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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Now a drive for cut-rate political time. p21
Michigan TV's sue ARB, competitors for \$7 million. p32
Institute offers another guide to lifting licenses. p36
Copyright issue is back in lap of Senator McClellan. p46

Even with a network schedule you need a spot buy on WCCO TELEVISION to effectively reach the Minneapolis/St. Paul market. Because Channel 4 completely dominates all time periods in this market.¹

To prove it, seven of the top ten television shows (total homes) in our Twin Cities are broadcast by WCCO TELEVISION. And WCCO TELEVISION captures 22 "first" half-hours, while our nearest competitor can claim only 15.²

In fact, WCCO TELEVISION delivers 697,400 net weekly TV homes². Add to all this the fact that our own local newscast, "The Scene Tonight," shows up five times in the top ten Twin City programs (total adults²). No other local news show even makes the list.

So when you're taking stock of your network buys—remember, the most powerful way to beef up your buy in Minneapolis/St. Paul is WCCO TELEVISION. For specifics, call Peters, Griffin, Woodard, Inc. Or the WCCO TELEVISION sales herd. Pronto.

1. ARB "Telestatus," Broadcasting, Aug. 4, 1969
2. ARB, Feb.-March, 1969

Audience figures are estimates only, based on data supplied by indicated sources, and subject to the limitations thereof.



Network
buys
beefed-up
here.

WCCO TELEVISION 4

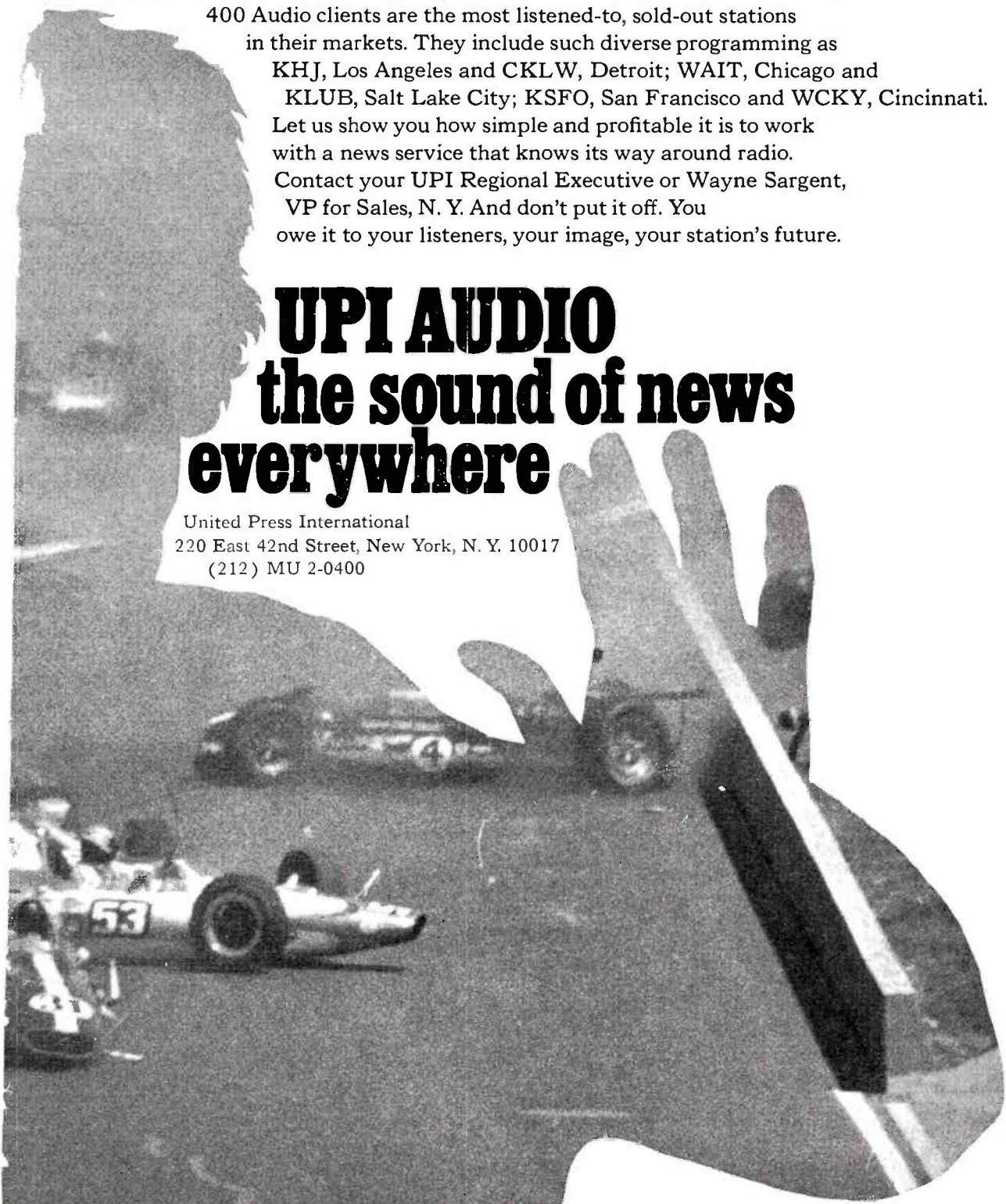
UPI Audio fits any station's image



Take a format. Any station format. From Rock and Roll to Bach and Beethoven. Add UPI Audio, and you still have the same format. But now you've improved your image and your profit position—thanks to the authentic UPI sound of news as it happens.

UPI Audio gives your station the independence to select and slot news in the style... at the time... in the amount you want.

UPI's on-the-scene sound really helps a station sell time, too. Our more than 400 Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KHJ, Los Angeles and CKLW, Detroit; WAIT, Chicago and KLUB, Salt Lake City; KSFO, San Francisco and WCKY, Cincinnati. Let us show you how simple and profitable it is to work with a news service that knows its way around radio. Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N. Y. And don't put it off. You owe it to your listeners, your image, your station's future.



UPI AUDIO **the sound of news** **everywhere**

United Press International
220 East 42nd Street, New York, N. Y. 10017
(212) MU 2-0400



People Turn Us On!

In the nation's 12th ranked television market, KRLD-TV is the turned-on station — by more people than any other station.

The February/March 1969 ARB Audience Estimates show that from 9:00 a.m. to midnight, Sunday through Saturday, 13.8% more people view Channel 4 per average quarter-hour than the second station in the market.

Ask your H-R representative for choice availabilities to turn on the Dallas-Fort Worth market for your client.

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Continuity

Dean Burch, chairman-designate of FCC, has made one personnel decision in advance of taking office. He has asked Robert Cahill, legal assistant to incumbent Rosel Hyde, to stay on job, and Mr. Cahill has accepted. Two have been acquaintances for several years. Mr. Burch also intends to fill long-vacant post of administrative assistant in chairman's office.

As for other commission staff jobs that are subject to change with appointment of new chairman, Mr. Burch is playing it cool. He says he has "no instructions to zap the commission." But it would be strange indeed if change in command led to no change below. Considered particularly vulnerable are General Counsel Henry Geller and Executive Director Max Paglin. However, Mr. Burch's retention of Mr. Cahill, a Democrat, indicates that partisanship itself may not be main criterion used.

Talk without action

FCC held two relatively brief sessions on one-to-customer rulemaking last Tuesday and Thursday but reached no conclusions, tentative or otherwise. One issue under discussion was whether to enlarge proceeding to consider question of requiring licensees to get rid of existing properties to come within proposed one-full-time-station-per-market limit, and to hold oral argument ("Closed Circuit," Sept. 22). Commissioners reportedly also talked about counting newspaper holdings in one-to-customer proceeding. Commissioners adjourned without setting date for another special meeting, and prospect still is that no action will be taken before new men arrive in office.

Last ditch

Effort to salvage cigarette advertising on radio on premise that it never should have been lumped in with TV (BROADCASTING, July 14) is said to be making headway on Capitol Hill. Phase-out of advertising on TV, legislators are being told, should be isolated from radio which, like newspapers and magazines, should be free to evolve voluntary restraints that would reduce impact on American youth. Of over-all budgets, TV, both network and spot, amounts to about \$200 million, while radio has aggregated some \$20 million.

Making rounds last week was Clair Stout, former Washington attorney now vice president and secretary-treasurer of Golden West Broadcasters at Los

Angeles headquarters. He feels Senate leadership in anticigarette crusade is amenable to trial accommodation separating radio from planned embargo with understanding there would be no glamorous appeals. Golden West controls California Angels and has four radio stations on West Coast. These alone would lose about \$1 million in cigarette sponsorships of Angels play-by-play, aside from spot billing. He's urging follow-up by broadcasters and cigarette advertisers. ABC networks, which had carried burden of effort to rescind or slow down advertising ban on grounds of unwarranted discrimination, regard radio separation as begging issue. ABC wants all-out opposition.

Answer man

Broadcasters' answers to statements made by FCC Commissioner Nicholas Johnson on CBS-TV's *Face the Nation* Sept. 14 may be presented on same program Oct. 26, if present scheduling stands up. Spokesman tabbed by CBS for job is Willard E. Walbridge of KTRK-TV Houston, chairman of joint boards of National Association of Broadcasters. (KTRK is ABC-TV affiliate.)

NAB officials swear they had nothing to do with booking in Mr. Walbridge. Association's executive committee elected not to ask for time to follow Mr. Johnson on *Face the Nation* and other shows, though broadcaster associations in four Southern states urged it (see page 31).

Premature

What are prospects for "Department of Telecommunications" ventured by FCC Chairman Rosel H. Hyde in his swansong before International Radio and Television Executives Society in New York (BROADCASTING, Sept. 29)? Nil for present and that appears to hold also for transfer of allocations function to another cabinet office (Commerce has been pressing.). President Nixon now is represented as thinking along lines of strengthened FCC to handle nongovernment spectrum allocations and management, along with regulation.

Unless there's about-face, prospects are cabinet level won't surface as even serious thought for next couple of years. Same would appear to hold true for new effort of Office of Telecommunications Management in White House to wrest private allocations functions from FCC, although that's more of threat if newly organized FCC doesn't do job.

Carrying on

Formation of new all-industry TV Music License Committee is expected to be announced shortly, with Robert H. Smith of WCVB-TV Bristol, Va., one of key members of present committee, taking over as chairman from Charles Tower of Corinthian Broadcasting. Mr. Tower is retiring from committee after heading it for most of eight years it has spent negotiating new contract for TV stations' use of music of American Society of Composers, Authors and Publishers. New committee is expected to start with about 10 members—some from present group, some new—and expand later. Its initial membership probably will be announced about time present committee wraps up its work by mailing out detailed manuals on use of forms under new ASCAP contract, expected about mid-October.

New committee's first big job presumably will be to negotiate with Broadcast Music Inc. for BMI music licenses for TV stations. Meantime, however, new ASCAP deal is not quite wrapped up. Today (Oct. 6) is deadline for stations to mail signed contracts back to ASCAP. Early returns reportedly had been running somewhat lighter than expected, but this was attributed to changes in procedures and deadlines (BROADCASTING, Sept. 22), plus what one source call "normal lassitude about doing anything before it has to be done." Expectation last week was that bulk of signed contracts would be in ASCAP's hands before this week is out.

Going up

Supreme Court will be asked shortly to pass upon constitutionality of ban on broadcast advertising and promotion of lotteries. Petition for review of lower court decision, which said FCC went too far in banning lottery news but upheld ban on lottery advertising and "direct" promotion (BROADCASTING, Aug. 18), is being prepared by attorneys for Metromedia and New York State Broadcasters Association. They had initiated court test in effort to free stations to report news about and accept advertising for lottery that New York state has been running since June 1967. Lower court told FCC to revise rules, but appellants decided to proceed without waiting for further commission action because basic constitutional question will not be affected. Deadline for petition is Nov. 9.



IT COULD BE A ROOKIE IN THE TOWER.

Maybe you haven't heard: student air traffic controllers get on-the-job training.

It came out on "Martin Agronsky's Washington" when we interviewed a member of the Senate Commerce Committee with an official of the air traffic controllers' organization.

They also told us it's common for air traffic controllers to work 10 hours a day in the tower.

Six days a week.

That the cumulative effect of the strain of getting planes up and down safely is taking its physical and mental toll.

The FAA needs 5000 additional air traffic controllers, starting now.

But the Senator's bill to get the ball rolling has been stalled almost a year, waiting for the Department of Transportation to report on what it thinks should be done.

Meanwhile, time is flying. On time.

"Martin Agronsky's Washington." Provocative. Five nights a week. 6 to 7.

WTOP-TV

A Post-Newsweek Station
Represented by TvAR

Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era advances radical proposal for series of half-hours in prime time for candidates, with government picking up half-price tab. See . . .

Now a drive for cut-rate politicals . . . 21

Appeals court decision upholding FCC's order providing for nationwide pay-TV service is regression for theater owners. Supreme Court appeal and congressional bills are only avenues remaining to block establishment. See . . .

Pay-TV's fate up to Congress, top court . . . 30

American Research Bureau finds itself faced with \$7-million suit brought by owners of WJIM-TV Lansing, and WNEM-TV Saginaw, both Michigan. Charge: ARB discriminates in publishing ratings breakdowns. See . . .

Suit asks \$7 million of TV's-ARB . . . 32

Just-published report of Washington-based Institute for Policy Studies includes guide to license lifting, call for 'democratization' of television, critique of Middle Atlantic TV stations. See . . .

Another guide to lifting licenses . . . 36

FCC levies fines totaling \$30,000 against Bartell Media Corp. for alleged unauthorized transfer of control of its radio stations, but conditionally approves sale of 38% of outlets to Downe Communications Inc. See . . .

FCC levies \$30,000 fine on Bartell . . . 40

NBC prevails in Nielsen ratings for first week of new shows, trounces late-night competitors. Network claims 4% improvement over last year's ratings, while Carson holds healthy lead over Bishop, Griffin. See . . .

Advantage of an early start . . . 42

Itinerant copyright issue returns to Capitol Hill after showing by National Association of Broadcasters, recommendations by group of copyright owners. Copyright subcommittee says revised bill is in sight. See . . .

Copyright issue back to Hill . . . 46

RCA's answer to CBS's Electronic Video Recording System, scheduled for production next July, is 'Selectravision'—cartridge-fed tape player for attachment to home color-TV sets. RCA expects introduction in 1972. See . . .

RCA color-TV tape player by 1972 . . . 57

Broadcasting and related stocks post 2.5% gain in September, despite general market decline of 9.2%. Most broadcasting stocks scored gains, CATV issues were mixed and most service stocks suffered losses. See . . .

Broadcast stocks defy loss trend . . . 62

RKO General Inc., which earlier this year was ordered to convert its CKLW-AM-FM-TV Windsor, Ont.-Detroit to Canadian ownership, is selling TV outlet for over \$5-million to 'Toronto Telegram.' See . . .

Toronto paper buying CKLW-TV . . . 62D

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Broadcasting

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There are good reasons why garbage shouldn't be dumped in the ocean. There are even better ones why it should.



Our land is becoming so strewn with garbage there's only one place left to dump it. The ocean.

And that doesn't necessarily mean your favorite beach will start resembling your local garbage dump.

Because there's a new method of garbage disposal that compresses trash into small chemically treated bundles. These bundles can easily be dumped in the ocean where algae will grow on them. The algae in turn will feed the fish.

This is one of the many innovative garbage disposal ideas that some of this country's

most inventive minds have come up with. But despite the creativity of our Sanitation Engineers, America's garbage situation is one big mess. That's getting bigger every day.

We think people should be made aware of this problem. So we had each of our five television stations report on garbage in their own cities.

You'll see the results of their combined effort in our one hour special, "Investigative Report: The Third Pollution."

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

Each week we'll be bringing you specials that aren't carbon copies of every other television special.

One week we'll be taking you to Europe with Sammy Davis as your guide. Another week we'll be back home exploring the history of the SDS. In fact we'll stop at nothing to inform the American public.

Even if it means bringing tons of garbage into their living rooms.

GROUP



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

Rebuttal to black charges

Evening Star Broadcasting Co.'s WMAL-TV Washington on Friday (Oct. 3) submitted three-volume response, totaling some 1,000 pages, to petition to deny its application that was filed last month by group of black Washington area residents (BROADCASTING, Sept 8).

Massive pleading, in urging FCC to deny petition, rejects blacks' contentions that WMAL-TV has discriminated against Washington's large black community, in terms of programing and employment, and has been untruthful in reporting on its survey of area leaders. WMAL-TV calls charges "totally unfounded."

Pleading also attacks as unscientific and misleading statistical study done by Institute for Policy Studies, of Washington, of performance of 32 television stations in Washington, Maryland, Virginia and West Virginia. Study was relied on by blacks in asserting that WMAL-TV has compiled poor record of service, particularly when judged against its size and resources.

IPS also issued another study last week, virtual how-to manual, on procedures for license-renewal challenges (see page 36).

Counsel for WMAL-TV, in letter to commission submitted with pleading, said that while WMAL-TV "demonstrates" blacks' charges are unfounded, "it fully understands the circumstances which have led to [the petition to deny]. The petition represents the natural and inevitable resentment and anger of sensitive and intelligent black citizens to historical social injustice and to the institutions of a society that has long segregated and discriminated against them.

"Unfortunately, petitioners in this case have simply hit out blindly and have struck the wrong target. WMAL-TV . . . has been sympathetic and helpful to the cause petitioners claim to serve."

WMAL-TV supplied massive detail to buttress claims it has carried many programs relevant to black community and that dealt specifically and sympathetically with problems of special interest to blacks. It also supplied data in support of claim it has shown, "many blacks, both in news and entertainment programs."

And WMAL-TV said it follows non-discriminatory employment policy that complies with all relevant government requirements." It said it employs 24 minority group members, 22 of them black. Of black employes, "only five are employed in custodial positions."

WMAL-TV said petitioners' allegations

of misrepresentations are based on distortions of its renewal application. WMAL-TV recited instances in which, it said, its representatives conferred with individuals who now say station did not contact them.

WMAL-TV said statistical study of IPS, designed to compare performance of stations surveyed on basis of various programing categories, is seriously deficient on several grounds. It notes that IPS does not take into account fact stations classify programs differently. *Girl Talk*, for instance, is entertainment to some stations (like WMAL-TV), but public affairs to others.

Furthermore, it says IPS figures are wrong. "Contrary to the Institute's conclusions," station said, "WMAL-TV has actually reduced, rather than increased, its composite week entertainment and sports programing between 1963 and 1969."

WMAL-TV also supplied study by Resource Management Corp. of IPS report. It revises IPS survey, "using actual facts as to WMAL-TV." And, instead of ranking 25th among region's stations, as in IPS study, WMAL-TV is found to rank anywhere from 7th to 17th. If programing of other 31 stations were reclassified on uniform basis, WMAL-TV added, "it would rank correspondingly higher."

CBS third in MNA's

CBS-TV fell behind NBC-TV and ABC-TV for second time in Nielsen 70-city multi-network area (MNA) ratings out Friday (Oct. 3). This time, ratings period covered CBS's premiere week (Sept. 22-28) (see page 42).

Average ratings for week were NBC 19.8, up 8% over last year; ABC 18.5, up 13%, and CBS 17.7, down 5%.

CBS's new shows ranged in shares from 22 to 28, with *Governor and J. J.* on low end and *Jim Nabors* at top. None of new shows appeared in top-20 list, but CBS's *Charlie Brown Special*, *Jackie Gleason* season premiere and two-part movie, "Guns of Navarone" did.

NBC's evening of comedy Sept. 22 proved to be formidable competition, with all three programs in top 10. ABC's premiere of *Marcus Welby, M.D.* also did particularly well in ratings.

Top-10 Nielsen MNA programs were *Bob Hope Special* (NBC); Sunday movie, "Nevada Smith" (ABC); *Flip Wilson Special* (NBC), tied with Saturday movie, "Shenandoah" (NBC); *Charlie Brown Special* (CBS); *Marcus Welby* (ABC); Bill Cosby (NBC), tied

with Friday movie, "Guns of Navarone" (CBS); *Laugh-In* (NBC), and Movie of the week, "Seven in Darkness" (ABC).

New production house

Bruce Campbell, one of founders of and principals in Campbell, Silver, Cosby Corp., TV-radio production-distribution firm, has formed with screenwriter Dalton Trumbo. Bruce Campbell and Dalton Trumbo Co., Beverly Hills, Calif., new film production company.

KRLD spin-offs planned

Times Mirror Co., Los Angeles, plans to dispose of radio properties of Times Herald Publishing Co., Dallas, when merger of two major newspaper firms is consummated. Members of New York Society of Security Analysts were told of these plans by Times Mirror President Albert V. Casey. Publisher of *Los Angeles Times* however, will seek approval from FCC of transfer to its ownership of KRLD-TV Dallas-Ft. Worth, now owned by Times Herald.

Two radio properties that would be dealt off are KRLD-AM-FM Dallas. Sale would accord with FCC's one-to-customer rule, Mr. Casey said.

Merger, involving \$91-million worth of stock and bringing Times Herald under ownership of Times Mirror, was announced last month (BROADCASTING, Sept. 22).

WIFE gains reprieve

WIFE-AM-FM Indianapolis were found by FCC Friday (Oct. 3) to have conducted fraudulent contest and to have sent false invoices and affidavits to advertisers while on short-term license renewals. Commission sanction: another short-term renewal, this one for six months and subject to various conditions designed to assure stations' compliance with rules and regulations.

In order adopted by 4-to-3 vote commission said denial of renewal of licenses would be "unduly harsh" since principal owner, Don Burden, had lacked knowledge of offenses and had made restitution to overcharged advertisers.

Dissenters were Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson. Commissioner Johnson, in statement in which Commissioner Cox joined, called WIFE decision "shocking" and "astonishing."

Offenses occurred during 1964, when commission placed WIFE-AM-FM on one-year probation for hypoing ratings. Stations are licensed to Star Stations of Indiana, and are part of Star Stations group, which also includes KISN Van-

Week's Headliners



Mr. Gerstle



Mr. Briscoe



Mr. Leider

Justin T. Gerstle appointed senior VP and executive director of media-program department of Ted Bates & Co., New York. Mr. Gerstle, who had served as department's administrative director, replaces **Sam Vitt**, who resigned to establish independent buying service (BROADCASTING, Sept. 29). **Arthur Heller**, VP and media director, named associate director of Bates' media-program department. Other promotions at top level in department: **Thomas Focone**, **Jack Sinnott**, and **Isabel Ziegler** promoted from media supervisors to media directors and elected VP's, and **Terry Falgiatore**, named first director of EDP systems development.

Ralph O. Briscoe, CBS VP, finance, since March 1965, appointed president of CBS/Comtec Group, succeeding **Felix A. Kalinski**, who resigned "to pursue other interests." Mr. Briscoe joined CBS in 1958 as member of corporate finance staff and was named controller in 1963. CBS/Comtec Group is one of company's four operating organizations and its divisions are CBS laboratories, CBS television services and CBS electronic video recording, (see page 41).

Gerald L. Leider, VP of television operations for International Famous

Agency, New York, appointed to newly created position of president of Warner Bros. TV division, Burbank, Calif. (BROADCASTING, Sept. 29). Mr. Leider will have responsibility for developing new TV product for network TV and syndication markets. He'll also supervise Warner's existing distribution arm. Mr. Leider previously was VP of TV operations for Ashley Famous Agency, New York, for seven years. During that time he worked under Ted Ashley, currently chairman of board and chief executive officer of Warner Bros. Prior to entering talent agency field, Mr. Leider was director of special programs for CBS-TV for three years.

Irving K. Kessler, RCA VP, defense electronic parts, and **Barton Kreuzer**, RCA VP, commercial electronics systems division, named executive VP's. They will report directly to **Robert W. Sarnoff**, RCA president, instead of **W. Walter Watts**, who is relinquishing his duties as senior executive VP, defense and commercial systems, in anticipation of his retirement next spring. Mr. Watts will continue on staff of president as executive VP. Mr. Kreuzer has been with RCA since 1928 and Mr. Kessler since 1939.

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

couver, Wash. and KOIL-AM-FM Omaha.

Hearing Examiner Thomas Donahue proposed denial of WIFE-AM-FM's license renewals after finding stations had engaged in two fraudulent contests and had furnished advertisers with affidavits of performance that contained false information as to times and dates purchased advertising had been broadcast.

Commission agreed one contest constituted fraud, but not other. And in case where fraud was found, it noted that examiner had not placed blame squarely on Mr. Burden and that there was conflicting evidence as to whether blame lay with him or station manager. However, commission said licensee must bear ultimate responsibilities for

acts of its officers.

Since licensee had conceded fraudulent billing and had made restitution of \$6,101, \$2,795 after hearing record was closed, commission credited it with "voluntarily" unearthing and making restitution "in regard to additional infractions."

Stations were directed to institute management system of internal controls to guard against both overbooking of spot announcements and inaccurate billing, and to provide licensee's principals and employes with all facts relating to radio contests and billing practices.

Commissioner Johnson, in sharp attack on majority opinion, said that "if

fraud and deception of more than \$6,000 are 'minimally' in accordance with the public interest, then I think it must be apparent to all that the FCC's attempts at 'serving the public interest' are themselves without even minimal standards."

Employment rules rapped

Justice Department, commenting Friday (Oct. 3) on FCC's new activist tack in its antidiscrimination rulemaking, applauded commission's "bold new approach" adding that "voluntary efforts have fallen far short of what minority has right to expect."

Its comments were only favorable responses to additional rules proposed to broaden commission's antidiscrimination in employment polices. Rules would require broadcasters to submit detailed reports relating to minority hiring practices and to file annual statistical data on minority employment (BROADCASTING, June 9).

Justice added that minority groups generally equate low minority employment with inadequate or insensitive handling of racial issues by media.

National Association of Broadcasters said rules "represent for commission and broadcasters alike unrealistically burdensome and ineffective means of participation in nation's quest for equal employment opportunities."

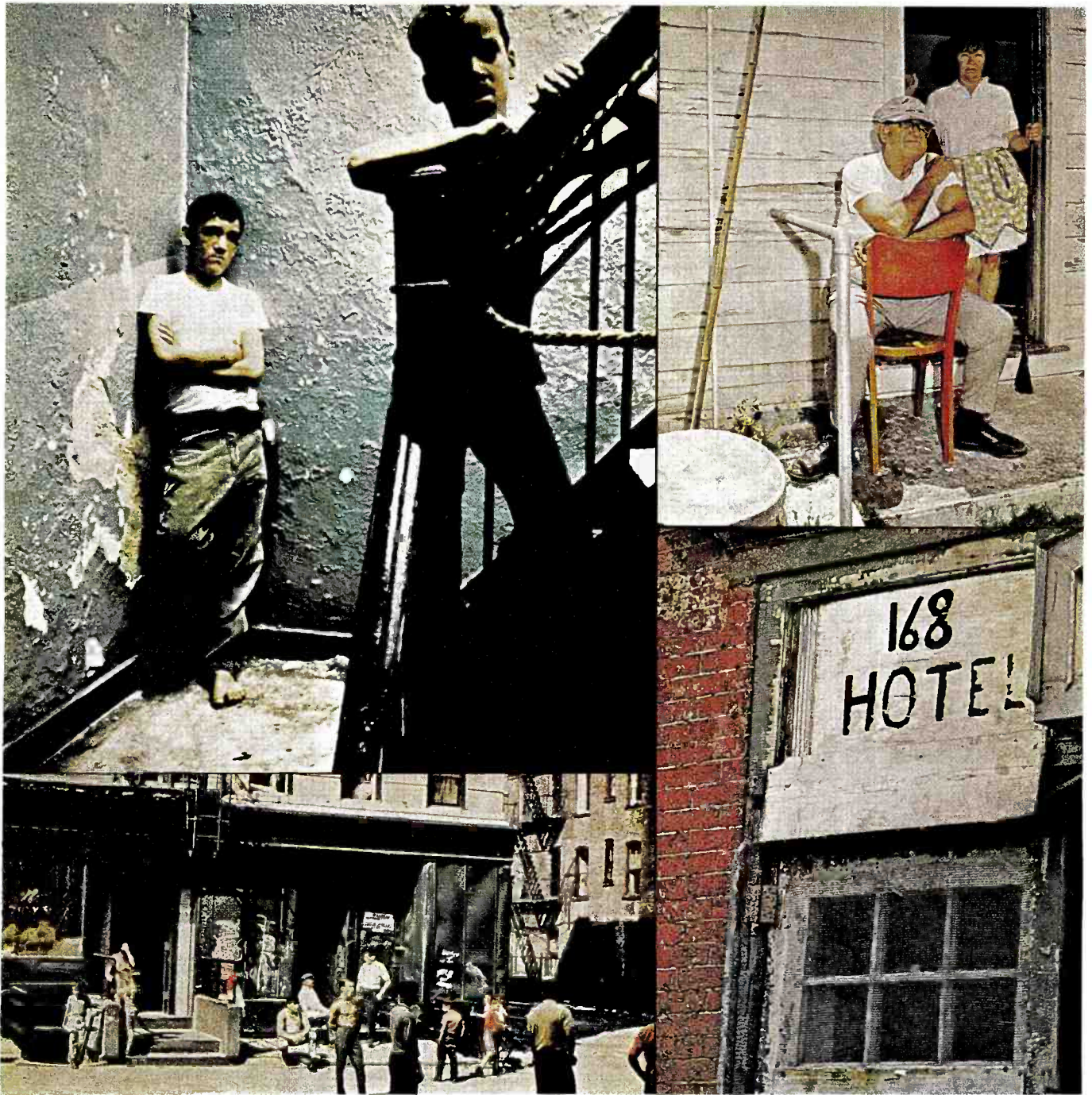
NAB contended proposed annual reports would be useful only in indicating broad industry trends, not specific areas of discrimination. He added that "commission has neglected to take into account fact that most licensees are small operations and have neither personnel nor finances to undertake extensive activities set forth in guidelines." NAB urged commission to scrap proposals and to rely instead on complaint procedure, such as that used in fairness-doctrine matters.

ABC said it supported thrust of rulemaking but opposed latest proposals, terming them improper and ineffective. Network said 1964 Civil Rights Act has no implication that Congress intended commission to administer employment provisions of act.

Fuel ad plans heat up

U.S. fuel-oil dealers, in effort to combat gas and electric-heat suppliers are planning major regional advertising campaign, which may see as much as \$4 million spent in broadcast. National Oil Fuel Institute dropped out of spot TV last year. Problem now is to get major refineries to go along with campaign and allocate additional monies.

NOFI meets Oct. 17 in New York to map final plans for its campaign. Regional institutes are all calling for large expenditures in radio and television. Agency for NOFI is Jack Tinker & Partners, New York.



Be it ever so humble

Across the United States, Storer stations are involving themselves with the ill-housed "third of a nation." In Toledo, WSPD Radio won top honors from the Ohio AP Broadcasters Association for an editorial series urging housing improvements. Atlanta's WAGA-TV fought editorially for restructured zoning to allow more effective land use for low-cost housing. In Detroit, WJBK-TV promoted the idea of "sweat equity"

—allowing low-income groups to use their own labor as part payment for homes. Cleveland's WJW-TV, in a positive approach to urban renewal, told how a German Village group used ethnic appeals to motivate revitalization, urged others to follow their example. In Miami, New York, Los Angeles, the Storer stations continue their campaign to make "Home, Sweet Home" more meaningful for humble people. Their genuine

concern is a major factor in Storer's longtime policy of doing as a matter of routine, things which community leaders often consider rather special —and is another reason why it's good business to do business with Storer.



MILWAUKEE WITI-TV	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV
NEW YORK WJN	LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WJBK	TOLEDO WSPD	MIAMI WGBS

RIPS YOU APART

Our job is to take your station apart, piece by piece . . . to find out what makes it tick on the air and tell you how to fix whatever isn't ticking!

It's not done with mirrors or mysticism . . . it's done by probing your audience in depth, through in-person interviews, and finding out WHY things are as they are—individual by individual, program by program.

Does it work? . . . Well, some of our clients have retained an association with us for seven years and they are noted for getting a fair return on their investments.

We'd like to tell you about our company. Just call, we'll come . . . no obligation, of course.

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

OpenMike®

Appreciates Hyde's challenges

EDITOR: I applaud your Sept. 29 editorial, "The Hyde Years."

As a broadcaster for twenty years, I was conscious of the always firm but never cruel hand of Rosel Hyde. More recently, as a "regulator," I have come to appreciate the endless parade of tough decisions that Mr. Hyde has had to face up to. His lot has not been an easy one.

Rosel Hyde is a good man, and an outstanding public servant. America owes him a deep debt of gratitude.—*Willard Deason, commissioner, Interstate Commerce Commission, Washington.*

A report of historic value

EDITOR: I thought the Sept. 22 article on *Bonanza* was extremely well done. Having played a modest role in bringing the show to life, I was impressed with the thoroughness with which Morris Gelman covered the subject.

This kind of accurate reporting is of real historical importance and should be of great value not only to the industry but also to schools of communication because so often the facts surrounding the origin of a hit program are lost beneath an overflow of publicity material, which sometimes obscures the real record.—*David Levy, Hollywood.*

(Mr. Levy, now a West Coast producer, was vice president in charge of programming at NBC-TV when *Bonanza* was introduced.)

Wrong attribution

EDITOR: GENEROUS TREATMENT YOU ACCORDED MY REMARKS BEFORE RADIO TELEVISION NEWS DIRECTORS IN DE-

TROIT MAKES EVEN MORE IMPERATIVE CLARIFICATION OF NEWS PHILOSOPHY ATTRIBUTED TO ME—I.E., THAT I "WOULD INTENSIFY THE IMPACT OF NEWS . . . BY HAVING THE JOURNALIST BECOME PART OF THE ACTION." IN FACT, MY INTENT WAS TO DEPLORE JUST THAT SORT OF JOURNALISM AND TO ASSERT THAT "PRINCIPLES OF ETHICAL JOURNALISM REQUIRE [JOURNALIST] TO BE FAIR AND FACTUAL IN HIS REPORTING, TO ESCHEW PARTISANSHIP, AND TO STRIVE FOR THE BALANCE THAT INTELLECTUAL HONESTY DICTATES." POINT IS SO CENTRAL TO BROADCAST POLICY OF CBS NEWS THAT I AM COMPELLED TO URGE YOU SET RECORD STRAIGHT. WITH ALL GOOD WISHES—FRANK STANTON, PRESIDENT, CBS, NEW YORK.

(A typographer erred in setting type from copy that originally read: "Others would intensify the impact of news.")

The not-so-new people

EDITOR: Youth is a wonderful thing and I suppose that youth must be served, but what is supposed to happen to those who have grown to middle-age in our industry and who through no fault of their own find themselves jobless? What is to happen to those who pioneered a profession and whose ideas are the landmarks of broadcasting and who, because of chronology, find themselves being turned down for jobs?

Congress passes laws to end discrimination against minority groups. It is becoming apparent that one of the largest minority groups includes those who have passed their 40th birthday, a somewhat magical number that someone once dreamed up, Lord knows who.—*Name withheld.*

Datebook®

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

■Indicates first or revised listing.

October

Oct. 6—Annual fall outing, *Federal Communications Bar Association*. Polo Grounds, Trivlah. Md.

Oct. 6—Meeting of *Montana AP Broadcasters Association*. Bozeman.

Oct. 6-8—*UPI Editors and Publishers Conference*. Walter Cronkite will be among featured speakers. Hamilton, Bermuda.

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

Oct. 6-9—Annual convention, *National Association of Regulatory Utility Commissioners*. Among features is panel on CATV. Hilton hotel. Denver.

■Oct. 7—Seminar and luncheon, sponsored by *Massachusetts Broadcasters Association*. Includes discussion of growth of spot TV and electronics in space age. Afternoon panel includes FCC Commissioner Robert E. Lee. Anthony's Pier Four, Boston.

■Oct. 7—Hearing on CATV by committee on corporations, authorities and commissions of *New York State legislature*. Albany, N. Y. (second hearing scheduled for Oct. 15).

Oct. 7-8—*Association of National Advertis-*

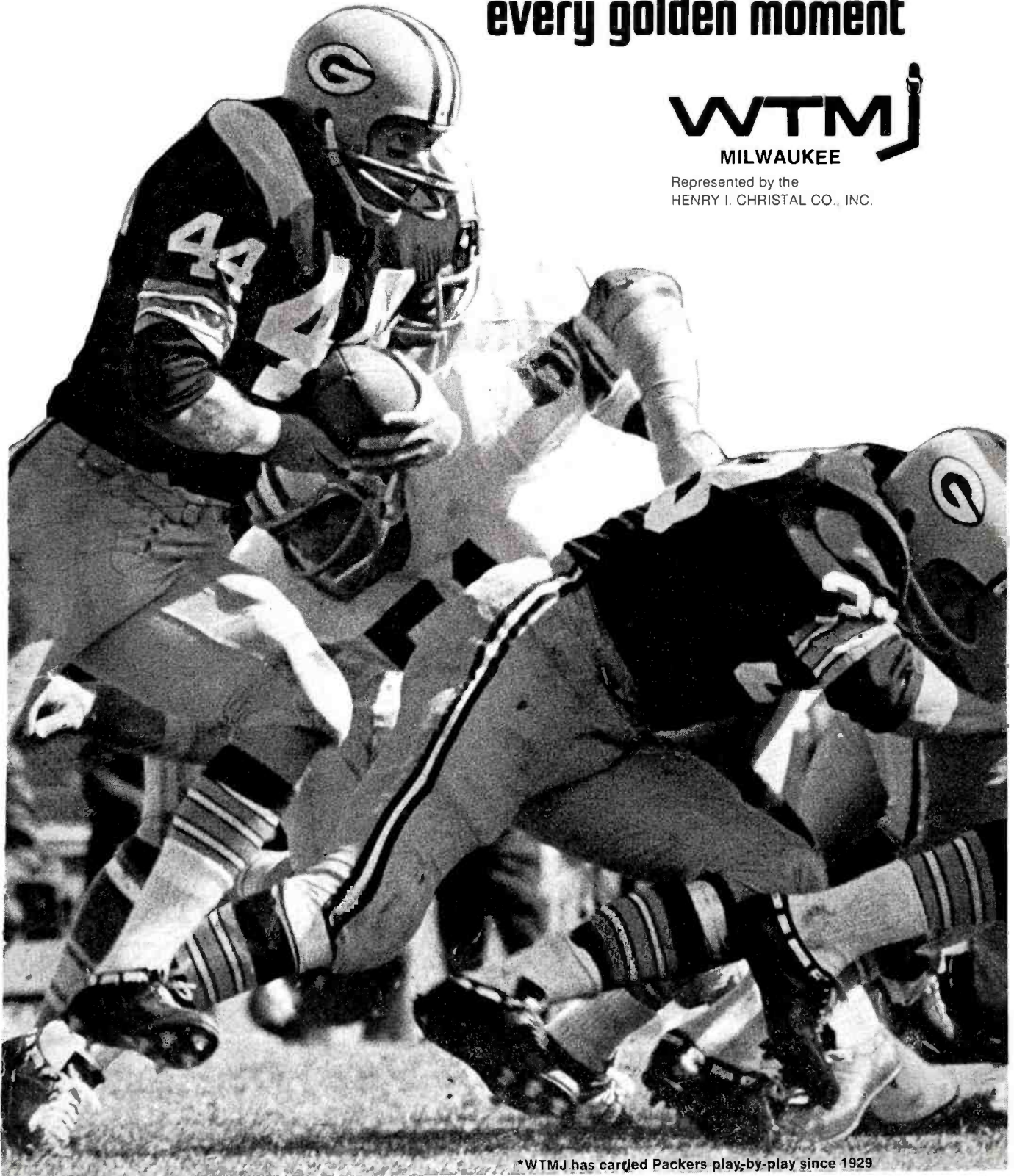
**Wisconsin is cheering
the Packers' 50th season***

**and so are we—with
exclusive coverage of
every golden moment**

WTMJ

MILWAUKEE

Represented by the
HENRY I. CRISTAL CO., INC.



*WTMJ has carried Packers play-by-play since 1929

COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



CCA Electronics Corp.
716 Jersey Avenue
Gloucester City, N. J. 08030
Telephone: (609) 456-1716

ers workshop. Plaza hotel, New York.

■Oct. 8 — "Research — Recommended for Adults." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

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

Oct. 9—Annual fall sales presentation and luncheon, *ABC Radio Network*. New York Hilton 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. 10—Annual FM day sponsored by *Georgia Association of Broadcasters*. Marriott Motor Inn, Atlanta.

Oct. 10-11—Meeting of *New York State AP Association*. Whiteface Inn, Lake Placid.

Oct. 11-12—Meeting of *Wisconsin AP Radio-TV Association*. Pioneer Inn, Lake Winnebago, Oshkosh.

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

■Oct. 12-14—*NBC Radio Network* affiliated stations' annual convention. Americana hotel, San Juan, Puerto Rico.

Oct. 12-15—Convention of *American Association of Advertising Agencies Western Region*. Speakers: John Crichton; Clay Buckhout; Bart Cummings; Bill Sharp, J. Walter Thompson; Albert Petcavage. Doyle Dane Bernbach; Carl Kotchian, Lockheed Aircraft Corp.; Charles Adams, McManus, John and Adams; Jim Lavenson, Hotel Corp. of America. Santa Barbara Biltmore hotel, Santa Barbara, Calif.

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. 13-16—Seminar for antenna site design and maintenance, sponsored by *National Cable TV Center*, Pennsylvania State University. University Park, Pa.

Oct. 14—Annual stockholders meeting, *Meredith Corp.* Des Moines, Iowa.

Oct. 15—Man of the Year luncheon, sponsored by *Pulse Inc.* Honors Eugene Katz, president of Katz Agency Inc., as Pulse's man of year.

■Oct. 15—"Time Selling Nuts and Bolts." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

■Oct. 15—Continuation of hearing on CATV by committee on corporations, authorities and commissions of *New York state legislature*. Robert Kelly, Republican assemblyman from Brooklyn, is chairman. Albany, N. Y.

Oct. 16—*International Radio and Television Society's* fourth radio commercials workshop, "Radio: The Message, the Medium and the Magic." Waldorf-Astoria hotel, New York. Panels will examine successful advertising case histories, humorous commercials and effective use of music. Panelists include: "The Message"—Robert Oskner, vice president, creative director, David Oskner & Mitchneck; Warren Pfaff, senior vice president, creative supervisor, J. Walter Thompson Co.; George Newall, vice president, copy supervisor, LaRoche, McCaffrey & McCall; "The Medium"—Jane Trahey, president, Trahey/Wolf Advertising; Tabby Andriello, president, Six West Recording, and Vic Cowan, associate creative director, Goulding-Elliott-Graybar; "The Magic"—Ed Flynn, senior vice president and director of music, Lennen & Newell; Frank Harris, president, Frank Harris Productions.

Oct. 14-17—International Film & TV Festi-

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.

val of New York. Presented by *Industrial Exhibitions Inc.* Americana hotel, New York.

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. 19-21—Annual fall convention of *North Carolina Association of Broadcasters*. Robert E. Lee hotel, Winston-Salem.

Oct. 20-23—Annual board and membership meetings of *Television Bureau of Advertising*. HEW Secretary Robert H. Finch will deliver keynote address. TV's service to small business is theme of TVB's new presentation, "Small business growing larger," to be premiered at Wednesday session. Shoreham hotel, Washington.

Oct. 20-21—Convention of eastern and southeastern chapters of *National Religious Broadcasters*. Marriott Motor Hotel, Twin Bridges, Washington.

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

■Oct. 22—"Time Buying Made Hard." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Oct. 22-24—Industry-sponsored *Hollywood Festival of World Television*. Features TV programs from more than 20 countries. Century Plaza hotel, Los Angeles.

Oct. 22-25—National meeting of *Mutual Advertising Agency Network*. Pfister hotel, Milwaukee.

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

Oct. 29-30—*Production '70* workshop on video-tape television production methods, a second edition of Reeves television workshop, which began in 1968. Reeves Television Studios, Reeves Lincoln Square, New York City.

■Oct. 24-26—Fall meeting of *Missouri Broadcasters Association*. Cheshire Inn, St. Louis.

■Oct. 29—"Case Study." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

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.

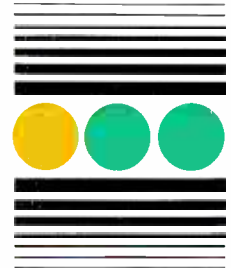
Nov. 3-7—Annual armed forces audio-visual communications conference with *Department of Army* as host. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel,

■Indicates first or revised listing.



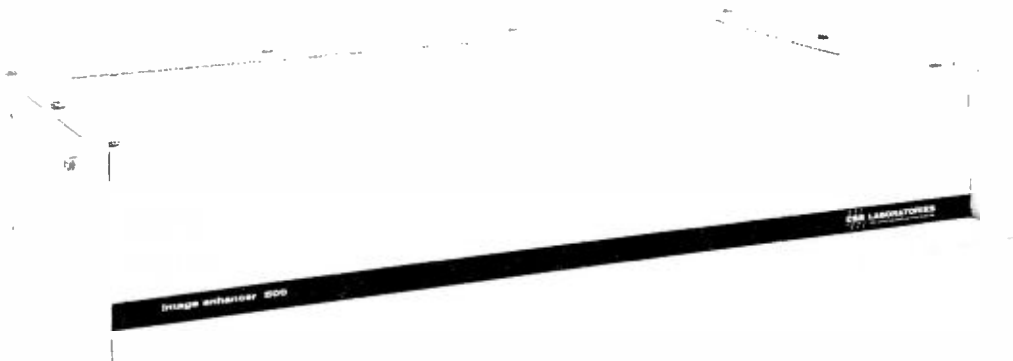
CBS LABORATORIES

**TECHNICAL
BULLETIN**



PROFESSIONAL PRODUCTS
CBS LABORATORIES
A DIVISION OF COLUMBIA
BROADCASTING SYSTEM, INC.

MARK II IMAGE ENHANCER



The new CBS Laboratories Mark II Image Enhancer provides truly effective enhancing of the vertical and horizontal detail of a television video signal, thus producing increased picture resolution and color fidelity. The Mark II line of image enhancers provides operational compatibility with all types of monochrome and color television cameras.

By comparing each picture element with its adjacent horizontal and vertical elements within a picture field, a detail signal is generated. The detail signal is then combined with the main video signal to enhance the sharpness of the picture element being analyzed.

Using the new "crispener" comb filter, the Mark II Image Enhancer provides video enhancement without degrading color signal quality by effectively separating chrominance and luminance signals.

CBS Laboratories Mark II Image Enhancer is available for black and white and color cameras. An NTSC program line model is also available.

*Now available at a
new low price of \$3500.
Give us a call to arrange
for a FREE TRIAL unit!*

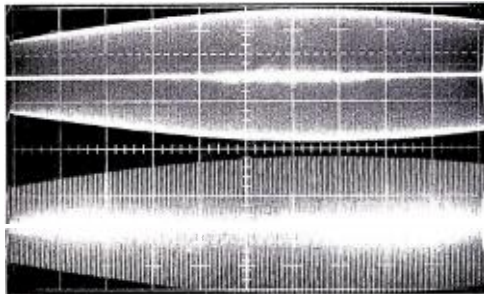
MARK II IMAGE ENHANCER WITH "CRISPENED" COMB FILTER



VERTICAL ENHANCEMENT is accomplished by comparing the elements on each line to the respective elements on the lines preceding and following it. When element differences are detected, corrective signals are introduced to enhance the sharpness of the element being acted upon. This is far more effective than single line correction.

HORIZONTAL ENHANCEMENT is accomplished by comparing each element of each scan line to the adjacent elements. The difference is added to the element being acted upon, thus sharpening horizontal transitions.

"CRISPENED" COMB FILTER. The CBS Laboratories Mark II "crispended" comb filter enables enhancement to be performed only on the luminance signal. Actual oscilloscope readouts show the horizontal element waveform with and without the "crispended" comb filter. Notice the separation of color signals from luminance signals by the comb filter, eliminating the possibility of color signal distortion during enhancement of the luminance signal.



Top: Horizontal detail frequency response without "crispended" comb filter
Bottom: Horizontal detail frequency response with "crispended" comb filter

LEVEL-DEPENDENT APERTURE EQUALIZING. Live color cameras have high noise levels in the dark picture areas due, in part, to the black noise being stretched in the gamma circuits. Because aperture equalization of these dark areas is unnecessary, the Mark II Image Enhancer has a control to remove the detail signal from black to any shade of gray, thus permitting maximum equalization without increasing the black noise in the picture.

DYNAMIC BLACK AND WHITE CLIPPING. Normally, when the detail signal is added to the main signal, it results in blacker-than-black and whiter-than-white peaks. Simple diode peak clippers are ineffective because the peaks might intrude into the main video signal. CBS Laboratories Mark II Image Enhancer solves this problem by clipping the peaks of the detail signal only, as a function of the instantaneous video content of the main signal. This assures that the sum of the detail and main signals can never exceed peak black or peak white and that the normal picture peaks of the main signal will not be affected.

"CRISPENING" is a process used to eliminate noise while allowing the important picture transitions to sharpen. Aperture correction is thus accomplished without noticeably affecting the signal-to-noise ratio of the picture.

MODEL NO.	CAMERA
500	3-tube color cameras
501	NTSC program line 4-tube color cameras and monochrome cameras

SPECIFICATIONS

Frequency Response:	30 Hz to 5 MHz \pm 1 dB 10 Hz to 6 MHz \pm 2 dB
Vertical Correction Capability:	An abrupt line-to-line black-to-white change will produce a correction signal equal to the change. Adjustable for 0 to 100%
Signal-to-Noise Ratio:	Greater than 50 dB peak white signal to rms noise
*Pulse Signal Requirements:	Composite sync 4 V p-p and Horizontal drive 4 V negative from camera control unit
Gain:	0 to 2:1 adjustable
Output Level:	1.5 volts p-p maximum composite video*, white positive
Input Impedance:	Bridging in excess of 1000 ohms
Output Impedance:	75 ohms
Power Requirements:	115/230 V AC \pm 10%, 50/60 Hz, 40 watts
Operating Temperature Range:	0° to 50° C
Size:	3½" high by 19" wide by 15¼" deep
Signal Connectors:	UHF

*FOR COLOR MODEL

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

**PROFESSIONAL
PRODUCTS**

CBS LABORATORIES

Stamford, Connecticut 06905

A Division of Columbia Broadcasting System, Inc.

BROADCASTING PUBLICATIONS INC.
Sol Talshoff, *president*; Lawrence B. Talshoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Talshoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

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Joseph A. Esser, William R. Loch, Robert A. Malone, *associate editors*.
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, *staff writers*; Albert N. Abrams, Donna Gallette, Deborah May Nordh, J. Daniel Rudy, Robert Sellers, *editorial assistants*; Gladys L. Hall, *secretary to the editor and publisher*. Erwin Ephron (vice president, director of media, programming and media research, Carl Ally), *research adviser*.

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Sandra Klausner, *assistant*.

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*Reg. U.S. Patent Office.

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Washington.

■Nov. 5—"The Computer—from ESP to EDP." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

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

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

Nov. 7-8—Annual fall meeting, *Maryland-District of Columbia-Delaware Association of Broadcasters*. Annapolis Hilton hotel, Annapolis, Md.

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

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

Nov. 10-11—Combined workshop-management conference sessions, *Radio Advertising Bureau*. Continental Plaza, Chicago.

Nov. 12-15—Annual convention, *Sigma Delta Chi*. El Cortez hotel, San Diego.

Nov. 18—Deadline for filing comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

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

■Nov. 28-30—Fall convention of *National Association of Farm Broadcasters*. Conrad Hilton, Chicago.

December

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

■Indicates first or revised listing.

Dec. 6-11—Galaxy conference on adult education, sponsored by *Committee of Adult Education Associations*. Utilization of TV for continuing education, among other subjects, will be explored. John W. Macy Jr., president of Corp. for Public Broadcasting, and Henry Alter, National Educational Television, are scheduled to speak. Sheraton-Park and Shoreham hotels, Washington.

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

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

■Dec. 17—Deadline for filing reply comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

January 1970

Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by *Ditchley Foundation*, Oxford, England.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the *Bureau of International Commerce of the U.S. Department of Commerce*, U.S. Trade Center, Paris.

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

Jan. 26-30—Supervisory development workshop, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Jan. 26—Annual winter meeting of *Virginia Association of Broadcasters*. Sheraton Motor Inn, Richmond.

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

Your Blair Man Knows . . .

MINOR ACHIEVEMENTS? While gigantic industrial-cultural investment plans for the Wheeling-Steubenville market soar into the 70's, some unsung accomplishments were realized . . . Wheeling Tunnel . . . Urban Renewal . . . new center postoffice . . . public housing for elderly . . . mushrooming developments of Wheeling, West Liberty and Bethany Colleges . . . a new Linsly Military Institute . . . the beautiful branch of Ohio University in St. Clairsville . . . expansion of Ohio Valley General Hospital, Reynold's Memorial and Wheeling Hospital . . . the new Market Plaza and central business district renovation plus downtown parking centers . . . continuous expansions of Wheeling Park and Oglebay Park facilities . . . and, of course, our multi-billion dollar Interstate 70 highway system is completed. These are just minor projects completed in the Wheeling area alone and WTRF-TV reports them all from their new million dollar tele-production center in the heart of downtown Wheeling. Are the activated, enthusiastic TV audiences around here getting your advertising messages?

BLAIR TELEVISION *Representing*

WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC

Wheeling, West Virginia

We're Professional Headhunters!

Gentlemen headhunters who know all the subtle ways to move people from where they are to your station where they ought to be. Contact head hunter, Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois 60611 for professional help. Phone if you'd like (312) 337-5318.



How a fashionable watch gains renown

It used to be axiomatic that if yours was a luxury timepiece, use of television was automatically discounted as a prime marketing tool. Not so with popular-priced watches i.e. Bulova, a leader in its field—or Timex in so-called “disposable” budget-priced timepieces. Their weight of numbers in distribution (upwards of 18,000 accounts)—plus the inducement of price—weighed heavily in favor of TV usage.

Then came the 1960's evolution of a youth market with money to spend. Plus a senior citizenry 30 years and older insistent in their demands for quality merchandise. Not just one TV set, one car, one watch—but multiples of two and three such products brought the “considered purchase” luxury product into the area of popular want.

With it grew the conviction that the sight-sound medium could be activated to sell a broad range of luxury goods that, till now, had to live very selectively, and often exclusively, in *Harper's Bazaar*, *Time*, *Esquire* and the *New York Times* Sunday magazine section.

You may readily be able to draw on one of our client's experience for some of your accounts eager to sell “blue chip” merchandise to more people, more profitably.

With some prodding on our part—and a concurrent boldness on theirs—we induced Universal Geneve to launch an unprecedented experimental video program. “Unprecedented” because Universal Geneve is one of the world's most luxurious watch lines whose prices gravitate between \$10,000 and \$85 with an average unit sale of \$250 at retail. Now, if a consumer who was once locked in to a luxury watch purchase—say around \$125-\$150—is well able to purchase a better timepiece today for \$250, this opens up interesting possibilities for new, more dramatic media exploitation.

Universal Geneve salesmen were asked to query their accounts for reaction to a long-range TV promotional program that would make them “partners” in video utilization. Their reaction was instant—and positive. The following, mind you, from people who had been confirmed print users at the local level: “Yes—we believe your future and ours must employ the dramatic appeal of TV.” “We're selling fashion, romance, jewelry for dress-up occasions

here and the vacation market. We've got to look and sound different.” “High priced watches need the extra dimensions of television—color, movement, and the look of fashion established by exciting people shown in exciting places—the whole thing is mood.” “My customers are bored. TV gets their attention . . . there's too much sameness to newspaper and magazine advertising to fully capture their attention.”

The Universal Geneve plan (already field tested):

- A Universal Geneve TV sales-promotion specialist is sent into the local market to develop an on-the-scene perspective of the jeweler's needs, his competition and the TV media scene versus newspapers, radio etc.

- Universal Geneve then permits the jeweler's total co-op allowance to be allocated for TV advertising—and matches the jeweler dollar for dollar.

- The Universal Geneve representative exerts his TV expertise in behalf of the jeweler and maps out a practical and affordable time buy. He allows for the normal peaks and lows peculiar to jewelry purchases, but extends what once was the six-to-eight-week broadcast cycles to 13 weeks in the fall and 10 weeks in the spring. And rather than “out of sight, out of mind” the rest of the year, small rate-holder schedules are instituted for TV continuity over 39 weeks.

- Universal Geneve's most meaningful contribution is found in its creation of special commercials in color that are couched in retail language. They semi-sell the character and glamour of the store in addition to the featured time-

pieces. These spots are made up in one-minute and 30-second lengths. Shorter commercial exposure isn't calculated to provide an effective showcase for either jeweler or Universal Geneve.

- To complete the circuit, Universal Geneve, in its national advertising for 1970, will reinforce the jeweler's local telecasting with regional spot campaigns utilizing news, feature movies, and personality “talk” shows. In this effort the advertiser, in the last 10 seconds of the spot, will highlight the names of its jewelers in noncompeting trading areas until all of its selective distribution has been covered in a given campaign.

- Since the name of this game is fashion, Universal Geneve has retained a top fashion stylist and adviser to foster special fashion showings in these TV cities that link together the jeweler, our client, and a prominent local fashion name or establishment.

- Finally a series of local TV symposiums are now being set up whereby jeweler interest and participation will be solicited. These regional meetings will feature panels comprising broadcast notables, fashion aides, and Universal Geneve representatives.

If plans materialize as expected, Universal Geneve's jeweler roster may grow from 1,500 to 2,000 accounts. More important, the Universal Geneve “franchise” will be held so valuable by this select group of jewelers that marked increases in the number of, and price of, Universal Geneve watches will more than offset the physical fact of life that the watches can't be found everywhere.

Now that time is no longer a luxury, we believe TV will be most affordable.



Norman Gladney, partner in Kane, Light, Gladney Inc., New York, serves also as an account supervisor and broadcast head with the agency. KLG is in its fifth year. Before his association with the agency, Mr. Gladney had been with Bulova Watch Co. (1951-56), and was vice president in charge of radio-TV at the former agencies, Reach, Yates & Mattoon and Calkins & Holden. KLG's accounts include: Universal Geneve watches, McKesson & Robbins, USV Pharmaceutical, B. Manischewitz, Bond clothes.

STILL REIGNING



"QUEEN FOR A DAY"

Now back, the empress of the ratings for 25 years. In color. With today's new young look. With daily fashion shows alerting viewers to tomorrow's look. With more built-in promotion possibilities than ever for your local sponsors. With Emmy-nominated comedian and TV personality Dick Curtis as new king of this all-time great, five time a week series and beautiful Nancy Myers as fashion commentator. The perfect program for the junior housewife and daytime demographics. Let "QUEEN," her human interest, magnetism and powerful scepter work for you.



WESTERN VIDEO INDUSTRIES, INC.

RICHARD DINSMORE

Vice President, Program Sales

1541 North Vine Street, Hollywood, Calif. 90028 • (213) 466-2141

It's not beautiful but it's expensive. The cost is a billion dollar loss every year.

A letter represents a postal system that's suffering from hardening of the arteries. Backward practices. Lack of incentives for improvement.

WMAL-TV sympathizes with the sicknesses that beset the U. S. Post Office. But not much.

While WMAL-TV editorials commended the removal of post-

master jobs from political patronage, they didn't stop there. WMAL-TV made sound suggestions for improving a mail service that's a disservice to everybody. Such as changing the rule that a postmaster can't transfer from the post office to which he is appointed. Or the one that bases salaries on longevity instead of performance.

Anytime people deserve better than they're getting, WMAL-TV

works to help them get it. And because WMAL-TV is responsive to the needs of the community, people respond to WMAL-TV.

WMAL-TV abc

The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Righter & Parsons, Inc.

WMAL-TV presents a priceless antique



Now a drive for cut-rate politicals

As Congress ponders bills to pare costs of spots
new report urges capture of whole broadcast system

A radical plan to block out broadcast time at low rates on all networks, stations and CATV systems for appearances by presidential and vice-presidential candidates was advanced last week in Washington.

The plan, proposed by the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era, envisions a series of half-hours in prime time set aside for use by candidates at half-price. The charges would be paid by the government. The public would have the choice of tuning in the candidate or tuning in nothing at all.

The Twentieth Century Fund's proposal to enlarge broadcast exposure and reduce costs for presidential and vice-presidential candidates came only weeks after widely supported bills were introduced in Senate and House to reduce television time charges for candidates for Congress (BROADCASTING, Sept. 15).

The House and Senate bills are aimed primarily at cutting the price of commercial announcements, usually of one-minute length, which have come into extensive use in recent campaigns. The Twentieth Century Fund proposal assumes there is a larger social value

in reserving longer periods of time for appearances by the candidates in what Newton Minow, chairman of the fund's commission, described last week as "rational political discussions."

Mr. Minow and the other four members of the commission (see pictures this page) presented their proposal at a Washington news conference last Tuesday (Sept. 30).

Initial reaction to the plan from broadcast officials was cool. Key House and Senate leaders on the appropriate committees which might work up the plan into legislation expressed mixed feelings.

The plan was presented during a two-day local newspaper strike that blacked out the details for much of the Hill. Several congressmen had not read the proposal and thus were not prepared to comment on it. Those who had seen it found it "interesting," but felt that it was, in the instance of simultaneous control of all broadcast facilities for political broadcasts, "far reaching" and somewhat dictatorial. Most agreed that Congress is already too wrapped up in other pressing broadcasting issues to give it much thought in this session.

The Twentieth Century plan is designed to shift the emphasis of political broadcasting from the 30- and 60-second spot to up to six half-hours of solid persuasion per presidential and vice-presidential candidate. In the process the expense of political broadcasting would be substantially reduced, according to the fund.

In 1968, the total charges for political time on radio and television were \$59 million, a gain of 70% over the \$34.6 million spent in the 1964 election (BROADCASTING, Sept. 1).

The \$59-million spent on broadcast in 1968 still represented only one-fifth of the \$300 million spent overall in campaigning, but it was high enough to cause the National Committee for an Effective Congress to call it "scandalous" and to draft the cut-rate plan for congressional candidates that found its way into legislation.

By the FCC's calculations TV received the bulk of political-broadcast funds, 64.5% of the total or \$38 million. Radio took in 35.5% (\$20.9 million) of the total spent on the air.

FCC said both major parties spent virtually the same amount in the primary and general election, with almost



The five members of the Twentieth Century Fund's special commission on campaign costs appeared last week at a news conference in Washington. They are (l-r) Dean Burch, nominee to the chairmanship of the FCC and chairman of the Republican National Committee during and immediately after the Goldwater presidential campaign in 1964; Alexander Heard, chancellor of Vanderbilt University, Nashville, and chairman of a commission appointed by the

late President Kennedy to study campaign costs; Newton Minow, now a Chicago lawyer, former chairman of the FCC, and chairman of the Twentieth Century Fund's commission; Thomas Corcoran, Washington lawyer and veteran political adviser who was a key aide to the late President Franklin D. Roosevelt; and Robert Price, former deputy mayor of New York under John Lindsay, now head of an investment trust. Mr. Price is also a former broadcaster.

half of the total broadcast expenditures (\$28.5 million) concentrated on the races for President and Vice President.

More than one-third of the 100 senators and 34 members of the House have put their names to the bills now pending. In essence, the bills—introduced by Senators Philip A. Hart (D-Mich.) and Robert B. Pearson (R-Kan.) and Representative Torbert H. Macdonald (D-Mass.)—would give each House candidate 60 minutes of prime TV time and each Senate candidate 120 minutes during the last five weeks before elections at 30% of regular commercial rates.

The bills would also permit candidates to purchase a 30-minute block of program time or its equivalent at 20% of regular rates. Both time allotments would be distributed among stations that reach a substantial part of the district or state population (BROADCASTING, Sept. 15).

What the fund proposed was a complementary reduction in broadcast charges for presidential and vice presidential candidates. And, according to a spokesman for the National Committee for an Effective Congress, there is "no conflict" between that approach and the congressional legislation. They merely deal with two different types of candidates, he said. However, the fund proposals are considerably more complex and far reaching.

The fund would require that half-hour blocks of air time be given to presidential and vice-presidential candidates during the 35 days preceding the Monday before election day, at no more than 50% of the commercial rate-card charge for such time, "or at the lowest charge made to any commercial advertiser for such time, whichever is lower." The federal government is expected to pick up the tab for such broadcasts.

The political broadcasts—which the fund calls "voters' time"—would be aired simultaneously by time zone ("as practiced by the networks," the fund noted) in prime time, over every broadcast and CATV facility in the U.S.

Candidates who could use the blocks of time are structured along three categories: Democratic and Republican candidates would each receive six half-hours of prime time; candidates of parties that received at least one-eighth of the popular vote in the previous election would receive two half-hours of time, and new parties that get on the ballot in at least three-quarters of the states would receive one.

The political programs would utilize formats that "substantially involve the live appearance of the candidates," the fund said, and "are designed to promote rational political discussion for the purpose of clarifying major cam-

paign issues or developing insight into the abilities and personal qualities of the candidates."

Democratic and Republican candidates must air one program a week, possibly two the final week of elections; the candidates of "third" parties could not lump their two time blocks in a one-week period.

The fund proposed that Section 315 be amended to include the "voters' time" proposal and that the equal-time feature of that section be suspended for the 1972 presidential election campaign.

In addition all legally qualified candidates for the House and Senate would be permitted to buy time at "no more than 50% of the lowest charge made to any commercial advertiser for such time," the fund proposed. But broadcasters could then deduct amounts equal to the dollar value of such discounts from their federal income taxes.

The plan would cost the government an estimated \$4 million based on the fund's calculations that a single half-hour broadcast would cost \$265,000. That figure was questioned at the news conference as being conservative, but Mr. Minow said that it was computed on the best estimates available.

The fund anticipated a question of public reaction to voters' time by noting: "There will, of course, be those who object that simultaneous transmission is an improper infringement on the viewer's and listener's freedom of choice and the broadcaster's freedom of speech. Some may see this provision as a step toward the Big Brother control of political thought portrayed in George Orwell's novel '1984.'

"Although we have considered this argument at length, we find it without real merit," the fund continued. "Just as candidates are under no compulsion to appear on voters' time programs, viewers are under no compulsion to watch or listen to them. Voters' time would be a cooperative venture in which the efforts of candidates, broadcasters and the public combine to create an extraordinary new vehicle for political enlightenment."

In the Washington unveiling of the proposals Mr. Minow and his colleagues expressed confidence that the voters' time concept would, if effected, "become the primary source of information for voters." To a reporter's question about the public reaction to the lack of any choice during these special broadcasts, Mr. Minow said most would welcome the innovation and acknowledge its importance. "If it's important enough to pre-empt all programming for a presidential funeral, it's important enough to pre-empt it for a presidential selection," he said.

What in this plan would prevent candidates from enlarging their spot

campaigns? Mr. Minow replied that the public's tolerance is limited, and that the half-hour blocks would relegate other kinds of TV and radio campaigning to secondary status, and he added that the candidates "would have a tougher time raising money" for other purchases if potential contributors knew their candidate had access to cut-rate broadcast time.

Dean Burch, the newly appointed FCC chairman, was asked whether the fund members advocated a larger role for the commission, not only in political broadcasting, but in enforcement of minimum public-affairs standards. Mr. Burch said: "I think it's significant that at no time in this report did we mention the FCC; this is no indication of my philosophy insofar as FCC regulation of the industry is concerned."

Mr. Minow took a similar stance, commenting that political broadcasting is a matter of national policy and should be dealt with by Congress, not the FCC.

As for air debates between candidates, Mr. Minow said the fund members could find no way to incorporate them into the plan. Added Alexander Heard, chancellor of Vanderbilt University: Although the fund had considered offering blocks of time to candidates if they agreed to debates, it had rejected the idea for fear that the primary goal—block exposure for individual candidates—would be compromised.

Mr. Minow was also asked what the broadcaster reaction to the plan would probably be. "My own judgment is that broadcasters will not approve," he said. "I hope they'll surprise me."

The networks didn't.

Officially and privately, network authorities condemned the proposal as discriminatory in singling out the broadcast media for reduced rates and as unfair to viewers and listeners in calling for a blackout of all but political broadcasts during specified hours, although these authorities supported the proposal to suspend the equal-time section of the Communications Act.

CBS reacted first through its president, Frank Stanton, in a statement issued Tuesday (Sept. 30). "Force-feeding in the field of ideas is bad in principle," Dr. Stanton said of the fund's "astonishing" proposal to provide subsidized political broadcasts simultaneously over all broadcast facilities. Privately, some of his colleagues at the other networks used the terms "ridiculous" and "terrible" to describe the proposal.

"The concept here is to force the citizen to watch and listen to the politician or turn off his set," said Dr. Stanton. "He is denied any other freedom of choice."

Dr. Stanton continued: "In effect, the

In New York it already started

As mayoral race heats up stations offer discounts and free time in blocks

With New York City about to elect a mayor and New Jersey a governor, metropolitan New York stations are gearing up to discount and donate air time for candidates. To debate or not to debate having been a heated campaign issue among the mayoralty candidates, four New York television stations and one radio station have offered free time for political confrontations. One radio station and all but two TV stations have instituted special rates, and one television station has offered candidates a full broadcast day to be divided up among mayoralty and gubernatorial candidates.

All three candidates for mayor—Mayor John Lindsay, state Senator John Marchi, and Controller Mario Procaccino—have agreed to a live debate on WABC-TV, Oct. 19, 2-3 p.m. Candidates are granted a 33½% discount by WABC-TV. Other ABC-owned television stations are making the same offer in their markets. WABC-TV will carry a two-hour special, purchased by John Lindsay, Oct. 11, 11:30-1:30 a.m.

CBS-owned WCBS-TV gives local can-

didates preferential treatment in rates, but will not term them political discounts. WCBS-TV offers pre-emptible rates with a guarantee of no pre-emption. An offer of time for a live debate Sunday (Oct. 12) 11:30 a.m.-12:30 p.m., was accepted by candidates Lindsay and Marchi, but declined by Mr. Procaccino.

WNBC-TV's regularly scheduled *Direct Line* will be expanded Sunday (Nov. 2) from its usual 11:30 a.m.-12 noon time period to 11:30 a.m. to 2 p.m. to accommodate a debate among the candidates for mayor (11:30-12:30) and the candidates for the New Jersey governorship (12:30-2).

NBC-owned stations, including WNBC-TV, announced late last week a 25% discount on spot announcements and paid programs in the 1969 campaigns in New York, Washington, Cleveland, Chicago and Los Angeles. The reduced rates are described as an interim measure while long-range plans are being worked up to provide discounts to future political advertisers on NBC-owned television stations and the NBC-TV network (also see page 21).

New York independent WNEW-TV's *David Susskind Show* will be the forum Oct. 26 for a debate among the three mayoralty candidates confined to the topic of crime. The Metromedia station is considering moving the program, regularly aired at 11:30 p.m., into prime time.

Independent WOR-TV will pre-empt all programing Monday (Nov. 3), the day before election, and make it available at no cost to candidates for mayor of New York and governor of New Jersey. Invitations were issued to six candidates for mayor and seven candidates for governor. The eight-and-a-half-hour broadcast day will be divided up among candidates with the station's news staff providing comment and voter information.

Independent WPIX(TV) has offered a 50% rate reduction for candidates for public office in the fall of 1969.

The discount applies to spot announcements throughout the whole program schedule, but not to paid political programs.

Westinghouse Broadcasting's all-news station, WINS(AM), has offered the three principal mayoralty candidates one hour for a three-way debate in early evening time of an undetermined weekday. Affirmative replies were received by the station for Messrs. Lindsay and Marchi, but Mr. Procaccino has yet to respond.

WMCA(AM) will offer a 25% discount on the sale of political advertising in all time periods except in the *Barry Gray Show*, a late-night interview program, and in their regular newscasts.

The estimated expenditure in broadcast of mayoralty candidates to date is \$500,000, with Mr. Lindsay by far the biggest spender.

government says to him, either you watch the politician or you can't look at television or listen to radio." The fund's proposals in the area of campaign financing, he said, deserved serious consideration. And the equal-time suspension ("a discriminatory provision" in the Communications Act, he asserted) "is an important step forward."

NBC, in a statement issued Thursday (Oct. 2), said its TV network had been preparing to reduce rates for future national campaigns—as it did in 1968—but that "we cannot accept the principle of discriminatory legislation that would require" rate reductions by broadcasters and not by other media.

"We also oppose any scheme that would commandeer television and radio stations simultaneously for political broadcasts and deprive viewers and listeners of the choice of what they might see and hear during those periods," the statement asserted.

Privately network officials attacked the simultaneous-broadcast proposal even more than the plan for a reduced rate. "Sets-in-use would drop way down," one official predicted, "but

worse yet, the public would have not another programing choice." Another official called it "abhorrent to the whole American philosophy."

NBC said its plan to reduce political-advertising rates in future national campaigns was being undertaken "on our own initiative" and "in recognition of the fact that television is not only a vital news medium in covering campaigns, but is also an important medium for candidates and should provide additional service in helping them to communicate with the electorate.

"In this same spirit," the statement continued, "we pledged to make a designated amount of prime evening time available without charge to the presidential and vice presidential candidates of the major parties in 1968 if the law were amended to allow us to do so. It was not amended and the candidates were deprived of this opportunity."

In 1968 NBC-TV reduced one-minute rates for political advertising by 50% from Aug. 1 through election eve Nov. 4 (BROADCASTING, July 22, 1968). It was the only network to do so, although CBS-TV said it was allowing

political candidates to buy minutes at the lowest card rates.

NBC noted that even though "television has a special function in this area," it said it could not accept the notion of discriminatory legislation imposing reduced rates on broadcasters.

ABC officially had no immediate comment, but privately network sources reflected much the same skepticism expressed by officials at CBS and NBC.

The National Association of Broadcasters through its president, Vincent T. Wasilewski, held fast to its historic position that the equal-time provision should be either suspended or repealed. But addressing himself specifically to the fund's proposals, Mr. Wasilewski said: "We believe solutions should be sought that are at once solutions to the whole problem of political expenses and at the same time nondiscriminatory against any single medium."

He continued: "Campaign expenditures are made for many kinds of goods and services including advertising in the several competing media. An imposition regarding one kind of service and not on others used in campaigning

would not, it seems to me, provide an effective solution."

One network official speculated that the fund proposals probably would not be enacted in their present form, but thought the chances were better than 50-50 that 1970 would see an effort in Congress to legislate preferential rates for candidates for national office down through the congressional level. "Congressmen have a vested interest in that," he said. "It's like a chance to vote themselves a raise in pay."

The prospects of any early congressional action to whip the proposals into legislative shape were quashed by Representative Macdonald, chairman of the House Subcommittee on Communications and Power. Noting that his subcommittee was already deeply involved in CATV problems, pay TV and the Pastore licensing bill, he said the fund's proposals were "far back in priority" and would receive attention "certainly not in this session of Congress."

Representative Macdonald had further reservations about the proposal. Although the fund's work was termed "very important" and carried out by "good people of diverse political points of view," he said the proposal, at first reading, appeared to be "rather far reaching" and a "little dictatorial in its demands." Those demands, the representative noted, went "a little too far in shutting down every radio and television station" in its regular programming to air blocks of political time.

The fund's proposals also drew a mixed reaction from the national committees for the Republican and Democratic parties. Senator Fred R. Harris (D-Okla.), chairman of the Democratic National Committee, said that they were "a very constructive contribu-

tion." And he noted that he had named a task force on campaign financing early last month that will look into those problems related to broadcasting time. "I am sure this task force will consider the Twentieth Century Fund proposals among matters it can recommend," he said. Chairman of the task force is Lloyd Hand, Los Angeles attorney and former chief of protocol in the Johnson administration.

Less enthusiastic was Representative Rogers C. B. Morton (R-Md.), chairman of the Republican National Committee. "This proposal has serious implications in that it recommends appropriation of federal funds for one advertising medium and not the others," he said, adding: "It places requirements on campaigns which take away the responsibility for individual decision by the candidates."

Representative Morton continued: "It legislates that a local TV station must run a certain program at a certain time regardless of individual ownership policy. Thus, there are certain implications affecting freedom of the press which must be studied."

Apparently the White House was content to let the Morton remark stand. According to a presidential aide, President Nixon had not seen the fund report and probably would not comment on it.

Informed Hill sources said that if the fund's proposals are to be translated into viable legislation, considerable legwork and congressional button-holding will have to come from members of the fund. Mr. Minow said late last week that he had visited several congressmen, whom he did not identify, to acquaint them with the fund's purpose and report. He said he had received "great interest" from the

congressmen.

But Mr. Minow added that the fund itself can't lobby and that the commission which was established to investigate and report on political campaign finances "is now dissolved," having completed its task. "I suppose as citizens many of us will seek to get some legislation going by visiting our congressmen," he said. However, the first step, Mr. Minow indicated, is to send the report to all members of Congress and "then to sit back and see what happens."

Business briefly:

New Lady, new magazine for black women, published by **Mecco Enterprises Inc.**, Hayward, Calif., through **Geyer-Oswald Inc.**, New York, will use a heavy radio spot campaign next month on black-oriented stations in New York, Los Angeles, Washington, Detroit, Cleveland and Atlanta.

Virginia State Travel Service, Richmond, Va., through **Martin & Woltz Inc.**, same city, has purchased sponsorship on NBC Radio's *Monitor* and *News on the Hour*.

Hamilton Beach Division of Scovill Mfg. Co., Waterbury, Conn., through **Clinton E. Frank**, New York, last week started a saturation advertising campaign to run through the holiday season for its food preparation products. Centering on 18 major markets, the campaign will be on prime and fringe television time for 10 weeks.

Timex Watches, through **Warwick & Legler**, both New York, has assumed full sponsorship of an hour musical special, *Diana Ross and the Supremes and the Temptations on Broadway*, Wednesday, Nov. 12, on NBC-TV at 9 p.m. (NYT).

How TV-network billings stand in BAR's ranking

Broadcast Advertisers' Reports' network-TV dollar revenue estimate—week ended September 21, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 21	Total dollars week ended Sept. 21	1969 total minutes	1969 total dollars
	Week ended Sept. 21	Cume Jan. 1-Sept. 21	Week ended Sept. 21	Cume Jan. 1-Sept. 21	Week ended Sept. 21	Cume Jan. 1-Sept. 21				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 163.1	4,217.4	\$ 336.0	\$ 12,998.5	115	\$ 499.1	3,273	\$ 17,317.8
Monday-Friday 10 a.m.-6 p.m.	1,440.4	53,724.6	2,364.9	100,482.6	1,754.2	80,614.8	832	5,559.5	33,625	234,822.0
Saturday-Sunday Sign-on-6 p.m.	1,382.1	33,093.9	1,670.9	37,843.5	1,228.5	25,094.4	339	4,281.5	10,725	96,031.8
Monday-Saturday 5 p.m.-7:30 p.m.	541.3	11,808.5	483.9	24,317.0	899.3	22,973.3	100	1,924.5	3,527	59,098.8
Sunday 6 p.m.-7:30 p.m.	97.5	5,031.6	181.1	7,513.3	324.0	6,895.4	21	602.6	792	19,440.3
Monday-Sunday 7:30-11 p.m.	4,607.7	174,588.8	6,241.3	235,721.9	7,820.5	235,081.3	445	18,669.5	16,529	645,392.0
Monday-Sunday 11 p.m.-Sign-off	293.7	15,031.8	466.1	5,914.6	497.5	18,663.5	125	1,257.3	3,362	39,609.9
Total	\$8,362.7	\$293,381.1	\$11,571.3	\$416,010.3	\$12,860.0	\$402,321.2	1,977	\$32,794.0	71,833	\$1,111,712.6

OVERWHELMING LEADERSHIP IN

MOVIES

COMPARE:

WSYR-TV's "Monday Night at the Movies" With Prime Time Movies of Competing Stations

March 1969 ARB

93% More Homes Than Station B
88% More Homes Than Station C

		Homes	Women	Women 18-49
WSYR-TV*	Mon. 9-11pm	123,000	100,900	61,300
Station "B"	Wed. 8:30-11pm	63,600	51,800	36,000
Station "C"	Fri. 9-11pm	65,500	51,200	32,700
WSYR-TV Advantage over Station "B"		93%	95%	70%
WSYR-TV Advantage over Station "C"		88%	97%	87%

March 1969 NSI

95% More Homes Than Station B
72% More Homes Than Station C

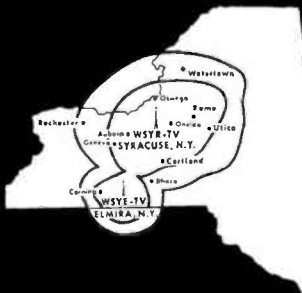
		Homes	Women	Women 18-49
WSYR-TV*	Mon. 9-11pm	119,000	106,000	67,000
Station "B"	Wed. 8:30-11pm	61,000	56,000	41,000
Station "C"	Fri. 9-11pm	69,000	55,000	36,000
WSYR-TV Advantage over Station "B"		95%	89%	63%
WSYR-TV Advantage over Station "C"		72%	93%	86%

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

WHY NO. 1?

WSYR-TV's fabulous film library; the most outstanding movie packages obtainable—"blockbusters," spectaculars—movie titles that are "audience pullers" par excellence. The story is in the figures.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 K W

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Spot TV tops \$300 million in quarter

TVB's report on April-June spending shows seven advertisers spent more than \$5 million

National and regional spot television billings reached \$306,834,400 during the second quarter of 1969, according to figures being released today (Oct. 6) by the Television Bureau of Advertising.

Nighttime television represented 30.6% of total investments; early evening, 28.4%; late night, 20%, and daytime, 19%. Dollar figures are based on information supplied by Broadcast Advertisers Reports (BAR). According to TVB, a comparison cannot be made with 1968 because compilations last year were made for the bureau by Rora-baugh/Leading National Advertisers (BROADCASTING, July 28).

TVB also reported that its top 100 spot-TV list would no longer carry Sears, Roebuck and major auto manufacturers, dealers. These expenditures would be part of a new TVB-BAR quarterly report on local TV to be issued in the near future.

Top 100 national and regional spot television advertisers, second quarter

Rank	Expenditures
1. Procter & Gamble	\$14,462,300
2. General Foods	11,386,400
3. Lever Brothers	7,919,100
4. Coca-Cola	7,030,400
5. Colgate-Palmolive	6,414,600
6. Bristol-Myers	6,017,000
7. American Home Products	5,181,700
8. Quaker Oats	4,289,000
9. Gillette Co.	4,264,900
10. General Motors	4,179,300
11. William Wrigley Jr. Co.	4,110,200
12. Kraftco Corp.	3,645,400
13. Kellogg	3,535,600
14. Johnson & Johnson	3,508,500
15. Pepsi Co.	3,500,300
16. Sterling Drug	3,455,600
17. General Mills	3,181,400
18. Norton Simon	3,126,200
19. S. C. Johnson & Son	3,104,100
20. Shell Oil	3,025,700
21. Alberto-Culver	2,936,000
22. Warner-Lambert Pharmaceutical	2,855,500
23. Standard Brands	2,733,600
24. Int'l. Tel. & Tel.	2,705,500
25. Seven-Up	2,596,200
26. American Brands	2,540,500
27. Jos. Schlitz Brewing	2,474,800
28. Nestle Co.	2,309,600
29. R. J. Reynolds Industries	2,253,300
30. Deluxe Topper	2,212,100
31. Chas. Pfizer & Co.	2,063,300
32. Miles Laboratories	2,044,300
33. Heublein Inc.	2,042,700
34. Toyota Motor Distributors	2,039,700
35. Mars Inc.	1,951,900
36. Mc Donalds Corp.	1,910,100
37. Royal Crown Cola	1,885,600
38. American Airlines	1,877,900
39. Scott Paper	1,860,500
40. Ford Motor	1,859,800
41. American Can	1,836,500
42. Carter Wallace Inc.	1,751,200
43. Borden	1,692,300
44. Philip Morris	1,608,900
45. Eastern Airlines	1,606,400
46. Standard Oil of Indiana	1,555,600
47. Noxell Corp.	1,546,900
48. Triangle Publications	1,545,800
49. Chrysler Corp.	1,528,000
50. C.P.C. International	1,527,500

Rank	Expenditures
51. Faberge Inc.	1,521,000
52. Beatrice Foods	1,466,600
53. H. J. Heinz	1,464,800
54. Falstaff Brewing	1,450,700
55. United Airlines	1,376,900
56. American Cyanamid	1,375,700
57. Clorox Co.	1,341,300
58. Mattel	1,330,100
59. Standard Oil of Calif.	1,251,300
60. Consolidated Foods	1,246,700
61. Squibb Beech-Nut	1,223,900
62. Kentucky Fried Chicken	1,219,800
63. Shulton Inc.	1,181,900
64. S.C.M. Corp.	1,174,800
65. Morton-Norwich Products	1,171,200
66. National Biscuit	1,159,700
67. Trans World Airlines	1,145,700
68. Sun Oil Co.	1,116,800
69. Avon Products	1,116,400
70. Rio Tinto-Zinc Corp.	1,107,900
71. Campbell Soup	1,101,600
72. Union Oil Co. of Calif.	1,088,800
73. Liggett & Myers Tobacco	1,073,800
74. Stokely Van Camp	1,062,700
75. Parker Pen	1,053,500
76. Household Finance	1,050,200
77. Pabst Brewing	1,033,100
78. Mobil Oil	1,012,500
79. Castle & Cooke	1,011,500
80. Carling Brewing	1,007,400
81. Revlon	1,000,600
82. Dow Chemical	998,700
83. 3M Co.	986,400
84. Pillsbury	983,900
85. Sperry-Rand	971,200
86. Loews Theatres	959,600
87. Max Factor	956,700
88. Golden Grain Macaroni	950,400
89. Eastman Kodak	947,700
90. British-American Tobacco	943,200
91. Green Giant	897,400
92. RCA	880,100
93. American Tel. & Tel.	866,200
94. Del Monte	846,800
95. E. I. DuPont de Nemours	817,700
96. Volkswagenwerk A.G.	814,200
97. Eversharp	794,300
98. Richardson-Merrill	792,100
99. American Motors	787,400
100. Rheingold Corp.	768,900

Source: BAR-75 Markets

Spot TV in second quarter, 1969 by category and product

Agriculture & Farming	\$ 1,970,500
Apparel, Footwear & Accessories	3,885,100
Apparel Fabrics & Finishes	61,900
Footwear	1,574,500
Hosiery	452,400
Ready-to-wear	1,191,500
Underwear, Foundations & Bras	557,300
Misc. Apparel, Accessories & Notions	47,500

Bristol-Myers buys Namath

Bristol-Myers Co. will sponsor the new half-hour *Joe Namath Show* in 50 major markets. Larry Spangler, president of Spangler Television Inc., New York, producer and distributor of the TV series, said taping is set to begin today (Oct. 6) in New York. The show will feature the football star and writer Dick Schaap in discussions with well-known sports and entertainment personalities. Spangler Television will syndicate the series in the markets beyond the top 50.

Automotive	17,702,600
Passenger Cars	12,258,100
Tires & Tubes	2,303,700
Trucks & Mobile Homes	109,300
Misc. Auto Accessories & Equipment	3,031,500
Beer & Wine	17,125,000
Beer & Ale	15,617,900
Wine	1,507,100
Building Materials, Equipment & Fixtures	2,935,400
Building Materials	41,500
Equipment, Fixtures & Systems	649,400
Protective Coating & Finishes	2,244,500
Confectionery & Soft Drinks	28,585,100
Confectionery	8,744,800
Soft drinks	19,840,300
Consumer Services	2,620,700
Engineering & Professional Services & Misc.	38,000
Financial	1,822,400
Schools & Colleges	760,300
Drugs & Remedies	16,808,800
Medical Equipment & Supplies	2,006,200
Medicines & Proprietary Remedies	14,601,100
Misc. Drugs & Remedies	201,500
Entertainment & Amusement	5,897,300
Amusements & Events	164,800
Restaurants & Drive-Ins	5,732,500
Food & Food Products	62,756,200
Bakery Goods & Snack Foods	8,044,900
Canned Goods	6,255,100
Cereals	8,151,300
Coffee, Tea & Cocoa	11,507,300
Dairy Products	4,330,300
Flour & Prepared Baking Mixes	1,025,900
Frozen Foods	4,459,500
Fruit & Vegetable Juices	1,736,000
Fruits & Vegetables—Fresh	390,000
Health, Dietary & Infants' Foods	3,300,200
Meats, Poultry & Fish—Fresh	1,411,000
Packaged Foods	3,563,000
Seasoning & Condiments	3,234,000
Shortening & Oils	3,565,200
Sugars, Syrups & Jellies	1,260,600
Misc. Food Products	521,900
Gasoline, Lubricants & Other Fuels	12,374,200
Horticulture	2,290,100
Household Equipment & Supplies	15,102,800
Household Paper Products	6,918,100
Insecticides, Disinfectants & Deodorizers	3,182,000
Major appliances	2,730,900
Small appliances & Equipment	1,924,700
Misc. Accessories & Supplies	347,100
Household Furnishings	2,302,200
Floor covering	417,200
Furniture	539,900
Household Fabrics & Finishes	1,327,800
Misc. Household Furnishings	17,300
Insurance	1,757,900
Jewelry, Optical Goods & Cameras	1,476,900
Cameras & Photographic Supplies	1,400,400
Jewelry, Watches & Optical Goods	76,500
Office Equipment, Stationery & Writing Supplies	1,991,900
Pets & Pet Supplies	7,698,600
Publishing & Media	2,686,000
Radios, Television Sets & Musical Instruments	2,193,600
Musical Instruments	38,500
Records & Tape Recordings	506,900
Radios, TV Sets, Phonographs & Recorders	1,617,100
Misc. Components & Supplies	31,100
Smoking Materials	8,757,600
Cigarettes	8,044,800
Cigars & Tobacco	676,900
Misc. Smoking Materials & Accessories	36,000

Soaps, Cleansers & Polishes	29,496,600
Soaps & Detergents	11,171,600
Cleansers, Polishes & Laundry Preparations	18,325,000
Sporting Goods & Toys	6,852,600
Games, Toys & Hobbycraft	6,575,000
Sporting Goods	277,600
Toiletries & Toilet Goods	39,449,700
Cosmetics & Beauty Aids	6,741,000
Dental Supplies & Mouth-washes	6,567,300
Depilatories & Deodorants	4,157,600
Hair Dressings & Accessories	12,916,700
Shaving Goods & Men's Toiletries	6,744,600
Toilet Soaps	1,722,700
Misc. Toilet Goods	599,800
Travel, Hotels & Resorts	10,393,900
Airlines	8,925,100
Buses	428,800
Car Rental	813,500
Resorts & Hotels	89,800
Steamships	—
Travel Services	136,700
Miscellaneous	1,727,100
Total	\$306,834,400

Special to introduce new Eastern approach

Eastern Airlines will launch its new corporate theme, "Eastern—The Wings of Man," on a two-and-one-half-hour color special, *From Here to the Seventies*, on NBC-TV tomorrow night (Oct. 7) 8:30-11 p.m.

This special will feature 12 top NBC News correspondents, who will examine the fast-changing society of the 1960's and predict the political, technological and social conditions of the next decade.

In addition to 15 minutes in the NBC-TV special, Eastern's fall advertising effort will include 17 minutes of network time on various NBC-TV and CBS-TV prime-time programs; a spot-TV and spot-radio effort in major markets and a newspaper and magazine campaign. The agency is Young & Rubicam, New York.

Schaefer adds another to its sports list

The F. & M. Schaefer Brewing Co., New York, today (Oct. 6) is announcing an agreement with WHDH-AM-TV Boston to assume radio and television sponsorship of Boston Red Sox baseball games starting in 1970.

Schaefer would not give financial details until the contract is signed, but said Schaefer beer would have one-third sponsorship of a minimum of 59 home and road games on television for three years and radio sponsorship of each game. Red Sox games are televised on WHDH-TV; WWLP (TV) Springfield, Mass.; WPRI-TV Providence, R. I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me., and WAGM-TV Presque Isle, Me. A radio network of 47 stations in New England carries the games.

Schaefer also sponsors radio broadcasts of the Boston Celtics professional basketball team and the Boston Bruins professional hockey team.

Nixon names new FTC head

Weinberger, finance chief for California, assumes chairmanship Jan. 1

Caspar W. Weinberger, director of finance for California, was officially tapped by President Richard Nixon last week to be the new chairman of the Federal Trade Commission. Mr. Weinberger immediately pledged to seek "aggressive enforcement of all laws" to protect the American consumer.

Mr. Weinberger will assume the post Jan. 1, 1970, the earliest date he could wrap up his affairs in California. He is moving into the seat vacated by James M. Nicholson, a Democrat, who will stay on at the commission until Dec. 1. Current FTC Chairman Paul Rand Dixon will step down in January to serve out his term as a commissioner until 1974.

Mr. Weinberger was appointed to the state post he will vacate by Governor Ronald Reagan. Previously he had served in the state legislature from 1952 to 1958, and headed the Commission on California State Government from 1967-68. Mr. Weinberger is associated with the San Francisco law firm of Heller, Ehrman, White and McAuliffe; he was graduated from Harvard Law School in 1941.

In an interview with Washington newsmen last week Mr. Weinberger tackled some of the recent criticism that had been levelled at the commission by the American Bar Association by saying

that the caustic reports were "sound." But he added that he would not accept their conclusions until he had an opportunity to examine the performance of the commission. The ABA criticized the trade agency as lacking in leadership and obsessed with dealing in the trivial (BROADCASTING, Sept. 22).

In other areas of commission concern Mr. Weinberger said he favored the full release of information to the public about the trade commission activities as well as any test data on consumer products that the government has accumulated. He also said he felt current health warnings in cigarette advertisements are "justified," but he deferred a decision on whether the warnings should be strengthened or whether such advertising should be banned.

Proving bug killer need is Freberg problem

The Terminix division of Cook Industries Inc., Memphis, has appointed Freberg Ltd. and Thyme Inc. as its new advertising agencies. The announcement was made by H. M. Tobey, vice president and general manager of the nationwide termite and pest control organization. The 1970 campaign includes network radio and heavy use of spot radio in major markets, in addition to TV.

The multi-faceted advertising firms are headed by Stan Freberg. "We decided on Mr. Freberg," Mr. Tobey said, "because he has quite a track record of solving all kinds of problems for advertisers. And let's face it, getting people to admit to needing this kind of service is a continuing problem for our industry."

Agency appointment:

- KTUF(AM), KNIX(FM) Tempe-Phoenix, Ariz.: Avco Radio Television Sales Inc., New York.
- KGBS-AM-FM Los Angeles, WNOK-TV Columbia, S.C.: Avery-Knodel, New York.
- WERI-AM-FM Westerly, R. I., WPTB(AM) Pittston, Pa., KBIQ-FM Seattle: AAA Representatives, New York.
- KVOO(AM) Tulsa, Okla.: Henry I. Christal Co., New York.
- KHU(TV) Corpus Christi, Tex.: Blair Television, Market Division, New York.

Agency appointment:

- Western Union named Ries, Cappiello, Colwell, New York, to handle account. Western Union is expected to continue limited radio advertising. Former agency was Wells, Rich, Greene, New York.



Mr. Weinberger

How effective are warnings in ads?

AAF's Bell says labeling is better answer; Nixon aide has misgivings too

The issue of federally enforced "negative selling" in most advertising was raised during hearings last week before the National Commission on Product Safety—and it troubled both the advertising community and a spokesman for the Nixon administration.

The commission is currently probing what sort of information should be made available to the consumer regarding the safety of all products in national, regional or local distribution that are hazardous by their nature or hazardous from potential misuse by consumers. What role advertising should play in product safety—specifically, an affirmative disclosure of hazards real or potential in all advertising for those applicable products—was under examination last week. The commission is expected to submit its report to the President by June 30.

The reaction to such disclosure from the advertising-community spokesman, Howard H. Bell, president of the American Advertising Federation, was fairly predictable. But the commission also heard a downbeat report on the efficacy of such consumer education from the consumers' purported representative at the White House, Virginia H. Knauer, special presidential assistant for consumer affairs.

Mr. Bell stressed that the detailed information required could not "adequately be explained in advertising without destroying [its] fundamental role" to sell goods and service. A businessman would soon have to negate the appeal of his own product in such advertising, Mr. Bell asserted, and in some media, particularly radio, "the use of a warning cannot be accommodated without seriously questioning use of that medium."

Mr. Bell said that the hazard information further raised the questions of who would judge which products and brands require what kinds of warnings or symbols in ads, who would do the testing and establishing of the criteria for the information, and "how would they be applied to all levels and types of advertising, including the local super-market or drug store with its traditional multi-product messages in a single ad."

The hazard information would better be placed in the packaging and labeling of products, Mr. Bell said. And if the commission wants to encourage public information campaigns about product

safety, he suggested that it could look to established vehicles, such as The Advertising Council, for support and implementation.

Equally pessimistic about the benefits of such hazard warnings in advertising was Mrs. Knauer. "Despite the obvious success of American advertising" in creating an attitude among consumers that products are safe, she said "it would be foolish of us to suppose that American consumers are going to be educated en masse about the potential hazards of products . . . as a daily function of advertising."

"Let's face it, the concept that safety doesn't sell, that it's bad business, that it is to be approached with caution by manufacturers has considerable currency," she asserted, adding that "labeling or advertising that raises questions about the safety in operation or the inherent hazards of operation will be regarded by most manufacturers as negative selling."

Mrs. Knauer further claimed that industry may also have "the legitimate or imagined fear" that stressing product hazards in ads "is the most efficacious invitation to a law suit by a dissatisfied

Print no match for TV, says Moss

Senator Frank E. Moss (D-Utah), leader of the congressional campaign to get cigarette advertising off the air, gave the back of his hand to the president of the National Association of Broadcasters last week.

Last month, Vincent T. Wasilewski, president of NAB, had written Senator Moss about the implied inequity for broadcasters if Congress protected the cigarette manufacturers from antitrust challenges when cigarette advertising was withdrawn from broadcast stations (BROADCASTING, Sept. 29). Cigarette firms had offered to withdraw all such advertising on the air by the end of this year, or by a year from now when their advertising contracts run out.

Mr. Wasilewski had asked that Congress, in any antitrust protective legislation in behalf of the cigarette companies, condition it on the withdrawal of cigarette advertising from all advertising media.

Senator Moss told Mr. Wasilewski that he was not going to permit Congress to "sacrifice" the "hard-won victory" over cigarette advertising on television and radio on the "phony altar of 'equality.'"

"Of course," he said in an Oct. 1 letter to the NAB president, "I would like to

user of the product. Operating on this premise, advertisers are not likely to bombard the consumer" with information on how their products might produce problems.

Mrs. Knauer contended that "if you want to sell safety to the American consumer . . . you have to recognize his adventurous nature, his streak of realism or perhaps fatalism, and his instinct for the humorous and the absurd. The 'why-are-they-laughing' antitobacco advertisements have a curious appeal for Americans that is not solely related to our smoking habit." She suggested more government-industry efforts should be directed toward keeping unsafe products off the market and developing a recall system for defectively designed products.

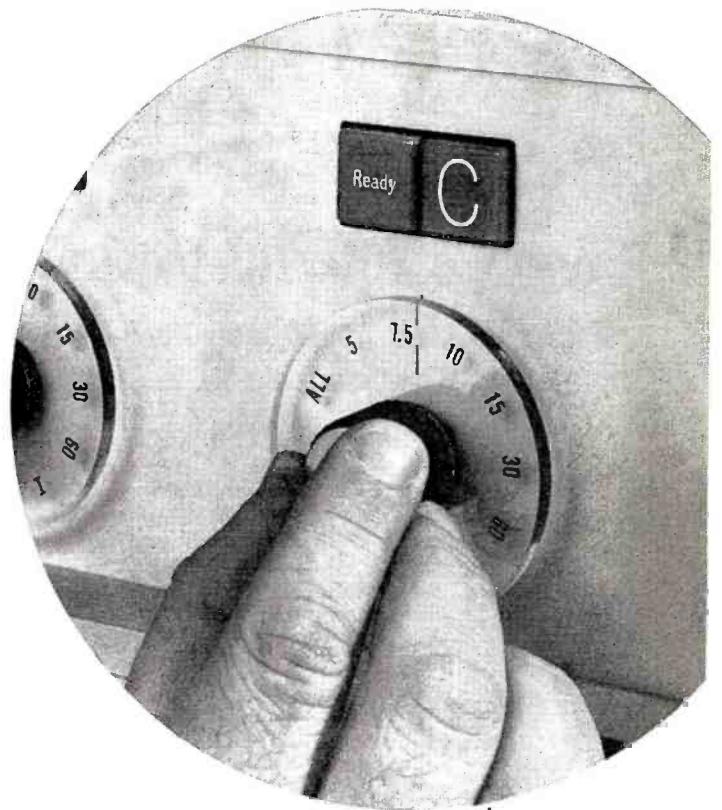
American changes its tune

American Airlines will introduce a new melodic theme in its radio commercials Oct. 13. To the tune of "Moonlight Bay," American invites the listener to "make yourself at home the American way." The new theme began on television Sept. 28.

see the end of cigarette advertising in all media." He also said he was still on guard to prevent the channeling of advertising funds from broadcasting to newspapers or magazines. "I am going to do what I can to stop that," Senator Moss said, "and I would welcome the support of the NAB in stopping any effort to pre-empt the Federal Trade Commission from exercising its authority to prevent the print media from exploiting the advertising gap left by the TV cigarette advertisers."

Senator Moss said he was "astonished" by Mr. Wasilewski's letter, particularly the emphasis on equality. "Do you really believe," the Utah Democrat asked, "that magazine and newspaper advertising are the equal of television advertising in their impact on the American family, especially children?" He then proceeded to quote from the Television Bureau of Advertising about how much more powerful television is than magazines.

Earlier last week Senator Moss was on the receiving end of a faux pas by cigarette makers. He was one of thousands of persons listed in the *Congressional Directory*, who were informed by Robert B. Walker, chairman and Chief Executive Officer of the American Tobacco Co., in a direct-mail letter that they were to receive a gift box of low-tar Carlton 70mm filter tipped cigarettes.

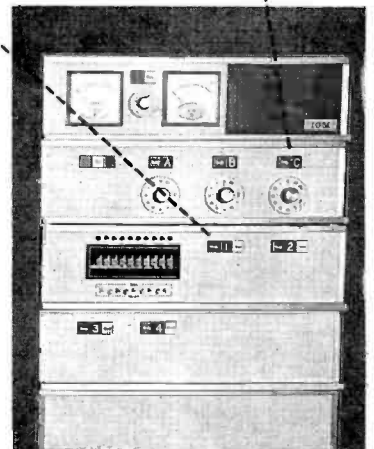


The MOST FLEXIBLE automation system – now more flexible still!

IGM Series 500 control systems have always had the distinction, exclusive with IGM, of separate controls for voice inputs and music inputs. No other system makes it so easy to program your commercials and "talk" events. You simply set IGM's voice channel modules, as shown at upper right, to the desired frequency and features are scheduled automatically on a real time basis. Format may vary from hour to hour. Changes of spot load are simple to make without changes to the music format.

Now, new music modules, standard in all 500 systems, provide the same flexibility and ease of control of music channels. A new music module, with a portion of the new music sequencer, is shown at upper left. Start with one, two, three or four music inputs. Add more later, if you wish. You may order music modules individually, or with a 10- or 20-step sequencer where sequential control over music is required.

For immediate information on equipment or music services, contact International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Telephone (206) 733-4567.



With the new music modules and optional sequencer, as shown above, an IGM Series 500 system gives you almost unlimited ability to control any music format.

"Tomorrow's engineering today"



Pay TV's fate up to Congress, top court

Theaters have strong support in legislative body to outlaw STV, will appeal D.C. judges' decision

The nation's theater owners have been pushed back to new defensive positions in their 17-year-old fight to block the establishment of a nationwide pay-television service.

The U.S. Supreme Court and the Congress are their final bulwarks, since a unanimous three-judge panel of the U.S. Court of Appeals for the District of Columbia last week supported the FCC's order of Dec. 13, 1968, providing for a carefully circumscribed, nationwide pay-television service.

The court rejected all of the arguments advanced by the National Association of Theater Owners and Joint Committee Against Toll TV—among them, that the commission's order would discriminate against the poor and that the program restrictions embodied in the pay-TV rules would violate the pay-TV entrepreneurs' freedom of speech.

"We hold that the commission acted reasonably and within the scope of its authority, both in making its initial decision to authorize permanent nationwide STV [subscription television] and in imposing specific regulations on subscription television," said the court in a decision written by Judge Edward Tamm. Joining in the decision were Judges Harold Leventhal and Roger Robb.

Marcus Cohn, counsel for the theater owners, said they would appeal the appeals court's decision to the Supreme Court.

But the theater owners' best hope to block the system they feel will hurt their business may lie in Congress, where some 20 bills to outlaw pay TV are pending before the House Commerce Committee. The committee, which has twice postponed hearings on the bills, the second time "until further notice" because of other matters, has frequently slowed down or stopped commission movement toward the establishment of a pay-TV service.

The committee's current chairman, Representative Harley Staggers (D-Va.), is a vigorous foe of pay television. So is Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, who has encouraged the theater owners to lobby against pay television (BROADCASTING,

Sept. 22).

The commission last month, in adopting technical standards for pay-TV systems, said it would begin immediately to accept applications for pay-television authorizations but that it would not issue any grants until 60 days after a favorable decision by the appeals court on the theater owners' appeal (BROADCASTING, Sept. 8).

The commission thus may begin issuing authorizations after Nov. 30. However, there seems little likelihood the commission will issue any authorizations as long as it appears its authority to do so might be stripped from it, either by Congress or the Supreme Court.

Commission officials say that up to six months could be occupied in the preparation of applications by would-be pay-TV operators, and the commission's processing of the proposals. In that time, presumably, the commission will learn whether it will be prudent to proceed. If the Supreme Court decides to review the case, or if Congress appears on its way to enactment of an anti-pay-TV bill, the commission will not be expected to grant pay-TV authorizations.

Joseph S. Wright, chairman of Zenith Radio Corp.'s board of directors, said in a statement that the decision indicates that "we will soon be able" to take the steps necessary to put a pay-television service on the air. He said that Zenith has already applied to the commission for technical system approval of the Zenith Phonevision subscription TV equipment, "in accordance with the technical standards recently issued by the commission."

The pay-television service provided for in the commission's order is hedged with restrictions designed to protect the diversion of programs and talent from the existing free-television service. In addition, the rules permit the installation of pay television stations only in areas served by at least five commercial stations (including the pay-TV outlet), and limit such areas to one pay-TV operation. Stations broadcasting pay-TV programs must also broadcast at least 28 hours of free television weekly.

Despite these requirements, the theater owners argued that the commis-

sion's pay-TV order will result in an unconstitutional discrimination against low-income groups unable to afford pay-TV fees.

The court, whose opinion was written by Judge Edward Tamm, called this argument "insubstantial." Judge Tamm also asserted that unless broadcasting can be distinguished from other regulated industries—and he said the court does not think it is—"we are being asked to render a decision which would go far toward establishing a rule that every service provided by a regulated industry must be made available to all citizens on the basis of ability to pay. Such a rule would clearly be a constitutional innovation we are unwilling to make."

And in rejecting the theater owners' arguments that the pay-TV order violates the First Amendment and the Communications Act's no-censorship provision, Judge Tamm provided the commission with additional support for its contention it is not constitutionally barred from concerning itself with programing.

The need to avoid the dangers of abdication [of responsibility] which would allow those possessing the most economic power to dictate what may be heard, and of censorship which would allow the government to control the ideas communicated to the public . . . requires the commission to take some cognizance of the kind and content of programs being offered to the public," Judge Tamm wrote.

He acknowledged that the rules ban certain kinds of programing. They generally bar the showing of movies more than two years old and sports events which are regularly broadcast live on free television, ban series programs with interconnected plots, prohibit commercials during pay-TV operations and require pay-TV stations to devote a minimum of 10 percent of their time to programing that is neither sports nor movies.

But, Judge Tamm said, the commission's "obvious" purpose is to insure "the continuing economic vitality of free television and not to affect the ideas which could be presented on either free or subscription television."

The net effect of the restriction, he

said, likely will be that the public in pay-TV areas "will receive more rather than less diversity of expression in television programming." Judge Tamm noted that the court reached the same conclusion in upholding the commission's order applying the fairness doctrine to cigarette advertising—a decision now pending on appeal before the Supreme Court.

In disposing of other arguments of the theater owners, Judge Tamm held that the Communications Act provides the commission with a grant of power sufficiently broad to encompass the establishment of a pay-TV system. Judge Tamm said the Communications Act "seems designed to foster diversity in the financial organization and *modus operandi* of broadcasting stations as well as in the content of programs."

He also said the court approved the commission's conclusion—attacked by the theater owners—that the agency was not required to decide whether its licensing functions might include surveillance or control over rates charged by pay-TV operators.

The commission had expressed doubt there would be rate abuses. And Judge Tamm said that if the premises of the commission's actions change, "the commission can and should consider the issues involved."

And he rejected the theater owners' argument that the commission was "arbitrary and capricious" in failing to state its reasons for stopping "short of rate-making and for avoiding an inquiry into whether it has the authority to establish rates.

In view of the "extensive discussion" devoted to the matter of competition in the commission's order, Judge Tamm said, "we are not prepared to hold that the commission was arbitrary and capricious in determining that a substantial amount of economic competition would exist between STV and the other forms of entertainment and enlightenment in the community."

Judge Tamm said courts should be slow to require that rate regulation supplant free market competition when neither Congress nor the governmental agency involved has found such regulation to be essential.

The order brings another step closer to reality a proposal first urged on the commission on Feb. 25, 1952, by Zenith Radio Corp., which has led the fight for pay-TV ever since. It was Zenith's Phonevision system of pay television that was used in the experiment over RKO General Inc.'s WHCT-TV Hartford, Conn., from 1962 to 1968.

And it was a petition for rule-making, filed by Zenith and its licensing affiliate, Teco Inc., in 1965, based on the Hartford experiment, that led to the commission order Dec. 13, 1968.

The FCC swats a gadfly

Martin-Trigona rebuffed in case against O&O's, challenged by Metromedia

The FCC last week dismissed petitions by Anthony R. Martin-Trigona, persistent challenger of big broadcasting interests, to revoke the licenses of WABC-TV, WCBS-TV and WNBC-TV, the stations owned by ABC, CBS and NBC in New York.

Mr. Martin-Trigona, owner of a now-dark UHF station in Marion, Ind., had charged the network with antitrust violations, conglomerate conflicts of interest, and undue concentration of media power in New York and in the national market (BROADCASTING, June 3).

Claiming standing as an interested party on his status as a shareholder in the networks (one share in each), Mr. Martin-Trigona also lodged other complaints. These included unspecified fairness-doctrine violations, excessive use of movies in prime time, excessive commercialism, misleading program practices, and failure to meet the program-

ing needs of minority groups.

The commission disputed Mr. Martin-Trigona's standing as an interested party.

Commenting on his programming criticisms, the commission said programming fell within the "sound discretion of the individual licensee." The commission dismissed the fairness-doctrine charges as being based on "vague and formless generalities."

Meanwhile, Metromedia Inc., asked the commission to dismiss as conjectural, immaterial and procedurally defective a subsequent petition by Mr. Martin-Trigona seeking to deny transfer of WFLD-TV Chicago from Television Chicago to Metromedia.

Mr. Martin-Trigona had charged that the sale was for "conglomerate gain" and was "unconscionable."

Mr. Martin-Trigona also claimed that it would render futile an application for "a recently vacated Chicago UHF" that he was preparing.

Metromedia replied that in light of the extensive media competition existing in the Chicago area, and "the seller's existing newspaper and broadcast interests," its acquisition of WFLD-TV would not harm the public interest and would further the commission's diversification objectives.

Wasilewski pans 'Nick Johnson Show'

But he does not comment directly on request for Johnson's ouster from FCC

Liberally sprinkling his remarks with barbs aimed at FCC Commissioner Nicholas Johnson, NAB president Vincent T. Wasilewski strongly defended American broadcasting against the commissioner's latest criticisms last week in a speech to the Tennessee Association of Broadcasters.

In a satirical treatment of the commissioner's recent performances, Mr. Wasilewski noted that talk shows are big in the new TV season. He said that another program he called "The Nick Johnson Show" deserves mention. He charged the show with "over self-commercialization" and "excessive violence to the facts." His remarks were prepared for the annual fall convention of the Tennessee Broadcasters in Memphis last Friday, Oct. 3.

Mr. Wasilewski's remarks were in answer to the commissioner's statements made on CBS-TV's *Face the Nation*, before a joint subcommittee of Congress and on an ABC-TV special (BROADCASTING, Sept. 22). The NAB

president did not directly answer a request from presidents of four southern broadcasting associations that the NAB seek Commissioner Johnson's removal from office. Mr. Wasilewski said earlier this request had been referred to the NAB executive board. In the Tennessee speech he said:

"Our best answer is, I am convinced, to push ahead, to do more, to do better, confident that eventually reason will overcome irrationality, confident that our broadcasting system is a true instrument of democracy reflecting the tastes and interests of the whole of our citizenry, and confident that these wild charges have not touched the basic faith of the people in the fairness and integrity of the American broadcasting system."

The four southern associations are: North Carolina, South Carolina, Georgia and Florida. Reportedly the presidents, who were attending a two-day meeting in Blowing Rock, N. C., were dissatisfied with what they consider to be NAB's inaction in the face of the Johnson attacks. Pressure has been growing to prod NAB into seeking equal time and to offer a spokesman to answer the commissioner. The Louisiana Broadcasters Association earlier requested equal time, suggesting former FCC Commissioner Lee Loevinger as the spokesman for broadcasting. Requests were directed to CBS and ABC. CBS turned down the

request and ABC was expected to do the same.

NAB officials are known to feel that any equal time reply to the commissioner would only give him more exposure. However, the southern groups' spokesmen are reported to be contemplating further action on their own. At their meeting Sept. 26-27 an even stronger stand was proposed by the Georgia association but rejected as inappropriate. The Georgia association declined to release this proposition but it was indicated it might be the basis for action.

The presidents who adopted the resolution charging Commissioner Johnson "no longer serves the public interest" are: Jackson F. Lee, WFAI(AM) Fayetteville, N. C.; Don Ferguson, WSOK(AM) Savannah, Ga.; Jim Whitaker, WCSA-AM-FM Charleston, S. C.; and Thomas A. Welstead, WLBW-TV Miami.

Commissioner Johnson, in his *Face the Nation* appearance, declared the broadcasting industry is almost beyond government control. He assailed what he called its political power and was incensed that broadcasters charge politicians for air time in campaigns. He made his notorious remark comparing sale of political time to "a criminal stealing a woman's wedding ring after he's raped her."

Questions on Mr. Johnson's charge, made earlier in *TV Guide*, that network managements interfere with news judgment and that commercial pressures produce network censorship, were deflected by the commissioner despite insistent probing by CBS Correspondents

Hollywood likes him

Now is the time to go to the aid of their favorite FCC commissioner, Hollywood TV and movie writers agreed last week. At a special membership meeting, the Writers Guild of America, West, unanimously passed a resolution endorsing FCC Commissioner Nicholas Johnson. Referring to the action taken earlier in the week by the broadcaster associations in four Southern states calling for the removal from office of Mr. Johnson (see story this page), the WGAW said it also wished to go on record regarding the commissioner. The guild resolution equated Mr. Johnson's performance in office with "the highest type of service in the public interest." Said the resolution in part: "We urge his retention on the FCC and consider his conduct as setting a standard for future appointments."

George Herman and Mike Wallace.

On the ABC-TV special, *A Matter of Conscience: Ethics in Government* (BROADCASTING, Sept. 22). Mr. Johnson again attacked the cost of campaign time on television and charged the industry was essentially controlled by a relatively small body of men. Facing the joint Senate-House Subcommittee on Economy in Government, Mr. Johnson also attacked the bill sponsored by Senator John O. Pastore (D-R. I.) that would require the FCC to find a licensee disqualified before putting the facility

up for rival bids.

The commissioner's stand on the Pastore bill is part of his continuing battle against what he has termed concentration of control of mass media. He has been accused of encouraging license contests and has expressed concern over newspaper-television station ties. This is a particularly sensitive area to broadcasters who feel licenses threatened in expensive legal battles.

The statement issued by the southern associations' presidents expressed "deep concern at the wanton and intemperate attacks on broadcasters by FCC Commissioner Nicholas Johnson. The presidents felt that he no longer serves the public interest nor the interests of the FCC and they strongly urge that the National Association of Broadcasters take immediate action to seek his removal from office. Those assembled unanimously endorsed the action."

However the unanimity was with the absence of at least one member who had some reservations about the action. Don Elliott Heald, general manager of WSB-TV Atlanta, noted that the original Georgia proposal to the presidents at the Blowing Rock meeting was regarded as an improper approach. "I concurred with this reaction," Heald said. "I left the meeting at the time the four associations caucused and was not present nor did I participate in the subsequent discussions and action."

The four-state group also unanimously urged Senate confirmation of Dean Burch as FCC chairman and Robert Wells as a commissioner.

Suit asks \$7 million of TV's ARB

Michigan TV's say they suffer because ARB combines Flint, Saginaw and Bay City areas

The owners of two Michigan television stations filed suit seeking \$7 million in treble damages under antitrust laws last week from two competitors and the American Research Bureau.

WJIM-TV Lansing and WKNX-TV Saginaw charged that ARB and owners of WJRT-TV Flint and WNEM-TV Saginaw-Bay City had entered into an agreement under which ARB would and does publish TV audience data for the Flint, Saginaw and Bay City areas only on a combined basis, and would not and does not publish separate breakdowns for Flint and for Saginaw-Bay City.

This, the suit charged, is unfair competition in restraint of trade, favoring WJRT-TV and WNEM-TV at the expense of WJIM-TV and WKNX-TV in selling time to advertisers.

"Defendants knew that such data

[combined reports for the three cities] was misleading and deceptive in that it conveyed the impression to advertisers that the Flint-Saginaw-Bay City areas was a homogenous viewing area for all purposes and as such were served primarily by stations WJRT and WNEM," the complaint contended.

"In truth and in fact," it continued, "such area included two distinct viewing areas in which advertisers could purchase television time effectively and to economic advantage from stations other than WJRT and WNEM, including from the stations owned and operated by plaintiffs."

The complaint, filed in U.S. Southern District Court in New York, claimed that the city of Flint and the combined cities of Saginaw and Bay City have "separate and distinct televi-

sion audience viewing patterns and habits."

The Saginaw-Bay City audience, it said, "depends almost exclusively" on WKNX-TV, WNEM-TV and WJRT-TV, while Flint is served by WJIM-TV, WNEM-TV and WJRT-TV, plus three Detroit stations. WNEM-TV and WJRT-TV, the complaint continued, serve audiences in both Flint and Saginaw-Bay City, but WKNX-TV serves Saginaw-Bay City primarily and WJIM-TV serves Flint.

"By combining the two separate television viewing areas into a single report," the complaint asserted, "the effect is to give an unfair advantage to stations WNEM and WJRT, and to distort and misrepresent the true television audience for stations WKNX and WJIM.

"When, for example, station WKNX



WTEV-6 turned a move to local color news into an overnight success.

"Let me talk to any station that thinks it can't go into the Kodak ME-4 Process," says Lee Tanner, Assistant Operations Manager and Chief Engineer for the Providence/New Bedford station. "We bought one of the new smaller processors now on the market. In one night we moved our old B&W processor out, piece by piece, and replaced it with our color machine. We were B&W one day, and full color the next. It was spectacular.

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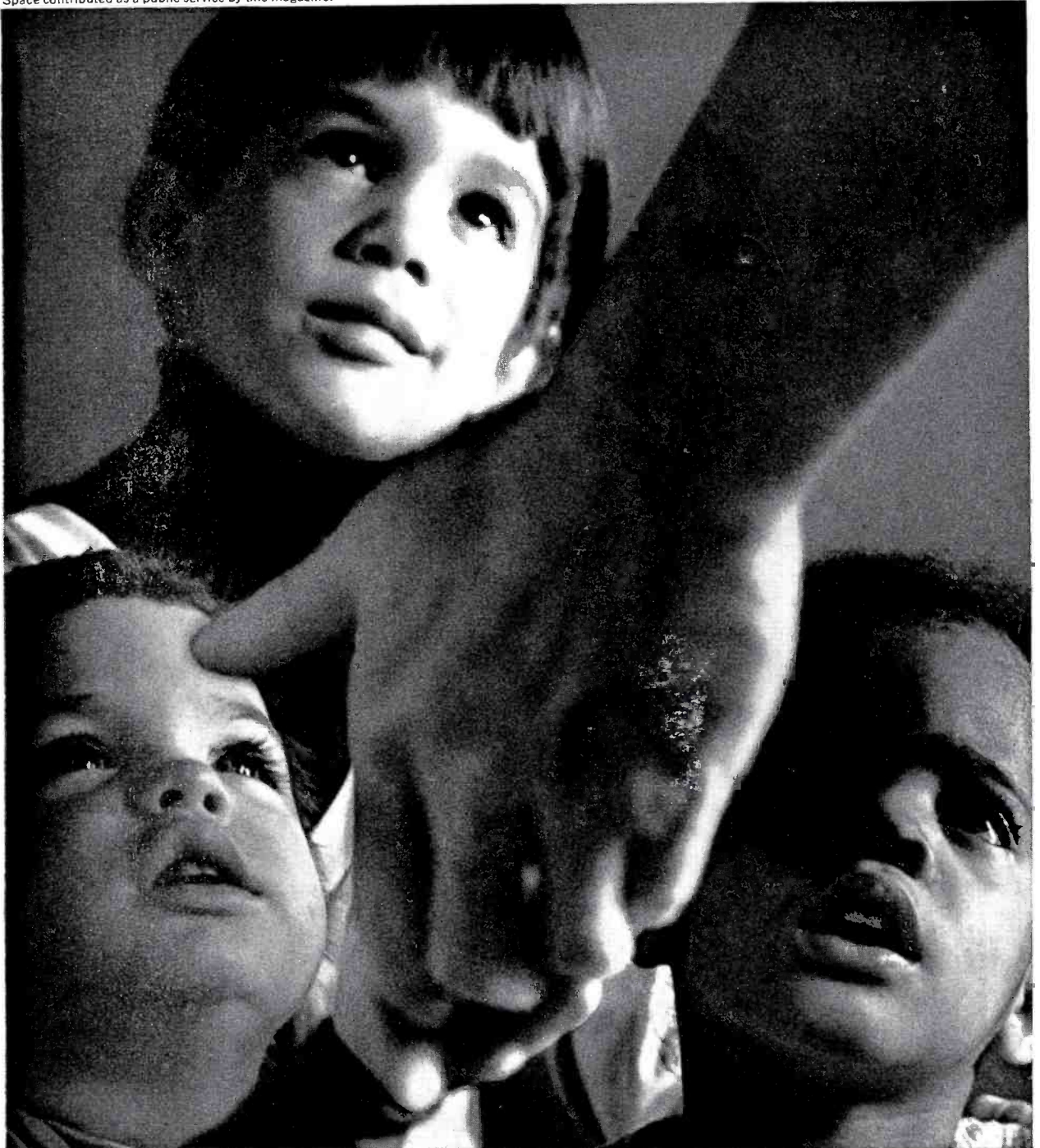
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is actually being viewed by 25% of the television audience in Saginaw-Bay City, the percentage of television audience for that station is reported by ARB Inc. as only 11% on the combined basis. Similarly when station WJIM is being viewed by 13% of the television audience in Flint, its share of television audience is reported by ARB as only 7% on the combined basis.

"In addition, station WKNX [a UHF station, on channel 25] is prejudiced by the reporting of UHF penetration statistics by ARB on a combined basis, which dilutes the high UHF penetration in Saginaw-Bay City and thereby places WKNX at an additional competitive disadvantage in relation to stations WNEM and WJRT."

The complaint said ARB used to provide separate breakdowns for Flint and for Saginaw-Bay City but since 1960 has lumped all three markets together without showing the two areas separately. WJIM-TV and WKNX-TV said that in August 1967 ARB advised them that it had decided to resume its former practice of providing separate data on the two areas.

But "shortly thereafter," the suit charged, ARB and the defendants "entered into an agreement, combination and conspiracy" to continue reports only on the combined-markets basis.

The complaint also charged that ARB represents its metro rating areas as generally corresponding to the standard metropolitan statistical areas (SMSA) as defined by the U.S. Budget Bureau when in fact the metro rating area used by ARB for Flint-Saginaw-Bay City combines some or all of three different SMSA's. This, the suit contended, "violates ARB's own published standards and unfairly and unjustly prejudices the rights of the plaintiffs to an equal opportunity to sell television time to advertisers."

WJIM-TV claimed to have suffered \$400,000 in damages as a result of the alleged restraint of trade, while WKNX-TV claimed \$600,000 damages. They contended the damages are continuing and reserved the right to file a supplemental claim later.

On a trebled-damage basis, WJIM asked for \$1.2 million on each of two alleged causes of action and WKNX-TV asked for \$1.8 million on each. In addition, WJIM-TV sought \$400,000 and WKNX-TV \$600,000 on a third alleged cause.

The suit also asked for a permanent injunction against the defendants and for an order directing ARB to provide separate Flint and Saginaw-Bay City breakdowns in addition to its reports for the combined areas.

The suit was brought by Gross Telecasting Inc., licensee of WJIM-TV, and Lake Huron Broadcasting Corp., licensee of WKNX-TV. Defendants in addition to ARB were Poole Broadcasting

Co., licensee of WJRT-TV; Meredith Broadcasting Co., licensee of WNEM-TV, and Gerity Broadcasting Co., former owner of WNEM-TV.

The complaint said the 1967 alleged agreement under which ARB would not provide separate reports for Flint and Saginaw-Bay City was between ARB and Gerity but that Meredith, which bought WNEM-TV from Gerity earlier this year, "has knowingly accepted the fruits of, and has benefited and will continue to benefit from, the acts of Gerity Broadcasting Co. . . ."

Representative of the broadcaster defendants could not be reached immediately for comment. A spokesman for ARB said Thursday (Oct. 2) that "we have not been served with the papers. Thus we have no comment."

The suit was filed Wednesday (Oct. 1) by Simpson Thacher & Bartlett, New York law firm representing WJIM-TV and WKNX-TV.

Right-wing attack alleged by McClatchy

The McClatchy Newspapers, hit in recent months with both an antitrust suit and a threat to the group's broadcast licenses, last week staged a spirited counterattack on its news pages. Some 15 columns of space in the McClatchy-owned *The Sacramento Bee* on Sept. 29 were devoted to reporting—and in some part rebutting—an extensive advertising and petition campaign aimed at forcing the group to divest itself of the four AM, three FM and two TV stations it owns and operates.

Similar coverage appeared on the same day in *The Fresno Bee* and *The Modesto Bee*, other California newspapers owned by McClatchy. Appearing in the same editions of all the newspapers was a full-page advertisement sponsored by the "Citizens Committee against Monopoly," the organization that is seeking some 200,000 signatures to be presented to the FCC as an indictment against McClatchy's alleged domination over mass media advertising through its control of daily newspapers, radio and TV stations (BROADCASTING, Aug. 18).

The McClatchy Newspapers identifies George McKeon, Sacramento land developer, as "known to be financing the campaign at a cost expected to reach six figures." Earlier in the year, Mr. McKeon filed an antitrust suit in federal court against McClatchy, asking that the group's acquisition of KVOR (TV) Stockton-Sacramento be voided as being in violation of antitrust law (BROADCASTING, July 17).

The "real goal is to silence *The Sacramento Bee* and he will fail to do so," wrote C. K. McClatchy, executive director of McClatchy Newspapers.

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Another guide to lifting licenses

This one, from Washington institute, sees 'the people' taking over television

Broadcasters who are already jarred by the increasing number of license-renewal challenges that are sending shock waves through the industry have new cause for concern.

A 336-page report that can be used as a how-to manual by groups planning challenges has been published in Washington. The report also encourages the filing of protests against incumbent licenses.

The study is the work of the foundation-supported Institute for Policy Studies, of Washington, which is engaged in an examination of a wide variety of political, social and economic institutions in the nation.

And its title reflects the study's estimate of television in America: "Television Today: The End of Communication and the Death of Community."

About one-fourth of the study is in the form of essays that stress the point that the various "publics" making up the nation must be brought into the programing and management functions of television.

The essayists regard this process—often referred to as "democratization" of television—as essential if television is to serve its various "publics" and fulfill its function as a unifying medium of communication at a time of great social stress.

Somewhat ironically, in view of the results, the grant for the study project came from a foundation established by the family of the late Edgar Stern, whose son, Edgar Jr., is president and principal owner of Royal Street Corp., which owns WDSU-AM-FM-TV New Or-

leans. Another son, Philip Stern, is chairman of the board of trustees of the institute.

Much of the study is devoted to a statistical analysis of the performance of 32 television stations in the District of Columbia, Maryland, Virginia and West Virginia, whose licenses were due for renewal Oct. 1. It also contains data on the performance of the three networks' affiliates and of Metromedia Inc.-owned stations in the top-25 markets to permit a comparison of the network affiliates in Washington and Metromedia's WTTG(TV) with their counterparts in remaining top-25 markets.

Some of the results and recommendations in the study were made available in late August by the project director, Ralph Stavins, who is a Chicago attorney and a Ph.D. candidate in political theory (BROADCASTING, Sept. 1). A week later, 15 black residents of the Washington area used the material in petitioning the FCC to deny license-renewal of ABC-affiliate WMAL-TV Washington (BROADCASTING, Sept. 8).

The study itself concludes with a recommendation that the renewal be denied because of WMAL-TV's "low overall performance, its drastic failure to achieve a level of performance anywhere near its potential in size and resources, its stagnant downward trends over the last six years, its low comparative network performance, its extremely low employment of black people and its low esteem in the black community." Considering its size, the study says, WMAL-TV's performance is the worst in the region.

The study also recommended that

general complaints be filed against WHTN(TV) Huntington, W. Va.; WVEC-TV Hampton, WSLS-TV Roanoke and WRFT-TV Roanoke, all Virginia, because of what was called "low performance." WVEC was ranked lowest of the 32 stations studied. And the study called for "investigations" of the performance of WMAR-TV Baltimore "for low performance considering its large size" and of WOAY-TV Oak Hill, W. Va., for "low over-all performance" and for devoting less than 5% of its time to news programing. Among the stations mentioned, only WSLS-TV, WRFT-TV and WMAR-TV have been granted license renewals thus far.

In making the study, the institute's researchers relied on the renewal applications of the stations in the Oct. 1 renewal group for the years 1963, 1966 and 1969, for information in nine categories—percent of news, public affairs, entertainment and sports, local originations, local originations in prime time, local and regional news, percent of news employes to total personnel, public-service announcements, and hour-long programs carrying more than 12 minutes of commercials. From the Washington stations themselves information was obtained on black employes.

The report hands out compliments as well as criticisms. WTTG, which is rated number-one of all the stations in the study's scale of values, for instance, is said to have "consistently good scores" in the various categories checked. WTOP-TV is ranked second for "showing strength in news, entertainment and sports, and local and regional news," while suffering from "high commercialization and low public-service announcements." WAVY-TV Portsmouth, Va., "is an outstanding number three."

But it is the failures that concern those involved in doing the study. And Richard J. Barnet and Marcus Raskin, co-directors of the institute, in an introduction, express the belief "that the failures in community responsibility documented in this study are duplicated in other parts of the country."

Suggestions for those proposing to challenge license-renewal applications are contained in a section of the study headed "On Challenging License." It notes that the requirement that broadcasters survey community needs can be used as a basis for challenging a license renewal on two grounds—that the survey was inadequate, in that the licensee failed to consult enough local leaders, and that the leaders said to have been consulted may not in fact have been contacted.

The institute says its evidence indicates the Washington stations are deficient on both counts. In addition, the report includes a transcript of a conference of black teen-agers discussing



Mr. Raskin

How United Church stirs up the cats

In summary of actions it says local groups can force program changes

The United Church of Christ, which has been increasingly active in aiding community groups concerned over allegedly propaganda-type programming, says its experience teaches that "communities can be organized to protect their rights and interests in what they receive over the air."

The church, in a report on its two-and-a-half-year-old program circulated last week, notes several instances in which groups it has aided have succeeded in changing the programming of stations that had allegedly been airing one point of view on controversial issues to the exclusion of others.

It also cites cases in which groups it has aided have petitioned the FCC to deny license-renewal applications.

The church became a much sought-after consultant as a result of its six-year effort to strip WLBT(TV) Jackson, Miss., of its license because of programming allegedly unfair to the large Negro audience in the station's service area. The church won that fight last June when a U.S. appeals court overruled a commission decision renewing the station's license and ordered the commission to open the channel to new applicants.

The church generally has been involved in disputes involving stations accused of a right-wing bias. It reported

that a survey it had commissioned of extremist programming turned up only one station regularly airing left-wing views. On the other hand, the survey indicated that "right-wing groups were spending large amounts of money to dominate radio programming in the intermountain states, Oregon, and central and southern California." As a result of that survey, the report said, the church decided to concentrate on the West and South, although it has also counseled groups in the Middle West and East.

In all, the church has served as a consultant to citizen groups in more than 30 communities, in a project funded by the Field Foundation and the American Federation of Labor-Congress of Industrial Organizations.

The report, entitled "In Defense of Freedom," notes that in some cases the church has merely advised groups on citizens' "rights and responsibilities" in evaluating programming and on broadcasters' obligations to their communities. In others, it has helped groups institute "formal observations" of stations—by monitoring—that have led to consultations between the groups and station managements.

The stations whose license-renewal applications the church said groups it aided have protested are KEWQ(AM) Paradise, Calif., and KAYE(AM) Puyallup, Wash. Fairness doctrine violations are alleged in both petitions.

There was no reference in the report to the petition to deny that a number of black organizations the church aided in Texarkana, Tex., filed against KTAL-TV. The protest was withdrawn, and the license-renewal granted, after the station agreed to a number of programming and other changes requested by the blacks

(BROADCASTING, Aug. 4).

But the church said the protest against KEWQ has resulted in that station moving "swiftly to correct the abuses alleged."

The station's renewal application is still pending however.

And the church reported a "dramatic response" to approaches that citizens groups made to KATN(AM) Boise, Idaho, and KWUN(AM) Concord, Calif. KATN was said to have used a call-in program to air conservative views to the exclusion of others.

KWUN was accused of permitting attacks on civic leaders, especially ministers involved in the organizing efforts of grape pickers.

The church is now working with groups in Raleigh, N. C., San Francisco and Los Angeles. The only station identified as being under examination in those cities is KFAX(AM) San Francisco.

The report, in asserting that citizens groups can wield influence over programming, said: "Consultation between the community and the broadcasting stations constitutes a fundamental principle of the American system of broadcasting."

It continued: "An important achievement of this project has been to prove that this system of consultation can function effectively."

However, the church was also critical of the FCC for its alleged failure to aid private groups interested in "improving" programming. "In fact," the church added, "it does everything it can to impede the efforts of such organizations."

The church said the commission is unlikely to reverse that practice unless required to do so by Congress.

the service they expect and feel they get from television and an edited account of taped interviews with black leaders on the same subject. That section, the study says, is offered "as a sharp contrast to the superficial, bland communication that passes under the guise of consultation by most of the licensees."

The study is rounded out with a collection of documents useful to persons considering challenges. One is the FCC notice requiring a survey of community needs and another a decision elaborating on that requirement. A third is a commission decision warning broadcasters that they must match performance with promise. Included also is the Supreme Court decision of last June which in upholding the commission's fairness doctrine, asserted that a licensee must "conduct himself as a proxy or fiduciary with obligations to present those views and voices which are representative of

his community and which would otherwise, by necessity, be barred from the airwaves."

It is the feeling that the public is barred from the airwaves that is reflected in the essays which appear in the study and which urge various steps for restructuring the industry. Mr. Raskin presents the most radical view of the future in pressing his point that the viewer should be involved as an active participant rather than as a passive bystander in the television service he receives.

Mr. Raskin, noting developments already visible, forecast "a series of confrontations" between broadcasting's "entrenched ownership system" and community groups seeking "a legitimate means of communication between themselves and others." But what's more, he foresees industry talent—directors, actors, cameramen and writers—joining the community groups as they see their

allegiance shifting from that of "servants" to network owners to that of communications professionals who need involvement with the community to "deepen their understanding of their work."

Nor does his theorizing end there. "A politically reconstructed communications network could be operated and controlled publicly through a combination of election and appointment of workers within the media and the listening community," he said. He noted that populists in the last century advanced such ideas in connection with other economic and political situations.

The study project's director, Mr. Stavins, was harshest of the essayists in his criticism of television. He expressed outrage at what he said was television's response to those who complain the medium is providing too little news and public affairs—that it is giving the public what it wants.

By taking that attitude, he said, tele-

vision is "preparing the people for tyranny. For television to urge that the paucity of news and public-affairs programming offered represents the people's choice is to redefine democracy in such a way that TV has eliminated its own function in the democracy."

He offered several specific recommendations. He said television broadcasters should be required to devote one-third of their time to categories of programming other than entertainment and sports. He also said the FCC should evaluate programming "according to the scarce-resource doctrine"—that is, stations failing to make "effective" use of spectrum would risk loss of their licenses.

And to assure that the various publics he says are now voiceless—the blacks, poor, radicals, hippies, Birchites, Walacites, among them—are given a voice, he would take blocks of time away from the discretion of licensees and distribute them among the several publics. Television, he said, "could not possibly know the interests of the other publics because she is white, middle-class corporate America."

He had one more suggestion: Let the commission operate a station in one of the top markets. It would thus "experience what is meant by the public's interest and have "a permanent laboratory" in which to experiment.

KFH(AM) sale approved, but FM transfer stopped

The sale of KFH(AM) Wichita by Dallas investors Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. to The Radio Station KFH Inc. for \$1,420,000 has been granted by the FCC, but the commission dismissed the transfer of KFH-FM. The commission said insufficient reason for waiving its interim one-to-a-customer policy was given.

The buyers are John P. Kassebaum, president of the assignee and his wife, Nancy L. Kassebaum, each 36.7%; Thomas B. Bashaw, vice president, 10.5%; John E. Rees, treasurer, 7%; John C. Landon, 7%, and Robert J. Adams, 2.1%.

Mrs. Kassebaum and Mr. Landon are the daughter and son of former Kansas Governor Alf Landon, who has controlling interest in KSCB(AM) Liberal, KEDD(AM) Dodge City and WREN(AM) Topeka, all Kansas. Mrs. Kassebaum owns 33 1/3% of WREN and Mr. John Landon, 16 2/3%. Messrs. Kassebaum and Rees are attorneys and Messrs. Bashaw and Adams are KFH general manager and sales manager.

The commission granted the KFH sale subject to the condition that Mrs. Kassebaum and Mr. John Landon resign as directors of the licensee of

WREN and refrain from any participation in the operation of the station, and that Mr. John Landon sell his 7% interest in the assignee corporation before the transfer is consummated. Mr. Landon will retain his interest in WREN.

Commissioner Robert T. Bartley abstained; Commissioner James J. Wadsworth concurred in the grant of the AM application, but abstained from voting on the dismissal of the FM application.

KFH is full time on 1330 kc with 5 kw; KFH-FM is on 97.9 mc with 31 kw and has an antenna height of 370 feet above average terrain.

TVC agrees to buy FM in Fayetteville, Ark.

Television Communications Corp., New York, last week reached an agreement with KNWA(FM) Fayetteville, Ark., for purchase of the station for 6,925 shares of TVC stock, worth about \$70,000. The stock is traded over-the-counter.

The station, owned by Kessler Mountain Broadcasting Corp., operates on 103.9 mc with 800 w and an antenna height of 510 feet above average terrain. Maupin Cummings and Harold R. Lindsey are the principals. TVC expects to close the deal within a few weeks and then file with the FCC.

Television Communications operates 16 CATV systems with over 70,000 subscribers and is engaged in related CATV activities including engineering services and programming.

The company also owns recording companies and is buying WBNB-TV Charlotte Amalie, V. I., from Robert Moss and Robert Noble for stock valued at \$840,000 (BROADCASTING, April 21). Messrs. Moss and Noble will retain WBNB-AM-FM.

Alfred R. Stern is board chairman and president of TVC and Paul E. Van Hook is vice president in charge of acquisitions and coordination of TV station activity.

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Changing Hands

Announced:

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

■ CKLW-TV Windsor, Ont.-Detroit: Sold by RKO General Inc. to the *Toronto Telegram* for in excess of \$5 million (see page 62D).

■ WACO-AM-FM and construction permit for WACO-TV, all Waco, Tex.: Sold by R. E. Lee Glasgow to McHenry Tichenor, McHenry T. Tichenor, J. C. Looney and others for \$825,000. Buyers own KGBT-AM-TV and KELT(FM) Harlingen and KUNO(AM) Corpus Christi, both Texas, and KTFN(AM) Phoenix. They also operate Musico

Inc., the Harlingen Muzak franchise. Sale of the Waco stations and the CP to J. Harry Dornheggen, John W. English, James R. Williams, William J. Williams and Lawrence H. Kyte was dismissed by the FCC Aug. 22. WACO (AM) is full time on 1460 kc with 1 kw; WACO-FM is on 99.9 mc with 3.9 kw and an antenna height of 400 feet above average terrain. WACO-TV has a CP for channel 25 with 41.7 kw visual and an antenna height of 500 feet above average terrain.

▪ **KNWA(FM)** Fayetteville, Ark.: Sold by Maupin Cummings and Harold R. Lindsey to Television Communications Corp. for stock worth about \$70,000 (see opposite page).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 67).

▪ **KFH(AM)** Wichita, Kan.: Sold by Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. to John P. and Nancy L. Kassebaum, Robert J. Adams, Thomas B. Bashaw, John E. Rees and John C. Landon for \$1,420,000 (see opposite page).

▪ **WCLR(AM)** Crystal Lake, Ill.: Sold by Dorothy DeBeer, Lynn W. Renne, Robert Walton and others to Malcolm K. Bellairs for \$350,000. Mr. Bellairs is air personality for **WBBM(AM)** Chicago and is a free-lance commercial producer. **WCLR** is a daytimer on 850 kc with 500 w.

▪ **KLVL-FM** Pasadena (Houston), Tex.: Sold by Felix H. Morales to Robert W. Sudbrink for \$150,000. Mr. Morales will retain **KLVL(AM)**. Mr. Sudbrink owns **WRMS(AM)** Beardstown, Ill.; **WRIZ(AM)** Coral Gables, Fla., and has controlling interest in **KYND(AM)** Burlington, Iowa. **KLVL-FM** is on 92.5 mc with 15 kw and an antenna height of 180 feet above average terrain.

▪ **WDSP(AM)** Defuniak Springs, Fla.: Sold by Marie F. Douglas to Dean Hubbard and others for \$77,500. Mr. Hubbard is former vice president and general manager of **WMIS(AM)** Natchez, Miss. **WDSP** is a daytimer on 1280 kc with 5 kw.

▪ **WAUC(AM)** Wauchula, Fla.: Sold by Royce D. and Sara S. Plummer to Samuel L. and Richard C. Rosenberger for \$65,000. Samuel Rosenberger is employe of Kentucky Bell Telephone Co. and Richard Rosenberger is with Defense Department. **WAUC** is a daytimer on 1310 kc with 500 w.

Cable Television

▪ **Miami, Okla.:** Sold by Aureo Inc., subsidiary of Adams & Russell Inc., Waltham, Mass., to Midwest Cablevision Inc., a subsidiary of Downe Broad-

casting Co. Price was undisclosed. Downe Broadcasting is owned by Downe Communications Inc., publishing firm that just received FCC approval to become chief owner of Bartell Media Group, New York (see page 40). Bartell owns three radio stations as well as publishing magazines and books. Midwest Cablevision, whose vice president and general manager is John B. Clancey Jr., owns CATV systems in Joplin and Webb City, Mo. Miami cable system which also serves Commerce and North Miami was founded in 1966 and serves 750 subscribers.

▪ **Willmar, Minn.:** Sold by Paul J. Schmitt, Ralph Demgen and others to Dynasonics Inc., Encino, Calif., land developer, also engaged in banking and insurance. Sellers also own a CATV system in Benson, Minn. Price was not disclosed. Mr. Demgen remains as vice president of Dynasonics and president of the 12-year-old Willmar CATV system which serves approximately 3,000 subscribers.

Media reports:

ABC-TV affiliate in Tennessee ▪ **WKPT-TV** Kingsport, Tenn., has joined **ABC-TV** as primary affiliate. **WKPT-TV** is owned and operated by Holston Valley Broadcasting Co., of which William M. Boyd is president. It operates

on ch. 19.

Instructional gift ▪ **KMOX-TV** St. Louis and CBS have donated to Southern Illinois University, Edwardsville, two Ampex VR 1000 Videotape recorders, an RCA TP 11 multiplexer with a TK 21 film chain, an RCA BC2B audio console, Telechrome special-effects generators, sync generators and light fixtures.

Firm organized to own 3 Pa. CATV franchises

A new entity in the CATV ownership field has been formed, as a joint venture of Eastern Telecom Inc., Monroeville, Pa., and Essex International Inc., Fort Wayne, Ind. named MultiSystems Inc.

MultiSystems has taken over the CATV franchises held by Frank Chiodo in Portage, Windber and Adams-Croyle townships, all in Pennsylvania. Mr. Chiodo is the principal owner of Eastern Telecom, which also supplies engineering, management and construction services to CATV firms. Essex International, a public company traded on the New York Stock Exchange, manufactures coaxial cable and components. Last year Essex International acquired the manufacturing assets of Telesis Corp. and this year, Amphenol Cable Corp.

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FCC levies \$30,000 fine on Bartell

Wall Street brokerage firm is named in alleged transfer without FCC okay

Bartell Media Corp. faces FCC-imposed fines totalling \$30,000—the most ever imposed on a broadcaster in a single commission action—as a result of an allegedly unauthorized transfer of control of its three radio stations.

The commission issued the notice of apparent liability last week in the same order in which it conditionally approved the transfer of Bartell's three licensee corporations from members of the Bartell family to Downe Communications Inc.

The party named in the alleged unauthorized transfer of control is a Wall Street brokerage and investment firm, Weiss, Voisin and Cannon Inc., which the Bartell family had hired as a financial adviser in 1965. The commission said Weiss and some of its customers, with whom it had bought stock in Bartell, had apparently gained de facto control of the firm.

The 1960 law authorizing the commission to impose fines limits them to \$10,000. However, the commission last week said each of the Bartell licensee corporations has incurred an apparent liability of that maximum amount.

The stations involved are WOKY(AM) Milwaukee, licensed to Bartell Broadcasters Inc.; WADO(AM), licensed to Bartell Broadcasters of New York; and

KCBQ(AM) San Diego, licensed to KCBQ Inc. Each has 30 days to pay the fine or contest the forfeiture.

In a related action, the commission said it will defer action on the renewal of licenses of WADO and KCBQ until it has been notified that Downe has acquired control of Bartell Media. WOKY's license does not expire until Sept. 2, 1970.

Downe, which has a variety of business interests, including the assets and publication rights of *Ladies Home Journal*, *Family Weekly* (a nationally syndicated weekly newspaper-magazine supplement) and general merchandise mail order houses, is acquiring the 38% of Bartell still owned by the family.

The principal transactions include 625,416 shares from Lee, Melvin and David Bartell, for \$2,643,416 in cash, \$1,804,250 in notes and 65,674 shares of Downe stock; 77,046 shares from Gerald Bartell, for a minimum of \$1,067,845, with the seller given various options and elections involving Downe stock; and other agreements with members of the Bartell family involving 105,672 shares at a minimum price of \$15 per share.

As related by the commission, the series of events culminating in last week's action began after the Weiss firm advised the four Bartell brothers and

their sister, who had been operating the company for 20 years, to include individuals with more diversified and financial business experience in the operation of the firm.

In line with these recommendations, the commission said, the Bartells "began a systematic withdrawal from corporate activity and actual management."

And in May 1967, the commission noted, executive vice president and partner in Weiss, Arthur Levine, was elected to the Bartell Media Corp. board of directors.

The commission also said that, under a written agreement signed on Oct. 19, 1967, and supplemented by an oral agreement on March 5, 1968, the Weiss firm arranged for the private sale by the Bartell brothers to members of the Weiss firm and selected customers.

The commission said the agreement was not initially disclosed to that agency and only came to light after it was reported to the Securities and Exchange Commission.

The commission also said the Bartells had not disclosed their intention of withdrawing from management of the corporation.

But after March 7, 1968, the commission said, control of Bartell Media "seems to have been exercised" by Weiss with the concurrence of the Bartells, who still held over two and a half times as much stock as did the group of new investors.

The Bartells' failure to disclose their intention to withdraw from management of the corporation "cannot be condoned," the commission said.

The commission also asserted "Nor can the unauthorized assumption of de facto control by the 'investment-management' group be condoned on the basis of lack of familiarity or knowledge of the commission's rules and regulations and the Communications Act."

The commission said a principal factor in its decision not to hold a hearing on Bartell Media's qualifications to be a licensee is "the serious injury" which would be caused to Bartell's more than 3,000 stockholders who are "innocent of any wrongdoing."

The application for transfer of Bartell to Downe was made subject to three conditions—that Downe inform the commission within 60 days that it has acquired control of Bartell; that Gerald A. Bartell and all voting partners in Weiss resign from the Bartell board when Downe assumes control; and that complete ownership reports on the licensee corporations be filed with the commission no later than five days after Downe informs the commission it has taken over the corporation.

The commission action was on a 5-to-2 vote, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting.



WKBG-TV Cambridge-Boston has completed construction of a \$2.5-million facility that houses two large color studios and spans 44,000 square feet of space. The new plant is at 75 Morrissey Boulevard, adjacent to the Southeast

Expressway. The channel-56 station is 90% owned by Kaiser Broadcasting and 10% by Globe Publishing Co., Boston. The new plant has a "super-graphics" style in red, white, black and purple inside and out.

Challenge for renewal of N. C. radio station

Seaboard Broadcasting Corp., which has a renewal application pending for its WLAS(AM) Jacksonville, N.C., found itself faced with competition for the 910 kc spot last week as Sencland Broadcasting Systems Inc. filed an application for a new AM on that frequency.

Sencland, which also holds a CP for a VHF station in Jacksonville, is represented by the Washington law firm of Welch & Morgan, which also represents several groups engaged in challenging television-station licenses.

Sencland proposed a programming format consisting of 2.4% religious services and news, 56.5% contemporary pop music; 10.5% rock and roll and "soul" music, and 2.1% religious music. It said the programming proposals were based on telephone surveys of area citizens and discussions with civic leaders. It proposed to retain one full-time newsmen.

The owners of WLAS, which is a day-timer with 5 kw, also control WXQR(FM) in Jacksonville.

Kalinski out as head of CBS/Comtec group

Briscoe named to post; company officials mum on reasons for moves

Felix A. Kalinski resigned as president of the CBS/Comtec Group in an unexpected and unexplained move over the Sept. 27-28 weekend, and Ralph O. Briscoe, CBS vice president for finance, was named to succeed him.

The appointment of Mr. Briscoe, announced Monday (Sept. 29) by CBS President Frank Stanton, said that Mr. Kalinski resigned "to pursue other interests."

There were no other official details on the resignation, but authoritative sources suggested it had been "building up" for some time and probably related to administrative problems and perhaps also involved conflicting personalities, not identified. They reported it was essentially a mutual decision.

Mr. Kalinski told BROADCASTING Thursday night (Oct. 2) that "we decided each to go our separate ways, and that's a happy event on both sides." He said he could not disclose his plans but that "it won't be long" before he could.

CBS sources said Dr. Stanton expressed regret at the move and had given Mr. Kalinski his best wishes.

Mr. Kalinski, now 48, was vice president for corporate development planning of the International Basic Econ-

omy Corp., New York and Geneva, Switzerland, for six years before joining CBS in 1966 as vice president for corporate planning, with special attention to acquisitions. He was named president of the CBS/Comtec Group 16 months later.

Mr. Briscoe, his successor, joined CBS as a member of the corporate finance staff in 1958, served as CBS controller from 1963 to 1965 and has been finance vice president since March 1965. His successor in that post is expected to be announced shortly.

The CBS/Comtec Group, one of the company's four operating organizations, is engaged in developing and administering a broad range of services based on new advances in communications technology. It has three divisions: CBS Laboratories, CBS Television Services and CBS Electronic Video Recording.

Bureau limits issues in KNBC(TV) renewal

The FCC's Broadcast Bureau last week recommended denial of a total of 27 additional issues sought by licensee NBC and challenger Voice of Los Angeles Inc. in the license-renewal proceeding of KNBC(TV) Los Angeles.

A comparative hearing was ordered for the channel 4 facility in July after Voice, a biracial group, filed a competing application. Voice charged that the NBC owned-and-operated station fails to meet community needs in its programming.

Issues sought by NBC dealt principally with Voice's filing procedures, its programming proposals, and the accuracy of its estimated costs for operating the station.

NBC charged that Voice filed its application "in great haste" primarily to block KNBC's renewal, and that substantive portions of the application were replaced through the filing of 13 amendments to the original application. The bureau said no factual information had been presented supporting NBC's contentions, and that Voice's filings had been procedurally satisfactory.

Concerning NBC's programming issues, the bureau said the contention that Voice's programming surveys had been inadequate was unfounded, and that NBC's position that because it was richer it could provide superior programming was questionable. "NBC has not related its claimed substantial superiority in program planning to its ascertainment of community needs," the bureau commented, adding, "we know of no yardstick that correlates production costs and quality."

The bureau noted a financial issue had been designated in the hearing along with the standard comparative

issue, and said that it found no reason to add an additional issue as to the realism of Voice's estimated construction and operating costs.

Those issues sought by Voice revolved around alleged unethical practices by NBC management and personnel. They included purported deceptions and frauds in NBC television shows, an NBC employee's role in "bugging" a closed meeting at the 1968 Democratic convention, and instances of news management and conflict-of-interest.

The bureau said these issues had already been resolved or were insufficiently supported by concrete evidence, or should be considered as part of the standard comparative issues.

Former employes fail to unseat KWK licensee

A disenchanted group of former employes of KWK(AM) St. Louis were denied reconsideration of the assignment of the license for the 1380 kc facility by the FCC last week. The newly formed corporation, Karin Broadcasting Co., filed its petition for reconsideration and review as part of its continuing opposition to commission actions approving the assignment.

At issue were questions of the right of Radio Thirteen Eighty Inc., interim operator of KWK, to assign its leases or sublet its leasehold interests to the new licensee and the accurate value of RTEI's leasehold land.

Under the assignment, the commission approved Victory Broadcasting Co.'s application in accordance with an agreement put forward by all eight applicants for the frequency. Victory merged with one of the other applicants, Archway Broadcasting Corp., into Vic-Way Broadcasting Co. The applications of Archway and the six remaining contestants were dismissed.

The agreement provides for the reimbursement of all withdrawing applicants of their out-of-pocket expenses, including their capital contributions and loans to the interim permittee.

Karin argued that the financial showing of the value of RTEI's leasehold interest—land rented for use as a transmitter site—is deficient, and that RTEI's leasehold interest is worth \$129,000, not \$500,000 as verified by the commission. Karin contended that certain unfair labor practices had taken place in connection with the operation of KWK, and that Vic-Way's proposed transmitter site could not be leased or sublet.

The commission, noting that it had never been established that Karin should be made a party to the proceeding, said it considered Karin's objections based on "unsubstantiated allegations unrelated to our approval of the applicants' joint agreement."

Advantage of an early start

**NBC's first-week debut wins Nielsens;
Carson clobbers the late-night competition**

First national Nielsen ratings covering the first week of new programming (Sept. 15-21), when NBC-TV launched its entire new schedule a week ahead of most of the programs on the other two networks, put NBC in the lead with a 23.1 average rating. CBS-TV and ABC-TV followed with a 14.0 and 13.2 respectively. Nielsen 70-city multi-network area ratings for the same week had put ABC slightly ahead of CBS (BROADCASTING, Sept. 29).

NBC's strong lead could be expected because of re-run counterprogramming, but the network also claimed a 4% improvement over last year's ratings, when it started new shows a week early.

Other national Nielsen ratings available last week showed NBC's *Tonight Show Starring Johnny Carson* outdistancing the two other late-night talk shows combined for the week of Sept. 15-21. Mr. Carson had an 8.0 rating, 39 share, to 3.2 rating, 16 share for CBS's *Merv Griffin Show* and a 2.5 rating, 11 share for ABC-TV's *Joey Bishop Show*. Mr. Carson's seventh anniversary show Oct. 1 achieved a 15.5 New York Nielsen rating and 16.4 New York Arbitron rating. An equipment breakdown at Nielsen for half an hour lowered that rating, NBC said.

Daytime ratings for Sept. 15-19, when CBS launched *Gomer Pyle* and *Where the Heart Is* and ABC started *That Girl*, showed CBS maintaining its lead with an 8.8 average rating, 35 share, while NBC had a 7.3 rating, 29 share for the week and ABC had a 6.2, 25 share.

The figures represent a decline from the previous report for both CBS and ABC. NBC launched its four new programs, *Sale of the Century*, *Name Droppers*, *Bright Promise* and *Letters to Laugh-In* last week.

In the overnight New York Nielsens, ratings on CBS-TV's new night-time shows continued to lag last week. The network's Tuesday and Wednesday offerings, *The Governor and J. J.* and *Medical Center*, had placed behind other network fare in their time slots (BROADCASTING, Sept. 29), as did the *Jim Nabors Show* Thursday (Sept. 25). *To Rome With Love* (Sunday, Sept. 28) attracted more watchers than ABC's

Land of the Giants but not as many as NBC's *World of Disney*. *Get Smart*, a transfer from NBC, won its Friday-night-time period handily, but *Leslie Uggams* Sunday night (Sept. 28) faced strong competition from NBC's *Bonanza* and ABC's *Movie*, "Nevada Smith."

ABC's new Friday-night schedule, launched Sept. 26, also lagged behind the other two networks. New shows were *The Brady Bunch*, *Mr. Deeds* and *Jimmy Durante Presents the Lennon Sisters*. Two new shows presented Monday (Sept. 29) however, *The Survivors* and *Love, American Style*, led over CBS's programs.

ABC led all night Tuesday with *Mod Squad*, *Movie of the Week* ("The Immortal") and *Marcus Welby*. ABC's new Wednesday-night shows, *Courtship of Eddie's Father* and *Room 222*, continued strong, and CBS remained slightly behind in 9-11 p.m. programming with *Medical Center* and *Hawaii Five-O*.

Here are the New York Nielsens for Sept. 25, Oct. 1:

Thursday, Sept. 25

	Rating	Share
7:30-8 p.m.		
ABC— <i>Ghost/Mrs. Muir</i>	8.8	15
CBS— <i>Family Affair</i>	15.9	28
NBC— <i>Ironside</i>	20.1	35
8-8:30 p.m.		
ABC— <i>That Girl</i>	14.7	23
CBS— <i>Jim Nabors</i>	13.4	21
NBC— <i>Ironside</i>	25.5	40
8:30-9 p.m.		
ABC— <i>Bewitched</i>	18.9	27
CBS— <i>Jim Nabors</i>	15.9	23
NBC— <i>Ironside</i>	27.2	39
9-9:30 p.m.		
ABC— <i>Tom Jones</i>	21.0	29
CBS— <i>Thursday Movie</i>	22.2	30
NBC— <i>Ironside</i>	27.0	37
9:30-10 p.m.		
ABC— <i>Tom Jones</i>	22.6	31
CBS— <i>Thursday Movie</i>	25.8	36
NBC— <i>Dragnet</i>	18.4	25
10-10:30 p.m.		
ABC— <i>Takes a Thief</i>	15.5	23
CBS— <i>Thursday Movie</i>	25.7	39
NBC— <i>Dean Martin</i>	18.8	28
10:30-11 p.m.		
ABC— <i>Takes a Thief</i>	14.4	23
CBS— <i>Thursday Movie</i>	24.1	38
NBC— <i>Dean Martin</i>	19.0	30

Friday, Sept. 26

	Rating	Share
7:30-8 p.m.		
ABC— <i>Let's Make a Deal</i>	5.9	11
CBS— <i>Get Smart</i>	20.0	39
NBC— <i>High Chaparral</i>	12.5	24

	Rating	Share
8-8:30 p.m.		
ABC— <i>The Brady Bunch</i>	13.4	24
CBS— <i>Good Guys</i>	14.2	25
NBC— <i>High Chaparral</i>	16.3	29
8:30-9 p.m.		
ABC— <i>Mr. Deeds</i>	13.5	22
CBS— <i>Hogan's Heroes</i>	21.0	34
NBC— <i>Name of Game</i>	16.1	26
9-9:30 p.m.		
ABC— <i>Here Come Brides</i>	12.4	20
CBS— <i>Friday Movie</i>	25.1	40
NBC— <i>Name of Game</i>	14.9	24
9:30-10 p.m.		
ABC— <i>Here Come Brides</i>	14.6	22
CBS— <i>Friday Movie</i>	26.2	40
NBC— <i>Name of Game</i>	16.9	26
10-10:30 p.m.		
ABC— <i>Durante & Lennox</i>	12.2	20
CBS— <i>Friday Movie</i>	26.7	43
NBC— <i>Bracken's World</i>	17.1	27
10:30-11 p.m.		
ABC— <i>Durante & Lennox</i>	13.7	24
CBS— <i>Friday Movie</i>	17.8	31
NBC— <i>Bracken's World</i>	20.0	34

Saturday, Sept. 27

	Rating	Share
7:30-8 p.m.		
ABC— <i>Dating Game</i>	8.5	16
CBS— <i>Jackie Gleason</i>	22.7	41
NBC— <i>Baseball—Andy Williams</i>	9.3	17
8-8:30 p.m.		
ABC— <i>Newlywed Game</i>	8.9	16
CBS— <i>Jackie Gleason</i>	26.4	47
NBC— <i>Andy Williams</i>	6.8	12
8:30-9 p.m.		
ABC— <i>Lawrence Welk</i>	10.1	17
CBS— <i>Charlie Brown special</i>	29.4	48
NBC— <i>Adam 12</i>	14.7	24
9-9:30 p.m.		
ABC— <i>Lawrence Welk</i>	12.2	19
CBS— <i>Green Acres</i>	22.8	36
NBC— <i>Saturday Movie</i>	22.1	35
9:30-10 p.m.		
ABC— <i>Johnny Cash</i>	14.3	22
CBS— <i>Patticoat Junction</i>	20.1	32
NBC— <i>Saturday Movie</i>	23.8	37
10-10:30 p.m.		
ABC— <i>Johnny Cash</i>	10.6	17
CBS— <i>Mannix</i>	19.4	32
NBC— <i>Saturday Movie</i>	24.6	40
10:30-11 p.m.		
ABC—(Stations)	5.4	10
CBS— <i>Mannix</i>	19.6	35
NBC— <i>Saturday Movie</i>	24.4	44

Sunday, Sept. 28

	Rating	Share
7:30-8 p.m.		
ABC— <i>Land of the Giants</i>	11.4	20
CBS— <i>When in Rome</i>	14.8	26
NBC— <i>Walt Disney</i>	16.7	29
8-8:30 p.m.		
ABC— <i>FBI</i>	18.3	30
CBS— <i>Ed Sullivan</i>	18.5	30
NBC— <i>Walt Disney</i>	19.7	32
8:30-9 p.m.		
ABC— <i>FBI</i>	19.3	30
CBS— <i>Ed Sullivan</i>	19.7	31
NBC— <i>Bill Cosby</i>	23.3	36
9-9:30 p.m.		
ABC— <i>Sunday Movie</i>	19.2	29
CBS— <i>Leslie Uggams Show</i>	22.6	34
NBC— <i>Bonanza</i>	19.7	30

	Rating	Share
9:30-10 p.m.		
ABC—Sunday Movie	19.6	29
CBS—Leslie Uggams Show	23.2	34
NBC—Bonanza	21.2	31
10:10:30 p.m.		
ABC—Sunday Movie	17.5	21
CBS—Mission:Impossible	20.9	33
NBC—The Bold Ones	17.5	27
10:30-11 p.m.		
ABC—Sunday Movie	16.7	28
CBS—Mission:Impossible	18.8	32
NBC—The Bold Ones	16.9	28

	Rating	Share
9:30-10 p.m.		
ABC—Movie	21.6	31
CBS—Medical Center	20.6	29
NBC—Kraft Music Hall	21.8	31
10:10:30 p.m.		
ABC—Movie	20.9	32
CBS—Hawaii Five-O	17.2	26
NBC—Bronson	19.2	29
10:30-11 p.m.		
ABC—Movie	18.8	30
CBS—Hawaii Five-O	17.8	29
NBC—Bronson	19.2	31

Monday, Sept. 29

	Rating	Share
7:30-8 p.m.		
ABC—Music Scene	9.1	15
CBS—Gunsmoke	17.1	28
NBC—My World	22.4	37
8-8:30 p.m.		
ABC—Music Scene	9.8	15
CBS—Gunsmoke	17.7	27
NBC—Laugh In	30.9	46
8:30-9 p.m.		
ABC—The New People	11.9	17
CBS—Lucy	16.4	23
NBC—Laugh In	35.8	50
9-9:30 p.m.		
ABC—The Survivors	20.5	29
CBS—Mayberry RFD	12.1	17
NBC—Monday Movie	25.0	35
9:30-10 p.m.		
ABC—The Survivors	22.7	31
CBS—Doris Day	14.3	20
NBC—Monday Movie	25.2	35
10:10:30 p.m.		
ABC—Love, American Style	18.7	27
CBS—Carol Burnett	16.4	24
NBC—Monday Movie	25.4	37
10:30-11 p.m.		
ABC—Love, American Style	16.1	24
CBS—Carol Burnett	15.0	23
NBC—Monday Movie	26.6	40

Tuesday, Sept. 30

	Rating	Share
7:30-8 p.m.		
ABC—Mod Squad	20.5	34
CBS—Lancer	11.8	20
NBC—Jeannie	14.6	24
8-8:30 p.m.		
ABC—Mod Squad	23.7	37
CBS—Lancer	12.3	19
NBC—Debble	17.3	27
8:30-9 p.m.		
ABC—Movie of the Week	26.3	40
CBS—Red Skelton	10.7	16
NBC—Julia	22.6	34
9-9:30 p.m.		
ABC—Movie of the Week	27.6	41
CBS—Red Skelton	12.5	18
NBC—Tuesday Movie	19.0	28
9:30-10 p.m.		
ABC—Movie of the Week	28.6	42
CBS—Governor & J. J.	9.6	14
NBC—Tuesday Movie	20.6	30
10:10:30 p.m.		
ABC—Marcus Welby	23.3	37
CBS—60 Minutes	10.2	16
NBC—Tuesday Movie	20.6	33
10:30-11 p.m.		
ABC—Marcus Welby	23.8	38
CBS—60 Minutes	11.0	18
NBC—Tuesday Movie	20.0	32

Wednesday, Oct. 1

	Rating	Share
7:30-8 p.m.		
ABC—Flying Nun	14.8	24
CBS—Glen Campbell	23.8	23
NBC—Virginian	17.7	29
8-8:30 p.m.		
ABC—Eddie's Father	18.9	30
CBS—Glen Campbell	13.0	21
NBC—Virginian	18.7	30
8:30-9 p.m.		
ABC—Room 222	23.3	35
CBS—Beverly Hillsbillies	14.6	22
NBC—Virginian	18.7	30
9-9:30 p.m.		
ABC—Movie	23.9	34
CBS—Medical Center	17.6	25
NBC—Kraft Music Hall	21.8	31

New TV debuts get varied reception

Critics react favorably to Uggams while differing on 'Love, American Style'

All of the scheduled new TV offerings are now on the boards and the reviews of the latest entries range from sarcastic barbs to warm encouragement and delight.

ABC's new entry, *Love, American Style* (Monday 10 p.m. EDT) got little hope from the New York critics but was given some bouquets from the West Coast writers. *The Survivors* (ABC 9 p.m. EDT Monday) was roundly scored by the pundits on both coasts.

The most pleasant, even laudatory reviews, to date seemed to go to the Leslie Uggams show (CBS Sunday 9 p.m. EDT) which was called a first-rate, thoroughly professional premiere by one commentator.

General feelings of warmth and approval were expressed regarding the *Andy Williams Show* (NBC Saturday 7:30 p.m.). It was called pleasant and tasteful but also pedestrian. *To Rome With Love* (CBS Sunday 7:30 p.m. EDT) drew comments ranging from "turn off the sound and settle for background," to "stereotyped and unfaillingly pleasant."

"*Jimmy Durante Presents the Lennon Sisters*" (ABC Friday 10 p.m. EDT) was given promise to be one of the high spots of Friday but caused some concern that the girls might not be able to continue the pace.

Reaction to the *Jim Nabors Show* (CBS-TV, Thursday 8 p.m. EDT) was so-so while *The Brady Bunch* (ABC Friday 9 p.m. EDT) was dismissed as bucolic and cornball although several observers felt it might get sympathetic audiences.

Here's a cross-section of what the critics were thinking as they took a look at the third week of the television network's new offerings:

Love, American Style (ABC-TV, Monday, 10 p.m. EDT).

"... played like rejects from last year's contenders..." Bob Williams,



New York Post.

"... two [episodes] had merit and the third ["Love and the Pill"] makes one ask who was minding the store at the network when the script was passed..." Kay Gardella, *New York Daily News*.

"... looks like a very slim venture..." Jack Gould, *New York Times*.

"... what gives [love] its promise is the flexible format, three short comedies, the first mildly amusing, the second a delight and the third a bore." Lawrence Laurent, *Washington Post*.

"... first two skits passable; the finale tasteless." Bernie Harrison, *Washington Evening Star*.

"It's time ABC got a break with its innovations and maybe this will be it." Allen Rich, *Hollywood Citizen-News*.

"These [stories] are light, bright and airy." Morton Moss, *Los Angeles Herald-Examiner*.

"A very blithe new series..." Cecil Smith, *Los Angeles Times*.

The Survivors (ABC-TV, Monday, 9 p.m. EDT).

"... cheesy hokum..." Jack Gould, *New York Times*.

"... abomination..." Kay Gardella, *New York Daily News*.

"... was introduced last night without the slightest apology..." Bob Williams, *New York Post*.

"... star-packed hour of trashy troubles of the very rich." Lawrence Laurent, *Washington Post*.

"... excessively talky." Bernie Harrison, *Washington Star*.

"It would be hard to envision a more unsympathetic set of characters for a major series, but oddly enough the show was not all that bad." Allen Rich, *Hol-*



lywood Citizen-News.

"... expensively clad production in which a line-up of name thespians fought with futile desperation against the straitjackets of threadbear, sudsy formula." Morton Moss, *Los Angeles Herald-Examiner*.

"... there is not a character, a situation or a line of dialogue that is remotely associated with human beings." Cecil Smith, *Los Angeles Times*.

"These may be problems of human beings like you, but they differ quite radically from mine." Terrence O'Flaherty, *San Francisco Chronicle*.

Leslie, Uggams Show (CBS-TV, Sunday, 9 p.m. EDT).

"... pleases eyes and ears, but has less effect on the funnybone..." Harry Harris, *Philadelphia Inquirer*.

"... appears a marginal gamble..." Jack Gould, *New York Times*.

"... smoothly produced, well-mannered entertainment..." Ben Gross, *New York Daily News*.

"... sweet, lovely and lyrical [but] the guest star help for the opener was essential..." Bob Williams, *New York Post*.

"... showed work and some promise... musical end of the hour lacked distinction..." Bernie Harrison, *Washington Star*.

"... It is one of the better of 16 comedy-variety-music programs in this fall's prime time schedule." Lawrence Laurent, *Washington Post*.

"A first rate, thoroughly professional premiere." Dwight Newton, *San Francisco Examiner*.

"... we felt it was sufficient in overall unity." Morton Moss, *Los Angeles Herald-Examiner*.

"... a joyous, talented and attractive entertainer..." Terrence O'Flaherty, *San Francisco Chronicle*.

"... light-hearted, impish, self-kidding, racial humor... flourished on the opener..." Donald Freeman, *The San Diego Union*.



The Andy Williams Show (NBC-TV, Saturday, 7:30 p.m. EDT).

"... was a classy hour... only objection was to the comedy parts, which were weak and strained..." Donald

Freeman, *The San Diego Union*.

"... jet-propelled staging of a disappointingly pedestrian show." Dwight Newton, *San Francisco Examiner*.

"... quite as rich and fulfilling an hour as television has offered this season." Cecil Smith, *Los Angeles Times*.

"... pleasant and tasteful... unfunny gags between songs." Norman Mark, *Chicago Daily News*.

To Rome With Love (CBS-TV, Sunday, 7:30 p.m. EDT).

"... the backgrounds are eye-filling..." Ben Gross, *New York Daily News*.

"... one solution is to turn off the sound and settle for incidental scenic background." Jack Gould, *New York Times*.

"... almost embarrassingly phony, yet—strangely!—it works..." Harry Harris, *Philadelphia Inquirer*.

"... another attempt to hit the *Family Affair* jackpot." Bernie Harrison, *Washington Star*.

"... it is all stereotyped and unfaithfully pleasant." Donald Freeman, *The San Diego Union*.



"... is another little innocuous comedy drama series." Dwight Newton, *San Francisco Examiner*.

"... is a sentimental comedy series to which... heartwarming is for once truly applicable." Allen Rich, *Hollywood Citizen-News*.

"... is a giant pizza which appears to be filled with every situation comedy cliché in TV history and every Italian character actor south of San Luis Obispo." Terrence O'Flaherty, *San Francisco Chronicle*.

Jimmy Durante Presents the Lennon Sisters ABC-TV, Friday, 10 p.m. EDT).

"... an interesting mixture of students of performing..." *New York Times*.

"... promises to be one of the high spots of Friday night..." Kay Gardella, *New York Daily News*.

"... more bland than blandishment, a soother for senior citizens stressing old songs and old comedians..." Harry Harris, *Philadelphia Inquirer*.

"... a question what caliber of comedy talent ABC may be able to amass



to prop up the girls..." Bob Williams, *New York Post*.

"... premier program excellent but it was carried by three guests..." Lawrence Laurent, *Washington Post*.

"... Jimmy and the girls hit it off beautifully... solid, professional touch in all departments." Bernie Harrison, *Washington Star*.

"... was in the main, a melodious and tranquil, easy-on-the-ears show." Allen Rich, *Hollywood Citizen-News*.

Mr. Deeds Goes to Town (ABC-TV, Friday, 8:30 p.m. EDT).

"... a forlorn variation of the 1936 film..." *New York Times*.

"... [Monte] Markham is too unbending to be believable..." Kay Gardella, *New York Daily News*.

"... [the movie] may have some long-lasting old-fashioned virtues as a video vehicle..." Harry Harris, *Philadelphia Inquirer*.

"... just isn't going to top [the movie]." Bob Williams, *New York Post*.

"... embarrassingly awful." Lawrence Laurent, *Washington Post*.

"... Markham strides into every line as if the show depended on it, and it would be nice if he could occasionally relax." Bernie Harrison, *Washington Star*.

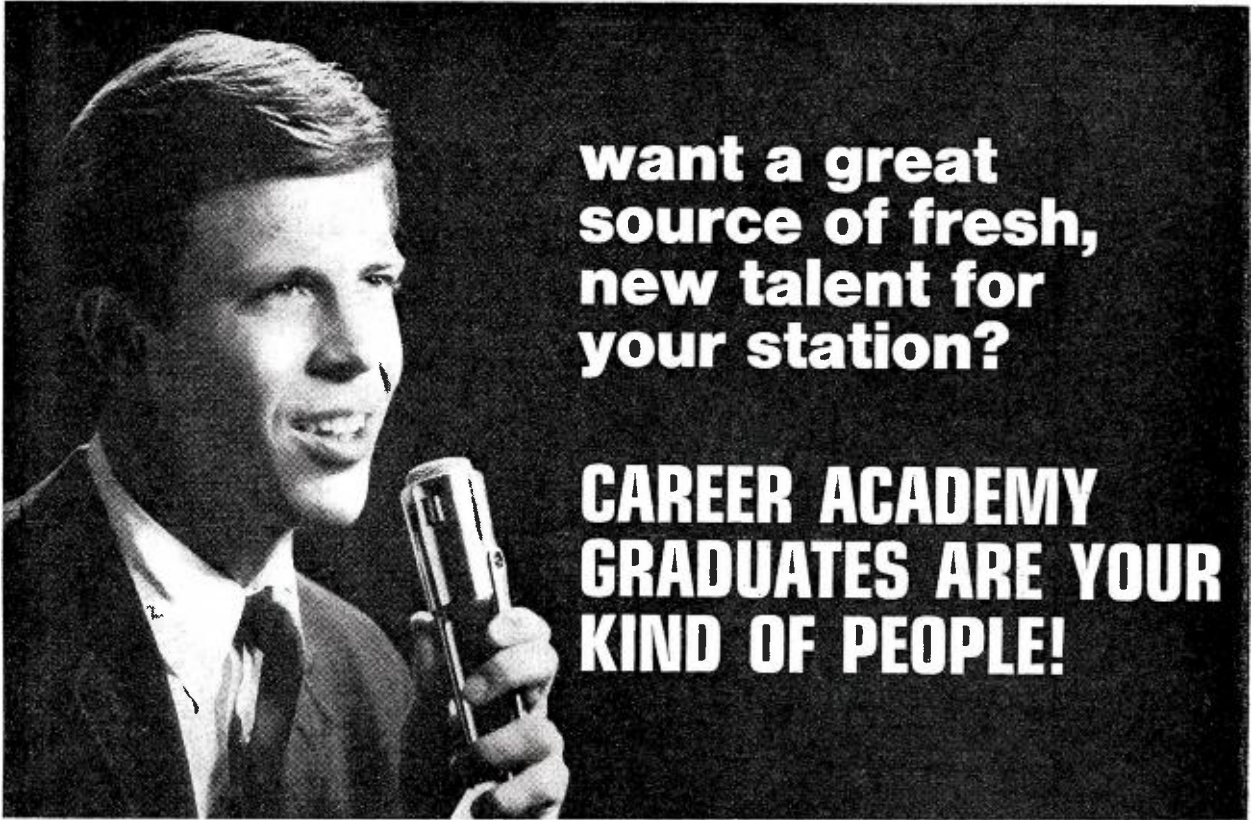
"... there's a sense of quality, of intelligence in approach, of an attempt to offer literate restrained comedy." Cecil Smith, *Los Angeles Times*.



Jim Nabors Show (CBS-TV, Thursday, 8 p.m. EDT).

"... a pleasant but by no means distinguished divertissement..." Ben Gross, *New York Daily News*.

"... could well be another bucolic



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Mike Brawley
KTUI, Sullivan, Mo.

As I look back on the curriculum of Career, actually there are very few facets of broadcasting that I wasn't prepared for on my initial job. The management of WMIX was very impressed with the knowledge I had acquired in a short period of four months.

Mike Parnell
WMIX, Mt. Vernon, Ill.

I'm very lucky to have such a great job. At WDWL, I work in the sales department during the morning, and from 5 p.m. to 10 p.m., I have my record request show. This coming fall, I'll be the voice of the Glassboro State College Football Team, and The Cumberland County Basketball Team! WDWL, was very much pleased with my amount of knowledge I had acquired in four short months.

Ralph Ward, Jr.
WDVL, Vineland, N. J.

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Nicholas A. Maggio, Jr.
WCRV, Washington, N. J.

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MERLE HARMON	ULMER TURNER
LARRY HENDERSON	



bonanza for CBS, the cornball broadcasting system . . ." Harry Harris, *Philadelphia Inquirer*.

" . . . after a perky opening, was woefully weak in the comedy." Bernie Harrison, *Washington Star*.

" . . . he's a fine singer, moves well and has a nice fellow-next-door personality." *Washington Daily News*.

" . . . run-of-the-mill variety hour, at best . . ." Bob Williams, *New York Post*.

" . . . the absence of vocal polish actually may be an asset . . ." Jack Gould, *New York Times*.

The Brady Bunch (ABC-TV, Friday, 8 p.m. EDT).

" . . . family situation comedy carried to the apex of ludicrousness . . ." *New York Times*.

" . . . ugh ugh! . . ." Kay Gardella, *New York Daily News*.

" . . . a bunch all right. Of baloney." Harry Harris, *Philadelphia Inquirer*.

" . . . [doesn't] deserve the time it takes to dial and switch it." Bob Williams, *New York Post*.

" . . . broad comedy complete with slapstick . . . certain to get a satisfactory audience." Lawrence Laurent, *Washington Post*.

" . . . situation comedy straight out of the computer." Bernie Harrison, *Washington Star*.

"The show isn't good enough to be typical and isn't funny enough to be a



comedy." Bill Martin, *Los Angeles Herald-Examiner*.

"Let us mercifully draw the curtain on any further discussion on this one." Allen Rich, *Hollywood Citizen-News*.

"I wish I could say it's the most atrocious television show I ever saw, but the competition is too rough." Cecil Smith, *Los Angeles Times*.

" . . . may sound like a sequel to "Bonnie and Clyde" and it is almost as noisy." Donald Freeman, *The San Diego Union*.

Copyright issue back to Hill

McClellan committee mulls proposals with eye toward CATV inclusion in 1970 law

The CATV copyright issue was back on Capitol Hill last week following a presentation by the National Association of Broadcasters and a series of recommendations submitted by a group of copyright owners to Senator John L. McClellan (D-Ark.) and his Subcommittee on Copyright.

And, according to the subcommittee chief counsel, Thomas C. Brennan, it's quite likely that a revised general copyright bill, including provisions for CATV, may be reported to the full Senate Judiciary Committee by the end of this month and to the full Senate by the end of the year.

Because the bill probably will contain some elements that are considered regulatory, Senator McClellan has indicated that he would have no objection if it is referred to the Senate Commerce Committee for coordination. In copyright circles there is a strong belief that a Senate bill will be passed early next year and that, following a conference with the House, a law may be enacted before the summer of 1970. The House of Representatives passed a copyright bill last year, but deleted all references to CATV following an agreement on the floor between Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, and Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee.

One of the key CATV proposals submitted by the NAB to the Senate subcommittee last week suggested that if a CATV system wanted to originate entertainment programs, it should have to get a license from the FCC.

Willard E. Walbridge, KTRK-TV Houston, chairman of the joint NAB boards, signed the letter to Senator McClellan, pointing out that broadcasters believe both copyright and regulatory legislation are needed simultaneously.

Mr. Walbridge noted that the NAB's recommendations are premised on four considerations: that CATV must not be permitted to develop to the point where it would seriously impair or reduce present free, off-the-air TV service; that CATV must be allowed to develop to improve reception of local TV stations and to carry "appropriate" distant TV stations where local services are nonexistent or few in number; that CATV ought to pay compensation for the use of programs, and that small and remote CATV systems should be relieved of complying with regulations.

For those cable TV systems engaging in program origination, other than purely automated programs like weather, time, news, the NAB recommended that a licensing procedure be established. This would require a CATV system to be licensed by the FCC for its origination channel, meeting the same requirements that broadcasters do

when they seek a permit, including a three-year license with renewal procedures and including the right of the FCC to terminate the authority if it is found not to be in the public interest.

CATV operators who originate such programs, the NAB said, should be required to follow existing FCC rules on political broadcasts, personal attacks, the Fairness Doctrine, obscenity and lottery laws. And, the NAB added, since the FCC duopoly rules forbid a broadcaster from owning more than one TV station in a community, CATV operators should be barred from operating more than one origination channel.

In discussing carriage and nonduplication, the NAB proposed that a sliding system be enacted that would require the carriage of local stations and the protection of those stations from outside TV stations duplicating their programs. It would permit CATV systems in the top 25 markets to provide a service to their subscribers that would consist of three network-affiliated stations, three independents and one noncommercial, educational station. This would be reduced to a three-plus-two-plus-one formula for the next 25 markets, with all CATV's in markets below the top 50 permitted to carry only three network stations, one independent and one noncommercial, educational.

NAB also suggested that whenever

a new station came into existence in a market, the CATV would have to substitute that station for a more distant one that it was already carrying.

NAB also said that the sale of advertising should be completely prohibited on CATV, and cable systems should be barred from making any charge on a per-program or per-channel basis (pay TV). The NAB also proposed a "grandfathering" clause to maintain the service of existing CATV systems as of Dec. 20, 1968, the date the FCC proposed additional regulations for CATV. And it would prohibit any interconnection of CATV systems.

As to copyright, the broadcast association recommended that CATV systems should have a compulsory license for all signals they are required to carry under the proposed regulations, with, of course, full copyright liability for any programs originated by the CATV. It also suggested that small CATV systems be exempted from copyright payments, based on a specified number of subscribers.

Where a broadcast station obtains an exclusive license to broadcast copyrighted works, it should be afforded exclusivity, the NAB said, supporting, in general, the provisions proposed by the copyright owners.

The copyright proposals suggested by film producers and syndicators, were submitted to Senator McClellan by Louis Nizer, New York attorney, who has taken a leading role in the CATV-copyright question.

Submitted as a draft of a revised Section III of the pending copyright revision bill, the complex, legally articulated legislative draft provides for compulsory licensing of CATV systems in the leading 75 markets, with the Register of Copyrights given the power to determine what the percentage of payment should be, to collect it, and to disburse it to copyright owners.

The film-makers recommended that CATV systems having 500 or fewer subscribers be exempt from liability for copyright infringement. They also spell out exclusivity periods to protect contracts with TV stations in those markets where the CATV system uses distant signals. In essence this provides for three-year protection for film packages and four years for syndicated series. Also recommended is a two-year protection period for network programs that are put into syndication—beginning on the date that the off-network show is offered to stations.

On the compulsory licensing feature, the copyright owners propose to limit this to local signals only in the top 75 markets; in other markets they accept the principle of a cable system carrying three network affiliates plus one independent and, where necessary, import-

ing distant TV stations.

The position of the CATV industry was indicated in the staff accord worked out last spring between the staffs of the National Cable TV Association and the NAB. This subsequently was disavowed by the NAB boards.

The NCTA board, however, accepted the proposed agreement in principle. Its principal provisions:

A compulsory license for all CATV systems to carry local TV signals, equivalent to grade B contour.

Recognition of the concept of "adequate" TV service, meaning that a CATV system should be permitted to give its customers at least three network affiliates and three independents. And where distant signals are to be carried, they must begin with "the most proximate" station.

Maintenance of the exclusivity provisions of program contracts with TV stations in the top-50 television markets. Where a CATV is completely within a station's grade A contour, for first-run only within a station's grade B contour. For TV markets below the top 50, CATV's would only have to protect the first-run broadcast of a copyrighted work.

The agreement determined that a CATV was within a TV station's market if the cable system was within 35 miles of the main post office or other designated reference point.

NCTA also agreed to a grandfathering clause that would cover existing systems and existing service upon passage of the copyright bill, and to the present carriage and nonduplication protection features currently in FCC rules.

For origination, the CATV industry agreed that it would use only one channel to originate entertainment-type programs, but that no barriers to the number of automated services or public-service coverage should be allowed. Advertising, it agreed, would be limited to the entertainment-program channel or to automated service channels.

It agreed also to accept prohibition on the interconnection of CATV systems for the purpose of distributing

Reinsch, Regan step down

J. Leonard Reinsch of Cox Broadcasting and William M. Regan of Mutual, who between them have served 40 years on the board of directors of Broadcast Music Inc., have resigned from the BMI board, citing the pressures of other duties.

Grover Cobb of the Gannett stations and Carl Lee of the Fetzer group have been elected to succeed them. Mr. Reinsch had been on the board for 25 years and Mr. Regan for 15.

entertainment type programs.

As to copyright liability, the CATV group agreed that payment of "reasonable" fees should be established by Congress, with small or remote cable systems exempt or liable for a "nominal" payment. CATV spokesmen have never specified what this amount should be, but various individuals have indicated informally from time to time that they might accept anything from one-tenth of 1% on gross income to 2.5%.

Newsmen organize for self-defense

Chicago reporters react to latest tirade from their Mayor Daley

Broadcast newsmen at a dozen Chicago stations are trying to form a new association of working reporters to counteract what they say are official attempts to obstruct their work. Their action came after Chicago Mayor Richard J. Daley criticized broadcast coverage of the trial of Democratic-convention protest leaders.

Jeff Smith, WLS-TV Chicago, explained that the mayor's comments were but part of many such indignities over the years from various sources and it was time the "firing line" reporter had an organization to answer back effectively.

Mayor Daley charged that TV and radio news reporting serves to encourage violence, distort truth and obstruct justice in its coverage of protests. He said this was evident in the federal trial in Chicago of eight persons accused of inciting rioting during the Democratic convention last year.

Speaking to the Catholic Lawyers Guild of Chicago at a Sunday luncheon meeting, Mayor Daley charged that through radio-TV "a blatant attempt" was being made to focus attention on the demonstrations outside the courtroom instead of the trial proceedings inside. Citing TV's public impact, he said the medium presents only fragments of events, especially whatever "is extreme and violent and moving."

Bill Eyffe, WLS-TV news director, denying the charges for broadcasters generally, said: "The mayor has done everything he could—along with the federal courts—to keep us from having freedom of access to information."

Neither Sigma Delta Chi nor the Radio-Television News Directors Association is structured to represent the staff newsmen in his daily professional problems, Mr. Smith contended. He said the proposed new group would fill this void and would try not to be a "luncheon, banquet and convention-

type organization." No name has been selected.

Also working on the organization committee with Mr. Smith are Bill Curtis of WBBM-TV and Dave Klein of WMAQ-AM-TV. They have also written colleagues in other cities.

New group to seek greater use of tape

The formation of Videotape Production Association by more than 20 companies operating in the tape field was announced last week.

The first general meeting of the organization was held in New York last week. Those in attendance approved a charter and by-laws and elected Morton Dubin, vice president of MPO Videotronics, as president. Other officers chosen were Joe DiBuono, WCD Productions, vice president; Lucien Lessard, Tele-Tape Productions, secretary; and E. Grey Hodges, Reeves Production Services, treasurer.

The objective of the association is to expand the use of tape by establishing and providing continuing information and familiarization programs and by stimulating an interchange of ideas and discussions of mutual problems. It was stressed by Mr. Dubin that the association does not intend to become a union negotiating group.

Charter members are Advertel; Ampex Corp., Centrex Productions, DiCaprio Productions, Eastern Video Productions, Editel, Filmways, Glen Warren Productions, International Video

Corp., Jefferson Productions, Lewron Productions, Logos Teleproductions, Motion Associates East Inc., Motion Picture Camera Supply, MPO Videotronics, N.B.E. Productions Ltd., Reeves Production Services, Rosner TV Systems, Tele-Tape Productions, Technicolor, Teletronics International, Transmedia International, WCD Productions and Western Video Industries.

Full membership in the association is limited to tape production companies that have handled at least 10 productions, and to suppliers of video-tape manpower and facilities. Associate membership is open to companies engaged in manufacturing, distributing or supplying video-tape equipment, whose gross tape volume is estimated in excess of \$2 million annually. Allied membership will be open to companies in fields related to video tape but which do not qualify for full or associate membership.

New program firm has music for every format

Two recently resigned programming and production executives for American Forces Radio have formed a radio program packaging and syndication firm that plans to offer a catalogue-type service of product availabilities. The new company, Manzell & Associates, based in Hollywood, eventually hopes to offer enough syndicated radio product to program a station full time. Initially, however, the company will produce and distribute three separate series of hour music/talk programs, a total of five

hour shows per week in each series.

Each series of programs will have as host a well-known music personality. The personality will be a specialist in a specific music category. According to Manzell plans, the entire spectrum of musical tastes in this country eventually will be reflected by a syndicated series.

The first three music/talk programs to be offered by Manzell are Bobby Troup doing a jazz show, Carmen Dragon doing a classical-music and concert show, and Tex Williams doing a country-music show.

Principals in Manzell & Associates are Robert L. Niemann, president; and William Ezell, vice president. Both resigned from American Forces Radio last month to form Manzell.

In addition to producing and distributing its own product, Manzell is acting as sales representative for two outside packages: 130 five-minute *Passing Parade* programs with John Doremus, and 260 five-minute *The Huddle* sports shows with Hal Tunis. Manzell also will operate a commercial production business, coordinating and producing public-service campaigns for non-profit organizations.

The Manzell office is at 6362 Hollywood Blvd., Hollywood. Production will be done at this site in a newly built, company-owned recording studio that contains an estimated \$60,000 worth of equipment.

Hughes offers 7 tourneys

Hughes Sports Network, New York, will televise seven Professional Golf Association championship tournaments in 1970 between February and June.

Included will be the Doral Open in Miami, Monsanto Open in Pensacola, Fla., the Greater Greensboro Open, Greensboro, N. C., Greater New Orleans Open, the Atlanta Classic, the Kemper Open at Charlotte, N. C., and the Western Open in Chicago. The tournaments are valued from \$115,000 for the Atlanta Classic to \$180,000 for the Greensboro Open. Ray Scott, John Derr, Bob Toski, Frank Glibber and Jim Thacker comprise the broadcasting team. Station lineups and advertisers were not available as of last week.

Reiner back for CBS series

CBS-TV last week announced it has signed Carl Reiner to create and develop the new Dick Van Dyke series that is planned for the 1971-72 season (BROADCASTING, Sept. 29). In addition, Mr. Reiner, who was creator-writer-producer of the original *Dick Van Dyke Show* on CBS-TV from 1961 to 1966, will serve as consultant and contribute a number of scripts for the series.

Adult movies on TV screen?

McClellan wants to know where stations will draw the line on classified pictures

Television broadcasters were beginning to receive last week a questionnaire from Senator John L. McClellan (D-Ark.) asking what they intend to do about today's so-called adult motion pictures—show them on TV?

The four-question inquiry to the TV networks and all TV stations was mailed early last week (BROADCASTING, Sept. 29). Questionnaire to the National Association of Broadcasters and the National Cable TV Association consisted only of three questions.

Two weeks ago, Senator McClellan, who has vowed to introduce legislation to prohibit the broadcast of movies rated "X", "R" or "M", to protect youthful viewers (BROADCASTING, Sept. 22), sent a similar questionnaire to the Motion Picture Association of America.

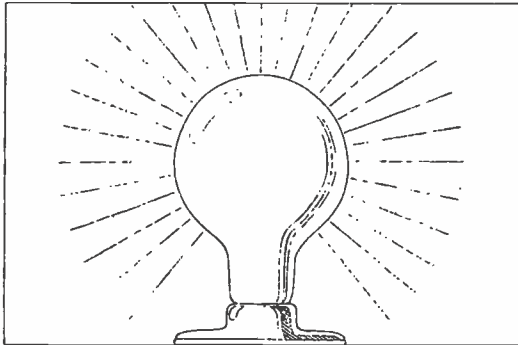
The questions to broadcasters call for

a statement of company policy with respect to performing on TV films rated in these three categories; whether broadcasters believe such films should be shown on TV; whether it is contemplating showing such films on TV and how such performance squares with the TV code.

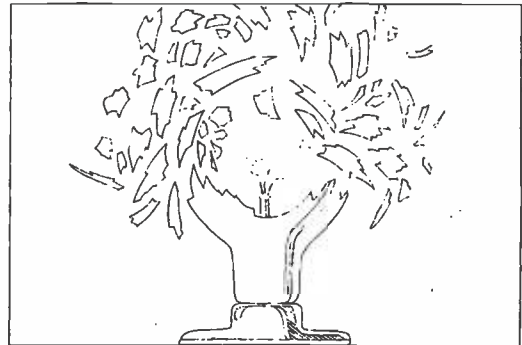
The NAB was asked to state its policy on this subject, whether it would be in the public interest to show such films on TV, and whether such performance would be consistent with the TV code. The three-part inquiry to NCTA asked the same questions pro-pounded to NAB, but only with respect to CATV origination.

A spokesman for Senator McClellan said last week that no replies had yet been received from either the MPA or any broadcasters.

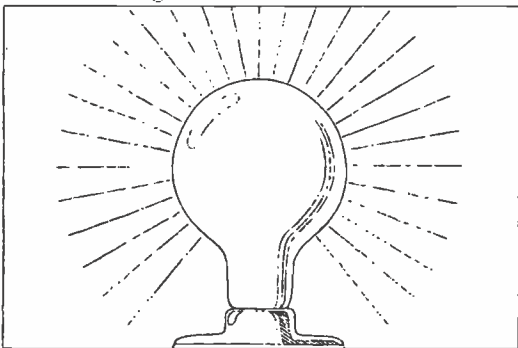
Post production is no longer the same old rat race. Now it's a computerized rat race.



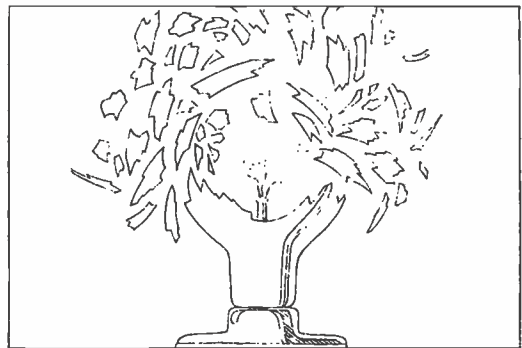
Once Reeves was the only place in the country where you could have your own private editing room.
That was a good idea.



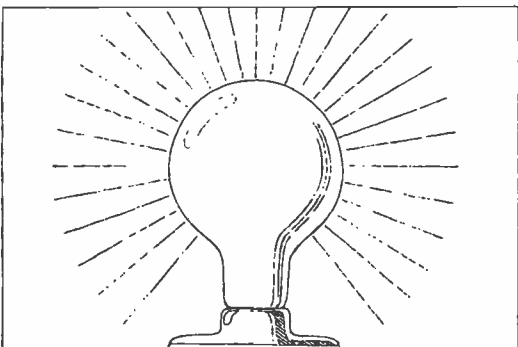
Soon there were other private editing rooms.



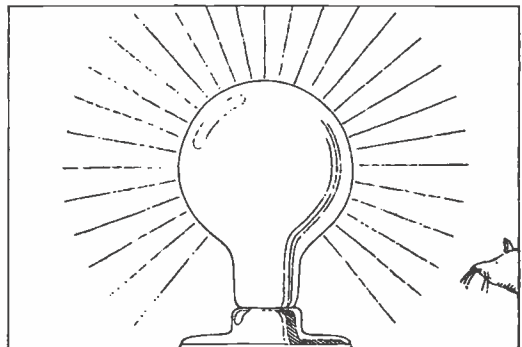
Then Reeves was the only place in the country where you could mix and edit videotape in the same room.
That was a good idea, too.



Soon mixing equipment started to appear in other editing rooms.



A short time ago Reeves installed the country's first computerized editing system.



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NBC pays \$6 million for Winter Olympics

1972 games from Japan to include more live coverage; ABC to air Summer Olympics

The 1972 Winter Olympics from Sapporo, Japan, will be televised in the United States by NBC-TV.

NBC won the rights last week for a price other network sources estimated at around \$6 million, including production costs. ABC-TV will televise the 1972 Summer Olympics from Munich, Germany, for an estimated \$12 million in rights and production costs (BROADCASTING, April 7).

NBC spokesmen could give few details of the proposed coverage late last week, because the negotiators had not returned from Japan. They did say, however, that they expected to do more live programming during the Feb. 2-13 period than was done before. In broadcasting the 1968 Winter Olympics from Grenoble, France, ABC-TV transmitted live the opening and closing ceremonies, Peggy Fleming's gold-medal winning figure-skating performance and a hockey game.

NBC broadcast the Summer Olym-

pics from Tokyo in 1964, and network President Julian Goodman remarked that NBC looked forward to working with the NHK Japanese network again in the Olympics.

ABC-TV and CBS-TV also bid for the 1972 event. ABC has televised the 1964 and 1968 winter games and the 1968 summer games, and CBS had the rights in 1960. Rights in 1968 were estimated at \$2 million for the Winter games and \$4.5 million for the Summer games.

Funds shortage affects 'Night Call'

An award-winning national telephone call-in radio program, *Night Call*, will cease broadcasting on Oct. 10 unless additional funds are forthcoming.

The program was first aired June 3, 1968, and has been broadcast live nationally, Monday through Friday, 11:30 p.m.-12:30 a.m. It has been subsidized primarily by a Ford Foundation grant and the United Methodist Church, whose Television, Radio and Film Communications division (TRAFCO) conceived the program and has been producing it.

TRAFCO is said to be seeking a national advertiser or foundation to underwrite the program. TRAFCO makes its headquarters at 475 Riverside Drive, New York 10027.

NCTA seeks programing from U.S. government

The National Cable TV Association, spokesman for the CATV industry, is preparing to make a pitch to government agencies and departments for programing material.

NCTA has scheduled what it calls a "Public Service on Prime Time CATV Conference," to be held Oct. 16 at the Mayflower hotel in Washington. Invitations have also been sent to private groups and associations.

Speakers will be Wally Briscoe, managing director, Don Witheridge, publications editor, both of NCTA; and Kenneth D. Lawson, Telemation Inc. They will discuss methods of using CATV for special messages and publicity by government and private agencies and organizations.

USIA head questions balance in TV news

The head of the U.S. Information Agency, who used to be a broadcaster himself, thinks television news is slanted toward the liberal viewpoint.

Frank Shakespeare, former CBS executive and now director of the USIA, made his observations Sept. 26 at the

closing banquet of the annual convention of the Radio-Television News Directors Association (BROADCASTING, Sept. 29).

Mr. Shakespeare, asserting that he was speaking as a private citizen, said everyone in television daily "sweats blood" trying to be decent and fair. "The problem is you cannot be," he said, because broadcast newsmen by the nature of their craft, instincts and experience have tended to be liberally oriented and this affects judgment even subconsciously.

Mr. Shakespeare, who advised President Nixon in the use of TV during the 1968 campaign, indicated he used the terms "liberal" and "conservative" in the philosophical and not political sense.

He said he doesn't know the solution but suggested perhaps news directors should think about including the conservative view on occasion when hiring new staff talent. He cited as an example the newspaper practice of having the opposing views of diverse columnists on the same page.

UPI lab will study picture transmission

United Press International said last week it will establish a Newspictures research department to concentrate on wired transmission of color pictures to all news media.

The research work will be carried out under the direction of Cliff McDowell, currently vice president and general manager of UPI Newspictures in New York, in a new picture laboratory to be located in the San Francisco bay area, where Mr. McDowell will make his headquarters.


F. W. (Bill) Lyon Jr., now southern division Newspictures editor in Atlanta, will succeed Mr. McDowell as general manager of UPI Newspictures in New York. The new assignments will be effective Jan. 1.

'Show' goes on with grant

The Corp. for Public Broadcasting has made an initial grant of \$100,000 for a one-hour weekly series for teen-agers, entitled *The Show*. WITF-TV Hershey, Pa., is producing the programs. Additional financing will follow, according to CPB President John Macy.

The Show will be offered to noncommercial stations in the U.S. starting in January. It features producer Bob Walsh as co-host, with a different personality as the other co-host each week. *The Show* will be a combination of music, talk, issues, name guests and new talent, with groups of 25 teen-agers from various cities participating in discussions.

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Radio and records get together

Among cooperative projects they adopt: a system of reporting format changes

A program of mutual cooperation in attacking common problems was outlined in an agreement announced last week by the National Association of Broadcasters and the Record Industry Association of America.

The agreement was announced by Charles M. Stone, NAB vice president for radio, and Henry Brief, executive director of RIAA, and was a result of the meeting of a liaison committee of the two groups Sept. 25 in New York. The mutual-aid pact followed extensive discussions of issues of concern to both industries. Among the projects to be undertaken will be a system by which stations will report changes in musical formats. Format changes will be relayed to the RIAA, which will notify record manufacturers.

Kits to be supplied stations by NAB and RIAA will include forms for the reports and educational information of use to station managers. The information would include advice on cartridges, tone arms and record styluses and where stations can request services.

The liaison committee was formed as an outgrowth of record roundtable discussions during the 1968 series of NAB fall conferences. It is recognition of radio's reliance on records for much of its programming and record-companies' reliance on radio performance to promote record sales.

Record company representatives stressed the importance to them of giving air time to new artists who may become profit makers, and they decried a practice of stations that make announcements urging listeners to tape recordings

off the air.

Station representatives noted that selections running longer than three minutes create programming problems and objected that labels often do not carry accurate running times. The problem of airing records before they are released publicly was discussed and the NAB was asked to counsel members to cooperate in ending the practice.

NAB representatives complimented RIAA on demographic research data it has compiled. The data provides profiles of record audiences that help stations determine program format and is valuable to advertisers.

Broadcasters representing NAB at the meeting were Dan Hayslett, executive vice president and general manager, Strauss Broadcasting Co. Stations, Dallas; Robert L. Pratt, vice president and general manager, KCGF(AM) Coffeyville, Kan., and Lester M. Smith, general manager, KJR(AM) Seattle.

Representing RIAA were Stanley M. Gortikov, Capitol Industries, Hollywood; Jack Holzman, Elektra Records, New York; Hal Neely, Starday-King Records, Madison, Tenn., and Leonard Sachs, Commonwealth United Records, New York.

Program notes:

'Ivan' on film ■ Soviet writer Alexander Solzhenitsyn's novel, *One Day In The Life Of Ivan Denisovich*, about Siberian prison camps in the Stalin era, will soon become a motion picture starring Tom Courtenay. Leontes Films of London, Norsk Films of Oslo and Group W

Films, a division of the Westinghouse Broadcasting Co., New York, will produce the film with Casper Wrede directing.

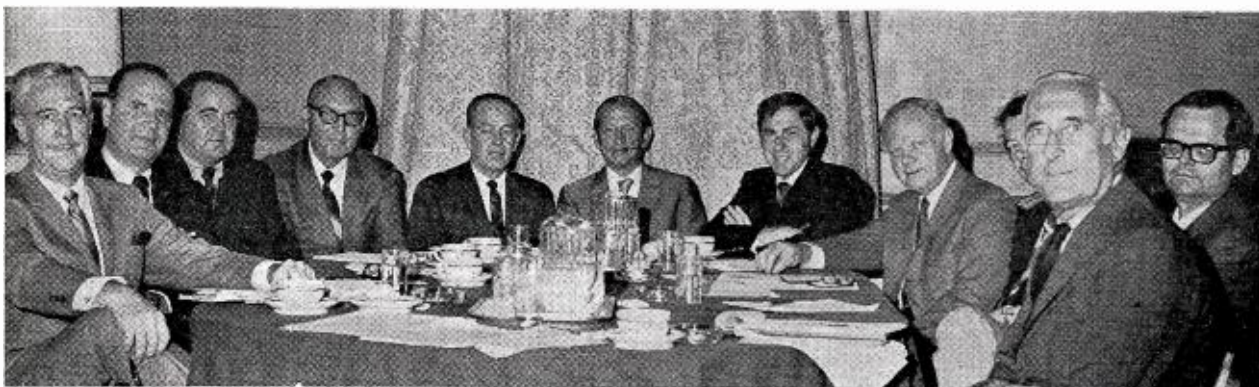
Feldman's firm ■ Gene Feldman, formerly production head for ABC-McGraw Hill, New York, is starting Wombat Productions Inc., to produce documentary and information films. Wombat will be at 65 Walgrove Avenue, Dobbs Ferry, N.Y. 10522, (914) 693-3554.

New Office ■ Helene Obolensky Enterprises Inc., Saint Regis-Sheraton Hotel, New York, has opened new offices for television production and packaging at 55th Street, New York 10022, (212) 838/4722-23.

Nixon's men interviewed ■ Defense Secretary Melvin Laird will lead off *The President's Man 1969* series of interviews produced by National Educational Television on Oct. 15 at 8 p.m. EDT. The eight half-hour programs will also include the President's Director of Communications, Herbert G. Klein, Robert Finch, George Romney and Dr. Arthur F. Burns. NET Washington correspondent Paul Niven will conduct the interviews.

New syndicator ■ John E. Pearson, who resigned in September as director of international operations and Latin American sales for the syndication division of Paramount Television in Hollywood, has formed his own distribution company, John Pearson International Inc. The new company is located at 9201 Wilshire Boulevard, Beverly Hills.

Parsley, Sage, Rosemary, Simon and Garfunkel ■ The first network TV special starring the team of Simon and Garfunkel will be presented under the sponsorship of AT&T on CBS-TV, Nov. 30 (9-10 p.m. EST). The agency is N. W. Ayer & Son, New York. Executive producers for the special are Pierre Cossette and Burt Sugarman of CoBurt



The liaison committee of representatives of the record and radio broadcast industries that discussed mutual problems: Seated (l to r)—Dan Hayslett, Strauss Broadcasting Co. Stations, Dallas; Lester M. Smith, Seattle-Portland-

Spokane Radio Group, Seattle; Hal Neely, Starday-King Records, Madison, Wis.; Robert L. Pratt, KGGF Coffeyville, Kan.; Charles M. Stone, NAB; Henry Brief, RIAA executive director; Leonard Sachs, Commonwealth-United Rec-

ords, New York; Stanley M. Gortikov, Capitol Industries Inc., Hollywood; Jac Holzman (partially hidden), Elektra Records, New York; Ernest S. Meyers, RIAA general counsel, and Hal Niven, NAB.

Corp., Hollywood, with Paul Simon and Art Garfunkel as producers.

Historical series ■ New series of daily minute and weekly three-and-one-half minute historical tapes are being offered nationally to radio stations on an exclusive market basis by Henry Ford Museum and Greenfield Village, Dearborn, Mich. (48121). The museum also is offering special quarter-hour tapes for Oct. 21 airing, on the 90th anniversary of the invention of the electric light. Format allows local sponsorship.

Big time ■ Commonwealth United Entertainment Inc., film distributors, moved its New York offices last week (Oct. 1) to 1700 Broadway. Jerry Kurtz, president of Commonwealth United Television, and the television division were included in the move.

Canadian hot seat ■ Hobel-Leiterman Productions Ltd., Toronto and New York, is producing a confrontation program, *Face-to-Face-to-Face*, which will begin on the CTV Network in Canada later this month and will be offered for distribution in the U.S. The format of the half-hour series pits writer Gloria Steinem and Patrick Watson, a Canadian personality, against a prominent guest on "the hot seat." Guests already taped or booked include James Earl Jones, Raquel Welch, writer Jimmy

Breslin, historian Arthur Schlesinger Jr. and playwright Leroi Jones.

New studio ■ TM Productions Inc. has established a recording service of "hit-record" quality in Dallas to serve record producers in the Southwest who are isolated from the major recording centers. Address is 3102 Routh Street.

Outdoor adventure ■ Trans-Lux Television has acquired TV syndication to *Sportsman's Holiday*, 25 quarter-hour segments of field and stream adventures. Initial domestic sale has been made to WFAA-TV Dallas.

Racial discussions talk-show problem

Delaware radio station spokesmen last week agreed to discuss among themselves within two weeks the effects of their talk shows on tense racial situations after a frank session with Delaware Governor Russell Peterson.

Governor Peterson earlier charged that irresponsible callers to some talk shows are "fanning the flames of racial dissent."

Speaking to the broadcasting representatives, Gov. Peterson reiterated his opposition to anonymous callers "who repeatedly make irresponsible statements on the live show," but he said he re-

alized talk shows "make a contribution to the community."

Manager Al Hedgecock of WDOV-AM-FM Dover, immediate past president of the Delaware Broadcasters Association, said he would ask the president, John Cundiff of WAMS(AM) Wilmington, to call a meeting within two weeks.

The governor is reported to advocate setting up rumor control centers to dispel false information that he says may be picked up by listeners to radio talk shows. In the background was the continuing unrest in Delaware high schools that reportedly prompted the governor's remarks. The governor himself has appeared on all of the talk shows and has said the stations themselves can do much to dispel rumors.

AP awards to stations

Three broadcast members of the Associated Press received citations from the Associated Press Managing Editors Association Tuesday (Sept. 30) in Hartford, Conn. The awards were for "outstanding contributions to the AP news report." WICC(AM) Bridgeport, Conn., and WGIR(AM) Manchester, N.H., were singled out for "day-to-day contributions of exemplary import;" KBON(AM) Omaha, for "exceptional cooperation on special stories."



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TV network showsheets: 4th-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Dualey Do-Right*, part.
CBS-TV 8:30-9 *Sunrise Semester*, part.; 9:30-10 *Tom & Jerry*, part.; 9:30-10 *The Batman Show*, part.
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10-10:30 *George of the Jungle*, part.; 10:30-11 *The Fantastic Four*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery '70*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, part.; 10:30-11 *Look Up and Live*, part.; 11-11:30 *Camera Three*, part.; 11:30-12 *Face the Nation*, part.
NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV 12-1 *NCAA Highlights*, part.
CBS-TV 12-12:30 *Face the Nation*, part. (2d feed); 12:30-1 No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service.
NBC-TV 1-1:30 *Meet the Press*, Allstate, Sperry Rand; 1:30-7 *AFL Football*, part.

2-5p.m.

ABC-TV No network service.
CBS-TV *NFL Football*, part. (various times).
NBC-TV *AFL*, cont.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *The Jetsons*, part. (last broadcast 10/26); 5:30-6 *Ted Mack and the Original Amateur Hour*, part.
NBC-TV *AFL*, cont.

6-7 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *AFL*, cont.

7-8 p.m.

ABC-TV *Land of the Giants*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *To Rome with Love*, part.
NBC-TV 7-7:30 *Wild Kingdom*, Mutual of Omaha; 7:30-8:30 *The Wonderful World of Disney*, part.

8-9 p.m.

ABC-TV *The FBI*, Ford.
CBS-TV *The Ed Sullivan Show*, part.
NBC-TV 8-8:30 *Disney*, cont.; 8:30-9 *Bill Cosby Show*, Procter and Gamble.

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, part.
CBS-TV *The Leslie Uggams Show*, part.
NBC-TV *Bonanza*, part.

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Mission: Impossible*, part.
NBC-TV *The Bold Ones*, part.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS Sunday News With Harry Reasoner*, part.
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 *CBS Morning News with Joseph Benti*, part. (2d feed); 8-9 *Captain Kangaroo*, part. (2d feed); 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *The Lucy Show*, part.; 10:30-11 *The Beverly Hillbillies*, part.
NBC-TV 10-10:25 *It Takes Two*, part.; 10:25-10:30 *News*, part. 10:30-11 *Concentration*, part.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *The Andy Griffith Show*, part.; 11:30-12 *Love of Life*, part.
NBC-TV 11-11:30 *Sale of the Century*, part.; 11:30-12 *Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *That Girl*, part.
CBS-TV 12-12:25 *Where the Heart Is*, part.; 12:25-12:30 *CBS Midday News*, part.; 12:30-1 *Search for Tomorrow*, Procter and Gamble.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Name Droppers*, part.; 12:55-1 *News*, part.

1-2 p.m.

ABC-TV 1-1:30 *Dream House*, part.; 1:30-2 *Let's Make a Deal*, part.
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-2 *You're Putting Me On*, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *Dating Game*, part.
CBS-TV 2-2:30 *Love is A Many Splendored Thing*, part.; 2:30-3 *The Guiding Light*, Procter and Gamble.
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *One Life to Live*, part.
CBS-TV 3-3:30 *The Secret Storm*, part.; 3:30-4 *The Edge of Night*, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *Bright Promise*, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.
CBS-TV 4-4:30 *Gomer Pyle-USMC*, part.; 4:30-5 No network service.

NBC-TV 4-4:30 *Letters to Laugh-In*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC Evening News with Frank Reynolds*, part. (three feeds).
CBS-TV 5-7 No network service; 7-7:30 *CBS Evening News with Walter Cronkite*, part.
NBC-TV 5-6:30 No network service; 6:30-7:30 *Huntley-Brinkley Report*, part. (two feeds).

11-1 a.m.

ABC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Joey Bishop Show*, part.
CBS-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *The Merv Griffin Show*, part.
NBC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Tonight Show*, part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:15 *Music Scene*, part.; 8:15-9 *New People*, part.
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *Here's Lucy*, part.
NBC-TV 7:30-8 *My World and Welcome to It*, part.; 8-9 *Rowan & Martin's Laugh-In*, part.

9-10 p.m.

ABC-TV *Survivors*, part.
CBS-TV 9-9:30 *Mayberry R.F.D.*, Philip Morris, General Foods; 9:30-10 *The Doris Day Show*, part.
NBC-TV 9-11 *Monday Night at the Movies*, part.

10-11 p.m.

ABC-TV *Love American Style*, part.
CBS-TV *The Carol Burnett Show*, part.
NBC-TV *Movie*, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Mod Squad*, part.; 8:30-10 *Movie of the Week*, part.
CBS-TV 7:30-8:30 *Lancer*, part.; 8:30-9:30 *The Red Skelton Hour*, part.
NBC-TV 7:30-8 *Jeannie*, part.; 8-8:30 *Debbie Reynolds Show*, part.; 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV *Movie*, cont.
CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10 *The Governor and J.J.*, part.
NBC-TV 9-11 *Tuesday Night at the Movies*, part.

10-11 p.m.

ABC-TV *Marcus Welby, M.D.*, part.
CBS-TV *60 Minutes*, *CBS News Hour* (alternate Tuesdays), part.
NBC-TV *Movie*, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Flying Nun*, part.; 8-8:30 *The Courtship of Eddie's Father*, part.; 8:30-9 *Room 222*, part.
CBS-TV 7:30-8:30 *The Glen Campbell Goodtime Hour*, part.; 8:30-9 *The Beverly Hillbillies*, part.
NBC-TV *The Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movies*, part.
CBS-TV *Medical Center*, part.
NBC-TV *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Movie* cont.
CBS-TV *Hawaii Five-O*, part.
NBC-TV *Then Came Bronson*, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *The Ghost and Mrs. Muir*, part.; 8-8:30 *That Girl*, part.; 8:30-9 *Be-witched*, part.
CBS-TV 7:30-8 *Family Affair*, Procter and Gamble, Phillip Morris; 8-9 *The Jim Nabors Hour*, part.
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV *This is Tom Jones*, part.
CBS-TV 9-11 *CBS Thursday Night Movies*, part.
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Drag-net*, part.

10-11 p.m.

ABC-TV *It Takes a Thief*, part.
CBS-TV *Movie*, cont.
NBC-TV *The Dean Martin Show*, part.

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part.; 8-8:30 *The Brady Bunch*, part.; 8:30-9 *Mr. Deeds Goes to Town*, part.
CBS-TV 7:30-8 *Get Smart*, part.; 8-8:30 *The Good Guys*, part.; 8:30-9 *Hogan's Heroes*, part.
NBC-TV 7:30-8:30 *High Chaparral*, part.; 8:30-10 *The Name of the Game*, part.

9-10 p.m.

ABC-TV *Here Come the Brides*, part.
CBS-TV 9-11 *CBS Friday Night Movies*, part.
NBC-TV *Name of the Game*, cont.

10-11 p.m.

ABC-TV *Jimmy Durante Presents the Len-non Sisters*, part.
CBS-TV *Movie*, cont.
NBC-TV *Bracken's World*, part.

Saturday

8-10 a.m.

ABC-TV 8-8:30 *Casper*, part.; 8:30-9 *Smokey Bear Show*, part.; 9-10 *The Cattanooga Cats*, part.
CBS-TV 8-8:30 *The Jetsons*, part.; 8:30-9:30 *The Bugs Bunny/Road Runner Hour*, part.; 9:30-10 *Dastardly & Muttley in Their Flying Machines*, part.
NBC-TV 8-9 *Heckle & Jeckle*, part.; 9-9:30 *Here Comes the Grump*, part.; 9:30-10 *The Pink Panther*, part.

10-11 a.m.

ABC-TV 10-10:30 *Hot Wheels*, part.; 10:30-11 *Hardy Boys*, part.
CBS-TV 10-10:30 *The Perils of Penelope Pit-stop*, part.; 10:30-11 *Scooby-Doo, Where are You!*, part.
NBC-TV 10-10:30 *H. R. Pufnstuf*, Hasbro; 10:30-11:30 *Banana Splits*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Sky Hawks*, part.; 11:30-12

Adventures of Gulliver, part.
CBS-TV *The Archie Comedy Hour*.
NBC-TV 11-11:30 *Banana Splits*, cont.; 11:30-12 *Jambo*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Fantastic Voyage*, part.; 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *The Monkees*, part.; 12:30-1 *Wacky Races*, part.
NBC-TV 12-12:30 *The Flintstones*, part.; 12:30-1 *Underdog*, part.

1-2 p.m.

ABC-TV 1-1:30 *Bandstand*, cont.; 1:30-2 *NCAA Football*, part.
CBS-TV 1-1:30 *Superman*, part.; 1:30-2 *Jonny Quest*, part.
NBC-TV 1-6:30 *October, Baseball*, part.; November, No network service; December, *AFL Football*, part.

2-5 p.m.

ABC-TV *Football*, cont.
CBS-TV No network service.
NBC-TV (see NBC-TV 1-2 p.m.).

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV 5-7 No network service; 7-7:30 *CBS Saturday Evening News with Roger Mudd*, part.
NBC-TV 5-6:30 (see NBC-TV 1-2 p.m.); 6:30-7:30 *Huntley-Brinkley* part. (two feeds).

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence Welk*, part.
CBS-TV 7:30-8:30 *The Jackie Gleason Show*,



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WJST-TV GRAND ISLAND, NEB.

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part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8:30 *Andy Williams*, part.;
8:30-9 *Adam 12*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-
10:30 *Hollywood Palace*, part.
CBS-TV 9-9:30 *Green Acres*, part.; 9:30-10
Petticoat Junction, part.
NBC-TV 9-11 *NBC Saturday Night at the
Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.;
10:30-11 No network service.
CBS-TV *Mannix*, part.
NBC-TV *Movie*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11:30-1
Tonight Show, part.

Specials in fourth quarter

CBS-TV

Oct. 7, 9:30-11 p.m. *CBS Playhouse: Ap-
palachian Autumn*.
Oct. 14, 7:30-8:30 p.m. *National Geographic
Society: The Mystery of Animal Behavior*.
Oct. 19, 9-10 p.m. *Frank Sinatra Jr., with
Family and Friends*.
Oct. 26, TBA. *It's the Great Pumpkin, Charlie
Brown (R)*.
Oct. 27, 9:30 p.m.-conclusion. *NFL Football*.
Nov. 12, 9-10 p.m. *Sinatra*.
Nov. 15, 10-11:30 p.m. *Miss Teenage America*.
Nov. 27, 9 a.m.-1 p.m. *Thanksgiving Parade
Jubilee*.
Nov. 27, 12 noon-conclusion. *NFL Football*.
Dec. 1, TBA. *CBS Playhouse*.
Dec. 2, 7:30-8:30 p.m. *National Geographic
Society*.
Dec. 6, 8:30-9:30 p.m. *Ann Margret: From
Hollywood With Love*.
Dec. 6, 12:45 p.m.-conclusion. *NFL Football*.
Dec. 7, TBA. *Charlie Brown Christmas*.
Dec. 7, 7:30-8:30 p.m. *Frosty the Snowman*.
Dec. 21, 7:30-8 p.m. *Dr. Seuss's How the
Grinch Stole Christmas (R)*.
Dec. 21, 8-9 p.m. *Ed Sullivan Show Special:
The Swinging Soulful Sixties*.
Dec. 23, 7:30-8:30 p.m. *The Nutcracker*.
Dec. 25, 4-5 p.m. *The Mirror and the Mirage
(R)*.

NBC-TV

Oct. TBA, (various times) *Major League
Baseball and World Series*.
Oct. 7, 8:30-11 p.m. *From Here to the Sev-
enties*.
Oct. 13, 9-10 p.m. *Chrysler Presents the Bob
Hope Comedy Special*.
Oct. 13, 10-11 p.m. *Mitzi's Second Special*.
Oct. 19, 7-9 p.m. *Heidi*.
Oct. 29, 9-10 p.m. *The Brass Are Coming:
Starring Herb Alpert and the Tijuana Brass*.
Nov. 4, 9-11 p.m. *First Tuesday*.
Nov. 6, 7:30-8:30 p.m. *Debbie Reynolds and
the Sound of Children*.
Nov. 6, 8:30-10 p.m. *Chrysler Presents the
Bob Hope Special*.
Nov. 9, 9-10 p.m. *The Julie Andrews Show*.
Nov. 12, 7:30-8 p.m. *Hey, Hey, Hey—It's Fat
Albert*.
Nov. 12, 8-9 p.m. *Johnny Carson Special*.
Nov. 12, 9-10 p.m. *TCB on Broadway*.
Nov. 12, 10-11 p.m. *Norman Rockwell's
America*.
Nov. 18, 7:30-8:30 p.m. *The G-E Monogram
Series: The Wolf Men*.
Nov. 21, 8:30-10 p.m. *Hallmark Hall of
Fame: The File on Devil*.
Nov. 21, 10-11 p.m. *Prudential's On Stage:
Mirror, Off the Wall*.
Nov. 24, 9-10 p.m. *Chrysler Presents the Bob
Hope Comedy Special*.
Nov. 24, 10-11 p.m. *The Peepicker in Pic-
cadilly*.
Nov. 30, 9-10 p.m. *Peggy Fleming Special*.
Dec. 2, 9-10 p.m. *First Tuesday*.
Dec. 3, 9-10 p.m. *Jack Benny Special*.
Dec. 5, 7:30-8:30 p.m. *Rudolph the Red-
Nosed Reindeer*.
Dec. 6, 7:30-9 p.m. *Hallmark Hall of Fame:
The Littlest Angel*.
Dec. 18, 7:30-8 p.m. *The Little Drummer
Boy*.
Dec. 18, 8-9 p.m. *Bing Crosby Special*.

Dec. 18, 9-10 p.m. *Chrysler Presents the Bob
Hope Comedy Special*.
Dec. 19, 7:30-8:30 p.m. *The G-E Monogram
Series: Sahara*.
Dec. 28, 10-11 p.m. *Election '69: What We
Learned*.

ABC-TV

Oct. 28, TBA. *The Undersea World of Jac-
ques Cousteau: Desert Whales*.
Nov. 28, 7:30-8:30 p.m. *How Life Begins (R)*.
Dec. 2, 10-11 p.m. *Engelbert Humperdink*.
Dec. 4, TBA. *Desert Whales (R)*.
Dec. 13, 1-4:30 p.m. *Liberty Bowl Football*.
Dec. 15, 9-10 p.m. *Just Friends*.
Dec. 25, 4:30-7:30 p.m. *North-South Shrine
All-Star Game*.
Dec. 27, 4:30-7:30 p.m. *East-West Shrine All-
Star Game*.

TV English lessons fight illiteracy in Texas

To battle what KVII-TV Amarillo, Tex., calls the uncommonly high illiteracy rates among Mexican-Americans in Texas, the station is teaching Spanish-speaking, pre-school youngsters basic English. Developed by KVII-TV and produced by Holly Sugar Corp., Colorado Springs, the *English-Speaking Kindergarten* is aired five mornings a week for 15 minutes.

John S. Tyler, managing partner of KVII-TV, said educators and officials have decided that one simple reason for the dismal educational performance of this minority group is the fact that many, when they reach the first grade, speak only Spanish. The result is that the child finds first grade "all but insurmountable," he said.

KVII-TV and Holly Sugar Corp. are offering the master tapes of the lessons to school systems and other television stations. Letters may be addressed: KVII-TV, Box 925, Amarillo, Tex.

Religious programing comes from new group

Ecu-Media News Service has been formed and financed by the National Council of Churches to provide a wide range of religious news and opinion to broadcast news media.

The service will supply daily audio reports directly to national and regional radio networks, audio-news organizations and other program producers. In addition, news directors may dial a special number and record a three-minute selection of religious news on a 24-hour basis. There is no charge for the service to the media.

Ecu-Media will also provide TV stations and networks with slide libraries of religious personalities and will arrange interviews for TV. The emphasis will be on coverage of Protestant developments, but newsworthy events of other faiths also will be supplied.

Don Roper, director of broadcast news and special events for the National Council, heads a six-man staff. Headquarters is at 475 Riverside Drive, New York 10027.

ETV carriage eased by FCC

CATV operators making unopposed requests to import distant educational TV signals into a top-100 market can expect speedier FCC processing action.

The commission has transferred authority in the matter to the chief of its CATV task force. Formerly such requests were considered by the commission. The commission noted that its present processing procedure was inconsistent with its policy of fostering CATV-carried educational programing, in that it created backlogs of requests for distant-signal carriage.

An alternate solution proposed under its ongoing CATV rulemaking was scrapped by the commission. That amendment exempted importation of distant educational TV signals from hearing requirements. The commission noted objections that the amendment would have shifted the burden of proof from the CATV system to the protesting local educational station when importation was opposed. Also, the commission would no longer have passed on each request to import signals.

The new delegation of authority should remedy both of those defects, the commission said, adding that local educational stations feeling threatened by distant educational signal carriage can still bring their objections before the commission through informal or formal filings.

Children's TV project gets group support

A consortium of 13 organizations has been formed to support and advise a television educational project for young children developed by National Instructional Television, Bloomington, Ind. Production of the 36 15-minute programs for classroom use is underway at the Northern Virginia Educational Television Association, Annandale, Va.

Members of the consortium are the Educational Television Association of Metropolitan Cleveland (WVIZ-TV); State of Florida Department of Education; Georgia Department of Education, ETV Services; Iowa Educational Network; Kentucky Educational Television Network; Northern Virginia Educational Television Association; Educational Television Branch of the Ontario Department of Education, Canada; Pennsylvania State University, licensee of WPSX-TV; WBSB-TV Rhode Island State Board of Education; State of Tennessee, department of education; Vermont Educational Television Network; WETA school television service, Washington; and NIT.

RCA color-TV tape player by 1972

That's promise made at Princeton unveiling of competitor to the EVR system shown by CBS

RCA last week demonstrated "Selectavision," which it expects to introduce in 1972 as a color-TV tape player for the home-entertainment market selling at a price "under \$400."

RCA's newly announced system uses the new technology of laser and holography. The player is designed to attach to a standard home color-TV set. A cartridge of clear plastic tape on which the program is recorded is fed into the SV and the program viewed on the set.

RCA's executive vice president of operations staff, Chase Morsey Jr., told newsmen at RCA Laboratories in Princeton, N. J., at a conference and demonstration Tuesday (Sept. 30) that RCA expected to offer a library of 100 original program albums in the 30-minute and one-hour category at the same time for use with the players. These cartridges would have a "target price"

of \$10 for each half-hour show, and well under \$20 for each one-hour show.

RCA executives said after the conference, and others in the industry appeared to agree with this appraisal, that the company had timed its announcement in early fall to establish an important "position" in what may become a lucrative market in only a few years.

The RCA entry put it in heads-on contention with CBS, which has developed, and demonstrated, its Electronic Video Recording (EVR) system.

RCA authorities appeared reticent to engage publicly in a counter-claim comparison with CBS over the two systems—RCA officials said SV and EVR were not comparable. They based their observations also on EVR's current direction to establish the CBS player in industrial-educational uses. Motorola is licensed exclusively by CBS to manu-

facture the EVR players in the U.S. through 1971.

While RCA appeared eager to avoid a coupling with CBS, as to both the SV development and as to the "state of the art" of TV tape players, others noted that CBS is on record as having estimated EVR will also move into the home-entertainment field (BROADCASTING, Dec. 16, 1968). CBS's system was first disclosed in late summer of 1967, and shown publicly (in black and white) in December 1968, and CBS has let it be known that it expects to show EVR in color this December, or soon afterward.

CBS expects to be in production of players in July 1970 and to follow with a color home player one year later.

There were indications, however, that CBS has advanced some of its time-

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Evolution . . . not revolution

table with speculation last week that color EVR player production may be moved up and presumably place CBS in a favorable position to introduce color television home players of pre-recorded programs for the consumer at a time well in advance of original estimates. For CBS comment, see separate story, page 59.

CBS's EVR is also being prepared for broadcast use (BEVR) both because of EVR's picture quality and the claimed low cost of the film. An RCA official, questioned after the conference, said SV was not designed for eventual broadcast application but that another "team" of scientists at RCA was working "on that subject."

He declined elaboration as to details or possible aiming of a new RCA broadcast system.

RCA officials emphasized that SV would be a "low-cost" color TV tape player, noting for example that programs will be recorded on a plastic substance made of the same material that is used in supermarkets to wrap and display meats. This material, RCA said, will cost but one-tenth as much as conventional-type films.

The Selectavision concept embraces two areas, the process of recording a program on the clear plastic and of playing back the program on the SV machine for viewing on a TV set. RCA executives said the company would manufacture both processes.

Technical details of the system were described in Princeton by Dr. James Hillier, executive vice president, RCA research and engineering, and by Dr. William Webster, vice president, RCA Laboratories.

The SV tapes are made from movie films, TV tapes, slides or photographs which are recorded on film by means of an electron beam recorder. The film, or color encoded A master, is then converted by laser to a series of holograms or optical interference patterns which are embossed on the clear plastic tape through a manufacturing process that includes the use of photoresist tape material, chemical developing and the making of a nickel master tape with "pressings" made of the final clear plastic tape.

The playback SV utilizes a low-powered laser beam that passes through the vinyl tape and into a simple vidicon TV camera that sees the images reconstructed by the laser directly and the colors as coded variations.

In the demonstration, SV plays of sequences originally filmed (or taped) were shown on TV sets placed around the room. Dr. Hillier demonstrated the redundancy of the tape by punching holes and rubbing sandpaper on the vinyl without destroying the picture being viewed. (This is possible because holograms contain all information

needed to reconstruct complete images throughout their structure.)

At the conference, Robert W. Sarnoff, president and chief executive officer of RCA, described the new system as "potentially the most significant development for the home since color television" and said that for the first time RCA had accompanied a major breakthrough with specific plans for its early introduction as a consumer product.

In response to a question, Mr. Sarnoff said there was "no conflict between SV and broadcasting and that RCA viewed SV as complementary, not competitive, to commercial TV.

In answer to a question as to whether three-dimensional color TV would be technologically possible in the system in view of the use of holography in 3-D experimentation, RCA officials said this opened "a lot of questions" but that SV was not so designed and an entirely new system would need to be used to achieve 3-D effects.

In advance of the demonstration, RCA spokesmen said that the pictures newsmen would see would not be of broadcast quality and warned also that the color would appear as "color TV did in its early days." But, it was emphasized, RCA wanted to "establish the principle" of SV, and "RCA's color will be perfect when we decide to go to market."

Black and white sequences of com-

edy scenes and football action were run through the SV mock-up, and a taped color sequence was shown using an early laboratory SV color machine.

The color shown was indeed of low-grade quality; the black and white sequences also were not of a quality associated with today's television-picture standards. RCA officials repeated that they were certain that the best quality TV, color or black and white, would be achieved in SV by time of market introduction.

The pictures were shown without audio. RCA executive said that "high-fidelity" sound will be also embossed "along with the picture" on the vinyl tape.

Mr. Morsey stressed that RCA market research had indicated a "strong consumer receptivity to the concept of personalized television," said RCA could have introduced a television equivalent of the phonograph "more than 10 years ago" but indicated that pricing would have been prohibitive for the mass market. He said RCA completed "more marketing research on this product" than had been conducted for any other RCA product in advance of its introduction.

He said the consumer in operating SV need only tune the set to an unused channel and insert the cartridge into the player and could operate it slow motion, on stop action and fast forward—manipulations of the system shown to the audience during the formal demonstration.

Mr. Morsey said RCA anticipates a half-hour cartridge of color programming would retail for under \$10, with a one-hour cartridge priced less than twice the figure for the comparable half-hour program. He said the less than \$600 a consumer would pay for player and 20 half-hour programs could be contrasted with a \$3,000 cost for a TV "phonograph" (sound film projector with vidicon or a video tape player and film or tape programs) that a consumer would have paid 10 years ago.

Referring to CBS's EVR, Mr. Morsey said SV was aimed at a consumer market while EVR, "as we understand it, is aimed at the higher-priced industrial educational and commercial markets."

He said RCA expects "custom replication" pricing of between \$2 and \$3 for 2,000 copies of half-hour color programs, while EVR's announced commercial prices were \$800 for the player and \$14.40 for custom printing of 2,000 copies of half-hour black and white programs.

It was noted that the SV system contains existing RCA patents and that RCA would continue to file patent applications as "further refinements to the system are made." RCA, Mr. Morsey said, will continue its policy with SV of offering nonexclusive licenses un-



William Hannan, project engineer of RCA, examines the five-step procedure (l to r) for the SV tapes:

- (1) *Movie film, tape, slide or other material is used, which is*
- (2) *placed on film by an electron beam recorder;*
- (3) *converted by laser to a series of holograms;*
- (4) *embossed on clear plastic tape;*
- (5) *put on a nickel silver master tape from pressing of the final clear plastic tape.*

der the company's patents "at a reasonable royalty."

RCA, he said, has already authorized a "multi-million dollar fund" to begin acquiring programs for initial inventory and is prepared to begin negotiating for rights to existing program material; has established a "venture group" at the corporate level for development of home players and program albums with Robert C. Bitting in charge; and anticipates a \$1-billion SV industry within 10 years after introduction of the system.

Mr. Morsey said RCA did not believe "a single product or one manufacturer can make it alone" and that it wanted to "notify our competitors and others in this business so that they can begin making their plans now. We need multiple sources of SV programming and SV players to make the industry explode."

CBS still believes its system is best

Higher cost defended on basis of quality

It didn't take long for CBS representatives to react to RCA's demonstration of its new "Selectavision" home tape-TV system (see story, page 57). They had observers on hand and on hearing their reports they proclaimed their own EVR—Electronic Video Recording—system better and more promising.

Dr. Peter C. Goldmark, president of CBS Laboratories and chief architect of EVR, said: "We have always felt that the proper solution to pre-recorded video will be in the area of electro-optics rather than magnetic tape, and RCA's approach has confirmed this.

"From reports of the demonstration and from the basic technology employed, indications are that the EVR system is appreciably superior in quality, both in black-and-white and color."

Robert E. Brockway, president of the CBS EVR division, issued a statement dealing with, among other things, cost comparisons.

The estimated \$800 price for an EVR player, he noted, is for a "ruggedized, heavy-duty" machine designed for "the higher-priced and much more demanding industrial, commercial and educational markets" rather than for the consumer market, and therefore an \$800-vs.-\$400 price comparison "is invalid."

"The EVR player," he continued, "utilizes straightforward television circuitry and a film-transport mechanism similar to that employed in present-day tape players. All components have been

fully developed and the player can be maintained by television repair organizations. Built-in as part of a television receiver, the cost of either player would be insignificant."

As for RCA's estimate that 2,000 prints of a half-hour EVR program in black-and-white would cost \$14.40 each as against \$2 to \$3 for a half-hour Selectavision program in color, Mr. Brockway said EVR cartridge costs for the consumer market have not been announced but that the comparison "is not in the least meaningful."

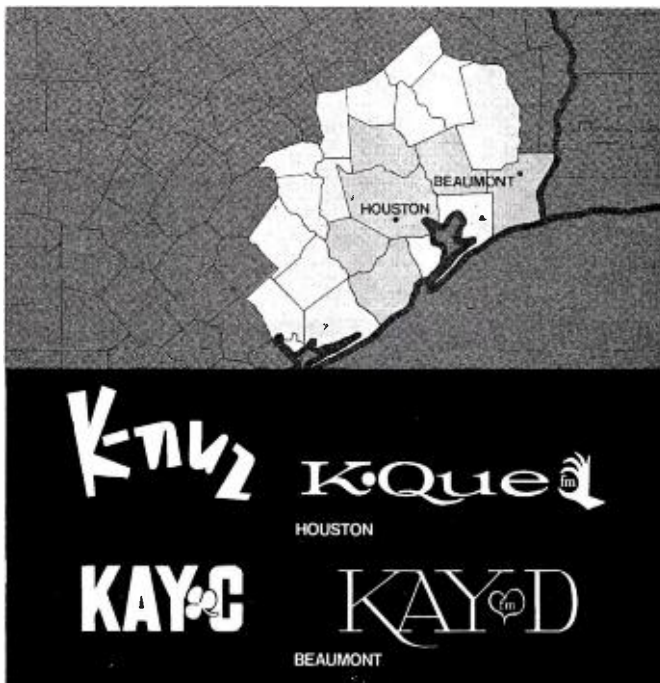
This is so, he said, because the EVR cartridge manufacturing process "is extremely price/volume sensitive" and "home entertainment programing will

involve many more prints per title than 2,000 and reflect a greatly reduced selling cost over cartridges built in limited runs for the institutional market."

He also noted that CBS had already announced plans to demonstrate a prototype color-EVR system this fall.

For color, EVR uses b-and-w film with images imprinted photographically on one side and the appropriate color information electronically on the other. When the film is run through an EVR player, color and images combine to form full-color pictures. In black-and-white EVR, both tracks are used for images, so that program time is twice as long as color-cartridge programing.

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SMPTE members hear a note of optimism

Over 3,000 engineers come for technical papers and exhibits in Los Angeles

All of the businesses touched by motion picture and television engineers are "alive and well." Barton Kreuzer, vice president and general manager of RCA Commercial Electronic Systems, last week opened the 106th technical conference of the Society of Motion Picture and Television Engineers in Los Angeles with a luncheon speech that reviewed the state of the art of various technologies that concern SMPTE members.

Among his bullish findings:

- "Color TV is fast becoming the universal communications medium of our age."

- Video-tape recording, including the two-inch variety but excluding quarter-inch magnetic tape used for sound recording, "is being used at the rate of nearly 1-billion feet a year."

- "The motion picture business is showing signs of its old staying power."

- "The theater is not about to be counted out," with some 2,000 indoor houses built since 1962, most of them in shopping centers.

- "Interest continues strong in 16mm pictures and equipment."

- The eight-millimeter business, with the stimulus of super 8 and sound equipment for home movies, is thriving.

- "There are more than 5,000 quadruplex TV tape recorders in world use, and the demand for new and replacement machines continues strong."

- There are indications that the cable TV industry will grow at the rate of 25% per year.

Mr. Kreuzer, a former president of SMPTE, also made some guesses as to what direction the various technologies will most likely take in the future. Among the twists and turns he foresees:

- A quadruplex video-tape cartridge player for TV commercials, news segments and other short subjects that reproduces pictures and sound from as many as 18 cartridges, each of up to three minutes running time, automatically and in a pre-determined sequence (already developed) and shown at The National Association of Broadcasters Convention in Washington last March (BROADCASTING, March 31).

- Sound recorded separately on magnetic quarter-inch tape in cartridge format for reproduction in sync with the picture.

- Pre-packaged programs for home entertainment, and for educational pur-

poses (already developed).

Mr. Kreuzer's big item for tomorrow is an "earth resources technology satellite." According to the RCA executive, "this remarkable space vehicle, now on the drawing boards," would "combine multi-spectral sensing and high-resolution photography" to produce "electronic picture resolutions many times those used today."

SMPTE's technical conference, held at the Century Plaza hotel, was attended by more than 3,000 engineers, scientists, technicians and electronics and communications executives. The conference featured three days of technical papers (Sept. 29-Oct. 1) on instrumentation and high-speed photography, laboratory practices, applications and technology, theater presentation and projection, and television. Following was a special two-day symposium (Oct. 2-3) on super 8 production techniques.

More than 60 papers in all were presented as part of the conference program. Of this total, 16 related to television. The papers on television ranged in content from developments in automated video-tape editing to a description of a single vidicon color television camera system.

A five-day SMPTE equipment exhibit (Sept. 29-Oct. 3) was held in conjunction with the technical conference. Professional TV and motion-picture equipment was featured by some 60 exhibitors spread out in some 90 exhibit booths.

Among the exhibitors showing equipment with television applications were:

- Bardwell & McAlister Inc., Hollywood, exhibiting a compact, portable flood and fill light in two models.

- Berkey-Colortran Inc., Burbank, Calif., exhibiting studio/location quartz lighting equipment.

- Cinema Beaulieu, Sherman Oaks, Calif., exhibiting 16mm auto-exposure cameras and quartz portable lighting kits.

- Alan Gordon Enterprises Inc.,

Eight honored by SMPTE

Eight new fellows of the Society of Motion Picture and Television Engineers are from the broadcasting industry.

The SMPTE said the following among 27 were elevated to the grade of fellow at the SMPTE convention in Los Angeles last week:

Roy D. Cahoon, Canadian Broadcasting Corp.; Adrian B. Ettlinger, CBS; William E. Glenn, CBS Labs; Arch C. Luther Jr., RCA; Sheldon Nemeyer, NBC; Irving S. Rosner, Rosner Television Systems Inc.; James L. Wilson, NBC; E. Carlton Winckler, CBS.

Hollywood, exhibiting a two-tube NTSC (National Television System Committee) color TV camera and the camera control unit.

CBS, Reeves in accord on sale of Soundcraft

Agreement in principle has been reached on the sale of the Soundcraft Division of Reeves Inc. to CBS Inc., it was announced last Thursday (Oct. 2) by Goddard Lieberman, president of the CBS/Columbia Group, and John M. Richardson, chairman of Reeves.

Under the agreement, CBS would acquire all of the assets of Reeves's Soundcraft Division, located in Danbury, Conn., for cash and notes. The price of the proposed transaction was not revealed.

Mr. Reeves said that operation of Soundcraft, which is a manufacturer of high-quality audio-magnetic tape and related products, would continue unchanged during the period of negotiation for a contract. Mr. Lieberman pointed out that the production and marketing of Soundcraft products will be continued and expanded in the event that the proposed sale is consummated. The transaction is subject to approval by the boards of both CBS and Reeves.

Antenna farm petition for Amarillo is denied

The FCC last week denied a rulemaking petition by Marsh Media Ltd. to establish an antenna farm near Amarillo, Tex. If granted in a rulemaking proceeding, Marsh's KVII-TV Amarillo antenna could have been the only antenna in the farm.

The commission said that Federal Aviation Administration clearance for a proposed 2,000-foot antenna was denied KVII-TV, and that when the channel 7 station amended its application to specify an approvable 1,700-foot antenna, a construction permit was granted. KVII-TV is currently on program test authority.

Meanwhile, KVII-TV petitioned the commission alleging that the FAA would have approved the 2,000-foot proposal if there were an antenna farm. The commission found, however, that two of the three Amarillo stations are opposed to an antenna farm. KFDD-TV channel 10 and KGNC-TV channel 4, both Amarillo, opposed the rulemaking petition, which left only KVII-TV's antenna at the farm.

The commission concluded that the increased population coverage served by an antenna farm with 2,000-foot towers would not be large, and that there is no indication that the FAA would approve 2,000-foot antennas even if the farm was established.

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Broadcast stocks defy loss trend

2.5% gain reported despite general market downswing; Starr, FC&B and JWT big gainers in September

Broadcasting and broadcasting-related stocks continued their upward trend in posting healthy gains during the month of September after a miserable summer of losses that touched virtually all issues in the BROADCASTING index of selected

stocks. Over-all the 90 companies gained a respectable 2.5% despite a general market downswing of 9.2%, according to the Standard and Poor Industrial Average.

Broadcasting-with-other-major-inter-

ests stocks paced the advances last month with a 4% increase, while broadcasting-only issues moved up 3.8% and issues in the manufacturing category rose 3.2%. Small gains were registered by CATV issues (0.5%) and stocks in the service category (1.5%). Programming stocks, which had posted a 12.3% increase in August, slumped to a 5.9% loss in September.

Among the most active issues in September were Starr Broadcasting, up a hefty 31%, and in the service category Foote, Cone & Belding, a 21% increase. Heavy losses were scored by Cable In-

The Broadcasting stock index

A weekly summary of market activity in the shares of 90 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Oct. 1	Closing Sept. 25	% change Month of Sept.	High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	51½	54½	+13.5	76½	45½	4,859	266,030
Atlantic States Ind.		O	7½	7½	+ 3.4	15½	6	1,798	13,485
Capital Cities	CCB	N	28½	29½	+ .3	37½	26	5,804	173,191
CBS	CBS	N	43½	46	+ 3.4	59½	42½	25,617	1,178,382
Corinthian	CRB	N	23	23½	+11.3	37½	20	3,384	79,524
Cox	COX	N	45	45	+ 7.5	59	27	2,893	130,185
Gross Telecasting	GGG	A	15½	15½	- 1.6	24½	15	805	12,172
Metromedia	MET	N	19	19½	- 6.1	53½	17½	5,525	105,638
Pacific & Southern		O	17	17½	-	26½	13½	1,635	28,613
Reeves Telecomm	RBT	A	14½	13½	- 4.4	35½	12½	2,253	30,416
Scripps-Howard		O	24½	25½	+ 1.0	31	21	2,58	65,372
Sonderling	SDB	A	30½	32½	+ 2.7	47½	29½	985	28,541
Starr Broadcasting		O	8½	9½	+31	7½	6½	338	3,211
Taft	TFB	N	31½	32½	+ 5.2	43½	27½	3,437	112,046
							Total	61,922	\$ 2,226,806
Broadcasting with other major interests									
Avco	AV	N	24½	25½	- 4.8	49½	23½	12,872	332,612
Bartell Media	BMC	A	13½	13½	-	22½	8½	2,292	31,515
Boston Hearld-Traveler		O	31	31	+ 3.3	71	29	5,74	17,794
Chris-Craft	CCN	N	12½	13½	+ 3.9	26½	11½	3,201	42,413
Combined Comm.		O	10½	10½	NA**	11½	9	1,800	19,080
Cowles Communication	CWL	N	10½	10½	+ 1.4	17½	9½	3,969	42,667
Fuqua	FQA	N	36½	36½	+ 6.5	47	30½	5,073	181,360
Gannett	GCI	N	37½	37½	+ 6.8	42	33	4,738	178,860
General Tire	GY	N	17½	18½	+ 1.4	34½	17½	17,914	325,139
Gray Communications		O	8½	8½	- 6.8	12½	8½	475	3,971
Lamb Communications		O	4	3½	- 2.3	10	4	2,650	9,938
Lee Enterprises		O	19½	18½	- 0.8	21½	15½	1,957	36,694
Liberty Corp.	LC	N	21	21½	+ 3.8	23½	14	6,743	142,412
LIN		O	10½	11½	+11.9	23½	7½	2,174	25,545
Meredith Corp.	MDP	N	43½	42½	+ 4.9	59½	32½	2,779	118,108
The Outlet Co.	OTU	N	18	18½	- .7	30½	17½	1,332	24,136
Plough Inc.	PLO	N	66½	68	+ 8.8	72½	57½	7,892	536,656
Post Corp.		O	18	19	-	40	14½	566	10,754
Rollins	ROL	N	36	37½	+ 3.5	39½	30½	7,988	297,367
Rust Craft	RUS	A	26½	25½	- 6.8	38½	24½	1,168	29,784
Storer	SBK	N	29½	31½	+13.6	62	24½	4,220	131,875
Time Inc.	TL	N	49½	46	-	100½	36½	7,238	332,948
Wometco	WOM	N	18½	19	- 8.5	23½	16½	5,683	107,977
							Total	105,293	\$ 2,979,605
CATV									
Ameco	ACO	A	8½	8½	- 8.4	14½	7½	1,200	9,900
American TV & Comm.		O	13½	13½	- 8.6	12½	9½	1,775	23,519
Cablecom-General	CCG	A	9½	9½	NA**	15	8½	1,605	15,793
Cable Information Systems		O	2½	2	-42.9	5	2½	955	1,910
Columbia Cable		O	9½	9½	+ 4.2	15½	9½	900	8,775
Cox Cable Communications		O	13½	12½	- 7.4	22	13	3,550	44,375
Cypress Communications		O	10	10	-	23	10½	854	8,540
Entron		O	2½	2½	-11.9	10½	3	607	16,693
General Instrument Corp.	GRL	N	33½	35	NA**	43½	26	6,028	210,980
H & B American	HBA	A	15	15	+ 6.2	20½	11½	5,016	75,240
Sterling Communications		O	5	5	-20	10½	5½	500	2,500
Teleprompter	TP	A	59½	60	+11.1	70½	46	1,007	60,420
Television Communications		O	10½	10½	-12.3	20½	11½	2,654	28,531
Vikoa	VIK	A	24½	24½	+ 7.7	33½	20	1,795	43,529
							Total	28,446	\$ 550,705

formation Systems, down 42.9%; Sterling Communications, down 20%, and Trans-Lux, in the programing group, down 17%.

Most issues in the broadcasting category scored gains; ABC was up 13.5%; Corinthian Broadcasting, an 11.3% increase, and Cox Broadcasting, up 7.5%. Storer led the broadcasting-with-other-major-interests groups with a 13.6% increase, followed by LIN Broadcasting, up 11.9%, and Plough Inc. with 8.8%.

CATV issues were generally mixed. Teleprompter rose 11.1%, but TV Communications was down 12.3% and Entrom, down 11.9%. Among the gainers in the programing group were Disney, registering a 14.9% increase; Four Star International, up 10%, and 20th Century-Fox, up 9.7%. Losses were posted by Transamerica, down 14.3%, and

MCA, off 13.4%.

Most service stocks suffered losses, with PKL Co.'s down 12.3%, followed by Movielab, down 8.7%, and MPO Videotronics, down 6.5%. By contrast most of the manufacturing issues were up, paced by RCA at 11.3%. Other gainers were Zenith Radio, up 9.7%, and Ampex, a 8.4% increase. Magnavox, after a healthy 13% increase in August, slumped to a 9.5% loss in September; Westinghouse was off 2.7%.

A new addition to the BROADCASTING stock index this month is National General Corp., a company engaged in motion-picture and TV film production and distribution, book publishing and motion-picture theater operation.

The stock is being traded on the New York Stock Exchange under the symbol NGC.

Ridder Publications is set to go public

Ridder Publications Inc., New York-based group broadcaster and newspaper owner, is planning to go public.

The registration statement filed with the Securities and Exchange Commission last week seeks an initial public offering of 625,000 common shares to be offered by certain unidentified stockholders at \$23 per share maximum. The transaction is being handled through Lehman Brothers and Goldman, Sachs & Co., both New York. Ridder Publications will receive none of the proceeds. A spokesman said about 10% of the company will be publicly held after the offering.

Ridder owns WDSM-AM-TV Superior,

	Stock symbol	Ex-change	Closing Oct. 1	Closing Sept. 25	% change Month of Sept.	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programing									
Columbia Pictures	CPS	N	33½	34	+ 3	42	25	5,863	199,342
Commonwealth United*	CUC	A	—	—	—	24½	7½	12,428	132,000
Disney	DIS	N	91	97½	+14.9	99	69½	4,381	425,483
Filmways	FWY	A	23½	24½	— 5.2	38½	19½	1,244	30,478
Four Star International	O	O	5	5½	+10	10	3½	666	3,663
Gulf and Western	GW	N	20	21½	— 8.1	50½	19	16,426	354,802
Kinney National	KNS	N	26½	27½	+ 1.8	39½	19	5,940	161,865
MCA	MCA	N	21½	21½	—13.4	44½	20½	8,297	180,460
MGM*	MGM	N	—	—	—	44½	25	5,801	224,789
National General	NGC	N	21½	22½	NA**	46½	18½	4,539	102,128
Transamerica	TA	N	23½	24	—14.3	38½	23	61,869	1,490,657
Trans-Lux	TLX	A	18	19½	—17	58½	18	979	19,188
20th Century-Fox	TF	N	20	20½	+ 9.7	41½	16½	8,155	169,950
Walter Reade Organization	O	O	8½	9½	+ 1.3	15½	8	2,342	21,359
Wrather Corp.	O	O	8½	8½	+ 1.6	23	8½	2,161	17,828
								Total	141,091
									\$ 3,533,992
Service									
John Blair	BJ	N	23½	24½	+ 4.9	28½	17½	2,667	64,328
Comsat	CQ	N	44½	48½	— .5	55½	41½	10,000	482,500
Creative Management	O	O	12½	12½	— 5.8	20½	8½	1,020	12,495
Doyle Dane Bernbach	O	O	19½	20½	— 4.6	33	21½	2,104	43,658
Foote, Cone & Belding	FCB	N	14	13½	+21	15½	11	2,147	29,521
Grey Advertising	O	O	13½	14½	— 5	18½	13	1,163	16,573
Movielab	MOV	A	6½	6½	— 8.7	14½	6	1,407	9,145
MPO Videotronics	MPO	A	8½	8½	— 6.5	22½	8½	548	4,795
Nielsen	O	O	29½	29½	— 1.7	37½	28½	5,240	154,580
Ogilvy & Mather	O	O	22½	22½	+ 5.8	35	17½	1,090	24,798
PKL Co.	PKL	A	10½	12½	—12.3	30½	10½	723	9,038
J. Walter Thompson	O	O	32	32½	+23.6	41	24½	2,778	90,980
Wells, Rich, Greene	O	O	9½	9½	+ 0.9	18½	8½	1,601	14,153
								Total	32,488
									\$ 956,564
Manufacturing									
Admiral	ADL	N	16½	16	+ 4.9	21½	14½	5,124	81,984
Ampex	APX	N	43½	45½	+ 8.4	47½	32½	10,815	489,379
General Electric	GE	N	84½	85½	+ 2	98½	81	91,025	7,782,638
Magnavox	MAG	N	40½	43½	— 9.5	56½	41	16,561	716,263
3M	MMM	N	108½	112½	+ 5.4	115½	94	54,521	6,133,613
Motorola	MOT	N	139½	140½	+ 6.3	149	102½	6,148	862,257
RCA	RCA	N	41½	41	+11.3	48½	35½	62,713	2,571,233
Reeves Industries	RSC	A	5½	5½	+ 4.7	10½	4½	3,443	18,041
Visual Electronics	VIS	A	9½	10	—	37	9½	1,357	13,570
Westinghouse	WX	N	56	57	— 2.7	71½	53½	38,750	2,208,750
Zenith Radio	ZE	N	43½	42½	+ 9.7	58	35½	18,965	806,013
								Total	309,422
									\$21,683,741
Grand total								678,622	\$31,931,413
Standard & Poor Industrial Average			102.68	94.77					

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

Shares outstanding and capitalization as of September
* Trading temporarily suspended.
** New addition to stock index.

Wis.-Duluth, Minn.; KSDN(AM) Aberdeen, S. D., and KSSS(AM) Colorado Springs. It also has 26.5% interest in WCCO-AM-TV Minneapolis-St. Paul.

Its newspapers include the *New York Journal of Commerce*, *St. Paul Pioneer Press & Dispatch*, *Duluth News-Tribune & Herald*, *Boulder (Colo.) Daily Camera*, *Aberdeen American News*, *Grand Forks (N. D.) Herald*, and interest in the *Seattle Times*. It also owns four California newspapers—the *Long Beach Independent & Press Telegram*, *San Jose Mercury & News*, *Pasadena Independent & Star News* and the *Garden Grove Orange County Evening News*.

Ridder Publications has 5,850,000 shares outstanding. Bernard H. Ridder is board chairman, Bernard H. Ridder Jr. is president and Robert B. Ridder is vice president and director of broadcasting.

Company reports:

Avco Corp., Greenwich, Conn., diversified company and group broadcaster, reported a slight increase in net income and a decrease in sales for the nine months ended Aug. 31:

	1969	1968
Earned per share	\$2.52	\$2.61
Sales	645,482,000	692,081,000
Net income	40,588,000	40,381,000
Average shares outstanding	11,398,388	10,560,833

Note: Net income for 1969 includes earnings of Seaboard Finance Co., acquired by Avco in January, and profit from the sale of Avco's 50% interest in a CATV company, Meredith-Avco Inc.

Four Star International Inc., Los Angeles, TV production and distribution firm, reported substantial increases in both net and gross incomes due to the syndication of 112 hour segments of *The Big Valley* series. For the fiscal year ended June 28:

	1969	1968
Earned per share	\$0.39	\$0.16
Revenues	11,806,453	8,904,116
Net income	259,049	108,435
Shares outstanding	665,950	685,950

Notes: Current year's net income includes a tax reduction of \$127,000 from loss carry-forward. Net income for the last year includes extraordinary items totaling \$279,550.

Republic Corp., Los Angeles, which has film processing interests among its di-

versified holdings, reported operating net income increased a record 31% for the nine months ended July 31:

	1969	1968
Earned per share	\$1.48	\$1.15
Revenues	140,653,000	139,248,000
Net income	10,403,000	7,915,000

Average shares outstanding 7,040,000 6,895,000
Notes: 1968 figures restated to reflect acquisitions and includes sales of Garfers & Sattler. Earned per share figures adjusted for 3-for-2 stock split.

Ameco Inc., Phoenix-based manufacturer and installer of CATV systems, reported an increase in net sales but a decline in net income for its fiscal year.

Bruce Merrill, chairman and president, said a major factor in the current year's loss was the company's decision to devalue certain inventory items—a write-off amounting to \$488,523.

For the year ended June 30:

	1969	1968
Earned per share	(\$0.86)	(\$0.76)
Net sales	6,006,375	5,916,816
Net income	(1,031,357)	(907,001)
Shares outstanding	1,200,000	1,200,000

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported a 25.9% increase in sales and a 21.5% increase in net income for the first half of its fiscal year.

The company also approved the acquisition of The Lathrop Co., Anchorage (owner of Alaska real estate and motion picture theaters) for a maximum of 137,500 Wometco class A common shares (BROADCASTING, Sept. 15).

In addition, Wometco increased its regular quarterly dividend to 10½ cents on class A stock and 3¾ cents on class B stock and stated its intention of paying yearly dividends at the annual rate of 42 cents on class A stock, compared with the previous rate of 38 cents.

For the 36 weeks ended Sept. 6:

	1969	1968
Earned per share	\$0.68	\$0.57
Gross income	57,391,199	45,567,335
Pretax income	7,377,776	5,791,343
Net income	3,877,776	3,191,343
Shares outstanding	5,678,439	5,575,875

Notes: Results include operations of Wometco Commonwealth Corp., Normah Kurshan Inc., Sight and Sound Projectors Inc., Hallandale Amusement Co., Compo Photocolor Inc. and Roanoke Coca-Cola Bottling Works Inc.

Kerkorian emerges as No. 1 at MGM

Success of tender offer gives him 33% share of all outstanding stock

Changes in the top management of Metro-Goldwyn-Mayer Inc. appeared in the making last week as financier Kirk Kerkorian gained control of the company as a result of his latest tender offer.

Mr. Kerkorian, through his Tracy Investment Co., Las Vegas, had offered to purchase 620,000 shares of MGM stock at \$42 each. About 1.4 million shares were tendered. Mr. Kerkorian said last week, after the tally was disclosed, that he would not accept all 1.4 million shares. But with the 620,000 shares that he is definitely committed to buy, he will control about 33% of MGM's outstanding stock, making him clearly the single largest shareholder.

Mr. Kerkorian and Edgar Bronfman, MGM board chairman, who holds about 16% of the stock, met in New York last week. The Las Vegas financier later issued a statement saying the discussion was "most pleasant and constructive."

There have been reports that Mr. Kerkorian planned to assume the post of board chairman, replacing Mr. Bronfman, and to install Herbert Jaffe, vice president of United Artists Corp., as president to succeed Louis F. Polk Jr., who has been in the post for less than a year. It could not be ascertained how quickly Mr. Kerkorian might act.

The real test of Mr. Kerkorian's influence may be felt in January (if not sooner) when the stockholders meet to vote on the board of directors. At that time there will be five vacancies.

Trading in MGM shares had been stopped since Sept. 23, when the stock closed at 40½, pending a statement by Mr. Kerkorian. The statement was issued Oct. 1, and trading resumed on Thursday (Oct. 2), with MGM opening at 32 and closing at 33¼.

Mr. Kerkorian's first tender offer of \$35 a share has driven the price of MGM stock up from \$27 a share two months ago.

Abto asks SEC to ok 180,000-share offering

Abto Inc. announced last week it has filed with the SEC proposed initial public offerings of 180,000 common shares and of a \$5 million principal amount of convertible subordinated debentures for sale through an underwriting group to be headed by Bear, Stearns & Co.,

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New York.

Abto Inc., owned jointly by Technical Operations Inc., Burlington, Mass., and American Broadcasting Companies Inc., was formed last May to continue development of commercial application in television and professional motion pictures of a process for taking color pictures on black-and-white film. Proceeds from both offerings will be used to repay indebtedness, for operating expenses and research, and for working capital.

Westinghouse purchases bottling firm in LA

Westinghouse Electric Corp. announced last week it has acquired the Seven-Up Bottling Co. of Los Angeles Inc. Broadcasting, Learning and Leisure Time unit at Westinghouse will operate the Los Angeles company. Westinghouse for the past three years has been in the business, with ownership of Seven-Up Bottling of Fairfield (Conn.) county and Seven-Up Bottling of Puerto Rico.

Under terms of the agreement Seven-Up stockholders will receive .45106 share of Westinghouse common stock for each share of Seven-Up stock. Westinghouse said that the total shares of its stock to be issued on the merger will be 450,157. Though no price was given for the purchase, value was put at about \$30 million, based on current prices of Westinghouse shares traded on the New York Stock Exchange.

The closing of the transaction was completed in Los Angeles on Tuesday (Sept. 30), coming three months after the two firms announced an agreement in principle.

Commonwealth shuffles top men after SEC acts

The Securities and Exchange Commission last week filed a complaint in U.S. District Court in Washington against Commonwealth United Corp., charging the Beverly Hills company with issuing false and misleading information in violation of federal securities laws.

The SEC's complaint charged that the alleged false and misleading statement by Commonwealth United came in a June proxy statement to shareholders and in a registration statement involving the proposed takeover of Warner Bros.-Seven Arts. Among other things, the SEC charged that Commonwealth United failed to disclose the full nature of its relationship with Kleiner, Bell & Co., a Beverly Hills-based investment banking and financial consultant firm.

Upon consenting to a court order enjoining it from future violations but without admitting the SEC's allega-

Financial notes:

■ John Blair & Co., New York, has declared a dividend of 12 cents per share, payable Nov. 14 to stockholders of record Oct. 15.

■ Corinthian Broadcasting Corp., New York, has announced a dividend of 7½ cents per share on common stock payable on Oct. 31, 1969, to stockholders of record Oct. 13.

■ Kirshner Entertainment Corp., New York, is seeking registration with the Securities and Exchange Commission of 150,000 shares, to be offered for public sale at \$10 per share maximum—100,000 shares by the company and 50,000 by stockholders. The company is engaged in music publishing and radio commercial, motion picture and television production. It is currently co-producing a pilot TV series, *The Cowboys*, in association with Twentieth Century-Fox Film Corp. and NBC. Kirshner has 841,750 shares outstanding, of which Don Kirshner, board chairman and president, owns 45%.

■ United Artists Corp., New York, has declared a quarterly cash dividend of 25 cents per share on its common stock, payable Oct. 24, to stockholders of record Oct. 10.

■ American Television & Communications Corp., Denver-based group CATV owner, reported a net loss of \$421,604 or 42 cents per share (based on an average of 1,516,274 shares outstanding) for the fiscal year ended June 30, the company's first as a combined entity and as a public company. On a pro forma basis, revenues rose 51% to \$5,838,136 from \$3,877,791 in 1968, while cash flow (net loss plus depreciation and amortization) increased to \$1,671,576 from \$831,000 the previous year.

tions), Commonwealth United announced that A. Bruce Rozet, its chairman, president and chief executive officer, has resigned. Mr. Rozet, however, will keep his seat on the company's board of directors.

It also was announced that IOS Ltd., an investment group based in Geneva, Switzerland, will take a major role in Commonwealth United's future affairs. H. Igor Ansoff, dean of the graduate school of management at Vanderbilt University, another Commonwealth United director, resigned from the board. Three new directors, all designates of IOS, have been named to the board.

The three new directors of the company are Howard Stamer, a New York lawyer, Morton I. Schiowitz, and Robert F. Sutner, the last two are both

■ Outlet Co., Providence, R.I., has declared dividends of \$1.37½ per share on 5½% convertible preferred stock and 16¼ cents per share on common stock, both payable Nov. 5 to stockholders of record Oct. 15.

■ Hal Roach Studios Inc., New York, owner of a library of motion pictures and television films, has filed a registration statement with the Securities and Exchange Commission offering 80,000 shares for public sale at \$5 per share. Of the proceeds, \$125,000 will be applied to new packaging and distribution projects and \$125,000 to new production projects. The company has 234,500 shares outstanding of which Hal Roach owns 42%. Purchasers of the registered shares will acquire 26% of the company for \$400,000, according to the filing.

■ Walt Disney Productions, Burbank, Calif., last week announced that the company's outstanding 4½% convertible subordinated debentures in the principal amount of \$40 million are being called for redemption on Nov. 6 for 104.23% of principal amount, plus accrued interest to the date of redemption.

■ Wometco Enterprises Inc., Miami, has been selected for the third consecutive year to receive the first-place award for the best stockholder annual report of the broadcasting industry. The annual report survey is sponsored by *Financial World Magazine*. The award will be presented Oct. 22 to Wometco President Mitchell Wolfson at a banquet in New York before business, industrial and financial leaders from the U.S. and Canada. About 5,000 annual reports were reviewed in 90 classifications.

New York financial and business consultants. Pending selection of a new chief executive, a three-man executive committee, consisting of Messrs. Stamer and Schiowitz and Oliver A. Unger, currently vice chairman of the company, will manage Commonwealth United.

The American Stock Exchange and the SEC have banned trading in Commonwealth United securities for the last two months pending disclosure of certain unspecified financial and corporate developments. Commonwealth United is involved in TV and movie production and TV distribution among its diversified interests. Last February, the company announced a planned exchange offer for the stock of Warner Brothers-Seven Arts Ltd. The exchange was never made.

Toronto paper buying CKLW-TV

Telegram Publishing Co. paying over \$5 million to RKO General for Windsor-Detroit facility

RKO General Inc., New York, which has been given a year and a half to convert its CKLW-AM-FM-TV Windsor, Ont.-Detroit from American to Canadian ownership, last week indicated it intends to sell CKLW-TV with a price tag in excess of \$5 million, subject to approval by the Canadian Radio-Television Commission.

The buyer of the channel 9 affiliate of the Canadian Broadcasting Corp. is The Telegram Publishing Co., publisher of the *Toronto Telegram*—an evening newspaper established in 1876 with a daily circulation of more than 240,000. John Bassett is president of Telegram Publishing.

RKO General, a wholly owned and diversified subsidiary of General Tire & Rubber Co., Akron, Ohio, owns Cablecom-General Inc., Colorado Springs, multiple CATV owner; RKO Radio Representatives; RKO Television Representatives; General Sound Inc., sales agent for the recording and tape duplicating facilities of RKO Sound Studios, and other subsidiaries not related to broadcasting.

Its other broadcast properties include WOR-AM-FM-TV New York; WNAC-AM-TV and WROR(FM) Boston; KHJ-AM-FM-TV Los Angeles; KFRC(AM) and KFMS(FM) San Francisco; WHBQ-AM-TV Memphis; WGMS-AM-FM Washington, and WHCT (TV) Hartford, Conn.

Broker handling the transaction was R. C. Crisler & Co.

For the nine months ended Aug. 31, RKO had revenues of \$75,275,000 compared to \$67,926,000 in 1968. Excluding Frontier Airlines, 54%-owned by RKO, the company had net income of \$6,806,000 vs. \$4,748,000 the year before.

The CRTC earlier this year (BROADCASTING, April 7) gave RKO General one and a half years to change CKLW-AM's ownership from American to Canadian. The mandate stemmed from a Canadian cabinet order of Sept. 20, 1968, which specified that the Canadian broadcasting system should be controlled by Canadians (BROADCASTING, Nov. 25, 1968). At a hearing on CKLW-FM-TV's renewal in June (BROADCASTING, June 23), CKLW-FM-TV had asked to be de-

clared exempt from foreign-ownership rules, but S. Campbell Ritchie, president of the three Canadian stations, announced in July that the stations would be sold to comply with the CRTC order after the commission denied the request (BROADCASTING, July 28).

Asian group to discuss commercial radio-TV

Commercial broadcasting for the first time will be on the agenda at the sixth general assembly of the Asian Broadcasting Union, meeting Oct. 21-24 in Auckland, New Zealand.

ABU committees on programing and engineering meet at Sydney, Australia Oct. 14-16.

President of ABU, founded in 1964, is Yoshinori Maeda, president of the Nippon Hoso Kyokai (NHK), the national broadcasting corporation of Japan. Sir Charles Moses, former general manager of the Australian Broadcasting Commission, is the secretary-general of the ABU.

Fates&Fortunes

Broadcast advertising



Robert L. Catlin, director of media advertising. Trans World Airlines, New York, joins American Airlines as assistant VP for advertising and sales promotion.

Gabor Apor, with Dancer-Fitzgerald - Sample.

Mr. Catlin

New York, joins Dodge & Delano there as senior TV art director/ producer.

Robert P. Leonard and **Joseph D. Swoyer**, both VP's and account supervisors, Detroit office of Young & Rubicam, named senior VP's.

Ken Clark, director for Sandler Pro-

ductions, Hollywood, and **Karin Quinlan**, in TV production for Jack Tinker & Partners, New York, join Carson/Roberts/Inc., Los Angeles, as TV producers.

Lionel Schaen, sales manager for KABC-TV Los Angeles, appointed general sales manager. He is succeeded by **Walter Flynn**, with ABC Spot Sales, New York.

Joseph Arleo, VP and associate creative director, Benton & Bowles, New York, joins William Esty Co. there as senior VP in creative department.

Melvin S. Felker, automotive project supervisor, Kenyon & Eckhardt Advertising, New York, appointed research group head.

Robert Lelle, executive art director and creative supervisor, Benton & Bowles, New York, joins Clyne Maxon Inc.

there as senior VP-executive art director, and **Carl Fergo**, account supervisor, Jack Tinker & Partners, also New York, joins Maxon as senior VP-account supervisor. **Elaine Breakstone**, formerly associate creative supervisor, Norman, Craig & Kummel, New York, and **Regina Grant**, creative supervisor, Marschalk Co. there become VP's and associate creative directors and **Peggy Frampton**, with Ted Bates & Co., New York, named marketing director of specialty appliances at Maxon.

B. F. Mann, with WAYS(AM) Charlotte, N.C., appointed national sales manager.

Andrew P. Potos, national sales manager, WITI-TV Milwaukee, appointed general sales manager. He succeeds **Lee Dolnick**, who joins Marx Advertising, advertising and film production company there, as executive VP.

Suzan K. Couch, advertising manager, WCBS-TV New York, appointed to newly created position of director, retail development, CBS Television Stations Division there.

Daniel L. Blumenthal, former VP-creative director, Hume, Smith, Mickelberry Advertising, Miami, joins Bishopric/Green/Fielden there as creative account supervisor.

Peter LaBruzzo, Midwest sales manager for RKO Television Representatives, Chicago, appointed director of sales, RKO's WNAC-TV Boston. He succeeds **Eugene Mitchell**, appointed director of sales development and client relations with RKO Television Representatives, New York.

Robert J. Blake, with Knox Reeves Advertising Inc., Minneapolis, appointed account supervisor.



John E. Baker, national sales manager, WCBS-AM-FM New York, appointed general manager, CBS/FM Sales there. He succeeds **William R. Codus** who was appointed U. S. assistant chief of protocol (BROADCASTING, Sept. 15).

Mr. Baker

William H. Mallison, executive VP and general manager, Gardner Advertising Co's New York office, joins Needham, Harper & Steers there as senior VP and management representative.

James G. Croghan, merchandising executive, Benton & Bowles, New York, joins Foote, Cone & Belding there in same capacity.

Dan Bingham, VP and copy supervisor, Doyle Dane Bernbach, New York, joins Scali, McCabe, Sloves Inc. there in same capacity.

Raymond Fragasso, broadcast advertising production supervisor, J. Walter Thompson Co., New York, named VP.

George S. Burrows, VP and media director for Philadelphia region, N. W. Ayer & Son, Philadelphia, named to newly created corporate post of VP and director of media services there. He is succeeded by **Donald R. Reath**, VP and account supervisor in Ayer's New York office. **Patrick T. Connolly**, account supervisor in New York office, named VP.

Morton Weinstein, assistant media director, Lennen & Newell, New York, appointed associate media director.

Jerry Andreozzi, VP-creative director, Sullivan, Stauffer, Colwell & Bayles, New York, joins The Marschalk Co. there as senior VP and executive director of art and TV productions. **Jack E. Ayers**, management service officer in

Marschalk's Atlanta office, named senior VP.

Alan C. Kupchick, **Edward N. Shapiro** and **Albert Silver**, creative supervisors, Grey Advertising, New York, named VP's.

John Fernandez, with ABC-TV, New York, appointed sales manager, Eastern division.

William H. Barnett, executive producer for The Haboush Co., Hollywood, appointed executive producer and director of creative services for EUE/Screen Gems, Hollywood. **Dick Rose**, studio manager, with EUE/Screen Gems, New York, appointed production manager.

Joe Vincent, general manager, WLIQ-AM Mobile, Ala., joins Radio Advertising Bureau, New York, as Southeast regional manager.

Stephen D. Seymour, with KDKA-TV Pittsburgh, joins WJZ-TV Baltimore as sales manager. Both are Westinghouse Broadcasting Co. stations.

Media

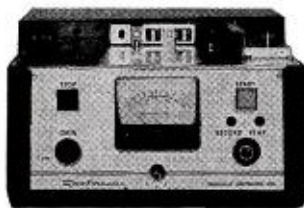
Bill Lester, station manager, KOOL-AM-FM Phoenix, appointed VP and station manager.

Jerry Holley, station manager, WIBW-FM Topeka, Kan., appointed manager

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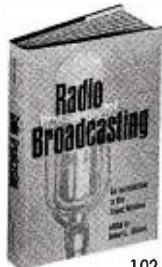
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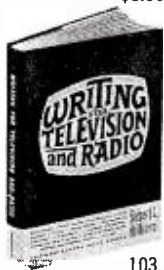
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of WIBW-TV there. **Jim Crabb**, sales manager of WIBW-AM-FM, appointed manager of both radio stations.

Tim Brooks, formerly research and promotion staff member, WTEN-TV Albany, N.Y., joins WCBS-TV New York as research supervisor.

John A. Ferlaine, graphic art director, WCAU-TV Philadelphia, appointed to newly created position of creative services director.

Kenneth W. King, general sales manager, KBTW(TV) Denver, appointed station manager.

Bill Quinn, program director, WTLB-AM Utica, N.Y., joins WPAW-AM Syracuse, N.Y., as station manager.

Michael A. Prescott, with noncommercial WNDT(TV) Newark, N.J.-New York, appointed controller and assistant treasurer.



Mr. Racusin



Mr. Langinestra

Norman Racusin, division VP and general manager of RCA Records, appointed president, and named executive VP of NBC (RCA Records is division of NBC). **Rocco M. Langinestra**, NBC VP, financial planning and treasury operations, named executive VP, RCA Records.

J. P. Williams, executive VP of Air Trails Network Stations, Dayton, Ohio, resigns. He will continue as member of board of directors of Air Trails and will continue as director of Easy Industries Inc. Air Trails stations are WKLO-AM-FM Louisville, Ky.; WING-AM Dayton, WCOL-AM-FM Columbus and WIZE-AM Springfield, all Ohio; and WRIT-AM-FM Milwaukee. Easy Industries broadcast division manages WEZE-AM Boston.

George Davies, with ABC Radio, New York, appointed manager of station

Pa. cablemen are elected

John Rigas, Coudersport, Pa., CATV operator, was elected president of the Pennsylvania Community Antenna Association at its fall meeting Sept. 23-25. He succeeds **Joseph H. Ganns**, Hazelton, Pa., who remains as a member of the board. Other officers elected: **William Dimmerling**, Pottsville, Pa., VP; **Arthur Reagan**, Sayer, Pa.; treasurer; **Harvey Ingham**, Philadelphia, secretary.

clearance.

Dick Jensen, assistant manager and news director, WFGW-AM and WMIT-AM Black Mountain, N.C., appointed general manager.

Arthur R. Sekerak, associate director of business affairs, CBS-TV, New York, appointed director of sports contracts, network business affairs department.

Clark Clifford, former secretary of defense, named to board of directors of Ridder Publications. Ridder chain has radio-TV interests in Minnesota and publishes newspapers in seven states.

Jay Moran, sales service representative, NBC-TV, New York, joins station-relations department of Hughes Sports Network there as regional manager.

Programing

Fran Toll, with MCA-TV, New York, named company VP.

Jack E. Freedman, general counsel of Ivan Tors Films Inc., Los Angeles, and assistant to executive VP, elected secretary of company. **Jerald A. Otchis**, controller and personnel director, elected treasurer.

Four staff additions announced last week at Tele-Tape Productions, New York, were **Tom Fraser**, TV director, previously commercial producer, N. W. Ayer & Son, New York; **Nanette Eiland**, unit producer, formerly assistant to producer of *Smothers Brothers Show*; **Frederick Potter**, unit producer, previously news producer and director, KFMB-TV San Diego, and **Michael Manes**, lighting director, production crew chief and lighting director, WHYY-TV Philadelphia.

Herm Saunders, producer of *F Troop* series, joins Mark VII Ltd., Hollywood, producer of *Dragnet 1970*, as production executive.

Marshall Green, studio production manager, Universal Pictures, Universal City, Calif., named VP and executive production manager.

Jack Leary, broadcast operations manager, WTJV(TV) Miami, joins WJJA-TV there as program director.

Jerry Stevens, formerly with WJBG-AM Philadelphia, joins WMMR-AM there in newly created position of program director.

Stanley De Covnick, administrative assistant to VP of world syndication for Paramount TV, Hollywood, also appointed international administration director. **Ramon Perez**, in international division, named director of Latin American sales and operations.

Robert T. Quinlan, formerly program manager of KGO-TV San Francisco, joins KBCS-TV Corona, Calif., as production/remote sales manager.

Charles Cunningham, formerly with WRDW(AM) Augusta, Ga., joins WGIV(AM) Charlotte, N.C., as program director.

Jon Miller, production manager, non-commercial KYNE-TV Omaha, joins non-commercial WMVS(TV) Milwaukee as producer/director.

Peter Steinmann, head of home office post production activities, Commonwealth United Entertainment Inc., Beverly Hills, Calif., appointed to newly created position of West Coast executive sales representative for TV syndication.

Kay Lou Brown, program/production coordinator, Management Television Systems, New York, joins Logos Teleproductions, Alexandria, Va., as director of program development in marketing division.

Delbert Mann, TV and motion picture director, reelected president of Directors Guild of America, Hollywood. Other officers elected to two-year terms: **George Schaefer**, first VP; **Robert Wise**, second VP; **Tom Donovan**, third VP; **John Rich**, fourth VP; **Howard Magwood**, fifth VP; **Sheldon Leonard**, secretary; **Karl Genus**, assistant secretary; **Lesley Selander**, treasurer; **John J. Sughrue**, assistant treasurer.

Dorrit Cox, with noncommercial KAET(TV) Phoenix, appointed producer-director.

Monroe E. Carol, with Jules Power Productions Inc., New York, appointed manager of program administration.

Ben Bloom, VP-sales, Movielab Inc., New York, named VP-trade relations.

Gary A. Luczak, with Armed Forces combat motion pictures team based in Saigon, joins WHIC-TV Pittsburgh, in newly created position of community affairs coordinator.

Al Daneri and **Dick Blamey**, both with KCRA-TV Sacramento, Calif., named announcer-director and producer-writer, respectively.

News

Hal Walker and **David Dick**, reporters, CBS News Washington bureau, appointed news correspondents.

William Binderman, attorney in corporate finance area, TPO Inc., New York, joins WABC-TV there as news unit manager.

Morry Alter, news director, KSTT(AM) Davenport, Iowa, joins WIND(AM) Chicago as newsman.

Rene Cappon, managing editor, AP, New York, appointed general news editor. He succeeds **Samuel Blackman**, who retires. Mr. Cappon is succeeded as managing editor by **Louis Boccardi**, enterprise editor. Mr. Boccardi is suc-

SMPTE chooses new officers

Society of Motion Picture and Television Engineers, holding 16th technical conference and equipment exhibit in Los Angeles last week, elected new officers for 1970-71. They are: **Deane R. White**, president; **Wilton R. Holm**, executive VP; **W. T. Wintringham**, engineering VP; **Kenneth Mason**, financial VP; **William D. Hedden**, sections VP; **Herbert E. Farmer**, educational affairs VP; **Carlos H. Elmer**, photo instrumentation affairs VP; **Edward H. Reichard**, motion picture affairs VP; **Roderick T. Ryan**, photo science affairs VP; **K. Blair Benson**, television affairs VP; **Byron S. Roudaboush**, treasurer; **H. Theodore Harding**, secretary.

ceeded by **Nate Polowitzky**, editor of newsfeatures. **Leonard M. Pratt Jr.**, with AP, New York, appointed to head bureau in Taipei, Taiwan (Formosa).

John D. Avant, reporter, WCPO-TV Cincinnati, appointed to head newly established Midwest bureau, Scripps-Howard Broadcasting Co., Columbus, Ohio.

Jerry Condra, newsman - producer, WNYS-TV Syracuse, N.Y., joins KOTV(TV) St. Joseph, Mo., as news director.

Linc Harner, news director, WTOP-AM-FM, Washington, joins WMAL-AM-FM-TV there as reporter. **Les Parker**, former administrative assistant to Representative Howard Pollock (R-Alaska), joins WMAL-TV as reporter.

Alan Goldstein, executive news producer, KOA-AM-FM-TV Denver, appointed manager of news.

Mike Waters, news director, WWOL(AM) Buffalo, N.Y., joins noncommercial WBFO(FM) there as news and public affairs director.

Jack Donnell, with KXOK(AM) St. Louis, appointed newsman.

Sarah-Ann Shaw, political and community affairs reporter, noncommercial WGBH-TV Boston, joins WBZ-TV urban affairs unit there as newscaster.

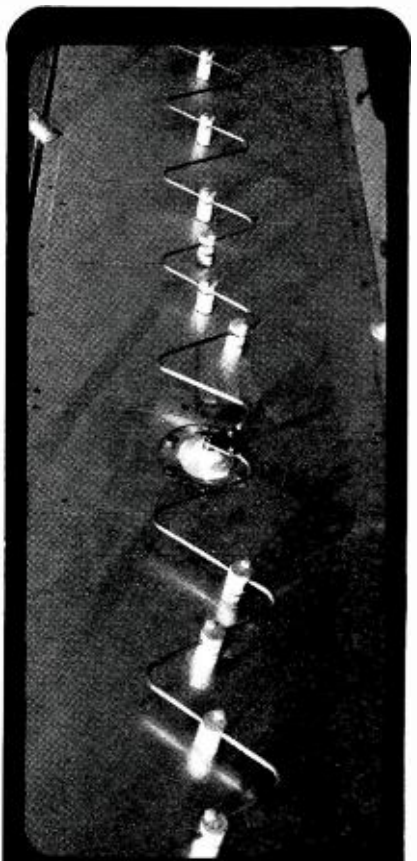
Richard Petrow, with noncommercial WNDT(TV) Newark, N.J.-New York, appointed news producer.

John Owen, reporter, WTMJ-AM-FM-TV Milwaukee, joins noncommercial WMVS(TV) there as executive producer of public affairs.

Jim Kipp, editor, corporate communications, Chrysler Corp., Detroit, joins WOOD-AM-FM-TV Grand Rapids, Mich., as education reporter.

Jack Warnicke, with KMOX(AM) St. Louis, appointed newscaster and sportscaster.

Walter Gold, public information director, Washington Metropolitan Police Department, joins WTOP-TV there as news-



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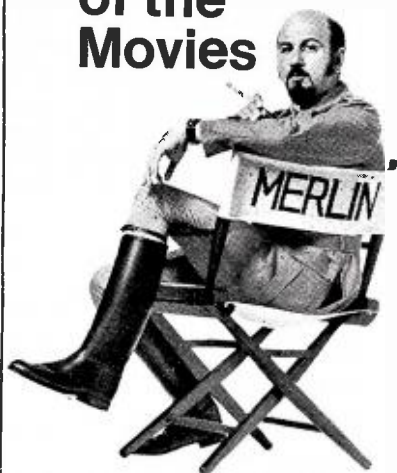
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man.

Jim Healy, sports director and sportscaster for KABC-TV Los Angeles, joins KLAC(AM) there as sportscaster.

Promotion

Wallace E. Graham, with Lida Livingston Inc., New York-based PR firm, named executive VP.

Don Joannes, eastern regional manager, and **Robert F. Neece**, head of Southern sales operations, syndication division, Paramount Television, New York, appointed domestic sales manager and national spot sales manager, respectively.

Ivan Rich, press information writer, WLWI(TV) Indianapolis, joins WTMJ-TV Milwaukee as TV promotion director.

Eugene A. Davis, advertising and sales promotion manager, wowo(AM) Fort Wayne, Ind., appointed audience promotion manager, wbz-TV Boston. He succeeds **Sherri Sieving**, who joins creative services department of WJZ-TV Baltimore. All are Westinghouse Broadcasting Co. stations.

Walter C. Liss, promotion manager, WNHC-AM-FM-TV New Haven, Conn., appointed assistant director of advertising and promotion, Triangle Stations, Philadelphia. **Fred Foerster**, promotion manager, WBRE-AM-FM Wilkes-Barre, Pa., succeeds Mr. Liss.

Robert P. Rimes, advertising and sales promotion manager, KPX(TV) San Francisco, appointed manager of station's new creative services department.

Barbara J. Coffin, with WNAC-TV Boston, appointed director of press relations.

Mark Chait, film editor, *Television Age* magazine, New York, joins production services division, Reeves Telecom Corp. there as PR and advertising manager.

Kevin Genter, field representative for Warner Bros. Pictures in Dallas, appointed director of studio publicity for film company in Burbank, Calif. **Max Bercutt**, studio publicity director for Warner Bros. Pictures, Burbank, Calif. resigns. No future plans announced.

Equipment & Engineering

James L. Wilson, VP-engineering, NBC, New York, joins audio-video systems division, Philips Broadcast Equipment Corp., Montvale, N.J., as VP and general manager of division.

Jess C. Rodriguez, head of TV tower sales, Stainless Inc., North Wales, Pa., named VP and director of marketing and sales for tower division.

Dodd Boyd, formerly senior sales engineer, Ampex Corp., Redwood City, Calif., joins marketing division of Logos Teleproductions, Alexandria, Va., as video consultant.

Frank A. Nault, formerly senior sales engineer for Ampex Corp., Redwood City, Calif., appointed South Central regional sales manager for company's video products division with headquarters in Dallas. **Edward L. Shuey**, manager of RF applications for RF department of Ampex Corp., Redwood City, appointed to newly created position of manager of broadcast industry relations for video products division with headquarters in Arlington, Va.

J. Philip Stack, industrial products marketing manager, industrial products department, Packard Bell Electronics, Newbury Park, Calif., joins Conrac division, Conrac Corp., Covina, Calif., as marketing manager of TV equipment.

William R. McIntire, with CBS electronic video recording division, New York, appointed director, Midwest regional sales, with headquarters in Chicago.

Frank D. Silverman, with Times Wire & Cable Co., CATV products, Wallingford, Conn., appointed western regional sales manager with headquarters in Redwood City, Calif.

Richard F. O'Brion, national marketing manager, Sony Corp. of America, Long Island City, N.Y., also named VP.

John J. Miller, technical director, WCAU(AM) Philadelphia, appointed director of technical operations.

James R. Billingsley, chief engineer, WKRF-TV Cleveland, joins Visual Electronics, New York, as sales engineer midwestern region.

John O. Culver, Midwest regional sales manager in Detroit office of Roberts Electronics, Los Angeles, division of Rheem Manufacturing Co., appointed assistant national sales manager for Roberts in Los Angeles.

Allied

Robert W. Faull, former assistant bureau chief in ABC's Saigon bureau, joins faculty of Center for Radio Television, Ball State University, Muncie, Ind.

Robert W. Sarnoff, president and chief executive officer of RCA Corp., New York, elected director of American Home Products Corp. there.

Deaths

Norman Black Jr., 56, president of WDAY-AM-FM-TV Fargo, N.D., died Sept. 25 in Fargo. He was also publisher of *Forum*, daily newspaper there.

Earl J. Brewer, 66, Southwest field representative for SESAC Inc., New York-based licensing firm, died Sept. 22 in Lufkin, Tex. He is survived by his wife, Maurine, and two sons.

As compiled by BROADCASTING, Sept. 23 through Sept. 30 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

Initial decision

■ Minneapolis—Viking Television Inc. Hearing Iner Chester F. Naumowicz Jr. in initial decision granted operation for one year UHF channel 23. ERP 962 kw vis., 192 kw aur. Ant. height above average terrain 1433 ft. P. O. address: Irving W. Beaudoin, 412 Southview Blvd., St. Paul, Minn. 55075. Estimated cost of construction \$1,043,575; first-year operating cost \$1,054,335; revenue not listed. Geographic coordinates 45° 03' 34" north lat., 93° 07' 20" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Principals: Irving W. Beaudoin and William Kubicek (each 35%), et al. Mr. Beaudoin is lawyer. Mr. Kubicek is professor of physical medicine. Action Sept. 25.

Actions on motions

■ Chief, Broadcast Bureau, on request of Capital City Television Inc., extended through Sept. 26 time for filing replies to opposition to petition for rulemaking in matter of amendment of TV table of assignments (Great Falls, Mont.). Action Sept. 24.

■ Hearing Examiner Forest L. McClennning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Inc., et al.). TV proceeding, granted petition by New Horizons Telecasting Inc., for leave to amend application to update broadcast interests of stockholder of petitioner (Docs. 10834, 17582-4, 18185-6). Action Sept. 25.

■ Herring Examiner Forest L. McClennning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.). TV proceeding, subject to five day's notice, ordered transcript corrected (Docs. 18379-80). Action Sept. 24.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.). TV proceeding, ordered applicants' proposed procedure in letter of Sept. 18, modified by Broadcast Bureau's letter Sept. 19, approved (Docs. 11083, 17339, 17341-2, 17344). Action Sept. 19.

Other action

■ Review board in Los Angeles. TV proceeding, Docs. 18602-03, granted motion for extension of time to file oppositions to petitions to enlarge issues, filed Sept. 25, by NBC. Action Sept. 29.

Call letter applications

■ Florida Christian Broadcasting Inc., Miami. Requests WFCB-TV.

■ Maryland Public Broadcasting Commission, Salisbury, Md. Requests *WCPB(TV).

Call letter actions

■ Metropolitan Indianapolis TV Association, Indianapolis. Granted *WFYI(TV).

■ State Educational Radio & TV Facility Board, Iowa City. Granted *KIIN-TV.

■ University of North Carolina, Greenville, N. C. Granted *WUNK-TV.

■ University of North Carolina, Wilmington, N. C. Granted *WUNJ-TV.

■ Williston Enterprises, Williston, N. D. Granted WXMD-TV.

Existing TV stations

Final actions

■ KBAK-TV Bakersfield, Calif.—Broadcast Bureau granted CP to change ERP to 77.6 kw vis., 13.5 kw aur.; change type trans. and type ant.; ant. height to 3,730 ft. Action Sept. 23.

■ KAYS-TV Hays, Kan.—Broadcast Bureau granted license covering permit for changes. Action Sept. 19.

■ KMOX-TV St. Louis — Broadcast Bureau granted license covering permit for changes in main trans. and ant.; granted license covering changes in alternate main trans. and main ant. Action Sept. 19.

■ KMSO-TV Anaconda, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Anaconda on ch. 2 by rebroadcasting KGVO-TV Missoula, Mont. Action Sept. 17.

■ WNBC-TV, WCBS-TV and WABC-TV all New York—FCC denied petitions by Anthony R. Martin-Trigona to revoke licenses of network owned stations of National Broadcasting Co., Columbia Broadcasting System, and American Broadcasting Co.'s, respectively. Action Sept. 29.

■ WKBF-TV Cleveland—Broadcast Bureau granted license covering permit for new station. Action Sept. 19.

■ WDAU-TV Scranton, Pa.—Broadcast Bureau granted license covering permit for changes. Action Sept. 19.

■ WPRI-TV Providence, R. I. — Broadcast Bureau granted license covering permit for changes. Action Sept. 19.

■ *WKNO-TV Memphis — Broadcast Bureau granted mod. of CP to extend completion date to March 19, 1970. Action Sept. 19.

■ WXEX-TV Petersburg, Va.—FCC denied petition by Nationwide Communications Inc. for reconsideration of commission declaratory ruling defining main studio location. Nationwide's motion for stay was dismissed. In same action, commission waived rule requirements to permit WXEX-TV to identify as Petersburg-Richmond station and rescinded prior waiver authorizing Richmond-Petersburg identification, effective 30 days from date of order. Action Sept. 29.

■ WYAH-TV Portsmouth, Va. — Broadcast Bureau granted CP to change ERP to 1,460 kw vis., 289 kw aur.; change trans. location; change type trans., type ant.; ant. height to 970 ft. Action Sept. 18.

■ KVEW(TV) Kennewick, Wash.—Broadcast Bureau granted mod. of CP to extend com-

pletion date to March 19, 1970. Action Sept. 19.

Initial decision

■ WSTE-TV Fajardo, P. R.—Hearing Examiner Chester F. Naumowicz Jr. in initial decision denied applications by WSTE-TV Inc. for extension of time to construct and for mod. of CP (Docs. 18048-9). Action Sept. 21.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Stations), renewal of licenses of KRSD-TV and KDSJ-TV, on motion by applicant, ordered record reopened; schedule prehearing conference for Sept. 29, at which time ways and means for going to further hearing will be discussed and further hearing date scheduled; continued to date to be determined later, time for filing proposed findings (Docs. 18358-9). Action Sept. 19.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, ordered petition and accompanying amendment by Eastern Idaho Television Corp. for leave to amend application to reflect proposed relocation of applicant's trans. site to hill approximately 1½ miles from presently specified site be held in abeyance until close of business, Oct. 1. If no supplemental petition is filed by then, examiner will issue further order denying present petition (Docs. 18401-2). Action Sept. 15.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]). TV proceeding, denied joint motion by WLVA and Roanoke Television Corp. for further 14-day extension of time to file proposed findings, now due Sept. 26 (Doc. 18405). Action Sept. 19.


■ Hearing Examiner Herbert Sharfman in Charleston, S. C. (South Carolina Educational Television Commission [WITV(TV)], et al.). TV proceeding, set certain procedural dates and continued evidential phase of proceeding to Jan. 26, 1970 (Docs. 18569-72). Action Sept. 26.

Other actions

■ Wilmington, Del.—FCC waived mileage separation requirements of rules and accepted for filing application of WHYI Inc. to make changes in authorized facilities. Action Sept. 24.

■ KFBC-TV Cheyenne, Wyo.—FCC afforded Frontier Broadcasting Co., applicant for renewal of license, 30 days to respond to commission letter of Aug. 14, by providing fur-

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,249 ¹	3	7	4,259	73	4,332 ¹
Commercial FM	1,996	0	42	2,038	151	2,189
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	55	177	145 ²	322
Total commercial TV	617	2	64	683	161	844
Educational FM	371	0	11	382	43	425
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	14	103	13	116
Total educational TV	160	0	20	180	19	199

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.
² Includes two licensed UHF's that are not on the air.

ther information or counter-proposal to determine whether evidentiary hearing is required. Action Sept. 24.

■ FCC set oral argument for Nov. 20 on question of whether permittees for following UHF TV's showed lack of diligence in proceeding with construction, or that construction had been prevented by causes not under their control: WNEC(TV) Albany, N. Y.; WRTU-TV Richmond, Va.; KDWN-TV Cheyenne, Wyo.; WMTU-TV Memphis; KTLF(TV) Seattle and KUII-TV Honolulu. Action Sept. 24.

New AM stations

Final actions

■ Albuquerque, N. M.—Alvin L. Korngold. FCC granted 1520 kc, 500 w. P.O. address: 48 East Broadway 85701. Estimated construction cost \$8,787.42; first-year operating cost \$48,000; revenue \$48,000. Principals: Alvin L. Korngold, owner. Mr. Korngold owns 95% of KEVT(AM) and CP for new FM both Tucson, and heads law firm. Action Sept. 29.

Actions on motions

■ Chief, Broadcast Bureau, on request of A. H. Belo Corp., licensee of WFAA Dallas, extended through Oct. 2 time for filing responses to petition for rulemaking in matter of amendment of rules involving full-time Class II-A assignment on 820 kc in Maine. Action Sept. 23.

■ Chief, Office of Opinions and Review, in East St. Louis, Ill. (East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc.). AM proceeding, granted petition by East St. Louis Broadcasting and extended to Oct. 3 time for filing application for review of review board's decision (Docs. 17256-7). Action Sept. 26.

■ Chief, Office of Opinions and Review—Elmhurst and Wheaton, both Illinois (Du Page County Broadcasting Inc. and Central Du Page County Broadcasting Co.). AM proceeding, granted petition by Central Du Page County Broadcasting and extended through Oct. 6 time for filing application for review of review board's decision (Doc. 16965-6). Action Sept. 26.

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, et al.). AM proceeding, granted petition by Mid-State Broadcasting for leave to amend application to reflect that Melvyn Lieberman, officer, director and stockholder of Mid-State, terminated employment with RCA as of Aug. 1 and accepted employment as sales manager for Metropolitan Supply Company on same date (Docs. 18251-3, 18256-7). Action Sept. 23.

■ Chief Hearing Examiner Arthur A. Gladstone in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.). AM proceeding, ordered all proceedings relative to taking of depositions stayed and to remain subject to further order of presiding examiner (Docs. 17722 and 18395). Action Sept. 24.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, granted request by Weeks and extended to Sept. 30 time to file replies to proposed findings and conclusions re

comparative issue (Docs. 17571-3). Action Sept. 19.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, on examiner's motion, reopened record for following clarifying rulings: closed record (Docs. 17571-3). Action Sept. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo., and Ozark, Ark. (Babcom Inc. and Giant Broadcasting Inc.), AM proceeding, ordered by Oct. 17 Giant file additional pleading supplying information for disposition of petition for leave to amend application to modify coordinates of trans. site, asserting that recent topographic maps coming to attention of applicant indicate more correct description of coordinates. The information will be submitted over affidavits of persons having actual knowledge of facts; any party wishing to file reply pleading may do so on or before Oct. 17 (Docs. 17921 and 17923). Action Sept. 23.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.). AM proceeding, granted petition for reconsideration by Broadcast Bureau and vacated examiner's order released Sept. 16; extended to Oct. 13 time to file initial proposed findings of fact and conclusions and to Nov. 10 for replies (Doc. 18225). Action Sept. 23.

Other actions

■ Cullman and Sumiton, both Alabama—FCC denied application for review of review board memorandum opinion and order filed June 19 which denied appeals from adverse rulings of examiner in AM proceeding (Docs. 18204 and 18205). Action Sept. 24.

■ Review board in Mt. Pleasant, Iowa, AM proceeding, Docs. 18594-97, denied petition to enlarge issues filed July 30 by Pleasant Broadcasting Co. Action Sept. 29.

■ Review board in Jacksonville, N. C., AM proceeding, Doc. 18549, granted request for extension of time filed Sept. 26 by Broadcast Bureau. Action Sept. 29.

Call letter application

■ Radio Wolfeboro Inc., Wolfeboro, N. H. Requests WASR.

Existing AM stations

Application

■ KBXM Kennett, Mo.—Seeks CP to increase power from 250 w to 500 w CH. Ann. Sept. 19.

Final actions

■ WPXC Prattville, Ala.—FCC granted application by Prattville Radio Inc., permittee, for license to cover CP and for waiver of rules to permit operation from trans. with facilities specified in authorization. Action Sept. 24.

■ KHAC Window Rock, Ariz.—Broadcast Bureau granted mod. of license covering change in studio location; remote control permitted; rules waived to permit relocation of main studio outside corporate limits of Window Rock. Action Sept. 19.

■ WJRL Calhoun City, Miss.—Broadcast Bureau granted mod. of CP to change trans. and studio location to west side of Highway

8.2 miles southwest of center of Calhoun City. Action Sept. 24.

■ WLEF Greenwood, Miss.—Broadcast Bureau granted mod. of license covering change in main studio location; rules waived to permit main studio beyond corporate limits of Greenwood at Browning Road, 1.1 miles east of Greenwood city limits. Action Sept. 24.

■ WJW Cleveland—Broadcast Bureau granted mod. of CP for changes. Action Sept. 23.

■ WRCP Philadelphia — Broadcast Bureau granted CP for changes. Action Sept. 24.

■ WNEL Caguas, P. R.—Broadcast Bureau granted CP to change ant.-trans. and main studio locations to Main Street and 24 Street, Caguas Norte-Dev. 2, Caguas; change nighttime trans., make changes in ant. and ground systems. Action Sept. 24.

■ WTIL Mayaguez, P. R.—Broadcast Bureau granted CP to install new trans. at main trans. location to be used as alternate main trans. Action Sept. 18.

■ WPED Crozet, Va. — Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1970. Action Sept. 22.

Actions on motions

■ Office of Opinions and Review in Laurel, Miss (Voice of the New South Inc. [WNSLI]), AM proceeding, granted motion by Voice of New South Inc. and extended through Oct. 10 time to file application for review of review board's decision released Aug. 21 (Doc. 17634). Action Sept. 22.

■ Office of Opinions and Review in Nashville. (Second Thursday Corp. [VWVGM and WSET-FM]), AM-FM proceeding, granted petition by Great Southern Broadcasting Co. and extended to Oct. 6 time to file reply to Broadcast Bureau's comment in partial support of petition for reconsideration of order of designation and for termination of proceeding (Docs. 17914 and 18175). Action Sept. 23.

■ Chief Hearing Examiner Arthur A. Gladstone in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM-AM-FM, ordered parties to proceeding to endeavor to achieve stipulations of fact as may be mutually acceptable and arrive at mutual agreement concerning dates for respective exchanges of exhibits; scheduled hearing for Jan. 26, 1970, in Inglewood, Calif. (Doc. 18616). Action Sept. 25.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOVI] and R. W. Hansen [KCNO]), AM proceeding, on motion of applicants, extended to Oct. 7 time to file proposed findings of fact and conclusions of law and to Oct. 24 time to file reply briefs (Docs. 18349-51). Action Sept. 29.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, on request of Broadcast Bureau, scheduled further conference for Sept. 24 (Doc. 17613). Action Sept. 23.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, granted petition by Broadcast Bureau and extended to Sept. 29 time to file proposed findings of fact and conclusions (Docs. 16813-4). Action Sept. 19.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, granted motion by Fred Kaysbier and ordered record reopened to receive exhibits; scheduled further conference for Oct. 3, for purpose of discussing enlarged issues (Docs. 17624-5). Action Sept. 19.

Fines

■ WISO Ponce, P. R.—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violation of rules in that carrier was consistently modulated in excess of 100% on negative peaks. Action Sept. 24.

■ KOLJ Quanah, Tex.—FCC ordered forfeiture of \$200 for repeated failure to observe rule provisions in that certain inspection records were not available. Action Sept. 24.

■ KLME Laramie, Wyo.—FCC ordered to pay \$200 forfeiture for rule violation by fail-

ing to make entries in maintenance log. Action Sept. 24.

Call letter actions

- WAAG, Timberland Communications Inc., Adel, Ga. Granted WBIT.
- WLOS, Greater Asheville Broadcasting Corp., Asheville, N. C. Granted WKKE.

Designated for hearing

- KVAN Vancouver, Wash. — FCC set for hearing application of Cathryn C. Murphy for renewal of license. Action Sept. 24.

Presunrise service authority

- Broadcast Bureau pursuant to Section 73.99 of rules, granted following AM's PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: KURB Mountlake Terrace, Wash.; 250 w. Action Aug. 11. KIEV Glendale, Calif.; 500 w. Action Aug. 12. WLBB Carrollton, Ga.; 500 w. Action Aug. 12. KOZN Omaha; 500 w. Action Aug. 19. WILY Centralia, Ill., and WRFD Columbus-Worthington, Ohio; both 500 w. Actions Aug. 20. KIXL Dallas; 500 w. Action Aug. 21. WCIL Carbondale, Ill.; 500 w. Action Aug. 22. KCLE Cleburne, Tex.; 250 w. Action Aug. 26. KSEO Durant, Okla., and WEVR River Falls, Wis.; 250 w and 500 w, respectively. Actions Aug. 27. KSKY Dallas 500 w. Action Sept. 2. KGBS Los Angeles; KJIM Fort Worth; KMMJ Grand Island, Neb.; KXA Seattle, and WRRZ Clinton, N. C.; 250 w at Forth Worth, 500 w. at others. Actions Sept. 3. WAVI Dayton, Ohio, and WEEP Pittsburgh; 250 w and 50 w, respectively. Actions Sept. 8. KBYE Oklahoma City, and KXL Portland, Ore.; both 500 w. Actions Sept. 9. WCAL Northfield, Minn.; WESC Greenville, S. C.; both 500 w. Actions Sept. 12. WLUX Baton Rouge 14 w. Action Sept. 16. WPEO Peoria, Ill.; 500 w. Action Sept. 17. WPKO Waverly, Ohio; 96 w. Action Aug. 8. WIZO Franklin, Tenn.; 500 w. Action Aug. 12. WELB Elba, Ala.; 500 w. Action Aug. 20. WLS Hartford, Ky.; 500 w. Action Aug. 22. WRMG Red Bay, Ala.; 500 w. Action Aug. 26. WLDS Jacksonville, Ill.; 500 w. Action Aug. 27. WJAC Norfolk, Neb.; 500 w. Action Sept. 3. WMIM Mt. Carmel, Pa.; 500 w. Action Sept. 5. KTMF New Prague, Minn.; 500 w. Action Sept. 22.

New FM stations

Final actions

- Aspen, Colo.—Recreation Broadcasting Co. Broadcast Bureau granted 97.7 mc, 450 w. Ant. height above average terrain minus 1,791 ft. P. O. address: c/o Mrs. Helen Hunting, 2720 Darby St., S. E., Grand Rapids, Mich. 49506. Estimated construction cost \$23,700; first-year operating cost \$20,000; revenue \$30,000. Principals: Allen I. Hunting, chairman of board of directors, L. William Seidman, vice chairman of board of directors, Joyce Hatton, president (each 11%), Gary Verplank, vice president (22%) et al. Mr. Hunting owns 20.6% of furniture manufacturing company, Mr. Seidman is partner in CPA firm, owns 3.7% of WZZM-TV Grand Rapids, Mich., and has other business interests. Mrs. Hatton owns children's day school and Mr. Verplank is secretary-treasurer of coal company. Action Sept. 24.

- Benton, Ill.—Wireless of Benton. Broadcast Bureau granted 98.3 mc, 85.5 w. Ant. height above average terrain 150 ft. P. O. address: 13412 Hinchbrook Boulevard, Valley Station, Ky. 40272. Estimated construction cost \$2,175; first-year operating cost \$17,533-.37; revenue \$17,144.13. Principals: Joel W. Avery, sole owner. Mr. Avery is employe of South Central Bell Telephone & Telegraph Co. Action Sept. 25.

- *Peoria, Ill.—Bradley University. Broadcast Bureau granted 88.3 mc. TPO 10 w. Ant. height above average terrain 157 ft. P. O. address: 1501 Bradley Avenue, Peoria 61606. Estimated construction cost \$2,625; first-year operating cost \$3,000; revenue none. Principals: Board of Directors, Bradley University. Principals control applicant for new educational TV at Peoria. Action Sept. 25.

- Batavia, Ohio — Clermont Northeastern Schools. Broadcast Bureau granted 88.7 mc, 15 w. Ant. height above average terrain 100 ft. P. O. address: 5327 Hutchinson Road, Batavia, 45103. Estimated construction cost \$3,365; first-year operating cost \$15,365; revenue none. Principals: Board of Education; Lewis C. Miller, superintendent, et al. Action Sept. 23.

- *Aberdeen, S. D.—Northern State College. Broadcast Bureau granted 90.1 mc. TPO 10 w. Ant. height above average terrain 70.2 ft. P. O. address: Radio FM Dept., Aberdeen 57401. Estimated construction cost \$4,255; first-year operating cost \$3,200; revenue none. Principals: Board of Regents; Dr. R. D. Gibb, commissioner of higher education, et al. Board controls KUSD-AM-FM-TV Vermillion and KESD-TV Brookings, both South Dakota. Action Sept. 24.

- *Kingsville, Tex.—Texas A & I University. Broadcast Bureau granted 91.9 mc. TPO 10 w. Ant. height above average terrain 108 ft. P. O. address: University Boulevard & Engineering Avenue, Kingsville 78363. Estimated construction cost \$6,114.73; first-year operating cost \$19,560; revenue none. Principals: Board of Directors; J. C. Martin Jr., president of board, et al. Action Sept. 24.

Actions on motions

- Chief, Office of Opinions and Review in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University) FM proceeding, granted joint petition by applicants and extended to Nov. 3 time to file application for review of review board's decision released Aug. 29 (Docs. 17454-5). Action Sept. 26.

- Hearing Examiner Basil P. Cooper in Ocean City, N. J. (Lester H. Ailen and Salt-Tee Radio Inc.) FM proceeding, ordered joint engineering exhibit 1 received in evidence and closed record; further ordered proposed findings of fact and conclusions of law due by November 10 and reply findings by Nov. 24 (Docs. 18408-9). Action Sept. 26.

- Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.) FM proceeding, granted petition by applicant and reopened to receive in evidence affidavit identified as examiner's exhibit A and again closed record (Doc. 18529). Action Sept. 19.

- Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.) FM proceeding, granted petition by Broadcast Bureau and extended to Oct. 3 time to file findings of fact; further ordered, on examiner's motion, replies due Oct. 10 (Doc. 18529). Action Sept. 26.

- Chief Hearing Examiner Arthur A. Gladstone in Sheboygan, Wis. (WHBL Inc.) FM proceeding, on request of applicant, extended to Oct. 29 time to file proposed findings and conclusions and to Nov. 7 time to file replies (Doc. 18374). Action Sept. 26.

- Hearing Examiner Forest L. McClenning in Glendale, Ariz. (Glendale Broadcasting Corp.) FM proceeding, on examiner's motion, ordered hearing resumed Oct. 2 (Doc. 18486). Action Sept. 23.

- Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Connor Broadcasting Co. and Norman A. Thomas). FM proceeding, on request of Norman A. Thomas, rescheduled certain procedural dates and rescheduled hearing to Nov. 15 (Docs. 18547-8). Action Sept. 19.

- Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Connor Broadcasting Co. and Norman A. Thomas). FM proceeding, granted request by Erwin O'Connor for waiver and acceptance of publication (Docs. 18547-8). Action Sept. 26.

- Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co., Doyle Ray Flurry and Salem Broadcasting Co.) FM proceeding, granted petition by Flora Broadcasting Co. for leave to amend application by changing frequency from ch. 249 to ch. 280; retained application as amended and as ordered by commission in hearing status (Docs. 18288-90). Action Sept. 25.

Other actions

- Review board in Washington FM proceeding, Docs. 18634-35, granted request for extension of time filed Sept. 24 by Broadcast Bureau. Action Sept. 26.

- Review board in Peoria, Ill. FM proceeding, Docs. 18582-84, joint petition for approval of agreements, dismissal of applications and grant of remaining application without hearing, filed Aug. 5 by Peoria Community Broadcasters Inc., Brinsfield Broadcasting Co. and Clark Broadcasting Co., granted to extent indicated; agreements approved to extent indicated; applications of Brinsfield and Clark dismissed with prejudice; application of Peoria retained in hearing status. Action Sept. 24.

- Review board in Hardinsburg, Ky., FM proceeding, Docs. 17856-57, adopted memorandum opinion and order granting joint

request for approval of agreement and dismissal of application, filed May 19 by Blacett Broadcasting Co. and Breckinridge Broadcasting Inc.; agreement approved to extent indicated; application of Blacett dismissed with prejudice; application of Breckinridge granted; order released May 21, staying effective date of review board decision, vacated; decision set aside; proceeding terminated. Action Sept. 23.

- Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, denied appeal from examiner's order, filed July 22 by Salt-Tee Radio Inc. Action Sept. 29.

- Review board in New York, FM proceeding, Docs. 17454-55, adopted order granting joint request for extension of procedural dates, filed Sept. 25 by New York University and Fairleigh Dickinson University. Action Sept. 29.

- Review board in Lawton, Okla., FM proceeding, Docs. 18599-18600, denied petition for deletion of issue filed July 31 by Progressive Broadcasting Co. Action Sept. 25.

- Review board in Sheboygan, Wis., FM proceeding, Doc. 18374, granted petition for extension of time to oppose petition to enlarge issues filed Sept. 23 by WHBL Inc. Action Sept. 25.

Rulemaking petition

- FCC proposed to amend FM table of assignments by assigning ch. 249A to Clinton, Iowa, 221A to Freeport, Ill., and deleting 221A from Mt. Horeb, Wis., and assigning it to Columbus, Sun Prairie or Waterloo, all Wisconsin. Action Sept. 29.

Call letter actions

- Better Broadcasting Inc., Washington, Ga. Granted WLOV-FM.
- Bill Garrett Broadcasting Corp., Slidell, La. Granted WVSL-FM.
- Time Broadcasters Inc., Fayetteville, Tenn. Granted WYTM-FM.

Designated for hearing

- FCC set for hearing applications of Rochester Radio Co., Auburn Publishing Co., Monroe County Broadcasting Inc., Rochester, N. Y., and What the Bible Says Inc., Henrietta, N. Y., for CP's to operate FM's on 103.9 mc. Action Sept. 24.

Existing FM stations

Final actions

- Broadcast Bureau granted requests for SCA on subcarrier frequency of 67 kc to following: WXLM(FM) Savannah, Ga.; WBIL(FM) Biloxi, Miss.; WLYK-FM Milford, Ohio; KEB(FM) Oklahoma City; KKMA(FM) Pryor, Okla.; WRSJ-FM Bayamon, P. R.; KGBC-FM Galveston, Tex. Action Sept. 26.

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KFMA(FM) Jerome, Idaho, to Feb. 15, 1970; *WILL(FM) Urbana, Ill., to Dec. 31; *WKMS-FM Murray, Ky., to Jan. 1, 1970; WSHY(FM) Shelbyville, Ill., to Nov. 21; WHYP-FM North East, Pa., to March 18, 1970; WVJP-FM Caguas, P. R., to Dec. 20; WMIC-FM Sandusky, Mich., to Jan. 15, 1970. Actions Sept. 22.

- *KFCA(FM) Phoenix — Broadcast Bureau granted mod. of CP to make changes in ant. system, ant. height minus 26 ft., ERP 3.1 kv. Action Sept. 26.

- KEZR(FM) Anaheim, Calif. — Broadcast Bureau granted CP to change ant.-trans. location to Peralta Hills, 3.36 miles east of Anaheim; remote control permitted from 1190 East Ball Road, Anaheim; install new trans. and ant.; ant. height to 300 ft.; ERP 3 kw. Action Sept. 24.

- KJLH(FM) Long Beach, Calif.—FCC dismissed application by John Lamar Hill for authority to locate main studio at auxiliary studio location in Los Angeles. In same action, commission denied Hill's petition for waiver of rules to permit relocation of studio. Action Sept. 24.

- KABL-FM San Francisco—FCC returned application by McLendon Pacific Corp. to change facilities and denied request waiver of rules. Action Sept. 24.

- WSEA(FM) Georgetown, Del.—Broadcast Bureau granted license covering new station. Action Sept. 19.

- WLTA-FM Atlanta — Broadcast Bureau granted CP to change ant.-trans., studio and

remote control location to 1081 West Peachtree Street, N.W., Atlanta; install new ant.; make changes in ant. system, ant. height 1000 ft., ERP 25.5 kw; remote control permitted. Action Sept. 24.

■ **WNIB(FM)** Chicago—Broadcast Bureau granted request for SCA on subcarrier frequency 67 kc. Action Sept. 24.

■ ***WVHI(FM)** Muncie, Ind.—Broadcast Bureau granted CP to replace expired permit for changes. Action Sept. 19.

■ **WLIR(FM)** Garden City, N. Y.—Broadcast Bureau granted CP to change trans. location; change type ant.; make changes in ant. system, ant. height to 285 ft. Action Sept. 19.

■ ***WRDL(FM)** Ashland, Ohio—Broadcast Bureau granted CP to change ch. 208. Action Sept. 10.

■ **WERT-FM** Van Wert, Ohio—Broadcast Bureau granted license covering installation of new ant.; ERP to 6.3 kw; ant. height to 130 ft. Action Sept. 19.

■ **WBBW-FM** Youngstown, Ohio—Broadcast Bureau granted license covering changes; change studio location to same as trans. Action Sept. 19.

■ **KBYE-FM** Oklahoma City—Broadcast Bureau granted license covering new station. Action Sept. 19.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.) renewal of licenses of KRON-FM and KRON-TV, on request of Albert Kihn and Blanche Streeter, continued conference to Sept. 26 (Doc. 18500). Action Sept. 19.

Call letter application

■ **KHOB-FM** Griffith Broadcasting Inc., Hobbs, N. M. Requests KLDG-FM.

Renewal of licenses, all stations

■ Los Angeles and San Francisco—FCC granted applications by Columbia Broadcasting System Inc., for renewal of licenses for KNX-AM-FM and KNXT(TV), both Los Angeles, and KCBS-AM-FM San Francisco. Action Sept. 17.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: KQV-AM-FM Pittsburgh; WEOK-AM-FM Poughkeepsie, N. Y.; WSNO Barre, Vt.; WUSJ Lockport, N. Y. Actions Sept. 25.

■ Broadcast Bureau granted renewal of license to following stations and co-pending auxiliaries: WJEJ-AM-FM Hagerstown, Md.; WJWS-AM-FM South Hill, WJMA Orange, WKBY Chatham and WKDE Altavista, all Virginia; WKLP Keyser, W. Va.; WKLV Blackstone, Va.; WKWK-FM Wheeling, W. Va.; WLSD Big Stone Gap, and WLVA Lynchburg, both Virginia; WMSG Oakland, Md.; WMVA-AM-FM Martinsville, WNNT-AM-FM Warsaw and WRAD-AM-FM Radford, all Virginia; WRDS South Charleston, W. Va.; WRVA-AM-FM Richmond, Va.; WSAZ Huntington and WSGB Sutton, both West Virginia; WSMO-AM-FM La Plata, Md.; WTON Staunton and WTOY Roanoke, both Virginia; WVRC Spencer, W. Va.; WWDC-AM-FM Washington; WWHY Huntington and WXIT Charleston, both W. Va.; WYTI Rocky Mount, Va.; WARK-FM Hagerstown, Md.; WAJR-FM Morgantown, W. Va.; WASH(FM) Washington; WODI Brookneal, Va.; WOL Washington. Actions Sept. 25.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: WBKW(FM) Beckley, W. Va.; WBMD-FM Catonsville, Md.; WDLY(FM) Chester and WEZR(FM) Manassas, both Virginia; WFMM-FM Baltimore; WGAY(FM) Washington; WKAZ-FM Charleston, W. Va.; WKEY-FM Covington, Va.; WMOD(FM) Washington; WNAV-FM Annapolis, Md.; WSAV-FM Harrisonburg, Va.; WTRF-FM Wheeling and WVA(FM) Charleston, both West Virginia; WRFT-TV and WSLS-TV, both Roanoke and WSAV-TV Harrisonburg, all Virginia; WTAP-TV Parkersburg and WTRF-TV Wheeling, both West Virginia; WTVR-TV and WWBT(TV) both Richmond, Va.; *WAMU-FM Washington; *WBJC(FM) Baltimore; *WCWM(FM) Williamsburg and WEMC(FM) Harrisonburg, both Va.; *WGTS-FM Takoma Park, Md.; *WLUR(FM) Lexington, Va.; *WMUL(FM) Huntington, W. Va.; *WJTJ(FM) Charlottesville; *WGTB-FM Washington; WJZ-TV Baltimore; *WVWC(FM) Buckhannon, W. Va.;

more: WLVA-TV Lynchburg, Va. Action Sept. 25.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: *WFOV(FM) Hampton, WDBJ-TV Roanoke and WBBI-AM-FM Abingdon, all Virginia; WBMD Baltimore; WBOC Salisbury, WBOC-FM Ocean City-Salisbury and WBOC-TV Salisbury, all Maryland; WELK Charlottesville and WFLS-AM-FM Fredericksburg, all Virginia; WHLL Wheeling, W. Va.; WKCY Harrisonburg and WLES Lawrenceville, both Virginia; WLOG Logan, W. Va.; WLPF Suffolk and WQVA Quantico, both Virginia; WMAR-FM TV Baltimore; WHIS-TV Bluefield and WSAZ-TV Huntington, both West Virginia; WPRW Manassas and WPUV-AM-FM Pulaski, all Virginia; WNAV Annapolis, Md.; WTVR-AM-FM Richmond and WVAB Virginia Beach, all Virginia; WTRI Brunswick, Md. Actions Sept. 25.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: WAGE Leesburg, Va.; WANN Annapolis and WASA-AM-FM Havre de Grace, all Maryland; WBOY Clarksburg, WBUC Buckhannon and WCAW Charleston, all West Virginia; WCPK Chesapeake, Va.; WCST-AM-FM Berkeley Springs, W. Va.; WCTR Chestertown and WCUM-AM-FM Cumberland, all Maryland; WCVF-Culpeper, WCVU Portsmouth and WDBJ-AM-FM Roanoke, all Virginia; WDON Wheaton, Md.; WEET Richmond and WENY Highland Springs, both Virginia; WEPM-AM-FM Martinsburg, W. Va.; WFBF Baltimore; WFLO Farmville, Va.; WFRB-AM-FM Frostburg, Md.; WFTR Front Royal and WGH-AM-FM Newport News, all Virginia; WHAG Halfway, Md.; WHAW Weston and WHIS-AM-FM Bluefield, all West Virginia; WHLF South Boston, Va.; WICO Salisbury, Md.; WIKI Chester and WILA Danville, both Virginia; WITM-AM-FM Baltimore; WIVE-AM-FM Ashland, Va. Actions Sept. 25.

■ Broadcast Bureau granted renewal of licenses to following stations and co-pending auxiliaries: WAYB Waynesboro and WBRG Lynchburg, both Virginia; WBTH Williamston, W. Va.; WCBM Baltimore; WCHV-AM-FM Charlottesville, Va.; WCYB Bristol, WFVA-AM-FM Fredericksburg, WGAT Gate City and WHAP Hopewell, all Virginia; WHJC Matewan and WMOV Ravenswood, both West Virginia; WNOR-AM-FM Norfolk and WREL Lexington, all Virginia; WBAL-FM-TV Baltimore; WRVC(FM) Norfolk, Va.; WTAP-FM Parkersburg, W. Va.; *WBRA-TV Roanoke and WCVF-TV and WCVW(TV) both Richmond, all Virginia; WETA-TV Washington; WHRO-TV Hampton-Norfolk, WVPT(TV) Staunton and WVVV(FM) Blacksburg, all Virginia; WXTC(FM) Annapolis, Md.; WBOY-TV Clarksburg, Va.; WLSL-AM-FM Roanoke, Va.; WTR-AM-FM Westminster, Md.; WVVV-AM-FM Wheeling, W. Va. Actions Sept. 25.

■ Broadcast Bureau granted renewal of licenses to following stations and their co-pending auxiliaries: WANV Waynesboro and WGEO Richmond, both Virginia; WHAR Clarksburg, WMON Montkomery and WMTD Hinton, all West Virginia; WODY Bassett, Va.; WPDJ Clarksburg, W. Va.; WRC-AM-FM Washington; WRON Ronceverte, W. Va.; WSSV-AM-FM Petersburg and WSWV Pennington Gap, all Virginia; WTCS Fairmont, W. Va.; WVOB Bel Air, Md.; WVOW Logan, WVVV Grafton, WNNR Beckley and WWYO Pineville, all West Virginia; WYSR Franklin, WYVE Wytheville, WBTM-FM Danville, WFLO-FM Farmville, WHLF-FM South Boston, WLRJ(FM) Roanoke and WNRG-FM Grundy, all Virginia; WVQM(FM) Huntington, W. Va.; WWOD-FM Lynchburg and WXYW(FM) Suffolk, both Virginia. Action Sept. 25.

■ Broadcast Bureau granted renewal of licenses to following VHF translators: K02AO Rexford-Gateway area; K11BR and K13BL both Grass Range; K12EQ Harlem; K10ED lower Rosebud Creek rural community; K07HG and K11HO both Polson; K12AN Scobey and vicinity, Poplar Valley area, Four Buttes area and Julia area; K09BR Fairview community, Chinook; K08FB Olney and Striker; K10CB and K13CF both Wyola and Upper Little Horn Valley, all Montana. Actions Sept. 19.

Other actions, all services

■ FCC ordered licenses of seven AM-FM stations to pay forfeitures for violation of rules. All licensees were notified earlier of apparent liability but none replied to notices. Among violations is failure to file renewal applications for six stations 90 days before license expiration dates. KTW Seattle and KEAP Fresno, Calif., each ordered to pay

\$100; KWST(FM) Los Angeles, KTW-FM Seattle, KBAM Longview, Wash., and KRKC Ridgecrest, Calif., each fined \$200. WNOP Newport, Ky., fined \$250 for failing to file financial report for April 1, 1968. Action Sept. 24.

■ Hearing Examiner James F. Tierney in matter of American Broadcasting Co.'s renewal of authority to deliver network radio and TV programs to stations in Canada and Mexico, set certain procedural dates and continued to Dec. 15 evidential phase of proceeding (Doc. 18606). Action Sept. 17.

■ Hearing Examiner James F. Tierney in matter of American Broadcasting Co.'s renewal of authority to deliver network radio and TV programs to stations in Canada and Mexico, examiner ruled on taking of depositions by ABC, Radio Television, S. A. [XETV(TV)], Bay City Television Inc. and Broadcast Bureau and ordered Broadcast Bureau, to extend its needs or desires to participate, to pursue discovery through any appropriate means (Doc. 18606). Action Sept. 24.

Translator actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates of following UHF translators to March 19, 1970: W79AN and W81AF both Bellefonte, State College and Port Matilda, all Pennsylvania. Action Sept. 19.

■ Monterey County Superintendent of Schools, Big Sur, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Big Sur on ch. 13 by rebroadcasting KQED (TV) San Francisco. Action Sept. 19.

■ K71AN Boonville, Calif.—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Sept. 19.

■ K73AM, K75BR and K77BU Boonville and Philo, Calif.—Broadcast Bureau granted CP's to change type trans. of UHF translator. Action Sept. 19.

■ K06FY Litchfield, Calif.—Broadcast Bureau granted mod. of CP to change trans. location of VHF translator and to make changes in ant. system. Action Sept. 19.

■ Sacramento Valley Television Inc., O'Brien, Calif.—Broadcast Bureau granted CP for new VHF translator to serve O'Brien on ch. 5 by rebroadcasting KRCR-TV Redding. Action Sept. 19.

■ Montrose, Colo.—FCC granted application by Storm King Television Inc. for new 10-W VHF TV translator to serve Montrose and surrounding rural area in Uncompahgre Valley on ch. 7 by rebroadcasting KOAA-TV Pueblo, Colo., subject to condition that it provide KREY-TV Montrose with same day program exclusivity. Action Sept. 29.

■ San Luis Valley Television Inc., San Antonio Peak, Colo.—Broadcast Bureau granted CP for new UHF translator to serve Romeo, La Jara, Manassa, Antonito and Alamosa on ch. 79 by rebroadcasting KNME-TV Albuquerque, N. M. Action Sept. 19.

■ K04EW Des Moines—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to March 19, 1970. Action Sept. 19.

■ Corbin, Ky.—FCC granted application for assignment of license for TV translator W08AJ from Davie J. Smith to Kiwanis Club of Corbin. Translator rebroadcasts WLOS-TV Asheville, N. C., licensed to Wometco Skyway Broadcasting Co. Action Sept. 24.

■ Hearing Examiner Forrest L. McClennen in Battle Creek, Mich. (West Michigan Telecasters Inc.) TV translator proceeding, granted petition by Channel 41 Inc. for leave to intervene and made it party to proceeding; examiner's motion, scheduled further prehearing conference for Oct. 2 (Doc. 17976). Action Sept. 25.

■ Seeley Lake, Mont.—Broadcast Bureau granted CP for new VHF translator to serve residential and resort area south of Seeley Lake, residential and resort area north of Seeley Lake, Seeley Lake and residential and resort areas on Lake Placid ch. 8 by rebroadcasting KGVO-TV Missoula, Mont. Action Sept. 24.

■ K07IJ Moapa and Overton, both Nevada—Broadcast Bureau granted CP to replace expired permit for new VHF translator; change primary station to KSHO(TV) Las Vegas; specify principal community as Overton and rural Upper Muddy River area, Nev.; change type trans.; make changes in ant. system. Action Sept. 23.

■ K12GS Moapa and Overton, both Nevada—Broadcast Bureau granted CP to replace ex-

(continued on page 79)

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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

Established Chicago radio station is seeking a strong general sales manager. Salary open. High incentive. Reply in confidence. Box J-395, BROADCASTING.

General manager—major AM-FM New England market. Absentee owned. Strong sales background. Resume and salary to Box K-39, BROADCASTING.

Manager for high powered FM stereo station in medium large market in the south. Good salary plus ownership. Box K-47, BROADCASTING.

Small market Carolina group has openings for assistant manager, announcer-engineer, salesman-announcer. Prefer family men with experience in southeast. Better than average salary. Send full details to Box K-51, BROADCASTING.

Wanted—assistant manager-salesman, extra income for play by play. AM & FM programmed separately—home of Mississippi State University—Joe Phillips, WSSO, Starkville, Mississippi, 601-323-1230.

Sales

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity. Box J-145, BROADCASTING.

Great opportunity for ambitious young salesman to learn and earn with professional contemporary leader in medium market. Send complete details to Box J-276, BROADCASTING.

Houston Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box J-370, BROADCASTING.

Opportunity head-up sales operation. Midwest county seat. Five figure income established. Box J-389, BROADCASTING.

Salesman for midwest major market AM-FM facility. Not the top station in the market, but then if we were, we wouldn't be advertising for a salesman. If you are aggressive, professional and want to make money with a growing organization, write giving full particulars. All replies confidential. Box K-32, BROADCASTING.

Major market mid-atlantic prestige station seeks young, experienced, aggressive salesman. Tremendous future and big dollars with outstanding broadcast group. Send resume and billing history. All replies confidential. Box K-76, BROADCASTING.

Experienced and creative commercial manager. Excellent opportunity to advance in growing chain operation. Contact Bob Thorburn, P.O. Box 569, Carrollton, Georgia.

Announcer-salesman needed by small market Georgia station. Good opportunity for young salesman to learn and earn by selling and servicing established accounts and doing a board shift in afternoon. Send resume and salary requirement to Bob Bond: P.O. Box 167, Cedartown, Georgia 30125.

We need good salesman-announcers for training as managers. Have 4 stations now, plan four more. Stock options, good salary, and excellent opportunity for rapid advancement. Contact Donald Curtis, P.O. Box 428, Cherryville, N.C.

Salesman/sportscaster to do play-by-play. Limitless potential in a major market for an experienced salesman. Twin city area station. Call 612-423-2389 or write Box 1370, So. St. Paul, Minnesota 55075.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Maryland station announcer with sales and public relations experience. First ticket preferred. Box J-262, BROADCASTING.

Announcers continued

Bright, capable, experienced deejay wanted by mid-west full-time kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proven ability, liberal fringe benefits. Include detailed experience, photo, references in resume, tape. Box J-270, BROADCASTING.

Telephone talk man. Top ten market for the communicator on the way up! This is a big market break—don't apply unless you're tops. East Coast. Send resume and tape to Box J-298, BROADCASTING.

Human Being. Not a fill-in-the-blanks robot. Show us how you'd entertain our audience. How you'd weave your own individual personality, timely information and mid-road-contemporary music into a program unit. If you are creative, imaginative. Like a challenge. Mail yourself (by tape and photo) to this mid-American medium. Box K-10, BROADCASTING.

Midwest 10kw station located in college town has opening for dj with first phone. No maintenance. Good working conditions. Salary based on ability and experience. Send tape, resume and salary requirements to: Box K-24, BROADCASTING.

Announcer: Wanted—bright happy, fast-paced top-40 man for afternoon drive time. Great opportunity. Southern market. Send tape and resume. Box K-25, BROADCASTING.

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 Box K-26, BROADCASTING.

Announcer-salesman, morning man. Pull 3-hour sign on shift, sell and service established accounts balance of day. Guaranteed salary \$140 weekly and up on salary-commission setup; car allowance. You'll make much more. Real solid AM-FM operation in Carolinas. Send audition tape, snapshot and resume. Better than average opportunity for experienced man only. Job open now. Apply in confidence. Box K-29, BROADCASTING.

Experienced. MOR or C6W. for metropolitan station. Ideal living conditions. Excellent opportunity. Box K-37, BROADCASTING.

1st phone for contemporary MOR station in medium market. Must have interest in talk show and some news. Send tape and resume. Box K-56, BROADCASTING.

Georgia medium market Top 40 needs all-night man with first phone. Send tape and resume to Box K-78, BROADCASTING.

Announcer: KSOX in lower Rio Grande Valley, Raymondville, Texas. Send tape to E. L. Clinton.

Our announcers are too good! We've lost two to Los Angeles within the past 10 months. We need a quality, experienced announcer to fill one of the vacancies. 24-hour stereo station, featuring strong local news-coverage. You won't talk much, but it must be right. If you are good, rush tape, resume, references. KVMN-FM, Pueblo, Colorado 81004.

First ticket deejay. No maintenance. Top contemporary floor man. Salary commensurate with experience. One of our guys is moving up with our blessings. Tape, resume, and references., first letter. Bill Sullivan, WAHT Radio, P.O. Box 15, Lebanon, Pa.

Early morning man, must have experience 5,000 wr. station serving Ky., Barkley Lakes vacation land. Send tape, history and price to WCBL, Benton, Ky., Box 7 or call Mr. Freeland, 502-527-2581.

New group operation wants combination engineer-announcer for its Daytona Beach operation. Must know all phases of engineering and be a Top 40 jock. Please submit tape and resume. This is an excellent opportunity for advancement. WDAT, Box 5038, Daytona Beach, Florida.

Top 40 personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Announcers continued

Announcer—for general announcing duties on MOR and standards music station with heavy emphasis on news, talk, sports, etc. Salary requirements, references, photo, marital and draft status, and tape in first letter. Prefer experience. WEPM, Martinsburg, W. Va.

Announcer—experienced in MOR format. Good opportunity and good pay in south's fastest growing market with established, successful station. Send tape, photo and resume to John Garrison, WFIX, P.O. Box 7, Huntsville, Alabama.

We need a young guy, preferably unmarried, for an all-night show. We're looking for someone who can be a top innovator with eyes for better things! If the shoe fits, send tapes and resume to Jeff Kave, WKBW Radio, 1430 Main St., Buffalo, New York 14209. Hurry!

Small town 1 kw needs mid-morning jock, start immediately. Permanent, average pay 3rd, more if 1st class maintenance. Any age, 40 hours. Progressive market, good family town. Dale Brooks, WVRC, Spencer, W. Va. 304-927-3760.

Experienced first phone, strong on production, Palm Beach market country-politan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.

Talent, initiative, and management ability are the three things we need to get one of the most outstanding chain of radio stations in the western United States off the ground. There will be multiple opportunities to step into station management just as soon as you have proven yourself. This is a young, hard working progressive kind of place to work. If you would be interested in time sales, or air work, or perhaps both, please send a tape, resume, and a picture immediately to P.O. Box 236, Fortuna, California 95540.

Country music dj with personality and 1st phone only. Great chance to grow in top 10 market, \$110. Plus sales at 20% to start. Call now PD Earle Trigg, AC 703-437-6620. No collect calls.

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 for AM FM station. Metropolitan market. No announcing. Box J-358, BROADCASTING.

Chief engineer. A challenging, permanent opportunity with station group. Fair salary plus unusually fine potential. Experience required in all phases of AM/FM operation and supervision. Please supply complete resume and salary requirements first letter. Box J-367, BROADCASTING.

Immediate opening—midwest—first phone. Hi power AM-FM directional experience essential. Send complete resume—photo and salary requirements. Box K-13, BROADCASTING.

California directional needs chief. Qualified take full charge, trouble shooting, operational, maintenance, construction. If you like fishing, hunting, camping, boating . . . you'll love this place. Give full details of past employment and salary requirements in reply. Box K-60, BROADCASTING.

Transmitter operator—experienced or inexperienced. Must have first-class license. Large group operation with full company paid benefits. Call collect, Mr. Morgan, WARM Radio, 717-346-4646.

Engineering. Chief engineer for 5000 watt AM/50,000 watt stereo FM. Best of equipment. Insurance and retirement plan. Call collect George Gray. 617-993-1767, WBSM, New Bedford, Mass.

Chief engineer to work for Hartford, Connecticut and Springfield, Massachusetts stations, under same ownership. Excellent deal. Must have full knowledge of FCC regulation. Call Donald Wilks, WTYM Radio Station. East Longmeadow, Mass. 413-525-4141.

Technical continued

Engineer—Costa Rica. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere—Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM-FM chain in country. Extensive expansion, upgrading planned. Need 1st class engineer—experienced planning, building, tuning, AM-FM, simple directionals. Spanish helpful but not required. Must be resourceful—patient—experienced in directing others. Unusual opportunity to escape the rat race and work with group of wonderful people. Permanent with excellent future. Replies confidential. Write giving full resume, education—background—experience. John M. MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

If you are a young radio newsmen—2 years experience and a good on-air voice—we can use you in a radio-TV news department in a thriving midwest metro market. Chance to break into TV. Tape resume Box J-351, BROADCASTING.

Lost our newsmen of four years to TV. Have opening for digger—not a reader. 5 1/2 day week. Have United Press wire and UPI Audio. Contact Paul Olson, KLEM Radio, Le Mars, Iowa. Send resume, audition tape and references to Box 1410, Le Mars, Iowa.

Television opportunity for the right young personality type interested in news presentation. Rush resume, picture, and tape to news director, KUTV, 179 Social Hall Ave., Salt Lake City, Utah 84111.

Director for news-oriented South Texas border station in hot news center. Must be satisfied with nothing less than consistently scooping all other media. Salary open. Send resume to Scott Ellis, KVOZ, Box 1638, Laredo, Texas 78040.

Morning newsmen for No. one talk and news station in southeastern Mass. Top professional staff, great facilities. \$8,000 to start, experienced only. Call collect George Gray, 617-993-1767. WBSM, New Bedford, Mass.

We are searching for an experienced newsmen with the sound of authority and a lively approach to the news. Send tape, resume, and photo to Gene Hirsch, News Director, WIL Radio, 300 North 12th Street, St. Louis, Missouri 63101.

Top news station in Westchester County, NY has opening for capable man who can dig, write, deliver. A "Home" for the right person, good pay, fine benefits including retirement, hospitalization, excellent working conditions. Five-day week. Tape and resume WLNA, AM-FM, Box 188, Peekskill, N.Y. 10566.

Newsmen—experienced for midwest MOR station with three man professional news staff. Apply with resume stating salary requirements to: Warren Boldt, News Director, WSOY, P.O. Box 2250, Decatur, Illinois 62526.

News director for 5,000 watt fulltime suburban station near Philadelphia. Dig, write and deliver local news and supervise stringers. Challenging position in growing market. 215-384-2100.

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 C-263, BROADCASTING.

Our copywriters moving into agency ownership. Remarkable opportunity open immediately for real talent who can produce quality and quantity at dynamic contemporary station with national reputation for creative work. All details to Box J-277, BROADCASTING.

Traffic director/male or female/experienced in making daily logs/must understand FCC rules/must want responsibility/must be reliable/pleasant voice. Florida University City, Box J-348, BROADCASTING.

Program director/announcer interested in production—first ticket—mid-west medium sized market. Send resume and tape Box J-365, BROADCASTING.

Programing, Production, Others

continued

Writer with radio copy experience as minimum, send resume to David Hoyle, WOOD AM FM TV 120 College SE, Grand Rapids, Michigan 49502.

Latino—Director de Programas. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere. Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM & FM chain in country. Extensive expansion, upgrading planned. Need program director minimum 5 years experience—all phases Spanish radio—contemporary and typical music, news, sports, futbol, novellas, etc. Experience in U.S. radio, plus Latin country, i.e. Cuba, Mexico, Puerto Rico, required. English helpful but not necessary. Must have confidence and ability to achieve and hold No. 1 ratings in country with general programing format. Should be young but mature, imaginative, with ability to direct people. Unusual challenge and excellent opportunity to grow with this new, progressive organization. Replies confidential. Write giving full resume, education—background—experience. John MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

No Good Copy writer . . . should miss this chance. Work with Pulse-rated number one station in major southeast college town. Currently too much for one fulltime writer to handle. Salary will beat what you're making. Send resume, tape and/or copy to P.O. Drawer K, Gainesville, Florida 32601. Attention: R. J. Pahalek.

Public relations specialist, aggressive person to learn and work in complete balanced corporate public relations program. Requires minimum three years reporting experience. Send resume to: B. Huntington, Employment Supervisor, The Dayton Power and Light Company, 409 East Monument Ave., Dayton, Ohio 45402. An equal opportunity employer.

Situations Wanted Management

Broadcasting pro. long on experience, now managing. Heavy sales. Talented airwork. Prolific production. Imaginative copy. Knowledgeable engineer. Hard worker. Competent. No booze or hang-ups. West only. What's a guy like me worth to a guy like you? Box K-23, BROADCASTING.

Superior general manager = superior staff + sound = superior sales + service = license enhancement + community status. If the sequential order reflects your thought let's talk about the first component. Available March 1. Write Box K-58, BROADCASTING.

The best radio manager in this large market wants a better job. Effective administrator with excellent sales and program development record. Fine personal and business reputation. Only want to deal with solid progressive ownership that requires a very good aggressive operator for a valuable facility. An ideal individual to make your property go and grow. Box K-66, BROADCASTING.

Wanted—Small country music station to manage—years of experience. Prefer east coast. Have been dj, salesman, sales manager. Have country know how. Presently employed, will produce salary and percentage. State all in first letter. Box K-68, BROADCASTING.

Sales

Southeast—sales manager - announcer - sportscaster. Strong play-by-play. Collee graduate, 35, family man. Prefer small market offering ownership opportunity. Box K-17, BROADCASTING.

Announcers

Experienced female dj, tight board, heavy production and commercial experience, MOR contemporary, news and woman's shows, third endorsed. Box J-93, BROADCASTING.

Attention Florida, rock Newsmen 10 years experience, married, 35, veteran, 3rd endorsed. Have done top 40 and MOR shows successfully in mornings, afternoon, and night time slots. Strong on production also experienced as newsmen digging, gathering and reporting same. Have also hosted talk shows, telephone open liners, live remotes, etc. Wish to settle in mid or southern Florida. Call (212) 372-1783 after 6 P.M. Box J-158, BROADCASTING.

DJ, tight board, good news, commercials. 3rd phone. Box J-196, BROADCASTING.

Bronco Jimmy wants Top 40 MOR position now! Wants to relocate. Nine months experience, draft free—stable! Box J-288, BROADCASTING.

Announcers continued

Nine year pro, top 40 personality, and production. Call 914-478-0878 and we'll talk money and market. Box J-308, BROADCASTING.

Announcer—23-3rd endorsed—experienced—AM or FM station emphasizing good music—northern Virginia-Washington area—call 703-635-5506 or write Box J-331, BROADCASTING.

First phone announcer. Beginner, would like a music show and/or news. Will relocate. Write or call 212-456-3090. Box J-335, BROADCASTING.

Experienced announcer looking for news or play by play. Prefer Western Pa. will consider all offers. Mature, military completed. Box J-353, BROADCASTING.

Announcer, DJ, newscaster, experienced, congenial personality, married, northeast preferred. Box J-385, BROADCASTING.

I'm new, young and exciting. I do all types of music. Broadcasting school grad, with some experience. Box K-2, BROADCASTING.

Exciting, colorful basketball play-by-play. Want solid organization preferably in or near Illinois. Six years. Single. First Class. Write or call 1-309-742-9281. Box K-3, BROADCASTING.

Personable. Down to earth. Dynamic, job oriented College grad. Wide background and interest. Hip. Creative. Flexible. Knows good music. Seeking MOR. Box K-4, BROADCASTING.

Available Announcer—newscaster, First Phone with 3 years experience in all phases. Desires Iowa-Minnesota location. Resume and audition tape available on request. Box K-11, BROADCASTING.

Looking for responsible position with medium market station in northeast. With present employer 5 years. In no hurry to move. Will wait for the right opening. 1st phone. Make contact now if you might become interested. Box K-12, BROADCASTING.

Negro 1st phone—four years experience in announcing, D.J., news and sales. Box K-15, BROADCASTING.

Reads well, some experience. God be with you. Please Dial 315 RE 6-1538 or Box K-16, BROADCASTING.

Pop, MOR. Young, versatile, assiduous, smooth, bright delivery. Agency caliber production. Meritum market background. 215-455-4625 or Box K-18, BROADCASTING.

Chicagoland first phone . . . Married—one child. 5 1/2 years announcing and production . . . two years sales. Minimum salary \$175.00 plus moving expenses. Will sign 3-5 year contract. Box K-19, BROADCASTING.

Help/Good contemporary/MOR only. Tape, resume from Box K-27, BROADCASTING.

Experienced, rock, upbeat MOR, completed military service, 24, married . . . Box K-36, BROADCASTING.

Attention D.C., Md. & Pa. area. 1st class, top 40 announcer, limited maintenance. 1 1/2 years experience, tight board, good on production and sports. Draft deferred. Response invited, tape and resume on request. Box K-38, BROADCASTING.

Top 40 only, first ticket, major market experience, like all nite. Box K-40, BROADCASTING.

Florida, 1st phone announcer wants to move up. Reliable six years experience, can improve your sound. \$125.00 minimum. Box K-42, BROADCASTING.

Good beginner. Professionally trained, draft exempt, will relocate. Box K-44, BROADCASTING.

Announcer, tight board, dj, authoritative newscaster, FCC 3rd, desire to settle. Want sales. Personable, no prima donna, non-floater. Box K-45, BROADCASTING.

I believe that to be a success you've got to be human. So, overlooking the fact that I've been reincarnated 15 times and I love doing an all night, top 40 dj slot, I'll take your job offer. All night position must be permanent, pay well, air freedom to a point, and I must be able to continue my transplant experiments between records. Box K-50, BROADCASTING.

Experienced PD-DJ. Over 20 years experience. Excellent references. Prefer rock or modern country. Have been #1 in four major U.S. markets. Currently PD of NYS country station. Prefer east coast, tape and resume available on request. Box K-53, BROADCASTING.

Situations Wanted

Announcers continued

Country dj beginner. I know and love country music. Broadcasting school graduate. Will relocate. Tapes available. Third endorsed. Phone 212-TE 6-2328 or Box K-55, BROADCASTING.

Professionally trained. Play-by-play and news. Young, married, draft exempt. Third endorsed. Box K-61, BROADCASTING.

Experienced dj, announcer, newscaster. Dependable, creative, and versatile. Tight board, bass voice, very good delivery. Third endorsed. Box K-62, BROADCASTING.

Major market CGW personality, now happily employed, seeks equivalent position in west or S.W. I'm not in a hurry. Minimum: \$10,000/year. Box K-64, BROADCASTING.

Personality looking to do my thing! T-40, talk, copy & production experience. Creative, willing to listen and contribute. Prefer Conn. area, but will move for \$\$\$, Married and ex-Marine. Box K-70, BROADCASTING.

No pro, but working on it with over two years experience! Want central east coast station with staff of workers. Top 40, MOR, news, sales, production. I want work but also cash. Box K-71, BROADCASTING.

Disc-jockey with wide radio experience. Married, third phone, draft-exempt. Box K-77, BROADCASTING.

Experienced announcer, dj, 3rd phone, tight board. Family man willing to relocate. Box K-79, BROADCASTING.

3rd endorsed beginner; single, 24 yrs., draft free, wants first break in any radio station. Broadcast school—authoritative and good voice—will relocate. Career minded, not just a job available now! Write Richard T. Beasley, 1656 Cornwall Ave., Waterloo, Iowa 50702.

If you program the Nashville sound and need a play by play Sportscenter, Newsmen, Disk Jockey, production or salesman, contact me, Jack McAfee, 3 Maples St., Fort Walton Beach, Fla.

Veteran announcer. 40's, average voice, ability, etc. No soul or rock. 1st ticket. Capable of assisting chief, cooperative. Dependable. Family. \$600. Ken Roberts, General Delivery, Sarasota, Florida.

Experienced top-forty CW jock, tight board, single, draft-exempt. Willing to relocate. Contact: Dan Marks, 505 Whippo St., New Castle, Pa. (412) 654-3737.

Experienced sportscaster radio-TV play-by-play four major sports, sports talk shows, college degree—broadcasting, married, military obligation completed—Chuck Pollock, 5302 Piney Branch Court, Norfolk, Va. 23502. 703-853-2046.

First phone, one year experience, phone: 219-762-2803 or write Jay Sisco, 2783 D. Brown St., Portage, Ind. 46368.

Professionally trained, ambition, drive, creativity, 3rd endorsed, Married, draft exempt, relocate anywhere. Bill Heaton, 5621 W. 78th St., Minneapolis, Minn. 55435 or Call 941-4550 after 6:30 P.M.

Technical

Engineer 2 years experience. Sports, board work, northern New England, state salary Box J-337, BROADCASTING.

1 year experience as assistant chief—first phone—can announce. Vermont area only. Box K-21, BROADCASTING.

Experienced—ground up. Prefer construction. Have tools, car. Eastern U.S. Box K-48, BROADCASTING.

Operations director experienced all levels, management, chief eng., anncr/PD. Degree, family man, mid thirties with 15 years first phone, 11 years computer exp. Want to automate? Prefer central Florida. Wife has 3rd endorsed. Sales/office exp. 305-892-3696 or Box K-49, BROADCASTING.

Network maint. engineer desires position with advancement possibilities. Write Box K-67, BROADCASTING.

Chief engineer seeks relocation on non-directional, daytime before winter. Box K-73, BROADCASTING.

Chief Engineer, 15 years experience, construction, maintenance, operations. First phone, Charles Simpson, (203) 753-0486.

NEWS

Position desired as full-time newsmen, or newsmen DJ; non rocker. East Coast location preferred. Box J-343, BROADCASTING.

University graduate . . . broadcast journalism; married; draft-exempt; seeking eastern news position. Box K-20, BROADCASTING.

Award winning news director . . . MOR, rock, interviews, production . . . PR . . . etc. Professional style, integrity, variety, drive, Radio-TV, west coast—islands. Box K-22, BROADCASTING.

Jr. newsmen—industrious. College graduate, broadcast school. Seek experience. All positions/all locations considered. Box K-43, BROADCASTING.

Aggressive newsmen—announcer. 2 years experience in medium market as news director. Freelance with AP and UPI. Married, 28, permanent, dedicated. West coast only need apply. Box K-57, BROADCASTING.

Experienced newsmen, college grad, play-by-play, married seeks small-medium market to settle down. Phone 715-344-6370 or write Box K-63, BROADCASTING.

Newsmen—6 years experience—major market—willing to relocate—Box K-75, BROADCASTING.

Chicago has me today—you can have me tomorrow. Looking for more air work. Radio-TV experience. Major and medium markets only. Call 312-338-4797.

Announcer-newscaster seeking experience. College grad in speech, broadcast school grad, prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Ill. 60044.

Programing, Production, Others

FM-sterio. announce-music and programing director-position desired by Philadelphia station manager. Will relocate. Box 59, Rancocas, N.J., (609) 871-3160.

Interested in a copywriter on a free-lance basis? If so allow me to introduce myself with samples of my talent. posthaste. John Casey, 5350 Russell Ave., Hollywood, California 90027.

TELEVISION

Help Wanted—Announcers

Florida VHF full color station seeking experienced announcer capable of handling weather and some news. Send resume-photo only now. Will request Videotape or SOF audition later. Box J-346, BROADCASTING.

Technical

Excellent opportunity for young aggressive engineer with TV studio maintenance experience. Studio engineering supervisor position open with forward-looking all color station. State experience, salary requirements, Box J-332. BROADCASTING.

Growing Wisconsin U has immediate openings for TV engineers with two or more years experience. Top pay, all fringe. Live and work in beautiful city of 40,000 in midst of great hunting and fishing area. Box K-72. BROADCASTING.

WENY-TV, Elmira, N.Y. is now completing its engineering staff. First phone required. Contact Larry Taylor, Chief Engineer, at 607-734-3333.

Needed, experienced video engineers. Southwest Florida station requires man capable of maintaining PL 70 camera, TK 27 film chain, 1200 series VTR's (AMPEX) and associated equipment. Florida living at its finest, with perfect climate and fishing! If you like living this is the place. If you don't mind working (and that's what we need) we want to pay you good wages. Fast growing VHF station, on the air 15 years, wants the right men who can advance as this solid CBS network station advances. Full details by calling or writing Frank C. Nodine, WINK TV, Ft. Myers, Florida 813-334-1131.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHCC, 135 College Street, New Haven, Connecticut 06510.

Television engineer to be in charge of master control operations in CCTV including master switching, operating all facets of film chain, operating video tape machines requiring experienced quad VTR maintenance technician and operator, in state-of-the-art university operation. Interaction with operations and engineers about picture quality and everything that goes on the air and with programing about film and video taped programs. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

NEWS

The man we're looking for is an on-camera pro ready to take over an anchor man slot now for an aggressive number 1 medium market news operation. He's a trained reporter who can follow a story from beginning to end. He can administrate and is willing to start out as a number two man in the department, but will not be willing to be number two for very long. In short we're looking for a mover and we'll move right along with him. If you fill the bill rush resume and VTR or PIX with first reply to Box J-333, BROADCASTING.

Newsmen to anchor weekend news and special reports. You'll invest, state, write, shoot film at medium market, midwest VHF. Will consider radio newsmen with good delivery eager to learn TV. Send photo, resume and current salary to Box J-336, BROADCASTING.

Midwest metro NBC affiliate seeks mature, experienced newsmen to anchor top-rated 10 P.M. strip in 3 station market. Salary open—excellent fringe benefits and working conditions. Box J-352, BROADCASTING.

News photographer. TV experience vital. Mid-west. Good salary. Send resume and salary requirement: Box J-373, BROADCASTING.

Assistant sports director for major southeastern CBS affiliate. Three-man department. Must be good on the air and as reporter-writer. Photography skills desirable but not necessary. Excellent opportunity with a major group broadcaster. Please send VTR or film with first letter. It will be returned promptly. An equal opportunity employer. Box J-398, BROADCASTING.

Newsphotographers—All with journalism degrees or comparable experience, for expanded news-documentary department. Contact: Gene Strul, WKCT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

TV newsmen, strong on air. Good salary. Great recreation area. Small University town. No floaters. "Over thirty preferred. Contact Lou W. Chappell, Station Manager, WLUC TV Inc., P.O. Box 460, Marquette, Michigan 49855. Phone Number: 906-475-4161. (A Post Corporation subsidiary.)

TV news photographer . . . top ten market; top pay-fringe benefits . . . pros only. Call Bob Harper 412-242-4300.

Programing, Production, Others

Medium size station in southeast looking for a young, creative, ambitious director. Directing experience preferred. Will accept applications from production assistant desiring the chance to move up. Box J-369, BROADCASTING.

Wanted operations manager to head programing, promotion, and production department for southeast NBC affiliate. Excellent small city living conditions in top 100 market. Address inquiries in confidence to President, Box J-394, BROADCASTING.

Studio crewman (cameraman, floorman, break-director) for ETN station. \$7,000 to \$7,800 depending on experience. Send resume to John Hutchinson, WNED TV, Hotel, Lafayette, Buffalo, New York 14203.

TELEVISION

Situations Wanted

Management

Program manager, 34, creative program director, now working large metro market. Engineering, production-direction background, film buying, FCC rules, all phases of TV operations and management, some sales. Now in east will relocate. Box J-381, BROADCASTING.

Sales Management—20 years experience, last 12 in TV. Thoroughly familiar with sales needs on local, regional, national basis. Excellent references. Box K-6, BROADCASTING.

National Sales Manager, etc., for medium to large station or group. Thoroughly experienced all phases: station-ownership, development, management, sales management-sales (national and local), programing, film-buying, production, promotion and network announcing-hosting-news-casting. Leader in community affairs. Leader in industry. 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age-44. Nationally recognized as successful administrator, trouble-shooter-developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing substantially increased profits and prestige properties. Have just sold my station. Seeking another challenging large station or group to manage and develop. Box K-14, BROADCASTING.

TV—Situations Wanted

Management continued

Program/operations manager. Young executive in top market with heavy remote and local programming. Proven record under competition. Ready for a new challenge or move up. Box K-30, BROADCASTING.

Sales

Salesman who knows how to sell seeks greater opportunity. Strong on ideas, organization and close. Current earnings in the high teens, and money motivates. Personal and professional references excellent. Family man. Box K-8, BROADCASTING.

Announcers

Hip, Quick, Relaxed. Good camera presence. Young professionally trained college grad. Creative. Wide background and interest. Adept at interviewing. Flexible. Seeking creative position. Box K-5, BROADCASTING.

TV announcer available. Long experience. Box K-59, BROADCASTING.

Experienced television and radio sports director. Six years major college play-by-play. Prefer west coast but will relocate. Age 35. Bill Messler, 930 Vienna St., San Francisco. 415-587-3508.

Technical

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box J-162, BROADCASTING.

Chief engineer available for east or south location. Fully experienced in technical and tech management areas. Box K-33, BROADCASTING.

Director of engineering or chief engineer experienced in AM, FM and TV construction, maintenance and operation with perfect FCC record. Solid background in television operations with production, photo, traffic, copy, art, etc. responsibilities. Somewhere someone must be seeking excellence in technical management and be willing to respond with commensurate compensation. Best references, no rush, comfortable but not satisfied in present position. Box K-34, BROADCASTING.

News

Camerman—west coast. Major news coverage experience, spot and special shorts. Also write—produce. Presently \$195 week. Box K-52, BROADCASTING.

Personality—intelligence—experience presently in production at top TV network. 3 years radio reporter-dj. Ready to switch to on camera. Best references. Willing to try a female? Film available. Box K-65, BROADCASTING.

Negro Army First Lieutenant. Excellent references, college. Dependable. Seeks apprenticeship or training program in television news reporting writing, willing to travel, fluent Spanish. Will be discharged from Army December 1969, Frank Kelley, 1263-17th Ave., San Francisco, California. (415) 681-1806.

Programming, Production, Others

Television cameraman, graduate RCA TV Studio School: wrote and directed final show Draft exempt. Presently writing music and producing records. Box K-1, BROADCASTING.

Television documentarian, experienced in photography and editing, seeks relocation. Contact Mike Hartford, WIZ-TV, Baltimore or write Box K-28, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters No Junk Guarantees Radio Supply Corp. 1314 Iturbide St., Laredo, Texas 78040

Need good used 500 watt transmitter for 1 kw with 500 watt cutback). K-RAM Radio. 5441 Paradise Rd., Suite 206, Las Vegas, Nevada 89109.

Wanted: Good second hand TV cameras Orthicon and tube-type of the RCA TK-31 or GE-4PC 11 series, etc. Using three-inch Orthicon 5820 type complete with lenses, camera control, dolly and tripod or pedestal. Box J-300, BROADCASTING.

RCA TVM-1 1 watt microwaves. Nems Clarke 120 fld mtr. Have Varatol III and V lens for sale. Phone 212-877-1365 or Box K-9, BROADCASTING.

Automation system wanted, in good condition, terms desired. Box K-31, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spirolite, etc. and fittings. Unused mat!—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

Television frequency/modulation monitor. General radio type 1181. Present crystal for Channel 49. Just taken out of service. \$350 F.O.B. Muncie. Chief Engineer, WLBC TV, Muncie, Indiana 47302.

KFNF radio Sendadoah, Iowa, lost license has complete 1 kw station for sale technical equipment, office equipment, sacrifice for all or sell part, write for inventory. Nicholas Tedesco, 1859 Arcade St., St. Paul, Minnesota 55109, Telephone 776-1289.

Towers for sale, erection and maintenance. 17 years experience in tower erection. Robinson Tower Company, P.O. 143, Greenville, N.C. 27834, Phone: 919-758-1453.

250 watts Gates transmitter. Like new. Only 700 hrs. on it. Increasing power. Available immediately. David Hogendorn (319) 568-3476, Waukon, Iowa.

For sale: Brand new and used parts for RCA 5-D five kilowatt transmitters. Can supply inventory. Will sell one part or all. First come basis. Box K-35, BROADCASTING.

RCA TRTB color VTR, Ampex—05 Intersync, Mincom mono dropout compensator, 3M-379 lightly used videotape, all lengths. Make offer. Box K-41, BROADCASTING.

Two RCA 5-D five kilowatt transmitters. One now in operation. One just taken out of service in major market. No space to store. Must sell both at once. Box K-74, BROADCASTING.

For Sale: 1 RCA TR-4 VTR not colorized, but in mint condition. \$16,500 F.O.B. Medford, Oregon. For Sale: 13 19 1/2' lengths of 3 1/2" 50 ohm. Prodelin Coax transmission line \$75 per length. For Sale: 1 GE TV-186 C optical prism multiplexer \$450 Contact Ellis Feinstein, Chief Engineer, KMED-TV.

For Sale 450 ft. Blaw Knox self-supporting TV tower. John J. Hoke, phone: 732-9350, U.S. Towers, 249 Bartow Lane, Petersburg, Va.

Nems Clarke 112 phase monitor (3 tower) RDC-10 remote control. Dyma Engineering, Rt. 1, Box 51, Taos, New Mexico 87571.

For Sale Onan 35 kw 3 phase Delta with 220/120 single phase takeoff. Gasoline powered, 150 hours running time, 1958 model. Generator, automatic line transfer switch, automatic battery charger. \$2,000. F.O.B. Farmington, Connecticut. Contact: Gregory Fortune, WRCH, Farmington, Connecticut 06032. 203-677-8521.

Mint condition H-P 335 B FM monitor, to your frequency \$595. Will have recalibrated AM frequency monitor available soon, interested? Eidsen Electronics Co., Box 96, Temple, Texas 76501.

1966 International TV van fully air conditioned. 5 kw power plant, plus many extras. For details contact John F. Scarpa, P.O. 100, Avalon, N.J. 08202. 609-967-3011.

300 foot stainless type G-36 tower with associated lighting equipment \$1,000.00 or best offer. Contact M. J. Lamb, WJMA TV. 419-225-3010.

For Sale one RCA BC 6A dual console in working order with 6 spare preamps. \$850.00 or best offer. Vernon H. Baker, P.O. Box 889, Blacksburg, Va. 24060.

Broadcast crystals. New or repairs for Gates, RCA, Bliley, W. E. and I-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eison Electronics Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Towers, any type, Bill Angle, 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 95388

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Miscellaneous continued

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

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.

25 ideas local radio advertisers can use presented monthly in your own personalized house organ. Station Newsletters, Box 373, Lima, O.

Can't find it?—You need: "DJ Source Book." . . . Save time looking for jokes . . . gimmicks . . . jingles . . . promotions . . . magazines . . . programing . . . plus "hundreds" more! Only \$4.95. Command, Box 26348, San Francisco 94126.

Voice station I.D.'s very deep voice 3 for \$5.00. Bill Shrik, P.O. 2812, Muncie, Indiana.

Wild tracks . . . Funny drop-in voices from: Movies, Records, records, etc. Real DJ show business: 100 only \$5. (tape; 7 1/2 ips) Command, Box 26348, San Francisco 94126.

Small markets: sell the big sound of music. Syndicated "Rock" show—current! One-two hours Saturdays. Box J-361, BROADCASTING.

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KHJ, America's top rated rock station. The ideas, music, and personality of contemporary radio at its best. Latest KHJ Airchecks. \$10.00 and your tape. Universal Aircheck Exchange, 359 Green Street, Suite B, San Francisco 94133.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N Western, Hollywood, California 90027

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New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana

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The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street Atlanta Georgia 30309

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St Charles Avenue, New Orleans, Louisiana 70130

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston 2120 Travis. Houston, Texas 77002

Announcing, programming, production, newscasting, sportscasting, console operation, disc locking 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

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American Institute of radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

INSTRUCTIONS continued

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R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

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R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

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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.

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T.I.B./Miami . . . classes start Nov. 4, Nov. 24th . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

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Help Wanted continued

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Major Eastern independent radio station auditioning now for 1970 season. Pro or college experience preferred. Year round position. Send play-by-play air check and resume immediately. Reply:

Box K-54, Broadcasting.

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Experienced radio broadcaster with news background. Must be able to successfully handle two-way telephone talk show with authority. Top five figure salary and liberal benefits. Ideal working conditions in major market. Rush tape and resume to:

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We're looking for a man experienced in merchandise trade deals with national manufacturers. He need not be available on a full-time basis, although we would prefer it. Please send full details on your background to:

Box J-391, Broadcasting.

Announcers

Wanted:

Drive Time Announcer for Black owned, and operated Station. 3 years experience required. Send tape, resume, and salary required to the: **Program Director, KPRS Broadcasting Co., 2301 Grand Avenue, Kansas City, Missouri 64108.**



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Leading mid-west AM-TV station (in top 20 market, with Network and MOR radio) has opening for Staff Announcer. Need young man with imagination, flexibility and experience in general announcing assignments. Send tape, resume, etc., to:

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Experienced bookkeeper for AM station WSTX in beautiful Christiansted, St. Croix, U.S. Virgin Islands. Male or female, single. Equal opportunity station. New offices and studios. Starting salary \$6,500 annually. Will pay travel from mainland for right person. Send picture, resume to:

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Technical

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**Situations Wanted
Management**

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TELEVISION—Help Wanted

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Technical

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Compensation: Salary—bonus—per diem or housing—equal to \$18,500.00 plus transportation and all company benefits—liberal vacation policy.

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P. O. Box 41300**

Cincinnati, Ohio 45241

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TELEVISION—Help Wanted

Technical continued

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Immediate opening, large 4A Advertising Agency, Professional video tape engineer with supervisory experience in operation and maintenance of video tape and sound recording equipment. New modern facilities. Salary commensurate with education and experience; probably \$17-20,000 range. Send resume to:

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RCA

TELEVISION—Help Wanted

NEWS

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INSTRUCTIONS

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East	metro	daytime	600M	29%	Ore.	metro	daytime	225M	29%
Miss.	metro	FM	80M	25%	N.Y.	suburban	AM & FM	315M	29%



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(continued from page 70)

- pired permit for new VHF translator; change frequency to ch. 11; change call sign to K11JL; specify principal community as Overton and Upper Muddy River area, Nev.; change type trans.; make changes in ant. system; change primary station to KORK-TV Las Vegas. Action Sept. 23.
- K09IT Moapa and Overton, both Nevada—Broadcast Bureau granted CP to replace expired permit for new VHF translator; change principal community to Overton and Upper Muddy River area; change type trans.; make changes in ant. system. Action Sept. 23.
- Multimedia Inc., Andrews, N. C.—Broadcast Bureau granted CP for new VHF translator to serve Andrews and Robbinsville on ch. 8 by rebroadcasting WFBC-TV Greenville, S. C. Action Sept. 17.
- W06AK Drexel, Valdese and Morganton, all North Carolina—Broadcast Bureau granted license covering new VHF translator. Action Sept. 25.
- Multimedia Inc., Robbinsville, N. C.—Broadcast Bureau granted CP for new VHF translator to serve Robbinsville on ch. 4 by rebroadcasting WBIR-TV Knoxville, Tenn. Action Sept. 17.
- Northern California Educational Television Association Inc., Ashland, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Copco and Siskiyou County Airport on ch. 72 by rebroadcasting KIXE-TV Redding, Calif. Action Sept. 19.
- K07IL Winston, Ore.—Broadcast Bureau granted license covering changes in VHF translator. Action Sept. 25.
- Sand Mountain Translator Association, Wytheville, Va.—Broadcast Bureau granted CP for new VHF translator to serve Wytheville on ch. 3 by rebroadcasting WGHP-TV High Point, N. C. Action Sept. 24.
- K02FZ Mazama, Wash.—Broadcast Bureau granted CP to change to ch. 2; specify primary TV station via K08AY, Winthrop-Twisp, Wash.; make changes in ant. system of VHF translator. Action Sept. 19.
- K04FT Mazama, Wash.—Broadcast Bureau granted CP to change to ch. 4; specify primary TV station via K10BD, Winthrop-Twisp, Wash.; change type trans. and make changes in ant. system. Action Sept. 19.
- K06GJ Mazama, Wash.—Broadcast Bureau granted CP to change frequency and call sign of VHF translator from K09BH ch. 9 to ch. 6; change primary TV station via K12BA, Winthrop-Twisp, Wash.; make changes in ant. system. Action Sept. 19.
- Lance Creek TV Club, Lance Creek, Wyo. Broadcast Bureau granted CP for new VHF translator to serve Lance Creek on ch. 9 by rebroadcasting KOTA-TV Rapid City, S. D. Action Sept. 24.
- Wyarno TV Association, Wyarno, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Dutch Creek, Wyarno and Lower Prairie Dog Creek, all Wyoming, on ch. 10 by rebroadcasting KULR-TV Billings, Mont. Action Sept. 24.

CATV

Final actions

- FCC amended rules effective Oct. 3, to delegate authority to Chief, CATV Task Force to act on unopposed proposals to import distant educational TV signals into 100 largest markets. Action taken as result of petitions for waiver of hearing provisions of Section 74.1107 filed involving unopposed proposals to bring distant signals into top-100 market. Previous commission procedures required each petition be acted upon in chronological order. Action Sept. 26.
- Frostproof, Fla.—FCC granted petition by Lake Cablevision Inc., CATV system, for waiver of carriage requirements of rules. System will carry distant signals of WINK-TV and WBBH-TV both Fort Myers, WTVX Fort Pierce-Vero Beach, WMFE-TV and WFTV both Orlando; WESH-TV Daytona Beach-Orlando, WSUN and WLCY-TV St. Petersburg-Tampa, all Florida; and local signals of WDBO-TV and WEDU Orlando, WFLA-TV, WTVT(TV), WUSF-TV and WTOG all Tampa-St. Petersburg, Fla. Action Sept. 24.
- Bloomington and Normal, both Illinois—FCC granted joint motion by TeleCable Corp. and GT&E Communications Inc., requesting order continuing present stay of effectiveness of commission's cease and desist order against General Telephone Co. of Illinois, General Telephone and Electronics Corp. and GTEC, issued Sept. 5, pending final court decision. Action Sept. 24.

Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone—Gordon, Pa. (Gordon Video Inc.), CATV proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer; scheduled prehearing conference for Nov. 4 and hearing for Dec. 2 (Doc. 18670). Action Sept. 19.
- Hearing Examiner Chester F. Naumowicz Jr. in La Crosse, Wis. (American Cablevision Corp.), CATV proceeding, scheduled hearing for Nov. 7 to be governed by procedures set forth at Sept. 25 conference (Doc. 18629). Action Sept. 25.

Other action

- Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, denied application for review filed August 14, by Scranton Broadcasters Inc. and granted petition to enlarge issues filed July 30, by Scranton Broadcasters Inc. Action Sept. 26.

Ownership changes

Final actions

- KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla.—Broadcast Bureau granted transfers of control of Griffin-Leake TV Inc. from John T. Griffin (56% before, none after) et al. to Marjory G. Leake (37% before, 86% after) et al. Consideration: exchange of stock (see KWTV(TV) Oklahoma City below). Action Sept. 19.
- KRLW(AM) Walnut Ridge, Ark.—Broadcast Bureau granted assignment of license from Lawrence County Broadcasting Co. to Lawrence County Broadcasting Inc. for purpose of corporate reorganization. William N. Cate will receive as gift 20% of stock from William H. Cate, Carma N. Cate, Dr. R. O. Norris, and Nora M. Norris (each 2% before, 20% after). Action Sept. 19.
- KHJS-AM-FM Hemet, Calif.—Broadcast Bureau granted transfers of control of Ramona Broadcasting Corp. from Herndon Hughes and W. H. Newsome (jointly 100% before, none after) to Donald E. Holt, Stephen R. Mills and James C. Richards (each none before, 33 1/3% after). Consideration: \$20,000. Principals: Messrs. Holt and Mills are physicians. Mr. Richards is local sales manager and account executive for KFMB-TV San Diego. Action Sept. 19.
- KQXI(AM) Arvada, Colo.—Broadcast Bureau granted assignment of license from Radio Station KQXI to Bernice Schwartz for \$85,000. Sellers: Frances C. Gaguine (43%), Richard P. McKee (15%). Buyer: Bernice Schwartz (42% before, 100% after). Action Sept. 24.

- WDSP(AM) Defunlak Springs, Fla.—Broadcast Bureau granted transfer of control of Euchee Valley Broadcasting Co. from Marie F. Douglas (100% before, none after) to Dean and JoAnn S. Hubbard (jointly none before, 70% after) et al. Consideration: \$77,500. Principals: Dean Hubbard is former vice president of WMIS(AM) Natchez, Miss. Action Sept. 26.

- WFBF(AM) Fernandina Beach, Fla.—Broadcast Bureau granted transfer of control of Northeast Florida Radio Inc. from Harold J. and Inez Mann (jointly 100% before, none after) to Charles C. Scovill Jr., William A. Smith and William W. Harrell Jr. (each none before, 33 1/3% after). Consideration: \$70,000. Principals: Messrs. Harrell and Smith own poultry farms. Mr. Scovill is former manager of WAAG(AM) Adel, Ga. Action Sept. 19.

- WLBW-TV Miami and WCKY(AM) Cincinnati—FCC granted assignment of licenses from L. B. Wilson Inc. to Post-Newsweek Stations Florida Inc. for \$19.6 million. Sellers: Charles H. Topmiller, president (32.5%), Thomas A. Weststead, executive vice president of WLBW-TV, Jeanette Heinze, executive vice president of WCKY (each 11.3%), William C. Ittman, Jolar Corp. (each 11.3%) and Essie Rupp (6.3%). Mr. Weststead is general manager of WLBW-TV. Mr. Ittman is vice president, international division. Procter & Gamble, Jolar Corp. is headed by Sol Talshoff, president of Broadcasting Publications Inc. Mrs. Rupp was secretary of L. B. Wilson Inc. Buyers: Post-Newsweek Stations Inc., 100%. Post-Newsweek Stations is wholly owned subsidiary of Washington Post Co. publisher of *Washington Post* and *Newsweek* Magazine and owner of WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla. Katharine Graham, president of Washington Post Co. and family (as a group 100%). Action Sept. 27.

- WAUC(AM) Wauchula, Fla.—Broadcast Bureau granted assignment of license from WAUC Broadcasting Co. to Samuel L. and Richard C. Rosenberger for \$65,000. Sellers: Royce D. and Sarah Samford Plummer (jointly 100%). Buyers: Samuel L. and Richard Rosenberger (each 50%). S. Rosenberger is employee of South Central Bell Telephone Co. R. Rosenberger is employee of Defense Department. Action Sept. 24.

- WDAX(AM) McRae, Ga.—Broadcast Bureau granted assignment of license from Radio Telfair Inc. to Entertainment Communications Inc. for \$65,000. Sellers: E. Herman Warnock, secretary, et al. Buyer: Henry J. Akins II, sole owner. Mr. Akins is southeastern manager of TV representatives firm and is partner in cattle ranch. Action Sept. 19.

- KFLI(AM) Mountain Home, Idaho—Broadcast Bureau granted assignment of license from Mountain States Broadcasting Co. to KFLI Radio Inc. for \$52,500. Sellers: Thomas A. Fairchild, president and general manager, et al. Buyers: John C. Mitchell, president (40%), Peter J. Paul, vice president-secretary, George Peterson, treasurer (each 20%), Athena C. and George C. Mitchell (each 10%). Buyers own KGFV(AM) Kearney, Neb. Messrs. Peterson and A. Mitchell have real estate interests. Mr. J. Mitchell is partner in law firm. Mr. G. Mitchell is diplomat for U.S. State Dept. in Mexico. Action Sept. 19.

- KFH(AM) Wichita, Kan.—FCC granted assignment of licenses from The Radio Station KFH Co. to the Radio Station KFH Inc. for \$1,420,000. Sellers: Walter W. Ahleschlager Jr. and Preston Reynolds Jr. (jointly 100%). Buyers: John Phillip and Nancy L. Kassebaum, president and director, respectively (each 36.7%), Thomas P. Bashaw, executive vice president (10%), John E. Rees, treasurer, John C. Landon (each 7%) and Robert J. Adams, secretary (2.1%). Nancy Kassebaum owns 33 1/3% of WREN(AM) Topeka, Kan. Mr. Landon owns 16 1/3% of WREN. Messrs. Adams and Bashaw are sales manager and general manager, respectively, of KFH-AM-FM. Mr. Kassebaum is attorney and director for computer account and credit adjustment companies. Mr. Rees is attorney. Action Sept. 24.

- WTHM-AM-FM LaPeer, Mich.—Broadcast Bureau granted assignment of license from LaPeer Broadcasting Co. to Shell Broadcasting Co. for \$100,000. Sellers: Edward P. Oyster, executive vice president and general manager, et al. Buyers: Stuart E. Shell, sole owner. Mr. Shell owns residential building company. Action Sept. 19.

- KTOO(AM) Henderson, Nev.—Broadcast Bureau granted transfer of control of KTOO

Broadcasting Co. from Henry V. Crosby, Harold Newman, Reginald Newman and Samuel Komsky (as a group 100% before, none after) and Bankers Acceptance Corp. (none before, 80% after). Consideration: \$175,000. Principals: Cy Newman owns 43% of WSJV(TV) Hanford, Calif., sale of which pends FCC approval. Thomas H. Redmond is president of Bankers Acceptance. Action Sept. 19.

- KSYX(AM) Santa Rosa, N. M.—Broadcast Bureau granted transfer of control of Tri-City Broadcasters Inc. from treasury stock (33 1/3% before, none after) to Floyd A. Nicholson (none before, 33 1/3% after). Principals: Robert D. Deltrich, Richard F. Rowley and Floyd A. Nicholson, each 33 1/3% Consideration: \$10,000. Action Sept. 24.

- KWTV(TV) Oklahoma City—Broadcast Bureau granted assignment of license from Griffin-Leake TV Inc. to Century Communications Co. for purpose of corporate reorganization. Consideration: exchange of stock. Principals: John T. Griffin, Mrs. James C. Leake, et al. If approved, Mr. Griffin will control KWTV(TV) and Mrs. Leake will control KATV(TV) Little Rock and KTUL-TV Tulsa (see KATV(TV) Little Rock and KTUL-TV Tulsa above). Action Sept. 19.

- WFLT Franklin, Tenn.—FCC granted assignment of license from Robert E. Sewell to Harpeth Valley Broadcasting for \$35,000. Seller: Robert E. Sewell, sole owner. Robert E. Sewell, Frank Beasley buyers; (each 37 1/2% and Revis V. Hobbs (25%). Mr. Sewell owns WFLT(FM). Messrs. Sewell, Beasley and Hobbs own 37 1/2%, 37 1/2% and 25% of WIZO Franklin, Tenn. Mr. Hobbs has 33 1/3% interest in applicant for AM at Hohenwald, Tenn. Action Sept. 24.

- KTXO(AM) Sherman, Tex.—Broadcast Bureau granted assignment of license from O'Connor Broadcasting Corp. to KTXO Inc. for \$156,867. Sellers: Thomas E. Spellman, president, et al. Buyer: Floyd Shelton, sole owner. Mr. Shelton owns 27% of KROP(AM) Brawley, Calif.; 81% of KERB(AM) Kermit, Tex.; and has minority interests in CATV systems in Cisco, Eastland, Ranger, Abilene, Sonora, Coleman, Marlin, Junction and Palagious, all Texas. He also owns 5% of KRIO(AM) McAllen Tex. Action Sept. 24.

- WGEZ(AM) Beloit, Wis.—Broadcast Bureau granted assignment of license from G & J Broadcasting Inc. to Telegraph-Herald Inc. for \$320,000. Sellers: Raymond W. Grandle and Wilmer Grabau. Buyers: F. W. Woodward, president, and family. Buyers own *Dubuque* (Iowa) *Telegram-Herald*, *KDTH*(AM) and *KFMD*-FM, both Dubuque, Iowa. Action Sept. 22.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 30. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

- *Haines City, Fla.*—TM Communications Corp., a subsidiary of the Times-Mirror Co., Los Angeles (*Los Angeles Times*) had its 20-year franchise approved in a referendum vote with 233 favoring and 199 opposed. The city will receive 6% of the firm's gross annual income.

- *West Volusia county, Fla.*—Times-Mirror Co. (*Los Angeles Times*) has been granted a non-exclusive franchise. The firm will pay the county 6% of the gross income.

- *Dixon, Ill.*—Dixon Cable Television Inc. has been awarded a franchise. Ben T. Shaw, publisher and editor of the *Dixon Evening Telegraph*, is president of the firm.

- *Wood River, Ill.*—Madison County Cablevision Co. has been granted a franchise. One principal in the firm is Ralph Smith, recently appointed to fill the Senate vacancy created by the death of Senator Everett Dirksen (R-Ill.); another is Robert Howe, general manager of WRTH(AM) Wood River. Madison Cablevision is also seeking a franchise for Alton, Ill. The Wood River franchise provides for a minimum of 8 channels with a maximum \$20 installation fee and \$5 monthly fee to subscribers. The firm will pay from 3% to

6.5% of the gross monthly income to the city.

- *Terre Haute, Ind.*—H&B Cablevision Co., Los Angeles (multiple CATV owner) has applied for a franchise.

- *Centerville, Iowa*—Centerville Cable Television has been granted a 25-year franchise. The firm is a co-partnership consisting of Robert Faust and John Carl of Centerville, who have interests in KCOG(AM) Centerville, and includes William B. Quarton, who has broadcasting interests.

- *Louisville, Ky.*—Cablecom Inc., founded by two local businessmen and Cablecom-General Inc. (multiple CATV owner), have applied for a non-exclusive franchise. Subscribers would be charged \$4.75 monthly for the service, and the firm would pay the city at least \$1,000 for the franchise in addition to at least 7 1/2% of its gross annual revenues.

- *Elkton, Md.*—American Telecable Services Inc. (See Somersworth, N. H.), has been granted a franchise.

- *Somersworth, N. H.*—American Telecable Services Inc., Hyattsville, Md., has been awarded a 10-year franchise. The firm will pay the city 3% of the gross annual revenues during the first 3 years of operation and 5% starting the fourth; they will charge \$9.95 for installation and \$4.95 monthly and carry 12 channels. American Telecable Services was founded in January 1969. Lynn Becker, retired U.S. Coast Guard officer and consulting engineer, is president; John Hanley, formerly with CATV in Frederick, Md., and Irwin Fern, former contract manager with Northrop-Page Communications, are VP's. The firm also has franchises for Mount Albans, Vt., Orange and Culppeper, Va.

- *Glen Ridge, N. J.*—Sterling Communications Inc., New York, and Essex Cable TV Company, Inc., Newark, N. J., have applied for a franchise. Sterling Communications operates a CATV system in Manhattan.

No one offered Bob Mahlman any shortcuts, just hard work. But being a realist, he accepted the fact that a successful end can more than justify the means—no matter how menial.

During his first year in college, he cleaned septic tanks in Detroit, even though that was the time when he realized he wanted a career in the communications industry. At 19 his mind was made up, and as a result of a characteristic resourcefulness, what seems like limitless energy and a chronological head-start, he now finds himself a mere 35 and director of affiliate affairs for ABC Radio.

To "young" can be added "ambitious," "articulate" and "earnest." At work or leisure, Robert Mahlman is a man of action. Over the last year and a half at ABC, he has spent an average three or four days a week traveling. So-called vacations are spent hunting, camping, fishing. He likes to do, he says, "anything I can do myself. I don't like spectator sports. Regrettably, I can't name two guys on the Mets."

He has just returned from a fishing trip to Door county, Wis.—in the lake region—but all he is talking about is WDOR-AM-FM Sturgeon Bay, Wis., the ABC affiliate up that way. He did not pay that station a call while he was on vacation, "but everybody thinks I did," he jokes.

Mr. Mahlman joined ABC Radio in the spring of 1968, just after ABC's four-network system was instituted. With a solid reputation in the rep business, Mr. Mahlman considered the move to ABC Radio, aware that the four-network operation would be a challenge. Walter Schwartz, ABC Radio president and "a tremendous salesman himself," showed him the facilities and Bob Mahlman was impressed. "There was not a television camera on the damn floor," he recalls, and to Bob Mahlman that signified some serious intentions.

Mr. Mahlman matched ABC's commitment to the project, and, he remembers, "we knew we had to get a dog-and-pony act together and get the show on the road".

His task was recruiting affiliates for four networks. Looking back and describing the effort, he says: "We have been through all the rough areas. All the missionary work is done."

For 18 months Bob Mahlman has busied himself calling on station managers in the top 150 markets. His traveling days are not over, but the pace should be reduced from here on out, and for that he is grateful.

His new job, director of affiliate affairs, involves not only getting stations, but keeping stations and clearing stations. The network is putting station relations, clearance and acquisitions together under Bob Mahlman's aegis.

In the intervening years between

ABC Radio gets plenty of mileage out of Bob Mahlman

septic tanks and ABC, Bob Mahlman built his reputation in the rep business.

He started the hard way, during the summer of his freshman year working as an office boy at Campbell-Ewald Co. in his native Detroit. "They already had about 14 boys," when he got there looking for a job, but he remembers suggesting, "I'll pay you to let me sweep the floors."

In his sophomore year, he served briefly as office boy at a small Detroit ad agency, Ralph Sharp Inc. Mr. Sharp and his boyhood friendship with Mr. Sharp's son had much to do with steering him into the communications field, he remembers. The original agency no longer exists, but the friendship does. Roger Sharp is today a newsman for the ABC Information Network.

In his junior year, a professor recommended him to Edward Petry & Co., in

Detroit, where he went to work full time, in addition to full-time studies. By his senior year, he was a full-fledged spot TV rep, and managed to graduate 13th in a class of 650, to boot. "Lucky 13," he calls it. He received his bachelor of science degree from Wayne University in 1956 and was honored as "Outstanding Marketing Student" by the American Marketing Association.

Combining school and work gave Bob Mahlman a discipline and an ability to budget time that he says proved invaluable in sales. Taking three hours off on Sundays became a luxury, he reminisces.

During the year after his graduation, Mr. Mahlman continued at Petry, working for his masters degree at night. In 1957 he was drafted. The Army proved to be an extended vacation for so industrious a young man. Stationed in Seattle, he claims he "loved it" and spent a lot of time fishing.

1957 was also the year he married his wife, Nancy, an event he characterizes as "that corny old story of the girl next door." He and Nancy Deering, he estimates, had lived some 50 yards apart since the age of 14.

About the time Mr. Mahlman was out of the Army and back in Detroit, Daren F. McGavren Co. was opening its office in that city, and Bob Mahlman joined McGavren as office manager. Nancy Mahlman "loves travel," according to her husband, which is fortunate, since they have made "11 moves in 12 years of marriage." In 1962 McGavren put Bob Mahlman in charge of the Chicago office, and in 1965 named him vice president and moved him to New York.

The Mahlmans now make their home in the New York City suburb of Mount Vernon. "I don't like being a New Yorker because you have no awareness of what's going on outside," he says. "I still consider myself a midwesterner." He has found this attitude especially politic in his travels for ABC Radio. He tries to keep his New York-isms in check ("My hair's too long right now, and I have to watch the width of my ties") because he has discovered they are traits unattractive to some of his business associates in the Midwest.

Mrs. Mahlman is somewhat less responsive to the call of the wild than her husband, but Bob and Nancy Mahlman and 9-year-old Robert do spend time camping together. Mrs. Mahlman's interests include more organizational and civic activities, "typical of a wife whose husband travels," Mr. Mahlman explains. The family relaxes often at the home of Mr. Mahlman's parents on Candlewood Lake in Connecticut. A favorite family pastime is sailing, and Bob Mahlman owns a sailboat that he calls "Toot," his middle name—Otto— "turned inside out."

Week's Profile



Robert Otto Mahlman—director of affiliate affairs, ABC Radio; b. May 25, 1934, Detroit; BS from Wayne University, Detroit, 1956; joined Edward Petry & Co., Detroit, 1955-1957; served in U.S. Army, 1957-1959; office manager, McGavren-Guild (then Daren F. McGavren), 1959-1962; named manager of Chicago office, 1962-1965; appointed vice president, sales, McGavren-Guild, New York, 1965-1968; joined ABC Radio as director of acquisitions, 1968; appointed to present post August, 1969; m. Nancy Deering, of Detroit, Dec. 28, 1957; children—Robert, 9.

Two extremes

In Washington, as this publication has recently reported, one group of local citizens has attacked the license renewal of WMAL-TV on the grounds the station is biased against Negroes. Another group is opposing WTOG-TV on the grounds it is underplaying whites.

We happen to think that both groups are wrong, but that is not the point. The point is that in both performance and public response, this situation illustrates a diversity of broadcast programming that some regulators we can think of deny exists. On their face, the protests are without merit.

Force feeding

When politicians try to find political solutions to economic problems, they can be depended upon to make a mess of the job. They are running true to form in their latest efforts to reduce the costs of political campaigning.

A few weeks ago (BROADCASTING, Sept. 15) it was a bipartisan bill gang-introduced in both Senate and House to give candidates for Congress discounts of up to 80% on television advertising. Now a commission financed by the Twentieth Century Fund has proposed a plan to commandeer the whole American broadcasting system for the repeated appearances of presidential candidates at bargain rates, to be paid out of the U.S. treasury.

Now all of this is to be done, you understand, for the good of the people. Indeed the Twentieth Century Fund's chosen thinkers had the people so indelibly in mind that they named their highly bureaucratized concept of political broadcasting "voters' time" on the theory that voters would not only contribute to it indirectly through their taxes but would also sit in mesmerized wonder while candidates went on and on.

Did the Twentieth Century Fund's commission give any thought to the possibility that some people might object to the Orwellian seizure of every broadcast network and station for the exclusive use of political candidates? The report concedes that possibility that dismisses it as unimportant. What affrontry!

The point should here be made that the presence on the Twentieth Century Fund's commission of former FCC Chairman Newton Minow and incoming FCC Chairman Dean Burch adds no official status to the commission's recommendations. The fund is privately endowed, and Messrs. Minow and Burch were acting as private citizens. Indeed privacy is the state to which this report ought now to be consigned.

This, however, is not to ignore the genuine problem of the rise in political-campaign costs or to deny that broadcasting is an easy target for a cheap shot.

But there are, we suggest, several ways to give legitimate candidates wider exposure on the air without demanding from the broadcasters sacrifices that no other suppliers of political services are asked to make. The first is to eliminate Section 315 so that broadcasters may open larger blocks of time to serious candidates without having to give equal time to the futureless and frivolous.

The second is to give the candidate access to the form of broadcasting that is already being subsidized by federal, state and local funds—noncommercial broadcasting stations and the Corp. for Public Broadcasting. There are 180 non-commercial television stations on the air and a national network in operation. There are 382 noncommercial FM

stations scattered all over the country.

Here are operations that are already being supported by the voters in one way or another and are therefore ideally suited to the mission of providing "voters' time."

If it is argued that noncommercial broadcasting cannot deliver a mass audience, the answer is that it reaches the same receiving sets that commercial broadcasting reaches. There would be no more certain audience attraction on commercial TV if the viewers had a choice between political oratory and regular programming. Even under the simultaneous use of all networks and stations, the audience would not equal that attracted by competitive programming of the regular kind. The clicks of sets being turned off would be deafening. But beyond that we cannot imagine a Congress adopting the Twentieth Century Fund concept. The captive audience has no place in the American system.

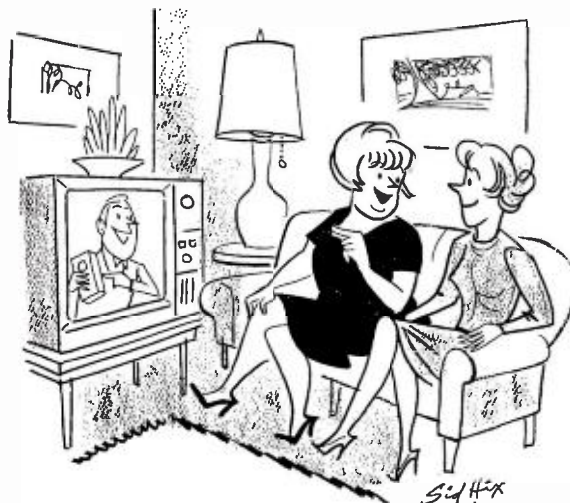
Anything goes

The majority of the country's broadcasters and presumably all of its theater owners will deplore the appellate court's affirmation last week of the FCC's authority to approve a pay-TV system on the air. Both groups will now turn to Congress for succor.

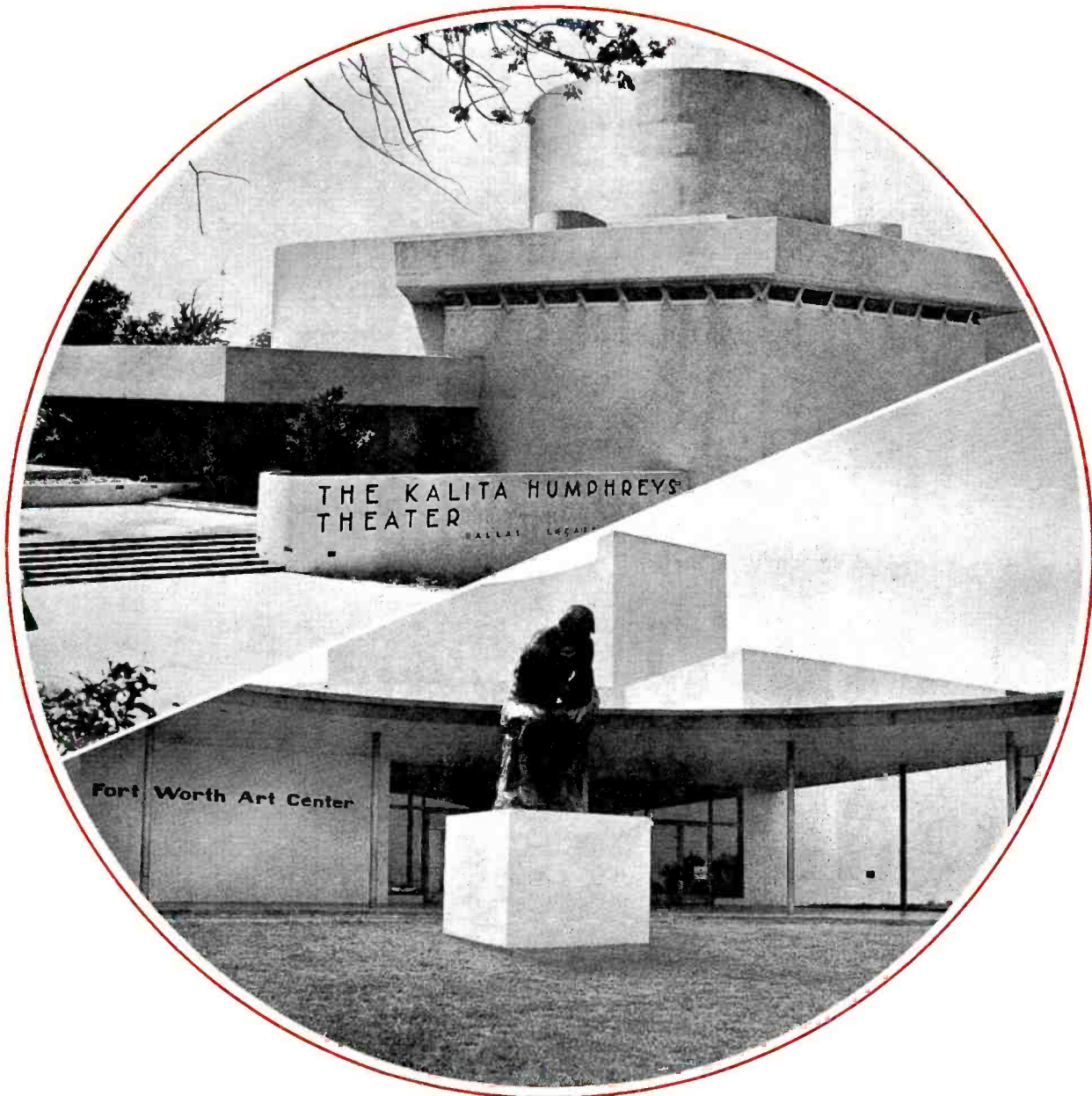
While all the politicking is going on, the ink will be drying on a passage in the appellate court's decision that can in the long run do more mischief to America's radio and television systems than any pay-TV development could do. The passage affirms the constitutionality of the FCC's restrictions on subscription-television programming.

In its final order establishing the ground rules for pay operations, the commission fixed the age of feature films and types of sports events that pay TV may carry. It denied to pay TV the whole enormous category of series-type programs with ongoing plots or casts. When the appellate court endorses the legality of restrictions as severe as those, it is extending the FCC's power over programming by an alarming degree.

As they mount the Hill again to ask their representatives to outlaw pay-TV, the broadcasters might also give some thought to the growing need for change in the basic law regulating broadcasting.



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THE TAMMANY TIGER LOOSE.—“What are you going to do about it?”

Cartoon by Thomas Nast

“No government ought
to be without censors;
and, where the press is free,
none ever will.”

THOMAS JEFFERSON