and 45 minutes nonnetwork; commercially sponsored programs (like *Meet the Press*), 18½ hours network and two hours nonnetwork; paid political programs, 10 hours and 15 minutes network and six hours nonnetwork. The average TV station provided 51 network and 522 nonnetwork

spots to paid political announcements.

The average radio station carried a "negligible" number of network spots, but provided 863 spot announcements in the paid political announcement category; it devoted one hour and 30 minutes to network and 45 minutes to nonnetwork free time; a "negligible amount of network and 30 minutes to spot commercially sponsored programs, and 30 minutes of network and one hour of nonnetwork to paid political programs."

In a further study of free time, an evaluation was made of sustaining time provided in situations where there were only two candidates for U.S. senator or governor compared to cases where there

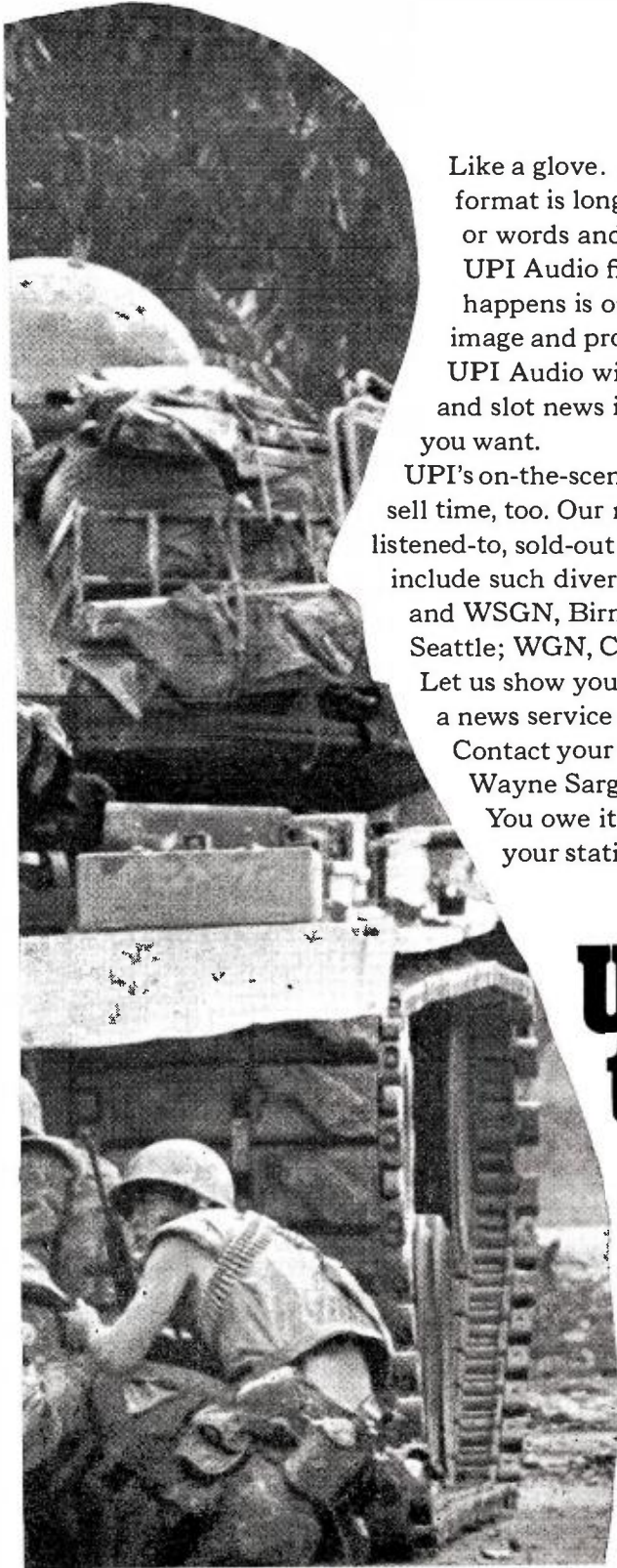
were three or more such candidates. This showed that 34% of TV stations gave some free time in 25 states where there were only two candidates for U.S. senator, and that 45% of TV stations gave some free time in seven states where there were three or more senatorial candidates.

A like relationship existed in gubernatorial contests: 35% of TV stations gave some free time in 12 states where there were only two candidates for the state chief executive, and 48% of TV stations gave sustaining time in nine states where there were three or more gubernatorial candidates.

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sition to political candidates seems to be going down; in the 1968 election only 10 TV stations and 80 radio stations reported that they had supported a candidate editorially. Four years before, 17 TV and 140 radio stations reported they had actively supported a candidate on the air.

And finally, the report showed that 19 TV stations received over \$200,000 and 13 radio stations over \$50,000 in political advertising during the 1968 primary and general election campaigns.

## 'Times' conforms on cigarette ads

Arguing rules should be applied equally, paper sets standards

The *New York Times*, which in the past has advocated a ban on cigarette advertising on TV and radio, inched toward the broadcasters' point of view last week.

An editorial in its Friday (Aug. 29) editions agreed that any government restrictions or requirements ought to apply uniformly to all media, and that cigarette sales promotion should not be banned so long as cigarette sales are legal.

The *Times* said that, effective Jan. 1, it would accept no cigarette advertising that fails to carry the health warning already required on cigarette packages—"Caution: cigarette smoking may be hazardous to your health"—and, in addition, would require that the ads disclose the tar and nicotine content in the cigarette's smoke.

## Total charges for political broadcasts

General elections '56, '60, '64 and '68

	1968	1964	1960	1956
<b>Total Charges</b>	<b>\$40,403,498</b>	<b>\$24,603,989</b>	<b>\$14,195,278</b>	<b>\$9,818,342</b>
Republican	22,504,858	13,032,575	7,558,809	5,381,891
Democratic	15,447,989	11,012,626	6,204,986	4,120,712
Other	2,450,651	558,788	431,483	315,739
<b>Television—Total</b>	<b>27,087,027</b>	<b>17,496,405</b>	<b>10,052,322</b>	<b>6,635,946</b>
Network—Total	7,362,240	3,807,011	2,927,235	2,930,514
Republican	4,189,298	1,911,616	1,820,360	1,733,073
Democratic	2,500,517	1,895,395	1,106,875	1,197,441
Other	672,425	—	—	—
Stations—Total	19,724,787	13,689,394	7,125,087	3,705,432
Republican	10,993,574	7,519,494	3,610,933	2,004,090
Democratic	7,923,423	5,819,699	3,307,987	1,159,347
Other	807,790	350,201	206,167	151,995
<b>Radio—Total</b>	<b>13,316,471</b>	<b>7,107,584</b>	<b>4,142,956</b>	<b>3,182,396</b>
Network—Total	662,674	119,365	78,867	320,940
Republican	468,871	88,863	44,546	144,645
Democratic	177,803	30,502	34,321	176,295
Other	16,000	—	—	—
Stations—Total	12,653,797	6,988,219	4,064,089	2,861,456
Republican	6,853,115	3,512,602	2,082,970	1,500,083
Democratic	4,846,246	3,267,030	1,755,803	1,197,629
Other	954,436	208,587	225,316	163,744

NOTE: 1956 figures are from 85 Congress, 1 Session "1956 General Election Campaigns," Exhibit 24. All other figures are from FCC survey of political broadcasting.

The editorial made no reference to cigarette advertising on the newspaper's WQXR-AM-FM New York. Top station officials were out of town Friday. A sales executive said he had received no word of a change in present policy, which is to accept cigarette advertising.

Nor did the editorial explain why the *Times* had changed its tack, which as recently as June 17 had supported FCC's proposed ban on cigarette commercials and called it "reasonable" and "in the public interest."

The editorial noted that the *Times* has repeatedly taken the position that the medical case against cigarettes has been proved. It advocated that cigarette advertising, as well as cigarette pack-

much stronger warning than the inadequate one" now carried on packages.

"So long as cigarette sales remain legal, however, it would be contradictory to impose a ban on all sales promotion," the editorial continued.

"We at the *New York Times* have always felt an obligation to keep our advertising columns open to all comers, refusing ads only on the grounds of fraud, or deception, vulgarity or obscenity, and incitement to law-breaking or to racial and religious hatred. In pursuit of that policy the *Times* has printed many advertisements setting forth ideas we abhor but feel no right ages, be required by law to carry "a

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended August 17, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 17	Total dollars week ended Aug. 17	1969 total minutes	1969 total dollars
	Week ended Aug. 17	Cume Jan. 1-Aug. 17	Week ended Aug. 17	Cume Jan. 1-Aug. 17	Week ended Aug. 17	Cume Jan. 1-Aug. 17				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 88.5	\$ 3,608.5	\$ 347.6	\$ 11,318.5	81	\$ 436.1	2,802	\$ 15,028.9
Monday-Friday 10 a.m.-6 p.m.	1,316.7	46,467.4	2,428.2	88,373.8	1,457.3	72,434.7	796	5,202.2	29,413	207,275.9
Saturday-Sunday Sign-on 6 p.m.	811.0	29,201.2	702.0	33,167.2	559.3	20,007.3	271	2,072.3	9,199	82,375.7
Monday-Saturday 5 p.m.-7:30 p.m.	305.0	10,434.5	483.7	21,641.3	414.8	19,645.7	89	1,203.5	3,066	51,721.5
Sunday 6 p.m.-7:30 p.m.	383.6	4,716.1	137.0	6,739.7	70.0	6,143.5	27	590.6	699	17,599.3
Monday-Sunday 7:30-11 p.m.	3,577.1	154,204.0	5,033.7	200,811.0	4,946.6	206,433.4	444	13,557.4	14,297	569,448.4
Monday-Sunday 11 p.m.-Sign-off	282.2	13,014.5	518.6	3,163.5	548.1	15,748.6	102	1,348.9	2,716	31,926.6
<b>Total</b>	<b>\$6,675.6</b>	<b>\$258,139.6</b>	<b>\$9,391.7</b>	<b>\$365,505.0</b>	<b>\$8,343.7</b>	<b>\$351,731.7</b>	<b>1,810</b>	<b>\$24,411.0</b>	<b>62,192</b>	<b>\$975,376.3</b>

to censor."

The editorial said an argument could be made for outlawing cigarette sales on purely health grounds but that "the nation's dismal experience" with the Volstead Act in Prohibition days "rules out optimism that a constructive purpose would be served by a comparable statutory prohibition on cigarettes." Indeed, the *Times* said, such a ban would probably "spawn law-defiance" and "a host" of other evils.

"Until Congress decides a total ban is both necessary and enforceable," the *Times* said, "adults who have been thoroughly informed on the dangers in smoking are entitled to decide for themselves whether they want to accept those risks. The important thing is that, in making that decision, they should know that the price may be disease or early death."

At the outset the editorial noted that "the major television and radio networks, under heavy pressure from a Senate subcommittee to stop broadcasting cigarette advertising by the end of this year, have rightly raised the question of why any government-fostered policy in this field should not apply equally to all communications media."

The *Times* said it shared the belief "that public policy in this field ought to be uniform, even though some might contend that the immediacy of TV in its impact on youth plus its status as a regulated industry operated under federal license makes special treatment appropriate."

## RKO General revamps FM sales; five promoted

RKO General Inc. is accenting its FM operation by separating sales and programming functions at each of its owned stations and by establishing an FM-only national sales organization.

Ross Taber, vice president of radio for RKO General, announced last week that the new FM sales division will operate under RKO Radio Representatives Inc., which is headed by James F. O'Grady Jr., vice president and general manager. Ed Lubin, general sales manager of WOR-FM New York, has been named general sales manager of the FM sales division of RRR, which will represent RKO-owned FM outlets, plus selected outside stations.

The separation of programming and sales functions at all RKO AM-FM stations follows an experiment at WOR-FM New York, which has been separately programmed and sold for the past two years. Under the realignment, Hugh Wallace, an account executive at RRR in New York, has been named general sales manager of WOR-FM; Dan McCabe, account executive with WRKO Boston, has been promoted to general sales manager of WROR(FM) Boston;

Wes Gregory, account executive at KFRC San Francisco, has been elevated to general sales manager of KFMS(FM) San Francisco; Tom Boise, account executive at KHJ Los Angeles, has been named general sales manager of KHJ-FM.

## Rep appointments:

- WEBN-FM Cincinnati, KMYR-FM Denver, WBRU-FM Providence, R. I.: Gert Bunchez & Associates, St. Louis.
- Kxo El Centro, Calif.: Bernard Howard Co., Los Angeles.
- WMAD Madison, Wis.: Grant Webb & Co., New York.
- WBNR Beacon, N. Y.: Jack Masla

& Co., New York.

- KKIS Pittsburgh, Calif.: Andy Potter Co., Los Angeles.

## Exquisite account moves

Herbert Arthur Morris Advertising, New York, was assigned the \$2-million Exquisite Form Industries account last week. Exquisite Form plans to spend \$1.5 million in television for its Exquisite Form underwear, Magic Lady underwear, lingerie and hosiery and Silk Skin panty girdles. Adams, Dana & Silverstein was the previous agency. Herbert Arthur Morris already has Exquisite Form's Mandate men's underwear.



# The WJEF Countryropolitans

## They're tuned in to the good life

And why not? The man of the house may be a banker, businessman or farmer. But more likely, he's one of the 70 thousand or so with well paying jobs in the 880 manufacturing plants providing for one out of every three jobs in the two-county area.

The average Countryopolitan also owns his own home, has two cars

and three children. And because he's still under thirty, in a highly acquisitive stage of life, he uses his buying power to get more out of life.

Ask Avery-Knodel how you can tune in on the WJEF Countryropolitans, who stay tuned to WJEF for their favorite music, sports, local and CBS news.



The Folger Nations  
RADIO

WBZ GRAND RAPIDS-MATTLE CREEK  
WJEF GRAND RAPIDS  
WJFM GRAND RAPIDS-KALAMAZOO  
WJAM/WJTV FM CADILLAC

TELEVISION  
WBZ-TV GRAND RAPIDS-KALAMAZOO  
WJTV CADILLAC-TRENTON CITY  
WJMT-TV SHELBYVILLE-MARTIN  
KOLR-TV LINCOLN, NEBRASKA  
WJMT-TV GRAND ISLAND, NEB.

# WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY  
Avery-Knodel, Inc., Exclusive National Representatives

# How Sears is rewriting the rulebook

The giant retailer keeps shifting more dollars into broadcast with a meld of strategies that gets results

Broadcasters who have dealt with Sears, Roebuck and Co. may have much in common with the fabled blind men who, on touching different parts of an elephant, offered different opinions about what kind of animal it was. Varying experiences with Sears have prompted radio-TV men to form varying opinions about the giant retailer.

It's partly because Sears is a relative newcomer to broadcast advertising, and partly because of a corporate sense of discretion matched only by the CIA, that nobody has a clear notion of the whole animal.

The desire for rapport with Sears swells to great proportions in the minds of those broadcasters facing the loss of cigarette revenues and eager for new business. Stories circulate—some hearsay, some true, all respectful—of the potential broadcast investment represented by the nation's number-one retailer.

Witness one broadcaster's account of how Sears deals with radio stations in his market: A timebuyer from a Sears local agency uses what this broadcaster describes as a "country-boy technique." The Sears man contacts the station, with which he has never done business before, and offers the broadcaster \$1,000 for one week, to do with what the broadcaster thinks best. The Sears man explains that he does not know the ropes, but trusts that the station will give him his money's worth.

One week later, another \$1,000 arrives with "no comment." So it continues until Sears has spent \$4,000 in four weeks.

Then, surprise, the Sears man turns up and, in possession of a report from a local monitoring service. He admits that he had been feigning ignorance of the medium. "Then you were either on their regular schedule, or you needn't call any more," says this broadcaster. This in a market with five radio stations on Sears's regular schedule.

If any one word describes Sears as an advertiser, it is cautious. Sears registered a gross income of \$8.2 billion and a net income of \$418 million in 1968. Estimates of advertising expenditures hover around the \$140-million mark, with most of it going into news-

papers. Newspapers made Sears successful, and success made Sears conservative.

That same Sears man who ran an integrity-test of stations before doing business with them saw a number of stations pre-empting his spots in order to cash in on one-time rates politicians were paying in an election year.

In the cryptic style that has come to characterize Sears's relationship with stations in this market, the man from Sears "just sat back and watched this happen. Didn't say a thing. Then he cleaned house."

It is no wonder Sears looms larger-than-life for many broadcasters. And \$140 million commands a certain respect, too, even if most of it is outside the grasp of broadcasting. Among the retail chains, Sears is out front in its experimentation with and commitment to broadcast.

In 1968, when Sears made its big push into broadcast, the average number of television commercials per week during the January-through-October period was 2,329, up 157% from the previous year, according to Broadcast Advertisers Reports. And 79% of all TV commercials by all chain retailers were Sears spots, and Sears was responsible for 39% of all department store commercials on television, according to BAR data. A Radio Advertising Bureau study comparing the first half of 1968 to the first half of 1966 indicates a 695% increase in the Sears radio expenditures.

Prior to January 1968, a time salesman who called either at Sears head-

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## Retailers to tell their story

Retailers will hear presentations on the use of television as an advertising medium at a three-hour workshop Sept. 26 sponsored by the ABC-owned Television Stations Division.

Among the participants in the morning seminar at the Plaza hotel in New York will be retailers already using television heavily, commercial producers in film and video tape, and agency personnel.

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quarters in Chicago, or on store managers all over the country, had a slim chance of carrying away any business. The nature of the Sears operation makes each store autonomous and gives each store manager the responsibility for local advertising. But before 1968, there was little encouragement for experimentation in broadcast out of the home office and a strong bond between a Sears store and the local newspapers.

According to one long-time Sears-watcher, 732A—as the advertising department in the Sears home office is called—first became aware of broadcast in 1961 with what is known as the "Higbee test." The Radio Advertising Bureau, weary of pitching unresponsive retailers, offered to put up two-thirds of a \$100,000 advertising budget for a test in radio, if the retailer would open his books to RAB.

The Higbee Co. in Cleveland was chosen and the findings of the successful test were made public. Sears, according to one observer, was mightily impressed and went to RAB and requested help in putting together some kind of radio handbook for store use. But unimpressed enough to then let the matter drop for another seven years.

In the intervening years, Sears did some testing, hired Ogilvy & Mather (one of three national agencies with Sears accounts, the other two being Foote, Cone & Belding and J. Walter Thompson Co. One observer estimates that Sears has 80 to 90 local agencies, many of them house agencies), and in general geared up for the move it finally made in early 1968.

They were new at it, and they underestimated broadcasting's complexity: They attempted to set up a current file of radio station rate cards from all over the country.

One test, thought by some to have been very influential in 732A's decision to go into broadcast, involved 10 markets. All the markets were given ad budget increases. Five put all of the increase into television and the balance was spent, as usual, in newspapers. The other five put the entire budget, increase and all, into newspapers. The results pinpointing TV's effectiveness are said to have impressed Chicago.

But the movement into television and radio must be called a grass-roots movement. If Chicago was happy with the profit-and-loss picture, the store manager was a little dictator in his market. But that was a big "if," according to one broadcaster who has had an eye on Sears for many years: "Maybe a bad month won't do it, but a bad six months would do it. There would be a new store manager." Otherwise, he says, a store manager is free to use skywriting, if he so chooses.

It appeared in 1967 that some of these store managers were throwing caution to the winds, producing radio and TV spots, and buying local time. At that time, some 1,136 television commercials were being used by local stores. Says one broadcaster: "A guy in Green Bay is making one on luggage. A guy in Spokane is making one on the same luggage. And 90% of them are so bad." This situation was too untidy even for a sprawling giant like Sears.

The Sears home office became aware of the problem, and its decision to go into broadcast in a big way was also a decision to centralize broadcast operations in Chicago. Local spot would still be handled through local operations, but production as well as any national spot or network, would be taken care of by department 732A. Among other projects undertaken at about this time was a pioneering study of the impact of TV on shoppers, conducted by WBBM-TV, the CBS-owned station in Chicago. The results of this test, which was conducted in March 1968, were impressive. Measurements of the effect on traffic—that is, the number of shoppers who said they had to come to Sears to look at the specific sale items—showed an increase of 20% among all shoppers and 30% among shoppers who were exposed to the WBBM campaign. Among all shoppers interviewed, awareness that a Sears sale was in progress went up 31% in comparison with what might normally have been expected had there been no TV campaign.

(Sears was then, and is now, one of the more progressive retailers regarding research and testing. While most retail advertisers are accustomed to healthy profit margins and are unwilling to lay out funds for research, Sears regularly tests commercials before panels of women in Denver and Chicago, in addition to continual broad research projects.)

Trying to reconcile autonomous store operations and organized, efficient use of broadcast media has created new problems for Sears. One observer believes that when the word went out to the stores last year concerning new Sears interest in broadcast, "strong recommendations" were made to local managers. He feels that it may have been suggested that stores invest 20% of

## What Sears sells on TV

Here's how Sears, Roebuck & Co. divided up its TV budget last year to sell its various products and services as well

as for special promotions. Figures are from LNA/TVB and cover the January-December 1968 period.

	Network TV	Spot TV
Allstate auto finance plan	\$ 133,500	.....
Allstate auto insurance	1,638,200	.....
Allstate businessowners insurance	.....	.....
Allstate driver training class	184,500	.....
Allstate homeowners insurance	1,016,200	.....
Allstate insurance all forms	.....	\$ 1,179,100
Allstate insurance cos. general promotion	68,600	.....
Allstate insurance co. recruitment	.....	.....
Allstate insurance non-monitored advertising	17,100	.....
Allstate life insurance	688,300	.....
Allstate renters insurance	278,100	.....
Metropolitan savings and loan assn.	.....	.....
Roper ranges	.....	.....
Roper ranges contest	.....	.....
Sears Roebuck & Co (Automotive)	.....	.....
Sears Roebuck & Co (Batteries)	.....	.....
Sears Roebuck & Co (Tires)	.....	.....
Sears Roebuck & Co (Drugs & toiletries)	.....	.....
Sears Roebuck & Co (Household)	924,200	1,304,300
Sears Roebuck & Co (Jewelry)	.....	.....
Sears Roebuck & Co (Apparel)	.....	.....
Sears Roebuck & Co (Apparel)	.....	254,900
Sears Roebuck & Co (Apparel)	.....	.....
Sears Roebuck & Co (Miscellaneous)	.....	9,452,000
Universal-Rundle plumbing fixtures home	.....	.....
<b>Sears Roebuck &amp; Co. Totals</b>	<b>\$4,948,700</b>	<b>\$12,190,300</b>

Source: LNA/TVB.

## The tempo keeps increasing

How many commercials per week does Sears use within the 75 measured markets? Here is the picture of growth since 1964 . . . the number of com-

mercials used in all the Sears TV-using markets combined. The numbers behind each month are for the monitored week within that month.

	1964	1965	1966	1967	1968
January	112	242	474	444	1143
February	216	437	489	672	1644
March	182	360	435	684	2016
April	371	523	478	837	2696
May	253	591	510	867	2406
June	228	346	483	755	1742
July	257	271	372	661	2220
August	500	473	732	1192	2428
September	508	532	656	1317	3173
October	693	392	571	1637	3820
November	801	487	972	2145	3416
December	719	702	542	2039	4063
<b>Average</b>	<b>403</b>	<b>446</b>	<b>559</b>	<b>1104</b>	<b>2564</b>

their ad budgets in broadcast. According to a source close to the Chicago office, currently the average local mix is 75% allotted to print, 25% to broadcast.

Whether all radio and television spots, for local or national use are produced in Chicago is a matter of some disagreement. Local station managers often get the impression that the spots they are receiving are being produced by the local Sears agency. But one observer of the Chicago Sears operation is convinced that all production, from here on out, will be handled by the central office. It is suggested that the low quality of some of the spots and the live-copy may be the reason broadcasters feel it is local in origin.

During all those years of print advertising, Sears perfected a "mat book" system whereby the home office would

send out to store managers newspaper layouts for local use. The mat book's contents followed Sears' general merchandising schedule, but could be adapted to the local manager's budget and personal tastes. The layouts were like building blocks that could be combined in a variety of ways.

This mat book has evolved into an "electronic mat book," which, though still the same newspaper-size as the old book, contains live copy, story-boards and other information about spots that can be ordered from the Chicago office. Sears's electronic mat book, not at all unlike the customer mail-order catalog Sears is famous for, is issued monthly. Local managers who order spots must pay a fee for print costs.

Most of the spots in the Sears library are for specific items the company hopes to move that month. Sears has a strong

affection for blitz campaigns. The spots often have the same mechanical flavor as the building-block newspaper ads. They are usually hard sell (though less so in recent months), and lend themselves to a local-store tag on the end. Occasionally local stores will super prices, which are never included in the spots as produced by the home office.

Lately Sears has been experimenting with new production techniques, clearly spending more money, and dabbling in institutional spots to go with some of their prestige buys. One Sears critic calls it using "Bonwit Teller advertising to sell their stuff" and blames it on a "clash of ideals" in the Chicago office.

The company has been buying image-boosting network specials and producing some specials for local use. The company is expected to sponsor four network TV specials this season, one on CBS, two on NBC, and one yet unaccounted for. For its sponsorship of *The Royal Family* on CBS Sept. 21 (7:30-9 p.m. NYT), Sears has Ogilvy & Mather shooting some institutional spots in France and Italy. Sears itself owns the rights to that special, which it purchased for a reported \$300,000. Names like Andy Williams and Perry Como are banded about for future specials. All this seems very uncharac-

teristic of Sears Roebuck, a company noted for its thrift, uncomfortable in the TV medium, and thought of as "the store where the little girls on the farm order their dresses," as one broadcaster expresses it.

A number of people who have been watching this Sears evolution closely are not convinced that the Chicago chieftains are unanimous in their commitment to this new-image approach. One broadcaster feels it is only a matter of time, that the progressive noises coming out of Chicago these days will go on only so long, when Sears will snap back, the shopkeeper instincts will take over again, and once more the cautious, cost-conscious Sears.

WGN Continental Productions produces the bulk of Sears's library of TV spots, working some four months ahead of scheduled airing. WGN supplies the master tape, and the spots are transferred to film for shipment. When Sears wants a spot created for film, it gives the business to one of a number of film houses. Ogilvy & Mather supervises the work on most of the fancier institutional spots.

But how the TV and radio material in the mat book is used is still very much the option of the local store manager or sales promotion manager. Use

of broadcast can still vary greatly from market to market. Markets in Southern California, it is generally felt, are far ahead, in terms of Sears business, of markets in other sections of the country.

One radio man who does business with Sears complains that too often the sales executive in charge of broadcast at the local Sears store is "the funny little man" in the office, while the big guns are reserved for newspapers. The personnel he works with at Sears is a clear indication, he says, of the supplemental role radio and TV are assigned by the store.

But one radio station sales manager has noted a change in his market. In the old days, he points out, he had to sell the store manager; the sales promotion manager had almost no authority, at least where radio was concerned. Today, he claims, the sales promotion men, "who are usually young guys," do make these decisions. These "usually young guys" are usually not frightened of radio, either, he adds.

Another observer believes there is some new blood in the Chicago office as well, and among the shadowy ranks of Sears executives there are a few ex-broadcasters. One not-so-shadowy Sears employe is John Beebe, director of broadcast advertising who came out of ABC network sales in Chicago.

Yet a broadcast sales executive who deals with a number of retailers fears that all of Sear's new sophistication resides in Chicago.

The store managers are 40-year men who started out as stock boys. The home-grown local ad agencies are staffed by career Sears men and are seats of conservatism.

Another Sears critic who is not overwhelmed by the Chicago staff, says "they do not hire the kind of people they should hire," though he concedes the top men are "sharp." Sears does not pay its lower echelon executives well, he says, and it ultimately gets what it pays for. Not only is 732A an unsophisticated advertiser, he adds, but it is almost impossible for the people there to learn by trial and error: "because of their sheer volume, they can make unbelievable mistakes and still come out of it."

One time-sales executive observes: "Sears is driving a model T compared to Procter and Gamble, which is driving a Maserati in the area of television." Another broadcaster concludes similarly that "the day will come when Sears will know all of the answers in broadcast, but it's not yet. What it needs is an upgrading of its advertising department." But he adds that an outfit that knows print "like the backs of their hands," that knows that X-number of inches of newspaper space will sell X-number of ladies' coats, will in time

## How Sears combines buckshot and marksmanship

The following is an example of a Sears "blitz," giving details of a local radio campaign that promoted a Sears-brand appliance over four consecutive days in the spring of this year. The Sears local

agency made saturation buys on six stations in the market, a market which ranks in the top-50 in population and retail sales. All were 60-second announcements.

Wednesday	p.m. 3-4 4-5 5-6	p.m. 4-5 5-6 7-8	p.m. 3-4 4-5 5-6 7-8	p.m. 3-4 6-7	p.m. 4-5 5-6 2-2:30 2:30-3	p.m. 3-3:30 4:30-5 6:30-7
Thursday	a.m. 10-11 11-12 p.m. 12-1 1-2 2-3 3-4 4-5 5-6	a.m. 7-8 8-9 10-11 11-12 p.m. 12-1 1-2 2-3 4-5	a.m. 6-7 7-8 8-9 p.m. 12-1 1-2 3-4 5-6 6-7 8-8:30	a.m. 8-9 10-11 (2) 11-12 (2) p.m. 12-1 (2) 1-2 (2) 2-3 (2) 4-5	a.m. 8-9 10-10:30 10:30-11 p.m. 1-1:30 1:30-2 2-2:30 2:30-3 4-5	a.m. 8-8:30 9-9:30 10-10:30 11-11:30 p.m. 1-2 3-3:30 5:30-6 7-7:30
Friday	a.m. 10-11 (2) 11-12 (2) p.m. 12-1 (2) 1-2 (2) 2-3 3-4 (2) 4-5 (2)	a.m. 7-8 8-9 10-11 11-12 p.m. 12-1 1-2 2-3 5-6	a.m. 7-8 8-9 9-10 11-12 p.m. 12-1 1-2 2-3 4-5 6-7 7-8	a.m. 9-10 10-11 (2) 11-12 (2) p.m. 12-1 (2) 1-2 (2) 2-3 (2) 4-5	a.m. 8-9 10-10:30 10:30-11 p.m. 1-1:30 1:30-2 2-2:30 2:30-3 4-5	a.m. 7-7:30 9-9:30 10:30-11 p.m. 12:30-1 2-2:30 3-3:30 4:30-5 6:30-7
Saturday	a.m. 8-9 9-10 11-12 11-12	a.m. 9-10 10-11 11-12	a.m. 8-8:30 9:30-10 10:30-11 11:30-12	a.m. 8-9 10-10:30	a.m. 8-9 9-10 10-10:30 10:30-11	a.m. 7-7:30 8-8:30 9-9:30 10-10:30 11-11:30



## Change-of-pace scores for Sears

The young get a chance to do their thing in Washington fashion special

"Sears Sound Revolution" is a revolution in more ways than it would appear. Not only did the local TV special offer progressive rock and soul music; it represented a dramatic change in Sears's use of media.

The music hour, which was aired in prime time on WMAL-TV Washington Aug. 19, featured youthful entertainment like the Iron Butterfly, Janis Joplin, O. C. Smith—and fall fashions from Sears, Roebuck and Co. Sears advertising in the past has run to the conservative with Sears going so far as to require that actresses in Sears spots wear wedding bands.

The program was produced locally by Tele-Color Productions in Alexandria, Va. The core of the special was a 26-minute film vehicle packaged for the Sears, Roebuck parent company by Dick Clark Productions, Hollywood. The balance of the program and the integrated commercials for Sears young fashions were produced and blended with the Dick Clark film by Tele-Color. The bill for the project went to the local Sears house agency, Seco, Bethesda, Md.

"Look-in Film and Fashion Festival," the parent company's film, was designed for use in an unknown number of markets alone as a half-hour special or for use within an hour special. From all indications Washington is the only market in which Sears has expanded on the original film. The "Look-In" includes three music segments, produced for Dick Clark by the Film Factory, Hollywood, plus short sequences by Young Film Makers, gathered by Genesis



'Revolution' hosts: Barry Richards and Dorothy Brisca

Films, Hollywood, a division of Filmways. The film contains much fancy cinematography and a back-to-school fashion piece, but as one observer describes it, "the clothes are secondary. The production is the star." There has been talk of a follow-up film, also commissioned by the parent company, and described only as "a broader-based effort."

"Sears Sound Revolution," the Tele-Color adaptation, included local music groups, national groups visiting the Washington area and interviews by a local radio personality. A discussion of drug use, very much out of character for Sears, was screened and approved by the Bethesda agency, according to a spokesman for Tele-Color Productions.

Discussions are under way between Sears and Tele-Color over a possible

series of "Sound Revolutions," with "Sound Revolution II" tentatively scheduled for mid-November. Outerwear and Christmas sales are expected to be the focus of that special.

The Sears parent company is said to have been pleased with the outcome of the special, and representatives from the parent company were in Washington last week to view the film. Arbitron gave WMAL-TV a rating of 14, a 27% share, and a 28% share of teen-agers for that hour. The 8:30-9:30 time slot was chosen because it followed ABC-TV's *Mod Squad*, "a natural lead-in," according to Tele-Color.

Sears, which has been in eager pursuit of the youth market for back-to-school fashions, is also said to have curtailed newspaper campaigns for junior apparel in some markets and diverted that ad money into top-40 radio.

become a broadcast pro.

Sears is using more network television this year and is using it differently. While Sears spent close to \$5 million in network TV last year, the money was spent primarily in sports and primarily for its Allstate Insurance Companies. This season, Sears is still buying sports, but largely for Sears-brand tires. Sears has bought network scatter plans for the upcoming season, plus the specials. Much of the network time Sears bought for the fourth-quarter falls in late November, leading some to speculate on a Christmas campaign. Spots with the theme "everything for the family for Christmas" will run on ABC the last week in November, and the possi-

bility of a follow-up campaign locally seems fair.

According to one rep, Sears has only recently discovered national spot but his firm is gearing up to work with Sears and other retail chains. He calculates that 125 advertisers account for 60% to 70% of all national spot; he expects Sears to one day join this group of major national spot advertisers. Those 125 big advertisers, he says, are \$20 million plus advertisers who can afford to use the TV medium consistently. Sears, he says, has that kind of money, "and because they do have that money, they are very logical candidates for television advertising."

But, for the present, the action for

Sears is in local spot. An executive at one major-market TV station recalls that "about January 1968 Sears got cranked off into television in this market," but nothing sensational occurred until last fall when Sears "moved in dramatically." He estimates that in the first half of 1969, Sears quadrupled its expenditure on his station compared to the first six months of 1968. Sears is this station's second largest retail account, with a local store out front, but "the gap is closing fast." Sears runs institutional spots on this station on a 52-week basis augmented by flights of item advertising. Sometimes positions from the 52-week schedule are recaptured when they fit well in Sears' blitz

plans. The only blemish on this client-station relationship is that Sears has at times tried to induce the station to produce spots free, but the broadcaster does not foresee further problems in that regard.

In a large midwestern market, a radio broadcaster says Sears is "saturating everything." "They will buy more time than we will sell them." For every dollar Sears spent on his station two years ago, the company is now spending \$100. "In past years they would do well with us to spend \$2,000 a year," but now Sears spends \$25,000 annually with this station. Sears, which is this broadcaster's retail account, uses four or five other radio stations with equal weight and also uses three TV stations in his market.

A medium-sized market radio broadcaster sees his increased business from Sears as a "result of the acceptance at the home office. We were making no progress until the written notice went out from the top office that if you buy radio you are not sticking your neck out." Sears has a blanket 52-week contract for a minimum of \$4,000, but "they are all full of surprises." He notes that Sears goes in for blitz campaigns in his market, with an average of 50 to 100 spots in three days.

A major market radio station claims to have a \$5,000 order for Sears' back-to-school advertising this fall. Sears is the station's third largest account, after a local car dealer and Coca-Cola, and

billed \$30,000 last year.

A television station in the same market does \$4,000 a month in Sears business, which is described as a "4,000% increase in recent years." All Sears departments are represented in these spots, but no institutional spots are ever used, only blitz promotions—one week, one product. "I don't know when this all started," says a station spokesman. "All of a sudden I started seeing all these orders coming through for Sears."

## Sears issues primer on commercial buying

"Broadcasting: as a noun, either of the electronic media: radio or television. As a verb, sending out a signal on the airwaves and capable of being received by radio or television set."

That is only one of 123 entries ranging from "AM" to "vertical saturation" in Sears' official "Glossary of radio commercial technology."

The glossary is Part I of a handbook of radio advertising issued by Sears, Roebuck and Co. to its field personnel. Part II is a guide to "Store or local market purchase of spot radio time." "Availabilities," "Airwaves," and "Sales," begin with capital letters—this handbook was first distributed when Sears moved into broadcast in a major way, about two years ago. The manual sets out to acquaint store managers and advertising executives with the "terms, princi-

ples, practices employed by radio stations, advertising agencies and advertisers." Sears personnel had already received a two-part booklet on television production terms and purchase of spot TV, when this one was issued.

In addition to the basic vocabulary, this handbook discusses commercial lengths, commercial placement by day-part, rates sponsorship, spot adjacencies, how to write copy, how to sell items, how to enhance the Sears image, how to promote a division—in sum, all the basics. The handbook offers eight steps to buying radio, from how to plan the budget to what your rights are regarding make-goods.

Along with the hints are some emphatic warnings, such as "caution: weekend audiences are usually totally different from the same dayparts of weekdays." Formulas are suggested for radio spots, like 15 seconds of music or sound effects, 40 seconds of copy, five seconds of musical tag. The booklet suggests percentages of sales, month by month, that make a nice radio budget, ranging from a high of 15.8% in December to a low of 6.1% in February.

Last of all, Sears offers tips on what to do with the 100 words that figure into an average Sears commercial. "Use action words." "Mention your name as many times as you can."

*(The foregoing special report was written by Caroline H. Meyer, staff writer, New York.)*

## FocusOnFinance

### Fox fortunes induce a name change

#### Dropping 'Film' from corporate name signifies emphasis on diversification

The board of directors of the 20th Century-Fox Film Corp., apparently reacting to the sagging fortunes of the company during the past six months, endorsed last Thursday (Aug. 28) a series of changes aimed at broadening the economic base of the giant corporation.

The board acted upon management's recommendations, and approved a change in the company's name to the 21st Century Fox Corp. (dropping "Film"); the setting up of a new real-estate subsidiary and a new corporate development division and the election of President Darryl F. Zanuck as board chairman and chief executive officer and of his son, Richard D. Zanuck, as president.

The changes coincided with an announcement that Fox had shown a net

loss of \$2,140,000 for the first six months of 1969. It was pointed out, moreover, that the loss would have been \$13,140,000, except for an extraordinary gain of \$11 million resulting from the sale of South African theater interests.

The changes were made, it was said, to strengthen the position of the company as a producer of theatrical and television films and to lay the basis for further diversification of corporate activities in the areas of real-estate development and acquisitions.

In dropping the word "Film" from the new corporate title, management stressed its determination to broaden the economic base of the company beyond areas related to film. The corporate name change is subject to the approval of stockholders at the next an-

nual meeting.

The corporation's new real-estate subsidiary will be responsible for developing the company's land holdings in California, New York, Great Britain, Australia, Canada, Latin America, and the Middle East. The new corporate development division will concentrate on expansion and acquisitions.

Darryl F. Zanuck said he plans "no slackening of responsibility or effort," and he will retain final executive responsibility for the affairs of the corporation. He said Richard D. Zanuck will assume responsibility of worldwide, day-to-day operation.

Fox's financial statement for the first six months of this year showed that income from feature pictures in theaters declined to \$43,043,000 from \$64,714,000 in the corresponding 1968 period, while income from sale of features to TV dropped to \$305,000 from \$6,651,000 during the first six months of 1968.

Income from series produced specifically for television rose during the first six months of 1969 to \$17,934,000

**The best damn crew  
in the industry is back.**

**And we're going to work  
their tails off.**

Our crew is back from the strike. They were bargaining from a strong position, because they are the best.

Without them we'd only be the largest independent videotape facility in the world. And that's a far cry from being the best.



**REEVES**

PRODUCTS SERVICES  
191 W. 67th St., New York 10023.  
(212) 573-5330

A DIVISION OF REEVES TELECOM CORPORATION

from \$14,990,000 last year.

For the six months ended June 28:

	1969	1968
Earned per share	(\$0.26)	\$1.09
Revenues	66,202,000	90,180,000
Net income before extraordinary income	(13,140,000)	7,670,000
Extraordinary gain	11,000,000	
Net income	(2,140,000)	7,670,000

## Storer affiliates with ticket firm

Storer Broadcasting Co., Miami, group broadcaster, multiple CATV operator and controlling stockholder of Northeast Airlines, has entered another leisure field—ticket reservations.

Storer has signed with Ticket Reservations Systems Inc. as an exclusive affiliate of the New York-based company which, under the trade name "Ticke-tron," sells and distributes tickets by computers in New York, Chicago and

Los Angeles. It also instantly prints validated reserved seat tickets to performances of events with which it has contractual relationships.

Storer's affiliation with TRS extends to Boston and the combined Detroit-Toledo, Ohio, markets immediately, with options for exclusive affiliations in Cleveland, Atlanta, Milwaukee and Miami.

Present clients of Ticket Reservations include all home games of the New York Yankees and Los Angeles Dodgers baseball teams, all events at New York's Madison Square Garden and Los Angeles' Forum, many New York theater attractions and the American Basketball Association playoffs in Oakland, Calif. Thomas W. Moore, chairman of TRS, was formerly president of ABC-TV and was ABC group vice president when he resigned a year ago (BROADCASTING, Aug. 26, 1968).

## Company reports:

**Wrather Corp.**, Beverly Hills, Calif., producer and distributor of TV programs reported a rise in revenues but a decline in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.33	\$0.43
Revenues	9,797,164	7,741,933
Net income	573,826	760,000

Notes: 1968 figures are restated. Net income for 1968 after extraordinary tax credit of \$118,000 is equal to \$.07 per share.

**Kinney National Service Inc.**, New York-based diversified company and owner of Warner Bros.-Seven Arts, reported record earnings and an increase in revenues for the nine months ended June 30:

	1969	1968
Earned per share	\$1.27	\$0.88
Revenues	361,574,000	300,318,000
Net income	21,497,000	14,318,000

**Ampex Corp.**, Redwood City, Calif., broadcast equipment manufacturer, re-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 86 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing Aug. 28	Closing Aug. 21	Closing Aug. 14	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	48½	50½	48½	76½	45½	4,796	247,474
Atlantic States Ind.	O		7¼	7¼	6¾	6	15½	1,798	10,788
Capital Cities	CCB	N	29¾	30½	26¾	37¾	26	5,804	168,316
CBS	CBS	N	44½	46	45½	59½	42½	25,378	1,145,055
Corinthian	CRB	N	21½	20½	20½	37½	20	3,384	72,756
Cox	COX	N	41½	41½	37¾	59	37	2,891	112,026
Gross Telecasting	GGG	A	15¾	16	16	24¾	5¾	805	12,751
Metromedia	MET	N	20¾	19½	19	53¾	17½	5,507	107,937
Pacific & Southern	O		17½	17½	16½	26½	14½	1,616	23,432
Reeves Telecom	RBT	A	14½	15	13½	35¾	13	2,253	35,688
Scripps-Howard	O		25	24½	22½	31½	21	2,589	54,369
Sonderling	SDB	A	33½	31½	31¾	47¾	30½	985	31,520
Starr Broadcasting	O		7½	7½	7	7¾	6¾	338	2,451
Taft	TFB	N	31	31½	31½	43½	27½	3,437	102,251
								<b>Total</b>	<b>\$ 2,126,814</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	27½	26½	24½	49¾	23¾	12,872	318,582
Bartell Media	BMC	A	13¾	11¾	13	22½	8¾	2,292	22,003
Boston Herald-Traveler	O		30	31	32	24½	11½	574	15,498
Chris-Craft	CCN	N	12¾	13½	12½	24½	11½	3,201	38,412
Cowles Communication	CWL	N	10½	10	11½	17¾	9¾	3,620	41,123
Fuqua	FOA	N	34½	33¾	32¾	47	30¾	5,073	157,263
Gannett	GCI	N	35¾	36	37	42	33	4,738	162,277
General Tire	GY	N	18	18½	19	34¾	17½	17,914	328,901
Gray Communications	O		8¾	9	9	12¾	8¾	475	4,275
Lamb Communications	O		4	4½	4½	10	4½	2,650	11,263
Lee Enterprises	O		18½	18½	16½	21½	16¾	1,957	31,547
Liberty Corp.	LC	N	15½	15½	14½	23¾	14	6,743	103,572
LIN	O		10½	12	8	32½	7¾	1,890	15,120
Meredith Corp.	MDP	N	40½	38¾	35¾	59¾	32½	2,762	98,051
The Outlet Co.	OTU	N	18½	19½	18¾	30¾	17½	1,332	23,763
Plough Inc.	PLO	N	62½	61½	60½	72¾	57¾	7,892	477,466
Post Corp.	O		19	18	17½	40	14½	566	8,207
Rollins	ROL	N	36	38¾	34¾	39¾	30¾	7,981	271,354
Rust Craft	RUS	A	27¾	27	27¾	38¾	25¾	1,168	30,368
Storer	SBK	N	27½	28½	27¾	62	24½	4,220	120,270
Time Inc.	TL	N	46	43½	41½	100¾	36¾	7,238	283,151
Wometco	WOM	N	20¾	18¾	17¾	23¾	16¾	5,680	99,968
								<b>Total</b>	<b>\$ 2,662,434</b>
<b>CATV</b>									
Ameco	ACO	A	9	9½	9½	14¾	7¾	1,200	10,500
American TV & Communications	O		14½	14½	13½	15	11½	1,775	22,631
Cable Information Systems	O		3½	3½	3¾	5	2¾	955	3,343
Columbia Cable	O		9¾	10½	9	15½	9¾	580	5,655
Cox Cable Communications	O		13½	13½	13	21¾	14	3,550	49,700
Cypress Communications	O		10	10	10	23	10½	808	8,484
Entron	O		3½	3¾	3¾	10½	3¾	607	2,185
H & B American	HBA	A	14½	14½	16½	20½	11½	5,016	68,218
Sterling Communications	O		6½	6½	6½	10½	5¾	500	2,875
Teleprompter	TP	A	54	55½	56½	70½	46	1,006	50,049
Television Communications	O		12½	12½	12½	20½	11½	2,090	2,613
Vikoa	VIK	A	22½	23½	23½	33¾	20	1,795	38,772
								<b>Total</b>	<b>\$ 265,025</b>

ported a 16% increase in sales and a 24% increase in net income for the three months ended Aug. 2:

	1969	1968
Earned per share	\$0.29	\$0.26
Sales	68,558,000	58,976,000
Net income	3,093,000	2,485,000
Average shares outstanding	10,814,645	9,638,457

**Cypress Communications Corp.**, New York, group CATV operator and majority owner of KTXL(TV) Sacramento-Stockton, Calif., reported a 32% increase in revenues but a decline in net income for the year ended June 30:

	1969	1968
Earned per share	\$(0.06)	\$0.18
Revenues	3,090,000	2,326,000
Pretax income	63,000	60,000
Net income	46,000	209,000
Cash earnings	994,000	814,000
Average shares outstanding	854,818	652,083

Notes: Cypress purchased Altoona Video Corp. on March 27, 1968. 1968 figures are presented on a pro forma basis as if the purchase had been made on July 1, 1967, to permit comparison. Cash earnings equals net income from operations plus deprecia-

tion and amortization.

**Corinthian Broadcasting Corp.**, New York-based group television owner and publisher, reported record sales and earnings for the first fiscal quarter ended July 31:

	1969	1968
Earned per share	\$0.34	\$0.26
Revenues	7,490,212	4,827,367
Net income	1,145,930	882,496
Shares outstanding	3,384,259	3,384,259

### Cox sees its better half

Cox Broadcasting Corp., Atlanta, said last week it expects revenues and earnings in the second half of 1969 to be "substantially ahead of results in the final six months of 1968." Revenues then were \$28.9 million, with a net income of \$3.2 million. The gains will come from "continued strength in our broadcasting division" and "recent expansion in the auto auction and trade-publication fields," Cox reported.

## New highs mark Rollins's quarter

Rollings Inc., Atlanta-based diversified service company and group broadcaster, reported record revenues and earnings for the first fiscal quarter. Revenues increased 8.5% and net income rose 8.6%.

At the company's annual stockholders meeting last week, stockholders voted to increase the authorized common stock from 10.5 million shares to 14.5 million shares. A regular quarterly dividend of 4½ cents per share, payable Oct. 24 was also declared.

For the three months ended July 31:

	1969	1968
Earned per share	\$0.27	\$0.25
Revenues	29,161,094	26,882,645
Pretax income	4,594,696	4,254,806
Net income	2,177,213	2,004,691
Average shares outstanding	7,983,718	7,921,254

	Stock Symbol	Ex-change	Closing Aug. 28	Closing Aug. 21	Closing Aug. 14	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Programming</b>									
Columbia Pictures	CPS	N	33	34½	31½	42	25	5,863	172,138
Commonwealth United*	CUC	A	—	—	—	24½	8½	12,428	100,915
Disney	DIS	N	84½	86½	80½	87½	69½	4,381	331,861
Filmways	FWY	A	25½	25½	25½	38½	19½	1,219	28,342
Four Star International		O	5	4½	5	10	3½	666	3,164
Gulf and Western	GW	N	23½	23½	20½	50½	19	16,426	338,376
Kinney National	KNS	N	26½	25½	24½	39½	19	5,940	130,680
MCA	MCA	N	25½	25	24½	44½	23½	8,059	200,186
MGM	MGM	N	38½	39½	38	44½	25	5,762	193,027
Transamerica	TA	N	28	28½	28½	38½	23	61,869	1,536,826
Trans-Lux	TLX	A	23½	21½	23	58½	21½	979	23,985
20th Century-Fox	TF	N	19	19½	19½	41½	16½	8,155	150,868
Walter Reade Organization		O	9	9	8½	15½	8½	2,083	18,226
Wrather Corp.		O	8½	8½	9½	23	8½	1,760	16,720
								<b>Total</b>	<b>135,590</b>
									<b>\$ 3,245,314</b>
<b>Service</b>									
John Blair	BJ	N	23	22½	20½	28½	17½	2,265	43,601
Comsat	CQ	N	48½	48	46½	55½	41½	10,000	457,500
Creative Management		O	13	13½	13	20½	8½	1,020	13,770
Doyle Dane Bernbach		O	21½	22½	22	32½	21½	2,104	46,288
Foote, Cone & Belding	FCB	N	11½	11½	12	15½	11	2,147	24,905
Grey Advertising		O	15	14½	15	18½	13	1,163	16,864
Movielab	MOV	A	7½	7½	8	14½	7½	1,407	11,256
MPO Videotronics	MPO	A	9½	10½	9½	22½	8½	548	4,450
Nielsen		O	30	31	29½	37½	28½	5,240	150,650
Ogilvy & Mather		O	21½	21½	20½	35	17½	1,090	22,192
Papert, Koenig, Lois	PKL	A	14½	16	15½	30½	10½	721	11,716
J. Walter Thompson		O	26½	29½	29½	41	24½	2,778	69,006
Wells, Rich, Greene		O	9½	10½	10½	18	8½	1,501	13,509
								<b>Total</b>	<b>26,744</b>
									<b>\$ 885,707</b>
<b>Manufacturing</b>									
Admiral	ADL	N	15½	15½	15	21½	14½	5,110	79,205
Ampex	APX	N	41½	40½	38½	44½	32½	10,571	406,984
General Electric	GE	N	83½	83½	82½	98½	81½	91,025	7,839,073
Magnavox	MAG	N	47½	48½	45½	56½	41	16,561	599,702
3M	MMM	N	106½	108½	105½	112½	94	54,388	5,547,576
Motorola	MOT	N	132	128½	126½	133½	102½	6,148	736,223
RCA	RCA	N	36½	37½	36½	48½	35½	62,713	2,453,333
Reeves Industries	RSC	A	5½	5½	5½	10½	4½	3,437	20,072
Visual Electronics	VIS	A	10	12½	13	37	10	1,326	16,907
Westinghouse	WX	N	58½	58½	54½	71½	53½	38,647	2,164,232
Zenith Radio	ZE	N	38½	38½	40	58	35½	18,935	766,868
								<b>Total</b>	<b>308,861</b>
									<b>\$20,730,175</b>
								<b>Grand total</b>	<b>691,697</b>
									<b>\$29,915,469</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>104.32</b>	<b>104.81</b>	<b>103.09</b>	<b>116.85</b>	<b>89.48</b>		

N-New York Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of July  
\* Trading temporarily suspended

## Nicholas Johnson's private demons

### Big business, a supine Congress, TV networks and the rich darken the commissioner's world

Congress is about to "sell off" the public's democratic rights to the nation's broadcasters, FCC Commissioner Nicholas Johnson told a network television audience last week.

He made the charge on ABC-TV's *Dick Cavett Show* last Monday night (Aug. 25) during a guest appearance that left informed observers wondering whether they had misheard him or misplaced reality. (Transcript of pertinent portions is reprinted below.)

▪ Alluding to the so-called Pastore bill, which would require the FCC to find that an existing license should not be renewed before considering competing applications for the facility, Mr. Johnson described it as one that "would in effect give [broadcasters] lifetime licenses."

▪ Although in the Senate hearings—the only ones held this far—Senator Philip Hart (D-Mich.) repeatedly challenged the Pastore bill, Commissioner Johnson said "not a single member" of House or Senate "has felt he was in a position to take national leadership and spend a substantial amount of his time opposing this legislation." Then he ventured that "we're about to witness the final take-over by the broadcasters."

▪ He described broadcasters' challenge to the FCC's fairness doctrine in the U.S. Supreme Court as based on "the rather unusual argument that the First Amendment gives them a constitutional right to keep from the American people any information they choose to keep from them." No claim of any similarity to that may be found in any pleading.

▪ He implied that the Supreme Court had upheld the FCC's anticigarette policy, although the Supreme Court has not yet said whether it will hear the case. (In view of its sweeping decision upholding the FCC's fairness doctrine in another case, there is a widespread presumption that the court will support the FCC on anticigarette messages as well, but it has not yet done so.)

▪ He appeared to go a good deal farther than the Department of Health, Education and Welfare in saying flatly that cigarettes are "a commodity that causes some 300,000 deaths a year."

At the end, Mr. Cavett told the com-

missioner that, "considering how feared you're supposed to be, we must admit that it's nice of ABC to have had you on." In what may have been a set-up for a gag, Mr. Johnson said he understood it was "an accident."

Lest the phrase not be construed as part of a gag, however, ABC officials said afterward that Mr. Johnson's appearance had been arranged at the initiative of a Cavett show producer who read an article by the commissioner in *TV Guide* and felt he would make an interesting guest. They also said Mr. Johnson's scheduled appearance had been well known in advance and had drawn no objections from anyone at ABC.

On the ground that "television really can't stand truth" and "can't stand reality," Mr. Johnson also felt that "it's going to be very interesting to see just how long big television can put up with Dick Cavett."

Mr. Cavett's current program (Mondays, Tuesdays and Fridays, 10-11 p.m. EDT) is not on ABC-TV's 1969-70 prime-time schedule. Network sources explained that it had been set after the new schedule was locked up and said it was announced at the time as a summer series that hopefully would do well enough to earn a regular slot at mid-season or later. No decision on that point has been made. The show has been acclaimed by critics but its ratings have been mixed.

Following are highlights of the Johnson-Cavett colloquy as taken from the transcript, which was prepared for ABC:

Mr. Cavett: Are you aware of things that you think should be known on TV that are in any sense not known or that are kept from the public on television?

Mr. Johnson: Oh, yes.

Mr. Cavett: Like?

Mr. Johnson: I think basically you have to start with a realization that the country is principally run by big business for the rich. Maybe you have to live in Washington to know that and maybe everyone in the country knows it intuitively, I don't know, but a government of the people, by the people, and for the people, has become, I think, a government of the people, certainly, but

by the corporations and for the rich.

And television is a very important part of this whole operation because the men, bar none in our nation, the most powerful men probably in the history of mankind are the men who run these networks, because no elected officials, you see, can get access to his constituency without coming and knocking on the door of the broadcaster and begging for a little time.

And what the people either forget or have never been told, certainly they've never been told by television, is that it is they, the people, who own this resource. You don't own a broadcasting station or a network in the way you own a supermarket or a drugstore. This is public property. It's very much like getting permission to go on to a national forest and cut down trees or drill for oil.

Mr. Cavett: What if an individual wants to use his ownership somehow if he's upset about some trend in the medium. How can a single person sitting out there at home make himself heard?

Mr. Johnson: Well, I think that's a good question. One, it can be done.

Mr. Cavett: There's one glaring example as in the . . .

Mr. Johnson: That's right, as in the cigarette situation which I think is probably as brazen an example as any, of the power of this industry and the way in which it's used. Here is a commodity that causes some 300,000 deaths a year. Now in order to sell the billions of cigarettes that are sold, you need to keep from the people information about the health hazards of cigarette smoking. I mean, if you really like the people in the audience and you're concerned about their health, then you will tell them that cigarette smoking is bad for them and then they won't smoke as many cigarettes. And obviously, that doesn't go down very well with the cigarette companies. So the industry was notoriously lax in not bringing to the public's attention the health hazards of cigarette smoking long after this had been widely discussed in print.

We have a fairness doctrine at the FCC. And the fairness doctrine provides that if you put information out to the people on one side of a controversial issue, you have an obligation to

put out information on the other side as well, not in the same program necessarily, but your over-all programing has to be balanced and fair. The broadcasters took our ruling on the cigarette smoking controversy which said that they had to put on the antismoking commercials. This was not done voluntarily by the industry. It was done over the wild protests bringing all the economic and political power to bear that they had. They took all the way to the Supreme Court the rather unusual argument that the First Amendment gives them a constitutional right to keep from the American people any information they choose to keep from them. Well, the Supreme Court does not rule in their favor, obviously, as one would hope, and indeed ruled in the recent *Red Lion* case that the broadcasting industry, in effect, does not have a First Amendment right so much as the people who are watching and the people who would like to have access to the system. They have an obligation to put on all points of view for the American people. I do not think they are doing that. And I do not think they are doing that in any areas. I think auto safety, black-lung disease, unsafe food and drugs, cyclomates and, you name it.

I mean, any issue that involves sort of big-business interests, advertiser interests, I think, is not fully and fairly

ple in the business start off by saying, "Gee, here's a terrific idea," and they present it, and it gets turned down. And they say, "Well, that was kind of odd. I wonder why it got turned down."

And then they present another really groovy idea, and that gets turned down, and finally they begin to catch on why the ideas are getting turned down. And the next phase they go through is that they have really good ideas but they don't present them because they know they are going to be turned down. And the last stage is when they stop having the good ideas, and that is when I think we are really in trouble, because sitting here listening to Bobby Gentry sing earlier I am reminded of the man who said, "Give me the power to write a nation's ballads and I care not who writes its laws."

There's tremendous power in this medium to shape this country, and I think with that power goes great responsibility.

Mr. Cavett: Senator Pastore is very concerned about TV, we know. What is he doing at the moment about television?

Mr. Johnson: Well, he has expressed many concerns about the violence on television and has taken national leadership in urging the surgeon general to do a study of the impact of television violence on violence in our society, just

these stations then woe be to he who would ever disagree with them. And so they purposely put into the law the public's right to contest license renewals. A license is held for a three-year period by a broadcaster. That is the only right he has.

The law is very express in the first section of the act that you shall never have a property right in the station. He has no right to have that license renewed. He is in effect an elected public official using public property for private profit who must stand re-election at the end of three years, and at that time anyone can come in and say that they are in a position to do a better job.

Congress purposely put that in because they were afraid of the political power of the broadcasters. The question before our country right now is whether the broadcasters are already so powerful that they, that the President, that the Senate and House simply do not have the power to check them.

Mr. Cavett: Do you think it's already gone too far?

Mr. Johnson: I think it may have. I think it may have. And the issue is now before the Congress in the bill that the broadcasters are asking for, which would in effect give them lifetime licenses. And I think the extent of their power is illustrated by the fact that over 20 senators have introduced legislation. I think on the order of 80 members of the House have introduced it, and not a single member of the U.S. Senate, not a single member of the House of Representatives has felt that he was in a position to take national leadership and spend a substantial amount of his time opposing this legislation. So I think we're about to witness the final take-over by the broadcasters and I think at the very least the people are entitled to this much knowledge of what it is that's about to happen to them in Washington as they sell off their democratic rights to the broadcasting industry.

Mr. Cavett: I see. We have only a minute or so left in this segment. Is there anything that you would like to say in summation or anything that you didn't think you'd ever get a chance to say?

Mr. Johnson: Well, you've already been pretty neat. The thing I'm going to watch with great interest, you know, you have a very interesting show. I mean, you kind of bring to television people who don't watch. You know most of the shows they kind of assume that half of the American people who don't watch television are never going to watch it, you know. But you've brought some people I think back to television watching who weren't watching before, and what is going to be interesting to me is to see whether there is going to continue to be anything for



Mr. Johnson (l) and Mr. Cavett

discussed on this medium.

Mr. Cavett: Is this just a natural reaction on the part of men who are in business, do you think? Is there a conspiracy to do it, or does it just happen?

Mr. Johnson: Oh, gee, I wouldn't charge a conspiracy. I do not think the three network presidents get together every morning for breakfast and say, "Well, what shall we make the American people believe today?"

Mr. Cavett: It's a relief to hear that.

Mr. Johnson: I don't know. Maybe they do. I don't know how early they get up.

But it just kind of happens that way. And the most dangerous part of how it happens that way is when creative peo-

ple to find out just how much we do know about this and what kinds of responses we ought to make to it.

Mr. Cavett: Can you explain this thing, we don't have a lot of time to do it in, but the revoking of licenses and stations, how that works, how the FCC does that? This supposedly has terrified some people and pleased others.

Mr. Johnson: Yes. The Congress in 1927 and 1934, when our present law was put into effect, was quite mindful of the potential political power then of radio, and certainly would have been much more mindful of the political power of television. And one of the senators on the floor said if we should ever let people have property rights in

them to watch because my thesis is that television really can't stand truth. It can't stand reality. That it has to sell, and if that's true it's going to be very interesting to see just how long big television can put up with Dick Cavett.

Why don't we take a commercial break?

Mr. Cavett: We might as well. Let me just say considering how feared you're supposed to be we must admit that it's nice of ABC to have had you on.

Mr. Johnson: I understand it's an accident. Will you tell them about that?

Mr. Cavett: Well, I told them that Nicholas Johnson is Van Johnson's real name. We'll be back after this message.

### New VHF nearly ready

WJMN-TV Escanaba, Mich., will go on the air Sept. 14 as a primary affiliate of NBC-TV. The station will operate on channel 3, covering the Escanaba and Marquette, Mich., markets. WJMN-TV is owned by Norton Stations, operators of WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind.; WMT-AM-FM-TV Cedar Rapids, Iowa; and WFRV(TV) Green Bay, Wis. Robert Southard is vice president and general manager of the new station.

## Changing Hands

### Announced:

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

- WITA-AM-FM San Juan, P. R.: Sold by Mrs. Iris Mieres de Ayuso to Pueblo Broadcasting Co., Sergio Camero, president, for \$650,000 (see page 45).
- WITA-TV San Juan, WITP-TV Ponce and WITB-TV Mayaguez, all Puerto Rico: Sold by Mrs. Iris Mieres de Ayuso to Harry Banks, Sidney Pink and others for about \$200,000, excluding liabilities (see page 45).
- WRJS San German, P. R.: Sold by Mrs. Iris Mieres de Ayuso to Angel O. Roman and others for \$80,000 (see page 45).
- KJIM Fort Worth: Sold by Everett S. and C. D. Salley to Tracy-Locke Inc. and Howard B. Fisher for \$430,000. Morris L. Hite is president and 40.82% owner of Tracy-Locke, a Dallas-based advertising agency which owns KCNW Tulsa, Okla. Mr. Fisher has interest in Tracy-Locke and is TV and radio director for that company. KJIM is a daytimer on 870 kc with 250 w.
- WOMT Manitowoc, Wis.: Sold by the Wisconsin Fuel and Light Co. to Don-

ald Seehafer and Bob Johnson for about \$275,000. Harry K. Wrench Jr. votes stock of Wisconsin Fuel and Light Co. Buyers own KRBI St. Peter, Minn. WOMT is full time on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

- WRGM Richmond, Va.: Sold by John Edward Grigg and others to Henry C. Wilson, Louis S. Amann and others for about \$200,000. Buyers own WPDX Clarksburg, W. Va., and WNBE-TV (ch. 12) New Bern (Greenville), N. C. WRGM is a daytimer on 1540 kc with 10 kw.
- WLIS Old Saybrook, Conn.: Sold by Joseph P. Trantino and others to John M. and Ann C. Powers for \$175,000. Mr. Powers is an employe of the Bermuda Department of Tourism and Trade Development and Mrs. Powers is a freelance writer. WLIS is a daytimer on 1420 kc with 500 w. Broker: Hamilton-Landis & Associates.
- WENG Englewood, Fla.: Sold by Edward J. Ewing and others to Frank Matrangola for \$136,400. Mr. Matrangola is a broadcast consulting engineer and formerly owned WCMC-AM-FM-TV Wildwood, N. J., and had interest in WTOW Towson, Md. WENG is a daytimer on 1530 kc with 1 kw. Broker: Chapman Associates.
- WKTX and WAQB-FM, both Atlantic Beach (Jacksonville), Fla.: Sold by William L. Acks and Louis M. Neale to William H. Bivens, Jack Donnell and Gerald G. Brown for \$100,000. Buyers are employes of kwk St. Louis. WKTX is a daytimer on 1600 kc with 1 kw. WAQB-FM is on 104.9 mc with 3 kw and an antenna height of 285 feet above average terrain. Broker: Chapman Associates.
- KCFH Cuero, Tex.: Sold by James Farr, William Knobler and David Schmidt to Norman Building Corp., Houston, for \$95,000. Robert Aylin, president of Norman, is also president of a Houston-based advertising agency and owns KOPY Alice and KSWA Graham, both Texas. KCFH is a daytimer on 1600 kc with 500 w. Broker: Hamilton-Landis & Associates.
- WVLR(FM) Sauk City, Wis.: Sold by A. W. Davidson and others to Thomas F. Clark, Richard E. Dasenbrock and associates for \$75,000. Mr. Clark is an announcer-salesman for WVLR(FM) and Mr. Dasenbrock is an announcer for WJOL Joliet, Ill. WVLR(FM) is on 96.7

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mc with 3 kw and an antenna height of 300 feet above average terrain. Broker: Chapman Associates.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the RECORD," page 56).

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

### NARUC backs Nevada in cable-control battle

The powerful National Association of Regulatory Utility Commissioners has joined Nevada in a fight to empower states to regulate cable-TV systems.

NARUC has asked the U.S. Supreme Court to rule that states may regulate the franchising, rates and quality of service furnished by local CATV systems.

At issue is the compatibility of FCC jurisdiction over CATV and state regulatory objectives. The case involves two Nevada CATV's that asked a federal court in Nevada to hold that they are immune from Nevada law placing CATV under the state public service commission. TV Pix Inc., Elko, and Wells TV Inc., Wells, both Nevada, first went to court in 1966, challenging the Nevada law. The court dismissed the CATV challenge, but on appeal, the Supreme Court returned the case to the Nevada district court for review in the light of changes made in the state law. Last December, the district court upheld the Nevada law, and again dismissed the cable systems' action. The cable systems filed new pleadings with the Supreme Court and the NARUC brief is part of that case (No. 214, October 1969 term).

### WWVA buys theater home

WWVA-AM-FM Wheeling, W. Va., has expanded both its station facilities and its Saturday-night *Jamboree* by purchasing the 2,500-seat Capitol theater in downtown Wheeling as its new home. The new WWVA-*Jamboree* complex has brought with it a complete renovation of one street-level section of the building and a remodeling of the theater. In addition to the offices for the station, the refurbished area will feature four broadcast studios that will be visible to the public from the lobby of the theater. The station is also installing new

equipment.

When the renovation is completed later this year, *Jamboree* will be returning to the site of its first broadcast before an audience on April 15, 1933. In addition, the stations' new theater home will continue to be used by the Wheeling Symphony, various civic functions as well as closed-circuit television.

Cost of the building was \$375,000, exclusive of the expenses for renovation and equipment, according to Basic Communications Inc., licensee.

### Three AM's censured for log omissions

The FCC last week cited two radio stations for alleged logging violations and levied a fine against a third for failing to produce maintenance logs.

Grayson Broadcasting Co., licensee of KUBA Yuba City, Calif., was notified of its apparent liability for a \$500 fine by failing to have a properly licensed operator on duty and by allowing an improperly licensed one to make logging entries in November of 1968. Grayson did not deny the violations but alleged that an employe on duty at the time with a third-class license said that the required commission endorsement had been omitted from his license through an error. He was re-

quested to check on the matter with the commission, but the FCC said nothing appeared to have been done until after the station was inspected.

In another notice of apparent liability, the commission told Idaho Broadcasting Co., licensee of KFXD Nampa, Idaho, that it was liable for a \$450 fine for its failure to indicate in the maintenance log that transmitting equipment had been inspected five days a week by a first-class operator. The station was also cited for failure to enter antenna base currents in the operating log. Idaho Broadcasting argued that it had run out of log forms and had written in a temporary log that the equipment was operating normally unless otherwise noted, assuming that this notation, rather than daily entries, would suffice.

Milo Communications Corp., licensee of KMPG Hollister, Calif., incurred a \$200 fine for failing to have records indicating that inspections had been conducted since Dec. 1, 1966, the date Milo assumed control of the station.

Milo did not deny the violations, but requested suspension or reduction of the fine. It said the station's maintenance engineer performed an eight-hour maintenance shift each week and submitted a report to KMPG on his work and that the company's president made personal daily observations of the station's equipment.

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# Hoving's tack riles NCCB committeeman

Coe says chairman doesn't solicit committee sentiment, charges organization is losing sight of original objectives

Some observers have questioned whether the National Citizens' Committee for Broadcasting is really representative of substantial public sentiment. In a letter to Senator Frank E. Moss (D-Utah), a committee member went one step further: He suggested that NCCB Chairman Thomas P. F. Hoving "and his associates" rarely speak for the committee itself.

Robert L. Coe, retired ABC vice president and presently a lecturer at the Ohio University School of Radio and Television, expressed particular concern over a letter written to Senator Moss by Mr. Hoving earlier this month, in which the NCCB chairman attacked ABC's refusal to terminate cigarette advertising by Jan. 1, 1970 (BROADCASTING, Aug. 18). Mr. Coe made it clear, however, that his concern went beyond that one case.

"Mr. Hoving's intemperate and non-factual statements [regarding ABC] do not, in themselves, merit any comment," Mr. Coe said. "But I am concerned, as I am sure you are, as to just who Mr. Hoving and his associates represent when they address you in letters . . . and when they appear before you and your colleagues purporting to speak for their entire committee or at least giving the impression that they are so authorized."

Mr. Coe continued: "I am a member of the National Citizens Committee for Broadcasting but at no time has my opinion or my approval of the actions of the committee been solicited by Mr. Hoving and his associates. I can only assume that some other members of the committee have had a similar experience."

(One such incident occurred last year, when charges by Mr. Hoving of "collusion" between AT&T and the network to "keep our electoral process muted and prevent our people from being fully informed" prompted some committee members and trustees to resign in protest [BROADCASTING, Oct. 7, 1968].

Enclosed with Mr. Coe's letter was an article he has written for the next issue of *Television Quarterly*. The piece recounts NCCB's history, with emphasis upon the organization's metamorphosis from a committee dedicated to the development of public television to an all-purpose critic of the broadcast media. Mr. Coe's position in the article is that NCCB has veered from its basically worthwhile objectives and has become a soapbox for the often irresponsible arguments of its leaders, rather than an agent of the public's

needs or the wishes of the full committee.

According to Mr. Coe, the statements of NCCB's leaders since the fall of 1968—when Mr. Hoving made his charges of "collusion"—"appear to describe a deliberate collision course with broadcasters, commercial and noncommercial, and in fact with public television itself. They purport to represent the views of the committee, yet raise grave doubts as to whose views they really do represent."

Mr. Coe then relates several instances in which Mr. Hoving and other NCCB leaders launched harsh attacks on the media or announced future plans, always without reference to the wishes of the organization's nearly 200 members. When the committee decided last year to move in the direction of broader criticism and activity, for example, Mr. Hoving sent a night letter to Mr. Coe and presumably to other members, which read in part:

"The board of trustees is agreed that the National Citizens Committee for Broadcasting enter into a broad constructive criticism of the directions of broadcasting in America. The policy will be relayed for your approval as soon as necessary restructuring by the board is completed."

Mr. Coe comments: "This telegram,



Mr. Coe

obviously an afterthought, was never followed up by any request for my approval or even my comments. I can assume only that all other members of the committee, perhaps excepting a select few, had a similar experience and, like myself, were embarrassed repeatedly in the following months by statements, charges, and announced plans issued in the name of the full committee."

Why, then, did Mr. Coe join NCCB in the first place? He responds that the committee's original goals—all related to the development of noncommercial broadcasting—seemed laudable and well worth his support. He also notes Mr. Hoving's previous experience as director of New York city's parks and of the Metropolitan Museum of Art; in both positions, Mr. Coe says, "his contributions and innovations have been outstanding. And I believe that Mr. Hoving intended, initially at least, to make an equally substantial contribution in the field of public television."

The committee's subsequent activities and outbursts have obscured that initial promise, Mr. Coe argues—perhaps permanently. He notes that the committee very nearly ran out of money earlier this year, bailing itself out only after the announcement of new plans attracted new contributors. "The original funding organizations apparently wanted nothing more to do with NCCB," Mr. Coe says.

He adds, however, that the organization is apparently stabilized and, for better or worse, is an ascendant force. Among its recent activities, he notes, were complaints against WPIX (TV) and WQXR-AM-FM, all New York. (NCCB has also filed comments in several FCC rulemaking proceedings, has testified before congressional committees on broadcast matters, and—as noted by Mr. Coe—is working toward action against licensees in Maryland, Virginia, and the District of Columbia.)

"Seemingly therefore," Mr. Coe concludes, "this self-selected few, this self-appointed police group, operating under the name of the National Citizens Committee for Broadcasting, will continue to claim representation of all citizens and use funds, unwisely provided them, to attempt to destroy all broadcasting that has incurred their displeasure. But the question remains: Who really directs these few, and why?"

Copies of Mr. Coe's article, and his letter to Senator Moss, were also sent to other members of the Senate Commerce Committee and to the seven FCC commissioners.

# WCCO documents its renewal defense

Station wants renewal hearing set aside, says sports, media issues lack substance

Midwest Radio-Television Inc., licensee of WCCO-AM-TV Minneapolis, last week asked the FCC to reconsider its order setting the stations' renewal applications for hearing. Midwest's petition for reconsideration, supported with massive documentation, contended that the charges on which the hearing was based were unfounded and unsupported.

Midwest's troubles began in March 1968, three months after it filed its renewal applications. Garfield Clark, manager of a competitive St. Paul station, KSTP, told the Senate antitrust subcommittee—then considering a Failing Newspaper Act—that WCCO-AM-TV exercised an unfair competitive advantage with respect to other area stations because of its corporate relationship with four Minneapolis-St. Paul newspapers. Mr. Clark charged that WCCO had an unfair advantage in bidding for broadcast rights to local professional sporting events because of newspaper publicity leverage and ownership interests in certain teams. He also alleged that WCCO controlled references to local programming activities in its related news-

papers to favor WCCO and discriminate against KSTP.


Midwest is 53% owned by Mid Continent Radio-Television Inc., which is in turn half-owned by Northwest Publications Inc., publisher of the *Pioneer Press* and the *Dispatch* in St. Paul. It is 47% owned by the Minneapolis Star and Tribune Co., which publishes the *Minneapolis Tribune* and *The Minneapolis Star*.

Last March the FCC, on the strength of Mr. Clark's allegations, designated WCCO-AM-TV's renewal applications for hearing (BROADCASTING, March 24). In addition to the "sports" and "reciprocal advantages" issues, the commission added a third—that of whether the licensee and its owners have an "undue concentration of control of the media of mass communications in the Minneapolis-St. Paul area." Hubbard Broadcasting Inc., licensee of KSTP, was made a party to the hearing (albeit a reluctant one; Hubbard announced it did not propose to participate further in the proceedings, but was ordered to "participate actively" by the commission).

In July, Minneapolis Star and Tribune Co. successfully petitioned to be made a party to the hearing, claiming allegations against it jeopardized its other broadcast holdings. And last month Midwest got the commission to include a fourth hearing issue: whether WCCO-AM-TV's programming was of such a high quality as to counterbalance any adverse findings on other issues in the case.

Midwest supported its refutation of charges levied against its WCCO stations with extensive affidavits, appendices and a three-part study of newspaper coverage of radio-TV stations and sports in the Minneapolis-St. Paul area by a professor in the school of communications at Boston University.

As to the sports issue, Midwest contended that all persons connected with the awarding of broadcast rights to games from 1960 on deny the influence of WCCO's newspaper connections, and that the "objective evidence" is inconsistent with charges of such influence. Influence stemming from ownership interest in local teams was nonexistent,



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Midwest said, as the parties involved "carefully refrained from participating in any way in the negotiations." Midwest ascribed its success in obtaining rights to its "superiority as a broadcast medium."

Turning to the "reciprocal advantages" issue, Midwest noted that the programs of local radio-TV stations, including KSTP, are carried in the daily logs of the Minneapolis-St. Paul newspapers. It denied charges that program "highlights" columns in the papers exhibited favoritism toward the WCCO stations, and observed that its commissioned study showed that "substantive" radio-TV newspaper items reflected more references to KSTP than to WCCO programs during an April 1967-March 1968 period. Midwest also denied charges that its related newspapers had a policy of not mentioning editorially the KSTP call letters without specific approval of the managing editor. It cited several examples of use of the call in stories, headlines and even a complimentary editorial.

Midwest maintained that the "undue concentration" question "should not be considered at this time." It said FCC precedent did not evince a policy of designating renewals for hearing "to inquire into conditions of possible 'undue concentration' which pre-existed the grant of the license sought to be renewed," unless subsequent abuses occur.

"The commission should not, in an ad hoc hearing, undertake to threaten nonrenewal of licenses because of conditions or relationships which it has repeatedly approved and which violate no commission rule or policy. If a change in the rules or policy is to be considered, it should be considered for all licensees in a general proceeding," Midwest concluded, adding that "there is, in fact, no concentration of control in the Twin Cities and surrounding area."

Asserting that the allegations "lack any substance," Midwest asked that the hearing be canceled and the licenses renewed. It also asked for an opportunity to argue the case before the commission en banc.

## 50th anniversary is on NAB conference agenda

Panels on the major problems confronting broadcasters will mingle with plans for celebration of broadcasting's 50th anniversary at the six fall conferences of the National Association of Broadcasters.

The conferences will be held in Chicago, Oct. 23-24; Boston, Oct. 27-28; Atlanta, Oct. 30-31; Dallas, Nov. 13-14; Denver, Nov. 17-18 and Portland, Ore., Nov. 20-21.

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Station For Sale. UHF in expanding coastal Southern California market with more than 500,000 potential viewers. Price: \$350,000. Available on any terms.

This is the ad that Julian F. Myers, president and principal stockholder in New Horizons Broadcasting Corp., licensee of KKOQ-TV Ventura, Calif., would like to run. But Mr. Myers doesn't have the money to pay for the ad. Neither does he have the money for the electric, water, and telephone bills: rent for the station building; salary for the station's one remaining paid employe; withholding tax due the U.S. Internal Revenue Service; installment payments for equipment; and service-station charges to repair the flat tire on his station wagon that has logged some 150,000 miles.

After little more than eight months on the air, KKOQ-TV, channel 16, is impossible, irrevocably in the red. And Julian Myers, formerly well-to-do publicist around Hollywood, has gone broke along with the station he sweated, strained and suffered for more than five years to put on the air.

As of Aug. 15, KKOQ-TV was some \$325,000 in debt. In addition, Mr. Myers personally owed an estimated \$112,000.

According to Mr. Myers, the station currently is generating about \$1,500 a month in advertising revenue. But it is accumulating some \$15,000 a month in expenses.

This despite offering time on the station to advertisers at lower rates than any nearby radio stations. Indeed, it may be that KKOQ-TV is selling television time for less money than any station in the history of the medium. A one-minute spot goes for merely \$20, even at a one-time rate. If the buy is in volume, the rate reduces substantially. The station will carry an advertising message of up to a minute, 126 times in a

week for \$15, and 200 times in four weeks for \$60. If advertisers sign up for KKOQ-TV's "Konstant Kontest," their message will be carried 420 times in four weeks for a total of \$80. If payment is in advance, clients get an extra week of exposure, and 84 extra commercials as a bonus.

What in the world is a "Konstant Kontest"? It's one of the desperation measures KKOQ-TV is using to stimulate audience and advertiser interest in the station. Every 20 minutes the station interrupts whatever program is on the air (except religious programs) to ask a question about Ventura's "K Coast of Gold," which is the way Julian Myers, with his publicist's flair, refers to the coverage area that the station attempts to serve (from Malibu to Santa Barbara). With the advertisers sponsoring each contest and donating prizes, viewers are invited to phone in answers to the community questions.

In another move born out of dire need, Mr. Myers wrote a letter to 500 Ventura county merchants appealing to each to invest \$1 a day for advertising on the station. "You will never get another letter like this," Mr. Myers wrote. "Our station is about to go off the air, but you can give us a chance to live." The appeal was largely ignored.

Why has KKOQ-TV fought a losing fight for survival right from the start? Some five minutes after going on the air late last fall, the station lost its picture (BROADCASTING, Dec. 23, 1968). That was the tip-off to what lay ahead. For the station never consistently has been able to generate a first-rate, reliable signal. And without the ability to reach all of its potential audience, whatever else KKOQ-TV tried to do was doomed for failure.

The station's attempt to offer some 65 hours of totally live, local programming every week proved to be an impossible dream. But dreams die hard when

A panel on cigarettes, CATV and pay TV will be moderated at each conference by Willard E. Walbridge, KTRK-TV Houston, chairman of NAB's board of directors. Other panels will deal with license renewals and with cost savings for broadcast stations.

In addition to a presentation of plans for broadcasting's 50th anniversary, there will be reports on broadcast research, and on the operation of NAB's radio-TV codes.

The separate television session will include a report on the new ASCAP contract, a Television Bureau of Ad-

vertising panel, a Television Information Office presentation, and a discussion of CATV.

The radio session will include a 5-minute film entitled "I Am Radio." The film, developed from a presentation by Richard Dudley, WSAU Wausau, Wis., at the last NAB convention, is designed for promotion at the local level. Among the other radio events are a presentation on commercials by Maurie Webster, vice president for divisional services, CBS Radio and a presentation on music programming and sales by Herman Edel of Herman Edel Associates.

the truly indefatigable Julian Myers is dreaming them. Despite all its financial woes, at this writing KCOG-TV was still presenting virtually all live, local programs throughout its broadcast day, which now has been reduced to from 5 to 11 p.m. each evening (free travelogs and other such contributed films are sometimes used when live performers are not available).

An overabundance of paid staff at the beginning also probably contributed to KCOG-TV's financial problems. When BROADCASTING chronicled the station's birth pains in December, there was a total of some 40 full and part-time staff members, mostly young people. More important to note, virtually all were broadcasting amateurs. Executive producer Don Schiller, since departed, was the highest paid staff member, but still making less than \$200 a week. Two female staffers, in the accounting and traffic departments, each were receiving \$145 a week. Most of the other employees, according to Mr. Myers, were receiving about \$100 a week or less. But even these modest salaries, he now concedes, in aggregate were more than the station could afford.

Currently only 28-year-old Nancy Licea is on salary (at last look she hadn't been paid for several weeks). Miss Licea is general manager of KCOG-TV. She's also traffic manager, office receptionist, time salesman and head cameraman.

Bruce Hunt, 15, and a volunteer, is another of the station's cameramen when he can take time off from handling the control board. Other volunteer jacks-of-all-trades at the station—including on-air appearances—are David Rouse, 17; Steve Stanley, also 17; and Don Kasper, 16.

Young Kasper's older brother Chuck, in the Air Force and stationed nearby, is said to be a whiz at repairing the station's equipment.

The on-air personnel all are volunteers who seem to be totally devoted and committed to the station's attempt to make TV programing more relevant to the local community. Al Marra, a local high school history teacher, who bills himself as Alphonse Giuseppe Marra, does a nightly newscast. So does Al Perry, who works for a living as a hydrologic engineer. Bill Cullen, a local photographer, is host for a weekly *Kamera Korner* show (alliterations, especially involving the letter "k," are a Julian Myers trademark). Fillman Kelsey, another local resident, is host for everything from news, sports and weather to a sex discussion show that's carried nightly. Occupying the key spot in KCOG-TV's schedule—9 to 10 p.m. on Sundays—is the Galligan family, Jim and Paulina, parents; Patrick and Bonnie Lue, children. The Galligans play guitar, sing folksongs, dance and invite viewers to sing along and make joyful



Photo by Bill Cullen.

The Galligan family, Jim, Patrick, Paulina and Bonnie Lue, are some of the

amateur talents who help keep KCOG-TV Ventura on the air.

music together.

But not enough people have been reached. Julian Myers thinks this failure to communicate has a lot to do with the nature of UHF and its unfamiliarity to the general public.

Speaking about local viewers, he points out: "Just to convey the message to them that there is a UHF station here that they can get looks like a two- or three-year job instead of a two- or three-month one. People have UHF and don't even know it."

Still, with the landlord, utility companies, RCA (the station owes \$228,000 for its transmitter, cameras and other equipment), U. S. Internal Revenue Service (\$1,100 was due by Aug. 15; another some \$7,000 by Aug. 29), among a long list of creditors pounding on the door, Julian Myers isn't conceding the station or his dream. "We expected people to respond more quickly than they have," he says.

KCOG-TV seemed to be an irretrievable failure as far back as January. Why didn't the station close down before mistakes and losses were compounded? "I didn't dream for five-and-a-half-years about putting this station on the air to make it go black at the first sign of trouble," Mr. Myers explains.

Julian Myers, thin and weary, with \$10 representing his total assets, being dispossessed from his denuded home in Ventura Keys, won't give up. "Let's face it," he acknowledges, "we haven't been technically perfect. We underestimated the sheer cost of running a station. But we're still opening the door and letting the people of the community in."

The door to his TV station is open all right, but only creditors are anxious to get in.

## Station sales in Puerto Rico

### Three AM's, one TV and two CP's going for under \$1 million

A group owner of Puerto Rican stations is about to divest itself of all of its broadcast properties—three radio stations, one television outlet and two TV construction permits—for about \$930,000, subject to FCC approval.

The stations being sold are WITA-AM-FM-TV San Juan, CP's for WITP-TV Ponce and WITB-TV Mayaguez and WRJS San German, all Puerto Rico. Mrs. Iris Mieres de Ayuso owns 99.6% of Electronics Enterprises, which is licensee of the three radio stations and which owns 95% of El Imparcial Broadcasting Corp. El Imparcial Broadcasting is licensee of WITA-TV and permittee of satellites WITP-TV and WITB-TV.

The three television stations are being sold for about \$200,000 (which does not include assumption of liabilities) to United Hemisphere Television of Puerto Rico Inc., a newly formed subsidiary of United Hemisphere Productions Corp., a San Juan company principally engaged in motion picture production. Harry Banks is president of the parent company and Sidney Pink is executive vice president. Art Merrill, former manager of the Quality English-language radio network which included WKYN and WQFM-FM San Juan and WORA-FM Mayaguez, has been appointed vice president and general manager of the subsidiary firm.

WITA-TV, a channel 30 independent with 625 kw visual, went on the air in

June 1966 but ceased operation after the first year due to financial difficulties and has been dark ever since. WITP-TV has a CP for channel 20 with 4.68 kw visual, and WITB-TV for channel 22 with 4.5 kw visual.

WITA-AM-FM is being sold to Pueblo Broadcasting Co. for \$650,000. Pueblo Broadcasting's parent, Pueblo Supermarkets Inc., is a publicly held supermarket chain in Puerto Rico and in portions of the U. S. President of both companies is Sergio Camero. WITA is full time on 1150 kc with 500 w and has a CP for 10 kw. WITA-FM is on 93.7 mc with 3.4 kw and an antenna height of 125 feet above average terrain.

WRJS is going for \$80,000 to Southwestern Broadcasting Co., principally owned by Angelo O. Roman. Mr. Roman and associates own International Broadcasting Co., licensee of WVOZ and WOLA-FM, both Carolina, P. R. WRJS is full time on 1090 kc with 250 w.

A month ago United Artists announced an agreement to acquire controlling interest in another Puerto Rico station—WRIK-TV (ch. 7) Ponce—from Alfredo R. deArellano III for what is believed to be about \$7 million (BROADCASTING, July 28). That sale is awaiting FCC approval.

## NAB chairman answers do-gooders

### Walbridge enumerates broadcasters quandy in Houston speech

Few human beings exhibit more anguish than the broadcaster who sets out to describe his industry's problems in Washington. When National Association of Broadcasters board chairman Willard E. Walbridge, KTRK-TV Houston, put nearly all the major broadcast issues into one speech before the Houston Downtown Rotary Club last week, he sensed a hint of "smoke around the collar"—his own—as he offered a broadcaster's-eye-view of the cigarette-advertising donnybrook, competing applications for existing facilities, and the FCC's explorations into pay television, one-to-a-customer, and limitations of network ownership of program material.

In his first speech since assuming the NAB post two months ago, Mr. Walbridge pictured these problems as large-scale manifestations of the havoc wrought by misguided critics of the broadcast media.

"Broadcasting is an honorable calling, and the service we give is an accurate reflection of our society as a whole," Mr. Walbridge said. "Television is a mass medium and there's

something of value there for everyone—that's the nature of our mission. Yet our detractors, in malevolent minority, call this tasteless gruel or bland mediocrity even as the men walk the moon and just one network announces 100 great specials for next season in addition to excellent regular programing. At other times, even our friends in Congress belabor us for covering the news 'like it is'. . . . Somehow, in a twisted form of logic, television is getting the blame for the information it brings."

Mr. Walbridge made his point in several contexts:

▪ Cigarette advertising: "Believe me, it isn't the revenue loss that poses the greatest danger here. It is the idea that our industry can be discriminated against in this fashion to the extent that a perfectly legal product can be banned from the airways by government action."

▪ Competing applications: "It is most understandable why outside groups would covet [broadcast licenses]. These licenses are extremely valuable. But it is the investment and efforts of the licensees that have made them so over years of service. . . ." Noting that Senator John O. Pastore (D-R. I.) has introduced a bill to prohibit such applications, and that many congressmen and senators have supported it, Mr. Walbridge said: "I wish that you, as local businessmen would do likewise, recognizing, hopefully, that the service of your local broadcasters is good, and that they deserve more than harassment every three years if that service is to be maintained."

▪ The FCC's "50-50" proposal to limit network ownership of prime-time programs: "It should be apparent that if networks reduce the investment in programing in prime time, the quality of that time will almost certainly be reduced as well. But beyond this aspect, don't you see this as a completely unwarranted intrusion into the business practices between networks and affiliates. Local licensees and their responsive publics are the final judge of what goes on the air—and we aren't enslaved by the networks."

▪ Pay TV: "There won't be one new thing on pay TV—just the popular programs lifted from free television as they gain the economic viability to outbid us."

These threats to existing broadcasters, Mr. Walbridge said, are "a travesty . . . when the simple fact is that broadcasting remains the best reflection of our total society that exists today. . . . It becomes the more ludicrous when self-elected do-gooder organizations of amateurs and dilettantes, or self-appointed governmental guardians of their ideas of the public interest try to drive a wedge between the broad-

caster and his public . . . try to substitute their own esoteric or misinformed tastes and ideas upon the public by blackmailing broadcasters."

What these individuals really think, Mr. Walbridge said, is that "they know better what the public should have than the public itself. Does that sound familiar? It should. It's the pattern in every society of limited freedoms that ever existed."

The NAB board chairman added: "I do not cry conspiracy or accuse antibroadcast activists of subversive motives—only naivete. They cannot know the risks, the almost inevitable result, of their action. For freedom is a fragile thing—and those who have lost it report it is also a subtle thing . . . and that often we don't know we are losing it until it is gone.

"I need your help," he told the Rotarians.

## Some good news for small markets

### NAB, NCTA negotiators expected to exchange concessions Thursday

When the CATV negotiating committee of the National Association of Broadcasters meets Thursday (Sept. 4) with its opposite numbers of the National Cable TV Association, it's going to propose a couple of specific matters that it believes will be helpful to small CATV systems and to small market TV and radio stations.

That's the word in a status report submitted last week by NAB President Vincent T. Wasilewski to Senator John L. McClellan (D-Ark.), who is chairman of the copyright subcommittee of the Senate Judiciary Committee.

The recommendations, according to informed broadcaster sources, will offer to exempt small CATV systems from restrictions that the NAB would like to impose on the larger cable-television systems.

In return, the NAB wants an agreement from cable TV operators that would protect small-TV market areas through (1) drastically limiting the importation of distant television programs, and (2) prohibiting the sale of advertising on locally originated CATV programs.

Mr. Wasilewski also told Senator McClellan that the NAB committee has made arrangements to meet, for the second time, with copyright owners and is planning a meeting of all three groups "at a reasonably early date."

Senator McClellan had asked the broadcasters and CATV groups to let him know by Aug. 31 what progress

was being made in coming to an agreement. But early last month, the senator announced that he was separating the CATV question from the rest of the general copyright revision bill, with cable TV to be dealt with later (BROADCASTING, Aug. 11).

Mr. Wasilewski noted also that a solution to the CATV problem cannot be achieved only through copyright legislation. It will also require, he said, action by congress to amend the Communications Act, and by the FCC to revise its current CATV regulations.

In discussing the proposals drafted last June by the staffs of the NAB and NCTA, the NAB president said that "a great deal more must be done before a true agreement can be achieved." Among them, he said, were omissions, including some that were agreed to by the respective staffs but not included in the joint staff document, or those that were recognized but delayed for subsequent negotiations.

Mr. Wasilewski told the senator that the NAB was bargaining in good faith and "sincerely hopes" that negotiations will continue until a fair and equitable agreement is reached.

The NAB-NCTA negotiating committees are due to meet again Thursday (Sept. 4) in Washington. This will be the second full meeting of the two groups.





*When WATL-TV Atlanta went on the air Aug. 16 (BROADCASTING, Aug. 18), it was helped by a mixture of live and video-taped messages from state and national dignitaries as well as broadcast officials. Among those present (l. to r): Somers K. Steelman, financial advisor, U.S. Communications Corp., licensee of the ch. 36 outlet; Joseph E. Schmidt, general manager of WATL-TV; Timothy Tully, Marschalk & Co. Atlanta; and Robert M. McGrady, president of USC. In addition, FCC Commissioner Robert E. Lee, Georgia Governor Lester G. Maddox and Senator Herman Talmadge (D-Ga.) were represented by video-taped remarks and Representative Fletcher Thompson (D-Ga.) appeared personally to congratulate the station management.*


## News tax bill surfaces in Senate committee



A proposed District of Columbia revenue package, now before the Senate District Committee after passage by the House earlier this month, would impose a 2% tax on "the service of preparing, providing, or supplying photographs, comic strips, special feature articles, feature articles, news items, or any other similar material intended for use in newspapers, magazines, periodicals, circulars, radio television, or any other means of publication."

The proposed tax, which moved largely without notice through the House, is believed to be the first attempt ever to tax news services. Although there is virtually no elaboration on the proposal either in the bill or in the House District Committee's report, it is understood that the tax would not apply to material sent to purchasers outside Washington.

At least one Senate District Committee member, William B. Spong (D-Va.), has taken notice of the provision and was preparing late last week to issue a statement in opposition to it. Senator Spong is said to be concerned about the vagueness of the proposal and about its apparently unprecedented character.







Maureen O'Sullivan  
 Godfrey Cambridge  
 Morey Amsterdam  
 Dolores Del Rio  
 Steve Lawrence  
 Burt Bacharach  
 Theodore Bikel  
 E. G. Marshall  
 Joan Crawford  
 Robert Goulet  
 Guy Lombardo  
 Jack Dempsey  
 Julie Newmar  
 Tony Perkins  
 Jerry Herman  
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When you hear celebrities in their dressing rooms, or homes, on a movie set, or on their yachts, you will hear them as you've never heard them before. Giving out with their background, likes, dislikes, or wishes. Hearing something you rarely hear them do — just being themselves.



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# FCC prodded to restructure programing

## Study group checks station performances, wants FCC to establish model station, lay down rigid service guidelines for all

A primer on how citizens groups can evaluate the performance of local TV and radio stations has been put together by a Washington foundation. It also makes a number of recommendations that would inject the FCC squarely into the programing field.

The six-year-old Institute For Policy Studies is recommending that the commission require broadcasters to set aside blocks of time for specific "publics" in stations' service areas and that the FCC itself establish and operate a "model" TV station in at least one of the top-25 markets to show the industry how a licensee should perform.

The study, which was under way for three months, was staffed by graduate college students and cost between \$10,000 and \$15,000. It was under the direction of Ralph L. Stavins, a Chicago

lawyer who is a candidate for a Ph.D. in political theory at the University of Chicago and who taught political theory at Reed College, Portland, Ore.

The final document, said to be 400 pages, is expected to be published within the month.

Marcus Raskin, a Washington attorney who has been specializing in international relations and political philosophy, is a co-director of the institute, and a leading exponent of the study. Messrs. Raskin and Stavins; Herbert Schiller, University of Illinois, and graduate students Gilbert Mendelson and Samuel Rosencrantz, all contributed articles to the final document. Richard J. Barnet, international relations expert, is the other co-director of IPS.

In great measure, the approach taken by the IPS media researchers in assessing the performance of 32 TV and 500 radio stations in Maryland, Virginia, West Virginia and the District of Columbia (and one station in Steubenville, Ohio, that serves a predominantly West Virginia audience) is similar to the system used by FCC Commissioners Kenneth A. Cox and Nicholas Johnson in their studies of Oklahoma stations last year and their evaluation of New York stations last spring (BROADCASTING, June 3, 1968; June 2, 1969). All the stations in the four-state area are up for license renewal Oct. 1.

A concurrent project by student volunteers under the auspices of the Robert F. Kennedy Memorial (BROADCASTING, Aug. 11) has also virtually come to a close, but there are doubts that any report will be published. This comprised a team of five students (three of them law students) who researched the FCC and several local broadcast stations to learn how members of the public can file complaints against stations and what reaction might be expected from broadcasters. The RFK Memorial is publicly financed, principally by members of the Kennedy family, and was established to help accomplish some of the aims of the late senator, particularly in helping minority groups. Fred G. Dutton, a California attorney and a regent of the University of California, is the director of the RFK Memorial; Peter Edelman, legislative

assistant to the late senator, is associate director of the RFK Memorial. There was no relationship between the two research projects, it is said.

The IPS report, as described by Mr. Stavins last week, suggests also that citizens groups be formed in various communities to evaluate their stations and, where feasible, to organize a corporation to file against stations that do not meet the test of performance. Through this means, Mr. Stavins said, a group of nonestablishment stations might come into existence that could form a fourth network.

Today's TV station, the report concludes, caters to one public (white, middle class, and establishment). But, it goes on, there are many publics, blacks, poor, radical students, right-wing extremists. The FCC, it says, must define these groups, and require stations to program in separate blocks of time for each of them.

IPS also advocates that the FCC require TV stations to allocate at least one-third of all program time to "other than entertainment and sports" programs. It also recommends that the commission require each licensee to allocate at least one-third of his budget for this purpose.

In weighing stations, the IPS group checked license-renewal applications at the FCC for the years 1963, 1966 and 1969 using nine categories: percent of news, public affairs, entertainment and sports, local originations, local originations in prime time, local and regional news, news employes to total personnel, public-service announcements, and hour-long programs carrying more than 12 minutes of commercials.

Under this enumeration, WTTG(TV) Washington scored best, and WVEC-TV Hampton, Va., worst.

Adjusting these scores for market size, WAVY-TV Norfolk-Portsmouth, Va., was found best, WMAL-TV Washington worst.

And, calculated as making the greatest improvement from 1963 to 1969 were WTVR(TV) Richmond, Va., with WHTN-TV Huntington, W. Va., the least.

In addition to the mid-Atlantic states, the IPS media group monitored the four Washington VHF TV stations for 10 consecutive days; conducted side-

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walk interviews with 400 to 500 black citizens of Washington, and compared the three network-affiliated TV stations in Washington (WRC-TV, ch. 4, NBC; WMAL-TV, ch. 7, ABC, and WTOP-TV, ch. 9, CBS) with their counterparts in the top-25 markets to see how they rank in news, public affairs, local programming and entertainment. Results showed Mr. Stavins said, that WTOP-TV ranked first among Negroes as providing their needs, with WMAL-TV fourth. The surveys also showed, Mr. Stavins said, that some Washington TV stations reported they had talked to certain black leaders about programming, but that those individuals said they had not been approached by these stations. As a corollary to this, Mr. Stavins said, blacks were asked to name those they consider their leaders and this list did not jibe completely with those mentioned by TV stations as leaders of the Washington Negro community who had been interviewed.

## Copyright fee plan ends up in limbo

FCC delays acting on CATV offer to pay for rights

A plan providing for the payment of copyright royalties by CATV systems to a collective agency, organized earlier this year in California, has been placed in abeyance for three months.

Acting on a petition by a CATV franchise holder in Woodland, Calif., filed last May (BROADCASTING, May 19), the commission on Aug. 13 informed the principals that they thought the idea "an imaginative effort" but felt any action would be premature—particularly since the copyright issue is under consideration in Congress. Accordingly it deferred the matter until Dec. 1. Woodland is in the Stockton-Sacramento market.

Two commissioners, however, dissented. Commissioner Robert T. Bartley, joined by Commissioner Nicholas Johnson, said he felt the plan would be helpful to Congress and the FCC by gathering data from practical experience in the market place. He said he believed the plan should be authorized so that it can be tested "in the realities of the market place itself and provide meaningful, probative information."

Under the plan, Multi-View Systems of Woodland (Calif.) Inc. would be granted a waiver of all CATV rules and procedures so that it could commence operations immediately. In return, the CATV system would pay 7½% of gross receipts to CSI Plan Inc., San Francisco, which would in turn reim-

burse broadcasters and program suppliers whose programs are carried.

Woodland CATV is owned by Thomas Parker and Gordon Rock, who also own a CATV system in Lodi, Calif. They plan to supply Woodland's 6,000 homes with seven local and four distant TV programs. CSI, which was incorporated in California last April, is the creation of Harold R. Farrow, an Oakland, Calif., attorney who has been active in West Coast CATV matters, and W. A. Hargan, former broadcaster and CATV executive.

In another CATV copyright action, the commission authorized a CATV system in Owensboro, Ky., to use programs from two Louisville, Ky., stations based on the stations' permission under the FCC broadcast retransmission rules.

Top Vision Cable Co. is the CATV operator: the Louisville stations, which granted permission for only their own, locally originated programs, are WKY-TV and WHAS-TV. The stations, however, referred the cable company to 16 to 17 separate organizations for additional rights before they could authorize retransmission. WAVE-TV Louisville and WPSD-TV Paducah, Ky., declined to give the CATV any retransmission consent.

The commission told the Owensboro cable system that it could carry the programs for which it had received re-

transmission rights for six months and that the CATV should report every 60 days on its efforts to obtain additional retransmission authority.

FCC Chairman Rosel H. Hyde dissented, in which he was joined by Commissioner Kenneth A. Cox. Commissioner James Wadsworth abstained from voting.

Owensboro is within 35 miles of Evansville, Ind., and carries the Evansville TV stations as well as one each from Bowling Green and Madisonville, both Kentucky.

## New outfit set up for TV-movie production

Producer Aaron Spelling, formerly partner with Danny Thomas in Thomas-Spelling Productions, has formed a new company for the production of television series and specials as well as motion pictures. The new company is Aaron Spelling Productions Inc., with Mr. Spelling as president.

The company will become operative when Mr. Spelling completes filming on "Carter's Army," the last of six 90-minute projects Thomas-Spelling Productions contracted to produce for ABC-TV's *Movie of the Week* series. In addition to the projects for *Movie of*

# Hurry. It's not too late to enter TWA's contest.

TWA's 32nd Annual Writing and Photography Competition for coverage of commercial aviation and air travel.

The Categories: Newspaper, magazine, television-radio and photographic.

The Prizes: Cash and commemorative awards.

Eligibility: Material published or broadcast between September 15, 1968 and September 15, 1969. Postmarked by October 15, 1969. For full details, write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Avenue, New York, N.Y. 10016.

# TWA

**Our people make you happy.  
We make them happy.**

the *Week*, Thomas Spelling currently is responsible for two other ABC-TV series, *Mod Squad* and *The New People*.

Under his new banner, Mr. Spelling's first project will be "Sixth Column," a projected motion picture. Aaron Spelling Productions Inc. will have offices at Paramount Studios in Hollywood. Other officers in the company are: Bill Hayes, executive vice president; Gerry Mark, vice president; Richard Hume, vice president and assistant secretary; and Mrs. Aaron Spelling, secretary.

## Smothers boosts CBS in late-night derby

### Talkers find football too much competition in New York Niensens

A Smothers brother returned to CBS-TV last week—and helped give a shot to the New York ratings for *The Merv Griffin Show* as the network late-night talkers entered their second week of three-way competition with generally lesser-known guests.

Tom Smothers, in his first CBS appearance since the network canceled the Smothers' brothers show (BROADCASTING, April 7), was the first Griffin guest Wednesday night (Aug. 27). He opened with a five-to-ten-minute monologue, talked with Mr. Griffin for

another 10 minutes and remained until the show was over, speaking mainly of the younger generation and what it was looking for. He did wonder, however, why he could appear on *The Merv Griffin Show* and yet not have a show of his own on the network. Another guest, William F. Buckley Jr., believed he might have been more permissive if he had been in CBS's place.

Mr. Smothers had been scheduled to appear this week but was booked earlier by Merv Griffin Productions when he arrived in New York sooner than expected.

New York Niensens put Mr. Griffin on top that night with a 6.4 rating, 28 share. NBC-TV's *The Tonight Show* starring Johnny Carson had a 4.3 rating, 19 share, and ABC-TV's *Joey Bishop Show* had a 1.4 rating, 6 share.

Mr. Griffin also led Monday night (Aug. 25) with a 5.3 rating, 20 share, but the second week of competition (Aug. 25-29) started off slowly for all three—a New York Jets football game on WOR-TV in the late hours attracted a larger audience than any of the talk shows. Mr. Carson's rating went down to 4.9 with a 19 share; and Mr. Bishop had a 1.5 rating, 6 share.

Tuesday night was much closer: Mr. Carson was barely on top with a 5.6 rating, 21 share, as compared to Mr. Griffin's 5.4 rating, 20 share. Mr. Bishop's rating rose to 3.5, with a 13 share.

The average New York ratings for the first week (Aug. 18-22) put Mr.

Carson on top with a 7.4 rating, 30 share. After an opening-night lead, Mr. Griffin fell behind the *Tonight* show and averaged a 5.5 rating, 23 share. Mr. Bishop had an average 1.8 rating, 7 share.

The networks still await the national ratings, however. CBS and ABC officials, in particular, feel that the Griffin and Bishop shows will make a much better showing when audience figures from the rest of the country are in.

## Smothers brothers open own production house

Smothers Inc. has been formed in Beverly Hills by Tom Smothers and several associates to produce and distribute TV series and specials, motion pictures, records and books.

Mr. Smothers is president. Southern California businessman Charles S. Tobias is chairman of the board. Dick Smothers, brother of Tom Smothers, is described as "a less active stockholder."

The company's first offering will be the show that was originally produced for an April 6 presentation on *The Smothers Brothers Comedy Hour* series on CBS-TV. The network deleted portions of the program, which now is being syndicated throughout the country for showing in September. The company also plans to produce and distribute a new 90-minute variety special. Both projects will be worked in association with National Teleproductions Corp., Indianapolis.

## Apollo 11 turns out as biggest show on earth

The Apollo 11 moon-landing mission (July 16-July 24) drew the largest television audience ever, according to A. C. Nielsen Co.

An estimated 53.5-million television households (93.9% of all U.S. TV households) each watched an average 15 hours and 35 minutes of the sponsored network coverage from July 14 to July 27. This number of households exceeds the total of households equipped with television sets five years ago, Nielsen pointed out last week.

The percentage of households watching coverage of the assassination and funeral of President John F. Kennedy was greater than Apollo 11—96.1%—but the number of households was smaller in 1963—49.4 million, watching an average 31 hours, 38 minutes each.

The Democratic convention coverage in 1968 attracted almost as many households as Apollo. An estimated 50.5-million households (90.1%) watched an average nine hours and 28 minutes.

Other events with over 90% of the TV households viewing were the 1965 Gemini-Titan IV space shot, 1964 election returns, and 1960 election returns.

Nielsen compared viewing of the various segments of the Apollo 11 mission with average ratings from previous weeks, and found the greatest increase during the moon walk from 11 p.m. July 20 to 1 a.m. July 21. TV viewing households increased 99% from 25.1% to 49.9%. The greatest number of households (61.1%) watched during preparations for the moon walk, 7-11 p.m. July 20, for an increase of 35%. The launch period, July 16, 7 a.m.-noon, showed a 75% increase, and the moon landing July 20, noon-5 p.m., a 79% increase.

CBS and NBC compiled national Nielsen ratings for the individual networks and came up with different figures, but the ranking remained the same. CBS's averages for the common coverage periods were CBS—13.5 NBC—11.2, and ABC—5.3. NBC's results were: CBS—15.0 NBC—12.0, and ABC—5.2.

## East Coast producer set up

Eastern Video Productions, New York and Miami, has been formed to provide facilities and equipment for use in producing tape recordings of commercials and programs, it was announced last week. George H. Weber, vice president and sales representative of MacArthur Productions, Miami, and its successor company, Lewron Television Inc., Baltimore and New York, has been named president of Eastern Video. Eastern Video is at 210 East 49th Street, New York. Telephone: 688-8165.

## New Balaban production unit

H&E Balaban Corp., Chicago, theater group which also has affiliated TV station and cable television interests, has formed a new division to produce TV programs geared to the contemporary mass-audience taste. The division, Martin J. Brown Productions Inc., is headed by Martin J. Brown, for 10 years with the sales staff of ABC-TV there. International Famous Agency, New York, will represent the division nationally.

TELEVISION

**Spot television seasonal adjustment tables**

The seasonal variations in television usage often require that buyers adjust audience estimates when buying across seasons. For example, right now, the spring sweep (usually a March measurement) is the latest report available for summer and fall buys in many markets. However, these spring ratings must be adjusted to reflect lower summer viewing levels before they can provide the buyer with a reasonable estimate of audience delivery. The accompanying tables, prepared by American Research Bureau from seasonal patterns observed in their reported markets during 1967-68, provides a basis for this adjustment.

March, which is the period of the latest available all-market sweep is used as the base. TV usage is indexed to March. Data is reported separately for five evening spot day-parts, by seven regions.

As an example of how the tables are

used, take the case of a buyer making an early fringe buy in San Diego to run for five weeks in October. The goal is 100 gross rating points a week based upon the March rating book. Here are the steps:

- 1) Locate appropriate day spot. Early fringe is 5-7:30 p.m.
- 2) Locate appropriate region: San Diego is in the Pacific region.
- 3) Check schedule month index. The September index is 78.
- 4) Divide goal by index. 100 divided by 78 is 127.
- 5) 127 becomes the new GRP goal. 127 GRP's in the March book will deliver only 100 GRP's in September because of lower TV usage.

Note that these seasonal adjustment factors reflect only changes in usage patterns, while audience delivery is also affected by other factors (e.g. programming).

5-7:30 p.m.												
Region	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
New England	100	91	84	67	69	69	78	89	96	100	109	104
Middle Atlantic	100	95	85	80	68	70	73	95	103	105	110	110
Southeast	100	93	89	86	84	82	86	95	102	107	111	107
Southwest	100	97	97	88	85	85	88	103	97	106	115	112
East Central	100	98	89	80	78	80	89	102	107	111	116	116
West Central	100	91	85	73	76	79	82	91	100	106	109	112
Pacific	100	95	88	83	73	73	76	88	100	105	112	105

7:30-9 p.m.												
Region	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
New England	100	93	81	77	65	75	90	96	96	96	100	101
Middle Atlantic	100	91	83	69	61	66	83	93	94	96	101	101
Southeast	100	96	88	81	72	77	89	96	98	100	100	103
Southwest	100	96	89	80	68	73	91	100	98	100	107	103
East Central	100	93	82	67	58	70	90	95	96	98	101	101
West Central	100	94	81	69	61	70	87	92	98	100	107	105
Pacific	100	100	88	83	71	77	86	98	100	100	105	103

9-11 p.m.												
Region	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
New England	100	100	94	89	81	89	98	101	98	98	101	101
Middle Atlantic	100	95	88	83	74	79	90	96	95	95	100	100
Southeast	100	96	90	87	87	85	92	100	98	100	101	103
Southwest	100	96	89	87	79	82	93	103	101	100	108	108
East Central	100	93	88	85	77	80	95	98	98	100	103	101
West Central	100	95	88	81	77	77	91	98	98	96	104	104
Pacific	100	96	94	90	84	83	88	103	101	100	105	101

11-11:30 p.m.												
Region	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
New England	100	94	94	85	94	94	94	97	94	97	102	100
Middle Atlantic	100	92	88	88	85	83	90	90	97	100	97	100
Southeast	100	96	100	87	106	100	93	93	90	93	100	96
Southwest	100	96	100	88	90	94	88	92	88	94	100	100
East Central	100	92	90	92	100	100	97	97	102	102	102	100
West Central	100	93	96	86	91	94	93	96	91	94	100	98
Pacific	100	100	100	91	100	100	95	108	104	95	104	100

11:30-1 a.m.												
Region	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
New England	100	92	84	84	92	92	92	92	92	92	100	100
Middle Atlantic	100	95	90	95	90	95	95	100	100	95	100	100
Southeast	100	100	100	100	116	100	100	100	100	100	100	100
Southwest	100	100	100	90	100	95	90	90	85	95	105	100
East Central	100	88	94	94	100	100	100	100	100	100	105	100
West Central	100	93	96	89	93	96	96	93	89	100	103	100
Pacific	100	90	110	100	100	100	90	100	100	90	100	100

Source: ARB 1967-1968 monthly factors for estimating audience viewing levels.



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**BEGINS: SEPT. 19, 1969**

## Group probes satellite potential

### White House task force seeks new ideas on the benefits of domestic birds

Broadcasters and other telecommunications organizations have been asked to help a White House task force on domestic satellites, organized in July.

In an Aug. 19 letter, Dr. Clay T. Whithead, a staff assistant to President Nixon, and chairman of the group, noted that the public record on domestic satellites over the last few years has been reviewed, but that the task force would be grateful for current ideas and information.

He warned, however, that since the FCC is responsible for authorizing specific operational systems the group is not concerned with specific proposals or the details of system designs. "Rather," he said, "our focus will be on the economic and institutional structure of the industry, the relationships between competition and regulation, and how new uses and services can be encouraged for the public benefit." He said the task force hopes to conclude its deliberations by Oct. 1.

The White House group consists of FCC Chairman Rosel H. Hyde, Dr. Russell Drew, technical assistant to Dr. Lee A. DuBridge, the President's science adviser; Dr. Thomas Moore, Council of Economic Advisers; William Morrill, deputy director for programing, national securities division of the Budget Bureau; Colonel Ward T. Olsson, Air Force satellite communications specialist on detail to the Office of Telecommunications Management; Donald Baker of the Department of Justice's antitrust division, and Dr. Willis Shapley, associate deputy administrator of

the National Aeronautics and Space Administration. Also scheduled to be members are representatives of the Departments of Commerce and Transportation.

At the time the White House announced the formation of the group, it asked the FCC to postpone for at least 60 days any decision on a domestic satellite system. The commission agreed to this (BROADCASTING, Aug. 4).

Attached to Dr. Whitehead's letter was a discussion of the issues that are under consideration. This read as follows:

"Benefit to the public from the economic and service potential of satellite technology:

"(1) What specific services that are not now available would be made possible and economically feasible through satellite technology?

"(2) What specific services now being offered could be provided more effectively through satellite technology, and what economic savings would accrue?

"(3) What institutional, technical, and economic arrangements, taken as a whole, appear most likely to assure full benefit to the public of domestic satellite potential?

"(4) What specific services and systems appear to offer the most immediate economic potential and how can they best be provided?

"Learning about the problems and possibilities of satellite services:

"(1) What information about technological capabilities and performance of satellite systems is needed to resolve

uncertainties about the technical and economic feasibility of potential systems?

"(2) What information about operational uncertainties is needed?

"(3) What information about economic and market characteristics is needed?

"(4) Specifically, what information or technological developments are needed over the next few years with respect to tradeoffs among spectrum utilization, orbit location, and cost to permit maximum utilization of communications satellite capabilities?

"(5) What of the above information can be obtained best by further research, experimental trials, or a pilot operational system?

"Incentives for innovation by communications firms to develop new telecommunications services and markets:

"(1) What government policies would be most effective in promoting development of new telecommunications services and markets by the private sector?

"(2) What research and development can be carried out by private enterprise to speed the development of economically viable domestic communications satellite applications?

"(3) Is there research that can be carried out only by the government that would involve uncertainties or impediments to technological or market innovation by the private sector?

"(4) Given appropriate economic incentives and institutional arrangements, what new services, markets, or technologies could the private sector likely develop in the foreseeable future?

"(5) What institutional arrangements with respect to ownership and operation of communications satellites will offer the best balance between the rate of innovation and nondisruptive growth of the communications industry?

"Degree of regulatory control and impediments to technical and market innovation:

"(1) What type and degree of economic regulation (such as rate-base regulation, limits on entry of new firms, authorized user limitations, or limits on services offered) is now clearly necessary during the initial phases of domestic commercial satellite communications? What technical regulation, such as spectrum utilization, interference standards, or service standards?

"(2) Under reasonable projections of the economic and technological potential of satellite services, what regulatory policies appear most desirable for the long run?

"(3) Is it desirable to have regula-

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tory policies with respect to telecommunications via satellite that are distinct and different from policies for terrestrial systems?

"(4) To what extent can competition, together with general regulatory guidelines, foster a more responsive industry than is possible with very detailed regulation?"

## TV sales up slightly

Color TV sales to distributors by U. S. manufacturers were up 9.4% and black-and-white set sales were down 5.5% in the first six months of this year compared to the same period last year, the Electronic Industries Association has reported. Total radio sales, however, fell 4.4% in the same six-months peri-

od. For the six months ended June 30:

Product	TELEVISION	
	1969	1968
Color	2,533,694	2,316,718
Monochrome	2,334,717	2,470,603
<b>Total</b>	<b>4,868,411</b>	<b>4,787,321</b>
	RADIO	
AM	2,750,842	3,234,989
AM/FM or FM	1,680,618	1,678,475
Automobile	5,177,235	5,133,449
<b>Total</b>	<b>9,608,695</b>	<b>10,046,913</b>

## International

### Editor hits TV critics for unfounded criticism

The *Toronto Daily Star*, on occasion outspoken in its criticism of TV, found itself switching to the role of defender when it found some other critics had stepped out of bounds.

Jack McArthur, financial editor of the *Star*, spoke out against "intellectual" programming and critics of the television industry in his column, agreeing with most broadcasters that television, like any other industry, must satisfy the masses.

Allowing that current television criticism, mostly concerned with programming, exists as an outgrowth of the television industry—as the growth of automobiles leads to expansive road building enterprises and full hospitals—he also contends that the "intellectual

writes endlessly about TV, yet never watches it."

Mr. McArthur said the average Canadians want "a relaxed piece of fluff when they turn on the television set. If they want culture," he continued, "they will go to an art gallery. If they want deep thought, they will read a book by Vince Lombardi."

TV must satisfy the broad range of consumers, he explained, "since its operators are given monopoly control of a limited number of channels by the government, which itself is there to serve the mass. Trying to make the medium please the intellectual—who usually says he hates it anyway—is like trying to make a big steel company turn out nothing but art pieces of metal. The most that can be asked," he concluded, "is that it be a vehicle for reasonably good entertainment, news and public affairs. And that is a lot!"

### U.S. ad spending abroad expected to rise sharply

U.S. companies will spend \$5 billion on overseas advertising next year, according to Professor Billy I. Ross of Texas Tech in a study released to 4,200 American companies which were operating in foreign countries in 1966.

"The reason for the increase is simple," Dr. Ross said, noting a 400% boost in five years. "Many companies found that advertising had helped them gain sales volumes in America, and they will want to use advertising to gain such sales in the international market place."

Predicting a rapid increase in American participation in the international market, Dr. Ross cited the improvement of travel and communications as major contributing factors.

## Fates & Fortunes

### Broadcast advertising



Mr. Allen  
account supervisor.

**Corey M. Allen**, VP and management supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected senior VP.  
**David Pyle**, group supervisor, Rumrill-Hoyt, New York, joins SS-C&B there as account supervisor.

**Richard N. Risteen**, general manager, Bozell & Jacobs corporate headquarters, New York, elected senior VP.

**Kenneth J. Bayer**, formerly VP, Ridgeway Advertising Agency, St. Louis, joins Winius-Brandon Co. there in same capacity. **Eugene Shott**, production manager, Maritz Inc., St. Louis, joins Winius-Brandon there in same capacity.

**Clayton Kaufman** and **Victor A. Buchanan**, both with wcco Minneapolis, appointed national sales manager and local sales manager, respectively.

**Dudley Kircher**, management consultant, Booz, Allen & Hamilton, Washington, and **Gene Thompson**, director

of communications, American Research Bureau, Beltsville, Md., join Kircher, Helton & Collett agency, Dayton Ohio, as VP-treasurer and director of marketing services, respectively.

**Michael Rawitz**, account supervisor, Ted Bates & Co., New York, named

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VP.

**Richard Chambers**, commercials director, N. Lee Lacy/Associates Ltd. in London, Hollywood and New York, joins EUE/Screen Gems, West Coast, Hollywood, in same capacity.

**Al Benone**, VP and director, Video Prints of California, Hollywood-based division of Video Prints Inc., New York, named VP in charge of Video Prints of Illinois in Chicago. He is succeeded as operations director in Hollywood by **Rick Benson**.

**Martin K. Hawthorne** and **Richard Matthews**, both with WJW Cleveland, appointed national sales manager and local sales manager, respectively.

**Tom D. Anderson**, local sales manager, WTVO(TV) Rockford, Ill., appointed general sales manager.

**Sterling B. Beeson**, with Grant Advertising, Chicago, appointed VP and general manager of Miami office. He succeeds **James Loomis**, who joins NARS Computer Systems, Orlando, Fla. **Patti Aldland**, with Florida Department of Commerce news bureau, joins Grant's Miami office as creative director. **Dick Wilson** and **Judy Poole** appointed directors of art and media departments, respectively.

**Eugene Hester Jr.**, with WKEE-AM-FM Huntington, W. Va., appointed general sales manager.

**Charles Filippi**, with WKKD(FM) Aurora, Ill., appointed sales manager. **W. C. Porsow**, former VP and general manager, KCFI Cedar Falls, Iowa, joins WKKD Aurora, Ill., as sales manager.

**Peter K. Orne**, general sales manager, WTEN(TV) Albany, N.Y., named VP, TV sales.

**Preston Whitney**, formerly with N. W. Ayer & Son and Gumpertz, Bentley & Dolan, both Los Angeles, joins Boylhart, Lovett & Dean there as copy director.

**Bob Hall**, with KABC Los Angeles, appointed sales development director.

**Michael Borkowsky**, account supervisor, BBDO, New York, joins Cheseborough-Pond's Inc. there as brand manager.

**Daniel C. Field Jr.**, formerly director of broadcast production, Wyse Advertising, Cleveland, joins Foote, Cone & Belding, Chicago, as commercial production supervisor.

**I. R. Mazey**, with The Patton Agency, Phoenix, appointed production manager.

## Media

**Charles D. O'Fallon**, stockholder, KFML-AM-FM Denver, elected president; **Joseph R. McGoey**, soft drink distribu-

tor, appointed general manager, and **John E. Morrill**, formerly operations manager, appointed station manager and secretary-treasurer.

**Stanley Kaufman**, deputy chief of FCC's CATV task force, Washington, joins Continental CATV, Hoboken, N. J., CATV operating division of Vikoa Inc., as president.

**John Burgreen**, formerly executive VP and general manager, WAVA Arlington, Va., named VP in charge of broadcast properties, Adler Communications Corp., Washington, (WHAG-AM-FM Hagerstown, Md. and WAYE Baltimore), and general manager of WAYE. He will make his headquarters in Baltimore.

**Louis Furlin Jr.**, formerly VP and director of operations, WNEM-TV Bay City-Saginaw-Flint, Mich., named VP of operations for Gerity Broadcasting Corp., owners and operators of WGER-FM Bay City and WABJ Adrian, both Michigan. Gerity recently sold WNEM-TV to Meredith station group.

**Howard Rothstein**, business manager, ABC-TV, New York, appointed manager, and **Patrick W. Lofaro**, financial analyst, cost control, appointed assistant manager, financial contract administration, ABC-TV.

**Julian Brownstein**, formerly sales manager, WKOX-FM Framingham, Mass., joins WMMW Meriden, Conn., as general manager.

**Bernard Aiello**, production manager, WNYS-TV Syracuse, N. Y., appointed operations director.

**Lawrence W. Kliever**, VP of WVEC-AM-FM-TV Norfolk, Va., operator of cable TV systems in Hampton and Williamsburg, Va., appointed to board of National Cable TV Association, Washington. He replaces **G. R. Gamble**, who resigned as president of National TransVideo, Dallas, and is no longer in CATV.

## Programing

**Fenton Coe**, director of film production, NBC West Coast, Burbank, Calif., named divisional VP, film production, there.

**Goldie Hawn**, regular on NBC-TV's *Rowan and Martin's Laugh-In* signed to exclusive long-term contract with NBC for specials during next three years. Specials will be produced by KMA Productions Inc., partnership of Miss Hawn and her manager, Art Simon, in association with NBC-TV.

**Phil Conway**, with MCA-TV's Cleveland sales office, named VP there. **Michael J. Solomon**, with MCA-TV, New York, appointed supervisor of

company's Latin American activities.

**Willis Grant**, VP, research and program planning, Screen Gems, Hollywood, also appointed studio executive in charge of current programing.

**Jack D. Pohle**, VP for Tele-Research Inc., Los Angeles, named West Coast sales manager for Lewron Television, Hollywood.

**Charles T. Leasure**, station relations manager for western division, ABC. New York, joins KBTW(TV) Denver as program director.

**Bruce Wexler**, program director, WINR-AM-TV Binghamton, N. Y., joins WBEN Buffalo, N. Y., as radio program director.



**John E. Baker**, program director at WTOP-TV Washington, appointed executive producer for Post-Newsweek Stations (WTOP-AM-FM-TV and WJXT(TV) Jacksonville, Fla.)

**Mr. Baker**, production director, WPTH(FM) Fort Wayne, Ind., appointed program director.

**Richard Miner**, formerly production manager, WNHC-TV New Haven, Conn., named president of Lobo Productions Inc., TV and industrial program producers.

**Fenton W. Earnshaw**, executive producer for educational TV, Hawaiian Department of Education, Honolulu, joins KGMB-AM-FM-TV there as director of community affairs.

**John A. Forde**, international VP of International Alliance of Theatrical Stage Employees, elected general secretary of IATSE, succeeding **John A. Shuff**, who retires. **Michael J. Sweeney**, financial secretary of Philadelphia Stage Employees Local 8, and **Patrick H. Ryan**, business agent and secretary of Studio Mechanics Local 476, Chicago, elected VP's of IATSE, filling vacancies resulting from deaths of Harry J. Abbott and Leroy Upton.

## News

**Thor Lauritsen**, assistant program and news director, WLYN-AM-FM Lynn, Mass., joins ABC Radio News, New York, as staff newsman and writer.

**Catherine P. Mackin**, formerly White House and Washington correspondent for Hearst newspapers, joins WRC-TV Washington, as newscaster.

**Arnold Zeitlin**, AP correspondent in Lagos, Nigeria, appointed chief of new bureau in Pakistan with responsibility for AP operations in Pakistan and Afghanistan.



Mr. Holton  
news events.

**James L. Holton**, manager of NBC Radio News, New York, appointed to newly created position of director, special coverage, NBC News there. He will be responsible for live TV coverage of fast-breaking

**Stephen Schiff**, reporter, NBC News bureau, Cleveland, appointed newscaster, WKYC-TV, NBC-owned station there.

**Jack Gregson**, news director, WLBW-TV Miami, joins WSMS-TV Fort Lauderdale, Fla., in same capacity.

**Don Loughnane**, with KMBZ and KMBR-(FM) Kansas City, Mo., appointed news director.

**Norman A. Cafarelli**, manager, eastern division, UPI, New York, becomes director of client relations there. He is succeeded by **Richard E. Fales**, general sales executive at UPI, New York.

## Promotion

**Michael Laurence**, director of marketing and creative services, NBC Radio Division, New York, appointed director of special projects, NBC's corporate information division.

**Jack Hilton** appointed manager of PR department, J. Walter Thompson Co., Chicago.

**Michael C. Felix**, principal, Dearborn/Routh and Associates, San Francisco, joins Wyman/Anderson-McConnell, advertising agency there, as PR director.

**Gene Stuart**, with WFTV(TV) Orlando, Fla., appointed head of advertising, promotion, and public-service department.

**John W. Orr**, formerly associated with Australian Broadcasting Commission as producer and promoter of national TV and radio programs before coming to U.S., appointed assistant to promotion director, Gross, Pera & Rockey, San Francisco-based advertising agency.

## Equipment & Engineering

**Benjamin T. Trivelli**, staff applications engineer, Amphenol Corp., RF products group, Danbury, Conn., joins Phelps Dodge Communications Co., North Haven, Conn., as chief engineer.

**Donald Pauley**, formerly project engineer, Pete Johnson & Associates,

Charleston, W. Va., joins Carl E. Smith Consulting Radio Engineers and Smith Electronics Inc., Cleveland, in same capacity.

**Marshall Williamson**, chief engineer, WLUK-TV Green Bay, Wis., also appointed assistant director of engineering for Post Corp., parent company.

**John M. Sherman**, chief engineer, WCCO-AM-TV Minneapolis, appointed director of engineering for Midwest Radio and Television Inc., with responsibility for WCCO-AM-FM-TV and company's CATV properties.

**Robert H. Ripley**, president of KFMR-(FM) Fremont, Calif., also becomes chief engineer.

**Lloyd Bowen**, executive in motion-picture division of Technicolor Corp., Hollywood, appointed general manager of firm's Magna-Crafts division.

**Phil Flad**, former technical director, San Jose State College, San Jose, Calif., joins Ampex professional audio products division, Glendale, Calif., as senior sales engineer.

**John B. Wright**, chief engineer of Video Service Co., microwave common carrier subsidiary of Cox Cablevision, Atlanta, serving CATV customers in Indiana, also appointed chief engineer of parent company. He will have headquarters in Atlanta.

## International

**J. F. Trower**, assistant director of sales policy and planning for Canadian Broadcasting Corp., Ottawa, appointed director of sales policy and planning.

**David E. Lyman**, with Moffat Broadcasting Ltd., appointed station manager of Moffat's CKXL Calgary, Alberta. He succeeds **James M. Pryor Jr.**, appointed chairman of board of parent company.

## Allied fields

**Robert Dubin**, VP and director of research services, and **Rochelle Eskin**, associate director of research services, Post-Keyes-Gardner, Chicago, both join Comlab, marketing research firm there, as executive VP and VP, respectively. Both will also serve as VP's of Audience Studies Inc. Comlab and Audience Studies are subsidiaries of Inmarco Inc.

**Paul K. Murphy**, research account supervisor, Compton Advertising, New York, joins Television Testing Co. there in newly created position of VP and director of research.

**Sherm Brodey**, senior editor of BROADCASTING magazine, Washington, joins American Research Bureau, Beltsville, Md., as director of communications. He succeeds Gene Thompson there (see page 53).

**Joseph A. Bailey**, retired Air Force colonel, named executive, telecommunications committee, National Association of Manufacturers. He succeeds **Frank M. Smith**, who retires.

## Deaths

**Samuel Dalsimer**, 60, vice chairman of board and director of Grey Advertising, New York, died Aug. 22 at Brooklyn Jewish hospital of heart attack and stroke. He was national chairman of Anti-Defamation League of B'nai B'rith and assisted government's Community Relations Service on behalf of The Advertising Council. He is survived by his wife, Shirley, and two sons.

**Herman A. Schneider**, 45, VP and general manager of WISN-AM-FM Milwaukee, died Aug. 23 at his home in Waukesha, Wis., of heart attack. He is survived by his wife, Patricia, and two daughters.

**Kathleen Murray**, 41, veteran actress, who appeared in title role of *Kitty Foyle* on NBC-TV for two years, died of cancer Aug. 23 at her home in New York.

**Oliver E. Noonan**, 29, AP photographer, died in Vietnam Aug. 19. He had been there five months, working as photographer and reporter, when helicopter in which he was riding was shot down near Da Nang.



## Gates Broadcast Equipment Catalog

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# GATES

As compiled by BROADCASTING, Aug. 19 through Aug. 26 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Application

■ **Texarkana, Tex.**—Tex-Ark TV Co. Seeks UHF ch. 17. ERP 560 kw vis., 116.6 kw aur. Ant. height above average terrain 631 ft.; ant. height above ground 616.2 ft. P.O. address: c/o Connor W. Patman, 315 Main Street, Texarkana 75501. Estimated construction cost \$236,200; first-year operating cost \$87,500; revenue \$75,000. Geographic coordinates 33° 24' 04" north lat.; 94° 07' 12" west long. Type trans. RCA TTU-12A. Type ant. RCA TFW-30JDA. Legal counsel Connor W. Patman, Texarkana; consulting engineer Meri Saxon, Lufkin, both Texas. Principals: Connor W. Patman, president (99.8%), and Janice F. Patman, secretary (2%). Mr. and Mrs. Patman hold several real estate interests. Mr. Patman is attorney. Ann. Aug. 20.

### Start authorized

■ **WATL-TV Atlanta**—Authorized program operation on ch. 36. ERP 2,030 kw vis., ant. height above average terrain 1,090 ft. Action Aug. 13.

### Other actions

■ **Review board in Los Angeles, TV proceeding.** Docs. 18602-03, granted motion to extend time to file responsive pleadings to petitions to enlarge issues filed Aug. 20 by Voice of Los Angeles Inc. Action Aug. 22

■ **Review board in Newark, N. J., TV proceeding.** Docs. 18403-04, 18448, action on joint request for approval of agreement filed July 9 by Vikom Broadcasting Corp., Atlantic Video Corp. and Ultra-Casting Inc. held in abeyance for five days from release date of order pending submission of further information. Action Aug. 26.

### Actions on motions

■ **Hearing Examiner Forest L. McClenning** in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., et al.), TV proceeding, granted petition by New Horizons Telecasting Co. for leave

to amend application to show acquisition of additional broadcast interest by George A. Summerall, stockholder of petitioner (Docs. 10834, 17582-4 and 18185-6). Action Aug. 13.

■ **Hearing Examiner Forest L. McClenning** in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, ordered record reopened; and granted petition by Snake River Valley Television Inc. for leave to amend application to show death of Robert Taylor, former officer, director stockholder and passing of entitlements and obligations of deceased to his estate and granted petition by Idaho Television Corp. for leave to amend application to show agreement entered into by Utah Television Corp., in which certain stockholders of Idaho Television Corp. hold ownership interests, and Board of Education of Ogden City under which, subject to commission approval, Utah Television Corp. would acquire ownership interest in KOET Ogden, Utah (Docs. 18379-80). Action Aug. 13.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, on request of Viking Television Inc. continued hearing to Aug. 27 (Docs. 18381-2). Action Aug. 12.

### Rulemaking petition

■ **FCC adopted proposal to assign UHF channel 63 to Oxnard, Calif.** in notice of proposed rulemaking. Action Aug. 20.

### Rulemaking action

■ **FCC amended TV table of assignments** to shift reservation for noncommercial educational use from ch. \*50 at Watertown, N. Y., to ch. 16 in same community; petition for rulemaking filed by St. Lawrence Valley Educational T.V. Council. Action Aug. 20.

### Call letter applications

■ **Continental Divide Electronics, Boulder, Colo.** Requests KCDE(TV).

■ **Idaho State University, Pocatello, Idaho.** Requests \*KBGL-TV.

■ **Williston Enterprises, Williston, N.D.** Requests KXMD-TV.

■ **Festival Broadcasting Co., Tyler, Tex.** Requests KGEA(TV).

## Existing TV stations

### Final actions

■ **KFMB-TV San Diego, Calif.**—FCC denied petition by Mission Cable TV Inc. asking reconsideration of commission order dismissing Mission petition directed against renewal of license. Action Aug. 20.

■ **WBLG-TV Lexington, Ky.**—Broadcast Bureau granted CP to change ERP to 492 kw vis., 49.2 kw aur.; change type ant. and make changes in ant. system, ant. height to 990 ft. Action Aug. 21.

■ **\*WMAA(TV) Jackson, Miss.**—Broadcast Bureau granted mod. of CP to extend comple-

tion date to Feb. 21, 1970. Action Aug. 21.

■ **\*WENH-TV Durham, N. H.**—Broadcast Bureau granted CP to change type ant. and make changes in ant. system, ant. height to 980 ft. Action Aug. 22.

■ **WENY-TV Elmira, N. Y.**—Broadcast Bureau granted mod. of CP to change ERP to 427 kw vis., 85.4 kw aur.; ant. height to 1050 ft.; change trans. location to Hawley Hill, approximately 3 miles West Northwest of Elmira; specify studio location as Mark Twain hotel, Gray and Main Streets, Elmira; change type trans. and type ant.; granted mod. of CP to extend completion date to Feb. 20, 1970. Action Aug. 20.

■ **\*WVIZ-TV Cleveland**—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 20, 1970. Action Aug. 22.

### Actions on motions

■ **Office of Opinions and Review in Charleston, S. C.** (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, granted joint motion by Rovon of Florence Inc. and Palmetto Radio Corp. and extended to Aug. 25 time to oppose or otherwise respond to petition for reconsideration and grant without hearing (Docs. 18569-72). Action Aug. 18.

■ **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, on motion of Broadcast Bureau, extended to Aug. 27 time for filing response to applicant's request to reopen record (Docs. 18358-9). Action Aug. 15.

■ **Hearing Examiner Millard F. French** in Houma, La. (St. Anthony Television Corp. [KHEMA-TV]), TV proceeding, on examiner's own motion, scheduled further prehearing conference for Sept. 3 (Doc. 17446). Action Aug. 15.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, on examiner's own motion, cancelled, subject to further order, prehearing conference scheduled Sept. 2 and hearing scheduled for Oct. 13 (Docs. 18602-3). Action Aug. 22.

■ **Hearing Examiner Isadore A. Honik** in Baton Rouge (Louisiana Television Broadcasting Corp. [WBRZ-TV]), TV proceeding, on joint request of parties, postponed further prehearing conference to Sept. 18 (Doc. 18555). Action Aug. 13.

■ **Hearing Examiner Forest L. McClenning** in Washington (United Television Co. [WFAN-TV], Washington Community Broadcasting Co., and United Broadcasting Co. [WBOOK]), AM-TV proceeding, granted motion by Washington Community Broadcasting Co. in opposition to taking of depositions and in alternative for protective order to extend specified as to matters that shall not be inquired into and is denied in all other respects; further ordered that deposition shall not be taken of any stockholder of Washington Community Broadcasting Co. if there be any, whose background, experience and integration are not to be urged in any manner as favoring grant of application (Docs. 18559-63). Action Aug. 3.

■ **Hearing Examiner Ernest Nash** in Philadelphia (Bernard Rappaport [WGTT-TV]), TV proceeding, scheduled further prehearing conference for Aug. 20 (Doc. 18524). Action Aug. 12.

■ **Hearing Examiner Ernest Nash** in Philadelphia (Bernard Rappaport [WGTT-TV]), TV proceeding, on request by Bernard Rappaport and Seven Arts Broadcasting Co. rescheduled prehearing conference for 2 p.m. on Aug. 20 (Doc. 18524). Action Aug. 15.

### Network affiliation

#### CBS

■ **Formula:** In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies fraction of hour substantially occupied by according to time of day), then by the program for which compensation is paid, commercial availabilities during program then by fraction of aggregate length of all occupied by network commercials. ABC deducts 205% of station's network rate weekly


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to cover expenses, including payments to ASCAP and BMI and interconnection charges.

- KOLD-TV Tucson, Ariz. (Universal Communications Corp.). Amendment dated July 16, 1969, is agreement to assume obligations (effective July 1, 1969) of Old Pueblo Broadcasting Co. in contract dated Sept. 11, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate. \$300; compensation paid at 32% prime time.

## New AM stations

### Application

- Parma, Ohio.—North East Communications Corp. Seeks 1000 kc. 500 w. DA-D. P. O. address: 850 Leader Building, Cleveland 44114. Estimated construction cost \$137,383; first-year operating cost \$60,000; revenue \$144,000. Principals: Charles Rich, president (37.5%), Lloyd J. Fingerhut, vice president-secretary, Sheldon M. Fisher, vice president (each 9.09%), Wallace C. Hay, treasurer (10.23%), et al. Messrs. Rich, Fingerhut and Fisher own 5.18%, 1.36% and 1.24%, respectively, of KXLW Clayton, KADI-FM St. Louis, KWKI(FM) Kansas City, all Missouri, and WMAS-AM-FM Springfield, Mass. Messrs. Rich and Fingerhut own 40% each of record storage firm. Mr. Rich owns sport promotion company. Mr. Fingerhut is attorney. Mr. Hay owns 50% of two food brokerages. Mr. Fisher is investment broker. Ann. Aug. 8.

### Start authorized

- WBTE Windsor, N. C.—Authorized program operation on 990 kc. 1 kw-D. Action Aug. 19.

### Other actions

- Review board in Boynton Beach, Fla., AM proceeding. Docs. 18310-12. granted petition for extension of time to file reply briefs filed Aug. 19 by North American Broadcasting Co. Action Aug. 20.
- Review board in Warrenton, N. C., AM proceeding. Docs. 18501-02. granted motion for extension of time filed Aug. 20 by Warren County Radio and Radio Voice of Warrenton, Action Aug. 22.
- Bayamon, P. R.—FCC denied request by Augustine L. Cavallaro Jr., for review of decision by review board Jan. 22 stating that Cavallaro would have to amend application for new AM to specify San Juan, P. R. (Doc. 16391). Action Aug. 20.

### Actions on motions

- Chief, Broadcast Bureau, on request by ABC, extended to Sept. 22 time for filing comments, and to Oct. 22 time for filing reply comments in matter of AM clear channel broadcasting.
- Chief, Office of Opinions and Review in Bayamon, P. R. (Augustine L. Cavallaro Jr.), AM proceeding, dismissed as moot petition by Augustine L. Cavallaro Jr. for leave to amend application to bring up to date certain biographical data (Doc. 16891). Action Aug. 21.
- Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, et al.), AM proceeding, denied petition by Lake-River Broadcasting for acceptance of amendment to application and supplement to petition to amend (Docs. 18251-3, 18256-7). Action Aug. 15.
- Hearing Examiner Isadore A. Honig in Warrenton, N. C. (Warren County Radio and Radio Voice of Warrenton), AM proceeding, pending review board disposition of applicants' request for approval and withdrawal of application, on examiner's own motion, postponed certain procedural dates and postponed hearing to Oct. 10 (Docs. 18501-2). Action Aug. 22.
- Hearing Examiner Forest L. McClenning in Sioux Falls, S. D. (Sioux Empire Broadcasting Co.), AM proceeding, granted motion by Broadcast Bureau and continued hearing to Sept. 29 (Doc. 17174). Action Aug. 22.
- Hearing Examiner Ernest Nash in Mt. Pleasant and Charlton, both Iowa (Pleasant Broadcasting Co., et al.), AM-FM proceeding, scheduled certain procedural dates; and scheduled hearing for Oct. 15 (Docs. 18594-7). Action Aug. 22.
- Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc.), AM proceeding, sched-

uled certain procedural dates; scheduled hearing for Jan. 5 (Docs. 18489-91). Action Aug. 21.

## Existing AM stations

### Application

- WEDC Chicago—Seeks CP to increase daytime power to 1 kw. Ann. Aug. 25.

### Final actions

- WGAD Gadsden, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to West end of Holly Avenue, Attalla Ala.; make changes in DA system; conditions. Action Aug. 19.
- KCUZ Clifton, Ariz.—Broadcast Bureau granted license covering new station; condition. Action Aug. 18.
- KENA Mena, Ark.—Broadcast Bureau granted license covering increase in daytime power. Action Aug. 18.
- KWKW Pasadena, Calif.—Broadcast Bureau granted license covering use of presently licensed auxiliary trans. as auxiliary daytime and alternate-main nighttime trans. Action Aug. 20.
- KACE Riverside, Calif.—Broadcast Bureau granted license covering increase in power; change trans. and DA system. Action Aug. 18.
- KSFO San Francisco—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Aug. 20.
- KSMA Santa Maria, Calif.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 20.
- KRAI Craig, Colo.—Broadcast Bureau granted license covering increase in daytime power and installation of new trans. and specify type trans.; and granted license covering use of former main trans. for auxiliary purposes only. Action Aug. 20.
- KDTA Delta, Colo.—Broadcast Bureau granted license covering increase in daytime power; install new trans. Action Aug. 18.
- KEXO Grand Junction, Colo.—Broadcast Bureau granted license covering change in ant.-trans. location. Action Aug. 18.
- KIKS Sulphur, La.—Broadcast Bureau granted license covering change in ant. system. Action Aug. 18.
- KIKS Sulphur, La.—Broadcast Bureau granted CP to change trans. ant. and main studio location on West Parish Road, 0.1 mile west of Ruth Street intersection, Sulphur, La. Action Aug. 18.
- WNSL Laurel, Miss.—FCC denied application by Voice of New South Inc. for CP for nighttime operation (Doc. 17634). Action Aug. 21.
- WSJC Magee, Miss.—Broadcast Bureau granted CP to increase nighttime power from 250 w to 500 w; make changes in DA system; conditions. Action Aug. 20.
- KQYN Joplin, Mo.—Broadcast Bureau granted license covering change in ant. system. Action Aug. 20.
- WFTN Franklin, N. H.—Broadcast Bureau granted renewal of license subject to condition that transfer of license be consummated within 45 days of date of grant, and that commission be notified within one day thereafter. Action Aug. 15.
- KOB Albuquerque, N. M.—FCC granted in part request by Hubbard Broadcasting Inc. to amend paragraph 53 of notice of proposed rulemaking in Doc. 6741 (clear channel proceeding to seek solution to "KOB problem"). Action Aug. 20.
- KHOB Hobbs, N. M.—Broadcast Bureau granted mod. of licenses covering change of name of licensee to Griffith Broadcasting Inc. Action Aug. 15.
- WLIB New York—Broadcast Bureau granted license covering permit for changes; condition: granted license covering permit for installation of old main trans. as auxiliary trans. at main trans. location. Action Aug. 15.
- WCSL Cherryville, N. C.—Broadcast Bureau granted CP to change ant.-trans. location; increase power to 1 kw; remote control permitted. Action Aug. 22.
- KLPK Oklahoma City—Broadcast Bureau granted license covering change in ant. system. Action Aug. 15.
- WTEL Philadelphia—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 19.
- WFAA Dallas—Broadcast Bureau granted CP to change trans. location; condition: granted CP to change ant.-trans. location.

- WBAP Fort Worth—Broadcast Bureau granted CP to change trans. location; condition: granted CP to change trans. location. Action Aug. 18.

- KMO Tacoma, Wash.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 18.

- WSAU Wausau, Wis.—Broadcast Bureau granted CP to change ant.-trans. location to 3.3 mile south of Wisconsin Highway 29 on county road X, near Rothschild; make changes in DA system; delete remote control; conditions. Action Aug. 19.

- KVVO Cheyenne, Wyo.—Broadcast Bureau granted CP to change trans. location and studio location. Action Aug. 18.

### Other action

- WCLG Morgantown, W. Va.—FCC requests reply within ten days of measures it intends to take in order to comply with requirements of fairness doctrine concerning broadcast of editorial opinion over station. Ann. Aug. 25.

### Actions on motions

- Chief, Office of Opinions and Review in Nashville (Second Thursday Corp. [WWGM], [WSFT-FM]), AM-FM proceeding, granted petition by Broadcast Bureau and extended to Sept. 10 time to respond to petition for reconsideration of orders of designation and for termination of proceeding filed July 29 on behalf of trustee in bankruptcy for bankrupt Second Thursday Corp. (Docs. 17914 and 18175). Action Aug. 21.
- Office of Opinions and Review in Honolulu (Royal Broadcasting Co. [KHAI] and Radio KHAI Inc.), AM proceeding, granted petition by Broadcast Bureau and extended to Aug. 29 time to file responsive pleading (Docs. 16676-7). Action Aug. 18.
- Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, granted request by Nick J. Chaconas and extended time to file exceptions and supporting brief to initial decision, to date 30 days after action by commission on petition to reopen record and remand proceeding for further hearing (Doc. 18391). Action Aug. 18.
- Hearing Examiner Thomas H. Donahue in Superior, Wis. (WVJC Inc. [WVJC]), AM proceeding, on petition of WVJC Inc. continued prehearing conference to Sept. 19 (Doc. 18567). Action Aug. 13.
- Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK], [WUVA]), AM proceeding, rescheduled hearing for Nov. 18 (Docs. 18585-7). Action Aug. 21.

### Fines

- WLYN Lynn, Mass.—FCC notified of apparent forfeiture liability of \$1,500 for rule violations. Action Aug. 20.
- WKPR Kalamazoo, Mich.—FCC notified of apparent liability forfeiture of \$1,500 for nine infractions of rules including failure to limit operating power, failure to maintain ant. base current ratio, failure to provide data concerning equipment performance measurements, failure to read and log ant. base currents once each day and failure to record actual condition of tower lights. Action Aug. 20.
- WAEL Mayaguez, P. R.—FCC notified of apparent forfeiture liability of \$700 for violation of rules by failing to make equipment performance measurements and by not complying with terms of license in that field intensity at each monitoring point was not measured at least once each seven days. Action Aug. 20.

### Call letter applications

- KRKD Eleven-Fifty Corp., Los Angeles. Requests KIIS.
- WCIK Alfred Dienert & Walter Bennet, Gordon, Ga. Requests WCRN.
- WBNB, Thousand Islands Corp., Charlotte Amalie, V. I. Requests WVWI.

### Call letter action

- KHFI, Southwest Republic Corp., Austin, Tex. Granted KTAP.

## New FM stations

### Applications

- Donaldsonville, La.—Lafourche Valley Enterprises Inc. Seeks 104.9 mc. 3 kw. Ant. height above average terrain 300 ft. P. O. address Box 293, Donaldsonville. Estimated construction cost \$36,130.90; first-year operating cost \$25,000; revenue \$40,000. Princi-

# Summary of broadcasting

Compiled by FCC, Aug. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,247 <sup>1</sup>	3	10	4,260	69	4,329 <sup>1</sup>
Commercial FM	1,991	0	37	2,028	159	2,187
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	52	174	156 <sup>2</sup>	330
Total commercial TV	617	2	61	680	172	852
Educational FM	369	0	11	380	47	427
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	12	101	14	115
Total educational TV	160	0	18	178	20	198

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

pals: Warren L. Authement, president (23.3%), Michael P. LeBlanc, vice president (21.7%), et al. Mr. Authement is assistant superintendent for Lafourche Parish school board. Mr. LeBlanc is biology teacher and holds interest in investment company. Ann. Aug. 7.

■ \*Corinth, Miss.—Alcorn County School District. Seeks 90.5 mc, 10 w. Ant. height above average terrain 95 ft. P. O. address: Box 287, Corinth 38834. Estimated construction cost \$6,732.44; first-year operating cost \$2,000; revenue none. Principals: Board of Education; Bobby R. DePoyster, county superintendent and secretary of board, et al. Ann. Aug. 25.

## Starts authorized

■ KDOT-FM Scottsdale, Ariz. — Authorized program operation on 100.7 mc, ERP 50 kw, ant. height above average terrain 170 ft. Action Aug. 14.

■ \*KSWH(FM) Arkadelphia, Ark.—Authorized program operation on 88.1 mc, TPO 10 w. Action Aug. 14.

■ \*KDHS(FM) Modesto, Calif.—Authorized program operation on 90.5 mc, TPO 10 w. Action Aug. 20.

■ WLYK-FM Milford, Ohio—Authorized program operation on 107.1 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action Aug. 21.

## Final actions

■ \*Eisaih, Ill.—Principia Corp. Broadcast Bureau granted 89.7 mc, TPO 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. Action Aug. 18.

■ Ellenville, N. Y.—Catskill Broadcasting Corp. Broadcast Bureau granted 99.3 mc, 3 kw. Ant. height above average terrain minus 316 ft. P. O. address c/o Saul Dresner, 136 Canal Street, Ellenville, N. Y. 12428. Estimated construction cost \$16,162.40; first-year operating cost \$4,000; revenue \$2,000. Principals: Saul Dresner, president and general manager, et al. Action Aug. 18.

## Other actions

■ Macon, Ga.—Review board denied application of Middle Georgia Broadcasting Co. for CP for new class C FM on 107.9 mc (Docs. 18278-18279); in same action, mutually exclusive application of Heart of Georgia Broadcasting Co. for same facilities was dismissed with prejudice by board. Action Aug. 20.

■ Review board in Huntington, W. Va., FM proceeding, Docs. 18439-40, granted petition to enlarge issues filed June 11 by K & M Broadcasting Co. Action Aug. 26.

## Actions on motions

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, scheduled certain procedural dates; and scheduled hearing for Dec. 1 (Docs. 18437-8), Action Aug. 21.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, granted petition by Brinsfield Broadcasting Co. for leave to amend application to show J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. have contracted to purchase WRVC(FM) Norfolk, Va. (Doc. 18529), Action Aug. 15.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting

Co.), FM proceeding, granted petition by Progressive Broadcasting Co. for leave to amend application to indicate availability of additional assets for purpose of attempting to satisfy limited financial issue applicable to Progressive (Docs. 18599-600), Action Aug. 12.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.), FM proceeding, scheduled further prehearing conference on Sept. 18; and postponed hearing to Oct. 21 (Docs. 18599-600) Action Aug. 21.

■ Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Connor Broadcasting Co. and Norman A. Thomas), FM proceeding, on request of Norman A. Thomas, set certain procedural dates and scheduled hearing for Oct. 8 (Docs. 18547-8), Action Aug. 12.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, set certain procedural dates and continued hearing to Oct. 14 (Doc. 18514), Action Aug. 12.

## Rulemaking petitions

■ KOCN-FM Pacific Grove, Calif.—Requests amendment of rules to assign ch. 269 to Pacific Grove, and ch. 285 to Carmel, both California. Ann. Aug. 22.

■ John R. Furr, Austin, Tex.—Requests amendment of FM table of allocations to add ch. 272A to Austin. Ann. Aug. 22.

## Rulemaking action

■ FCC amended FM table of assignments to add ch. 259 at Porterville, Calif.; ch. 235, 255, 268, 273, 277 and 286 at Duluth, Minn.; ch. 248 and 300 at Rhinelander, Wis. Action Aug. 20.

## Call letter applications

■ Alvin L. Korngold, Tucson, Ariz. Requests KWFM(FM).

■ Avoyelles Broadcasting Corp., Marksville, La. Requests KAPB-FM.

■ W. W. Broadcasting Co., Holdrege, Neb. Requests KUVR-FM.

■ Belton Broadcasters, Belton, Tex. Requests KTON-FM.

## Call letter action

■ John Carroll University, University Heights, Ohio. Granted \*WUJC(FM).

## Designated for hearing

■ FCC designated for hearing mutually exclusive applications for CP's for new non-commercial FM in Washington filed by Pacific Foundation and National Education Foundation Inc. (Docs. 18634-5), Action Aug. 14.

## Existing FM stations

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KPFP(FM) Roseville, Calif., to Feb. 10, 1970; WICO-FM Salisbury, Md., to Dec. 3; WRDR (FM) Egg Harbor, N. J., to March 8; Chemung County Radio Inc., Horseheads, N. Y., to Feb. 19, 1970 for FM; KWTX-FM Waco, Tex., to Feb. 18, 1970; WGLB-FM Port Washington, Wis., to Sept. 22, Action Aug. 18.

■ FCC denied requests by WHOM-FM and WEVD-FM, both New York, and WFLN-FM Philadelphia for waivers of 50% AM-FM nonduplication rule; stations given until

Dec. 31 to bring operations in compliance. Action Aug. 20.

■ WKTZ-FM Jacksonville, Fla. — Broadcast Bureau granted mod. of CP to extend completion date to February 12, 1970, Action Aug. 15.

■ WQIK-FM Jacksonville, Fla. — Broadcast Bureau granted CP to change ant.-trans. location to 2097 W. 26th Street, Jacksonville; remote control permitted; install new trans. and ant.; make changes in ant. system; ERP to 100 kw; ant. height to 330 ft.; condition. Action Aug. 15.

■ WGEE-FM Indianapolis — Broadcast Bureau granted remote control. Action Aug. 15.

■ KWKH-FM Shreveport, La.—Broadcast Bureau granted CP to install new trans.; change ERP to 100 kw, ant. height to 400 ft.; condition. Action Aug. 18.

■ KRSN-FM Los Alamos, N. M.—Broadcast Bureau granted CP to install new trans.; change ERP to 15 kw; ant. height to 21 ft.; condition. Action Aug. 22.

■ \*KRES Chattanooga, Tenn.—Broadcast Bureau granted mod. of CP to change studio location; change type trans. and ant.; make changes in ant. system; ant. height to 1270 ft.; remote control permitted. Action Aug. 21.

■ KCFA-FM Spokane, Wash.—FCC denied request by Christian Services Inc., licensee of KCFA-FM, for waiver of nonduplication requirement to duplicate all programming of daytime KCFA through period ending Feb. 1, 1972. Action Aug. 20.

■ KVWO-FM Cheyenne, Wyo.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Southwest Drive; ERP 680 w; ant. height 77-ft.; condition. Action Aug. 20.

## Actions on motions

■ Chief, Broadcast Bureau, on request of Roanoke Broadcasting Co., licensee of WELR-FM Roanoke, Ala., extended through Sept. 8 time to file reply comments in matter of amendment of FM table of assignments (Linville and Roanoke, Ala.) (Doc. 18574), Action Aug. 20.

■ Hearing Examiner Basl P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., on request of Citizens Committee to Save WFMT, scheduled further prehearing conference for Aug. 22 (Doc. 18417), Action Aug. 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, examiner having for consideration order of review board released Aug. 13, scheduled further prehearing conference for Sept. 12; by separate action granted motions by Chronicle Broadcasting Co. and extended to Aug. 29 time to reply to Broadcast Bureau's additional interrogatories and extended to Aug. 22 time to reply to Broadcast Bureau's further motion to produce (Doc. 18500), Action Aug. 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted motion by Chronicle Broadcasting Co. and ordered no information supplied by Chronicle in response to presently outstanding interrogatories shall be disclosed by any party, or by attorney for any party, to any person or entity not party to proceeding (Doc. 18500), Action Aug. 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, scheduled for Aug. 26, further prehearing conference for purpose of discussing mod. of examiner's Aug. 20 order; further ordered Chronicle's response to presently outstanding interrogatories need not be filed until date specified on record of said conference (Doc. 18500), Action Aug. 22.

## Call letter applications

■ KMYR(FM), Karlo Broadcasting Ltd., Denver. Requests KHOW-FM.

■ KULA(FM), Las Vegas Electronics, Las Vegas. Requests KVEG-FM.

■ WPPA-FM, Pottsville Broadcasting Co., Pottsville, Pa. Requests WAVT-FM.

■ WBNB-FM, Thousand Islands Corp., Charlotte Amalie, V.I. Requests WVWI-FM.

## Call letter actions

■ KXQR(FM), Broadcast Industries Inc. Fresno, Calif. Granted KGNU(FM).

■ KDFR(FM), Mineral King Broadcasters, Tulare, Calif. Granted KNUU(FM).

# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 <i>Member AFCEE</i></p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash., D. C. 20004 Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCEE</i></p>	<p><b>GEORGE C. DAVIS</b> CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 <i>Member AFCEE</i></p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 <i>Member AFCEE</i></p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 <i>Member AFCEE</i></p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington, D. C. 20004 <i>Member AFCEE</i></p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington, D. C. 20004 <i>Member AFCEE</i></p>
<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20006 <i>Member AFCEE</i></p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCEE</i></p>	<p><b>GUY C. HUTCHESON</b> 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFCEE</i></p>
<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 <i>Member AFCEE</i></p>	<p><b>WALTER F. KEAN</b> CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFCEE</i></p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFCEE</i></p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7070 KANSAS CITY, MISSOURI 64114</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCEE</i></p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 <b>DENVER, COLORADO</b> <i>Member AFCEE</i></p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394 <i>Member AFCEE</i></p>
<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 427 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 <i>Member AFCEE</i></p>	<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCEE</i></p>
<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</p>	<p><b>ORRIN W. TOWNER</b> Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673</p>

## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Laclade 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661</p>	<p><b>Telecommunication Consultants International, Inc. (TCI)</b> Offers Consulting Services in Telecommunications &amp; Electronics Data Handling Systems Gerald C. Gross, President 1020 Conn. Ave., NW, Wash. 20036 Phone (202) 659-1155</p>
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■ WEMP-FM. Consolidated Broadcasting Corp., Milwaukee. Granted WNUW(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: KILT Houston; KLPR Oklahoma City; WEJL-AM-FM Scranton, WJPA-AM-FM Washington; WKAP Allentown and WKSL(FM) Greencastle, all Pennsylvania; WLJB New York; WMET Shenandoah WMGW-AM-FM Mechanicsville and WMP-T-AM-FM South Williamsport, all Pennsylvania; WONO(FM) Syracuse. WPOW New York and WPTR Albany, all New York; WSME Sanford, Me.; WUDO Lewisburg, WWFM(FM) Erie. \*WXAC(FM) Reading and \*WXPN(FM) Philadelphia, all Pennsylvania. Actions Aug. 15.

■ Broadcast Bureau granted renewal of licenses for following: WCNR Bloomsburg, WILK Wilkes-Barre, WKPA and WYDD(FM) New Kensington, WMSP(FM) Harrisburg, WPPA-AM-FM Pottsville and WTEL Philadelphia, all Pennsylvania; WTUX Wilmington, Del.; WWML Portage, Pa.; WYBG Massena, N.Y.; WYZZ(FM) Wilkes-Barre, Pa.; K10AX and K13BE both Harlowton, Mont.; W13AS Marquette, Mich.; K78BK, K80BT and K82BB all Selling Taloga and Vic. all Oklahoma; W78AI Cahaba Heights, Vestavia Hill and Mountain Brook, all Alabama. Actions Aug. 19.

## Other actions, all services

■ Hearing Examiner James F. Tierney, American Broadcasting Co., renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, granted motion by American Broadcasting Co., (ABC) and continued prehearing conference to Sept. 15; and evidential phase of hearing scheduled for Sept. 30, remains in effect (Doc. 18606). Action Aug. 15.

## Translator actions

■ Broadcast Bureau granted licenses covering following new UHF translators: K70EZ Lewistown and K70EW Libby, both Montana. Action Aug. 18.

■ Broadcast Bureau granted licenses covering following new VHF translators K06FN and K11IN both Dell; K12GP Dodson and Wagner; K11HE Jordan, Black Butte community, Edwards and Bruset; K08GK Lake Helena, Helena, East Helena and Fort William Henry Harrison; K09IV Plevna; K07IC rural area northeast of Malta, Malta, Strater, Wagner and rural area northwest of Malta; K06FU and K12HB both Ryeagate; K06FI Saco, Hinsdale rural area, et al.; K06EB Sand Springs community, Lodge Pole and Calf Creek community; K06EP St. Regis; K06CY Sunnyside; K04FI Tampico and rural area; K08IN Wise River; K11IS Wolf Point; K07IB Wynot, Whitewater, Lovejoy and Loring, all Montana. Action Aug. 18.

■ K70AC, K78AC and K82AA all Mohave county, Ariz.—Broadcast Bureau granted CP's to change type trans. and increase output power of UHF translators. Action Aug. 18.

■ Glen C. Brand, Ashcroft, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Ashcroft, on ch. 2 by rebroadcasting KREX-TV Grand Junction. Action Aug. 18.

■ K06FE Miles City, Montana—Broadcast Bureau granted license covering new VHF translator. Action Aug. 18.

■ Doubleday Broadcasting Co., Las Cruces, N. M.—Broadcast Bureau granted CP for new VHF translator to serve Las Cruces (Northwest section) and Organ, on ch. 7 by rebroadcasting KROD-TV El Paso, Tex. Action Aug. 19.

■ K80AB Tucumcari, N. M.—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Aug. 18.

■ K72AX Tucumcari, N. M.—Broadcast Bureau granted CP to change primary station of UHF translator to KFDW(TV) Clovis, N. M., change type trans. Action Aug. 18.

■ Oregon Broadcasting Co., Jacksonville, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Jacksonville and Old Military Road on ch. 13 by rebroadcasting KOB(TV) Medford. Action Aug. 19.

■ W72AL North Warren, Pa.—Broadcast Bureau granted license covering new UHF translator. Action Aug. 20.

■ K06DF Pampa, Tex.—Broadcast Bureau granted CP to change trans. location of VHF translator; change type trans., and

make changes in ant. system. Action Aug. 18.

■ Shenandoah Valley Educational Television Corp., Madison, Va.—Broadcast Bureau granted CP for new UHF translator to serve Madison, Va., on ch 77 and rebroadcasting WVP(TV) Staunton. Action Aug. 4.

■ W12AT Frederiksted, V. I.—Broadcast Bureau granted CP to change type trans. of VHF translator and make changes in ant. system. Action Aug. 20.

■ K08FC Plain and Alek Wenatchee area, Wash.—Broadcast Bureau granted CP to change input channel of VHF translator; change trans. location; make changes in ant. system. Action Aug. 18.

■ K09FZ Spokane (East Valley area and Minnehaha Park area), Wash.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Aug. 18.

■ K06GI Hulett, Wyo.—Broadcast Bureau granted CP to change frequency of VHF translator to ch. 6, primary station to KHSD-TV Lead, S. D., make changes in ant. system. Action Aug. 12.

■ K12F Tie Siding, Big Laramie Valley, Laramie and Bosler, all Wyoming—Broadcast Bureau granted license covering permit for new VHF translator. Action Aug. 20.

## CATV

### Final actions

■ Santa Barbara, Calif.—FCC directed Cable TV of Santa Barbara Inc. and Cable TV of Santa Barbara County Inc., operators of CATV systems in Santa Barbara and southern portion of Santa Barbara County to continue to carry signals of KCOY-TV Santa Maria, Calif. Order requires systems to afford KCOY-TV program exclusivity against duplication by signals of KNBC(TV) and KNXT(TV) both Los Angeles. Action Aug. 13.

■ Woodland, Calif.—FCC deferred action concerning Multi-View Systems of Woodland Inc. until Dec. 1 on its petition for waiver of rules and interim procedures to permit carriage of distant signals from Chico, Oakland and San Francisco, all California. Action Aug. 13.

■ FCC denied petition by General Telephone and Electronics Communications Inc. requesting that order be issued prohibiting Manatee Cablevision Inc., competing CATV operator, from commencing operation of any CATV facilities in Manatee county, Fla., until conclusion of proceeding on order to show cause, released Aug. 4. Action Aug. 20.

■ Owensboro, Ky.—FCC granted Top Vision Cable Co., CATV operator, limited retransmission authority through waiver of commission's proposed new CATV rules in Doc. 18397, to carry certain distant signals of stations WLKY-TV and WHAS-TV, both Louisville, Ky. Action Aug. 13.

■ Wheeling, W. Va.—FCC denied Wheeling Antenna Co. motion for stay of order directing company to show cause why it should not be ordered to cease and desist from further violation of rules by failing to provide program exclusivity for WSTV-TV Steubenville, Ohio. Action Aug. 20.

### Actions on motions

■ Hearing Examiner Millard F. French in Sault Ste. Marie, Mich. (American Cablevision Co.), CATV proceeding, continued hearing to Sept. 16 (Doc. 18578). Action Aug. 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Mt. Carmel, Pa. (KAR-MEL CATV Systems Inc.), CATV proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for Sept. 29 and hearing for Oct. 27 (Dec. 18630). Action Aug. 18.

## Ownership changes

### Applications

■ WBHF Cartersville, Ga.—Seeks assignment of license from W. R. Friar, deceased, to Mrs. Alma S. Friar, executrix of estate. No consideration involved. Principal: Mrs. Alma S. Friar, sole owner. Mrs. Friar publishes *Bartow* (Ga.) *Herald*. Ann. Aug. 21.

■ WVFV(FM) Dundee, Ill.—Seeks assignment of license from Fox Valley Radio Inc. to Richard O. Willrett for \$45,000. Sellers: James C. French, president, et al. Buyer: Mr. Willrett is salesman for WLXT-TV Aurora, Ill. Ann. Aug. 7.

■ WGVA Geneva, N. Y.—Seeks assignment of license from Mohawk Broadcasting Co. to Wireline Radio Inc. for \$300,000. Sellers:

Straus Broadcasting Group Inc., 100%. Straus owns WMA New York, WALL-AM-FM Middletown and WTLB Utica, all New York. R. Peter Straus, president, et al. Buyers: Trans National Communications Inc., 100%. Ellis E. Erdman, president-chairman of board (12.784%) of Trans National and chairman of board of Wireline, votes stock of Trans National. Mr. Erdman owns 68.14% of WTKO Ithaca, N. Y. Buyers own WUDO Lewisburg, Pa. Ann. Aug. 8.

■ KVLH Pauls Valley, Okla.—Seeks assignment of license from Anderson Broadcasting Service to Garvin County Broadcasting Inc. for \$111,000. Seller: Edwin A. Anderson, sole owner. Buyers: Phelps County Broadcasting, 100%. Dale W. McCoy Jr., 60%, et al. Phelps County Broadcasting owns KTTR Rolla, Mo. Mr. McCoy owns KCRB Chanute. Kan. Ann. Aug. 21.

■ KJIM Fort Worth—Seeks assignment of license from KJIM Broadcasting Co. to Broadcast Consultants Corp. for \$430,000. Sellers: Everett S. and C. D. Salley and Broadcast Consultants Corp. (jointly 100%) Buyers: Tracy-Locke Inc. (97.5%), and Howard E. Fisher, president (2.5%). Principals of Tracy-Locke: Morris L. Fite, president (40.32%), et al. Tracy-Locke, a Dallas-based advertising agency, owns KCNW Tulsa, Okla. Mr. Fisher has interest in Tracy-Locke and is TV and radio director for that company. Ann. Aug. 21.

■ WKBT(TV) La Crosse, Wis.—Seeks assignment of license from WKBT Television Inc. to Gross Telecasting of Wisconsin Inc. for \$4.9 million. Sellers: Howard Dahl, president (21%), Kenneth Dahl (9.6%), Catherine Dahl Wook and Dorothy Dahl Kranick (each 9.2%), W. T. Burgess, secretary-treasurer (10%), Ray Ping, vice president (2%), Lee Enterprises Inc. (27.5% voted by W. T. Burgess). Sellers own WKBH La Crosse. Lee Enterprises owns KGLQ-AM-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; Quincy, Ill.; KEYC-FM-TV Manhatt, Minn., and 49.75% of Journal Star Printing Co., Lincoln, Neb. Journal owns 48.86% of KFAB-AM-FM Omaha, Buyers: Harold F. Gross, president-treasurer (30.3%), James H. Gross, vice president-secretary (4.2%), Charlotte I. Gross (10.1%) and Gary F. Gross (4.5%). Buyers own WJIM-AM-FM-TV Lansing, Mich., and applicant for CATV franchise for Lansing. Ann. Aug. 20.

### Actions

■ KBBA Benton, Ark.—Broadcast Bureau granted 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 1/4% before, 100% after) is general manager of KBBA. Action Aug. 22.

■ WEHW Windsor, Conn.—Broadcast Bureau granted assignment of license from WEHW Partnership to Windsor Broadcasting Co. for \$85,000. Sellers: Robert I. Kimmel and Bessie W. Grant (each 50%). Sellers have respective interests in WWSR St. Albans and WSNO Barre, both Vermont. Buyers: Jerome. Hilda and Kenneth Dawson (50%, 40% and 10%, respectively). J. Dawson is dentist. K. Dawson is salesman for match company. Action Aug. 15.

■ KXKW Lafayette, La.—FCC granted assignment of license from General Communications Inc. to KXKW Inc. for \$315,000. Sellers: Edward E. Wilson, president (51%) et al. Mr. Wilson has interest in WILX-TV Onondaga and WJCO Jackson, both Michigan. Buyers: Delwin W. Morton, vice president-secretary-treasurer and John Pickens, vice president (each 45%) and James V. Hoffpauler, president (10%). Mr. Morton owns 25.5% of KDXX Marshall, 30% of KAWA Waco-Marlin, 25% of KYAL McKinney and is sole owner of KCAD Abilene, all Texas. Sale of KDXX is pending FCC approval. He also owns 20% of KRGO Salt Lake City and has interest in applicant to purchase KEFC(FM) Waco. Messrs. Morton and Pickens own 50% and 25% respectively, of KPNG Port Neches, Tex. Mr. Pickens has oil and ranching interests. Mr. Hoffpauler owns 50% of ranch. See KEES Gladwater and KPNG Port Neches, both Texas. Action Aug. 20.

■ WAYL(FM) Minneapolis—Broadcast Bureau granted assignment of license from Contemporary Radio Inc. to Entertainment Communications Inc. for purpose of corporate reorganization. No consideration involved. Principals: Joseph Field, president, et al. Action Aug. 20.

■ KBIL Liberty, Mo.—Broadcast Bureau

(Continued on page 68)

# 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

Southeastern fulltime major market AM station needs level headed manager capable of keeping top adult station on top. Must provide leadership to an experienced staff, be able to budget and deliver increasing profits. Box H-177, BROADCASTING.

Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Multiple group. Good starting salary. Box H-264, BROADCASTING.

New Jersey independent AM-FM seeks reliable energetic young professional to take complete charge of "easy-listening" station. Send full background to Box J-39, BROADCASTING.

Dynamic New England growing chain will give ownership to selling manager. Good money and Great opportunity for a worker. Box J-46, BROADCASTING.

Manager with sales ability. Small market, New York State. Box J-47, BROADCASTING.

If you are presently employed with a sole station as a Sales Manager or General Sales Manager, or if you can move up to this position, we have the proposition for you. We have an opening for a General Sales Manager now. The man we select will be able to buy five percent equity in our company. If you are the type of person that can do a sales job, build a sales force, if you have been wanting equity in a radio station, this could be the proper position for you. Box J-52, BROADCASTING.

Soul brother, with the know-how, experience and ability to get the maximum soul audience. Top facility, top market, top pay. Tell us where you have worked and why you can do it. Your employer will not be contacted without your permission. Box J-70, BROADCASTING.

Expanding young company needs manager. Position open due to purchase of third station. If you're really good, contact Lou Erck, KHAP, Aztec, New Mexico. Phone 505-334-6911. Immediate opening.

### Sales

Aggressive, experienced radio salesman wanted for station in top 20 midwest market. If you are in a small to medium size market and are ready to take that giant step we may have what you are looking for. Good salary plus commission arrangement. Full details to Box H-260, BROADCASTING.

Ground floor opportunity for sales manager as new ownership takes over AM facility in Rhode Island. Incentive compensation and company benefits. If you're qualified send resume, salary, requirements and photo to Box J-33, BROADCASTING.

Salesman—if you can sell in a solid, single station Midwest market. convince us. Box J-45, BROADCASTING.

Young aggressive experienced radio salesman to handle sales management at number one rated medium market station Louisiana Gulf Coast area. Opportunity for good money and advancement. Reply Box J-76, BROADCASTING.

New Mexico daytime needs salesman-announcer who likes small market. Permanent. Salary plus commission. Willie Chavez, KARS, Belen.

Prestige station, prestige market, looking for ambitious young salesman with good track record. Attractive income opportunity in fabulous Monterey, California. Complete information to Robert Sherry, P. O. Box KIDD, Monterey, California.

Aggressive salesman who wants to bring up family in a beautiful vacationland where there are no big city problems. Some air work. Station KVBR, Brainerd, Minnesota 56401.

Emporia, Kansas KVOE. Excellent opportunity for experienced salesman—established list to grow with. Resume to Dick Kline, Sales Manager.

Are you a good salesman, yet limited because of rates, or market potential? If so, contact Kermit Womack, KWIX, Moberly, Missouri 816-263-1230.

## Sales continued

Radio air-time salesman wanted with growing FM stereo & Background music operation suburban market. Top commission paid. Send resume, references and projected earning requirements to WDHA-FM Route 10, Dover, N. J.

Creative aggressive salesman needed by WFBC radio in Altoona, Pa. A Triangle station. Excellent compensation plan and management opportunity. Contact Ed Giller 814-944-2031.

Experienced, salesman, only with proven sales record wanting to move into booming General Motors market. Non-automated stereo station with strong competitive ratings and excellent market acceptance is expanding its sales staff. Excellent salary plus percentage and fringe benefits. Send full resume and sales record first reply. All replies confidential. Write David Mendelson, General Manager, WGMZ, 903 Stevens St., Flint, Michigan.

Seasoned pro for new AM in fast-growing NY mid-Hudson valley. Honesty, integrity & good copy a must. Send complete resume, sales records, current rate card, references & salary desired to: Allen Faust, Sta. Mgr., WWLE, Box 484, Cornwall-on-Hudson, NY 12520.

Manager, small market experience, manage 2 to 5 markets. Package sales, top commission, override. Investment possibilities. Telecasting, P.O. Box 1426, Yuma, Arizona.

Strong aggressive, production company with successful track record expanding sales department. Travel four or five state area. Call on top management in radio stations. Exciting saleable products. Salary plus bonus arrangements. Send resume to Ross Charles, Cine-Vox Productions, Inc., 12 East 41st Street, New York, N.Y. 10017.

Nationally-syndicated radio program sponsored in cities across U. S., needs representative in several areas. Large potential & continuing income working on commission basis. 1801 NE. 6th Court, Fort Lauderdale, Florida 33304.

## Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Maryland! All-night shift for first phone deejay. Immediate. Permanent. Tape, salary to: Box H-171, BROADCASTING.

You're an experienced, stable, big voiced morning man who wants major Kansas up-tempo MOR. Send tape, history, salary. Box J-25, BROADCASTING.

Wonderful opportunity for announcer-salesman-1st ticket. Multi station group with advancement possibilities. Start \$150.00-\$175.00 plus commission in Sales. Box J-38, BROADCASTING.

Central Penna. CBS affiliate needs top announcer-program director. Must be young, alert, aggressive and experienced. Good salary plus investment opportunity with immediate appreciation. Phone 717-323-7119 daily 9 a.m. 'til 5 p.m., Saturdays til noon. Ask for Mr. Lane or Mr. Ott. Or write Box J-40, BROADCASTING.

Announcer—we need a solid, experienced, mature, stable air man. We offer Midwest location, professional freedom, good salary and fringes. Send air check tape, resume, and salary requirements to Box J-44, BROADCASTING.

Rocky mountain 5 kw needs two first phones immediately. Good pay, community, benefits, crew, and equipment. Send resume and references first letter. Box J-54, BROADCASTING.

Soul brother, with the know-how, experience and ability to get the maximum soul audience. Top facility, top market, top pay. Tell us where you have worked and why you can do it. Your employer will not be contacted without your permission. Box J-71, BROADCASTING.

East coast religious group, radio and TV, has openings for announcers-newsman. Experienced professionals seeking to serve the Lord send tape and complete resume to Box J-72, BROADCASTING.

Announcer-salesman, first class immediately, KHIL-Willcox, Arizona.

## Announcers continued

Aggressive experienced announcer who wants to be a personality in the community and who wants to bring up his family in a beautiful vacationland where there are no big city problems. Aggressive network station. Station KVBR, Brainerd, Minnesota 56401.

Experienced sportscaster/personality to do bright MOR board shift and play-by-play. Send resume and tape (include postage for return). Eliot Kohlen, KVOR, Box 966, Colorado Springs, Colo. 80901.

Announcer experienced commercial and news writing and production. Sales opportunity if experienced or adaptable. KWHW, Altus, Okla.

Immediate first phone announcer emphasis on production for automated AM and FM. Tape and resume to Ron Altman WAOA P.O. Box 2329, Opelika, Alabama.

Professional announcer desiring employment in excellent AM-FM operation located in fine small community. You must be good air man with several years experience. Preferably family man desiring good community with excellent school system. Strong base salary, regular raises, bonus and paid insurance. Truly quality operation middle-of-road. WAWK, Kendallville, Indiana 46755. Send tape and resume.

Yesterday—two announcers for small market MOR-C&W. Some experience, but beginners considered. Tape, resume to WDNT, Dayton, Tennessee.

Immediate opening—announcer for morning shift MOR format. Send photo, tape, resume, references. WFIX, P.O. Box 7, Huntsville, Alabama 35804.

Immediate opening for an experienced, stable top 40 personality strong on production. Good money for a qualified man looking for a permanent home. Send tape and resume to Paul Michels, WFLB, Box 530, Fayetteville, N. C. 28302.

Wanted—Heavy contemporary disc jockey for #1 Oklahoma City top 30 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Experienced top 40 night man. Excellent for young men with feet on the ground. Send resume and tape in first letter. References will be checked. Contact Lynwood J. Judkins, WMVA, Martinsville, Virginia 24112.

Immediate openings—MOR, S.E. Penna. daylihter. 1. A.M. news man, gather, write, deliver. 2. Sports, sales. 3. Afternoon dj, sales. Send tape, resume, salary requirements first time. R. Heist, WNPV, Lansdale, Pa.

Need immediately—announcer for Florida Negro programed station. Part time sales also available. Will consider training outstanding applicant. Send resume, tape and photo to: Manager, Radio WOVV, Box 3192, Fort Pierce, Florida.

Morning Man to supply spark, MOR suburban Cleveland. Must be mature, experienced. Send tape, tell all first reply. Manager, WPVL, Painesville, Ohio.

New NY mid-Hudson valley AM seeks quality voices; maturity, common sense, knowledge of good music, & on-air salesmanship for adult sound. Send resume, tape references & salary desired to: Allen Faust, Sta. Mgr., WWLE, Box 484, Cornwall-on-Hudson, NY 12520.

Immediate opening for experienced announcer, salary commensurate with quality, write H. Borwick WVOs, Liberty, N. Y. or Phone 914-292-5533.

Florida gold coast adult full time CBS first ticket no maintenance; ideal working conditions and crew; all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

Experienced first phone, strong on production, Palm Beach market countrypolitan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.

Philadelphia suburban adult operation has opening for experienced announcer. Board work and opportunity for play-by-play. Good pay and fringe benefits. 215-384-3690.

New automated Kansas small market needs sales manager, announcer, production, combo. No drifters, or drunks. Salary practically unlimited. Rice County Bst. 109 South 7th, Sterling, Kansas 67579. 316-278-2222.

## Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Chief Engineer-announcer needed soon by Iowa station. Write Box H-279, BROADCASTING.

First ticket engineer with little news and jock work. Progressive, bright directional rocker in Pennsylvania resort area. Start \$115.00, plus benefits. Box H-287, BROADCASTING.

Chief Engineer wanted. New England Network Station. Write Box J-11, BROADCASTING.

Wanted: a first class engineer for a radio and TV station in a small market. Located in the West. Write to Box J-15, BROADCASTING.

Southeastern AM-FM-TV station offers above average salaries for experienced engineers. First class license necessary. Must have TV experience, AM-FM experience desired. Reply must be complete with references, photograph & salary requirement. Reply Box J-19, BROADCASTING.

First class engineer assistant chief AM and FM Automation. Announcing ability OK, but not necessary. Box J-53, BROADCASTING.

Chief Engineer, powerful education FM station in the midwest, operated by state college of over 11,000. First-phone, must have knowledge of FM stereo and CATV origination equipment. Pleasant college community, opportunity to pursue college education. Limited air work. Send resume, salary requirements to Box J-58, BROADCASTING.

Chief Engineer, AM/FM operation Augusta, Georgia. No board work! Salary \$150.00 per week. Call collect to Dick Warner, W-CUS Radio (803) 279-1380.

Transmitter engineer for directional station. Call 502-443-1737 collect.

## NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

Wanted professional newsmen for leading midwestern contemporary station. Box H-240, BROADCASTING.

Experienced newsmen opening for a man who can move up to news director's job. Must have ability to dig out, write and deliver local news on number one MOR, dominant news station. Northeast medium size metro market, full fringe benefits, profit sharing, send tape, resume, salary requirements, Box J-7, BROADCASTING.

A top 10 market, midwestern station is looking for that self-motivated newsmen who can do it all. A bright, mature delivery is absolutely essential. Box J-24, BROADCASTING.

You are a professional newsmen with authoritative voice ready for major market. Send tape, history, salary. Box J-26, BROADCASTING.

KTSM-TV AM FM in El Paso, Texas, looking for a newsmen. Need a young man with ability to report and air radio and television news. Emphasis on reporting. Send resume to Jack DeVore, News director, 801 N. Oregon St. 79902.

WGST Atlanta needs strong morning news editor. No trainees please. Send photo, resume and tape to P.D., P. O. Box 7888, Atlanta, Georgia 30309.

Newsmen-announcer needed for medium midwestern station. Experience required. Second man. All benefits. Send resume and tape to radio station WRJN, 4201 Victory Ave., Racine, Wis. 53405.

Have you ever asked the question, "Isn't there some place in radio that really does news and not just give it lip service?" This is it. You can answer the question, "Where have all the broadcast journalists gone?" Bob Allen, Long Island Network, Box 130, Merrick N.Y. 516-868-0414.

## Programing, Production, Others

Program director-deejay-first ticket-no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to \$10,000 to start. Great opportunity. Letter and tape first time Box G-263, BROADCASTING.

Voice production, operations are your thing. Major Kansas up-tempo MOR needs program director. Send tape, history, salary, Box J-27, BROADCASTING.

## Programing, Production, Others

### continued

Minneapolis-St. Paul AM FM stereo well established, respected, stable radio operation needs at once an experienced, capable, competent, creative copy writer/producer/announcer with first class ticket. Challenging position. Pleasant conditions. Contact Bill Stewart, President, WPBC, Richfield, Minneapolis 55423. 612-869-7503.

## Situations Wanted Management

General Manager-general sales manager, medium market desired, currently successful GM, under 35, fifteen years experience sales, programing, promotion, personnel, northeast, \$15,000+, plus possible stock opportunity. Box H-230, BROADCASTING.

Position programing "proven" good music format, \$15,000. 618-451-7511. Box J-3, BROADCASTING.

Seeking small-medium market managership. Eleven years diversified experience. Sales know-how, programing, administration. Young (31) family. Mature, trustworthy, capable. Excellent references. Prefer Southeastern opportunity. Box J-12, BROADCASTING.

If you are looking for a general manager who . . . is succeeding, now; selling, now; training salesmen, now; leading people, now; and if you are willing to pay what he is worth now . . . let's talk. Box J-16, BROADCASTING.

Community minded general manager seeks career opportunity in southeast small of medium market. Top 40 promotional operation with complete authority required. 12 M. plus. Family, young, creative, energetic. First class ticket. Experienced in all facets of broadcasting. Box J-61, BROADCASTING.

Manager/sales manager small-medium market station. Mature, thoroughly experienced station operation. Top salesman, direct selling local, retail, regional. Highest industry references. Box J-73, BROADCASTING.

Manager-sales manager, medium market, 4 years sales manager, past three years station manager Central Illinois. 30 years old, married, prefer South or Southwest. All offers considered. Available Sept. 1. Tom Ehke, (217) 345-7041.

Attention all stations needing to consolidate to beat inflation: mature, friendly, MOR airman with 20 years in small market programing, news, production, sales and management, is looking for midwest station wanting versatile, stable family man. Currently managing in market too small for large family, 37, Let's talk. Call evenings. 309-944-6604.

Thirty years in Broadcasting! Management-ownership experience! Wants challenging position with real future, Miami area. (203) 245-4223.

## Announcers

Radio commercials, announcements at your service, taped; professional, experienced, reasonable. Box H-190, BROADCASTING.

First phone, 2 years experience, 26, excellent voice, flexible personality, network news, northeast preferred. Box H-235, BROADCASTING.

Beginner. Third endorsed. College degree. Creative. Flexible. Ambitious. Can write news and commercials. East coast preferred. Box J-1, BROADCASTING.

Mature announcer. Quality voice. Currently employed CBS, Nation's capital. 19 years all phases radio-TV. Third ticket. Box J-6, BROADCASTING.

Disc jockey—newscaster—salesman experienced graduate of NYSAS. Dependable, versatile and aggressive. Willing to relocate. Box J-8, BROADCASTING.

Negro 1st phone: 6 year pro. dj; great production skills. One year TV booth, seeking secure challenging radio position. Box J-13- BROADCASTING.

Sex. Now that I have your attention . . . an experienced first phone announcer/dj/newsmen seeks opportunity on a station located on Long Island or in nearby upstate New York—New Jersey—Connecticut areas. Can adapt to any format. Interested in either straight board work, news, or a combination of both. If you're interested, please write to Box J-14, BROADCASTING.

Two years' experience all formats. Some college. third. Box J-29, BROADCASTING.

Personality dj four years' college, four years' experience in broadcasting and contemporary music. Top 100 stations and top 40 only. Tape available! Box J-34, BROADCASTING.

Sportscaster, experienced baseball, football, basketball. Familiar with all sports. Also MOR deejay or Newsmen if necessary. Available now. 3rd. endorsed. Box J-37, BROADCASTING.

## Announcers continued

San Diego Area: first, 33, employed. Impeccable references. Ten years' experience, major market station last five. Local interview possible. Prefer detailed off-air work. Want future/climate. Box J-43, BROADCASTING.

First phone announcer, limited experience, broadcast school graduate, draft exempt, Box J-50, BROADCASTING.

1st phone rock-jock in medium market with four years' experience looking for better bread and secure employment. Dig doing night or all-night gigs. Can be easy or hard. Married and draft exempt. Tape and resume on request. Box J-51, BROADCASTING.

Female announcer, newscaster, DJ and women's shows. Tight board, professionally trained. 3rd endorsed. (Non-prima-donna) re-location OK, legit theatre background, Box J-55, BROADCASTING.

Conservative newsmen, swinging DJ, versatile personality, married, vet, will relocate. 3rd endorsed, minimum experience. Box J-56, BROADCASTING.

Beginner. Wishes to work in small station. 3rd. ticket endorsed. Salary no problem. Box J-59, BROADCASTING.

First phone. 2 years experience. Howard Thayer, LaMoille, Illinois 61330.

Army discharge September 25. Two years radio, announcing, news, one year TV production. Writing, announcing, production experience. Degree telecommunication from USC. Have 3rd endorsed. Family man. Edward Blakely, 1075 S. Jefferson, Arlington, Va. 22204. Apt. #603.

West Coast or desert Southwest, 14 years experience, all formats. Local news, remotes, copy, production, etc., 3rd endorsed, single. Available Sept. 1st, phone (406) 252-3956.

Strong sales—sports—tight board—two years' experience—age 28 family—midwest preferred. Write Conrad Overboe, Route 3, Sparta, Wisconsin 54656. Phone 608-269-4149.

Have been PD, News director, talk show host, music director, chief engineer, J. J. Salesman. Present stations' finances necessitate trimming high priced help—me. Want medium-large market 10 k year, settled organization. Firm offers call 1-302-738-3270 for resume, voice RN or—"you-pay." Personal interview, need work now.

Negro broadcaster professionally trained; strong on news and commercials. Seasoned musician and MC for 6 years in San Francisco—3rd endorsed—Phil MacFarland. 1426 Pennsylvania Ave., Richmond, Calif. 94801. 415-237-2647.

1st ticket, 8 yrs. experience, wonderful guy. If I had a mother in law even she would love me. Would like a talk show. Call 813-898-5956 c/o James Hotel, 235 Central Ave., St. Petersburg, Fla.

First phone announcer; 2 1/2 years experience. Strong on news, would prefer straight news shot, but will announce. West Coast please. L. Bridges, 410 Third St., Raymond, Wash. 98577.

1st phone broadcast school grad. Service complete. Stable. Vance Wedeking, 714-728-2327, 230 South Orange, Fallbrook, Calif. 92028.

Want a top 40 jock with 5 months' experience as a heavy night man plus 3 months' experience as a top flight music director with a system designed to make you #1? Call (212) 672-6955. My references include New York City P.D.'s and music directors. Call anytime.

Broadcast school grad. 1st phone. Vet. Reliable. News. Dj. Edward Selby, 371 Nautias, La Jolla, Cal. 454-7289.

Beginner; hard worker, ambitious, bright dj/announcer, wants opportunity, third endorsed, broadcast school training, draft exempt, will relocate anywhere. Bob Cooper, 1736 Atchison Ave., Whiting, Ind. or call 219-659-5425 or 659-0505.

John Pluta, 27. Nearly smooth news delivery. Season's trial. Merely dial 315 RE 6-1538.

Announcer with first phone and programing experience now available. Crack copy, sharp production, agency B/G. Managers seeking a pro that's highly experienced in all phases of operations are invited to phone 815-964-6857.

## Technical

Many years experience in technical radio and television or transmitter operator. Desire relocate in south-west or mid-west. Box H-248, BROADCASTING.

Engineer wants change. Would like to relocate in or around Pittsburgh Pa., or Wheeling W. Va. Well versed in all phases of AM and FM radio. Box H-292, BROADCASTING.

## Technical continued

Chief engineer AM-FM all phases, proofs, installation, maintenance 15 years' experience, Ohio, Michigan only. Box J-21, BROADCASTING.

First phone radio TV engineer. No broadcast exp. but eager to learn. 2 yrs. exp. commercial transmitters. Stable family man, prefer NYC vicinity. 212-646-1171.

## NEWS

Top rated midwest radio news director with TV exp. Seeks opportunity. PR considered. Box H-238, BROADCASTING.

Major market news director, can do it all. Now in 3/4 market. Seeking larger market, bigger challenge, and or station building news department. Box H-284, BROADCASTING.

Experienced play-by-play. News background, tight board Associated Arts in speech. Will relocate. Box J-35, BROADCASTING.

Experienced newsmen, communications degree, with respected news department, seek position, upper medium; major market. Box J-41, BROADCASTING.

Operations director with national news agency seeks a creative news operation. College graduate, draft exempt, experienced in all aspects of news industry. Box J-49, BROADCASTING.

I am not a gimmick man. Extremely interested in people, events, and controversy. I offer professionalism, imagination, and hard work, 2 years of college in social sciences and speech. A mature voice willing to relocate. Box J-65, BROADCASTING.

In or near Kansas City. Mature radio man. Experienced all phases including news. Third class license. Box J-66, BROADCASTING.

Young, experienced, aggressive radio newsmen seeks challenging spot as heavy outside reporter in medium metro-market. Would also consider combination TV-spot as well. Posty's Guest House, Ocean City, Maryland 21842 or call 301-289-8155.

## Programing, Production, Others

Copywriter, broadcast school graduate. MOR operation. 203-658-6196 or Box H-220, BROADCASTING.

Program director, MOR CW, first phone, 10 yrs. experience, about to end a long term contract Nov. 1st. Looking for money. Box H-235, BROADCASTING.

First phone: sincerity, inspiration, motivation, being "one of them," delivers the audience. If you appreciate this concept, let's share ideas. Mornings, MOR or modern CGW, 28, family, excellent references; \$10,400 with incentive. Box H-280, BROADCASTING.

Program Director—music director. Modern Country. Complete responsibility for three format changeovers. Solid track record—top credentials—three top-10 markets—strong on-air and production background. Box J-5, BROADCASTING.

FM station owners & managers. Why not be part of the new generation. A good formatted psychedelical station can lead to many adventures in success and sales. If you're interested either call 1-617-535-2398 or write Box J-74, BROADCASTING.

## TELEVISION—Help Wanted

### Sales

Wanted professional young television account executive. Large midwestern market network affiliation. Outstanding group owned station. Excellent opportunity for bright, aggressive salesman, research oriented. Send information and resume to Box H-275, BROADCASTING.

Partner, sales background, small markets, manager 2 to 5 stations. \$3000 investment for half. Have contract supplying programing. Hire, train, sell. Telecasting, P.O. Box 1426, Yuma, Ariz.

### Technical

Need three engineers, first class license—experience desirable. Radio and TV. Studio and transmitter. Please send resume, telephone number and salary requirements. Box J-10, BROADCASTING.

Combined AM-FM-TV facility in medium sized Minnesota market has opening for assistant chief engineer. College background preferred. Contact Box J-32, BROADCASTING.

Well equipped New York state VHF station requires one first class licensed technician for transmitter and one for master control. Salary commensurate with experience. Box J-60, BROADCASTING.

## Technical continued

Two first class engineers for radio-TV operation in medium Wisconsin market. Will train new man. Good salary and fringe benefits. Send resume and phone number. Box J-69, BROADCASTING.

Engineer, First class License, experienced in radio & TV. Write Glenn P. Warnock, Gen. Mgr., WAIM, WCAC-FM. WAIM-TV Anderson, South Carolina. An equal opportunity employer.

Beginner . . . gain the experience the other ads ask for. Small market VHF now installing full color equipment. Write WAOW-TV, Wausau, Wisconsin 54401.

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.

TV technician with experience in maintenance of Broadcast studio color TV equipment work into supervisor. Salary open. WCAX TV Burlington, Vermont Call Mr. Tierney or Mr. Hall, 862-5761. Immediate opening.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. AMPEX, GE and NORELCO color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C. E. WNHC. 135 College Street, New Haven, Connecticut 06510.

Experienced TV transmitter and studio technicians wanted. Please send resume of experience to director of engineering, WNAC-TV Government Center, Boston, Mass. 02114.

Immediate opening for several TV engineers with first class license. Experience desirable for studio maintenance and operation of color cameras and VTR. Send complete resume and salary requirements to Ed. Roos, Chief Engineer, WPTV Channel 5, P.O. Box 510, Palm Beach, Fla. 33480.

Immediate opening for TV Studio maintenance engineer technical supervisor. Advancement based on ability, salary open. Send resume to Ira Lowe, Chief Engineer, WSWA TV, Rawley Pike, Harrisonburg, Virginia 22801.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625. Tel: 312-583-5000.

Fetzer TV needs engineers with first class license for WWTW, Cadillac, Michigan. Excellent opportunity to obtain experience in full color operation. Some experience desirable but not essential. Write P. O. 627, or call collect 616-775-3478.

Video operator-switcher with first phone. New station southwest Florida. Future good in either production or engineering. Call chief engineer, 813-936-0195

Supervisor for full color VHF Transmitter Site. Contact Don D. Saveraid, Director of Engineering, Iowa Educational Broadcasting Network, P. O. 1758, Des Moines, Iowa 50306. 515-281-3166.

## NEWS

News-caster-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 G-123, BROADCASTING.

Leading radio-TV operation has opening for news man equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV radio and television, Savannah, Georgia.

Versatile newsmen-gather, write, deliver. Experience with SOF & documentary helpful, not necessary. Florida location. Call news director or program manager 813-936-0195.

Aggressive newsmen for modern radio-television station in the beautiful Black Hills. Send resume, photo, tape, and salary requirements. An equal opportunity employer. Box #1752, Rapid City, South Dakota 57701.

## Programing, Production, Others

Continuity director-announcer. Idea man who can manage 3-man staff. Good future in Florida with new station. Write Box H-127, BROADCASTING.

If you are a resourceful, creative, ambitious TV producer-director—we have the challenge you want. Major midwest market, network affiliate, one of the nation's great stations. Send complete resume, salary requirements, Box J-2, BROADCASTING.

## Programing, Production, Others

### continued

Resort seacoast city TV station needs top quality promotion and continuity director. Salary to match talent. Send resume, photo, samples of work and salary requirements in first letter. Box J-28, BROADCASTING.

Producer/director—strong background in news and film. Group owned station in top ten market. Excellent opportunity for advancement. Box J-64, BROADCASTING.

Producer/director—experienced man to develop and produce creative local commercials. We have strong local sales force used to create spots for their clients. CBS affiliate—northern New England. Contact Mr. Raymond Gilvard, program director, WCAN-TV, 390 Congress St., Portland, Maine.

## TELEVISION

### Situations Wanted

### Management

Talented program director with top-market UHF ready for new challenge or move up. Professional in all phases of operation. Box J-31, BROADCASTING.

Sales management with opportunity for advancement. Tired of untapped business potential going to waste in your market? Like to raise the sales profit picture of your station? Over 10 years VHF experience, in one of the most competitive TV markets in the country, with proven track record in sales management and sales, building local-regional sales departments, motivating men and developing new business. Agency type approach to developing new accounts. Creative, competitive, aggressive. College graduate, family man, under 40. Excellent references. Box J-48, BROADCASTING.

Creative program executive presently employed desires new challenge. Young and experienced. Excellent references. Box J-67, BROADCASTING.

Operations manager—program manager, 12 years experience, includes: operations manager, program manager, commercial production manager, weatherman, newscaster and more. Art (608) 784-8807, evenings.

### Announcers

Announcer—8 years as TV personality in top 10 market. 17 years experience. 33 years old. Seeks new challenge. Box H-225, BROADCASTING.

### Technical

Director of Eng. 21 yrs. solid experience all phases. 15 yrs. management, top references from many of the most respected people in Broadcasting. Looking for top position with group or Lg. market operation. Box H-282, BROADCASTING.

Engineering supervisor; chief on down; 15 years' experience, college engineering, installation, trouble shooting, microwave, consider educational television. Ohio. Michigan only. Box J-20, BROADCASTING.

### News

Pilot-photographer, desires position utilizing both talents. Approx 1000 hours single and multi-engine airplane, over 1200 hours helicopter. 15 years photographic experience with 7 1/2 years in major market TV news, sports, commercial work, all phases darkroom work. Box H-201, BROADCASTING.

TV Newsmen who has been out of hard news for several years wants back in. 30 years old. College degree. Box H-227, BROADCASTING.

Newsmen, 27, with TV, radio and newspaper experience seeks greater challenge in TV news. Well rounded in all phases of news gathering, writing, and broadcasting. Anchorman or reporter position with future desired. Top references. Box H-245, BROADCASTING.

Ambitious, experienced journalist. Former news director, now air talent, correspondent, public affairs host. College. Married. Knowledgeable. Demand co-workers have pride. Box J-17, BROADCASTING.

Short on experience, strong ability and desire. Young black with 18 months solid radio news background, desires chance. Prefers western Pennsylvania. Trieste. (412) 441-4316. John Loyd.

## Programing, Production, Others

Producer of local TV show in top ten market. Will move to smaller market if challenge and money are right, Box H-226, BROADCASTING.

## Programing, Production, Others

### continued

Uniquely creative, widely experience, highly rated Producer/director/writer/reporter/narrator seeks a community to conquer. Will make your station a commanding voice in public affairs and documentary programing. Station size immaterial. Commitment to excellence essential. Box H-268, BROADCAST-ING.

**Competitive, young executive** with proven record for top 10 market. Coordinates, trains and organizes strong departments. Box J-30, BROADCASTING.

**Producer-director**—recently discharged Army pictorial officer. Four years civilian experience in all areas of TV production, including directing. VTR available. Candidate for M.A. in radio-TV. Married. Salary open. Richard Nye, 11015 East 24th St., Independence, Mo. 64052.

### WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarante Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Setting up color film-chain, need: sync generator, sub-carrier gen., Burst flag, encoder, also 16 mm projectors, slide projector, optical multiplexer. Price, condition; first letter. Reply to Box H-289, BROADCASTING.

Need self supported tower, galvanized, anything between 220 and 400 feet, capable supporting six bay high channel superturystile antenna. Contact: Ing. Bruno Schwebel, Av Chapultepec #18 Mexico I, D.F. Phone: Mexico City 18-5674.

Used automation system, also 14" Scully. Rice County Bst., 109 S. 7th, Sterling, Kansas 67579 316-278-2222.

Wanted: production facilities including: console, 2 turntables, Ampex recorder cart. Playback unit (Gates-Criterion series). WTBQ, 7 Oakland Avenue, Warwick, N. Y. 10990.

### 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

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431 Mr. Carlson.

Equipment for sale: Schafer Ampex 800-4 stereo automation system original price \$27,190. Two years old, but in use only one year. Priced for quick sale at \$17,500. 1 Schafer all Ampex 800-4 system with random access spot locator and audio clock includes: 1 Schafer CU-8 control unit w/rack, 1 Schafer TRU-8B record unit w/rack and Ampex AG-440-2 4 Schafer special Ampex AG-445-2 tape playbacks, 1 RC-4 rack for above, 1 Schafer SA 100-B random access spot locator w/rack, M-50-B Memory and Ampex AG-440-2, 1 Schafer TM-8-B-445-2, Audio Clock w/rack and 2 Schafer special Ampex AG-445-2. Call or wire Bob Sobelman, KSJO Radio, P.O. Box 5190, San Jose, Calif. 95150. Phone 246-6060. Area code (408).

Marti Stereo Microwave STL 954 mhz 10 watt. Complete with dishes. All accessories. Mint condition. Must sell. 812-752-3688.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Collins 21A (1 or 5 kw) AM transmitter. Excellent condition. Fully equipped for remote control including Rust remote control equipment. Crystals for 1280 kilohertz. In daily operation. Available on 2 weeks notice. \$4000. Call Ray Jobs, WROC, Rochester, N.Y. 716-288-8400.

For Sale: 150' self supporting antenna pole. Never been used. Available immediately. You pay freight. \$2500.00. WNRE, Circleville, Ohio 614-474-3344.

Nems clark 108-E phase monitor. Rust RC-1000 remote control unit. two Huhney-Phillips ring transformers. 5 kw antenna tuning unit. 5 kw two tower phasor. two McMartin TBM-1000 FM SCA receivers, two copper plated 19" racks & 509. Box J-68, BROADCASTING.

Browning multiplex monitor, model #509 and GE frequency and modulation monitor, model #4 bm 1 al. Good condition. \$250.00 each or both for \$440.00. WEAW Radio, Evanston, Ill. 60202.

## FOR SALE—Equipment

### continued

Used 1 kw AM—CCA Electronics has obtained in trade several 1 kw AM transmitters. Now available on a first come basis, continental type 314D at \$3,500.00. 5 to 7 years old, mint-condition, located at WMIN, St. Paul, Minnesota. Gates Vanguard 1, \$3,000.00 located in Elkhart, Indiana and at CCA plant. Contact CCA Electronics, 716 Jersey Avenue, Gloucester City, New Jersey 08030, Telephone: (609) 456-1716.

RCA BFA-8A-8 bay FM antenna tuned for 98.1 mc. With heaters on the ground. 240 ft. of 1 1/2" rigid coax 51 ohm Radio station WTOF, Peoples Merchants Building, Canton, Ohio 44702.

Towers, any type, Bill Engle, 919-752-3040, Box 55, Greenville, N. C. 27834.

### MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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.

Voice drop-ins; Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. ROW Broadcast Associates, 6158 Debs, Woodland Hills, Calif. 91364.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, Los Angeles, Mo.

Current comedy—65-70 original, topical one liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D. C. 20003.

Can't find it?—You need: "DJ Source Book." . . . Save time looking for jokes . . . gimmicks . . . jingles . . . promotions . . . magazine . . . programing . . . plus "hundreds" more! Only \$4.95. Command, Box 26348, San Francisco 94126.

Get your ticket. Memorize, study—Command's "1969 Tests-Answers" for FCC first Class License. —plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

### 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.

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.

## INSTRUCTIONS continued

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.

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 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)

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 Sept. 8 and Oct. 13. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

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 Gilham Rd., Kansas City, Mo. 64109 Call (816) WE 1-5444. Fully approved for Veterans Training.

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.

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.

Fun in the Sun and a first phone too at TIB in Sunny Miami . . . 4 week accelerated course with results guaranteed . . . tuition \$295.00 . . . next classes Sept. 8, October 6. Technical Institute of Broadcasting, 283 S. Krome Avenue, Homestead, Florida. Phone 305-247-1135.

American Institute of Radio has the nation's finest quality course for your first class license in five weeks, tuition \$300.00. Classes begin September 8, October 13, November 17, December 22, 2622 Old Lebanon Rd., Nashville, Tennessee 37214 615-889-0469 or 615-889-2480.

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.

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 Oct. 13, 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

First class license in only four weeks at TIB . . . tuition \$295.00 . . . results guaranteed.

TIB/Music City . . . Veteran approved classes start Sept. 29, Oct. 27th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee 37204 (615-297-8084).

TIB/New England . . . classes start Sept. 22, Oct. 20th . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Connecticut 06118 (203-289-9400).

TIB/Miami . . . classes start Sept. 8, Oct. 6th. Technical Institute of Broadcasting, 283 South Krome Ace., Homestead, Florida (305-247-1135)

No. Tuition, rent. Memorize, study—Command's "1969 Tests-Answers" for FCC first Class License. —plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.



## RADIO

### Help Wanted

#### NEW MEXICO IS A GOOD PLACE TO LIVE-

Openings for DJ's, salesmen, engineers, news-men and combos in small to medium sized markets. Applicants from nearby states preferred. Send typed resume and requirements.

New Mexico Broadcasters Association  
Box 1964, Santa Fe, New Mexico 87501

#### AIRCHECK TAPES

Get fresh, new recordings of Major Market stations. All formats: Top 40, MOR, Good Music, underground. Lowest prices anywhere! Write for "free" brochure.

COMMAND  
Box 26348, San Francisco 94126

## MANAGEMENT

#### RADIO MANAGER

Midwest radio station in four station market needs General Manager capable of assuming total responsibility for #1 rated property. Current billing \$200,000 per year with potential for a 50% increase under the right management. Ability more important than experience. Send resume and salary requirements to:

Box H-134, Broadcasting

Confidential

**WANTED:** A sales oriented General Manager for number one rated contemporary station in a medium sized eastern market. A great chance for a real pro who wants to associate with real pros. An opportunity to work with over the counter stock company going for the full complement of radio stations. Big company fringe benefits with this hard-hitting, fast moving organization. If you are the right guy, you don't have to worry about compensation—subject to negotiation. Write full particulars to

Box J-36, BROADCASTING

## Sales

#### SALESMAN/SALES MANAGER *Live in Southern California by the Sea*

KKOP Stereo FM has immediate need for 2 Salesmen or 1 Salesman plus a Sales Manager. Must be a great retail radio closer, with references that will stand up. KKOP is the only station serving the South Bay region of L.A. with great acceptance. 24 hours a day. Adult music, etc.

Call or write: Steve Edwards, Gen. Mgr., KKOP, 2257 Hawthorne Boulevard, Redondo Beach, 90278. Phone: (213) 371-5551. These positions are open now.

## Help Wanted Sales

### NATIONAL SALES DIRECTOR

Avco Broadcasting's Radio Division is seeking a National Sales Director to administer a bright new national sales development strategy. Prefer some major-market, major-advertiser experience, but not so much so that he has learned all the things that can't be done. Local sales experience even more helpful. Combination of both is best. Require top sales ability, vitality, aggressiveness, capable of dealing at all sales levels within Avco, and with highest level advertiser and agency contacts. Job is open now, but timing can be as mutually convenient. Locate in New York, report to Sr. VP Radio, compensation commensurate with experience and ability. Send complete confidential resume to Mr. John Riche, Personnel Manager, Avco Broadcasting Corporation, 1600 Provident Tower, Cincinnati, Ohio 45202.

An EQUAL OPPORTUNITY EMPLOYER (M/F)



### TELEPHONE SALES SPECIALISTS

#### MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 83 satisfied radio stations for over seven years. We sell for only one station in a market, and you must be within 1200 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-275-9200 or write for station references in your area and details. Roberts Advertising Inc., 2717 W. Peterson Ave., Chicago, Illinois 60645.

## Announcers

### WE NEED ANNOUNCERS

Good ones who know they're good. Mature, experienced individuals who are interested in careers, not just jobs. Ideally, from mid-twenties to mid-thirties . . . looking for five-figure salaries.

We're a dynamic, aggressive middle of-the-road station offering plenty of scope and opportunity, in hospitable northern Ontario: woods, lakes, hunting, fishing; trading area population about 250,000.

Forward resume, photo, comprehensive aircheck and samples of commercial work to:

Reg Madison  
Program Director  
CKSO RADIO  
P.O. Box 400  
Sudbury, Ontario, Canada

## Announcers continued



UNICOM SERVICES INC.  
• A WORLD WIDE MEDIA PLACEMENT SERVICE •

### We Need

D.J.s—All Formats & Beginners  
Newsmen  
1st Ticket Combo & Engineers  
Small Market Salesmen (Good Pay)  
P.D.s (Small Market)  
We also need Negro & Spanish  
Newsmen & D.J.s

Rush Tape & Resume Plus Salary Requirements to:

Unicom Services, Inc.  
7125 W. 44th Ave.  
Wheat Ridge, Colo. 80033  
303-421-7773

## Technical

### FLORIDA—CHIEF ENGINEER

For 50,000 watt radio station. Only applicants with previous high power experience will be considered. Please forward complete resume and recent photograph. All applications will be treated in strictest confidence.

Box J-63, BROADCASTING

### CHIEF ENGINEER

Group owned radio station located in major Pennsylvania market is taking applications for the position of Chief Engineer. Candidates should have a college degree and possess administrative ability. Send resume and salary requirements to Box H-295, Broadcasting. All replies acknowledged and treated in a confidential manner.

For Best Results  
You Can't Top A  
CLASSIFIED AD  
in  
Broadcasting

## TECHNICIANS AND/OR OPERATORS

Immediate opportunity to join large group-operated station in Mid-western home office city. Salary based on qualifications. Can start in excess of \$200.00 weekly. All fringe benefits.

Equal opportunity employer.

Call Collect: Ray Owen  
Cincinnati, Ohio

Area 513-421-1750

Programing, Production, Others

## PROMO in the clean-air Ozarks

Assistant Promotion Director for prominent tourist attraction, 1880-themed settlement accentuating rare and historic skills of craftsmanship by colorful natives. Location of five "Beverly Hillbillies" episodes airing this October. Nearest communities: Branson, Mo. (pop. 2,000) and Springfield, Mo. (pop. 120,000).

Employer harbors no preconceived notions as to sex or age, but possession of healthy TV-radio background, writing prowess and adaptability fundamental. To \$12,000, plus retirement, health insurance, commissary benefits.

Every brief letter and concise resume promptly acknowledged. No phone inquiries whatever.

DON RICHARDSON, SR.  
Silver Dollar City, Mo. 65616 (pop. 28)

## KGO RADIO NEEDS A PROGRAM DIRECTOR

KGO is an ABC Owned station with consistent high ratings and a News & Conversation format now in its 7th year. We have 2 drive time newsblocks. The remainder of the day is devoted to news oriented, investigative talk programs. If you are a professional Program Director with a strong news background and the creative imagination to keep one of the West's major radio stations at the top, then we would like to talk to you about one of the more challenging jobs in broadcasting.

SEND RESUME TO:

Edward F. McLaughlin  
Vice President & General Manager  
KGO Radio  
277 Golden Gate Ave.  
San Francisco, Calif. 94102

## ASSISTANT PROGRAM DIRECTOR

Top rated major New England AM-FM looking for an assistant program director strong on copy-writing and production. Send resume, samples and tape to  
Box J-42, BROADCASTING

## PRODUCTION DIRECTOR

Good writer, Creative, quick. Programing, on air experience helpful. Great opportunity. Send sample, resume to

Bill Scott, VP-Programing  
WMCA

415 Madison Avenue  
New York, N. Y. 10017

## Situations Wanted

## Announcers



**We May Have  
The Man  
or  
Woman  
You Need!**

- Announcers • Disc Jockeys
- Newscasters • Sportscasters

We've provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We'll put you in touch with Career graduates (from your part of the country) who meet your needs. No cost to you or the graduate.

## CAREER ACADEMY'S

Division of Famous Broadcasters  
National Placement Department  
611 East Wells Street  
Milwaukee, Wisconsin 53202  
Phone: (414) 272-4822  
TWX: 910 262 1148



## ANNOUNCERS

20 well trained announcers with 8rd endorsed. For tape and resume write or phone,

Midwestern Broadcasting School  
228 S. Wabash Ave.  
Chicago, Ill. 60604/Ph. WA 2-0712

## METRO MOR AIR PERSONALITY AVAILABLE OCT. 6th

Box H-181, Broadcasting.

Programing, Production, Others

## MODERN COUNTRY MUSIC PROGRAM DIRECTOR

seeks new challenge—top credentials and track record—solid experience in three Top-10 markets.

Box J-4, Broadcasting

#1 #1 #1 #1 #1 #1 #1 #1

#1 MARCH-APRIL '69 #1  
METRO PULSE Mon.-Fri.

Ten stations listed in report, including one FM'er. The station for which GRAHAME RICHARDS consults is #1 across the board with these shares:

6-10 AM... 41% 10-3 PM... 40%

3- 7 PM... 61% 7-12 Mid... 42%

More Homes, Men, Women and Teens than next nearest station. If your station(s) can use rating figures similar to these, contact Grahame by phoning collect (615) 291-2685, or write him at 3104 Belmont Blvd., Nashville, Tenn. 37212.

#1 #1 #1 #1 #1 #1 #1 #1

TELEVISION—Help Wanted

## Management

## TELEVISION

### V.P. & GENERAL MANAGER

Our V.P. and General Mgr. will reach retirement at the end of this year and we are seeking a replacement to start this fall. This is our only television property and the man selected will be given complete authority for all decisions. The station is located in a top 50 market and has a network affiliation. Previous management experience helpful but qualified Sales Managers and Program directors will be considered for this opening. Young executive preferred due to ages of other management personnel. Base salary of \$50,000 per year plus benefits and bonus arrangement. Stock purchase plan available after two years. Send history or work record to

Box H-140, Broadcasting

We will contact you for a confidential interview.

**TELEVISION—Help Wanted**

**Management**

**continued**

**WE ARE LOOKING FOR A  
MULTIPLE STATION TV  
& RADIO ADMINISTRATIVE  
EXECUTIVE**

to operate in conjunction with a large conglomerate. Knowledgeable in all phases of the television and radio industry who can coordinate and centralize operations. Must have a solid record of previous accomplishments, heavy management experience, also to be able to train and develop qualified people for future expansion. Must have the ability to earn from \$50,000.00 to \$100,000.00 per year. Please send complete resume, and income history and other pertinent information. Enclose a recent photo. All replies will be held in strict confidence.

**Box H-247, Broadcasting.**

**Programing, Production, Others**

**DIRECTOR/ANNOUNCER  
WEST COAST TOP 25 VHF**

Must possess the following: Recent directing and announcing experience with VTR examples; ability to direct hour-long news employing all production elements; creative commercial director that can improve on already well-written spots; ambition to move into production management; desire to be judged for salary and promotion based on performance. Send resume with complete work record to

**Box J-23, BROADCASTING**

**GRAPHIC ARTIST**

needed for West Coast VHF station. Work in creative 4-man department. Must have recent commercial station experience.

**Box J-22, BROADCASTING**

**Technical continued**

**Maintenance Technician**

wanted to install and maintain microwave, television, audio equipment and telemetry systems. Position involves innovative experimentation in medical communications under the director of a leading medical center, Boston, Massachusetts area. Send resume to:  
Dr. Kenneth T. Bird  
275 Charles Street  
Boston, Massachusetts 02114

**Employment**

**Service**

527 Madison Ave., New York, N.Y. 10022

**B**

**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**BUSINESS OPPORTUNITY**

**Make MONEY ON THE HORSES**

September 18 will be the 24th running of the richest of all pacing classics, "Little Brown Jug." Join our "Jug" Network for the salable event at nominal cost.

For details write:

**WMRN**  
Box 518, Marion, Ohio

**TELEVISION—Help Wanted Technical**

**OVERSEAS  
OPPORTUNITY**

**Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia. Openings exist in the following cities: Dhahran, Jeddah and Riyadh.**

**• BROADCAST ENGINEERS**

Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonus—per diem or housing—equal to \$18,500.00 plus transportation and all company benefits—liberal vacation policy.

Please send resume in confidence to R. E. Weirich, Manager, Industrial Relations.

**Avco**  
Field Engineering  
P.O. Box 41300  
Cincinnati, Ohio 45241  
(An equal opportunity employer)

**NEW YORK CITY  
OPPORTUNITY**

Two supervising engineers needed for New York City television station. Operational experience and BEE or equivalent necessary. Salary up to \$18,000/yr. Write, giving full details,

**Box J-9, Broadcasting**

**New Orleans  
Radio's Ready!**

The New Orleans radio market is ripe for a full time, modern country music station, according to recent surveys by our firm.

If you're a New Orleans broadcaster, check the success story of modern C & W stations in Dallas, Indianapolis, Dayton and a dozen other cities.

Modern country the Gardiner/Hudson way will work in New Orleans. We know. We're ready when you are! Call Jack Gardiner

**Gardiner/Hudson**  
Management

214-357-0224 Dallas, Texas

**MISCELLANEOUS**

**WANTED  
COMPLETE SET OF BROADCASTING  
MAGAZINE**

Faculty member of school of radio-television wants to donate to university complete set of BROADCASTING dating back to Volume 1, No. 1, October 15, 1931.

**Box J-18, BROADCASTING**

**For Sale Stations**

**SOUTHWEST, USA**

Two stations located in colorful Southwest State for sale as a package or singly. Need active owner manager for development of full potential. Good markets with minimal competition. Fulltime—\$225,000. Daytime—\$140,000 on excellent terms.

Box J-57, Broadcasting

**Pacific Northwest**

major market AM and FM full time AM and maximum coverage FM available as a package or may be purchased separately. Asking price for both under a million on very favorable terms.

Box J-75, Broadcasting

**FM Station**

Suburban station, fulltime, with FM, in a fast growing market of 250,000. The station is now in the black, but needs sales oriented ownership. The station should be able to double its gross in eighteen months, approaching \$500,000 a year. Available on terms. Write or call: R. C. Crisler or Ted Hepburn at

R. C. Crisler & Co., Inc., Fifth Third Bank Building; Cincinnati, Ohio 45202; phone 381-7775 (Area Code 513), for more details.

**Confidential Listings  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.**

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS-CONSULTANTS**

**STATION FOR SALE**

Upper Midwest-expanding community in excess of 30,000. Gross 170,000. Price \$350,000.

AMERICAN MEDIA, INC.  
305 Degree of Honor Bldg.  
St. Paul, Minn. 55101  
Area Code 612-227-7577.

**WESTERN PENNA. 1 KW DAYTIME**

Within 75 ml. of Pittsburgh. Only station in city zone of 27,000, county of 80,000. \$195,000 CASH. No brokers. Principals only with financial reference please. Write

Box J-62, BROADCASTING

Operating UHF Station in one of 10 top markets available or sale or cash or stock listed on exchange. Unusual opportunity area. \$2.5 million.

**LaRue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**STATIONS FOR SALE**

1. CALIFORNIA. Full time. Exclusive. Price \$85,000. Terms.
2. FLORIDA. Full time. Price \$200,000. Terms.
3. ARIZONA. Exclusive. \$80,000.
4. MIDWEST. Exclusive. \$100,000. 29% down.

**Jack L. Stoll  
and ASSOCIATES**

6381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

**Midwest Fulltime**

Successful fulltime midwestern station for sale with 29% down. This is the only station licensed to this community to over 50,000 people. It is the dream opportunity of this decade. The station is currently showing a profit, but its potential hasn't even been scratched. No brokers please.

H-278, Broadcasting.

Wash.	Small	Fulltime	75M	17M	Fla.	Small	Daytime	85M	29%
Midw.	Med.	Fulltime	500M	145M	Ohio	Med.	Daytime	190M	SOLD
West	Med.	Fulltime	90M	29%	West	Metro	Daytime	225M	29%
East	Metro	Daytime	525M	29%	Fla.	South	FM	300M	SOLD
South	Metro	FM	85M	29%	SW	Small	CATV	1,570M	CASH

 **CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 60)

granted transfer of control of Clay Broadcasters Inc. from Claude Parrish (16.5% before, 4.6% after). Robert F. Sevier and Ralph Brant (each 16.7% before, 4.8% after) to George W. and Fay Bedinger (jointly 16.7% before, 52.6% after). Consideration: \$46,732.93. Action Aug. 20.

■ WFTN Franklin, N. H.—Broadcast Bureau granted transfer of control of WFTN Inc. from New England Broadcasting Co. (80.4% before, none after) to Ronald E. and Dorothy H. Porter (jointly none before, 80.4% after). Consideration: \$15,000. Sellers: Douglas J. Rowe, vice president, et al. Buyers: Ronald E. and Dorothy H. Porter. Mr. Porter is member of faculty, Plymouth State College of University of New Hampshire. Action Aug. 15.

■ KQFM(FM) Portland, Ore.—Broadcast Bureau granted transfer of control of Point-O-Salescast Inc. from Juan Young, Nancy H. Bonner, William T. Triplett, et al. (100% before, none after) to David M. Myers (none before, 100% after). Consideration: \$59,000 and noncompetition covenant. Principals: David M. Myers, sole owner. Mr. Myers owns audio electronics firm, muzak franchise for Oregon, and WFGL and WFMP-(FM) both Fitchbury, Mass. Action Aug. 5.

■ KBMT(TV) Beaumont, Tex.—Broadcast Bureau granted transfer of control of Liberty Corp. from Essex Corp. (57.34% before, none after) to Okay Corp. (none before, 57.34% after) for purpose of corporate reorganization. No consideration involved. Principals: John W. Nichols, chairman of board-president, J. Larry Nichols, vice president, et al. Action Aug. 13.

■ KESG Gladewater, Tex.—FCC granted assignment of license from Gemini Enterprises to Orman L. Kimbrough for \$20,000. Seller: Delwin W. Morton (50% before, none after). Buyer: Orman L. Kimbrough (50% before, 100% after). Messrs. Kimbrough and Morton each own 30% of KAWA Waco-Marlin, Tex. Application to sell Mr. Kimbrough's interest in KAWA is pending FCC approval. Messrs. Kimbrough and Morton also have interest in applicant to purchase KEFC(FM) Waco. See KKKW Lafayette, La., and KPNG Port Neches, Tex. Action Aug. 20.

■ KHCB-FM Houston, Tex.—Broadcast Bureau granted transfer of control of Houston Christian Broadcasters Inc. from A. C. Underwood, et al. (six original trustees) to A. C. Underwood, et al. (new board of trustees) for purpose of nonprofit corporation reorganization. No consideration involved. Action Aug. 6.

■ KPNG Port Neches, Tex.—FCC granted assignment of license from Mid County Radio Inc. to Coastal Broadcasting Corp. for \$130,000. Sellers: Joseph S. Trum, president et al. Buyers: Delwin W. Morton, president (50%), John Pickens, vice president and Orman L. Kimbrough, secretary-treasurer (each 25%). Mr. Morton owns 25.5% of KDOX Marshall, 30% of KAWA Waco-Marlin, 25% of KYAL McKinney, 100% of KATB Abilene, all Texas; and is 20% owner of KRGO Salt Lake City. Applications to acquire control of KEFC(FM) Waco and to sell KDOX are pending. Mr. Pickens has oil and ranching interests. Mr. Kimbrough owns KESG, 25.5% of KDOX and 30% of KAWA. He is also owner of oil and ranching business. See KKKW Lafayette, La., and KESG Gladewater, Tex. Action Aug. 20.

■ KGMI-AM-FM Bellingham, Wash.—Broadcast Bureau granted assignments of licenses. CP and SCA from International Good Music Inc. to KGMI Inc. for \$248,000. Sellers: Rogan Jones, Jr. president, James L. Hamstreet, vice president, et al. Buyers: James L. Hamstreet, president (25%), Rogan Jones, chairman of board-vice president (75%), Mr. Jones owns 60% of KPQ-AM-FM Wenatchee, Wash. Action Aug. 19.

■ WFAW-AM-FM Fort Atkinson and WDLB-AM-FM Marshfield, both Wisconsin—Broadcast Bureau granted assignment of licenses from Nathan L. and Robert W. Goetz to Goetz Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Nathan L. Goetz, president, and Robert Goetz, vice president-secretary-treasurer (each 50%). Action Aug. 18.

■ KASL Newcastle, Wyo.—Broadcast Bureau granted assignment of license from Northeast Wyoming Broadcasters Inc. to Castle Radio Inc. for \$50,000. Sellers: Malcolm D. Wyman, president, et al. Mr. Wyman is manager of KQRS Rock Springs, Wyo. Buyers: Bruce E. Hymas, president, Orin C. Geesey, vice president (each 45%), et al. Mr. Hymas owns 73% of KMER Kemmerer, Wyo. Mr. Geesey is president of First National Bank of Kemmerer. Action Aug. 20.

Foote, Cone & Belding's New York creative staff may not realize it, but the campaign ideas they come up with may not be their own.

The new president of the agency, John E. O'Toole, is keeping his hand in the creative process in subtle ways.

"I'll rough out an idea," he confided, "and then throw it away. Then I'll drop suggestions in conversations, and do everything I can to make them come up with the idea."

Mr. O'Toole developed this practice when he was creative director in the Los Angeles and Chicago offices, but it seems easier to accomplish in New York, he reported. "They may not expect it from me as president," he reasoned, "but from a creative director, they felt it was competition."

Mr. O'Toole became president of Foote, Cone & Belding Advertising in May, when the agency reorganized its operations into three separate subsidiaries — domestic advertising, international advertising, and CATV. This restructuring placing Foote, Cone & Belding Advertising, FCB International and FCB Cablevision under a newly named parent company, Foote, Cone & Belding Communications, was meant to improve efficiency and concentrate resources by specialization.

Mr. O'Toole supports wholeheartedly the division of the agency into its three subsidiaries. "The division lets people spend more time with what they are best at," he declared.

He has been with the agency since 1954, starting as a copywriter in Chicago, and working his way through copy supervisor and associate copy director positions to become a vice president and creative director, first in the Los Angeles office and then in Chicago.

Mr. O'Toole launched his advertising career as a copywriter at BBDO, Chicago, a year before joining Foote, Cone.

He had no intention of going into advertising while he was at Northwestern University's journalism school, though.

His main interests were in reporting and writing—he had a book of poems, "The Days of Wine and Roses," published when he was only 18, and he sold short stories to newspaper syndicates. He even wrote for television in its early years by contributing 10-minute vignettes to a local station.

Mr. O'Toole got involved in yet another medium of communication—radio—while working as an announcer at WEAW Evanston, Ill., during his college years.

"I got the job because I was the only one who could pronounce Jawaharlal Nehru," he declared.

"We did all types of announcing," he continued. "At night we'd change our names and become DJ's. Everybody at the station had at least three names."

## An experimenter runs the show at Foote, Cone

After exposure to all these media, Mr. O'Toole could not decide which one to choose for a career. "I thought it over while I was in the Marines [1951-52]," he said, "and finally concluded the only way to get into print, radio, film and TV was through an advertising agency."

One of the campaigns Mr. O'Toole created at Foote, Cone was what he described as "a triumph that ended in a disaster." This was a television campaign for S.O.S. soap pads, in which Gertrude Berg presented the S.O.S. case so well that sales shot well past the leading competitor, Brillo.

"Sales were phenomenal," Mr. O'Toole reported. "Unfortunately, they were so good that General Foods was hit with a restraint of trade suit and had to divest itself of S.O.S."

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### Week's Profile

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*John Edwin O'Toole—president, Foote, Cone & Belding Advertising Inc., New York; b. Jan. 17, 1929, Chicago; BS in journalism, Northwestern University, 1951; Marine Corps, 1951-52; copywriter, BBDO, 1953-54; Foote, Cone & Belding, Chicago, 1954 to present: copywriter; copy supervisor; associate copy director; vice president, 1961; creative director, Los Angeles office, 1965-67; creative director, Chicago office, 1967-69; senior vice president and director, 1968; president, 1969; m. Phyllis Treadway of Chicago, 1955; children—Sally, 8, and Ellen, 6; hobbies: writing, tennis.*

Another of his campaigns, with the slogan "There's a definite difference in Delsey" (bathroom tissue) ran only five months, but he's proud that in recall studies people seem to remember that line better than any other Delsey advertising.

The move to New York after spending most of his life in the Chicago area has not been a very difficult adjustment, Mr. O'Toole said. "I was led to believe it would be much more difficult than it is," he said. "Even the commute from Greenwich, Conn., isn't bad."

In his spare time, which he finds very rarely, Mr. O'Toole likes to write poems, play tennis and "get acquainted with my daughters again" after long hours at FC&B in the Pan Am Building.

Mr. O'Toole's primary goal as administrator of the domestic agency is to "erase all lines" between the departments. He feels the distinction between art and copy people, creative and management people and creative and research personnel is superficial. "The more you eliminate departments and work together, the better advertising you get," is his philosophy.

Mr. O'Toole would also like to change some of the concepts of television advertising.

"I, for one, would be interested in an experiment in 'ganging' commercials: letting them run one after another in a sort of television supermarket," he stated in a speech at Northwestern in May.

"The outcry after that speech was voluminous," he said. "It reminded me of when Fax Cone suggested the magazine concept of commercials, which is now in use.

"The main objection is that people will leave the room when the commercials come on," Mr. O'Toole noted. "But do we have that little faith in the talent creating the commercials? Of course, bad commercials could not survive in that environment."

"It's worth experimenting with," he maintains. "I would like to interest a client in trying it, perhaps on the CATV systems owned by Foote, Cone."

Mr. O'Toole also feels there should be more innovation in programing and encouragement of UHF and subscription TV to satisfy more minority interests.

"Laugh-In is the only new idea to come along in television programing," he said, "and its number-one rating shows the public is receptive to innovation."

Advertising, on the other hand, "has been the most experimental influence in the medium over the last five years," he believes, because it finds "new ways to use film and new ways to bring the viewer into a sense of participation."

## Contempt of Congress

In his official writings (mostly dissents to majority actions) and in unofficial speeches and articles, FCC Commissioner Nicholas Johnson has revealed a weakness for invective. He has repeatedly maligned commissioners who disagreed with him. He has villified everybody who matters in broadcasting. But last week he outdid himself. He libeled the entire Congress of the United States.

Appearing on ABC-TV's *Dick Cavett Show*, Mr. Johnson accused the members of the Senate and House of conspiring in "the final take-over by the broadcasters." He was speaking of the introduction by a score of senators and nearly a hundred members of the House of bills to give broadcasters a measure of protection against the indiscriminate filing of rival applications at license-renewal time. "I think," said Mr. Johnson, "at the very least the people are entitled to this much knowledge of what it is that's about to happen to them in Washington as they sell off their democratic rights to the broadcasting industry."

The effrontery of Mr. Johnson's attack on the members of the Congress may be chargeable to naivete. There is no similar excuse for the distortions he perpetrated on the Cavett program.

The bills now pending, he said, would give broadcasters "lifetime licenses." That, of course, is sheer misrepresentation. As Mr. Johnson knows, the Pastore bill, which is the version under legislative inquiry, would require broadcasters to submit to license-renewal proceedings every three years, as they do now. It would remove none of the FCC's powers to take a license from an undeserving licensee. Its only concession to the broadcaster would be a requirement that the commission first find a licensee disqualified before putting his facility up for grabs. And that is indeed a slight concession; nothing would prevent opponents from filing oppositions to the renewal, as, for example, the United Church of Christ filed against WLBT(TV) Jackson, Miss., and won.

It is probably too much to expect Mr. Johnson to give the public a straight story about the Pastore bill. On the same program he delivered an absolutely corrupt version of the application of the fairness doctrine to cigarette commercials, the broadcasters' appeal to the Supreme Court and the wholly unconnected Supreme Court decision in the Red Lion case.

A transcript of those and other Johnson remarks is presented elsewhere in this issue. If the evidence were not there in black and white, no one would believe that a man of Mr. Johnson's education and experience could say, as Mr. Johnson said last Monday night, that this country "is principally run by big business for the rich." (With, presumably, Nicholas Johnson standing alone as the champion of the people, whoever they may be.)

## Once burned, a mistake

Six years ago the FCC and Congress began toying with a plan to assess "modest" charges for filing of applications (\$50 for AM-FM; \$100 for TV, etc.) to help pay some of the cost of FCC operations. We called the proposal discriminatory since broadcasters are taxpayers and their taxes go toward defraying cost of government. We warned there would be nothing to prevent doubling or quadrupling of the fees once the principle was established.

The schedules that became effective on Jan. 1, 1964, after only token resistance from lackadaisical broadcasters, have

yielded about \$4 million per year in fees from all sources.

Sad to relate, the worst is happening. The FCC has named a staff committee to review schedules with the goal of recouping its entire \$21-million operating budget—maybe even a bit of profit by raising the schedules 110%. That would amount to about six times the original "modest" fees.

Broadcasters should not blunder a second time. They should approach this new assault with a counter-proposal to Congress for a schedule of license fees rather than filing charges. A license fee carries with it a specific tenure (like a driver's license) and there is the expectancy of renewal, subject, of course, to valid challenge.

Since the licensee would be paying for a franchise, he certainly would be entitled to service from the government and not the public abuse dispensed by some members of the FCC who traipse about the country living it up at taxpayers' expense.

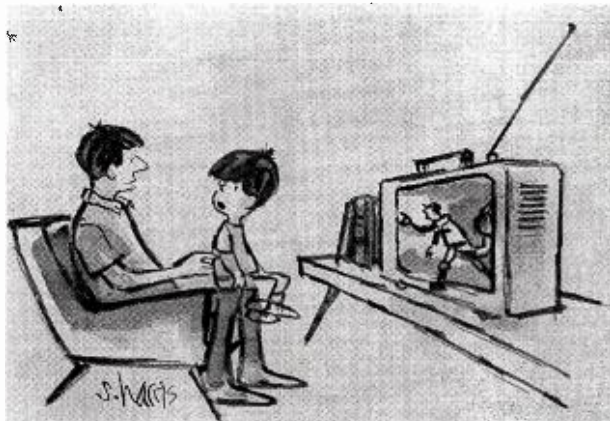
## The spirit of S. 2004

Every member of Congress—indeed every public official—takes an oath to "defend the Constitution of the United States against all enemies, foreign or domestic" and to "well and faithfully discharge the duties" of his office.

Is there a single member of Congress who in all candor believes the people and institutions he has sworn to defend would be better served by inexperienced aspirants than by the vast majority of incumbent broadcasters? Is there a single member of the FCC, who in all sincerity, believes that pot luck with blue-sky promoters is better than the existing order?

When hearings resume on the Pastore bill (S. 2004), a segment of the FCC can be expected to contend that the legislation is unnecessary, that there's nothing wrong with the law as it stands. Nicholas Johnson has already taken his stand (see at left).

We're disposed to agree there's nothing wrong with the law. The trouble is with some of the people who are interpreting it, and those people all too frequently add up to a majority of the seven-man FCC. So if there's nothing wrong with the law that has worked reasonably well for all those years since its enactment in 1934—until quite recently, that is—those who now oppose the Pastore bill can have no valid objection since the purpose is merely to reaffirm and clarify original congressional intent.



Drawn for BROADCASTING by Sidney Harris  
"You mean you actually can go to a baseball game?"

# How to make history by minding your own business

Finding oil is one thing. But getting it to market is another. Especially when the oil is locked in the deepfreeze of Alaska's hostile North Slope.

What's the solution? Try bringing it out through the Northwest Passage in huge, ice-breaking tankers.

Now that's a tough job. After all, man has been trying to make a trade route out of this forbidding waterway for 472 years. Still, Humble decided to attempt it.

First step in the multi-million-dollar project was to convert a tanker, the S.S. Manhattan, into the world's largest ice crusher. This meant cutting her 115,000 deadweight tons into four pieces, rebuilding each section at four different shipyards from Alabama to Maine, and putting her back together again. Now over 1000 feet long including her new 125-foot ice-

breaking bow, she's headed north to challenge the Arctic ice.

If our ice-breaker succeeds, it will be a historic "first." And the people of our nation—and of many nations—can benefit as the remote resources of the top of the world are made available for mankind's use.

And that's good. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra—for people.

Humble is doing something extra.

## **HUMBLE**

Oil & Refining Company . . . Where you get all the extras.



Can a tough,  
little  
\$49.20  
microphone  
make the  
big time?  
(A success story.)



**E-V** A good little microphone, the E-V 635A. But just how good? After all, it was intended to replace the "workhorse" Model 635... a dynamic microphone that had earned its title under fire in studios and on remotes all around the world.

So when we introduced the 635A we put it to a critical test. A major recording studio was loaned a dozen 635A's and asked to test them. The engineers weren't told the price, but they got the idea that it was somewhere near \$300.00.

They were so delighted with the sound

that they cut several big band recordings with nothing but 635A's. "Best \$300.00 microphone we've got." Then we told them the price. They were shocked. \$49.20? They couldn't believe their ears.

Meanwhile, 635A's were beginning to appear in force on music and variety shows on every TV network. Mostly hand held. Something to do with ruggedness and good balance... but mostly because of the sound. Especially during ultra-close miking.

The rest is history. Radio and TV newsmen quickly adopted the 635A as

their new "workhorse". After all, news only happens once, and the 635A was their best insurance against bad sound.

To most professional sound engineers, the E-V 635A is already an old friend, although it's only been around since 1965.

At the price, they can afford to use it almost everywhere. And they do. (We told you it was a success story.)

ELECTRO-VOICE, INC., Dept. 691BR  
660 Cecil Street, Buchanan, Michigan 49107

MODEL 635A Omnidirectional dynamic. Response 80-13,000 Hz. Output - 55db. Balanced lo:z impedance. Includes Model 310A stand clamp and 13' alter neck cord. Fashion Beige Micromatic finish.

• high fidelity speakers and systems • tuners, amplifiers, receivers • public address loudspeakers  
• microphones • phonograph needles and cartridges • space and defense electronics

**Electro-Voice®**

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