



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

ANA hears that TV is overly sensitive to federal pressure. p25
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TVQ scores underline movies' top position with viewers. p40

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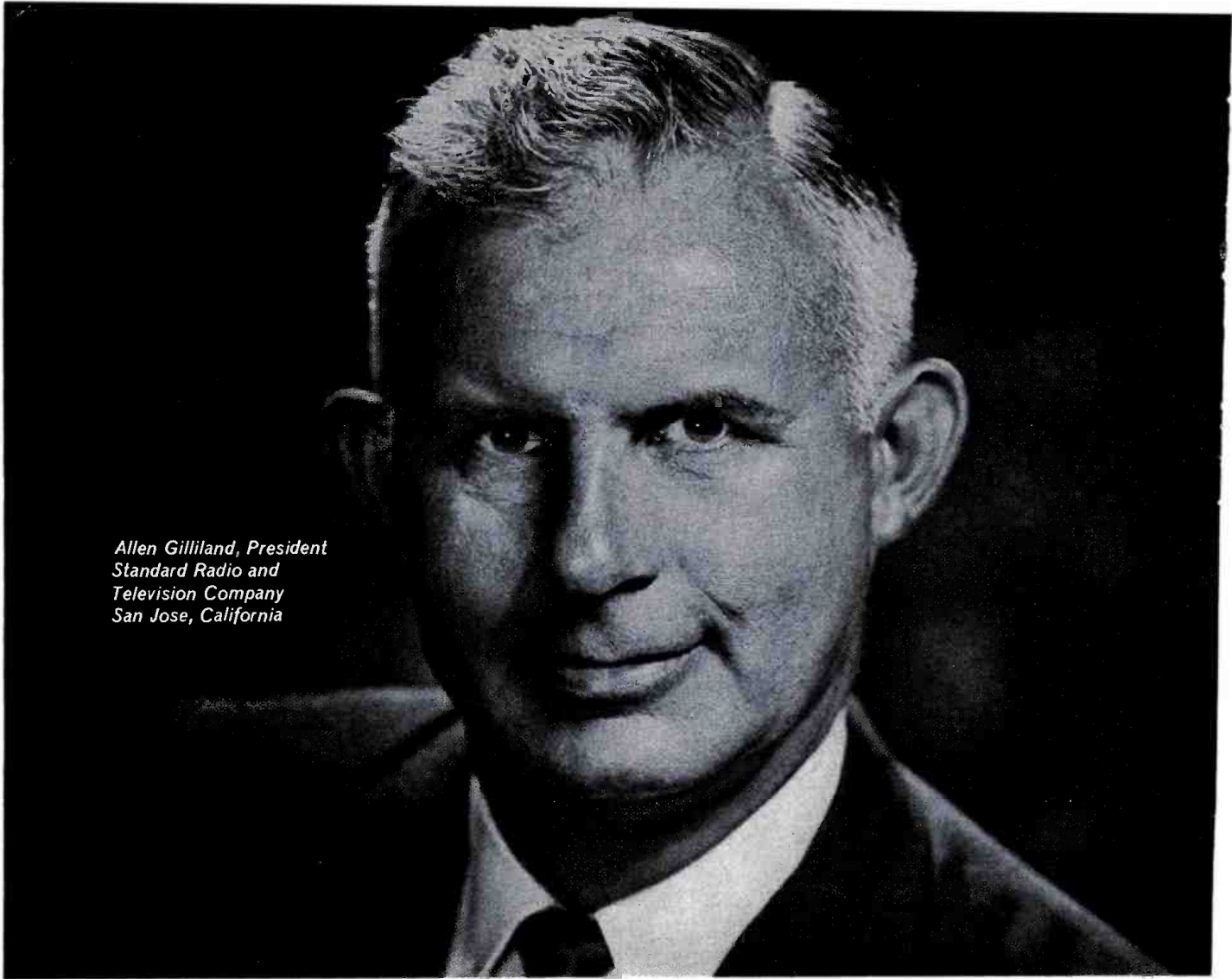
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Give the gang our best.



EDWARD PETRY & CO.
National Representatives

"Courtesy of Canada Dry Corporation"



*Allen Gilliland, President
Standard Radio and
Television Company
San Jose, California*

"CATV broadens broadcasting with workshops for new ideas"

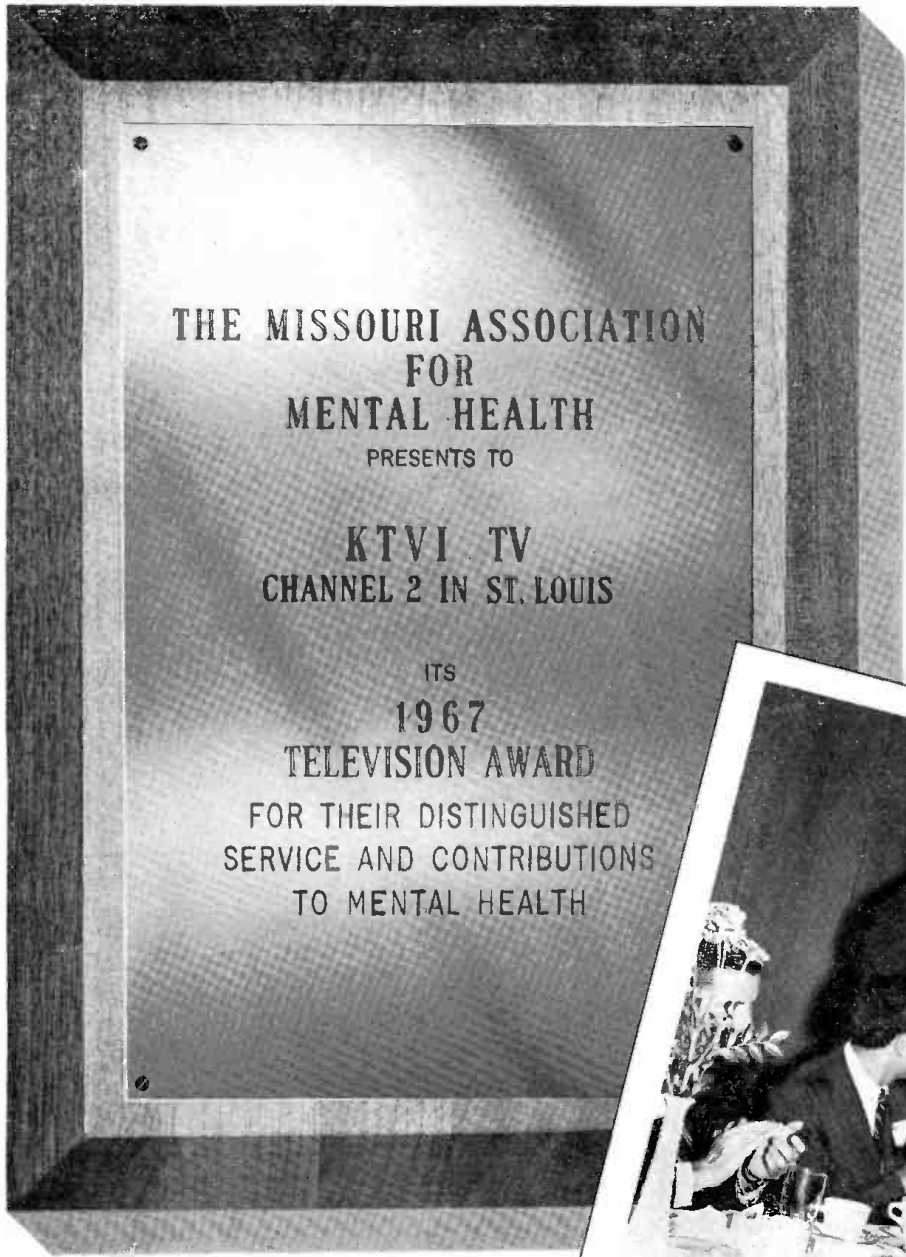
"It is no secret among TV broadcasters that a great need exists for experimental programming . . . for new scheduling approaches . . . for new audience segmentation techniques. In short, broadcasters need a low-cost laboratory for new ideas. That laboratory can be the vast network of CATV operations throughout the nation.

"In fact, the most logical choice to become the mainstay of the CATV industry is the TV broadcaster, for the broadcaster is knowledgeable of the public's needs, and possesses the production capabilities to fill them.

"As a channel for creative talent, CATV cannot be surpassed. And all this can be achieved while extending TV broadcasting to fringe areas with greater program variety and better picture quality. The broadcasting industry, its regulatory agencies, Congress, and the TV viewer should welcome CATV as a powerful entertainment, educational, and experimental medium."

This statement courtesy of Standard Radio and Television Company

JERROLD ELECTRONICS CORPORATION



ST. LOUIS, October 6, 1967. The Missouri Mental Health Association presents its 1967 Television Award to KTVI. General Manager Ralph M. Hansen accepts the award from Missouri Mental Health Commissioner Jack Stapleton, Jr.

We're proud of this state-wide recognition of our successful community service to Greater St. Louis.

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

Housewives first choice

To sell food items, health and beauty aids, hosiery, or any of the multitude of products purchased principally by the housewife, select the station that delivers more. In the nation's 12th ranked television market, KRLD-TV reaches 19.6% more housewives per average quarter-hour than the 2nd station; 57.1% more than the 3rd station; and 130.0% more than the 4th station*.

Contact your H-R representative for a most efficient schedule on the housewives' preferred station.

*February/March, 1967, ARB Market Report
Television audience estimates
Sunday thru Saturday
9:00 A.M. to Midnight



KRLD-TV



The Dallas Times Herald Station

Clyde W. Rembert, President

represented nationally by



One no, one maybe

CBS-TV network officials, who've been wrestling for nearly two years with idea of going into late-night programming, have decided not to do it, and were expected to advise affiliates over weekend or early this week. Main reason was said to be inability to come up with program idea that seemed strong enough to put CBS out front in late-night audiences. Another reason: likelihood of inadequate clearances. High percentage of affiliates reportedly said they were interested in CBS late-night, but after discounting those who said they'd clear for only this or that type of program, or would carry only on delayed basis, percentage was said to have dropped well below 85% level CBS had deemed necessary.

Although they've written off late-night, at least until more promising program format can be found. CBS officials are still thinking of extending half-hour Cronkite evening news to full hour. CBS News would obviously like extra half-hour; question is whether CBS-TV network will make extra half-hour available and, if so, what station clearances might be. Subject is due for discussion at affiliates board meeting with CBS-TV network officials Nov. 14-16 at North Key Largo, Fla.

Union pressure

Sponsor boycotts induced by striking National Association of Broadcast Employees and Technicians are said by union to be spreading. NABET claims that 37 sponsors have responded to its pleas and have ended or will end campaigns on ABC owned stations. (No network sponsorships are affected to date.) Among advertisers advising NABET of intention to cooperate, union said, are Thom McAn shoes, McDonald hamburgers, J. C. Penney, Stella D' Oro Coffee. Ballantine beer, Lion van and storage. Gill-Hile and White Front stores.

NABET is continuing its "leaflet informational distribution" effort at premises of companies still advertising on ABC, including Sears. Roebuck. Chevrolet division of General Motors and Pan-American World Airways. ABC said to its knowledge only five sponsors have said they would stop advertising until strike is concluded (see page 63).

Word from the top

In its quest for guidance on how to cope with "communications explosion," President's Task Force on Telecommunications picked brain of one

CLOSED CIRCUIT®

of world's foremost authorities last Friday at off-record luncheon. Brigadier General David Sarnoff, chairman of board of RCA and for 60 years in forefront of communications, answered questions put to him by panel of task-force members. He was accompanied by H. R. Hawkins, president of RCA Communications Inc., and Charles M. Oderizzi, RCA group executive vice president. Task-force has been meeting periodically with outstanding authorities, but it hasn't yet named its executive director. Commissioned by President Johnson last Aug. 14, group of 16 was ordered to report within year.

Fewer originals

Economy, more than ever, has become name of TV production game in Hollywood. There's widespread indication that networks are cutting back number of first-run episodes they will turn out for some series this season, particularly hour and 90-minute ones. Feeling is that this will be way of compensating for finished episodes that have exceeded budgets. Also with influx of hour and longer specials preempting regular shows across board, belief is that some series can afford maybe two fewer first-run episodes than previously planned.

Another indication of retrenchment is increased reliance on feature-film-for-TV projects serving as pilots for long length projected series. It's coming to time when hour pilots no longer will be produced, because if unsold there's little chance of recouping investment. With TV movies, even if series concept is rejected, product is saleable on own.

Buyers' market

Predictions for improved 1968 first quarter may materialize, but current network reports indicate orders aren't coming through at pace expected. Last week network executive offices were still awaiting signs of dramatic upturn from dismal last half, with all three networks singing blues.

Until networks are able to sell their leftover minutes at regular, rather than discounted, rates, spot business likewise will probably lag, based on recent experience. One top agency executive said last week that weekend bargains on networks are still available and "\$50,000 minutes can be bought as low as \$10,000 if you wait until Friday afternoon to buy."

Up at sunrise

Daytimers are riding off in separate directions in aftermath of FCC action adopting new presunrise rule. Group of undisclosed but apparently growing size will resist effort of Association on Broadcasting Standards, which represents some 75 fulltimers worried about possible disruptive early-morning interference, to block implementation of new rule permitting 6 a.m. standard-time sign-on. Washington counsel has been hired to oppose ABS's request for court stay of commission order hearing scheduled for Nov. 13 in Second Circuit Court of Appeals, in New York.

Meanwhile, Daytime Broadcasters Association, as formal voice of daytimers, is considering going to Congress for whole loaf of presunrise operation. Some DBA members are seething over rule which prevents them from broadcasting as early as 4 a.m., as many had for years. And they feel they would do better in Congress, especially House where they have already seen evidence of support, than in court.

Clearance problem

Those "anticommercials" criticizing TV ads that Public Broadcast Laboratory was to carry in inaugural program last night (Nov. 5) may not have been seen on all ETV network stations. Word late last week was that some ETV's, at suggestion of local trustees, who in many cases include businessmen, intended to cut to own promos or to other material when PBL anticommercials came on. As planned, PBL show was to include attacks on credibility of aspirin commercials and health hazards implicit in exploitation of 100mm cigarettes (see page 32).

Urban bind

One of two remaining city-owned broadcast operations—WJAX-AM-FM Jacksonville, Fla.—may go on block. Under consideration is proposal by special committee that city retain ownership but move to new location or, as alternative, that stations be sold to private enterprise for not less than \$1.3 million. WJAX-AM, which has been on air since 1925, is assigned to 930 kc with 5 kw and is represented nationally by H-R Reps. WJAX-FM was authorized in 1949 on 95.1 mc with 7.7 kw. (Other city-owned facility, but noncommercial, is WNYC-AM-FM-TV New York.)

WHY WDCA-TV HAS APPOINTED AVERY-KNODEL, INC.



"WDCA-TV offers advertisers a way to beat the traditional high cost of television exposure in the vital eighth market. After our first year of amazingly successful growth, WDCA-TV's 'counterpoint' programming has led to a sales formula which delivers Washington's reach-and-frequency goals at a fraction of former budgets.

"Many leading advertisers have already grasped this greater profit-making opportunity. Effective November 1, 1967, Avery-Knodel, Inc., through its expanded national sales organization, will present this concept for us at all levels in the national marketing field."

MILTON GRANT,
President and General Manager
Channel Twenty, Inc.

WHY AVERY-KNODEL, INC. SELLS WDCA-TV, WASHINGTON



"Much of the success of Avery-Knodel stems from the many well-managed stations we have been privileged to represent since their formative days—working in a coordinated effort of programming, research, market development and sales to create better marketing opportunities for advertisers.

"Selling WDCA-TV is both a familiar pattern—and an excitingly different challenge. Familiar because it calls for the same creative developmental processes which have worked so well before. Excitingly new because WDCA-TV is our first major-market independent station."

J. W. KNODEL,
President
Avery-Knodel, Inc.

WDCA-TV CHANNEL 20 WASHINGTON, D.C.

Sold nationally by **AVERY-KNODEL, INC.** 

New York • Chicago • Detroit • Atlanta • St. Louis • Dallas • Los Angeles • San Francisco

WEEK IN BRIEF

Nation's top advertisers at ANA 58th annual meeting hear Peter Allport, group president, charge medium is overly sensitive to government pressure; call TV code arbitrary and suggest it restricts use by advertisers. See . . .

TV LACKS COURAGE . . . 25

Tobacco-industry leaders parley with Senator Robert Kennedy, discuss possible lowering of percentage cutoff for youth component of TV show's audience above which program is deemed not suitable for cigarette ads. See . . .

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King Broadcasting joins others at courthouse door protesting fairness doctrine. Appeals FCC ruling on stations' editorials that endorsed political candidates. What is "reasonable" rebuttal offer at issue. See . . .

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Movies on TV are better than ever, according to TVQ tally. Though average viewer likes new entries about as much as last fall's shows, teen-agers are not "moved" by new programing. See . . .

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Talk shows should not shock, titillate or inflame audience prejudices, FCC's Cox says to Illinois Broadcasters Association convention. Cites that unless stricter controls occur, consequences could be serious. See . . .

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NBC Radio affiliates in sunny Puerto Rico told business is bright, no drastic program changes are planned. NBC's Goodman cites net's "highly favorable position" is result of "our experience, leadership and ability." See . . .

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Robert W. Sarnoff assumes RCA reins as corporation's chief executive officer. Dr. Engstrom requests that former NBC head man assume his duties, will continue as chairman of RCA's executive committee. See . . .

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NEW ROLE IN URBAN CRISIS . . . 70A

U.S. news executives at International TV News Directors meeting shakeup European counterparts with presentations that show U.S. techniques result in far more news at demonstrably lower budgets. See . . .

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FRONT-LINE REPORT

A news story is where you look for it. WLBW-TV News Director Ken Taylor found stories galore in Viet Nam and interviewed 85 Florida servicemen. Unusual assignments are the order of the day at Colorvision Ten News. That's why more and more South Floridians are getting their news fast — and first, on WLBW-TV.



WLBW-TV
MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO



KING bows, agrees to meet with candidate

Confronted with adverse court decision and wire from FCC, King Broadcasting Co., Seattle, said Friday (Nov. 3) it will talk further with city council candidate who claims King stations have not abided by fairness doctrine in dealing with him.

KING-AM-FM-TV earlier in day lost bid in U.S. Circuit Court of Appeals in Washington for stay of commission order requiring negotiations with candidate George E. Cooley (see page 36).

Several hours later, commission wired stations that, in view of court action, it expected prompt compliance with order. Vote to send wire was 5-to-1, with Commissioner Lee Loevinger dissenting.

Commission sent telegram after King spokesman had indicated broadcaster would ignore commission order despite setback in court.

Appeal is based on stations' argument that commission is seeking illegally to substitute its judgment for King's in determining what constitutes "reasonable" offer of reply to editorial campaign King is waging in behalf of five city council candidates.

Court verdict on stay request was unsigned and came after 10-minute argument between Washington attorney William Potts Jr. for stations, and John Conlin for FCC. Participating were Circuit Judges Warren E. Burger, Edward Allen Tamm and Harold Leventhal.

Earlier in day, FCC denied petition by Mr. Cooley for cease and desist order that would have required KING to stop broadcasting editorials in behalf of other candidates and which he said were doing irreparable harm to his election chances. Commission said fairness doctrine looks to opportunity to respond to editorials and is not intended to prevent stations from broadcasting such material.

CBS, NBC half point apart

NBC-TV narrowed CBS-TV lead in 30-market Nielsen Report out Friday (Nov. 3) covering week ended Oct. 29. Averages, 7:30-11 p.m.: were CBS 18.6, NBC 18.1 and ABC 17.2.

Top 10 programs: *Dean Martin* on NBC; "The King and I" Wed. movie on ABC; *Lucy* and *Griffith* on CBS; "Hud" Sun. movie on ABC; "Charlie Brown" special on CBS; "The Chalk

Garden" Sat. movie on NBC; *Jackie Gleason* on CBS; *Carol Burnett* on CBS; "Don Knotts—Comedy" special on CBS.

KAUZ-TV sold; WLEE, WXEX-TV sale okayed

Sale of KAUZ-TV Wichita Falls, Tex., by Paul Harron to Bass Broadcasting Co. for \$3.1 million reported Friday (Nov. 3), subject to FCC approval.

On same day, FCC approved ownership transfer of WLEE Richmond and WXEX-TV Richmond-Petersburg, both Virginia, to group broadcaster Nationwide Communications Inc. for \$7,150,000. In Wichita Falls sale, buying group owns KFDA-TV Amarillo, Tex.; KFOW-TV Clovis, N. M.; KFDO-TV Sayre, Okla., and 25% of KAAR-TV San Diego.

Mr. Harron, who continues to own WKTU-TV Utica-Rome, N. Y., has bought WMTW-TV Poland Spring, Maine, from entertainer Jack Paar for aggregate \$5 million; application is still pending FCC approval. Mr. Harron bought Wichita Falls channel 6, CBS outlet in 1963 from Sydney A. Grayson and group for \$2,360,000.

Richmond-Petersburg transfer is by Thomas G. Tinsley and Irvin G. Abeloff, both broadcast pioneers. Mr. Tinsley owns 100% of WLEE, and Mr. Abeloff owns channel 8, ABC affiliate in dual Virginia cities. Five years ago, Mr. Tinsley sold his WITH-AM-FM Baltimore to Reeves Broadcasting Co. for \$642,700. WLEE is fulltime on 1480 kc with 5 kw, MBS affiliated.

Nationwide is former Peoples Broadcasting Co., and is wholly-owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. Nationwide owns VHF in Knoxville and holds UHF construction permit for Columbus. It also owns radio in those cities, plus Cleveland.

ABC using new Ampex hand-held color cameras

ABC-TV was scheduled to make use of what's claimed to be "first truly hand-held color camera on air" in regional telecast of Army-Air Force football game on Saturday (Nov. 4).

Developed specifically for ABC by Ampex Corp., new camera weighs total of 35 pounds operated over miniature cable of total of 50 pounds operated as battery-powered unit via built-in micro-

wave. It's designed for one-man coverage of news and sports events. ABC has rights to first couple of units, with general distribution to others expected by spring of next year. No price has been established as yet for unit.

Last month, Philips announced development of lightweight color TV cameras (BROADCASTING, Oct. 23).

Media concentration in Fort Smith is FM issue

FCC has designated for hearing application of Donald W. Reynolds, owner of broadcast properties and newspapers in Southwest, for FM channel in Fort Smith, Ark. Issue—unusual one for commission to invoke in such cases—is local concentration of control of mass media.

Mr. Reynolds, sole stockholder of applicant, owns only television station in Fort Smith (KFSA-TV), its only daily and Sunday newspaper, and one of its four AM stations (KFSA). He is seeking what would be city's third FM outlet.

Mr. Reynolds' newspaper and broadcast properties are under name of Donrey Media Group. Commission vote was 5-to-1, with Commissioner James J. Wadsworth dissenting.

FCC, ETV stations weigh PBL anti ads

Public Broadcast Laboratory's plans to present anticommicals in its maiden program attacking believability of advertising for various products Sunday (Nov. 5) provides no basis for FCC action.

Commission sent that message Friday (Nov. 3) to Norman E. Cash, TVB president. He had asked that licensees carrying initial program be informed that fairness doctrine requires rebuttals be carried within or contiguous to that program (see page 32).

Commission message was disclosed as indications were received that displeasure over PBL's planned "noncommercials" was shared by some ETV stations as well as advertisers and their agencies.

Commission said its role is determining whether licensee has acted responsibly and in good faith. "In any event, even if it is determined that 'fictionalized commercials' express a viewpoint on a controversial issue of public im-

WEEK'S HEADLINERS

Robert W. Sarnoff, RCA president, named RCA's chief executive officer, effective Jan. 1, succeeding **Dr. Elmer W. Engstrom**, who will continue as chairman of the executive committee (see page 64). Brigadier General David Sarnoff continues as RCA board chairman.



Mr. Jencks

Richard W. Jencks, CBS's deputy general counsel for past two years, elected VP and general counsel of CBS Inc. He succeeds **Leon Brooks**, who died Oct. 28 (see page 77). Mr. Jencks, who had been assistant to general counsel of National Association of Broadcasters, joined CBS West Coast law department as attorney in 1950; became resident attorney there in 1953 and in 1959 resigned to become presi-

dent of Alliance of Television Film Producers Inc., and upon its merger with Association of Motion Picture Producers in 1964, became VP and TV administrator of merged organization.

Richard Forsling, VP, business administration, CBS Television Stations Division, named VP, administration, of newly formed CBS Television Services Division, part of CBS/Comtec Group (BROADCASTING, Oct. 30). Other appointments to CBS Television Services Division include **Joseph L. Stern**, formerly VP, engineering services, CBS Television Stations Division, to VP, engineering; **Harvey Struthers**, previously VP, station services, CBS TV Stations Division, to VP, CATV operations; **Norman E. Walt Jr.**, VP, special projects, CBS, to VP, CATV development; **Herbert S. Ornstein**, assistant controller, CBS Television Stations Division, to controller. **Frank J. Shakespeare Jr.** previously had been named president of CBS Television Services Division.

For other personnel changes of the week see **FATES & FORTUNES**

portance," fairness doctrine does not require that conflicting views be presented on same program or contiguous to it, commission said.

At least two ETV stations—**KUON-TV** Lincoln, Neb., and **KLRN-TV** San Antonio, Tex.—said they would not carry noncommercials attacking credibility of aspirin and 100mm cigarette ads. Random survey Friday (Nov. 3) of ETV station managers throughout nation revealed that many were having doubts about airing PBL material *in toto*; several indicated decision to excise noncommercials would probably be made before program aired.

Two ETV stations—**WGBH-TV** Boston and **WVIZ-TV** Cleveland—were also debating whether to carry PBL programming in its entirety. Portion of PBL broadcast examines mayoralty elections in those two cities. **WGBH** spokesmen told BROADCASTING that program may raise question of providing equal time to candidates in controversial Boston election.

PBL also came under attack from **Burroughs-Wellcome & Co.**, pharmaceutical manufacturers, for including in PBL noncommercial reference to Wellcome's "Empirin" brand of pain killer. Spokesmen said company was never censured by Federal Trade Commission as noncommercial reportedly implies, and moreover, "Empirin" had never been advertised on television, and in fact is not now advertised in consumer magazines.

Company lodged protest with New York ETV outlet **WNDT-TV**, but Wellcome spokesmen reported **WNDT** said it could do nothing about content of PBL programming.

'Thief' series to ABC

Universal Television revealed Friday (Nov. 3) that it sold *It Takes a Thief*, new hour series starring Robert Wagner, to ABC-TV as midseason replacement. Series is spinoff of two-hour feature, originally called "The Magnificent Thief." It's scheduled to premiere on ABC-TV on Jan. 9 in two-hour version. This is second Universal midseason sale off two-hour TV feature. Other is *The Outsider*, scheduled to play NBC-TV first as "World Premiere" selection, and then as weekly hour series, probably also beginning in January.

Award to Sarnoff

Brigadier General David Sarnoff, RCA board chairman, is to receive 1967 "sword of Loyola" in Chicago Nov. 21, Loyola University there announced Friday (Nov. 3). College president, Very Reverend James F. Maguire, S. J., said tribute is to entire field of communications as well as to General Sarnoff. Sword is replica of original 16th century sword of Ignatius of Loyola, soldier saint who founded Society of Jesus.

Viewing is unplanned now in TV, IRTS told

Viewer selectivity is most distinguishable characteristic of this television season, participants in International Radio and Television Society "newsmaker" luncheon in New York were told Friday (Nov. 3).

Michael Dann, senior vice president, programs, CBS-TV, told guests that "for the first time in broadcast history, the viewer has become selective" in his choice of programs. No longer does the "viewer make up his mind in the fall. He decides what he will watch next when the program he's watching now ends," Mr. Dann said.

Also participating were **Mort Werner**, vice president, programs, NBC-TV, and **Leonard Goldberg**, vice president, programming, ABC-TV. Discussion was moderated by **Richard A. R. Pinkham**, IRTS governor and senior vice president, **Ted Bates & Co.**

Mr. Werner said trend toward "long form" programming and movies was distinguishing characteristic of new season. He foresees trend continuing.

All three program heads indicated that while dwindling supply of feature films presents problems, there would probably be seventh "movie night." Feature films are now presented by three networks on six evenings of week. Mr. Werner said NBC's "World Premiere" policy was helping to alleviate shortage of feature films. Mr. Goldberg said present film supply would last for another three years, and then would be filled by increasing amount of films now in production.

Mr. Goldberg and Mr. Dann said their respective networks hoped to increase amount of original drama, but that one obstacle to more of this material was lack of suitable scripts.

Mr. Dann said original TV drama was necessary if only to "lure back" to television "light viewer" and people who criticize medium for poor programs. He said both network management and sponsors want more quality drama.

All three programmers agreed that it was television's responsibility to "lead" public taste and not follow it.

'Maya' bowing out

NBC said Friday (Nov. 3) it's cancelling MGM-produced *Maya* (Sat. 7:30-8:30 p.m. EST) in February. This will be second show cancellation by NBC this season—other to be axed is *Accidental Family*. *Maya* is adventure series centered on two boys and elephant, and filmed in India. NBC said it hasn't decided on replacement.



Why Texans fought to give away their Treasure Island.

Padre Island is still giving up buried treasure from Spanish Galleons. But its real treasure is its worth as a natural recreation area, to draw visitors and vacationers from all over the country. Texans were always pretty well agreed on that. What they disagreed on was how to go about it. The Great State chose up two sides.

One side wanted free enterprise with no fences. They promised that the island, all 117 miles of it, would be developed in a sort of commercial way, and wind up like some of the large resort cities. The opposing side said no, that idea would only build an overgrown seaside amusement park. This group believed that part of the island, at least, should remain natural and undeveloped; that its big stretches of white sand, its exotic vegetation and its flourishing marine life should be preserved in its natural state for everybody, including future generations. The only way to carry out this plan was

to have Padre Island made a National Seashore.

Both sides went along fairly nip and tuck until Texas' Senator Yarborough succeeded in getting Washington to agree to its part in the National Seashore. This put more fight into the opponents back in Texas, who proposed that Padre should become a State, not a National Park, leaving about half of the Island out of the plan.

But Governor Connally had promised Texas a National Seashore, and he stuck by his guns. Support rallied. A newspaper, the Corpus Christi Caller-Times, carried the cause right into South Texas, the hotbed of opposition. Largely through the work of newspaperman Ed Harte, and a committee of private citizens in Corpus Christi, the tide finally turned. Now

America has a beautiful new National Seashore. The biggest yet!

Texans are proud to have you come and enjoy the near-tropic sun, the swimming, the surf-casting for man-size lunkers. You're even welcome to poke



around for bits of Spanish treasure. (The fun is yours, but any treasure goes to the government!)

What's true in Texas is true all over. Officials want and need the help of private citizens like Ed Harte and his neighbors. *This is why Sinclair, which has long been dedicated to conserving natural resources, encourages people to take an active part in preserving our natural heritage.* For additional information on Sinclair's conservation program and on the oil industry's conservation efforts write Sinclair, Public Relations Department, 600 Fifth Avenue, New York, N.Y. 10020.

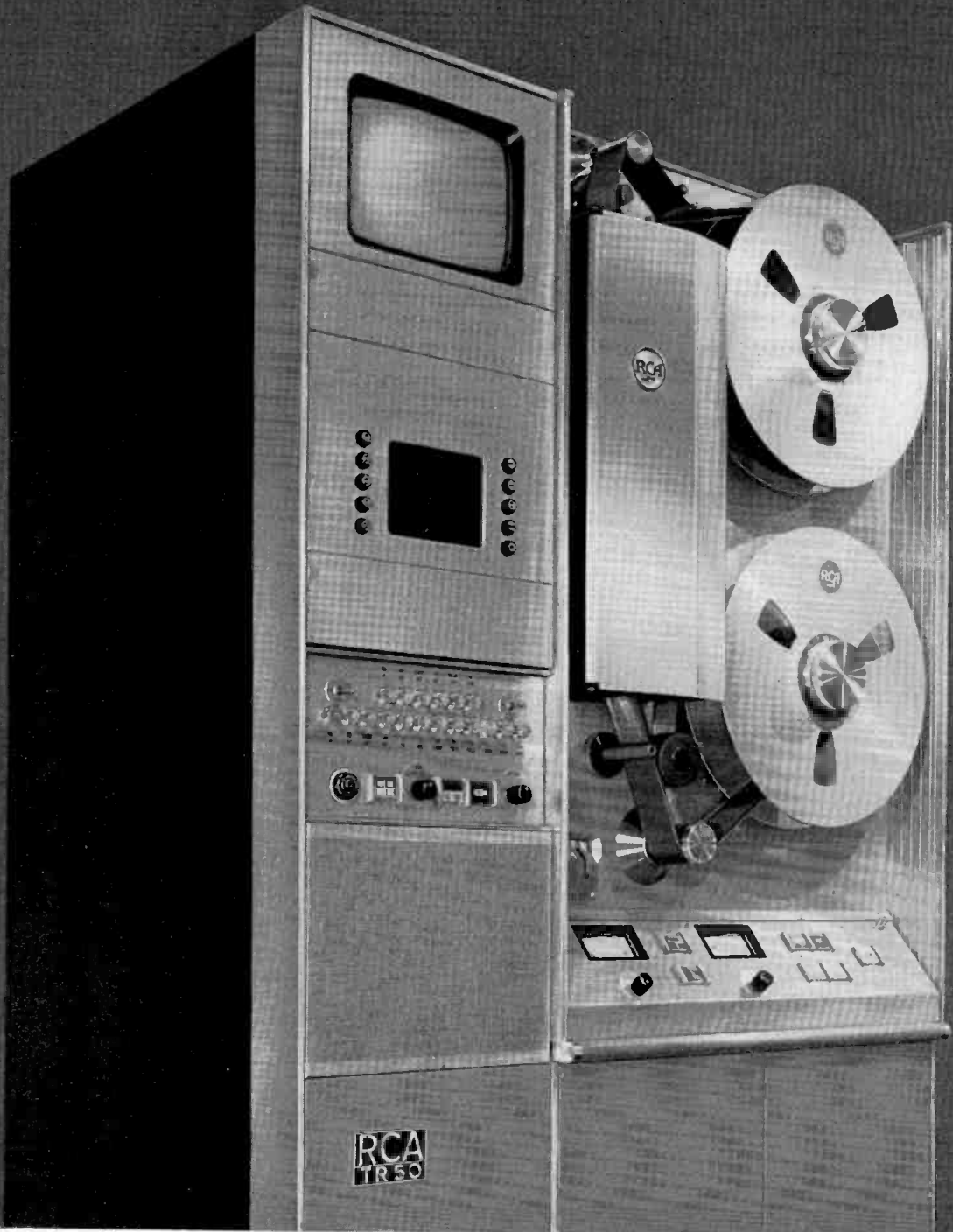


Discover America by Car—it's worth Seeing and Saving

Another Sinclair public service message encouraging more private citizens to help preserve America's natural heritage.

RCA
TR-50

We've taken the



bite out of high band with the TR-50!

Today's lowest cost high band machine for making and playing color tapes.

Here's the newest member of the RCA tape line. This recorder is designed for high band color quality . . . plus economy. All high band color modules are solid state RCA standard types. It's factory tested before shipment—ready to produce high band color as soon as you get it. The TR-50 is the most economical high band color recorder available today.

The equipment is compact in size, occupying only 24 x 33 inches of floor space. It's a total-capability recording and playback machine, with finest professional monitoring (pulse cross picture monitor). Features include precision-aligned tape deck (built to SMPTE standards), and expanded waveform monitoring. Also air-bearing headwheel and air-lubricated tape guide.

It's part of the complete "Matched Line" of equipment for broadcasters—matched in features, styling and performance. It's all engineered and built by RCA. There's single source responsibility . . . a better investment for the purchaser.

For further information about this low-priced high band recorder, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

One Moment Please . . .

Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?

It helps most if the feelings, opinions, and attitudes come from the audience itself—from both those who like your radio or television station and those who like your competitors'.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the others in your market.

Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with you for a whole year to make sure you understand it and that it works for you.

Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.

If you would like to talk to us about it, we will be pleased to come and visit you with no obligation on your part. Just drop us a note, or better still, give us a call.



McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

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

DATEBOOK

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

■ Indicates first or revised listing.

NOVEMBER

Nov. 5-8—43d annual convention of the National Association of Educational Broadcasters. Speakers include Secretary of Defense Robert S. McNamara; Leonard H. Marks, director of the U. S. Information Agency; FCC Chairman Rosel Hyde; Frederick W. Ford, president of National Cable Television Association; R. Buckminster Fuller, author and designer; Thomas Hoving, chairman, National Citizens' Committee on Public Television, and Grover Cobb, chairman of the board, National Association of Broadcasters. Denver Hilton hotel, Denver.

Nov. 5-8—Meeting of the North Carolina Association of Broadcasters. Speakers include Sherril Taylor, vice president for affiliate relations, CBS Radio. Kings Inn, Freeport, Grand Bahama, Bahama Islands.

Nov. 6—Special stockholders meeting, Twentieth Century-Fox Film Corp., to vote on two-for-one split of common stock, on increasing authorized common stock from 5 million shares to 15 million shares, on creating new class of 2 million shares (no par value) of preferred stock and on eliminating preemptive rights of holders of common stock. Waldorf-Astoria hotel, New York.

Nov. 6—Luncheon meeting of the Canadian Club of Toronto. Featured speaker will be Lawrence H. Rogers II, president of Taft Broadcasting Co. Toronto.

Nov. 6-8—8th Armed Forces Technical Conference. Speakers include Thomas D. Morris, assistant secretary of defense for manpower. Lowry Air Force Base, Denver. For further details write: Plans/Operations Directorate, Lowry Technical Training Center, Lowry AFB, Colo. 80230.

■ Nov. 8—Annual stockholders meeting, Four Star Television, to elect directors, vote on increasing authorized common shares to 3 million and creating class of 1 million shares of preferred stock. 4030 Radford Ave., North Hollywood, Calif.

Nov. 9—Fourth annual FM Day of Georgia Association of Broadcasters. Speakers include William Greene, director of CBS/FM, New York.

Nov. 9—24th annual Achievement Day Dinner of William Jewell College, Liberty, Mo. Principal speaker will be Julian Goodman, president of NBC. Hotel Muehlbach, Kansas City, Mo.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Speakers include Representative John Dellenbach (R.-Ore.); John J. O'Mara, vice president and director, western division, Television Bureau of Advertising; and James A. Murphy, president of Washington State Association of Broadcasters. Sheraton motor hotel, Portland.

Nov. 9-10—Western conference on broadcasting sponsored by the group on broadcasting, Institute of Electrical and Electronics Engineers. Papers on interference-producing ground coupling, lasers, satellite broadcasting, antenna design, color TV and CATV. Ambassador hotel, Los Angeles.

Nov. 9-10—Board of directors meeting of the Association of Maximum Service Telecasters. Arizona Biltmore hotel, Phoenix.

■ Nov. 10—Third annual Radio Commercials Workshop of the International Radio & Television Society. Luncheon speaker will be Dan Seymour, president of J. Walter Thompson Co. Other speakers include Herbert Maneloveg, vice president and media director, BBDO; Miles David, president of the Radio Advertising Bureau; Jerry Della Femina, president and creative director, Jerry Della Femina & Partners; Bob Klein and Alan Barzman, partners in

NAB FALL CONFERENCES

- Nov. 9-10—President hotel, Kansas City, Mo.
- Nov. 13-14—Brown Palace hotel, Denver.
- Nov. 16-17—Statler Hilton, Los Angeles.
- Nov. 20-21—Palmer House, Chicago.

Klein/Barzman Inc., Los Angeles; Martin Solow, president and creative director, Solow-Weston Inc., and Hugh Heller, president of Heller Corp. and Heller-Ferguson Inc., Hollywood. Waldorf-Astoria hotel, New York.

Nov. 10—Sixth district, American Advertising Federation, annual all-day conference. Sherman House, Chicago.

Nov. 11—Annual Wyoming AP radio news clinic. Ramada Inn, Casper, Wyo.

Nov. 12-15—Fall meeting, California CATV Association. Vacation Village, San Diego.

Nov. 14—Luncheon meeting of New York chapter of International Advertising Association. Speaker A. C. Nielsen, president, A. C. Nielsen & Co., will discuss increasing profits through foreign expansion. Biltmore hotel, New York.

Nov. 14-15—Thirteenth annual convention of Advertising Research Foundation. Hilton hotel, New York.

Nov. 14-17—13th annual membership meeting of the Television Bureau of Advertising has the theme of "tomorrow's business today." Norman E. Cash, TVB president, is keynote speaker at membership dinner Nov. 14. New York Hilton hotel, New York.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

■ Nov. 16-18—20th annual fall meeting of Alabama Broadcasters Association. Speakers include Robert E. Button, director of policy planning, Communications Satellite Corp., Washington; Stanley N. Kaplan, president of WAYS Charlotte, N.C.; Ted Koppel, ABC News correspondent; James H. Hulbert, assistant to the president of NAB; William D. Greene, Director CBS/FM, New York; Lee Morris, general sales manager, WSB-AM-FM Atlanta; G. M. Allen, general manager, WSIC and WFMX(FM) Statesville, N. C. Stafford motor hotel, Tuscaloosa, and University of Alabama.

Nov. 17—Pacific Pioneer luncheon, special Ken Murray showing of home movies of old radio days. Sportsman's Lodge, North Hollywood, Calif.

Nov. 20—Deadline for comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services "which they would inevitably limit to some degree" and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers. Leonard H. Goldenson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

■ Nov. 22—Special stockholders meeting, CEIR Inc., which owns American Research Bureau, for the purpose of voting on merger of CEIR into Control Data Corp. (BROADCASTING, Sept. 25). Key Bridge Marriott motor hotel, Arlington, Va.

Nov. 24—Deadline for reply comments



Pupil at Brentwood School, East Palo Alto, California, points to the word on right screen that matches picture on left screen. The teacher monitoring 16 pupils' stations has just praised him for his good work.

He is learning to read from a computer. Someday a single computer will give individual instruction to scores of students—in a dozen subjects at the same time.

The computer will very probably revolutionize teaching—and learning—within a decade. It is already happening in its early stages.

Computerized instruction can practically (and pleasurably) allow each student to learn more, faster, but always at his own pace. Individualized instruction, the ultimate dream of effective education, is well within the range of possibility. And, by spurring students to think experimentally,

computers may eventually spark imaginative, independent thinking.

Computerized education will require huge tonnages of steel. In addition to computers themselves, this method of education will necessitate construction of new buildings, special communication systems, new steel furniture, movable interior steel walls and partitions. Required will be improved sheet and bar steels, and untold miles of highly dependable steel pipe and tubing.

Republic Steel has anticipated the steel needs of the future. New mills, new processes, and intensified re-

search and development will assure that the new, weight-saving, more durable steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into every area where man's imagination needs it—from schoolroom to satellite, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.

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CLEVELAND, OHIO 44101



The way we see it,



Joyce is as big as Marvin.

**At John Blair & Company,
we offer the same top quality
services to every time buyer
in the business.**

Marvin Antonowsky is Vice President and Director of Media Research at J. Walter Thompson. Each year, Marvin is responsible for placing 67 million dollars worth of spot television. Joyce La Terre buys spot television at J. Walter Thompson, too. About 4 million dollars worth.

When Marvin calls Blair Television, it may involve long-range planning. When Joyce calls, she may want hot I. D.'s in three cities. At Blair, it's a big deal when Marvin calls. And it's a big deal when Joyce calls. Big-budget time buyers and small-budget time buyers get the same service, the same careful attention at John Blair & Company. So will you.



BLAIR TELEVISION



We get
channels
you
can't get
anywhere
else.



In November. The enormous power that the FTC hasn't used yet. How TV inspires the trend toward mini-agencies. A hard look at above-the-line unions. A Hollywood producer tells why he returned to the security of the agency business. And much more. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Nov. 28—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Thomas P. F. Hoving, chairman of National Citizens Committee for Public Television. Waldorf-Astoria hotel, New York.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

Nov. 30—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services "which they would inevitably limit to some degree" and circumstances "under which such usages should be allowed and the degree of sky-wave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

DECEMBER

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members). Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Speakers include Charles Stone, NAB vice president for station services; Thom Winkler, NAB radio code manager. Camelback Inn, Phoenix.

■Dec. 8—Joint media workshop on state advertising taxation sponsored by American Advertising Federation. Monteleone hotel, New Orleans.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by American Meteorological Society. Causeway Inn, Tampa, Fla. For further information

NCTA Regional Meetings

Nov. 9-10—Marriott motor hotel, Dallas.

Nov. 13-14—Vacation Village. San Diego.

Nov. 16-17—Portland Hilton hotel, Portland, Ore.

contact program chairman Ray Leep, WTVT(TV) Weather Service, Box 1198, Tampa 33601.

Dec. 12-13—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

JANUARY 1968

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

■Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsfilm Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

■Indicates first or revised listing.

OPEN MIKE®

Objectivity in coverage

EDITOR: BROADCASTING's reporting on the society's activities has impressed us here in public information as being of a very high caliber . . . a most objective job during a period when strong undercurrents are at work regarding broadcasting and cigarettes . . . —Theodore Adams, director, editorial services, American Cancer Society, New York.

Why the 30's are better

EDITOR: In [BROADCASTING, Oct. 23] Daniel Yankelovich Inc. concludes that 30-second TV commercials are just about as good as 60-second commercials. Most [of the 30's] are probably better because they usually force the copy people to work harder, omitting what the client thinks is necessary and also what usually doesn't appeal to the

viewer.

If the price of 30's goes up and minutes comes down, would you believe that the followers will buy the 30's and the smart money will buy the minutes, when appropriate, and write good copy. —Harold M. Wheelahan, vice president and general manager, WDSU-AM-FM New Orleans.

Yankelovich study rebutted

EDITOR: In your Oct. 23 article, headlined "30-second spots good as minutes," deck says: "Statistical evidence shows shorter TV commercials not only sell as well singly, but placed back-to-back still prove to be consistently effective."

Reading on . . . we note the researchers talk about "learned about products," "brand you would consider buying," "brand we consider recommending," and "recall," etc. When are we going to learn that there is a world of dif-

To reach more young women at lowest program cost...

(See our doctor)

In Boston, for instance, Dr. Kildare delivers more young women per program dollar invested than its Merv Griffin competition.

Why? Because Dr. Kildare concentrates on the 18-34 women while the Griffin show draws its strength from the older group of daytime viewers. This older audience bias appears common to both Griffin and Douglas



daytime strips, just as Dr. Kildare consistently attracts more young women viewers.)

Compare the cost. Compare the audience. Dr. Kildare can be your station's most effective daytime program buy.

Ask the man from MGM-TV for the facts.



MGM
TELEVISION

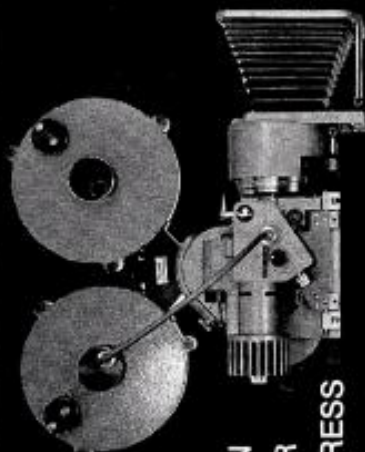
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VISION
FOR
PROGRESS

ferences between secondary measures of attitude, awareness, intention to purchase, etc., and the real meat of the problem, sales?

In other words, the researchers do not really know whether the 30-second commercial will sell better than the 60. They are, in effect, guessing.

In fact, the article addresses itself to this question very specifically as follows:

"The Yankelovich report on the study expressed confidence that, although it was conducted in a laboratory environment using techniques not designed to duplicate a real-life situation, *'the results do, in our judgment, reflect the truth.'*" (Emphasis mine.)

Testing methodology, to be meaningful, must be conducted in an in Vivo [life] situation, not in Vitro [laboratory] one. . . . Having conducted in Vivo experiments, I would be the last person in the world to make the kind of generalizations that other researchers do not hesitate to do. It is sheer nonsense to say that a 30-second spot is as good as a 60-second spot. The evidence is quite conclusive that each product area and each brand, within each product area, must be judged separately. . . .

The use of broad generalizations does not enhance the researcher's experience. It is, in fact, wishful thinking.—*Edward Wallerstein, president, Communication and Media Research Services Inc., New York.*

Kind words from BPA

EDITOR: I want to extend, on behalf of the board and members of Broadcasters Promotion Association, our thanks and appreciation for the news coverage you gave in your Oct. 23 issue to our Toronto seminar.

I am glad we made some news that you considered important to your readers in the industry.—*George T. Rodman, director, advertising, promotion and press information, WBKB-TV Chicago.*

MOR report in demand

EDITOR: Your special report on middle-of-the-road radio [BROADCASTING, Oct. 23] was excellent. As you conclude, there is no set format that would describe [this programming]. The application applies to the individual market and the competition.

Would you please send us 20 copies of the report and bill us.—*Robert Earle, president and general manager, WIBR Baton Rouge.*

(Reprints of the middle-of-the-road report are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each in quantities over 500. Write circulation department, 1735 DeSales Street, Washington, D. C. 20036.)

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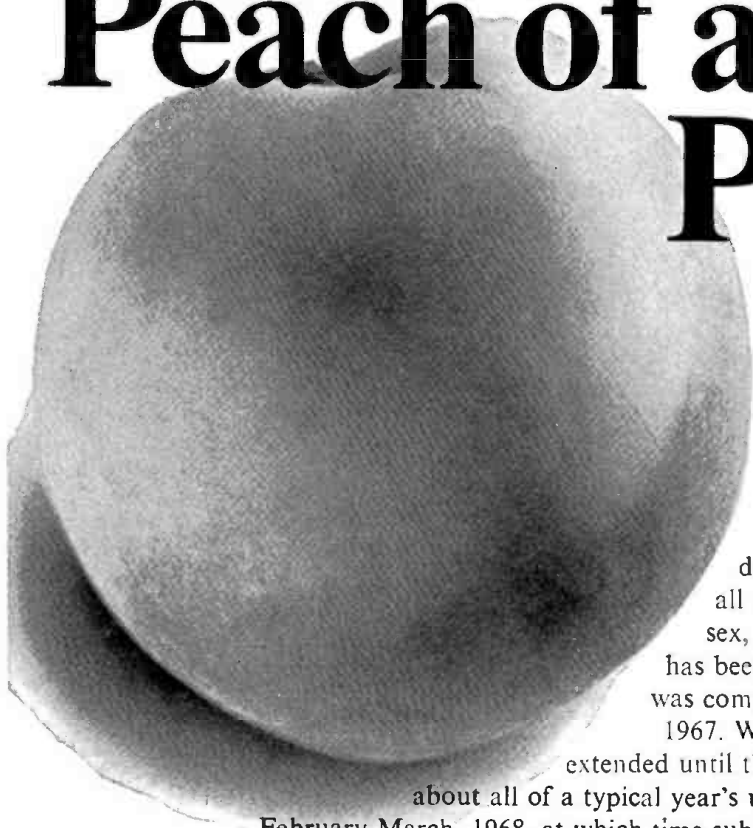
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TELECASTING* was introduced in 1946.

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Peach of a reach? Prove it!

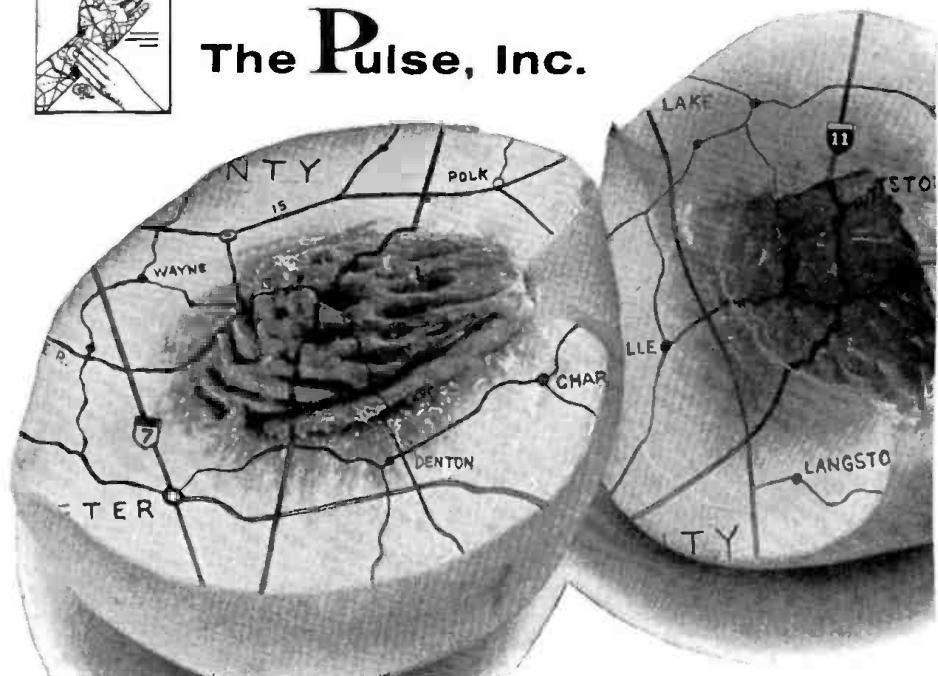


Join the 300 plus stations who have already subscribed to CP'67, first radio circulation study in seven years.

For the past seven years reach has been claimable, but not necessarily provable. Now Pulse is conducting a 50-state circulation study which will determine all listening to all stations in all counties, and report it for persons, by sex, as well as households. The field work has been going on since January 2, 1967, and was completed in most markets by September, 1967. Where necessary, interviewing has been extended until the end of the year—thus covering just about all of a typical year's ups and downs. CP'67 will be released February-March, 1968, at which time subscribers will know whether that peach of a reach is really a peach . . . or a persimmon. For full information, write, wire or phone in New York: 730 Fifth Avenue, 212-JUdson 6-3316; in Chicago: 435 N. Michigan Avenue, 312-644-7141; in Los Angeles, 6404 Wilshire Boulevard, 213-653-7733.



The Pulse, Inc.



Research can conquer the fear of radio's unknowns

Fear of the unknown may well be the strongest fear there is. People like and need touchstones of stability, routine and set relationships. And they fear anything that threatens their known operations.

This fear of the unknown may be the biggest problem radio faces, because our radio-audience data is not as solid as it might be. When I talk with radio salesmen they barrage me with figures. And when I start to talk about traveling radio sets and lack of parental knowledge of the listening habits of children, they fall back on the fact that their audience figures are conservative. But the data isn't conservative. They simply do not take into account certain possibilities. That's not conservatism. It's inaccuracy. It's lack of knowledge.

The fear of the unknown in radio, however, transcends lack of audience data. It is even more important, I think, in the area of evaluating commercial effectiveness.

This is the day of accountability. Every agency wants its performance measured. At least, Erwin Wasey does. We know we are good and we want proof of our performance on an accepted basis. And our clients are equally ardent in wanting measurements of the effectiveness of their efforts.

Solid Figures ■ Few people in this business are satisfied with the measurements available for evaluating print ads or TV commercials. But there are measurements. Millions of dollars have been spent on getting them. They have contributed importantly to decisions in their field. They sometimes, at least, shed light on that great unknown, "commercial effectiveness." But we do not have any such measurement readily available for radio.

We know some radio commercials have been effective. I am told a huge business has been built for Compoz—almost entirely on the basis of slice-of-life type radio commercials. And "Wow! It sure doesn't taste like tomato juice" has made radio-advertising history. Just as Stan Freberg did with "eight green tomatoes." And as Augie Becker and his gang did with "you'll wonder where the yellow went." The competitive radio war between soft-drink advertisers these days is certainly of heroic proportions—these people certainly do work at measuring their results.

Exacting ■ But these are basically isolated cases and they permit no real

generalization except what we know: Radio can be highly effective when it is used right. But who needs to make the all-out effort it takes to use it right? Sure, the soft-drink people who can get high frequency against their heavy users only through radio must make the effort. But despite the success of Compoz, why should competitors with similar products make an attack via radio when they have been quite successful in TV? And in TV, there are measures of performance available. Fast.

So radio probably isn't living up to its potential as a carrier of advertising. Only the unsophisticated advertisers who make decisions by intuition or the very sophisticated who insist on evaluation based on data are likely to use radio heavily.

To put it bluntly, who needs radio when we find it so difficult to find out how well we do in the medium? The bulk of the advertisers and agencies that insist on tidy rows of numbers that provide direct media comparisons is not going to gove radio consideration commensurate with what it deserves because the radio data is not tidy. Radio data too frequently falls into the realm of the unknown. And the fear of the unknown will continue to plague the radio business under these circumstances.

If my observations are accurate, is there a reasonable course of action to solve the problems indicated? I think so—but, first, may I say that the sophisticated approach would demand that you get the data to either confirm or deny the hypotheses set forth here. Find out whether your lack of data and the fear of the unknown this causes create a marketing hurdle.

And if it does, set a course of action

to solve the problem if the economics of the solution are feasible. Certainly, the course of action would include:

■ Getting adequate audience data. This certainly can be done. All it takes is money. And certainly the money would be well spent in providing you with a sound selling tool. Get a leader to prepare a program. Pay him enough to make it worth his while to secure the participation. (Easy to say, very hard to do.)

■ Underwriting commercial-effectiveness research. There are a lot of researchers who could design this work and carry it through, and thereby establish a basis for the accountability of agencies for their radio efforts that would have at least some acceptance.

■ Possibly underwriting experimental efforts in radio-commercial writing. It's tough to admit, but in the face of the work in which we must be skilled when doing TV and print, most agencies today do not retain top skills in radio writing.

Leading the Way ■ So once you have your commercial-effectiveness research measurements, we may need your help in showing us how to get "effective" scores. It's not your job. But if you do it, it just might help get you more business. In short, your program should eliminate the fear of the unknown problem you now face by getting us data to make us knowledgeable, or potentially so.

And then, you should solve the next problem that this will create. Show us how to conquer our "fear of death" by helping us learn to write effective commercials—ones that are demonstrably so according to sound objective data.

Obviously, there's nothing to it.



Fred M. Mitchell is chairman of the board of Erwin Wasey Inc., Los Angeles. Before joining EW in 1965, Mr. Mitchell was senior vice president and management supervisor for Norman, Craig & Kummel for four years. From August 1960 to May 1961, Mr. Mitchell was senior vice president and management supervisor in charge of the Lever Bros. account with Kenyon & Eckhardt. Previous to that he was account supervisor and vice president for Dancer-Fitzgerald-Sample.

We Buy Time



Jerry Jackson

Jack Kennedy

Don Kelly

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How much is YOUR time worth?

**As a good businessman your time
is worth PLENTY,
and WE can buy you more time.**

Nationwide backs their man with a GUARANTEE

Nationwide will provide the "right man" for your opening! In order to assure complete satisfaction we will back each placement with a full one year unconditional guarantee.

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EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT



an award we wish we hadn't won

Ever seen what a tornado can do to a town? We did. On April 21st, the worst twister in Illinois history ripped through several communities outside Chicago. And we reported it. With movie cameras in color. With helicopters. With reporters wired for sound.

Now, they say our coverage was the best spot television news reporting of the year. Who are *they*? The Radio Television News Directors Association.

Sure, we're glad to have our work commended by our fellow professionals. But we can't forget the tragedy we witnessed. And we wish none of it had ever happened.

But if you report news, like WGN Television does, you're there when it happens and you tell it like it is. Even if it hurts.



**WGN
IS
CHICAGO**

the most respected call letters in broadcasting

Does television lack courage?

ANA president charges medium is overly sensitive to government pressure; calls TV code arbitrary and suggests it restricts use by advertisers

Leaders of the nation's top advertisers made it clear last week that they felt television is too quick to yield to pressures and carries its self-regulation too far.

Speaking at the 58th annual meeting of the Association of National Advertisers, they also renewed their opposition to FCC's extension of its fairness doctrine to cigarette commercials.

The annual meeting, held Sunday through Wednesday (Oct. 29-Nov. 1) at The Homestead in Hot Springs, Va., with some 600 ANA members and guests on hand, dealt primarily with advertising's government and public relations problems and with improving advertising department organization and advertiser-agency relationships in order to achieve more efficient advertising.

Although television and radio did not receive the detailed attention given them in many earlier ANA meetings, TV in particular figured prominently as a symbol of major concern—the TV advertising code as a symbol of “arbitrary” media action and the FCC's cigarette decision as a symbol of regulatory agencies' attempts to extend their powers without legislative sanction.

Urges a Second Look ■ Peter W. Allport, ANA president, said the least television should do is take a new look at its position on self-regulation.

In an apparent allusion to ANA's prior contentions that the National Association of Broadcasters' television commercial code is unduly restrictive, Mr. Allport suggested that it may impede advertisers' access to the medium.

“Television is a visible target and perhaps because it is licensed it seems particularly vulnerable to regulation by suggestion or pressure in contrast to law and due process,” he asserted.

“While this is understandable, the advertiser too often is the man at the end of the line.

“As a very minimum, it seems to me, the medium should reappraise its position and make sure that under the guise of self-regulation it is not compounding

and carrying forward the fault of regulation without due process.”

The ANA president explained later that he was referring to television's attitude toward product claims. It continues to pass on them without having the expertise needed to judge whether they are right or wrong and also without giving so-called scientific experts a chance to challenge its decisions or cross-examine concerning them.

“Even the FTC can't do that,” he added.

Mr. Allport's reference to TV self-regulation came in a discussion of three “broad issues” confronting advertisers in their relationship with government: issues involving advertising's impact on society generally, its economic role and the extent and nature of consumer protection that is needed.

As opposed to the “broad issues” of concern to advertisers, Mr. Allport cited the FCC's cigarette fairness-doctrine ruling as an example of a “hot war”

issue requiring immediate ANA action, in this case the issue of government agencies attempting to extend their powers beyond the limits set by Congress.

ANA Position Clear ■ “ANA appropriately raised its voice in objection to this move without—not unexpectedly—changing FCC's mind,” he said. “The issue is now being taken on to the courts by the NAB and the stations directly involved.”

In another panel session, Gilbert H. Weil, ANA general counsel, also cited the cigarette decision as an unauthorized extension of regulatory-agency authority.

He noted that a number of bills have been introduced in the House to exempt product advertising from the workings of the fairness doctrine. But he also pointed out that there is always a logjam of legislation facing Congress and that when special bills of this sort fail to receive action the regulatory agencies involved often claim the inaction re-

Getlin steps up to chairman of ANA

Joseph V. Getlin, marketing vice president of the Grocery Products Division of Ralston Purina Co., was elected chairman of the Association of National Advertisers last Monday (Oct. 30) at ANA's annual meeting at The Homestead, Hot Springs, Va. (also see above). He succeeds Samuel Thurm of Lever Brothers.

Henry W. Lowe, advertising vice president of Warner-Lambert Pharmaceutical Co., was elected vice chairman.

Peter W. Allport was reelected president.

Seven new board members were elected: H. Walton Cloke, American Can Co.; William H. Ewen, Borden Co.; John P. Kelley, Goodyear Tire



Mr. Getlin



Mr. Lowe

& Rubber; Howard M. List, Kellogg; Eugene B. Mapel, Chase Manhattan Bank, New York; Roland G. Sayette, Del Monte Corp., and George W. Sisler, Ashland Oil & Refining.

DOES TELEVISION LACK COURAGE? continued

flects congressional endorsement of the policies the bills were directed against.

Joseph V. Getlin of Ralston Purina, newly elected ANA chairman, meanwhile put the NAB code's advertising standards at the top of a list of challenges for advertisers, agencies and media.

"Advertisers," he said, "often feel these [standards] are arbitrary."

Other issues listed by Mr. Getlin as challenges "to which we are currently addressing ourselves" related to "derogatory and misleading competitive media claims," local-versus-national rate differentials and "adequate product protection."

On the last, he said: "Reasonable separation from competitive product messages is an increasing concern of advertisers because of the steady growth of advertising messages being beamed at the consumer."

Mr. Getlin expressed confidence, however, that on all these challenges "progress can be made in the future, just as we have [made progress] on equally complex problems in the past."

The new chairman also reported that among major ANA sessions currently being planned is the second television management seminar, to be held next April 28-May 2 at Westchester Country Club, Rye, N. Y.

Case Histories Urged ■ Dr. Jules Backman of New York University, whose study of "Advertising and Competition" was underwritten by ANA and is widely regarded as the most complete answer thus far to charges that advertising is anticompetitive, urged advertisers to follow up his study by making public case histories of their own.

He also called for studies of the effects of various proposals to limit or tax advertising expenditures and control advertising content.

"It is vital," he said, "to evaluate the economic effects of each of these proposals on our economy as well as upon the several advertising media and the industries affected. These studies must be made promptly because one never knows when some unforeseen event may trigger hasty and unwise legislative action.

"Included should be a study of the effect of a reduced volume of advertising on the prices of newspapers, magazines, radio and television and upon their ability to perform their present services and an examination of the actions that advertisers should be prepared to take to correct any abuses in advertising."

The American Association of Advertising Agencies, it was disclosed by Mr. Allport, is making a film based on Dr.

Backman's book, for use on educational television and in schools.

Friendly Foe ■ Television and radio meanwhile received kind words from a competitor. Charles T. Lipscomb Jr., chairman of the executive committee of the Bureau of Advertising, American Newspaper Publishers Association, said in a report on media relationships that TV, radio, newspapers and magazines are "selling the same product more than we are selling competitive products," and that when one medium improves, all media gain.

"The tremendous success of television has helped all media and has made all of us bigger and better," he asserted.

He said that all four major measured media "today reach the American pub-

K&E picked

Helena Rubenstein Inc., New York, last week named Kenyon & Eckhardt, New York, to handle U. S. advertising, effective the end of next January. The cosmetics firm spends approximately \$3 million annually, of which about \$1 million is in TV-radio. K&E will replace Warwick & Legler, New York, and Fuller & Smith & Ross, New York. A spokesman for the advertiser said it is envisioned that eventually K&E will be named worldwide agency for Helena Rubenstein, which allots about \$6 million for advertising in all markets.

lic more thoroughly and more efficiently than ever before," and that all are "enjoying their greatest periods of growth and prosperity."

Outlining creative selling efforts undertaken by newspapers, Mr. Lipscomb said that "one of the first bureaus to do this kind of . . . selling was the Radio Advertising Bureau," and added that "television people are constantly making suggestions in the creative area, as are magazines."

But media's first responsibility is to the public, not to the advertisers, he said.

"When the 3M Co. sponsored ABC-TV's *Africa* documentary on Sept. 10, four hours of serious programing," he continued, "the company did so with the understanding that communication can't be measured by rating points—or by circulation.

"This was brilliant advertising because it was sound corporate citizenship. Media can make the tastes and

opinions of tomorrow; too often they merely reflect those of today. Advertisers should encourage media to experiment, to be venturesome, because the marketing messages of the future can be only as exciting as the media through which they take wing."

Economic Growth ■ The advertisers were assured by Lawrence C. McQuade, assistant secretary of commerce for domestic and international business, that "the prospects are good for continued economic growth in the remaining months of this year and on into 1968."

They also were told that the best way to avoid legislation affecting marketing and advertising is "good performance, visibly seen and understood by the public," and that "a second course is to get a more livable bill by presenting an effective, intelligent case for it."

The fact is, Mr. McQuade said, that "business by and large does not do well enough at making itself understood," even though its performance record has been "remarkably good."

He suggested that business set up a National Marketing Information Center in Washington as "a meeting place where businessmen, educators and government officials could participate in a continuing dialogue of mutual interests."

Whether this is done or not, Mr. McQuade continued, business and government "should talk and work with each other to a greater degree."

This cooperative approach was also emphasized by Michael Pertschuk, general counsel to the Senate Commerce Committee, in a subsequent panel that dealt extensively with consumer-protection legislation.

Betty Furness, President Johnson's special assistant for consumer affairs, urged advertisers to take the lead in setting up a program of consumer education, perhaps starting with an ANA committee to "survey the possibilities for action" and building into a "major program area for your association."

"You have made Mr. and Mrs. America the king and queen of the marketplace," she said, and "no one has more to gain than you" from consumer education because it will make today's consumers "better customers in the future."

The advertisers were also given a preview of a campaign being developed through the Advertising Council to attract college students, a notoriously antibusiness group, into business.

The campaign, still in preparation, will appeal to students' increasing orientation toward social-action projects by stressing that "the fastest way to change the world is to work in a business that does." It will feature work being done by specific companies and

specific businessmen in such fields as urban renewal, rehabilitation and education.

BBDO Campaign ■ Plans for the campaign were presented by Thomas C. Dillon, president of BBDO, volunteer agency for the campaign, and Henry M. Schachte, executive vice president of J. Walter Thompson Co. and vice chairman of the council.

In a session featuring a preliminary report on an ANA study of the organization of advertising, marketing and public-relations functions within its member companies, Robert M. Prentice of Lever Brothers told of "provocative" findings in a pilot study on a narrower subject: Client approval of advertising plans.

He said the pilot study found, among other things, that "a disturbing proportion" of client people involved in copy approval do not have "creative" backgrounds, and yet one-third of all agency copy that is submitted for approval is rejected or suffers "major revision." About half of these changes reflect client disagreement with the way the proposed advertising is done, he said, adding:

"When we couple the reported general lack of client creative training and experience with this high rate of revision or rejection of advertising due to client dissatisfaction with creative execution, I think we begin to see the dimensions of a very important problem."

The broader ANA study of advertising and marketing organization within member companies will be followed by one showing the organization structures within specific categories of business, from industrial goods to packaged goods.

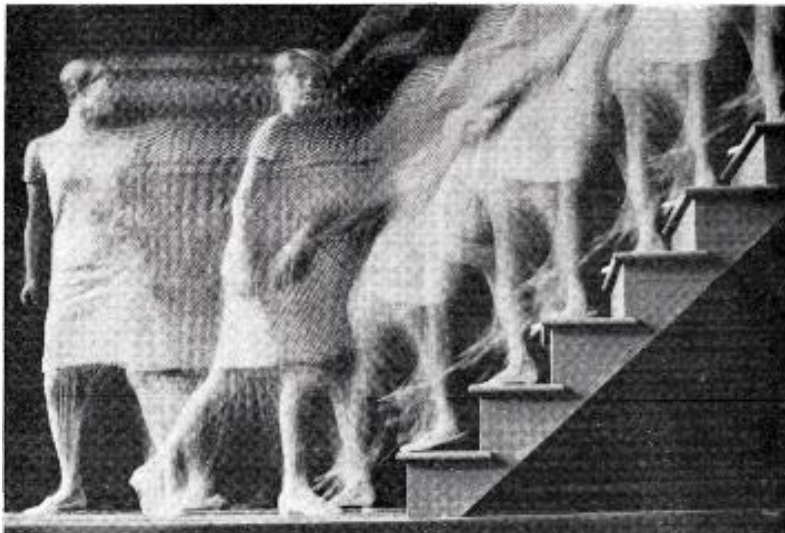
Agency-advertiser attitudes and relationships that can improve the creative climate and lead to more effective advertising were examined by David B. McCall, president of LaRoche, McCaffrey & McCall, New York; H. Copland Robinson Jr., director of brand management for Liggett & Myers Tobacco, and Lawrence D'Aloise, senior vice president and director of creative review boards at J. Walter Thompson Co., New York.

M. Lowell McElroy, retiring in December as ANA senior vice president after 18 years with the association, was presented ANA's annual Gold Medal Award for Leadership (BROADCASTING, Oct. 30).

Business briefly . . .

Peterson Manufacturing Co., DeWitt, Neb., has made its first NBC Radio buy in *Monitor*. The order, through The Biddle Co., Bloomington, Ill., is for Vise-Grip tools.

General Telephone & Electronics,



Commercial preview: cutting wasted motion

Almost like Marcel Duchamp's famous action painting of a "Nude Descending a Staircase," the multi-image effects achieved in a new TV commercial by AT&T show how a woman without a home extension phone has to "doubleback" each time it rings. As she moves, her image through a special optical technique spreads out in accordion fashion only to stop when she does.

AT&T's new "Stamp Out the Doubleback" promotion campaign, prepared by N. W. Ayer & Son Inc., Philadelphia, begins this month in network TV and consumer magazines. The agency claims it is the Bell System's heaviest push for build-

ing residential-extension sales in recent years. In TV, AT&T has bought participations in CBS-TV's daytime series (*Love of Life*, *Love is a Many Splendored Thing*, *Secret Storm* and *12:25 p.m. News*) and ABC-TV's nighttime programs (*The Invaders*, *Wednesday Night Movie*, *Cowboy in Africa*, *The Dating Game* and *Weekend News* at 11 p.m.), and NBC-TV's *Bell Telephone Hour*.

Savage-Friedman Productions, New York, produced the commercials (in 60- and 20-second versions) by an optical strobe effect that required each print frame to be exposed 12 times while the negative was shifted slightly in each exposure.

through Doyle Dane Bernbach, both New York, will sponsor the second *CBS Playhouse* special of the season Wednesday, Dec. 6 (9-11 p.m. EST) on CBS-TV. The original drama, Reginald Rose's "Dear Friends," will star Patricia Barry, James Daly, Rosemary Harris, Anne Jackson, Hope Lange, Pernel Roberts, Eli Wallach and David Wayne. Herbert Brodtkin is the producer.

Rich Products Corp., through Rich Advertising Co., Buffalo, N. Y., has accelerated its 1967 radio-TV promotion of the company's Coffee Rich, non-dairy creamer. On schedule are 20- and 60-second color TV spots, and 60-second radio spots broadcast on CBS Radio and NBC Radio.

Lewis Food Co., Long Beach, Calif., through Rullman and Munger Advertising, Los Angeles, has added a seven-station, six-market buy to its basic radio schedule. The additional buy in-

cludes KING Seattle, KREM Spokane, KLUB Salt Lake City, KGEM Boise, KTOO Las Vegas and KGW and KPOJ, both Portland, Ore. Lewis Food, on behalf of Dr. Ross Dog Food and Dr. Ross Cat Food, is now running a total of 6,498 radio spots each 13-week cycle. Television, however, remains the primary medium for the Dr. Ross brands.

Kool Aid Division, General Foods Corp., White Plains, N. Y., is using spot radio commercials to introduce two new flavors of Great Shakes Shake Mix, milk chocolate and cherry-vanilla. The Great Shakes brand is also supported by a continuing schedule of network and spot television commercials. Ogilvy & Mather Inc., New York, is the agency.

Interstate Bakeries Corp., Kansas City, Mo., through Dancer-Fitzgerald-Sample Inc., New York, will sponsor an original musical adaptation of *Aladdin*, on CBS-TV Wednesday, Dec. 6 (7:30-8:30 p.m. EST). The Prince Street Players,

New York City repertory company, will make their fourth appearance on CBS-TV with this special. Jim Eiler, director of the company, wrote the adaptation, with Ethel Burns as producer and Nick Havinga as director.

The Jell-O Division of General Foods Corp., White Plains, N. Y., has introduced a low-calorie syrup, "Log Cabin Light-Cal," with advertising that includes spot and network TV. Young & Rubicam, New York, is the agency.

J. P. Stevens & Co., through McCann-Erickson Inc., both New York, will sponsor a half-hour TV special on the world premiere of the motion picture "Camelot," produced by Warner Bros.-Seven Arts. The program, featuring opening night festivities (Oct. 25), will be programed in prime time at different dates this month on WPX(TV) New York, KHJ-TV Los Angeles, WHDH-TV Boston, WTTG(TV) Washington, WAGA-TV Atlanta, WBBM-TV Chicago, WCAU-TV Philadelphia, WEWS(TV) Cleveland, WBAP-TV Ft. Worth-Dallas, WTAE-TV Pittsburgh, KTVU(TV) Oakland-San Francisco and KMOX-TV St. Louis.

Rep appointments . . .

- WDCATV Washington: Avery-Knodel Inc., New York.
- KPAC Los Angeles and KIST Santa Barbara, Calif.: Edward Petry & Co., New York.
- WTID Newport News-Norfolk, Va.; wwok Charlotte, N. C.; KIKX Tucson, Ariz.; KJOE Shreveport, La.; KXLY Spokane, Wash.; WHYD Columbus, Ga., and WMGV Montgomery, Ala.: Alan Torbet Associates Inc., New York.

Profit motive isn't enough

That's the message educators give to AAAA at Pebble Beach convention

Two of the nation's top educators tore into the advertising community last month for allegedly failing to understand that it's not only soap they're selling on television and in other media but standards for living. The criticism was delivered at the four-day (Oct. 22-25) 30th annual convention of the Western Region of the American Association of Advertising Agencies in Pebble Beach, Calif.

Making the keynote address, Jacqueline Grennan, president of Webster College, St. Louis, and the only woman member of the President's advisory panel on research and development in education, offered the advertising executives little to cheer about. "If the only thing you care about is what you sell and the profit motive, then I don't see how you can like yourself very much," she emphasized.

But apparently there is a path of redemption for the "communicators and the enablers of the great business capitalistic world." For Miss Grennan urged that the admen "have the security to be insecure in all things."

Berwick Takes Baton ■ Keith Berwick, a professor of history at UCLA,

was even more sharp in his attack. He told his audience that "it's a moral responsibility to care about something more than just the profit motive." Zeroing in, he added: "The advertising industry actually established the standards we live by and die by in this country and yet there is not one adman in 100 who knows he's doing anything more than selling catsup or soap." He pleaded for "some self awareness among advertising people of the importance of the part they play in shaping the American way of life." Then he charged: "You, who are so effective and skillful in the art of communications, are so inept in communicating any sense of values."

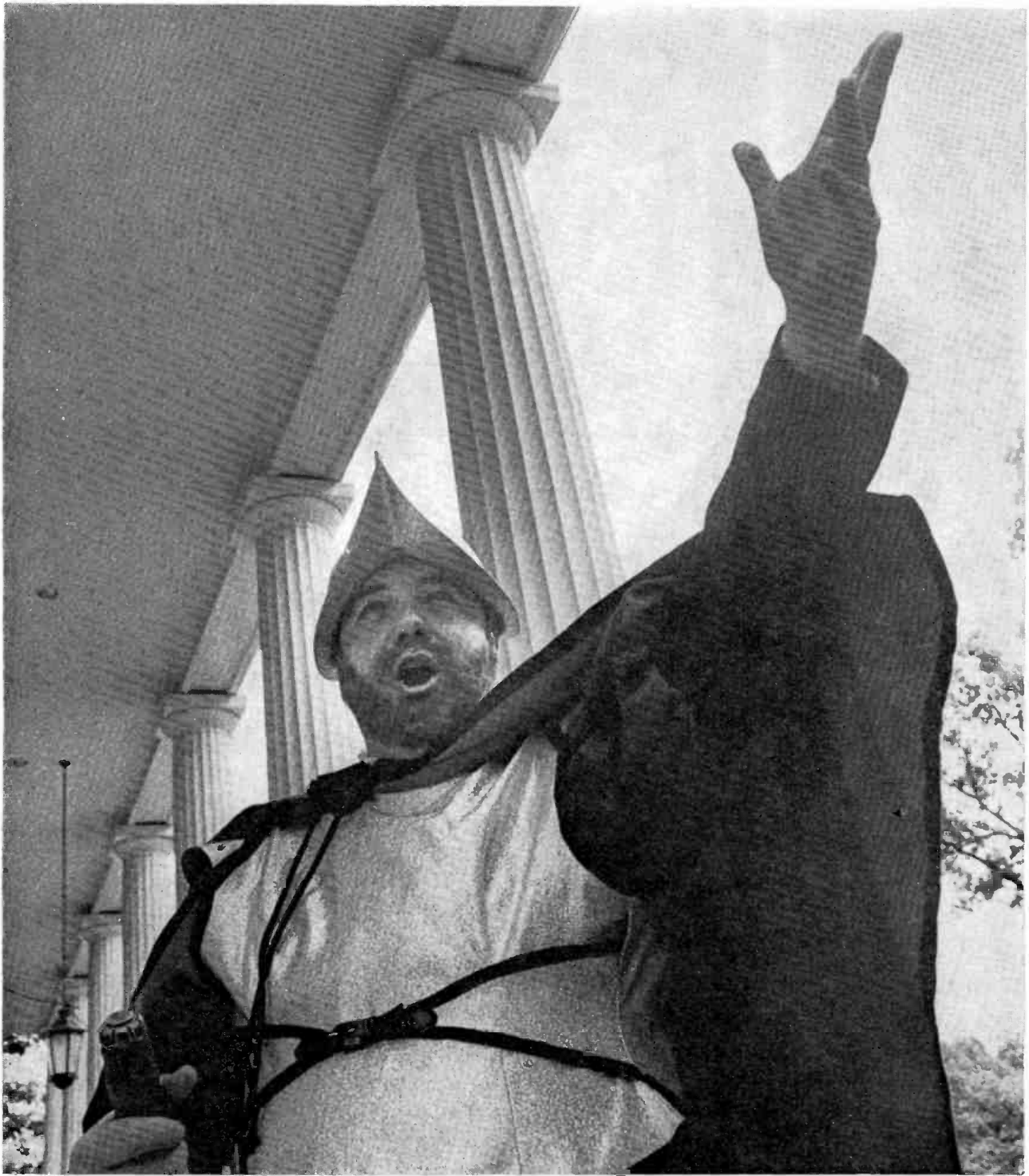
Other speakers at the convention included Frederick M. Mitchell Jr., chairman of the board, Erwin Wasey Inc., Los Angeles, who also took the advertising community to task for not believing in the importance of what it's doing. Sam Riddle, disk jockey for KHJ Los Angeles, asked that advertising treat teen-agers as adults. "Kids don't have to be told they have pimples," he said. "They know. Other kids tell them." Edward L. Bond Jr., president of Young & Rubicam and vice-chairman of AAAA, predicted that scientific methods, and not just the human factor, would be applied to solving business problems of the future.

Production Critique ■ A panel on TV commercial production decided that a production company should be an extension of the agency and voted for an art director or copywriter instead of a producer as the key man in the production of commercials, while voting down the use of story-boards as too confining. Sitting on this panel were John Orloff, Wakeford-Orloff Inc., Los

BAR network-TV billing report for week ended Oct. 29

BAR network-TV dollar revenue estimates—week ending Oct. 29, 1967 (net time and talent in thousands of dollars)

Day parts	Networks	Week ending Oct. 29	Cume Oct. 1-Oct. 29	Cume Jan. 1-Oct. 29	Day parts	Networks	Week ending Oct. 29	Cume Oct. 1-Oct. 29	Cume Jan. 1-Oct. 29
Monday-Friday	ABC-TV	—	\$ 7.4	\$ 17.3	Sunday	ABC-TV	102.0	443.6	4,488.3
Sign on-10 a.m.	CBS-TV	\$ 247.1	853.8	5,392.1	6-7:30 p.m.	CBS-TV	246.7	1,517.3	9,306.7
	NBC-TV	322.4	1,282.0	11,842.6		NBC-TV	150.0	867.8	5,783.7
		569.5	2,143.2	17,252.0			498.7	2,828.7	19,578.7
Monday-Friday	ABC-TV	1,520.5	5,541.9	55,639.2	Monday-Sunday	ABC-TV	7,089.6	25,189.5	207,196.8
10 a.m.-6 p.m.	CBS-TV	3,264.3	12,107.2	129,259.0	7:30-11 p.m.	CBS-TV	7,530.7	30,364.5	240,245.6
	NBC-TV	2,039.5	13,683.0	76,421.6		NBC-TV	7,261.9	28,398.9	233,838.2
		6,824.3	31,332.1	261,319.8			21,882.2	83,952.9	681,280.6
Saturday-Sunday	ABC-TV	1,644.9	5,998.9	36,586.1	Monday-Sunday	ABC-TV	211.9	1,125.7	10,177.8
Sign on-6 p.m.	CBS-TV	1,763.2	9,011.2	41,298.5	11 p.m.-sign off	CBS-TV	21.7	119.5	3,179.7
	NBC-TV	865.1	7,044.3	28,563.3		NBC-TV	401.7	1,593.5	16,361.1
		4,273.2	22,054.4	106,447.9			635.3	2,838.7	29,718.6
Monday-Saturday	ABC-TV	399.3	1,873.4	13,179.4	Network totals	ABC-TV	10,968.2	40,180.4	327,284.9
6-7:30 p.m.	CBS-TV	720.0	2,654.2	23,167.1		CBS-TV	13,793.7	56,627.7	451,848.7
	NBC-TV	577.9	2,287.0	25,374.1		NBC-TV	11,618.5	55,156.5	398,184.6
		1,697.2	6,814.6	61,720.6	Grand totals				
					all networks		\$36,380.4	\$151,964.6	\$1,177,318.2



Atlanta Believes in Metropolitan Opera. And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The



WHITE COLUMNS ON PEACHTREE

station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta. Want to hit a high note in this market?

WSB-TV / Ch. 2 / Atlanta / N.B.C. / Petry



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WLIC-TV, Pittsburgh

Angeles; Chris Petersen, Petersen Co., Los Angeles; James C. Nelson Jr., executive vice president and creative director, Hoefler, Dieterich & Brown, San Francisco; Daniel Dixon, copy group head, Carson/Roberts/Inc., Los Angeles; Frederick Manley, vice president, Cunningham & Walsh, San Francisco; Courtenay J. Moon, vice president, creative services, Grey Advertising, Beverly Hills. Paul R. Waddell, vice president and creative director, Smock/Waddell Inc., Los Angeles, was moderator.

Smoke signals from the Hill

Tobacco-industry leaders meet with Senator Kennedy on cigarette advertising

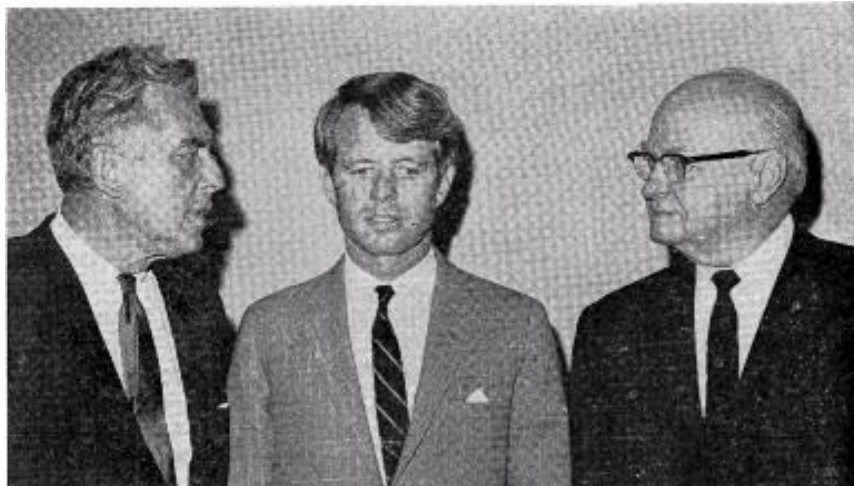
The chief executive officers of nine cigarette companies, the head of the Cigarette Advertising Code and the director of the Tobacco Institute held a top-level conference with cigarette-advertising-foe Senator Robert F. Kennedy (D-N. Y.) last week, and advance speculation was that the meeting could mark the beginning of the end for cigarette advertising on television.

But all that emerged after the meeting was an on-the-record assertion that the cigarette industry was "willing to discuss" a possible lowering of the percentage cutoff—now at 45%—for the youth component of a television show's audience above which a program is deemed not suitable for cigarette commercials.

And it seemed quite clear, from private reports by participants of the meeting from both camps, that even on an off-the-record basis no "deal" to trade off TV commercials for support for full marketing freedom in other areas was discussed.

It was speculated that tobacco-industry leaders, viewing situations in some European countries where cigarette sales have continued at a high level in spite of curbs on broadcast and other advertising, might solicit Senator Kennedy's support for an intra-industry agreement to reduce television advertising. Such support might prove useful in avoiding Justice Department complications, it was reasoned.

Key Role ■ Senator Kennedy became a focus for cigarette-industry concern when he submitted three bills that would require a stronger health warning on packs and in ads; give the FCC control of the type of programs that could



At an impromptu news conference outside of Senator Robert Kennedy's

office are (l-r) Robert Meyner, the senator and Earle Clements.

carry cigarette commercials, the times of day that exposures would be permitted and the over-all expenditure that could be made for cigarette broadcast advertising, and enact a sliding scale of excise taxes (up to 63 cents a pack) keyed to tar and nicotine levels (BROADCASTING, Sept. 18).

At the time he said he would prefer a cooperative solution by the industry that would eliminate the necessity for legislative action, a position he reaffirmed after the meeting Tuesday (Oct. 31). The senator's main concern, he has reiterated, is that cigarette appeals reach youth, encouraging young persons to begin smoking. He expressed doubt that using a lower youth-in-audience percentage figure would be a meaningful improvement, especially on high-rated programs where even a small percentage can mean large absolute numbers.

Robert Meyner, the former New Jersey governor who now heads the Cigarette Advertising Code Inc., said tobacco advertising served interbrand competition and was not aimed at persuading youngsters to smoke.

Former Kentucky Governor and U.S. Senator Earle Clements, president and executive director of the Tobacco Institute Inc., said that it had long been the industry's view that the decision to begin smoking "was an adult decision," and that advertising was so oriented.

Top Tobacco Men ■ In addition to Senator Kennedy, Governor Meyner and Senator Clements, the meeting was attended by Michael Pertschuk, Senate Commerce Committee aide; David Hardy, Kansas City, Mo., attorney and consultant to the Tobacco Institute and to the tobacco companies; Edwin P. Finch, president, Brown & Williamson Tobacco Corp.; Milton E. Harrington, president of Liggett & Myers Tobacco

Co.; Joseph F. Cullman III, chairman, Phillip Morris Inc.; Alexander H. Galoway, president, R. J. Reynolds Co.; W. B. George, chief executive officer, Larus & Brother Co.; Louis A. Bantle, president, U. S. Tobacco Co.; Manuel Yellen, chairman, P. Lorillard Co.; Robert B. Walker, chairman, American Tobacco Co., and Constantine Stephano, president, Stephano Bros.

Also attending were Dr. Daniel Horn of the National Clearinghouse for Smoking and Health of the U. S. Public Health Service and Dr. Kenneth Endicott, director of the National Cancer Institute of the National Institutes of Health.

Surgeon general sets up antismoking group

TV, radio, newspapers and magazines are going to be on the receiving end of a new campaign against cigarette smoking.

This is one of the four objectives of a new, 11-member federally sponsored task force on smoking announced last week by Surgeon General William H. Stewart.

The group was scheduled to hold its organizational meeting last Friday (Nov. 3) in Washington.

Dr. Daniel Horn, director of the U.S. Public Health Service's National Clearing House for Smoking and Health, is chairman. Among its other 10 members is Emerson Foote, former advertising executive, long known for his anti-smoking views.

Other aims of the group: encourage young people not to start smoking, reduce the harmful effects of smoking

To the Boy Scouts at Camp Lewis Humble is Operation Water Mountain.

Their water system damaged by a summer storm, the Scouts at Camp Lewis, New Jersey, were stuck without fresh water — to drink or use for cooking. And no showers! A group of fellows from Humble's Bayonne, N.J., Refinery moved quickly to remedy the problem. On a Saturday, some 50 Humble men met at the camp to begin Operation Water Mountain. □ They buried a 10,000-gallon tank in a mountaintop overlooking the camp. Then they painstakingly laid 1200 feet of pipeline and completed connections to the camp's well below. It was no

picnic. But sometimes it feels good to have sore muscles. □ Today, a gravity-feed system supplies the Scout campsite with plenty of clean, fresh water. □ To these young boys Humble probably isn't America's Leading Energy Company. To them Humble is Operation Water Mountain. This is not the first — or the last —

community service to be rendered by our men at Bayonne. Their spirit reflects a genuine attitude at Humble: that we must constantly respond to the needs of America's most important resource — its people.

HUMBLE

Oil & Refining Company
and the people who make it
America's Leading Energy Company



among those who already smoke, and "develop a climate of opinion" favorable to the introduction of a less hazardous cigarette.

Dr. Stewart pointed out that 42% of the adult population of the U.S. continues to smoke, and that 1 million young people begin each year.

TVB flays PBL's anticommicals

The Public Broadcast Laboratory was to present anticommicals attacking the credibility of aspirin advertising and commercials for 100mm cigarettes during its maiden program Sunday (Nov. 5).

The decision to go ahead with the presentation of anticommicals was made despite unease among advertisers—some of whom have supported noncommercial programming in the past—and advertising agencies over the PBL decision and despite a strong message to FCC Chairman Rosel Hyde from the Television Bureau of Adver-

tising.

The announcement of PBL's plan to present anticommicals came Oct. 27 and immediately sparked what were described as "negative" reactions among advertisers, agencies, and some broadcasters (BROADCASTING, Oct. 30). While advertisers withheld comment on the proposed PBL programing last week, TVB President Norman E. Cash reacted to the PBL announcement with a telegram to Chairman Hyde which said in part that "we believe [the PBL] program will be flagrant violation of 'fairness doctrine.' . . . Though fictionalized, commercials are said to refer to Federal Trade Commission statements, but we are unaware of any provision within program [for] rebuttal by advertisers and/or their agencies involved to opinions expressed by [PBL]. . . .

"We feel every effort should be made to make ETV licensees planning to carry the program aware of potential fairness-doctrine violations unless provisions are made by them to permit on-air rebuttals within or contiguous to the planned experimental program," the telegram concluded.

Poor Communications ■ Mr. Cash's

wire was sent on the evening of Oct. 27, but spokesmen for Chairman Hyde's office said Thursday morning (Nov. 2) they had not yet received the message. TVB later that day re-sent Mr. Cash's message to the commission chairman.

PBL spokesmen late last week said that while there had been no time allotted for rebuttals on Sunday's program, the anticommicals would be followed by an announcement which reads:

"PBL believes public television should permit expression of divergent points of view, and stands ready to provide opportunity for responsible comment on the preceding message."

Copies of the statement were sent to the 119 noncommercial stations carrying the PBL program, officials said.

PBL officials denied earlier reports that the Ford Foundation-supported PBL would not attack the credibility of automobile commercials. "We will definitely comment on car commercials as well as package goods," said a PBL source. Auto manufacturers, according to their spokesmen in New York, like other advertisers who have or may be criticized by PBL anticommicals, were reserving comment until the program is aired.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Delta Films International Inc., 357 Ponce de Leon Avenue, San Juan, P. R. 00901.

Milton Bradley Co., Springfield, Mass. (games); one 60, two 30's for TV, on film, color. Agency: Harvey and Carlson Inc., New York.

Lever Brothers, New York (Silver Dust); one 30 for TV, on film, color. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Texize Chemicals Inc., Greenville, S. C. (Fantastik spray cleaner); four 60's for TV, on film, color. Agency: Don Passante Associates Inc., New York.

Loges Ltd., 3620 South 27th Street, Arlington, Va. 22206.

Brown & Williamson, Louisville, Ky. (Kool "long survey man"); one 60 for TV, on tape, color. Leonard Levin, director. Agency: Ted Bates & Co., New York. Hank Alexander, agency producer.

Duquesne Light Co., Pittsburgh (Ryan homes); one 60 for TV, on tape, color. Leonard Levin, director. Agency: Erwin Wasey, Pittsburgh. W. L. Thunhurst Jr., agency producer.

Pepper Sound Studios, 2076 Union Avenue, Memphis 38104.

First National Bank of Marion, Marion, Iowa

(services); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Colle & McVoy Advertising, Waterloo, Iowa. Bill Frueling, account executive.

Mr. T. Tape Centers, Cleveland (audio tape); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Saul Isler Advertising, Cleveland. Saul Isler, account executive.

Wickes Lumber, Saginaw, Mich. (lumber); one 60 for radio jingle. Vinny Trauth, production manager. Agency: Parker Advertising, Saginaw. Jack Parker, account executive.

First Federal of Kalamazoo, Kalamazoo, Mich. (services); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Advertising Division Inc., Chicago. Allen Armstrong, account executive.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Chevrolet, Detroit (cars); one 120 for TV, live on film, color. Richard E. Evans, production manager. Agency: Campbell-Ewald, Detroit. Art Mele, agency producer.

Southwestern Bell Telephone, St. Louis (Yellow Pages); two 60's, three 20's, one 10 for TV, live on film, color. Richard E. Evans, production manager. Agency: Gardner Advertising, St. Louis. Gene Duncan, agency producer.

WXYZ-TV Commercial Videotape Division, 20777 West 10 Mile Road, Southfield, Mich.

Ford Motor Co., Dearborn, Mich. (Henry Ford II message, 1968 cars); one 75, two 30's for TV, on tape, color. Agency: Grey Advertising, New York. D. Emmet, account executive. Manning Rubin, agency producer.

Agency appointments . . .

■ Holzer Watch Co., New York, distributor of Universal Geneve watches, has appointed Kane, Light, Gladney Inc., that city, as its agency.

■ Dreikorn's Bakery Inc., Holyoke, Mass., has appointed Barnes & Barnes Inc., Springfield, Mass. as agency for the company's line of Hollywood Diet bread, Orange Wrap and other bread varieties. Appointment is to be effective Jan. 1, 1968.

■ Roos/Atkins Inc., San Francisco, has appointed the local office of Lennen & Newell Inc. to handle its advertising account, estimated to bill about \$500,000 a year. The new agency will be responsible for all broadcast advertising, among other media planning, for the outfitter of men's, women's and children's wear.

Walton new Midwest rep

Walton Broadcasting Sales Corp., a new regional station representative for both radio and television, has been formed in Chicago by Robert J. Walton, formerly broadcast farm director in the Midwest for John Blair & Co. Walton will specialize in farm accounts as well as general consumer accounts within an eight-state area: Illinois, Indiana, Wisconsin, Minnesota, Iowa, Missouri, Nebraska and Colorado. Address: 20 North Wacker, Chicago 60606; phone (code 312) 236-8888.

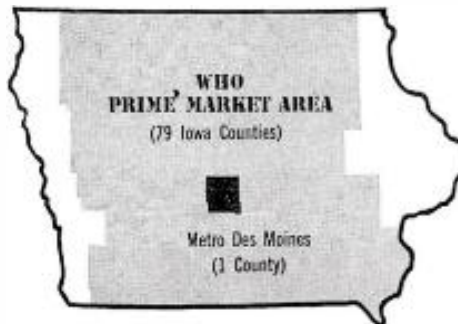
Here's Another Reason Why WHO RADIO Should Be On Your Top 20 Market List:

DRUG SALES!

WHO RADIO DELIVERS THE 16TH MARKET!

Rank our Iowa **WHO PRIME MARKET AREA** drug sales right between Houston and Newark*. We're not just Metro Des Moines. Let's compare facts:

	WHO P. M. A. (79 Pulse Surveyed Iowa Counties)**	Metro Des Moines (1 Iowa County)
Retail drug sales	\$92,575,000*	\$17,296,000*
Retail drug outlets	769	96
Population	1,911,000*	280,400*
*1967 **Survey of Buying Power **Sept.-Oct., 1966, 93-County Area Pulse		



WHO RADIO

DES MOINES, IOWA

1-A CLEAR CHANNEL • 50,000 WATTS

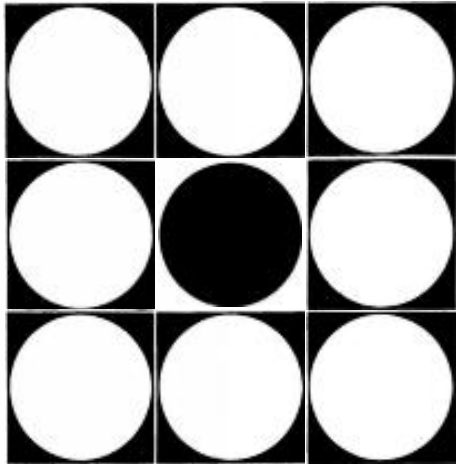


This brings you complete information on the best video tape you can put on your recorder.

MEMOREX

810 Memorex Park
Santa Clara, California 95050

Yes, I'd like to know about the 79 Series video tape you designed especially for my recorder.



My recorder is manufactured by _____

Model number _____

Name _____

Title _____

School or Company _____

Address _____

City _____

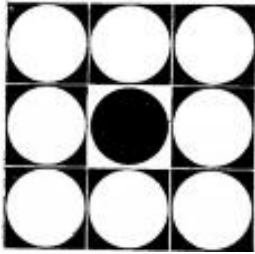
State _____ Zip _____

No matter which recorder you use, we have a 79 Series video tape that can bring out the best picture and sound your machine is capable of providing. That's because each tape in our 79 Series has been *specifically* designed for a different type of helical scan recorder. Each has its own formulation, its own configuration.

Memorex precision video tape will perform on your recorder with fewer dropouts than any other video tape. It remains picture-perfect long after other tapes have failed. It offers an unusually long still-frame life. What's more, its special formulation guarantees it won't stick and get out of sync. And its special binder eliminates the problem of flake-off and head-clogging, while keeping head-wear low.

If this sounds like the tape you've been looking for, send us this coupon. Or contact the Memorex distributor nearest you. He can tell you all about our 79 Series video tape, the best tape you can put on your recorder. And he can fill your orders from his local stock now.

MEMOREX



Memorex distributors of 79 Series video tapes

TUCSON, ARIZONA
Electronics Service Company
(602) 325-2255/623-1511

HOLLYWOOD, CALIFORNIA
Tri Video, Inc.
(213) 462-6848

LOS ANGELES, CALIFORNIA
Evenview Television Systems
(213) 477-7577

MOUNTAIN VIEW, CALIFORNIA
AVF Communications, Inc.
(415) 961-1914

SAN BERNARDINO, CALIFORNIA
Barnes Engineering
(714) 882-1249

DENVER, COLORADO
ElSCO Colorado, Inc.
(303) 433-8603

NORWALK, CONNECTICUT
Audio Video Industries, Inc.
(203) 847-7231

MIAMI, FLORIDA
Mountain Electronics Company
(305) 634-4556

ATLANTA, GEORGIA
Baker Audio Associates
(404) 261-4111
Calhoun Company, Inc.
(404) 523-8082
Electronic Equipment, Inc.
(404) 872-5622

CHICAGO, ILLINOIS
Video Systems, Inc.
(312) 677-9000

NEWTON, MASSACHUSETTS
Lake Systems Corporation
(617) 244-6881

WALTHAM, MASSACHUSETTS
Kelehet, A Division of Laboratory
for Electronics, Inc.
(617) 894-6600

FERNDALE, MICHIGAN
General TV Network
(313) 548-2500

MINNEAPOLIS, MINNESOTA
K & M Electronics Company
(612) 941-1330

CLIFTON, NEW JERSEY
Video Center, Inc.

DAYTON, OHIO
Dayton Communications
(513) 222-5585

PORTLAND, OREGON
Oregon Audio Video Systems Co.
(503) 223-6223

PHILADELPHIA, PENNSYLVANIA
Pierce Phelps, Inc.
(215) 477-9000

CHARLESTON, WEST VIRGINIA
Chemcity Electronics Co.
(304) 342-8151

MADISON, WISCONSIN
Satterfield Electronics, Inc.
(608) 257-4801

MEMOREX

BROADCASTING, November 6, 1967

Bozell & Jacobs sold to its executives

Bozell & Jacobs Inc., Omaha, advertising and public relations agency, has announced its first change in ownership and corporate management in 46 years.



Morris Jacobs



Mr. Peebler



Alan Jacobs

Bozell & Jacobs Inc. announced its first change in ownership and corporate management in 46 years. Morris E. Jacobs, chairman, announced the agency has been sold to a group of B&J executives headed by Charles D. Peebler Jr. and Alan J. Jacobs. Mr. Peebler will continue as president and chief executive officer of the agency. In addition to his position as executive vice president, Alan Jacobs will also be chairman of the executive committee. Morris Jacobs will become founding chairman of the agency, serve as a consultant and continue as one of its directors.

B&J, which bills \$28 million annually, has also recently undergone several major changes. The agency has acquired Emerson Foote Inc. with offices in New York and Atlanta, while the agency's Minneapolis office has been sold to Sam H. Kaufman and Myles Spicer, the Kaufman Company. B&J currently has offices in 13 cities in the U. S. and Canada. The agency's accounts include Mutual of Omaha Insurance Co., Weyerhaeuser Co. and Jones & Laughlin Steel Corp.

Romney drops his CBS-TV time

Michigan Governor George Romney has cancelled the half-hour paid telecast he was to have made on CBS-TV on Nov. 15. Ostensibly the program was to be used to announce his candidacy for the Republican presidential nomination in 1968.

However, CBS-TV's announced pol-

icy is not to sell time for political purposes unless the individual is a candidate and the governor apparently was not about to divulge to one network, two weeks early, what he wanted to tell the whole nation at one time.

Although it had never been openly stated that Mr. Romney wanted the telecast to announce his candidacy, CBS-TV President Thomas H. Dawson said Thursday (Nov. 2) that the governor's representatives had said "he desired network television time in order to announce his candidacy. We would not otherwise have entertained his request for broadcast time."

Another sore spot in the Romney camp appeared to be the time slot CBS offered—10-10:30 p.m. Wednesday. *Dundee and the Culhane* has been in the 10-11 slot, has produced poor ratings, and is being taken off.

According to Travis Cross, the governor's personal assistant, that Wednesday period was "dog time" for what he called "Romney's report to the people."

Also in advertising . . .

Country combination ■ Two country-western radio stations in the Los Angeles market area have joined forces and are being sold to regional and national buyers as a combination. KBBQ Burbank and KROX Long Beach now are being offered as the Los Angeles Metropolitan Country Combination. Adam Young Inc., New York, is acting as national representative for the alliance.

MCA expands into commercials ■ MCA Inc., New York, the one-time talent agency that has since spread into extensive feature film and television production, now is in the commercial production field. Universal Commercial and Industrial Films has been formed as a division of MCA. It will produce both television commercials and industrial films and will operate out of MCA's Universal City Studios in North Hollywood. Lou Lichtenfeld, veteran producer of television commercials, has been appointed vice president in charge of the new company.

Putter foot ■ Game manufacturer Leister Game Co., Toledo, Ohio is now making "one-foot" golf putters in quantity, on an idea taken from a TV commercial approach used on the Johnny Carson *Tonight Show* on NBC-TV. The putter actually works though it has a small replica of a human foot instead of a club head. It duplicates the club Johnny Carson has "used" on the show to introduce commercials developed by Benton & Bowles for Norwich Pharmacal Co. (NP-27 athlete's foot remedy).

Another fairness case taken to court

King stations in Seattle protest FCC ruling on editorials that endorsed political candidates

Another front was opened last week in broadcasters' spreading courtroom war against the FCC's fairness doctrine. The cause of the new fight: a commission ruling that King Broadcasting Co. stations in Seattle had not fully complied with the doctrine in the opportunity for rebuttal that they had offered a local political candidate.

The issue, as KING-AM-FM-TV see it, is whether the commission may substitute its judgment for that of licensees in determining what constitutes a "reasonable" offer in such cases.

The commission wired its ruling to the stations on Wednesday (Nov. 1) concerning a complaint by George E. Cooley, a candidate for the Seattle city council in an election to be held tomorrow (Nov. 7). He said that the stations' offer of six 20-second spots to respond to a 20-second editorial broadcast 24 times to endorse five candidates, including his opponent, was unfair. And the commission's wire, in effect, directed the stations to engage in "good faith negotiations" with him on the matter.

Instead the stations' counsel on Friday filed an appeal from the ruling with the U.S. Circuit Court of Appeals in Washington. They also asked the court to stay the commission's order. The stations told the commission earlier that further negotiations with Mr. Cooley would constitute abandonment of a policy they consider fair and reasonable.

Stations' Position ■ In seeking to require them to abandon their concept of fairness, the stations told the court, the commission has placed an interpretation of "reasonableness" on the fairness-doctrine rule relating to political editorializing that amounts to censorship and a violation of their constitutional rights of freedom of speech.

They also said the commission ruling constitutes an abandonment of a policy of accepting reasonable good-faith judgments of licensees in program matters. The commission, they added, has injected itself into the center of the program-decision-making process—an

area from which they say it is barred by Section 326 of the Communications Act—the so-called no-censorship provision of the statute.

The commission, in its ruling, did not specify any number of spots the stations should grant Mr. Cooley for rebuttal. But it did state that the number that the stations offer is of as much importance in meeting their fairness-doctrine requirements as the total amount of time they make available. And the stations, the commission added, gave no reason for not dividing the time offered into a greater number of spots.

The commission vote was 4 to 0, with Commissioners Robert E. Lee, Kenneth A. Cox, James J. Wadsworth and Nicholas Johnson participating. Chairman Rosel H. Hyde and Commissioners Lee Loevinger and Robert T. Bartley were absent.

Background ■ Apparently contributing to the King stations' decision to challenge the commission in court was the fact that their concept of fairness evolved out of their experience in the primary campaign in September. Then, the stations had backed five of a slate of 28 candidates with a campaign that included 30 exposures of a 20-second editorial. Nonendorsed candidates were offered two one-minute spots each—and one of the nonendorsed candidates complained to the commission.

The result was a commission directive to the station to negotiate with the candidate. This in turn led to an agreement under which the stations afforded the complainant six 20-second spots that were aired mornings and afternoons on the Saturday and Sunday preceding the primary, on Sept. 19 (BROADCASTING, Sept. 25).

In the general election the 20-second editorial was broadcast over each of the stations between Oct. 22 and Nov. 6 eight times during the early daytime, eight times during daytime and eight during prime time. Each of the eight nonendorsed candidates in the contest was supplied with a copy of the editorial and invited to have an authorized spokesman record a 20-second spot

which would be broadcast on separate days twice during early daytime, daytime and prime time, for a total of six times on each of the stations.

Thus, each of the nonendorsed candidates was offered a total of 120 seconds as against the total of 480 seconds the stations intended to devote to its editorial campaign in behalf of all five candidates whom it endorsed.

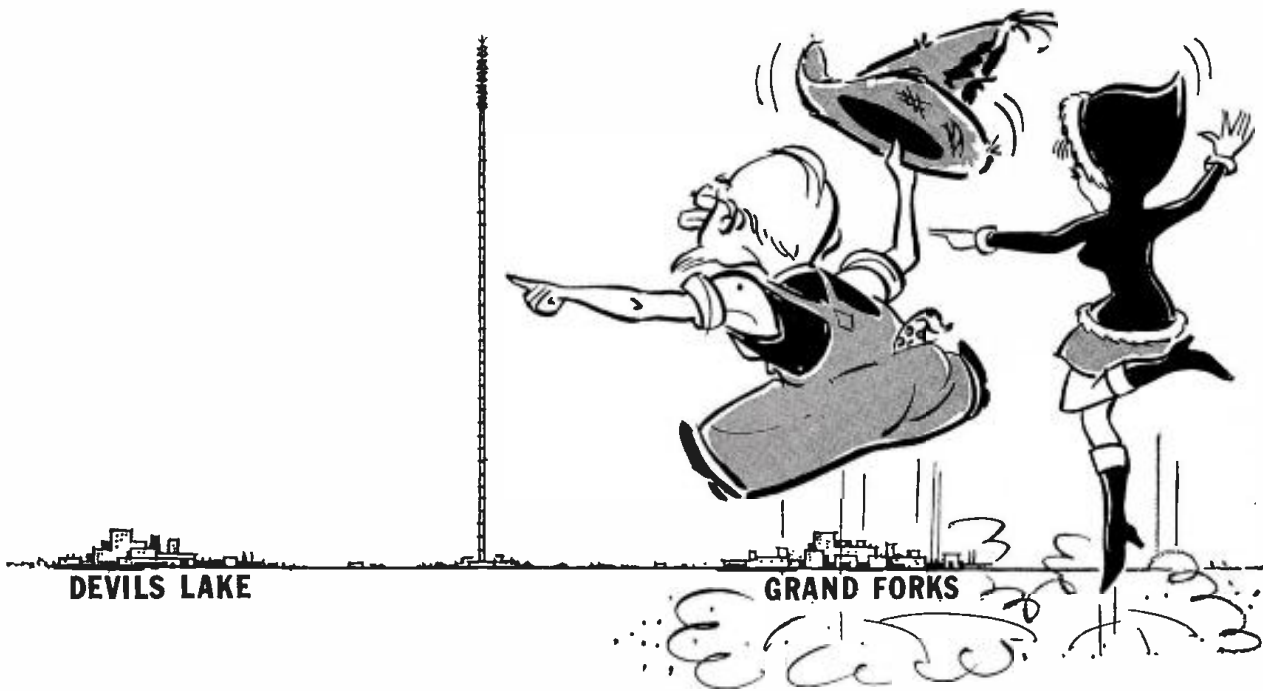
Candidate Upheld ■ However, the commission staff, which issued the initial ruling on Mr. Cooley's complaint, agreed with the candidate that the offer of six exposures to respond to 24 editorials did not constitute compliance with the fairness doctrine. The staff, in a wire to the stations on Oct. 27, noted that the stations apparently believe that broadcast time can most effectively be used by frequent repetition of a brief statement rather than by a lesser number of longer announcements, and said the "complainant seeks to avail himself of a comparable opportunity."

The staff requested the stations to "inform the commission immediately of the manner in which you intend to comply with [the fairness doctrine] and of such action as you may take." The stations were also told that the issue was "a matter for the immediate good-faith negotiation" between the stations and Mr. Cooley.

The stations, however, asked the commission to review the staff's order. They contended that it "represents a significant variance from basic commission policy, and a repudiation of the essential role assigned to broadcast licensees by the Congress. . . ." They also said they had followed the commission's directive in the primary campaign only because they felt "the public would suffer from a continued challenge to the order"—not because they believed that the commission was within its statutory or constitutional authority in issuing it.

In denying the petition for review, the commission said that licensees "may make a good-faith judgment as to what constitutes a 'reasonable opportunity to respond' in the particular circumstances of each case." And Mr. Cooley, it said, is concerned about "a disparity of four to one" in the number of King-stations endorsements as against the number of spots offered to him.

Why Not More Spots? ■ The commission added that "while Mr. Cooley has requested opportunity to make additional responses, you have denied this request without advancing any basis upon which the commission can make a judgment that this restriction is reasonable." It said that reason is given, for example, why a "10-second announcement, resulting in 12 opportuni-



Lookit the **EXTRYS** you get with this extry **TOWER!**

LISSEN, you wheels who have been buying WDAY-TV for all these years — just lissen to the *extrys* you now get because we now got a “twin” up there between Devils Lake and Grand Forks!

EXTRY! — you now get North Dakota’s *second* market as well as the *first* — 35,370 new, unduplicated TV homes.

EXTRY! — you now get the Grand Forks U.S. Air Base, with 17,000 sojers and their families.

EXTRY! — you now get the *two* major colleges in our state — U. of North Dakota in Grand Forks,

N.D. State College in Fargo, with their 12,000 students, teachers, etc.

EXTRY! — you now get the *entire* Red River Valley, including *all* Northeastern North Dakota, Northwestern Minnesota, plus a hunk of Southern Manitoba. This now gives you total coverage of 149,460 Grade B TV homes.

So now you get 31% *more* than you’ve ever gotten before from WDAY-TV. Which, all by itself, gives you actually the biggest, best, etc., etc. market between Minneapolis and Spokane, Washington!

Don’t jist SET there. Ask PGW!



THE “HEAVENLY TWINS”

Covering All of Eastern N. D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

ties" to reach audiences in different parts of the day "is not feasible. . ."

The King stations' suit, in which the National Association of Broadcasters is expected to become involved, adds to an already impressive list of challenges to various aspects of the fairness doctrine now pending in various courts. These include WGB Red Lion, Pa.'s suit to have the Supreme Court review a lower court ruling upholding the constitutionality of the doctrine; the separate appeals of the Radio Television News Directors Association, CBS and NBC of the commission order adopting the political editorializing and personal-attack aspects of the doctrine as commission rules; and the efforts of the NAB (backed by two stations filing their own suits and by a dozen intervenors including the three networks) to overturn the commission ruling applying the doctrine to cigarette advertising.

That last-cited commission action is being appealed also by John Banzhaf III, the New York attorney whose complaint against WCBS-TV New York led to the ruling—but on the ground it doesn't impose a sufficient obligation on stations to present the anticigarette messages.

Another suit that doesn't fit the mold has been filed by atheist Madeline Murray O'Haire. She has asked the U.S. District Court in Washington to enjoin the commission from enforcing the doctrine in a manner that, she says, permits licensees "under color of authority of the commission" to deny her and her co-believers use of the airwaves.

Free-time requests blasted by Campbell

One of the many broadcasters that were circularized by the Department of Health, Education and Welfare with a request for free commercial time in behalf of air-pollution abatement responded with a letter saying exactly what effect HEW's request had on him.

Eldon Campbell, vice president and general manager, WFBM-AM-FM-TV Indianapolis, noting that his stations had devoted "a great deal of time on news, local and national, editorials and special reporting activity" in the anti-air-pollution cause, told HEW that he could only assume a similar letter was mailed to newspapers and magazines, requesting free advertising space. ("I do not mean editorial content," he emphasized.)

He told the assistant surgeon general—to whom his letter was addressed, with copies to the surgeon general of the U. S. and the entire congressional delegation from Indiana—that the government was working at cross-purposes regarding cigarette advertising, with HEW and the FCC pushing for anti-

smoking spots while another branch of the government supports tobacco growing and marketing. He said there was a "growing concern that the government, which we support . . . is constantly finding a way to undermine our effectiveness.

"And if our effectiveness is undermined," he said, "it won't be long until you will not have to send your form letters seeking free time from us as we will be out of business."

By late Thursday (Nov. 2), Mr. Campbell's office noted, he had received no reply.

More feature films, TV series from ITC

Independent Television Corp. outlined last week broad expansion plans in the production of television series and feature films especially for TV.



Mr. Grade

ITC's expanded role was announced last week by Lew Grade, president of Associated Television (ATV) of London, parent company of ITC, upon his return to Britain following a business trip to New York where he conferred with top executives of the three networks, and with ITC President Abe Mandell.

In the TV-series area, ATV concluded a new long-term agreement with NBC-TV for production by ITC of new segments of the hour series, *The Saint*, with a limited number of episodes to be produced each year, presumably for use as a summer replacement. Mr. Grade also disclosed that ITC will begin production in March on two new series, *Department S* and *Acres High*.

ITC's feature-film activities will include the production of two "The Saint" motion pictures, starring Roger Moore, to be made especially for TV. Mr. Grade revealed that out of *The Prisoner* TV series, starring Patrick McGoohan, has come an agreement with CBS for three motion pictures. The films will be produced for ITC-ATV by Mr. McGoohan's independent production company and will include two primarily for television and a major feature, starring Mr. McGoohan, that will be released to theaters initially.

Mr. Grade noted that CBS-TV has bought *The Prisoner* but the network has not as yet scheduled it. In addition, he said, the series has been sold in Canada, all of Latin America, Germany and Australia and last week an agreement was signed for sale in Japan.

FCC rejects ACLU fairness complaint

The FCC has denied a request to order New York radio and television stations to provide free time for arguments by opponents to the proposed new state constitution. The constitution is up for voter consideration this Tuesday (Nov. 7).

The request was made by the New York Civil Liberties Union, which asked the commission to issue an immediate "broad ruling" under the fairness doctrine regarding programs broadcast by the New York stations about the pending election. The union stated that previous informal requests for time made to various stations "have been refused."

In a telegram sent to the union last Tuesday (Oct. 31), the commission termed the request inappropriate because the group had failed to submit any specific complaint, describing the complete factual situation with respect to any licensee. The commission said that although the fairness doctrine would apply to the controversial issue, the critical consideration of any ruling is whether a particular licensee has afforded reasonable opportunity for discussion of the issue, and "that, in turn, depends on the facts of each case, and could vary from licensee to licensee."

Procedures ■ The commission said that since equal time is not required under fairness rules, a station which has devoted large amounts of time to the issue "might well be able to sell" several additional spot messages "without creating an imbalance in its coverage of the issue." In any event the commission noted that since the ACLU failed to state the facts upon which a ruling could be made, "we do not reach other possible issues" unless the complaint procedure in the FCC's fairness primer has been "appropriately" followed.

However, the commission said that because of the imminence of the election, the service of any complaint on the stations involved will assist it in expediting the processing of such a complaint and in issuing a prompt ruling.

Stanley Newborn, ACLU attorney, said last Thursday (Nov. 2) he had prepared a reconstructed schedule of broadcasts and ads on WNBC-TV New York since Sept. 24, which demonstrates an "imbalance in advertising regarding the church-state issue of the proposed constitution." This schedule, he said, would be sent to the FCC.

However the attorney remarked that "frankly, I'm not too optimistic that we will be able to accomplish anything this way."

RADIO FOLK

Are you tired of being Vibrated, Swizzled and Loved with Power?
Are you sick of jingle series that are recorded for 'planned obsolescence'?
Well . . . read what other leaders in contemporary Radio are saying about our little company's new jingle series.

WQXI, Atlanta, Kent Burkhart, Vice Pres. & Gen. Mgr.

"The best idea since the logo."

WSAI, Cincinnati, Ted Hepburn, Vice Pres. & Gen. Mgr.

"It has to be just about the most sensational thing in the way of a jingle package I have ever heard. We at WSAI are proud to be a part of this innovation."

WKBW, Buffalo, Jefferson Kaye, Program Mgr.

"Jim Long and Tom Merriman have created the finest sounding jingles to come along in years."

WTRY, Albany, George Williams, Program Mgr.

"Finally, a package that adds something to your overall sound and serves a definite need."

WIFE, Indianapolis, **KISN,** Portland, **KOIL,** Omaha
Steve Brown, National Program Director Star Stations

"A logical extension of the process of keeping your call letters tied to the music that accounts for seventy five per cent of your sound. Tom Merriman and Jim Long have produced a calling card with class."

Also on the air at: **WIBG,** Philadelphia **WMEX,** Boston **WDRG,** Hartford
KIMN, Denver **WLEE,** Richmond **CKFH,** Toronto

If you're ready to forget all you ever knew about jingles, call or write:

TOM MERRIMAN, INC.

701 NOEL PAGE BUILDING
DALLAS, TEXAS 75206
A/C 214 368-1318

PS: For you television folk, we've got animated I.D. and title goodies in full color.

Movies hold lead as viewers' favorites

TVQ SCORES SHOW NO MAJOR CHANGES IN RESPONSE TO NEW SEASON

The average viewer likes this season's parcel of new evening network television programming about as much as he liked last fall's entries, but teen-agers particularly are not "moved" by the new crop of shows.

The number of evening network programs continues to decline, with the major casualty in this trend being the situation comedy, which is at its lowest point in five years.

These highlights emerge from a special study, one in an annual series conducted for BROADCASTING by the TVQ service of the Home Testing Institute, marketing research firm, of Manhasset, N. Y. The TVQ score is based on nationwide surveying and represents the proportion of respondents who, having

said they are familiar with a program, also call it "one of my favorites."

Down a Point ■ TVQ reported that interviewing during a 10-day period beginning on Oct. 7 resulted in an average score of 28 for all nighttime network programming—down one point from last year but equal to or exceeding the levels attained in three previous years, dating back to 1963 (see table below).

Network movies registered a TVQ score of 36, the highest for all program types, but declined from the 38 achieved in 1966. Last year movies ousted westerns as the leading program type (38 to 35) and this fall features widened the lead (36 to 30).

Categories that recorded gains in the October 1967 TVQ averages over 1966

were musical shows (up from 27 to 28); quiz and panel (from 22 to 28), and variety (from 23 to 24).

Three categories turned in TVQ averages topping the all-program average of 28: movies, with 36; news and documentary, with 30, and westerns, also with 30.

Among groupings that dropped in averages this fall as compared with last year were adventure (down to 24 from 28); drama (from 26 to 25); network movies (from 38 to 36); news and documentary (from 32 to 30); suspense and mystery (from 31 to 27), and westerns (from 35 to 30).

Fewer New Shows ■ The number of new programs on the networks this fall dropped drastically to 25 from 35 in 1966, reflecting, TVQ said, "the trend is to movies and more hour-and-a-half shows." The major casualty, it said, is the situation comedy group, which is now at its lowest number in five years (total of 20, as compared with 28 last year and 38 in the fall of 1964).

The average TVQ score for all new programs this fall was 27, the same as last year. Except for suspense-mystery, all categories in the new program study exceeded the 27 average. New comedy series recorded an average 28, up from 25 last year, and this category was the only one to show an increase over scores gained by new series in 1966.

TVQ noted that in new evening programs there was a considerable shift in audience appeal, with the most dramatic change represented by the loss of teen-age appeal. It stated that the TVQ score of the average new show is at its lowest since the 1950's among this

Average TVQ scores for new evening network programs by selected program types
Totals and by age groups 1963-1967

	Oct. 1967	Oct. 1966	Oct. 1965	Oct. 1964	Nov. 1963
Program type					
Total new programs					
No. of new programs	25*	35	35	37	35
Average TVQ	27	27	28	30	25
Age					
6-11	49	51	52	57	43
12-17	33	40	43	43	37
18-34	22	23	26	24	22
35-49	17	20	18	21	20
50+	20	17	17	17	20
Adventure					
No. of new programs	2	6	3	6	1
Average TVQ	29	33	30	31	25
Age					
6-11	49	56	59	64	46
12-17	37	48	48	42	35
18-34	27	27	29	23	17
35-49	23	23	17	22	19
50+	20	17	15	18	18
Comedy					
No. of new programs	6	14	16	21	9
Average TVQ	28	25	30	30	25
Age					
6-11	54	56	62	60	56
12-17	40	40	49	46	43
18-34	21	18	22	22	16
35-49	14	14	16	19	15
50+	15	13	13	17	14
Drama					
No. of new programs	3	—	4	4	8
Average TVQ	30	—	23	22	28
Age					
6-11	58	—	19	27	40
12-17	30	—	24	33	40
18-34	20	—	29	23	29
35-49	15	—	20	18	25
50+	24	—	18	17	21
Suspense & mystery					
No. of new programs	3	6	4	1	5
Average TVQ	26	29	27	29	30
Age					
6-11	31	48	42	54	38
12-17	24	41	40	59	42
18-34	29	27	28	32	30
35-49	20	21	19	18	27
50+	24	17	18	11	23
Westerns					
No. of new programs	6	4	5	—	2
Average TVQ	28	32	29	—	27
Age					
6-11	46	46	39	—	38
12-17	35	41	40	—	38
18-34	25	31	30	—	21
35-49	18	25	22	—	24
50+	23	29	21	—	22

* Excludes 'Good Company' on ABC, whose familiarity level is below minimum acceptable standards.

40 (PROGRAMING)

Top Five New Shows
from Oct. 1967 TVQ

Rank	Program	TVQ
1.	Flying Nun (ABC)	38
2.	Guns of Will Sonnett (ABC)	36
2.	2d 100 Years (ABC)	36
4.	Off to See the Wizard (ABC)	32
5.	Gentle Ben (CBS)	31
5.	High Chaparral (NBC)	31
5.	Hondo (CBS)	31
5.	Maya (NBC)	31

Bottom Five New Shows
from Oct. 1967 TVQ

Inverse Rank	Program	TVQ
1.	Dundee and The Culhane (CBS)	15
2.	He & She (CBS)	16
3.*	Danny Thomas Hour (NBC)	18
4.	Kraft Music Hall (NBC)	20
4.	N.Y.P.D. (ABC)	20

*'Good Company' (ABC) also received a score of 18 but was not considered in the analyses because its familiarity level was too low.

BROADCASTING, November 6, 1967

age group.

"The average new show's appeal is also down, but slightly, among 18-34 year olds," TVQ observed, "while it is at its lowest since the 1950's for the 35-49 year age group. The only age group that likes the new shows better this year than last is the 50-and-over age group."

Three network movie programs made the list of TVQ's "top-10" evening shows, in which 12 programs are represented because of ties. This compares with four network movie presentations that made a similar listing last year.

Network axes sharpened

NBC and CBS plan only one killing apiece; ABC schedules demise of three

Though this is a season noted for new-show failures in the ratings, the television networks were depicted last week as gingerly approaching decisions that could drastically change their nighttime schedules and drive up their financial risk in program production.

Spokesmen for CBS-TV, which continues to lead in the Nielsens, attested to but one change; officials at ABC-TV acknowledged several moves and the cancellation of three series, two new, one a carryover; while at NBC-TV, where only one program cancellation has been made public, there was a reluctance to speak of additional shuffles.

NBC's desire for a status quo in the schedule, despite persistent reports of several changes underway including a possible direct switch of the Monday and Tuesday 9-11 p.m. schedules (BROADCASTING, Oct. 30), was noted at advertising agency offices. Agency executives said reports from NBC indicated a hold-the-line attitude "if at all possible."

CBS-TV, a consistent winner in the ratings, was on top again in the fast weekly report out last Wednesday (Nov. 1). For the week ended Oct. 22, 7:30-11 p.m., CBS had 19.9, NBC 18.0 and ABC 16.5, figures that reflect the over-all relative performance in the Nielsens by the networks this season.

Movies Drop ■ In the new report, the movies didn't score as high as they had in most of the past reports, and the new shows continued the weak performance that's been evident all season. The top ranking went to old favorites.

Average TVQ scores, all evening network programs, by program type—1963-67

	Oct. 1967	Oct. 1966	Oct. 1965	Oct. 1964	Nov. 1963
Program type					
Total—all types (1)					
No. of programs	83*	91*	99*	97	91
Average TVQ	28	29	27	28	28
Adventure (2)					
No. of programs	12	14	7	7	3
Average TVQ	24	28	29	33	30
Comedy					
No. of programs	20	28	35	38	22
Average TVQ	28	28	28	29	30
Drama					
No. of programs	6	6	12	11	15
Average TVQ	25	26	24	28	28
Musical (3)					
No. of programs	4	5	9	5	6
Average TVQ	28	27	25	27	23
Network movies					
No. of programs	6	5	4	3	2
Average TVQ	36	38	32	35	43
News & documentary					
No. of programs	3	2	3	5	5
Average TVQ	30	32	25	22	25
Quiz & panel					
No. of programs	2	4	4	5	6
Average TVQ	28	22	21	23	25
Suspense & mystery					
No. of programs	9	9	6	6	9
Average TVQ	27	31	30	28	28
Variety (4)					
No. of programs	7	7	5	10	10
Average TVQ	24	23	25	24	23
Western					
No. of programs	11	9	10	5	8
Average TVQ	30	35	33	37	38

(1) Including miscellaneous programs.

(2) Including science-fiction.

* Multipisode programs counted once.

(3) Including musical variety.

(4) Including comedy variety.

Top 10 evening network programs from second October 1967 TVQ report by age

Rank	Program	Total Audience TVQ	6-11 TVQ	12-17 TVQ	18-34 TVQ	35-49 TVQ	50-plus TVQ
1.	Family Affair (CBS)	42	62	42	32	36	42
1.	Sat. Night Movies (NBC)	42	36	47	50	38	39
1.	Walt Disney (NBC)	42	59	41	30	38	44
4.	Flying Nun (ABC)	38	73	42	28	22	27
4.	Red Skelton Hour (CBS)	38	50	37	33	35	37
4.	Bonanza (NBC)	38	41	39	29	33	47
7.	Gomer Pyle (CBS)	37	59	32	25	30	42
8.	Fri. Night Movies (CBS)	36	27	39	46	31	35
8.	Guns of Will Sonnett (ABC)	36	62	47	35	27	24
8.	Mission: Impossible (CBS)	36	34	51	44	30	25
8.	Second 100 Years (ABC)	36	68	55	27	16	12
8.	Thurs. Night Movies (CBS)	36	26	41	45	32	33

Note: Data cover opinions held by respondents during 10-day period beginning Oct. 7. Copyright Home Testing Institute/TVQ Inc., 1967.

While ABC-TV plans to cancel three shows, it will replace them with but one new series, while inserting a former "second season" veteran series (*The Avengers*) and returning an additional half-hour to the stations.

The new series is *To Catch a Thief*, produced by Universal. *Thief* goes in on Tuesday, 8:30-9:30, replacing *The Invaders*, which moves to Tuesday, 10-11. *The Hollywood Palace*, now occupying 10-11 on Tuesday, goes back to its familiar Saturday period (9:30-10:30), bumping *Iron Horse*. Also being dropped are two shows that were new starters this season, *Custer* (replaced by the British-produced *Avengers* on Wednesday, 7:30-8:30) and

Good Company (Thursday, 10-10:30), a period that will be returned to the stations, giving them a full hour, through 11 p.m., for local programming).

Back To The Stations ■ ABC affiliates, as a result of the changes, will have a total of 90 minutes weekly in night hours turned back to them by the network. ABC at present does not program Thursday, 10:30-11, and Saturday period, 10:30-11, is currently open to stations to opt for the feed of *ABC Scope* or to program locally. ABC's changes will go into effect starting Jan. 9.

CBS and NBC last week said they have given cancellation notice to one program series each, CBS to *Dun-*

Antiprotest record by ex-radio men catches on

Two former radio station executives have collaborated to produce one of the year's most instant hit records. It's called "Open Letter to My Teen-Age Son," a patriotic declaration spoken in emotional style over the music-chorus background of "The Battle Hymn of the Republic."

The record was composed by Victore E. Lundberg (who says he's a conservative Republican) and Robert R. Thompson, partners in ADMAN Inc., a Grand Rapids, Mich., advertising agency. Earlier, Mr. Lundberg was general manager of WMAX Grand Rapids, with Mr. Thompson serving as his program director.

Inauspicious Start — The words to the record were written by Messrs. Lundberg and Thompson, both of whom have teen-age sons, last May. It was meant as a way to "give the American youth food for thought." The master record, with Mr. Lundberg performing (through his agency he performs in commercials, mostly for furniture store clients), was first played on several

stations in Grand Rapids. Based on success achieved there, the record was picked up for national distribution by Liberty Records. It was released about a month ago without creating much of a stir. Then WGN Chicago began playing it regularly about two weeks ago, generating the first sales impact. But Liberty still was having difficulty getting its non-music record sampled by radio stations.

Late last month the record was sent to Jack Thayer, vice president and general manager of KLAC Los Angeles, a nonmusic, all-talk station.

The record was introduced on the *Joe Pyne Show* Oct. 25. Soon it was being played on KLAC and such other Los Angeles stations as KMPC, KFI, KHJ and KNX at least once and sometimes as many as four times an hour. Between Oct. 25 and Oct. 27, the record sold 250,000 copies. As of late last week it had sold 500,000 copies.

The record addresses itself to the most controversial issues of the teen-age rebellion. It states the

Lundberg-Thompson reaction to long hair or beards on young people (if it's done for a principle it's OK), to judging young people merely as teen-agers ("if you will judge every human being on his own individual potential, I will do the same"), and to the question of whether God is dead ("remember that God is a guide and not a storm trooper").

The shocker is left for last. Discussing draft-card burners, Mr. Lundberg says: "And if you decide to burn your draft card, then burn your birth certificate at the same time. From that moment on—I have no son."

Already rebuttals to these opinions are being prepared. Reportedly at least one record company other than Liberty is preparing to release such an answer record. The Messrs. Lundberg and Thompson, meanwhile, are planning to record an album of philosophical statements that will involve opinions about such current, troubling and controversial subjects as sex and psychedelic drugs.

dee and the Culhane on Wednesday, 10-11 p.m., to be replaced by a new variety program starring Jonathan Winters, NBC to *Accidental Family*, Friday, 9:30-10 p.m. *Dundee and Accidental Family* were new this fall. Replacement for *Accidental Family* has not been set.

Old favorites—*Lucy* on CBS, *Bonanza* on NBC, *Gomer Pyle* and *Andy Griffith* on CBS, *Bewitched* on ABC, *Jackie Gleason* and *Gunsmoke* on CBS and *Dean Martin* on NBC—led the weekly Nielsen through the eighth ranking, followed by NBC's Saturday movie ("Mr. Moses") and NBC's Tuesday movie ("That Funny Feeling"). The Saturday and Tuesday movies were tied at ninth position with NBC's *Virginian*.

ABC's "Johnny Belinda" (taped show placed in the Sunday movie period) tied for 25th position with a 19.9 rating (other show was Carol Burnett's vehicle on CBS). *CBS Playhouse*, a dramatic special, "Do Not Go Gentle into that Good Night," received a 17.3 rating.

TV series sales . . .

Comedy Capers (Sandy Frank Program Sales): WBJA-TV Binghamton, N. Y., and WSBK-TV Boston.

High and Wild (Sandy Frank Program Sales): WGAL-TV Lancaster, Pa.

ABC-TV revamps its daytime schedule

ABC-TV last week announced a new daytime program schedule effective Jan. 1, including the daytime premiere of *Bewitched* (noon-12:30 p.m. EST) and a new audience participation show, *The Baby Game*, (2:30-2:55 p.m.).

Two other new shows, whose premieres have been delayed from Oct. 2 by the NABET strike against the network, *Temptation* and *How's Your Mother-in-Law*, will be seen at 11-11:25 a.m. and 11:30-noon, respectively, starting Monday, Dec. 4.

Treasure Isle, the fifth new program in the daytime lineup, will have its premiere Monday, Dec. 18 (12:30-1 p.m.), in the period currently held by *The Donna Reed Show*, which will move to 10:30-11 a.m.

Five programs remain unchanged in the rescheduling: *The Fugitive*, *The Newlywed Game*, *General Hospital*, *Dark Shadows* and *The Dating Game*.

ABC-TV said its daytime schedule as of Jan. 1 (with interim changes indicated) will be as follows:

10:30-11 a.m. *The Donna Reed Show* effective Dec. 18; (*Dateline: Hollywood*, last telecast Dec. 1; *The Family Game*,

telecast Dec. 4-15); 11-11:25 a.m. *Temptation*, effective Dec. 4 (*Honeymoon Race*, last telecast Dec. 1); 11:25-11:30 a.m. *The Children's Doctor* (moves from 10:55 a.m. on Dec. 4); 11:30-noon *How's Your Mother-in-Law?* effective Dec. 4 (*Family Game* moves to 10:30 a.m. Dec. 4-15).

Noon-12:30 p.m. *Bewitched*, effective Jan. 1 (*Everybody's Talking*, last telecast Dec. 29); 12:30-1 p.m. *Treasure Isle*, effective Dec. 18 (*Donna Reed Show* moves to 10:30 a.m.); 1-2 p.m. *The Fugitive* (unchanged); 2-2:30 p.m. *The Newlywed Game* (unchanged); 2:30-2:55 p.m. *The Baby Game*, effective Jan. 1 (*Dream Girl*, last telecast Dec. 29); 2:55-3 p.m. *News with Marlene Sanders* (unchanged); 3-3:30 p.m. *General Hospital* (unchanged); 3:30-4 p.m. *Dark Shadows* (unchanged); 4-4:30 p.m. *The Dating Game* (unchanged).

Radio series sales . . .

All Time Heavyweight Championship Tournament (Woroner Productions Inc.): WJPD Ishpeming, WCSR Hillsdale and WGN Munising, all Michigan; KXAR Hope, KTLO Mountain Home and KMAG-FM Ft. Smith, all Arkansas; CFCC Chatham and CKOY Ottawa, both Ontario; WSAL Logansport, Ind.; KGNC Amarillo, Tex.; KGGF Coffeyville and

Yes, Station WFLD-TV in Chicago is for sale- 20 seconds at a time.



A statement by Bailey K. Howard
President, Field Enterprises, Inc.

Someone started the silly rumor that Station WFLD-TV is for sale:
Here's our answer:

We have signed the Chicago White Sox for the next 5 years, with an additional five year option, and will broadcast their home and away games.

We've just opened our new studios in famed Marina City—\$1,800,000 investment right there.

We have the best news facilities in Chicago because we also publish the Chicago Daily News and the Chicago Sun-Times.

We didn't just buy an existing TV station. We *built* one to our own specifications. This was the intent of the late Marshall Field, who wanted to create something important in broadcasting.

And it is the intention of those of us who succeed him.

We have all the financial resources of Field Enterprises behind WFLD.

We recently appointed a new General Manager for Station WFLD-TV. E. H. (Ernie) Shomo, after 31 years with CBS, brings a world of know-how to us.



E. H. (Ernie)
Shomo

If this statement makes you and your media people take another look at Station WFLD-TV, we both will have gained. Chicago is a great market. It deserves our great new station. Take a good look at Station WFLD-TV, Chicago.



Marina City,
Home of our new studios

STATION WFLD-TV CHICAGO

KLEO Wichita, both Kansas; WJMI Jackson, Miss.; WISN Milwaukee; KICK Springfield, Mo.; WUNI Mobile, Ala., and Radio Redifusion Barbados, West Indies.

The First Christmas (Woroner Productions Inc.): KRNK Kearney, Neb., and KMAN Manhattan, Kan.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WSRF Fort Lauderdale, Fla.; WSTR Sturgis,

Mich., and WGHM Skowhegan, Me.

90 Minutes With . . . (Triangle Publications Inc.): WBAX Wilkes-Barre, Pa., and WSMW(FM) East Lansing, Mich.

Superfun (Mel Blanc Associates): WHOO Orlando, Fla.; WPAY Portsmouth, Ohio; KTTS Springfield, Mo.; WGFA Wateka, Ill.; KFH Wichita, Kan.; KBMN Bozeman, Mont., and KFNV Ferriday, La.



WOR-TV puts over \$2 million in renovations

WOR-TV New York has made a multimillion-dollar investment in refurbishing and equipping its new Television Broadcast Center on Times Square as part of the station's stronger accent on live and taped programming in 1967-68.

Jerome Bess, vice president and general manager of WOR-TV, reported last week that about 90% of the station's operations are now conducted from the center, with only the origination of on-the-air video tape coming from WOR-TV's headquarters a few blocks away. He indicated the tape origination will begin in less than a month and added that its remote mobile unit for sports coverage will become operational in January 1968.

Though Mr. Bess would not discuss the station's investment, it is estimated that more than \$2 million was spent in overhauling the building and equipping the center with the latest in broadcast devices, including film projectors, switching units, color cameras and transmit-

ters.

"We're looking for a balance in programing," Mr. Bess remarked. "Our backbone in the past has been feature films, and though we are still a strong feature-film station, we hope to present an 'adult posture' through a blending of live and taped local programs and a heavy dose of professional sports, including the New York Mets, Rangers and Knickerbocker games and the New York Jets preseason contests."

From its new studios, WOR-TV originates live *Romper Room*, *The Joe Franklin Show* and a noon-time half-hour news segment each weekday. Among the new programs that are taped there are *The Scene*, *Outrageous Opinions* with Helen Gurley Brown, *From The Bitter End* and *Firing Line* with William Buckley Jr.

WOR-TV New York is now operating from its new Broadcast Center off Times Square as part of its emphasis on live and taped programing.

WXUR official tells of boycott

The top official of WXUR-AM-FM Media, Pa., told last week how an economic boycott of the station's advertisers has slashed WXUR's monthly commercial income from \$7,000 to \$500.

"This boycott thing has really demolished us," John H. Norris, president of Brandywine-Mainline Radio Inc. and general manager of WXUR, testified during the fourth week of an FCC hearing on WXUR's license renewal.

Brandywine Mainline, which operates the station, is owned by Faith Theological Seminary of Elkins Park, Pa. Dr. Carl McIntire heads the seminary.

Nearly 20 religious and civic organizations have asked the commission to deny renewal of the WXUR license for alleged fairness doctrine violations.

Mr. Norris spoke of the boycott while undergoing questioning about the station's effort to service its listening public.

He said the boycott began shortly after Faith Theological Seminary purchased the station in April 1965, and is still continuing.

Mr. Norris said he believes the boycott is the work of people who feel they can change WXUR's programing, criticized by many as being slanted to the extreme right wing, by forcing advertisers to stop sponsoring WXUR programs. He charged that the National Association for the Advancement of Colored People and B'nai B'rith were among the groups pressing the boycott.

Mr. Norris testified that the station's advertisers were "harrassed" by telephone calls and pressured into cancelling advertising through additional means. He testified that the station had increased its religious programing, for which it had ready sponsors, to help make up for lost revenue.

Philadelphia Voice - One of the reasons the seminary wanted to buy the radio station, he testified, was so Dr. McIntire's *20th Century Reformation Hour* would have an outlet in the Philadelphia area.

Mr. Norris said the program was one of several described by a magazine writer in 1964 as the "nine hate clubs of the air."

The reference was to an article in *The Nation* by writer Fred J. Cook. It dealt with radio programs the author believed were right wing and peddled hate.

The other eight were *Christian Crusade*, *Life Line*, *Manion Forum*, *Church League of America*, *Dan Smoot Report*, *America's Future*, *Christian Economics*,

and *Independent American*.

Mr. Norris said all nine of the programs have appeared at one time or another over *WXUR*. He said he disagreed with the "hate club" label, however. All parties in the hearing then took to referring to the programs as "love clubs."

Mr. Norris underwent extensive questioning by Washington attorney Thomas Schattenfield, who represents the Greater Philadelphia Council of Churches, one of 19 groups opposing *WXUR*'s license renewal.

Through it all, Mr. Norris contended that *WXUR* "is freer in putting on various points of view on controversial issues than any other radio station in the Philadelphia area." He testified the station doesn't "discriminate" against any type of program and opens its airwaves to all points of view. "The only restriction is subversive organizations," Mr. Norris, who spent nearly all week on the stand, said. "The air is open to everyone except those advocating the overthrow of the government by violence."

WXUR's licenses have been up for renewal since Aug. 1, 1966, but FCC action has been withheld pending results of the hearing.

Three stations grab for commutation

Three Puerto Rican radio stations, which twice had received death sentences in initial decisions of an FCC hearing examiner, have offered to take without further argument the reduced sanction of a \$10,000 fine the examiner has proposed in a third initial decision in the case.

The stations are *WKYN* and *WFQM* (FM), both San Juan, and *WORA-FM* Mayaguez, all under the common ownership of Radio Americas Corp. The principal charge against them was that they had violated commission rules by rebroadcasting Armed Forces Radio Service news programs in 1962 without permission.

Examiner Forest L. McClenning has held that the president and principal stockholder of Radio Americas, Alfred R. de Arellano Jr., was personally innocent of wrong doing. The licensee corporations, the examiner said, however, must shoulder ultimate responsibility for the material the stations broadcast (*BROADCASTING*, Oct. 2).

The two licensees involved—Quality Broadcasting Corp. (*WKYN* and *WFQM*) and Radio Americas—notified the commission last week that they were prepared to waive their right to file exceptions to the examiner's cumulative initial decision issued last month,

provided only that the commission make the decision final with respect to them. They enclosed a check for \$10,000 to cover the forfeiture.

Commission acceptance of the decision would not end the case. Still to be determined would be the existence or extent of responsibility of George Mayoral for the violations the examiner said were committed. The examiner in all three of his initial decisions pinned principal responsibility on Mr. Mayoral, a former official of and stockholder in *WKYN*.

McClellan to probe media's role in riots

The Senate opened its full-scale study of riots and civil disorders last week with an affirmation by Investigations Subcommittee Chairman John L. McClellan (D-Ark.) that charges of radio's and television's possible "inflammatory impact" would be among those causes and contributing factors to urban unrest that his panel would investigate.

But the first witness, from a city that has so far escaped community-wide disorders—Houston—praised his community's commercial radio stations for

cooperation in quickly disseminating the facts when exaggerated rumors of incidents threatened the spread of violence.

Houston's mayor, Louis Welch, said that his city's experience in avoiding widespread disturbances led to two general guides: keeping lines of communication open with all segments of the population and dispelling all rumors, using local radio or even "door-to-door fact sheets" if necessary. (Houston's disturbance last May, he noted, was campus oriented and did not involve other major segments of the community.)

Senator McClellan, in his introductory statement, said that the panel would focus on a group of cities that would "give a fair cross-section of riot activity." Future witnesses were not announced but Houston was picked as the first city to be scrutinized. Indications were that the hearing would be lengthy and exhaustive.

Complaints — Senator McClellan said his committee has "received complaints that television camera crews . . . frequently gave intensive coverage to incidents of violence and scenes of arson and shooting. . . ." Thus it is argued, he noted, that as a result of the excitement engendered, "other riots were sparked and ignited in cities within tele-

**KFAC-Radio
Los Angeles,
the station other
broadcasters
listen to when
they want to hear
good music, is
now represented by
Edward Petry & Co.**

vision range of the large city where the pictures originated.

"This was certainly a phenomenon observed in connection with the riot in Detroit, which was quickly followed by riots in Flint, Pontiac, Saginaw, Grand Rapids, and other cities in Michigan and Ohio," he added. He also cited the spread on rioting in Newark, N. J., to nearby cities.

Senator McClellan noted other complaints that television cameras "seldom film and the stations rarely show attacks upon policemen, firemen and other officials on the scene, but that the cameras become more active when the police move to subdue their attackers. . . ."

Departing from his prepared text, however, the senator said that it was "not the purpose or intent of the committee

to seek to curb the right of free speech or dissemination of the news" by investigating the role of the news media in civil disturbances. Rather, he said, the committee would seek all pertinent facts to ascertain the causes that might spark another riot in a city in proximity to a disturbance.

Other committees in Congress have been investigating aspects of urban rioting that are germane to specific bills under consideration by the McClellan subcommittee, which has been charged by the Senate with conducting an overall probe of domestic disorders. None of the other hearings have touched directly on the part played by radio and television, although criticism in Congress was widespread during the height of the disturbances that took place last summer.

Cox wants restraint on sensationalism

IBA ALSO HEARS REPORT ON ABC RADIO SERVICES

Public complaints about open-mike talk programs on radio are rising at the FCC and there should be some measures taken to curb excessive sensationalism, Commissioner Kenneth A. Cox told the fall convention of the Illinois Broadcasters Association last week in Chicago.

The IBA also heard a progress report on plans for the four new ABC Radio Network program services, a major agency executive's warning that some TV stations are too careless in scheduling commercials and a report on the FM medium's growing acceptance on Madison Avenue.

Commissioner Cox restated his concern that some open-mike shows tend to be programmed for their shock value rather than their information value to the audience, a view he expressed earlier

this year before other broadcaster groups (BROADCASTING, May 1).

He also urged stricter management control over talk programs and more careful selection of talk show hosts. He admitted "my ideas will make such programming more costly and less sensational" but felt that without such controls the consequences could be serious.

Talk programs have great potential for the discussion and airing of all points of view on controversial issues, he said, but this comes about only when the station really tries to inform the audience and "not shock or titillate it or inflame the prejudices."

No ID Needed — Those attacked on the air during a talk program should be given opportunity to reply under the commission's fairness doctrine, he indicated. Telephone callers need not be

identified on the air, he thought, but the station should require identification and should keep the names on file to supply later if asked for them. Talk shows should employ tape delay, he said, and they also should be taped for the record.

Ralph W. Beaudin, group vice president for radio of ABC Inc., reported favorable agency reaction to the company's plan for inauguration of four network program services on Jan. 1. But he admitted that the strike by the National Association of Broadcast Employees and Technicians had slowed the executive echelon down a little in affiliate negotiations this fall. The four new network services, however, will kick off on schedule, he said.

The four services are: American Information Network, American Entertainment Network, American Contemporary Network and American FM Network (BROADCASTING, Aug. 28, et seq.).

"To date we have made 18 major agency presentations, many of them at the request of the agencies themselves," Mr. Beaudin said, "and some of which are essentially television-buying shops. When we get to the agency we find in many cases that the president of the agency himself is at the head of the table. When was the last time we had a crack at him?"

Mr. Beaudin said that for a long time "we in radio have been approaching the national multibrand advertiser from the wrong angle. They don't think local, they think national first and local second, if they think of stations at all."

The ABC official said that when the four new program services begin the national multibrand advertiser "for the first time will be able to buy a national medium to a target audience. In other words we are in the marketing business today instead of the rating business."

ABC is not after spot radio advertising dollars, Mr. Beaudin said, "because there just are not enough of them. But our new concept of a target audience has to bring new dollars into radio."

He said 30 people are being added to radio news so that each of the four networks will have its own distinct news organization, each competitive with the other. Another innovation, he said, will be an \$80 gadget to attach to the local station's tape system so that ABC headquarters in New York can trigger the station machine and enable it to function unattended during the night hours for recording of program material.

A new station compensation policy is to be initiated for the ABC Entertainment Network, Mr. Beaudin explained. In the five-minute network segments, he said, the network will pay the stations for these periods regardless of



FCC Commissioner Kenneth A. Cox (second from l) is welcomed to the Illinois Broadcasters Association meeting by (l to r): Guy F. Main, IBA president from WCIA-TV Champaign, Ill.;

Ed Stern, media director, Foote, Cone & Belding, and James G. Hanlon, manager of public relations and advertising for WGN Continental Broadcasting.

whether the network is able to sell them or not.

Loose TV Scheduling ■ Edward M. Stern, vice president and director of media, Foote, Cone & Belding, Chicago, warned that too many television stations today are indulging "extremely loose scheduling practices" for spot commercials.

Mr. Stern cited one major station on which commercials that were supposed to be rotated during the two-hour *Today* program were all run in a single early time thereby losing considerable total circulation. He said another big station ran late movie spots at 2:30 a.m. in an undisclosed second feature instead of the first.

Lynn Christian, president of the newly formed Dawson Communications Inc. (see below) reported to IBA on the sales success of FM today in many parts of the country and especially its acceptance by top New York agencies. He cited the July report of the Marschalk Co. division of Interpublic, which concluded that FM ultimately will supplant AM and found that even today FM has developed sufficiently "so that there is no longer any need to distinguish between AM and FM stations in terms of either media planning or buying."

Mr. Christian also noted the April study of FM by Ogilvy & Mather, which found that "for media selection purposes, FM has reached that point where no distinction should be made between it and AM radio."

Ed Wallis, WIND Chicago, was elected IBA president succeeding Guy F. Main, WCIA-TV Champaign, Ill. Mike Douglas, Westinghouse Broadcasting Co. TV program personality, was honored as the IBA man of the year.

CBS/FM gets Midwest rep

CBS/FM and a newly formed company, Dawson Communications Inc., Dallas, have effected an agreement in which Dawson will represent CBS/FM program service in the syndication of its "The Young Sound" music in the Southwest. The new company will own KLXS-FM Oklahoma City, and has entered into a conditional contract for purchase of KOCW(FM) Tulsa, Okla., and is negotiating for an FM station in the Dallas-Fort Worth area.

At a news conference held Thursday (Nov. 2) at CBS in New York, plans for the new broadcast company were announced by L. Raymond Dawson, president of KLXS-FM. Mr. Dawson is chairman of Dawson Communications, and Lynn Christian, who has resigned as general manager of WPIX-FM New

Pigskin draws at night

CBS-TV managed to garner a formidable share during its presentation of a National Football League game between the Chicago Cardinals and the Green Bay Packers during a weekday evening (Monday, Oct. 30). According to the national Arbitrons, the telecast of the game garnered a 44 share, higher than regularly scheduled shows, which have been averaging a 39 in dominating the 9:30-11 p.m. period.

York, is president and chief executive officer. William D. Greene, CBS/FM director, noted that the music concept developed by the CBS operation is now broadcast by 21 stations, including the seven CBS-owned FM outlets.

Bigger Association ■ Mr. Dawson said it was his station's "successful operation" with the CBS FM service that encouraged him to look further into the possibility of expanding the association. After some study, he said, it was decided "first, to acquire additional broadcast properties of our own with the intention of programing and selling

them with 'The Young Sound' on a regional and national basis, and second, to undertake to become the exclusive representative of 'The Young Sound' in the Southwest.

"In the long term," he said, "I can see us having a loose amalgam of stations in the area, all carrying 'The Young Sound' and represented for advertiser sales by a single sales organization. That organization will be formed by Dawson Communications."

According to Mr. Christian, Dawson Communications, in addition to its plan to purchase KOCW, will apply to transfer the license for KLXS-FM to the new corporation and is in final negotiation for an FM serving the Dallas-Fort Worth area. He said the company, which Mr. Dawson said had financial backing of some \$1 million, would some day have a group of seven FM's.

In representing CBS/FM in "The Young Sound", Dawson Communications will confine its selling to markets where FM is being developed and would not take over major FM markets where "The Young Sound" is already in operation. Mr. Christian said Dawson has an agreement with WWMT(FM) New Orleans to begin broadcasting the CBS FM service on Dec. 1. Stralem & Co., a Wall Street company, managed the financial aspect of the company's formation.

**KIST-Radio,
the station that's
first in almost
everything in
Santa Barbara,
is now represented
by Edward
Petry & Co.**

Copyright extension moves fast in Congress

A routine bill that at one point might have figured importantly in the CATV copyright dispute appeared headed for swift passage by Congress last week—but without the CATV complication. The bill extends copyrights on works that would normally enter the public domain but that would remain under protection under the longer terms envisioned in major copyright legislation pending before the Senate Judiciary Committee.

The extension bill was seen as a vehicle by CATV forces for an amendment that would have frozen any CATV copyright lawsuits until a compromise on cable liability can be worked out in the major revision. Unofficial agreements were reached, however, between copyright proprietors and cable interests that new suits would be held in abeyance until court appeals on a test case were exhausted.

The extension bill, therefore, was submitted in the same form as previous bills, promptly passed the Senate, and last week gained House Judiciary Committee approval.

Ex-mayor to serve on public-service series

Robert F. Wagner, former New York City mayor, has turned radio broadcaster, serving as host to a weekly series of half-hour *Family Living '67* public-affairs programs. The series is being put into syndication this month as a public service to over 35 U. S. radio stations by the Home Life Insurance Company of N. Y. Family Life Institute, a non-



Mr. Wagner

profit foundation.

Mr. Wagner began the series with a panel discussion of the disappearing middle class, featuring New York State Senator Seymour Thayer, Roger Starr, chairman, Citizens Housing and Planning Council, and Edwin Lee, executive director of Family Life. Mr. Wagner plans to appear on 24 shows, and relinquish his host duties to comedian Alan King, who is scheduled for the remaining 27 programs in the year-long series. Home Life, of which Mr. Wagner is a board member, is producing the programs in conjunction with Fordham University in New York. Tape distribution is being handled by J & E Productions, New York.

The residual checks are bigger than ever

With two months still to go in the year, Hollywood writers already have collected some \$510,000 more in re-

siduals than they did during all of 1964, their best previous year. As of Oct. 27 of this year, a grand total of \$3,852,478.29 had been received by members of Writers Guild of America West for domestic residuals, foreign residuals, royalty percentage compensation and films-to-TV residuals. In all of calendar 1964, the grand total came to \$3,342,696.94.

The breakdown on the residual figures so far this year shows \$3,371,279.29 for TV writers from foreign and domestic residuals and royalty percentage compensation. Another \$481,199 was paid to screen writers whose feature films are now playing on television.

WGAW estimates that residual income this year averages out to \$90,455.74 per week. The guild projects additional residuals of some \$1.1 million for the year. It believes that final figures may show a grand total of almost \$5 million in residuals for the year.

You don't have to feel the
Negro pulse in New Orleans . . .

WBOK will show it to you!

Pulse Proves It . . . all day in every time period from 6 A.M. until 6 P.M. WBOK IS THE LEADER . . . more Negro men . . . more Negro women listen to WBOK than any other station in the Metro New Orleans Negro market. Over 37% of the New Orleans city area is Negro. 295,000 Negro population — the second largest city in the State... Purchasing power \$450 Million.

WBOK IS THE LEADER Pulse Special Negro Audience

*Pulse Mon-Fri. Jan-June, 67	WBOK	Station A
6 A.M. to 12M	44	31
12 to 6 P.M.	39	35
6 P.M. to 12 Mid.	29	34

*Data quoted or derived from audience surveys are estimates subject to sampling and other errors.



Member OK Group/Call Dore & Allen

Trans-Lux plans TV acceleration


A substantial expansion in the TV program and CATV activities of the Trans-Lux Corp. was announced at a news conference last week by Eugene Picker, president of Trans-Lux's entertainment division.

In the TV area, according to Mr. Picker, Trans-Lux Television Corp. soon will begin distribution of *Wide, Wide World*, 39 color half hours on various places throughout the globe; *Break Out*, a series of 26 half-hours keyed to the top-50 rock-pop tunes, which is being produced on color tape by Pathe Pictures Inc., and "A Stranger

46 out of 82



Most original music created for television is licensed through BMI.

Over half of the 82 prime-time network TV programs of the current season include themes or original music written by BMI affiliated composers. Some of them have both. Further proof of the importance of the BMI repertoire is its increasing use on the 17 additional prime-time variety and feature film programs.  The art of matching music to a

storyline takes highly creative and original talent. BMI is proud that the composers affiliated with it create music that reaches millions of television viewers daily.

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category, WSYR has Central New York's
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Ed Murphy
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The 'now generation's' favorites

What television and movie personalities does the so-called "now generation" dig the most? What is its favorite television show? Which segment of this audience remembers TV commercials best?

The clues to the thinking and action patterns of 12-25-year-olds throughout the country are to be found in an in-depth study of this market prepared for ABC by Media Research Associates, Los Angeles. The study, released last week, is concerned with areas closely related to marketing—radio; television; newspapers and magazines; brand identification and preferences; use of time and activities; income and outgo; motion picture and star preferences; records; travel; automotive, and outside influences that directly affect action. National sample return for the study was 1,248. Methodology used was oral interview-discussion groups, written questionnaires and personal interviews.

Among the findings of the study:

▪ David Janssen, David McCallum, Bill Cosby, Marlo Thomas, Don Adams, the Smothers Brothers

and The Monkees were among the most favored television personalities.

▪ Most of the "preferred movies to see" had received heavy TV promotion, and favorite male stars, such as John Wayne and Robert Mitchum, had a strong, "cool" image. Theater attendance was highest among 19-25-year-old males.

▪ Females 12 to 15 and 16 to 18 lead in their ability to remember TV commercials, 84% and 82%, respectively. Benson & Hedges stood out in all age breakouts as having the most appealing commercial.

▪ *The Monkees* is the favorite TV show of both males and females, 12-15; *The Smothers Brothers* the favorite for both males and females, 16-18; *I Spy* the favorite for males, 19-25; *Dean Martin Show* the favorite for females, 19-25.

Media Research Associates pretests records for contemporary music stations around the country. It also pretests motion pictures, TV pilots, scripts and story concepts. The company is headed by Rex Sparger, one-time investigator for a House Commerce Committee subcommittee.

Knocks," a controversial feature film. In addition, Trans-Lux is in the final stages of negotiations for the TV syndication rights to the American Hockey League games, which will be aired either late this year or in 1968.

In CATV, Trans-Lux has established a film-buying service to serve more than 1,806 systems now operating in the U.S. Trans-Lux will act as a "one-stop" source of feature-film and syndicated programing material to CATV operators, according to Mr. Picker. One of the areas of concentration will be in children's programing with Trans-Lux providing CATV systems with 16 half hours or more of programs for use during the daytime schedule.

National TV poll catching on fast

That national instant TV poll in October (BROADCASTING, Oct. 16) has generated interest among other stations coast-to-coast that would like to participate in the next test of public opinion. Scheduled for Nov. 8, the instant poll will ask viewers to register a "yes" or "no" opinion on the question: "Do you think that federal, state or local government agencies should distribute birth-

control information and materials?"

WFIL-TV Philadelphia, which had created the nightly TV poll and coordinated the first national effort, expects the November project to involve 20 more stations than the original 13 outlets. Nov. 8, following an election day, was selected as an "ideal" night because people "will be keyed up to the whole notion of voting."

Program notes . . .

No duffer ▪ Golf immortal Bobby Jones will be the subject of a one-hour color TV special to be produced by Walter Schwimmer Inc., Chicago. Special entitled *Golf's Emperor Jones* is scheduled for release in 1968 and will feature Bing Crosby as host-narrator. Charles Price, author of several golf books, will write the script.

Big Top ▪ KTSM-TV El Paso, Tex., recently played host to the Shrine Cir-

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cus in its studios. The station broadcast a live, color 30-minute circus show not only to promote the Shrine event but also to test out KFSM-TV's new 3,000-square foot studio facilities.

All-around production ■ Ken Berger, an independent Hollywood commercial producer, and Barry Weinstein, a West Coast commercial producer and director, have joined forces to form B & B Productions. Based at 1313 North Vine Street, Hollywood, the new company is currently producing both TV and radio commercials and has just completed preproductions on 18 three-minute industrial films. B & B also is producing a radio talk show, tentatively entitled, *Hollywood Talk-in*. It's being produced as a joint venture with Jonothan Productions for national syndication. A five-minute daily interview show, the program stars Jon Provost. A TV pilot, along the same line as the radio series also is being planned.

International location ■ Universal Television's *World Premiere* project of two-hour movies for NBC-TV is going on location in Europe for the first time. The latest movie in the project, "The Big Train," starts filming this month in Paris, Istanbul, Belgrade, Venice, Switzerland, and in Svetengrad on the Turkish border. Gene Barry and John Saxon will star in the feature film for television, which also will be used as a pilot for a projected new series for NBC-TV.

The tax bite

Viewers of Taft Broadcasting Co.'s new series *Cross Section* are finding out that they're being pretty good to both Uncle Sam and to the state and local tax collectors.

One of the shows, "Your Taxes and How They Stack Up" analyzes the assessments on the average tax payer in the Taft station markets and comes up with these state-city tax bills: Buffalo, N. Y. — \$825; Scranton, Pa. — \$799; Cincinnati—\$600; Birmingham, Ala.—\$598; Kansas City, Mo.—\$593; Columbus, Ohio—\$531.

The survey also showed that the average taxpayer in these cities pays \$600 annually in federal income taxes.

The Cincinnati-based group's stations are: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa.

In Jacksonville's

3

station market, WJXT held a

54%

metro share of viewing homes,
9 a.m. to midnight, Monday thru Friday.

IT ALL ADDS UP

to more people watch

WJXT

Jacksonville, Florida

Represented by TvAR CBS-TV 4

A POST-NEWSWEEK STATION

Source: ARB, Feb.-March 1967. Data derived from audience surveys are estimates subject to sampling and other errors. Refer to complete survey reports for details.

Contract amortization argued

Tax court hears Corinthian and IRS testimony on legality of depreciating network affiliation contracts

A second round in Corinthian Broadcasting Corp.'s battle to convince the Internal Revenue Service that it's legitimate to amortize network affiliation contracts took place last week when the group broadcaster challenged IRS in a three-day hearing in the U. S. Tax Court in Washington.

This time Corinthian is seeking to overthrow an IRS ruling that disallowed amortization for the CBS affiliation contract when Corinthian bought KHOU(TV) Houston in 1956 from Paul Taft and associates for \$4.8 million. Corinthian allocated \$2.7 million of the purchase price to the CBS affiliation, and has been amortizing this sum over a 14-year period. IRS challenged this deduction from income for the three years, 1957-59. The disputed sum amounts to almost \$250,000 for the three years.

Corinthian's first case involved the amortization of network affiliation contracts when it bought WISH-AM-TV Indianapolis and WANE-TV Fort Wayne, Ind., in 1956 from C. Bruce McConnell and associates for \$11 million. It placed a \$4,625,000 valuation on the CBS affiliation contract with both station properties, and began amortizing them. IRS denied this claim. Corinthian won a favorable ruling from U.S. Tax Court Judge Howard A. Dawson Jr., who specified that the contracts could be amortized on a straightline basis over a 20-year period. A U. S. Court of Appeals reversed this ruling, and early in 1966 the U. S. Supreme

Court denied Corinthian's petition to review (BROADCASTING, Feb. 7, 1966).

Group's View ■ Corinthian claimed that a 14-year amortization period is logical, because industry history shows that it's "reasonably certain" that a network affiliation will run for the initial period of two years plus six renewals. FCC regulations forbid a station from signing an affiliation contract for more than two years at a time.

IRS contended that affiliation contracts have no useful, determinable life, and amortization should not be permitted.

Testifying in behalf of the Corinthian viewpoint were C. Wrede Petersmyer, president, and Charles H. Tower, executive vice president of Corinthian; Thomas S. Murphy, chairman and president of Capital Cities Broadcasting Corp.; Lawrence H. Rogers II, president of Taft Broadcasting Co., and Howard Stark, New York station broker.

Testifying for IRS were Dr. H. H. Goldin, Boston University, former chief economist of the FCC's Broadcast Bureau, and Robert J. Rawson, chief of the FCC's renewal and transfer division, Broadcast Bureau.

The hearing last week was before U. S. Tax Court Judge John W. Kern. The parties have 90 days from Nov. 1 to file briefs.

Actually, this is the third network-affiliation amortization tax case to be heard by the federal tax court. In 1962

Westinghouse lost a decision on the same issue and the U. S. Supreme Court declined to review. There are understood to be at least half a dozen similar cases involving broadcasters at issue with IRS on the affiliation question. Among them: Time-Life Broadcast Inc., King Broadcasting Co., Hubbard Broadcasting Co., Capital Cities and Taft Broadcasting.

ABC Inc. earnings drop 60% in quarter

ABC Inc.'s net earnings from operations during the third quarter were down more than 60% from the same period of 1966, from \$3.88 million or 83 cents a share to \$1.51 million or 32 cents a share for third-quarter 1967.

For the first nine months of the year, net earnings from operations were 20% lower, \$9,515,000 or \$2.03 a share in comparison to \$12,391,000 or \$2.65 a share in 1966.

Leonard Goldenson, ABC president, in a report last week said he anticipates fourth-quarter earnings to rise from their third-quarter level, although not to equal those of the fourth-quarter 1966.

For the third quarter ended Sept. 30:

	1967	1966
Earnings per share	\$0.32	\$0.84†
Earnings before taxes	2,985,000	7,480,000
Net earnings	1,510,000	3,940,000†
† includes net capital and nonrecurring gains of \$80,000 or 1 cent a share.)		

For nine months ended Sept. 30:

	1967	1966
Earnings per share	\$1.98*	\$2.73**
Earnings before taxes	18,040,000	23,391,000
Net earnings	9,290,000*	12,793,000**
(* includes \$225,000 or 5 cents a share net capital and nonrecurring loss; ** includes \$402,000 or 8 cents a share net capital and nonrecurring gain.)		

Compensation can make a big difference

A little bit of history on network affiliation compensation came to light last week. Lawrence H. Rogers II, president of Taft Broadcasting Co., testifying in the Corinthian tax case (see above), was asked to describe the reasons why the Taft-owned WBRC-TV Birmingham, Ala., changed its affiliation from CBS to ABC in 1961.

Mr. Rogers explained that CBS was paying the station 37.5% on its rate card, but declined to renew the affiliation contract at that figure. ABC submitted a proposal offering to pay a 50% rate, and Taft grabbed

it, he said.

ABC officials, asked about the Rogers testimony, said it would have "no comment at this time."

The change from CBS to ABC affiliation at the time involved not only Taft's Birmingham station, but also WKRC-TV Cincinnati and its then owned WKYT-TV Lexington, Ky. Taft's WTVN-TV Columbus, Ohio, has been affiliated with ABC from its inception. At the time, Hulbert Taft Jr., then president of the Cincinnati-based group, credited ABC's "meteoric rise" in programming for the moves (BROADCASTING, Feb. 27, 1961).

Jupiter files at SEC as prelude to merger

A stock registration has been filed with the Securities and Exchange Commission by Jupiter Broadcasting of Georgia Inc., Stamford, Conn., as part of a merger agreement between Communications Honolulu Ltd. and investment bankers Fox, Wells and Rogers.

The registration is to offer 350,000 shares of common stock to the public, at \$15 maximum. Also included in the statement are warrants that would permit purchase of an additional 104,000 shares, issuable upon exercise of purchasers of \$4 million of subordinated notes of the company.

Simultaneously with the stock sale,

Attention TV Stations:

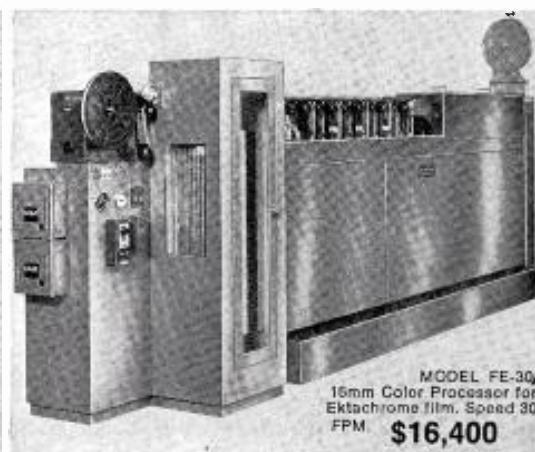
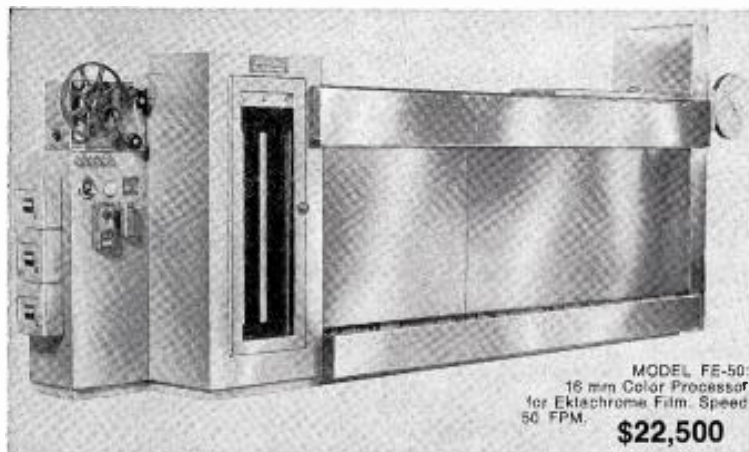
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The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

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● "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● "TORQUE MOTOR TAKE-UP" gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

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● "TEMP-GUARD" positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● "TURBO-FLOW" impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● "ZERO DOWN TIME" The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

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Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

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TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTRR-TV, WSYR-TV.

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the company will change its name to Pacific and Southern Broadcasting Inc. It will acquire through a 100% owned subsidiary the licenses of WAIH-TV Atlanta; KHON-TV Honolulu, KAH-TV Wailuku and KHAW-TV Hilo, and translator K78AR Lihue, Kauai, all Hawaii and all owned by Communications Honolulu Ltd.; WQXI and WKXI-FM Atlanta, owned by Jupiter Broadcasting of Georgia Inc., and WSAI and WJBI-FM Cincinnati, owned by Jupiter Broadcasting Inc. (BROADCASTING, Sept. 4).

Net proceeds of its stock sale, together with anticipated bank borrowings of \$10 million will serve to pay \$7,912,449 to that portion of the purchase price of WAIH-TV Atlanta which is payable in cash; \$1,916,000 to the payment of the purchase price of 49.6% of the outstanding stock of WSAI and WJBI-FM Cincinnati, and \$4 million to the payment of bank loans and miscellaneous obligations.

Wave of color-TV sales rides Zenith to records

Color television set sales continue to be the most important single factor in sustained record sales at Zenith Radio Corp., Chicago, President Joseph S. Wright reported last week in announc-

ing record sales and profits for the third quarter.

Sales for the quarter topped \$167 million, up 9.2% from the same period last year, while profits were nearly \$8.2 million (after federal taxes of \$7.9 million), an increase of 9.6%. Sales volume in September was the highest for a single month in Zenith's history, Mr. Wright said.

Raytheon to acquire a new subsidiary

The directors of Raytheon Co., Lexington, and The Badger Co., Cambridge, both Massachusetts, have approved a merger.

Under the plan, subject to approval by Badger stockholders, Raytheon will issue five shares of its common stock for each six shares of Badger stock, or, a total of 668,746 shares of Raytheon common for 802,495 shares of Badger stock outstanding.

Raytheon is a diversified electronics company active in government markets, and in major appliances, communications, electronic components and educational and natural-resources exploration. The company's sales for 1967 were estimated at \$920 million.

Badger Co. is active in natural-re-

sources processing, specializing in the design and construction of processing plants for petroleum, petrochemicals and chemicals. The company's gross revenue for 1967 was estimated at \$170 million. Combined sales of the two companies will provide Raytheon with annual sales exceeding \$1 billion.

The Badger Co. will be operated under its present management (Adrian J. Brogгинi, president) as a wholly owned subsidiary of Raytheon, of which Thomas L. Phillips is president.

It is expected that the merger will be consummated by the end of the year.

Nielsen's financial rating climbs in '67

A. C. Nielsen Co., Chicago, last week reported consolidated sales of over \$74.7 million for the fiscal year ending Aug. 31, an increase of 13% over the year before. Net profit in the same period increased nearly 8.5%.

For the parent company and its subsidiaries:

	1967	1966
Earned per share*	\$1.18	\$1.09
Sales of services	74,716,150	66,132,337
Profit before taxes	12,676,108	11,618,001
Federal, foreign income taxes	6,613,340	6,027,147
Net income	6,062,768	5,590,854
*Total shares outstanding on Aug. 31:	5,130,000	

Storer's income drops for 9-month period

Earnings for Storer Broadcasting Co., Miami Beach, were lower for the nine-month period ended Sept. 30 than for the same period in 1966.

Storer reported that losses were attributable to the company's 85.7% owned subsidiary, Northeast Airlines Inc., and by its wholly owned Storer Leasing Corp., which leases jet aircraft to Northeast.

In the third quarter ended Sept. 30, the company's profits from its radio and television stations were also below those reported in 1966. A company spokesman said that this drop was because of "generally uncertain business conditions throughout the country which adversely affected station revenues . . . during the summer months, and continuation of previously anticipated operating losses in development of its relatively new UHF in Boston."

Net income for the third quarter of 1967 was \$1,268,699, or 30 cents a share, compared with \$3,206,735, or 77 cents a share in the same period of 1966. Gross revenues from broadcast operations were up 1.9% in the third quarter, and up 8.4% in the nine-month period.

The Storer stations are: WJBK-AM-

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LIN Broadcasting Corporation

\$10,000,000

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Price 100%

Plus accrued interest from October 1, 1967

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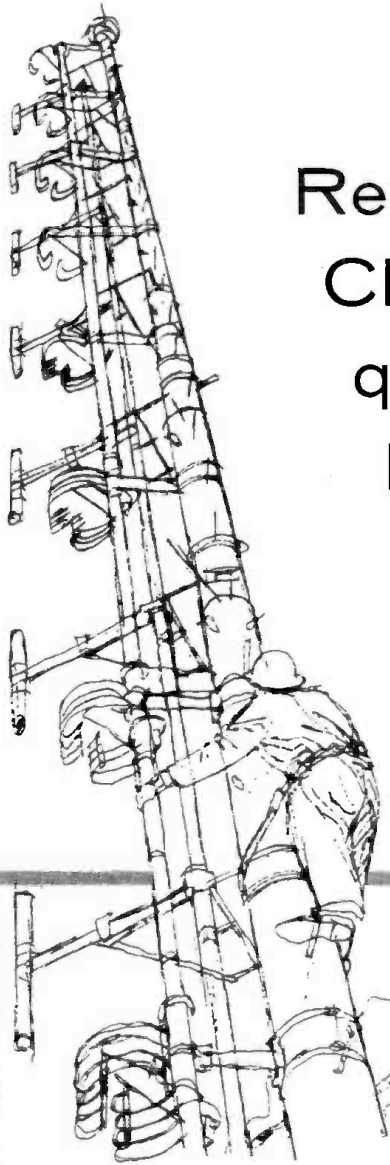
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Chicago's
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WEFM FACILITIES include the finest technical equipment. Example: Chicago's first antenna with both horizontal and vertical polarization for best reception in homes and automobiles. WEFM, the oldest FM station in the nation, has been owned and operated by Zenith Radio Corporation since 1940. Virtually all programming is in stereo FM, which was pioneered by Zenith and first air-tested on WEFM.

WEFM ANNOUNCERS are professionals with long network experience. Men like Paul Barnes, Norman Barry, Jack Callaghan, Carlton KaDell, Dick Noble and George Stone. These "pros" have a total of 194 years in radio and TV broadcasting. And no WEFM announcers double as "board" men. They can concentrate on delivering your commercial message in a strong, authoritative way.

WEFM PROGRAMMING consists of a tasteful blend of fine music plus news and special features that attracts an audience of adults well above average in income and education. Trend setters. WEFM's commercial standards are high, too. There's no commercial "clutter." Maximum is five commercial minutes per hour. And no message that would detract from WEFM's dedication to the "sound of quality."

For more information on WEFM, write or phone General Manager Jules Herbuveaux or Sales Manager Ron Etter at (312) 263-0445—120 West Madison Street, Chicago, Illinois 60602.

WEFM / 99.5 FM

Chicago's sound of quality from **ZENITH**

FM-TV Detroit, WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WITI-TV Milwaukee; WSBK-TV Boston; WHN New York; WIBG-AM-FM Philadelphia; WGBS-AM-FM Miami, and KGBS Los Angeles.

For the nine-month period ended Sept. 30:

	1967	1966
Earned per share	\$1.30	\$1.83
Income before taxes (excluding non-broadcast related subsidiaries)	11,189,522	11,831,701
Profit (loss) of:		
Northwest Airlines	(2,563,616)	1,638,577
Storer Leasing	(1,267,256)	(719,458)
Pre-tax income	7,358,650	12,750,820
Taxes on income	1,908,100	4,724,969
Net income	5,450,550	8,025,851
Shares outstanding	4,176,973	4,153,811

Earnings up 30% for Chris-Craft's 9 months

Consolidated net earnings for the first nine months of 1967 climbed 30% over last year's figures in the same period for Chris-Craft Industries Inc., Oakland, Calif. An 8% increase in consolidated sales was also reported.

Chris-Craft, which manufactures boats and has an automotive-parts division, owns WTCN-TV Minneapolis-St. Paul, KCOP-TV Los Angeles and KPTV-TV Portland, Ore.

Third-quarter consolidated net earn-

ings were \$467,110 or 27 cents a share on the 1,686,097 shares outstanding Sept. 30. This compares with \$544,450 or 33 cents a share on the 1,661,639 shares outstanding at the end of the third quarter of 1966. Consolidated sales for that period in 1967 were \$15,405,815 compared with \$16,896,442 in 1966.

John G. Bannister, president, reported that the nine months figures "reflect improvement in the boat business over strike-affected 1966 and an increase in the sales and earnings of our three television stations."

For the nine-month period ended Sept. 30:

	1967	1966
Earned per share	\$1.34	\$1.05
Consolidated sales	57,540,799	53,207,731
Consolidated net earnings	2,260,794	1,741,311
Shares outstanding	1,688,097	1,661,639

LTV earnings in '67 more than double '66

Ling-Temco-Vought Inc., diversified electronics company based in Dallas, has reported record results for the third quarter and first nine months of 1967.

Net income for the quarter was \$7,778,000 compared with \$3,348,000 last

year, and earnings rose from 92 cents a share last year to \$1.72 in 1967.

For the nine months ended Sept. 30:

	1967*	1966
Earned per share	\$6.31	\$2.91
Sales	1,331,129,000	335,086,000
Income before taxes	54,474,000	21,325,000
Taxes on income	26,095,000	10,136,000
Income before minority interest	28,379,000	11,189,000
Minority interest	3,907,000	1,634,000
Provision for preferred dividends	2,946,000	420,000
Income available for common shares	21,526,000	9,135,000
Net income	24,472,000	9,555,000
Common shares outstanding		
Average for period	3,409,045	3,135,023
At end of period	3,933,664	3,705,290

* Includes the Wilson Companies, Allied Radio, Memcor and Jefferson Wire and Cable acquired during 1967 on a pooling of interests basis.

Harris-Intertype sets records in 1st quarter

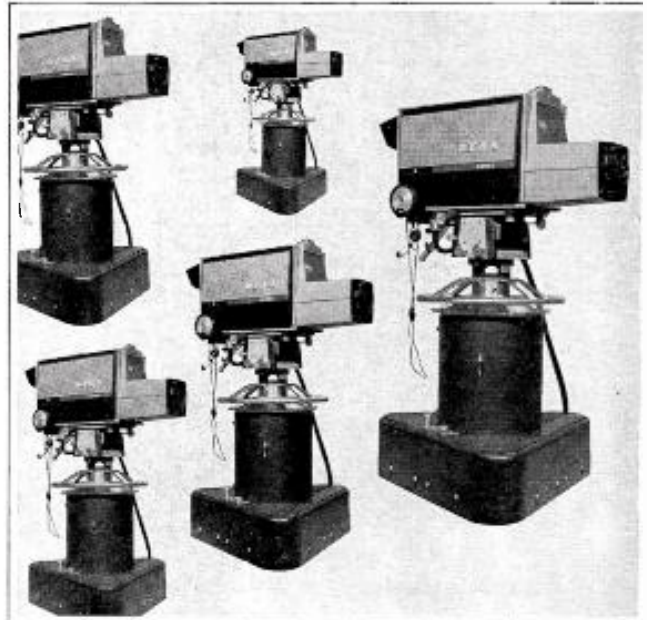
Harris-Intertype Corp., Cleveland, reported record sales and earnings for the first quarter of its new fiscal year ended Sept. 30.

The company, which manufactures equipment for print media, owns Gates Radio Inc., Quincy, Ill., manufacturer of broadcast equipment.

Chairman George S. Dively and Richard B. Tullis, president, said in the



There are cameras...



Then there are cameras!

And, you can get a picture with either. However, if you are seeking quality, the latest color equipment, enough cameras (10) . . . and, most importantly, the expert personnel . . . for any assignment, call our Operations Manager, Jim Pratt, for your next color videotape production.

report that "at the end of the first quarter the total backlog of orders was at an all-time high, and the outlook for the full fiscal year continues favorable."

For the three months ended Sept. 30:

	1967	1966
Earned per share	\$0.59	\$0.54
Net sales	57,995,528	55,500,163
Earnings before taxes	6,042,940	5,549,388
Provision for taxes on income	2,812,293	2,624,707
Net earnings	3,230,647	2,924,681
Shares outstanding	5,487,988	5,433,354

Visual plans for another acquisition

Intentions to acquire a fourth manufacturing facility were announced last week by Visual Electronics Corp., New York, a manufacturer and distributor of radio-TV systems. Visual also reported record six-month sales, up approximately 61% over the comparable period in 1966.

James B. Tharpe, president, said Visual has "entered a memorandum of intent to purchase all of the capital stock of Corinthian Electronics Corp., Bryn Mawr, Pa.," a producer of AM-FM transmitters. Corinthian's units have been marketed in the U.S. under Visual's name, and internationally under other company brands.

The new acquisition will be added to three others purchased by Visual within the last two years: Lake Systems Corp., Newton, Mass. (closed-circuit TV and audio systems), KRS division of Data Pulse Inc., Pasadena, Calif. (audio and instrumentation units), and Allen Electronic, Palo Alto, Calif. (video recording units).

Visual last month inaugurated trading of its common stock and 5½% convertible subordinated debentures, due Sept. 1, 1968, on the American Stock Exchange (BROADCASTING, Oct. 16).

For the six months ended Sept. 30:

	1967*	1966*
Earned per share	\$0.52	\$0.49
Net sales	10,972,000	6,816,000
Net income	558,000	430,000
Shares outstanding	1,073,000	888,000

*Both periods restated to give effect to pooling with Lake Systems Inc. on Aug. 31.

Sales, income rise for Cohu's 9 months

Cohu Electronics Inc., San Diego, manufacturer of broadcast and closed-circuit TV systems, reported a gain in net sales and net income for the nine months ended Sept. 30.

Third-quarter results showed that Cohu's sales rose from \$1,816,651 in 1966 to \$2,255,521 in 1967; net income

was up from \$68,944 to \$120,568 and earnings per share jumped to 9 cents from 6 cents.

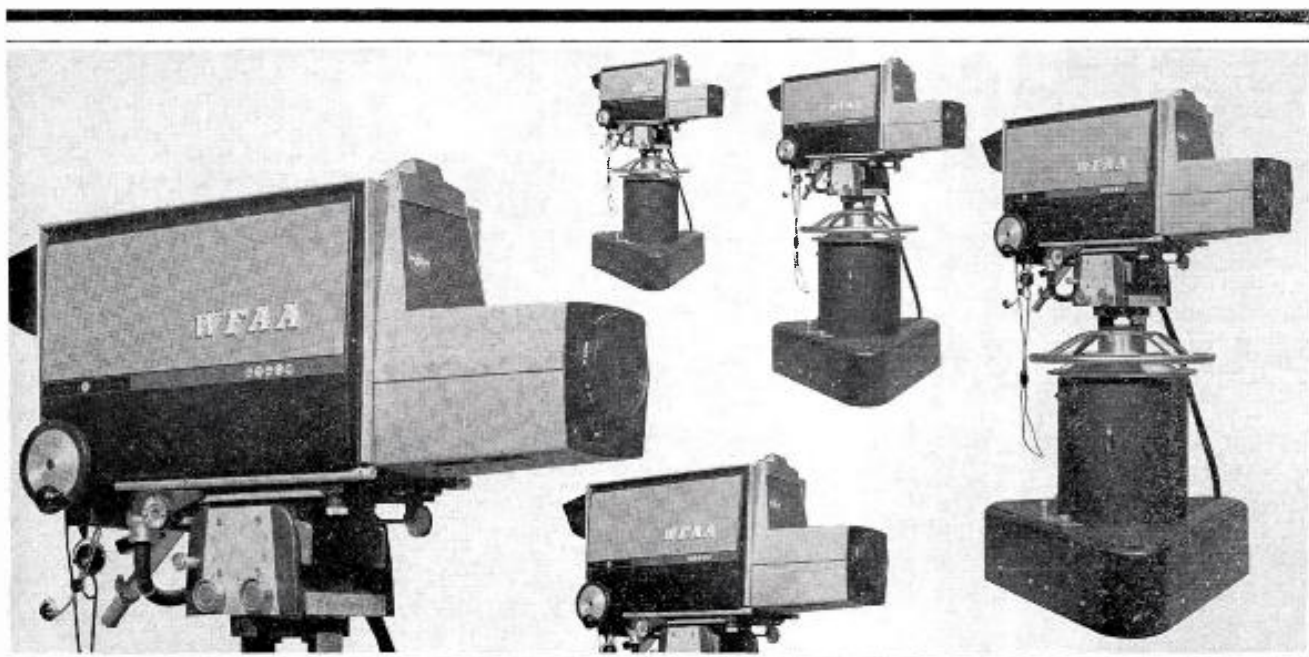
For the nine-month period ended Sept. 30:

	1967	1966
Earned per share	\$0.20	\$0.13
Net sales	6,097,589	5,008,635
Income before taxes	502,194	306,313
Provision for taxes	240,000	130,000
Net income	262,194	176,313

Financial notes . . .

■ Packard-Bell Electronics Corp., Los Angeles, last week reported that in the fiscal year ended Sept. 30 net income from operations was \$1.3 million or \$1.27 a share, against \$796,000 or 83 cents a share the previous year. The company said that net income for 1966 did not reflect a nonrecurring gain of \$248,500 or 26 cents a share from sale of a computer division and property. There were no nonrecurring items this year.

■ Memorex Corp., Santa Clara (Calif.)-based producer of magnetic tape, had net sales of \$23.3 million for the nine months ended Sept. 30, 1967. It represented a 37% gain over sales of almost \$17 million during the comparable period last year. Net income was \$2.3 million, 20% above the \$1.9 million in the first nine months of 1966. Earnings per share were \$2.24 this year, compared with \$1.92 last year.



the **Quality touch**

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

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

NBC Radio rolls merrily along

AFFILIATES TOLD BUSINESS BRIGHT, NO BIG PROGRAM CHANGES PLANNED

The temperature was in the 80's and that was as hot as anything got at last week's convention (Oct. 29-31) of NBC Radio affiliates in San Juan, P. R.

The best indication of the mood of the 154 delegates was a resolution coming out of a brief affiliates' meeting that said the affiliates were perfectly happy with the way the network was being run and they voiced support for one network for all affiliates.

Stephen Labunski, NBC Radio president, set the tone of the day in one broad stroke that evoked praise for NBC's operation while taking two unnamed, but not unknown, networks over the coals for having to resort to "revolutionary change" because "their problems have accumulated over such a long time."

Unlike other networks, Mr. Labunski said, "no radical or extremist innovations will be announced at this convention. No scrubbing of favorite personalities. No sacrifice in network services. No quadruple networks, no triple plays with loyal affiliates out, no double talk."

There wasn't one affiliate in the room that wasn't aware that the objects of Mr. Labunski's attack were CBS and ABC.

One network, he said, has announced, "after much analysis and soul searching, that its future still lies in advertiser-supported programming, and yet it will embark on a new course of program experimentation."

The other network, he continued, "has split asunder into four separate programming services, and the principle of network exclusivity—one network

affiliate per market—has been labeled an anachronistic, out-of-date concept."

"We embrace change," he maintained, "but we recognize that change for its own sake is little more than an emotional response to a problem."

Complacency is not NBC's forte, he went on, citing the network's initiative in being the creator, innovator and spark plug" behind RADAR, the four-network-sponsored research study, and in noting that NBC Radio sold duPont the "first blockbuster network radio special—the sponsorship of all of *Monitor*, 16 hours, on a single weekend last June."

Nothing Radical ■ NBC, he said, is not being forced into the radical changes being proposed by the other networks. "The route of revolutionary change, it seems to us, is trod only by those who have allowed so many serious problems to accumulate so long that only extreme actions offer some hope of a solution."

In a speech, which he himself categorized as a "talk" and not an "address"—the difference being 45 minutes—Julian Goodman, NBC president, told the affiliates NBC Radio's "highly favorable position" is a result of "our experience, leadership and ability." NBC created the radio network system and others followed, he said, adding that network radio has changed over the years and "NBC Radio has grown with these changes."

Mr. Goodman said the network's philosophy had two points: to "keep sharpening, perfecting and modernizing what we regard as a good and well-

rounded service," and "to make the network programming as compatible as possible with your station's program structures."

NBC Radio, he pointedly noted, is not "scrambling as some of our competitors are to make a network operate smoothly and profitably. We don't have to undertake costly experiments in modern networking."

Rosy Finances ■ The affiliates got a bright financial picture from Marion Stephenson, vice president for administration. Overall, she said, 1967 should be one of the network's "better years, despite a major cutback in tobacco revenues and the Ford strike." Although it's too early to see definitive patterns in 1968, she continued, "we are planning on at least the same high level of sales we are experiencing this year."

Affiliate compensation payments, she said, would be the "same or slightly higher than in 1966" and they may be "pleasantly higher" in the last half of this year. She cited Radio Advertising Bureau figures that show a sales gain for NBC Radio in the first seven months compared with 1966.

Discussing program moves made in the past year, Robert Wogan, vice president, programs, pointed to the news content in *Monitor* and specifically to the recently begun final half hour of the Sunday night *Monitor* segment, which features NBC News correspondents with in-depth analysis of world events.

He also noted that the *Monitor* jingles, which began this year, have added "brightness, stronger program identi-



Participants in news panel at NBC Radio Affiliates convention last week (see page 60) were (l-r): David Brinkley, Howard Tuckner, Bill Ryan, NBC News correspondents: Gene Slaymaker, news director, WFBM Indianapolis; Wil-

liam B. Monroe, director, NBC News, Washington; Stephen B. Labunski, president, NBC Radio, and Donald J. Mercer, vice president, station relations, NBC, at the microphone answering an affiliate's question.

It's Unanimous

We
Like
It

The
Best

We
Agree

No
Protest

In their choice of FIDELIPAC NAB tape cartridges, all of the manufacturers recommend FIDELIPAC as the standard of the industry!

Why?

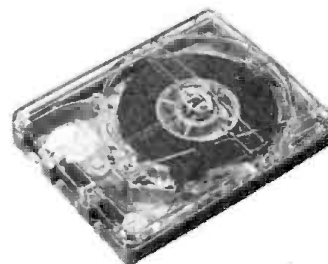
Because FIDELIPAC NABs have a corner post made of Delrin and because the brass center post is machine screw threaded.

That's why FIDELIPACS can be reloaded frequently without losing fidelity and reliability on the air.

TelePro
Industries Incorporated

FIDELIPAC DIVISION
Cherry Hill Industrial Center
Cherry Hill, N. J. 08034
Tel. 609-424-1234

Excellent opportunities are available to overseas distributors and licensees. Write for details about our new international marketing program. Six countries already licensed.



FIDELIPAC NAB TAPE CARTRIDGE

NBC newsmen brief affiliates on journalism

It was as if an "introduction to journalism" class had been moved en masse from a stateside classroom to the Americana hotel in San Juan, P. R. Behind the microphones were the experts: five newsmen, properly attired in long pants, neckties and jackets

In the audience were more than 250 NBC Radio affiliates—dressed in shorts, slacks, sport shirts. The affiliates wanted to know the inner workings of the news they were getting. Unlike past years, they didn't show great concern over who was handling a news broadcast or how long it was or when it was being fed.

They asked the panel if the network-owned stations should editorialize? The answer from David Brinkley and Bill Ryan, NBC news correspondents, was a terse: "no." From William B. Monroe Jr., director of NBC News, Washington, the answer was "yes." The network, Mr. Monroe said, should not editorialize, "but I would like to see the owned stations work it out."

The question was raised in response to the comments of another panel member, Gene Slaymaker, news director of WFBM Indianapolis. He had urged the network to start developing more imaginative documentaries on current issues and felt that "it's time serious thought be

given to the opinion-shaping role of a network, not just the views of its personalities."

Network Limited ■ Stephen Labunski, NBC Radio president and moderator of the panel, did not touch on the subject of editorializing by the owned stations, but did say the network itself cannot editorialize since it is not a licensee and because it cannot speak with one voice for its 211 affiliates.

In a related area, a question directed primarily at Mr. Brinkley asked if a newsmen's comments are often an editorial. Mr. Brinkley replied that he's often been accused of bias, but not that to imply that if he'd said the opposite thing, the accusers would be in agreement with his thoughts. "A biased opinion," he said, "is simply one you don't agree with."

Noting that objectivity is a gallant goal but one that is influenced by a person's frame of reference, he said "I make no pretense at being objective. But fairness is a goal that is reasonable to be striven for and most of the time we achieve it."

The affiliates also wondered if stories on the network about black-power advocates such as H. Rap Brown and Stokely Carmichael are being blown out of proportion. Mr. Ryan felt that "all media at one

time or another have been guilty" of such action. However, he added, newsmen are increasingly searching for the strength of the statement from persons like Messrs. Brown and Carmichael. Newsmen are looking, he said, at just how many people these men speak for.

Controls ■ Concern over alleged government censorship of news from Vietnam was hit by Howard Tuckner, NBC News correspondent, who recently returned from 18 months there. He strongly denied that there is any military censorship or that the newsmen on the scene are merely spokesmen for the Pentagon's line.

"There are stories the military doesn't want you to have," he said, "but once you get the story no one in Vietnam or Washington stops you from using it. And they don't see it or hear it until it's on your radio or TV station. In no war has the U.S. newsman been given as much freedom or cooperation as this one."

Mr. Monroe offered two predictions to the affiliates: there will be no great debates in 1968 because the White House doesn't want them; and racial tension and disorders will increase and so will charges that broadcasting, especially television, stirs up trouble by its news coverage. "To which my five-word reply is: we cannot suppress the news."

fication and swifter pacing" and that a second series of jingles will be recorded in December.

The biggest accomplishment of 1967, he told the affiliates, was progress in "blending the network sound with your local sound." He said 71 stations requested custom-made material tying the stations' programming to the network personalities.

Media notes . . .

Educational aid ■ WLDS-TV Asheville, N. C. has donated \$60,000 of TV equipment to the Greenville South Carolina Technical Education Center. The donation included two camera chains, monitors, synch generator, power supply, camera tripods and projector.

The big move ■ The FCC's reference room in Washington will close its broadcast license files to both staff and public use during the week of Nov. 13 as its files are moved to the commission's new headquarters. The files will be available again for general use on Nov. 20 in room 239 at 1919 M Street, N.W.

Radio being taught ■ Central Wyoming College, Riverton, Wyo., is offering a one-year course in radio broadcasting as one of only six first-year courses. School, a junior college, has a curriculum that includes announcing skills, radio speech, FCC rules and regulations, radio station operation, radio copy and news writing, basic electricity, typing, American government and U. S. history. Tony Kehl, president of KVOW Riverton, Wyo., has been working with the college and serving as an advisor for the radio curriculum.

CATV to court ■ KAUS-TV Austin, Minn., reported it has secured an injunction in a state court prohibiting Rochester Video, a cable TV system there, from asking its CATV subscribers to boycott KAUS-TV advertisers and to call KAUS-TV collect in protest. The cable company has been running editorials on its system's channel 9 objecting to an FCC order obtained by KAUS-TV requiring Rochester Video to carry the station only on its assigned channel 6 and to blackout duplicate programs on channel 9 (BROADCASTING, Oct. 16).

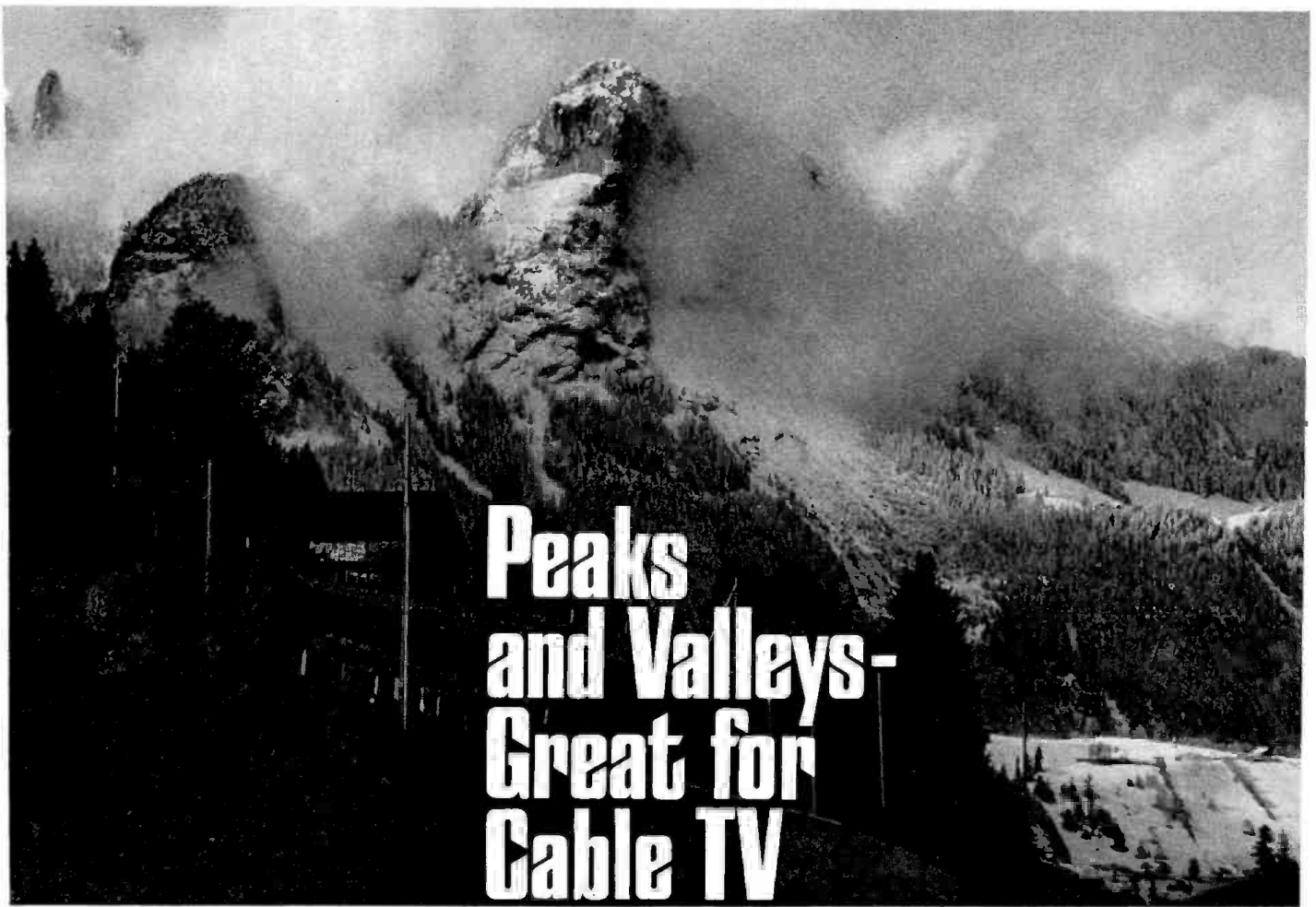
Radio transfers TV's imagery

NBC study shows that 72% carry over image of ad on hearing sound track

Imagery transfer does work in radio for television advertisers, but only those advertisers "who have created commercials with strong, memorable themes and planning, and was presented to the NBC Radio affiliates convention in San Juan, P. R., last week.

In the first public report on an imagery-transfer study made in six markets last spring, Mr. Eichmann noted that on the average of 12 commercials tested, 72% of the respondents got imagery transfer.

That same session of the convention heard Miles David, president of the Radio Advertising Bureau, point out



Peaks and Valleys— Great for Cable TV

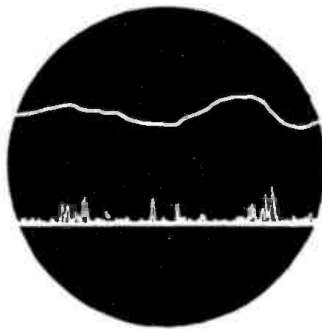
Peaks and valleys in the terrain usually indicate a need for a CATV system. In the uniformity of a CATV cable, they indicate the need for better cable.

Times Alumifoam® (the trade name for our seamless aluminum tube sheathed coaxial cable) flattens out the topography in your return-loss sweep generator with a calm uniformity that's making believers out of everyone in the CATV business. We can guarantee a 30 db worst point for this cable and back it to the hilt. That means first-quality cable every time, and smooth functioning

Terrible in a CATV Cable

transmission right from the start.

No costly ship-backs. No costly re-installation. There are fewer splices, fewer trouble points, less maintenance and less labor costs with Alumifoam because it's made in continuous seamless lengths up to ½ mile. Because it's seamless, it's waterproof and vapor-proof. And Alumifoam's long life is a real bonus—continuous high-performance quality for years and years. Be sure of the cable in your Cable TV. Get in touch with Times. Times Wire and Cable/a division of The International Silver Company/Wallingford/Conn.




TIMES
WIRE & CABLE
DIVISION OF THE INTERNATIONAL SILVER CO.



Mr. Eichmann

that "against more than minimal odds," radio has grown, served the public better and "defined a wholly new role for ourselves."

The NBC study, which was conducted in New York, Washington, Pittsburgh, Cleveland and San Francisco markets where NBC owns stations, was conducted to determine the levels of imagery transfer an advertiser could expect and how these levels varied according to brand usage, radio-TV exposure and audience demographics.

Technique ■ Audio tracks of 12 dif-

Nobody brought gifts

There were five violinists strolling in cutaways; a five-course dinner with wine and topped by cigars; a 10-piece orchestra; Ed McMahon, flown in from New York to be master of ceremonies; the Vive la France review; the Maria Rosa flamenco dance troupe, flown in from Caracas, Venezuela, just for the night.

It was quite an evening and the more than 300 delegates and wives to the NBC Radio affiliates meeting in San Juan, P. R., thought it was just for them.

Then Donald J. Mercer, NBC vice president for station relations, proved that network executives do have a sense of humor. He welcomed everyone to "Steve and Jeralyn Labunski's wedding reception." Mr. Labunski, NBC Radio president, had been married eight weeks earlier.

ferent TV commercials were played over the phone to samples of about 200 respondents per commercial. After hearing the sound tracks the respondent was asked to describe what was happening on the TV screen. The scores ranged from a high of 91% for a food-product commercial to a low of 41% for a beverage commercial. Of the 12 commercials, nine ranged 72% or better.

There was virtually no transfer differences by sex with 71% of men and 72% of women getting imagery transfer. By age, however, there were noticeable differences: young people under 35 had imagery transfer score of 81%, 35-49 age group had a score of 73% and those over 50 had a score of 60%.

Broken down by education, respondents with grade-school education had a transfer score of 56%; with high-school education, 73% and college education, 72%.

Users of the various product categories tested had an imagery transfer score of 76% while nonusers of the product categories had a 68% score. Those who said particular brands tested are the ones they used most often scored 80%.

In a separate study, brand names were deleted from the commercial and replaced by "blips". Four commercials were tested among 77 respondents in New York, Chicago and San Francisco at the time of the main study. The "blip" study showed 50% could identify the brands being advertised and 53% did get imagery transfer.

Thus, Mr. Eichmann concluded, the imagery transfer works, "even when subject to the stringent test of deleting the brand name from the commercial." But a necessity, he said, is a strong theme and substantial TV investment.

Results of the study, he felt, show that there are advantages in preparing the radio and TV spots simultaneously; that discontinued TV campaigns can be adapted to and rerun on radio while a new campaign breaks on TV; that radio campaigns could be used between flights on TV, and radio campaigns can fill in seasonal gaps in TV advertising.

What's Coming ■ Mr. David predicted seven radio developments:

■ More major package good companies, following the lead of Colgate-Palmolive, General Foods and Bristol-Myers, will make radio a basic medium for consideration by all brands and use by many.

■ Soaps will be back as a result of Fab's "historic" decision to use only radio this summer.

■ Progress will be made in automotive field as documentation is added. Auto dollars are becoming more locally oriented and rapport with dealers can be crucial.

■ "There is short-term opportunity

'Monitor' lingers on

Any executives or affiliates of ABC Radio, CBS Radio or Mutual who go to the Americana hotel in San Juan, P. R., had better be prepared to be brainwashed with NBC Radio's *Monitor* music. During last week's NBC Radio affiliates convention there, a two-hour tape of *Monitor* music interspersed with the *Monitor* jingle and news beeper was played on the hotel's taped-music system—in the rooms, elevators and public rooms.

The tape sounded so good to officials they asked Robert Wogan, vice president, programs, for NBC Radio, if they could keep the tape and use it on the system. Mr. Wogan graciously gave them the original tape as well as a duplicate just in case the first one breaks.

for rebuilding some of our tobacco billings . . . there will be a gradual return at least in part of some of the lost tobacco business."

■ Cosmetics are a new frontier now that radio has proof that various female groups are "remarkably well reached" by the medium.

■ Drug companies are learning about radio with Anacin and Excedrin leading the way.

■ Retail horizons are limitless. Sears,



Morgan Beatty (right) retired from doing NBC Radio's 'News of the World' two months ago. But his retirement wasn't official until he had received two standing ovations from delegates to the NBC Radio affiliates convention in San Juan, P. R. last week. In addition he was presented with a typewriter by Julian Goodman, NBC president.

Roebuck & Co. has sent to all its stores a manual—written by RAB—on use of radio.

Mr. David noted that radio has finally broken through with new research studies that are removing it from the dark decade, 1955-65.

He mentioned a new RAB study from the American Research Bureau that shows that "radio delivers enormously high percentages of people with affordable schedules. It delivers them with repetition of the message. It delivers a combination of more reach and more repetition than any other medium for the same dollars. And it does all this in a controllable, efficient, pinpointed manner."

ABC-NABET still at loggerheads

The strike by the National Association of Broadcast Employees and Technicians against ABC is due to enter its 45th day today (Nov. 6) with no indication as of late last week that a settlement might be in sight.

Union and management held several sessions under the auspices of the Federal Mediation and Conciliation Service in New York last week and broke off talks temporarily Wednesday evening (Nov. 1) after reaching an impasse on terms of a new three-year contract. Both sides remained subject to call by the federal mediator.

Earlier in the week ABC filed unfair labor charges with the National Labor Relations Board against NABET and also a \$1 million defamation suit against the union in the New York state supreme court.

In its NLRB petition, ABC claimed NABET had "illegally" picketed Dennison Clothiers, Union, N. J., a sponsor, "in an attempt to force Dennison and its suppliers to cease doing business with ABC."

One union representative last week said both parties are in "a hopeless deadlock" in negotiations. He claimed that ABC's latest offer centered around a proposed four-year contract that would give employes "a little more" than their counterparts at NBC received in a three-year contract.

An ABC spokesman said that the company had offered a weekly increase from \$218 to \$272 over a four-year period. He said the proposal "represented the greatest gains ever offered by any network to any union."

More AFTRA Fines — In a related action, the New York local board of the American Federation of Television and Radio Artists levied another round of fines against members who had

crossed NABET picket lines in violation of a ruling of the AFTRA national board. Sportscaster Howard Cosell was fined \$15,900 (the largest levied so far by AFTRA) and news correspondent Marlene Sanders, \$1,575.

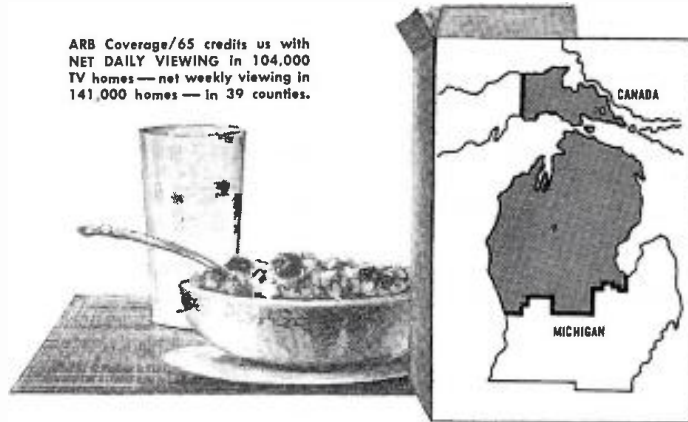
The strike got more demonstrative in Los Angeles. Handbills urging support for the strike were passed out to the general public on the streets. People going into the "Hollywood Palace" to see a taping of the ABC-TV variety series of that name were asked by pickets to pass the show by as an indication of their displeasure with the net-

work management.

On Oct. 31, members of some 350 Los Angeles area locals of various unions staged a large-scale demonstration at the ABC Television Center in Hollywood. The rally, sponsored by the Los Angeles county Federation of Labor (AFL-CIO) and the Los Angeles-Orange counties organizing committee, was designed to show massive and unanimous local union support.

The demonstrators paraded for more than an hour. There was audio and camera coverage of the event. It was provided by ABC.

ARB Coverage/65 credits us with NET DAILY VIEWING in 104,000 TV homes — net weekly viewing in 141,000 homes — in 39 counties.



**Our daily viewers spend
\$4,659,040* for
CEREALS.**

**But you can't tap this market from
Detroit, Lansing or Grand Rapids.
WWTV/WWUP-TV is the ONLY way.**

UPSTATE Michigan consumers don't see or hear your advertising message when it's broadcast from downstate wholesale centers. If you concentrate all your TV dollars down there, your competition gets the big chance at some 17% of Michigan's outstate retail sales.

To effectively cover the 39 Upstate Michigan counties — *our* counties — you need WWTV/WWUP-TV. Our 104,000 daily viewer families spend \$4,659,040 per year on cereals, for example. *Whatever* you're selling, there's no other

practical way to reach these people — unless you use 20 radio stations and/or 13 newspapers.

Michigan wholesalers need your TV support in Upstate Michigan. Give them a fair share of your advertising budget in this fertile market. Ask Avery-Knodel for potential sales figures for *your* product.

*Statistics on consumer expenditures used by permission of National Industrial Conference Board, whose study "Expenditure Patterns of the American Family," sponsored by Life Magazine, was based on U.S. Dept. of Labor Survey.

The Folger Stations

RADIO
WJLB KALAMAZOO BATTLE CREEK
WJLB GRAND RAPIDS
WJLB GRAND RAPIDS-KALAMAZOO
WJLB-FM CASSILLAC

TELEVISION
WJLB-TV GRAND RAPIDS-KALAMAZOO
WJLB-TV CASSILLAC-TRaverse CITY
WJLB-TV SAULT STE. MARIE
WJLB-TV (1) SAGINAW, MICHIGAN
WJLB-TV GRAND ISLAND, MICH.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

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Bob Sarnoff takes over at RCA

He's named chief executive officer as Engstrom steps aside; General Sarnoff stays as chairman

The succession of Robert Sarnoff to the command for which he had been destined was formally approved last week by the RCA board. The younger Sarnoff was elected chief executive officer of the corporation, a post held by his father, Brigadier General David Sarnoff, during most of the company's existence.

The elder Sarnoff, president of RCA from 1930 to 1947 and chairman since 1947, relinquished the post of chief executive officer on Jan. 1, 1966, when his son was elevated to the top echelon of RCA from the chairmanship of its subsidiary, NBC. At that time Robert Sarnoff was named president and chief administrative officer of RCA, and Dr. Elmer W. Engstrom, formerly president, was named chairman of the executive committee and chief executive officer.

The responsibilities of chief executive officer will pass from Dr. Engstrom to Mr. Sarnoff on Jan. 1, 1968. Dr. Eng-

strom in 1966 was reported as \$225,000 in salary and \$200,000 in paid and deferred incentive compensation. As chairman of the board, General Sarnoff was paid \$295,000 in salary in 1966, but declined incentive compensation. Dr. Engstrom in 1966 was paid \$250,000 in salary and \$225,000 incentive compensation.

Another of General Sarnoff's sons, Thomas, is staff executive vice president of NBC in charge of West Coast operations.

According to the official announcement last week, Robert Sarnoff's appointment as chief executive officer was recommended by Dr. Engstrom.

LBJ plans reactivation of administrative group

The U. S. Administrative Conference, which has slumbered on a standby basis for the last five years, is due to become active once again under the leadership of a 51-year-old University of Texas law school professor.

Jerre S. Williams, a constitutional and labor law expert, was nominated by President Johnson to be chairman of the conference. He was confirmed by the Senate on Oct. 19, and will assume his \$28,500 a year post after Jan. 1. The permanent conference with a paid chairman was voted by Congress in 1964. Its function is to recommend changes in procedures and practices by regulatory agencies in the interest of cutting red tape. President Johnson, however, during the succeeding years failed to nominate a chairman, until last month.

The administrative conference was established by President Kennedy in 1961, with then U. S. Circuit Judge E. Barrett Prettyman as chairman. It issued its first report in 1962, recommending revisions of procedures on, among other items, hearings, delegation of authority, hearing examiners, discovery techniques, ex parte rules and right to counsel. The FCC adopted some of these suggestions, including the establishment of a review board, of criteria to be used in comparative hearing cases for radio and TV stations, ex parte rules, and the right of witnesses to counsel. It still has a proceeding underway involving the practice to be followed in eliciting information in hearings.

The conference received a \$250,000

appropriation from Congress in 1965, but has received no funds since then. Congress will be asked to appropriate \$147,000 for the remainder of this fiscal year in the forthcoming supplemental appropriation bill.

Reeves set to buy two Huntsville CATV's

Reeves Broadcasting Corp., New York, has signed an agreement to acquire two more CATV systems in Huntsville, Ala. Plans now are to link them to Reeves's existing CATV operation there, to create "the third largest CATV system in the country."

Reeves, a group broadcaster and CATV owner, bought TV Distribution Inc., Huntsville, in September, paying \$3 million in cash and long-term notes for the cable system serving about 8,500 customers (BROADCASTING, Oct. 2). Last week's acquisitions were of Video Cable Systems Inc., serving about 4,000 subscribers, and T&G Cable Co., serving less than 500.

J. Drayton Hastie, president, said that by combining the three systems Reeves' total investment in Huntsville will exceed \$4 million. They currently serve over 13,000 subscribers with a potential of over 35,000 homes. Once the Huntsville acquisitions are complete, Reeves estimates its entire CATV division will be serving over 30,000 customers with a potential of over 75,000 homes. The company operates nine CATV systems in 13 cities located in seven states (Alabama, Kentucky, Maine, Ohio, Oklahoma, South Carolina and Virginia). It also owns two TV stations (with 50% ownership in a newly planned TV outlet in Lexington, Ky.), four radio stations, Reeves Sound Studios, and other interests.

Rogers sees need for freedom from protection

An urgent need for a "Fifth Freedom" to add to the Four Freedoms of the Atlantic Charter is called for by Lawrence Rogers II, president of the Taft Broadcasting Co., in an address scheduled today (Nov. 6) before the Canadian Club and the Canadian Broadcast Executive Society in Toronto.

That Fifth Freedom, he explains, could be called "freedom from protection"—freedom from the "zealousness and dedication of the planners, the social engineers and the dreamers, to protect us from ourselves." It might also be termed "freedom to make a mistake," he adds.

Citing attacks on advertising by intellectuals and high government offi-



Robert Sarnoff

Dr. Engstrom

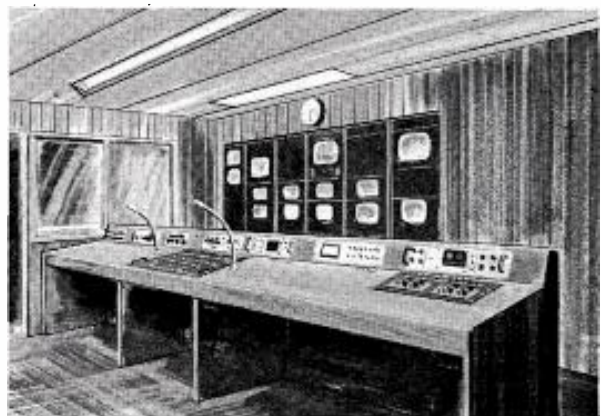
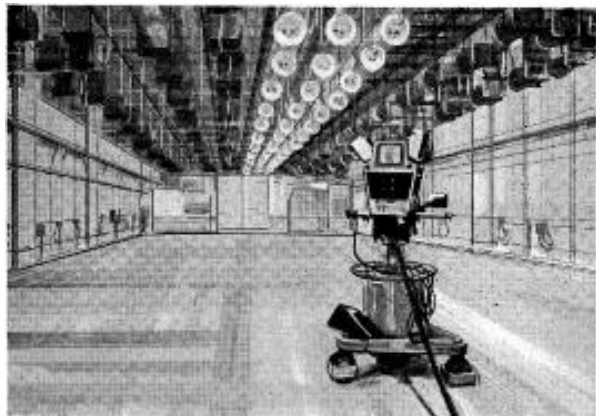
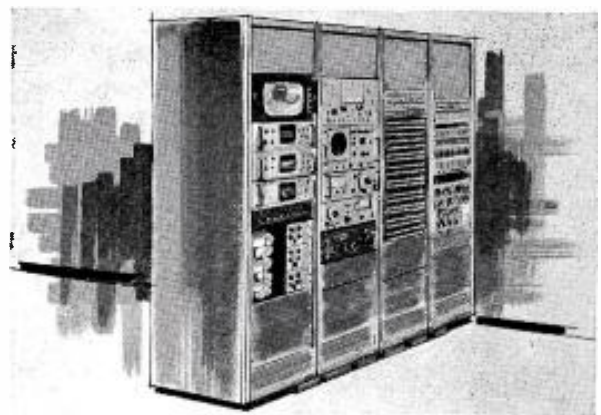
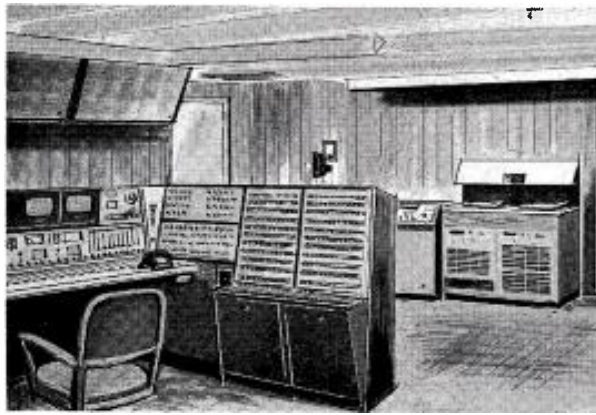
strom will remain chairman of the executive committee. General Sarnoff, now 76, will continue as chairman of the RCA board.

The RCA announcement said that Dr. Engstrom, 66, will work closely with the younger Sarnoff, especially in technical areas and in the search for ideas for corporate growth.

In addition to assuming the duties of chief executive officer, the younger Sarnoff will retain his office as president and chief administrative officer.

Robert Sarnoff, now 49, joined NBC as a salesman in 1948. Later he was named executive producer of the *Victory at Sea* series of documentaries on World War II. He became an NBC vice president three years after joining the organization, president in 1955 and chairman of the board and chief executive officer three years later. He has been a director of the parent, RCA, since 1957.

As president and chief administrative officer of RCA, Mr. Sarnoff's remunera-



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Earl of Avon on WBC agenda

Sir Anthony Eden, the earl of Avon (c.), and former British prime minister, was a key speaker at the Westinghouse Broadcasting Co. world affairs conference held in London from Oct. 27 through Nov. 1. The conference, whose theme was "Forecast: 1968/World in Perspective," was attended by approximately 100 marketing-advertising executives from the U.S. at WBC's invitation.

Sir Anthony, who spoke at the conference on "The Dangers of Disarray," is flanked by Larry H. Israel, president of the Westinghouse Broadcasting station group (l) and Donald

H. McGannon, chairman of the board and president of WBC.

The conference was the setting for an unexpected incident that received worldwide news coverage. On Tuesday (Oct. 31) British Foreign Secretary George Brown delivered some impromptu remarks, in which he denounced Lord Thomson of Fleet, a prominent newspaper publisher, who was host for the dinner that evening. Secretary Brown's tirade subsequently touched off demands by British newspapers and some prominent citizens for his resignation or dismissal.

icals as an "obvious symptom of the disease of creeping centralism," Mr. Rogers says their thrust can "cripple the free media that alone can guarantee the continuity of our free institutions."

He defines the current impetus behind educational broadcasting as anti-commercial and not simply noncommercial, and adds that "just as certainly as my name is not George Orwell . . . these noble instruments will become tools of government propaganda—and a decade ahead of 1984—unless the vigilance of the people prevents it."

Court backs FCC, but adds slap on wrist

A federal court in Washington has affirmed a February FCC decision permitting a CATV system in Santa Fe, N. M., to carry distant signals over the objections of KOB-TV Albuquerque—although the court again chided the commission for not requiring greater detail in petitions for waivers and for not spelling out in more detail its pub-

lic interest considerations for waiving a rule.

The Santa Fe case—involving that city's cable TV system carrying the signals of four Los Angeles VHF independents which it brings in by microwave—is the third in which the D. C. circuit has told the commission it is not being specific enough in granting waivers in CATV cases. The others involved Syracuse, N. Y., and Dubuque, Iowa (BROADCASTING, Oct. 2).

KOB-TV puts a grade A signal over Santa Fe, which is 55 miles away. Albuquerque at the time of the waiver grant was the 100th TV market. Notwithstanding its top-100 market rule for CATV (which forbids a CATV system from importing distant signals into a top television market without a hearing), the FCC granted the waiver without requiring a hearing on the ground that Santa Fe is on the fringe of the Albuquerque TV market and the CATV system's use of Los Angeles signals would have no major impact on potential UHF stations in Albuquerque.

The court's decision, issued Oct. 27, was without signature, although Senior

Circuit Judge Wilbur K. Miller dissented, holding that the FCC should be reversed. The other judges were J. Skelly Wright and Carl McGowan.

CATV's right to view financial reports upheld

Despite broadcaster pleas for reconsideration, the FCC has affirmed its July decision to accord a CATV operator a rare privilege: to examine the confidential financial reports over a four-year span of two television stations opposing it in a CATV hearing (BROADCASTING, July 3).

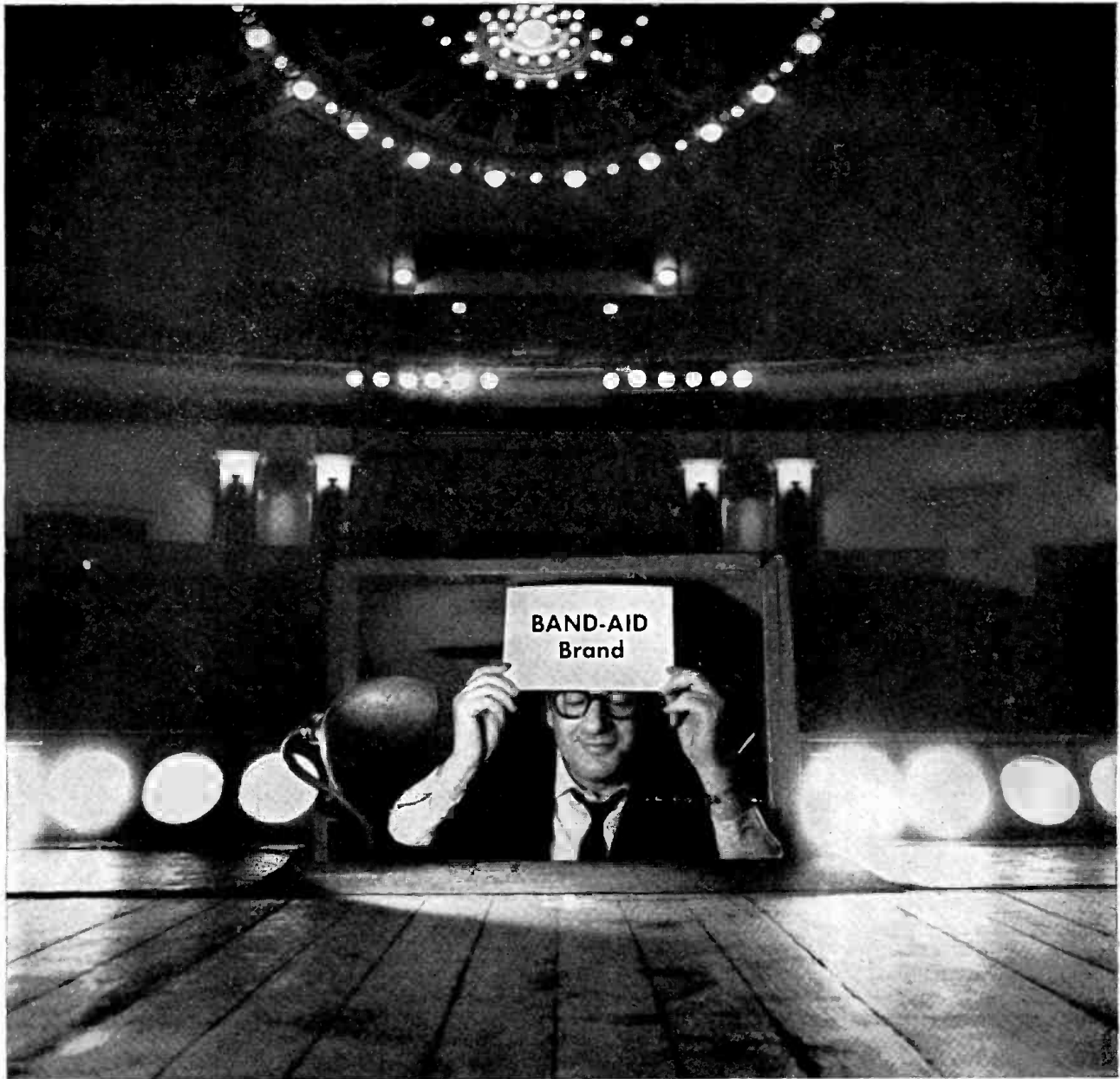
By a 5-1 vote (Commissioner James J. Wadsworth dissented), the commission upheld its prior ruling, with slight modification of the order for one of the stations. And the commission action prompted Commissioner Kenneth A. Cox to spell out the conditions under which the ruling may apply.

The disclosure request came from Multivision Northwest Inc., Dalton, Ga., currently involved in a proceeding with Chattanooga stations WRCB-TV and WTVC(TV). Multivision, which is seeking authority to import distant signals and to be relieved of its non-duplication protection obligations, requested the station records in an effort to make an economic-impact showing in the hearing.

In their reconsideration requests WRCB-TV alleged that distant-signal importation would have an adverse economic impact on its operations; WTVC specifically said there would be no such impact on its operations because of the CATV activity. And the commission in its decision noted the distinction.

The commission said it would appear that record disclosure was not necessary for WTVC. However, it said, "recognizing the need for as meaningful a factual record as possible" to determine the impact of major market CATV competition, "we are reluctant to conclude at this stage of the proceeding that the information sought by Multivision will not be relevant to issues that may arise in the hearing." As a result the commission permitted the record disclosure to the extent that the hearing examiner finds such information to be "relevant and material and essential" to resolving the hearing issues.

In a concurring statement Commissioner Cox supported the action, saying that a broadcaster's adverse economic-impact claims (as opposed to CATV impact on the market as a whole) would necessitate the disclosure of station records. He further said that use of such data should be restricted to the hearing issues and that the commission's ruling does not in any way reduce the CATV's burden of proof on the issues.



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Station-ID rule draws crossfire of comments

NEITHER JOHNSON NOR LOEVINGER HAPPY WITH RULING

The FCC's new station-identification rule has been criticized by one commissioner who voted against it as "another rule adopted for the sake of regulation rather than because of any real need or purpose." And a commissioner who voted for it expressed disappointment that the commission did not concern itself with the larger question of whether to revise its policy of licensing stations to individual communities.

The statements of, respectively, Commissioners Lee Loevinger and Nicholas Johnson were released last week. Commission announcement of its action, taken on a 4-to-2 vote, had been made on Oct. 26 (BROADCASTING, Oct. 30).

The rule prohibits stations from making identification or promotional announcements or from carrying material that would "either lead or attempt to mislead" listeners to believe the station has been assigned to a city other than that specified in its license.

KABL Decision ■ The rule grows out of the commission decision in a case involving KABL Oakland, Calif., which had been accused of failing to abide by the commission's station identification announcement rules. The commission ultimately ruled that the station had complied with the letter of the rule but had violated its spirit with announcements tending to link the station with San Francisco (BROADCASTING, Dec. 19, 1966).

But Commissioner Loevinger, in a statement in which Chairman Rosel H. Hyde joined, said that although there have been some cases over the years in which the commission has criticized stations for their identification announcements, "there is no showing whatever either that there is any widespread practice which is objectionable or that anyone has been misled or in-

jured in any way even by the few instances that the commission found objectionable."

Commissioner Johnson said the principal question the commission should resolve is what it means by local service, since the commission is concerned with stations providing that kind of service. "Especially in large metropolitan areas can local service perhaps best be thought of in the context of the entire area, and programing decisions best be made in the context of the total service available to the entire area," he said.

The commission should recognize, he said, that different allocation, licensing and renewal policies and procedures may be appropriate for metropolitan and rural areas. Commissioner Johnson suggested it might be better to drop the "charade that a station is somehow assigned to one of the bedroom communities and 'primarily' serves that community when in fact it is aiming its programing to a specific segment of the population in a large metropolitan area."

Commissioner Loevinger said such considerations argue against adoption of the rule at the present time, adding, "the very foundation of the single-city identification is questionable in this day of metropolitan-area growth and suburban living and commuting."

In a development related to the adoption of the rule, the commission delegated to the chief of its Broadcast Bureau authority to grant requests by AM and FM stations for permission to identify with one or more communities other than the community to which they are assigned. (The new city with which identification is sought must receive minimum principal city signal intensity.) The bureau chief already

has such delegated authority in the case of TV stations.

The commission said the station's primary obligation to the community of license will not be affected by grant of the requests for multiple-city identifications. But the authority granted the bureau chief will provide a relaxation of existing requirements and will improve efficiency by achieving greater consistency in the administration of the aural and TV services, the commission said.

Three UHF CP's sold to Evans

The acquisition of three UHF construction permits in top TV markets by Thomas M. Evans, New York financier and industrialist, and his associates was announced last week, with emphasis placed on the group's plans for expansion in the broadcasting field.

The three CP's are for WUHF-TV (ch. 61) Hartford, Conn.; WBAU-TV (ch. 49) Buffalo, N. Y., and WNTU-TV (ch. 33) Norfolk, Va. The ownership changes will be subject to FCC approval.

The buying group is Evans Broadcasting Corp., which initially consists of Mr. Evans and principals of the Mercury Station Group, present holders of the three CP's. Mercury is headed by Albert G. Hartigan and includes 14 other stockholders, the largest block being held by Mr. Hartigan and Sundstan Inc., Florida investment firm (James B. Dineen, president). Mr. Hartigan will become executive vice president of Evans Broadcasting. The Mercury group retains ownership of the permit for WORU-TV (ch. 35) Orlando, Fla.

Mr. Evans will pay \$150,000 for half ownership of Evans Broadcasting. He has an option for an additional 30% at a cost of \$360,000, not to be exercised until three-and-a-half years after the first station starts program tests. He will finance equipment purchases of up to \$900,000 for the Buffalo station and up to \$800,000 each for the Hartford and Norfolk stations, and he has agreed to underwrite initial losses up to a maximum of \$600,000 for each city.

Mr. Evans is president of Evans and Co., New York brokerage and investment house. He is chairman and 67% owner of H. K. Porter Co., Pittsburgh electrical-equipment manufacturer, and chairman and 16% owner of Crane Co., New York manufacturer of bathroom fixtures and electric controls.

Negotiations for the acquisition were conducted by Thomas E. Carroll, Washington, who is broadcast and fi-

a pioneer brokerage service

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Full timer. Growing market but owner lacks financing to reach potential. Gross \$65,000. Priced \$130,000. Some terms.

SOUTHWEST

Exclusive. Daytime. Gross last year \$54,000. Absentee owned. Priced at \$90,000. Terms.

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Absentee owned daytime serving area of substantial growth. Priced at \$200,000. Excellent terms.

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Full time. Gross 1966 \$133,000. Price \$225,000. Terms.

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nancial adviser to Mr. Evans. Mr. Carroll, a former Time-Life Broadcast Inc. executive, also holds an option to acquire 5% interest in Evans Broadcasting for \$15,000.

Opposition remains to Philadelphia test

Suburban Cable TV Co.'s scaled-down version of its proposed CATV experiment in the Philadelphia market is finding few friends among local broadcasters, some of whom helped to defeat the original Suburban proposal. In October, Suburban, a wholly owned subsidiary of Triangle Publications, Philadelphia, group station and CATV owner, asked the FCC to reconsider its September rejection of the proposed experiment (BROADCASTING, Oct. 9).

Stiff opposition to the plan came last week from Westinghouse Broadcasting Co. (KYW-TV Philadelphia) WIBF-TV, same city, and the copyright owners, a group of film producers and distributors. Multiple-CATV-owner National Trans-Video Inc. supported the proposal.

Prime commission objections to the original plan were the length of the experiment, five years (Suburban now has offered to conduct the experiment for a period of six months), and the imminence of copyright legislation that would affect future CATV operations (BROADCASTING, Sept. 18).

That such legislation is in the works, Westinghouse said, is one of the major difficulties with the Suburban plan since it will be concerned with a CATV operation that "realistically, will never come into existence." Further, the broadcaster noted the plan fails to take into account other developments that might affect the proposal: the ad hoc Hatch-Stern committee (BROADCASTING, Oct. 30) and the FCC's evidentiary hearing process in top-100 distant signal importation cases. Suburban's claim that the commission's hearing process is useless, Westinghouse said, is "premature." With only one such trial to date (the San Diego CATV case, BROADCASTING, July 25, 1966 et seq.), the broadcaster suggested the method has not yet been given a chance to either prove or disprove itself.

Goshen, Ind.? Westinghouse said it is not enough to "simply find a market" where such a plan might prove valuable, but that there is a need to find a CATV operation "consistent with what will in fact come to pass." Perhaps, the broadcaster suggested, the CATV experiment proposed for Goshen, Ind. (BROADCASTING, Oct. 16) would pose fewer problems.

(At the Oct. 18 meeting of the Hatch-

MEMO TO MARKETERS OF BROADCAST MEDIA

REPETITION...

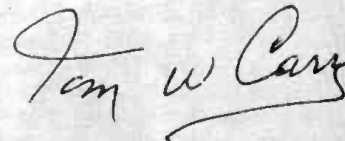
is one of the problems confronting your sales representatives. Here, they need all the help you can give them.

Through consistent tradepaper advertising you can deliver your sales message often enough to make it stick. In personal selling you cannot do this:

- (1) Because prospects get bored hearing the same story over and over again!
- (2) Because representatives get bored telling the same story over and over again!
- (3) Because everybody feels this repetition is wasting everybody's time!

Through consistent tradepaper advertising you can deliver your FACTS and FIGURES over and over again...with flair...with a variation on a theme...with impact. Here, nobody resents repetition because it is not wasting precious business time. Here, repetition is possible because the time of reading is chosen by the prospect!

By advertising in MEDIA/SCOPE...you can use repetition to keep your sales message active and effective no matter what media is under consideration.



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Media/scope

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Stern committee that group endorsed the Goshen experiment, but not the Suburban proposal.)

WIBF-TV claimed that acceptance of the Suburban plan might effect a concentration of control of mass media (Suburban's parent, Triangle, publishes several Philadelphia newspapers as well as national publications such as *TV Guide*) and have an adverse effect on the competitive status of other Philadelphia CATV's. The broadcaster also alleged that Suburban, by failing to exempt charges specifically in its proposal, might require its subscribers to pay for participation in the experiment. Such charges are against commission rules.

The copyright owners rejected the proposal, saying that the patterns of the CATV industry, "which have prospered thus far on the basis of not paying for the product it sells," are going to be different upon passage of copyright legislation. And the owners said that it makes little difference "in the irrelevance of experimental operations conducted in present free-loading conditions" whether legislation is imminent in one year or even two years. The owners instead supported the "well-settled" policy of the commission in holding evidentiary hearings on similar CATV proposals.

Will a \$25,000 gift win a CATV franchise?

A new wrinkle in winning a CATV franchise has unfolded in Jefferson City, Mo.

The wrinkle—an outright gift of \$25,000—was apparently good enough for the city's councilmen tentatively to award a franchise to the donor, International Telemeter Corp., Los Angeles-based multiple CATV owner and wholly owned subsidiary of Gulf and Western Industries Inc., New York, a holding company that also owns Paramount Pictures Corp., among other interests.

The tentative franchise was granted to International Telemeter after its last-minute cash offer. Capital City Telecable Corp., a local firm headed by LeRoy T. Carlson, holder of CATV franchises in Missouri and Kansas and a major stockholder in Continental Telephone Corp., St. Louis, a multiple CATV owner, who also met all terms of the city ordinance. If council members hold fast against protests, including those from area newspapers and radio stations, International Telemeter formally will be granted the CATV franchise today (Nov. 6).

A Capital City Telecable spokesman said that since the council closed its doors to all other applicants, his firm

and International Telemeter were to be judged solely on their ability to meet the terms of the city ordinance. "Instead," the spokesman said, "they [International Telemeter] made their \$25,000 offer behind closed doors. The only fair thing to do would be to judge our applications according to terms of the city ordinance, or reopen the bidding to all interested firms."

Both firms are prepared to invest up to \$800,000 in a 12-channel system. Installation would be free, monthly service would run \$4.50 and the city would receive 5% of annual gross revenues or \$10,000 yearly, whichever is greater.

NAEB set for convention

NET's White starts sessions with word on 'go for broke' projects

Within the context of 1967 as "a year of decision for public television," John F. White, president of National Educational Television was to report to NET affiliates in Denver Sunday (Nov. 5), the day before the opening of the National Association of Educational Broadcasters convention.

In prepared remarks, Mr. White was to describe a number of what he called "go-for-broke" demonstration projects, such as the Public Broadcasting Laboratory's two-hour news and cultural affairs show that was to start yesterday (Nov. 5), the joint NET-Eastern Educational Network interconnection project, NET's national interconnection for special events such as the President's State of the Union message and Paul Niven's interview of Svetlana Alliluyeva. But he gave heaviest emphasis to educational-television efforts.

Mr. White praised the active lobbying of the Educational Television Stations (ETS) Division of the NAEB, and added that "contacts with your congressman may have tipped the balance" for passage of the public broadcasting act of 1967, establishing the Corp. for Public Broadcasting. He warned, however, that they faced "a second test" of "finding some basis of coordination [of demands on the CPB] that might permit it to concentrate on the long-range effort and not spend its precious time refereeing a 'free for all.'"

He also discussed what he called "a semantic smoke screen [that] has obscured the whole subject of intercon-

nection," and said "the best way to eliminate confusion is to demonstrate how interconnection works—including regular network service."

The NET "affiliates committee has created the network allocations council as a subcommittee" to "explore the potential and problems of scheduling a national noncommercial television network," he said.

That council was to receive a report Saturday (Nov. 4) from Donald Quayle, executive director of the Eastern Educational Network, on the joint NET-EEN pilot project in regional networking, and the NET affiliates were to be updated on its progress by Gerard Appy, NET vice president for network operations.

NAEB put the final touches on its convention agenda with the announcement that Ben Holman, assistant director for media relations, Community Relations Service, Department of Justice, will address the Monday evening general session on the crisis in the cities.

The convention agenda:

Convention Activities:

Monday, Nov. 6.

9 a.m.—Official exhibit opening.

9:15 a.m.—Keynote general session. William G. Harley, president, NAEB, presiding. Address: R. Buckminster Fuller, professor, Southern Illinois University.

10:30 a.m.—Program screenings begin, to be run continuously except during general sessions. Professional interest section meetings: utilization, engineers, graphic artists, producer/directors, researchers and television teachers. Meeting of State Educational Television Authorities: Dr. Lawrence T. Frymire, executive director, Illinois Telecommunications Commission, chairman.

10:30—Concurrent special interest sessions: Instructional radio: Richard Forsythe, Purdue University, chairman. Research in educational broadcasting: Dr. Lawrence Myers, Syracuse University, chairman. Advanced communication technology for broadcast management: Robert Nissen, Rosner Television Systems, speaker. Community antenna television: Robert Woods, Krieger & Jorgensen, Washington, chairman; Frederick Ford, president, National Cable Television Association, William G. Harley and Holt Riddleberger, both NAEB, participants. FCC consultation: Dr. Robert Hilliard, Educational Broadcasting Branch, FCC, coordinator.

Noon—Special session. Details of the Public Broadcasting Act: Jack Burke, NER chairman, chairman; Dean W. Coston, deputy under secretary, Department of Health, Education and Welfare, speaker.

12:30 p.m.—Luncheons: ETS copyright committee; ETS labor committee; ETS/PS board subcommittee; Western Educational Network; Editorial board, Educational Broadcasting Review; Eastern Educational Radio Network.

1 p.m.—Armed Forces Program.

2:30 p.m.—Second general session. Robert F. Schenkkan, vice chairman, NAEB board of directors, presiding. Address: Rosel Hyde, FCC chairman.

3:30 p.m.—Concurrent special interests sessions. Educational broadcasting and the copyright law: Rhea Sikes, WQED(TV)-WQEX(TV) Pittsburgh, chairman. Career developments—domestic and international—in educational broadcasting: Carol Whitcomb, personnel services, NAEB, coordinator. The efficient use of educational broad-

casting in adult education projects: Robert Smith, WETA-TV Washington, chairman. ITFS/ETV: new relationships: Dr. Robert Hilliard, FCC, chairman.

5 p.m.—Cocktails.

6:30 p.m.—Exploring employment opportunities: Dr. Frederick Breitenfeld, Maryland Educational Broadcasting Commission, chairman.

8 p.m.—Third general session. Jack McBride, chairman, NAEB board of directors, presiding. Robert Squier, assistant to the president, NET, moderator. Address: Ben Holman, Community Relations Service, Department of Justice.

8:30 p.m.—Television for preschool children: Dr. Rose Mukurji, Brooklyn College, chairman.

Tuesday, Nov. 7.

9 a.m.—Special general session. William G. Harley, president, NAEB, presiding. Address: Robert S. McNamara, U.S. secretary of defense.

10:45 a.m.—Division business meetings.

Noon—Luncheon: Educational Television Stations: Thomas Hoving, chairman, National Citizens Committee on Public Television, speaker. Instruction: Wendell Pierce, executive director, Education Commission of the States, speaker. National Educational Radio: Grover Cobb, chairman of the board, National Association of Broadcasters. Engineering: no speaker.

2 p.m.—Division meetings. Educational Television Stations: Jack McBride, chairman, NAEB board of directors, presiding. National Educational Radio: Jack Burke, chairman, NER board, presiding. Federal assistance for radio: Raymond Stanley, U. S. Office of Education, chairman.

3 p.m.—Radio and the community: William M. Greenwood, public-affairs director, NER/WAMU Washington, chairman.

5 p.m.—Research advisory committee meeting. Publications advisory committee meeting. State Educational Television Authorities meeting. Regional networks panel discussions.

8 p.m.—Rocky Mountain Network meeting. Southeastern Communications Association meeting.

Wednesday, Nov. 8.

9 a.m.—Fourth general session. Dr. George E. Bair, educational director, South Carolina ETV Commission, presiding. Address: Vernon Bronson, Office of Research and Development, NAEB.

10:30 a.m.—Concurrent special interests sessions. Education comes of age in American Samoa: Vernon Bronson, NAEB, chairman. Community public relations: Montez Tjaden, KWTV (TV) Oklahoma City, chairman. Physical plants and facilities: O. Leonard Press, executive director, Kentucky Authority for ETV, chairman. Multiplexing: its possibilities and problems: Albert P. Fredette, WAMC-FM Albany, N. Y., chairman.

Noon Luncheon. Representatives of national and regional networks and libraries.

1 p.m.—Individual member meeting: James A. Fellows, assistant to the president, NAEB, chairman.

2 p.m.—NAEB business meeting. Edwin G. Burrows, chairman, NAEB board of directors, presiding. Report of the president: William G. Harley.

3 p.m.—Concurrent special interest sessions. ETS program service: David H. Leonard and Duane Straub, ETS program service, chairmen. Instructional broadcasting in the large cities: James F. Macandrew, New York City board of education, chairman. Management and industrial training: Dr. George E. Bair, South Carolina ETV Commission, chairman. Progress report: EPIE & EMC: P. Kenneth Komoski, Educational Products Information Exchange, speaker.

6 p.m.—President's reception.

7:30 p.m.—Banquet. William G. Harley, president, NAEB, presiding. Man of the Year award: Dr. James R. Killian Jr. Address: Leonard Marks, director, U. S. Information Agency.

BROADCASTING, November 6, 1967

A new role in the urban crisis

Nick Johnson proposes new FCC office to study cities' communications

The nation's cities—their streets choked with traffic, their white and Negro populations increasingly distrustful of and hostile to each other and their other characteristics which frequently make them ungovernable—obviously need all the help they can get. So why not bring the marvels of the communications revolution to bear on their problems?

This was the burden of the speech that FCC Commissioner Nicholas Johnson delivered in Boston last week, at a regional fall meeting of the National Association of Broadcasters (see page 70C). His leading recommendation was for the creation within the commission of an Office of Urban Communications, whose principal function would be the study of communications regulations in terms of cities.

But the obligation he feels broadcasters have for involvement in community affairs, as indicated in the speech, appears to go beyond anything other commissioners have expressed. He would, for instance, have broadcasters grant access to their facilities to "everyone" in the community; "spokesmen" would not be sufficient.

The commissioner, who talked of the need for communicators and "urbanologists" to reshape their approach to urban problems along lines that would merge, saw the proposed Office of Urban Communications as a key element in the new approach the commission might take. The office would comprise "a very small number of professional employees" who, besides thinking of communications regulations in terms of cities, would facilitate the exchange of information.

Duties ■ They would, among other things, study the research and development being done in communications to gauge the extent to which they are addressed to improving contacts between cities, as opposed to within cities, and to examine measures broadcasters in different areas are taking to meet their respective needs, and to determine which seem to be useful.

He also said the commission should step up its "presently less-than-energetic efforts to give life to the policies" behind the U. S. Court of Appeals decision in the WLBT-TV Jackson, Miss.,

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More Golf? Of Course! The Wheeling Park Commission already offers an 18-hole golf course, a lighted par 3 course and a 9-hole course and recently signed Robert Trent Jones to design a championship 18-hole course for Oglebay Park. These public courses amply augment area country club facilities serving the swinging spenders in WTRF-TV's Wheeling-Steubenville Market. Is the WTRF-TV spending audience getting your message?

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case, which "requires the commission to hear the views" of representative community groups in passing on license grants and renewals.

And he said the commission should initiate an inquiry in which other agencies, licensees, city governments, and civic groups could present their views on the public-service potential of broadcast stations in urban areas. "The inquiry," he said, "would be used to lay a foundation for reformulating FCC policy in regard to the public-service requirements of broadcasting in metropolitan centers."

He noted that interest in communications is growing at other federal departments concerned with urban problems—the Department of Health, Education & Welfare, among others—and said such departments should not only acquaint themselves with commission policies but should help that agency shape those policies in accordance with urban needs.

Broadcasters' Obligation ■ But broadcasters themselves "must make intensified efforts to meet their difficult but critical responsibility of carrying information to and from the different communities within our urban complexes," he said. Specifically, he urged broadcasters to urge their reporters to dig for relevant information for newscasts "before issues of importance in the

ghettos explode in a riot. . ."

Furthermore, he said, involvement isn't a sometime thing. "It must go on every day, with 30-second and minute spots, and with daily reports in the local news shows." Then he added:

"It means letting the people of your community, and their conditions, speak for themselves, in their own idiom—not just through the filter of a 'responsible' spokesman or reporter. It means encouraging individuals and groups to develop programing. It means that everyone in the community must have access to the media: all ages, from grade-school students to senior citizens; all racial, religious and ethnic groups; all civic organizations; the man in the street as well as the man in the executive suite." He said that that need imposes "a special burden" on educational radio and television also.

Earlier in the speech, the commissioner had suggested that broadcasters could do more than they have in overcoming the "alienation" he says "is endemic in our cities"—and not confined to one race. "Television and radio have, of course, done perhaps more than any other social institution to make bearable the boredom and loneliness of urban life," he said. "But have you done enough?"

"What efforts have you expended to make your programs an instrument by

which the lonesome individual, or the excluded social group, is integrated into the social fabric of your city?"

Redefine Local Service ■ He also said that "we must redefine and reaffirm our commitment to that tired cliché of our profession—'local service.'" He called the concept "an ikon that no longer receives even our ritualistic bows except at renewal time." But he places much of the blame for that on the commission. "My colleagues and I have never sat down to figure out what we mean by 'local service,'" he said.

One novel approach to the cities' communications problems that he suggests involves the appointment by city governments of an official who would be responsible for "the communications needs and activities" of his city. Such an official would be charged with, among other things, establishing priorities in the use of frequency space by city agencies (and possibly by private users as well), as the Office of Telecommunications Management does for the federal government. If local governments created such an office, he said, it should be granted "a formal and to some degree autonomous role in the decisions of the FCC on frequency allocation."

In that connection Commissioner Johnson noted that although the commission thinks of land-mobile radio as a national problem, the spectrum-shortage problem is centered in that 2% of the geographical area of the country that is occupied by the largest cities.

The commissioner also saw broadcasters serving as a replacement for the communications link that ward heelers once provided between the levers of government power and the people (stations could inform the public of the various government services available to them—and some already do), and foresaw communications as playing a potentially crucial role in solving the transportation problem (sophisticated sensory devices linked to computers could be used to regulate the flow of traffic). "The tools are at hand to make urban life governable and liveable," he concluded.

"We in the communications business and those directly responsible for our cities' welfare must make it their urgent business to take account of the communications revolution, and to put its gifts at the service of urban man."

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For FCC activities see FOR THE RECORD, page 77).*

■ WUHF-TV Hartford, Conn.; WBAU-TV

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Buffalo, N. Y., and WNTU-TV Norfolk, Va.: Construction permits sold by Albert G. Hartigan and associates to Evans Broadcasting Corp., in which Mr. Hartigan and group will hold 50% interest initially, for \$150,000 for 50% ownership by Thomas M. Evans plus option to acquire 30% more for \$360,000 (see page 68).

■ **Woko Albany, N. Y.:** Sold by Carl Lindberg and Howard Hayes to Harrison Fuerst for \$750,000. Mr. Fuerst is president of Area Radio Inc., owned by Welcome Radio Inc., licensee of WSLR Akron, Ohio. Messrs. Lindberg and Hayes, principals of WOKO Inc., own WPIK Alexandria and WXRA(FM) Woodbridge, both Virginia. WOKO operates fulltime on 1460 kc with 5 kw. Broker: Blackburn & Co.

■ **WOIB and WOIA(FM) Saline, Mich.:** Sold by Herbert W. Lester to Ronald E. Felty, Thomas J. Boodell Jr., James A. Peterson, I. Henry Curtiss and Theodore C. Anderson for \$180,000. Mr. Felty is minister and is president of WBRT Bardstown, Ky. Mr. Curtiss is president, and Mr. Anderson vice president of insurance brokerage firm. Mr. Boodell is attorney. Mr. Peterson is national representative of insurance company. WOIB is daytimer on 1290 kc with 500 w. WOIA(FM) operates on 102.9 mc. with 10 kw.

■ **KKJO St. Joseph, Mo.:** Sold by Joseph W. Marti and the estate of John Marti to Thomas R. Elkins and others for \$150,000. Mr. Elkins is president of Marti Broadcasting Corp., licensee of KKJO. KKJO operates fulltime on 1550 kc with 5 kw.

■ **KMYR(FM) Denver:** Sold by Craig R. Bowers, Rebecca Bowers, Arthur L. Robertson, Stephen T. Susman and Morris H. Susman, to Doubleday Broadcasting Co. (Nelson Doubleday, chairman of the board), for \$101,194. Doubleday is licensee of KOSA-TV Odesa-Midland, KR0D-AM-TV El Paso, KITE-AM-TV San Antonio (Terrell Hills) and KDTV(TV) Dallas, all Texas; KRNO San Bernardino, Calif.; KHOW Denver and KDEF-AM-FM Albuquerque, N. M. KMYR (FM) operates on 95.5 mc with 51 kw.

NAB flies red flag on subscription TV

The National Association of Broadcasters is sounding the alert that pay TV is just around the corner and that Congress cannot be depended upon to head it off unless a prompt campaign to influence lawmakers can be mounted.

In Boston last Monday (Oct. 30), Paul B. Comstock, NAB vice president for government affairs, warned broad-

casters at the NAB's fourth regional meeting (see page 70A) that a vote on the only pay-TV bill before the House Communications Subcommittee could be expected any day and that it might go against opponents of subscription TV. "If the Congress does not voice its stand against pay TV," he said, "there is great danger that [the FCC] may proceed to authorize pay TV—despite the lack of public demand and despite the absence of clear authority from Congress."

Briefings on the issue were also mailed to NAB legislative liaison members at the state level with a suggestion that a repeat of an earlier campaign might be in the offing if it seems necessary. In 1958 viewer opposition was solicited; some congressmen still recall the issue as generating more mail that year than all other issues combined. Pay-TV development was held by the resulting congressional pressure to a program of limited testing in selected markets.

(Meanwhile, House Subcommittee Chairman Torbert Macdonald [D-Mass.] said that, as promised, a vote would come soon on the bill before his panel that would prevent the FCC from giving the go-ahead to any pay-TV system without the express permission of Congress. He told BROADCASTING that the

vote could come this week if a subcommittee hearing on power matters does not extend beyond midweek.)

Short-term renewal proposed for KCTY

Doctoring of radio logs proved to be the most serious of several alleged misdemeanors charged against the operations of KCTY Salinas, Calif., according to FCC Hearing Examiner Basil P. Cooper. In an initial decision last week the examiner rapped licensee Allen C. Bigham Jr., for his "cavalier attitude of assuming everything is all right [at the station] while he stayed in bed," and recommended a one-year renewal of the KCTY license subject to forfeiture of a \$10,000 fine. That amount is the maximum permitted under commission rules.

The KCTY license renewal application was designated for hearing last July to determine whether Mr. Bigham had relinquished control of the station to an alien and falsified station logs to conceal rule violations, and whether KCTY had broadcast ads concerning a

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Macdonald ready to tackle all of communications?

Indications are that Representative Torbert Macdonald (D-Mass.), chairman of the House Commerce Committee's Communications Subcommittee only since early this year, is rapidly warming to his new congressional specialty. Pleased by his subcommittee's progress on communications matters so far this year—and gaining confidence in his ability to meet and master many of the intricacies of what he terms America's fastest growing industry—the 50-year-old congressman from suburban Boston has already started making additional waves on the communications industry's none-too-peaceful waters.

And larger perturbations seem to be on the horizon. Last month, signs in the wind became abundant:

▪ The first on-the-record congressional look at pay TV since the days of former Commerce Committee Chairman Oren Harris—an arch foe of subscription television—found a subcommittee chairman in charge whose mind was not made up in advance (or at least not firmly pre-committed). Mr. Macdonald's first hearing on a broadcasting matter

since he exercised his seniority and took over the reins of the communications panel from its previous chairman, Walter Rogers (D-Tex.), also revealed him as a chairman with no particular ideological commitment to commercial broadcasting as it is now constituted (BROADCASTING, Oct. 16, 23).

▪ Two weeks ago, he reaffirmed before an Electronic Industries Association audience in Los Angeles a stand he had taken earlier at a cable-television gathering—that the nation's basic communications law was in serious need of revision (BROADCASTING, Oct. 30, July 3).

▪ And at the Los Angeles meeting he went a step further with a concrete suggestion that a new cabinet-level department based on the White House's Office of Telecommunications Management be assigned the chore of allocating frequencies. (An EIA news release subsequently said Mr. Macdonald had "proposed" such an agency or department. "Not so," says the congressman. "I said it *may* be the solution to the coordination of government and public allocations.")

Administration Could Act ▪ Last week in an interview Mr. Macdonald told BROADCASTING that as he understands the law the administration could take the major step of creating a department of communications without prior congressional approval.

Under its reorganization powers, he explained, the administration could consolidate many communications-oriented executive functions into one agency, which the Congress could block or modify only by taking positive action within 60 days. This route was followed, he noted, in the establishment of the Department of Transportation.

He also noted that President Johnson's task force on communications (BROADCASTING, Aug. 21) has at least the potential for prescribing radical changes in the present setup, some of which would be sent to the Hill in the form of legislative proposals. Thus, at least for now, he admits, the administration has the ball.

But this does not rule out preparatory action by his subcommittee; in fact, in the light of the complexity of the issues it almost man-

lottery and violated sponsorship-identification rules. The commission also directed that should the examiner find the hearing record does not warrant denial of license renewal, he should recommend what fine should be imposed (BROADCASTING, July 18, 1966).

According to Examiner Cooper's findings, Mr. Bigham did not relinquish control of the station. However, the examiner said the record supported the other charges.

What really piqued Examiner Cooper was Mr. Bigham's alleged practice, for about six months, of doctoring the KCTY logs to indicate that a first class engineer had been on duty at the station at all times. The facts showed, said the examiner, that "either he or one of his engineers had been too lazy to get out of bed" to put the station on the air.

Although the FCC's broadcast bureau had urged denial of the license renewal on this charge alone, the examiner found that such denial "which would be tantamount to a fine or penalty in excess of \$100,000 is rather severe for acts which while stupid were not motivated by either avarice or malice." Instead, the examiner concluded, the rule violations were more "occasioned by either ignorance or lack of understanding of the reasons for the necessity" of complying with the commission's rules.

70D (MEDIA)

NAB radio code gains 15 stations

The National Association of Broadcasters radio code showed a net gain of 15 stations (eight of them noncommercial), as 30 stations were added and 15 stations were withdrawn between July 15 and Aug. 15.

In the same period, the TV code picked up one station, KTVR(TV) La Grande, Ore.

Radio additions: KTMN Truman, Ark.; KOMY Watsonville and KQMS Redding, both California; WPKM(FM) noncommercial, Tampa, and WSAF Sarasota, both Florida; WDGL Douglasville and WRWH Cleveland, both Georgia; KYME Boise, Idaho; WBEZ(FM) noncommercial, Chicago; KSAC-AM-FM noncommercial, Manhattan, Kan.; WEKY Richmond and WMTA Central City, both Kentucky; KDWA Hastings, Minn.; KBIL Liberty, Mo.; KFMQ(FM) and KLMS, both Lincoln, KNEB Scottsbluff, and KUVR Holdrege, all Nebraska; KUNR(FM) noncommercial, Reno; WRUR-FM noncommercial, Rochester, N. Y.; KDSU(FM) noncommercial, Fargo, N. D.; WSLN(FM) noncommercial, Delaware, Ohio; KELI Tulsa, KVIN Vinita and KWLG Wagoner, all Oklahoma; KIXZ Amarillo

and KTRN Wichita Falls, both Texas; WANT Richmond, Va., and KWYZ Everett, Wash.

Radio withdrawals: KPCA Marked Tree, Ark.; KAHR Redding, KCNO Alturias and KWG Stockton, all California; WBRY Waterbury, Conn.; WRIN Rensselaer, Ind.; WGLI Babylon and WOTT Watertown, both New York; WMGS Bowling Green, Ohio; KVVY Holdenville, Okla.; KMCM McMinnville and KQEN Roseburg, both Oregon; WORG Orangeburg, S. C.; KWIC Salt Lake City, and KEDO Longview, Wash.

Levittown to break another barrier

People who live in Levittown, Pa., about 10 miles north of Philadelphia, are accustomed to being stared at—after all Levittown was one of the first new, low-cost towns built in the U. S. Pretty soon Levittowners are going to be the object of the broadcasting industry's interest; it soon will have the nation's first 24-channel cable television system.

The start of construction of the \$1-million system was announced last week by Lower Bucks Cablevision Inc. Jerrold Electronics Inc., Philadelphia, is the turnkey contractor for the 250-mile

BROADCASTING, November 6, 1967

dates it, he added. And although it is too late in this session to begin the monumental task that communications-law revision portends, Congressman Macdonald said that hearings on the possibility would very likely begin next year.

His growing sense of urgency in the matter, he notes, comes from three considerations:

- The FCC, as it is presently organized and funded, is overburdened.

- The Communications Act itself is clearly outmoded because of many unforeseen developments since it was adopted in 1934.

- Because technology is on the march, "I can foresee fantastic advances in the next decade," he said, "and frankly we don't have the personnel and machinery to keep up with it, let alone exploit it for the public interest. It [the Communications Law] needs revamping."

And as an indication of the importance with which he now views the subject, he adds: "If politics can ever catch up with the technology—if legislators would really become aware of what's possible in this field—communications would become the number-one subject for Congress."

system that will reach some 28,000 homes in Levittown and adjacent areas. The first 50 miles are expected to be completed by January; the entire system later next year.

Initially the system will carry 18 channels of TV programs and other services, including eight Philadelphia TV stations and four New York inde-

pendents. The other six channels will include four devoted to local programming and public service, a time-weather channel and a special news channel.

Because the Philadelphia TV signals come in strong in Levittown, resulting in interference to the stations carried "on-channel" on the cable, the 24-channel system was chosen to permit those stations, as well as the New York stations which put a grade B signal into the community, to be converted to other channels on the cable. New York stations put a grade B signal into Levittown, thus taking it out of the top 100 market rule which would have required a waiver from the FCC.

The 24-channel system will result from dual cable construction, actually two coaxial cables. Each customer's TV set will be equipped with a switch, permitting him to choose between the two 12-channel systems at the flick of a finger.

Lower Bucks Cablevision Inc. is principally owned by multiple cable owner Philadelphia Community Antenna Television Co., a subsidiary of the *Philadelphia Bulletin*. John Zettick is president and Pat Deon, vice president of the system. PCATV operates CATV systems in Santa Barbara, Calif., where the *Bulletin* owns the *Santa Barbara News-Press* (KTMS-AM-FM) and in Sarasota and Venice, Florida. PCATV also holds franchises for CATV in more than 30 communities in the Philadelphia area, as well as one for the eastern portion of northeast Philadelphia proper.

Nebraska completes network

The seventh and last of the Nebraska Educational Television Network went on the air last Wednesday (Nov. 1) when ch. 19 KXNE-TV Norfolk started broadcasting. Engineering Director William Ramsey said the station has

color capability.

It is broadcasting with 282 kw visual, 56.2 kw aural with antenna height of 1,110 feet above average terrain.

CATV cracks down on subscribers initiative

CATV subscribers in the little town of Walton, N. Y. (1960 population 3,855), have been told that their do-it-yourself projects—hooking up a second TV set to the one already connected to the cable—has to cease. And the deadline is Nov. 1.

Walton Community Antenna System, which has operated a five-channel cable system in that upstate New York community for 15 years, took a full-page advertisement in the local newspaper to warn its 1,200 customers that second TV connections performed by subscribers themselves were forbidden. The reason: customers buying color TV sets—and according to Edwin Miller, president of the CATV system, about 200 of his customers have already done so—have been connecting the color set to the cable on their own, and then, using a 300-ohm lead, reconnecting the black-and-white set to the same terminals. The split of the incoming signal reduces the signal strength going into the color set, with resultant poor pictures for which the cable operator has been getting the blame.

The Walton CATV system is offering to install second sets to the cable without an installation charge—but of course subscribers will have to pay an additional monthly fee for the second connection. Walton feeds its customers three TV signals from Binghamton, N. Y., and two New York independents via microwave.

FANFARE

NCTA plans new film for its national week

To celebrate National Cable TV Week, Feb. 4-10, 1968, the cable-TV industry is going to rely heavily on a color documentary film. The National Cable Television Association announced last week that it has commissioned Irving Gitlin Productions Inc., New York, to produce a 16mm color documentary film on the CATV industry. Cost is estimated in the \$50,000 range. Prints will be sold by NCTA for a nominal fee to members, who will be urged to use them for showings to local civic groups, as well as to buy time to run them on local TV stations.

The new documentary will supersede

the existing 16mm film on CATV produced about five years ago.

The choice of the Gitlin firm to produce the film was made by NCTA's public relations committee, which is headed by Irving B. Kahn, Teleprompter Corp. H. Taylor Vaden, Triangle Stations, will represent NCTA in the production of the film.

Drumbeats . . .

Off the presses ■ Fifth edition of the National Association of Broadcasters' booklet of awards and scholarships in radio-TV lists a total of 293 now available. The figure is nearly double those contained in the fourth edition of "Awards, Citations and Scholarships in Radio and Television." Booklet shows availability of 194 scholarships, 92

awards to networks, stations, ad agencies and individuals, and 22 engineering awards.

TV games at home ■ Bresee, Smith & Associates, Hollywood, television merchandiser, has been appointed as the exclusive merchandising representative for ABC-TV's upcoming *How's Your Mother-in-Law?* series. Bresee and Smith also represent *The Dating Game*, *The Newlywed Game*, *The Family Game* and *Dream Girl of '67*. Parlor game versions of *The Dating Game* and *The Newlywed Game* already are on the market, with an estimated 1 million games to be sold this Christmas. The play-at-home version of *The Family Game* is also expected to be marketed soon across the country. All shows involved are out of Chuck Barris Pro-

PGW's Colonel is life of the birthday party

Peters, Griffin, Woodward at a special meeting of employees in its New York office last week distributed English Toby mugs whose quality of workmanship has made the small jugs collectors' items the world over. The event was held to mark PGW's 35th year in the business of station representation and to point up the vigor of the company as depicted by its Colonel trademark, one of the oldest in the broadcast industry.

The Tobys, in the image of the jovial Colonel, bright-eyed, white-haired, hatted in a pearl-gray Homburg and wearing a white carnation in his lapel, were mailed and delivered to PGW clients and friends. Though the ceremony and the distribution of the jugs made for a simple procedure, the preparations were complex and took about one year from idea to execution, including PGW's commissioning Beswick, of Stoke-on-Trent, the English pottery firm that made and flew to New



York several casts of the Colonel before producing the jugs.

At the ceremony Nov. 1, in New York, presided over by H. Preston Peters, chairman, and Lloyd Grif-

fin, president, Mr. Peters presented an historical explanation of the Colonel identification. He noted the company (Free & Peters, founded by James L. Free in Chicago in 1932 with Mr. Peters opening the New York office a year and a half later) in attempting to increase business and add to the station list "often encountered resistance from prospective station managers [who felt] that we were too young to sell and handle their important stations.

"Our advertising agency at the time created the Colonel [in 1934] to symbolize maturity, perhaps even experience and wisdom . . ."

Mr. Peters said that when small clay statuettes of the Colonel were issued in 1942 as a 10th anniversary event, President Roosevelt, who enjoyed knickknacks and the like on his desk, was included in the mailing. "The Colonel is now in President Roosevelt's museum in Hyde Park," Mr. Peters said.

ductions and are shown on ABC-TV.

Retail-print promo ■ A newly syndicated monthly newsletter for radio stations to mail to local retail merchants is being used by WCIT Lima, Ohio. The four-page two-color format is geared to the retailer with a brief news concept of what's happening in the national retail trade. The Retail Marketing Newsletter, covering most major categories in retailing, was sent to more than 250 merchants and regional advertisers in November with over 40% return of favorable comment. More than 25 stations have signed up for the service.

Golden Mike to Freeman ■ Doris Freeman, account executive and broadcaster

at WDXI Jackson, Tenn., has been presented American Women in Radio and Television's southern area Golden Mike award for her contributions of community service in broadcasting and as an individual. Mrs. Freeman in 1947 and 1955 created the character "Cousin Tuny" for WDXI and WDXI-TV, respectively, and has been highly active in many charity organizations.

Talent search ■ Remember those old-time movie talent searches—the kind that discovered Lana Turner eating a chocolate frappe in Schwab's? NBC-TV and Universal City Studios are resurrecting them as a promotion for their joint *World Premiere* two-hour feature films for television. The search will be conducted at the local station level

by NBC-TV affiliates. Winners are promised a key role in one of Universal's future motion pictures to be produced for broadcast on NBC-TV. Applicants are required to submit a photograph and resume of their acting background to the participating NBC-TV affiliate in each local area.

SAI awards CBS ■ An award for "the finest television series in the serious-music field" has been presented to CBS by Sigma Alpha Iota, women's national music honorary. The award is for the *New York Philharmonic Young People's Concerts* and marks the fourth consecutive year that CBS has received the award.

Sarnoff gets Freedom Award

Brigadier General David Sarnoff, board chairman of RCA, was presented last week with the annual Freedom Award of the International Rescue Committee for "distinguished service in the cause of freedom." In accepting the award, General Sarnoff told a gathering at the Waldorf-Astoria hotel in New York that a new type of lifetime profession must be created to cope with the impact of technology on the human and natural environment. He warned that the danger of technology slipping away from human control "compels us to look to new approaches to keep this earth both tranquil and habitable."

THE FARTHER VISION

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Edited by Allen E. Koenig and Ruane B. Hill

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News costs perplex Europeans

International TV news directors meeting hears that U.S. techniques result in more news at lower budgets

What was conceived as a "get-acquainted" meeting of European and North American news executives may result in substantive changes in European broadcast news operations.

U.S. participants recently returned from a two-day meeting of the International Television News Directors Association in Paris report that European news executives displayed keen interest in American techniques of news gathering and presentation.

The participants said European interest was piqued by staffing and funding comparisons made during the conference, which was attended by more than 70 news directors from 17 nations throughout the North Atlantic Community and the U.S.S.R. (BROADCASTING, Oct. 30).

Presentations made during the meeting showed that the television system of one European country—the Netherlands—spends the equivalent of about \$700,000 annually to produce 24 minutes of news (not including commercial time) daily. The staff needed to produce this daily quota of news consists of close to 300 people, including stringers. In addition, the Dutch News Service subscribes to the Associated Press, United Press International, Reuters, and the Netherlands National News Agency.

In comparison, Robert Gamble, news director of WFBM-AM-FM-TV Indianapolis, revealed that his staff of 22 turns out 12 hours 50 minutes per week of locally produced television news on an annual budget of about \$510,000.

Efficiency ■ American participants reported that European newscasters "seemed very anxious to find out how we do it. Our presentations apparently left some of the Europeans with the feeling that they were terribly over-staffed, or inefficient," one participant

said.

U.S. news executives, however, were impressed by one aspect of the European news operations. "Their equipment is fantastically good," said one participant, "especially the French color system. It's the most life-like I've ever seen."

American television news did come in for some criticism from Sir Geoffrey Cox, editor-in-chief of Great Britain's commercial Independent Television News, who said he found the number of commercials in American newscasts a "bad thing." Sir Geoffrey had made a study of American newscasts before making a decision to insert a commercial in ITN's nightly 30-minute newscast. The decision was a wise one apparently: "In fact the one two-minute commercial that we carry . . . brings us in three times the total cost of making the news program," Sir Geoffrey said.

U.S. representatives to the meeting described the conference as very successful. "I think all of us were impressed by what the other fellow is doing," said one participant. "We set out to have a face-to-face exchange of ideas, and that we did."

Rediffusion, ABC form production firm

London's ABC Television and Rediffusion Television have agreed on the formation of a joint company to provide weekday programs in the London area beginning July 30, 1968. The new company, Thames TV, will have a capital of about \$16.8 million, equally divided between the partners, but with the majority of the voting control in ABC's hands. This arrangement is in accordance with the ITA directive that



William A. Corley (l), NBC manager of Midwest news operations, and Sir Geoffrey Cox (r), Independent Television News, London, are shown at the ITND conference in Paris.

ordered a merger of the two companies last June, when program contracts came up for renewal.

One problem still to be settled is the future of Rediffusion's Wembley studios, now on a three-year lease to London Weekend TV. The studios could either revert to Rediffusion or become the property of Thames TV.

BBC requests rise in radio/TV license fee

The BBC, needing another \$42 million annually for its development program, has asked the government to increase the radio/TV license fee from \$14 to \$16.75. Although the BBC converted last year's deficit of \$5.6 million into a surplus of over \$9 million this financial year, these funds will be quickly absorbed by color TV facilities, the new pop-music service and local broadcasting stations.

The BBC also disclosed that the radio pirates gave a more extensive pop-music service than it has been able to provide so far. "The demand for continuous popular music," it says, "can to some extent be met within the law, but up to a dozen seaborne transmitters operated in anarchy could not help but meet it more profusely."

FATES & FORTUNES

BROADCAST ADVERTISING

Patrick E. O'Rourke, formerly executive VP and advertising director of *Family Weekly*, Chicago, joins Knox Reeves Advertising, Minneapolis, as VP and marketing director, responsible for coordinating media, research and marketing departments. Arthur Cady, formerly with Norman, Craig & Kum-

mel and Young & Rubicam, both New York, joins Knox Reeves, Minneapolis, as art director-producer. Stan M. Goldstein, copy supervisor with Foote, Cone & Belding, New York, joins Knox Reeves, Minneapolis, as copy supervisor.

Harold J. Hogan, with Campbell-Ewald Co., Detroit, named VP.

John B. Andersen, with Eastern Airlines, New York, named division VP-advertising and merchandising of newly named and enlarged advertising and merchandising unit of Eastern.

Dona Davies, production manager on Mattel account for Carson/Roberts/Inc., Los Angeles, named administrative head of broadcast production de-

partment. **Lois Crain**, assistant production manager of department, becomes production manager. **Renee Gruman**, on traffic desk, named assistant production manager.

Carol Gilbert, director of research-sales development, for Robert E. Eastman & Co., New York, elected VP.



Miss Gilbert

Hugh H. Graham, senior VP of Chirurg & Cairns, Hartford, Conn., given additional duties in area of industrial and corporate communications. **Charles H. Gardner**, senior VP of Chirurg & Cairns, Hartford, named general manager in charge of Hartford operations.

Jack Winkelseth, associate media director at Daniel & Charles, New York, appointed media director at W. B. Doner & Co., Detroit.

Frank A. Wolfson, research analyst at Ted Bates & Co., New York, joins LaRoche, McCaffrey and McCall there as research project director.

J. William Axtell, director of advertising and promotion at wxyz Detroit, named advertising and sales promotion manager of WBBM Chicago, succeeding

Arthur H. Barnes, who joins WFLD(TV) Chicago as director of advertising and sales promotion. **Charles Mann**, with PR staff of General Motors Corp., Detroit, appointed director of advertising and promotion for wxyz.

Malcolm D. MacDougall, VP and creative director for BBDO, Boston, named associate creative director at BBDO, New York. **Robert F. Schmalenberger**, VP and head art director at BBDO, succeeds Mr. MacDougall as creative director in Boston.

Thomas Joerder, president of his own management consultant business, Joerder Associates Inc., appointed director of advertising and sales promotion for Yardley of London Inc., New York.

Jean F. Anderson named associate research director of Clinton E. Frank Inc., Chicago, and **Jack L. Jasper** named VP of subsidiary Market Measurements Inc.

Donald Stewart, senior VP, creative director for Fletcher Richards Co., New York, joins Filmex Inc., that city, as director of TV commercials and feature films.

William T. Latham, national sales manager of WFTV(TV) Orlando, Fla., also appointed general sales manager.

Byron Bellville, with KMOX St. Louis, appointed general sales manager.

James L. Shannon, account executive, WJAS Pittsburgh, appointed sales manager.

Kenneth Bryan, with WIGO Atlanta, named sales manager.

John Trojahn, with KDOT Scottsdale, Ariz., named sales manager.

Richard Novik, sales manager, WLIF-FM New York, adds WLIF to his sales manager responsibilities. **Larry Kingen** resigns as WLIF sales manager to form advertising agency (BROADCASTING, Oct. 16).

John Michael Keating, account executive for CBS Television Stations National Sales, San Francisco, appointed account executive in New York.

Leo P. Murray joins Bauer-Tripp-Hening & Bressler, New York, as account executive.

Richard P. Ruggles II, with Doyle Dane Bernbach, New York, joins de Garmo, McCaffery Inc., that city, as all media buyer.

J. Robert Holland, news director of WCAU-TV Philadelphia, joins PR department of Lewis & Gilman, that city.

MEDIA

William J. Wheatley, formerly operations manager and head of program department of KFVB Los Angeles, named general manager of WIBC Indianapolis.

Ken Stephens, with KTOP Topeka, Kan., named manager of WTCR Ashland, Ky., replacing **Seeb Tweel**.

Walter L. Jones, sales manager of WAMO-AM-FM Pittsburgh, appointed general manager.



Mr. Jones

Dan Hollingdale, manager of WQDY Calais, Me., named general manager of WQDY, WHOU Houlton and WMKR Millinocket, all Maine.

Jeffrey Sprung, program director for wvox New Rochelle, N.Y., appointed station manager for wvox-AM-FM.

Ed Wallis, WIND Chicago, elected president of Illinois Broadcasters Association, succeeding **Guy F. Main**, WCIA-TV Champaign. Other new IBA officers: VP-TV, **Milton D. Friedland**, WICS(TV) Springfield; VP-radio, **Roger Coleman**, WGIL Galesburg, and secretary-treasurer, **M. H. Stuckwish**, WTIM Taylorville.

Allan Land, WHIZ Zanesville, Ohio, elected president of Ohio Association



NBC Radio affiliates elect officers

Elmo Ellis, WSB Atlanta, and **Reggie Martin**, WSPD Toledo, Ohio, were re-elected chairman, and vice chairman, respectively, of NBC Radio affiliates executive committee at meeting in San Juan, P. R., last week (see page 58).

Also re-elected to committee was **Herbert L. Kreuger**, WTAG Worcester, Mass.

Members of committee, seated

(l-r): **Mr. Martin**, **Mr. Ellis**, and **Kenneth F. Small**, WRUF Gainesville, Fla., secretary-treasurer. Standing (l-r): **Michael O. Lareau**, WOOD Grand Rapids, Mich.; **Bill Bengston**, KOAM Pittsburg, Kan.; **Richard O. Dunning**, KHQ Spokane, Wash.; **Mr. Kreuger**, and **James Caldwell**, WAVE Louisville, Ky. Not pictured is **Robert H. Harter**, WHO Des Moines, Iowa.

of Broadcasters, succeeding **Collis Young**, WCOL Columbus. **O. T. (Sandy) Dresbach**, WPFM Middletown, elected first VP of OAB; **Paul Gilmore**, WHBC Canton, elected second VP.

Ben Falber Jr., WTHI Terre Haute, elected president of Indiana Broadcasters Association. Other officers named: **Paul L. King**, WAWK Kendallville, VP-AM; **Hilliard Gates**, WKJG Fort Wayne, VP-TV; **Frank Haas**, WMRI Marion, VP-FM; **Robert B. McConnell**, WISH-TV Indianapolis, secretary-treasurer; **Jack T. Brandt**, WITZ Jasper, assistant secretary; **William Quigg**, WBRW Bedford, assistant treasurer, and **Eugene Strack**, WXLW Indianapolis, coordinating director.

Joseph S. Gans, Cable TV Co., Hazelton, elected president of Pennsylvania Community Antenna Television Association. Other officers elected: **Walter A. Kinash**, Johnstown Cable TV, Johnstown, VP, and **Jay L. Sedwick**, Armstrong Utilities Inc., Butler, secretary.

Jerome W. Morris, formerly with ABC, WJJD and WMAQ-AM-FM-TV, all Chicago, appointed business manager and chief accountant of KTAR-AM-FM-TV Phoenix.



Mr. Luca

Adolfo F. Luca, with NBC legal department, New York, since March 1966, appointed senior attorney.

John Lawrence Mansfield, labor relations technician for Armour Agricultural

Chemical Co., Atlanta, joins WSB-AM-FM-TV there as personnel director.

Colonel Harry Tabor, U.S. Army, joins Office of Telecommunications Management, Washington, as special assistant to Cole Armstrong, deputy di-



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rector of OTM. **Colonel Tabor** moves to OTM from year's assignment as director of Beirut, Lebanon, research and development field office, Department of Defense.

PROGRAMING



Mr. King

Eugene H. King, formerly with Voice of America, WOR and WCBS, both New York, named VP and executive director of Broadcasting Foundation of America, that city.

Abraham Schneider elected to newly created post of board chairman of Columbia Pictures Corp., New York. **Leo Jaffe**, executive VP, succeeds Mr. Schneider as president. Mr. Schneider continues as executive officer of Columbia Pictures, whose television subsidiary is Screen Gems Inc. **Serge Semenenko**, vice chairman of First National Bank of Boston, becomes vice chairman of board of Columbia Pictures. Mr. Semenenko played key role earlier this year by warding off efforts by dissident stockholders to take control of company (BROADCASTING, Aug. 7).

Donald J. Sheaff, assistant plant manager of TV division laboratory for Technicolor Inc., Hollywood, named VP and general manager of division.

William Shelton, film executive for 20th Century-Fox, appointed director of foreign sales for Harold Goldman Associates, Beverly Hills, Calif. production and distribution company.

Cecil Brown, veteran newscaster now at noncommercial KCET-TV Los Angeles, named TV consultant at Encyclopaedia Britannica Educational Corp., Chicago.

Julian Bercovici, executive with Filmways Inc., New York, resigns to enter independent production.

Allan Hotlen, formerly assistant program director and music director of WIP Philadelphia, appointed program director.

John H. Rook, operations director at KQV Pittsburgh, joins WLS Chicago as director of operations in charge of programming.

Andy Moore, with KDOT Scottsdale, Ariz., named program director. **Gene Sturla** becomes music director of KDOT.

Steve Vallensky, executive producer of *The Barry Farber Show*, also named general manager of Syndicated Features Inc., New York.

Howard Linkoff, producer and sales representative for EUE/Screen Gems, New York, appointed sales manager of

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HOME OFFICE - SAN FRANCISCO, CALIFORNIA

Savage-Friedman Inc., that city.

W. F. (Jim) Myers, executive administrator and director of international relations for Sesac Inc., New York, elected president of Gospel Music Association.

NEWS

Bruce Lang, director of sales liaison and administration, CBS News, New York, named manager of program administration.

Carlos Schiebeck, with UPI news-picture staff, named Los Angeles news-photo bureau manager. He succeeds **Gary Haynes**, named UPI central division newspictures manager, Chicago. **Robert Bott**, with UPI in New York, appointed manager of Canada bureau in Toronto. He replaces **John Keeping**, who resigned. **John N. Gregory**, with UPI Chicago bureau, named regional executive for UPI in Indiana, succeeding **Donald R. Pieper**, who resigned.

Sam A. Donaldson, reporter and producer at WTOP-AM-TV Washington, joins ABC News there as staff correspondent.

Wanda Ramey, with KPIX(TV) San Francisco, joins noncommercial KQED (TV) there as West Coast correspondent for Public Broadcast Laboratory of National Educational Television.

Alan Walden, assistant news director, WNEW New York, named news director, replacing **Jack Pluntze**, who will soon announce his plans.

Edward Mullen, with WTAK Garden City, Mich., appointed news director of WTAE-AM-FM Pittsburgh.

George Luis Navarro, with WKAQ San Juan, P.R., appointed news director of WADO New York.

M. Larry Litwin, with news staff of WJZ Mount Holly, N. J., appointed news director.

Bud Kelley, with KDOT Scottsdale, Ariz., named news director.

Logan Stewart, previously with WKOE New Orleans, XTRA Tijuana, Mexico, and CHML Hamilton, Ont., named associate news director of KIXI-AM-FM Seattle.

Jim West, newsman with WNUS Chicago, named assistant news director of KBTR Denver.

Duane Brady, program director for KOOL Phoenix, joins KTAR-AM-FM-TV there as news coordination director.

Stan Carmack, news director of WKYT-TV Lexington, Ky., joins WCKY Cincinnati as morning news editor.

Robert R. Irvine, assistant news director for KNX Los Angeles, named to newly created post of executive news producer.

Ed Hardy, WABC New York, elected

president of New York State AP Broadcasters Association.

James Brady, KIFI-AM-TV Idaho Falls, Idaho; **Thad Sandstrom**, WIBW-TV Topeka, Kan., and **John Day**, WHDH Boston, named to awards committee of AP Radio and Television Association for 1967-68. Named to nominating committee for 1967-68, with one representative from each of four geographical divisions of country: East—**Tom Eaton**, WTIC Hartford, Conn.; Central—**Dick Cheverton**, WOOD Grand Rapids, Mich.; West—**Richard Lewis**, KTAR Phoenix; South—**James Byron**, WBAP Fort Worth, Tex.

FANFARE



Mr. Liss

in California.

Richard Ballinger, sales promotion manager of WNEW-TV New York, named to newly created post of assistant director of information services. **Howard Jaffe**, advertising and promotion writer/producer at WNEW-TV, becomes sales promotion manager. **Howard Burkat**, advertising and promotion writer/producer at WNBC-TV New York, succeeds Mr. Jaffe.

John J. (Chick) Kelly, VP for advertising and promotion for Storer Broadcasting Co., Miami, resigns to become partner in Research Engineering Corp., Miami-based sales and promotion firm.

EQUIPMENT & ENGINEERING

John P. Buchan and **Arthur H. Hausman**, group VP's of Ampex Corp., Redwood City, Calif., named executive VP's.

Bernard Lazarus, VP and controller of Bogen Communications division of Lear Siegler Inc., Paramus, N.J., named executive VP.

Dr. Lawrence T. Frymire, executive secretary of State of California Educational Television Advisory Committee, appointed executive director of Illinois Telecommunications Commission.

Milton R. Holladay, with WACA Camden, S. C., joins WINH Georgetown, S. C. as chief engineer.

Dr. S. W. Herwald, VP, electronic components and specialty products group, Westinghouse Electric Corp., Pittsburgh, elected president of Institute of Electrical and Electronics Engineers.

He succeeds **Walter K. MacAdam** of American Telephone & Telegraph Co. **Lynn C. Holmes**, with General Dynamics Corp. electronics division, Rochester, N. Y., elected VP of IEEE.

Harry M. Kane, president of Westinghouse Appliance Sales & Service Co., Pittsburgh, subsidiary of Westinghouse Electric Corp., named president of Olympic Radio & Television division of Lear Siegler Inc., Long Island City, N. Y. **Harold Gold**, Pittsburgh branch manager, named VP in charge of branches of Olympic Radio & Television Sales Corp., Long Island City. **Simon I. Degulis** appointed Southern California branch manager.

Chris Rager, assistant chief engineer of noncommercial WMHT(TV) Schenectady, N. Y., named chief engineer for all-media department of instructional services, University of West Florida, Pensacola.

James W. Barnes, manager of instrumentation and switching systems for Cohu Electronics Inc., San Diego, named assistant chief engineer of San Diego division.

Homer C. Kornman, chief engineer of WLS-TV Roanoke, Va., appointed technical operations manager of Maryland Educational Cultural Broadcasting Commission, Baltimore.

Raynold A. Swanson, with Gates Radio Co., Quincy, Ill., appointed manager-mechanical engineering.

Ray Stolzman, with Bruno-New York, appointed director of marketing for Fidelipac division of TelePro Industries Inc., Cherry Hill, N. J.

Donald Humphreys joins Michigan Magnetics, Vermontville, Mich., as manager of marketing.

Edward W. Butler, Speer Carbon Co., St. Mary's, Pa., selected to receive annual Medal of Honor of Electronic Industries Association at organization's spring conference in Washington in March. Mr. Butler, present chairman of EIA's parts division, is VP, planning and electronics for the Speer company.

INTERNATIONAL

Roly Koster, program manager of CHFI Toronto, appointed station manager of CHAM Hamilton, Ont. **Norm Marshall**, sports coordinator for CHCH-TV Hamilton, Ont., named operations manager and sports director of CHAM, that city. **Earle Bradford**, assistant news director of CHFI Toronto, named news director of CHAM.

Russ Ramsay, CJIC Sault Ste. Marie, Ont., elected president of Central Canada Broadcasters Association. Other officers elected: **John Radford**, CFJR Brockville, Ont., VP and convention chairman; **A. A. Bruner**, CHCH-TV

Hamilton, Ont., VP; **R. E. Redmond**, CHSC St. Catharines, Ont., secretary, and **D. C. Trowell**, CKEY Toronto, treasurer.

Sir Philip Warter, chairman, **Robert Clark**, deputy chairman, and **Howard Thomas**, managing director, ABC Television, London, named chairman, deputy chairman and managing director, respectively, Thames TV, same city. Appointments follow merger between ABC Television and Rediffusion into new program company (see page 73).

ALLIED FIELDS

Edward Bliss Jr., news editor for *CBS Evening News with Walter Cronkite*, named associate professor of journalism at American University, Washington.

Frank N. Merklein, production manager, foreign operations for Time-Life Broadcasting International, joins RTV International Inc., New York, radio and television consultants, as director, development services.

Rex Schnupp, chief of television branch, film-ETV division, U. S. Army Aviation School, Ft. Rucker, Ala., joins

University of West Florida, Pensacola, as director of all-media department of instructional services. **Leslie Smith**, instructor and producer/director, department of radio and television, St. Petersburg (Fla.) Junior College, joins University of West Florida, Pensacola, as head of broadcast division, department of instructional services, and assistant professor of speech and drama.

DEATHS



Mr. Brooks

Leon R. Brooks, 55, VP and general counsel of CBS Inc., died of heart attack in Harvard Stadium in Cambridge, Mass., on Oct. 28 while attending Harvard - Dartmouth football game. Mr. Brooks joined CBS in 1950 as its Washington attorney and was appointed VP and general counsel of CBS in June 1964. He was graduated in 1933 from Harvard College, where he was elected to Phi Beta Kappa, and from Harvard Law School in 1936. He practiced law in Boston

from 1937-39 and served various federal agencies from 1940 to 1950. He is survived by his wife, Stacy, and three children.



Mr. Murchison

Hugh R. Murchison, 71, founder and until recently major stockholder of KPOL Los Angeles, died Oct. 24 in his home in Los Angeles. Mr. Murchison was stock broker and investment banker with Walston & Co. for many years but was best known for his work with nation's largest skid-row rehabilitation center, Union Rescue Mission of Los Angeles. He is survived by his wife, Pauline, and three children.

Charles S. Sakoski Sr., chief engineer of WBRE-AM-FM-TV Wilkes-Barre, Pa., since all three stations went on air, died Oct. 18 in Wilkes-Barre's General hospital. Mr. Sakoski joined WBRE organization in 1923.

Ronald A. Moline, 35, assistant chief engineer at noncommercial WTTW(TV) Chicago, died Oct. 24 of heart attack. He had joined ETV station in 1956.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 26 through Nov. 1, and based on filings, authorizations and other actions of the FCC.

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. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations


APPLICATIONS

Anaheim, Calif.—Orange County Communications. Seeks UHF ch. 56 (722-728 mc); ERP 137 kw vis., 26.63 kw aur. Ant. height above average terrain 1,031.16 ft.; ant. height above ground 148.92 ft. P. O. address: 2201 South Haster, Suite 5D, Anaheim 92802. Estimated construction cost \$758,100; first-year operating cost \$873,300; revenue \$585,000. Geographic coordinates 33° 36' 20.2" north lat.; 117° 48' 36.6" west long. Type trans. GE TT56A. Type ant. GE TY-22. Legal counsel Julian P. Freret, Washington; consulting engineer Floyd Hall, Crestline, Calif. Principals: David Mathews, president, Harrison W. Hertzberg, vice president, and Kirk Munroe, secretary-treasurer; Arthur Gardner, Arnold Laven and Jules Levy (each 13 1/3%); Harry Zevin (5%), and Harry Goldberger (40%). Mr. Munroe is vice president and branch manager of Henry Christal Co., New York station representatives, and is applicant for new FM in San Clemente, Calif. Mr. Mathews is free-lance writer-producer for radio and television in Los Angeles; applicant for new FM in San Clemente, Calif.; owner of market, and is vice president and director of broadcast activ-

ities (1959-1967; less than 1% interest; sold January 1967) in Fuller & Smith & Ross, New York advertising agency. Mr. Zevin is general manager of Melodyland Theatre in Anaheim, Circle Star Theatre in San Mateo, and is general manager and vice president with 5% interest in Carousel Theatre in Los Angeles. Mr. Hertzberg is attorney; is vice president with 5% interest in Melodyland Theatre; vice president of Circle Star Theatre, and is president with 39% interest of Ve RI Tas Inc., d/b as Pat Walker's Figure Perfection, International, Los Angeles. Mr. Gardner is producer, vice president and 33 1/3% stockholder in Margate Pictures Inc., Los Angeles film producers of *Big Valley* for ABC-TV; Bristol Pictures, Los Angeles, producers of feature film *Scalp Hunters*; Sussex Pictures Inc., Los Angeles producers of *The Rifleman* for ABC-TV, and Rhodes Picture Inc., producers of feature film *Clambake*. Mr. Levy is president, producer and 33 1/3% stockholder of same as Mr. Gardner.

Mr. Laven is treasurer, producer and 33 1/3% stockholder of same. Mr. Goldberger is president with 66 2/3% interest in Carmo Inc., hotel; secretary-treasurer and 50% stockholder in MII Corp., operators of Mission Inn; secretary-treasurer and sole owner of real estate brokerage; vice president and 50% owner of real estate development, and financial consultant. Ann. Nov. 1.

Anaheim, Calif.—Voice of the Orange Empire Inc. Ltd. Seeks UHF ch. 56 (722-728 mc); ERP 628 kw vis., 125 kw aur. Ant. height above average terrain 3,138 ft.; ant. height above ground 128 ft. P. O. address: 3101 West 5th Street, Santa Ana, Calif. 92703. Estimated construction cost \$951,690.60; first-year operating cost \$967,128; revenue \$731,128. Geographic coordinates 33° 51' 01.15" north lat.; 117° 39' 115" west long. Type trans. GE TT59A. Type ant. GE TY95C. Legal counsel Haley, Bader & Potts, Washington; consulting engineer A. E. Towne, San Carlos, Calif. Principals: W.

	<h1>EDWIN TORNBERG & COMPANY, INC.</h1>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

Thomas Davis, president. Davis Broadcasting Co. is 100% owner of applicant. Mr. Davis is attorney and owns 50% of 4 farms and D. & T. Investment Co., farming and broadcasting concern which owns KLOK San Jose, Calif. Davis Broadcasting owns KWIZ-AM-FM Santa Ana, Calif. Ann. Oct. 31.

Salem, Ore.—Channel 3 Inc. Seeks VHF ch. 3 (60-66 mc); ERP 19 kw vis., 3.8 kw aur. Ant. height above average terrain 836 ft.; ant. height above ground 169 ft. P. O. address: 456 State Street, Salem 97308. Estimated construction cost \$175,469; first-year operating cost \$282,090; revenue \$360,000. Geographic coordinates 44° 51' 17" north lat.; 123° 07' 17" west long. Type trans. GE TT-6B. Type ant. GE TY-50-D. Legal counsel Julian Freret, Washington; consulting engineer Thomas B. Friedman, Pacific Palisades, Calif. Principals: Urlin S. Page, president, T. Harold Tomlinson, vice president (each 9%) et al. Mr. Page was president with 16% interest in title insurance company. Mr. Tomlinson is Marion county clerk. Ann. Oct. 31.

FINAL ACTION

Anniston, Ala., Anniston Broadcasting Co.—Broadcast Bureau granted mod. of CP for new commercial television to operate on ch. 40, to change ERP to 200 kw vis., 39.8 kw aur.; change type trans. and type ant.; increase ant. height to 880 ft. Action Oct. 30.

OTHER ACTIONS

Review board in Atlantic City television broadcast proceeding, Docs. 17788-17789, granted petition filed Oct. 27 by South Jersey Radio Inc., and Atlantic City Television Co., and extended to Nov. 13 time within which to file petitions to enlarge issues. Action Oct. 31.

Review board in Medford, Ore., television broadcast proceeding, Docs. 17680-2, granted petition filed Oct. 24 by Medford Printing Co., and extended to Nov. 3 time to file responsive pleadings to petitions to enlarge filed Sept. 27 by Liberty Television, and Siskiyou Broadcasters Inc. Board member Berkemeyer absent. Board member Nelson abstaining. Action Oct. 26.

Office of opinions and review on Oct. 24 in Yakima, Wash. (Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co.) TV proceeding, granted petition by Broadcast Bureau and extended to Nov. 7 time to file responsive pleading to application for review filed by Cascade Broadcasting Co. (Docs. 16924-6).

ACTIONS ON MOTIONS

Hearing Examiner H. Gifford Irion on Oct. 27 in Baltimore (Baltimore Broadcasting Co. and the Meadows Broadcasting Inc.) TV channel 54 proceeding, continued prehearing conference from Oct. 30 to Dec. 13, and cancelled hearing scheduled for Dec. 13 (Docs. 17740-1).

Hearing Examiner Jay A. Kyle on Oct. 24 in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV proceeding, continued hearing from Dec. 18 to Jan. 29, 1968 (Docs. 17742-3). On Oct. 27 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding, granted petition by

Minshall and ruled that at evidentiary hearing evidence may be adduced under standard comparative issue (Issue No. 2) in regard to coverage disparity which exists in proposed grade A contours of competing applications (Docs. 17609-10). By separate action, and on examiner's own motion, scheduled prehearing conference for Nov. 9.

Hearing Examiner Chester F. Naumowicz Jr. on Oct. 25 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV ch. 15 proceeding, scheduled procedural dates; and hearing for Jan. 15 (Docs. 17778-9).

CALL LETTER APPLICATION

Toledo Telecasting Corp., Toledo, Ohio. Requests WDKS-TV.

CALL LETTER ACTIONS

Marbro Broadcasting Inc., San Bernardino, Calif. Granted KMBO(TV).

Hubbard Broadcasting Inc., Ocala, Fla. Granted WOTG-TV.

Northeast TV Cablevision Corp., Albany, N. Y. Granted WNEC(TV).

Mack Broadcasting Inc., Allentown, Pa. Granted WMSU(TV).

Apple Valley Broadcasting Inc., Yakima, Wash. Granted KAPP(TV).

Existing TV stations

FINAL ACTIONS

WETA-TV Washington—Broadcast Bureau granted license covering changes in existing noncommercial educational television station; redescribe trans. location as 5202 River Road, Bethesda, Md. Action Oct. 30.

WJCT(TV) Jacksonville, Fla.—Broadcast Bureau granted license covering changes in noncommercial educational television; redescribe trans. location as 1070 East Adams Street, Jacksonville. Action Oct. 31.

WORU-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 501 kw vis., 100 kw aur.; change trans. location to Chuluota-Christmas Road, 0.7 mile northwest of Florida Route #420, near Tithio; change type trans., type ant.; change ant. structure and increase ant. height to 1,110 ft. Action Oct. 30.

WSUN-TV St. Petersburg, Fla.—Broadcast Bureau granted CP to change ERP to 708 kw vis., 70.8 kw aur.; change type trans., type ant.; decrease ant. height to 440 ft.; condition. Action Oct. 30.

WABW-TV Pelham, Ga.—Broadcast Bureau granted license covering new noncommercial educational television station. Action Oct. 30.

WVJS-TV Owensboro, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 282 kw vis., 56.2 kw aur.; change trans. and studio location to State Road 66, 0.1 mile west of Hatfield, Ind.; change type ant., ant. structure and increase ant. height to 950 ft. Action Oct. 30.

WDSU-TV New Orleans—Broadcast Bureau granted license covering change in existing television station (main trans. and ant. with alternate driver and main ant.). Action Oct. 30.

KNME-TV Albuquerque, N. M.—Broadcast Bureau granted license covering changes in existing noncommercial educational television station. Action Oct. 30.

KOAP-TV Portland, Ore.—Broadcast Bureau granted license covering changes in existing noncommercial educational television station; specify studio location as 2828 South West Front Avenue, Portland. Action Oct. 30.

KOIN-TV Portland, Ore.—Broadcast Bureau granted license covering installation of an auxiliary trans. at the main trans. and ant. location. Action Oct. 30.

WRK-TV Columbia, S. C.—Broadcast Bureau granted license covering new noncommercial educational television station. Action Oct. 30.

WCVW(TV) Richmond, Va.—Broadcast Bureau granted license covering CP for new noncommercial educational television station. Action Oct. 30.

KING-TV Seattle — Broadcast Bureau granted license covering change in existing television station (auxiliary trans.). Action Oct. 30.

WDTV(TV) Weston, W. Va.—Broadcast Bureau granted mod. of license to increase aur. ERP to 20 kw. Action Oct. 30.

ACTIONS ON MOTIONS

Hearing Examiner Millard F. French on Oct. 27 in Montgomery, Ala. (Cosmos Broadcasting Corp., WSFA-TV) TV proceeding, scheduled certain procedural dates and continued from Nov. 14 to Jan. 15, 1968 date of hearing on rebuttal phase (Docs. 16984).

Hearing Examiner David I. Kraushaar on Oct. 25 in Homewood, Ala. (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp., WBMG) TV proceeding, granted motion by Birmingham Television Corp. and continued time from Oct. 31 to Nov. 7 for exchange of exhibits and from Nov. 7 to Nov. 14 for production of witnesses (Docs. 1546, 16760-1, 16758).

Hearing Examiner Jay A. Kyle on Oct. 24 in Largo, Fla. (WLCY-TV Inc., WLCY-TV) proceeding, granted request by Broadcast Bureau and extended from Oct. 27 to Nov. 9 time to file proposed findings (Docs. 17051).

CALL LETTER ACTION

KRWE-TV, Redwood Empire Educational TV Inc., Eureka, Calif. Granted KEET (TV).

New AM stations

APPLICATIONS

Middlesboro, Ky.—Walter Powell Jr. tr/as Tri-State Broadcasters. Seeks 1560 kc, 1 kw-D. P. O. address: 202 Peoples building, Cumberland Avenue, Middlesboro 40965. Estimated construction cost \$19,938.74; first-year operating cost \$29,580; revenue \$42,500. Principal: Mr. Powell is in real estate and is teacher. Ann. Oct. 26.

Greenfield, Mass.—Greenfield Broadcasting Corp. Seeks 1520 kc, 5 kw-D. P. O. address: 4 Bank Row, Greenfield 01301. Estimated construction cost \$61,097; first-year operating cost \$115,000; revenue \$90,000. Principals: David F. Shurtleff, president, Monadnock Broadcasting Corp. (100%). Monadnock is licensee of WKBK Keene and WEMJ Laconia, both New Hampshire. Ann. Oct. 26.

FINAL ACTIONS

Page, Ariz.—Lake Powell Broadcasting Co. Broadcast Bureau granted 1340 kc, 1 kw-D, 250 w-N. P. O. address: c/o Dixon Q. Dern, 9465 Wilshire Blvd., Suite 725, Beverly Hills, Calif. 90212. Estimated construction cost \$18,500; first-year operating cost \$28,840; revenue \$46,416. Principals: Thomas H. Cole, Richard J. McDonough (45% each) and Dixon Q. Dern (10%). Mr. Cole is owner of television program production company. Mr. McDonough is freelance television director. Mr. Dern is attorney. Action Oct. 27.

Wickenburg, Ariz.—Wickenburg Radio Co. Broadcast Bureau granted 1250 kc, 500 w-D. P. O. address: Box 1268 85358. Estimated construction cost \$3,700; first-year operating cost \$18,000; revenue \$22,000. Principals: W. S. Thurber (51%) and Joyce Stirling (49%). Mr. Thurber is owner of Thurber's Western Wear. Mrs. Stirling is housewife. Action Oct. 25.

Garner, N. C.—Edward G. Atsinger III. Broadcast Bureau granted 1000 kc, 250 w-D. P. O. address: 231 26th Street, Hermosa Beach, Calif. Estimated construction cost \$20,944; first-year operating cost \$48,844; revenue \$55,458. Mr. Atsinger is high school speech and English instructor in Los Angeles. Action Oct. 26.

Crossville, Tenn., Millard V. Oakley tr/as Millard V. Oakley Broadcasting—Broadcast Bureau granted CP for new AM to operate on 1520 kc, 250 w-D; condition. Action

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Nov. 2

	ON AIR		NOT ON AIR	
	Lic.	CP's	Lic.	CP's
Commercial AM	4,130 ¹	18	105	
Commercial FM	1,650	72	261	
Commercial TV-VHF	488 ²	12	12	
Commercial TV-UHF	112 ²	26	146	
Educational TV	311	8	29	
Educational TV-VHF	60	7	9	
Educational TV-UHF	49	12	48	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 2

	VHF	UHF	Total
Commercial	519	278	797
Noncommercial	76	109	185

STATION BOXSCORE

Compiled by FCC, Aug. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,124 ¹	1,683	601	311	111
CP's on air (new stations)	16	42	27	8	22
CP's not on air (new stations)	99	253	174	27	52
Total authorized stations	4,241	1,978	807	346	185
Licenses deleted	3	0	1	1	0
CP's deleted	1	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

dates; and continued hearing from Dec. 5 to Dec. 18 (Doc. 17722).

■ Hearing Examiner Forest L. McClennan on Oct. 25 in Sioux Falls, S. D. (Sioux Empire Broadcasting Co. and John L. Breece) AM proceeding, admitted into evidence John L. Breece exhibits numbers 1, 2, and 3 and closed record (Docs. 17174, 17636).

CALL LETTER APPLICATION

■ Gleason Brothers, Wayne, Neb. Requests KTCH.

CALL LETTER ACTION

■ Grand Canyon Aircasters, Williams, Ariz. Granted KCYN.

Existing AM stations

APPLICATION

KTHO South Lake Tahoe, Calif.—Seeks mod. of CP which authorized change ant. trans. location to change hours of operation from daytime to unlimited, with power of 500 w-N, 1 kw-D, and change from non-DA to DA-N. Ann. Oct. 26.

FINAL ACTIONS

WANL Lineville, Ala.—Broadcast Bureau granted license covering new AM; specify type trans. Action Oct. 31.

WTBF Troy, Ala.—Broadcast Bureau granted license covering change to operation with directional ant. at night (main transmitter). Action Oct. 31.

KSRM Soldatna, Alaska—Broadcast Bureau granted license covering new AM. Action Oct. 31.

WROD Daytona Beach, Fla.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an alternate main trans. Action Oct. 31.

WOOO DeLand, Fla.—Broadcast Bureau granted license covering changes in ant. system. Action Oct. 31.

WDEN Macon, Ga.—Broadcast Bureau granted license covering new AM. Action Oct. 31.

KMVI Wailuku, Hawaii—Broadcast Bureau granted license covering increase in power and installation of new trans. Action Oct. 31.

KMAQ Maquoketa, Iowa—Broadcast Bureau granted license covering changes in ant. system. Action Oct. 31.

KFRM Salina, Kan.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only. Action Oct. 31.

WBME Belfast, Me.—Broadcast Bureau granted mod. of license to change hours of operation from unlimited time to specified hours (5 a.m. to 8 p.m. Mon. through Sun, EST). Action Oct. 30.

KIRX Kirksville, Mo.—Broadcast Bureau granted license covering change in ant. system (BL-11779). Action Oct. 31.

OTHER ACTIONS

■ In accordance with commission's action of Oct. 25, granting waiver of Secs. 73.37(a) and 1.571(c) of its rules, to permit acceptance and expeditious consideration of this application to re-establish the deleted facilities of WZZZ Boynton Beach, Fla., notice is hereby given that Dec. 5 following application: Boynton Beach, Fla., North American Broadcasting Inc., requests 1510 kc, 1 kw-D, class II will be considered as ready and available for processing. Adopted Oct. 25, Ann. Oct. 27.

■ Nelsonville, Ohio (Valley Broadcasting Inc., WNAL), Athens, Ohio (Radio Athens Inc., WATH): Commission has denied two petitions filed by Radio Athens Inc. (WATH), Athens, Ohio. First petition requested reconsideration of June 12 action by staff which had returned as unacceptable for filing WATH's application to increase power on 970 kc-D, from 1 kw to 5 kw, with directional ant. WATH's second petition requested reconsideration of commission's action of July 5, granting Valley Broadcasting Inc. CP for new daytime AM to operate on 940 kc, 250 w, with directional ant. WATH also requested that CP granted WNAL be withdrawn and two applications be designated for hearing. WATH's application filed May 11, was returned as unacceptable for noncompliance with overlap provisions of Sec. 73.35(a). WATH again submitted its application but it was returned as being untimely filed and therefore not acceptable. Commission stated that "... defective or untimely applications are not entitled to a hearing in proceedings with other applications with which they would be mutually exclusive." Action by commission October 31, by memorandum opinion and order. Commissioners Lee, Cox,

application and application of Fine Music was severed from proceeding (Doc. 17058). Examiner found that Tennessee Valley has proven availability and suitability of its proposed ant. and trans. site, has demonstrated its financial qualifications, and was otherwise qualified to construct and operate proposed station. Action Nov. 1.

OTHER ACTION

■ Review board in St. Louis standard broadcast proceeding, Docs. 17210 et al., granted petition filed Oct. by Victory Broadcasting Inc., and extended to Nov. 1 time to file responsive pleadings to petition to enlarge issues filed Oct. 12 by Great River Broadcasting Inc. Board member Berkmeyer absent. Board member Nelson abstaining. Action Oct. 26.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Oct. 27 in St. Charles, Mo. (Michael S. Rice and First Capitol Radio Inc.) AM proceeding, granted motion by Michael S. Rice and continued hearing from Oct. 31 to Jan. 2, 1968 (Docs. 17420-1).

■ Hearing Examiner Charles J. Frederick on Oct. 31 in Bridgeton, N. C. (V.W.B. Inc.) AM proceeding. On Examiner's own motion, continued Nov. 13 further prehearing conference to Nov. 27 (Doc. 17560).

■ Hearing Examiner H. Gifford Irion on Oct. 27 in Tucumari, N. M. (Norman W. Hennig), AM proceeding, granted request by Broadcast Bureau and extended time from Oct. 31 to Nov. 14 to file initial proposed findings (Doc. 17175).

■ Hearing Examiner Isadore A. Honig on October 31 in Lima, Henrietta, Genesee and Warsaw, all New York (Elim Bible Institute Inc., What the Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, denied request for general continuance of procedural dates until commission rules on petition to set aside under Sec. 1.569 filed by What the Bible Says Inc. (Docs. 17570-3).

■ Hearing Examiner Jay A. Kyle on Oct. 25 in Bellare, Tex. (T. J. Shriner), AM proceeding, continued without date hearing scheduled for Nov. 8 (Doc. 17635). On Oct. 26 in Statesboro, Ga. (Farnell O'Quinn), AM proceeding, scheduled certain procedural

Oct. 25.

Mountain City, Tenn.—Johnson County Broadcasting Inc. Broadcast Bureau granted 1390 kc, 500 w-D. P. O. address: Mountain City. Estimated construction cost \$11,222; first-year operating cost \$15,920; revenue \$33,400. Principals: Thomas Atkinson, president and treasurer (54%), Stuart Clifton Droke Jr., vice president (42%) and Frances Anne Atkinson, secretary (4%). Mr. Atkinson is manager of WKOY Bluefield, W. Va. Mr. Droke is self employed in broadcast equipment and supply. Mrs. Atkinson is housewife. Action Oct. 30.

INITIAL DECISIONS

■ Grant of application of Edward A. Romance trading as Mt. Carmel Broadcasting Co. to operate daytime AM on 1590 kc, 500 w, in Mt. Carmel, Pa. has been proposed in an initial decision issued by Examiner H. Gifford Irion (Doc. 17411; BP-16806). Competing application of Robert Kerris and Edward Helfrick d/b as K H Radio Co. for same facilities to operate in Mt. Carmel was denied (Doc. 17412; BP-17156). Applications were designated for hearing on May 11. One hearing session was held Aug. 1, and record was closed on that date. Proposed findings and conclusions were submitted and reply findings were filed Oct. 6. Examiner Irion based his determination of grant to Mt. Carmel on extensive experience Mr. Romance has had in broadcasting and his proposed "full-time" participation in management of station. Action Oct. 26.

■ Grant of application of Tennessee Valley Broadcasting Co., to operate new daytime AM on 1000 kc/s, 10 kw, with directional ant., has been proposed in an initial decision issued by Examiner Millard F. French (Doc. 17059; BP-16609), subject to condition. Tennessee Valley's application was designated for hearing in consolidated proceeding with applications of Rocket City Broadcasting Co., for same facilities in Huntsville and of Fine Music Inc. (WFMI), Montgomery, Ala., for frequency change and power increase. Review board on Aug. 30, approved settlement agreement between Tennessee Valley and Rocket City and Rocket City application was dismissed (Doc. 17060). Mutual exclusivity between Tennessee Valley's proposal and of Fine Music was eliminated by engineering amendment to Tennessee's

Loevinger and Wadsworth.

■ Sharon Broadcasting Co., licensee of WPIC Sharon, Pa., has been granted stay of commission's action of Oct. 17 granting it presunrise service authority for 156 w and denying its request for waiver of rules to permit PSA operation with 500 w. WPIC was granted operation with 156 w because of foreign co-channel interference conflict with CKSO Sudbury, Ontario, Canada. Notice of appeal and petition for stay was filed by WPIC on Oct. 27 in U. S. Court of Appeals, D. C. Circuit. Commission's stay order is for period of 10 days—Oct. 28 through Nov. 7—to allow for orderly presentation and consideration of case by Court. WPIC was authorized by commission to operate between 6 a.m. and local sunrise with power not to exceed 500 w. Action by commission Oct. 27, by order. Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson.

■ Stations are prohibited from making identification announcements, promotional announcements or broadcasting any material that would lead listeners to believe station is assigned to location other than that specified in its license under terms of an amendment to rules adopted by FCC. Action by commission, Oct. 11, by report and order (Doc. 17145). Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson. Commissioner Loevinger dissented and issued statement in which Chairman Hyde joined; Commissioner Wadsworth concurred in result, and Commissioner Johnson concurred and issued statement.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 26 in Canton, N. C. (Western North Carolina Broadcasters Inc.), proceeding on renewal of license of WWTT, denied petition by Vernon E. Pressley, respondent, requesting that portion of hearings be moved from Washington to Asheville and/or Canton, N. C. (Doc. 17050). On Oct. 27 in Natchez, Miss. (Natchez Broadcasting Co., WMIS), AM proceeding, scheduled certain procedural dates and continued hearing from Oct. 31 to Dec. 14 (Doc. 17626).

■ Hearing Examiner H. Gifford Irion on Oct. 27 in Laurel, Miss. (Voice of the New South Inc., WNSL), AM proceeding, granted motion by New South for waiver of publication requirements of Sec. 1.594(g) of rules (Doc. 17634).

■ Hearing Examiner Chester F. Naumowicz Jr. on Oct. 30 in Canton, N. C. (Western North Carolina Broadcasters Inc.), renewal of license of WWTT proceeding, denied motion by Vernon E. Pressley to admit prior testimony (Doc. 17050).

■ Hearing Examiner Forest L. McClenning on Oct. 25 in Camden, N. J. (City of Camden, WCAM, and L & P Broadcasting Corp.), assignment of license proceeding, granted joint petition by city of Camden and L & P Broadcasting Corp. and cancelled procedural dates including Nov. 27 hearing, and continued without date proceeding (Doc. 16792).

■ Hearing Examiner Elizabeth C. Smith on Oct. 30 in Arvada, Colo. (Radio Station KQXI [KQXI]) AM proceeding, granted petition by Frances C. Gaguine and Bernice Schwartz, doing business as Radio Station KQXI, for leave to amend their application to substitute as applicant newly formed partnership composed of Frances C. Gaguine, Bernice Schwartz and Richard P. McKee d/b as Radio Station KQXI (Doc. 14817).

CALL LETTER APPLICATIONS

■ WTHH, Enterform Inc., Port Huron, Mich. Requests WPHM.

■ KLOL, J-P Enterprises Inc., Lincoln, Neb. Requests KECK.

■ KLOS, Zia Tele-Communications Inc., Albuquerque. Requests KZIA.

Presunrise actions

■ FCC has ordered an end to all presunrise operations on the 930 kc/s channel causing interference to signal of WBEN Buffalo. Action was taken by Commission "in light of the Order entered October 2, 1967, by the U. S. Court of Appeals (Second Circuit) staying the grant of any presunrise service authority (PSA) on 930 kc/s which would cause interference within the protected service area of Radio Station WBEN, Buffalo, N. Y." On Oct. 11, commission had issued memorandum opinion and order authorizing existing presunrise operations to continue pending final outcome of WBEN suit. Under new Order, Par. 65(c) of Oct. 11 action is revised to prohibit any presunrise operation—if it would cause interference to WBEN, until WBEN suit is decided. There are 47 standard broadcast stations on 930 kc/s channel eligible for PSA's. Two of these stations, WITN Washington, N. C., and WSEV Sevierville, Tenn., are currently operating presunrise. These stations, and any others operating similarly, will have to cease presunrise operation under terms of commission order. WBEN has asked for court review of commission's new presunrise rules. Action by commission, Oct. 25, by order, (Doc. 14419). Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson.

PRESUNRISE OPERATIONS

LIST A

■ Class III stations, or class II stations which afford North American Regional Broadcasting Agreement nighttime protection to 0.5 mv/m, 50% skywave contour of all cochannel class I-B stations and operate (with power stated in watts) from 8 a.m. to local sunrise during six months when sunrise occurs after 6 a.m.

550: WAYR Orange Park, Fla., 500; WGGA Gainesville, Fla., 500; KFRM Salina, Kan., 500; WDBM Statesville, N. C., 500; WXTR Pawtucket, R. 1., 152, and WSWA Harrisonburg, Va., 500.

560: WOOF Dothan, Ala., 500; KYUM Yuma, Ariz., 500; WFRB Frostburg, Md., 500; WQTE Monroe, Mich., 034; KWTO Springfield, Mo., 500, and WJLS Beckley, W. Va., 500.

570: WAAX Gadsden, Ala., 500; KCNO Alturas, Calif., 500; WFSO Pinellas Park, Fla., 500; WACL Waycross, Ga., 500; WVMI Bixby, Miss., 500; KGRT Las Cruces, N. M., 250; WLEL Raleigh, N. C., 500, and WMMAM Marinette, Wis., 250.

580: WABT Tuskegee, Ala., 500; KALB Alexandria, La., 500; WAGR Lumberton, N. C., 500; WRKH Rockwood, Tenn., 500; KDAV Lubbock, Tex., 390, and WLES Lawrenceville, Va., 500.

590: WRAG Carrollton, Ala., 500; KBHS Hot Springs, Ark., 500; WKZO Kalamazoo, Mich., 500, and KGLE Glendive, Mont., 500.

600: WIRB Enterprise, Ala., 500; KZIX Fort Collins, Colo., 500; WWOM New Orleans, La., 500; WLST Escanaba, Mich., 500; WCVP Murphy, N. C., 500; WSOM Salem, Ohio, 270; WFRM Coudersport, Pa., 500; KERB Kermit, Tex., 225, and WVAR Richmond, W. Va., 500.

610: WMEL Pensacola, Fla., 500; WCEH Hawkinsville, Ga., 500; WRUS Russellville, Ky., 500; KOJM Havre, Mont., 196; KCSR Chadron, Neb., 500, and WAYS Charlotte, N. C., 500.

620: KNKS Hanford, Calif., 500; KWSD Mount Shasta, Calif., 500; KSTR Grand

Junction, Colo., 500; WTRP La Grange, Ga., 500; KMNS Sioux City, Iowa, 500; WMTI Louisville, Ky., 500; WHEH Syracuse, N. Y., 500; WCAY Watway, S. C., 500, and WWNR Beckley, W. Va., 500.

630: WAVU Albertville, Ala., 500; WJDB Thomasville, Ala., 500; KYAK Anchorage, 500; KVMA Magnolia, Ark., 500; WNEG Toccoa, Ga., 500; KTIB Thibodaux, La., 500; KEST Boise, Idaho, 500; WJMS Ironwood, Mich., 235; KGVW Belgrade, Mont., 254; WIRC Hickory, N. C., 500; KWRO Coquille, Ore., 308; WEJL Scranton, Pa., 426; KGDN Edmonds, Wash., 057, and KZUN Opportunity, Wash., 056.

680: WPIN St. Petersburg, Fla., 500; WISR Butler, Pa., 250, and WCAW Charleston, W. Va., 500.

790: WTUG Tuscaloosa, Ala., 500; WFFA Pensacola, Fla., 500; WYNR Brunswick, Ga., 500; WQXI Atlanta, 500; WGRA Cairo, Ga., 500; KBRV Soda Springs, Idaho, 500; WRMS Beardstown, Ill., 500; WRUM Rumford, Me., 417; WSLV Wellsville, N. Y., 180; WTRC Thomasville, N. C., 500; WPIC Sharon, Pa., 156; WWBD Bamberg-Denmark, S. C., 500; WETB Johnson City, Tenn., 500, and WSIG Mt. Jackson, Va., 500.

850: WIVK Knoxville, Tenn., 090.
910: KLCN Blytheville, Ark., 500; WPLA Plant City, Fla., 500; WAKO Lawrenceville, Ill., 500; KLSI Salina, Kan., 500; KOYN Billings, Mont., 500; KYSS Missoula, Mont., 160; KBIM Roswell, N. M., 500; WRKL New City, N. Y., 500; WLAS Jacksonville, N. C., 500; KCJB Minot, N. D., 500; WBRJ Marietta, Ohio, 500; WPF6 Middletown, Ohio, 500; WNCG North Charleston, S. C., 500; WEPG South Pittsburg, Tenn., 500; KNAF Fredericksburg, Tex., 500; WNHV White River Junction, Vt., 157; WHSM Hayward, Wis., 500, and WDOR Sturgeon Bay, Wis., 500.

920: KARK Little Rock, Ark., 500; KLOC Ceres, Calif., 500; KLMR Lamar, Colo., 500; WVOH Hazelhurst, Ga., 500; WGNU Granite City, Ill., 500; WMOK Metropolis, Ill., 500; WTCW Whitesburg, Ky., 500; KTCC Jonesboro, La., 500; WPTX Lexington Park, Md., 500; WMLP Hancock, Mich., 500; WKRT Cortland, N. Y., 500; WGHQ Kingston, N. Y., 262; WBBE Burlington-Graham, N. C., 500; WPTL Canton, N. C., 500; WKVA Lewistown, Pa., 500; WTND Orangeburg, S. C., 500; KEZU Rapid City, S. D., 500; KTLW Texas City, Tex., 500; KITT Olympia, Wash., 500, and WMMN Fairmont, W. Va., 500.

930: KAPR Douglas, Ariz., 500; KEWQ Paradise, Calif., 500; WHAN Haines City, Fla., 500; WHON Centerville, Ind., 500; KOGA Ogallala, Neb., 500; KCCC Carlsbad, N. M., 500; KAGI Grants Pass, Ore., 500; KDET Center, Tex., 500; KQOT Yakima, Wash., 250, and KROE Sheridan, Wyo., 500.

950: KJRG Newton, Kan., 500; WRMA Montgomery, Ala., 500; KXJK Forrest City, Ark., 500; KAHU Auburn, Calif., 300; KLER Orofino, Idaho, 500; KOEL Oelwein, Iowa, 500; WXLW Indianapolis, 500; WGRF Chicago, 500; WRYT Boston, 500; WBKH Hattiesburg, Miss., 500; WHVW Hyde Park, N. Y., 500; WBBF Rochester, N. Y., 500; WPET Greensboro, N. C., 500; KYES Roseburg, Ore., 500; WNCB Barnesboro, Pa., 500; WBER Moncks Corner, S. C., 500; KWAT Watertown, S. D., 500; KSEL Lubbock, Tex., 500; WERL Eagle River, Wis., 500; WXGI Richmond, Va., 500; WKTS Sheboygan, Wis., 500; KMER Kemmerer, Wyo., 500, and WAGG Franklin, Tenn., 500.

960: KAVR Apple Valley, Calif., 423; WGRO Lake City, Fla., 500; WJCM Sebring, Fla., 500; WJAZ Alban, Va., 500; WRFC Athens, Georgia, 500; KSRM Salmon, Idaho, 192; WDLM East Moline, Ill., 500; WPRT Prestonburg, Ky., 500; KFSV Cape Girardeau, Mo., 500; KLAB Klamath Falls, Ore., 500; KROF Abbeville, La., 500; WHAK Rogers City, Mich., 500; KLTFF Little Falls, Minn., 500; WABG Greenwood, Miss., 500; KFLN Baker, Mont., 500; KNEB Scotts-Bluff, Neb., 500; KWYK Farmington, N. M., 444; WFTC Kinston, N. C., 500; WWST Wooster, Ohio, 500; WKZA Kane, Pa., 500; WHYL Carlisle, Pa., 500; WATS Sayre, Pa., 385; WBEU Beaufort, S. C., 500; WBMC McMinnville, Tenn., 500; KIMP Mt. Pleasant, Tex., 500; WDBJ Roanoke, Va., 500, and WTCB Shawano, Wis., 500.

970: KVWM Show Low, Ariz., 063; KNEA Jonesboro, Ark., 500; KFEL Pueblo, Colo., 143; WIIN Atlanta, 500; WVOP Vidalia, Ga., 500; KAYT Rupert, Idaho, 500; WMAY Springfield, Ill., 500; WAMD Aberdeen, Md., 500; WESO Southbridge, Mass., 500; KOOK Billings, Mont., 500; KJLT North Platte, Neb., 500; KVEG Las Vegas, 299; WATH Athens, Ohio, 500; WRCS Aoshkie, N. C., 500; WWIT Canton, N. C., 500; KHFT Austin, Tex., 75; KBSN Crane, Tex., 059; KNOK Fort Worth, Tex., 204; WYPR Danville, Va., 500; WANV Wavnesboro, Va., 500, and KREM Spokane, Wash., 500.

980: WKLF Clanton, Ala., 500; KCAB Dardanelle, Ark., 500; KINS Eureka, Calif., 500; KEAP Fresno, Calif., 500; KCTY Salinas, Calif., 500; KGLN Glenwood Springs, Colo., 500; WSUB Groton, Conn.,

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172: WDVH Gainesville, Fla., 500; WTOT Marianna, Fla., 500; WBOP Pensacola, Fla., 500; WLOD Pompano Beach, Fla., 500; WPGA Perry, Ga., 500; WRIP Rossville, Ga., 500; KUPI Idaho Falls, Idaho, 500; KSGM Chester, Ill., 500; KCIJ Shreveport, La., 500; WCAP Lowell, Mass., 109; WAOP Otsego, Mich., 500; WAPP McComb, Miss., 500; KLYQ Hamilton, Mont., 295; KVLV Fallon, Nev., 500; WKLM Wilmington, N. C., 500; WAAA Winston-Salem, N. C., 500; WAZS Summerville, S. C., 500; WYCL York, S. C., 500; KFRD Rosenberg-Richmond, Tex., 500; KSVK Richfield, Utah, 500; KUTI Yakima, Wash., 081; WHAW Weston, W. Va., 500; WCUB Manitowoc, Wis., 500, and WPRE Prairie Du Chien, Wis., 500.

1150: KGMC Englewood, Colo., 500; WFPM Fort Valley, Ga., 500; WJEM Valdosta, Ga., 500; WGGH Marion, Ill., 500; WYFE Rockford, Ill., 500; KYED Burlington, Iowa, 500; WMST Mt. Sterling, Ky., 373; WGHM Skowhegan, Me., 056; WCEN Mt. Pleasant, Mich., 161; KASM Albany, Minn., 184; KRMS Osage Beach, Mo., 500; KDEF Albuquerque, N. M., 500; WBAG Burlington-Graham, N. C., 500; WHUN Huntingdon, Pa., 136; WYNS Leighton, Pa., 063; WKPA New Kensington, Pa., 189; WTYC Rock Hill, S. C., 500; KIMM Rapid City, S. D., 220; WCRK Morrilstown, Tenn., 500; WTAU College Station, Tex., 500; KIZZ El Paso, Tex., 318; KVIL Highland Park, Tex., 500; KJBC Midland, Tex., 500; KPNG Port Neches, Tex., 180; KPUL Pullman, Wash., 500; KKEY Vancouver, Wash., 500; WELC Welch, W. Va., 351, and WAXX Chippewa Falls, Wis., 358.

1250: WETU Wetumka, Ala., 500; KFAV Fayetteville, Ark., 500; KHOT Madera, Calif., 500; KNER Live Oak, Fla., 500; WLBY Albany, Ga., 500; WRAY Princeton, Ind., 500; KCEI Cedar Falls, Iowa, 500; WGUY Bangor, Me., 363; WARE Ware, Mass., 500; KCUE Red Wing, Minn., 500; KBTC Houston, Mo., 500; WNOW York, Pa., 500; WKCM Winsboro, S. C., 500; WKBL Covington, Tenn., 500; WKYZ Madisonville, Tenn., 500; KFTV Paris, Tex., 500; KVEL Vernal, Utah, 500; WYSR Franklin, Va., 500; WEER Warrenton, Va., 500, and KTWV Seattle, Wash., 500.

1260: KPIN Casa Grande, Ariz., 500; WMMM Westport, Conn., 500; WNRK Newark, Del., 500; WFTW Fort Walton Beach, Fla., 500; WHAB Baxley, Ga., 250; WBBK Blakely, Ga., 500; WTJH East Point, Ga., 500; KTEE Idaho Falls, Idaho, 500; KFGO Boone, Iowa, 500; WAIL Baton Rouge, La., 500; WJBL Holland, Mich., 500; KROX Crookston, Minn., 500; KDUZ Hutchinson, Minn., 500; WGVW Greenville, Miss., 500; WNSL Laurel, Miss., 500; KIMB Kimball, Neb., 500; WENR Beacon, N. Y., 500; WCDJ Edenton, N. C., 500; KWSH Wewoka, Okla., 500; WMUU Greenville, S. C., 500; WJOT Lake City, S. C., 500; KWYR Winner, S. D., 500; WNOO Chattanooga, 500; WMCH Church Hill, Tenn., 500; WDKN Dickson, Tenn., 500; WCLC Jamestown, Tenn., 500; KSPJ Diboll, Tex., 500; KPSS Falfurrias, Tex., 177; KWFR San Angelo, Tex., 253; KTAEX Taylor, Tex., 364; KTUE Tulla, Tex., 394; WJJJ Christiansburg, Va., 500; KWJQ Moses Lake, Wash., 260; WEKZ Monroe, Wis., 500, and WOCO Oconto, Wis., 500.

1270: WGSV Guntersville, Ala., 500; KADL Pine Bluff, Ark., 500; KBLK Lakeport, Calif., 354; KGOL Palm Desert, Calif., 150; WHYI Orlando, Fla., 500; WKRW Cartersville, Ga., 500; WHYD Columbus, Ga., 500; WEGC Charleston, Ill., 500; WCMR Elkhart, Ind., 500; WORX Madison, Ind., 500; KSCB Liberal, Kan., 500; WAIN Columbia, Ky., 500; WFUL Fulton, Ky., 500; KVCL Winnfield, La., 210; KWEB Rochester, Minn., 500; WVOM Iuka, Miss., 500; WLSM Louisville, Miss., 500; KUSN St. Joseph, Mo., 500; KPUB Sparks, Nev., 287; KINN Alamogordo, N. M., 500; WHLD Niagara Falls, N. Y., 500; WCGC Belmont, N. C., 500; KBOM Bismarck-Mandan, N. D., 500; WILE Cambridge, Ohio, 500; KWPR Claremore, Okla., 500; KAJO Grants Pass, Ore., 500; KNWC Sioux Falls, S. D., 500; WBHC Hampton, S. C., 500; WLK Newport, Tenn., 500; KHEM Big Spring, Tex., 500; KEPS Eagle Pass, Tex., 321; WTID Newport News, Va., 500; WHEO Stuart, Va., 500; KCVL Colville, Wash., 210, and WRJC Mauston, Wis., 500.

1280: KNBY Newport, Ark., 500; KHEP Phoenix, Ariz., 442; KOAG Arroyo Grande, Calif., 500; KIXF Fortuna, Calif., 500; WSUX Seaford, Del., 500; WIBE Macon, Ga., 500; WGBF Evansville, Ind., 500; KCOB Newton, Iowa, 500; KSOK Arkansas City, Kan., 500; WCPM Cumberland, Ky., 500; WIXI Lancaster, Ky., 500; KWCL Oak Grove, La., 500; WFYC Alam, Mich., 500; KDKD Clinton, Mo., 500; KCNI Broken Bow, Neb., 500; WROC Rochester, N. Y., 349; WSAT Salisbury, N. C., 500; WYAL Scotland Neck, N. C., 500; KLCO Poteau, Okla., 500; KERG Eugene, Ore., 500; WBRX Berwick, Pa., 500; WKST New Castle, Pa., 500; WJAY Mullins,

S. C., 500; WMCP Columbia, Tenn., 500; WDNT Dayton, Tenn., 500; KWHI Brenham, Tex., 225; KLUE Longview, Tex., 446; KRAN Morton, Tex., 293; WYVE Wytheville, Va., 500; KMAS Shelton, Wash., 296, and KUDY Spokane, Wash., 500.

1290: WHOD Jackson, Ala., 500; WSHF Sheffield, Ala., 500; WMLS Sylacauga, Ala., 500; KEOS Flagstaff, Ariz., 500; KDMS El Dorado, Ark., 500; KUOA Siloam Springs, Ark., 500; KAZA Gilroy, Calif., 500; KACL Santa Barbara, Calif., 500; WCCC Hartford, Conn., 500; WTUX Wilmington, Del., 500; WSCM Panama City Beach, Fla., 500; WDEC Americus, Ga., 500; WCHK Canton, Ga., 500; WREY New Albany, Ind., 500; WCBL Benton, Ky., 500; KJEF Jennings, La., 500; WHGR Houghton Lake, Mich., 500; WNIL Niles, Mich., 500; WOIB Saline, Mich., 500; KBMO Benson, Minn., 500; KALM Thayer, Mo., 500; WGLI Babylon, N. Y., 500; WEYE Sanford, N. C., 500; WOMP Belleair, Ohio, 500; KLIQ Portland, Ore., 500; WFBG Altoona, Pa., 500; WFIG Sumter, S. C., 500; KTRN Wichita Falls, Tex., 500; WPVA Colonial Heights-Petersburg, Va., 500; WAGE Leesburg, Va., 500; KAPY Port Angeles, Wash., 500; WMIL Milwaukee, 500, and WCOW Sparta, Wis., 500.

1300: WBSA Boaz, Ala., 500; WTLS Tallahassee, Ala., 500; WEZQ Winfield, Ala., 500; KWCB Searcy, Ark., 500; WAVZ New Haven, Conn., 500; WSOL Tampa, Fla., 500; WMTM Moultrie, Ga., 500; WNEA Newnan, Ga., 500; WIMO Winder, Ga., 500; KOZE Lewistown, Idaho, 500; WTAQ La Grange, Ill., 500; WFRX West Frankfort, Ill., 500; WHLT Huntington, Ind., 500; WAAC Terre Haute, Ind., 500; WBLG Lexington, Ky., 500; WJDA Quincy, Mass., 500; WKPM Princeton, Minn., 500; KMMO Marshall, Mo., 500; KBRL McCook, Neb., 500; WPNH Plymouth, N. H., 500; WAAT Trenton, N. J., 500; WEEE Rensselaer, N. Y., 500; WRRR Spring Valley, N. Y., 500; WGOJ Goldsboro, N. C., 500; WMVO Mount Vernon, Ohio, 500; WWCN Clarion, Pa., 500; WLOW Aiken, S. C., 500; WCKI Greer, S. C., 500; WKSC Kershaw, S. C., 500; KOLY Moberidge, S. D., 500; WMTN Morrilstown, Tenn., 500; KKUB Brownfield, Tex., 175; WKCY Harrisonburg, Va., 500; WCLG Morgantown, W. Va., 500, and WKLC St. Albans, W. Va., 500.

1310: WJAM Marion, Ala., 500; WHEP Foley, Ala., 500; KBOK Malvern, Ark., 500; KFKA Greeley, Colo., 500; WOOO DeLand, Fla., 500; WGKR Perry, Fla., 500; WAUC Wauchula, Fla., 500; WOMN Decatur, Ga., 500; WOKA Douglas, Ga., 500; WBMK West Point, Ga., 500; KOKX Keokuk, Iowa, 500; KDLS Perry, Iowa, 500; KFLA Scott City, Kan., 500; WTTL Madisonville, Ky., 500; WDOC Prestonburg, Ky., 500; KIKS Sulphur, La., 500; KUZV West Monroe, La., 500; WCCW Traverse City, Mich., 500; KRBI St. Peter, Minn., 500; WXXX Hattiesburg, Miss., 500; WLK Asbury Park, N. J., 500; KARA Albuquerque, 500; WVIP Mt. Kisco, N. Y., 400; WKTC Charlotte, N. C., 500; KNOX Grand Forks, N. D., 500; WFAH Alliance, Ohio, 500; WBEF Bedford, Pa., 500; WGSA Ephrata, Pa., 350; WNAE Warren, Pa., 331; WDKD Kingstree, S. C., 500; KZIP Amarillo, Tex., 500; KOYL Odessa, Tex., 500; KBCU San Antonio, Tex., 500; KARY Prosser, Wash., 500, and WIBA Madison, Wis., 500.

1320: WENN Birmingham, Ala., 500; WAGF Dothan, Ala., 500; KRLW Walnut Ridge, Ark., 500; KHSJ Hemet, Calif., 500; KLAN Lemoore, Calif., 500; KAVI Rocky Ford, Colo., 500; WGMMA Hollywood, Fla., 500; WAMR Venice, Fla., 500; WHIB Griffin, Ga., 500; WKAN Kankakee, Ill., 500; KNIA Knoxville, Iowa, 500; KMAQ Maquoketa, Iowa, 500; KLWN Lawrence, Kan., 500; WCLU Covington, Ky., 500; WBRT Bardstown, Ky., 500; WNGO Mayfield, Ky., 500; WICO Salisbury, Md., 500; WILS Lansing, Mich., 500; WDMJ Marquette, Mich., 500; WRJW Picayune, Miss., 250; KXLW Clayton, Mo., 500; WWHG Hornell, N. Y., 500; WKRK Murphy, N. C., 500; WAGY Forest City, N. C., 500; WEEW Washington, N. C., 500; WHOK Lancaster, Ohio, 500; KWOC Clinton, Okla., 500; KATR Eugene, Ore., 255; WGET Gettysburg, Pa., 500; WOIC Columbia, S. C., 500; WKIN Kingsport, Tenn., 500; WMSR Manchester, Tenn., 500; KVMC Colorado City, Tex., 500; WRET Richmond, Va., 500; WAKX Superior, Wis., 500, and WFHR Wisconsin Rapids, Wis., 500.

1330: KMOP Tucson, Ariz., 500; WROS Scottsboro, Ala., 500; KVEE Conway, Ark., 500; KLOM Lompoc, Calif., 500; KLES Los Banos, Calif., 500; KAHR Redding, Calif., 500; WWAB Lakeland, Fla., 500; WMEN Tallahassee, Fla., 500; WMLT Dublin, Ga., 500; WEAU Evanston, Ill., 500; WRAM Monmouth, Ill., 500; WRRR Rock-Oswego, N. Y., 500; WHAZ Troy, N. Y., 500; WMOR Morehead, Ky., 500; WASA Havre de Grace, Md., 500; WDAL Meridian, Miss., 500; KUKU Willow Springs, Mo., 500; WEBO Owego, N. Y., 500; WHAZ Troy, N. Y., 500; WUSM Havelock, N. C., 500; WHOT Camp-

bell, Ohio, 500; WFIN Findlay, Ohio, 500; WKOV Wellston, Ohio, 500; WELW Wiloughby, Ohio, 500; WBLF Bellefonte, Pa., 500; WAEW Crossville, Tenn., 500; WTRD Dyersburg, Tenn., 500; KINE Kingsville, Tex., 220; WOLD Marion, Va., 500; WESR Tasley, Va., 500; KCFE Spokane, Wash., 500, and WETZ New Martinsville, W. Va., 500.

1350: WGAD Gadsden, Ala., 500; KLYD Bakersfield, Calif., 236; WNLK Norwalk, Conn., 438; WINY Putnam, Conn., 440; WDCF Dade City, Fla., 500; WCAI Fort Myers, Fla., 500; WAVC Warner Robins, Ga., 500; KRLC Lewistown, Idaho-Clarkston, Wash., 500; WJBD Salem, Ill., 500; KMAN Manhattan, Kan., 500; WLOU Louisville, Ky., 500; WHMI Howell, Mich., 368; WCMF Pine City, Minn., 500; WKCU Corinth, Miss., 500; KBRX O'Neill, Neb., 500; WLNH Laconia, N. H., 500; WCBA Corning, N. Y., 182; WBMS Black Mountain, N. C., 500; WHIP Mooresville, N. C., 500; KBMR Bismarck, N. D., 500; WCHI Chillicothe, Ohio, 500; KTLQ Tahlequah, Okla., 500; WWBR Windber, Pa., 339; WDAR Darlington, S. C., 500; WGSW Greenwood, S. C., 500; WRKM Carthage, Tenn., 500; KCAR Clarksville, Tex., 500; KTXJ Jasper, Tex., 500; WBLT Bedford, Va., 250; WFLS Fredericksburg, Va., 453; WNVN Norton, Va., 500, and WPDR Portage, Wis., 500.

1360: WWWB Jasper, Ala., 500; WLIQ Mobile, Ala., 500; WELR Roanoke, Ala., 500; KLYR Clarksville, Ark., 500; KFFA Helena, Ark., 500; KFVJ Modesto, Calif., 500; WOBS Jacksonville, Fla., 500; WINT Winter Haven, Fla., 500; WLAW Lawrenceville, Ga., 500; WMAC Metter, Ga., 500; WIYN Rome, Ga., 500; WLBC Dekalb, Ill., 500; WVMC Mount Carmel, Ill., 500; KHAK Cedar Rapids, Iowa, 500; KXGI Fort Madison, Iowa, 500; KBTO El Dorado, Kan., 500; WFLW Monticello, Ky., 500; KDXI Mansfield, La., 500; KNIR New Iberia, La., 500; KTLD Tallulah, La., 500; WEBB, Baltimore, 500; WKYO Caro, Mich., 500; WFFF Columbia, Miss., 500; KICK McCook, Neb., 500; WNNJ Newton, N. J., 500; WBBZ Vineland, N. J., 500; WKOP Binghamton, N. Y., 500; WMNS Olean, N. Y., 500; WCHL Chapel Hill, N. C., 500; WWOW Conneaut, Ohio, 500; KUIK Hillsboro, Ore., 500; WELP Easley, S. C., 500; WLCM Lancaster, S. C., 500; WBLC Lenoir City, Tenn., 500; WNAH Nashville, 500; KACT Andrews, Tex., 244; KXOL Fort Worth, 500; WBOB Galax, Va., 500; WBBG Harrisonburg, Va., 500; KFDR Grand Coulee, Wash., 500; WHJC Matewan, W. Va., 500; WMOV Ravenswood, W. Va., 500; WMNE Menominee, Wis., 500; WISV Viroqua, Wis., 500, and KVRB Rock Springs, Wyo., 500.

1370: KAWW Heber Springs, Ark., 500; KTPA Prescott, Ark., 500; WWKE Ocala, Fla., 500; WAXE Vero Beach, Fla., 500; WLOP Jesup, Ga., 500; WFRD Manchester, Ga., 500; WLOV Washington, Ga., 500; WPRC Lincoln, Ill., 500; WTTT Bloomington, Ind., 500; WLTH Gary, Ind., 500; KGNU Dodge City, Kan., 500; KALN Iola, Kan., 500; WABD Fort Campbell, Ky., 500; KAPE Marksville, La., 500; WMHI Braddock Heights, Md., 500; WKIK Leonardtown, Md., 500; WGHN Grand Haven, Mich., 500; KSUM Fairmont, Minn., 500; WMKT South St. Paul, Minn., 500; KWRT Boonville, Mo., 500; KCRV Caruthersville, Mo., 500; KAWL York, Neb., 500; WALK East Patchogue, N. Y., 500; WELV Ellenville, N. Y., 500; WLTC Gastonia, N. C., 250; KVLV Holdenville, Okla., 500; WOTR Corry, Pa., 500; WPAZ Pottstown, Pa., 500; WKMC Roaring Spring, Pa., 500; WKFD Wickford, R. I., 500; WDXE Lawrenceburg, Tenn., 500; WRGS Rogersville, Tenn., 500; KOKE Austin, Tex., 432; KSOP Salt Lake City, Utah, 330; WHEE Martinsville, Va., 500; WJWS South Hill, Va., 500; KPOR Quincy, Wash., 500; WEIF Moundsville, W. Va., 500, and WCCN Neillsville, Wis., 500.

1380: WRAB Arab, Ala., 500; WGYV Greenville, Ala., 500; WSWA Vernon, Ala., 500; KDXE North Little Rock, Ark., 500; WLIZ Lake Worth, Fla., 500; WQXQ Ormond Beach, Fla., 500; WSIZ Ocala, Ga., 500; KCII Washington, Iowa, 500; WWCM Brazil, Ind., 500; KUDL Fairway, Kan., 500; WMTA Central City, Ky., 500; WWKY Winchester, Ky., 343; WYNK Baton Rouge, La., 500; WPLB Greenville, Mich., 173; KAGE Winona, Minn., 500; WNLN Indianola, Miss., 500; KUVR Holdrege, Neb., 500; WLOS Asheville, N. C., 500; KMUS Muskogee, Okla., 500; WACB Kittanning, Pa., 104; WMLP Milton, Pa., 144; WAYZ Waynesboro, Pa., 176; WNRI Woonsocket, R. I., 352; WGSU North Augusta, S. C., 500; KFCE Redfield, S. D., 500; WYSH Clinton, Tenn., 500; KJET Beaumont, Tex., 500; KMUL Mulshoe, Tex., 500, and WMTD Hinton, W. Va., 294.

1390: KAMO Rogers, Ark., 500; KFML Denver, 500; WUWU Gainesville, Fla., 500; WISK Americus, Ga., 500; WFIW Fair-

field, Ill. 500; WJCD Seymour, Ind., 500; KCLN Clinton, Iowa, 500; KNCK Concordia, Kan., 500; WANY Albany, Ky., 500; WKIA Hazard, Ky., 500; KFRA Franklin, La., 500; WCAT Orange, Mass., 500; WCER Charlotte, Mich., 500; KAOH Duluth, Minn., 500; KRFO Owatonna, Minn., 500; WROA Gulfport, Miss., 500; KJPW Waynesville, Mo., 500; KENN Farmington, N. M., 500; KHOB Hobbs, N. M., 191; WEOK Poughkeepsie, N. Y., 500; WRIV Riverhead, N. Y., 500; WADA Shelby, N. C., 500; WJRM Troy, N. C., 500; WOHF Bellefontaine, Ohio, 500; WMPO Middleport-Pomeroy, Ohio, 500; WHPB Belton, S. C., 500; WCSB Charleston, S. C., 500; KJAM Madison, S. D., 500; WYXI Athens, Tenn., 500; KULP El Campo, Tex., 245; KBLW Logan, Utah, 500, and WKLP Keyser, W. Va., 500.

1410: WRCK Tusculum, Ala., 500; KTCS Fort Smith, Ark., 500; KRML Carmel, Calif., 500; KCAF Redlands, Calif., 250; KCOL Fort Collins, Colo., 500; WDOV Dover, Del., 500; WZST Leesburg, Fla., 500; WONS Tallahassee, Fla., 500; WSNE Cumming, Ga., 500; WGRJ Griffin, Ga., 500; WRMN Elgin, Ill., 500; WTM Taylorville, Ill., 500; KGRN Grinnell, Iowa, 500; KLEM LeMars, Iowa, 500; WAZY Lafayette, Ind., 500; KCLO Leavenworth, Kan., 500; WHLN Harlan, Ky., 500; KDBS Alexandria, La., 500; WHAG Halfway, Md., 460; WOKW Brockton, Mass., 205; WGRD Grand Rapids, Mich., 500; KRWB Roseau, Minn., 500; WDSK Cleveland, Miss., 500; KNOP North Platte, Neb., 500; WHIT Eatontown, N. J., 500; WELM Elmira, N. Y., 371; WEZA Glens Falls, N. Y., 187; WOTT Watertown, N. Y., 206; WEGO Concord, N. C., 500; WSRD Durham, N. C., 500; WVCB Charlotte, N. C., 500; WPCC Clinton, S. C., 500; WYMB Manning, S. C., 500; WCMT Martin, Tenn., 500; KBUD Athens, Tex., 500; KBAN Bowie, Tex., 500; KVLB Cleveland, Tex., 500; KXIT Dalhart, Tex., 500; KDQX Marshall, Tex., 500; WIKI Chester, Va., 500, and WRIS Roanoke, Va., 500.

1420: KHFH Sierra Vista, Ariz., 081; KXOW Hot Springs, Ark., 500; KPOC Pocatohas, Ark., 500; WLIS Old Saybrook, Conn., 500; WBRD Bradenton, Fla., 500; WETH St. Augustine, Fla., 500; WAVO Decatur, Ga., 500; WLET Toccoa, Ga., 500; WPEH Louisville, Ga., 500; WINI Murfreesboro, Ill., 500; WIMS Michigan City, Ind., 500; KJCK Junction City, Kan., 500; WTCR Ashland, Ky., 500; WHBN Harrodsburg, Ky., 500; KPFL Lafayette, La., 250; WAMM Flin, Mich., 500; WKPR Kalamazoo, Mich., 500; KBTN Neosho, Mo., 500; WMYN Mayodan, N. C., 500; KOOO Omaha, 500; WALY Herkimer, N. Y., 500; WACK Newark, N. Y., 500; WLNA Peekskill, N. Y., 500; WGAS South Gastonia, N. C., 500; KTJS Hobart, Okla., 500; KYNG Coos Bay, Ore., 500; WCED Du Bois, Pa., 500; WCRE Cheraw, S. C., 500; KABR Aberdeen, S. D., 500; WEMB Erwin, Tenn., 500; WKSR Pulaski, Tenn., 500; KFYN Bonham, Tex., 244; KLFV Lubbock, Tex., 190; KGNB New Braunfels, Tex., 060; KPSP San Angelo, Tex., 092; WWSR St. Albans, Vt., 500; WDDY Gloucester, Va., 500; WKCV Warrenton, Va., 500; KITI Chehalis-Centralia, Wash., 500; KREN Renton, Wash., 500, and WPLY Plymouth, Wis., 500.

1430: KHBM Monticello, Ark., 500; KJAY Sacramento, Calif., 500; WIII Homestead, Fla., 500; WGFS Covington, Ga., 500; WRCD Dalton, Ga., 500; WEEF Highland Park, Ill., 500; WCMY Ottawa, Ill., 500; KASI Ames, Iowa, 500; KMRC Morgan City, La., 425; WNAV Annapolis, Md., 500; WTTT Amherst, Mass., 500; WHIL Medford, Mass., 500; WION Ionia, Mich., 500; WBRB Mt. Clemens, Mich., 500; WLAU Laural, Miss., 500; KAOL Carrollton, Mo., 500; KRGI Grand Island, Neb., 500; KGFL Roswell, N. M., 500; WMNC Morgantown, N. C., 500; WRXO Roxboro, N. C., 500; WCLT Newark, Ohio, 500; KGAY Salem, Ore., 500; WBLR Batesburg, S. C., 500; WATP Marion, S. C., 500; WBUG Ridgeland, S. C., 500; KBRK Brookings, S. D., 500; WENO Madison, Tenn., 500; WHER Memphis, Tenn., 500; KEES Glade-water, Tex., 500; KCOH Houston, Tex., 396; WIVE Ashland, Va., 500; WDIC Clinchco, Va., 500, and WBEV Beaver Dam, Wis., 500.

1440: WFRS Paris, Ill., 500; WHHY Montgomery, Ala., 500; KDOT Scottsdale, Ariz., 214; KHOG Fayetteville, Ark., 500; KOKY Little Rock, Ark., 500; WEBS Bristol, Conn., 500; WWCC Bremen, Ga., 500; WVMG Cochran, Ga., 500; WRAJ Anna, Ill., 500; KCHE Cherokee, Iowa, 500; WCDG Glasgow, Ky., 500; WPDE Paris, Ky., 500; WEZJ Williamsburg, Ky., 500; WDOV Dowagiac, Mich., 500; KQRS Golden Valley, Minn., 500; WMVB Millville, N. J., 500; WJLJ Niagara Falls, N. Y., 500; WCDL Carbondale, Pa., 500; WZYX Cowan, Tenn., 500; WHDM McKenzie, Tenn., 500; KPUR Amarillo, Tex., 137; KETX Livingston, Tex., 329, and WKLV Blackstone, Va., 500.

1460: WFMH Cullman, Ala., 500; KTYM Inglewood, Calif., 500; KVRE Santa Rosa, Calif., 250; WBAR Bartow, Fla., 500; WZEP DeFuniak Springs, Fla., 500; WMBR Jacksonville, Fla., 500; WDXB Buford, Ga., 500; WROY Carmi, Ill., 500; WRTL Rantoul, Ill., 500; WKAM Goshen, Ind., 500; WOCH North Vernon, Ind., 500; KBSF Springhill, La., 500; WEMD Easton, Md., 500; WBRN Bid Rapids, Mich., 500; WPON Pontiac, Mich., 491; KDWA Hastings, Minn., 500; KDMA Montevideo, Minn., 500; WELZ Belzoni, Miss., 500; WACY Moss Point, Miss., 500; KRNY Kearney, Neb., 500; WJZZ Mount Holly, N. J., 500; WVOX New Rochelle, N. Y., 500; WFBG Fuquay Springs, N. C., 500; WRKB Kannapolis, N. C., 500; WMMH Marshall, N. C., 500; WPVL Painesville, Ohio, 500; KELR El Reno, Okla., 500; KROW Dallas, Ore., 500; WMBA Ambridge, Pa., 500; WDOG Allendale, S. C., 500; WBCU Union, S. C., 500; WEEN Lafayette, Tenn., 500; WRAD Radford, Va., 500; KYAC Kirkland, Wash., 500; WBCU Buckhannon, W. Va., 500, and WTMB Tomah, Wis., 500.

1470: WBLO Evergreen, Ala., 500; KUTY Palmdale, Calif., 031; KXOA Sacramento, Calif., 500; KKEP Estes Park, Colo., 500; WMMW Meriden, Conn., 500; WDOI Athens, Ga., 500; WCLA Claxton, Ga., 500; WMPP Chicago Heights, Ill., 500; WHUT Anderson, Ind., 500; KWVY Waverly, Iowa, 500; KLIB Liberal, Kan., 500; WSAO For, Knox, Ky., 500; KTDL Farmerville, La., 500; KPCL Lake Charles, La., 500; WJDY Salsbury, Md., 500; WTTT Westminster, Md., 500; WSRO Marlboro, Mass., 500; WKLZ Kalamazoo, Mich., 500; WCHJ Brookhaven, Miss., 500; WNAU New Albany, Miss., 500; KGHM Brookfield, Mo., 500; KTCC Malden, Mo., 500; WTKO Ithica, N. Y., 500; WFCF Burgaw, N. C., 500; WPNP Plymouth, N. C., 500; WTOE Spruce Pine, N. C., 500; WOHQ Toledo, Ohio, 500; KRAF Reedsport, Ore., 500; KVIN Vinita, Okla., 500; WFAF Farrell, Pa., 500; WMMI Portage, Pa., 500; WQXL Columbia, S. C., 500; WINH Georgetown, S. C., 500; WEAG Alcoa, Tenn., 500; KDFN Dimmit, Tex., 457; WITZE Tazewell, Va., 500; KAPS Mount Vernon, Wash., 500; WWHY Huntington, W. Va., 500; WBEZ Wheeling, W. Va., 500, and WBKV West Bend, Wis., 500.

1480: WARI Abbeville, Ala., 500; WBTS Bridgeport, Ala., 500; KHAT Phoenix, 500; KTHS Berryville, Ark., 500; KWUN Concord, Calif., 500; KRED Eureka, Calif., 500; KSEE Santa Maria, Calif., 500; WAPG Arcadia, Fla., 500; WGNB Panama City Beach, Fla., 500; WVCF Windemere, Fla., 500; WYZE Atlanta, 500; WJBM Jerseyville, Ill., 500; WRSW Warsaw, Ind., 500; KLEE Ottumwa, Iowa, 500; WKOA Hopkinsville, Ky., 500; WTLO Somerset, Ky., 500; KCKW Jena, La., 500; KJOE Shreveport, La., 500; WIOS Tawas City, East Tawas, Mich., 500; WMAX Grand Rapids, Mich., 500; WYSI Ypsilanti, Mich., 500; KAUS Austin, Minn., 500; KEHG Fosston, Minn., 500; WECF Carthage, Miss., 500; WMSJ Sylvia, N. C., 500; WTRA Latrobe, Pa., 500; WISY Shamokin, Pa., 500; WSHP Shippensburg, Pa., 500; KSDR Watertown, S. D., 500; WJFC Jefferson City, Tenn., 500; WMQM Memphis, 500; WJLE Smithville, Tenn., 500; KLVJ Pasadena, Tex., 250; KAPE San Antonio, Tex., 285; KONI Spanish Fork, Utah, 500; WCFR Springfield, Vt., 500; WBLU Salem, Va., 500; KVAN Vancouver, Wash., 500, and KRAE Cheyenne, Wyoming, 500.

1510: WPUT Brewster, N. Y., 005.7; KXEX Fresno, Calif., 054; WOGO New Smyrna Beach, Fla., 084, and KWIC Salt Lake City, 213.

1590: WATM Atmore, Ala., 500; KSPR Springdale, Ark., 500; WVNA Tusculum, Ala., 500; WILZ St. Petersburg Beach, Fla., 500; WELE South Daytona, Fla., 500; WLFA Lafayette, Ga., 500; WNMP Evanston, Ill., 500; WAIK Galesburg, Ill., 500; WGEE Indianapolis, 500; WPCO Mt. Vernon, Ind., 500; KWBG Boone, Iowa, 500; WLBK Lebanon, Ky., 500; WTVB Coldwater, Mich., 500; WSMA Marine City, Mich., 500; KRAD East Grand Forks, Minn., 500; KDEX Dexter, Mo., 500; KCLU Rolla, Mo., 500; KPRS Kansas City, Mo., 500; WERA Plainfield, N. J., 500; WAUB Auburn, N. Y., 500; WEHH Elmira Heights, N. Y., 500; WGGO Salamanca, N. Y., 500; WCSL Cherryville, N. C., 500; WNOS High Point, N. C., 500; WSRW Hillsboro, Ohio, 500; KHEN Henryetta, Okla., 500; WZUM Carnegie, Pa., 500; WEEZ Chester, Pa., 500; WYNG Warwick-East Greenwich, R. I., 500; WABV Abbeville, S. C., 500; WPPI Collierville, Tenn., 500; WJSO Jonesboro, Tenn., 500; WDBL Springfield, Tenn., 500; KERC Eastland, Tex., 500; KINT El Paso, 475; KBUS Mexia, Tex., 500; WIXK New Richmond, Wis., 500; WTRW Two Rivers, Wis., 500; WSWW Platteville, Wis., 500, and WAWA West Allis, Wis., 500.

1600: WEUP Huntsville, Ala., 500; WAPX Montgomery, Ala., 500; KXEW Tucson, Ariz.,

500 KGST Fresno, Calif., 500; KZON Santa Maria, Calif., 500; KUBA Yuba City, Calif., 500; WKEN Dover, Del., 500; WKTX Atlantic Beach, Fla., 500; WPRV Wauchula, Fla., 500; WOKB Winter Garden, Fla., 500; WNGA Nashville, Ga., 500; WRBN Warner-Robins, Ga., 500; WCGO Chicago Heights, Ill., 500; WMCW Harvard, Ill., 500; KLGA Algona, Iowa, 500; WBTO Linton, Ind., 500; KMDO Fort Scott, Kan., 500; WSTL Eminence, Ky., 500; KLEB Golden Meadow, La., 500; KNCB Vivian, La., 500; WTYM East Longmeadow, Mass., 500; WTRU Muskegon, Mich., 500; WKDL Clarksdale, Miss., 500; KTTN Trenton, Mo., 500; KNCY Nebraska City, Neb., 500; KRFS Superior, Neb., 500; WMCR Oneida, N. Y., 285; WIDU Fayetteville, N. C., 500; WHVL Hendersonville, N. C., 500; WFCR Reidsville, N. C., 500; WKSK West Jefferson, N. C., 500; KADHC Carrington, N. D., 500; WAQI Ashtabula, Ohio, 292; WBLY Springfield, Ohio, 441; KUSH Cushing, Okla., 500; KOHI St. Helens, Ore., 500; WTTT Tiffin, Ohio, 177; WHOL Allentown, Pa., 190; WHRY Elizabethtown, Pa., 234; WFIS Fountain Inn, S. C., 500; WFLN North Augusta, S. C., 500; WHBT Harrison, Tenn., 500; WKBJ Milan, Tenn., 500; KBBB Borger, Tex., 500; KYAL McKinney, Tex., 500; KWEL Midland, Tex., 500; WHLL Wheeling, W. Va., 316, and WCWC Ripon, Wis., 500.

**PRESUNRISE OPERATIONS
LIST B**

■ Class II stations on class I-B channels which are located west of cochannel class I-B station(s) and/or which protect 0.5 mv/m 50% skywave contour of any class I-B station located west of class II station listed (with power stated in watts).

710: WUFF Eastman, Ga., 500, WOR; WROM Rome, Ga., 500, WOR, and WTPR Paris, Tenn., 250, WOR.

810: WATI Indianapolis, 250, WGY; WKBC North Wilkesboro, N. C., 500, WGY; WQIZ St. George, S. C., 500, WGY; KBHB Sturgis, S. D., 017, WGY, and WMTS Murfreesboro, Tenn., 500, WGY.

940: WCND Shelbyville, Ky., 250, CBM; WIDG St. Ignace, Mich., 500, CBM; WJOR South Haven, Mich., 061, CBM; WCIT Lima, Ohio, 250, CBM; KWRC Woodburn, Ore., 250, XEQ; WESA Charleroi, Pa., 250, CBM; WGRP Greenville, Pa., 500, CBM; KTON Belton, Tex., 005.22, CBM, and WFAW Ft. Atkinson, Wis., 230, CBM.

1000: KSTA Coleman, Tex., 012.3, WCFL.

1060: WRHL Rochelle, Ill., 120, KYW; KPFL Preston, Minn., 260, KYW; KNLV Ord, Neb., 056.5, KYW; WCOK Sparta, N. C., 250, KYW; WOIO Canton, Ohio, 385, KYW; KGFX Pierre, S. D., 500, XEDP; WPHC Waverly, Tenn., 084, KYW, and WCIR Beckley, W. Va., 440, KYW.

1080: KSCO Santa Cruz, Calif., 500, KRLD; WOAP Owosso, Mich., 009.6, WTTIC; KNDK Langdon, N. D., 500, KRLD, and WUFO Amherst, N. Y., 118, WTTIC.

1110: WUNN Mason, Mich., 005.2, WBT.

1140: WAWK Kendallville, Ind., 250, WRVA; KNEI Waukon, Iowa, 250, WRVA, and KLPR Oklahoma City, Okla., 008.4, WRVA.

1500: WGIC Xenia, Ohio, 007, WTOP, and KTXO Sherman, Tex., 250, KSTP.

1510: WJRC Joliet, Ill., 500, WLAC; WKAI Macomb, Ill., 250, WLAC; KIFG Iowa Falls, Iowa, 168, WLAC; WLKM Three Rivers, Mich., 500, WLAC; KCCV Independence, Mo., 230, WLAC; KABH Midland, Tex., 140, WLAC, and KSTV Stephenville, Tex., 250, WLAC.

1520: KMPG Hollister, Calif., 500, KOMA; KMEB Mendocino, Calif., 500, KOMA; WLUV Loves Park, Ill., 003.23, WKBW, and WYNZ Ypsilanti, Mich., 012.8, WKBW.

1530: KTMN Trumann, Ark., 250, WCKY; KDSN Denison, Iowa, 145, WCKY; KPCR Bowling Green, Mo., 250, WCKY; KWLA Many, La., 250, WCKY; WERX Wyoming, Mich., 250, WCKY; KSMH Shakopee, Minn., 144, WCKY; WRPM Poplarville, Miss., 500, WCKY; KMAC Butler, Mo., 172, WCGY; KLLO Lincoln, Neb., 175, WCKY, and KWLG Wagoner, Okla., 163, WCKY.

1550: KQXI Arvada, Col., 500, XEJJ; KIWA Sheldon, Iowa, 500, CBE; KEDD Dodge City, Kan., 140, CBE; KNIC Winfield, Kan., 063, CBE; WMSK Morganfield, Ky., 250, CBE; KQWB Fargo, N. D., 500, CBE, and WMIR Lake Geneva, Wis., 500, CBE.

1580: WCIC Gordon, Ga., 500, WQXR; WBYS Canton, Ill., 250, WQXR; WVAK Paoli, Ind., 250, WQXR; WRIN Rensselaer, Ind., 500, WQXR; KRBC Council Bluffs, Iowa, 132, WQXR; WPHN Liberty, Ky., 250, WQXR; WGBS Slidell, La., 500, WQXR; WTPS Portage, Mich., 500, WQXR; WMIC Sandusky, Mich., 500, WQXR; KBEW Blue Earth, Minn., 310, WQXR; KQYX Joplin, Mo., 250, WQXR; KLTI Macon, Mo., 250, WQXR; KTUI Sullivan, Mo., 250, WQXR; WTNS Coshocton, Ohio, 500, WQXR; WCNW

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Fairfield, Ohio, 500, WQXR; WBOL Bolivar, Tenn., 250, WQXR; WVGW Nashville, Tenn., 500, WQXR; KABI Abilene, Tex., 154, WQXR; KGHO Hoquiam, Wash., 500, KPMC; WFSF Kingswood, W. Va., 250, WQXR, and WGLB Port Washington, Wis., 250, WQXR.

New FM stations

APPLICATION

Martinsville, Ind.—Morgan County Broadcasters Inc. Seeks 102.3 mc, ch. 27.2, 3 kw. Ant. height above average terrain 300 ft. P. O. address 217 East Washington Street, Martinsville 46151. Estimated construction cost \$25,185; first-year operating cost \$8,000; revenue \$9,000. Principals: David C. (49%), president, Ruth (50%), secretary and Kay Ann Keister (1%). Ruth Keister is columnist for *Ionia County News* (Ionia, Mich.). Applicant is licensee of WCBK Martinsville. Ann. Oct. 26.

FINAL ACTIONS

Clayton, Mo., School District of Clayton—Broadcast Bureau granted CP for new class D noncommercial educational FM to operate on ch. 201 (88.1 mc). Action Oct. 30.
Charlotte Amalie, V. I., Thomas L. Davis, George J. Jansen and Robert M. Baker d/b as Warrentville Broadcasting Co.—Broadcast Bureau granted CP for new class B FM to operate on ch. 266, (101.1 mc), ERP 5.4 kw, ant. height 120 ft. Action Oct. 25.
Park Falls, Wis., Northland Broadcasting Inc.—Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 245 ft. P. O. address: WFPF, Park Falls. Estimated construction cost \$15,245; first-year operating cost \$2,500; revenue \$12,000. Principals: George Palo, vice president and general manager. Applicant is licensee of WFPF Park Falls, Action Oct. 26.

INITIAL DECISION

Grant of application of WIKI Radio Inc. to operate an FM station on ch. 221 (92.1 MHz), with ERP of 3 kw, and ant. height of 255 ft., in Chester, Va., has been proposed in an initial decision issued by Examiner Elizabeth C. Smith (Doc. 17494). Originally, this proceeding was designated for hearing with mutually exclusive application of Eastern Broadcasting Corp., for same facility at Hopewell, Va. On July 10, Eastern petitioned for dismissal of application and examiner dismissed application with prejudice on Aug. 1. (Doc. 17493). Examiner concluded that WIKI was basically qualified to construct, own and operate proposed FM facility; that no bar to grant has been shown to exist in connection with dismissal of Eastern's application; and public interest, convenience and necessity would be served by grant of WIKI's proposal. Action Oct. 31.

OTHER ACTIONS

Review board in San Clemente, Calif., FM broadcast proceeding, Docs. 17648-49, granted petition to enlarge issues with respect to application of El Camino Broadcasting Corp. filed Sept. 7, by South Coast Broadcasting Co. Board member Berkemeyer absent. Action Oct. 27.
Review board in Moline, Ill., FM broadcast proceeding, Docs. 17345-46. Joint petition for approval of agreement filed Sept. 25, by Lee Enterprises Inc. and Mid America Broadcasting Inc., is granted; that agreement is approved; that application of Mid America Broadcasting Inc. is dismissed with prejudice; that application of Lee Enterprises Inc. is granted, and this proceeding is terminated. Board member Berkemeyer absent. Action Oct. 27.
Review board in Springfield, Mo., FM broadcast proceeding, Docs. 17637-8, granted request filed Oct. 24 by Broadcast Bureau, and extended to Oct. 27 time to file response to motion to enlarge issues filed Oct. 9 by Baptist Bible College. Board member Berkemeyer absent. Action Oct. 26.
Review board in Portland, Ore., FM broadcast proceeding, Docs. 17563-64. Joint request for approval of agreement, filed Aug. 21, by Western Broadcasting Co. and King Broadcasting Co. is granted; that agreement submitted therewith is approved to extent indicated herein; that application of Western Broadcasting Co. is dismissed with prejudice; that application of King Broadcasting Co. for new FM in Portland, Ore. is granted, and that this proceeding is terminated. Board member Berkemeyer absent. Action Oct. 27.
Review board in San Antonio, Tex., FM broadcast proceeding, Docs. 17577-17578, granted joint petition filed Oct. 30 by Waterman Broadcasting Corp. of Texas and National Enterprises Inc., and extended to Nov. 3, time within which to file reply pleadings to comments on joint petition for approval of agreement filed Oct. 6 by aforementioned parties. Action Oct. 31.
Review board in Gate City, Va., FM broadcast proceeding, Docs. 17575-17576, granted to extent indicated and denied in

all other respects petition to enlarge issues filed by Palmer-Dykes Broadcasting Co. Aug. 10. Board members Berkemeyer and Nelson absent. Board member Pincock dissented with statement. Action Oct. 25.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Frederick on Oct. 27 in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding, granted motion by Clarence C. Moore t/ras Fort Wayne Broadcasting Co. and continued certain procedural dates. Further ordered that hearing scheduled for Nov. 27 is rescheduled for Dec. 4 (Docs. 17594-5).
Hearing Examiner H. Gifford Irion on Oct. 27 in Corinth, Miss. (The Corinth Broadcasting Inc. and Radio Corinth) FM proceeding, granted motion by Radio Corinth and continued certain procedural dates; hearing continued from Dec. 4 to Jan. 16, 1968 (Docs. 17585-8).
Hearing Examiner Isadore A. Honig on Oct. 26 in Baton Rouge (Miss. Lou Broadcasting Corp. and Romac Baton Rouge Corp.) FM proceeding, granted request by Miss. Lou Broadcasting Corp. and extended from Oct. 30 to Nov. 20 time for exchange of applicant's exhibits regarding comparative aspects of proceeding (Docs. 17517-8).
Hearing Examiner David I. Kraushaar on Oct. 23 in Miami, Fla. (Miami Broadcasting Corp., Mission East Co. and WOCN Broadcasters) FM proceeding, granted motion by Mission East Co. and dismissed with prejudice for failure to prosecute application of WOCN Broadcasters (Docs. 17401, 17403-4).
Hearing Examiner Elizabeth C. Smith on Oct. 23 in Portland, Ore. (Western Broadcasting Co. and King Broadcasting Co.) FM proceeding, granted motion by King Broadcasting Co. and continued hearing from Oct. 26 to Dec. 27 (Docs. 17563-4).

RULEMAKING PETITION

WRBN Warner Robins, Ga.—Seeks petitions for commission to amend its table of FM assignments in following manner: Vidalia, present 249A, proposed 280A; Hawkinsville, present 269A, proposed 249A, and Warner Robins, all Georgia, proposed 269A. Ann. Oct. 27.

CALL LETTER APPLICATION

*Westminster College, New Wilmington, Pa. Requests WFHR-FM.

CALL LETTER ACTIONS

Fidelity Broadcasting Inc., Columbia City, Ind. Granted WFDT(FM).
Farmer Investors Inc., Longview, Wash. Granted KLYK(FM).

Existing FM stations

APPLICATION

KUAC(FM) College, Alaska — Seeks amendment of CP to change ant.-trans. location to building 733, University of Alaska, College; operate trans. by remote control from studio location (Student Union building, Constitution Hall, University of Alaska); install new trans. and dual polarized ant.; change frequency from 104.9 mcs, ch. 285 to 104.7 mcs, ch. 284, and increase TPO to 5 kw, ERP to 10.01 kw and HAAT to minus 17 feet. Amended to change ant.-trans. location to Student Union building, Constitution Hall, University of Alaska; delete request for remote control; make changes in ant. system (increase height); and change ERP to 10.45 kw and EAAT to minus 98 feet. Petition for rulemaking and request for waiver of Sec. 73.211(a) of rules. Ann. Oct. 26.

FINAL ACTIONS

WDRM(FM) Decatur, Ala.—Broadcast Bureau granted CP to install new type ant., change ERP to 100 kw, ant. height 165 ft.; condition. Action Oct. 25.
KFMM(FM) Tucson, Ariz.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 1511 Sixteenth Street, Tucson; install new trans., new ant.; change ERP to 30 kw, ant. height to 73 feet, condition. Action Oct. 26.
KCIB-FM Fresno, Calif.—Broadcast Bureau granted CP to change ERP to 44 kw; specify type trans. Action Oct. 27.
*KUNF(FM) La Canada, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to Lanterman Auditorium, 1100 Foothill Boulevard, Los Angeles; install new ant.; change frequency from ch. 205 (88.9 mc) to ch. 202 (88.3 mc). Action Oct. 27.
*KXLU(FM) Los Angeles—Broadcast Bureau granted CP to install new trans.; change frequency from ch. 206 (89.1 mc) to ch. 205 (88.9 mc); increase ERP to 2.90 kw; decrease ant. height to 0 ft.; condition. Action Oct. 27.
*KPCC(FM) Pasadena, Calif.—Broadcast Bureau granted CP to install new trans., dual polarized ant.; increase ERP to 4 kw; decrease ant. height to minus 510 ft.; con-

dition. Action Oct. 27.
*KSJR-FM Collegeville, Minn.—Broadcast Bureau granted license covering installation of new trans. and ant.; change ERP to 150 kw. Action Oct. 20.
KMHL-FM Marshall, Minn.—Broadcast Bureau granted mod. of CP to change type ant., make changes in ant. system, ERP 1.5 kw, ant. height 300 ft. Action Oct. 25.
*KMSM(FM) Rolla, Mo.—Broadcast Bureau granted CP to install new type trans., ERP 300 w, ant. height 230 ft. Action Oct. 25.
WRNA(FM) Charlotte, N. C.—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant. Action Oct. 23.
WMDE(FM) Greensboro, N. C.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Oct. 24.
WCLW-FM Mansfield, Ohio—Broadcast Bureau granted CP to increase ERP to 25 kw, ant. height to 220 ft.; install new trans. Action Oct. 27.
*KBYU-FM Provo, Utah—Broadcast Bureau granted CP to change trans.-location to Oultrrh Range of Mountains, Coon Peak, 6.2 miles southwest of Magna, Utah, install new type trans., increase ERP to 1.80 kw, ant. height 3,610 ft. Action Oct. 25.

OTHER ACTIONS

KFTM-FM Fort Morgan, Colo.—Broadcast Bureau accepted data filed in accordance with report and order in Doc. 17536 released August 14, changing frequency to ch. 269 (101.7 mc). Action Oct. 27.
Review board in Albany, Ore., FM broadcast proceeding, Docs. 17472-3, granted request filed Oct. 24 by KNNN and KRKT, and extended to Oct. 31 time to file responsive pleadings to petition to enlarge issues filed Oct. 9 by Albany Radio Corp. Board member Berkemeyer absent. Action Oct. 26.
Office of opinions and review on Oct. 31 in San Juan and Mayaguez, both Puerto Rico (Quality Broadcasting Corp. WKYN and WFQM(FM) and Radio Americas Corp. WORA-FM) revocation of license proceeding, granted petition filed by George A. Mayoral and extended time to Nov. 28 to file exceptions to cumulative initial decision (Docs. 15139-41).

CALL LETTER APPLICATION

WFHR-FM, William F. Huffman Radio, Wisconsin Rapids, Wis. Requests WWRW(FM).

CALL LETTER ACTIONS

WIST-FM, WIST Inc., Charlotte, N. C. Granted WRNA(FM).
KGF(FM), King's Garden Inc., Edmonds, Wash. Granted KBQ(FM).

RENEWAL OF LICENSES, ALL STATIONS

KCOH Houston—Broadcast Bureau granted renewal of license. Action Oct. 24.
Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WBAX(FM) Detroit, WAWR-FM Bowling Green, Ohio, BWIW Bedford, Ind., *WBWC(FM) Berea, Ohio; WCEN-FM Mt. Pleasant, Mich.; WCVL Crawfordville, Ind.; WDRK(FM) Greenville, Ohio; WGWC Selma, Ala.; *WOUB-TV Athens, Ohio; WSGW Saginaw, Mich.; WTRE-FM Greensburg, Ind., and WZAK(FM) Cleveland. Action Oct. 27.
Broadcast Bureau granted renewal of licenses, subject to provisions of Secs. 73.87 and 73.99 of commission's rules and regulations, for following standard broadcast stations and copending auxiliaries: KOTE Fergus Falls, Minn.; WBAB Babylon, Long Island, N. Y.; WFAG Farmville, N. C.; WETA Summerville, Ga.; WFS Ticonderoga, N. Y.; WLCK Scottsville, Ky.; WMTB Morrilton, N. J.; WNTP Tazewell, Tenn.; WPEL Montrose, Pa.; WREN Topeka, Kans.; WSGO Oswego, N. Y.; WTAE Pittsburgh; WTMA Charleston, S. C.; WXOK Bay City, Mich.; WYTH Madison, Ga., and WZOB Fort Payne, Ala. Action Oct. 30.
Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KVAN Vancouver, Wash.; WAUC Wauchula, Fla.; WBTC Ulrichsville, Ohio; WBEZ Selma, N. C.; WCNW Fairfield, Ohio; WFOB-FM Fostoria, Ohio; WJIG Tullahoma, Tenn.; WKKS Vanceburg, Ky.; WMST Mount Sterling, Ky.; WPRY Perry, Fla.; WTCW-FM Whitesburg, Ky.; WATC Gaylor, Mich.; WATT Cadillac, Mich.; WATZ Alpena, Mich.; WERM(FM) Wapakoneta, Ohio; WMBN Petoskey, Mich.; WORX Madison, Ind.; WOXR(FM) Oxford, Ohio, and WPHS(FM) Warren, Mich. Action Oct. 31.

Translators

ACTIONS

Chromo, Colo. Chromo TV Association—Broadcast Bureau granted CP for new VHF TV translator to serve Chromo rural area, Colorado, operating on ch. 13 by rebroadcasting programs of KREZ-TV, ch. 6.

Durango. Action Oct. 26.

W07AU Bessemer, Ramsey and Wakefield, Michigan—Broadcast Bureau granted license covering changes in existing VHF TV translator. Action Oct. 27.

K12FV Glendale, Ore.—Broadcast Bureau granted license covering new VHF TV translator. Action Oct. 30.

Jordan Valley, Ore. Boise Valley Broadcasters Inc.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 10 by rebroadcasting programs of KBOI-TV, ch. 2, Boise, Idaho. Action Oct. 28.

K13HM Myrtle Creek, Ore.—Broadcast Bureau granted license covering new VHF TV translator. Action Oct. 30.

K05DE and K13HT both Oregon Canyon, Ore.—Broadcast Bureau granted licenses covering new VHF television translators. Action Oct. 30.

K02EL Monticello and Blanding, Utah—Broadcast Bureau granted license covering new VHF TV translator. Action Oct. 30.

K09FZ Spokane East Valley Area and Minnehaha Park area, Wash.—Broadcast Bureau granted license covering changes in existing VHF TV translator. Action Oct. 27.

Sheboygan, Wis. The Journal Co. (The Milwaukee Journal)—Broadcast Bureau granted CP for new UHF TV translator to serve Sheboygan, operating on ch. 28, by rebroadcasting programs of WTMJ-TV, ch. 4, Milwaukee; condition. Action June 28, Ann. Oct. 27.

Broadcast Bureau granted CP to replace expired CP which authorized new UHF TV translator for K80CD, Television Improvement Association, Ukiah, Calif. Action Oct. 27.

Broadcast Bureau granted CPs to replace expired CP which authorized changes in existing UHF TV translators as follows: K74AK, Television Improvement Association, Ukiah, Calif. and K75AO, Point Arena Television, Point Arena, Calif. Action Oct. 27.

CATV

APPLICATIONS

Booth American Co.—Requests distant signals from WKNX-TV Saginaw, and WKBD-TV Detroit, both Michigan, and CKLW-TV Windsor, Ontario to Mount Pleasant, Mich. (Flint-Saginaw-Bay City, Mich.-ARB 46). Ann. Oct. 25.

Booth American Co.—Requests distant signals from WKBD-TV Windsor, Ontario to Saginaw, Saginaw township, Carrollton township and Zilwaukee township, all Michigan (Flint-Saginaw-Bay City, Mich.-ARB 46). Ann. Oct. 25.

Eastern Connecticut Cable Television Inc.—Requests distant signals from WNHC-TV New Haven, Conn.; WOR-TV, WPXI-TV and WNEW-TV, all New York, and WSBK-TV and WKBG-TV, both Boston to Putnam City, Killingly Town, both Connecticut (Providence, R. I.-ARB 14 and Boston, Mass.-ARB 5) Plainfield Town, and Jewett City, Conn. (Providence, R. I.-ARB 14). Ann. Oct. 25.

GT&E Communications Inc.—Requests distant signals from WZZM-TV Grand Rapids, Mich.; WSJV-TV and WNDU-TV, both South Bend, Ind., and WFLD-TV and WGN-TV, both Chicago, Ill. to South Haven township, Mich. (Grand Rapids-Kalamazoo, Mich.-ARB 38). Ann. Oct. 25.

OTHER ACTIONS

Ferriday, La. Ferriday Video—CATV Task force dismissed as moot, pursuant to Sec. 0.289(c)(6) of commission's rules, request filed May 25, for 90 day extension to afford local stations program exclusivity. Action Oct. 27.

Office of opinions and review on Oct. 20 in Kalamazoo, Mich. (Fetzer Cable Vision et al.) CATV proceeding, granted request by Television Corp. of Michigan Inc. and extended to Oct. 12 time to file responsive pleading to petition by Jackson TV Cable Co. for waiver of rule 1.311 (Docs. 17200-8).

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on Oct. 27 in Enumclaw and Buckley, both Washington (Clearview TV Cable Inc.) CATV proceeding, granted petition by KIRO Inc., licensee of KIRO-TV Seattle, for leave to intervene, and continued evidentiary hearing from Nov. 6 to Nov. 7 (Doc. 17774).

Chief Hearing Examiner James D. Cunningham on Oct. 28 in Brainerd, Minn. (Brainerd Video) CATV proceeding, designated Examiner Forest L. McClennig to serve as presiding officer; scheduled prehearing conference for Nov. 22, and hearing for Nov. 30 (Doc. 17818). And in Darlington, S. C. (Cosmos Cablevision Corp.) CATV proceeding, designated Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Nov. 15 and hearing for Dec. 13 (Doc. 17817). On Oct. 30 in Buckhannon W. Va. (Betlevision

Systems Inc.) CATV proceeding, designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for Nov. 15 and hearing for Dec. 6 (Doc. 17834).

Hearing Examiner Charles J. Frederick on Oct. 24 in California Water and Telephone Co., Associates Bell System Companies and General Telephone System and United Utilities Inc. Companies CATV proceeding, granted motion by National Cable Television Association Inc. and continued further prehearing conference from Nov. 14 to Dec. 19 (Docs. 16928, 16943, 17098).

Hearing Examiner Jay A. Kyle on Oct. 27 in Kalamazoo, Mich. (Fetzer Cable Vision) CATV proceeding, granted petition by Gross Telecasting Inc. and dismissed but with prejudice its petition concerning request for waiver of hearing requirement of Sec. 74.1107 of rules so that it might carry signals of certain TV stations beyond grade B contours on proposed CATV system in Lansing, Mich. (Docs. 17200-8).

Hearing Examiner Herbert Sharfman on Oct. 30 in Irons Mountain, Md.-Mt. Cacapon, W. Va. et al. (Potomac Valley Telecasting Corp. et al.) Granted motion by Gilmore Broadcasting and extended time from Nov. 1 to Nov. 9 to file opposition to petition for reconsideration and clarification of issues (Docs. 17510-16, 17531-2). On Oct. 31 in Peoria, Peoria Heights and Bartonville, all Illinois (General Electric Cablevision Corp.) CATV proceeding, granted petition by General Electric and modified procedural dates (subject to representations in paragraph 5 of General Electric's petition filed Sept. 13); and continued hearing from Nov. 27 to Jan. 15, 1968 (Docs. 17144, 17155).

Ownership changes

APPLICATIONS

WALB-TV Albany, Ga. and WJHG-TV Panama City, Fla.—Seeks transfer of control from James H. Gray (to reduce his stock holdings from 81.5% [de jure positive control] to 42% [de facto control], to James H. Gray Corporation desires issuance and sale of Mr. Gray's 104,000 shares in order to consummate stock purchase to acquire control of KTVB-TV El Dorado, Ark.-Monroe, La. for \$3,650,000. (See BROADCASTING Oct. 2).

WRNG North Atlanta, Ga.—Seeks assignment of license from Charles and Leslie B. Smithgall (75% before, 80% after) d/b as North Atlanta Broadcasting Co. to Ring Radio Co. Principals: Sheldon C. Singer (none before, 20% after). The Smithgalls assets will be transferred to Ring Radio in exchange for stock and all liabilities of North Atlanta will be assumed by Ring. Mr. Smithgall holds following interests: WRGA-AM-FM Rome, Ga.; WAAX Gadsden, Ala., and WGGG Gainesville, Ga. (application on FCC file for transfer of control of these assets. See BROADCASTING, Oct. 26). Ann. Oct. 26.

WBMK and WCJM-FM West Point, Ga.—Seeks transfer of control from J. Dige Bishop and Wyatt R. Kitchens to C. Jim Murphy. Transaction is for 73% of stock ownership. Consideration \$44,000 to Mr. Bishop and \$29,000 to Mr. Kitchens. Ann. Oct. 30.

WMCL McLeansboro, Ill.—Seeks transfer of control from John Elder Choussier (14.3% before, 22.5% after), Harold Frederick Cline (14.2% before, 22.5% after), David L. Patterson (14.3% before, none after), Thorald Gaskins (14.3% before, none after), Jack J. Harper (14.3% before, none after), Donald M. Medley (14.3% before, none after) and Phillip Kane (14.3% before, none after), to Bonita Choussier (22.5%). Bill Travis Plater (22.5%) and Donald E. Mitchell (10%). Consideration \$4,500. Ann. Oct. 28.

WIDE Bliddeford, Me.—Seeks assignment of license from Biddeford-Sacco Broadcasting Corp. to Hoy Communications Corp. for \$110,000. Principals: Lewiston-Auburn Broadcasting Corp. (100%). F. Parker Hoy, president and assistant treasurer. Lewiston-Auburn is licensee of WLAM Lewiston, Me. Ann. Oct. 30.

KKJO St. Joseph, Mo.—Seeks transfer of control from Joseph W. Marti and the estate of John Marti to Elkins Broadcasting Corp. Principals: Thomas R. Elkins, president (50.59%) et al. Mr. Elkins is Marti Broadcasting Corp. president licensee of KKJO. Consideration \$150,000. Ann. Oct. 26.

KLOS Albuquerque, N. M.—Seeks assignment of license from William P. Stanley, trustee in bankruptcy of B & M Broadcasters Inc., to Zia Tele-Communications Inc. for \$36,000. Principals: John Deme, president et al. Ann. Oct. 26.

KGAK Gallup, N. M.—Seeks assignment of license from Thunderbird Broadcasting Co. to Gallup Broadcasting Co. Transaction involves liquidation of assignor and assumption of its assets and liabilities by assignee. Officers and directors remain the same. Principals: Jack B. Chapman and Theodore

Bender (each 30%), Roy T. Chapman and H. T. Etheridge Jr. (each 20%). Ann. Oct. 27.

WRNY Rome, N. Y.—Seeks assignment of license from Roman Radio Inc. to Mohawk Media Inc. for \$124,000. Mohawk is subsidiary of Star Broadcasting Group. Star is headed by Gerald Arthur and Oliver Lazare. It owns WEEE Rensselaer, CP for WEEE-TV Albany, and WBJA-TV Binghamton, all New York, and CP for WBEA-TV Erie, Pa. Ann. Oct. 30.

WGYW Knoxville, Tenn.—Seeks assignment of license from H. T. Kern, receiver, to J. B. Broadcasting Ltd. for \$75,000. Principals: James Brown (90%) and Gregory H. Moses Jr. (10%). Mr. Brown owns road companies; Fair Deal Recording Corp., recording company; Dynatone Publishing Corp., Toccoa Publishing Corp., Monsoon Publishing Corp., Najan Music Corp. and Spontaneous Publishing Corp., all record publishing companies; real estate corporation; road show promotion company, and real estate partnership. Mr. Moses is certified public accountant and holds interest in real estate. Ann. Oct. 31.

KBLT Big Lake, Tex.—Seeks assignment of license from Southwestern Broadcasting Co. to WMO Broadcasting Inc. for \$1,500. Principals: Paul A. Huffman (45% before, 45% after), George A. Fox Jr. (45% before, none after), Mac L. McGowen (10% before, none after), Mrs. N. W. Hickman (none before, 45% after) and H. B. Rees (none before, 10% after), Mr. Fox owns KAMY McCamey, Tex. Ann. Oct. 27.

KCAN Canyon, Tex.—Seeks assignment of license from Randall County Broadcasters Inc. to J. R. Clodfelter for \$80,000. Principal: Mr. Clodfelter owns 35% of KRNY-AM-FM Kearney, Neb. Ann. Oct. 26.

KILT and KOST(FM) Houston—Seeks assignment of license from McLendon Corp. to LIN-Texas Broadcasting Corp. for \$7,250,000. LIN owns KEEL Shreveport, La.; WAKY Louisville, Ky.; WBBF-AM-FM Rochester, N. Y. and WAND-TV Decatur, Ill. (BROADCASTING Sept. 25). Ann. Oct. 31.

KMOO Mineola, Tex.—Seeks assignment of license from KMOO Inc. to Dean Angel and Sammy J. Curry d/b as Mineola Radio for \$50,000. Principals: Messrs. Angel and Curry are newsmen for WFAA-TV Dallas. Ann. Oct. 30.

KRSC Othello, Wash.—Seeks assignment of license from Kathleen Brownlow-Ward, Dan and Jean Leary d/b as Othello Radio, to Basin Broadcasting Corp. for \$40,000. Principals: Richard Daniel Leary (100%), president. Mr. Leary is manager and editor of Basin Publishing Co. (newspaper), owns 50% of oil company and has 25% interest in KRSC at present. Ann. Oct. 28.

WFMR Milwaukee—Seeks assignment of license from High Fidelity Broadcasting Corp. to Fine Arts Broadcasters Inc. for lease of \$45,000 at closing (\$7,500 from escrow, \$7,350 payable one year after closing and \$4,355.84 payable 15 months after closing) with option to purchase. Principals: William C. Dunn, president and treasurer (25%), Patrick D. Gallagher, vice president and secretary (75%). Mr. Dunn was formerly with Continental Can Inc., manufacturer of cans and containers, in sales marketing and sales management. Mr. Gallagher has interest in insurance agency, and is 50% equity partner in two real estate investment concerns. Ann. Oct. 31.

ACTIONS

KPIN Casa Grande, Ariz.—Broadcast Bureau granted transfer of control from Bernard D. Bennett (51% before, 40% after) to Bonnie H. Emerson (49% before, 80% after). Consideration \$25,000 reduced by \$5,392 upon actual transfer. Action Oct. 31.

WRKT-AM-FM Cocoa Beach, Fla.—Broadcast Bureau granted assignment of license from C. Sweet Smith Jr. (100%) to WRKT Inc. Mr. Sweet is proposing to incorporate and will hold 98%. Mary Virginia Smith and Virginia W. Smith will each hold 1%. Action Oct. 31.

WSCM Panama City Beach, Fla.—Broadcast Bureau granted assignment of license from Theodore M. Nelson to Community Service Broadcasting Inc. of Panama City. Principals: Mr. Nelson (60% before and after), Dorothy D. Nelson (20% before and after), Jack E. Reinhart (none before, 10% after) and Raymond C. McCay (10% before and after). Action Oct. 26.

WSYL Sylvania, Ga.—Broadcast Bureau granted transfer of control from estate of Herbert Brannen, Sylvania Broadcasting System Inc., to Perry and Hoke Brannen. Action Oct. 26.

WFDF Flint, Mich.—Broadcast Bureau granted transfer of control from Howard Mack to Irving Halevy and Peter Mack, executors of estate of Howard Mack. Action Oct. 25.

KRNY-AM-FM Kearney, Neb.—Broadcast

(Continued on page 92)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. 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.
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. 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

Manager or sales manager, experienced, desiring to locate in S. W. desert community of 25,000, able to sustain himself on commission only, may obtain stock with hard work, no cash investment. Send experience and billing record to Box K-254, BROADCASTING.

Manager—Sales ability, small radio market, New York State. Good salary. Box K-280, BROADCASTING.

Arizona station needs sales manager with plenty of drive. If you can sell, name your own salary! Dale Bennett, KPIN, Casa Grande, Arizona.

Sales

Immediate opening for salesman-announcer for small market. Box K-276, BROADCASTING.

Salesman—sell new accounts, service contract accounts. Incentive opportunity stability. One-station Kansas market. Box L-45, BROADCASTING.

Small and medium market sales managers . . . an outstanding senior salesman. Possibly this is your chance to become a part of the professional sales team at a major market group station. Sell us! Box L-77, BROADCASTING.

We need top drawer salesman. We can offer top list in our tightly formatted middle-of-road AM-FM properties. Prefer man 25-35 years, with at least two years experience. Contact Ed Urner or Ernie Winn, KERN Radio, P. O. Box 2700, Bakersfield, California. Phone area 805-832-1410.

Last two men who accepted this position are now full fledged partners. Both love radio . . . work like Trojans . . . take care of their numerous accounts. If you qualify, like balmy sunny Texas and Mexico send full particulars. Position available January 1. KVOZ, Laredo.

Young, aggressive salesman, good opportunity San Francisco area. Send resume, photo and salary requirements to Earl Goldman, KWUN Radio, Concord, California 94522.

Country-polititan member of midwest group has accounts waiting for aggressive applicant. Guarantee with complete fringe benefits and opportunity to work towards management-ownership. Send resume to Manager, WITL, Lansing, Michigan.

Southwestern Louisiana's number one station needs a salesman. Good account list and \$600 guarantee if you have a good record. Phone Bill Edgar 318-436-7277.

Announcers

Help Wanted—good swinging announcer wanted for N. C. station. Also chance to sell. Send tape, resume and picture to Box K-255, BROADCASTING.

5 kw-network AM/FM affiliate outside nation's capital needs 1st ticket announcers. No maintenance. Top pay, benefits. Box K-296, BROADCASTING.

Western Pennsylvania station has immediate opening for announcer with experience for night, MOR format. Salary and benefits, no maintenance or selling. Box K-301, BROADCASTING.

Announcers—(Cont'd)

Exceptional opportunity for experienced sportscaster. Must have 5 years experience, know production for 24 hour operation. Good starting salary, regular increases, paid holidays, vacations, security. Afternoon and night shifts. Located Washington, D.C. area. Box L-1, BROADCASTING.

Announcer for good small market Pennsylvania station. Happy, but no screamers. Third phone necessary. Tape and resume to Box L-16, BROADCASTING.

Pennsylvania small market radio station looking for experienced announcer M.O.R. Complete details first letter. Box L-24, BROADCASTING.

Major market Ohio independent wants to be creative personality for drivetime shift. MOR format. Good pay and fringe benefits. Beautiful studios and pleasant working conditions. Send resume and tape to Box L-38, BROADCASTING.

Experienced announcer, FM, stereo, must be stable, responsible have mature voice and knowledge of FM music. Good working conditions on highly listened-to FM station. Send resume and tape to Box L-64, BROADCASTING.

Major midwest group making more purchases. The need for two first phones and two newsmen has arrived. Group offers great security, good salary, excellent conditions with top pro people. In news, digging for it is important. DJ, first phones desired, but not necessary. In any event, if you are ready for the right move to the right group, send tape and full information to Box L-70, BROADCASTING.

Two experienced announcers. Straight board shift or combination announcer-newsman, announcer-salesman. Single station market northern Michigan lower peninsula resort area. Outstanding plant. Mobile equipment. Fulltime AM with FM automated. Resume and tape to Box L-75, BROADCASTING.

Classical music announcer/programer. KLEF, Lamar Tower, Houston Texas 77006.

KLIK radio in Jefferson City, Missouri is looking for a staff announcer with production abilities and one qualified newsmen. Good pay, fringe benefits and five day week. Send resume, references and tape to Program Director, KLIK.

Wanted: one radio announcer with third phone and one announcer-engineer with first phone. Radio KVOU, Uvalde, Texas.

Join upbeat happy station in sunny south Texas next door to Mexico. Must be strong on the air. Position open January 15. Send details to KVOZ, Laredo.

Voice and maintenance man adult pop and talk station San Francisco area. Send tape, photo, and salary requirements to Victor Ives, KWUN Radio, Concord, California 94522.

Immediate opening for experienced mature professional announcer—MOR. First ticket preferred. Call WABJ, Adrian, Michigan, 313-265-7123.

First ticket DJ—WBRY, Waterbury, Connecticut—203-753-1125.

Morning man with sales experience. Immediate opening \$6,000.00 plus 15% commission with established account list to qualified man. Manager WCBY Radio, Cheboygan, Michigan.

Announcers—(Cont'd)

Morning personality wanted for station in growing city of 37,000. Contemporary format, no hard rock. Excellent pay, working conditions, and benefits. Right man will become a keystone of a professional air staff. Personal interview necessary after we hear your tape. Mail resume to WFIN, Findlay, Ohio 45840.

After many years we are losing our morning personality to another industry. We are looking for an experienced man to fill this opening. He must have good references and ability to handle an adult format. In exchange, he will earn an excellent salary, commissions if interested in selling, moving expenses, many company benefits and will join a stable growing operation. A personal interview will be arranged at our expense. Send resume and tape in confidence to J. W. Poole, Manager, WFLS Radio, 616 Amelia St., Fredericksburg, Virginia 22401.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone, WHMC, Gaithersburg, Maryland.

Step up to 5000 watt contemporary music operation near Myrtle Beach, South Carolina. Want morning man with personality and strength in production. No screamer. Third ticket. Salary open. Send tape, resume, photo (if available) to WKYE, Box 1000, Hemingway, South Carolina.

Immediate opening straight staff board man. Daytime shift. Some experience preferred. No rockers or screamers please. 3rd class endorsed required. WLDB, NBC, Atlantic City, N. J.

Experienced announcer/salesman for small market. Thirty hours weekly airtime plus sales salary, car allowance, and commission. Available November 26th. Graham L. Jones, WODI, Brookneal, Virginia.

First phone announcer for MOR network affiliate on beautiful Ohio River. Salary open. Send resume, photo and tape to WORX, Madison, Indiana, 47250.

Here's your chance—Announcer with first phone to work on well-established big 5,000 watt, serving all of southern New England. Top 100 format. Salary open for right man. Contact Joe Anthony, P.D., WSAR, Knight Quality Stations, P.O. Box 927, Fall River, Mass.

Midwestern regional, AM-FM fulltime needs two good men with experience. One newsmen, one announcer for Top 40 night show, 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Call Program Director, WSTR, Sturgis, Mich.

WWOW needs 2 top 40 jocks. Rush resume, tapes. WWOW, Conneaut, Ohio.

Program Analysis, Inc.—Expert critique of your tapes by professionals at major market stations. First tape \$5.00. Second tape analyzed free. Box 3052, Oakland, California.

First phone—announcer needed immediately—Good pay—fringe benefits—Contact Bob Ditmer, 517-224-3237—St. Johns, Michigan.

Immediate opening for top-notch Top 40 announcer, engineer and production man with multiple ownership organization. Excellent opportunity for advancement. Will meet any salary requested providing you meet qualifications and ability we require. Send tape, photograph and resume to P. O. Box 7372-A Mt. Brook Station, Birmingham, Ala., or phone TR 1-0383, Birmingham, Ala.

Technical

Chief engineer—\$200 weekly to start with raises to \$325 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 6 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-146, BROADCASTING.

Four broadcast technicians needed, strong on maintenance, four years experience mid-west top 20 markets, union shop, equal opportunity employer. Box K-214, BROADCASTING.

Chief engineer, Maintenance AM-FM small amount of air time. Salary beginning \$125.00 week, within one year to \$150.00 Tell us your capabilities. Send complete resume to Box K-257, BROADCASTING.

Chief engineer for major eastern market 50,000 watt AM with FM facility. Must be experienced, knowledgeable and responsible. Send resume, references and recent picture to Box L-4, BROADCASTING.

Engineer-announcer (1st class license). Good exclusive station, small city, Kansas. Box L-46, BROADCASTING.

Engineer for fulltime AM with automated FM. Short board shift. Excellent equipment. Midwest area. Resume and tape to Box L-76, BROADCASTING.

Chief and recording engineer in Sunny south Texas. Turn over full technical responsibility to you. Minimum of announcing. KVOZ Laredo, Texas.

First phone man for transmitter. Will train beginner. WAMD, Aberdeen Maryland.

Experienced chief engineer for 10,000 watt directional. Capable of top maintenance job. Complete charge of department. WRGM, Richmond, Virginia. Call 703-266-8787.

If you're presently qualified as chief engineer in smaller market and want unusual opportunity with fast growing diversifying company. You can join us in key engineering position. Contact Art Silver, Director of Engineering, Box 1350, Princeton New Jersey. Or call 609-924-3600.

Chief engineer, excellent opportunity for another Chief Engineer for the Goldman Group, Excellent working conditions. Send resume and pertinent information to: Si Goldman, Goldman Group, P. O. Box 1139, Jamestown, New York 14701.

Immediate opening for a Radio Studio Engineer. Applicants should be experienced in maintenance and operation of studio equipment. FCC license required. Opportunity to enroll in University courses. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

NEWS

Top-rated, professional, midwest medium market contemporary station seeking aggressive newsman who feels ready for his first stab at news directorship. Here's your chance to become a key man in a growing organization. Send tape and resume to Box K-234, BROADCASTING.

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must consider the tape recorder indispensable. They must know how to use tape effectively. We want men who have covered all kinds of news . . . responsibly. We want men who can go to the scene of a story and take their listeners with them. We want two brainy newsmen who can put their own honest stamp on everything they deliver. They would work for a large radio news organization. They would work very hard but would be paid very well. Send background and audition tape including newscast and sample of onscene reporting or adlib. Send to Box K-273, BROADCASTING.

News—(cont'd)

Needed immediately news director for AM-FM-TV station in upper midwest. Must have some experience with camera. Beautiful medium sized community in excellent recreational area. Good starting salary. Employee benefits including retirement. A good place to settle down. Send a recent photo and complete resume to Box K-252, BROADCASTING.

News photographer-reporter. Medium market midwest VHF. Send resume and salary requirements to Box L-36, BROADCASTING.

News director—Gather, write and deliver local news for top rated central New York station. Immediate opening, sound future. Floyd Keese, WMBO, Auburn, New York.

Michigan regional looking for good newsman ready to advance from small to medium market. WPAG, Ann Arbor, Michigan.

Radio-TV newsman, Gather, write and air local news for midwest market. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

Production—Programing, Others

Program director for outstanding Top 40 operation in top 100 midwest market. He must be an idea man, convey enthusiasm, make the station sound exciting, and be promotion-minded and contest-oriented. He must work well with people. Small daily air shift. Salary open. Rush tape and resume with photo to Box K-230, BROADCASTING.

PD/OP. DIR. needed by fast-paced Texas Top-40. Only experienced heavyweights who can be clever and creative and be quick about it need apply. Complete details in confidence first letter. Excellent benefits and permanence. Box L-37, BROADCASTING.

Program Director for west coast 50 kw quality station. Growing operation and staff expansion offer an unusual opportunity for a man with fresh ideas plus good on-air and administrative ability. Excellent working conditions and advancement potential with established progressive chain. Send background, resume and tape to Box L-41, BROADCASTING.

Program director—must be creative, imaginative and idea laden. MOR located in highly competitive 7 station market in heart of Florida. Salary open. Send tape and resume to Box L-74, BROADCASTING.

Exceptional, creative home for experienced copywriter who thrives on challenge, achievement, and recognition. Production desirable but not necessary. Full details to Burt Levine, WROV, Roanoke, Va.

RADIO

Situations Wanted Management

17-year professional offers old-fashioned hard work, loyalty, dependability. Box K-259, BROADCASTING.

Manager: Family, veteran, 32 yrs. old, good record. Good references. 15,000 to 25,000 market in Tennessee, Arkansas, Missouri, South Kentucky, or Oklahoma. Box L-5, BROADCASTING.

Manager. Heavy sales and promotion over 15 years all phases management in suburban markets. Proven record. Degree. 43, family. Box L-9, BROADCASTING.

Successful general manager with outstanding record seeks improvement. Box L-13, BROADCASTING.

Station ailing, or station doing well but can do better? Or do you simply need a good management personnel? Professionalism and humanity are the keys. This 38-year-old professional has the sense, experience, ability, control, and solidity to do the job, right, and permanently. Don't expect fancy presentation or useless correspondence. Write Box L-42, BROADCASTING, then expect my call and personal visit, expenses shared.

Management—(Cont'd)

To owner in south or southeast, expecting a completely sales oriented manager who will increase revenue by personal sales, better sales direction, increase station acceptance with solid 20 years experience in all phases from broadcaster to station manager, currently selling for major market station. Box L-67, BROADCASTING.

Sales

30-year-old experienced college graduate, large corporation trained, sober, family man seeks challenge with permanent future and room to be earned at top. Excellent salesman, mixer, businessman. Best references; right attitude. Five figures. Box L-35, BROADCASTING.

Small midwestern MOR AM. Experienced, college, family man will handle your sales, promotion and programing directorships. Will stay with and go to town with right station. Intense interest in radio. All details to Box L-40, BROADCASTING.

Announcers

I know how to make'em smile in the morning. It's done with personality. Top-40, 4 yrs. experience, college, 3rd, married. Box L-17, BROADCASTING.

After midnight a no-man's land? I'd like to live there and change it with personality and gimmick. Top-40, 4 yrs. exp., married, college, 3rd. Box L-18, BROADCASTING.

Soul stations, break the dull repetition of all soul brothers. Do something different (if you dare). Let an experienced brown-eyed soul sister play your soul music. Excellent news and commercial delivery, good sales and production. Third class endorsement and a soul expert. Box L-19, BROADCASTING.

Strictly Top 40, less than one year experience. want to learn "Good" production, 3rd, 24, veteran, broadcast school grad. Box L-21, BROADCASTING.

Nationally known Top 40 personality at no. 1 station in top 25 market, desires afternoon slot at major station with advancement opportunities. Box L-22, BROADCASTING.

Hot 100 format personality ready for larger market. Production and promotion minded. Box L-23, BROADCASTING.

Top rated top 20 major market contemporary personality, with past pd experience seeks program director or operations manager position in large market. Idea innovator, college, first phone, family. Box L-25, BROADCASTING.

Negro D.J. announcer, recent graduate, 3rd endorsed. Family man. Plan to get 1st phone. Box L-26, BROADCASTING.

Experienced newsman jock currently in large market likes midwest. Box L-27, BROADCASTING.

D.J. announcer. Broadcast school graduate. 3rd endorsed. Heavy voice. Married, children. Anxious. Box L-28, BROADCASTING.

MOR Broadcaster. Experienced in radio and television. Married, stable, strong on production. Mature, voice. Glad to relocate. Want to settle. Box L-33, BROADCASTING.

You are . . . a friendly MOR in a west or southwest medium market of at least 100,000. I am . . . a bright, conscientious 28-year-old personality with a family, 2 years experience and third. Let's talk about the future. Box L-49, BROADCASTING.

Responsible DJ, news, third endorsed, tight board. Will relocate. Versatile, dependable. Box L-51, BROADCASTING.

Sportscaster. 5 years experience. Some TV. College graduate. First phone. Box L-52, BROADCASTING.

Mature, personable and single. Prefer MOR or C&W format, 2 yrs. experience. Past experience 10 yrs. sales works. Seeking station and community stability. Box L-53, BROADCASTING.

DJ with 12 years experience—first phone—looking for a pd position in medium midwest market. Top 40 format. Presently employed. Tape available. Will interview at your convenience. Box L-57, BROADCASTING.

Announcers—(Cont'd)

Fast paced major market jock seeks relocation—First phone—Married—top ratings—answer now! Box L-58, BROADCASTING.

Young, eager broadcast school grad with 3rd endorsed desires experience in mid-west. Prefer Top 40. Box L-60, BROADCASTING.

First phone, experienced, presently working in 100,000 market. Prefer Top 40, but will consider any format. Box L-61, BROADCASTING.

Funny two-man DJ team available for Top 40 or M-O-R. Creative, dynamic, experienced. Contract. For tape, resume and photo, Box L-63, BROADCASTING.

Mature man, graduate broadcasting institute, 2 years college. Small writing experience. 20 years sales and management experience. Articulate, personable. Box L-71, BROADCASTING.

Negro DJ, good voice, needs break, broadcast graduate, 3rd endorsed. Box L-72, BROADCASTING.

(Soul man) eight yrs. exp. 1st phone, production, news, etc. R&B specialist, top 40, Your man. Box L-73, BROADCASTING.

Negro, 3rd phone, R&B, DJ, Broadcast school graduate, draft exempt, good delivery but no experience. Will travel any place for job. H. Johnson, 5514 Milligan Dr., San Jose, Calif. or 251-1813.

Negro DJ/announcer. Tight board, Middle of road or jazz format. 3rd phone. William McRae, 522 W. 136th St., N.Y.C.

1st phone-Disc jockey, 6 year pro combo, Bright, tight board, 26, will consider sales. Call Lynn Gibson, 744-9107 before 5 P.M. or write Box 5125, N. Muskegon, Mich.

Two major market experienced MOR announcers seeking station wishing to improve sound and profits. Extremely strong on production, news and sports and management experience. Currently employed. Phone 609-854-2117 or 215-828-4785. Willing to travel.

Technical

Twenty five years operation, construction, maintenance, AM and FM, directionals, fifteen years chief. Capable announcer. Responsibility cheerfully accepted for adequate salary. No snow, no smog! Box L-44, BROADCASTING.

Engineer/Announcer—Nine years experience. Excellent references. Call 419-784-4384, 5 P.M. Ray Malone, Route #8, Defiance, Ohio.

NEWS

Experienced radio newsman. Know beat coverage, writing, tape and broadcasting. Qualifications: six years radio, A. S. degree, single, veteran. Prefer eastern suburban market, but will consider all replies. Box K-278, BROADCASTING.

Major market newsman seeks news or News Director position with growing news department. Top 40 or MOR. Would be an asset to your station. Excellent references. Available almost immediately. Box L-8, BROADCASTING.

News Director, top station major market southeast. Experienced pro. Seeking opportunity to grow. Box L-15, BROADCASTING.

Production—Programing, Others

Sports Director, 17 years experience. Not greatest, so try harder. Box K-260, BROADCASTING.

Copywriter with platformate now working for station that can't shell out. You get more mileage out of me because I work too hard, but I love it! Experienced in writing comedy, production, hard/soft sell. Like my present job but the station is Brand X. Box L-14, BROADCASTING.

Production—Programing, Others

Continued

Program Director. Announcer. D.J. Sales: Presently employed, but would like to relocate. Seven years of commercial radio experience. Prefer all-country station with opportunity in sales. Pleasant voice, steady, reliable, good know-how with live shows, remotes, interviews, etc. Excellent references. Box L-29, BROADCASTING.

Morning man . . . program director. Family, veteran solid background. Available now. Box L-43, BROADCASTING.

TELEVISION—Help Wanted

Sales

Great opportunity for "Hungry" and professional broadcast salesman to make money, must have good contacts in western Pa., N.E. Ohio, northern W. Va., area. Good base and incentive. Write Box L-54, BROADCASTING. Include all information and references.

Northeast TV station has two openings—Sales representative and sales research and presentation man. Complete employee benefits. Send salary requirements and resume to Box L-65, BROADCASTING.

Announcers

Looking for an experienced and mature announcer. Must be able to handle all "on-air" assignments, including hosting a movie. Good opportunity to grow with the station. Salary open. Send resume and audition video tape. Box K-206, BROADCASTING.

Mature on-camera announcer desired by midwest TV station. Opportunity to learn directing-production if inclined. Send resume, audition, photo or write for details. Box K-268, BROADCASTING.

Immediate opening for mature, versatile professional announcer. Major market mid-Atlantic area. VHF network affiliate. Send complete resume with a brief film or VTR at once to Box L-69, BROADCASTING.

Palm Beach Florida, full color NBC affiliate needs announcer for weather show, booth work and commercials. Send complete resume and video tape of weather show and commercial copy to: WPTV, 5 Cocanut Row, Palm Beach, Florida.

Technical

Multi station owner on California coast has opening for TV Engineer with first class license and some experience both studio and transmitter. Write Box K-225, BROADCASTING.

Broadcast engineers with first class ticket. Permanent work, 40 hours. Mid-west VHF. Some transmitter or maintenance experience helpful. Send resume to Box K-298, BROADCASTING.

Chief engineer TV-Radio combination in medium mid-west market. Wants a chief who is a strong leader and good organizer. We want a good technician who can establish a good maintenance program. Experience in directional radio, color television and construction is needed. We are a stable VHF network affiliate. Send complete resume and snapshot, in confidence, to Box K-300, BROADCASTING.

Immediate opening for experienced television engineer with first class license to work with instructional television station. Ability to assume full responsibility for all technical operation of station Dallas, Fort Worth area. Salary open. Send resume to Box L-39, BROADCASTING.

TV engineer: Nov. opening. First class license, experience in VTR, camera, AM-FM, remote operation and maintenance required. Asst. to C.E. at mid-west university broadcasting facility. Box L-55, BROADCASTING.

First phone engineer for television station. No announcing. Location-Northern lower Michigan. Box L-59, BROADCASTING.

Technical—(Cont'd)

Expansion of facilities has created a position for 1st transmitter engineer at KCND-TV, a McLendon Station. Top salary, fringe benefits. Will accept recent graduate. Graduate's starting salary \$100 per week with scale adjusted upward for experienced personnel. Will consider handicapped applicants. Contract R. Vincent, Manager, 701-825-6292. Pembina, North Dakota.

Enlarging our facilities, immediate opening for transmitter man, and one studio man. Experience helpful but not necessary. Contact Weldon Paulsen, KXLF-TV, Butte, Montana.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-755-1121 collect.

TV studio engineering supervisor—minimum 5 to 10 years experience all phases, Must be capable of working close with chief in systems planning, construction and engineering personnel relations. Located at production center station of five station ETV state network. Send immediately full resume and general salary requirements to Chief Engineer, WENH-TV, Box Z, Durham, New Hampshire 03824.

Facility expansion has created openings for two first phone operating engineers. Contact Chief engineer WICD, Television, Inman Hotel, Champaign, Illinois. Phone Area 217-352-7673.

Wanted: Experienced first class engineer. Nathan Frank, WNBE-TV, New Bern, North Carolina. 919-637-2111. No collect calls please.

Wanted to operate and maintain TRT-1B colorized video tape recorder. Excellent conditions and benefits. Send resume and salary requirement to Curran Wade, Operations Manager, WNYP-TV, Trend Broadcasting Incorporated, Jamestown, New York.

Studio engineer with first phone—permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th St. Moline, Illinois 61265.

General Electric technicians for WRGB. union scale to \$12,000. Exceptional additional benefits. TV schooling and/or experience required. Write or phone: C. B. King, 518-377-2261, Schenectady, N. Y.

Immediate opening for experienced studio and transmitter maintenance men at top ETV operation. Contact W. G. Alliss, Chief Engineer, WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois.

U.S. News & World Report calls the Shenandoah Valley of Virginia one of the eleven best places to live. WSWA-TV, in the Shenandoah Valley, is seeking assistant chief engineer experienced in maintenance of VTR, cameras, microwave, and related gear. Excellent pay for qualified man. Also seeking studio operations engineer. Phone Buddy Lowe, C. E., AC 703-434-0331. Harrisonburg, Virginia.

TV Chief Engineer responsible total technical operation and maintenance of CCTV system. Queens College Radio & Television Center, Flushing, New York, (212) 445-7500. Ext. 352.

Television studio engineers wanted for expanding color and mono-chrome campus facilities. Should be experienced in operation and maintenance. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Call Chief Engineer collect today. 313-239-8611.

NEWS

Top regional station needs Broadcast Manager/News Editor to take complete charge of five man department. Must be able to write, air and determine proper contents of outgoing news, bringing greater depth in our news coverage and reporting. Send tape and resume to Box K-294, BROADCASTING.

News—(cont'd)

Newsman, journalism school or some experience required. Will do TV & Radio reporting, writing, filming as area reporter. Midwest. Must be able to work on own, but will be part of 8 man staff. Send complete data, resume, picture, and tape. Box K-299, BROADCASTING.

Production—Programing, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation must. Rush resume to Box H-139, BROADCASTING.

Art Director for ETV station. Well versed in all facets of on-air TV art and familiar with print requirements. One man shop. Send resume and samples of work. Box K-245, BROADCASTING.

Big Ten University needs experienced TV professionals. Immediate openings—No teaching! VTR engineer, Producer/Director, camera operator. Send complete background information—salary requirements to Box L-12, BROADCASTING.

TV research director—major network owned television station in midwest has immediate opportunity for experienced, creative, "numbers man". Work closely with local, national and spot sales force in creating orbit plans, packages, and rates. Advantageous to have some writing background for use in preparing sales brochures and rating stories. Chance for advancement within company. Send resume to: WBKB-TV, Personnel Dept., 190 N. State St., Chicago, Ill. 60601 or call 263-0800 Ext. 254.

Producer-Director for WOKR-TV Rochester, New York. One to two years experience desired. Call production Manager, Don Friedman, collect. 716-546-4262.

TELEVISION

Situations Wanted Management

Has your national spot suffered? I have 18 years proven experience selling and managing top stations across the country. Will relocate for right opportunity. Box K-271, BROADCASTING.

Available November 1st, 10 years television, Operations Manager, network-local Program Director, top weatherman, live-booth announcer, traffic-continuity director, for management or weather. Art Christ, 605-225-6353.

Situations Wanted—Sales

Successful medium market radio station General manager seeks TV sales position. Box L-10, BROADCASTING.

Announcers

Kovacs-type TV personality/writer. Brilliant. Funny. Reasonable. Box K-120, BROADCASTING.

NBC and ABC Television and Radio networks announcer-news-caster-DJ now available. 17 years experience, all phases. 37. Married. College. Box K-169, BROADCASTING.

Congenial TV personality desiring to host a "Mike Douglas" type show. Intelligent, hardworking, talented. Box L-3, BROADCASTING.

Technical

Engineer with considerable TV/AM construction/maintenance and staffing experience management oriented, desires to relocate, Box K-287, BROADCASTING.

First phone engineer desires permanent connection. No vacation relief or other short term deals please. Recently idled because of low seniority, strike and automation. Have had eighteen months tech school in radio and TV plus two months at Elkins. Age 43, divorced, and free to travel anywhere, but prefer eastern U.S. Box L-20, BROADCASTING.

Technical—(cont'd)

Seeking radio/TV technician work N.Y., N.J., Conn. First phone. UHF/TV experience. Three years college. Draft exempt. Box L-30, BROADCASTING.

Young draft exempt technician willing to learn. RCA TV studio school. 3rd with endorsement. Some network work in NYC. Will relocate. Box L-34, BROADCASTING.

NEWS

News Director wishes change. Experience includes all phases of TV production, News and weather, station breaks, documentary, variety shows. Every type of remote, also, runs camera, projection, some VTR—audio board—you name it I can do it. If you need a top man—hard worker—Seven years experience. Let's talk. Box L-56, BROADCASTING.

Production—Programing, Others

Photographer, SOF, still commercially oriented. Expert slide production. Box L-11, BROADCASTING.

Television news and commercial photographer. Imaginative, desiring to relocate. Experienced in all phases of Television news and commercial photography. Hard working. Box L-32, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225'-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Wanted, good used working equipment for new 250 watt AM and 25KW ERP FM station. Studio and transmitting. Quote lowest price and give details on equipment. Box L-50, BROADCASTING.

Wanted, used radar equipment to be used in TV weather forecasting. C-band equipment preferred. Box L-66, BROADCASTING.

Wanted 2½ to 5 KW AM transmitter, used, for a rural community educational station. Please write and quote price and condition of equipment to Father Doug Venne, Maryknoll Fathers, P.O. Box 143, Davao City, Philippines.

1,000 and 250 watt transmitter in good condition. Needed immediately. Call collect 303-486-1526 or write Box 967, Leadville, Colorado. No junk please!

New college in Palm Beach County needs complete black and white remote, including two video tape units—will give tax exemption and pay transportation—Thurl G. Campbell, 357 Marlborough Road, West Palm Beach, Florida, A/C 305, 833-0986.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave., N.Y.C.

Co-axial switch-3½" Andrews #6720, 50 ohm 4 pole pressurized, motorized. Two second automatic switching. Unused \$400.00 each. Sierra Western. Box 4668, Oakland, Cal. 94623. Phone 415-632-3527.

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

Gates M5381 Studioette console, excellent condition, \$800. Ken Nealy, WCHB, Inkster, Michigan 48141 Area Code 313-CR 8-1440.

Used remote truck only with 12 ft. body (approx.) Write or call Robert G. Engelhardt, Technical Director, KMEG, P.O. Box 657, Sioux City, Iowa.

For Sale: Gates 4 channel studioette console, CB-4 desk, two CB-11 tables with gray arms two Wyco deluxe 84 inch enclosed racks, Ration Limiter, Rust 108 remote control system with many accessories, and pre-wired audio jack strips. For prices and information, contact KUMA, Pendleton, Oregon.

Equipment—(Cont'd)

McMartin TBM-3500 modulation monitor in excellent condition. Presently tuned to 105.3 MC. \$600.00, sold new for \$995.00. WASK, Lafayette, Indiana.

Ampex recorders, excel. cond. 1 each 350-P, 350-R, 600, 601 and 620 and 2 SA10 spkrs. 1. Presto 6N and 1 Presto 8 disc recorder, plus mikes, racks, jack strips etc. Best Offer. Northwestern, Inc., 011 S. W. Hooker St., Portland, Oregon 97201.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Cal. 94040.

3 Spotmaster stereo cartridge machines, 1 record-playback, 2 playbacks, 4 years old. All 3 machines \$900.00. WCNW, Fairfield, Ohio. Phone 513-892-5958.

For sale—McMartin FM monitor TBM 3500 like new, 11 months old. Make offer. Tom Talbot, WJLL, Niagara Falls, N. Y.

General Radio AM modulation monitor model 731B—\$35.00 RCA field intensity meter TMV-75-B \$145.00. B.E.S.I., 5305 Raymond Road, Madison, Wisconsin 53711.

FTR 3 KW FM transmitter. General Electric EM-1-A FM monitor. Approximately 270 feet of 1½" rigid coax line. Andrew 4-bay FM antenna with brackets. Above items in operating condition on 92.9MHz when removed from service this year. Also, Westinghouse FM-10, 10KW FM power amplifier in factory packing. Never been used. Will operate in conjunction with the above FTR as driver, for 10KW output. All available immediately. Prefer inquiries for entire package \$8,000.00. Contact Lewis Edge, WGKA, 1910 Peachtree Center, 230 Peachtree St., NE, Atlanta 30309.

Commercial crystals. New or repairs for Gates, RCA, Bliley, W. E. and J-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. Edson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

2-RCA color camera chains. TK-40A's in working order and ready to go! Here is your opportunity to be color competitive for \$25,000. Inspection invited. Call area 813-253-0447 or write P.O. Box 18151, Tampa, Florida 33609.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95336.

Newsman! "Ideas Unlimited," 250 angles, \$3. Newsfeatures, Box 14183, St. Louis, Mo.

New concept—Available at no cost. Series of one minute devotional spots. No financial or denominational pitch. Professionally produced by United Communications Mission, Inc., Route 3, Box 399, Orlando, Florida 32811.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11239.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago, 60654.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class Licensee schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10, April 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Class begins Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Fla.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences. 1853 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90286.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service. P.O. Box 7522, Milwaukee, Wisconsin 53222.

RADIO—Help Wanted

Sales

SALESMAN

Terrific opportunity with major east coast station for aggressive, young salesman with college degree.

Call Jerry Jackson, 312-337-5318, Nationwide Broadcast Personnel Consultants. No Fee.

Sales

SELLING VICE PRESIDENT WANTED

\$15,000.00 starting salary, plus travel, plus override. You must live out of a suit case about half the time and must be able to hit the street cold (with run-of-the-mill local salesmen in our AM/FM eastern chain) and bring in a sheaf of orders at the end of each week. This is a tough, hard, slave-driving job available only to a selling son-of-a-gun who wants to make 50 thousand a year. Sell me, the company president, in your detailed reply and I'll call you for an interview.

Box L-68, Broadcasting.

Announcers

Number 1 major market contemporary station wants—number 1 morningman.

**BIG STATION
BIG JOB
BIG BUCKS**

Tape and resume with first reply:

Box L-2, Broadcasting.

**THE BEST WILL ALWAYS
COST A LITTLE MORE**

If you want an honest, educated appraisal of your air work, send your tape and \$7.50 to:

PROFESSIONAL CRITIQUE
59 Finney Blvd. Malone, New York

Situations Wanted

NEWS

3 TOP-RATE NEWSMEN AVAILABLE NOW!

Nationwide has just completed a search assignment for a newsman to fill a key opening on the news staff for one of our major clients. We located four top-rate newsmen, but since our client needed only one man we wanted to advise other broadcasters that these other three newsmen are available for the right opportunity.

Call Jerry Jackson for complete details at Nationwide Broadcast Personnel Consultants in Chicago. Phone: Area Code 312-337-5318.

Technical

Broadcast Consulting Firm

Seeks Experienced Broadcast Engineer or Technician for Position of Junior Engineer. Applicant must possess background of experience and responsibility in all phases of broadcasting and a willingness to travel. Engineering Degree Desirable. Send Resume and References to:

Jules Cohen & Associates
729 15th Street, N.W.
Washington, D. C. 20005

CHIEF ENGINEER

for small New York State radio group. Young, capable man preferred. Call: Don Kelly, Nationwide, 312-337-5318

Production—Programing, Others

MOR PROGRAM DIRECTOR

for group station in Northeast. Top 40 background preferred—college degree required.

Call Don Kelly, 312-337-5318
No Fee

Situations Wanted

Management

Seek permanent opportunity in the West. Will participate in ownership or working interest with option to buy radio property. Management, sales, sports, promotion and sportscasting background. First-drawer professional in present capacity. Prefer university community with excellent high schools and summer youth baseball. Contact me about a potential offer in your market. Age 37. All situations considered in strictest confidence.

Box K-283, Broadcasting.

Announcers

**FUNNY, FUNNY
TWO-MAN DJ TEAM**

Available now for top 40 or M-O-R. This creative, dynamic duo will build ratings and make clients love you. Experienced. Contract. For tape, resume and photo:

Box L-62, Broadcasting.

TELEVISION—Help Wanted

Technical

**BROADCAST FIELD
ENGINEERS
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

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Needs one Manager-reporter and one Cameraman-reporter. Complete benefit program. Send resume, references and salary requirements to:

Box K-180, Broadcasting.

TV NEWSCASTER

small market upper midwestern TV station will give first real break to college grad with limited on camera news experience. \$7500-\$9000 depending on experience.

Call Don Kelly, 312-337-5318
No Fee

Production—Programing, Others

**Attn.
Cameramen
and
Photographers**

Send us your President Kennedy slides and films. We are editing educational TV and textbooks. Royalty money if accepted. All returned. Father Henry, E L S, Inc., Suite 915, 512 Nicollet Bldg., Mpls., Minn.

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- A. Electronic School
- B. Broadcast School

"East Coast" Estimated yearly gross \$120,000. Easy to run. Staff to remain. Growth potential. 29% down. 10 year payout if qualified.

Box K-226, Broadcasting.

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**For Sale
Production Company**

TV commercials, industrial films, radio commercials and phonograph records. A well established, profitable facility. Yearly sales \$225,000. Sale price \$150,000.

Box K-264, Broadcasting.

FOR SALE—Stations

FLORIDA DAYTIMER

Top Market. 100% financing with long term payout to financially responsible buyer. \$140,000.00.

Box L-6, Broadcasting.

FM—FOR SALE

Midwest area, market 1½ million. Profitable main and sub channel. Independent with own real estate. Other more demanding businesses compel sale. With reply give cash available.

Box L-7, Broadcasting.

CATV FINANCING

Equity financing offered for new franchises from well established individuals. Prefer large situations, but will examine all offered. Can move rapidly. All replies confidential. References exchanged.

Box L-47, Broadcasting.

**LOWER MICHIGAN
5 KW DAYTIMER
with CATV FRANCHISE**
Highly accepted station in rich county. Good staff, excellent future. \$137,600 cash, or terms. Principals only.
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265-3430

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Ore.	small	daytime	50M	17.5
N.E.	medium	daytime	150M	29%
M.W.	metro	47% VHF	1MM	cash
West	major	daytime	200M	29%

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 85)

Bureau granted transfer of control from J. R. Clodfelter (35% before, none after) and Alan M. Oldfather (15% before, none after) to A. E. Payne 10% before, 50% after) and John Payne (40% before, 50% after). Consideration \$45,000. Action Oct. 26.

WVDR Murfreesboro, N. C. — Broadcast Bureau granted transfer of control from Raymond A. Emanuelson Jr. (33½% before, 51.02% after) and Wallace W. Page (33½% before, 48.98% after). Consideration \$17,000.

Action Oct. 26.

WTNS-AM-FM Coshocton, Ohio — Broadcast Bureau granted involuntary transfer of control from F. Bruce Wallace to Evalyn M. Wallace, executrix of estate of F. Bruce Wallace, deceased. Action Oct. 26.

WENS-TV Pittsburgh—Broadcast Bureau granted assignment of license from Springfield Television Broadcasting Corp. to Capital Communications Corp. Assignee corporation will be operated as wholly owned subsidiary of assignor corporation. Assignor is licensee or permittee of following:

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 1. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Tuckerman, Ark. — Davco Electronics Corp. (multiple CATV owner) has been granted a franchise. Installation and monthly rates will be \$49.50 and \$4.95, respectively. Target date is set for first of year.

Arcadia, Calif.—Foothill TV Cable Co. of Sierra Madre, subsidiary of H & B Communications (multiple CATV owner); National Trans Video Inc. of Glendora (multiple CATV owner); International Cable TV Inc. of Glendora (multiple CATV owner), and Tri Systems Cable Corp. of Oakland have each applied for a franchise. All firms would charge approximately \$5 to \$6 monthly and a \$10 installation fee.

■ San Bernardino, Calif.—TV Receptors Inc. (multiple CATV owner) has been granted a nonexclusive franchise. Firm had formerly operated only outside city limits.

San Carlos, Calif.—Peninsula Cable Television Corp. of Belmont (multiple CATV owner); San Carlos Television Cable Co., in a joint venture with a subsidiary of the San Francisco Chronicle, licensee of KRON-TV San Francisco; Vumore Video Inc. (multiple CATV owner); Community Television Inc. of Denver (multiple CATV owner), and California Cable Communications Corp. of San Francisco have each applied for a franchise.

Canon City and Pueblo, Colo.—Pikes Peak Broadcasting Co., licensee of KRDO-TV Pueblo-Colorado Springs, has applied for a franchise.

Denver—Western Telecable Corp. of Pueblo, Colo., has applied for a franchise.

Duval county, Fla.—Empire Cablevision Inc. and Sam Newey and Associates have each applied for a franchise.

Lakeland, Fla. — Community Cablevision Inc. has begun service. Monthly rate will be \$4.95. Precise number of channels, unavailable; 24-hour time and weather, bulletin board service, 24-hour Associated Press teletype service and FM music channel will all be offered.

■ Okaloosa Island, Fla.—TV Cable Co. has

been granted a franchise that calls for service to begin within one year.

Moultrie, Ga.—Moultrie Cable TV Co. has begun service. Nine TV, six FM channels and a 24-hour time and weather service will be carried over the 55 miles of cable.

Centralia, Ill.—Request of Raymond Lazaretti, Centralia businessman and holder of franchise granted to Home Cable TV Co., to operate as a nonprofit corporation was turned down by city council. Mr. Lazaretti proposed to give 95% of annual net revenue to the city's Teen Council (BROADCASTING, Oct. 30). City council maintained that a nonprofit corporation would provide threat of unfair competition to Sullivan Cablevision Inc., also holder of franchise for Centralia.

Scottsburg, Ind.—WMPI of Scottsburg and WSLM of Salem have each applied for a franchise.

Newton, Kan.—Newton CATV Co. has applied for a franchise.

Brunswick, Me.—Casco Cable Television (Walter M. Norton, president) has applied for a 10-year franchise. Thirteen channels would be offered.

Burlington, Mass.—National Cable Vision Inc. of Boston (multiple CATV owner) has applied for a franchise. Installation and monthly service charge would run \$15 and \$5, respectively. City would receive 3% of annual gross revenue or \$1,000 annually.

Chelmsford, Mass.—Community Cablevision of Chelmsford has applied for a franchise.

Chelmsford, Mass. — Minuteman Cablevision, owned by Gerald C. Tucke and Weidon Haire, has applied for a franchise.

Dartmouth, Mass.—National Cablevision (multiple CATV owner) has applied for a franchise.

Georgetown, Mass.—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise.

Rockport, Mass. — Cablevision Corp. of America (multiple CATV owner) has applied for a franchise.

Stoneham, Mass. — Cablevision Corp. of America and National Cablevision Inc. (both multiple CATV owners) have each applied for a franchise. Installation and monthly rates would be \$15 and \$5, respectively. Each firm estimated construction and installation costs around \$300,000.

Scituate, Mass. — National Cablevision (multiple CATV owner) has applied for a 25-year franchise. City is guaranteed 3% of gross revenue. Installation and monthly rates would be \$15 and \$5, respectively.

Seekonk, Mass.—Full Channel TV Inc. of Providence, National Cablevision Inc. of Boston (multiple CATV owner), and the

WWLP-TV Springfield and WRLP-TV Greenfield, both Massachusetts; WKFE-TV Dayton, Ohio, and WJHF Raleigh, N. C. Action Oct. 25.

WFMV(FM) Richmond, Va. — Broadcast Bureau granted transfer of control from Fidelity Broadcasting Co. to Benjamin F. Thomas. Principals: Mr. Thomas is in partnership with Roy A. Grove d/b as Greencastle Broadcasting Co., licensee of WKSL (FM) Greencastle, Pa., and applicant for new AM there. Consideration \$60,000. Action Oct. 25.

Outlet Co. have each applied for a franchise. Full Channel TV Inc. would charge \$19.95 for installation and \$4.95 monthly for a 12-channel system. Terms of other firms' applications were not reported.

Winchester, Mass.—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise. Installation fee and monthly service charge would run \$14.95 and \$4.95, respectively.

Oxford, Miss.—Jeff Fairly, and Mississippi Communications Corp. have each applied for a franchise.

Pascagoula, Miss.—Jackson County TV Cable Inc., represented by Ned Nelson, has applied for a franchise.

Newton, N. J.—Garden State CATV has been granted an extension of present five-year franchise to Nov. 7, 1977. Fixed rates are \$10 for installation and \$4.65 for monthly service.

■ Point Pleasant, W. Va.—Garden Spot CATV Co. (multiple CATV owner) has been granted a nonexclusive 25-year franchise. Maximum installation fee and monthly service charge would run \$17.50 and \$5, respectively.

■ Windsor, N. H.—Windsor Community Antenna Corp. has been granted a franchise and begun construction.

Los Alamos, N. M.—Six applications for franchises have been received: KRSN Los Alamos; Toppino-Golden Agency of Albuquerque; Cable TV Construction of Iola, Kan.; John M. Lenko, attorney from Las Cruces; Julian Ertx, attorney from Albuquerque, and Charles N. Glass, attorney also from Albuquerque.

Avoca, N. Y.—Avoca TV Cable Inc. has purchased system from Harold Hammel who has operated it for a number of years.

Hopewell junction, N. Y.—Beacon Cable Corp. and U. S. Cablevision (multiple CATV owner) have each applied for a franchise.

Plainview, N. Y. — Marcon Electronics Corp. of Kearny has acquired MicroVideo Corp. (Fred Green, founder and president) for an undisclosed amount. This is Marcon's second recent acquisition, Valiant Industries of Englewood having been added on Aug. 1 of this year.

Kenton, Ohio—Dick Wortman has purchased controlling interest in Hardin Cable TV from A. J. Andreoli of Akron.

■ Midland borough, Ohio—Steel Valley Cablevision Inc. has been granted a franchise.

Langhorne Manor borough, Pa.—Lower Bucks Cablevision Inc., Levittown, has applied for a franchise.

■ North Londonberry township, Pa.—Valley Video Cable Co. of Hershey has been granted a franchise.

Washington, Pa.—Washington Cable Co. has applied for a 10-year nonexclusive franchise. A proposed franchise ordinance requires that a 4% fee be based on the firm's gross receipts from all sources.

■ Danville, Va.—Danville Cable TV, subsidiary of Booth Broadcasting Corp. (multiple CATV owner), has been granted a franchise.

Leesburg, Va. — Arthur W. Arundel (WAVA-AM-FM Arlington, Va.) publisher of Loudon Times-Mirror, has applied for a franchise.

Narrows, Va.—Davis Radio and TV, and Multi-Products Co. have each applied for a franchise. Action has been deferred pending disposition on part of present franchiseholder, Giles TV Cable Inc.

South Boston, Va.—Clearview Cable Television Co. of Martinsville has applied for a 10-year franchise.

■ Victoria, Va.—Clear-View Cable Television Co. of Martinsville has been granted a franchise. Installation and monthly rates will be \$20 and \$5, respectively.

Yakima, Wash.—Cable TV of Yakima Valley Inc. and Independent Cablevision of Yakima Inc. have each applied for a franchise. Citizens will select franchise holder in Nov. 7 election.

Lovell, Wyo.—Carl Williams and Robert Gish of Basin have applied for a franchise.

WANTED CATV Chief Engineer

Starting salary \$13,000 to \$15,000
depending on experience.

Write, preferably phone, Bill Adler,
Capitol Cablevision Co.

Box 2673 . . . Phone 304-343-8927

Charleston, West Virginia

ONE impression you get upon meeting Wally Schwartz is that here for a change is a guy who's really loose, genuinely affable and very sharp. You find yourself saying this guy's a stand-out, especially in a business where hyper-tensive types abound; where affability and congeniality are often a turn-on, turn-off gambit, and where sharp, bright people—they would have you believe—are in every nook and cranny.

If first impressions are valid, and Mr. Schwartz's colleagues say in his case, at least, they are, ABC executives couldn't have made a better choice than Wally Schwartz as directly responsible for getting the network's bold four-part radio plan off the ground. The plan itself—four separate services feeding material to affiliates with differing formats—is novel and innovative, but that's no guarantee of success. Responsible for the plan's success is the youthful-looking Mr. Schwartz, late of WABC, and now president of the ABC Radio network. Along with Ralph Beaudin, corporate group vice president for radio, Mr. Schwartz has his work cut out for him.

By most estimates, it would be a tough job for any man. Mr. Schwartz is in charge of implementing a plan calling for separate radio services—American Contemporary, Information, Personality/Entertainment and FM Networks. The final arbiter of the plan's concept and execution will be the balance books at the end of 1968—a full year from January, when the new network operations kick-off. While differences of opinion on the plan's chances of success do exist, the New York broadcasting community generally agrees that failure, if it should come, won't be Wally Schwartz's doing.

Optimistic ■ Mr. Schwartz leaves one with the impression that he wouldn't allow failure to happen. For one thing, he comes to his new duties with a record that fairly shines for a person recently turned 44.

Before being named head of the ABC Radio network, Mr. Schwartz was vice president and general manager of the network's successful New York radio outlet, WABC. He assumed that job in 1963 and until being boosted to the ABC Radio top spot, he presided over a station that is considered one of the top billers in the country. Coincidental with keeping a close eye on costs and program content, he delivered the station's editorials, some 100 each year.

Before joining WABC in 1963, he spent a year as assistant general manager of Westinghouse Broadcasting Co.'s WINS New York, and before that, a year as Westinghouse's national radio sales manager.

Mr. Schwartz joined Westinghouse in Detroit, his hometown, after four years at WWJ, that city, filling succes-

ABC's salesman for its bold radio services

sive posts as account executive, national sales manager and sales manager. In 1959 he was named manager for AM Radio Sales (now Radio Advertising Representatives) by Westinghouse in the Motor City.

It was in Detroit that Mr. Schwartz got his start in broadcasting. After two-and-one-half years in the Army Air Corps during the war, Mr. Schwartz resumed his interrupted education at Wayne State University, where he graduated in 1951.

Plans to enter commercial broadcasting were foiled by the Korean conflict: Like many others, he was called to active duty once more and served with the Air Force until 1953.

During the vagaries of world politics and the demands of higher education, Mr. Schwartz found time to marry the former Virginia Mayers. He and his wife have two children and live in Man-

hasset, N. Y.

Now, however, Mr. Schwartz is seeing less and less of his family as a result of his recent promotion. While head of WABC he travelled, of course, to conventions and other industry events, but now there's a lot more travel. He says that while ABC's four-network plan is the concept of his boss, he's the man in charge of making it work, the man who must line up the affiliates and shape the sound and print images of the services.

"This new plan is really going to take off," he said recently. "Radio networking hasn't changed in years, and it's become painfully apparent that one network can't be all things to all people.

"The trend in broadcasting, especially radio, is towards more specialization, and our networking plans reflect this," he said.

"The idea behind our plan," he continued, "is simple: provide separate and distinct network programming to affiliates with separate and distinct formats.

"Not only will the affiliate have network news and other material tailored more closely to his format, but the advertiser will know that when he buys a particular service he will be reaching the audience he wants, and only that audience. His cost per thousand will be lower, more efficient. He won't be selling luxury cars to a teen-age audience and, on the other hand, he won't be selling medicine for adolescent skin blemishes to middle-age listeners."

Mr. Schwartz said he felt it an "extremely tough proposition running a radio operation, regardless of format or market size." The toughest obstacles are "solving the problems of your product—streamlining your format, making it more appealing—and then marketing the product along the lines laid down by good, aggressive business practices."

Solid Footing ■ Mr. Schwartz's business practices, according to those who know him, are a blend of in-depth knowledge about his product and a genuine ability to sell within the parameters of sound business practices.

His knowledge of the radio business is the result of close and continuing associations with all the facets of broadcasting—programming, engineering and sales. Technicians at ABC Radio studios in New York were surprised when, two days after being named network president, Mr. Schwartz took a tour of the organization's technical facilities. According to one engineer, it had been a long time since corporate management came around asking questions.

His apparent desire to learn all about what's going on in the business, coupled with an affable sales ability—"He could sell ice as well as ice boxes to the Eskimos," said a long-time associate—seems to make Wally Schwartz the man who can implement ABC's bold plan.

WEEK'S PROFILE



Walter A. Schwartz—president, ABC Radio network; b. Oct. 31, 1923, Detroit; U. S. Air Corps, 1943-1945; BA, Wayne State University, 1951; U. S. Air Force, 1951-1953; account executive, national sales manager, sales manager, WWJ Detroit, 1955-1959; manager, AM Radio Sales (now Radio Advertising Representatives), Westinghouse Broadcasting Co., Detroit, 1959-1961; national radio sales manager, WBC, 1961-1962; assistant general manager, WINS New York, 1962-1963; vice president and general manager, WABC New York, 1963-1967; recipient of many public-service awards; m. Virginia Mayers, Oct. 5, 1945; two children—Leslie, 21, and Kerry, 16; hobbies—tennis, golf.

EDITORIALS

How not to win friends

ACCORDING to advance plans, the Public Broadcasting Laboratory, which was to air its first program last night (Nov. 5), is thinking of itself not only as noncommercial but also as anticommmercial. As reported in *BROADCASTING* Oct. 30, PBL intends to attack the credibility of some kinds of advertising.

Indeed in its own audience-promotion advertising (which we must accept as absolutely reliable, of course) PBL specified, among the features it intends to include in its Sunday-night programs, "The anticommmercials. Exclusive reports on misleading commercials, fake advertising claims and phony testimonials." PBL spent some \$225,000, mostly in newspaper and magazine space, to advertise its opening show, so presumably some advertising will escape its censure.

This publication would be the last to suggest that commercial broadcasting and its advertisers are immune to reasonable criticism. But the emphasis placed on "the anti-commercials" in the PBL ads raises questions about the judgment of PBL's editors. We doubt that PBL will succeed by disparaging the commercial system. It's got to offer something more than that to its audience.

Gag rule

BY an action of last week the FCC served notice that as long as its fairness doctrine is on the books, editorializing by radio and television will be effectively stifled.

The details are recited elsewhere in this issue, but they boil down to this: KING-AM-FM-TV Seattle prepared a single editorial, 20 seconds long, endorsing five candidates for election to the city council. The editorial was planned for broadcast 24 times on each of the stations. In advance, the stations notified each opposing candidate that he would be given six broadcasts of 20 seconds each on each station in comparable time periods. This meant that each candidate was offered more time for response than the stations were devoting to personal mention of his opponent in their editorials.

One candidate complained to the FCC that he wanted more than six exposures. The commission staff advised the stations that it agreed that six exposures on each station did not constitute "reasonable opportunity" for response to 24 editorials and therefore was in violation of the fairness doctrine. The stations petitioned the FCC for review of the staff's order and were turned down.

In rejecting the petition for review, the FCC not only upheld its staff but established the principle that frequency as well as length of broadcast opportunities will from now on be invoked as a criterion in fairness-doctrine cases. The commission hinted that the total time of 120 seconds granted to each unendorsed candidate would be acceptable, but it as much as said that the candidate—not the station—had the right to say how the time could be used and in what segments.

"Although you have decided to broadcast an editorial campaign in which you reach the audience 24 times with your editorial endorsement of selected candidates," said the FCC, "you have offered Mr. Cooley [the complaining candidate] an opportunity to reach that audience on only six occasions—a disparity of four to one." With that the FCC was saying that one-to-one in total time, or indeed one-to-more-than-one, is not good enough to overcome a

four-to-one ratio of frequency. If this is not a case of the FCC's substituting its judgment for that of the licensee, there will never be one.

At the time this editorial was written the KING stations were considering an appeal, which in our view would have to rebuff the commission. There are all kinds of unconstitutional infirmities in the FCC's reasoning, not the least of them being the inhibiting effect this sort of ruling must inevitably have on the whole practice of broadcast editorializing.

As a practical matter it is becoming impossible for any station, however reasonable it tries to be, to undertake effective editorializing on persons or issues about which there may be some disagreement. Any station that attempts, as did KING, to take a position on an election campaign must assume the probability that it will be engaged in expensive exchanges between its lawyers and the FCC and conceivably in even more expensive litigation. This condition can only suppress free discussion—which is what the First Amendment was adopted to encourage.

Next time an FCC member makes a speech exhorting broadcasters to make waves in their communities, he ought not to be surprised if he is booed off the rostrum.

Home to roost

SIX months ago the Admiral Corp. announced it wouldn't use television this "season" because of disenchantment with programming. It got lots of play in the printed-page press.

Last week Admiral advised its stockholders it had suffered a net loss of \$1.221 million in the third quarter, compared with a net profit of \$2.25 million in the corresponding 1966 period (when it used both network and spot schedules). For the nine months of 1967 its net loss was \$4,392,000, compared with a profit of nearly \$9 million for the same months in 1966.

While business hasn't been too hotsy-totsy all over, we do note that such companies as RCA and Zenith, which also manufacture TV sets, report record highs. But then they used network and spot all season long. They still do.

On this page last June 19 we commented that Admiral's 1967-68 campaign probably will be remembered in marketing history as "Ross D. Siragusa's folly." That observation stands.



"Think we're in trouble? He's opposite the Friday night movie."