



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

You're an independent station
 in New York.

How do you keep on increas-
 ing your prime time coverage
 month after month?

WNEW-TV has done it with
 "Hazel," adding 164,232 homes
 since September.



NEW YORK ARBITRONS			
MONDAY-FRIDAY	8:00-8:30 p.m.	WNEW-TV	
1967:	RATING:	SHARE:	HOMES:*
SEPT. 5-29	7.1	14	416,443
OCT. 2-27	7.4	15	434,040
OCT. 30-NOV. 24	8.7	16	510,290
NOV. 27-DEC. 22	9.9	18	580,675

HAZEL. Available in 154 half-hour
 episodes, 120 in color; distributed
 exclusively by **Screen Gems**



Costume by Joseph Magn

The city that turns us on

San Francisco is the city that sets the pace, makes the trends, starts the styles. San Francisco: one of a kind. Unique.

In the San Francisco Bay Area, viewers are turning on KTVU, the only television station that programs its entire schedule to match the varied tastes of this market.

*So when you need impact and coverage, go to the independent that's tuned to the market and gives you a net weekly circulation of 1,204,700 TV homes.*The Nation's Leading Independent TV Station.*

REPRESENTED BY H-R TELEVISION

*ARB Net Weekly Circulation March 1966 Coverage Study. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. Original reports can be reviewed for details on methodology.

KTVU 2

SAN FRANCISCO • OAKLAND

CBC Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; WIIC-TV, Pittsburgh; KTVU San Francisco-Oakland

CBS FOUNDATION INC. NEWS FELLOWSHIPS FOR 1968 - 1969

CBS Foundation established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and, in addition, receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1968-1969.

Purpose of the Fellowships

CBS Foundation has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to select, from the wide curriculum of Columbia University's graduate faculties, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as economics, labor relations, public administration, political science, modern languages, diplomatic history, American history, Far Eastern affairs. With the approval of the University, the Fellow may become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up

their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The twelfth series of fellowships, for the academic year 1968-1969, will start in September, 1968.

Requirements for Applicants

1. Qualification in one of the following categories:
 - a. News and public affairs staff employees of (1) CBS News, (2) CBS Owned radio stations, (3) CBS Owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.
 - b. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
 - c. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

An applicant must be fully employed in one of categories a, b and c, and must have *sufficient fulltime experience* in the field to indicate ability and promise of greater development.

2. Completion of an official application form including:
 - a. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
 - b. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and their relation to work performed or contemplated.

Address request for an application form and other correspondence to:

JULIUS F. BRAUNER
Executive Director, CBS Foundation Inc.
51 West 52 Street, New York, N. Y. 10019

Applications must be postmarked not later than February 22, 1968. The Selecting Committee will announce its selections early in May.

The Selecting Committee (for 1968-1969)

Public Members

MARK ETHRIDGE, Lecturer in Journalism, University of North Carolina; Former Trustee, Ford Foundation; Retired Publisher, Courier Journal and Louisville Times; Director and Consultant to the Publisher, Newsday; Former President, National Association of Broadcasters; Former Director, Associated Press; Former Chairman, U.S. Advisory Commission on Information.

JOHN F. WHITE, President, National Educational Television; Co-Chairman, Advisory Committee to U.S.-Japan Television Exchange Information Center; Co-Chairman, Cultural and Intellectual Exchange Section of the White House Conference on International Cooperation; Member of National Advisory Council to National Academy of Television Arts and Sciences; Former Vice President, Western Reserve University.

SOL TAISHOFF, President, Broadcasting Publications, Inc.; Editor and Publisher, Broadcasting and Television Magazines; Former President, Broadcast Pioneers; Distinguished Service in Journalism Award, University of Missouri, 1953; NAB Distinguished Service Award, 1966; RTNDA Paul White Award, 1967; Journalism Fellow and Former National President, Sigma Delta Chi.

Columbia University Members

GEORGE FRAENKEL, Dean of Graduate Faculties.
HARVEY C. MANSFIELD, Professor of Government.

CBS Foundation Members

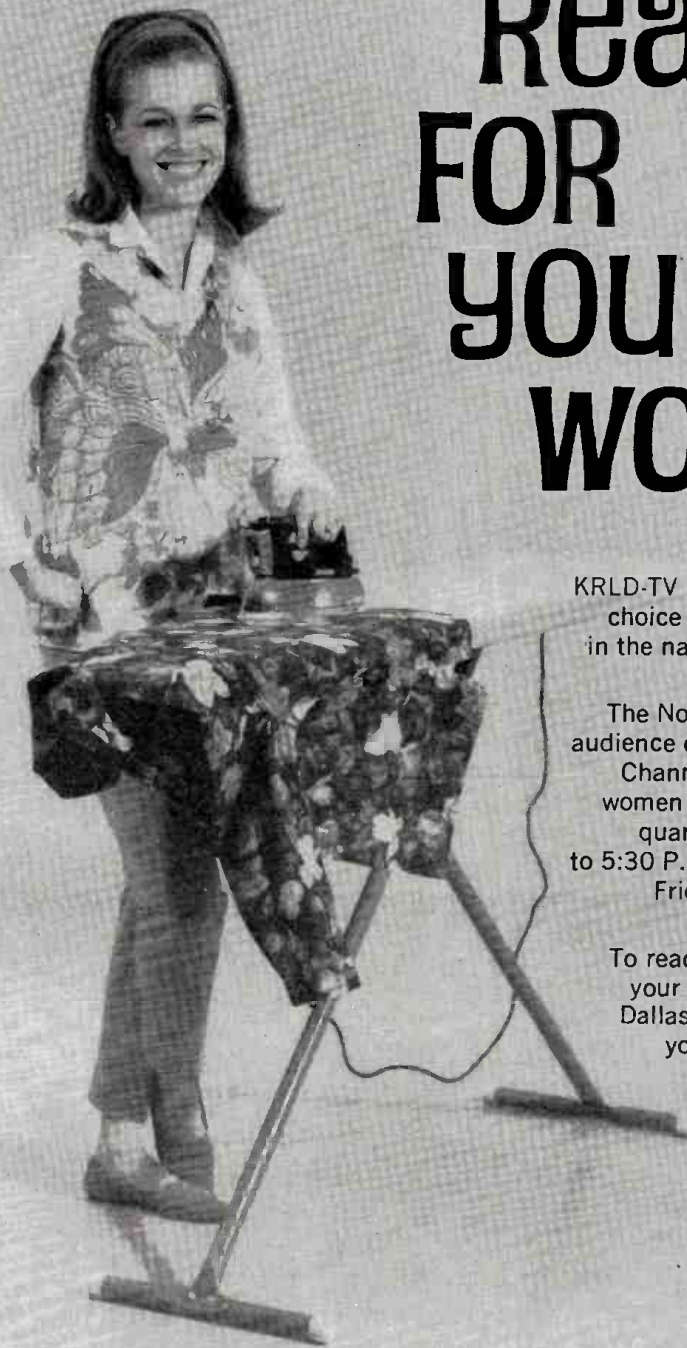
RICHARD S. SALANT, President, CBS News.

GORDON MANNING, Vice President,
Director of News, CBS News.

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable, or to award fewer than eight fellowships. The decisions of the Committee are final.

Tuition and fees at Columbia University will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.

DayTime Reach FOR Young Women



KRLD-TV is the dominant daytime choice among the young women in the nation's 12th ranked television market.

The November 1967 ARB audience estimates show that Channel 4 reaches 22.7% more women (18-34), per average quarter hour, 9:00 A.M. to 5:30 P.M., Monday thru Friday, than the 2nd station in the market.

To reach the young women with your next schedule in the Dallas-Ft. Worth market, contact your H-R representative.

KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by



Sweet smell of success

Antitrust division of Department of Justice is looking into newspaper-TV consolidation in same markets. Letters have been written to both buyer and seller of VHF station in substantial southwestern market on recent transaction (which must be approved by FCC).

Justice Department requested detailed information on market and amount of business merged enterprise would do. (Rule of thumb reportedly is that if entity does more than 20% of total advertising volume, it has effect of diminishing competition).

In unrelated instance not entailing FCC action, antitrust attorneys questioned purchase of newspaper in mid-western market by TV station owned by group for several years. Both this, and newer case in Southwest are regarded as exploratory, and nothing may come of them. But recent victory, by default, of antitrust division and minority of FCC in scuttling ITT-ABC merger may encourage trust-busting lawyers to move ahead in newspaper-ownership area—which has been practically dead issue for years.

Last shot?

FCC is approaching its moment of truth on controversial two-and-a-half-year-old proposal to limit acquisition of television stations in top-50 markets to three (no more than two of them VHF's). Question of whether to adapt, modify or abandon proposal will be before commission this week, and all signs point to decision to abandon it. Interim policy, which had been designed to put proposal into effect pending completion of rulemaking, has been waived each of six times waiver was asked. Commission sources cite this record as lack of support for rule.

Issue was on commission agenda last week but was put over one week to enable members to give it further study. There is little likelihood that commission will be prepared to announce action this week. Officials say that formal order will not be written until after commissioners have had opportunity to discuss matter—and that individual commissioners are virtually certain to request additional time to write separate views, whichever way decision goes.

Ringmaster wanted

Still another departure from conventional legislative hearings is planned by House Investigations Subcommittee

CLOSED CIRCUIT®

in forthcoming examination of political-broadcasting and fairness-doctrine laws and rules. Subcommittee already announced that hearings would be in form of "panel" discussions (BROADCASTING, Jan. 1). Now word is that subcommittee staff is looking for prominent name to act as "moderator" of four panels that will be scheduled. One name that had been considered was that of Edward Barrett, dean of Columbia University graduate school of journalism and chairman of editorial board of Public Broadcast Laboratory (see page 63), but Mr. Barrett reportedly begged off.

As plans now stand, Investigations Subcommittee (of House Commerce Committee) will schedule four panel sessions, of four panelists each, discussing different topics related to general subject. Originally pencilled in to start late this month, sessions probably will be delayed until middle or late February because of scheduling problems with panelists.

At bat

CBS Inc. President Frank Stanton, who has carried torch for broadcast journalism for two decades, has been tapped for larger role of leadership in overall news freedom fight. Sigma Delta Chi, professional journalism society, with 16,000 active members in all phases of news and information, has drafted Dr. Stanton as its 1968 national honorary president to assume spokesman's role. Dr. Stanton, first representative of broadcast news to achieve honorary presidency, last week was advised by new national president, Staley T. McBrayer, Fort Worth publisher-editor, that his selection for "this tough spot" connotes confidence of newsmen everywhere in "your dedication to the principles of a free press."

Communist question

Is radically oriented DuBois Club entitled to time to reply to broadcast editorial suggesting club is Communist-dominated? That sticky question is before FCC in complaint that DuBois Club filed against Storer Broadcasting Co.'s WHN New York. Station editorial said meeting at which club was founded was dominated by Communist Party. Club denied Communist influence, and asked for time for reply. Station refused, and club filed com-

plaint with commission, citing personal-attack aspect of fairness doctrine. Commission staff reportedly recommended that commission rule in favor of club. But commission last week instructed staff to do more research on facts and law involved.

Ford's deal

Frederick W. Ford, president of National Cable TV Association, and association's executive committee, reached accord last week on his new contract, scheduled to be signed after expected NCTA board approval at Dallas meeting June 22-23. New contract, retroactive to Jan. 1, gives Mr. Ford, former FCC chairman, who became president of trade association in 1965, "substantial" increase over past salary of \$50,000 yearly plus expenses, and at same time puts down in writing arrangements for investment equity in several CATV systems.

When he joined NCTA three years ago, CATV establishment helped Mr. Ford finance acquisition of CATV system in Blythe, Calif. This was sold late last year when it failed to produce expected revenues and equity appreciation. Identity of new systems won't be known until contract is approved.

Brandt moves

After 17 years with King Stations in Pacific Northwest, Otto Brandt soon will resign as executive vice president to acquire equity in non-broadcasting firm in Seattle but one closely related to field. Before joining King in 1951, he was ABC-TV vice president in New York.

Wire plan

Another attempt to create CATV division within National Association of Broadcasters will be made when NAB board meets in Sarasota, Fla., Jan. 22-26. Roger W. Clipp, WFIL-TV, who has been unsuccessful in two earlier attempts to have division formed, will try again. But this time, unlike his attempts at meetings in Washington in 1966 and Williamsburg, Va., in 1967, Mr. Clipp has been lining up support before he makes pitch. To convince doubting board members, he will have another study on subject to lay before them.

Where's Woody?
WDVR is proud to
announce that
they represent good
adult music
in Philadelphia.

Mets, and NET, aim for State of Union

Plans for live network radio and TV coverage of President's State of Union address Wednesday (Jan. 17) are more extensive this year than last.

For start, address itself is expected to run hour and 15 minutes at least, creating problem of second-hour pre-emptions and gap to be filled before 11 p.m.

CBS plans to carry full hour of Republican comment following week (Jan. 23, 10-11 p.m.), with Senator Everett Dirksen (Ill.) and Representative Gerald Ford (Mich.), minority leaders, and other GOP spokesmen. Move came after network had offered time immediately following President's message, which Republicans finally declined in favor of their own hour.

As of Friday (Jan. 12), ABC and NBC plans were contingent on length of address. Both plan some form of commentary after address. MBS plans live speech coverage and is considering newsmen's commentary and speech replay for daytime audience.

National Educational Television plans are most extensive, topping its own efforts last year (BROADCASTING, Jan. 16, 1967), which included in its three hours 25 minutes pre- and post-address commentary by experts carried live over network of 70 ETV stations.

NET plans again to preface President's appearance with half-hour summary of preparation of message, interviews with White House special assistants Joseph A. Califano Jr. and Harry McPherson, and analysis of national mood by James Reston of *New York Times*, to be followed by Dirksen-Ford conference and open-ended analysis by Arthur Schlesinger Jr., William F. Buckley Jr., Bill D. Meyers, Edwin O. Reischauer, Daniel P. Moynihan, James J. Kilpatrick, Carl Stokes, Milton Friedman and Walter Heller.

Holben moves to Miami

Robert G. Holben, general manager WTTV(TV) Indianapolis, named general manager of channel 6 WCIX-TV Miami effective Jan. 15, succeeding Joseph M. Higgins who has resigned. Mr. Higgins will announce future plans soon.

Also announced Friday (Jan. 12) were termination of employment by

Robert L. Johns, station manager, and Norman Swetman, operations manager. Both, however, will serve as consultants.

Holdup on trade center, Friendly group suggests

Construction of proposed 1,350-foot twin towers of World Trade Center in New York could interfere with TV reception in as many as 600,000 homes for as long as two years, according to report Advisory Task Force on Telecommunications to Mayor John Lindsay released Friday (Jan. 12). Report recommends that city Board of Estimate halt construction by quasi-public Port Authority by refusing to close remaining city streets at site until PA and broadcasters can guarantee "no objectionable interference."

Report suggests testing and installation of directional transmitters and translators to convert station signals to UHF band, their cost to be shared by PA and broadcasters. Letter of transmittal from Task Force Chairman Fred Friendly, former president of CBS News and currently TV consultant to Ford Foundation, said CATV had been considered as solution to interference problem but was deemed to be of "no more than limited help."

Color camera promised by Visual for next fall

Visual Electronics Corp., New York, is disclosing today (Jan. 15) that it's designing new color camera for introduction before fall television season. Visual indicated that new camera development is being accelerated as company "phases out" its three-year sales, delivery and service representation of Norelco color cameras (Philips Broadcast Equipment Corp., Paramus, N. J.). Philips had announced mutually agreed end to representation effective May 10 (see page 50). Philips will take over sales and service of its Norelco Plumbicon color cameras and other Norelco broadcast equipment.

Visual said action permits it to expand its own manufactured product line, noting also that both companies—Visual and Philips—plan "early introduction of TV transmitters, new audio product lines, new closed circuit television and new color television equipment."

Tie in Niensens

NBC-TV and CBS-TV were tied with 19.2 average rating in 30-market Nielsen report out Friday (Jan. 12). Network averages—ABC-TV had 17.8—covered 7:30-11 p.m. period for week ended Jan. 7.

Topsy-turvy world of television

Are TV programs getting worse and TV commercials better? Answer is yes according to mail-attitudes survey data released Friday (Jan. 12) by Warwick & Legler Inc., New York.

Results show that 42% of respondents agreed past TV shows are better than today's programs, 34% saw no difference, and 20% said past shows were not better than today's. Asked about TV commercials, 39% said they're getting better, 33% indicated they're the same, and 27% felt they're getting worse.

W&L collated alphabetical table of 10 most-liked commercials:

Alka-Seltzer, Ban, Bayer Aspirin, Benson & Hedges, Clark Gum/Teaberry Gum, Dodge, Hamm's, Pepsi-Cola, Schlitz and Volkswagen.

Agency had similar table of most irritating: Ajax, Crest, Dodge, Dove, Folger's, Lark, Right Guard, Scope, Secret and Ultra Brite.

Data was compiled from 10,000 questionnaires mailed to some 200 sample telephone listings in each of 50 U. S. cities in October-November 1967. Response was 11.1%, or 1,026 people. Survey's 56.7% males and 43.3% females had following characteristics: frequency of TV viewing—50.1% more this season than in past years, 46.4% less this season than before, 3.5% no answer; education—42.9% high school, 27.3% elementary, 15.6% some college, 12.3% college, 1.9% no answer; and ages—32.9% at 36-50 years, 27.3% at 26-35, 25.3% over 50, 12.9% under 25 and 1.6% no answer.

WEEK'S HEADLINERS



Mr. Redhead



Mr. Millar

Hugh McCulloch Redhead, senior VP, Mellon National Bank and Trust Co., Pittsburgh, named president of Campbell-Ewald, Detroit. **Gerald M. Millar**, for nine years director of advertising for Buick motor division of General Motors Corp., joins Campbell-Ewald, Detroit, as VP and director of planning on Chevrolet account. He will be responsible for long-range advertising and merchandising plans. Appointments follow realignment of upper echelon of C-E last month (BROADCASTING, Dec. 18, 1967).

Joseph B. Shortlidge, VP for marketing, American Home Foods division of American Home Products Corp., New York, promoted to division president. He succeeds **Larry J. Sauers**, corporation VP, who will devote more time to corporate duties. Elected VP's were **G. Robert Schermerhorn** in pro-

duction, **Dr. Richard A. Reinecke** in research and development and **James M. Charlton** in sales.

Merril Grant, VP, network relations at Benton & Bowles, New York, named manager of programing. Formerly VP and associate media director, Mr. Grant joined B&B in 1956.



Mr. Miller

on and **Jerome R. Feniger Jr.**, TV programing VPs, **Brandon Stoddard**, program supervisor, New York, **Robert D. Wolfe**, VP, television, and **Bertrand F. Mulligan**, VP, TV programing, Beverly Hills, Calif. **A. L. Hollender**, president of Grey International, who had been supervisor of broadcast programing, will concentrate entirely in international area.

Howard H. Bell, director of National Association of Broadcasters Code

Harold Miller, VP and media director of Grey Advertising, for past five years, appointed VP in charge of all media and programing services. Reporting to Mr. Miller in his expanded role will be **Howard Eat-**

Authority, appointed president of American Advertising Federation, effective Feb. 1. He replaces **Charles W. Collier**, who will be consultant in advertising, public relations, legislation and education (see page 26).



Mr. Marsh



Mr. Rohrbach

Howard Marsh, for three years national TV sales manager, Westinghouse Broadcasting Co., joins firm's radio sales arm, Radio Advertising Representatives, New York, as VP. **John Rohrbach Jr.**, general sales manager of Westinghouse's WBZ-TV Boston, succeeds him. For two years prior to joining Group W, Mr. Marsh was general sales manager of KPX(TV) San Francisco. Mr. Rohrbach, previous to WBZ-TV post, was assistant sales manager of WJZ-TV Baltimore and account executive in Chicago and New York offices of Television Advertising Representatives, Group W's TV rep.

For other personnel changes of the week see FATES & FORTUNES

NAB budget up

Finance committee of National Association of Broadcasters approved operating budget of \$2.56 million for 1968-69 at meeting in Washington Friday (Jan. 12). Budget, which is subject to approval by NAB board at meeting in Sarasota, Fla., next week (Jan. 22-26), shows increase of \$180,000 in expenses over 1967-68 figure of \$2.38 million.

Current budget shows income of \$2.52 million and new budget anticipates \$2.64 million income. Excess will drop from \$144,000 in present budget to \$80,000 for next year.

Translators get nod from FCC in rebroadcast issue

FCC said Friday (Jan. 12) that so far as it is concerned three Laramie, Wyo., translators may rebroadcast programs of three Denver stations even though stations may not have given

consent. Commissioner **Kenneth A. Cox**, only dissenter, said decision gravely impairs protection afforded by statute requiring broadcasters and translator operators to obtain rebroadcast permission.

At issue was petition of KFBC-TV Cheyenne, Wyo., for reconsideration of June 30, 1967, grant of applications to non-profit Laramie Plains Antenna TV Association Inc. for translators to rebroadcast programs of KLZ-TV, KBTW-TV and KOA-TV, all Denver.

KFBC-TV, which has affiliations with all three networks, argued that commission erred in finding that translators had obtained rebroadcast consent.

Commissioner **Cox** also dissented to commission's refusal to require translators to afford KFBC-TV same-day non-duplication protection.

Olympics lineup complete

ABC-TV said Friday (Jan. 12) that it has signed seventh and final sponsor for its coverage of 1968 Winter Olym-

pics from Grenoble, France. State Farm Mutual Auto Insurance, through Needham, Harper & Steers, joined Coca-Cola, Reynolds Metals, Ford, Pan-American Airways, Goodyear and Texaco, completing sponsorship.

GE gets final okay for San Antonio CATV system

General Electric Cablevision Inc., Schenectady, N. Y., has been given green light by San Antonio, Tex., city council to construct \$15-million CATV system in that city (pop. 750,000) despite opposition from local broadcasters.

Grant, which gives multiple CATV owner 28th system, was made after seven months of intense bidding.

GE's 10-year franchise calls for \$4.75 monthly service charge and free installation. City will receive 7½% of annual gross revenue or \$50,000 yearly. System will carry 20 channels. GE paid city \$50,000 acceptance fee.

Viewers pick Daisies in Washington & Philadelphia

The simple results of the first ratings on
"Please Don't Eat the Daisies" prove it delivers
top audiences among the best prospects.

WASHINGTON: WMAL-TV 7:00 PM TUESDAY

Daisies is first in time period among women under 50... ranks first in audience share of all WMAL-TV 7:00 PM strip shows... reaches 76% more women 18-34 than program telecast in this period October 1966.

PHILADELPHIA: KYW-TV 7:00 PM FRIDAY

Daisies first in time period in total homes, women 18-34, 18-49, men 18-34, teens and children.

(all data NSI October 1967)

No time like the present to pick a show proven to please and perform like Please Don't Eat the Daisies. The man from MGM Television is ready with details.



SEE PRECISION RESULTS RADIANT-PATHÉ

Whether you use the Radiant-Pathé Double Super 8mm. or the Professional 16mm., you can expect accurate film results.

Radiant-Pathé movie cameras offer reflex viewing, behind-the-lens automatic exposure, single frame capability, 8 to 80 f.p.s., electric drive systems, 400 feet magazines, and a complete selection of SOM Berthiot and Angenieux lenses.

8220 NORTH AUSTIN AVENUE, MORTON GROVE, ILLINOIS 60053 • cable address: RADMAFCO



VISION
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DATEBOOK

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

■Indicates first or revised listing.

JANUARY

Jan. 15—Mid-winter convention of Idaho State Broadcasters Association. Downtowner motel, Boise.

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.

Jan. 15—Deadline for U. S. TV and radio entries in ninth annual competition of American TV/Radio Commercials Festival. Judging by board of 250 advertising and production professionals, headed by David Ogilvy, creative director, Ogilvy & Mather, New York, will take place in nine centers in February and March. February, 1968, is deadline for entries in international TV and Cinema categories in third annual competition.

Jan. 16—Luncheon meeting of the New York chapter, International Advertising Association. Featured speaker will be Sherman Dodge, president of Advertising Research Foundation. Biltmore hotel, New York.

Jan. 16—Meeting of the Utah-Idaho AP Broadcasters Association. Boise, Idaho.

Jan. 17—Quarterly meeting of Community TV Association of New England. Highway motel, Concord, N.H.

Jan. 18—Debate seminar on educational television sponsored by American Enterprise Institute. Dr. Ronald Coase, economics professor at University of Chicago and author of books on British radio-TV, and Dean Edward W. Barrett, chairman of editorial policy board of Public Broadcasting Laboratory, participate in debate which concludes three-session seminar. George Washington University, Washington.

■Jan. 19—Reception for Gerard M. Cahill, who retired Jan. 12 as associate general counsel of FCC. Dupont Plaza hotel, Washington.

■Jan. 19-20—29th annual New England Sales and Marketing Management Conference and Sales Rally, conducted by Sales and Marketing Executives of Greater Boston. Statler Hilton hotel, Boston.

■Jan. 20-23—Annual executive committee meeting of American Zone of Advertising and Marketing International Network. Miami.

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association. Habana Inn, Oklahoma City.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 22-25—25th annual convention of the National Religious Broadcasters. Speakers at workshops and plenary sessions will include George S. Smith, chief of Broadcast Bureau, FCC; Rosel H. Hyde, FCC chairman; Roy Danish, director, Television Information Office, New York, and Dr. E. R. Bertermann, NRB president. Mayflower hotel, Washington.

Jan. 23-25—Twenty-third annual Radio-TV Institute co-sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Clark George, president, CBS Radio; Walter Schwartz,

president, ABC Radio; Peter Hackes, NBC News; Peter Jennings, ABC News; Herman Finkelstein, general counsel, ASCAP; Senator Herman Talmadge (D-Ga.). Center for Continuing Education, Athens.

■Jan. 24—Forum sponsored by New York chapter of The National Academy of Television Arts and Sciences, examining "TV's Man-On-The-Aisles" and featuring Arthur Miller, playwright; Alexander Cohen, producer; Cyril Ritchard, director; Edwin Newman, NBC; Leonard Harris, CBS. Belasco Theater, New York.

Jan. 24-27—Meeting of the board of directors of the American Women in Radio and Television. Shamrock Hilton hotel, Houston.

Jan. 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Jan. 25-26—Broadcasters Promotion Association board meeting, Deauville hotel, Miami Beach.

Jan. 25-27—Winter convention, South Carolina Broadcasters Association. Speakers include Thom Winkler, NAB radio code manager; William Walker, NAB broadcast management director. Wade Hampton hotel, Columbia.

■Jan. 26—Winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

Jan. 26 — Pacific Pioneer Broadcasters second annual installation dinner dance. "Carbon Mike" award to be presented to Edgar Bergen. Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 26-27 — The second annual color-television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

■Jan. 30-31—Annual winter meeting of Wisconsin Association of Broadcasters. Red Carpet Inn, Milwaukee.

Jan. 31—Deadline for entries in station award and special citation categories, National Academy of Television Arts and Sciences, Hollywood; international award, NATAS, New York.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine report-

ing, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 1—Annual meeting of Minnesota AP Broadcasters Association. Hotel Radisson, Minneapolis.

Feb. 2-3—Winter meeting of New Mexico Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Governor David S. Cargo; George Bartlett, NAB vice president for engineering; Robert Heald and Thomas Wall, Washington attorneys. Sheraton Western Skies motel, Albuquerque.

Feb. 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by the American Advertising Federation. Washington Hilton hotel, Washington.

Feb. 5-17—1968 Monte Carlo International Television Festival. Gold Nymph Prizes are to be awarded to (1) a program deemed to contribute the most to the ideal of international peace, (2) the writer of the best documentary, (3) the best director, (4) the best children's program, (5) the best original scenario for television, or the best script for television, and (6) the best actor or actress. Monte Carlo, Monaco.

Feb. 7—Winter meeting, Alabama Cable Television Association. Albert Pick motel, Montgomery.

Feb. 7-8—Michigan Association of Broadcasters annual legislative dinner and mid-winter convention. Jack Tar hotel, Lansing.

■Feb. 7-9—First radio commercials trade show demonstrating creative techniques, under sponsorship of the Station Representatives Association. Waldorf-Astoria Hotel, New York.

Feb. 7-9—Fifth annual convention of the National Association of Television Program Executives. Royal Orleans hotel, New Orleans.

■Feb. 9—Final mailing of television academy awards entry cards to all television producers and National Academy of Television Arts and Sciences members.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

■Feb. 13-14—Winter meeting of National Association of Broadcasters radio code board. Ivanhoe hotel, Miami Beach.

Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television. Statler Hilton hotel, Boston.

Feb. 20—Luncheon meeting of New York chapter, International Advertising Association. Featured speaker will be H. M. Connelly, VP for Kraft Foods. Biltmore hotel, New York.

Feb. 20-21—Louisiana Association of Cable TV Operators convention. Monteleone, New Orleans.

■Feb. 20-22—21st Western Radio and Television

Conference, sponsored by Western Radio and Television Association. Featured speakers will include: Avram Westin, Public Broadcast Laboratory; Lawrence Laurent, radio and TV editor for *The Washington Post*; Dr. Richard Meyer, director of school television service, Educational TV Corp., New York; Dr. Robert Hilliard, chief, FCC educational television branch, and John Bystrom, Department of Health, Education and Welfare, Washington. Jack Tar hotel, San Francisco.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

■Feb. 28-March 1—Second annual cablecasting seminar, sponsored by National Cable Television Association. Workshops will cover all phases of cablecasting, including programing sources, production, lighting and camera techniques. Enrollment limited to 75. Fee, \$50. Principal speakers: Senator Frank E. Moss (D-Utah) and George Hatch, KUTV(TV) Salt Lake City (group broadcaster and multiple CATV owner). Sam Street, NCTA liaison. Hotel Utah Motor Lodge, Salt Lake City.

MARCH

■March 5—Annual spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 7—Annual dinner, Radio-Television Correspondents Association. Shoreham hotel, Washington.

■March 8—Deadline for receipt of entry cards from members of network news divisions, producers and craftsmen for 20th Annual Television Academy awards, sponsored by National Academy of Television Arts and Sciences.

March 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.

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

■March 14-15—Annual spring meeting of Arkansas Broadcasters Association. Holiday Inn, North Little Rock.

March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet. Birmingham.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

March 24-26—Spring meeting. Southern CATV Association, Callaway Gardens, Atlanta.

■March 29-31—29th national convention of Intercollegiate Broadcasting System. Palmer House, Chicago.

March 29-31—Annual convention of National Association of FM Broadcasters. Palmer House, Chicago.

■Indicates first or revised listing.

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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'.

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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.

M&H

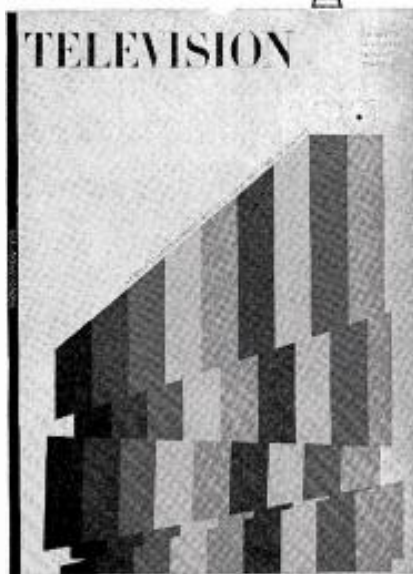
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More on the Overmyer hearing

EDITOR: I have read with some interest your editorial [of Dec. 25, 1967] alleging:

"But the facts are that the House Subcommittees have installed themselves as super-FCC's—certainly not the function contemplated by the Congress that created the FCC 33 years ago. These subcommittees do not self-start on such excursions; they are lobbied. In the Overmyer case, which happened with unprecedented suddenness, there were the earmarks of an inside job. If this process continues, there will be no finality to important FCC decisions, and regulatory chaos will result."

If you have any evidence or information on unfair, improper lobbying on this matter I would be most pleased to arrange to have the Special Subcommittee on Investigations go into the matter. If you do not have such information, it occurs to me that allegations of the kind appearing in your editorial should not reach public print.

—Representative John D. Dingell, Washington.

(Mr. Dingell [D-Mich.] is a member of the Special Subcommittee on Investigations of the Commerce Committee.)

Lauds review of 1967

EDITOR: Congratulations on your excellent and comprehensive article on the major news developments of 1967 (BROADCASTING, Jan. 1). Unlike most year-end reviews, this was very interesting reading from start to finish—Joseph S. Fields, 6011 67th Avenue, Riverdale, Md.

Book Note

"A Technological History of Motion Pictures and Television," edited by Raymond Fielding. University of California Press, Berkeley, Calif. 255 pp. \$14.

This anthology comprises 33 articles originally published in the *Journal of the Society of Motion Picture and Television Engineers* from 1920 to 1963. One-third of the articles are autobiographical reminiscences of prominent film pioneers; the rest (with the original *Journal* graphics) include historical studies by engineers and scholars of sound recording, animated cartoons, special-effects cinematography, early projector mechanisms, studio lighting, film processing and the evolution of modern television.

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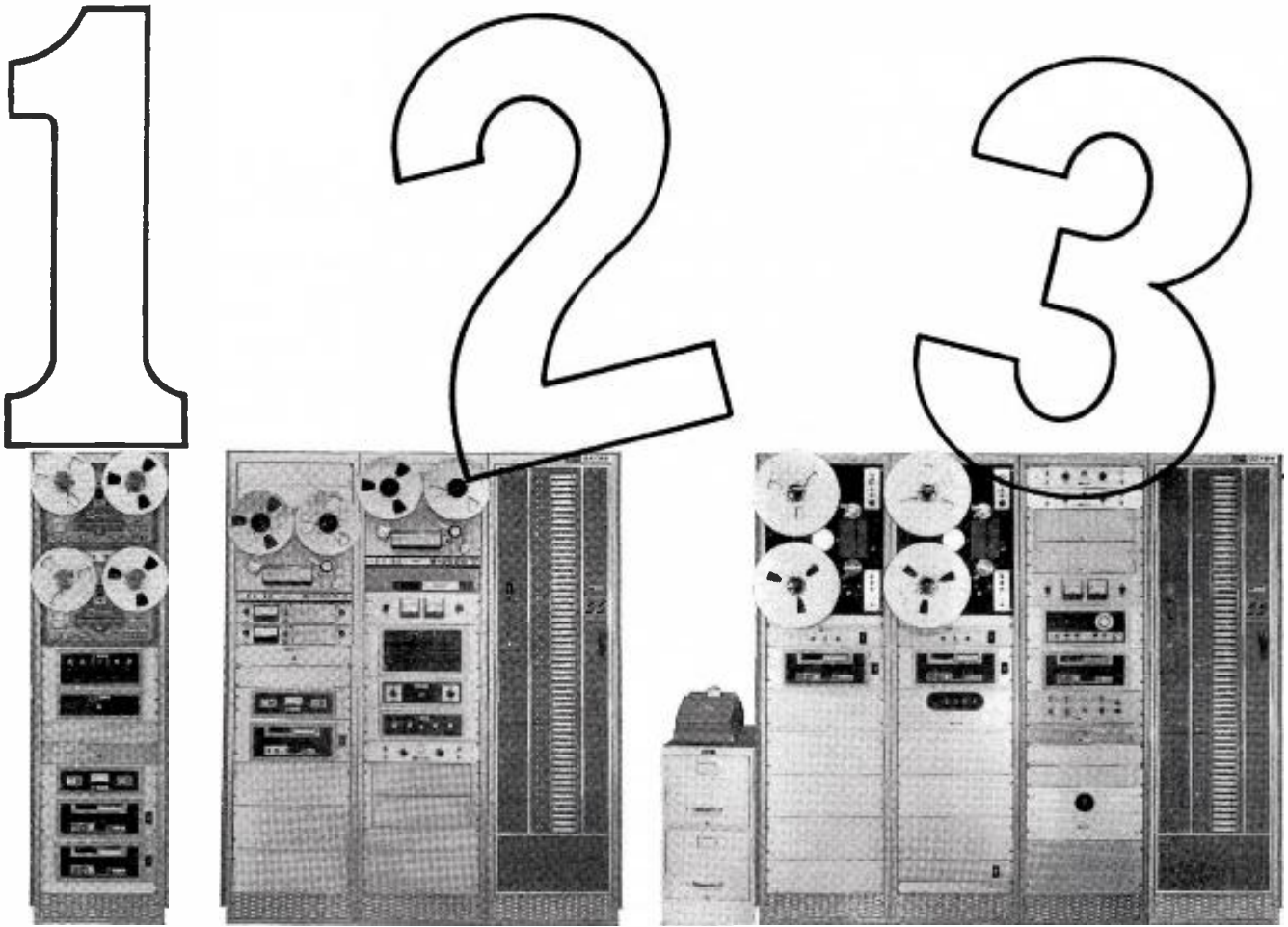
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BROADCASTING, January 15, 1968

We can get you automated quick as you can say



Modern program automation shouldn't be complicated.

Not for the broadcaster.

So we worked out three basic systems on a small-medium-large basis.

And we designed them so each one is easy to modify for specific programming needs.

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1. AUTOMATE 244 – A good start if you want selected periods of program automation.
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And any system can be expanded as you grow.

You'll be amazed at what automation can do for you *right now*.

It's possible that you can be automated for as little as \$65 a week. Let us tell you how.

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GATES

Gates Radio Company,
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Returning the audiences to Sunday-morning radio

For this issue, the page title is something of a misnomer. It should be the Sunday Memo. For my topic is the dearth of interesting Sunday-morning radio programming.

As a habitual early riser my morning pattern is to turn on the radio as I brew my first cup of tea. I continue my listening as I drive to work with the morning shows—news, weather, music, chatter and features. Radio has often been described as the “companionable medium,” and it is—Monday through Saturday.

But then comes Sunday. I am a reasonably religious person and go to church frequently. This means that I am away from my beloved radio only about 45 minutes. But have you ever tried to listen to radio steadily through Sunday morning?

Back-To-Back Dullness ■ In the name of everything holy (which, I presume, includes the FCC and its various doctrines), I think that this is the poorest possible programming. Quite often a station will carry back to back a Catholic mass, a Lutheran service, a Jewish hour, then a Baptist preacher, and so on. It is fine for stations to fulfill their public-service obligations, but it's quite another thing to drive your audience away.

Let us consider what is wrong with Sunday-morning programming:

■ With the exception of the elderly or shut-in, the priests and ministers are talking to people who are already sold on religious values and who are probably going to or have attended services that day. This is similar to advertising for those already sold on your product.

■ The quality of the various church choirs—either because of their singing abilities or the music selected or the placement of the microphones—leaves much to be desired. Often the music grates on your nerves, giving rise to murderous passions, rather than elevating you toward religious experience.

■ Many of the sermons are delivered by preachers who could never make the grade as neophyte announcers. And regardless of the faith, there is an amazing sameness (and drabness) about each of these religious programs. Perhaps nothing new can be said in religion, but an effort should be made to make it interesting and professional.

■ Because persons tend to listen to only their own religion's program, there is a constant tune out. Very few persons are committed to the ecumenical

movement to the extent of suffering a variety of Sunday radio sermons.

■ A quick glance at the numbers will show that Sunday morning has the lowest ratings for the week. And you can't blame this on a morning round of golf or other outdoor activities.

Programming seems to be the cause, because Saturday and holiday mornings do well by comparison. Nor can we point our finger at the Sunday papers. I suspect that most persons spend no more than 30 minutes with the great black-and-white wads of wood pulp, and there are a number of homes not served by any Sunday paper at all. Television offers much the same fare and suffers from the same ills as radio, although it is sometimes sweetened by the 25th rerun of Laurel and Hardy or Shirley Temple movies.

Why, then, do stations want religious programming?

No Clear Answers ■ Reporting impressive public-service figures to the FCC, good community involvement and a minor promotional plus seem to be the standard answers offered by stations. But why churches want to participate in these programs is even more obscure. Leaving aside paid religious programs that are in essence asking for donations, most churches would assert that the time, trouble and expense of the programs are justified because they are designed to save souls.

But the sinners and atheists are probably still snug in their beds sleeping off their Saturday night and most of the saved, who regularly attend church services, have probably had enough religion for the day. Other listeners may be those who enjoy hymns, especially the ones that swing a little, and the more sophisticated, who listen to the stations playing classical religious mu-

sic. If you now suspect that practically no one is left to listen, you have obtained the insight of ratings.

If I were programming the 7-11 a.m. Sunday-morning period, here's what I would do. From 7-8 a.m. traditional hymns sung by the great artists of the popular-music field would be run, with a break for the news at the hour.

After the news, a telephone-interview-talk program would begin that would run for the next two or three hours. One of the station's top personalities, well respected in the community, would lead the live discussion format. Ministers, priests and rabbis would be invited as guests to lead the discussion and answer questions that are telephoned in.

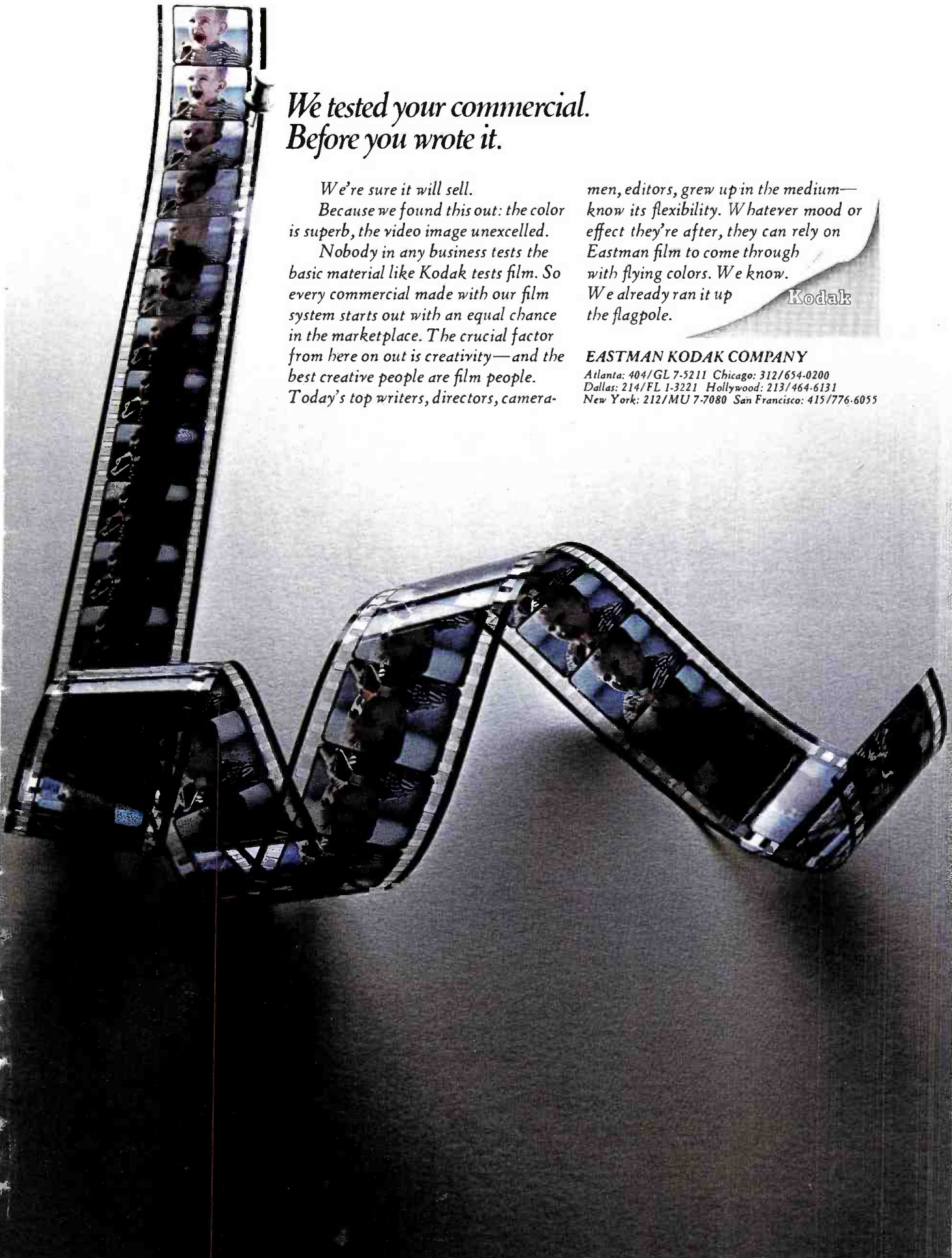
Audience Involvement ■ And the calls would come in. Clarifications on dogma and religious tradition, interpretations of passages from the Bible, controversial problems such as how a Christian can justify war and the death-of-God issue will challenge both the churchmen and the listeners in an exciting dialogue.

Also, as with any talk show, there can be pauses for commercials, offering a station an opportunity to schedule spots in a period normally devoid of paid advertising. This programming may be especially attractive to advertisers wishing to improve their public-service image.

To sum up, my suggestion is that you work on your Sunday-morning format at least as hard as you work on your week-day evening format. Make it interesting, make it somewhat controversial and make it exciting. Promote it heavily on the air and in the press. I will give you odds that your Sunday-morning rating will become much more respectable.



Marshall Hawks is vice president and radio-TV director of Emery Advertising Corp., Baltimore. He has been closely identified with the broadcast media for more than 20 years. Mr. Hawks and the agency have won numerous awards for both radio and TV commercials, and most recently have received recognition for Maryland Cancer Society TV spots. Prior to joining Emery in 1957, he was with W. B. Donner & Co., Baltimore, and before that operated his own agency in that city.



*We tested your commercial.
Before you wrote it.*

*We're sure it will sell.
Because we found this out: the color
is superb, the video image unexcelled.*

*Nobody in any business tests the
basic material like Kodak tests film. So
every commercial made with our film
system starts out with an equal chance
in the marketplace. The crucial factor
from here on out is creativity—and the
best creative people are film people.
Today's top writers, directors, camera-*

*men, editors, grew up in the medium—
know its flexibility. Whatever mood or
effect they're after, they can rely on
Eastman film to come through
with flying colors. We know.
We already ran it up*

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What's right for WSB is right for the nation.

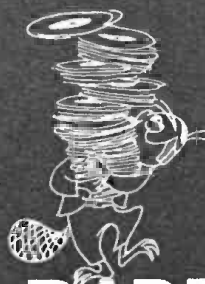
Right, Dino baby?

Dean Martin's recording of Chapel In The Moonlight sat around with the organ turning to rust and the moonlight to dust in one of his albums for 2 long years. Then Bob Van Camp, music director of Atlanta's WSB gave it a spin and then some more.

Those cards, letters and calls started coming in and kept coming in. While the record began selling in the stores. A fact quickly pointed out to the record company on the West Coast. Singles were pressed as the song was broken in other markets and began its way toward the top of the charts. Reaching number one spot on Billboard's Easy Listening Chart and way up on the rest. Hit!

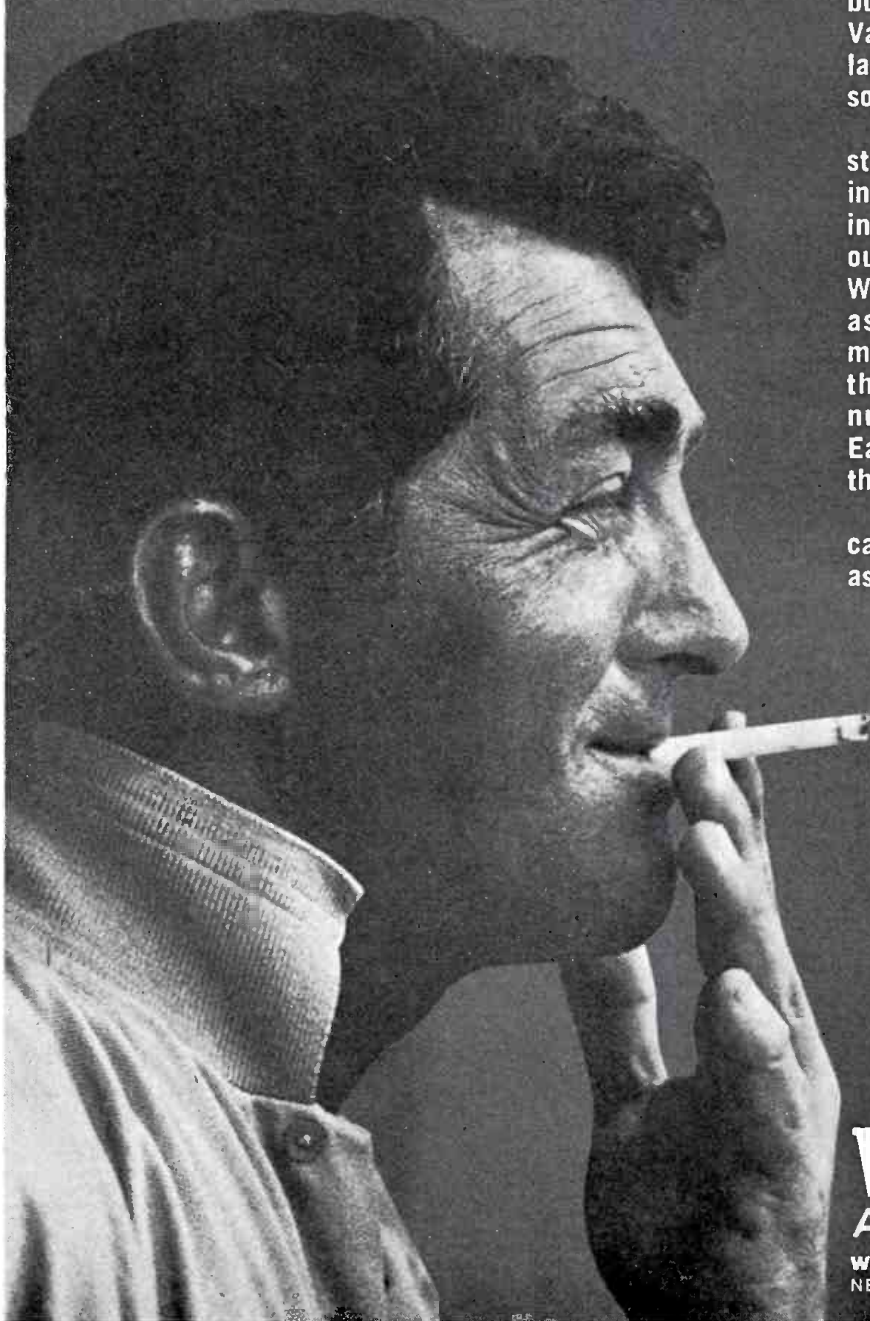
Big things can and do begin because of being heard on WSB. Just ask Dean Martin.

Just ask our advertisers.



WSB RADIO
A T L A N T A

wsb-am 750 . . wsb-fm stereo 98.5
NBC affiliate. Represented by Edward Petry & Co., Inc.



Better things for spot in 1968?

Although more TV stations gained than lost last year, most were disappointed in totals; both reps and stations hopeful business will show improvement

Television stations across the country are evaluating 1968's spot-sales prospects with more enthusiasm than they feel about 1967's results, but with more caution than they were exhibiting a year ago.

Their reasons for enthusiasm and caution are the same: National-spot business in 1967 didn't come anywhere close to original expectations. After its 10.9% gain in 1966 they had been inclined to think it would keep going up; instead, it leveled off. Now for the most part they think that 1968 has got to be better—and will be—but they're not taking anything for granted.

These attitudes were evident last week in results of BROADCASTING's seventh annual year-end business survey of TV stations and a corresponding canvass of leading station-representation firms.

It was clear from the survey that although total expenditures in national spot television in 1967 may have exceeded 1966 levels slightly, and although some stations scored gains comparable to those of 1966, the number whose national-spot sales lagged behind their 1966 totals was the largest in recent memory.

Correspondingly, the number reporting national spot sales exceeding the preceding year's was the lowest.

Where more than three-fourths of those indicating full-year spot-sales results a year ago reported gains over 1965, less than half said 1967 results were better than 1966. Where a little over one out of 10 reported 1966 sales under 1965's, more than three out of 10 said 1967 sales were behind 1966's. More than two out of 10 said 1967 performance at least held even with 1966's, however, as opposed to less than one out of 10 in the "even-up" category a year ago.

In general, the station reports were confirmed by BROADCASTING's spot check of leading station reps, some of whom reported 1967 declines—usually slight—while others reported 1967 gains, also usually slight. Like the stations, a few more reps reported ups

than downs.

Reasons ■ The leveling-off in national spot in 1967 was blamed on a number of influences including uncertainty in the national economy, stiffer competition from network salesmen, cutbacks in cigarette business, a reduced rate of new-product introduction and advertising budget reductions designed to make year-end corporate profit positions look better.

In many cases, stations said, the slower pace of national-spot business was partly offset—and in several instances more than offset—by gains in local sales. "National down, local up" was noted frequently in reports from markets of all sizes. One broadcaster in a multistation market put it this way:

"Our 1967 was a record year. Local has outbilled national for six months in a row—first time ever. Local is starting to pick up 'franchise' positions usually held by national."

In evaluating 1968 prospects, stations and reps almost uniformly expected better spot business than they had in 1967, although some were considerably more cautious than others. Where one broadcaster said "the first quarter looks lousy," another looked for "a sharp in-

crease for January-March." A station executive who felt that "1968 will show slight increases over 1967" was counterbalanced by another who expected "a tremendous increase in 1968."

In between extremes like these were broadcasters who found 1968 prospects "quite encouraging," or felt the year was "off to a good start" or simply saw signs that "soft conditions may be firming."

Hope for 1968 gains was attributed to several factors including political business sure to come in a presidential election year, belief that the national economy will stiffen, expectation that many advertisers who curtailed spending and deferred new-product introductions would begin to loosen up and—as noted by many stations—a rising demand for 30-second positions, usually at prices somewhat above 50% of the 60-second rate.

Station reps in the canvass also were predominantly optimistic about 1968, although their forecasts, too, varied considerably in enthusiasm. Highlights of some typical reports from leading representation companies are presented below:

Sees Decline ■ A large-list rep reported its 1967 business down about 5% from 1966, a first quarter 1968 "about the same, which is good," as in 1967. He anticipated an over-all 5%-10% increase in 1968 business over last year, "with the greatest growth in the second half."

But the rep qualified his predictions. "It is especially hard to predict in the face of new tax proposals and other restrictive governmental policies. We can anticipate a lot of revenues from the political parties. But the important question is how profits will hold as volume increases. If they decline, advertising budgets will be the first candidate for cutbacks."

A rep with a short list of major-market stations said that 1967 was "just a little better than 1966, and our hopes for the new year are not too high. From the look of things, 1968 will be only marginally better than 1967."

He said that the state of the na-

Network gains slower

If 1967 didn't make spot-TV salesmen rejoice (see story this page), it didn't give the networks the kind of gains they're used to, either. Estimates last week by Broadcast Advertisers Reports showed network-TV revenues for the year up 5.8% to \$1,493,114,100, as compared with a 12% increase the year before. BAR figures placed CBS-TV sales at \$581,525,800, up 6.1%; NBC-TV at \$500,474,500, up 5.8%, and ABC-TV at \$411,113,800, up 5.5% (for details see page 23).

BETTER THINGS FOR SPOT IN 1968? continued

tional economy will determine what sort of year 1968 will be. "Government restrictions on spending, the war, high interest rates and possible price and wage controls will affect what happens this year," he said. "In any case, our economic indicators are out of whack. First-quarter purchases by major advertisers have been short-term buys of, perhaps, only one week at a time. With such buys, it's difficult to project what the quarter will be like," he added.

He indicated there has been a slight demand for 30's "in fringe time but not prime-time."

Soft ■ An old-line firm with a fairly long list of stations said that 1967 business was off about 1% from levels recorded in 1966. "Business was soft, too soft to maintain our high 1966 record," an executive said.

"However, we've already experienced a modest gain—about 3%—during the first quarter of 1968 as compared to the first quarter of 1967," he said. "And while projections are pretty hard to make at this time, we expect to see 1968 gain about 6% over 1967. So much depends on the state of the economy, on intangibles," he added.

He indicated his firm had been experiencing an increased demand for 30's. "There was an accelerating demand for that form in the last quarter of 1967, and we expect that it will continue throughout 1968," he said.

Another executive, representing a short but prestigious list, said that while business was spotty in some markets, "generally speaking, our 1967 was considerably above our 1966 sales levels." He attributed the rise to extra efforts by his sales force throughout last year. "We knew the year would be soft, so we just decided to bear down," he told BROADCASTING.

Hard to Predict ■ The executive said

that he, too, found it difficult to make projections for the first quarter of 1968. "There have been a lot of short-term and short lead-time buys this first quarter," he said. "We really don't know from one week to the next what might happen. It wasn't too bad when the volume was up. It wasn't a critical factor. But with business soft, short-term buys make it difficult for us to project business. Our 1968, however, should be better than 1967."

He said his company has experienced an increased demand for both 30's and piggybacks. "It's not a flood, but we're noticing the increases," he said.

A representative for some 40 stations looks to 1968's first quarter—and for that matter, the entire year—with "guarded optimism." So far, he said, "it's better than I thought it would be."

As for 1967, he theorized that a "slightly less than 10% drop" in business from 1966 could be blamed on changes in the spot TV field. He cited growth of the 30-30 piggyback, which he believes "has done us all in." Agencies, he said, are buying about the same amount of time, but more advertisers are taking up the time. The answer, he chanced, might also be found in the tight dollar market.

About the Same ■ Overall sales during 1967 dipped slightly from 1966 levels at the stations of another major representative, according to the vice president in charge of sales. He indicated that the majority of his stations remained at the same level as in 1966; some outlets gained but others were "off substantially."

January sales are "disappointing to date," he continued, but business is brisk for February and March and the signs are that the first quarter will top the corresponding period of 1967. He voiced optimism for 1968, pointing out

that 1967 was a year in which some major companies held back on new-product introductions and accordingly reduced advertising expenditures. He felt that they cannot hold back new products indefinitely and that this marketing activity will accelerate this year.

The rep of a short list expressed pessimism about 1968. Last year's softness, he said, is pouring over into 1968's first quarter. The road ahead looks rough, he said, but he also thought a glimmer of hope might break with increasing popularity of the 30-second spot. This unit of sale, he believed, should within the next year or so become basic to the industry.

In a study last November and December, he found that there were three times as many requests for the 30 as there were a year ago that time. All major advertisers are interested, he added.

Good Rate for 30 ■ The current price of a 30 usually runs to about 55%-60% of the full minute rate, he said, but is closer to 50% in soft markets.

The executive vice president of a large firm with stations in close to 40 markets said spot TV business in 1967 "just barely edged out 1966 with a gain of 1%." He indicated that most of his markets were down but the nine or 10 large markets were up in varying degrees, a few of them "considerably."

He said cutbacks in tobacco advertising were a factor but stressed that the advertising economy as a whole had dropped. He finds that the first quarter of 1968 is "about even" with 1967 in business ordered and he considers this "quite good," since the 1967 quarter at his company was satisfactory. He is hopeful for a gain or about 5% in sales in 1968 over 1967 and is counting on the 30-second announcement, in which there is considerable interest and some buying to stimulate spot sales.

The vice president and sales director of another major representative firm said that over-all sales in 1967 grew "ever so slightly" over 1966. The smaller markets suffered the most, though he pointed out that some major markets also had declines in business.

He voiced optimism over the first quarter of 1968. He indicated that business for January was "sluggish," but said orders for February and March could mean a 10% rise for his stations for the first quarter. His company is projecting a gain of about 4% in sales for 1968 over 1967 but "we're going to work hard toward 10%."

Business briefly . . .

The Anderson Co. (Anco windshield wipers), Gary, Ind., through Reincke, Meyer & Finn, Chicago, purchased a

December network TV up over same month in '66

Network TV sales in December 1967 rose by 4.4% over December 1966, according to a preliminary report issued last week by the Television Bureau of Advertising. Estimated net time and program billing amounted to \$150,946,000 last December as against \$144,604,604 in December 1967, according to TVB.

It was noted that weekend daytime billing in December 1967 jumped by 43.1% over 1966 to \$28,836,400, attributable to 10 weekend days last year versus nine

in 1966 and to the increase in football telecasts. Weekday daytime billing declined 10% in December 1967 to \$28,265,900. Nighttime expenditures rose slightly to \$93,844,600 in December 1967 from \$93,062,000 in December 1966.

The complete December and full-year reports will be available later this month. TVB stated that if preliminary figures hold, network billing will jump by 6.3% in 1967 to \$1,500,400,000. Figures are compiled for TVB by Leading National Advertisers Inc.

Network advance slower in 1967, BAR reports

Network television revenues in 1967 reached a record high of \$1,493,114,100, a gain of 5.8% over 1966 levels, according to estimates released last week by Broadcast Advertisers Reports.

Although the total rose, the rate of advance was only about half that in 1966—and most of the slowdown was in daytime sales. The rate of gain in nighttime business slipped one percentage point (up 7.1% as against 8.1% in 1966), while daytime sales growth dropped from 20.4% in 1966 to 3.2% in 1967 (see tables).

BAR, whose figures were based on weekly estimates of TV sales, showed CBS-TV with \$581,525,800 or 39% of the three-network total, NBC-TV with \$500,474,500 or 33.5% and ABC-TV with \$411,113,800 or 27.5%.

Network Comparisons ■ The figures, which are estimates of net time and talent charges, put CBS-TV's gain over its 1966 total at 6.1%, NBC-TV's at 5.8% and ABC-TV's at 5.5%.

The 5.8% gain in total network sales compares with a 12% rise in 1966 over 1965. In dollars these represent gains of \$81,821,500 in 1967 and \$150,972,800 in 1966.

The daytime sales rise, which amounted to \$81,566,600 in 1966, dropped to \$15,336,500 in 1967. The nighttime sales gain approached 1966 levels, reaching \$66,485,000 as against \$69,406,200 in 1966.

The first quarter of 1967 produced the biggest percentage gains for all networks except NBC, whose first-quarter rise of 7.7% was exceeded by a fourth-quarter advance of 9.7%. CBS-TV's first quarter was up 19.6% from the first quarter of 1966 and ABC-TV's was 11% ahead.

Only ABC-TV had no 1967 quarter in which sales slipped below the comparable period of 1966, although no slippage reached a full percentage point. NBC-TV was off 0.1% in the second quarter and CBS-TV was off 0.8% in the third.

NETWORK TV DOLLAR REVENUE ESTIMATES BY QUARTER 1966, 1967*
(figures in thousands of dollars)

	1966	1967	% + or - '67 over '66
ABC-TV			
1st quarter	101,354.1	112,521.0	+11.0
2nd quarter	85,473.9	88,745.0	+ 3.8
3rd quarter	83,856.8	85,757.3	+ 2.3
4th quarter	119,106.9	124,090.5	+ 4.2
Total year	389,791.7	411,113.8	+ 5.5
CBS-TV			
1st quarter	130,966.2	156,672.5	+19.6
2nd quarter	116,199.1	122,209.8	+ 5.2
3rd quarter	117,312.4	116,338.7	- 0.8
4th quarter	183,841.6	186,304.8	+ 1.3
Total year	548,319.3	581,525.8	+ 6.1
NBC-TV			
1st quarter	122,184.3	131,613.8	+ 7.7
2nd quarter	107,114.3	106,974.3	- 0.1
3rd quarter	100,350.8	104,440.0	+ 4.1
4th quarter	143,532.2	157,446.4	+ 9.7
Total year	473,181.6	500,474.5	+ 5.8
Network totals			
1st quarter	354,504.6	400,807.3	+13.1
2nd quarter	308,787.3	317,929.1	+ 3.0
3rd quarter	301,520.0	306,536.0	+ 1.7
4th quarter	446,480.7	467,841.7	+ 4.8
Total year	1,411,292.6	1,493,114.1	+ 5.8

*Broadcast Advertisers Reports

THREE-YEAR COMPARISON OF NETWORK REVENUE ESTIMATES BY DAY PART*

Day part	(figures in thousands of dollars)		% of change	% of change	
	1965	1966		1967	1967
Mon.-Fri. daytime	273,023.6	332,712.4	+21.9	345,205.6	+3.8
Sat.-Sun. daytime	125,911.6	147,789.4	+17.4	150,632.7	+1.9
Total daytime	398,935.2	480,501.8	+20.4	495,838.3	+3.2
Nighttime	861,384.6	930,790.8	+ 8.1	997,275.8	+7.1
Grand total	1,260,319.8	1,411,292.6	+12.0	1,493,114.1	+5.8

*Broadcast Advertisers Reports

From an all-network standpoint, the first quarter was by far the strongest, up 13.1% from the first quarter of 1966. The fourth quarter, highest in dollar volume (\$467,841,-

700), was second in growth rate (up 4.8%). Second quarter showed a 3% gain, and the third was lowest in both dollars (\$306,536,000) and growth (1.7%).

39-week schedule in *Monitor* on NBC Radio. Also in *Monitor* and in *Emphasis* as well as two news shows (Chet Huntley's *Perspective* and the *David Brinkley Reports*) is **Plymouth Division of Chrysler Corp.**, Detroit, through Young & Rubicam, New York, and **Wylter & Co.** division of the Borden Co.,

through Compton Advertising, both Chicago, has bought spot announcements on *Emphasis*.

Lincoln-Mercury Dealers Association of the Los Angeles District, through N. W. Ayer & Son, Los Angeles, has started a seven-week radio campaign

to promote the Mercury Cougar as "the grown-up sports car." More than 16,000 one-minute commercials on 80 radio stations in Southern California, Arizona and Southern Nevada have been scheduled in the campaign that got underway Jan. 10. Three different spots are being used in the campaign.

BAR network-TV billing report for week ended Dec. 31

BAR network-TV dollar revenue estimates—week ended Dec. 31, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Dec. 31	Cume Dec. 1- Dec. 31	Cume Jan. 1- Dec. 31	Day parts	Networks	Week ended Dec. 31	Cume Dec. 1- Dec. 31	Cume Jan. 1- Dec. 31
Monday-Friday Sign-on-10 a.m.	ABC-TV CBS-TV NBC-TV Total	— \$ 68.7 151.2 219.9	— \$ 513.3 1,184.4 1,697.7	\$ 54.8 7,005.3 14,660.5 21,720.6	Sunday 6 p.m.-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	69.8 126.7 675.0 871.5	524.3 1,622.9 1,469.2 3,616.4	5,396.5 12,738.2 8,026.9 26,161.6
Monday-Friday 10 a.m.-6 p.m.	ABC-TV CBS-TV NBC-TV Total	1,513.9 2,618.9 1,881.0 6,013.8	5,672.1 11,964.8 8,559.0 26,195.9	69,405.5 158,332.7 95,746.8 323,485.0	Monday-Sunday 7:30 p.m.-11 p.m.	ABC-TV CBS-TV NBC-TV Total	5,115.2 6,743.3 5,477.9 17,336.4	24,196.5 30,888.2 28,222.2 83,306.9	257,652.9 304,162.9 294,345.3 856,162.1
Saturday-Sunday Sign-on-6 p.m.	ABC-TV CBS-TV NBC-TV Total	776.8 2,290.2 829.5 3,896.5	6,217.4 14,589.4 4,635.6 25,442.4	48,839.2 64,954.7 36,838.8 150,632.7	Monday-Sunday 11 p.m.-Sign-off	ABC-TV CBS-TV NBC-TV Total	210.2 21.8 243.5 475.5	1,132.9 146.8 1,455.1 2,734.8	12,744.7 4,000.3 19,736.1 36,481.1
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	295.4 476.6 715.9 1,487.9	1,442.3 3,326.8 2,549.9 7,319.0	17,020.2 30,330.7 31,120.1 78,471.0	Network totals	ABC-TV CBS-TV NBC-TV Total	7,981.3 12,346.2 9,974.0 \$30,301.5	39,185.5 63,052.2 48,075.4 \$150,313.1	411,113.8 581,525.8 500,474.5 \$1,493,114.1
Grand totals All networks					Total				

Corrections: Increase CBS \$105,200 for week ended Dec. 24, 1967, for Saturday-Sunday sign-on-6 p.m. Decrease NBC \$63,600 for week ended Dec. 24, 1967, for Monday-Sunday 7:30 p.m.-11 p.m.

British Motor names agency for new model

Rockwell, Quinn & Wall Inc. Advertising, New York, has been appointed by British Motor Holdings (U.S.A.) Inc., Ridgefield, N. J., to handle a major new-model introduction scheduled for later in the year. The announcement was made last week by Graham W. Whitehead, BMH(USA) president.

A spokesman for the agency said the campaign would "certainly include television on a spot basis," but was unable to reveal details of billing or scheduling of the campaign.

Robert Burden, BMH(USA) advertising and public relations manager, said information about whether "the new model" was part of an established line (BMH manufactures the Austin, Austin Healey, MG and Jaguar) or a new line, and of the billings, would be revealed "in the first quarter."

Piel's buys billiard show for 17 markets

Piel's Brothers Inc., New York, has bought the half-hour color *Celebrity Billiards* series for sponsorship in 17 northeast markets, starting this month. Papert, Koenig, Lois, New York, is the agency for the client, which will advertise Piel's Real Draft beer.

The series began last week on WINR-TV Binghamton, N. Y.; WABI-TV Bangor, Me., and WMTW-TV Poland

Spring, Me. It will start this week on WABC-TV New York and subsequently on stations in Harrisburg, Lebanon and York, all Pennsylvania; Philadelphia; Syracuse, Buffalo and Albany-Schenectady-Troy, all New York; Boston; New Haven and Hartford, both Connecticut; Providence, R. I., and Springfield, Mass.

The program consists of billiard games between Minnesota Fats, a professional player, and various show-business celebrities, including Buddy Hackett, Jack Carter, Milton Berle, Bill Cosby, Zsa Zsa Gabor, Robert Morse, Donald O'Connor, Mickey Rooney and Barry Sullivan. The series is packaged and distributed by Harold J. Klein of New York, and is produced at KTLA(TV) Los Angeles, with Allan David as producer. KTLA(TV) has carried the series since last September and it also is being shown on CHCH-TV Toronto.

Bright future seen for 16mm color film

The flexibility of the new fast-emulsion 16mm-color films produced by Eastman-Kodak and until now largely used in television for news will grow rapidly in favor with commercial producers, it was predicted last week by Michael Gray, president of Film Productions Inc., a Chicago commercial maker.

Speaking during a panel of the Broadcast Advertising Club of Chicago on Tuesday (Jan. 9), Mr. Gray said

that within possibly three years "90% of all film shot in television for commercials will be shot on 16mm film." Most commercials today are done on 35mm film, he noted, but the chief advantage of this is that the commercials look superior to the client in the screening room.

Mr. Gray exhibited new 16mm commercials made recently for Quaker Oats Co. to demonstrate the flexibility afforded for making on-location commercials.

Others on the panel included William Stearns Walker, commercial music composer, and Hugh Wells of Rink Wells & Associates, who explained how Chicago firms can produce commercials just as effectively as either New York or Hollywood.

Rep appointments . . .

- WDVR(FM) Philadelphia; WBAM Montgomery, Ala.; WFLI Chattanooga, and WYOK Birmingham, Ala.: Edward Petry & Co., New York.

- WJAB Portland, Me.: Mort Bassett & Co., New York.

- WARV Warwick-East Greenwich, R. I.: Harold Segal & Co., Boston.

- WWOM New Orleans and KOMA Tulsa, Okla.: Savalli/Gates Inc., New York.

- WLAM Lewiston, Me.: Grant Webb & Co., New York.

- WLBC-AM-TV Muncie and WMRI-AM-FM Marion, both Indiana: Regional Reps. Corp., Cleveland.

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NAB's Bell moves to AAF

Code Authority director to take over presidency of advertising federation

The National Association of Broadcasters Code Authority lost a \$40,000-a-year director last week at the same time that the American Advertising Federation was picking up a \$50,000-a-year president. Howard H. Bell, code director, will resign that post on Jan. 31 to assume the AAF presidency (CLOSED CIRCUIT, Dec. 25, 1967).

Mr. Bell, who is entering his 17th year at NAB and fifth as code director, will leave following the board meeting in Sarasota, Fla., Jan. 22-26, and will join AAF prior to its annual midwinter advertising/government-relations conference in Washington, Feb. 5-7. There seems no rush to name his successor at NAB (see story below).

AAF, which was formed last year through a merger of the American

Federation of Advertising and Advertising Association of the West, has headquarters in New York. Reportedly, one of the criteria set by Mr. Bell before he accepted the position was that he would not operate exclusively from New York. He will have offices in both New York and Washington and is retaining his Maryland residence.

Mr. Bell is replacing Charles W. Collier, who has served one year as AAF's first president. Mr. Collier's resignation letter noted 26 years of service in the AAF's western office and said he felt the time was ripe for "a new executive to take up the reins and build upon what I feel is a strong organizational base."

He also stressed the importance of strengthening the AAF's New York, Washington and San Francisco offices.

Government Relations ■ That idea was heartily endorsed by Mr. Bell. The outgoing code director wants AAF to be beefed up particularly in the government and public-relations areas. AAF's 1968 budget is understood to be about \$500,000.

Mr. Bell called the new post a challenging one—that of building up an organization that can speak at all levels for all advertising. He noted the 173 local ad clubs that are AAF members form a "grass-roots" core that is vital

and has a "tremendous potential of strength waiting to be tapped and utilized."

His appointment was announced by Kenneth Laird, Tatham-Laird & Kudner, AAF chairman, who said that as code director Mr. Bell had "provided an outstanding example of the efforts of businessmen to regulate their own conduct rather than wait for government to do so."

In an exchange of letters with NAB President Vincent Wasilewski, Mr. Bell said his decision to leave was not an easy one, adding that "my work with the radio and television codes has been especially satisfying for there is no more significant effort on behalf of the industry or the public. . . . My new assignment . . . [is] an opportunity for continued support of the good work of NAB and the codes, while seeking to strengthen further the process of self-regulation in advertising and business generally."

Lauded By The Boss ■ In accepting the resignation, Mr. Wasilewski praised the code director as one who has "made steady and significant contributions in every assignment" and who has shown "imagination, vigor and integrity in a difficult and delicate job. Under your leadership the codes have made steady progress. They have grown in

PERSPECTIVE ON THE NEWS

What does the future hold for NAB codes?

There is a rash of applicants but no rush on the president's part to name a successor to Howard Bell as director of the National Association of Broadcasters Code Authority.

In NAB President Vincent Wasilewski's office the phone began ringing as soon as word got around that Mr. Bell had accepted the presidency of the American Advertising Federation (see above). But the NAB's chief executive last week said he is under no pressure to come up at once with a new code director.

Mr. Bell, who had been appointed to the code post in 1963 by then NAB President LeRoy Collins, has had some high points in that job: banning disparaging commercials, setting up guidelines for cigarette advertising, elimination of the personal-products ban in the radio code, raising code fees for both radio and television, attempting (still in progress) to streamline the TV advertising time standards; increasing code awareness among the industry, the government and the public.

His setbacks have been fewer, but one of the most recent has been a sore spot: failure of the TV code board to ban smoking in cigarette commercials. He also threw up a trial balloon that indicated his office might consider prescreening feature films, but that balloon was burst before the string was taut.

Mr. Bell will be on hand at the NAB board meetings in Sarasota, Fla., Jan. 22-26, to explain the latest code board recommendation on TV time standards. If the television board adopts the plan that, basically, limits the number of consecutive commercials in an interruption, he'll leave the code on a high note.

Mr. Bell's resignation will put added burden on Mr. Wasilewski until a successor is named. Last week the NAB president expressed confidence that the code staff could handle most of the work crossing its desks and implied he would take a more active role in major decisions that may be necessary.

Although there is the possibility

that Mr. Wasilewski will not name a new code director and put some of the authority into the respective offices of the vice presidents for radio and television, that does not seem probable. The codes have operated well under both Mr. Bell and his predecessor, Robert Swezey.

If he were to consider eliminating the code director's office Mr. Wasilewski would also have to have the by-laws of both codes amended since they now state that there "shall be a position designated as the code authority director." The point may be a minor one, but not to staunch code subscribers who believe that a strong code and active self-regulation are the best deterrents to government intervention in their affairs (and to mavericks within broadcasting who might wish to introduce uncomfortable deviations in broadcast advertising).

The NAB president said he intends to talk with industry leaders to get their feelings on what the codes have done, what they should be doing and what their place is in the industry.



Mr. Bell

strength and numbers, the administration and enforcement machinery have been made more effective, and, as a

Those conversations will help in determining the kind of man he should propose as code director.

Last week some feeling was expressed that the codes need a strong man at the helm or they will lose considerable stature in the eyes of broadcasting's critics.

One of the names already being mentioned as possible successor is Stockton Helffrich, manager of the code's New York office and former NBC executive (CLOSED CIRCUIT, Dec. 25, 1967). He has had quiet successes in dealings with networks, stations, agencies and advertisers, and would have strong staff support. Such an appointment would follow past Wasilewski actions of promoting from within the staff rather than going to the outside.

A possible drawback to his candidacy would be Mr. Wasilewski's intention to keep the code director's office in Washington. Mr. Helffrich has not said so, but it's understood that he would be reluctant to leave New York.

Mr. Wasilewski has said there is no urgency to name a new code director, but he is not beyond bringing up a name for board approval when the Sarasota meetings roll around.

result, the codes have earned a new measure of respect in the eyes of the industry and the public."

Mr. Bell said he felt there would be "many occasions" when NAB and AAF will work toward common objectives and Mr. Wasilewski gave his assurance of NAB's cooperation with AAF on matters of "mutual concern." NAB is a member of AAF.

The AAF, with nearly 40,000 individual members in 173 local ad clubs plus over 700 company members and 25 affiliated national organizations, has had a nine-man search committee seeking a new president for four months.

Mr. Bell received praise from AAF Chairman Laird as a man who "knows how to work effectively with government people in a climate of mutual respect . . . [who is] acutely aware of the value and vitality of the grass roots in our political and business system. Finally, he is young (41) and vigorous. This is important because the AAF has big burdens to carry and great hopes to realize."

Mr. Bell joined NAB in 1951 as assistant to the vice president for television and became assistant to the president in 1954. In 1960 he was made vice president for industry affairs and in 1962 became vice president for planning and development and assistant to the president.

Agency appointments . . .

▪ Tatham-Laird & Kudner, New York, was named last week as the agency for the Frenchette Division of Carter-Wallace Inc. which is leaving Ted Bates & Co., New York. Frenchette, which bills about \$500,000, is the 10th new client to join TL&K in the past year, equal to an annual billing rate of more than \$10 million, according to an agency spokesman. The assignment is effective April 1.

▪ S. A. Levynne Co., Baltimore, has been appointed to represent bowling proprietor area associations in northern California, Wichita-western Kansas, Kansas City and Tidewater, Va., area operators. Media strategy will be concentrated in spot radio and TV. The campaign theme is: "Weekend bowling is lots of fun; there's room to spare for everyone." Plans are also being formed, reported agency president Harry W. Eisner, to schedule the promotion in New York, Los Angeles, Boston, St. Louis and other major areas in the U. S. and Canada.

▪ The Pontiac dealers of Los Angeles and Orange county, both in Southern California, have appointed Geyer-Oswald, Los Angeles, to handle their advertising.

Lesson learned from 'expert' experience

A total negative response of 912 was enough to execute the German "Efficiency Expert" in the recent one-minute commercial Carl Ally Inc. created for Hertz Corp. This information was related with a touch of bitterness and a slice of wit to a luncheon meeting of the Advertising Club of Los Angeles last week by Carl Ally, chairman of the board and chief executive officer of the New York agency that first showed the provocative spot on the Dean Martin Christmas show and then was forced to take it out of circulation after only one additional exposure (BROADCASTING, Jan. 1).

Responding to a question from the floor, Mr. Ally pointed out that the 912 negative responses came from an audience of 25 million estimated to have viewed Dean Martin on NBC-TV Dec. 21. "But," he added with a shrug, "they said: 'You can't do something like that' and so we couldn't."

What Mr. Ally and his cohorts did was to show, in an unmistakable satirical way, how Hertz was using achtung-style Prussian efficiency—vintage 1939-1945—to make Hertz a snappier outfit. The concluding line of the spot was a play on the "we were just following orders" rationale for war crimes.

If Jonathan Winters or Woody Allen had done the bit "it would have been considered brilliant, satirical comedy," Mr. Ally suggested. "With us it was just out."

The agency executive indicated he was wiser for the experience and passed part of his lesson on to the audience: "Be tight-lipped and straight when you're writing copy."

Earlier, Mr. Ally, reminded his listeners not to be hostile about the business of advertising. "When the hostility comes, the money ends," he said.

Transogram picks its agency

An estimated \$1.2-million account only recently earmarked for Richard K. Manoff Inc., New York, was sidetracked last week when the client, Transogram Co., New York, announced the billings will instead go to Smith/Greenland Co., that city. The only explanation came from a Transogram official who indicated a disagreement had developed between his company and the Manoff shop. The toys and games account was originally with Fuller & Smith & Ross Inc., New York, where it was a heavy user of spot TV.

New avails form to ease buying

Station reps, 4A's and media men work out single-page availabilities form compatible with TVB's new SOS

A standard form for use by station representatives in submitting TV availabilities to agencies, hopefully intended to replace a wide variety of individualized forms now in use, has been developed by agency and rep leaders and is expected to be put into service shortly.

It is the first attempt to standardize TV-availability forms and represents the work of leaders and appropriate committees of the Station Representatives Association, the American Association of Advertising Agencies and the Media Directors Council.

In their work, which extended over a period of several months, this group also consulted with the Television Bureau of Advertising on TVB's "Systems of Spot" paperwork-simplification project, which anticipates the use of standardized order-confirmation forms, the next big step in the paper chain after submission of availabilities. As a result the terminology in the new avails form is said to be compatible with that in the SOS forms.

The new, one-page (8½-by-11 inches) avails form is said to differ from most of the various ones now in use in several ways, including provision for more information, inclusion of

space for agency use and, as a special time saver, arrangement of basic information—time, program, rating and demographics—in the same order as they appear in ratings reports.

Efficacious Buying ■ The standard form is envisioned as a help for both agencies and reps, eliminating inefficiencies that would arise from agencies setting up their own individual specifications and, by substituting a single form for the many now used by different reps, expediting buying and record keeping by agencies.

Michael Donovan, vice president and media director of Papert, Koenig, Lois and chairman of the AAAA subcommittee on media relations, who was one of the leaders in the project, said last week he planned to call a meeting of the various committees and perhaps other interested groups in the near future to review the form and, hopefully, have it ready for general use by the second quarter of 1968.

In addition to ratings and homes-reached data, the form provides space for two other demographics for each program offered. The type of demographic may be specified by the agency or selected by the salesman.

The form also includes a glossary of

abbreviations to be used and has space for any additional "remarks" that the rep feels necessary.

Many Involved ■ The project was initiated by SRA through its managing director, M. S. (Kel) Kellner, and its electronic-data-processing subcommittee, headed by Martin Goldberg of H-R, in coordination with the SRA TV trade practices committee headed by Dennis Gillespie of Peters, Griffin, Woodward. They elicited the cooperation of the AAAA media-relations subcommittee under Mr. Donovan, and the Media Directors Council, which is headed by Joe Ostrow, media planning vice president of Young & Rubicam.

Although it is the first to be offered as a standard, the new form is called "experimental TV availability form #2." That's because "form #1," the first product of the group's work, proved in test runs to need further refinements. These were incorporated in "#2." Assuming it is formally adopted by the AAAA and other groups, the "experimental" tag will come off.

SRA expressed hope that the AAAA would approve, and said that "of course, SRA will make this form available to anyone—not only our members—to print and use. Standardization of the availability form will be a positive forward step toward more efficiency for buyers and sellers."

It is SRA's hope that its members—and other reps—will switch over to the new forms as their supplies of current forms expire. Some firms have indicated they are preparing now to make the switch. Blair TV reportedly has already done so.

SSC&B big gainer in Lehn & Fink moves

The Lehn & Fink Products Co. (division of Sterling Drug Inc.), Montvale, N. J., has announced a major shift of accounts totaling more than \$12 million in billings and affecting five advertising agencies in New York.

Heaviest traffic involves the estimated \$6-million Lysol account, which moves to Sullivan, Stauffer, Colwell & Bayles from Richard K. Manoff. SSC&B, which retains Jato all-purpose spray cleaner, will also pick up L&F billings for a new wax product and another product that was not identified.

Doyle Dane Bernbach will get over \$2 million in billings, including the Beacon wax account that moves out of SSC&B. Other products come mostly from L&F's recently acquired Aerosol Corp. of America, Wellesley Hills, Mass. These billings include: Glis spray starch,



Four key figures in development of a standard TV-availability form, the industry's first, are shown above (l to r): Dennis Gillespie of Peters, Griffin, Woodward, chairman of the Station Representatives Association's TV trade practices committee; Joe Ostrow of Young & Rubicam, president of the Media Directors Council; Martin

Goldberg of H-R, chairman of SRA's electronic-data-processing subcommittee, and M. S. (Kel) Kellner, SRA managing director. A fifth leader in the project, Michael Donovan of Papert, Koenig, Lois, chairman of the media relations subcommittee of the 4A's, was not present when the picture was made.

Now watch!

All Park Broadcasting

TV stations have appointed Blair Television.

Woroner reports its new idea... An estimated \$3.2 million in billings accrued to radio from the syndicated series, the All Time Heavyweight Tournament, according to W. Pro-Productions Miami Beach. The production fit also reported last week that more than 100 stations in the world are currently airing the top heavy-weights with action determined by a computer that assimilates and known data on the...
Woroner's report also noted the enthusiastic endorsements from advertisers who bought in the series initial run that started last September. "We are completely thrilled with the whole buy," said Harry Busch, media director for Lieberman Associates (G.A.C. Finance). "Demonstrating superior for anyone trying to reach the male from 18 to 30, this is one of the best vehicles I've seen."
James J. Sloan of C. Schmidt & Sons (Schmidt's beer) reported receiving "exceptional newspaper publicity, tremendous reports from field personnel," Herb Lupson, merchandising manager of the George Weidemann Brewer Co. said: "Our sales force and special computer files for Sweden Stockholm Expresser, to produce two leading newspaper in Sweden, the division, the firm has been retained by a heavyweight presentation. In addition, the success of the tournament as a result of the success of an All Time Heavyweight Tournament (beginning Sept. 9, 1968) plans for an All Time Heavyweight event."
Woroner has already announced plans for major newspapers in the U.S., Canada, and Europe reported on the event.

Glissade fabric finish, Crazy Foam, Good-Aire air fresheners, Slug-a-Bug and Birdgeport insecticides, and ACA shoe polish. A number of these products were handled by SSC&B on an interim basis.
Richard K. Manoff will continue to gain M... resigned from Kenyon spray and cream, retaining L&F's Tussy division and Stri-Dex medicated pads, and adds a new product assignment.
Two other brands, Norcen hair products and Lysette, are being moved from Manoff into Warwick & Legler, where L&F has already placed its Dorothy Gray cosmetics. Olive hair care products and all fragrances. W&L will also get one new product.

The year 1968 marks the 20th anniversary of Blair Television, which represents one of the outstanding stations in the South. WTVR-TV founded its reputation and audience with a full and meaningful commitment to public service, as well as that class entertainment Blair's... and selling approach, so successfully earned our... audience concentration sales that we are convinced that John Blair & Company is best equipped to work with... to all the Park Broadcasting television stations... sharing with WTVR-TV the distinction of being the... station in its market, and... CBS."



Winner of a \$10,000 jewel-studded belt symbolic of championship in the computer elimination was Rocky Mar-Dempsey who advanced to the finals match last month. Murry Woroner (left), head of the Miami Beach production firm, and Jack Dempsey (right) are congratulating him.

Budweiser to stick with big radio-TV outlay

Anheuser-Busch Inc., St. Louis, disclosed last week that 1968 advertising plans for Budweiser beer will include continued heavy use of television and radio, both network and spot. D'Arcy Advertising, St. Louis, handles the account.
The brewer said Ed McMahon and Frank Sinatra again will be teamed in a series of "entertaining vignettes" for both minute and 30-second television spots to highlight the prestige and popularity of Budweiser.
Network television will include regular commercials on NBC-TV and participating stations in the Midwest. NBC-TV also are to be used in a series of spots beginning in mid-February. Budweiser will report the one-hour special, Sinatra: A Man and His Music, Part III which will air on NBC-TV Nov. 13, 1967, on a regular basis given.
On radio Budweiser will use the schedule of local spots will be used in selected markets with special effort to target audiences who are more than ever before."

Radio ad show set

The Station Representatives Association announced last week the first Radio Commercial Trade Show the evenings of February 7-9, Wednesday through Friday, (4-7 p.m.) at the Waldorf-Astoria in New York.
Tickets are available at \$3 from SRA, 366 Madison Avenue, New York 10017.

Glisade fabric finish, Crazy Foam, Good-Aire air fresheners, Slug-a-Bug and Bridgeport insecticides, and ACA shoe polish. A number of these products were handled by SSC&B on an interim basis.

Richard K. Manoff, which loses Lysol, will gain Medi-Quik first-aid spray and cream, resigned from Kenyon & Eckhardt. Manoff retains L&F's Tussy division and Stri-Dex medicated pads, and adds a new product assignment.

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Network television will include regular commercials on *The Tonight Show* on NBC-TV and participating sponsorship in the *Huntley-Brinkley Report*, also NBC-TV. Minute participations also are to be used in a lineup of nighttime shows beginning in mid-February.

Budweiser will repeat the one-hour special, *Sinatra: A Man and His Music—Part III* which originally was aired Nov. 13, 1967, on NBC-TV. No repeat date was given.

On radio Budweiser said: "A heavy schedule of local spots will be used in selected markets with special effort to target audiences with greater effectiveness than ever before."

Radio ad show set

The Station Representatives Association announced last week the first Radio Commercials Trade Show the evenings of February 7-9, Wednesday through Friday, (4-7 p.m.) at the Waldorf-Astoria in New York.

Tickets are available at \$3 from SRA, 366 Madison Avenue, New York 10017.

A big payday for syndicated radio

Woroner reports its new idea injects \$3.5 million into radio's billings; starts work on new series

An estimated \$3.5 million in billings accrued to radio from the syndicated series, the *All Time Heavyweight Tournament*, according to Woroner Productions, Miami Beach. The production firm also reported last week that more than 300 stations throughout the world carried the series that offered a mythical matching of the top heavyweights with action determined by a computer that assimilated all known data on the fighters (BROADCASTING, May 15, 1967).

Woroner's report also noted the enthusiastic endorsements from advertisers who bought in the series initial run that started last September.

"We are completely thrilled with the whole buy," said Harry Busch, media director for Lieberman Associates (G.A.C. Finance). "Demographically superior for anyone trying to reach the male from 18 to 50, this is one of the best vehicles I've seen."

James J. Sloan of C. Schmidt & Sons (Schmidt's beer) reported receiving "exceptional newspaper publicity, tremendous reports from field personnel."

Herb Lupton, merchandising manager of the George Weidemann Brewing Co. said: "Our sales force and distributor organization are all enthusiastic . . . the broadcasts represent one of the most effective radio programs

we've ever sponsored."

Easy to Sell ■ Stations were also profuse with praise. One visit to two clients, and "the show was wrapped up in minutes," according to Bill Heiderich of WIBX Utica, N. Y. Sid Goldman of WJTN Jamestown, N. Y. said: "We've never had a sports feature in all the 30 years we've been in radio that has created as much attention."

Interest in the series was enhanced by extensive press coverage of the tournament in magazines such as *Ring*, *Sport*, *Sports Illustrated*, *Newsweek*, *Time* and *Bohemia*, and in a wide range of newspapers that included *The New York Times*, *London Times*, *Singapore Sun*, *Wall Street Journal*, and *Bangkok Post*. Major newspapers in the U. S., Canada, and Europe reported on the event.

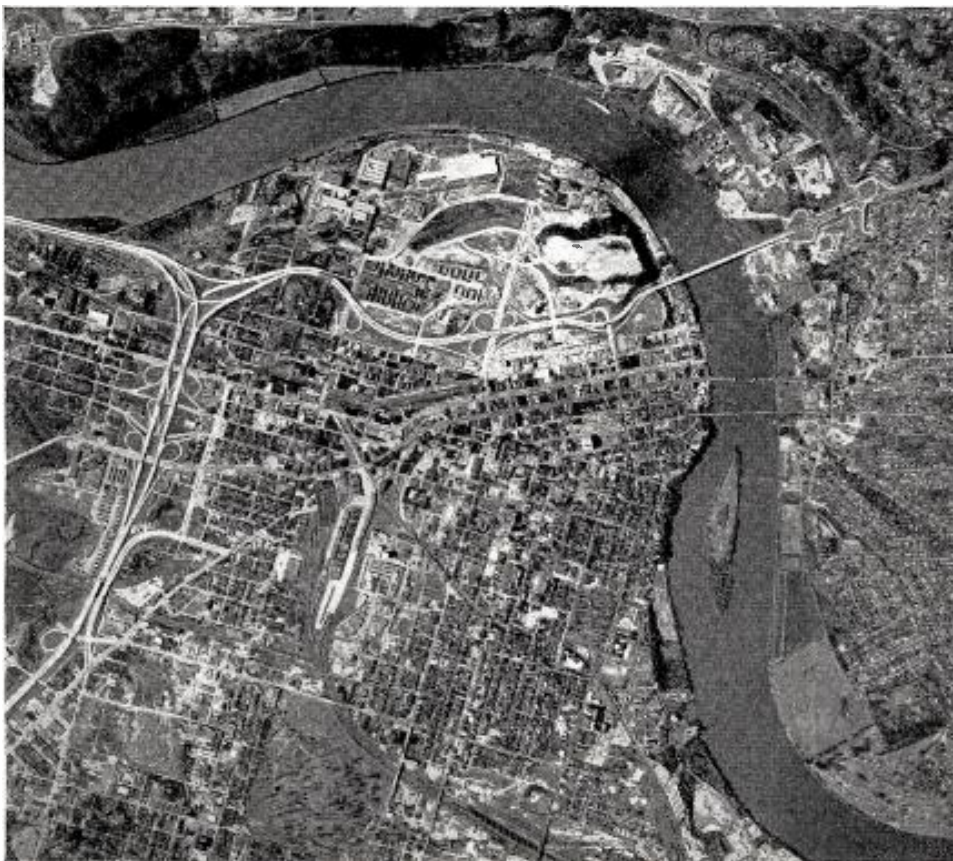
Woroner has already announced plans for an *All Time Middleweight Tournament* (beginning Sept. 9, 1968) and an *All Time College Football Tournament* as a result of the success of its heavyweight presentation. In addition, the firm has been retained by a leading newspaper in Sweden, the *Stockholm Expressen*, to produce two special computer fights for Sweden only, matching Ingemar Johansson with Cassius Clay and with Rocky Marciano.



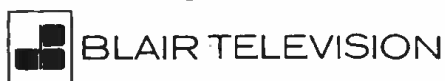
Winner of a \$10,000 jewel-studded belt symbolic of championship in the computer elimination was Rocky Marciano (center). Congratulating him are

Murry Woroner (left), head of the Miami Beach production firm, and Jack Dempsey who advanced to the finals match last month.

Park Broadcasting's WDEF-TV, Chattanooga, has appointed Blair Television.



WDEF-TV is the new look in Chattanooga, Tennessee. With a new tower and new picture power, this pioneer station reaches more people with the best programming ever. Now, WDEF-TV has appointed the nation's number one broadcast representatives, John Blair & Company, to represent the station nationally. Keep your eye on new-looking WDEF-TV now.



Reardon group submits its report

Committee's final draft on fair trial-free press

moves to ABA's house of delegates in February

media hope to defer action pending ANPA study

The American Bar Association last week published a final draft (called a "proposed final draft" on the cover) of its fair trial-free press recommendations that would sharply restrict news coverage of criminal proceedings. The primary thrust is to dry up news deemed prejudicial to a fair trial, particularly on matters not admissible as evidence. The report will be considered by the 289-member ABA house of delegates at its mid-winter meeting in Chicago next month.

Preparing for the meeting were media representatives who have been discussing the outlines of a joint presentation to make at the ABA meeting. They also have conferred with some ABA officers and ranking members about the possibility of having final action deferred on the fair trial-free press report pending the outcome of the \$50,000 research project announced earlier this month by the American Newspaper Publishers Association Foundation (BROADCASTING, Jan. 8). This research is being conducted along two lines: a questionnaire survey of a large sample of state criminal trial judges to determine the possible effect of pretrial publicity on jury verdicts, and a concurrent literature search for studies on this subject. Media sources profess careful optimism that the ABA house of delegates can be persuaded to postpone action until after the ANPA study is completed.

The ABA committee's final proposals contain the same basic sanctions involving police officials, lawyers and the news media as contained in the original committee draft issued more than a year ago and known as the Reardon report. It also retains the provision that includes broadcasters and print reporters among those subject to the contempt powers of the courts if prejudicial information about a trial is disseminated (BROADCASTING, Oct. 10, 3, 1966, et seq.).

Changes Made ■ The Reardon-committee proposals since initial issue have undergone various modifications after meetings with media representatives and others, but these changes have

been considered minor in their potential impact upon the news media. The proposals also were explored at meetings with news executives during the ABA convention in Honolulu last summer (BROADCASTING, Aug. 14, 1967).

The final draft will be considered by the 289-member house of delegates of the ABA at its mid-winter meeting in Chicago next month. A meeting on the report is scheduled for 2 p.m. on Feb. 19 and will include a presentation by representatives of the national media organizations. Theodore Koop, vice president, CBS, Washington, and chairman of the Joint Media Committee; Michael J. Ouden, Providence, R.I., president of the American Society of Newspaper Editors; and D. Fontaine Bryan, Richmond, Va., past president of the American Newspaper Publishers Association.

The three are speaking jointly in behalf of a number of organizations. These are Radio Television News Directors Association, Sigma Delta Chi, Associated Press Managing Editors Association, National Press Photographers

Association, ASNE, all making up the Joint Media Committee, and ANPA, National Newspaper Association and the National Association of Broadcasters.

The final draft noted that the views and opinions contained in the publication, until approved by the house of delegates or the ABA board of governors, represents only the views of the advisory committee. The chairman of the committee is Judge Paul C. Reardon of the Supreme Judicial Court of Massachusetts.

Judges Included ■ The ABA said one new provision of the Reardon-committee proposal would extend to criminal-trial judges the same standards as would apply to lawyers and prosecutors with respect to public discussion of pending criminal litigation. This provision was added on the recommendation of the ABA section of criminal law and was approved by the committee on minimum standards of criminal justice headed by Chief Judge J. Edward Lumbard of the U. S. Court of Appeals for the Second Circuit (New York) for submission to the house of delegates.

The proposed report made a number of changes concerning the conduct of lawyers, especially during the period after arrest and before trial and the period between verdict and sentencing. The report also proposes that the law-enforcement agencies voluntarily adopt similar standards by including them in their internal regulations. A rule of court or legislative enactment should be resorted to only if a law-enforcement agency failed to adopt the substance of the standards "within a reasonable time," the committee said.

The ABA declared that the rule would not affect the release of essential information about investigations, arrests, charges and evidence seized at the time of arrests. It also would not affect publication or broadcast of information available in court records, but would prohibit official announcement of the prior criminal record of an accused person, results of tests or confessions or opinions of officials as to the balance of an accused, the ABA said.

The Reardon committee retained its provision calling for limited use of the contempt power even though it said it opposes expanded use of this power because of the constitutional problems that would be raised and because "of the inhibitory effect on speech that

CBS still on top

The ratings lead last week remained with CBS-TV. For the week ended Jan. 1, the average ratings for the 7:30-11 P.M. period were CBS 11.6, NBC 10.6 and ABC 15.4. Featured in the Nielsen fast weekly report was the showing of the new *Jonathan Winters* on CBS, which had a number 18 with a rating of 21.6 and audience share of 39.1 in its first telecast on Dec. 12, 1967. Another new show at midseason, ABC-TV's *It Takes a Thief* (Jan. 9, 8:30 p.m.), had an average rating (overnight Nielsen in New York) of 30.0 and 41.0 share for the 90-minute period as compared to a 24.4 rating, 33.4 share by NBC and an 8.7 rating, 11.9 share by CBS.

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...Northwestern dean of
students said...
...the school newspaper...
...the alleged marijuana party and "we
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A new 90-minute show
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Park Broadcasting's WNCN-TV, Greenville, has appointed Blair Television.

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Chicago program depicting a college
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Did Smothers brothers
The "vice...
editorializing on CBS...
Brothers Smothers...
into the open a question that report-
edly has been in dispute off camera.
The subject of the program's Jan. 7
editorial was "Should Television
Shows Be Censored?"
"We are not against censorship,"
answered Pat Paulsen, who delivers
the program's ongoing series of
fractured editorials, "because we
realize there is always the danger
of something being said."
Network executives have their
place, Mr. Paulsen said. "Without
the censor, we would not be at the
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Mr. Paulsen said that his work

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scribed as a new form of entertainment and will
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Did Smothers brothers air family secrets?

The "vice president" in charge of editorializing on CBS-TV's *Smothers Brothers Comedy Hour* has brought into the open a question that reportedly has been in dispute off camera. The subject of the program's Jan. 7 editorial was "Should Television Shows Be Censored?"

"We are not against censorship," answered Pat Paulsen, who delivers the program's ongoing series of fractured editorials, "because we realize there is always the danger of something being said."

Network restraints have their place, Mr. Paulsen said. "Without the censors, we would all be at the mercy of the warped minds of the television industry. And deity only knows what you would see."

Mr. Paulsen said that if it wasn't

for network surveillance, "I'm sure you would have seen Gentle Ben messing around with Lassie."

Political commentary is especially sensitive, Mr. Paulsen suggested. "We are allowed to say Ronald Reagan is a lousy actor," he said. "But we're not allowed to say he's a lousy governor—which is ridiculous. We know he's a good actor."

On a higher level "you can't say anything bad about President Johnson because you shouldn't insult the President," Mr. Paulsen explained. "But if you compliment him, who will believe it?"

For some time there have been reports of disagreements between CBS officials and the stars of the Sunday-evening show over material they have wanted to broadcast.

ought not be prohibited." The committee said it "remains of the view, however, that exercise of the power—if accompanied by adequate procedural safeguards—is both warranted and constitutional when a serious threat to the fairness of an ongoing trial by jury is created by an extrajudicial public statement calculated to affect the outcome of that trial."

Broad Powers ■ Contacted in Boston, Judge Reardon explained that the contempt provision would apply equally to "anyone" involved in dissemination of extrajudicial material designed to upset a fair trial and this would include broadcast and print reporters. He personally felt the contempt power of the courts in this respect is much broader than the narrow application envisioned by the committee in its proposal.

In its commentary on the revised proposals, the committee report noted: "It should be emphasized that the committee remains convinced for reasons fully set forth in its original report, of the need for immediate steps by the bench, the bar and the law-enforcement branch to put their own houses in order. Considerable progress has been made in a number of jurisdictions in formulating guidelines in conjunction with the media and such guidelines serve as a welcome sign of increased awareness of the seriousness of the problems presented."

The committee report continued: "But even if this approach were universally accepted—and it is not—those professions and agencies that are part of the administration of criminal justice must not shirk their own responsibilities

to strengthen the right to an impartial trial. These two courses—self-regulation and cooperation with the media—are not inconsistent but complementary."

The report also observed that there is not available empirical data that will supply ready answers to the question of the actual impact of potentially prejudicial publications on the proceedings and further research along these lines "would seem feasible and desirable." But the committee felt the measures it is proposing "need not be indefinitely delayed pending the outcome of such research, if it is to be undertaken."

The problem of insuring a fair trial is a continuing one, the report said, and what the committee has sought "is an accommodation, not a panacea." Whatever additional research may demonstrate with respect to the need for more stringent measures, the report said, "the limited steps now proposed seem fully warranted on the basis of evidence available in case law, empirical data drawn from the social sciences, common-sense judgment and personal experience."

WBBM-TV gets stoned from TV pot party

Local protests about a WBBM-TV Chicago program depicting a college student's marijuana party appear to be growing into a much larger controversy for the CBS-owned outlet.

Last week the police chief of Evan-

ston, Ill., Bert Giddens, told newsmen he had written to the FCC to complain that the "party" had been faked. He also said he had written to CBS Inc. President Frank Stanton. WBBM-TV denied the allegations.

The program, titled *Pot Party at a University*, was shown by WBBM-TV in two parts early last November. Although not filmed on campus, the program purportedly showed students of Northwestern University.

WBBM-TV, through its news director, Bob Ferrante, said Thursday the station sticks by its original explanation; "The program was not in any manner, shape or form staged." He said the news crew had been "invited" to cover the alleged marijuana party and "we covered it."

Roland Hinz, Northwestern dean of students, said FCC investigators recently had visited the campus. The school protested the program strongly.

The school's student newspaper, the *Daily Northwestern*, ran an editorial Jan. 5 about the incident and chided the school officials. It noted three law-enforcement agencies after investigations "have dropped the case because they found no reason to initiate a prosecution, much less hope for convictions." These three were the Federal Narcotics Bureau, the Cook county state's attorney office and the Evanston police.

A new 90-minute show planned from Miami

A new weekly 90-minute color program to star singer John Gary will go into production late in January, according to an announcement by Brad Eidmann, board chairman, and M. C. Watters, president, of Scripps-Howard/WGN Continental Productions Inc., a joint venture for new program development.

The *John Gary Show* will originate from the Great Room of the new Hilton Plaza in Miami Beach. It will be devoted chiefly to entertainment and will be video taped. There will be 26 programs and they will be offered for syndication immediately.

Mr. Eidmann is vice president and general manager of WGN Continental Productions. Mr. Watters is executive vice president of Scripps-Howard Broadcasting Co. They describe the venture as the "first major video show produced by an independent broadcasting group starring a top singer-entertainer of the day." Mr. Gary records for RCA Victor and had his own program on CBS-TV in the summer of 1966.

Sheldon Cooper, vice president in charge of programing for WGN Continental, will be executive producer.

Park Broadcasting's WJHL-TV, Johnson City- Bristol-Kingsport, has appointed Blair Television.



WJHL-TV, in Eastern Tennessee, blankets a top regional market, the tri-city complex which includes Kingsport, Bristol and Johnson City. Now WJHL-TV has appointed the nation's number one broadcast representatives, John Blair & Company to represent the station nationally. Now watch this influential station's influence increase.



BLAIR TELEVISION

Pressure rises for equal time

McCarthy's camp requests

FCC to apply Section 315 or hold hearing on issues

The case of Senator Eugene McCarthy's political broadcast complaint against the three networks took a new turn last week with the entry into the proceeding of two attorneys for the Minnesota Democrat, one experienced in Washington politics, the other a veteran communications attorney.

They are Joseph E. Rath Jr., former chairman of the Democratic central committee of the District of Columbia and a long-time civil rights worker, and Benedict B. Conroy, a communications lawyer.

They petitioned the FCC to order ABC, CBS and NBC to give Senator McCarthy equal time to that of President Johnson last month in a one-hour three-network presentation of *A Conversation with the President*. They said that the commission had prepared to issue such an order on presently available information it should hold a hearing.

Fair Park, the communications manager, made the same requests in a complaint to the commission after the networks rejected the senator's request for time. (BROADCASTING, p. 10.) His attorneys also requested mention of two other arguments that Mr. Clark advanced as support for his request—that the President had made a personal attack on the senator and that the President's discussion of the Vietnam war obliged the networks, under the fairness doctrine, to give the senator time to express his contrary views on the controversial issue.

The attorneys assert that the senator would also invite House leader Marvin Watson to prove facts that would establish that the President is a candi-

date for re-election and that, therefore, Senator McCarthy's title as a political candidate would be obtained as a witness, but the commission could subpoena him to be called an impaneled witness. The networks' position is that the networks have rejected the equal-time request on the ground that the President is not under the terms of the commission's rules a legally qualified candidate. Each cited the President's failure thus far to declare himself in the race. Senator McCarthy is the only avowed candidate for the nomination.

The attorneys, however, said that the President and Senator McCarthy "are both obviously legally qualified candidates for the nomination." Acceptance of the networks' position, they said, "would be tantamount to reading Section 315 [the equal-time law] off the books insofar as presidential nominations are concerned."

They also said that an incumbent President's power to assure his renomination and to a degree his re-election has caused many persons to become dis-

Ashmore lashes out at everybody on equal-time rule

President Johnson, the FCC and television networks and the broadcast media were lashed into a week by Public Affairs Council, a former journal, over their equal-time practices and tactics. Among other things, some members of the FCC were cited for being "prejudicial" and for viewing the equal-time issue, at least through "blinked eyes." The television networks were depicted as dupes of the President, while the broadcast media was charged with being "prejudicial" in their nomination by any subject who has learned how to use them and for operating "on a commercial basis" and "not yielding the necessary priority to news if it happens to conflict with the demands of lucrative entertainment programming."

Giving flame to Mr. Ashmore's ire was the refusal of the networks to give equal television time to Senator Eugene McCarthy (D-Minn.) to answer remarks made by Mr. Johnson during his one-hour *Conversation with the President* program carried by ABC, CBS and NBC last month (BROADCASTING, Dec. 25, 1967). Writing a guest "Topical Comment" for the *Los Angeles Times* on Jan. 9, Mr. Ashmore

charged that the FCC had "made a mockery of the equal-time rule" in its refusal to grant Senator McCarthy's request for equal time. He pointed out that the networks had "refused to give the senator a fair sample of the time he has made expect in the coming year." The commission announced earlier that it would order the networks to give the senator before the end of the year.

Mr. Ashmore, who is executive vice president of the Center for the Study of Democratic Institutions at Santa Barbara, Calif., also wrote that "the going FCC precedent" has it that if a broadcast is "not of a political nature," it is non-political. With this, President Johnson's remarks, Mr. Ashmore contends, because "he does not take kindly to being answered back and his own political opponents in the broadcast media, 'which otherwise might have yielded up much valuable air time to his political opponents.'"

Mr. Ashmore said that it was "unmistakable" from President Johnson's remarks during the network telecast that Mr. McCarthy and Senator Robert F. Kennedy (D-N.Y.) were linked politically but that the lan-

guage the President used "was the sort that they can readily reduce to a nice little pulp in the inopic eyes of the majority on the FCC." The conditions of the telecast with the President, Mr. Ashmore said, were "obviously tailored to Mr. Johnson's political intent" and the networks "wound up operating within the limits of a campaign scenario."

Mr. Ashmore pointed out that Senator McCarthy would not have been "fairly treated" if the networks had in fact maintained an ordinary news operation worthy of the pious claims of independence made on its behalf. He conceded the possibility that "an objective editorial judgment" might have concluded that the President's remarks were important enough to be carried even at the price of reducing "the correspondents to stage props and their products to errand boys." Yet even with such a conclusion, Mr. Ashmore argued, "elemental professional standards of balance and interest... required that the presidential disquisition be presented in a context that included comment and analysis."

Mr. Ashmore said the real loser in the affair was the television audience and that it "can expect to see a lot of our President in 1968."

Park Broadcasting's WTVR-TV, Richmond, is represented by Blair Television.

Another \$12,500 in disciplinary fines has been handed out by the American Federation of Television and Radio Artists local in Los Angeles. The fines, the latest in a series stemming from last year's strike of ABC by the National Association of Broadcast Engineers and Technicians, were levied against two sportscasters employed by ABC in Los Angeles: Tom Harmon, ABC Radio, was fined \$3,000, while Jim Healy, of KABC-TV, was fined \$2,500.

Both sportscasters were cited for failing to obey AFTRA's order of Sept. 23, 1967, to respect the NABET picket line at ABC. Mr. Harmon, it was charged, honored the order for several days, but subsequently resumed his network sports program, Mr. Healy appeared on KABC-TV news programs, it was charged, during the entire period of the picket line, which was lifted on Oct. 10.

The national union did not honor the picket line. The national union has a total of more than 10,000 members. The national union did not honor the picket line. The national union has a total of more than 10,000 members. The national union did not honor the picket line.

(D-N.Y.) were in league; he spoke of "Kennedy-McCarthy movement."

CBS' Reply - Richard W. Jencks, CBS vice president and general counsel, said that while CBS has taken the position that the President's remarks don't constitute an attack, "we are constrained to point out that a broadcast license, in so constraining the rules as its own peril." He noted that the remarks might be considered an assertion that the McCarthy candidacy is not a bona fide one and, thus, a personal attack on the senator.

If so, Mr. Jencks said, the stations carrying the presidential interview were obligated to furnish Senator McCarthy with a copy of the transcript. The stations' transcripts and tapes have been made available to the senator's attorneys for review. The senator's attorneys filed the review a day after the talk reached copies of the network's responses to his complaint. All three affirmed that the transcript contains personal attacks, "whether of a clear or borderline category."

Senator McCarthy—even before the filing of the petition last week—has indicated on CBS-carried programs a lack of concern over the suggestion that he and Senator Kennedy were working together.

and to turn to other means of expression and their dissent, especially on the Vietnam war. "For the FCC to knuckle under to this power—and even increase it by holding out the possibility of a candidate for President who can only add one more date at all—can only add one more frightening milestone to the disintegration of the political processes of the nation," the attorneys said.

ACTIONS, Not Words - Their position is that it isn't what the President says or doesn't say that determines whether he is a candidate but what he and his political associates do. They also note that the commission has held that determination of a person's political candidacy must be based "on the particular facts of each situation," including consideration of what efforts he has made to secure delegate support in state primaries.

The attorneys cited comments of Vice President Hubert Humphrey and National Democratic Chairman John Bailey, among others, to the effect that President Johnson is a candidate for re-election. They said that through Mr. Watson, in a hearing Senator McCarthy could demonstrate that the President is engaged in activities aimed at advancing his candidacy in primaries in New Hampshire, Wisconsin, Massachusetts and California—and that with the aid of the national committee he is running a full-fledged campaign for re-election.

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The South's first television station, WTVR-TV in Richmond, Virginia, has been first from the first. Study after study shows WTVR-TV far ahead of the competition in coverage and in-depth market saturation. From the beginning this number one television station has been represented by the Douglas A. Angelo General Counsel National Association of Broadcasters.

stations follow WTVR-TV's lead.

R. Hiker who also has a 30.3% interest in Piedmont is controlled by Robert Crescent Broadcasting Co. for \$147,000. from Herman C. Hall to Piedmont for WMBE (FM) Greensboro, N.C. Johnson approved a license assignment to Nicholas and Nicholas in the station's assignment by Commission. The commission's decision complained

For your copy, write:

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writes on:

illusioned with the political system and to turn to other means of expressing their dissent, especially on the Vietnam war. "For the FCC to knuckle under to this power—and even increase it by holding that an obvious candidate for President is not a candidate at all—can only add one more frightening milestone to the disintegration of the political processes of the nation," the attorneys said.

Actions, Not Words ■ Their position is that it isn't what the President says or doesn't say that determines whether he is a candidate but what he and his political associates do. They also note that the commission has held that determination of a person's presidential candidacy must be based "on the particular facts of each situation," including consideration of what efforts he has made to secure delegate support in state primaries.

The attorneys cited comments of Vice President Hubert Humphrey and National Democratic Chairman John Bailey, among others, to the effect that President Johnson is a candidate for re-election. They said that through Mr. Watson, in a hearing, Senator McCarthy could demonstrate that the President is engaged in activities aimed at advancing his candidacy in primaries in New Hampshire, Wisconsin, Massachusetts and California—and that with the aid of the national committee he "is running a full-fledged campaign for renomination and re-election throughout the entire country."

The senator's attorneys filed the petition a day after Mr. Clark received copies of the networks' responses to his complaint. All three affirmed arguments they had made earlier in rejecting the request for time. But CBS went on to cite the complaint as an example of the danger to broadcast journalism it sees in the personal-attack rule.

The basis of Senator McCarthy's personal-attack charge had been the President's suggestion that the Minnesotan and Senator Robert F. Kennedy

A scoop in the park

NBC News scored a Hollywood-type "scoop" last Thursday (Jan. 11) when staff cameraman Simon Avnet, on assignment in New York City's Morningside Park, saw two muggers assaulting a third man in the distance. He filmed the sequence, developed the films and turned them over to the police department, which recognized the duo and later arrested one of them. The real-life melodrama was carried on WNBC-TV's *Six O'clock News*.

(D-N. Y.) were in league; he spoke of a "Kennedy-McCarthy movement."

CBS's Reply ■ Richard W. Jencks, CBS vice president and general counsel, said that while CBS has taken the position that the President's remarks don't constitute an attack, "we are constrained to point out that a broadcast licensee, in so construing the rules, acts at its own peril." He noted that the remarks might be considered an assertion that the McCarthy candidacy is not a bona fide one and, thus, a personal attack on the senator.

If so, Mr. Jencks said, the stations carrying the presidential interview were each required to furnish Senator McCarthy with a tape or script of the President's remarks and to offer him time for reply. Under those circumstances, Mr. Jencks added, few broadcasters would choose to provide time for broadcasts of programs that might contain personal attacks, "whether of a clear or borderline category."

Senator McCarthy—even before the filing of the petition last week—had indicated on CBS-carried programs a lack of concern over the suggestion that he and Senator Kennedy were working together.

But the trouble isn't with the com-

plainant, Mr. Jencks wrote. "The fault we respectfully submit, lies in the rules themselves which permit and encourage . . . exploitation at the expense of the balance and integrity of broadcast journalism."

CBS, NBC and the Radio Television News Directors Association are seeking to overturn the personal-attack and political-editorializing rules in suits filed in the U. S. Seventh Circuit Court of Appeals in Chicago (see page 44).

Two more fined for crossing NABET line

Another \$12,500 in disciplinary fines has been handed out by the American Federation of Television and Radio Artists local in Los Angeles. The fines, the latest in a series stemming from last year's strike of ABC by the National Association of Broadcast Employees and Technicians, were levied against two sportscasters employed by ABC in Los Angeles. Tom Harmon, ABC Radio, was fined \$3,000, while Jim Healy, of KABC-TV, was fined \$9,500.

Both sportscasters were cited for failing to obey AFTRA's order of Sept. 23, 1967, to respect the NABET picket line at ABC. Mr. Harmon, it was charged, honored the order for several days but subsequently resumed his network sports program. Mr. Healy appeared on KABC-TV news programs, it was charged, during the entire period of the AFTRA order, which was lifted on Oct. 12, 1967.

AFTRA members in Los Angeles now have been fined a total of more than \$50,000 as a result of the union's drive against those who did not honor the NABET picket line. The national total of AFTRA fines on this issue now is more than \$230,000.

Johnson, Cox assail no-news station format

"No news is good news has today become the motto of the FCC for the 120,000 citizens of Greensboro, N. C. For no news is precisely what Greensboro citizens tuning in to WMDE(FM) are going to be hearing in the near future, as a result of today's decision."

The commission decision complained of in the stinging dissent by Commissioners Kenneth A. Cox and Nicholas Johnson approved a license assignment for WMDE(FM) Greensboro, N. C., from Herman C. Hall to Piedmont Crescent Broadcasting Co. for \$147,000.

Piedmont is controlled by Robert R. Hilker who also has a 30.35% in-

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DOUGLAS ANELLO, General Counsel
National Association of Broadcasters

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terest in Suburban Radio Group: AM stations WCGC Belmont, WEGO Concord, WSVM Valdese, WZKY Albemarle, and WFCM Winston-Salem, all North Carolina; WJZZ Christiansburg and WHHV Hillsville, both Virginia, and FM stations WPEG Concord, N. C., and WVVV Blacksburg, Va.

That the assignment represented Mr. Hilker's 10th broadcast station in a "very limited region of the country" was conceded by the commission's staff, the commissioners said. "Yet such an array of communications media produces no problems of concentration, it was urged, because most of the outlets are located in small cities with populations under 18,000. Why we should suddenly be less concerned about would-be communications monopolists in small towns than in large cities was not made clear," they noted.

However, what appeared to dismay the commissioners more was Mr. Hilker's "disarmingly frank" proposal to program no news or public-affairs shows since, based on his survey of eight persons, he found that Greensboro had no need for such programming because it was readily available from other stations in the city. "In terms of numbers of people affected, this case is not an important one," they said, "but to the people in typical communities in North Carolina within the listening range of Mr. Hilker's 10 stations, its consequences are both crucial and very unfortunate indeed."

(In the past both commissioners have dissented to staff action that renewed en masse licenses of stations that proposed to program less than 5% news, 1% public affairs and 5% other [agricultural, religious and instructional] programming.)

Midseason changes are fewer this year

The television networks are changing only 10 prime-time shows at mid-season, the smallest number of mid-season changes since 1963-64, according to Avery-Knodel Inc., New York. The station rep has kept an account of network program changes both in nighttime and daytime schedules since 1962.

According to Avery-Knodel, there were 17 program changes (new shows or new time periods for existing pro-

grams) in prime time at midseason last year. In hours of programming, the revised schedules this season represent nine hours a week compared to 12½ hours a week a year ago.

ABC-TV has the most revisions (six shows for five-and-a-half hours of programming); NBC-TV has three programs for two-and-a-half hours, and CBS-TV one show, one hour. Last season's figures were 11 shows, eight-and-a-half hours by ABC; four shows, three hours by CBS, and two shows, one hour by NBC.

Network schedules are published by the firm every September and January. They are available at Avery-Knodel offices.

Writers' TV residuals climbed 63% in '67

The year 1967 was a very good one for television and theatrical film writers. The Writers Guild of America reported last week that its members made more money from residuals than ever before.

WGA's breakdown for 1967 shows that \$4,750,539.12 was paid film and television writers for domestic and foreign residuals, including residuals for theatrical films released to television. This was 63% more than the \$2,889,096.78 paid in 1966. It was also 41.2% more than the previous record year of 1964 when residuals amounted to \$3,342,696.

In the 12 years since the inception of the residual program in 1955, the guild has collected \$27,691,672.13 for its members, or an average of \$2,307,639.35 a year.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions Inc.): WMVR-AM-FM Sidney, Ohio; KWAK Stuttgart, Ark.; KZOT Marianna, Ark.; WPUV Pulaski, Va.; WNOG Naples, Fla.; WSLT Ocean City, N. J.; WDLC Port Jervis, N. Y.; WEMJ Laconia, N. H.; WLIZ Lake Worth, Fla., and WMGA Moultrie, Ga.

The Barry Gray Show (Hartwest Productions Inc.): KORE Eugene, Ore., and WEZY Cocoa, Fla.

BBC Music Showcase (Hartwest Productions Inc.): KORU-FM Tulsa, Okla.

John Doremus Show (E. C. Cotter & Associates): WHOO Orlando, Fla.; WTOG Savannah, Ga.; WHME-FM South Bend, Ind.; KCLN Clinton, Iowa, and KDVR Sioux City, Iowa.

Grand Ole Opry (WSM Inc.): WTMC Traverse City, Mich.; KARK Little Rock, Ark.; WSHP Shippensburg, Pa., and WBLR Batesburg, S. C.



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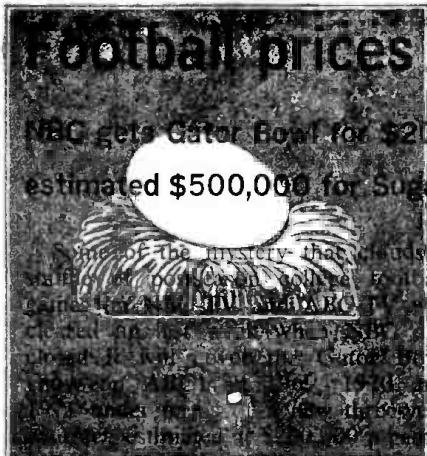
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Football prices ride escalator

NBC gets Gator Bowl for \$200,000 a game; ABC will pay estimated \$500,000 for Sugar Bowl starting in 1970

Although ABC remained silent, it's understood it will pay an estimated \$500,000 a game for Sugar Bowl coverage in a month-long deal that begins in January 1970 after NBC's \$300,000-a-game contract expires.

ABC has announced it will take over the East-West Shrine game from NBC beginning with this year's game. A three-year agreement calls for an estimated \$350,000.

At a time when many college football contracts are up for renewal and up on price tags—ABC had to negotiate with the National Collegiate Athletic Association for the 1968 and 1969 seasons at a price originally estimated at \$16.5 million but lately restated at roughly \$20 million, or \$10 million a season.

Flexible contracts are also being sought, but ABC has refused to give the exact price, saying it depends on the needs of your client's diversified needs.

WDSU-TV claims first equal-time cartoon

Fair's fair and equal is equal. So when WDSU-TV New Orleans presented an equal-time reply to an editorial that had been accompanied by a cartoon, naturally, a counter-attack followed by a cartoon.

The station which says it was the first in the nation to present daily editorial cartoons in color, now claims a journalistic first in airing an equal-time cartoon. Wdsu-TV has been presenting cartoons, editorial-page style, since 1964, when the station hired John Chase to serve as a cartoonist-in-residence. In 1965 the station won a special citation from the Radio Television News Directors Association for its innovation.

The editorial that provoked the pictorial counterattack criticized the jailing for contempt of the head of the New Orleans Metropolitan Crime

ride escalator

ABC-TV has the most revisions (six) shows for two-and-a-half hours and a did acknowledge last week that it had a two-hour football program. The NBC-A football had increased substantially because of a new flexibility factor that will allow two night games and a wild card game as part of a doubleheader (BROADCASTING, Jan. 1). This year's schedule will increase from 16 to 18 games with 11 national telecasts (including the "wild card" and two night games) and seven regional, TV dates.

Writers' strike bedevils college games

Other ABC college games will cost more this year. Its Liberty Bowl, \$100,000 in 1967, will cost an estimated \$110,000 this year. ABC's Bluebonnet Bowl (\$150,000) will cost \$150,000, the Sun Bowl (\$175,000) will cost \$175,000, the All-American game (\$185,000) will cost \$185,000, the All-Star game (\$195,000) will cost \$195,000.

NBC's outlay for college-football TV rights will also be up. It is estimated that the network will pay about \$1.2 billion for the 1969 season (up from \$1 billion in 1968), and the Orange Bowl (\$250,000), the Sun Bowl (\$250,000), the All-American Bowl (\$250,000) and the All-Star Bowl (\$250,000) will be up 25 percent over last year.

Radio series sales

Commission. The cartoon reply was prepared in the office of New Orleans attorney, J. Edgar Garrison, Jr., 1000 Poydras St., New Orleans. The cartoon, which was titled "The Chase," showed an unlabeled man, presumably Garrison, explaining to a public figure, "Yeah, I know. It's up 31% crime in New Orleans. So we throw the manager of the Metropolitan (Crime) Commission in jail!"

In the equal-time reply from Mr. Garrison's office, a man, also unlabeled but presumably the crime commission head, is shown seeking to justify before a jury and a panel of judges. "I know you're a judge and a jury and a panel of judges. You know the second panel heard evidence. In the first panel, while behind bars: 'To tell the truth, I know anything about it.'"

ABC-TV gets USA Golf for three years

That the assignment of the USA Golf events to ABC-TV was a very limited concession by the commission's ABC-TV will pay an estimated \$750,000 for the three-year contract for the 1968-70 season.

The 1968 Women's Open will be played at the Country Club in Columbus, Ohio. The 1968 Men's Open will be played at the Country Club in Columbus, Ohio. The 1968 Amateur Golf Tournament will be played at the Country Club in Columbus, Ohio. The 1968 Professional Golfers Association Tournament will be played at the Country Club in Columbus, Ohio.

TV gives birth to pro-sports awards

In the past both commission and stations have dissented over the awarding of licenses to stations that proposed to broadcast public affairs and news programs. The long fight was sparked from the Academy of Motion Picture Arts and Sciences annual Oscar event has had a new star as a result to it. On Feb. 14, in an hour prime-time special on NBC-TV, eight of the top professional athletes in six major sports will be honored by an invited black-tie audience of Hollywood celebrities.

Pro-sports awards

The First Annual Academy of Professional Sports Awards is expected to be more than \$300,000 and will be fully sponsored by the Division of the Chrysler Corp., through BBDO.

Producers Gerry Gross and Marlo Lewis, who teamed up with the concept of a "Pro-Sports Awards" show, are now putting the package together and selling it, don't really expect to turn much of a profit on the initial show.

CAMBRIDGE SCHOOL

The Cambridge School of Professional Sports Foundation. It will evolve an organizational structure and a program of professional sports education.

would be to pro sports what the Academy of Motion Picture Arts and Sciences is to the movie business: a full-time, nonprofit organization devoted primarily to helping impoverished athletes. It would be funded by a still-to-be-determined percentage of the profits from the TV special.

Another Partner ■ Messrs. Gross and Lewis are partners in the project. Reportedly a third partner, in for a 25% cut of the action, is Johnny Carson, who will be the host for the event. It was to sports-minded Mr. Carson that the package was first taken. On the strength of his acceptance, NBC-TV was sold and the network, in turn, sold Dodge and BBDO.

The producers of the special hope to attract an Academy Awards size television audience—and one that would include a large number of women viewers—by blending entertainment and glamour with the sports allure. Professional entertainers with strong sports identification such as comedian Don Adams (golf) will join with former sports greats such as Joe DiMaggio in making the awards presentations. It's estimated that about 95% of the nominees—the three top candidates in professional hockey, basketball, golf, baseball (both American and National leagues), horse racing (jockeys) and football (also both American and National leagues), chosen by the other players in their sport—will be present in the audience at the event. All participants, including nominees, will be paid for their appearance.

A special award will be given to the "Man of the Year in Pro Sports," with the eligible list limited to the six sports categories covered by the event. It's conceivable, the producers feel, that if the special becomes an annual telecast, boxing, soccer and tennis eventually may be added.

Each of the awards will be handed to the presentors by the Dodge "fever" girl Joan Parker, who currently stars in the advertiser's TV commercials.

Tel Ra Productions Inc., Philadelphia, is providing film clips showing each of the nominees in action and a three-minute film of outstanding sports bloopers of the year.

Mutual goes Notre Dame

Mutual has acquired exclusive 1968 radio rights to the Notre Dame college football schedule, according to an announcement last week by James E. Fuchs, president of Mutual Sports Inc., and Edward W. (Moose) Krause, athletic director of Notre Dame. The 10-game schedule consists of nine Saturdays from Sept. 21 through Nov. 16, and a final game Nov. 30. Mutual's announcer will be Van Patrick, sports director of the network.

Long-long form for NBC news

January 1969 debut is planned for monthly two-hour TV program

The announcement last week by NBC News that it will program a two-hour news program monthly on Tuesdays at 9 p.m. in early 1969 may herald new journalistic ventures for broadcasting.

But for the present, the announcement caused an apparent deepening of a long-imbedded rivalry between the NBC and CBS News organizations, and seemingly gave credence to industry observations that NBC has become even more closely wedded to the "long form" in prime-time programing, whether in presenting entertainment or news.

NBC told its stations that officials representing management, the news operation and the television network had "long felt that the conventional forms of network news presentation have become too rigid for the capabilities of the medium, consisting essentially of half-hour regularly scheduled programs, one-hour specials or special events coverage." Accordingly, NBC told affiliates, the existing forms failed to lend themselves fully to "investigative reporting or coverage and analysis which in some cases may require far less than an hour and in a few cases, more than an hour."

The network early last week gave its stations the news of its new program plan and then released the details publicly. In essence, NBC will present a regularly scheduled, two-hour prime-time news program on the first Tuesday of every month at 9-11 p.m. The tentative title is *First Tuesday*. The program will have its own anchorman and use top-flight producers—mentioned were Lucy Jarvis, Fred Freed, Eliot Frankel, George Murray, Bob Rogers and Stuart Schulberg. The program will be organized under six production units.

Movie Substitute ■ The first show of *First Tuesday* will be telecast on Jan. 7, 1969. It will occupy the period normally filled by a motion picture. NBC next season, starting in September, expects to program movies three nights a week—Monday, Tuesday and Saturday. By scheduling news on a Tuesday and by producing additional "World Premiere" pictures (feature films made expressly for TV showing), NBC will be able to stretch its feature film supply further.

It was indicated that NBC News

chose to delay regular scheduling of the Tuesday news vehicle (which may feature as few as two or as many as a dozen news stories) mainly because the organization will be preoccupied during the summer with covering the political conventions and the campaigns and election that follow.

William R. McAndrew, NBC News president, said his organization, which supplies more than 26% of the NBC-TV schedule, would continue to program "preplanned documentaries and telecast them on a pre-emption basis, both in prime time and other times," and that the new project would not reduce the yearly number of planned specials.

NBC News currently supplies "actuality specials" in the nighttime schedule on Fridays, 10-11 p.m., where they are slotted on alternate weeks with the *Bell Telephone Hour*. NBC sources indicated the Friday "actualities" would not be scheduled next year.

The NBC news program ostensibly confronts CBS News's scheduling, which for the past two years has placed a news hour in the Tuesday 10-11 p.m. period.

Asked about this scheduling, NBC sources indicated they held a "belief that *CBS News Hour* would move off the 10-11 period" by the next season.

Why Tuesday? ■ CBS News spokesmen said they knew of no such plans to move *CBS News Hour* and countered with: "But why Tuesday for NBC News?" They recalled that CBS News President Richard Salant only a few months ago had announced the inauguration in September 1968 of a one-hour television "magazine" of short documentaries and coverage of the arts, business, science, religion and education. This series, called *60 Minutes*, was announced as an alternate-week feature of the *CBS News Hour* in its usual Tuesday night period (BROADCASTING, Oct. 30, 1967).

CBS had said the show would treat subjects in more than spot-news and less than feature-documentary length. Spokesmen said last week that most likely "two top host-correspondents" will be soon named for the show.

NBC said the news program is to be offered to advertisers who are sponsors in *Tuesday Night at the Movies*. Network spokesmen said they did not know of any advertiser interest being solicited at this time for sponsorship in the program. The news program will not be sold as a necessary part of movie sponsorship.

In his public statement on the show plans, Mr. McAndrew said that the program would be characterized by "aggressive journalism" with stress on "investigative reporting either of events that have taken place or of the old-

fashioned, hard-digging revelation kind of journalism.

"And," he continued, "we are going to aim at the uninvolved young of our country—both the young in years and in mind." The series, he said, "will give us the kind of flexibility we have been missing."

Murphy urges more local, live emphasis

Both television and advertisers would benefit if broadcasters put more stress on local, live programming. That was the



Mr. Murphy

message of John Murphy, president of Avco Broadcasting Corp., gave last week to a meeting of the Association of Broadcast Executives of Texas in Dallas.

He said: "We believe local live programming is the best way to build

a strong local identity. We also believe it is the best way to sell products. And we are convinced it is the most effective way to become a vital part of our communities."

Mr. Murphy cited as examples several of Avco Broadcasting's locally produced programs that have been on the air anywhere from 12 to 21 years and which have had an equally impressive history of sponsorship for these long periods of time. These local, live shows have been chiefly five-day-a-week daytime programs. Avco Broadcasting has five television and six radio stations.

Mr. Murphy also stressed the value of live station talent in community service projects. He noted that Bob Hope had spent a day in Cincinnati helping their station raise over \$50,000 for a home for delinquent boys by means of a Bob Hope Benefit Golf Match and stage show. He referred to Avco Broadcasting's involvement in the Ohio State Fair, which Ohio Governor James A. Rhodes credited as a prime factor in the boost in the fair's attendance in one year's time to the point where it is second only to the state of Texas.

Program notes . . .

Production in Paradise ■ George Schlatter-Ed Friendly Productions, Los Angeles, is planning a one-hour television special on *Paradise Island*, new glamour resort in Nassau, Bahamas. Tennis stars Pancho Gonzales and Pancho Segura will be featured.

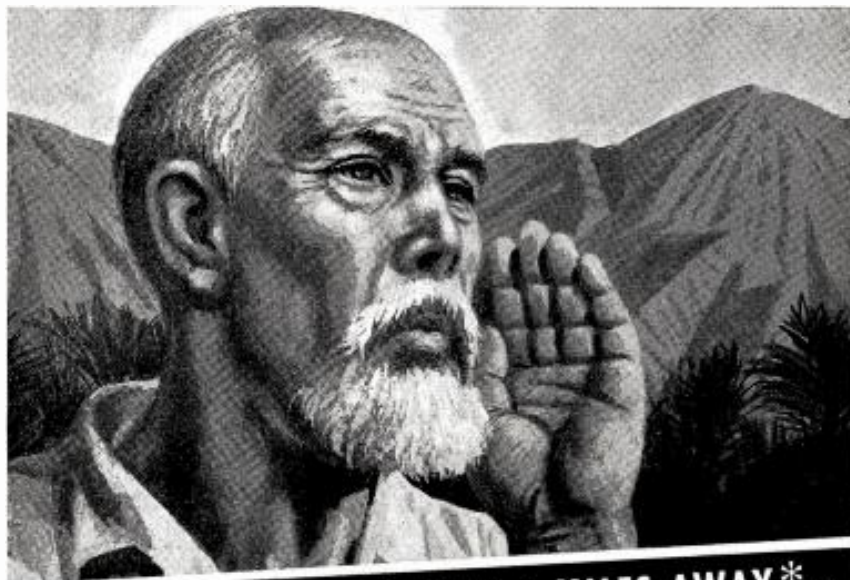
New FM Is C&W ■ A new FM station

in Waterbury, Conn., WWCO-FM, went on the air Dec. 26, 1967, with a country and western format. The new station is part of the Merv Griffin Group. The AM station (wwco) programs top 40-contemporary music.

Phone Crane ■ Television personality Les Crane has started a drive-time program for KLAC Los Angeles. Effective this week, Mr. Crane, who was featured on two late-night talk shows on ABC-TV, is handling calls from KLAC listeners, Monday through Friday, 4-7 p.m. He is projected as the station's liberally oriented counterpart to its conservatively oriented Joe Pyne.

Dinner at the White House ■ President and Mrs. Johnson's White House dinner of Nov. 4, 1967 for Prime Minister Eisaku Sato and Mrs. Sato of Japan is the subject of a National Educational Television one-hour special, *The White House: Dinner and Diplomacy*. Produced by WGBH-TV Boston, it is narrated by Julia Child, the French Chef.

City series ■ The modern city, huge and complex, is being examined in-depth by KPIX(TV) San Francisco in a 13-week series, *Cities in Conflict*, that began this month. The half-hour series is being seen every morning, Monday through Friday.



YOU MAY NEVER BE HEARD 5 MILES AWAY* —

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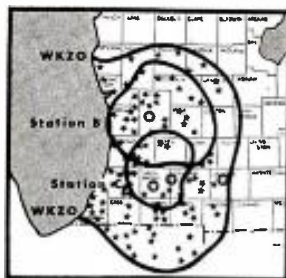
If you want the ear of people who sell—and buy—cars, WKZO Radio will pass the word farther and better

than any other radio station in Greater Western Michigan.

The map tells it like it is. There are 156 Ford, Chevrolet, and Plymouth dealers in WKZO Radio's primary service area—102 more than the next station covers: And our stronger voice works for *all* kinds of retailers—not just auto dealers.

Why whistle around in the market, when you can shout it from the rooftops over WKZO? Let your Avery-Knodel man help your selling message carry throughout Greater Western Michigan!

**The whistled language of La Gomera, Canary Islands, can be.*



WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next-largest station.



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New move in high court fairness test

NBC, CBS AND RTNDA ASK FOR TIME TO ARGUE IN RED LION CASE

Phone Crane • Television personality they are... the attack on the rules also involved... as well as the battery of lawyers... up on behalf of RTNDA, CBS and NBC... These include Professor Arthur... Co. of Harvard Law School, a former... solicitor general of the U.S. Supreme... sor Herbert Wechsler of Columbia Law... School; Newton N. Minow, Chicago... attorney and former chairman of the... FCC; Professor Harry Kalven Jr., Uni... versity of Chicago Law School, and... Maurice Rosenfield, Chicago lawyer... if the case receives permission to... argue before the Supreme Court... either through certiorari or through the... alternative filed last week. Professor... will make the argument.

The group, consisting of Radio Tele... vision News Directors Association, CBS... and NBC, told the court that it... would like 30 minutes to argue its... views, if its earlier plea to enter the... Red Lion case as parties was turned... down.

RTNDA, CBS and NBC are already... parties challenging the FCC's regu... lations on personal attack and editorial... advocacy in the U. S. Court of Ap... peals for the Seventh Circuit. Although... they have filed briefs there (BROAD... CASTING Nov. 27, 1967), argument has... not yet been heard. Earlier this month, the... three parties petitioned the Supreme... Court to accept review of their case... with a decision from the... Chicago court. (BROADCASTING... Jan. 1, 1968)

In the possible final... court of their petition...

* WXYZ WIVES AWAY

all parties in the Red Lion case to me... a brief as a friend of the court. This... does not, however, carry with it the... right of argument.

Early Filing • The Red Lion brief, and consequently the RTNDA, CBS and NBC briefs, were filed with the court on Nov. 26, unless an extension of time is granted by the court.

The RTNDA, CBS and NBC was hastened, apparently by the results of a meeting last week between counsel for the three parties and Solicitor General Erwin S. Griswold. Meeting to discuss Mr. Griswold's reaction to their motion. If the court's judgment, the issue will be decided one way or another. It is understood that the solicitor general is opposed to the RTNDA's views before responding to the solicitor general's response to the motion for certiorari. It is expected to be filed with the Supreme Court this week or next.

It is no secret either that the FCC would prefer to see the legality of its fairness policy on the Red Lion case... clear commission... feel...

Message to Griswold • Present at the meeting with Mr. Griswold and several of his assistants, including Louis F. Claiborne, who is understood to be handling the Red Lion case for the solicitor general's office, were W. Theodore Pierson and Robert M. Lichtman representing RTNDA; Lloyd N. Cutler and J. Roger Wasserberg representing CBS; and Raymond E. Falls Jr., representing NBC.

In the petition to enter the Red Lion case, the group argued that the... fundamental elements requiring consideration at the time the 'fundamental is... Auto Buyers and Dealers in Greater Western Michigan... The principal issue in the Red Lion case... was a bar... issue... (WGCB-AM-FM Red Lion, Pa.) declined to provide free time to Red Cook, author of an anti-Goldwater book during the 1964 presidential election campaign. Mr. Cook claimed he was personally attacked by the Reverend Billy James Hargis in a program over the Red Lion station. The FCC told Red Lion that if a personal attack requires a broadcaster to offer rebuttal time on his facilities regardless of payment. Shortly after this, the FCC adopted... fairness...

ON MAY NEVER BE HEARD

BUT... WKXO Radio Talk to More

The... other hand, the group argued, involves... are being... A... objection to... by... in which... said...

WKXO

that broadcasters are impelled to en... gage in self-censorship, steering wide... of the group... burdens imposed as well as the uncer... tainty as to the circumstances in which... they apply... the RTNDA-network document stated, cannot be considered in the Red Lion... blow...

Added Penalties • Furthermore, the... petitioners noted, the single punish... ment that the Commission can mete... out to Red Lion is license revocation... Violators of the regulations, however... are liable to civil forfeitures, criminal... fines, cease-and-desist orders as well... as loss of license.

The difference is important here... because the wider range of sanction... makes it more likely that one or more... will be invoked, thus giving the rule a... more chilling effect upon the broad... cast discussion of public issues.

And finally, the seventh circuit... group noted in urging the Supreme... court to comply with their request for... certiorari, this year is a presidential... and congressional election year... demands for time to answer alleged... personal attacks, and editorial endorse... ments... the constitutionality and enforceability... of the new rules, unless they are... until they are decided, authoritatively... by the Supreme Court.

Westinghouse switches

KFWB total news

Westinghouse has been a prime... mover in the all-news format since... 1965. Wins New York and... Philadelphia, both owned by the sta... tion group, switched to the all-news... concept about three years ago.

The Los Angeles market already is... presently served all-news programming... by XTRA, which transferred from... ana Mexico, and by KABC-FM, which... switched...

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addition, both KABC(AM) and KNX offer virtually all-news formats during drive times.

Larry H. Israel, president of the Westinghouse Broadcasting station group, explained that the all-news format was felt to be "more enduring" than the current popular-music programming. Mr. Israel appointed Gordon Davis, who is the group's corporate staff vice president for news, as vice president in Los Angeles, with operating responsibility for KFVB. James R. Lightfoot will continue as general manager of the station and Rolland V. Tooke will continue as executive vice president for the West Coast.

It was indicated further that the station's current news staff of 10 will be expanded considerably. Also construction of a new office building for KFVB, now located on Hollywood Boulevard, is in the works and projected for completion by the end of the year with the site to be determined within the next two months. Westinghouse's other radio stations, WBZ Boston; KDKA Pittsburgh; WIND Chicago and wowo Fort Wayne, Ind., will continue mixing news and music.

Sen. Murphy backs higher copyright fees

A drive by recording artists for copyright fees from airplay of their recordings picked up added senatorial support last week. In a Los Angeles news conference, Senator George Murphy (R-Calif.) gave his backing to a pending copyright amendment offered by Senator Harrison Williams (D-N.J.) that could double music-rights fees paid by broadcasters.

Senator Murphy indicated that as a show-business veteran himself he was interested in the economic protection of artists. "I'm old fashioned," he observed. "I think anyone who does a job should be paid for it."

The news conference was presided over by bandleader Stan Kenton, who is chairman of the National Committee for the Recording Arts, which is fighting for the Williams amendment. Mr. Kenton said that the corrective legislation now pending was not specifically directed against radio, but he acknowledged that if enacted it would cost radio more money to operate.

Two weeks ago, Douglas Anello, general counsel for the National Association of Broadcasters, warned that radio stations could be forced to make payments equal to those already paid to composers and publishers if the Williams amendment were to be enacted (BROADCASTING, Jan. 8).

Senators Murphy and Williams and Mr. Kenton agreed that machinery would have to be set up similar in struc-

ture to the American Society of Composers, Authors and Publishers and Broadcast Music Inc. Senator Williams pointed out that "no real hostility" from the broadcast business is anticipated.

FCC keeps hands off football-games deal

The FCC, by a 5-1 vote, has upheld an earlier staff decision that found the decision of WMAL-AM-FM Washington to feed Washington Redskin football games to WHAG-AM-FM Halfway, Md., a private contractual agreement.

The commission turned down a request by WARK Hagerstown, Md., that asked for a reconsideration of the staff's Sept. 1, 1967 denial of a plea for an investigation into the WMAL-WHAG contract.

The lone dissenter to the commission action was Commissioner Kenneth Cox, who felt further investigation was warranted. Commissioner James Wadsworth did not take part in the action.

WARK maintained it had carried the Redskin games for 14 years and that in the 1967 season WMAL and WHAG engaged in reciprocal buying practices that denied WARK a chance at the National Football League games.

WMAL said it chose WHAG because the station could make off-air pickups of the games from WMAL-FM and because it would take all the games, including the preseason contests. WMAL noted that in the past WARK had demanded game feeds by telephone lines with WMAL footing the bill and would take only regular-season games.

TV series sales . . .

Feature films (Warner Bros.-Seven Arts): KHAR-TV Anchorage; WTVN-TV Columbus, Ohio; WKJG-TV Fort Wayne, Ind.; KGMB-TV Honolulu; KIFI-TV Idaho Falls, Idaho; KMID-TV Midland, Tex.; WISN-TV Milwaukee; KTVN(TV) Reno; KMVT(TV) Twin Falls, Idaho, and WFMJ-TV Youngstown, Ohio.

Television specials and series (Warner Bros.-Seven Arts): WAST(TV) Albany, N. Y.; WABI-TV Bangor, Me.; WGR-TV Buffalo, N.Y.; WKBF-TV Cleveland; WTVN-TV Columbus, Ohio; KREX-TV Grand Junction, Colo.; WIVA-TV Lynchburg, Va.; KMID-TV Midland, Tex.; WCCO-TV Minneapolis; KNOE-TV Monroe, La.; WCEE-TV Rockford, Ill., and WITN-TV Washington, N. C.

Cartoons '64 (Warner Bros.-Seven Arts): WNEW-TV New York, and KTTV(TV) Los Angeles.

Truth or Consequences (Wolper Television Sales): WHC-TV Pittsburgh; WRCB-TV Chattanooga, and WSIX-TV Nashville.

Putnam suspension is shortlived

Veteran West Coast newsman George Putnam, who earns a reported \$200,000 or more a year anchoring two nightly news programs on KTLA(TV) Los Angeles, was suspended by the station last week for his "publicly stated intent to refuse to abide by instructions." The suspension lasted less than a day, with Mr. Putnam missing only one broadcast.

The station's action in suspending its star newscaster would seem to have been indirectly, at least, based on editorial comments Mr. Putnam made on two of his broadcasts concerning a court action in a murder case. Mr. Putnam was said to have taken strong exception in his comments to Los Angeles District Attorney Evelle J. Younger's tactics in not opposing a new trial request for a man convicted of killing two little girls. It was believed that Mr. Putnam had prepared a further on-air report of developments in the case despite apparently having been told by the station to refrain from any further comment.

In explaining its action, station management stressed that the suspension was not because of any specific comment made by Mr. Putnam during his broadcasts, but instead because he would not follow instructions. "KTLA has not and will not suppress the dissemination of news," management's statement said, "but is responsible for the content of its programs."

DA's Views ■ District Attorney Younger disclosed that he had personally objected to the station management that comments Mr. Putnam made about the case on the air were "inaccurate and unfair." He also pointed out that "the comments were not only unfair, they were in violation of FCC regulations."

After the suspension was announced, Mr. Putnam indicated that his attorneys were preparing a damage suit against the station. The intended suit was to seek damages of \$5 million.

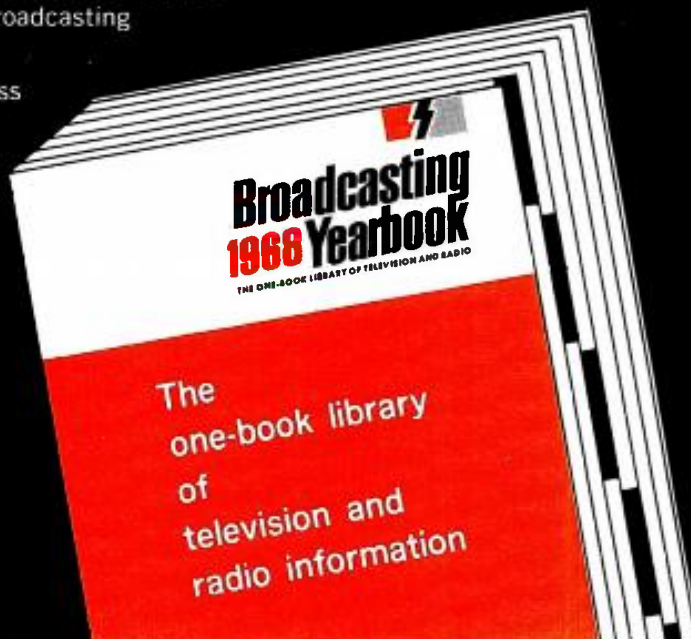
Mr. Putnam, in his 35th year as a broadcast newsman, often does an editorializing segment on his KTLA newscasts called "One Reporter's Opinion." During the 1966 California gubernatorial campaign, Mr. Putnam endorsed Republican candidate and now Governor Ronald Reagan in a broadcast right before the election. The Democratic candidate, then Governor Edmund G. (Pat) Brown, did not have time to reply. A complaint was made against Mr. Putnam before the FCC and dismissed only after the station pledged to exercise supervision.

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| 9. Equipment Directory | 24. Transfers of TV Ownership | 37. Station Applications | 47. Government Agencies |
| 10. Broadcast Product Guide | 25. Newspaper Ownership of TV | 38. FCC Rules & Regulations | 48. Radio-TV Attorneys |
| 11. NAB Television Code | 26. Group TV Ownership | | 49. Consulting Engineers |
| 12. NAB Radio Code | 27. FM Commercial Call Letters | | 50. Farm Directors |
| 13. Program Producers, Distributors | 28. FM Educational Call Letters | | 51. Major Trends, Events |
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Capital Cities, Fairchild merge

Boards and stockholders
of group-station owner and
publisher must approve deal

Capital Cities Broadcasting and Fairchild Publications last week announced plans to merge, subject to approval by their boards and stockholders.

Capital Cities would acquire Fairchild for \$10.5 million in cash and 600,000 shares of a new 50-cent-annual-dividend-convertible-preferred stock. The new preferred is convertible share-for-share with Capital Cities common, which closed on the New York Stock Exchange Thursday (Jan. 11) at 52, up 4. The stock value of the transaction would thus be approximately \$31.2 million, the total payment more than \$41.7 million.

Fairchild would operate as an independent subsidiary of Capital Cities under its current president and chief executive officer, John B. Fairchild. The company publishes three daily newspapers, *Women's Wear Daily*, *Daily News Record* (menswear), and *Home Furnishings Daily*; five weeklies, *Drug News*, *Electronic News*, *Footwear News*, *Metalworking News*, and *Supermarket News*, and a bi-monthly, *Men's Wear Magazine*. It also operates the Fairchild News Service, which syndicates news and features to 14 daily newspapers in the U. S. and the *London Daily Express* and *France Soir* in Paris.

Fairchild, a privately held company, had sales in 1967 of \$29 million. Its earnings were not disclosed.

Capital Cities in the first nine months of 1967 had earnings of \$4,339,523 (\$1.55 a share) on revenues of \$25,070,615, up from earnings of \$3,901,821 (\$1.39 a share) on revenues of \$22,817,197 for the first nine months of 1966.

New Paper Planned ■ Fairchild plans to close *Drug News* which is unprofitable, and to launch a weekly consumer newspaper for women. Mr. Fairchild is credited with the changes that broadened the appeal of *Women's Wear Daily* and increased its circulation to 70,000. In addition to covering its industry, the paper carries consumer-oriented fashion news, society gossip, theater reviews and cultural news.

Capital Cities was founded in 1954 by the late Frank M. Smith and a syndicate headed by Lowell Thomas. The company owns and operates WTEN (TV), and WROW-AM-FM Albany, and WKBW-AM-TV Buffalo, N. Y.; WCDC (TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WSAZ-AM-TV Charleston-Huntington, W. Va.; KTRK-TV Houston; WJR-AM-FM Detroit; KPOL-AM-FM Los Angeles; WPAT-AM-FM Paterson, N. J., and WPRO-AM-FM Providence, R. I.

Thomas S. Murphy, president of Capital Cities, said that since both firms are in the communications industry, "cross-fertilization" would be advantageous.

Fairchild employs more than 600 reporters throughout the U. S. and in 33 foreign countries; there are 15 reporters in Paris alone. According to observers, the possibilities of various joint ventures and arrangements for pooling resources by Capital Cities stations' news and programing departments and Fairchild suggest themselves.

Mergers boost G&W to \$1.3 billion

Gulf & Western Industries Inc., New York, at an annual stockholders meeting last week approved the merger of three companies as G&W subsidiaries—E. W. Bliss Co., Consolidated Cigar Corp. and Universal American Corp.—thus raising its annual sales rate to approximately \$1.3 billion.

G&W announced its first-quarter 1968 sales advanced 12%, and net earnings climbed 26%. With the acquisition of Consolidated Cigar, G&W now intends to add a sixth marketing group in the consumer field. G&W currently operates in five other marketing areas, among them a "leisure-time" division that includes Paramount Pictures Corp., its subsidiary International Telemeter, and Desilu Productions Inc. The company said the division during this first quarter "experienced greater sales" over the comparable period last year.

David N. Judelson, G&W president, told shareholders the leisure-time market at G&W now represents \$220 million, or 29% of total sales. In fiscal 1967, G&W sales rose 103% to \$66.5 million (BROADCASTING, Dec. 11, 1967).

He added that Paramount has some "158 film projects now in various stages of development, as compared to 38 in 1966." This operation, he continued, also has one of the largest film libraries available, which in view of the networks showing movies every night of the week next season will prove especially important to the company.

New Income ■ Also cited as a revenue source was TV syndication: Paramount in 1967 started its own TV-syndication department for domestic and worldwide markets, Mr. Judelson said. Through the acquisition of Desilu last year, he said, the company is producing three-and-a-half hours per week of network-TV programing (NBC-TV's *Star Trek* and CBS-TV's *Mission: Impossible* and *Mannix*).

In a proxy statement, G&W reported that Paramount has negotiated agreements with CBS for "one new series a year for a period of three years commencing not later than the fall of 1969" and with NBC for the development of a series pilot for the 1968-69 season. G&W also indicated that *The Lucy Show*, produced by Desilu, will become the sole property of Paramount by the end of the 1967-68 season, since it carries no network or advertiser financing.

Describing CATV operations, Mr. Judelson said G&W through its International Telemeter subsidiary has gone

SEC's December 1967 report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for December 1967 (all common stock unless otherwise indicated):

CBS Inc.—Clarence H. Hopper exercised option on 1,126 shares, giving total of 12,821, plus 1,077 shares held jointly with wife. Kenneth W. Hoehn exercised option on 563 shares, giving total of 5,176, plus 531 beneficially held in trusts, and 1,060 beneficially held with wife. E. K. Meade Jr. exercised option on 2,365 shares, giving total of 8,858. John A.

Schneider exercised option on 4,278 shares, giving total of 8,533. Geraldine B. Zorbaugh exercised option on 376 shares, giving total of 5,737, plus 102 beneficially held with son.

Filmways Inc.—Richard Brown sold 1,000 shares leaving 2,080.

Metromedia Inc.—Robert A. Dreyer exercised option on 7,000 shares giving total of 9,000.

A. C. Nielsen Co.—Herbert J. Kaselow sold 105 shares of class B common, leaving 100.

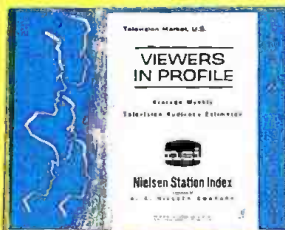
RCA—W. Walter Watts sold 20,000 shares, leaving 36,640. American Express Co. Inc. sold 30,000 shares of \$4 cumulative convertible first preferred stock, leaving 126,000.

Reeves Broadcasting—J. D. Hastie sold 1,500 shares, leaving 32,350.

Warner Bros.—Seven Arts Ltd.—Jerome A. Newman sold 5,000 shares, leaving 8,408, and Mr. Newman sold \$82,500 of 5% debentures, leaving \$151,500.

For Fall

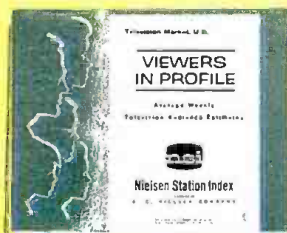
(Oct. 26-Nov. 22)



**Viewers In Profile
reports
all markets**

For Winter

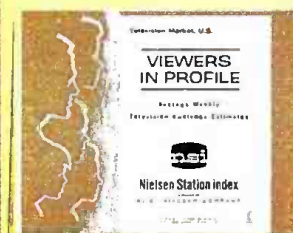
(Feb. 15-Mar. 13)



**Viewers In Profile
reports
all markets**

For Spring

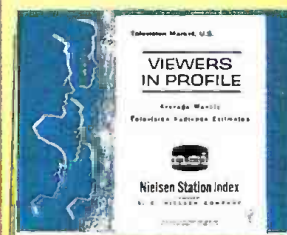
(May 2-22)



**Viewers In Profile
reports
70 markets***

For Summer

(July 11-31)



**Viewers In Profile
reports
70 markets***

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Expanded quarterly reports for budgeting and planning needs are among the highlights of the new 1967-68 Nielsen Station Index service. The expansion of the NSI schedule to cover Fall-Winter-Spring-Summer information is in keeping with changing trends in TV programming.

The full cycle of NSI reports, beginning with 23 markets in October, marks an increase of 68 reports over the previous season. (For July cycle, 67 of 70 are Daypart reports—including all demographics for media evaluation and planning.) But number and frequency are not the only changes to be found in 1967-68 NSI reports. There are DMA (Designated Market Area) data... estimates of households with multiple TV sets and those who can view UHF... network pre-emption listings... prime time summations... and much more.

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from none to 50,000 to 60,000 potential subscribers in five months. The division has CATV systems in five U.S. cities, and a 51% ownership of Famous Players Canadian Corp., which serves 157,000 subscribers now and has a potential of 700,000 subscribers. The firm's Chromatron color tube (a wire grid system) will be introduced into this country in April by the Sony Corp. of Japan, he indicated. G&W is also working with a U.S. manufacturer for possible use of the Chromatron tube in TV sets made in the U.S.

For the three months ended Oct. 31:

	1967	1966
Earned per share	\$1.08	\$0.97
Net sales	167,394,000	149,372,000
Net earnings	14,025,000	11,097,000
Shares outstanding	11,841,000	9,691,000

Financial notes . . .

▪ Corinthian Broadcasting Corp. has declared a dividend of 7½ cents per share of common stock, payable Jan.

31 to stockholders of record Jan. 15. Corinthian owns and operates KHOU-TV Houston, KOTV(TV) Tulsa, Okla., KXTV-TV Sacramento, Calif., WANE-TV Fort Wayne and WISH-TV Indianapolis, both Indiana.

▪ Papert, Koenig, Lois, New York, has declared dividend of 10 cents per share payable Jan. 22 to stockholders of record Jan. 15, 1968.

Disney's gross rises, but earnings drop

Net income of Walt Disney Productions for the fiscal year ended Sept. 30, 1967, dropped to the lowest level since fiscal 1964. Earnings per share were off some 12% from the last previous fiscal year. Gross revenues for the year, however, were up \$943,000 from the previous year's record figure.

It marked the seventh year in a row that the company's gross reached a new high.

The Burbank (Calif.)-based entertainment-production firm's major source of income showed a turnabout in 1967. Theatrical-film revenues declined from \$55,756,000 to \$44,152,000, while receipts from Disneyland amusement park and "other entertainment activities" rose from \$41,466,000 to \$52,396,000.

The earnings' figures reflect a two-for-one stock split of Oct. 26, 1967. During the year, authorized common outstanding was increased from 3-million shares to 7.5-million shares and par value a share was reduced to \$1.25 from \$2.50.

For fiscal year ended Sept. 30, 1967:

	1967	1966
Earnings per share	\$2.74*	\$3.08**
Gross revenues	117,486,000	116,543,000
Net income	11,267,000*	12,392,000

* Including a nonrecurring item.
** Adjusted for a stock split and stock dividend.

EQUIPMENT & ENGINEERING

Philips takes over sales and service

Philips Broadcast Equipment Corp., Paramus, N. J., will take over sales and service to the broadcast industry of Norelco Plumbicon color TV cameras and other Norelco broadcast equipment in May.

Philips is a subsidiary of North American Philips Co., New York (Norelco). The broadcast subsidiary handles Norelco cameras and equipment sold to broadcasters.

Philips is announcing today (Jan. 15) that Visual Electronics Corp., New York, which has handled Norelco equipment from factory to customer for the past three years, has agreed to terminate its contract when it expires on May 10. Philips spokesmen said this was in accordance with a contract agreement requiring a four-month notice before actual termination.

The Philips announcement said the company would provide the industry with "immediate response" by factory-trained service personnel from its main plant in New Jersey and through five regional offices.

Though Philips's contract with Visual will not be renewed, it was stated that Visual's current sales responsibilities for Norelco would continue until May 10 and throughout the existing warranty periods for servicing.

The new arrangement "in no way should reflect on the performance of Visual Electronics in assisting us to achieve the enviable position we hold

with the broadcast industry," according to Anthony R. Pigoni, director of marketing at Philips Broadcast Equipment.

The Norelco color cameras were introduced to U. S. broadcasters in 1965. According to the company, all three television networks and more than 100 stations use the cameras.

NAB to honor Chinn

Howard A. Chinn, director of general engineering for CBS-TV's engineering and development department, will receive the National Association of Broadcasters' annual Engineering Achievement Award. He will be given the award April 3 at the concluding luncheon of the 22d annual Broadcast Engineering Conference, held in conjunction with NAB's March 31-April 3 convention in Chicago.

Except for time in World War II, Mr. Chinn has been with CBS since 1932. He was selected for the award for his work on a solution of the "loudness" problem and his suggestion which led to the development of NAB's standard loudness reference recording. He was one of the co-inventors of the standard volume indicator and later directed the design and installation of the early CBS-TV studios.

Mr. Chinn's selection was made last week at a meeting of the NAB engineering conference committee.

Court clears path for 7-station tower

The Maryland Court of Appeals has backed seven Washington TV stations that want to construct a 1,200-foot self-supporting transmitting tower in suburban Silver Spring, Md.

A local citizen's group had attacked the plan for the tower site, saying that the tower would be a hazard. However, the county board of appeals approved the site and the appeals court found no reasons to remand the case.

Although the Federal Aviation Administration has approved the tower site, the seven TV stations have not as yet filed applications with the FCC.

Stations involved are: WMAL-TV, WRC-TV, WTOP-TV and WTTG(TV), all VHF's; WOOK-TV, commercial UHF, and WETA-TV and WETX, both educational U's.

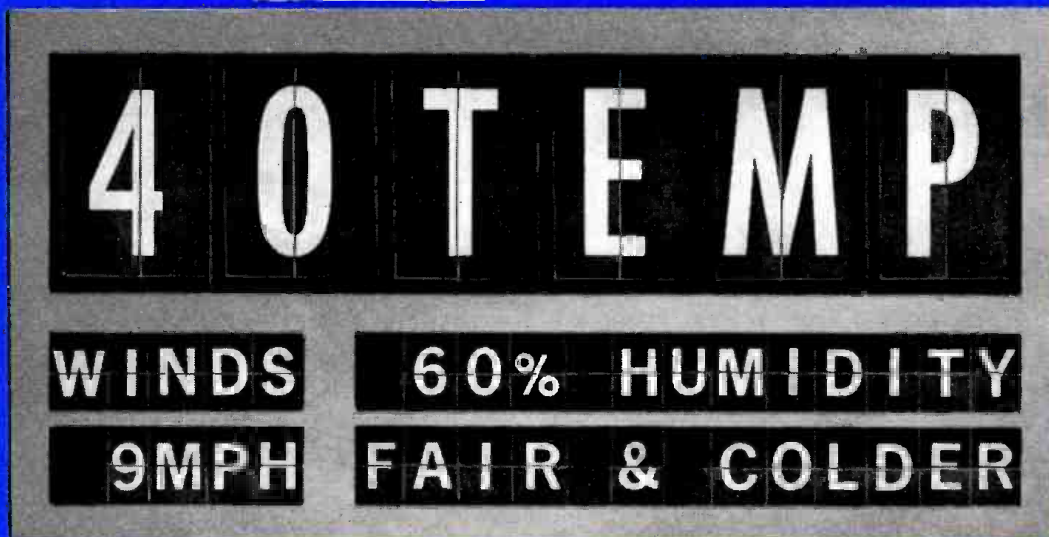
FTC spurns fixed service rates

The Federal Trade Commission rejected a plan for issuing a standard-rate and service-pricing manual for electronics servicemen dealing with the general public. Responding to a request for an advisory opinion from an unidentified trade association (reported in the trade to be the National Alliance of Television and Electronic Service Association), the FTC said that although the purpose is worthy, there is too great a danger that the issuance of price lists for repairs might serve as a device for establishing uniform service rates and fees.

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FIRST BY ANY STANDARD

ABC shuffles command, trims sails

Moore, Rule promotions cap wholesale changes at top; cutbacks, economies loom; board approves purchase of KXYZ-AM-FM Houston

ABC last week announced a major realignment of the network's executive suite, a reorganization of the company's broadcast activities, and the purchase of two radio properties.

Approval of changes and responsibilities in ABC's line command and purchase of KXYZ-AM-FM Houston came a short week after the network's bid to merge with the International Telephone & Telegraph Corp. was rejected by the latter company on New Year's Day (BROADCASTING, Jan. 8).

Involved in the executive realignment were:

- Thomas W. Moore, president of ABC-TV since 1963, who was named vice president of a reorganized grouping of ABC broadcast departments.

- Elton H. Rule, vice president and general manager of KABC-TV Los Angeles, who was named president of ABC-TV, succeeding Mr. Moore.

- Theodore F. Shaker, group vice president, ABC Television Stations Division, who was designated to assist ABC's Executive Vice President Simon Siegel in corporate planning and responsibility.

- Roone Arledge, vice president and executive producer, ABC Sports, who was named president of ABC Sports—making him the first president of a network sports operation.

- John E. Campbell, vice president and general manager, WXYZ-TV Detroit, who was named to replace Mr. Rule at Los Angeles; and John J. McMahon, general sales manager, WBKB-TV Chicago, who was named to succeed Mr. Campbell.

As a result of the realignment, Mr. Moore reports to Mr. Siegel; Mr. Rule and Mr. Arledge report to Mr. Moore. Mr. Shaker will continue to direct ABC owned television stations and spot sales, but his jurisdiction over ABC International and ABC Film Sales is now assigned to Mr. Moore, giving Mr. Shaker more time for work with Mr. Siegel.

Who's Where ■ In effect, Mr. Moore now heads a reorganized ABC broadcast group that includes ABC-TV, ABC International, ABC Film Sales and

ABC Sports. ABC International and ABC Film Sales will continue to be headed by Donald Coyle and Harold Golden, respectively.

Continuing as heads of two other ABC groups, their responsibilities unchanged, are Ralph W. Beaudin, group vice president for radio, and Samuel H. Clark, who is in charge of all non-broadcast operations, such as ABC's motion-picture theaters and phonograph record division.

ABC News, under the presidency of Elmer W. Lower, remains an independent operation, and Mr. Lower continues to report to Mr. Siegel. TV pub-

licity, public relations, sales, programming, station relations and research departments report to Mr. Rule.

In announcing the personnel assignments, ABC President Leonard Goldenson said the changes were "designed to add strength and new vitality to our broadcasting division. They are an essential part of the over-all plan which we are launching to expand the corporate growth of our company."

Station Buy ■ Along with announcement of the executive shifts, Mr. Goldenson said that ABC's directors had approved the acquisition of KXYZ-AM-FM Houston from the Public Radio Corp., headed by Lester Kamin (CLOSED CIRCUIT, Jan. 8).

According to ABC, the purchase price is over \$3 million, a "portion of which represents obligations of KXYZ to be assumed by ABC Inc.," and the balance to be paid in 20,000 shares of ABC common stock pegged at a price of \$75 per share.

Acquisition of KXYZ will bring ABC to the full complement of radio stations permitted under FCC rules. The company owns radio properties in New York (WABC-AM-FM); Los Angeles (KABC-AM-FM); Chicago (WLS-AM-FM); Detroit (WXYZ-AM-FM); Pittsburgh (KQV-AM-FM); and San Francisco (KGO-AM-FM). ABC also owns five TV stations. A letter of intent on the acquisition of KXYZ was filed with the FCC last November. Formal application for transfer of the licenses will be made shortly, ABC said.

Economies ■ Spokesmen say cutbacks in expenditures have been effected at the network within the past week. It was learned that in addition to abandoning gavel-to-gavel coverage of the political conventions this summer (BROADCASTING, Jan. 8) ABC News probably will make further reductions in its operations. Details of what ABC News activity might be curtailed could not be learned, but speculation centered around a possible elimination of the network's Sunday public-affairs programs—*Issues and Answers* and *ABC Scope*—and a diminution in the "special event" coverage of such things as



Mr. Moore



Mr. Rule



Mr. Shaker



Mr. Arledge



Mr. Campbell



Mr. McMahon

space shots. ABC News reportedly will submit its suggestions to corporate executives sometime this week.

ABC personnel last week received what one executive called a "strong command" from Mr. Goldenson to trim unneeded expenditures, and some employees braced themselves for possible personnel cutbacks. One ABC executive said that although there would probably be no further top-level executive changes, those recently named to new responsibilities—Mr. Rule, for example—would probably realign their staffs as soon as they became acclimated to their duties.

Reactions vary to ABC radio

Spot check shows stations troubled by sales, quality and loss of exclusivity

Two weeks of on-air operation have left ABC Radio affiliates with differing evaluations of the network's four new radio feeds, ranging from "very pleased" to "negative."

The four services—American Contemporary, Information, Entertainment, and FM Networks—went on the air Jan. 1 with an estimated total of some 600 stations, 270 in the top-200 markets (see lists on pages 54-55).

While it's been only two weeks—and some bugs have yet to be shaken out—an informal spot-check last week indicated that some broadcasters affiliated with one or more of the four services have very definite ideas about the quality of ABC's effort.

Several indicated that while they have signed for one of the services, they are as opposed to the concept now as they were the week the plan was announced (BROADCASTING, Aug. 28, 1967).

Others say they like the new service better than the old ABC Radio Network, and still others say they have yet to make up their mind, since many have never before been affiliated with any network.

Opposition Remains ■ Not surprisingly, perhaps, the objections now raised against ABC's quadri partite plan are the same as those voiced some months ago when many affiliates of what was then a conventional single-network service were still making up their minds which, if any, of the new services they wanted to take.

Objections then, as now, centered on the loss of exclusivity in the market,

since under the plan, more than one station in any given area can affiliate with one or another of the network services. One long-time ABC affiliate—now prevented from using the words "ABC Radio" simply because such a network no longer exists—said that he's found the lack of exclusivity acute.

"We spent years selling our network identification and now there's little to differentiate us from the station down the block. What does American Entertainment or American Information mean to our listeners?" he asked.

Other affiliates objected to the "quality" of the services. Said one: "The news and features are still a little rough around the edges. We were led to believe there would be stronger, more complete news, but this apparently isn't so. I have the feeling there's been a degradation in quality," he said.

Stations also indicated they missed the number of "actuality" feeds—down from an average of three daily to two, according to one manager—and felt that the commercial cues needed improving.

More pointedly, however, were the expressions of disappointment among some station operators that ABC had not sold as much advertising as the

stations had hoped.

"It feels kind of funny hearing a public-service commercial during drive time," said one station manager.

Lower Payments ■ Network compensation to stations is another sore point among some operators. Under the compensation plan devised by ABC, some operators said again that their payments from the network will be more than halved.

Another broadcaster said he had received "literally hundreds of letters and phone calls" when his long-time ABC schedule was replaced by the service he is taking. "My listeners got used to hearing Paul Harvey at noon," he said, "and when they couldn't find him on their dial at that hour, they raised hell with us." Mr. Harvey's news show is now fed at 9 a.m. on the ABC Information Network.

While some broadcasters indicated a dissatisfaction with the various services as now programed, still more were willing to give the ABC plan an even break. Said one major market broadcaster: "Considering that it's been in operation for only a couple of weeks, I think it's done pretty well. I do miss *News at 5:55*, and so does some of my audience, but I think the services will shake down, and the production values will start coming through."

The consensus among a random sampling of current ABC affiliates, however, was that the concept would eventually provide only three services. "As it stands now," said one large-market affiliate of the Information Network, "there just isn't enough money going around to sell four services. Also cutting one of the services or merging two of them would allow the money saved to be applied to the remaining feeds, thus improving their quality."

Feelings about the four services among stations previously without network affiliation were generally more sanguine than those of ex-ABC Radio stations. An executive of WJRZ-AM Newark, N. J., which is the American Entertainment Network station in the New York market, said that he was "pleased with the over-all product of the service. Considering the state of radio sales at the present moment, ABC's sales for its infant week weren't bad."

According to ABC spokesmen last week, sales were picking up and were reaching levels envisioned some two or three months ago. Network executives, however, would not reveal what the sales goals were for the first quarter.

Part of ABC's Radio sales problem, sources say, stems from the network's inability to affiliate major stations in the top-200 markets, and especially in the top-50 radio markets.

Mediastat figures now protected by printing

How can you tell the difference between an authentic Mediastat radio-circulation report and a pirated one that has been reproduced without permission? The answer is an orange stripe over the figures.

This printing technique is being employed by Media Statistics Inc. to foil the duplication and use of its radio reports by nonclients. Jim Seiler, president of Mediastat, said the stripe is being used to protect radio stations that have purchased individual county reports.

"We think it's only fair to our clients that they should have exclusive use of the data," Mr. Seiler said. "All reports are currently copyrighted, but of course we have no way to check in every county of every state on whether there are infringements of the copyright."

"While [the stripe] does not assure positive control," Mr. Seiler said, "it will at least make it more difficult for just anyone with a [copying] machine to go into the radio-audience research business on a wholesale basis. The orange stripe blocks out a good percentage of the data when the report is reproduced."

The ABC Radio networks' affiliates in the top-200 markets

ABC officials have declined to divulge the exact lineups of any of the four new radio networks (see story, page 53). But lists compiled by BROADCASTING from a variety of sources—agency executives, ABC's own announcements of individual affiliations, station contacts and in some cases sources inside ABC—indicated last week that in the top-200 markets the Contemporary Network currently has 39 affiliates, the Information Network 69, the Entertainment Network 68 and the FM Network 92.

The lists in the top-200 markets in descending order of population of Standard Metropolitan Statistical Areas follow:

Market	Contemporary	Information	Entertainment	FM
1. New York	WABC		WJRZ (Newark, N. J.)	WABC-FM
2. Los Angeles-Long Beach		KABC	KDAY (Santa Monica, Calif.)	KABC-FM
3. Chicago	WLS		WKDN (Camden, N. J.)	WLS-FM
4. Philadelphia			WXYZ	WQAL(FM)
5. Detroit		WEXL (Royal Oak, Mich)	WOMC	WOMC(FM)
6. San Francisco-Oakland		KGO		KSFR(FM)
7. Boston			WRYT	WBCN(FM)
8. Washington		WMAL	WPIK (Alexandria, Va.)	WMAL-FM
9. Pittsburgh	KQV			
10. St. Louis		WIL	WEW	WIL-FM
11. Cleveland			WISZ (Glen Burnie, Md.)	WNOB(FM)
12. Baltimore			WTOW	WTOW(FM)
13. Newark, N. J.		(included in New York)		
14. Houston		KODA		KODA-FM
15. Minneapolis-St. Paul			KRSI (St. Louis Park, Minn.)	KRSI-FM (St. Louis Park, Minn.)
16. Milwaukee		WISN		WISN-FM
17. Dallas			WFAA	WFAA-FM
18. Paterson-Clifton-Passaic, N. J.		(included in New York)		
19. Cincinnati				WKRC-FM
20. Buffalo, N. Y.			WMMJ (Lancaster, N. Y.)	WGR-FM
21. San Diego		KSON		KSEA(FM)
22. Atlanta			WOMN (Decatur, Ga.)	
23. Kansas, City, Mo.			KCCV (Independence, Mo.)	WDAF-FM
24. Anaheim-Santa Ana-Garden Grove, Calif.				
25. Seattle-Everett, Wash.		KOMO	KTAC (Tacoma, Wash.)	KETO-FM
26. Miami		WGBS		WGBS-FM
27. Denver		KBTR	KQXI (Arvada, Colo.)	KMYR(FM)
28. San Bernardino-Riverside-Ontario, Calif.				KFMW(FM)
29. Indianapolis		WGEE		
30. New Orleans			WSMB	WWMT(FM)
31. Portland, Ore.	KGAR (Vancouver, Wash.)	KWJJ	KKEY (Vancouver, Wash.)	
32. Tampa-St. Petersburg, Fla.		WSUN	WSUN	WPKM(FM)
33. San Jose, Calif.				KSJO-FM
34. Phoenix		KOY	KBUZ (Mesa, Ariz.)	KNIX(FM)
35. Columbus, Ohio		WTVN		WTVN-FM
36. Providence-Pawtucket-Warwick, R. I.				WXTR
37. San Antonio, Tex.				KEEZ(FM)
38. Rochester, N. Y.				WCMF(FM)
39. Dayton, Ohio				
40. Louisville, Ky.			WXVW (Jeffersonville, Ind.)	WHEL (New Albany, Ind.)
41. Sacramento, Calif.				KHIQ(FM)
42. Memphis				
43. Birmingham, Ala.		WYDE		WCRT
44. Albany-Schenectady-Troy, N. Y.				WABY
45. Norfolk-Portsmouth, Va.			WVEC (Hampton, Va.)	WVEC-FM (Hampton, Va.)
46. Fort Worth				WBAP
47. Toledo, Ohio	WOHO			WTTO
48. Akron, Ohio				WWCA
49. Gary-Hammond-East Chicago, Ind.				WFBL
50. Syracuse, N. Y.				
51. Oklahoma City			KTOK	KXLS(FM) (Midwest City, Okla.)
52. Hartford, Conn.				WRYM (New Britain, Conn.)
53. Jersey City, N. J.				(included in New York)
54. Honolulu				
55. Greensboro-Winston-Salem-High Point, N. C.		WGBG		WMFR
56. Youngstown-Warren, Ohio				WBBW
57. Nashville				WSIX
58. Salt Lake City			KALL	
59. New Brunswick-Perth Amboy, N. J.				(included in New York)
60. Springfield-Chicopee-Holyoke, Mass.	WTXL			WMAS
61. Jacksonville, Fla.		WZOK		WZOK
62. Richmond, Va.				WTVR
63. Omaha		KBON		KBON
64. Allentown-Bethlehem-Easton, Pa.				
65. Grand Rapids, Mich.	WLAV			WJPW (Rockford, Ill.)
66. Tulsa, Okla.		KOME		KRAV(FM)
67. Wilmington, Del.				
68. Flint, Mich.				WKMF
69. Fort Lauderdale-Hollywood, Fla.				WGMZ(FM)
70. Mobile, Ala.		WLIZ (Lake Worth, Fla.)		WMOO
71. Wichita, Kan.		KAKE		
72. Fresno, Calif.		KARM		KARM-FM
73. Knoxville, Tenn.		KBIR		WSKT (Colonial Village, Tenn.)
74. Orlando, Fla.	WHOO			WHOO-FM
75. Harrisburg, Pa.				WHYL (Carlisle, Pa.)
76. Bridgeport-Stamford-Norwalk, Conn.		WSTC		WSTC
77. El Paso			KHEY	
78. Charlotte, N. C.				WCGC (Belmont, N. C.)
79. Utica-Rome, N. Y.		WRUN		WRUN-FM
80. Canton, Ohio				WHBC
81. New Haven, Conn.				
82. Tacoma, Wash.				KTAC

Market	Contemporary	Information	Entertainment	FM
83. Beaumont-Port Arthur-Orange, Tex.		KTRM		KTRM-FM
84. Little Rock-North Little Rock, Ark.		KXLR		
85. Tucson, Ariz.		KTUC		
86. Davenport, Iowa-Rock Island-Moline, Ill.	KSTT			
87. Peoria, Ill.				WIVC(FM)
88. Bakersfield, Calif.		KPMC	KPMC	
89. Worcester, Mass.	WAAB			WAAB-FM
90. Oxnard-Ventura, Calif.				
91. Lansing, Mich.		WVIC (East Lansing, Mich.)		WSWM(FM) (East Lansing, Mich.)
92. Chattanooga		WAPO		WDOD-FM
93. Shreveport, La.				
94. Wilkes-Barre-Hazelton, Pa.			WILK	WYZZ(FM)
95. Albuquerque, N. M.			KRZY	KRST(FM)
96. Charleston, S. C.				WOKE
97. York, Pa.				
98. Columbia, S. C.				
99. Corpus Christi, Tex.				KZFM(FM)
100. Binghamton, N. Y.	WENE (Endicott, N. Y.)			
101. Spokane, Wash.		KZUN (Opportunity, Wash.)		
102. Lancaster, Pa.	WLAN			WLAN-FM
103. Trenton, N. J.				
104. Reading, Pa.			WEEU	
105. Greenville, S. C.				
106. South Bend, Ind.				
107. Duluth, Minn.-Superior, Wis.	KRSI (St. Louis Park, Minn.)		WWJC	
108. Des Moines, Iowa		KSO		KWDM-FM
109. West Palm Beach, Fla.	WHEW (Riviera Beach Fla.)			WPEF(FM)
110. Stockton, Calif.				
111. Newport News-Hampton, Va.		(included in Norfolk, Va.)		
112. Baton Rouge				WQXY-FM
113. Charleston, W. Va.	WKAZ			WKAZ-FM
114. Johnstown, Pa.				
115. Huntington, W. Va.-Ashland, Ky.	WKEE	WTCR	WCMI	WCMI-FM
116. Jackson, Miss.			WSLI	WSLI-FM
117. Fort Wayne, Ind.			WGL	WPTH(FM)
118. Rockford, Ill.	WROK		WRIE	WROK-FM
119. Erie, Pa.				WWFM(FM)
120. Columbus, Ga.	WRDW	WPNX		
121. Augusta, Ga.				WMFM(FM)
122. Madison, Wis.		KRAM	KRAM	
123. Las Vegas				
124. Lorain-Elyria, Ohio				KMUZ(FM)
125. Santa Barbara, Calif.		KDB		
126. Austin, Tex.		KVET		
127. Vallejo-Napa, Calif.				WAHR(FM)
128. Huntsville, Ala.		WBHP		
129. Salinas-Monterey, Calif.			KSBW	
130. Pensacola, Fla.			WNVY	WPEX-FM
131. Evansville, Ind.		WROZ		
132. Lakeland, Fla.				WVFM(FM)
133. Montgomery, Ala.			WFMI	WFMI-FM
134. Hamilton-Middletown, Ohio				
135. Scranton, Pa.				
136. Savannah, Ga.	WSGA			
137. Macon, Ga.	WNEX			
138. Lawrence-Haverhill, Mass.				(included in Boston)

Market	Contemporary	Information	Entertainment	FM
139. Waterbury, Conn.			WATR	
140. Saginaw, Mich.			WBCM	WBCM-FM
141. Stamford, Conn.		(included in Bridgeport, Stamford, Norwalk, Conn.)		
142. Raleigh, N. C.	WRNC			
143. McAllen-Pharr-Edinburg, Tex.				
144. New London-Groton-Norwich, Conn.		WNLC		WNLC-FM
145. Ann Arbor, Mich.		WPAG		
146. Amarillo, Tex.		KVII		KGNC-FM
147. Lubbock, Tex.	KLBK			KFMY(FM)
148. Eugene, Ore.	KASH			
149. Colorado Springs		KRDO		
149. Kalamazoo, Mich.				
151. Wheeling, W. Va.		WWVA	WEIF (Moundsville, W. Va.)	WLRJ(FM)
152. Roanoke, Va.			WRIS	
153. Fayetteville, N. C.				
154. Lincoln, Neb.			KFOR	
155. Modesto, Calif.				
156. Atlantic City	WOND (Pleasantville, N. J.)			
157. Lake Charles, La.		KAOK		
158. Lowell, Mass.				
159. Durham, N. C.				
160. Salem, Ore.				
161. Steubenville, Ohio-Weirton, W. Va.				
162. Terre Haute, Ind.	WBOW			WTHI-FM
163. Lima, Ohio	WCIT		WIMA	
164. Brockton, Mass.				
164. Waco, Tex.	WACO			WACO-FM
166. Spartanburg, S. C.	WHCQ			
167. Brownsville-Harlingen-San Benito, Tex.				
168. Galveston-Texas City, Tex.		KGBC	KGBC	KGBC-FM
169. Muskegon-Muskegon Heights, Mich.		WKBZ		
170. Racine, Wis.		WRJN		
171. Topeka, Kan.		WREN	WREN	
172. Springfield, Ill.	WCVS			WFMB(FM)
173. Lexington, Ky.	WBLG			
174. Daytona Beach, Fla.		WNDB		WNDB-FM
175. Cedar Rapids, Iowa	KCRG			
176. Yakima, Wash.		KIT		
177. Fort Smith, Ark.	KFSA			KMAG(FM)
178. Wichita Falls, Tex.	KNIN			
179. New Britain, Conn.			(included in Hartford)	
180. Battle Creek, Mich.	WKFR			
181. Portland, Me.				
182. Champaign-Urbana, Ill.				WLRW(FM)
183. New Bedford, Mass.		WNBH		
184. Anchorage				
185. Green Bay, Wis.	WDUZ			
186. Abilene, Tex.	KRBC			KFMN(FM)
187. Jackson, Mich.	WIBM			WIBM-FM
188. Biloxi-Gulfport, Miss.		WGCM	WROA	WROA-FM
189. Fall River, Mass.				
190. Springfield, Ohio				
191. Asheville, N. C.	WISE			
192. Springfield, Mo.		KWTO		KWTO-FM
193. Altoona, Pa.		WRTA		
194. Gastonia, N. C.			WGNC	
195. Pueblo, Colo.		KKAM		
196. Appleton, Wis.		WAPL		WAPL-FM
197. Anderson, Ind.	WHUT			
198. Waterloo, Iowa		KXEL	KXEL	KXEL-FM
199. Mansfield, Ohio		WMAN		WVNO-FM
200. Decatur, Ga.			(included in Atlanta)	

FCC doesn't want any CATV research

VETOES REQUESTS FOR STUDIES OF CATV'S UHF IMPACT

The FCC has made clear it is not persuaded that specially designed experiments to measure the impact of CATV systems on local UHF stations in major markets are of much value. It instructed the staff last week to draft orders denying requests for such experiments in Philadelphia and Goshen, Ind.

The Philadelphia test was proposed by Suburban Cable TV Co., a subsidiary of Triangle Publications. It had been turned down in September when it proposed a larger version of the test (BROADCASTING, Oct. 9, 1967).

The Goshen test was put forward by Valley Cablevision Corp., which is co-owned by WSJV(TV) Elkhart and WNDU-TV and WSBT-TV, both South Bend, all Indiana (BROADCASTING, Oct. 16).

Basically, both tests, their proponents said, would provide the commission with the kind of empirical data it needs to assess the impact of CATV systems importing distant signals on major-market UHF stations. Philadelphia is ranked as the fourth market; Goshen is in the 94th, South Bend-Elkhart.

Majority Holds ■ The same four-member majority that voted against the original Philadelphia plan—Chairman Rosel H. Hyde and Commissioners

Robert E. Lee, Kenneth A. Cox and James J. Wadsworth—were against the revised one, and for the same reasons. They feel that resolution of the copyright issue, which is now pending in the courts and in Congress, could dramatically change the conditions under which CATV systems now operate. It could result in CATV being brought inside the program-distribution process, with all the additional costs and problems that would entail.

They also continue to feel that useful information can be obtained from the hearings that the rules require major-market CATV systems to undergo to prove that proposals to import distant signals would be in the public interest.

Sentiment against the Goshen proposal was even stronger. Only one commissioner, Lee Loevinger, was for it. Commissioners Nicholas Johnson and Robert T. Bartley, who had voted for the Philadelphia experiment, expressed opposition.

Reportedly, the view was that the Goshen proposal, which is designed to last five years, would yield little useful information. Goshen has 4,300 homes and receives the signals only of the three UHF's whose licensees own

Valley Cablevision.

One other factor said to militate against tests in the minds of some commissioners is the view that a CATV system that conducts an experiment is putting down roots that will be hard for the commission to pull up once the test is completed. In this view, it is wiser to let existing rules and policy govern the entrance of CATV systems into major markets.

The Philadelphia experiment was before the commission in the form of a petition for reconsideration of the September turn down. The original proposal provided for a three-to-five year test, with a total of four systems serving 17 Philadelphia-area communities.

Suburban said it would employ an independent research organization in conducting the test, and would use three separate panels of 500 persons each, selected on the basis of social, economic and demographic characteristics, in measuring comparative popularity of VHF-UHF local and New York signals received by cable, local signals received by cable and local signals received off-the-air.

Valley's five-year plan called for the system to carry the signals of the seven Chicago stations as well as WKZO-TV Kalamazoo, Mich., and the three local stations. It proposed to solicit subscribers on a commercial basis and test them as to viewing habits against non-subscribers in an effort to measure probable CATV penetration.

Congressmen get a bundle from NCTA

The CATV industry, cranking up for the opening of the second session of the 90th Congress, and with an eye to one of the two bedrock problems it faces in 1968, flooded Congress last week with arguments for the CATV position on the copyright issue.

Frederick W. Ford, president of the National Cable Television Association, sent every one of the 534 senators and representatives a bundle of printed material on CATV to provide "a better idea of what our industry is doing to bring more and better television to more Americans."

Enclosed with Mr. Ford's letter were copies of the latest *NCTA Membership Bulletin*, a copy of *Cable TV Lines*, reprints of trade-press articles on communications and CATV, and "The Wonderful Colorful World of Cable TV."

Copyright and CATV are expected to be live subjects in the 1968 ses-

sion of the 90th Congress. The House already has passed its version of a new copyright law, the first revision since 1907, but references to CATV were stricken because of a purported conflict between the House Judiciary Committee and the House Commerce Committee. The Senate, on the other hand, is still considering its version of the copyright law, with the Senate Judiciary Committee having yet to report its bill to the floor. The Senate bill still contains a section dealing with CATV.

Meanwhile, litigants in the United Artists v. Fortnightly Corp. CATV-copyright case are preparing to argue their points of view before the U. S. Supreme Court.

Fortnightly Corp., which is appealing a lower-court ruling that CATV infringed on copyright holders by not paying royalties, is scheduled to file its brief on or before Thursday (Jan. 18). Fortnightly will

be joined by the NCTA, which is filing a friend-of-the-court brief in support of Fortnightly.

Next month, United Artists is due to file its response to the Fortnightly brief, with the National Association of Broadcasters filing an amicus curiae brief supporting United Artists. NAB has hired the Washington law firm of Shea and Gardner to represent the association in the case.

Meanwhile, parties and observers are speculating on what position Solicitor General Erwin S. Griswold will take. The court invited the government to submit its views when it decided to hear the case (BROADCASTING, Dec. 11, 1967). Within a week, the solicitor general recommended that argument be deferred because Congress was expected to act on copyright legislation this year. The court denied this suggestion without comment (BROADCASTING, Dec. 25, 1967).

UHF's receive little sympathy

FCC hearing examiner demands hard facts on CATV's danger to UHF

UHF stations competing with CATV systems and dismayed at the threat of CATV expansion in their areas still cannot get the sympathetic ear of FCC hearing examiners. As in the landmark San Diego CATV case, the word is out to complaining UHF's—prove it at hearing time with numerical facts, not "pessimistic generalities" from which your "downfall" can be reasonably predicted.

The latest directive comes from Hearing Examiner Herbert Sharfman, who recommended in an initial decision last week that Courier Cable Co. be permitted under certain conditions to expand its cable system in the Buffalo, N.Y. market (ranked 21st). Those certain conditions are stipulated in a March 1967 agreement between the cable company and the three network-affiliated Buffalo VHF stations: WRCC-TV, WHEC-TV and WOKR-TV. Under the terms of the agreement Courier would:

- For 10 years provide protection for pre-Canadian or non-Buffalo station release of network and syndicated shows;
- For four years broadcast only those signals received off the air at its headend in Buffalo;
- For four years, "in view of the special difficulties confronting UHF TV operation in Buffalo," not originate entertainment or sports programs or conduct pay-TV operations.

The agreement also provided that Courier would not be required to comply with the nonduplication requirements of the CATV rules until it has 1,200 paying subscribers.

UHF's Arguments ▪ The agreement found little favor with Ultravision Broadcasting Co., an applicant for channel 29 in Buffalo, and Beta Television Corp., permittee of channel 49. They claimed that the stipulations would not protect any second-run showings of syndicated films that would constitute the programing they could afford.

In October 1966, after an Ultravision complaint the commission prevented Courier from further expansion (except for individual drops in the area it had already wired with trunk and feeder lines). Courier, which began its operations Feb. 15, 1966, was confined to an area in north Buffalo with a population of 10,000 to 12,000 fami-

lies, representing in subscribers about 5% of the population in the area served.

The commission set the matter for hearing because it said the case falls within the rules as to whether a "newly activated but grandfathered major market system" should be allowed to expand throughout the community before the question of impact is resolved.

Both UHF's claimed that Courier's proposals would cause "the early demise" of UHF in the Buffalo market and that "like the weakest child in a family" they are the "favored and protected" members of the television industry. The stations further claimed, in the examiner's words, that the commission is "dedicated" to their survival and growth under "optimum" conditions and that they must be afforded an opportunity to survive without suffering further fragmentation of their audience. (Examiner Sharfman noted that the optimum condition the UHF's imply is "there must be no CATV snake in the garden.")

No Economic Danger ▪ However Examiner Sharfman put aside what he called "pessimistic generalities" to note on the basis of predictions made during the hearing that if Courier were to build its entire system by 1973 (with up to 65% of the homes served by UHF's connected by the cable) the

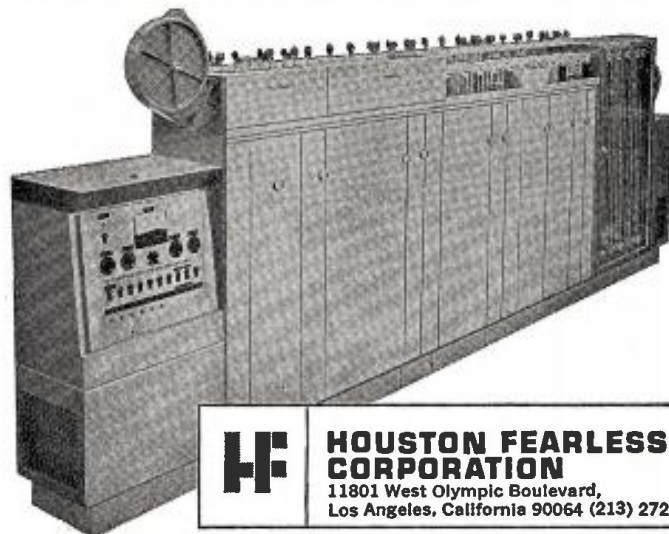
revenues for each station would be about \$350,000. That figure, he said, "is comfortably in excess" of their estimated operating expenses.

But the UHF's have maintained that the crucial period of operation for them is not 1973, but now—and that if Courier is permitted to expand it will be well established by the time they go on the air with a resultant loss in revenue. Examiner Sharfman, however, noted that "nothing in the commission's policy statements exempts UHF's from the occupational demands of television operation; the commission did not, in evincing a concern for a healthy UHF, furnish management with a self-inflating survival kit." He also commented that Beta's failure to construct its station and "steal a march" on CATV is its own choice.

In any event Examiner Sharfman emphasized that the UHF's "were obliged" to establish their case by proof consistent with hearing requirements. That if all they had to do was to claim that they will have it tougher to compete with 11 other program choices than with three, he noted, then a hearing was "superfluous" because that kind of standard can be set by rulemaking. Therefore he concluded that the UHF's failed to prove that Courier's expansion will prevent the profitable operation of UHF television in Buffalo.

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How small-market TV's can delay CATV

PUBLIC-SERVICE CHALLENGE CAN CAUSE FCC HEARING

Small-market television stations and CATV systems were put on notice last week that stations can hold up the inauguration of cable operations in their area at least until the FCC has decided if such services would be in the public interest.

This was the message of a commission decision ordering Twin Cities Cable Co. to cease and desist from continuing service it began in Fulton, Tenn., in the face of opposition from two stations—WPSD-TV Paducah, Ky., and KFVS-TV Cape Girardeau, Mo. Both put grade B signals over Fulton.

Twin Cities on May 1, 1967, notified the stations that it intended to begin service in Fulton on or about June 1, with signals from Nashville and Jackson, both Tennessee; Harrisburg, Ill.; Paducah, and Cape Girardeau. The notification was in compliance with commission rules.

On May 31, 1967, Twin Cities began

its service—and this, the commission said, was not in compliance with the rules. For on that same day, the television stations filed oppositions with the commission. And the rules, the commission pointed out, say that when proposed service is challenged "within 30 days after notice," it "shall not be commenced" until after the commission rules on the challenges.

Procedures ■ Under the rules the commission may act on the basis of the pleadings alone, or it may act after considering the matter in an oral argument or an evidentiary hearing. In the event an evidentiary hearing is ordered, the commission may grant special temporary relief to any of the parties pending the hearing's outcome.

The decision—the first of its kind under the CATV rules—should give the commission some basis for reply to small-market stations' complaints that the rules don't provide them the

same degree of protection from CATV competition that they do major-market stations. They cite the rule requiring CATV systems in any of the top-100 markets to prove in a hearing that their proposals to import distant signals would be in the public interest.

The rules invoked in the Twin Cities case, the commission said last week, "provide an ad hoc procedure for resolution of distant-signal questions in the smaller markets." They permit the commission "to consider all public interest questions raised with respect to a proposed CATV system before such operation becomes an accomplished fact. . . ."

Like a number of other CATV decisions, however, the Twin Cities case will be subjected to court review. Counsel for the system said an appeal would be filed soon. This action would automatically block implementation of the commission's order pending a court decision on the system's request for a judicial stay.

CATV's Position ■ Twin Cities, in its response to the commission's order to show cause why the stop order should not be imposed, said that automatic stay was operative in the case since the stations did not comply with the requirements of the rules providing for challenge to CATV service; WPSD-TV had not shown specifically how it would be hurt financially by the service and KFVS-TV had not supplied a supporting affidavit.

Twin Cities had also claimed that the commission should consolidate the proceeding with its consideration of the stations' petitions for relief, since, it held, the petitions are an essential basis for the show-cause proceeding.

But the commission, asserting that the issue "is a narrow one of rule violation and compliance with the rules," rejected those arguments. The cease-and-desist proceeding is not the place to determine the merits of the petitions, nor are the requested economic-impact issues relevant to the proceeding, the commission said.

"Furthermore, it is patently bad practice to permit a party to commence operation in violation of a rule designed to preserve the status quo and to continue so to operate while petitions challenging its operations are being considered," the commission said. "Such practice would encourage violation of the rule rather than compliance with it."

The commission decision, which was written by Commissioner Kenneth A. Cox, was adopted by a 5-to-2 vote. Joining Commissioner Cox were Chairman Rosel H. Hyde and Commissioners Robert E. Lee, James J. Wadsworth and Nicholas Johnson. Robert T. Bartley, who maintained his position that the CATV rules are invalid, and Lee Loevinger dissented.

Cox Broadcasting plans for future in CATV

A forecast that nearly all television will be fed to homes via cable and that some stations will both program



Mr. Reinsch

and distribute the material seen in the home has been made by J. Leonard Reinsch, president of Cox Broadcasting Corp.

In an article for CBC's house organ, *Echo*, Mr.

Reinsch predicted that in a decade stations will be receiving network programs via satellite, retransmitting them plus local programs over the air and that the cable systems will feed all that material to at least 85% of TV homes. The advent of satellite broadcasting, he noted, does not mean the demise of the local TV station. Local stations will continue to be the "foundation for service to their respective communities."

Cable television as it is known today, he continued, may seem primitive in light of technological advances that may allow viewers to

purchase advertised goods through a computer at the system's office.

Regarding CBC's position in the future, Mr. Reinsch said the company is "in step" with advancing technology and will play a major role in future developments. "CBC is moving into a position to participate not only as a company engaged in the distribution system itself, but as one involved in the production and control of the content that will go into the homes," he pointed out.

Cox now has five VHF stations, four AM-FM combinations, describes itself as the second largest group owner of CATV systems in the nation, has expanded into production with the acquisition of Walter Schwimmer Inc. and Bing Crosby Productions and into publishing with United Technical Productions.

Mr. Reinsch said CBC's expansion priority is acquisition of three major-market radio stations "as soon as possible." The company would also consider picking up two network-affiliated UHF's in all-U markets.

CBC, he continued, also hopes to move into service-oriented or leisure-time industries such as soft-drink bottling and snack foods.

Pauley to try own TV network

Financial support sought for new, news-oriented fourth-network venture

Robert R. Pauley, one-time ABC Radio president and the man once picked to revitalize the now-defunct United Network, is seeking support for a fourth-network venture of his own.

Confirmation of earlier reports (BROADCASTING, Oct. 2, 1967) that he had severed ties with United's investors and was seeking financial support for his own network plans came last week. According to Mr. Pauley, he now heads Independent Broadcasting Co. and is actively seeking financial support in eastern banking and investing circles.

IBC reportedly will initially concentrate on news and public-affairs programming, apparently following the blueprint he drafted for United after he was named to take over that operation late last summer (BROADCASTING, Sept. 4, 1967). Mr. Pauley said then that informal agreements had been made with a number of domestic and overseas news-gathering organizations to provide United with enough material to feed 14 half-hour news shows weekly to affiliates. Mr. Pauley last week confirmed that he had entered into an agreement with Pathe News for such material, which he said will be fed to affiliates, after Mr. Pauley acquires the needed financial backing. He indicated he has not seriously started lining up affiliates.

50-50 Deal — After Mr. Pauley was named to head United, he indicated that the network would not sell advertising itself. As outlined last September, affiliates would sell time locally or through their reps and then split their revenues 50-50 (after commissions) with the network. He said last week that IBC would probably follow the same plan.

Mr. Pauley is president and chairman of IBC. Vice chairman and vice president is James Nichols, a member of the 14-man syndicate of wealthy westerners that rescued the Overmyer Network from still-birth last March (BROADCASTING, March 13, 1967). United fed a late-evening show from Las Vegas to some 105 affiliates for one month, last May, before calling it quits.

Mr. Pauley emphasized that he and IBC have no connection with United.

BROADCASTING, January 15, 1968

Mr. Nichols is said to have an interest in United only to the extent that he is an investor in that corporation. Mr. Pauley apparently never signed a contract with United.

United Network Co. and United Network Inc. filed a petition of bankruptcy in federal court in New York last June. The petition listed liabilities of \$1,822,486 and assets of \$1,132,410. Final settlement of the bankruptcy proceedings is due to take place early in February, a United spokesman said.

FM subject: car radios

The growing use of FM car radios, success stories in large and small markets and new technical developments will be highlighted in the FM Day program "New FM Horizons," at the National Association of Broadcasters Convention. FM Day will be Sunday, March 31, the opening day of NAB's Chicago convention and will be coprogrammed with the National Association of FM Broadcasters.



Distinguished Service in Journalism to the Visual Welfare of the American People

The purpose of the American Optometric Association Public Service Awards for Distinguished Service to the Visual Welfare of the American people is:

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2. to honor writers of articles and radio and television scripts that focus public attention upon the significance and need for proper vision care; and
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RADAR to develop more data

Network-commissioned study to spin off more figures

in new computer programming of radio-audience study

More ammunition to blast new ground for radio sales was promised last week in a presentation to some 400 agency and advertiser media planners. In the coming months RADAR will produce audience data on network radio programs and evaluation studies on reach-and-frequency levels of multinet program schedules.

Also promised was a RADAR II product and brand-usage study to be published some time in March. This data will allow an advertiser to select the best delivery for a particular product category, and determine how radio fits into his total media planning. RADAR II, now being programmed by a computer, employs the same technique as the Brand Rating Index, but as applied to sample data from RADAR I.

The RADAR (Radio's All-Dimension Audience Research) study, conducted last March and April by the Brand Rating Research Corp., and under the joint sponsorship of ABC Radio, CBS Radio, Mutual and NBC Radio, came under the scrutiny of industry representatives for the first time last week in New York. Norton Garfinkle, president of Brand Rating Research, disclosed the step-by-step methodology behind the project, which is estimated to have cost some \$200,000. Preliminary findings, released last December, show that 95% of the population or close to 140-million people of 12 years of age and older tune in to radio during a single week (BROADCASTING, Dec. 11, 1967).

The RADAR study was based upon two simultaneous national surveys—a 24-hour daily telephone-recall method and (for validation) a telephone coincidental procedure—both of which show that radio's cumulative audience represents "unquestionably the same 'reach media' category as television." Data indicated that the "average American" is a radio listener two hours and 28 minutes each day, or for adults alone, two hours and 31 minutes. The study, which illustrates listening information for all quarter-hour time periods for each respondent for a one-week period, was compiled from samplings of 16,629 households or over 50,000 individuals, with 40,000 of them 12 years of age or older.

More Data Coming ■ Mr. Garfinkle explained that the total radio-data measurements as well as potential network data have been put at the disposal of the networks. This represents

the first of three computer programs now being run through by Brand Rating Research. A second computer processing deals with the network-program-audience data, tracing "individual-listener totals for network programs, time period by time period, based on actual station clearances and delay patterns." Results will be released within the next few weeks, he said.

The third computer program comprises the RADAR II study to aid an advertiser to target in on a product audience, using radio as an integral part of his media planning and buying. This study, conducted at an additional cost, is scheduled to be released in March.

During the presentation, Mr. Garfinkle hinted that still another RADAR study might develop—a RADAR III project that might well become a syndicated service. Agency support of the first two studies should determine whether or not this will come about, he said. According to a network official, agency support means "a willingness to pay part of the freight charge."

Mr. Garfinkle said some of RADAR's findings in network potential data in-

Applicant drops out after lengthy wait

A would-be broadcaster who got tired of waiting has asked the FCC to dismiss his application for a new AM in Grass Valley, Calif. Charles W. Jobbins's application for a 1-kw daytimer on 790 kc was set for hearing March 21, 1961—the same day the commission adopted its order on clear-channel broadcasting. Ultimately the commission placed a freeze on AM applications from frequencies adjacent to I-A clear channels (BROADCASTING, Sept. 18, 1961).

While waiting for the commission to conclude its clear-channel proceeding, Mr. Jobbins noted he has all but lost the audience his facility would have served. Grass Valley has steadily been decreasing in population, he said, "in sharp contrast" to nearly every other city in California. "No useful purpose can be served by keeping this matter alive in the commission's files," he concluded.

dicating that "affiliated stations of the four radio networks reach over 90-million people during the course of a week. In one week, more than six out of every 10 persons tune to network radio stations." He noted that from 6 a.m. to midnight during the average quarter-hour, over 7-million people listen to network radio, and in one day the network-station audience climbs seven fold to 52.4 million. By using the over-all radio audience as a base, he said, RADAR finds that in one day, network stations reach 47% of all radio listeners. In a week's time, he noted, the network stations reach "two out of every three people who listen to radio."

Rochester ch. 13 losers' motion denied

Losing applicants in the channel 13, Rochester, N. Y., case may have another round with the FCC. The commission last week denied their motion to stay its grant of the facility to Flower City Television Corp. because the applicants intend to appeal the decision in court (BROADCASTING, Aug. 7, 1967). If, however, the applicants ask the U. S. Court of Appeals for the District of Columbia for a stay of the decision by Jan. 19, the commission said it will grant a stay until a court decision is made on that request. Channel 13 has been in interim operation by the applicants since 1962.

The motion for stay was filed by Genesee Valley Television Co., Star Television, Community Broadcasting, Heritage Radio & Television Broadcasting System, Main Broadcast Co., the Federal Broadcasting System, Citizens Television Corp. and Rochester Telecasters.

CBS seeks applicants for year at Columbia

Applications are being accepted for the eight CBS Foundation News Fellowships covering study at Columbia University during the 1968-69 academic year, according to an announcement today (Jan. 15) by Ralph F. Colin, president of the foundation. The closing date for applications is Feb. 22 and winners will be announced in May.

Fellowship grants average approximately \$8,000 each to cover tuition and fees for a year at Columbia in varied fields of study, and living and other necessary expenses. This is the 12th year that the foundation is holding the competition for the fellowships.

Eligible for the fellowships are employees of CBS News; CBS-owned ra-

dio and TV stations; U. S. stations affiliated with CBS Radio and CBS-TV but not owned by them; noncommercial educational radio and TV stations, and teachers of courses in radio and television news and public affairs at universities and colleges.

The selecting committee for the 1968-69 fellowships will be: (public members) Mark Ethridge, lecturer in journalism, University of North Carolina and retired publisher, *Courier Journal* and *Louisville Times*; Sol Taischhoff, president, Broadcasting Publications Inc.; John F. White, president, National Educational Television; (Columbia University members) Dr. George Fraenkel, dean of graduate faculties, and Dr. Harvey C. Mansfield, professor of government; (CBS Foundation members) Richard Salant, president, CBS News, and Gordon Manning, vice president, director of news, CBS News.

KRLA profits give ETV \$414,000

Community Television of Southern California, licensee of noncommercial KCET(TV) Los Angeles, and the University of Southern California's telecommunications department have been enriched by some \$414,000 as a result of an FCC decision in July 1964 to permit a nonprofit educational group to operate KRLA Los Angeles on an interim basis.

The grant authorized Oak Knoll Broadcasting Corp. to operate the station on 1110 kc (with 50 kw day, 10 kw night) for as long as it takes to decide which of 19 applicants (the number has since dwindled to 11) would get a permanent grant. The facilities became available when the commission denied a renewal of license to Donald R. Cooke on grounds the station had broadcast fraudulent contests and falsified program logs.

In making the interim grant, the commission cited the promise of Oak Knoll, a subsidiary of the Broadcasting Foundation of California, to donate 80% of its profits from KRLA to KCET and the remainder to other charitable groups. (USC's telecommunications department has been receiving the 20%.)

In December, it was learned last week, Oak Knoll and Broadcasting Foundation turned over to KCET and USC a total of \$110,000 (which includes \$15,000 as a tax-deductible charitable contribution), bringing the total since August 1964 to \$414,000.

Of the funds turned over to KCET, \$62,000 was being held in escrow for the station.

KCET's share of KRLA's profit totals \$331,200; USC's is \$82,800.

Land mobile unifies TV

Six associations join for fight to keep

TV's spectrum space

Six broadcasting associations met in Washington last week and laid the groundwork for what they hope will be a unified broadcaster front against any possible attempt to move broadcasting, in particular television, out of the air and onto cable.

The ad hoc intra-industry committee includes the National Association of Broadcasters, Association of Maximum Service Telecasters, All-Channel Television Society, Television Bureau of Advertising, National Association of Educational Broadcasters and Television Information Office.

Eighteen executives from those groups agreed that broadcasting must have ammunition ready to fight the expected long and costly battle to preserve its air space.

At the crux of the situation is President Johnson's telecommunications task force. There has been no official word as to what that group will recommend when its report is given in August, but informed sources in Washington are picking up clues and those are foreboding.

The word seems to be that the task force may hint that the spectrum should be turned over to the land-mobile services and to government use and that television should be fed via a nationwide grid system.

Pair of Reports ■ Behind last week's meeting were two reports. One was prepared by Ernest Jennes, counsel to AMST, who presented it to the AMST board and the NAB's Future of Television Committee, in which he called for joint research to combat the outside forces.

The other was a memo written last November by Paul Comstock, NAB's vice president for government affairs, in which he said the task force staff was reported to be leaning toward converting broadcasting to a wired system and was studying the feasibility of putting spectrum control in the executive branch of the government.

Last week's meeting found the six associations in agreement on the potential danger and on the need for immediate research that could be presented to the task force before that group gives its report. To that end a subcommittee

of the ad hoc group was meeting in Washington Friday (Jan. 12) to pinpoint the areas that should be covered and find out how much such research will cost.

Before any research can actually get underway the boards of directors of the respective associations are going to have to create a war chest. That task does not seem as formidable as coming up with the needed material in the short time available.

William Carlisle, NAB's vice president for television, as spokesman for the committee, said he was disappointed at the CATV industry's reaction to the situation. He said they were "blind" to the danger that exists to them as well as broadcasters.

Another Meeting ■ If a national wired TV plan does become reality, he said, most all of the mom-and-pop CATV's and many broadcaster-CATV operators will find themselves out of the picture and replaced by one or more of the giant corporations that have the resources to wire the nation, not just a town or small area.

Another meeting last week was held in New York by the new spectrum allocations subcommittee of the joint FCC-industry All-Channel Broadcasting Committee. It turned over to William L. Putnam, Springfield TV Stations and president of ACTS, the job of coming up with recommendations that would counter the recent report of the land-mobile radio services advisory committee to the FCC (BROADCASTING, Dec. 4, 1967). That report, three years in the making, concluded that even if all steps are taken to relieve the land-mobile congestion, the only real relief will come in additional spectrum allocation to those services.

Mr. Putnam's recommendations are to be ready for the full committee's Jan. 25 meeting in New York. The subcommittee appeared in favor of calling on the FCC to differentiate between land-mobile users, specifically their needs for spectrum space and then satisfy those needs on a priority basis.

Maryland ETV budget cut by more than half

An approximate \$1.7-million budget cut will cause a one-year delay of a Maryland statewide ETV network according to Frederick Breitenfeld Jr., director of the Maryland Educational-Cultural Television Commission.

The commission, reported Mr. Breitenfeld, requested \$3,386,269 for its 1969 fiscal budget. The cut will delay the expected construction dates of transmitters in Hagerstown, Salisbury, Cumberland, Waldorf, Frederick and College Park.

15 congressmen in broadcasting

FIVE IN SENATE, 10 IN HOUSE HAVE STATION CONNECTIONS

Five senators and 10 representatives in the 90th Congress, which begins its second session today (Jan. 15), have either a direct or family-related interest in the U. S. broadcasting industry, according to FCC records and direct confirmations.

The total is only two less than that found in a similar compilation made for the 89th Congress (BROADCASTING, May 17, 1965); general stability in the totals has been the rule. But the totals conceal significant additions to and subtractions from the ranks of congressmen with broadcasting tie-ins.

The most potent name to be deleted from the list is that of Senate Commerce Committee Chairman Warren Magnuson (D-Wash.), who has disposed of all shares once held in Queen City Broadcasting Co., which was licensee for KIRO-AM-FM-TV Seattle.

A name well known to broadcasters, however, made a reappearance. Robert Taft Jr. (R-Ohio), with his return to Capitol Hill, gives representation again to Taft Broadcasting Co.

One senator is new to the list: Ernest F. Hollings (D-S. C.) is owner of record of six shares (approximately 1%—percentages are rounded throughout, conforming to the FCC's record) of WSIB Beaufort, S. C.

Five representatives have been added: Thomas (Lud) Ashley (D-Ohio), Clarence J. Brown Jr. (R-Ohio), John R. Dellenback (R-Ore.), Thomas G. Morris (D-N. M.) and Congressman Taft.

There are eight deletions from the previous list, divided evenly between senators and representatives. Senator

Clinton P. Anderson (D-N. M.), by dint of a last-minute sale of his and family-held stock (aggregating 10%) in KGGM-AM-TV Albuquerque, N. M., turned up among the missing. BROADCASTING was notified of the sale, which had been preceded by lengthy negotiations, late Thursday (Jan. 11).

Other senatorial departures: A. Willis Robertson (formerly D-Va.), who had a family tie-in, is no longer in the Senate. Senator Jennings Randolph (D-Va.) has been omitted because a son, formerly listed as a shareholder in WKLP Keyser, W. Va., is no longer so listed. Similarly, Senator John J. Sparkman (D-Ala.) no longer has his wife listed as a shareholder in WAVU-AM-FM Albertville, Ala.

Representatives James Roosevelt (formerly D-Calif.) and Eugene J. Keough (formerly D-N.Y.), listed for the 89th Congress, are no longer in the House. Representative Wendall Wyatt (R-Ore.) has sold his shares in KAST Astoria, Ore.; likewise shares once held by Representative Paul C. Jones (D-Mo.) and members of his family in KBOA-AM-FM Kennett, Mo., are no longer listed.

The distribution of broadcasting interests reflects changes in party strength between the 89th and 90th Congresses. In the prior listing, 12 Democrats and five Republicans had direct or family interests in commercial broadcasting. Presently, the majority has been narrowed: it's now eight Democrats to seven Republicans.

Only 10 states are represented: Ohio and North Carolina are tied with three each; Missouri has two. Stations in-

cluded, however, show a wider distribution; they range from Vermont to Hawaii.

Representative Thomas L. Ashley (D-Ohio)—owns 100 shares (less than 1%) of voting common stock in KHON-TV Honolulu and KHON-TV's satellite stations: KAH-TV Wailuku and KHAW-TV Hilo, both Hawaii. (Pacific & Southern Broadcasting Co. is the licensee.)

Representative Clarence J. Brown Jr. (R-Ohio)—as executor of his father's estate holds 156 nonvoting preferred shares (43%) and 260 shares of voting common (approximately 75%) of WCOM-FM Urbana, Ohio (Brown Publishing Co.). Congressman Brown is on the Communications Subcommittee of the House Commerce Committee. He reports that he is presently considering placing his broadcasting holdings into a trust or similar legal creation to obviate conflicts of interest with his congressional assignments.

Representative Thomas B. Curtis (R-Mo.)—as a trustee of Dartmouth College is an ex officio director of WDCR Hanover, N. H., a commercial station licensed to Dartmouth.

Representative John R. Dellenback (R-Ore.)—owns 70 shares of voting common (10%) and is "equitable owner" (purchasing) of another 140 shares in KMED-TV Medford, Ore. (Radio Medford Inc.). KMED-TV has NBC and ABC affiliation.

Representative L. H. Fountain (D-N. C.)—is secretary-treasurer of WCPA-AM-FM Tarboro, N. C., and owns 86 shares (29%) of voting common (Coastal Plains Broadcasting Inc.). His brothers, V. E. Fountain and R. M. Fountain, own 107 shares (36%) each and serve as president and vice president, respectively.

Representative Porter Hardy Jr. (D-Va.)—pending FCC approval of the sale of WAVY-AM-TV Portsmouth-Norfolk-Newport News, Va., to LIN Broadcasting Corp., Congressman Hardy remains owner of record of 300 voting shares (1%), 300 nonvoting \$50-par-value shares (2%) and 232 nonvoting 10-cents-par-value shares (3%). A sales agreement for the stations has been consummated but transfer of ownership awaits commission action. WAVY-AM-TV has NBC affiliation; licensee is Tidewater Teleradio Inc.

Senator Ernest F. Hollings (D. S. C.)—owns six shares (1%) of voting common in WSIB Beaufort, S. C. (Sea Island Broadcasting Co. of South Caro-

Color homes push TV viewing to record high

Daily television viewing is up to a new record figure. Households with color sets watch about an hour more on the average each day than do households with black-and-white sets. And color-TV households in the U. S. now represent 25% of the total.

This year-end summary of advances in viewing during 1967 was reported last week by the Television Bureau of Advertising.

TVB put average daily television usage in U. S. TV households in 1967 at 5 hours 42 minutes. This

is 10 minutes more than the level achieved in 1966, which at the time was said to be the record high for any year.

As for color homes, TVB said, color-TV penetration (of all TV homes) went up from 17% to 25% during 1967. As of Jan. 1, 1968, there were 13,825,000 color-television households in the U. S., TVB said, adding that color-set owners were found in 1967 to be viewing 40 to 70 minutes more each day on the average than were black-and-white set owners.

lina). WSIB is an MBS affiliate.

Senator B. Everett Jordan (D-N. C.)—owns 36 shares (8%) in WBBB-AM-FM Burlington, N. C. (Alamance Broadcasting Inc.). His wife owns 152 shares (4%) in WHKY-AM-FM Hickory, N. C. (Catawba Valley Broadcasting Inc.). WBBB: MBS; WHKY: ABC.

Representative Thomas G. Morris (D-N.M.)—owns 80 shares (11%) in KGRT and KGRD-FM Las Cruces, N. M. (Chaparral Broadcasting Services Inc.).

Senator Thruston B. Morton (R-Ky.)—his sister, Mrs. Jane Morton Norton is chairman and owns or controls all voting and nonvoting common stock of WAVE Inc., licensee of WAVE-AM-TV Louisville, Ky., and parent company of WFRV-TV Green Bay, Wis., and WFIE-TV Evansville, Ind. (all have NBC affiliation). She holds in her own name 53,092 shares of voting common (71%) and 18,249 shares of non-voting common (36%), the balance of the shares (21,908 voting, 29%, and 31,751 nonvoting, 64%) are in the estate of George W. Norton Jr. The Norton Stations group is also in the process of buying WMT-AM-FM-TV Cedar Rapids, Iowa, and associated CATV and Muzak interests in a \$10 million transaction (BROADCASTING, Dec. 25, 1967).

President of WAVE-AM-TV is T. Ballard Morton (Thruston B. Morton Jr.), the senator's son. The senator is second-ranking minority member of the Commerce Committee.

Representative Alvin E. O'Konski (R-Wis.)—is president and owns 43,800 shares (68%) of WAEO-TV Rhineland, Wis. His wife, Veronica, is secretary-treasurer. WAEO-TV has NBC affiliation.

Senator Winston L. Prouty (R-Vt.)—holds what is perhaps the 90th Congress's record for the least tied-in tie-in with the broadcasting industry: his second cousin, John A. Prouty, owns one share (of 1,643) in WIKE Newport, Vt., (Memphremagog Broadcasting Co.). WIKE is affiliated with CBS.

Senator Stuart Symington (D-Mo.)—his brother, James H. Symington, is president and majority stockholder (42 shares, 67%) in WAGE Leesburg, Va. (Radio WAGE Inc.).

Representative Robert Taft Jr. (R-Ohio)—owns in his own name 76,000 shares (2%) of Taft Broadcasting Co., licensee of WKRC-AM-FM-TV Cincinnati (ABC); WTVN-AM-FM-TV Columbus, Ohio (ABC); WBRC-AM-FM-TV Birmingham, Ala. (ABC, CBS, MBS); WGR-AM-FM-TV Buffalo, N. Y. (NBC); WDAF-AM-FM-TV Kansas City, Mo. (NBC), and WNEP-TV Scranton, Pa. (ABC). The congressman is also a co-trustee (one of two) of three trusts, which own in aggregate 304,000 shares (9%). He is also one of five trustees of the Charles P. Taft Memorial Trust,

which owns 91,500 shares (3%).

Representative Basfl L. Whitener (D-N. C.)—FCC records indicate that Representative Whitener continues to hold 500 shares (2%) of voting common in WSVN Valdese, N. C. (Burke County Broadcasting Co.). The congressman or his office, however, did not respond to requests for an updated confirmation.

Barrett speaks on ETV finances

Says annual appropriations are not answer; suggests other sources of income

"It is simply unrealistic to think that fair and balanced and objective programming jobs [in public broadcasting] could be done if subject to the annual appropriations process." Federally appropriated funds may be accrued through a franchise tax on commercial broadcasters, an excise tax on television sets and revenues from a public satellite corporation, though ultimately ETV should be financed by diverse sources other than the federal government.

Those proposals were offered by Dean Edward W. Barrett of the Columbia University graduate school of journalism and chairman of the editorial policy board of the Public Broadcasting Laboratory last Thursday night (Jan. 11) at the second of a three-part debate seminar on "Educational TV: Who Should Pay?"

The seminar is sponsored by the American Enterprise Institute for Public Policy Research in Washington. The final session is set for Jan. 18, when Dean Barrett will debate Ronald H. Coase. Dr. Coase, professor of economics at the graduate school of business and the law school of the University of Chicago, opened the debate seminar with an attack on the Public Broadcasting Act of 1967, calling it a "poverty program for the well-to-do" (BROADCASTING, Jan. 8).

Dean Barrett took sharp exception to that criticism terming it "abhorrent." He said he deplored "the curious sort of snobbery that seems to equate afflu-

ence" with taste, intellectual curiosity and intelligence—that "the less well-to-do are interested only in lowest-common-denominator entertainment and froth." Citing a study made in connection with the Carnegie Commission Report, Dean Barrett noted an audience viewing a Boston educational station was made up by more than 50% of clerks and skilled and unskilled labor who had no college education.

"I hope our cynical friends will wake up to the fact that revolutionary changes are going on among our population," he said, "that millions of citizens of all economic classes are using their new-found leisure and prosperity to improve themselves. . . . Commercial television, with the exception of occasional segments of notable quality, has worked its way into a pattern that fails to recognize this."

In his comments Dr. Coase had proposed that subscription television might obviate the need for a Corp. for Public Broadcasting since the viewers, he suggested, should pay for the programming they want to see. But Dean Barrett remarked that pay TV would probably not supply higher-level programming than that now available. Experience from existing pay-TV operations has shown, he said, that "enormous pressure" exists to air the lowest-common-denominator programs with the widest possible appeal. Further, pay TV in place of public TV "could be a disgraceful piece of discrimination against those who are not among the so-called well-to-do." He said "it is sheer folly" to think that either commercial or pay TV "will ever, on any sustained basis" provide quality programs of limited appeal.

(Dean Barrett noted that even the "highest-minded" broadcast executives have become the captives of commercial forces, "under pressure" to show an increase in profits each year.)

CPB Deficiencies — Whatever criticism Dean Barrett had for public television, however, was expressed in concern for what he sees in the CPB—a deemphasis on interconnection. He would prefer a strong national educational network capable of "first-rate production facilities." Further, he expressed disappointment in the makeup of the board for CPB—15 members all appointed by the President and confirmed by the Senate. With this provision, Dean Barrett said "the act goes further than I would wish in the direction of making this a partly political body."

But he also warned that the content of public broadcasting, particularly news and public affairs programs, must be insulated from the annual congressional appropriations process. "My views spring in large part from the extraordinary power that both houses



Dean Barrett

have seen fit to give their appropriations committees and particularly to the chairmen of those committees," he said.

He recounted several experiences as assistant secretary of state for public affairs from 1950 to 1952 when he was responsible for the U.S. Information Agency and the Voice of America. "One appropriations chairman," he said, "wished to tell us whom to hire and whom to fire for editorial jobs." Another chairman cut an agency's appropriation in half, "because we were sending to USIA libraries abroad a couple of magazines that were critical of him." Though he instigated a floor fight in Congress on the matter and restored the slashed funds, he noted that "I could never again have gone before that appropriations chairman."

As for financing educational TV Dean Barrett recalled a proposal made by former NBC President Joseph McConnell that recommended a franchise tax be placed on commercial broadcasters. The tax, Dean Barrett said, could be equal to one week's advertising revenue on each station with the station automatically setting its tax by the rate it charges advertisers. Those who take in more advertising would pay a proportionately higher share, he said, noting that "this would be just

and equitable." And he noted he would expect the cost ultimately to be passed along to the advertiser.

Another proposal which he endorsed was an excise tax on television sets that would "amount to very little cost to the average family" over the life of the set. However, this tax should be supplemented with revenues from a Ford Foundation-proposed public satellite corporation. An annual yield for ETV would be from \$20 million to \$30 million.

Where these federal funds would best be utilized, he suggested, would be for the technical broadcasting costs of individual stations, the costs of interconnection and a major share of management and production costs of stations. Program costs should be financed by foundations, individual donors and the proceeds of the proposed satellite operation, he said.

Cooke wins El Paso franchise

El Paso Cablevision Inc. has been granted an exclusive 20-year franchise in El Paso. The firm is operated by American Cablevision Co., a subsidiary of Jack Kent Cooke Inc., a multiple CATV owner.

The El Paso system will offer 20

channels and 16 FM outlets, including 10 with continuous stereo broadcast. The firm will charge subscribers \$4.50 monthly and the city will receive 4% of its annual gross revenues.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.*

■ KRAL Rawlins, Wyo.: Sold by Malcom Wyman to Korral Radio Inc. for \$100,000. Korral Radio is owned by Philip Sterling and wife, who also own KDOM Windom, Minn. KRAL is on 1240 kc with 1 kw days, 250 w nights. Broker: Chapman Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 70).*

■ KTFI Twin Falls, Idaho: Sold by Florence M. Gardner and others to KGVO Broadcasters Inc. for \$275,000. KGVO is headed by Dale G. Moore, who has ownership in KGVO-AM-TV and KSMO-TV, both Missoula, and KCAP Helena, all Montana. KTFI operates on 1270 kc with 5 kw days and 1 kw nights.

■ KTTR Rolla, Mo.: Sold by Luther W. Martin and family to Phelps County Broadcasters Inc. for \$250,000. Robert M. McKune, president and general manager of Phelps resigned as manager of KWBB and KQTY-FM Wichita, Kan. in 1966. Before that he was with the Stuart stations for nine years, at KRGH Grand Island, Neb.; KSAL Salina, Kan., and WMAY Springfield, Ill. KTTR is on 1490 kc with 1 kw days, 250 w nights.

■ WDME(FM) Greensboro, N. C.: Sold by Herman C. Hall to Robert R. Hilker and associates for \$147,000 (see page 38).

■ WOIB and WOIA(FM) Salina, 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 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.

■ WIDE Biddeford, Me.: Sold by J. Alan Jasper to Hoy Communications Inc. for \$110,000. Hoy Communications, which is headed by F. Parker Hoy, owns WLAM Lewiston, Me., and

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is permittee of WLAM-FM there. WIDE operates on 1400 kc with 1 kw days, 250 w nights.

NEW TV STATIONS

WBLG-TV (ch. 62) Lexington, Ky., expects to go on air June 2, with an ERP of 466 kw visual and 93 kw aural from an antenna height of 1,050 feet above average terrain. WBLG-TV Inc. is owned jointly by Reeves Broadcasting Corp. and Roy B. White Jr., president of licensee. The station will be an ABC-TV affiliate. Cost of construction and equipment for the full-color television station will exceed \$1.1 million, according to Mr. White. WBLG has contracted with Ampex Corp. for transmitter and antenna system, and studio equipment was ordered from RCA. Mr. White owns WBLG Lexington. Reeves Broadcasting owns WHTN-TV and WKEE-AM-FM, both Huntington, W. Va.; WUSN-TV Charleston, S. C., and WITH-AM-FM Baltimore, as well as 13 CATV systems in seven states.

Citizens' white paper planned on ETV

The first plenary meeting of the National Citizen's Committee for Public Television in New Orleans Feb. 11-12 (CLOSED CIRCUIT, Jan. 8) was described last week by Ben Kubasik, executive director, as "a work session" that will produce "a citizens' white paper" on the establishment of a strong noncommercial television system.

Mr. Kubasik said that 83 of the 119 committee members have accepted invitations and that they were being mailed memoranda and work papers in preparation for the meeting.

Among the topics that will be considered at the meeting, Mr. Kubasik cited "an examination of the relation of the committee to the Corp. for Public Broadcasting," permanent financing of PTV, establishment of a system of workshop-seminars and apprenticeship programs to underprivileged youths for careers in broadcasting, and the organization of additional regional, state and local citizens' committees to work in association with the national group.

Mr. Kubasik said that arrangements are being worked out to keep closely in touch with those members who for one pressing reason or another are unable to be with us in New Orleans. We want their thinking, just as though they were there, on everything that is being considered by those who are physically present.

The citizens intend to gain sweeping national support for a powerful, politically untainted system of public television. We expect they will not stop

short of looking into any area of communications policy as it affects public television," including the President's Commission on Telecommunications.

ARB data offered in San Diego CATV case

The three TV stations covering San Diego share 85% of the viewing in the area's homes as opposed to 15% for all the Los Angeles stations combined. That's the import of an exhibit the San Diego CATV's would like to introduce into the record of a benchmark case involving the present and future impact of distant-signal importation by cable systems on local TV stations in a major market. The case is currently up for FCC and U.S. Supreme Court consideration (BROADCASTING, Nov. 20, Oct. 30, 1967).

The exhibit is an American Research Bureau report for November 1967 (see below), which the CATV's term "highly significant" to offset claims that CATV expansion in the market would have an adverse impact on the local stations' audiences. In fact, according to the report, the CATV's contend that 85% of audience represents the highest share that the San Diego stations

"have enjoyed since 1964." The CATV's asked the commission to enter the exhibit in the hearing record since the last available ARB report admitted in evidence at the conclusion of the hearing was for January 1967.

Filing the petition were Southwestern Cable Co., Mission Cable TV Inc., Pacific Video Cable Co., Trans-Video Corp. and Escondido Community Cable Inc.

Estimated audience and share of total TV viewing of San Diego market stations—November 1967 (average quarter-hour audience estimates—Monday through Sunday)

5 p.m. to 7:30 p.m.		Total homes
Station	Metro share	
KFMB	31	56,000
KOGO	31	55,900
XETV	—	—
Tijuana, Mex.	23	40,400
*KAAR	—	—
Other	15	—
Average sets in use—48%		
7:30 p.m. to 11 p.m.		Total homes
Station	Metro share	
KFMB	32	67,200
KOGO	30	62,300
XETV	—	—
Tijuana, Mex.	23	47,400
*KAAR	—	—
Other	15	—
Average sets in use—55%		
9 a.m. to midnight		Total homes
Station	Metro share	
KFMB	31	37,000
KOGO	32	37,800
XETV	—	—
Tijuana, Mex.	22	26,400
*KAAR	—	—
Other	15	—
Average sets in use—32%		
*KAAR not on air during survey period		
TV homes in San Diego County—368,300		

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CALIFORNIA —Daytimer in multi-station market having the top audience rating by far. Excellent equipment and lots of it. Metro retail sales in excess of 430 million. Property is priced to create immediate serious interest. \$170,000—29 per cent down—balance to be negotiated.

Contact Don C. Reeves in our San Francisco office.

NORTHWEST —Fulltimer, non-directional, on the air since 1954 in single station market. Property absentee operated and has developed less than half of its potential based on retail sales. No real estate, but favorable lease to tenant. Profitable to present owner. Price \$75,000—29% down.

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New rules for FCC hearing cases adopted

The FCC has adopted rules aimed at preventing attorneys in hearing cases from springing surprises on their opponents. The commission also hopes the new rules will expedite proceedings.

The rules are patterned after rules of discovery now used in federal courts. They will be followed in all commission hearings—renewal, revocation and comparative—and in on-the-record rule-making proceedings, such as the current ratemaking case involving AT&T.

The new rules provide new procedures for requests for admission of facts and genuineness of documents. They also allow for the use of depositions of parties and third persons to discover relevant facts and to preserve

testimony and for questions to be answered by parties.

Depositions ■ The rules also provide that parties may be examined by depositions on any matter that is not privileged and that is relevant to hearing issues. In this connection, the commission order issued last week noted that hearing officers will have "full control" to assure "proper use" of the procedures, and to prevent their employment to delay matters or to abuse parties or witnesses.

The commission also said that misuse of the procedures by licensees or applicants will be considered as reflecting on their fitness to be a licensee. Such misuse, the commission said, would include employment of the rules to create delay or to impose expenses on adverse parties. Refusal to cooperate in the discovery process would also

be considered a misuse of the rules.

The new rules, the commission said, "provide discovery procedures to facilitate preparation for the hearing, eliminate surprise and promote fairness. It is hoped that more thorough preparation for hearing will produce a better record and expedite the decision-making process."

All seven commissioners voted in favor of the new rules, but with Commissioners Robert T. Bartley and Kenneth A. Cox concurring in the result. Commissioner Cox issued a statement, in which Commissioner Bartley joined, expressing doubt as to the need for the new procedures and concern that they will be abused. But he said the commission should try the new procedures, "reserving the right to abandon them if they prove either burdensome or unproductive."

INTERNATIONAL

U.S., Mexico treaty talks drag on

DISPUTES ON KEY ISSUES REMAIN AFTER 17 MONTHS

In September 1966 delegations from the U. S. and Mexico sat down in Washington to begin work on revising the treaty governing the two countries' use of the AM band. Now, 17 months later, a working draft of the treaty remains an unfinished task.

Four sticking points are still to be worked out before a new treaty can be submitted to the respective governments for ratification—including the key one involving each country's expanded nighttime use of the other's clear channels.

This includes each side's efforts to have included as special cases in a treaty annex, and thus exempt from the treaty's provisions, a number of stations that would operate on the other's clears at night.

Included in the issue also is the U. S. effort to remove across-the-board restrictions in the present treaty that restrict presunrise operations by a number of U. S. daytimers. The commission's new rule authorizing daytimers to sign on at 6 a.m. standard time denies this authority to some 270 stations on Mexican clear channels alone (BROADCASTING, July 3, 1967).

Other Points ■ Another of the remaining points of controversy involves so-called special cases on nonclear channels; each side would like to put some 20 stations in this category.

The fourth point involves Mexico's proposal that the U. S. accept a lesser priority than I-A clear channel for 1030 kc. The dominant station on the

channel is Westinghouse Broadcasting Co.'s WBZ Boston. It's understood Mexico would like to authorize an increase in power for a Mexico City station operating on the frequency with 10 kw.

One of the points on which agreement has been reached by the delegations provides for an increase in power for some 20 class-IV stations on each side of the border, from 250 kw to 1 kw. Other points in the eight-point agenda have either been resolved or referred for consideration to a joint technical committee the two sides agreed to establish to work on mutual problems on a continuing basis.

The two countries are currently operating under the second extension of the five-year treaty that was to have expired on June 9, 1966. Representatives of the two countries signed one protocol extending the life of the agreement until Dec. 31, 1967. A second protocol was signed in Mexico City ten days before the expiration date extending the agreement another 12 months. It will be sent to the Senate for ratification.

No date or place has yet been set for a resumption of talks.

Nigeria releases film men

Artist-film producer Larry Rivers was released from a prison in Nigeria last Monday (Jan. 8) after being detained for four days, apparently suspected of

being a mercenary. He went there with French film producer Pierre Gaisseau, who also was held, to film a program for NBC-TV's *Experiment in Television* series. Films they had shot were confiscated, but they were permitted to leave for the Congo where they planned to complete the filming of the TV program.

ITC goes on foreign selling binge

Independent Television Corp. has achieved a gross of more than \$3 million on sales in South America and the Far East during four weeks of selling, it was announced last week by Abe Mandell, ITC president.

The largest commitment came from Japan where more than \$1.5 million in business was completed. The Fuji TV Network bought *The Champions*, *Man in a Suitcase*, and *Mr. Piper*. The Tokyo Broadcasting System purchased *Captain Scarlet and the Mysterons*, as well as third-year production of *The Saint*, while the Nippon Hoso Kyokai (NHK) network acquired *The Prisoner* and the one-hour special, *The Royal Palaces*.

In Mexico, Telesistema Mexicana bought *The Champions*, third-year production of *Forest Rangers*, 38 episodes of *Star Soccer*, *Captain Scarlet and the Mysterons*, *Man in a Suitcase*, *The Prisoner*, and *The Royal Palaces* and *The Opium Trail* specials.

Other sales were made in Venezuela, Puerto Rico, Peru, Colombia, Argentina, Uruguay and to ABC International Inc. (on behalf of Central American affiliates).

FATES & FORTUNES

BROADCAST ADVERTISING

Kenneth C. Johnson, VP, Gardner Advertising, New York, named director of new department of personnel and communications. **Oscar D. Norling**, VP and senior account supervisor for grocery products division of Ralston Purina Co., appointed personnel and communi-



Mr. Johnson



Mr. Norling

cations manager, Gardner Advertising St. Louis. **Seymour Chodorkoff**, VP in Gardner's New York office, named account supervisor for cigar division of American Tobacco Co. account.

Thomas J. Donohue, account supervisor, and **Donald H. Sholl**, creative director, both with N. W. Ayer & Son, Philadelphia, elected VP's.

Mark B. Bollman Jr., former president, Quadrant International Inc., Interpublic component, named senior VP, **Benton & Bowles**, New York, **Roy Eaton**, music director, **Edward L. Hannibal**, creative supervisor, and **Lawrence W. Hampton**, account supervisor, elected VP's.

Mary Grace Hannon and **Edmund W. Peaslee Jr.**, co-research directors with LaRoche, McCaffrey and McCall, New York, named VP's.

Richard Creighton, associate manager of market research department for Procter & Gamble Co., joins West, Weir & Bartel Inc., New York, as VP, marketing services.

Cornelius DuBois, former VP and chairman of research committee, Foote, Cone & Belding, New York, resigns to return to research consulting in New York. He had his own firm from 1948 to 1952, then served as director of research development, Geyer Advertising, before moving to FC&B in 1954.

Stephen Elliot, VP and executive producer, EUE/Screen Gems, commercials division of Screen Gems Inc., New York, named VP and general manager of division.

Paul F. Schonewolf, specialist in sales planning and promotion for closed circuit television business section, General Electric Co., Syracuse, N. Y., named to newly created position, manager of advertising and sales promotion for visual communication products department.

Everett L. (Tod) Moore, general of-

ficer of The Katz Agency, New York, and former president of Unicom Inc., wholly owned subsidiary, elected VP and board member of parent company.

George L. Parker, creative director in Chicago office of N. W. Ayer & Son, elected VP.

Leonard Kay, media director for Arthur Meyerhoff Associates, Chicago, elected VP.

Stanley Newman, VP-marketing services, Hicks & Greist, New York, elected senior VP. Elected VP's were **Lionel Braun** and **Peter Martinez**, account supervisors; **Martin B. Rubin** and **Leonard Seiden**, associate creative supervisors; and **Willard A. Thompson**, media director.

Cherrie Keel, associate media director for Noble-Dury & Assoc., Nashville, appointed media director. **Jean Maynard**, buyer for Noble-Dury, appointed assistant media director.

Robert Minner, assistant treasurer for Needham, Harper & Steers, New York, elected VP and treasurer. **Walter W. Stumpe**, VP and account supervisor for NH&S, Chicago, named senior account director. **John A. Timon**, account executive there, named account supervisor.

Marvin P. Hammer named director of public relations and advertising for John Blair & Co., New York.

Elias A. Felluss, assistant TV production manager at Harwood Martin Advertising Agency, Washington, named TV production and copy manager.

Frederic Papert, chairman of board, Papert, Koenig, Lois, **Edward McCabe**, VP and copy director, Scali, McCabe, Sloves, and **Howi Wilson**, president of own management consultant firm, Howi Wilson & Associates Ltd., named president, executive VP and executive director, respectively, of Advertising Writers Association of New York.

Howell L. Davis, national sales representative in Detroit office of Blair Television, joins WJW-TV Cleveland as account executive.



Mr. Kellogg



Mr. Wilson

James F. Kellogg Jr. and **Hamilton Wilson**, account group heads in New York office of BBDO, named VP's.



Mr. Wiener

continue to direct sales division promotion, as well as promotion for Metro-media-owned radio stations.

Murray J. Green, general sales manager for WTHE Mineola, N. Y., joins WHIM Providence, R. I., in similar position.

John F. Anderson, local sales manager for WSBK-TV Boston, named sales manager.

Win Clark, account executive with Hume, Smith, Mickelberry Advertising, Miami, appointed local sales manager for WLBW-TV, that city.

Martin Stern, VP and director of research operations for J. Walter Thompson Co., appointed market research director for Wells, Rich, Greene Inc., New York.

James Norton, with Los Angeles office of Television Bureau of Advertising, named to national sales staff in New York.

Bob Wolf named media manager and **Tom Clancy**, media supervisor, with Carl Ally Inc., New York.

William Haig, local sales manager for WTMJ-AM-FM Milwaukee, named sales manager.

Richard Nagle, national sales representative in New York office of Television Advertising Representatives Inc., appointed sales manager for KDKA-TV Pittsburgh.

Addie Salzberg, with Doyle Dane Bernbach, New York, joins J. M. Mathes Inc. there as copywriter.

Peter G. Hight, local sales manager for KGW Portland, Ore., appointed general sales manager.

Alvin F. Pierce, art director for Tatham-Laird & Kudner, Chicago, named action group creative partner at Erwin Wasey, Los Angeles.

William O. Edholm III, account executive for KYNO Fresno, Calif., appointed sales manager.

John D. Minter of Raleigh, N. C., with J. Walter Thompson Co. as account executive, named eastern account manager on Continental Trailways account for AD-PR Inc., Dallas. Also with AD-PR: **Jean Hanlin** appointed media director; **Pat Bentley**, assistant

media director, and **Mildred May** responsible for Continental Trailways domestic and international tours and package express advertising.

Harold Goldberg, with Leo Burnett Co., Chicago, joins Knox Reeves Advertising, Minneapolis, as manager of research department.

Robert J. Somerville, sales manager for KBHK-TV and general manager of KFOG(FM), both San Francisco, named general sales manager and assistant general manager of KBHK-TV.

Charles R. Stuart Jr., director of advertising for Bank of America, named VP in headquarters office in San Francisco.

Robert E. Hagan, sales manager for WBZ-TV Boston, named general sales manager. He succeeds **John Rohrbach Jr.**, appointed national TV sales manager for Westinghouse Broadcasting Co., New York (see page 10).

Ralph Greb, divisional advertising and promotion manager for Carling Brewing Co., Cleveland, joins Winus-Brandon Co., St. Louis.

Margarete Kosior, with Meltzer, Aron & Lemen Inc. agency, San Francisco, appointed controller.

B. Dale Minter, with Knox-Reeves Advertising, Minneapolis, joins Post-Keyes-Gardner, Chicago, as account executive.

Ralph W. Christie appointed to local sales department of WPEN Philadelphia.

James W. Belcher joins creative copy staff of Boylhart, Lovett & Dean Inc., agency, Los Angeles.

Lee Baum, traffic and media coordinator for Lynch, Phillips & Waterbury Inc., St. Louis, appointed production and traffic manager.

Paul T. (Ted) Pearse, broadcast media buyer with Campbell-Ewald Co., Detroit, joins Blair Television there as account executive.

William Weber appointed account executive for KMOX St. Louis.

Fred Barber, program and promotion manager, and **Dick Sargent**, operations manager, both with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., resign. Mr. Sargent has formed own advertising agency, Dick Sargent Associates, High Point; Mr. Barber has not announced future plans.

Herb Scharff, with ABC Television Spot Sales Inc., and **Al Parenty**, salesman in Chicago office of Adam Young Inc., appointed to H-R Television Chicago's eastern and Corinthian sales divisions, respectively.

Kenneth Seymour, with General Electric Co., Utica, N. Y., appointed

regional account executive for WBNF-TV Binghamton, N. Y.

David Body, with Arthur Meyerhoff & Associates, Chicago, joins copy staff of Chicago office, Reach, McClinton & Co.

Howard Gordon and **James Farrell** appointed account executives with WPK Alexandria, Va.

Stuart Stringfellow, account executive for KGO-TV San Francisco, appointed to similar position at KABC-TV Los Angeles.

George J. Rapp, general sales manager for WRC-TV Washington, joins Chicago TV sales staff of Edward Petry & Co.

David W. Brownell joins Bo Bernstein & Co., Providence, R. I., agency, as copywriter.

Bill Humphreys, formerly manager of Jack Masla Co., Chicago, joins Chicago office of UBC Sales Inc. as western sales manager.

Ed G. Lane named head of new Atlanta office of Avco Radio Television Sales Inc.

MEDIA

Jack Remington, with WKRC Cincinnati, named general manager of WDAF-TV Kansas City, Mo. Both are Taft Broadcasting stations. Mr. Remington succeeds **Robert W. Wormington**, who enters field of new product development for Taft.

Robert Wood, manager of contracts and records for CBS-TV network affiliate relations department, New York, named to newly created position, director, network coordination, affiliate relations.

Harrison W. H. Eagles, sales manager for KDB-AM-FM Santa Barbara, Calif., appointed general manager.

Bill Hessian, general sales manager for WDAU-TV Scranton-Wilkes-Barre, Pa., named station manager of KOY Phoenix, succeeding **Jim Ross**, named general manager.

Don Skylar joins WRAM Monmouth, Ill., as assistant manager.

Gerard M. Cahill, associate general counsel in FCC's legislation division, retired Saturday (Jan. 13). Mr. Cahill, who was former Washington counsel for Motion Picture Association of America, joined FCC in 1958 as special assistant to general counsel. In his present post, which he assumed in 1962, Mr. Cahill coordinated commission activities with Congress, assisted in preparation of legislation and represented FCC in its contacts with congressional committees.

M. Tyler Simpson, civilian personnel officer at Seymour Johnson Air Force

Base, Sumter, S. C., joins FCC's personnel division as chief of employment.

Michael M. Schreter, controller for WEEI Boston, named to similar position with KCBS San Francisco. Both are CBS-owned stations.

Edwin J. Curran, director of accounting for CBS Television Stations Division, New York, named assistant controller. **Charles H. Kadlec**, manager of CBS Television Stations financial planning, appointed director of financial planning, control and analysis department.

PROGRAMING

Jerry Zeitman, agent for William Morris Agency, Beverly Hills, Calif., named executive VP for Wolper Pictures Ltd., Los Angeles.

Joseph A. Fischer, manager with Price Waterhouse & Co., appointed controller of Columbia Pictures Corp., New York.

Cal Milner, program director for KGFJ Los Angeles, appointed to newly created position of manager of group operations for Tracy Broadcasting Co. (KGFJ; KDON Salinas, Calif.; WFEC Harrisburg, Pa.; WGV Charlotte, N. C. [pending FCC approval]).

Jon D. Stainbrook, producer-director with KHOU-TV Houston-Galveston, Tex., named producer-director for KDKA-TV Pittsburgh. **Owen G. Leach** named radio production director for KDKA.

Squire D. Rushnell, program manager of KYW Philadelphia, rejoins WBZ-TV Boston as executive producer. Both are Westinghouse Broadcasting stations.

Tom Maples, account executive for WFAA-TV Dallas-Fort Worth, appointed southern division sales manager and head of new division office in Dallas for 20th Century-Fox TV Inc.



Mr. Shay

Robert E. Shay, with Videotape Center, New York, named program director for WNEW-TV New York. **John Baker**, executive producer for WNEW, named assistant program director.

James Beatty, music director for wwox Charlotte, N. C., appointed program director.

Irwin P. Starr, producer-director for WTMJ-TV Milwaukee, named chief producer.

Anthony L. Cennamo, producer-director for WBS New York, joins WCAS Cambridge, Mass., as program manager.

Lee Schulman, director of programming for WKBK(TV) Chicago, named pro-

gram manager for KNBC(TV) Los Angeles.

Domingo Nick Reyes, writer of training manuals and technical reports for area engineering firms under contract to National Aeronautics and Space Administration's Manned Spacecraft Center, Houston, appointed consultant for educational TV programs of U. S. Equal Employment Opportunity Commission, Washington.

Ernest J. McDaniel, engineering manager for KFOG(FM) San Francisco, named operations manager.

David Oppenheim named executive producer, cultural affairs, for Public Broadcast Laboratory, New York.

Mark Sosin appointed outdoors sports editor for WCBS New York.

T. M. Alderman, producer in community affairs department of WBBM-TV Chicago, named assistant director of community relations.

Clayton C. Dopp, freelance producer-director, joins KBHK-TV San Francisco as sports producer.

Lou Boda, NBC radio and TV sportscaster, has joined ABC's American Information radio network, New York, as sports announcer.

Sam Middleman appointed to succeed **Phil Fischer** as assistant to president, American Federation of Musicians, with headquarters in Hollywood. Mr. Fischer retires Feb. 1. Succeeding Mr. Middleman as Mr. Fischer's assistant is **John Dumont**, Los Angeles saxophonist.

NEWS

Warren Mitofsky, formerly chief of special surveys branch of U. S. Bureau of Census' statistical methods division, and recently appointed manager of news research, CBS News election unit for *Campaign '68*, appointed director of statistical research for *Campaign '68*. **William Headline**, manager of logistics for 1968 political conventions, CBS News special events unit, appointed director of data operations.

Benjamin Aycrigg, associate news director for WDBO-TV Orlando, Fla., appointed news director. **Richard D. Weaver**, reporter-newscaster for station, appointed associate news director.

Wally Warr, assistant news director with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., appointed news director.

Charles Edward Leslie, with KXOA-AM-FM Sacramento, Calif., appointed news director.

Samuel J. Archibald, executive director of Fair Campaign Practices Committee, named chief of Washington of-

ice, Freedom of Information Center, University of Missouri School of Journalism. Mr. Archibald, 46, is former staff director of House government information subcommittee which initiated freedom of information law, passed by Congress last year.

Sherwood Ross, press secretary for Nassau county, N. Y., and former urban affairs writer for *Chicago Daily News*, named news director of WWDC Washington.

John C. Koehler, with personnel department of AP, New York, named general executive in personnel and newsfeatures departments.

Charles Ryan, news director for WSAZ-TV Huntington, W. Va., joins news department of KTVI(TV) St. Louis.

Joe Salvador, former newscaster-director for KOMA Oklahoma City, joins news department of WFAA Dallas.

Dave Plyler, staff announcer for WSJS-AM-FM Winston-Salem, N. C., joins news department of WSJS-AM-FM-TV there.

Max Vanzi, on news desk of UPI, Tokyo, transferred to Hong Kong, replacing **Eli Enzer**, who has completed fellowship assignment.

FANFARE

Tony Habeeb, from Irwin Allen Productions, Hollywood, named worldwide publicity-promotion director for Paramount TV, Hollywood.

Dick Bennick, on-air personality for WGHP-TV High Point-Greensboro-Winston-Salem, N. C., named promotion manager.

William B. Davis, promotion writer and producer with KGO-TV San Francisco, joins KBHK-TV, that city, as promotion manager.

Larry Renault, assistant promotion manager for WTVJ(TV) Miami, appoint-

ed manager of promotion services.

Johna Pepper named manager of new film and electronic communications department on PR staff of Ford Motor Co., Dearborn, Mich. He has been with Ford since 1960 and before that was with NBC-TV.

James W. Corrigan, on editorial staff of *Southwest Builder and Contractor*, joins PR staff of West, Weir & Bartel Inc., Beverly Hills, Calif.

ALLIED FIELDS

Jack L. Gross, VP and director of sales, Media Statistics Inc., New York, has resigned.



Miss Robertson

Betty Robertson, New York account executive, A. C. Nielsen Co., elected VP. Miss Robertson joined Nielsen in 1953 as media analyst.

Dr. Edward W. Bowers, of faculty of University of Southern California, Los Angeles, appointed chairman of school's department of telecommunications. He succeeds **Dr. Kennetha A. Harwood**, named dean of Temple University's school of communications and theater in Philadelphia.

EQUIPMENT & ENGINEERING

James A. Torrence, manager of color TV tube manufacturing plant of Motorola Inc., Chicago, elected VP.

Arthur E. Thessen, director of General Radio Co., West Concord, Mass., and with company for 39 years, retires.

John A. Dimling Jr., with Spindletop Research, Lexington, Ky., appointed manager of communications and sys-

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Louis J. Jay, senior sales engineer for Sylvania Electric Products Inc., Dayton, Ohio, named executive account representative for Sylvania electronic components there.

Kenneth B. Schneider, with NBC radio's engineering department, joins Visual Electronics Corp., New York, as product engineer-video switching systems.

Daniel R. Wells, with CBS-TV, New York, appointed director of engineering services, CBS Television Stations Division, that city.

Wesley N. Burk, engineering supervisor for WMBD-AM-FM-TV Peoria, Ill., appointed chief engineer.

DEATHS

Herbert L. Pettey, 62, first secretary of FCC, died of heart attack Jan. 7 at his home near Charlottesville, Va. Mr. Pettey directed radio campaign of Democratic National Committee in 1931. In 1932 President Roosevelt ap-

pointed him secretary of former Federal Radio Commission. He participated in revision of early radio law and became secretary of new FCC in 1934. He resigned in 1936 to become executive manager in charge of sales and promotion for WHN New York. At time of his death, he was part owner of KUDE-AM-FM Oceanside, Calif. He is survived by his wife, Hope.

Patrick J. Kelly, 78, chief of announcers at NBC for 24 years, died Dec. 23, 1967, at Holly Paterson home, Uniondale, N. Y. Mr. Kelly joined NBC in 1929 as announcer and retired in 1954 as manager of announcers. He is survived by his wife, Yolanda.

Oliver J. Keller, 69, president, chief owner and general manager of WTAX-AM-FM Springfield, Ill., died Jan. 8 following coronary occlusion. He acquired station in 1946 after 20 years as business manager of *Pittsburgh Post-Gazette*. He is survived by his wife, Rosalind, and two sons.

Edwin Lewis Dunham, 70, producer of NBC's *Voice of Firestone* radio and

TV series for 18 years, died Jan. 7 in New York. He retired from NBC in 1962 as manager, music library and services, post he assumed in 1957. He was producer of the *Firestone* shows until 1954 when program moved to ABC Radio and ABC-TV. He is survived by his wife, Elizabeth, and two daughters.

William L. Edmonds Jr., 58, announcer and newsman for WABC New York, died Dec. 30, 1967, after suffering apparent heart attack while driving on Henry Hudson parkway. He is survived by his wife, Adeline, two sons and daughter.

Warren H. Uttal, 47, with WLVA-AM-TV Lynchburg, Va. since 1949, most recently as sales promotion manager for stations, died Jan. 8 of cancer. Surviving are wife, Ruth, son and daughter.

Hala D. Peebles, 60, owner and manager of WRCO-AM-FM Richland Center, Wis., until he sold station in January 1967, died of heart attack Dec. 22, 1967. Mr. Peebles had been serving as consultant for stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 3, through Jan. 10 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. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Victoria, Tex.—John J. Tibiletti. Seeks

UHF ch. 25 (536-542 mc); ERP 5.38 kw vis., 1.02 kw aur. Ant. height above average terrain 271 ft.; ant. height above ground 285.22 ft. P. O. address: Route 1, Box 2590, Victoria 77901. Estimated construction cost \$84,295.62; first-year operating cost \$37,400; revenue \$37,400. Geographic coordinates 28° 48' 13" north lat.; 97° 00' 23" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6C. Legal counsel Philip J. Tibiletti, Victoria; consulting engineer John J. Tibiletti. Principal: Mr. Tibiletti is employe of father's ranch; vice president and 34% stockholder in KTXN-FM Victoria; 11% stockholder in application for new AM in Edna (now being appealed), and owner of Campbell Enterprises, television station equipment leasing firm in Goliad, all Texas. Ann. Jan. 4.

■ Commission has assigned UHF television ch. 44 to Winona, Minn., as its first local commercial television assignment. Channel assignment was requested by Big Chief Television Co., Winona, which plans to construct and operate UHF station. Action Jan. 4.

Terre Haute, Ind.—Broadcasting Affiliates

Corp. Seeks UHF ch. 86 (782-788 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 262 ft.; ant. height above ground 315.62 ft. P. O. address: 515 Madison Avenue, New York 10022. Estimated construction cost \$364,800; first-year operating cost \$167,750; revenue \$150,000. Geographic coordinates 39° 27' 57" north lat.; 87° 24' 37" west long. Type trans. Ampex (Townsend) TA-15BT. Type ant. Jampro Jzz-3-0-B. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel, both Washington. Principals: Michael O. Finkelstein, president (16 $\frac{2}{3}$ %), George Soll, vice president (33 $\frac{1}{3}$ %) and Herman N. Finkelstein (50%). Mr. Michael Finkelstein is attorney and 50% owner and president of documentary retrieval service in Washington. Messrs. Soll and Herman Finkelstein are attorneys. Ann. Jan. 10.

FINAL ACTION

Frank G. Kear and Robert E. L. Kennedy d/b as Kear and Kennedy, Minneapolis—Broadcast Bureau granted CP for new experimental television station. Action Jan. 2.

OTHER ACTION

■ Review board in San Angelo, Tex., TV broadcast proceeding, Docs. 17541-42, denied appeal from examiner's ruling filed Nov. 13, 1967, by SRC Inc. Board member Kessler absent. Action Jan. 9.

ACTION ON MOTION

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 4 in Patchogue, N. Y. (Long Island Video Inc., and Granik Broadcasting Inc.) TV proceeding. Scheduled exchange of parties' direct, affirmative cases in form of sworn, written exhibits by Feb. 28; notification of witnesses by March 5, and further, scheduled hearing on March 12 (Docs. 17889, 17890).

RULEMAKING ACTIONS

■ Commission has denied a proposal for rulemaking (RM-1204) to interchange ch. 13 at Anchorage with unused ch. 4 at Seward, Alaska. Change had been requested by Willis R. Harpel, permittee of KHAR-TV, ch. 13, Anchorage, which commenced operation Oct. 31, 1967. Harpel had also requested issuance of an order to show cause why his permit should not be modified to specify operation ch. 4 at Anchorage. Action Jan. 4.

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CALL LETTER APPLICATIONS

- Gala Broadcasting Co., Columbus, Ga. Requests WYEA-TV.
- KMSO Inc. Kalispell, Mont. Requests KCFW-TV.

Existing TV stations

FINAL ACTIONS

WCOV-TV Montgomery, Ala.—Broadcast Bureau granted license covering changes in station. Action Jan. 5.

KWWL-TV Waterloo, Iowa—Broadcast Bureau granted CP to change ERP to 182 kw vis., 36.3 kw aur., trans. location to approximately five miles southeast of Independence, make changes in ant. structure, ant. system and decrease ant. height to 2,010 ft. Action Jan. 4.

KLBK-TV Lubbock, Tex.—Broadcast Bureau granted CP to build new tower, change type ant., make changes in ant. system, and decrease ant. height to 810 ft.; condition (main trans. and ant.) Action Dec. 28, 1967.

OTHER ACTIONS

■ Review board in Fayetteville, Ark. TV broadcast proceeding, Docs. 17704-05, granted motion for extension of time filed Dec. 29, 1967, by Noark Broadcasting Inc. and extended to Jan. 17, time within which to file joint request for approval of merger agreement. Board member Nelson absent. Action Jan. 4.

■ Waterbury, Conn. (WATR Inc. [WATR-TV, ch. 20]) applicant to change TV facilities advised notice to public is inadequate. Commission has notified WATR Inc., licensee of WATR-TV Waterbury, Conn., that under public notice requirements of Sec. 1.580 of rules, its publication is defective. Application to increase ant. height to 1,240 ft., change ERP to 792.5 kw vis., and move to trans. site about 8 miles south of Waterbury and make equipment changes is "major change" under rule. In addition, WATR was advised its program survey was limited to city of New Haven, one of major communities which will receive actual service. Commission stated it is of view that, "properly, the survey should include all new areas which would receive service" from station for first time. WATR was afforded 30 days to file information. Application is opposed by Connecticut Television Inc., licensee of WHNB-TV, ch. 30, New Britain, which will be afforded 15 days to file responsive pleading to WATR information. By letter. Action Jan. 4.

■ Commission has granted joint petition by eight parties to merger agreement for ownership of ch. 9, WNYS-TV Syracuse, N. Y., to increase amount of reimbursement for one of parties, George P. Hollingbery (Docs. 14368-72, 14444-46). Commission has modified its order approving merger to permit payment to Hollingbery of \$31,260.97, as requested by parties to merger. Applicants stated that their merger agreement providing for reimbursement of \$25,000 was typographical error. Action Jan. 4.

RULEMAKING ACTION

■ Commission has amended Sec. 74.664(a) of its rules by adoption of new subparagraph (3) to require, for unattended television auxiliary stations, display on ant. supporting structure, of unattended sta-

tion's call sign, name of its licensee, and call sign and location of television broadcast station(s) of which it is an auxiliary. Action Jan. 4.

New AM stations

APPLICATIONS

Yazoo City, Miss., Gateway Broadcasting Inc.—Seeks amendment to request for CP for new AM to change frequency from 1520 kc to 1530 kc and make changes in ant. system (change height). Ann. Jan. 10.

Monticello, N. Y. — The Allemenchen Corp. Seeks 990 kc, 500 kw-D. P. O. address: Box 95, Hyde Park, N. Y. 12538. Estimated construction cost \$72,711.80; first-year operating cost \$48,000; revenue \$60,000. Principals: Ubiquitous Corp. (51%), voted by Thomas C. Durfey, president. Mr. Durfey is land owner and assistant professor of physics. Ubiquitous Corp. owns WHVW Hyde Park. Ann. Jan. 4.

FINAL ACTIONS

■ Monroe, N. C. (Smiles of Monroe Inc., Old Hickory Broadcasting Corp. and Monroe Broadcasting Inc.) AM application dismissed with approval of joint agreement; Monroe Broadcasting application of new daytime station granted. Commission has granted joint request by three applicants for new AM at Monroe, N. C., for approval of agreement. Mutually exclusive applications of Smiles of Monroe Inc., and Old Hickory Broadcasting Corp. have been dismissed, with reimbursement for out-of-pocket expenses of \$2,000 to Smiles and \$2,619 to Old Hickory by Monroe Broadcasting. Monroe application for CP for new daytime AM to operate on 1190 kc with 500 w was granted with permission to operate by remote control from main studio location at 109 South Main Street at Monroe. Stockholders, officers and directors of corporation are Joe N. Ross (40%), president; Paul J. Helms (40%), vice president, and H. David Hedrick (20%), secretary-treasurer. By memorandum, opinion and order. Action Jan. 9.

■ Chardon, Ohio (B-K Broadcasting Co. and Radio Buckeye Inc.) AM application granted. Commission has granted joint request filed by B-K Broadcasting Co. and Radio Buckeye Inc., applicants for new

daytime AM at Chardon, Ohio, for approval of agreement providing for reimbursement by B-K of up to \$14,000 of out-of-pocket expenses incurred by Radio Buckeye in preparation and prosecution of its application. Radio Buckeye Inc. application was dismissed. Application of B-K Broadcasting Co. for new class II daytime AM to operate on 1560 kc with 1 kw, directionalized, was granted. Principal stockholders, officers and directors of B-K Broadcasting are Oliver F. Bolton (42.6%), president; Arthur B. King (42.6%), director, and James W. Dinsmore (2%), secretary-treasurer. By memorandum, opinion and order. Action Jan. 9.

OTHER ACTIONS

■ Review board in Mishawaka, Ind., AM broadcast proceeding, Doc. 14855., granted petition for continuance of oral argument filed Dec. 28, 1967, by Northern Indiana Broadcasters Inc. and rescheduled oral argument for March 12, 1968, in room 650, 1919 M Street, N.W., Washington, at 10 a.m. Granted petitions for additional time for oral argument, filed by Northern Indiana Broadcasters Inc. on Dec. 28, 1967, and by South Bend Tribune Jan. 3; and that each party filing notice of appearance shall be allowed 30 minutes for presentation of argument. Board member Slone abstaining, Board member Pincock dissenting, Board member Kessler absent. Action Jan. 9.

■ Review board in St. Louis, standard broadcast proceeding, Doc. 17210 et al., granted appeal from adverse ruling of hearing examiner filed Oct. 16, 1967, by Missouri Broadcasting Inc.; vacated memorandum, opinion and order released Oct. 9, 1967, and denied petition for leave to amend. Action Jan. 3.

■ Commission has denied request by Benjamin J. Friedland for waiver of rule (Sec. 1.569) covering applications for frequencies adjacent to class I-A channels, and returned his application for CP for new daytime AM to operate on 680 kc with 250 w power, directionalized, at Flemington, N. J. Action Jan. 10.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Jan. 4 in St. Louis (Great River Broadcasting Inc. et al.) AM proceeding. On examiner's own motion, scheduled further



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prehearing conference for 10 a.m., Jan. 30, with all parties to come forward with definite proposals for continuing proceeding or strong showings for further necessary postponement (Docs. 17210-5, 17217, 17219).

■ Hearing Examiner H. Gifford Irion on Jan. 4 in Kettering, Eaton, Greenville, Ohio; Bloomington, Brazil, Ind., and Shively, Ky. (Klitykawk Broadcasting Corp. et al.) AM proceeding. Overruled Broadcast Bureau opposition to Gem City Broadcasting Co. Notice to take depositions, and permitted Gem City to take depositions requested (Docs. 17243-7, 17249, 17250).

■ Hearing Examiner Forest L. McClenning on Jan. 4 in Costa Mesa-Newport Beach, Pasadena, Calif. (Charles W. Jobbins et al.) AM proceeding, granted petition of Voice In Pasadena Inc. and extended from Jan. 22 to Feb. 29 time for filing proposed findings; further ordered that parties have until Jan. 15 to determine whether evidentiary matter involving Robert A. Maheu can be resolved by stipulation and on that date shall advise examiner of determination made (Docs. 15752-50, 15762-5).

CALL LETTER ACTION

■ Logan Broadcasting Co., Logan, Ohio. Granted WLG.N.

Existing AM stations

APPLICATIONS

WPYB Benson, N. C.—Seeks amendment to CP which requests change in frequency from 1580 kc to 1130 kc; increase power from 500 w to 10 kw; install DA-D and install new trans.; change power to 1 kw; delete request for DA-D and new trans. Ann. Jan. 9.

KUIK Hillsboro, Ore.—Seeks CP to increase power from 1 kw to 5 kw, install DA-D, change ant.-trans. and studio location to on Hornecker Road, ½ mile east Subsbauer Road, 2.5 miles northwest of Hillsboro, Ore., and install new trans. Ann. Jan. 10.

WKYB Hemingway, S. C.—Seeks CP to increase power from 5 kw to 10 kw (5 kw CH), and install new trans. Ann. Jan. 10.

FINAL ACTIONS

WMYR Fort Myers, Fla.—Broadcast Bureau granted CP to replace expired permit for increase in nighttime power to 5 kw and make changes in DA system. Action Dec. 28, 1967.

WMLT Dublin, Ga.—Broadcast Bureau granted license covering change in hours of operation and install DA-N. Action Jan. 9.

WZBN Zion, Ill.—Broadcast Bureau granted license covering new AM. Action Jan. 9.

WOR New York—Broadcast Bureau granted CP to install new type trans. as an auxiliary trans. Action Jan. 3.

WACO Waco, Tex.—Broadcast Bureau granted mod. of CP (auxiliary) to make changes in ant. system; conditions. Action Jan. 4.

WKTY La Crosse, Wis.—Broadcast Bureau granted license covering use of former main trans. at main trans. location, for auxiliary purposes only. Action Jan. 9.

OTHER ACTIONS

■ Commission has granted request by Oak Knoll Broadcasting Corp., interim operator of KRLA Pasadena, Calif., and authorized Oak Knoll to release all funds from escrow accounts to Community Television of Southern California, licensee of educational KCET (TV) Los Angeles. Action Dec. 20, 1967 by letter.

■ Petition by WARK Inc., Hagerstown, Md., for reconsideration of commission staff's Sept. 1, 1967 denial of its request for investigation into allegedly anticompetitive practices between The Evening Star Broadcasting Co., Washington, and Regional Broadcasting Co., Halfway, Md., has been denied by FCC. Action Jan. 4.

■ Towson, Md. (WTOW Inc.) application for change in directional ant. radiation pattern granted. Commission has granted application of WTOW Inc., licensee of WTOW (1570 kc, 5 kw, DA-D) at Towson, Md., to change its directional ant. radiation pattern from northwest-southeast axis more nearly towards southwest. Reorientation of pattern will enable WTOW to place 25 mv/m signal over Towson's main business and industrial district for first time. The 5 mv/m coverage of Baltimore will be increased to about 45% but applicant points out this is incidental to obtaining better coverage of Towson and remainder of Baltimore county. WTOW is only AM station in Baltimore county. Commission noted that "the proposal involves neither an increase in power nor a move of the trans. to a site closer to Baltimore." By memorandum, opinion and order; Commissioner Johnson concurring in

result. Action Jan. 4.

■ Renewal application by Image Radio Inc., licensee of WCFV Clifton Forge, Va., has been designated for hearing on issues including advertising probable lottery and violations of FCC rules. Action Jan. 8.

■ Commission has ordered hearing based on five issues to determine if renewal of license for Impact Radio Inc. of WPXI Roanoke, Va., is in public interest. Action Jan. 4.

FINES

■ Commission has ordered El Centro Radio Inc., licensee of KAMP El Centro, Calif., to pay forfeiture of \$150 for willful and repeated violation of Sec. 1.611 of rules by failing to file with commission on or before April 1, 1967, its 1966 annual financial report. Notice of apparent liability for \$150 forfeiture was sent to licensee, Oct. 4. Licensee failed to reply within allowed 30-day period and no subsequent reply has been received. By memorandum, opinion and order. Action Jan. 4.

■ O'Fallon-O'Connor Broadcasting Inc., licensee of KFML Denver, has been notified by commission of liability for forfeiture of \$500 for apparent willful and repeated violation of commission's rules. Action Jan. 10.

■ KJEM Oklahoma City—Broadcast Bureau by letter of Jan. 9, notified KJEM, that it has incurred an apparent forfeiture liability of \$200 for violation of rules, including failure to provide data concerning equipment performance measurements (Sec. 73.47(b)). Licensee has 30 days to pay or contest forfeiture.

CALL LETTER ACTION

■ WTHH, Enterform Inc., Port Huron, Mich. Granted WPHM.

PRESURPRISE AUTHORITY ACTIONS

■ Commission, on Jan. 3, granted a request by Storer Broadcasting Co. and extended from Jan. 8 to Feb. 1 time for filing reply comments in matter of presurprise operation by class II stations under presurprise service authorization on U. S. I-A clear channels (Doc. 17562). Action Jan. 4.

■ Commission, by its Broadcast Bureau, took following actions on dates shown: Pursuant to Sec. 73.99 of commission's rules until further notice, following standard broadcast stations have been granted presurprise service authority from 6 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime antenna system and with power as shown: Actions Dec. 29, 1967: 940 kc, WCSW (CP only) Shell Lake, Wis., 500 w, CBM, and 1560 kc, KBIB Monette, Ark., 250 w, WQXR. Action Jan. 3: 1070 kc, Estherville, Iowa, 15.6 w, CBA.

■ Pursuant to Sec. 73.99 of commission rules until further notice, following standard broadcast stations have been granted presurprise service authority for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime antenna system and with power as shown: Action Dec. 29, 1967: 1460 kc, KCRB Chanute, Kan., 500 w. Action Jan. 3: 1360 kc, KRAY Amarillo, Tex., 500 w.

■ Presurprise service authority granted for temporary authority pending final outcome of ABS, v. USA & FCC (case no. 31835, U.S. Court of Appeals, second circuit): Actions Dec. 21, 1967: 550 kc, KOY Phoenix, 5000 w, KRAI Craig, Colo., 1000 w and WSVA (modified) Harrisonburg, Va., 1000 w; 590 kc, WMB5 Uniontown, Pa., 1000 w; 600 kc, WSJS Winston-Salem, N. C., 5000 w; 630 kc, KDWB Minneapolis-St. Paul, 1000 w; 1170 kc, KPUG Bellingham, Wash., 1720 w; 1260 kc, WWDC Washington, 5000 w, WIXY Cleveland, 5000 w and KMCM McMinnville, Ore., 790 w; 1280 kc, WGBF Evansville, Ind., 5000 w; 1290 kc, KUMA Pendleton, Ore., 5000 w; 1310 kc, WEEL Fairfax, Va., 1000 w; 1330 kc, KOVE Lander, Wyo., 2290 w; 1380 kc, WKJG Fort Wayne, Ind., 2300 w and KRKO Everett, Wash., 5000 w; 1390 kc, WHMA Anniston, Ala., 5000 w and WEED Rocky Mount, N. C., 1000 w; 1410 kc, KNOP North Platte, Neb., 1000 w; 1440 kc, KQRS Golden Valley, Minn., 5000 w; 1460 kc, WEMD Easton, Md., 1000 w and KDMA Montevideo, Minn., 1000 w; 1470 kc, KSEM Moses Lake, Wash., 5000 w; 1480 kc, KRED Eureka, Calif., 5000 w; WRSW Warsaw, Ind., 1000 w; KBOX Dallas, 840 w and WISM Madison, Wis., 5000 w. Actions: Dec. 27, 1967: 590 kc, WKZO Kalamazoo, Mich., 1640 w, and 1290 kc, WVOW Logan, W. Va., 5000 w. Actions Dec. 29, 1967: 550 kc, KSD St. Louis, 5000 w, and WKRC Cincinnati, 5000 w; 560 kc, WQAM Miami, 5000 w; 590 kc, WPLO Atlanta, 5000 w; WVLC Lexington, Ky., 5000 w, and WLVA Lynchburg, Va., 1000 w; 610 kc, WAYS Charlotte, N. C., 5000 w, and WTVN Columbus, Ohio, 4120 w;

710 kc, WKRJ Mobile, Ala., 1000 w; 930 kc, KITE Terrell Hills, Tex., 4625 w; 950 kc, KOEL Oelwein, Iowa, 1000 w, and WSPA Spartanburg, S. C., 5000 w; 960 kc, WBRC Birmingham, Ala., 5000 w; 970 kc, WAVE Louisville, Ky., 4700 w; WANV Waynesboro, Va., 1000 w and KREM Seattle, 1000 w; 1110 kc, KBND Bend, Ore., 5000 w; 1150 kc, KAYO Seattle, 5000 w; 1260 kc, WGWR Asheville, N. C., 5000 w; 1300 kc, WAVZ New Haven, Conn., 1000 w; 1310 kc, KFKA Greeley, Colo., 5000 w; 1320 kc, WDMJ Marquette, Mich., 1000 w, and WSCR Scranton, Pa., 585 w; 1350 kc, WXCL Peoria, Ill., 1000 w; 1370 kc, KGNO Dodge City, Kan., 660 w; 1390 kc, KLPM Minot, N. D., 3490 w, and KBLW Logan, Utah, 1000 w; 1410 kc, KNAL Victoria, Tex., 400 w; KWYO Sheridan, Wyo., 1000 w; 1440 kc, WNFL Green Bay, Wis., 5000 w; 1460 kc, WKAM Goshen, Ind., 1000 w; 1470 kc, WMBD Peoria, Ill., 5000 w; KTRI Sioux City, Iowa, 5000 w, and WOHO Toledo, Ohio, 1000 w; 1590 kc, WTVB Coldwater, Mich., 5000 w, and WAKR Akron, Ohio, 5000 w; 1600 kc, WCWC Ripon, Wis., 5000 w. Actions Jan. 3: 620 kc, WLBZ Bangor, Me., 5000 w; 790 kc, KGHL Billings, Mont., 5000 w; 930 kc, KIUP Durango, Colo., 5000 w; 970 kc, KQAQ Austin, Minn., 5000 w; 1420 kc, WIMS Michigan City, Ind., 2580 w.

New FM stations

APPLICATIONS

Fresno, Calif.—Radio KYNO Inc. Seeks 95.5 mc, ch. 238, 50 kw. Ant. height above average terrain 318 ft. P. O. address: 2125 North Barton, Fresno. Estimated construction cost \$84,658; first-year operating cost \$25,000; revenue \$30,000. Principal: L. E. Chenault, president. Applicant owns KYNO Fresno, Ann. Jan. 10.

Tuscola, Ill.—Frederick W. Seibold. Seeks 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 117 ft. P. O. address: 600 South Main Street, Tuscola 61953. Estimated construction cost \$10,995; first-year operating cost \$15,000; revenue \$20,000. Principal: Mr. Seibold is retail florist and plant grower. Ann. Jan. 4.

Lafayette, Ind.—Tiprad Broadcasting Co. Seeks 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 1000 Ortmann Lane, Lafayette 47905. Estimated construction cost \$6,880; first-year operating cost \$12,000; revenue \$15,000. Principals: David M. Stevenson (70%), John C. Ribbens (20%) and Robert E. Goris (10%). Ann. Jan. 10.

Waukon, Iowa—Ralph M. Sweeney. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Highway No. 9, North, Waukon 52172. Estimated construction cost \$23,640; first-year operating cost \$12,000 over AM; revenue \$20,000 over AM. Principal: Mr. Sweeney owns rental properties, motel, real estate and development brokerage, farm and nursing home. He is also sole owner of KNEI Waukon. Ann. Jan. 4.

Hibbing, Minn.—Hibbing Broadcasting Co. Seeks 106.3 mc, ch. 292, 0.6 kw. Ant. height above average terrain 277 ft. P. O. address: 807 West 37th Street, Hibbing. Estimated construction cost \$12,835; first-year operating cost \$12,000; revenue \$14,000. Principal: Frank Befera, president. Applicant owns WHLB Virginia, Minn. See Virginia, Minn., below. Ann. Jan. 4.

Pipestone, Minn.—KLOH Inc. Seeks 98.7 mc, ch. 254, 100 kw. Ant. height above average terrain 402 ft. P. O. address: Box 512, Pipestone. Estimated construction cost \$40,930; first-year operating cost \$15,000; revenue \$25,000. Principal: Robert E. Ingstad, president. Applicant is licensee of KLOH Pipestone. Mr. Ingstad is principal of permittees for new FM's in Jamestown, N. D., Breckenridge-Wahpeton, Minn., and in pending application for new FM in Wadena, Minn. He is also proposed assignee for KBAB Indianola, Iowa. Ann. Jan. 10.

Virginia, Minn.—Virginia Broadcasting Co. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 105 ft. P. O. address: Sixth Avenue & 17th Street, Virginia 55792. Estimated construction cost \$12,835; first-year operating cost \$12,000; revenue \$13,500. Principal: Frank Befera, president. Applicant owns WHLB Virginia. See Hibbing, Minn., above. Ann. Jan. 4.

Port Jervis, N. Y.—Port Jervis Broadcasting Inc. Seeks 96.7 mc, ch. 244, 1.097 kw. Ant. height above average terrain 465 ft. P. O. address: Box 920, Neversink Drive, Port Jervis 12771. Estimated construction cost \$31,592.67; first-year operating cost \$9,713.46; revenue \$12,000. Principal: Oscar Wein, president and treasurer. Mr. Wein is 50% stockholder and general manager of WDLG Port Jervis, Ann. Jan. 4.

The Dalles, Ore.—Leslie L. Cunningham. Seeks 104.5 mc, ch. 283, 25 kw. Ant. height

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Jan. 11, 1968

	Lic.	ON AIR		NOT ON AIR		Total Authorized
		CP's		CP's		
Commercial AM	4,153 ¹	10		93		4,258
Commercial FM	1,728	41		267		2,036
Commercial TV-VHF	493 ²	8		13		517
Commercial TV-UHF	117 ²	23		166		308
Educational FM	320	5		38		363
Educational TV-VHF	67	4		5		76
Educational TV-UHF	53	18		39		110

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,148 ¹	1,721	609 ²	319	119
CP's on air (new stations)	11	44	33	6	23
CP's not on air (new stations)	95	253	173	31	44
Total authorized stations	4,256	2,018	820	356	186
Licenses deleted	1	0	0	0	0
CP's deleted	0	0	3	0	0

¹ In addition, two AM's operate with Special Temporary Authorization.

² In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

above average terrain 1,888.5 ft. P. O. address: 410 East Second Street, The Dalles 97058. Estimated construction cost \$23,159; first-year operating cost \$9,600; revenue \$24,000. Principal: Mr. Cunningham was employed by KODL The Dalles. Ann. Jan. 10.

Victoria, Tex.—Sound Distributors Inc. Seeks amendment to request for CP for new FM to change applicant to Cosmopolitan Enterprises of Victoria Inc., and consider application as change in facilities of KTXN-FM Victoria, Tex., to change frequency to 95.1 mc, ch. 236; increase ERP to 38.8 kw; install new trans. (RCA BTF-50); increase TPO to 5 kw; install new ant. (RCA BFA-8A, 8 sections); make changes in ant. system (increase height); and increase HAAT to 155 ft. Ann. Jan. 4.

*Menomonee, Wis.—Stout State University. Seeks 89.5 mc, ch. 208, 10 w. Ant. height above average terrain 77 ft. P. O. address: Menomonee 54751. Estimated construction cost \$8,780; first-year operating cost \$7,000; revenue none. Principals: Dr. Norman C. Ziemann, chairman of speech department, William J. Michaels, president. Ann. Jan. 10.

FINAL ACTIONS

Eureka, Calif.—Eureka Broadcasting Co. Broadcast Bureau granted 96.3 mc, ch. 242, 296 kw horz., 27.9 kw vert. Ant. height above average terrain 1,580 ft. P. O. address: Box "O," Eureka, Calif. 95501. Estimated construction cost \$35,682; first-year operating cost \$48,000; revenue \$45,000. Principals: Wendell Adams, president (52%) and others. Mr. Adams is licensee of KINS Eureka. Mr. Adams has no other business interests indicated. Action Jan. 2.

Wadena, Minn.—KWAD Broadcasting Co., FCC granted 105.9 mc, ch. 290, 50 kw. Ant. height above average terrain 250 ft. P. O. address: 201½ South Jefferson, Wadena 56482. Estimated construction cost \$34,816; first-year operating cost \$10,000; revenue \$20,000. Principals: Robert E. Ingstad (73-68%), president and licensee of KLOH Pipestone, Minn. Mr. Ingstad is principal of permittees for new FM's in Jamestown, N. D., Breckenridge-Wahpeton, Minn., and in pending application for assignment of KBAB Indianola, Iowa (See New FM stations). The Ingstads also have interests in KWAD Wadena and KBMW Breckenridge, both Minnesota; KDVC Valley City and KEYJ Jamestown, both North Dakota. Action Jan. 10.

Salisbury, Md.—Delmarva Broadcasting Corp. Broadcast Bureau granted 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 150 ft. P. O. address: 700 East Main

Street, Salisbury. Estimated construction cost \$11,600; first-year operating cost \$18,000. Principal: Robert C. Doyle, president (100%) et al. Mr. Doyle is chief of television division at National Geographic Society, Washington, and owns WICO Salisbury. He is also 30% stockholder, vice president and secretary of WEBB Baltimore. Action Jan. 3.

Moorhead, Minn.—Concordia College Corp. Broadcast Bureau granted CP for new noncommercial educational FM to operate on ch. 216 (91.1 mc), ERP 94 kw, ant. height 300 ft. Action Jan. 3.

Shamokin, Pa.—Radio Anthracite Inc. Broadcast Bureau granted 95.3 mc, ch. 237, 1.75 kw. Ant. height above average terrain 380 ft. P. O. address: Rock and Sunbury Streets, Shamokin 17872. Estimated construction cost \$26,700; first-year operating cost \$10,000; revenue \$15,000. Principals: Applicant is operator of WISL Shamokin. Robert E. Doebler, secretary, Henry W. Lark, president et al. Action Jan. 3.

Stephenville, Tex.—Dixie Broadcasters. FCC granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 205 ft. P. O. address: Box 102, Stephenville 76401. Estimated construction cost \$11,600; first-year operating cost \$3,500; revenue \$6,000. Principals: Cyril W. Reddock (66½%) and Ralph L. Hooks (33½%). Mr. Reddock has 51% interest in KDLA-AM-FM De Ridder, and 50½% interest in KREH Oakdale, both Louisiana; 66½% interest in KSTV Stephenville, Tex. Action Jan. 10.

Hayward, Wis.—Broadcast Bureau granted mod. of CP to change studio location to 1.4 miles northwest of Hayward business district, Hayward, change type trans., type ant. Action Jan. 4.

Broadcast Bureau granted licenses covering following new FM's: WOOO-FM DeLand, Fla.; WSEB-FM Sebring, Fla., specify type trans. and ant.; WJBM-FM Jerseyville, Ill.; WMTL-FM Leitchfield, Ky., specify type trans. and ant.; KTOC-FM Jonesboro, La., specify type trans. and ant.; WIGS-FM Gouverneur, N. Y., specify type trans.; WLIL(FM) Lenoir City, Tenn.; KIOU(FM) Corpus Christi, Tex., specify type trans.; KONI-FM Spanish Fork, Utah, and WLIH-FM New London, Wis., specify studio location same as trans. Action Jan. 10.

OTHER ACTIONS

Review board in Miami, Fla., FM broadcast proceeding, Docs. 17401 & 17403, denied motion to enlarge issues filed Nov. 9, 1967 by Mission East Co. Board member Nelson absent. Action Jan. 3.

Review board in Rockford, Ill., FM broadcast proceeding, Docs. 17591-3, denied

petition to withdraw filed Nov. 16, 1967 by Greater Rockford Sound Inc. Board member Nelson absent. Action Jan. 3.

ACTION ON MOTION

Hearing Examiner James D. Cunningham on Jan. 4 in Hardinsburg, Ky. (Blancett Broadcasting Co. and Breckinridge Broadcasting Co.) FM proceeding. Continued hearing scheduled Jan. 18 to date to be specified by subsequent order and announced that second prehearing conference will be held on date to be set (Docs. 17856-7).

CALL LETTER APPLICATIONS

*Western State College, Gunnison, Colo. Requests KWSB-FM.
Nobco Inc., Archbold, Ohio. Requests WHFD(FM).

CALL LETTER ACTION

KWIQ Radio Inc., Moses Lake, Wash. Granted KWIQ-FM.

DESIGNATED FOR HEARING

Tampa, Fla., (Hubbard Broadcasting Inc., WLCY Inc., and Rust Craft Greeting Cards Inc.) FM applications designated for hearing. Commission has designated for consolidated hearing mutually exclusive applications for new FM to operate on ch. 235 (94.9 mc) at Tampa, Fla.; Hubbard Broadcasting Inc. with ERP 100 kw, ant. height of 1,300 ft.; WLCY Inc. with ERP 52.29 kw, ant. height 414 ft., and Rust Craft Greeting Cards Inc. with ERP 77.7 kw and ant. height of 245 ft. Hearing issues include consideration of programing proposals because of substantial and material difference between proposals in amount of AM programing to be duplicated. By order, Action Jan. 4.

Independence, Kan. (Pitts Enterprises Inc., and Central Broadcasting Inc.) FM applications designated for hearing. Commission has designated for hearing two mutually exclusive applications for new FM to operate on ch. 269 (101.7 mc) at Independence, Kan.; Pitts Enterprises Inc., to operate with ERP 3 kw and ant. height of 230 feet and Central Broadcasting with ERP of 1.6 kw and ant. height of 156 feet. Hearing issues include financial qualification of both applicants; as to Pitts Enterprises, determination as to its qualifications to do business in state of Kansas, and whether tower height and location proposed would be menace to air navigation. Federal Aviation Administration is made party to proceeding. By order, Commissioner Loevinger concurring in result. Action Jan. 10.

Eugene, Ore. (KUGN Inc. and Pacific Northwest Broadcasting Corp.) FM applications designated for hearing. Commission has designated for hearing two mutually exclusive applications for new FM at Eugene, Ore., to operate on ch. 256 (99.1 mc); KUGN Inc., to operate with ERP 28.8 kw and ant. height of 177 feet, and Pacific Northwest Broadcasting Corp. to operate with ERP 100 kw and ant. height of 1,485 feet. Hearing issues include determination of areas and populations to be served by proposed station. In event of grant of Pacific Northwest application, Sec. 73.210 of rules is waived to permit location of main studio outside city limits of Eugene at Baldyview Lane, Armitage, Ore. Applicants are licensees of KUGN and KPNW Eugene. By order, Action Jan. 10.

Waco, Tex. (Centex Radio Co. [KEFC]; KWTX Broadcasting Co. and Morbro Inc.) FM applications designated for hearing. Commission has designated for consolidated hearing three FM applications for operation on ch. 248 (97.5 mc): KWTX Broadcasting Co. with ERP of 71.2 kw and ant. height of 892 ft.; Morbro Inc. with ERP of 100 kw, ant. height of 159 ft. Centex Radio Co. presently operates KEFC(FM) on ch. 238 (95.5 mc) with ERP of 3.1 kw and ant. height of 220 ft., and requests facilities of its station changed to ch. 248 (97.5 mc) with ERP 56.3 kw and ant. height of 209 ft. Hearing issues include financial qualifications of Morbro Inc., and consideration of programing proposals of applicants. Centex proposes independent operation while KWTX proposes 46% duplication and Morbro, 39% duplication. By order, Action Jan. 4.

Existing FM stations

FINAL ACTIONS

WERH-FM Hamilton, Ala.—Broadcast Bureau granted mod. of CP to install circular polarized ant. Action Jan. 4.

KBUZ-FM Mesa, Ariz.—Broadcast Bureau granted license covering change in ant. trans. and studio location. Action Jan. 9

KTBT(FM) Garden Grove, Calif.—Broadcast Bureau granted license covering installation of new type ant., change ant. height to 215 ft. Action Jan. 9.

*KUSC(FM) Los Angeles—Broadcast Bu-

reau granted license covering installation of new type trans., ERP 17 kw, ant. height 155 ft. Action Jan. 9.

KMBY-FM Monterey, Calif.—Broadcast Bureau granted license covering additional vertical trans. and ant. Action Jan. 9.

KLIR-FM Denver — Broadcast Bureau granted license covering new auxiliary trans. at main trans. location. Action Jan. 9.

WDRG-FM Hartford, Conn.—Broadcast Bureau granted license covering installation of new type trans. and ant., change ant.-system, ERP 17.5 kw, ant. height 760 ft. Action Jan. 9.

WHS(FM) Middletown, Conn.—Broadcast Bureau set aside action of Dec. 12, 1967, which granted CP to replace expired permit for new station. Action Jan. 4.

WDRY(FM) Crawfordsville, Ind.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, install new type trans., dual ant., change ERP to 900 w., ant. height to 77 ft. Action Jan. 9.

***WBEZ(FM)** Chicago—Broadcast Bureau granted license covering installation of new type ant., increase ERP to 18 kw. Action Jan. 9.

WPAD-FM Paducah, Ky.—Broadcast Bureau granted license covering decrease in TPO (4.9 kw). Action Jan. 9.

WHRB-FM Cambridge, Mass.—Broadcast Bureau granted license covering installation of new type trans., ERP 3 kw, specify type trans. Action Jan. 9.

WOMC(FM) Detroit—Broadcast Bureau granted CP to change ant. height to 215 ft. Action Jan. 3.

***WUNC(FM)** Chapel Hill, N. C.—Broadcast Bureau granted license covering change in trans. equipment. Action Jan. 9.

WDBN(FM) Medina, Ohio—Broadcast Bureau granted license covering installation of new type ant. Action Jan. 9.

WMSH-FM Elizabethtown, Pa.—Broadcast Bureau granted license covering installation of new trans.-ant. and tower, ERP 20 kw, ant. height 500 ft. Action Jan. 9.

WFLN-FM Philadelphia—Broadcast Bureau granted license covering installation of auxiliary trans. and ant., and license covering installation of new type trans. and ant., ERP 50 kw, ant. height 500 ft. Action Jan. 9.

WWDL-FM Scranton, Pa.—Broadcast Bureau granted license covering change in trans. location, install new type ant., ERP 145 w. ant. height 1,090 ft. Action Jan. 9.

KLUB-FM Salt Lake City—Broadcast Bureau granted license covering change in ant.-trans. location, install new type trans. and ant., ERP 100 kw, ant. height minus 140 ft. Action Jan. 9.

KSL-FM Salt Lake City—Broadcast Bureau granted license covering installation of new type trans., ERP 13 kw, ant. height 3,650 ft. Action Jan. 9.

WPRW-FM, Manassas, Va.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Rt. 123 and Pohick Road, Fairfax Station, install new type trans., new type ant., ERP 10 kw, ant. height 500 ft. Action Dec. 28, 1967.

CALL LETTER APPLICATIONS

■ **WCBC(FM)**, Key Broadcasting Corp., Catonsville, Md. Requests WBMD-FM.

■ **KCMO-FM**, Meredith Broadcasting Co., Kansas City, Mo. Requests KFMU(FM).

CALL LETTER ACTIONS

■ **WFHR-FM**, William F. Huffman Radio Inc., Wisconsin Rapids, Wis. Granted WWRW(FM).

RENEWAL OF LICENSES, ALL STATIONS
KJCF Festus, Mo.—Broadcast Bureau granted renewal of license. Action Jan. 3.

Translators

ACTIONS

■ **K11HU** Blanco River rural area, Colo.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 5.

■ **Hot Sulphur Springs, Colo.**—Hot Sulphur Springs TV Users Association—Broadcast Bureau granted CP for new VHF TV translator to serve Hot Sulphur Springs, operating on ch. 11, by rebroadcasting programs of KDA-TV, ch. 4, Denver. Action Jan. 8.

■ **K07DB**, Wolcott, Eagle, Gypsum and Riland, Colo.—Broadcast Bureau granted CP for VHF TV translator to change primary TV station to KBTV(TV), ch. 9, Denver. Action Jan. 4.

■ **Whitesburg, Ky.** (Whitesburg Television Translator Inc.) application to construct VHF TV translator granted. Commission has granted application of Whitesburg Television Translator Inc., for CP for new one-watt VHF TV translator to operate on ch. 4, to serve Whitesburg by rebroadcasting programs of WHTN-TV, ch. 13, Huntington, W. Va. Petition of Salyer Radio Co., operator of CATV system at Whitesburg, requesting denial of translator application was denied. Salyer petition alleged that

grant of application would result in adjacent channel interference to reception by CATV system of off-the-air signals of WSAZ-TV, ch. 3, Huntington. Commission stated there appears to be no other VHF output channel which would not cause similar or more severe problems and that it is "convinced that the public interest would be served by grant of this application and we expect the CATV operator and the translator permittee to cooperate in working out a mutually acceptable solution in the event that interference develops." By memorandum, opinion and order. Commissioner Bartley dissenting. Action Jan. 4.

■ **K13HW** Camas Valley, Ore.—Broadcast Bureau granted mod. of CP for VHF TV translator to change trans. location to 5 miles at 235° from general center of community of Camas Valley, make changes in ant. system. Action Jan. 4.

■ **Morgan, Utah**—Broadcast Bureau granted CPs for new VHF TV translators to serve Morgan, Milton, and Mountain Green (1) operating on ch. 8, by rebroadcasting programs of KUTV(TV), ch. 2, Salt Lake City; (2) operating on ch. 10, by rebroadcasting programs of KCPX-TV, ch. 4, Salt Lake City; (3) operating on ch. 12, by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City; condition. Action Jan. 8.

■ **K80CE** Rural Beaver county, Hamilton Fort and Newcastle, Utah—Broadcast Bureau granted mod. of CP for UHF TV translator to change type trans. and make changes in ant. system. Action Jan. 4.

■ **K66AA** (a) rural Duchesne County and (b) Spring Glen, Utah—Broadcast Bureau granted license covering new UHF TV translator; specify type trans. Action Jan. 5.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: **W08AZ** Cumberland, Lynch and Tetz, Ky., and **K091A** Conchas Dam and Garita Area, N. M. Action Jan. 5.

■ Broadcast Bureau granted licenses covering changes in following VHF TV Translators **K09HA** KallsPELL, Mont., and **W08AB** Guayama, P. R. Action Jan. 5.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: **K09HU** and **K07HK** Hoehn, Colo.; **K12FX** Hanalei, Hawaii; **K11HZ** Middle Fork of Clearwater River, Idaho; **K04EF** Hailey, Ketchum & Sun Valley, Idaho; **K02BT** Chinook, Zurich, Fairview and Clear Creek, Mont.; **K04AN** Chinook, Zurich, Fairview and Clear Creek, Mont., and **K13HL** Oakland and Union Gap, Ore. Action Jan. 5.

CATV

APPLICATION

■ **Madon Enterprises Inc.**—Requests distant signals from WNEW-TV, WOR-TV and WPIX(TV), all New York, to Oneida, N. Y. (Syracuse, N. Y.-ARB 34). Ann. Jan. 4.

OTHER ACTIONS

■ Commission has set Feb. 19 as date for oral argument in Sec. 214 case. Session will begin at 9:30 a.m. Hearing is to determine whether certificates of convenience and necessity are required by telephone companies to provide channel service to CATV systems (Doc. 17333). Action Jan. 4.

■ **Decatur, Ala.** (Decatur Cable TV) community antenna relay application granted: **North Alabama Broadcasters'** petition to deny application denied. Commission has granted application for community antenna relay station to serve CATV system of Decatur Cable TV at Decatur. Commission denied petition to deny application filed by **North Alabama Broadcasters Inc.**, and dismissed as moot petition of **North Alabama** for issuance of order to show cause. In granting application, commission found "Decatur CATV is seeking only to replace microwave facilities in the miscellaneous common carrier service with microwave facilities in the CAR service, a change which we have encouraged." By memorandum, opinion and order; Commissioners Bartley and Cox concurring in result. Action Jan. 4.

■ **Twin Cities Cable Co.**, operator of CATV systems in Fulton, Ky., and South Fulton, Tenn., has been ordered by FCC to cease and desist from operating in violation of the "mandatory stay" provisions of Sec. 74.1105 of rules (Doc. 17737). Action Jan. 4.

INITIAL DECISION

■ Grant of expansion of Courier Cable Inc.'s CATV system in Buffalo, N. Y., market has been proposed in an initial decision issued today by Hearing Examiner Herbert Sharfman. Ultravision Broadcasting Co., applicant for ch. 29 at Buffalo, N. Y., had petitioned commission to stay construction and extension of Courier's CATV system in Buffalo, N. Y., area. Under commission's rules, initial decision will become effective unless there is an appeal by a party to

proceeding or commission reviews decision on its motion. Action Jan. 10.

Ownership changes

APPLICATIONS

■ **KHFH Sierra Vista, Ariz.**—Seeks transfer of control from John E. Hickman (50% before, none after) to Huachuca Broadcasting Co. Principal: Kenneth W. Ferguson (50% before, 100% after). Mr. Ferguson has interest in American Television Relay which has pending application for microwave system which will provide TV signals to CATV in Sierra Vista. Consideration \$25,000. Ann. Jan. 10.

■ **KJST Joshua Tree-Twenty-Nine Palms, Calif.**—Seeks assignment of CP from Marion U. Moore to Desert Metropolitan Broadcasting Co. for \$16,931.87. Principals: Dr. Richard L. Siggers (37%) and David E. Roberts (26%) et al. Dr. Siggers is owner of medical center, property investments and farm. Mr. Roberts is employ with aviation firm. Ann. Jan. 5.

■ **WAEZ-FM** Miami Beach—Seeks assignment of license from Southern Broadcasting Inc. to WOCN Broadcasters for \$250,000. Principals: Edward Winton (25%), Myer Feldman (35%), David Ginsburg (15%) and Norma Fine (25%), all partners. Buyers own WOCN Miami, Fla. Ann. Jan. 4.

■ **WFFM** Fort Valley, Ga.—Seeks transfer of control from W. C. Woodall Jr. and Elizabeth S. Williams (each 33½%) to Paul Reehling (33½% before, 100% after). Mr. Reehling is president and general manager of WFFM. Consideration \$90,000. Ann. Jan. 10.

■ **WCVL** Crawfordsville, Ind.—Seeks assignment of license from Radio Crawfordsville Inc. to WCVL Inc. for \$225,000. Principals: John L. Sinclair Jr., president (25%), Saul Cohen, secretary (Cohen Realty is 50% stockholder of applicant) and Robert M. Sinclair, treasurer (25%). Messrs. Sinclair own restaurants, are licensees of WANT Richmond, Va., and are applicants for new AM in Hurricane, W. Va. Ann. Jan. 4.

■ **WKRX(FM)** Louisville, Ky.—Seeks assignment of license from Keith L. Reising to WKRX Inc., in which Mr. Reising will own all stock. Principal: Mr. Reising also owns WKRX Louisville, and is 50% applicant for new FM in Elizabethtown, both Kentucky. Ann. Jan. 4.

■ **WABK** (unassigned call letters) Gardiner, Me.—Seeks transfer of control from Roger V. Snow Jr. (33½% before, 13½% after), to Jon A. Lund (33½% before, 45% after) and Derek B. Payson (16½% before, 25% after). Consideration: Mr. Payson will pay \$2,500; Mr. Lund, \$3,500. Ann. Jan. 10.

■ **WMAX** Grand Rapids, Mich.—Seeks assignment of license from Panax Corp. to Hill-Meadowcroft Inc. for \$203,000. Principals: Edward J. Hill, M.D., president, and Garvin H. Meadowcroft, vice president, secretary and treasurer (each 50%). Dr. Hill is physician and surgeon; 75% stockholder in marine fabricating company. Mr. Meadowcroft is account executive for WMAX (BROADCASTING, Sept. 25, 1967). Ann. Jan. 10.

■ **WMIN-AM-FM** Minneapolis-St. Paul and **WMIL-AM-FM** Milwaukee—Seeks assignment of license from WMIN Inc. to Cream City Broadcasting Inc. for \$935,000. Principals: Milton Maltz and Robert G. Wright. Messrs. Maltz and Wright own WNYR-AM-FM Rochester, N. Y.; **WBRB-AM-FM** Mt. Clemens and **WTAK** Garden City (Detroit area) both Michigan, and **WTIF-AM-FM** Tiffin, Ohio (BROADCASTING, Dec. 11, 1967). Ann. Jan. 10.

■ **WDBN(FM)** Medina, Ohio—Seeks assignment of license from Independent Music Broadcasters Inc. to WDBN Inc. for \$650,000. Principals: Robert McBride Miller, president (46.57%), Geeter Investments (32.89%) et al. Mr. Miller is president, director and 50% stockholder in United States Broadcasting Co., Cleveland radio-TV production and holds one-sixth interest in family investment partnership. Ann. Jan. 4.

■ **WSCR** Scranton, Pa.—Seeks assignment of license from Lackawanna Valley Broadcasting Co. to Rice Communications Inc. Principal: William Thomas Rice Sr., president. Rice Communications is parent corporation and present application is to dissolve assignor into assignee corporation. Ann. Jan. 4.

■ **WMSR-AM-FM** Manchester, Tenn.—Seeks assignment of license from Ray (51%) and Herman (49%) Spivey to WMSR Inc. Change of partnership to corporation. Ann. Jan. 4.

■ **KMAP(FM)** Dallas—Seeks assignment of license from Century Broadcasting Corp. to Dawson Communications Inc. for \$200,000. Principals: L. Raymond Dawson, chairman of board and Lynn A. Christian, president. Ann. Jan. 4.

■ **KNNV** Friona, Tex.—Seeks assignment of license from The Farmer County Broadcasting Co. to KNNV Broadcasting Co. for

(Continued on page 81)

CLASSIFIED ADVERTISING

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—Sales

Local Sales Manager. East. \$300 week plus commission. Can top \$25,000 first year. Must have outstanding documentable record of building successful local sales department in addition to personal sales. Send complete resume, current picture and references first letter. Box A-66, BROADCASTING.

Salesmanager suburban southeastern market. Salary plus percentage of own sales plus override total sales. Send frank resume. Box A-115, BROADCASTING.

Needed, aggressive, young, promotion-minded sales manager, to build and direct sales staff top rated medium market station Gulf Coast near Houston. Opportunity to move up. Income \$900 per month plus override. Box A-145, BROADCASTING.

Radio salesman with proven experience of creative selling on the way up to TV sales management. Desirable to have background of leadership qualities, ability to direct salesmen, and business ability. Opportunity immediately. Box A-147, BROADCASTING.

Two young aggressive salesmen (25-35) can earn more, look forward to advancement into management with this recently acquired Airmedia affiliate. Must have proven sales experience, love radio and be work dynamos, full of ideas and imagination. Send resume to Hudson Millar, WIRA, Fort Pierce, Florida.

Salesman wanted to round out sales staff on 1000 watt AM, 3000 watt FM, middle-of-the-road station in major university town. WRSC, P. O. Box 242, State College, Pa. 16801.

Want door-knocking salesman, preferably with first phone, who likes to sign on, sell, and make money. No maintenance. WWFP, Palatka, Florida.

Expanding sales staff—You're our man if you like big commission checks on local, regional and national AM-FM sales. Draw if you need it. Group operation planned for future. Send resume and photo to East Coast Broadcasting Corporation, Box 815, Sag Harbor, New York 11963.

Unlimited opportunity with Christian AM station in rapidly growing area for honest man with desire to excel and ability to sell—draw against 15% plus benefits—Houston suburban station. . . . Write P.O. Box 419, Baytown, Texas, 77520 or call area code 713-424-4250 after 6:00 P.M.

Chicago Area. Sell Radio/Television time by telephone. Age or experience no factor. Will teach hard worker. Free to travel midwest. No car necessary. Expenses paid. Home weekends. We work top Radio & Television stations. Salesman and management positions open. Call Mr. Sax, 312-743-5056. Write 2705 West Howard St., Chicago, Illinois 60645.

We're a good company. A chain with a heart of gold. We make money and pay well. The fringe is second to none. You'll work hard but you're with champions. Experience is helpful, but desire is a must. Like to try for the top? Write Post office Box 8765, Richmond, Virginia 23226.

Successful Wisconsin medium market station has opening for experienced salesman. Established accounts. Twenty percent commission. Insurance benefits, profit sharing, retirement plan. Work for owner. Call 715-832-1729.

Announcers

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Top flite pay, for good morning man in medium mid-east market. Must do production also. Address Box A-64, BROADCASTING.

Radio-TV announcer. Radio: MOR and good production plus news announcing. TV: Sportscasting and on-camera commercial work. Beautiful midwest community under 100,000. Send VTR or tape and photo plus complete resume to Box A-49, BROADCASTING. All material will be returned.

Morning man for down state Illinois. Fine starting salary and advancement opportunities. Send tape and resume to Box A-74, BROADCASTING.

Contemporary personality—Versatile entertainer suitable for morning drive or housewife time. Need someone to add stronger adult appeal to our No. 1 rated Top 40 format. Above average salary plus employe benefits. Real potential. Stable Great Lakes Corporation Half-million market. Photo & tape. Box A-73, BROADCASTING.

Announcer-Salesman 1st preferably suburban N.Y.C. Salary plus commission. Box A-86, BROADCASTING.

Experienced announcer capable of production and ready for sales or sales training. Fulltime, nonmetropolitan. Box A-93, BROADCASTING.

Bright, lively, exciting MOR morning personality for expanding group operation in northeast. Salary depending on ability. 3 to 5 years experience required. Send resume to Box A-103, BROADCASTING.

\$120 for experienced MOR dj. \$150.00 if you also write and can take charge production. Virginia medium market. Box A-116, BROADCASTING.

Wanted—Top flight R&B jock with proven track record for employment in large southern market . . . Top pay. Send tape and resume to Box A-131, BROADCASTING.

Immediate opening for experienced mature professional announcer with good news background. MOR. Call WABJ, Adrian, Michigan. (313) 265-7123.

Soul station in ideal market wants 2 R&B dj's with new style delivery. All new equipment, going stereo. Integrated ownership. Liberal salary and fee schedule among best in nation. 3rd ticket required. Send tape, resume, photo. WAIV, Indianapolis, Indiana 46201.

Permanent position for professional mid-morning man. Good pay, advancement potential growing North Carolina market. Send tape resume to WCEC Rocky Mount, N. C.

WFIX, Huntsville, Alabama has opening for mature, experienced announcer for adult format. Established, progressive station in fast growing space center assures good future. Send tape, resume, photo to Manager, WFIX, Box 7, Huntsville, Alabama 35804.

February first opening for experienced, enthusiastic morning man for MOR station: Salary commensurate with ability and potential. Interested? Contact John Rapp, WFSR, Bath, New York.

One of Jelco radio's three Illinois stations has opening for announcer. Contact Manager WGIC, Mendota, Ill.

Announcers—(Cont'd)

Miami's leader WFUN, has immediate openings for newsmen and forthcoming openings on the South's top pop DJ staff, due to advancement of present staff member. If you're an experienced broadcaster and ready to make the move to the nation's Fun and sun capital, rush tape and resume to Dick Starr, Vice-President-programing, WFUN, Miami, Florida 33143.

WIRL, Peoria, Illinois is looking for a bright happy sounding air personality for a four hour mid-day air shift, who also has the ability to write and produce good sounding commercial and contest continuity. We are a 24 hour contemporary station. Send tape and resume to: Program Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

Announcer with 3rd phone endorsed. 1 kw daytimer with FM this Spring. Could take charge of FM if capable. Maximum on-air self expression. Minimum supervision. Balanced programming. No rock. All audition tapes returned. Mail all to Ed Marzoa, WJWL, P. O. Box 111, Georgetown, Delaware 19947.

Nation's 46th market! 24 hour modern C&W operation has opening for ambitious young broadcast pro in 6-midnite slot. \$125.00 to start with regular increases to \$175.00. Position open January 15th. Air-mail tape and resume to Sonny Ledet, P. D., WOLF Radio, P. O. Box 1490, Syracuse, N. Y. 13201.

New station—complete staff. WFEM, Ellwood City, Pa., 26 miles north of Pittsburgh. 2 engineer-announcers; 2 salesmen-announcers; 2 female office staff; 2 staff-announcers. Send tape and full particulars to Great Scott Broadcasting Co., c/o WPAZ, P. O. Box 638, 247 High St., Pottstown, Pa. 19464.

Top rated station outstanding market acceptance, seeks smooth, creative Top 40 announcer. Must have 2-3 years experience, good production ability and willing to work hard. Beautiful area, excellent living conditions. Salary commensurate with experience for 40-hour week. Send resume and tape with picture to Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Announcer-sales (C&W) unlimited AM & FM. Male or female. WSEB, Sebring, Florida.

Experienced announcer with production background for MOR and Top 40. Some news background helpful. 3rd class broadcast endorsement needed. Excellent pay for right man plus fringe benefits. Send air check and complete resume to James P. Schuh, Program Director, WSPT, Stevens Point, Wis. or call 715-341-1300.

Announcer-salesman for good music format. Average from 25-30 hours weekly on the board, and rest in sales. Salary \$100 weekly plus 20% commission on all sales. Must be near enough for personal interview. Write or call Michael Schwartz WTYM Radio, Springfield, Mass. 413-525-4141.

Combination sales play-by-play man. Emphasis on sales. Number 2 sports man. Excellent opportunity to learn sports. Salary commission, talent. Great Plains area. Send resume, snapshot to Box 726, Hastings, Nebraska.

Announcer with 3rd endorsed ticket, capable of doing MOR music show, including better popular music, plus own 5 minute newscasts for evening shift, or sign on, for 1000 watt Michigan station. Phone 517-839-9988.

Technical

Chief engineer. Must be able to maintain AM & FM equipment. No announcing. Southeastern fulltime local station. Starting salary over \$500 per month. Box A-3, BROADCASTING.

Wanted—Engineer for directional fulltimer in midwest. 1st phone necessary. Experience helpful, but not required. Box A-33, BROADCASTING.

Directional AM&FM in major midwest market needs capable engineer. Some announcing ability preferred. Box A-70, BROADCASTING.

Ground floor opportunity, Florida coastal. Needs chief engineer light announcing. Assume operations responsibility. Permanent position stable young corporation. Ideal working-living conditions. Ideal shift. All fringe benefits. Box A-71, BROADCASTING.

Chief engineer by February 1 for full time AM with FM stereo. Little air work. In a midwest resort area. Send resume and tape to Box A-105, BROADCASTING.

First phone for transmitter. No announcing. Will train beginner. Box A-143, BROADCASTING.

Wanted—Combination announcer/engineer for small market station in university, summer and winter tourist area. Full resume, references and salary requirements 1st letter. Box A-158, BROADCASTING.

First class (immediately) 5000 watts—\$475 base—KHIL, Willcox, Arizona.

Engineer needed for 2-DA-remote control (KW-AM) must be willing to learn. If interested, contact chief engineer, Sioux City, Iowa, radio station KMNS, 712-258-0628.

Immediate opening for chief engineer for WAVA all news radio AM-FM non directional. Transmitters located in Arlington, Virginia. Call or write John Burgreen, WAVA, 1901 Fort Myer Dr., Arlington, Va. 22209.

First class engineer for 5kw AM-FM station. Must be sharp on control board operation. WDRS, 750 Main St., Hartford, Connecticut 06103.

Experienced first phone engineer as chief to assume complete responsibility for high quality technical operation of 1 kw fulltime AM and Class B FM stereo. Minimum air requirement. Excellent equipment. Car necessary. Position is permanent and available immediately. \$125 weekly. Contact C. Leslie Golliday, WEPM, Martinsburg, West Virginia. (304) 263-5252.

Experienced Chief for stable 5 kw directional AM and automated FM stereo. Will consider qualified man such as assistant Chief ready to move up. Present Chief leaving February 1st. If you can come before then he will have chance to familiarize you with operation. James Rivers, WJAZ, Albany, Georgia.

Chief engineer needed for directional AM-Daytimer. Must have maintenance experience and some announcing experience. Excellent benefits. WYFE, Rockford, Illinois—Midwest Family Group.

Alaska: Engineer/announcer. Strong on maintenance. Have new Magnecorder, Gates, Viking, RCA equipment. Good schools-hunting-fishing. Start \$600 per month w/more later. Must know equipment and how to keep it in top condition. Warren W. Wiley, Box 209, Juneau, Alaska. 99801.

Pleasant operation. If you have a 1st class ticket, we will train you. 215-384-2100.

NEWS

News Director-Gather, write and air local news for network daytimer close to Chicago. Send tape, resume, picture to Box A-39, BROADCASTING.

The number one station in a major Canadian market, affiliated with a major chain, seeks an aggressive news director with leadership ability and medium or large market experience. He must be able to run a 5-man news department and stay ahead of tough competition. Strong voice an asset. Salary open, plus pension plan and exceptional fringe benefits. Applications also invited from experienced newscasters with strong voices. Rush tape, resume, references and salary requirements to Box A-108, BROADCASTING.

Help Wanted—News—(Cont'd)

If you are an established news broadcaster with major market experience and would like to work in New York, a major radio station has an opening. Send audition tape and biography. All replies confidential. Box A-159, BROADCASTING.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing and on-air reporting. Phone Bob Raymond, News Director, 305-241-1491, WDBO, Orlando, Florida.

News Director—To head up 2-man staff on top 40 station with reputation for aggressive and responsible news; accent local news. Contact PD, WKFR, Battle Creek, Michigan.

Wanted immediately news director, to gather, write and air local news. Above average starting salary and advancement opportunities. Send resume to WTIM, Taylorville, Ill.

Production—Programming, Others

Combination of any two. Traffic, copy, announce, sales, production. Small station southeastern metro market. MOR. Box A-117, BROADCASTING.

Broadcaster to work in New York City. Minimum experience two years. Diversified work . . . evenings . . . married . . . great potential. Resume and telephone in first letter. Box A-150, BROADCASTING.

Creative copywriter for 50,000 watt independent. High production standards. Excellent working conditions. New studios. Co-operative and top level staff. Opening because of promotion. Send resume, picture, copy samples to KEEL, Shreveport, Louisiana.

Situations Wanted Management

Management Medium-small market management. Nine years major market announcing, medium market sales, constructional engineering (first phone), writing, production. 25. College degree. Two years on East Coast, originally from midwest. Active in community affairs. Five figures. No hurry-making thorough search. Box M-81, BROADCASTING.

Selling manager. Proven record in all media. Seeks small radio market. Will buy stock. Box M-200, BROADCASTING.

Station manager, increase revenue with strong personal sales, aggressive sales direction. Increase acceptance thru 20 years uninterrupted experience. Broadcaster to station managerships. Box A-32, BROADCASTING.

Family man, college grad., twenty years of experience, thru the ranks, strong on sales and programming . . . Best of references . . . Managed one station . . . A success . . . Interested in modern country music format station. Box A-95, BROADCASTING.

Top flight operations manager. MOR, top forty and R&B. Small medium and large market experience. Now in number 1 market. Ready for station management. I see to it that the right thing gets done at the right time. Box A-96, BROADCASTING.

Two young-broadcast veterans seek management of small market midwest station. Manager and sales manager combo will also fill two board shifts, strong local news and sports. Hard workers. Top personal, professional references. Stable and talented with desire to break into management. Box A-133, BROADCASTING.

Over ten years general manager at two stations. Strong on sales, knowledge of FCC rules, license renewals, etc. Seeking management radio or TV. Have investment money. College graduate with family. Box A-136, BROADCASTING.

Top calibre general manager with outstanding successful history in generating highly satisfactory station income and establishing number one rated stations against strong competition. Equally successful in personal selling and sales training. Will accept medium market with right deal. Box A-139, BROADCASTING.

Young, mature general manager-sales manager now employed with powerful AM/FM. Sales and promotion oriented. No floater. Will invest substantial cash. Prefer eastern U. S. Excellent references and background. Box A-142, BROADCASTING.

Aggressive station—sales manager, chief engineer, versatile announcer, 7 years radio, college, TV, married, dependable. Will accept management, engineer, announcer or combination. Box A-151, BROADCASTING.

Situations Wanted Management

Continued

Enthusiastic 19 year radio veteran, programming, sales, administration, seeking management opportunity in California or southwest. Married, reliable. Box A-154, BROADCASTING.

Sales

Sales Major markets. 25. College Degree. Selling East Coast multi-station market three years. Production, writing background. Box M-82, BROADCASTING.

Announcers

Announcing Major market announcer, MOR, FM, or contemporary. Nine year backlog includes network dance band shows and heavy production experience. In East Coast multi-station market past two years on AM-FM stereo. First phone. Originally from midwest plains area. BA degree. 25. Box M-83, BROADCASTING.

Top-40 jock available—city, 20,000 or larger, Box M-301, BROADCASTING.

Negro announcer. Personality format oriented, with news and program leadership. Ten year man. Major markets only. Box A-46, BROADCASTING.

Radio/TV announcer, performer and producer with wide commercial experience in top Rocky Mountain market and national TV show, desires to move for greater opportunity. Married, non-drinker, with children. Excellent references. Tape available. Box A-56, BROADCASTING.

Carolinas but will relocate. 1st phone, experience, married, late twenties. Seeking advancement. All inquiries answered. Box A-88, BROADCASTING.

Negro, DJ. 10 years experience, major market. MOR, R&B, top forty. Box A-90, BROADCASTING.

Professional: Fourteen years, solid references. Finest background. Veteran with college. Knows music and news. Third endorsement. Will travel. Box A-99, BROADCASTING.

Experienced newsman and MOR announcer, 22, stable, seeking position in northeast AM station. Will start for \$100 per week. Box A-110, BROADCASTING.

Negro announcer. Returning to radio. Year experience in all phases of broadcasting. Runs tight show. 3rd phone. Consider any salary. Box A-119, BROADCASTING.

Experienced top 40 jock . . . swings gently . . . no screamer . . . seeking advancement with future. Married, veteran . . . no drifter. Box A-120, BROADCASTING.

Female Friday—College, experienced dj, continuity, special events and women's editor. Now in top 3 markets. Box A-121, BROADCASTING.

Top 40 DJ, swinger . . . looking for better pay larger market, experienced, age mid-twenties, married, draft free. Kibb Kirby. Box A-123, BROADCASTING.

Experienced news-sports director strong on sales, dj. Third ticket with endorsement. Relocate. Box A-125, BROADCASTING.

Dependable, dj tight board, third endorsed. Relocate, versatile. Box A-128, BROADCASTING.

Experienced sports director-newsman seeks medium-large market. Box A-127, BROADCASTING.

Dependable, reliable, experienced dj. Can work any type station. Third endorsed. Box A-129, BROADCASTING.

Announcer—1st phone—18 years experience—DJ-news. Well versed all phases radio. Desires relocation immediately. Box A-134, BROADCASTING.

Notice . . . major markets . . . this top 50 market's most successful and sought after personality is looking. I am one of the nation's best air salesmen. My resume will back that up. Ratings, references, family, five years with last station. I believe being a pro is more than a 40 hour week. Box A-137, BROADCASTING.

Announcer would like to relocate in New England area with a progressive, MOR or top 40 operation. Three years experience in same mid-west market station. 22 years old-draft exempt. Tape, resume and excellent references provided upon request. Box A-138, BROADCASTING.

Announcers—(Cont'd)

NYC broadcast school grad., 3rd endorsed, college, mature voice, staff, news, MOR-DJ. Single. 28. Prefer relocate Arizona, California, Nevada. Box A-141, BROADCASTING.

First phone, 7 years experience, draft free, hard worker, seeks country or rocker offering opportunity and good surroundings. Prefer west or midwest. Write Box A-144, BROADCASTING.

Brite, young personality. Four years experience, including production, copywriting, combo operation. Third endorsed. Currently PD—early morning man metro suburban station. Tired of big market shadows, would like to cast a few. Prefer all nite trick, contemporary MOR or rock. Box A-152, BROADCASTING.

All night personality, mature, honors, college graduate, 8 years experience. Box A-153, BROADCASTING.

Experienced, bright, happy, dj. Personable family-man, willing to relocate. Not a prima donna. Box A-155, BROADCASTING.

Authoritative newscaster, dj, announcer, experienced family man. No floater. Box A-156, BROADCASTING.

Announcer, authoritative newscaster, mature sound. 3rd class endorsement. Looking to settle. Box A-157, BROADCASTING.

Soul dj, north or south. Bright sound. 3rd ticket. Good sales pitch, news. Box A-161, BROADCASTING.

First phone, married. Top 40, Straight five years experience. Medium, metro, market only. Excellent references. Bill. 218-722-8886. 741-2251.

Experienced 3rd MOR and C&W announcer—past 3 years known as Georgie Porgie of Melody Mountain—Tri-State area. Interested in New York and suburban only. Evenings and/or weekends. Would try play-by-play—call 201-796-5636 after 6:00 p.m.

Announcer DJ. Sales! Seven years commercial experience. Prefer position with an all country/western station, but will consider all replies. Pleasant voice (no twang), highly experienced with live shows, remotes, MCing, etc. Excellent references and now available. Contact: Jimmy James, c/o Sudie Carnes, Heidrick, Kentucky. Phone (606) 546-6180.

Air personality 7 years, have voices, humor, 1st phone. Want metro market MOR drive-time show. For tape write, Art Gliner, 172-121 33rd Ave., Jamaica, New York.

First phone jock 62 per cent Hooper in medium market. Ready for major. Call Buddy King, 318-335-2740.

12 years experience, all formats. Third, Brown's graduate, single. Available immediately. Phone (406) 252-3956.

First phone. Experienced announcer. Stable, mature, married. C&W or MOR. Prefer C&W with pro-sound. Richard Baggerly, 1828 E. Cambridge, Phoenix, Arizona 85006.

First phone announcer, limited experience, Jerry Piri, 211 Elk St., Syracuse, New York 315—GR 6-8144.

First phone, married. Top 40, straight. Draft exempt, veteran. Medium, metro market only. Excellent references. Bill: 218-722-8886, 741-2251.

Young, aggressive DJ with 3rd endorsed looking for job. Willing to travel. Either top 40 or MOR. Broadcast school graduate. Call Kelly Neff, 233-4400, Waterloo, Iowa.

Technical

Chief engineer—looking for permanent position in Western states. Varied background—maintenance—air work—two-way—Some CATV—Family man. Box A-85, BROADCASTING.

Chief engineer, 10 years experience. DA, remote, construction. Vast background in audio and production recording. Box A-132, BROADCASTING.

NEWS

Professional experienced newscaster—sports-caster, who will devote equal time and energy to both seeks to move to outstanding station. Authoritative news delivery, network sound on football basketball and baseball. 27, college education, married. East of Mississippi. No limit to energy or enthusiasm. Box A-43, BROADCASTING.

News—(cont'd)

News Director. Large NYC area market. Experienced all phases news. Good mature delivery. Host weekly interview show. 29, married. Seeking step up. Box A-97, BROADCASTING.

Newsman, 3-1/2 years experience. Now USAF officer, available June 10. Desire quality news operation in medium/major. Married, college grad. Must have \$150. If you can wait a few months for the right man, write Capt. William E. Flower. Box A-98, BROADCASTING.

News director material—presently all-news operation. Let's talk. Box A-107, BROADCASTING.

American radio news editor and announcer. 33, presently employed as European correspondent, seeks challenging position in the United States, preferably midwest or east. Veteran, married, experienced. Box A-112, BROADCASTING.

Young newsman (22) seeks challenging opportunity to grow with a large, professional news operation. In the business for three years. Currently in top 100 market. Major market (top 20) stations only. Box A-140, BROADCASTING.

Vietnam veteran; Navy officer; graduate—University Southern California (Broadcast Journalism), Navy OCS. Now employed at \$7000 year, but not broadcast journalism. Outstanding, deep authoritative voice, capable of assuming responsibility. Desire position in gathering, writing, airing news which may lead to department head. Am more interested in potential than immediate salary, any location. For detailed resume and tape contact: Edward Sanders, 576 N. Milton Dr., San Gabriel, Calif. 91775. All letters answered.

Production—Programing, Others

Program director. Eight years experience in programing, announcing, production, sales. Best references. Contemporary format my specialty. Medium to major market. Box M-256, BROADCASTING.

I'M a "woman grabber"! Communicating, adult DJ. Creative idea man—knowledgeable music man—professional attitude—mature—vet. Seeks challenging position as PD-DJ or Ass't. PD-DJ with professional personality. MOR only. Prefer Northeast. Box A-80, BROADCASTING.

No brag—just fact. Exper. PD/copy/production man. Proven ability, creativity, dependability. Family, vet. No wine, women and song man. Hard work for hard cash. Interested? Box A-106, BROADCASTING.

TELEVISION—Help Wanted

Sales

Now—Salesmanager for VHF-TV for upper small network market. Opportunity for getter that can push sales up. Your opportunity. Box A-148, BROADCASTING.

Announcers

Radio-TV announcer. Radio: MOR and good production plus news announcing TV: Sportscasting and on-camera commercial work. Beautiful midwest community under 100,000. Send VTR or tape and photo plus complete resume to Box A-49, BROADCASTING. All material will be returned.

Top notch full color VHF, in medium sized Midwestern market, looking for talented, resourceful sports director. Rush tape, resume and salary requirements to Box A-89, BROADCASTING.

Immediate opening at full color WOAI-Television, San Antonio, Texas for experienced announcer with good voice and some directing experience. Good starting salary and excellent fringe benefits. Send complete confidential resume to Mr. Ray Laube, Production Manager, WOAI-TV, San Antonio. An equal opportunity employer.

Midwest CBS affiliate seeking announcer capable of airing mid-day TV news show, plus other on-air work. Plenty chance for TV exposure and experience. Contact Program Director, AC-712-277-3554.

Technical

Chief engineer. TV-radio combination in medium midwest market wants a chief who is a strong leader and good organizer. Good technician who will establish good maintenance program. Experience in directional radio, color TV and construction needed. Stable VHF network affiliate. Send resume and snapshot in confidence to Box M-310, BROADCASTING.

Broadcast technicians for major full color TV station in Northeast. Opportunities in either operations or maintenance. Excellent salary and benefits. Send resume to Box A-36, BROADCASTING.

Assistant chief with heavy studio experience for Rocky Mountain ETV operation. Salary open. Send full resume to Box A-83, BROADCASTING.

Wisconsin Radio-Television operation has opening for engineer with FCC first. No experience required. Good salary and fringe benefits. Send telephone number and recent photo. Box A-100, BROADCASTING.

Position open for engineer with FCC first for TV and radio studio operation. No announcing. Will train new man. Latest RCA equipment, good salary and fringe benefits. Send resume, photo and telephone number. Box A-101, BROADCASTING.

First class engineer for TV studio operation in medium North Central market. Will train new man. Latest transmitter equipment—good salary and fringe benefits. Send resume, photo and phone number. Box A-102, BROADCASTING.

Permanent salaried position open for right man. Supervision and maintenance of transmitter plant including microwave system. Please send resume or call collect. Dave Chumley, Chief engineer, KTHI-TV, Fargo, North Dakota. 701-237-5211.

Milwaukee ETV stations WMVS/WMTV have immediate opening for experienced creative TV producer/director. College degree required. New facilities fully color capable. Remote unit/film unit. Excellent opportunity for stimulating work and professional growth. Contact Otto Schlaak, Manager, WMVS/WMTV, 1015 North Sixth St., Milwaukee, Wisconsin.

General Electric, technicians for WRGB, union scale to \$12,000, exceptional additional benefits; TV schooling and/or experience required. Write or call Charles B. King, 518-377-2261, Schenectady, N. Y.

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. 313-238-4611.

Opportunity to attend college while working at the University of Michigan. Fulltime, permanent openings for television studio engineers at all levels, including senior engineer. Monochrome and color facilities, broadcast and closed circuit. Salary will be commensurate with experience. Liberal fringe benefit program. Send inquiries to Mr. P. G. Radzickas, University of Michigan, 142 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Immediate openings in Hartford for technicians with first phone in Conn. ETV for studio and remote truck operation, maintenance and construction. High band Ampex and GE color. Salary open. Write Sam Edsall, C.E., Conn. ETC Corp. 266 Pearl Street, Hartford, Conn. 06103 or phone 202-246-7269.

NEWS

News Director, midwest radio and TV. The man we're looking for must be a good air personality and good administrator. Will run a fully staffed news & sports department, with plans for expansion. Should be a college grad and have news director experience. Send photo, tape, resume and salary requirements to Box M-240, BROADCASTING.

News director for regional radio and TV in mid-west market. Journalism grad with a masters preferred. On air ability desirable but not necessary. The man we want should be a working director who wants to organize and direct the best medium sized market news department in the U.S. We have the best equipment, now we need the man who will utilize the facilities. Mature, well organized, creative applicants. Send VTR or tape, photo and resume to Box M-247, BROADCASTING. All material will be returned.

News—(cont'd)

We need newsmen. Openings now exist. Must have experience. TV-radio network affiliate. Experience or journalism training preferred. Midwest. Send data, audio or VTR, photo and salary requirements to Box M-311, BROADCASTING.

'68 can be your year. If you can produce and host major newscast in a large market. Now is your time to move. The position is available to the right man. Send video tape and resume to Box A-59, BROADCASTING.

Wanted for Miami Television station and experienced reporter-photographers. Journalism background. Write or call Gene Strul, News Director, WCKT or phone area code 305-Plaza 1-6692.

Anchor man. Write, edit, broadcast late news, as member of Carolina's largest television news team. Award winning operation needs experienced man. Send audition VTR or film and complete resume to: News Director, WFMY-TV, Greensboro, N. C.

Production—Programing, Others

Producer/director—N. J. Instructional TV. Position at large N. J. ed. inst. for experienced individual to report to Director Division of Inst. TV. To be responsible for program content, concept and method of presentation. Also, responsible for all production aspects of TV program. Excellent benefit program. Interested applicants should send resume indicating experience and salary requirements to Box A-17, BROADCASTING.

Sports director needed. This professional must have looks, voice and sports knowledge. Salary open for this full time midwest position. Box A-94, BROADCASTING.

Wanted—A live-wire, experienced promotion-and-sales-minded young man for one of the larger TV cable installations in the Southwest. Send picture, experience, present salary and salary required in first letter. Box A-113, BROADCASTING.

Northwest's top television station needs motion picture cameraman-editor, experienced in production of commercials, documentary and films for television. Must have knowledge of all phases of 16mm silent and sound production. Great opportunity in expanding film division. Salary open. Send full resume to M. Hurley, KSTP Films, Inc., 3415 University Ave., St. Paul, Minnesota 55114.

WNYS-TV Syracuse, N. Y. Building resume for possible future openings in studio, control area. Write Operations Manager, WNYS-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214.

TELEVISION

Situations Wanted

Management

Top level TV/Radio executive, 15 years major market experience all phases television, radio, advertising. Built and operated UHF. Must read resume to appreciate. Write today. Box A-81, BROADCASTING.

Attention General Managers: Program and/or operations. Presently assistant in Top 10. Successful experience in all phases of programing. Can especially help you in local programing. Highly competent in administration, supervision and union relations. Degree, family, age 33. Box A-87, BROADCASTING.

Available immediately—Small to medium market television station manager. Art Christ. 605-225-6353.

Youth and education with experience in management, production supervision, personnel, budgeting. Looking for responsibility, advancement opportunity, and roots. Resume available. Jim Monahan, Box 386, Pocono Pines, Pa. 18350.

Sales

Television account executive. Degree. Ten years experience in south and two top eastern markets. Excellent record. Opportunity for advancement essential. Box A-109, BROADCASTING.

Announcers

Want more and better sports? I'm your man. Play-by-play; specials; interviews; daily show. All top notch. Box A-111, BROADCASTING.

Announcer (26) top experience seeking production minded station—kiddies slot. Presently employed. Will re-locate with notice. Box A-118, BROADCASTING.

Announcer-performer—1st phone—18 years broadcast experience. Eleven years TV—mc to news. Desires to relocate, immediately. Box A-135, BROADCASTING.

NEWS

Television radio news announcing. Commercials. 21 years experience. Writing, Editing, Metro area. \$10-12,000. Immediate availability. Box A-82, BROADCASTING.

Experienced newsmen, network owned station, desires major market position as reporter, newscaster or new director. Box A-104, BROADCASTING.

Production—Programing, Others

News photographer—Approximately two years experience in photography and editing in top seventeen market of country. Age twenty-four, Married. Box A-50, BROADCASTING.

Artist with limited TV graphics seeks opportunity to gain further experience. Box A-54, BROADCASTING.

Producer/Director with over ten years experience in all areas of production desires move from well paying but unimaginative, stagnant position to active commercial or ETV station. Heavy remote experience (sports and others) and all types studio as well as film production. Age 30, married, one child. Write or wire Box A-84, BROADCASTING.

Production Manager, producer/director ready to move up. Extensive background in all areas of studio, remote and film production from planning to finished product. Will accept position which requires some directing. Box A-92, BROADCASTING.

Operation/Program director. Young executive with major market station. Extremely heavy commercial and sports remote production. Can build and run well-organized staff. Box A-114, BROADCASTING.

Traffic running smoothly? Man with nine years experience wants to move ahead. Box A-122, BROADCASTING.

Art director. Experienced both on air and print. Box A-160, 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—Used 5 kw AM broadcast transmitter in good condition. Specify make, model and dimensions. Box M-284, BROADCASTING.

Wanted to buy. Used 1 kw-FM transmitter (preferably with 3-power antenna system) or used 3 kw FM transmitter. Box M-296, BROADCASTING.

Needed immediately: One or two used RCA RT-7A or RT-7B cartridge machines. KADA, Ada, Oklahoma—332-1212. Call collect.

FOR SALE—Equipment

Radome, 6 foot, fiberglass, heated. Andrews HR6 for Ice, dirt and snow protection. Unused. \$150.00 each. Sierra Western Electric, Box 4668, Oakland, Calif. 94623 415-832-3527.

Mobile video tape truck, monochrome. 1966 Chevrolet, RCA-TRR-5 video tape recorder, sync gen, etc. For details, write Vaun J. McArthur, C. E., KMYT, P. O. Box 547, Twin Falls, Idaho 83301.

FOR SALE—Equipment

Continued

GE BM1A FM frequency and modulation monitor, recently re-calibrated, in good condition, \$450. Box A-128, BROADCASTING.

Now put your translator where antenna should be for best coverage, not where power line happens to be. Use a Telan thermoelectric generator. No moving part, simple to operate, leave unattended 6-12 months. General Instrument Corp., Thermoelectric Division, Box 544-B, Hicksville, New York 11802, 516 681-4300 ext. 205.

Immediate delivery. New mfgs. Surplus waveform monitors; all solid state six input switches/paders; image orthicon cameras; many other values in used and surplus studio equipment from the world's foremost equipment brokerage. Write, wire or phone Ed Ries & Associates, 5864 Bowcroft Street, Los Angeles, 90016—213-870-1553.

New equipment—Spotmaster, \$3.95 weekly. QRK \$1.35 weekly, Rusco \$1.28 weekly. Audiovox, Box 7067-55, Miami-Fla. 33155.

Ampex 354P, Ampex 300C, Neumann, U-47, Presto 6N, Ampex 350 electronics, Ampex 2010 spk/amps. Box 15058, Phoenix, Arizona.

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Towers, new and used, erecting. Bill Angle—P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

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. 95338.

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. 11299.

"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.

Beware. Clark model field intensity meter serial 1029. Possibly stolen. Fifty dollars for return. No questions asked. WVOC, Box 17, Battle Creek, Michigan.

Looking for a new and unusual radio promotion that will show big profits? Look no further, write the Tower of Power Col-orama, 311 Haskell St., Beaver Dam, Wis. 53916. . . "It's the hottest thing going."

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. Accredited by the National Association of Trade and Technical Schools. 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 License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1130 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS

Continued

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue. New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Feb. 5, Mar. 11, April 15. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for that First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Feb. 5, Mar. 11, April 15. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

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-news-casters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

Workshop training in all phases of broadcasting: announcing and disc jockey techniques, writing, programing, production, news. Day or evening classes approved for veterans training. Instructors are real "pros" at nation's oldest broadcast school. Classes start Feb. 5. National Academy of Broadcasting, 1404 New York Ave., N.W., Washington, D.C. 20005.

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. 90266.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class February 26. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO—Help Wanted

BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of broadcast equipment. Sell top line of electronics equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid. An equal opportunity employer. Send resume to

Box A-124, Broadcasting.

Sales

SCHAFFER ELECTRONICS has sales openings for traveling men in the west and southeastern U.S. Real opportunities for the right men. Full resume first letter to

Paul Schaffer, 9119 De Soto Avenue, Chatsworth, California 91311.

Announcers

EXCELLENT OPPORTUNITY FOR PROFESSIONAL TV ANNOUNCER READY TO MOVE UP

Nashville's oldest television station is expanding and looking for a young announcer (25-35). Position requires on-air work in news, weather and sports, along with staff booth work. Applicant must possess experience in all phases of on-air television broadcasting. For the right man this is a chance to grow with an outstanding major market in the Central South.

WSM-TV

Nashville Market

Send VTR and resume to

AL VOECKS, Box 100, Nashville, Tennessee 37202

Production—Programing, Others

BROADCASTER

To work in New York City. Minimum experience two years. Diversified work . . . evenings . . . married . . . great potential. Resume and telephone in first letter.

Box A-149, Broadcasting.

Situations Wanted—Management

IF YOU OWN A RADIO STATION

. . . in an intelligent, progressive, demanding community of North or South Carolina and want a station manager with broad education, 16 years experience, knowledge of all phases of radio programming, news, sports play-by-play, fresh ideas (100 a day—4 of them good) and the ability to get the best sounds from every announcer, newscast, sporting event, commercial and program write

Box A-130, Broadcasting.

TELEVISION

Help Wanted—Technical

TWO ENGINEERS FOR MAINTENANCE OF VHF NETWORK

Equipment with top stations in Southwest. Send resume and salary requirements.

Box A-60, Broadcasting.

TV—PUERTO RICO

First Class Ticket to operate television transmitter in Puerto Rico. Coloured Preferred.

Reply Box A-146, Broadcasting.

Production—Programing, Others

PROMOTION WRITER

Immediate opening in Cincinnati, Ohio, for a draft-exempt college graduate with at least a year of directly related broadcasting or agency experience in the preparation of press information, sales promotion materials and ad copy. We offer an excellent starting salary and a comprehensive fringe benefits program plus opportunity for personal advancement. Send a complete confidential resume and a few representative samples of your writing to Mrs. Betty Stiltz, Promotion/Publicity Director, WLW-TV, AVCO Broadcasting Corporation, 140 West 9th Street, Cincinnati, Ohio, 45202.

An Equal Opportunity Employer M/F.

MISCELLANEOUS

your own station NEWSLETTER can make things happen!

YOUR STATION IMPRINT HERE

Here's a lively NEWSLETTER that is ready to go to work for you. Snappy, four page, 2 color format says "you're in tune with the times". Loaded with marketing tips and trends. Used by top stations. Write for prices/sample copy

Don Klock | marketing
P.O. Box 373
Lima, Ohio

WANTED TO BUY—Stations

WANTED

A low Power FM Station in S. California.

Box A-162, Broadcasting.

(Continued from page 75)

\$44,000. Principals: Si J. Willing, president (15%) et al. Mr. Willing is 20% owner of KMAR Winnsboro, La. Ann. Jan. 4.

KORC Mineral Wells, Tex.—Seeks transfer of control from Regent II Corp. to Sam B. Harbison (40% before, 20% after), Mary M. Morrison (50% before, 25% after), Lucetta Harbison (10% before, 5% after) and Lon H. Williams (none before, 49% after). Ann. Jan. 4.

KWIC Salt Lake City—Seeks assignment of license from Sugarhouse Broadcasting Inc. to Group Communications Inc. for \$150,000 upon closing and \$2,000 per year for five years consultant fee. Principals: Sherwin Brotman, president, Delwin Morton, vice president and secretary, Abe Brotman, treasurer, William Don Hughes, assistant vice president and assistant secretary and Jack Van Volkenburg (each 20%). Mr. Sherwin Brotman is director of Mayfair Associates Advertising Agency, Dallas; director and stockholder of amusement corporation; partner in apartment construction company, and owner of Wil Sher Advertising Agency, Dallas. Mr. Abe Brotman is owner of movie theater, and partner in construction company and apartments. Mr. Volkenburg is television station sales representative with John Blair & Co., New York, and owns ranch. Mr. Hughes is employe with KTEO San Angelo, Tex. Mr. Morton is 50% partner in KEES Glade-

water, 25 1/2% partner in KDOX Marshall, 30% owner of KAWA Waco-Marlin, 25% owner of KYAL McKinney and 100% owner of KCAD Abilene, all Texas. Ann. Jan. 4.

KMAS Shelton, Wash.—Seeks transfer of control from Thomas C. Townsend to Robert Sheetz and Bruce Jorgenson (each 33 1/2% before, 50% after). Consideration \$30,000. Ann. Jan. 4.

KAPP(TV) Yakima, Wash.—Seeks transfer of control of Apple Valley Broadcasting Inc., permittee of station, from its present 100% stockholder Evening Telegram Co. to new merged licensee entity, in which, among other principles, Evening Telegram and Northwest Television and Broadcasting will each hold negative control. New corporation shall have \$300,000 of stock authorized comprised of \$180,000 class A and \$120,000 class B. Apple Valley Broadcasting is applicant for new TV in Kennewick, Wash. Morgan Murphy is proposed president for Apple Valley. Consideration \$45,000 in stock. Ann. Jan. 4.

WCUB and WKUB(FM) Manitowoc, Wis.—Seeks transfer of control from John E. Severson et al. to John E. Severson. Licensee is Eastern Wisconsin Broadcasting Corp. Mr. Severson is president and 35% stockholder of stations. Consideration \$2,250. Ann. Jan. 10.

ACTIONS

KMND(FM) Mesa, Ariz.—Broadcast Bureau granted assignment of CP from Maricopa County Broadcasters Inc. to Command Radio Inc. for \$7,200. Application is to set up separate corporate entity for AM and FM stations. Action Dec. 27, 1967.

KTCB-AM-FM Fort Smith, Ark.—Broadcast Bureau granted transfer of control of licensee corporation from Lovelle Morris, "Jack" Beasley, Leon C. Nance, Bill Harper and Paul Keese to Big Chief Communications Inc. (Mr. Beasley, 59.88%). Stockholders have interest in KFAY Fayetteville, KTOW Sand Springs, and KLPR Oklahoma City, all Oklahoma. Action Dec. 28, 1967.

K73AA, K76BH, K79AT and K70AA Bishop and Big Pine, Calif.—Broadcast Bureau granted transfer of control of licensee corporation from Donald L. Tatum, Robert A. Shelton, Ernest F. Shelton and Bishop Professional Building to Continental Telephone Corp. Action Dec. 28, 1967.

KTXL(TV) Sacramento, Calif.—Broadcast Bureau granted transfer of control of Community Cablecasting Corp. (parent corporation of permittee corporation) from Electronics Capital Corp. to Cypress Communications Corp., stock transfer. Cypress Communications Corp., has CATV franchises in Vermont and New Hampshire (BROADCASTING, Nov. 27, 1967). Action Dec. 29, 1967.

KHBC(TV) Denver—FCC granted assignment of CP from Harcourt, Brace & World Inc. to The Denver Post Inc. for \$12,370.52. Principals: Helen G. Bonfils and business associates (BROADCASTING, Nov. 27, 1967). Ann. Jan. 9.

KMYR(FM) Denver—Broadcast Bureau granted transfer of control from Craig R. Bowers, Rebecca Bowers, Arthur L. Robertson, Stephen T. Susman and Morris H. Susman, to Doubleday Broadcasting Co. Principals: Nelson Doubleday, chairman of board. Doubleday is licensee of KOSA-TV Odessa-Midland, KR0D-AM-TV El Paso, KITE-AM-TV San Antonio (Terrell Hills) and KDTV(TV) Dallas, all Texas; KRNO San Bernardino, Calif.; KH0W Denver, and KDEF-AM-FM Albuquerque, N. M. Consideration \$101,194. Granted waiver of Sec. 1.597 of rules. Action Dec. 27, 1967.

WMMW Meriden, and WICH-AM-FM, Norwich, both Connecticut; WNBH-AM-FM New Bedford, Mass. and WBVP-AM-FM Beaver Falls, Pa.—Broadcast Bureau granted transfer of control of licensee corporation from Hall Communications Inc. (New York corporation) to Hall Communications Inc. (Connecticut corporation). Assignor owns 100% of stock of four licensee corporations, and is itself owned 100% by Robert Hall. Robert Hall will also own 100% of assignee corporation. No consideration is involved. Action Dec. 29, 1967.

WMES Ashburn, Ga.—Broadcast Bureau granted assignment of license from WMES Inc. to Ray L. Mercer for \$70,000. Principal: Mr. Mercer is presently manager of WMES. Action Dec. 27, 1967.

WBMK and WCJM(FM) West Point, Ga.—Broadcast Bureau granted transfer of control from J. Dige Bishop and Wyatt R. Kitchens to C. Jim Murphy. Transaction is for 73% of stock ownership. Consideration \$73,000. Action Dec. 27, 1967.

WEEF-AM-FM Highland Park, Ill.—Broadcast Bureau granted assignment of license from North Suburban Radio Inc. and H & E Balaban Corp., joint venture d/b as Radio Station WEEF, to Unique Radio Inc. for \$350,000. Principals: Frank (41%) and

Christ Kamberos, president and vice president, respectively et al. Messrs Kamberos own and are officers of supermarkets, restaurants and real estate. Action Dec. 27, 1967.

WPHN Liberty, Ky.—Broadcast Bureau granted assignment of license from Patrick Henry Broadcasting Inc. to Calvin C. Smith d/b as Janie Ruth Broadcasting Co. for \$29,000. Principal: Mr. Smith owns 24 1/2% of WRSL-AM-FM Stanford, Ky., and is 50% applicant for new AM in Springfield, and 50% applicant for new AM and FM in London, all Kentucky. Action Jan. 8.

KLEB-AM-FM Golden Meadow, La.—Broadcast Bureau granted assignment of license from John A. Egle to KLEB Broadcasting Inc. Mr. Egle will own stock in new corporation with Marion Weldon Egle and Archie D. Saint. Mr. Egle also operates sporting goods store and service store. Action Dec. 28, 1967.

KREB(FM) Monroe, La. Upon showing of exception, Broadcast Bureau waived compliance with three-year holding rule and granted assignment of license to Twin City Broadcasters Inc. (Jimmy L. Terry, president and director); condition. Action Dec. 27, 1967.

WCOD-FM Hyannis, Mass.—Broadcast Bureau granted transfer of control from Mr. and Mrs. Frederick M. Cusick to Mr. and Mrs. Edward T. Sullivan. Principals: Mr. and Mrs. Sullivan (each 25% before, 50% after). Mr. and Mrs. Cusick (each 25% before, none after). Action Jan. 9.

W01B and W01A(FM) Saline, both Mich.—Broadcast Bureau granted transfer of control from Herbert W. Lester to Felty Broadcasting Co. Principals: Ronald E. Felty, president, Thomas J. Boddell Jr., secretary and James A. Peterson, vice president (each 25%); I. Henry Curtiss, treasurer and Theodore C. Anderson (each 12 1/2%). Mr. Felty is pastor and is president of WBRT Bardstow, Ky. Mr. Curtiss is president of insurance brokerage. Mr. Anderson is vice president of insurance brokerage. Mr. Boddell is attorney. Mr. Peterson is national representative of insurance company. Consideration \$180,000. Action Jan. 9.

KMHL-AM-FM Marshall, Minn.—FCC (1) granted transfer of control of permittee corporation from Harry Willard Linder to Minnesota Valley Broadcasting Co. Consideration \$64,400. Transferee is licensee of KTOE Mankato; KWLM-AM-FM Willmar and KDMA Montevideo, all Minnesota; and (2) granted assignment of CP (KMHL-FM) to KMHL Broadcasting Co. and assignment of license and CP (KMHL) to KMHL Broadcasting Co. Action Jan. 8.

KOLT Scotsbluff, Neb.—Broadcast Bureau granted assignment of license from L. L. Hilliard and Ruth K. Hilliard d/b as Hilliard Co. to The Hilliard Co. Action Dec. 28, 1967.

WLNG-AM-FM Sag Harbor, N.Y.—Broadcast Bureau granted assignment of license from Eastern Long Island Broadcasting Inc. to East Coast Broadcasting Corp. for \$250,000. Principals: Robert O. King (51%), president, Gunnar B. Bennett and John K. Colgate Jr., vice presidents et al. Mr. Bennett is assistant vice president and shareholder of box company. Mr. Colgate is partner in automobile dealership. Mr. King is president and 99% stockholder in air taxi operation. Action Dec. 27, 1967.

WMDE(FM) Greensboro, N. C.—FCC granted assignment of license from Herman C. Hall to Piedmont Crescent Broadcasting Co. for \$147,000. Principals: Robert R. Hilker, president, James B. Keel, vice president, William A. Mason, secretary and William R. Rollins, treasurer (each 10%) and Central Broadcasting Co. (60%). Mr. Hilker is president, director, general manager and 30.35% stockholder in Central Broadcasting, licensee of WCGC Belmont, president, director and stockholder also of WEGO-AM-FM Concord, WPEG Winston-Salem, WSVM Valdese, WZKY Albemarle, and *WFCM Winston-Salem, all North Carolina, WJJJ Christianburg and WVVV(FM) Blacksburg, and WHHV Hillsville, all Virginia. Mr. Rollins is officer and has interest in WEGO, WPEG, WSVM, WFCM and is applicant for new AM at Mebane, N. C. and applicant-purchaser of WHHV Hillsville, Va. Mr. Keel is officer and has interest in WCGC, WEGO, WPEG, WSVM, WZKY, WFCM and is applicant for new AM at Mebane, N. C. and is applicant-purchaser of WHHV. Mr. Mason WEGO, WPEG, WSVM, WZKY, WFCM, is attorney and is officer and stockholder of WJJJ, and WVVV and is applicant for new AM at Mebane, N. C., applicant-purchaser of WHHV and is in textile sales and investments. Central Broadcasting has interest in WCGC, WSVM, WEGO, WPEG, WFCM, WJJJ, WVVV and is purchasing WHHV. Action Jan. 4.

WPXY Greenville, N. C.—Broadcast Bureau granted assignment of license from Bell Broadcasting Corp. to Curtis & Asso-

FOR SALE—Stations

FOR SALE

Local station in 65,000 population two-station market in Puerto Rico. Adjacent to major federal installation. \$200,000 terms. Address replies to

Box A-45, Broadcasting.

LOWER MICHIGAN

500 WATT DAYTIMER with CATV FRANCHISE.

Highly accepted station in rich county. Good staff, excellent future. \$130,000 cash, or terms. Principals only.

Box A-163, Broadcasting.

Ga.	small	daytime	\$ 65M	terms
Ala.	small	daytime	50M	cash
Wyo.	small	fulltime	100M	SOLD
Gulf	medium	fulltime	150M	29%
N.Y.	medium	daytime	150M	nego
Neb.	medium	daytime	200M	70M
M.W.	metro	FM	100M	1/3
South	major	daytime	165M	29%

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Confidential Listings
RADIO—TV—CATV
N.E.—S.E.—S.W.—N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028-213/469-1171
BROKERS-CONSULTANTS

ciates Inc. for \$110,000. Principals: Donald W. Curtis, president, John L. Fraley, chairman, Kenneth B. Beam, vice president and secretary (each 22%) et al. Mr. Fraley is in motor freight carrier business; 25% stockholder in WCSL Cherryville, N. C.; warehouse firm; gas firm, and CATV's in Lumberton, Dunn and Gastonia, all North Carolina. Mr. Curtis has CATV's in Lumberton; real estate, and is 20% stockholder in WCSL. Mr. Beam is in tires and appliances; loan company; civic industry hunting group; campground; drive-in loan company; 25% stockholder in WCSL; land developing, and home building. Action Dec. 28, 1967.

WHBC-AM-FM Canton, Ohio—Broadcast Bureau granted assignment of license from Brush-Moore Newspapers Inc. to William H. Vodrey Jr. and family for \$2.8 million (BROADCASTING, Dec. 4, 1967). Action Dec. 28, 1967.

KLPR Oklahoma City and KTOW Sand Springs, both Oklahoma, and KFAY Fayetteville, Ark.—Broadcast Bureau granted transfer of control from Lovelle Morris "Jack" Beasley and others to Big Chief Communications Inc. Principals: Mr. Beasley, Leon C. Nance, Bill Harper, Paul Keese, Buddy Powell, Wade Massenburg and Pat Demaree. Mr. Beasley owns 25% of KLPR-TV Oklahoma City, Okla. Stock in corporation is being exchanged. No cash consideration is involved. Mr. Nance has by contract agreed to sell to Big Chief in treasury transaction 50 shares of his stock for cash consideration of \$50,000. See KTCS-AM-FM Fort Smith, Ark., above. Action Dec. 28, 1967.

WPHL-TV Philadelphia—Broadcast Bureau granted assignment of license to PTBC

Inc., wholly owned subsidiary of U. S. Communications Corp., assignor (BROADCASTING, Dec. 18, 1967). Action Dec. 27, 1967.

WFBA San Sebastian, P. R.—Broadcast Bureau waived Sec. 1.597 of commission's rules and granted transfer of control from Carlos Fco. de Carmona A. to Bonnet Velez, president (66%). Mr. Velez is employe with WABA Aguadilla, P. R. and secretary, director and 33.2% interest in WNIK-AM-FM Arechibo, P. R., which he plans to dispose of. Action Jan. 2.

WDXB Chattanooga—Broadcast Bureau granted assignment of license from French Inc. to The WDXB Broadcasting Co. for \$450,000 including covenant not to compete. Principals: Josephus R. Corbus, president and treasurer (100%) et al. Mr. Corbus is resident manager of investment bank, and director and 10% stockholder of drilling caissons. Action Jan. 2.

WLOM(FM) Chattanooga—Broadcast Bureau granted assignment of license from WLOM(FM) Broadcasting Inc. to Rock City Broadcasting Co. for \$91,500. Principals: Rock City Gardens Inc., 100%; E. Y. Chapin III (63.8%), president and treasurer. Mr. Chapin is employe with WTVC(TV) Chattanooga. Action Dec. 28, 1967.

WMOC Chattanooga—Broadcast Bureau granted assignment of license to Dick Broadcasting Inc. of Tennessee. Assignee is licensee of WIVK Knoxville. Action Dec. 28, 1967.

WGYW Knoxville, Tenn.—Broadcast Bureau granted 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. Action Dec. 28, 1967.

WLAC-AM-FM-TV Nashville—Broadcast Bureau granted transfer of control from Life and Casualty Insurance Co. of Tennessee to the seven voting trustees named; Paul M. Mountcastle; Guilford Dudley Jr.; J. Truman Ward; John S. Bradford; Foskett Brown Jr.; P. M. Estes Jr., and Allen M. Steele, executive vice president and general counsel. Action Dec. 29, 1967.

KAZZ(FM) Austin, Tex.—Broadcast Bureau granted assignment of license from Audioland Broadcasting Inc. to KOKE Inc. for \$70,000. Principals: Iva Lea Worley, 66%. Assignee is licensee of KOKE Austin, and has interest in KLEA Lovington, N. M. Action Dec. 28, 1967.

KCLW Hamilton, Tex.—Broadcast Bureau granted assignment of license from San Jacinto Broadcasting Inc. to Martin W. Chambless d/b as KCLW Radio Co. for \$65,000. Principal: Mr. Chambless is assistant vice president of oil and gas well service. Action Jan. 4.

WFMR(FM) Milwaukee—Broadcast Bureau granted assignment of license to Fine Arts Broadcasters Inc. (Patrick D. Gallagher, majority stockholder). Considerations \$150,000, plus agreement by assignor majority stockholder, James Baker, not to compete in Milwaukee area for two years. Action Dec. 27, 1967.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 10. 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.

Glendale, Calif.—National Trans-Video Inc., Dallas (multiple CATV owner), has acquired franchise rights to provide service to the following areas: Chevy Chase Canyon, Verdugo, Woodlands and Rossmore.

Richmond, Calif.—General Electric Cablevision Inc. (multiple CATV owner) and Cable TV of Fremont each have applied for a franchise.

San Marcos, Calif.—Alan Skuba has applied for a franchise.

Westmorland, Calif.—Westmorland TV Cable Service has been granted a franchise. Installation fee and monthly service charge will run \$35 and \$7.50, respectively.

Pueblo, Colo.—Pueblo TV Power Inc. has been granted a franchise. Maximum installation fee and monthly service charge will run \$15 and \$5, respectively.

Rocky Ford, Colo.—Silver King Cable Co., Denver (multiple CATV owner), has applied for a franchise. Installation fee and monthly service charge would run \$15 and \$6, respectively. City would receive 2% of monthly service charge or about \$1,500 annually.

Jacksonville, Fla.—Sam Newey & Associates, Florida Publishing Co., Empire Cablevision, General Cablevision of Duval Inc. and Complete Channel TV Inc. each have applied for a franchise.

Manatee county, Fla.—County commissioners have cancelled an exclusive franchise granted to Manatee Cablevision in 1965. Firm reportedly failed to begin construction and operation of system within specified time.

Malheur county, Idaho—Treasure Valley Teleable Inc., Ontario, has applied for a nonexclusive franchise. System would carry minimum of seven channels. Installation fee and monthly service charge would run \$19.95 and \$5 to \$6, respectively.

Alton, Ill.—Madison County Cablevision Co. and Time-Life Broadcast Inc. (multiple CATV owner), have each applied for a franchise. Through Madison County, community would receive 2% of annual gross revenue and installation and monthly fees would run \$20 and \$5, respectively.

Collinsville, Ill.—Madison County Cablevision Co. has applied for a franchise. See Alton, Ill. above.

Edwardsville, Ill.—Madison County Cable-

vision Co. has applied for a franchise. See Alton, Ill. above.

Granite City, Ill.—Madison County Cablevision Co. has applied for a franchise. See Alton, Ill. above.

Wood River, Ill.—Madison County Cablevision Co. has applied for a franchise. See Alton, Ill. above.

Providence, Ky.—Webster All Channel Cablevision has begun operations. System carries six channels and will carry a service channel in near future.

Andover, Mass.—Greater Lawrence Community Antenna Inc., Gowdy Broadcasting Corp., (WCCM-AM-FM Lawrence) and Cablevision Corp. of America, Boston (multiple CATV owner), each have applied for a franchise.

Arlington, Mass.—Cablevision Corp. of America and National Cablevision Inc., both Boston and both multiple CATV owners, and Patriot Cablevision Inc. have each applied for a franchise.

Burlington, Mass.—National Cablevision Inc. of Boston (multiple CATV owner) has been granted a franchise. Installation and monthly service charge will be \$15 and \$5, respectively. City will receive 3% of gross revenue or \$1,000 annually.

Everett, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), d/b as Everett Cablevision Co. has been granted an exclusive franchise.

Salem, Mass.—Salem Cablevision Co., an affiliate of Cablevision Corp. of America (multiple CATV owner), has been granted a 25-year franchise. Monthly fee will be \$4.95 with an installation charge of not more than \$15. City will receive \$100 per year plus \$78 for every street mile utilized.

West Newbury, Mass.—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise. Installation and monthly fee would be \$14.95 and \$5, respectively. Firm offers an 18-channel system.

Lansing, Mich.—Time-Life Broadcasting Inc. (multiple CATV owner), Audiovision Inc. and Gross Telecasting Inc. (WJIM-AM-FM-TV) both Lansing, Consumers' Choice Vision System, division of Eyde Construction Co., East Lansing and Engineering Service Co., Alexandria, La., have each applied for a franchise.

Appleton, Minn.—K and M Electronics Co., Minneapolis, has been granted a franchise.

Las Vegas—Nevada Cablevision Inc. (multiple CATV owner), Community Cable TV Inc. (multiple CATV owner), Clark County Cable TV, Nevada Utilities and Nevada Cable Systems each have applied for a franchise.

Humboldt, Neb.—TV Transmission Inc., subsidiary of Lincoln Telephone and Telegraph Co. (multiple CATV owner) has begun operations. System is carrying nine channels, six FM stations and a local emergency warning service on all channels.

Cliffside Park, N. J.—National Cablevision Inc., Boston (multiple CATV owner), d/b as Cable Television Corp. has applied for a 25-year franchise. Installation fee and monthly service charge would run \$14.95 and \$5, respectively. City would receive 4% of annual gross revenue and 5% of annual gross revenue if firm gets minimum of 2,000 subscribers.

Cheektowaga, N. Y.—Dynamic Broadcasting of New York Inc., represented by James Corrin, general manager, has applied for a franchise.

Cornwall, N. Y.—Hightower Telesystems of Newburgh has been granted a franchise. Agreement calls for the assumption of franchise previously held by Hometown TV Inc.

Middletown, N. Y.—Continental CATV Corp., subsidiary of Viking Industries, both Hoboken, N. J., and multiple CATV owner, has been granted a franchise. Highway Displays Inc. and Better TV of Orange County (both multiple CATV owners) also had applied. City will receive 3% of annual gross revenue from Continental CATV Corp.

North Tonawanda, N. Y.—Dynamic Broadcasting Inc. Pittsburgh, has applied for a franchise.

Plattsburgh, N. Y.—Ausable Communications, Keeseville, has begun operations. System will service Plattsburgh Air Force Base exclusively.

Durham, N. C.—General Telephone and Electronics Inc. (multiple CATV owner) has applied for a franchise. Installation fee and monthly service charge would run \$15 and \$5.25, respectively. Cablevision of Durham Inc. (multiple CATV owner) had previously applied.

Greenville, N. C.—Greenville Utilities has applied for a franchise. System would be composed of 67 miles of cable carrying maximum of 20 channels. Monthly service charge would run \$4.50 to \$5.

Watertown, Ohio—Miller TV Cable Corp., Watertown, has been granted a franchise.

Athens borough, Pa.—Valley TV Cable Co. has been granted renewal of franchise. The new 20-year franchise calls for increase in monthly service charge from \$3.50 to \$4.50 and a lowering of installation fee from \$45 to \$19.95.

Evesham, Pa.—General CATV of Delran has been granted a franchise. Firm will operate a 12-channel system.

Munhall, Pa.—Western Penn TV Cable Co. Inc. has been granted a 20-year franchise.

West Newton, Pa.—WHJB Cablevision Inc., Greensburg (multiple CATV owner), has been granted an exclusive 25-year franchise. Monthly fee will be \$4.75.

Proctor, Vt.—Rutland Cable TV Co. will add five new channels to its present five-channel system.

RICHARD W. Jencks blends a long-time interest in the communications media with the law in his post as vice president and general counsel of CBS Inc.

As a youngster in Oakland, Calif., he was an editor of his high-school daily newspaper in his junior year, and, while a senior, he took his first step into broadcasting. "I conducted a weekly sports program on high-school football for KROW Oakland," he recalled.

But World War II played a part in deflecting him from his goal in journalism. His college education at the University of California, Berkeley, was interrupted by four-and-a-half years of service as an officer in the Navy. "When I was released from service in the fall of 1945, I decided to study law," he recalled. "I'm not quite sure how this interest developed. But I thought perhaps that the law might provide a more varied platform than journalism."

His 20-year association with the legal profession, which began when he left Stanford University law school in 1948, has been connected, in one way or another, with the communications field. His first post was with the National Association of Broadcasters in Washington as assistant to the general counsel. "I never considered any other job at the time I received my law degree," Mr. Jencks remarked. "And I've always preferred to work in the communications area."

Move to CBS ■ After leaving the NAB, Mr. Jencks returned to California for his first tour of duty with CBS, joining the company's West Coast law department. At the time he left CBS in 1959, he had risen to the post of West Coast resident attorney.

From 1959 to 1965 Mr. Jencks was affiliated with two industry associations in Los Angeles that have close connections with the TV industry—the Alliance of Television Film Producers and the Association of Motion Picture and Television Producers. "My duties with these associations were largely administrative and not legal," he pointed out. "They dealt substantially with collective bargaining with the more than 50 unions in the Los Angeles area that are active in motion pictures and television."

In 1965, Mr. Jencks accepted an opportunity to return to CBS. The new post meant a move to New York and away from his native California and he confessed that he had some misgivings.

"I'm a third-generation 'native son'" he explained. "My grandfather was born there; our roots have been in California for a long time. I knew, too I would miss the opportunity to participate in one of my favorite pastimes, mountaineering."

But Mr. Jencks indicated that the

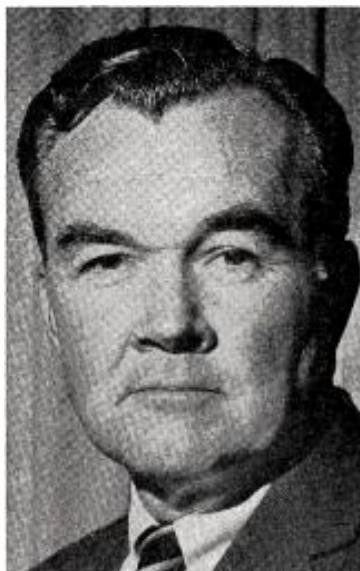
A legal career linked with broadcasting

advantages outweighed the disadvantages. He emphasized that he was "very happy to get more directly involved in the communications media once again."

The new job with CBS, he said, represented "a challenge that I could not pass up," and added: "I enjoy working in New York. We live in Connecticut near the water, and now, instead of mountaineering, the family has taken up sailing."

Mr. Jencks is a tall, sturdily built man of 46 with a quiet but reassuring manner. That he is highly regarded by his colleagues is indicated by CBS's re-engagement of him after an absence of

WEEK'S PROFILE



Richard William Jencks—VP and general counsel, CBS Inc.; b. Oakland, Calif., April 18, 1921; attended University of California, Berkeley, 1938-41; with U. S. Navy, 1941-45, released as lieutenant commander; B.A. Stanford University 1946; LLB, Stanford University, 1948; assistant to the general counsel, NAB, Washington, 1948-50; with CBS in Los Angeles as attorney and West Coast resident attorney, 1950-59; president, Alliance of Television Film Producers Inc., Los Angeles, 1959-64; VP and television administrator, Association of Motion Picture and Television Producers, 1964-65; deputy general counsel, CBS, New York, 1965-67; VP and general counsel, CBS, since October 1967; m. Mary Wells of Pasadena, Calif., 1966; children (by former marriage)—Michael, 20, and Nancy, 16; former president of Los Angeles Copyright Society; former member of the Pasadena (Calif.) board of city directors; hobbies—mountain climbing, tennis, music, sailing.

six years as deputy general counsel, the number two post in the legal department. He was appointed vice resident and general counsel last fall upon the death of Leon Brooks.

Mr. Jencks supervises a staff of approximately 40 attorneys in New York, Washington and Los Angeles. One entire section concerns itself with drafting contracts for all units of CBS, including nonbroadcast activities. But the bulk of his department's work, he said, is centered on matters related to the regulatory agencies in Washington.

"I've taken on my new job at a time when all kinds of things are happening," Mr. Jencks remarked. "Perhaps more than ever before the government is involved to a greater extent in the broadcast industry. But perhaps it only seems this way, because as a regulated industry, broadcasting always has come under close scrutiny from various government agencies. But the FCC, in my opinion, seems to have moved closer than ever before into the area of program control."

Fairness Issue ■ In the months and years ahead, he continued, CBS and other elements of the broadcast industry will be participating or watching carefully proceedings involving the fairness doctrine, especially the personal-attack policy.

Among other activities that engage the attention of Mr. Jencks and his staff are CATV copyright actions, hearings of congressional committees and antitrust cases. "Again there seems to be more antitrust actions in the broadcast field than ever before," he said.

One outside involvement that Mr. Jencks misses in the East is local politics. He was a member of the Pasadena, Calif., board of city directors while living there. "I think local politics is very important," he said, "but since coming to work in New York I haven't found the necessary time. My schedule includes frequent trips to Washington as well as long hours here. In fact, I have been a virtual nonjoiner since coming to New York."

Mr. Jencks lives with his wife and children in Riverside, Conn. He is an "opera buff," and especially enjoys the works of Mozart. The family lives in an old house on an inlet and have three sailboats on the premises, housed in a former oyster barn. "I get plenty of exercise keeping the oyster barn in shape," Mr. Jencks said. "It's not the same as mountain climbing but it's a lot of hard work."

Mr. Jencks was asked, in view of his youthful affinity for journalism, if he planned to write any books or articles on his experience in communications. He reflected for a moment, then replied: "About the only things I write these days are briefs on company matters."

EDITORIALS

Trouble-prone polls

WITH what must be regarded as sound judgment a couple of television stations have abandoned the use of call-in polls purporting to reflect public opinion on current issues.

WCCO-TV Minneapolis conducted a private survey by more dependable methods of sampling and found that its telephone poll was producing atypical results. The station announced on the air its reason for discontinuing call-ins. KHOU-TV Houston gave up its poll earlier.

It takes no social scientist to recognize that persons who telephone in response to a question put on the air are not apt to represent a cross-section of the community and that individual respondents can call many times and so inflate the answers to their side of the question.

To take occasional readings of the public pulse is, of course, good journalistic practice. But the readings ought to be made by means that lead to confidence in their results—especially in an election year when issues are of exceptional significance.

Main line of resistance

THE selection of a Washington-oriented executive, Howard Bell, to be president of the American Advertising Federation is a sign of recognition in the advertising community that stronger representation is needed at the seat of government. The question remaining is just how that representation is to be supported and organized.

Individual components of the advertising business and the advertising media already have varying degrees of Washington representation. These components understandably spend most of their Washington money and attention on matters of specific interest to themselves. And sometimes individual interests are in conflict with one another.

Take, for example, the organizations representing broadcasting in the capital. On issues having general effect on radio and television, the National Association of Broadcasters may speak for its many members as a group, but in specific dealings with the government differences among broadcasters frequently arise. That is why permanent staffs are maintained in Washington by clear-channel radio broadcasters, regional radio broadcasters, the networks and the maximum-service telecasters and why Washington lawyers are on permanent retainer to other subgroups.

Conflicts appear elsewhere. If the meat packers are threatened with federal restraints, the detergent manufacturers are unlikely to fly to their rescue. If outdoor advertising is curtailed in federal highway legislation, rival media see a chance to acquire billing that might otherwise have gone on roadside display.

The problem confronting the total advertising community is how to pull these disparate interests together when the attack on advertising is general enough to make individual differences unimportant. And there is no doubt that the attack now is both general and intensifying. In the name of consumer protection the Congress and agencies of government are bent on imposing more and more controls on advertising. In the name of needed revenue, more and more state governments are seeking to impose taxes on advertising. Never has there been a more compelling reason for the whole advertising business to coordinate its defense.

Perhaps the American Advertising Federation is the logical organization to attempt coordination. Its membership includes advertisers, agencies and media. It already has strong ties to local advertising clubs whose members pre-

sumably are in a position to maintain intimate liaison with local and state governments and with their representatives in Washington. The outline of an effective organization is already in existence.

But it is little more than an outline as of now. The AAF has never been highly organized. In recent years it has opened a Washington office, has consolidated itself into a national organization instead of an association of the West and another association of everywhere else and has begun a drive to raise operating funds. But it still needs more money and stronger fulltime management if it is to become a national force.

Mr. Bell has his work cut out for him. His new job calls for a man who is part diplomat, part salesman, part politician and part evangelist. We wish him well.

Awakening giant

THIRTY-THREE years ago Major Edwin Armstrong announced to what he thought was a waiting world the new technique of frequency-modulation broadcasting.

The FCC provided allocations for FM and sought to help Major Armstrong promote his system—to relieve the then congestion in the broadcast band. But most manufacturers wouldn't pay Major Armstrong royalties. Besides there was drift in receiver stability. Many holders of FM construction permits turned them in. There was little interest in high fidelity, or "fine music." Manufacturers were pushing AM-only receivers and, later, transistors.

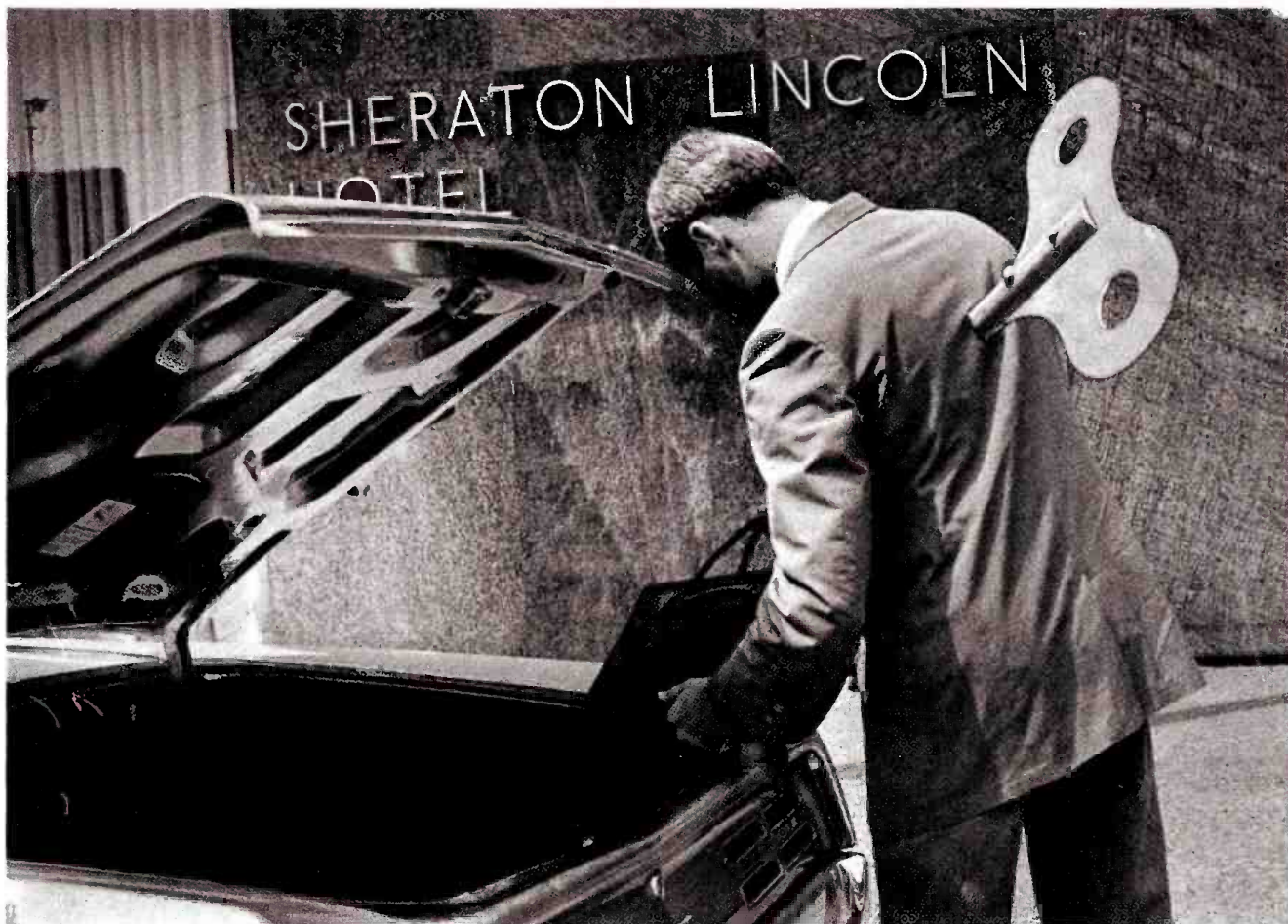
Today it's a different story. Major Armstrong did not live to see it, FM is becoming the "in" audio service. Good programing, plus better equipment, no Armstrong royalties (the patents ran out) and, yes, far better signal quality and coverage range have made FM a desired medium, what with so much crowding and clutter on many AM channels.

Many broadcasters who disposed of their FM properties years ago have bought or are buying back in. The number of FM stations has doubled in the past decade. The prices in good markets now run into six figures, whereas a few years ago they could be bought for the bare cost of equipment.

Prudent operators, and these include clear-channel stations, are either returning to or getting into FM. More national business is heading to the high band, where the channels are 200 kc wide (as against 10 kc for AM). The figures tell the story: More stations, more sets, more business, more syndicated material, better programing, better ratings—all add up to audience and advertiser acceptance.



Drawn for BROADCASTING by Sid Hix
"I was headed for your studio to give a talk on safe driving!"



Next time you're on the road, all keyed-up from "turnpike tension," stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

*Keyed-up
executives
unwind with
KPRC-TV*
NBC in Houston

NBC in Houston represented nationally by Edward Petry & Co.





W.K. Photo Productions — Jacksonville

The Gator Bowl's contagious in ACTIONVILLE — JACKSONVILLE, the city without limits!

The excitement of Jacksonville's Gator Bowl games is now exceeded by the excitement of its fast growing hometown. Jacksonville, with a new consolidated government, has become the nation's 29th largest city with the thrust of progress that is Actionville. This Southeastern insurance capital now boasts the newest skyscraper in the South. A Jumbo Jet international airport will be dedicated this year. Anheuser-Busch is building a \$40 million brewery; AT&T's new overseas operating center (one of only five in the nation) will open soon.

Jacksonville is a modern, growing market with money to spend! In the entire state of Florida — Jacksonville has the highest percentage of incomes in the \$10,000-\$15,000 bracket; ties Miami for first in the \$15,000-\$20,000 bracket and is second only to Fort Lauderdale in the \$5,000-\$10,000 bracket.* Watching a Jacksonville Gator Bowl game is as easy as ABC. Reaching the modern Jacksonville market is also as easy as ABC... **Unduplicated** ABC when you pick Jacksonville's modern television station...

*Rollins College Survey

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WJKS TV 17



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