

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Howard Hughes bids for control of ABC. p17

Fight opens to ban radio, TV cigarette ads. p22

Volatile issues flare up before AAF convention. p26

Caution tempers euphoria of CATV industry. p32

CARL B. YLVIŠAKER
LIBRARY

1/9

COMPLETE INDEX PAGE 7

CONCORDIA COLLEGE
CARL B. YLVIŠAKER LIB
MORRHED
MINN
TO EXP 12/8
56560

NEWSPAPER

“You will never know how many lives you saved.”

Late in January last year came a snowfall that literally paralyzed western Michigan. People were stranded. Transportation was non-existent. All semblance of normal community activity ceased. The Fetzer radio station in Kalamazoo immediately switched its entire programming over to coordinating and broadcasting literally thousands of emergency messages. This continued around the clock for three straight days. The quote in the headline above was from one of the many, many letters received from thankful western Michigan residents.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

NTA PROUDLY PRESENTS
TV SPECIALS - GROUP 1



**CALLING
 NORTHSIDE
 777**

Starring
 Fred MacMurray
 Natalie Norwick
 Joe Mantel

LAURA

Starring
 Robert Stack
 Dana Wynter
 George Sanders



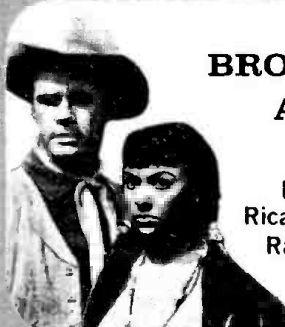
**THE
 GUNFIGHTER**

Starring
 Richard Conte
 John Barrymore, Jr.
 Marilyn Erskine



**ONE
 LIFE**

Starring
 Dane Clark
 Nina Foch
 Audrey Totter

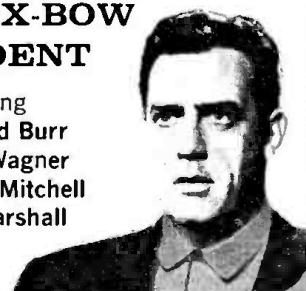


**BROKEN
 ARROW**

Starring
 Rita Moreno
 Ricardo Montalban
 Raymond Burr

**THE OX-BOW
 INCIDENT**

Starring
 Raymond Burr
 Robert Wagner
 Cameron Mitchell
 E. G. Marshall



**THREAT TO
 A HAPPY
 ENDING**

Starring
 Gene Barry
 William Bendix
 Lori Nelson

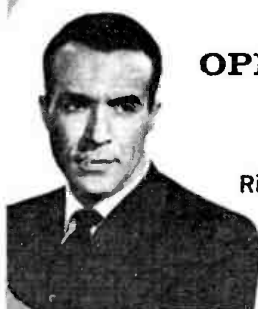
**YACHT
 ON THE
 HIGH SEA**

Starring
 Gary Merrill
 Nina Foch
 Casey Adams



**MIRACLE
 ON 34th
 STREET**

Starring
 Thomas Mitchell
 Teresa Wright
 MacDonald Carey



**OPERATION
 CICERO**

Starring
 Ricardo Montalban
 Maria Riva
 Peter Lorre



**THE GHOST &
 MRS. MUIR**

Starring
 Joan
 Fontaine
 Michael
 Wilding

**TWO FLAGS
 WEST**

Starring
 Dale Robertson
 Victor Jory
 Regis Toomey



12 SPECIALS PRODUCED FOR TV BY 20TH CENTURY FOX
AVAILABLE NOW IN SELECTED MARKETS

Call, Wire or Write
 For Full Market Information

NTA

8530 WILSHIRE BOULEVARD/BEVERLY HILLS, CALIFORNIA/(213) 655-7701
 120 EAST 56th STREET/NEW YORK, NEW YORK/(212) 755-9807

Is FCC obsolete?

Picking up momentum is proposal for reorganization of FCC at next session of Congress. Being used as rough pattern is regulation of commercial aviation through dual agency structure—Civil Aeronautics Board, which controls policy, handling franchises, rates, economics, etc., and Federal Aviation Agency, administrative arm, handling airport clearances, pilot licensing, accident investigations, etc. At other extreme is group which fosters new Department of Communications at cabinet level.

More conservative plan would not go as far as legislative proposal of Commissioner Robert T. Bartley for three separate agencies (BROADCASTING, May 27) but rather for one policy-making board of perhaps five members and separate administrative agency headed by one administrator. Implicit in plan would be abolition of FCC as such, with President authorized to appoint new five-man agency and administrator, subject to Senate confirmation.

Wiring New York

Eight companies, including two with substantial broadcast interests, have quietly filed with New York City Bureau of Franchises for CATV rights in Brooklyn, Queens, Bronx and Staten Island. They are RKO General, group station owner; Bartell Cable TV Systems Inc., associated with Bartell stations; New York CATV Cable Co., Teleglobe Cosmatronics, Skiatron Electronics and TV, and three current franchise holders seeking to expand their CATV areas beyond those held now in Manhattan and part of Bronx: Sterling Information Services, Teleprompter Corp. and CATV Enterprises. Franchise bureau officials have said they'll act quickly but that they expect city to get 25% of gross receipts instead of 5% under current franchises.

Seat gets cold

Search is still on for successor to Commissioner Lee Loewinger, who wound up his five-year FCC tenure June 30. Over weekend of June 29-30 prospects were considered good that John S. Hayes, U. S. ambassador to Switzerland and former president of Post-Newsweek Stations, might accept post and eventually FCC chairmanship. But last week he advised administration sources his preference would be to continue in foreign service.

CLOSED CIRCUIT

Local initiative

Another major station group has cranked up effort to sell department stores on regular use of television. Two Triangle stations (WNBX-TV Binghamton, N.Y., and WFIL-TV Philadelphia) have now completed revamp of their procedures to speedily provide stores with availabilities. In addition, WNBX-TV in past 10 days built studio in Fowler's department store in Binghamton for taping of commercials at virtually instant's notice. WFIL-TV has begun guaranteeing avails to stores in run-of-schedule in any broadcast day and has already landed three new department-store accounts. Other Triangle stations have been told to take note for adaptation in their markets.

CBS-owned-TV stations took unusual step for group broadcasting entity in establishing local retail-sales units for each of its stations (BROADCASTING, July 1). Move was made to concentrate directly on retail advertisers, among which department stores are biggest.

Eye on traders

Evidence continues to mount that FCC is taking tougher line on trafficking in stations. Commission last week voted tentatively to hold hearing on McLendon Corp. application to acquire KXVI Oregon City, Ore.; principal issue would be trafficking. Commission is expected to take another vote on question this week, presumably on whether it should send letter advising McLendon that sale cannot be approved without hearing. McLendon recently sold KILT and KZAP(FM) Houston to LIN Broadcasting Co. (BROADCASTING, April 1).

Cooling-off period

New deal on music fees that TV stations pay to American Society of Composers, Authors and Publishers apparently was so near in one of those private bargaining sessions last month (CLOSED CIRCUIT, June 10, 17) that negotiators for All-Industry TV Stations Music License Committee thought it had in fact been reached. Committee members say traditional handshake actually occurred, but when two sides met to draft memo of agreement ASCAP started raising issues that others thought had been

clearly settled. Meetings reportedly broke off in inflamed mood and have since been in recess while ASCAP officials attended international conference in Vienna.

Press agentry

FCC's Katzenjammer kids—Commissioners Ken Cox and Nick Johnson—have adopted age-old technique of getting publicity for their fractious dissents. Copies are delivered—usually in advance—to selected newsmen likely to give them good break. Thirty-three-year-old Nick Johnson does legwork even to point of inviting on-the-air interviews of pair, not only in Washington but as far away as West Coast where syndicated or regularly scheduled commentators perform.

Hemmed in

Speculation among FCC-watchers is that commission will order hearing on Enterprise Co.'s application to acquire KFDM-TV Beaumont, Tex. Opposition to approval without hearing, they noted, would be fierce. Justice Department's antitrust division has opposed grant because of Enterprise's ownership of only two daily newspapers in Beaumont. Justice says transfer would violate Clayton Act prohibition against acquisitions that tend to lessen competition or create monopoly (BROADCASTING, May 15).

What's more, Senator Philip Hart's (D-Mich.) Antitrust and Monopoly Subcommittee has expressed concern about newspaper ownership of television stations. And openly hostile House Commerce Committee would almost certainly take critical note of commission rejection of Justice Department request.

Cable watcher

CATV Marketing Inc., Pleasanton, Calif., which provides variety of marketing services for CATV industry, has developed small computerized unit that purportedly will provide 100% read-out as to what and when cable subscribers are viewing. Unit, to be installed at system's headend, will respond from sensing devices placed at subscribers' installations. It will reportedly provide accurate read-outs on viewing habits for apartment hookups as well, and is to be tested on West Coast system within 60 days.

**National
conventions
are made up of
local people.
That's where
we zoom in.**

Corinthian knows that there's a lot more to the national conventions than just the presidential nominations. There's local interest. Local issues. Local concern. And a real need for local coverage.

That's why every Corinthian Station will again send their special news teams to the 1968 conventions. To report the activities of their state delegations and to observe, analyze and interpret general convention events in terms of their own community's special interests. And there's plenty of interest.

That's why, as far back as the 1960 conventions, when we were the only television group doing it—Corinthian provided this kind of local interest coverage for our audiences in five key areas of the country.

We'll be at the conventions again this year. About 12,000,000 viewers expect us there.

**Corinthian wants people
to take a good look at the issues.**



KHOU-TV, Houston WISH-TV, Indianapolis KOTV, Tulsa
KXTV, Sacramento WANE-TV, Fort Wayne

RESPONSIBILITY IN BROADCASTING REPRESENTED BY H-R/CORINTHIAN SALES.



WEEK IN BRIEF

Billionaire Howard Hughes offers to buy two-million shares of ABC stock for \$150 million, but runs into big-league trouble. ABC's Goldenson to go to court to resist takeover; FCC wants to hold hearing on transfer. See . . .

CAN HUGHES GET ABC? . . . 17

"Special summary report" on violence in TV programing issued by ANA indicates some of its members are withdrawing from shows with excessive violence, others are reviewing policies and practices. See . . .

ADVERTISERS REACT . . . 19

FTC urges Congress to eliminate cigarette commercials on radio-TV, and with HEW urges that if ban is not imposed, death warnings and tar-nicotine ratings should be aired with every ad. See . . .

CIGARETTE FIGHT . . . 22

Not all the action is in agenda for first national AAF convention. Officials expected to be challenged for supporting gun control laws; questioned on FTC's proposal to ban cigarette ads. See . . .

LATE FIREWORKS . . . 26

CATVers come to Boston convention in nearly 100% bullish mood, leave with their optimism tempered by caution as their leaders stress continued action in FCC, Congress overregulation and copyright. See . . .

CAUTION SIGNALS . . . 32

House Investigations Subcommittee, in vague order, calls principals, FCC to testify on transfer of five UHF permits by Overmyer to U.S. Communications Corp. See . . .

OVERMYER HEARING . . . 38

United Church of Christ says it will pursue WLBT(TV) Jackson, Miss., case in court; notes it doesn't look forward to further litigation, but it has "no choice" in view of FCC's minority dissent to renewal. See . . .

WLBT(TV) TO COURT . . . 40

CATVers hear in Boston distinctive broadcast term, "counterprograming," applied to cablecasting, told to move into local originations by industry leaders, fellow CATV owners, film buyers. See . . .

WAY TO FILL CHANNELS . . . 42

RTNDA regional conference mulls growing list of news challenges: keeping up with fast-moving, security-conscious political candidates; pre-trial crime proceedings; covering civil disturbances. See . . .

NEWSMEN'S PRESSURES . . . 44

Chances are growing that Democratic National Committee may give up its Chicago convention plans because of two-month old telephone strike. Other sites being looked into: Miami, Houston, San Francisco. See . . .

CONVENTION MOVE? . . . 50

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	14
BROADCAST ADVERTISING	19	OPEN MIKE	13
CHANGING HANDS	38	PROGRAMING	42
CLOSED CIRCUIT	5	WEEK'S HEADLINER	10
DATEBOOK	12	WEEK'S PROFILE	73
EDITORIAL PAGE	74		
EQUIPMENT & ENGINEERING	54		
FANFARE	53		
FATES & FORTUNES	58		
FINANCIAL REPORTS	57		
FOR THE RECORD	60		
INTERNATIONAL	55		
LEAD STORY	17		
THE MEDIA	32		



Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

The Name of the Game is STAR TALENT



DON DEFORE



DALE ROBERTSON

...and now

The HOMESTEAD *adds three more!*



RICHARD BOONE

The Homestead plays a winning game with top quality TV shows featuring top-notch personalities. Note the latest additions to our talent-filled roster: A new music show starring Don DeFore. A new art show starring Richard Boone. A new music show starring Dale Robertson. These three join our present lineup of six successful programs featuring Robert Taylor, John Reed King, Don Ameche, Dennis James and two with Sebastian Cabot.

Here is varied, viewer-pleasing entertainment . . . a selection of nine full-color 15-minute shows, with one thing in common: They educate as well as entertain. By bringing the beauty of the world's great art and music treasures into millions of homes, they make culture not merely palatable, but actually pleasing. Tremendous mail pull proves this. It's the kind of dynamic action stations like to see.

There's talent behind the scenes, too . . . a new professional management team that projects experienced, aggressive leadership into The Homestead picture. *Philip Steinberg*, Vice-President of LIN Broadcasting Corporation and new General Manager of RTV Sales (The Homestead), was formerly president of

Advercom, Inc., advertising agency for mail order sales of Disneyland Records. Mr. Steinberg has already effected many dramatic changes that result in more unity and control for this fast-growing organization. *Norman Roseman*, new Operations Chief, coordinates all mail order activities. His wide experience and wealth of administrative ability have helped to streamline all facets of The Homestead's operations.

New, efficient systems speed order fulfillment.
The Homestead is now fully computerized, with highly systematized fulfillment procedures to handle all station-generated mail activity the very same day it is received—regardless of volume. A new plant—over 50,000 sq. ft. of space—facilitates processing more than 25,000 orders every day. Computer-printed acknowledgement cards are mailed immediately upon receipt of orders to assure greater customer satisfaction. Completely automated production systems eliminate errors and speed all orders on their way.

Attention Station Managers:
Schedules are now being prepared for The Homestead's three new shows as well as current programs. Please advise us immediately of your 15-minute availabilities.

The HOMESTEAD

RTV Sales • Divisions of the  BROADCASTING CORPORATION

477 Madison Avenue • New York, N. Y. 10022 • (212) 758-4545

Get in line on Negro employment, FCC says

FCC has put nation's broadcasters on notice that they face loss of license if they discriminate in employment.

Commission issued policy statement Friday (July 5) declaring it will deny license renewal to station found to have violated "national policy against discrimination in employment." Action would come after hearing on complaint.

Commission at same time issued notice of proposed rulemaking to embody policy in rule and to require that showing of compliance with it be submitted with applications for construction permits, assignments and transfers, and renewals. Proposal would also require licensees to post notices at their stations and include statements in their employment-application forms asserting that they are pledged not to discriminate.

And, in what it called most important part of three-part order, commission called on broadcasters—"as matter of conscience"—to go beyond requirements of policy and make affirmative effort to help solve racial crisis.

Commission urged broadcasters to seek out and train Negroes as editors and reporters, and to make special effort in programing. Commission said programing is not matter in which it appropriately can intervene. "Rather," it said, "all we do is again raise the question in context of the conscience of the broadcaster at this juncture of our national affairs."

Commission order, adopted unanimously, was in response to petition for rulemaking filed April 24, 1967, by United Church of Christ.

Equal Employment Opportunities Commission, created under Civil Rights Act of 1964, and Department of Justice urged adoption of proposed rule.

Commission policy statement makes clear FCC will regard charge of discrimination in employment a ground for determining whether station involved has served needs of its community. Refusal of licensee to hire Negroes, statement said, "immediately raises question of whether he is consulting in good faith with Negro community leaders concerning programing to serve the area's needs."

Commission indicated importance it attached to order by taking unusual step of inviting reporters to briefing by General Counsel Henry Geller.

Mr. Geller said commission had re-

ceived only six to 10 complaints of discrimination, "most of which had been referred to EEOC. He knew of no case where commission had denied license because of discriminatory employment practices.

But now that FCC has expressed its views on matter, he said, "people who feel that they have been discriminated against will tend to bring their complaints to the commission."

"And we're saying we won't tolerate racial discrimination," he said.

Commission noted that national policy on discrimination in employment is principally embodied in Civil Rights Act of 1964. This makes illegal discrimination by employers of more than 25 persons who are engaged in interstate commerce.

Thus, law would reach 80-90% of 650 television stations but only some 10% of 6,500 radio stations. However, more than 30 states have fair-employment-practices laws, most of which affect employers with fewer than 25 employees.

Commission will rely on these federal and state agencies in implementing its anti-discrimination policy. It will refer complaints to EEOC if that agency has jurisdiction, to appropriate state agency if it does not. In either case, commission will designate application of licensee involved for hearing if results of liaison "indicate there is a substantial issue."

Commission will undertake investigation of complaint with its own staff if station involved is subject neither to federal or state fair employment law.

Commission order, in urging broadcasters to go beyond specific requirements of policy, cited report of National Advisory Commission on Civil Disorders on importance of media in helping ease racial tensions. Report

said media has failed to provide necessary communication between races.

And commission said that, in its judgment, report makes clear that broadcasting is most important of all media in dealing with racial problem, "because it is most turned to by the ghetto."

San Diego cable case going to appeals court

Attorneys for San Diego CATV systems met Friday (July 5) to determine course of action following FCC's decision prohibiting importation of Los Angeles TV into that city, but permitting local origination without commercials (BROADCASTING, July 1).

Decision already has been appealed by Midwest Television, licensee of KFMB-TV San Diego, which spearheaded attack on CATV's there. In notice of appeal filed in federal appeals court in Washington, Midwest Television challenged FCC ruling on origination, also its permission for carriage of Los Angeles TV in Escondido and Rancho San Bernardo, Calif.

ARB asked to drop changes until they are confirmed

Research Advisory Committee of Television Bureau of Advertising has told American Research Bureau it is "imperative" that ARB drop certain methodology changes in its local-market TV measurements "until proper validation studies which support the reliability of these changes are provided to the industry."

In letter to ARB President Peter Langhoff, James M. Rupp of Cox

Advises westerns show mayhem, not murder

Screen Gems executives were to hear Father Donald F. X. Connolly, coordinator, National Catholic Office for Radio and TV, declare today (July 8) in Los Angeles that it is responsibility of TV and film executives to cut down on violence in television and in motion picture portrayal.

"All unnecessary violence should be eliminated," priest stated in his prepared remarks, "but where some

of it is required for the story line, it should be modified. Instead of killing another cowboy, the western hero should wound him. And the resulting pain should be graphic so that youngsters will realize that pain really hurts, and nothing is gained from brutality but suffering."

Father Connolly, who has consulted Screen Gems on theology (*Flying Nun*) was guest at reception held for him by production firm.

Broadcasting, chairman of TVB committee, said group was protesting as users who are "responsible for knowledge of the accuracy of measurements used." Letter followed meetings with ARB officials in June (CLOSED CIRCUIT, June 24) and again last week in effort to resolve differences.

Practices ARB was asked to discontinue pending validation were use of incomplete ("blank-day") diaries; sending of diaries to homes that don't agree to keep them and current or future use of weights based on total-household data instead of TV-household data.

"Further," letter said, "it is not sufficient to *assume without validation* that a given change will result in better measurement."

Hill being flooded with pro pay-TV mail

Mail on pay TV was piling up Friday (July 5) in key House Commerce Committee members' offices—all of it opposed to further delay in establishing nationwide test subscription system. Committee resolution that would seek additional delay in FCC's pay-TV proceeding could come to vote as early as Thursday (July 11).

"Above-average" volume of letters and telegrams were reported in several offices, with no clue as to underlying source. But Commerce Committee office, also receiving heavy pro pay-TV mail, has copy of Zenith Radio Corp. letter to stockholders suggesting campaign, with sample texts and targets, that seemed to correspond to mail being received by congressmen.

Meanwhile, opposition to resolution to be offered by Representative James Harvey (R-Mich.) was appearing in more than mail. Committee activist John E. Moss (D-Calif.) said Friday he would oppose further delay—not on merits of pay-TV's case but as unjust and unwarranted in light of Congress' long-displayed inability to dispose of matter.

Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) is also expected to oppose Harvey resolution on same grounds. More opposition will come from Representative Richard L. Ottinger (D-N.Y.), who favors pay TV.

Support for Harvey move, which is similar to sense-of-committee resolution adopted last year for one year's delay, is expected from Committee Chairman Harley O. Staggers (D-W. Va.), who has said he will cooperate in bringing new resolution before committee for vote (BROADCASTING, July 1).

WEEK'S HEADLINER

Kenneth L. Logowitz, executive VP, Outlet Co., Providence, R. I., elected president, succeeding **Joseph S. Sinclair**, who continues as chairman and chief executive officer. Mr. Logowitz joined Outlet Co. in 1922 as office boy. In 1961 he was elected executive VP and treasurer, serving in both capacities until 1965 when he relinquished job of treasurer. Outlet Co. is licensee of WJAR-AM-TV Providence, WDBO-AM-FM-TV Orlando, Fla., and KSAT-TV San Antonio, Tex.

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

Dingell wants printed lyrics for song records

Radio stations' problems in clearing lyrics on popular records for airplay could be eased by bill submitted by Representative John D. Dingell (D-Mich.). Measure (H.R. 18328) would require all recordings "of any song or other verbal material set to music" be accompanied by printed copy of words if offered for sale in interstate commerce.

Idea was advocated last year during clean-lyrics campaign launched by McLendon Stations, which at time notified music industry that stations wouldn't accept records for broadcast without lyric sheets (BROADCASTING, April 10, 1967). Entered so late in session. Dingell bill isn't given much chance of clearing Hill before adjournment but could be brought up again in next Congress.

Weigh significance in refusing bids, FCC told

FCC was told Friday (July 5) that it couldn't just return as unacceptable application for broadcast facility without determining through hearing how significant omission or error was.

Ruling came in unsigned opinion by D. C. Circuit Court of Appeals in Washington on case where FCC refused to accept application for 1110 kc in Norfolk, Va., by James River Broadcasting Co., filed three days before May 31, 1966 cutoff date for that frequency; applicant made what it claimed was minor engineering correction in November of same year.

Court remanded case to FCC to determine whether error was significant

enough to require new application or whether it was in truth minor revision. If latter, court indicated applicant should have been accepted as originally submitted.

Proposes liberalization of identification rules

FCC has proposed amendments in its rules which would simplify and update current regulations on AM-FM station identification, as well as for TV, non-commercial FM and international broadcast stations.

Changes proposed by commission would retain current requirements for identification at beginning and end of operation time. Also retained would be identification within two minutes of each hour and half hour, but quarter hour identification, now permitted in lieu of half hour announcement, would be eliminated.

Commission also proposes to revise definition of categories of programs which are exempt from identification interruption. New program types which would be included are single, continuous public affairs, religious or instructional programs, concert or drama programs, athletic events and other programs in which interruption would break program continuity.

Proposal indicates that regularly scheduled half hour identification which falls in course of such exempt programs, may be deferred to first interruption after missed identification announcement.

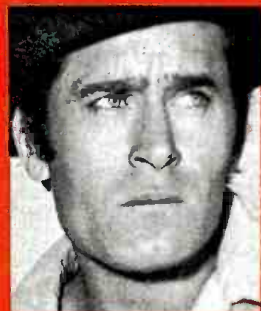
Revocation hearing set for Tulare FM station

KDFR (FM) Tulare, Calif., was ordered by FCC to show cause at commission hearing why station's license should not be revoked.

Commission said Friday (July 5) that it has information which "raises serious questions, best resolved at hearing, as to whether Allan R. Jones and Kenneth F. Warren have qualifications to be broadcast licensee." Mr. Jones and Mr. Warren are joint owners of KDFR under business name, Blue Ridge Broadcasters.

Areas commission indicated it would explore include, whether false statements were made by licensee in application for CP and during commission field inquiry, whether violations occurred in transfer of control of KDFR and whether Mr. Jones, who does not hold first class operator's license, performed transmitter inspections and maintenance and recorded results.

Why WHIS-TV, Bluefield, West Virginia has acquired 387 Warner Bros.-Seven Arts' Off-Network Western Hours



Cheyenne
(107 Hours)



Bronco
(68 Hours)



The Dakotas
(19 Hours)



Sugarfoot
(69 Hours)



Maverick
(124 Hours)

"Dramatic Westerns have always been programming winners for WHIS-TV. Therefore, it makes good commercial sense for us to continue this successful format in our new

'CHEYENNE THEATRE'

Mon.-Fri./5:00-6:00 P.M.

which will Premiere in September. ACTION means audience in this market, and Warner Bros.-Seven Arts' powerful one-hour Western strip is all ACTION!"

John Shott, General Manager, WHIS-TV



WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue • (212) 986-1717

CHICAGO: 550 West Jackson Blvd. • (312) 372-8089

DALLAS: 508 Park Avenue • (214) 747-9925

LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1774

TORONTO, ONTARIO: 11 Adelaide St. West • (416) 364-7193

LONDON • SYDNEY • TOKYO • MEXICO CITY • NASSAU

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISHOFF
 VICE PRESIDENT MAURY LONG
 VICE PRESIDENT EDWIN H. JAMES
 SECRETARY LAWRENCE B. TAISHOFF
 TREASURER B. T. TAISHOFF
 COMPTROLLER IRVING C. MILLER
 ASST. TREASURER JOANNE T. COWAN

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
 BROADCASTING-TELECASTING Bldg., 1735 DeSales
 Street, N. W., Washington, D. C. 20036. Tele-
 phone: (202) 638-1022

EDITOR AND PUBLISHER
 Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
 Edwin H. James

EDITORIAL DIRECTOR (New York)
 Rufus Crater

MANAGING EDITOR
 Art King

SENIOR EDITORS: Frederick M. Fitzgerald,
 Earl B. Abrams, Lawrence Christopher
 (Chicago), Leonard Zeldenberg, David Ber-
 lyn (New York), Rocco Famighetti (New
 York), Morris Gelman (Hollywood), Sherm
 Brodey. ASSOCIATE EDITORS: Joseph A. Esser,
 F. Martin Kuhn, Robert A. Malone, Martin
 Mitchell; STAFF WRITERS: C. Anthony Beargie,
 Bill Chancellor, Steve Summers, Sue M.
 Tropin; EDITORIAL ASSISTANTS: Steve Millard,
 Marcia Sanford; SECRETARY TO THE PUBLISHER:
 Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long

NATIONAL SALES MANAGER
 Warren W. Middleton (New York)

ADVERTISING DIRECTOR
 Ed Sellers

INSTITUTIONAL SALES MANAGER
 Eleanor Manning

PRODUCTION MANAGER: George L. Dant; TRAF-
 FIC MANAGER: Harry Stevens; ASSISTANT PRO-
 DUCATION-TRAFFIC MANAGER: Bob Sandor; CLAS-
 SIFIED ADVERTISING: Margaret E. Montague;
 ADVERTISING ASSISTANTS: Carol Ann Cunning-
 ham, Dorothy Coll; SECRETARY TO THE GEN-
 ERAL MANAGER: Doris Kelly.
 COMPTROLLER: Irving C. Miller; ASSISTANT
 AUDITOR: Eunice Weston.

Circulation

CIRCULATION DIRECTOR
 David N. Whitcombe

SUBSCRIPTION MANAGER
 Richard B. Kinsey

William Criger, Kwentin Keenan, Stanley
 Palczewski Jr., Jean Powers, Katherine
 Tucker.

Bureaus

New York: 444 Madison Avenue, 10022. Tele-
 phone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR
 EDITORS: David Berlyn, Rocco Famighetti;
 ASSOCIATE EDITOR: Michel Hornberger; STAFF
 WRITERS: Hazel Hardy, Linda Miller; NA-
 TIONAL SALES MANAGER: Warren W. Middle-
 ton; INSTITUTIONAL SALES MANAGER: Eleanor
 R. Manning; EASTERN SALES MANAGER: Greg
 Masefield; ADVERTISING ASSISTANT: Laura D.
 Gereau.

Chicago: 360 North Michigan Avenue, 60601
 Telephone: (312) 236-4115.

SENIOR EDITOR: Lawrence Christopher; MID-
 WEST SALES MANAGER: David J. Bailey; AS-
 SISTANT: Rose Adragna.

Hollywood: 1630 North Vine Street, 90028.
 Telephone: (213) 463-3148.

SENIOR EDITOR: Morris Gelman; WESTERN
 SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER
 Lawrence B. Taishoff

BROADCASTING* Magazine was founded in 1931
 by Broadcasting Publications Inc., using the
 title, BROADCASTING*—The News Magazine of
 the Fifth Estate. Broadcasting Advertising*
 was acquired in 1932, Broadcast Reporter in
 1933 and Telecast* in 1953. BROADCASTING-
 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
 Copyright 1968, Broadcasting Publications Inc.

DATEBOOK

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

■Indicates first or revised listing.

JULY

July 7-10—Annual meeting, American As-
 sociation of Agricultural College Editors,
 University of Tennessee, Knoxville.

July 7-11—First national convention of
 American Advertising Federation. Speakers
 include: Under Secretary of Commerce
 Howard J. Samuels; Charles A. Anderson,
 president, Stanford Research Institute; Tom
 Dillon, president, BBDO; A. Carl Kotchian,
 president, Lockheed Aircraft Corp.; Senator
 Mark Hatfield (R-Ore.); George Kozmetsky,
 dean, University of Texas graduate school
 of business administration; Oregon Gov-
 ernor Tom McCall; Walter Straley, vice pres-
 ident, public relations, AT&T. Portland Hil-
 ton, Portland, Ore.

July 7-20 — Fourth annual high school
 broadcast institute sponsored by Indiana
 Broadcasters Association and Indiana Uni-
 versity radio-TV department. Indiana Uni-
 versity, Bloomington.

July 8—Deadline for comments on FCC pro-
 posed rulemaking to explore possibility of
 using actual field strength measurements to
 determine coverage of TV and FM stations,
 instead of present theoretical field strength
 charts.

July 9—Annual stockholders meeting, Taft
 Broadcasting Co. Cincinnati.

July 12-14—Annual summer convention of
 Wisconsin Association of Broadcasters. Pio-
 neer Inn, Oshkosh.

July 14-16—Annual summer convention of
 South Carolina Association of Broadcasters.
 Ocean Forest hotel, Myrtle Beach.

July 14-27—Sixth annual management de-
 velopment seminar sponsored by National
 Association of Broadcasters. Harvard Busi-
 ness School, Boston.

July 15—Deadline for filing comments
 on FCC proposed rulemaking to permit
 type-approval of AM modulation monitors
 that do not incorporate indicating meters.

July 16—Deadline for filing reply com-
 ments on FCC's proposed rulemaking to
 specify, in lieu of the existing MEOV con-
 cept.

July 20-21—Brainstorm Bonanza sponsored
 by Brain Radio Service. Plainsman hotel,
 Lubbock, Tex.

■July 21-23 — Annual summer convention
 of Idaho State Broadcasters Association.
 Speakers include Al King, National Asso-
 ciation of Broadcasters director of station
 relations, and Jack Ackerman, director of
 sales, small market division, Radio Adver-
 tising Bureau. Ponderosa Inn, Burley.

July 22—Deadline for reply comments on
 FCC proposed rulemaking to explore pos-
 sibility of using actual field strength mea-
 surements to determine coverage of TV and
 FM stations, instead of present theoretical
 field strength charts.

■July 23—National Association of FM Broad-
 casters seminar. Speakers include: Abe
 Voron, president NAFMB; Don Barrett, na-
 tional program director, McLendon stations,
 Dallas; Alex Smallens, program director,
 ABC FM Radio Network, New York. Fair-
 mont hotel, San Francisco.

July 26—Deadline for filing reply com-
 ments on FCC's proposed rulemaking that
 would permit type-acceptance and use of
 automated FM transmitters.

July 28-Aug. 9—Eleventh annual seminar in
 marketing management and advertising
 sponsored by the American Advertising
 Federation. Harvard Business School, Bos-
 ton.

July 29. — Deadline for filing comments
 on FCC's proposed rulemaking that would

RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White
 Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott,
 Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House,
 San Francisco.

permit standard broadcast stations operat-
 ed by remote control to transmit telemetry
 signals by intermittent subsonic tones.

July 30—Deadline for filing reply com-
 ments on FCC proposed rulemaking to per-
 mit type-approval of AM modulation moni-
 tors that do not incorporate indicating
 meters.

AUGUST

Aug. 5-7—Association of National Adver-
 tisers workshop on advanced administrative
 and planning techniques, Drake Oak Brook
 hotel, Chicago.

Aug. 5-9—Annual meeting, American Bar
 Association. Among principal speakers are
 Senator Phillip A. Hart (D-Mich.), U.S. Cir-
 cuit Judge Otto E. Kerner, former chair-
 man of President's Commission on Civil
 Disorders; Betty Furness, President's ad-
 viser on consumer affairs; Commissioner
 James M. Nickholson, Federal Trade Com-
 mission. Civic Center, Philadelphia.

Aug. 8 — Deadline for filing reply com-
 ments on FCC's proposed rulemaking that
 would permit standard broadcast stations
 operated by remote control to transmit
 telemetry signals by intermittent subsonic
 tones.

Aug. 9-10—Rocky Mountain CATV Associa-
 tion meeting. Teton Village, Jackson Hole,
 Wyo.

Aug. 22-23—Fall convention of the Arkan-
 sas Broadcasters Association. Arlington ho-
 tel, Hot Springs.

Aug. 30-Sept. 1 — 1968 International Radio-
 TV-Press Exhibition, sponsored by Interna-
 tional Broadcasters Society. Hotel Het Hof
 Van Holland, Hilversum, The Netherlands.
 For information: The Secretariat, Interna-
 tional Broadcasters Society, Zwaluwlaan 78,
 Bussum (NH) The Netherlands.

SEPTEMBER

■Sept. 8-13—Acoustics and Noise Control
 Seminar sponsored by The Pennsylvania
 State University, college of engineering,
 University Park, Pa. Information: Howard
 F. Kingsbury, 101 Engineering A, University
 Park, 16802. (814) 865-7551.

Sept. 9-11—Electronics and Aerospace Sys-
 tems Convention (EASCON), sponsored by
 Group on Aerospace and Electronic Systems,
 Institute of Electrical and Electronics Engi-
 neers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Con-
 vention, sponsored by Electronic Engineer-
 ing Association; Institute of Electrical and
 Electronics Engineers; Institution of Elec-
 tronic and Radio Engineers; Royal Televi-
 sion Society; and Society of Motion Picture
 and Television Engineers. Registration forms:
 International Broadcasting Convention, 1968,
 Savoy Place, Victoria Embankment, London,
 W. C. 2. Grosvenor House, London.

Sept. 12-14—Meeting of Louisiana Associa-
 tion of Broadcasters. Speakers include Dou-
 glas Anello, National Association of Broad-
 casters general counsel. Down Towner Mo-
 tor Inn, New Orleans.

Sept. 13-15—Meeting of the Maine Associa-
 tion of Broadcasters. Speakers include

NAB FALL CONFERENCES

- Oct. 17-18—New York Hilton, New York.
Oct. 21-22 — Ambassador hotel, Los Angeles.
Oct. 24-25—Denver Hilton, Denver.
Nov. 11-12—Sheraton Gibson, Cincinnati.
Nov. 14-15—Dallas Hilton, Dallas.
Nov. 18-19—Atlanta Marriott, Atlanta.

Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

Sept. 15-17—Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

Sept. 18-20—Meeting of the Tennessee Association of Broadcasters. Ramada Inn, Nashville.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20-22 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

■Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 22-23—Annual fall meeting of New York State Cable Television Association. Olean.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" work-

shop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 26-27 — Fall conference, Minnesota Broadcasters Association. Hotel Leamington, Minneapolis.

Sept. 27-29 — Western area conference, American Women in Radio and Television. Sheraton-Portland, Portland, Ore.

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kauai.

Sept. 29-Oct. 2—Pacific Northwest CATV Association fall meeting. Sheraton-Portland, Portland, Ore.

OCTOBER

Oct. 4-6—Southern area conference, American Women in Radio and Television.

Oct. 5-7—Fall convention of Texas Association of Broadcasters. Inn of Six Flags, Arlington.

■Oct. 6-9—Michigan CATV Association convention. Boyne Highlands, Harbor Springs.

Oct. 7-9—Annual Fall convention, New Jersey Broadcasters Association. Howard Johnson Motor Lodge, Atlantic City.

Oct. 11-13 — Northeast area conference, American Women in Radio and Television. Jug End, Egremont, Mass.

Oct. 14-18—11th annual International Film & TV Festival of New York. Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

Oct. 18-19—Annual meeting of New York State AP Broadcasters Association. Buffalo.

Oct. 18-20—West Central area conference, American Women in Radio and Television. Midtown Motor Inn, Des Moines, Iowa.

Oct. 22 — Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

■Indicates first or revised listing.

OPEN MIKE®

Wrong focus of attention

EDITOR: Instead of maligning television as a scapegoat for what ails America, Orville Freeman and Hubert Humphrey might devote more attention to the genuine problems television is showing the American public with great fidelity and courage.—James P. Sewell, 33 Northside Road, North Haven, Conn.

Section applies to CATV's

EDITOR: Your editorial in the June 24 issue ["Monkey on whose back?"] goes right to the heart of the matter—Section 325 (a) of the Communications Act.

Perhaps you remember when Bill Grove, Ed Craney and I—and a dozen others—were insisting that CATV's should be required to get permission to pick up signals from stations.

It was the simple way then—back in 1958—and it's the only equitable solution today in the light of the Supreme Court decision on copyright.

The CATV gang out-lobbied us in 1958, and with our industry split between haves and have-nots in CATV ownership, they'll probably do it again!

And now Roger Clipp announces the decline and fall of through-the-air transmission [BROADCASTING, June 24]. When the clock strikes 13, it's later than it's ever been before!—Marshall H. Pengra, general manager, KLTV(TV) Tyler, Tex.

Note on Kennedy assassination

EDITOR: We were very sorry to see that KNX radio was not mentioned in your feature story on the tragic Robert F. Kennedy assassination in Los Angeles [BROADCASTING, June 10].

KNX not only aired the first report of the shooting, by KNX newsman Ray Williams who was following Kennedy through the narrow corridor, but also presented the first eye-witness report by KNX newsman Ray McMackin who was within a few feet of the senator.—Richard L. Sinclair, director of information services, KNX Los Angeles.

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

EXCLUSIVE for

FIRST National Bank

RADIO-TV

10 Jingles
10 Announcements
50 Tags

Professionally
Produced

for

DETAILS AND FREE
AUDITION TAPE

WRITE TODAY !!!

BRAIN RADIO SERVICE

Box 875
LUBBOCK, TEXAS 79408

Kids are turned off by 'youth' campaigns

For some time now marketing directors have been salivating at mention of the youth market. Slip up behind a marketing type and whisper, "Youth Market!" and watch him flip his charts and click his binders. A blizzard of paper followed by a light rain of statistics can be forecast. Fine. But for those of us who haven't yet gotten around to the speed-reading course, and tend to doze in mathematical marketing meetings, here's a brief briefing (and some de-briefing) on that massive, misunderstood market.

First off, whatever it is, it's not a market: It's markets. The youth markets, a bill-of-fare so varied that I think Arlo Guthrie has a better name for it in his song: "Alice's Restaurant." "You can get anything you want," according to Arlo, "at Alice's Restaurant." That says it. Its a psychedelicatessan.

We can divide Alice's Restaurant into five sections for faster service and easier seating. The first four sections are age groups: the pre-schoolers, 2-5; the "kids," 6-9 (the pre-soap set); the sub-teens, 10-13; and the teens, 14-18. Those in the fifth section have their own bar and are the old-enough-to-drink crowd.

Head-Start Viewers ■ The pre-schoolers can't read but have a visual vocabulary exceeding that of their grandparents. They're up early and at the set early, where they spend an average 54 viewing hours a week.

The 6-to-9 section is also a major TV audience. Over 12 million each Saturday. Last year the toy industry spent more than \$50 million on TV to reach these kids. They can also be reached in the comic books, newspaper funnies, and children's magazines. On the older end of the scale, crank in radio. The biggest singles record buyer has an average age of 9 years.

The sub-teens, or "micro-boppers," are a complete subculture. They imitate the teens, but haven't the teenage freedom. They're tuned to rock radio, and attempting to reach them on the tube can get expensive. Sub-teens read their own special-interest magazines. Whether they read magazine advertisements is something else. This is the beginning of the "tell-it-like-it-is syndrome." And the consequent beginning of the Generation Gap. This new-found chasm is filled with advertising slogans and untrue-to-life TV dialogue.

Next, the teen section, which is the noisiest (and *that* may account for this

14-18 group being most seen/associated with that youth market misnomer). Half the seating in this section is occupied by micro-skirts and bikinis, which also accounts for the high visibility. The medium here is radio. The new sounds. TV isn't for them. They watch less than any other age group. "Don't put us on" is the chant from the teen section, as the generation gap widens into the grand canyon.

Finally, there's that fifth section in Alice's Restaurant, which is less an age group than it is a state of mind. Whether in their 20's, 30's or 40's-plus, they think, act and buy young. That 35-year-old executive may be over the hill according to youth standards, but he can *afford* bangles, beads, and even bubbles. Who do you think is buying the tailored turtlenecks, the Nehru jackets, the Gernreich goodies? Junior? Not on your Rin-tin-tintype. Even if half the population were under 25, that leaves easily half *over* 25. And guess who has both the income and the inclination to respond to youth-appeal advertising—that same half of the population.

Now, about that "half under 25 by 1970" nonsense: That mythical statistic has caused more confusion than all-digit-dialing. The actual U. S. Census prediction is that 44.3% of us will be under 25 by 1970. But let me de-brief you further, thanks to Jack Smock's (of Smock/Waddell Inc., Los Angeles) treasurer's report at the last American Association of Advertising Agencies' convention. I learned that there were 59.4% under 25 in 1870. What we have here just may be a shrinking percentage market; certainly what we have here is a failure to communicate.

Not With It ■ It doesn't take a

budget-breaking survey to discover that most of the allegedly "youth-oriented" advertising campaigns are missing their mark. Talk to the kids; all four sections. You'll find, as I have, that starting with the sub-teens, right through the teens, they're tuning you out. They will only respond to real people, real situations, wherein they find a sense of participation. Dropping in a "groovy" now and then just doesn't make it.

If you want to reach the kids you have to know them. Projecting yourself back to how it was when you were a kid is helpful but it isn't the answer. Things have changed. They've changed a lot. The things you were reading and listening to on the radio when you were a kid don't even exist anymore.

Remember, the kids today can't even begin to imagine what the world was like before television. They've never known anything but TV and all of them have been weaned on the tube. Watch the kids of today. Talk to them, and even more important, listen to them. The strange, inarticulate argot of today's youth is full of subtlety and rich with meaning.

And you can bet that the campaign that has cleared the account group, the plans board, the marketing review committee, and the client's assorted approval echelons will bomb with the kids. How could anything so tediously trimmed and trundled come out looking like "NOW!" And that's where it's at. At Alice's Restaurant.

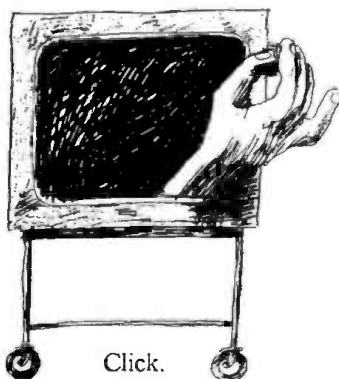
Recognize the variety of reach in these varying markets. Look at and handle youth markets statistics with care. Create communication that's believable, likeable and informative. "And you can get anything you want at Alice's Restaurant."



Jack Roberts, vice chairman of the board and head of creative services for Carson/Roberts/Inc., Los Angeles, has been responsible for the creative output of the agency since its inception in 1950. He founded the agency with Ralph Carson. Mr. Roberts attended the University of Washington in Seattle, and the Art Center School in Los Angeles. He was in the art department of Murray, Dymock & Carson, Los Angeles, before co-founding Carson/Roberts.

WE'RE ON IN SAN FRANCISCO.

Metromedia Television now serves San Francisco and the Bay Area.



MM 32 KNEW-TV METROMEDIA TELEVISION

WNEW-TV NEW YORK/KTTV LOS ANGELES
KNEW-TV SAN FRANCISCO/WTTG WASHINGTON, D. C./KMBC-TV KANSAS CITY
REPRESENTED NATIONALLY BY METRO TV SALES



The Weather Watcher Weather Watchers Watch.

Louis Allen is a front man with many sides: professional meteorologist*, businessman with his own industrial-navigational weather forecasting service, and an on-camera performer with twenty years before the tv mast.

He sums up his weather-casting experience as a tv performer with two words: Don't press. His capacity to involve his audience is exemplified by a viewer's card. "Thanks," a girl wrote, "for the nice snows we've had."

An Allen forecast is the end result of a lifetime of scientific study and training, kept up to date with modern equipment—and a direct line to the head groundhog.

Watch him weekdays on Channel 7: 5:30 p.m.—News 7; 11 p.m.—News 7 Final.

**MS in math, U. of Md., studies at Universities of Miami and California, Scripps Institute of Oceanography, World War II Navy aerologist, post-war work with the Navy Hydrographic Office (chief meteorologist, Research Div.); staff oceanographer, Office of Naval Research.*



wmal-tv 

The Evening Star Broadcasting Company
Washington, D.C.

Represented by Harrington, Righter & Parsons, Inc.

Howard Hughes goes for ABC

His offer of \$150 million for working control may expose America's richest recluse to FCC hearing; Goldenson goes to court to resist take-over

Billionaire Howard Hughes, who dipped into TV ownership by buying KLAS-TV Las Vegas, last week began a move into the broadcasting business in a way befitting his resources. He initiated a \$150-million effort that could give him control of ABC. And he immediately got a taste of big-league trouble.

ABC was preparing to file a court suit to block his take-over attempt.

And the FCC said it would hold a hearing before permitting him to exercise control, if the attempt is successful. This raised the possibility that Mr. Hughes might eventually be required to divest himself of the stock interest he is seeking to acquire.

It also raised the intriguing possibility that Mr. Hughes, noted for his reluctance to appear in public, might be called to testify before the commission.

Mr. Hughes, through his wholly owned Hughes Tool Co., set a train of fast-moving events in action last Monday with an offer to purchase two-million shares of ABC stock at \$74.25 per share. This was \$15.87 more than its closing price before the weekend, and the price of the stock immediately shot up \$11 on Monday.

But Leonard H. Goldenson, ABC president, said on Tuesday that the company's directors feel the offer is "substantially below the intrinsic per-share asset value of ABC and overlooks the future growth prospects of the company."

On Wednesday, ABC attorneys were drafting a request for a court order to stop the tender offer, which expires July 15. The ABC action was expected to be filed in federal district court in New York on Friday (July 5).

No Sale ■ This development, disclosed late Wednesday, indicated the failure of a mission on the part of Gregson Bautzer, famed Hollywood attorney who represents Mr. Hughes, who met with Mr. Goldenson in New York earlier that day. He had hoped to persuade the ABC executive that

Mr. Hughes's and ABC's interests were not contradictory.

The two million shares being sought by Hughes Tool represents 43% of the 4.7-million shares outstanding. However, estimates from the Hughes camp were that it would be no more than 35% on the basis of increased capitalization of the company. This includes ABC's offering of a \$50-million convertible-debenture issue, for which rights are being sold, plus 150,000 shares in stock options held by ABC executives. (ABC sources say it is impossible to predict the number of shares that will be added through the debenture offering.)

The tender offer states that stockholders accepting the offer would still be able to exercise or dispose of their

rights to subscribe to the debenture issue. The rights, which expire July 15 also, give stockholders the option of acquiring \$100 subordinated debentures for every 10 shares they own. The 5% debentures expire in 1993, and are convertible into common stock at \$65.

Mr. Goldenson, in his statement, suggested a connection between the registration of the rights offering with the Securities and Exchange Commission and the timing of the Hughes Tool offering. This "may have been taken into account in the Hughes Tool tender in the hope that ABC management during the registration period would be inhibited in its response," Mr. Goldenson said. ABC will have more freedom to comment once the registration period ends.

Commission sources said a two-million-share block would enable Hughes Tool to exercise de facto control over a widely held company like ABC. The largest known ABC stockholder at present is the Noble Foundation, which owns about 228,000 shares. Mr. Goldenson, who owns 89,000 shares, is believed to be the largest individual stockholder.

The commission, in a letter to Mr. Bautzer on Wednesday stating that a hearing would be necessary before Hughes could assume control of ABC, made no reference to the percentage of stock that would change hands.

It said simply that the transfer of two-million shares would raise substantial questions under the Communications Act and commission rules and policies which should be explored in a hearing where Hughes Tool's qualifications to hold "such an interest" in a licensee which owns one of the three major television networks could be explored.

Control Question ■ "We stress that what is involved here is the possible transfer of control of one of the most important media of mass communication in the nation," the commission said.

The commission did more than inform Hughes Tool that a hearing would



This is the little-photographed Howard Hughes as he appeared in July 1955, when he sold RKO Radio Pictures to General Teleradio, a subsidiary of General Tire and Rubber Co. The purchaser paid Mr. Hughes \$25 million for the property. Estimate of the total price offered for the two-million shares of ABC stock is \$148,500,000.

HOWARD HUGHES GOES FOR ABC continued

be necessary if the tender offer is successful; the tender offer states that Hughes Tool is not obligated to purchase any certain amount if fewer than two-million shares are offered prior to the July 15 deadline. The deadline could be extended, however.

Until it acts at the conclusion of a hearing, the commission said, Hughes Tool "is specifically directed not to exercise any voting rights in the shares of ABC stock acquired or in any way seek to influence the policies of ABC."

The commission said it "reserves the right to take any action, including divestiture of such stock, which may be called for in the public interest upon the basis of the hearing record."

The letter was adopted by a 6-to-0 vote of the commission, and signed by Chairman Rosel H. Hyde. ABC's only comment was: "The position of the FCC is very forthright and speaks for itself."

The commission letter said that the "nature of the hearing" would have to await developments; the offer might not be successful, it noted.

Hughes to Appear? ■ But the possibility that, whatever the nature of the hearing, Mr. Hughes might be called to testify was read by some observers into commission language stating that the "testimony of all necessary witnesses" would be obtained.

"If he is considered a necessary witness, he'll be called," said one commission official.

Whether Mr. Hughes would appear, if called, was the subject of considerable speculation last week. One broadcast industry source who professed knowledge said Mr. Hughes would be willing to appear. But this could not be confirmed. And Mr. Hughes is reported to have chosen his privacy over control of Trans World Airlines Inc., when the price was a court appearance.

The commission letter said the hearing would permit participation by "interested parties." This was taken to mean not only ABC but individual stations. Commissioner James J. Wadsworth said he had been informed of stations that might be interested in appearing either as supporters or opponents of the Hughes action.

The Department of Justice is also considered a likely participant. The department's antitrust division, which checks into all major proposed mergers and acquisitions, succeeded in blocking ABC's effort to merge with International Telephone & Telegraph Corp.

That proposed merger, which provided for an exchange of stock between the two companies, was eagerly sought by both as a means, they said, of providing ABC with the economic strength

to compete with CBS and NBC. The commission approved the proposal, but Justice, claiming that the commission had not considered the anti-competitive dangers that would flow from the proposed merger, sought court review. And ITT, after seeking commission approval for 22 months, canceled its agreement with ABC on Jan. 1 (BROADCASTING, Jan. 8).

Technically at issue in the Hughes Tool proceeding, as in the ITT case, is control of ABC's broadcast properties—seven AM's, seven FM's and five TV's.

But the Hughes case presents novel questions for the commission. The commission is required by law to approve transfers before ownership changes hands. With a tender offer for stock of a publicly held corporation which might not be successful, this is not possible.

New Question ■ The commission has never had a problem quite like it. The closest parallel occurred in 1966, when a French bank which owned 20% of Columbia Pictures Corp. sought to acquire another 18%. Columbia controls Screen Gems, licensee of six radio-TV stations, and the issue was a commission rule prohibiting foreign ownership of more than 20% of a licensee. The commission ultimately approved the stock-acquisition plan on condition that the bank refrain from exercising control of Columbia. The bank later sold all of its Columbia stock.

The commission letter to Hughes Tool followed assurances by that company it would not seek to exercise control over ABC, if it acquires the ABC stock it is seeking, without seeking

Battle for ABC shares

ABC Inc., used a display ad in the *New York Times* Wednesday (July 3) to serve notice that the management and board of directors of the corporation "will oppose the tender offer" made by the Hughes Tool Co. to purchase two-million shares of ABC common stock (see page 17). The advertisement took the form of a statement by Leonard H. Goldenson, president of ABC Inc. A spokesman said the Securities and Exchange Commission was advised of the company's statement in advance of its issuance. The ad appeared on the reverse of a page carrying an even bigger ad announcing the Hughes tender offer.

commission approval. The assurances were made in a meeting representatives of Hughes Tool and ABC had with the commission on Tuesday, and in a petition Hughes Tool filed later that day.

The petition seeks temporary waiver of the multiple-ownership rule to give Hughes Tool time "to make appropriate disposition of KLAS-TV," in the event the commission holds that the rule applies. The rule prohibits ownership of more than five VHF's, and ABC already owns that number. The petition would be moot if the tender offer is not successful.

However, the multiple-ownership-rule question is one of those that the commission said in its letter would be considered at a hearing on whether Hughes Tool should be permitted to exercise control over ABC. Accordingly, commission sources indicated the request for waiver would probably be held in abeyance.

Feared Stock Fluctuation ■ The petition also disclosed Hughes Tool's reason for making its tender offer without first clearing its plans with the commission—a determination to avoid market repercussions. Any application for approval of the sale of KLAS-TV would have had to be accompanied by an explanation, the petition said.

"And this would have had a disruptive and speculative effect on the market in the shares of ABC contrary to the policies of the Securities and Exchange Commission and the New York Stock Exchange, and would have been detrimental to the interests of ABC, Hughes and the public," it added.

Hughes Tool acquired KLAS-TV for \$4.5 million in February. Thus, the station could not be sold without waiver of the commission's rule prohibiting the disposition of broadcast properties held less than three years.

The meeting with the commissioners on Tuesday was held at the request of representatives of Hughes Tool and Loeb, Rhoades & Co., the dealer-manager for the tender offer. They wanted to explain the offer and make clear they recognized the commission's jurisdiction in the matter. They also sought "guidance" on how to proceed in view of the "dilemma" Hughes found itself in as a result of having to make its tender offer without first resolving the KLAS-TV matter. The commission offered no "guidance" until it issued its letter the following day.

Mr. Bautzer represented Hughes Tool. Gene Woodfin, partner in Loeb, Rhoades, and Bernard Koteen, a Washington communications attorney representing that firm, also attended.

James McKenna, Washington counsel for ABC, and Alfred Beckman, ABC's Washington vice president, represented the network. They were invited after expressing an interest in

participating.

Billionaire ■ Mr. Hughes, who is said to be one of the two richest men in the U. S., with wealth estimated by *Fortune* at from \$1 to \$1½ billion, holds all 75,000 shares of Hughes Tool, which manufactures and sells oil-well tools, helicopters and armament. The company also has subsidiaries in Australia and Mexico and in recent years has acquired extensive holdings in Las Vegas.

And through the Howard Hughes Medical Institute, he controls Hughes Aircraft Co. of Culver City, Calif., which is very active in defense, communications and space-exploration work. It built the four synchronous communications satellites now being operated by the Communications Satellite Corp.

It was, in fact, Hughes Aircraft that was consultant to ABC when that company proposed that it be permitted to operate its own communications satellite system three years ago (*BROADCASTING*, Sept. 27, 1965). The commission rejected ABC's request for such authorization, but used it as a springboard for the currently pending inquiry aimed at devising policy with respect to private ownership of satellite systems.

Hughes Aircraft is also active in CATV through its connections with Teleprompter Corp. Hughes Aircraft

ABC stock takes off after Hughes bid

No matter how much ABC officials opposed Hughes Tool Co.'s bid for control of their company (see page 17), the Hughes move had an electrifying effect on ABC stock and ABC's debenture offering to stockholders last week.

ABC shares climbed 11½ on the New York Stock Exchange on Monday (July 1), the day the Hughes tender offer was disclosed, closing at 69½ after moving as high as 69¾. On Tuesday the price reached a high of 70¼ and closed at 69, and

on Wednesday slimmed to a 68¼ close. (The exchange was closed Thursday and Friday.)

Rights to purchase ABC's \$50-million convertible debenture issue, which had been selling at 13/32 before the Hughes offer, gained ⅝ to 1 1/32 Tuesday and moved up to 1¼ on Wednesday, and the \$100 debentures, which had been selling over the counter at about \$105, went to \$110.25 bid and on Wednesday were still reported going at \$110 to \$111.

owns 17% of Teleprompter, has a 49% interest in Teleprompter's New York City CATV system. The two are equal partners in a Los Angeles system. Hughes Aircraft also owns 80% of Theta Com Corp., which will provide the equipment to be employed in connection with Teleprompter's plan to use the 18 gc (18,000 mc) band in place of cable trunk lines for short-haul CATV relay service. The FCC approved the plan for limited commercial use in May (*BROADCASTING*, May 20). Tele-

prompter owns 20% of Theta Com but under an agreement will purchase sufficient additional shares to give it 49%.

ABC is said to have been interested in finding a new merger partner ever since the ITT deal collapsed. Current speculation as a possible partner centers on Ford Motor Co., which also owns Philco, a manufacturer of home entertainment equipment. However, confirmation of merger talks between the two companies is lacking.

BROADCAST ADVERTISING

Advertisers react to violence

ANA reports that some of its members are withdrawing from shows containing excesses, others are reviewing policies and practices

The Association of National Advertisers urged its members last week to "bring their best management judgments to bear on the issue of violence," and outlined steps that it said some are already taking, including withdrawal from TV programs containing "excessive violence."

In a "special summary report" on violence in television entertainment programming, ANA President Peter W. Allport acknowledged that there is no "easy definition of 'excessive violence'" and that a causal relationship between violence in the mass media and violence on the streets has not been established. But, he also noted, many leading advertisers are concerned and "are giving the subject a high order of management priority."

Taking Action ■ He said discussions with members of ANA's television committee indicated that most "are review-

ing their policies and practices" and, individually, are taking various steps in response to their concern over excessive violence. Among these steps he listed the following:

"1. Rigid early scrutiny of scripts for individual show episodes, with special attention to the content of programs directed primarily to children and young adults.

"2. Instructions to agencies to include an evaluation of violence in their criteria for recommending program buys.

"3. The exercise of the legal right to withdraw commercials from any program episodes which do not meet the advertiser's standards.

"4. Renegotiation of contractual arrangements with producers to give the advertiser more effective safeguards in the future.

"5. Requests to the National Associa-

tion of Broadcasters code to review specific programs or films for acceptability under code standards.

"6. Withdrawal from programing which might incorporate excessive violence even if the alternative does not have equal efficiency."

Demand Decision ■ Mr. Allport said the discussions with TV committee members also indicated that, while advertisers "do not wish to be arbiters of public taste and recognize that the responsibility for what goes on the air belongs to the licensee," they nevertheless feel that "they have a responsibility to determine what they wish—or do not wish—to be associated with."

Noting that the mass media's portrayal of violence has not been established as "causal," he said that "advertisers will use caution and responsibility in judging their policies and practices, but will also question unsubstantiated

assumptions."

In the absence of a clear definition of "excessive violence," he said, advertisers feel that "good judgment" and "responsibility" represent "the only known approach" to the problem.

Mr. Allport called attention to the NAB TV code's provisions regarding violence, which he said "many believe [contain] a good guide to the treatment of violence on the air," and noted that the NAB had agreed to put these provisions "on the front burner." Copies of the code provisions and of the NAB board's statement (BROADCASTING, June 24) were distributed with his letter.

Code Measures ■ Mr. Allport also noted that the ANA television committee had conferred with NAB code leaders "to encourage the activation of code provisions on violence" (BROADCASTING, July 1), and said ANA will cooperate with the President's Commission on Violence and will support the American Association of Advertising Agencies "in its efforts to work cooperatively with the networks" [CLOSED CIRCUIT, July 1].

In addition, he said, ANA and its television committee "will consult with ANA members to identify and correct industry practices which make it difficult for advertisers to control their involvement in programs which they feel are inappropriate for any reason."

ANA officials said this related to continuing efforts to learn whether current practices inhibit advertisers' ability to withdraw from specific programs and whether better withdrawal practices can be developed. As examples of subjects being explored they cited such questions as whether advertisers learn of the content of programs, especially movies, far enough in advance to permit them to withdraw if they object to the content.



ANA'S Allport

and whether there are limits on the number of times an advertiser may withdraw from such programming.

Mr. Allport told ANA members that although his letter dealt primarily with television, "other media are also coming under scrutiny by advertisers. Many feel that they do not wish to be associated with excessive violence in print any more than they do on the air."

Praises Action ■ On behalf of the ANA board, he commended "those who are giving serious management review to the question of violence" and urged "others to follow suit."

"Further study of the problem while simultaneously exercising responsibility and restraint in current practices" is advocated by "many leading ANA members," he asserted. He concluded:

"The ANA, of course, recognizes that

most advertisers have little direct control over programming. ANA also recognizes that other factors—the high tensions and emotions of a changing society—may well have equal or more bearing on the problem of violence than does television.

"At the same time, the judgments of advertisers are important to producers, networks and to stations. Additionally, the medium is clearly a strong influence for good or evil. Accordingly, leading companies such as those represented in the ANA membership are urged to bring their best management judgments to bear on the issue of violence just as they apply them on other matters affecting their corporations and our society.

"Your comments are invited," he told ANA members.

BAR estimates networks up 4% for half year

Network television revenues for the first six months of 1968 climbed 4% above last year's first-half level to a total of \$748.6 million, Broadcast Advertisers Report said last week.

BAR's figures, covering net revenue from the sale of time and programming, put ABC-TV's revenues for the six months at \$202.7 million, up 0.7% from the comparable 1967 period; CBS-TV at \$281.8 million, up 1% and NBC-TV's at \$264.0 million, up 9%. (The dollar figures add to \$748.5 million, rather than \$748.6 million, because of rounding.)

ABC-TV's total represented 27.1% of the three-network total. CBS-TV's was 37.6% and NBC-TV's was 35.3% according to BAR.

BAR network TV-billing report for week ended June 23

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 23, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 23	Total dollars week ended June 23	1968 total minutes	1968 total dollars
	Week ended June 23	Cume Jan. 1-June 23	Week ended June 23	Cume Jan. 1-June 23	Week ended June 23	Cume Jan. 1-June 23				
Monday-Friday Sign-on-10 a.m.	\$ 145.8	\$ 73.4	\$ 1,870.8	\$ 336.0	8,275.1	76	409.4	1,731	10,291.7
Monday-Friday 10 a.m.-6 p.m.	1,094.9	30,073.7	2,656.2	73,763.5	1,962.9	55,092.7	960	5,714.0	22,839	158,929.9
Saturday-Sunday Sign-on-6 p.m.	683.4	25,911.3	597.1	22,658.3	449.5	11,373.7	236	1,730.0	5,923	59,943.3
Monday-Saturday 6 p.m.-7:30 p.m.	256.1	7,663.2	512.8	14,551.9	402.1	15,270.1	93	1,711.0	2,191	37,485.2
Sunday 6 p.m.-7:30 p.m.	39.0	2,834.0	150.0	5,307.2	104.8	5,042.0	20	293.8	520	13,183.2
Monday-Sunday 7:30 p.m.-11 p.m.	3,834.5	121,735.6	5,368.5	154,009.7	4,852.5	149,731.6	443	14,055.5	10,722	425,476.9
Monday-Sunday 11 p.m.-Sign-off	224.7	8,509.2	29.4	1,153.7	364.7	10,885.9	72	618.3	1,833	20,548.8
Total	\$6,132.6	\$196,872.8	\$9,387.4	\$273,315.1	\$8,472.0	\$255,671.1	1,900	\$23,992.0	45,759	\$725,859.0



Let Peg do some selling for you

Peg Rayborn is women's director for Charlotte's WSOC-TV. Nicest package that ever arrived on the Carolina scene.

Her main stint is as hostess on our Today in the Carolinas morning show. Mail response, from as far away as Virginia and Tennessee, shows for sure that in this slot we've got a good thing going for advertisers.

Do you have a product that women buy? Miss Rayborn will sell it for you. Call us or H-R for the complete story.

NBC/Represented by H-R

Charlotte's
WSOC-TV



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

Fight opens against cigarettes

Drive begun to take cigarette commercials off the air or negate them with death warnings; it's shape-up for a showdown before Congress

Two key government agencies last week staked out the outer boundaries of the fight sure to come next year on the expiration of the Cigarette Packaging and Labeling Act. And if the recommendations voted by the Federal Trade Commission and suggested by the Secretary of Health, Education and Welfare hold sway, broadcast advertising of cigarettes will be stopped outright or crippled by requirements that death warnings and tar-nicotine ratings be aired in every commercial.

The strongest proposals, including a flat ban on cigarette commercials that would wipe out broadcast advertising valued at \$244 million by the FTC, came from that agency. The proposals were passed by a majority of three on the five-member commission. The Senate Commerce Committee is expected to begin hearings on the ban early in the next Congress.

FTC Chairman Paul Rand Dixon dissented to the recommendation that cigarette advertising be banned entirely from the airwaves, but significantly did not take issue with the majority's alternative suggestion that commercials be limited as to hours and extent of appearance. The alternative also would prohibit certain, but unspecified, types of programs, regardless of when broadcast, from carrying cigarette commercials.

Chairman Dixon also didn't object to majority proposals that a stronger warning ("Cigarette smoking is dangerous to health and may cause death from cancer and other diseases") and tar-nicotine ratings be displayed on packs and in all advertisements, including broadcast. He said "if a realistically adequate warning should be required in all television and radio advertising the public interest would be sufficiently protected."

Overkill ■ FTC Commissioner Philip Elman, in dissenting to Mr. Dixon's dissent on the outright ban, said he pointed out in his statement last year that if "the required warning were really hard-hitting and effective, cigarette advertising would disappear from the airwaves." He said he thought the ban should be imposed anyway, to make sure advertisers didn't find some way to "obliterate or obscure" the warning.

Joining Commissioner Elman in voting for the ban were Mary Gardner Jones, who urged one last year, and James M. Nicholson, the FTC's newest member. Mr. Nicholson said he hoped that before the FTC must file its final report on the matter, as required next year under the labeling act, the industry would make voluntary changes in scheduling and content of broadcast cigarette advertising so that a renewal of the call for a ban would be made unnecessary.

Under the law the FTC and HEW have been required to report annually, at the close of the fiscal year, on the impact of the congressionally approved warning now on cigarette packs, along with presentation of recommendations.

In addition to the ban or alternative of limiting broadcast cigarette advertising, and the stronger warning and tar-nicotine proposals, the FTC majority recommends increased appropriations to HEW for antismoking education programs and for research by the National Institutes of Health on development of less-hazardous cigarettes.

'Mind Own Business' ■ FTC Commissioner A. Everette MacIntyre registered a strong dissent to the request for appropriations for HEW, as not a proper concern for the FTC, and to the proposed ban or partial limits on broadcast advertising as a matter properly

the concern of the FCC—and the subject of pending legislation that would affect the FCC. He added that "as far as could be ascertained the FTC has not ascertained the position of the FCC on these proposals."

Commissioner MacIntyre, however, did not specifically dissent to the suggestions for a stronger warning and its inclusion, along with tar-nicotine data, in all advertisements. He did, however, say that "to the extent the report concerns itself with opinion making and recommendations in the areas of sociology, education and philosophy, it is my position that these are matters that would be best left to agencies of the government expected to report to the Congress on education and social problems."

The FTC majority report was offered as suggestions for legislation, but some observers have indicated a belief that the FCC already has the power to ban or curtail cigarette advertising under the public-interest standards of the Communications Act. The power could not be exercised, however, while the labeling act, containing explicit restrictions on regulatory action, is still in effect.

Careful ■ The FCC, however, is not expected to take any unilateral action in the matter. The outcry raised on Capitol Hill when the fairness doctrine was applied by the commission to broadcast cigarette advertising is seen as a deterrent to further action on the cigarette front. Also, it's noted that the commission itself says it intends to respect the congressional mandate for Hill dominance in cigarette marketing matters that is implicit in the labeling act.

On the other hand, the FTC may consider itself unleashed next July 1 when the labeling act expires, unless, of course, it is renewed. Given freedom



Elman



Jones

FTC majority favoring advertising ban



Nicholson



Dixon



MacIntyre

Less stringent advocates

to act, it can be expected that the FTC, according to the present sentiment of its majority, would require the stronger warning and also require its display in advertisements.

This, according to testimony during the hearings that led to enactment of the Cigarette Packaging and Labeling Act, would serve to eliminate radio advertising for cigarettes and could not help but detract, perhaps fatally, from the effectiveness of televised sales messages.

The HEW report this year stuck closely to a discussion of health hazards said to be associated with smoking. The report was presented as a supplement to last year's review of research since the 1964 surgeon general's advisory committee report on smoking and health. But HEW Secretary Wilbur Cohen included four recommendations in his letter of transmittal:

- The warning label should be strengthened, he said, opting for the FTC's proposed death warning.

- The warning should be included in all advertisements, and displayed on vending machines, as well as placed on packs.

- Tar and nicotine ratings should be published on packs, placed on vending machines and in all advertisements.

- And the FTC should be appropriated funds to test all brands for tar and nicotine ratings on a quarterly basis.

No Effect ▪ The labeling act calls for the FTC to evaluate the effect of the present warning on packs. The commission concludes that "it cannot be said that the current warning statement has thus far had a significant effect. . . ." The report cites a survey made this year by Opinion Research Corp. Caravan Surveys Inc. for the American Cancer Society, showing that 80% of those interviewed said the present warning had not affected them in any way. But 17% said it had—a slight improvement from a 1966 Public Health Service survey asking if respondents expected the then new warning to have any effect.

The survey also indicated that 48% of those responding would prefer a stronger warning, and a majority said they thought the warning should appear both on packs and in advertisements.

The FTC report also discusses cigarette advertising expenditures and the size and composition of cigarette advertising's audience. FTC data indicates that in January 1968 televised cigarette commercials "resulted in an estimated 13.3 billion exposures." Many of these, the commission says, were on children (61 exposures per person for teen-agers [age 12-17], 45 for children [2-11] compared to 67 exposures per person calculated for the total population.

Knocks Code ▪ The report calls the

45% cutoff suggested by the Cigarette Advertising Code "superficial." (The code recommends no cigarette commercials where audiences under 21 constitute more than 45% of the total.) There were 25 programs in January 1968 with exposures to children exceeding 25 million each, it noted, yet none apparently violated the 45% ban.

Response from the Hill to the FTC's legislative proposals was slow in mobilizing. Representative Horace R. Kornegay (D-N. C.), a Commerce Committee member who declared last year he would not stand for re-election and is hence a lame duck, termed the reports of the two agencies "unprecedented abuse." He charged inconsistency in the FTC's wanting to eliminate broadcast advertising for cigarettes. "If the FTC considers cigarettes so harmful," he asks, "why not ask to have the cigarette advertising ban extended to all forms of

advertising? Perhaps they will, eventually," he added, "if they can delude the Congress into taking this giant step."

In the Senate, no comment was available from Senator Sam J. Ervin Jr. (D-N. C.) before the Fourth of July recess. Senator Ervin has often taken up the cudgels against the anticigarette faction in the Senate, led by Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Hearings Coming ▪ Senator Magnuson, back in his home state last week, was almost noncommittal, but did say in Seattle that he intended to have his committee hold hearings on the labeling act and the FTC-HEW recommendations early in the next session, which begins in January.

Senator Magnuson, however, had a good deal to say about cigarette smoking in his latest book, "The Dark Side of the Marketplace." In the book he

The billings at stake in cigarette threat

By all available measurements, television is far and away the favorite medium of cigarette advertisers. Since January 1964, when the U. S. surgeon general issued the landmark report declaring smoking to be a danger to health, television's gross

cigarette billings and share of total cigarette advertising have increased. The table below was released by the Federal Trade Commission and was said to be compiled from data furnished by cigarette makers. All figures are millions of dollars.

Year	Total TV	Total Radio	News-papers-Magazines	Direct Promotion	Other	Total
1964	\$170.2	\$25.5	\$45.2	\$14.6	\$5.8	\$261.3
1965	175.6	24.8	41.9	14.7	6.0	263.0
1966	198.0	31.3	43.4	17.9	6.9	297.5
1967	226.9	17.5	41.2	20.3	6.0	311.9
1968*	38.4	1.5	7.2	3.4	.7	51.2

*(Jan.-Feb.)

Cigarette advertisers prefer network TV to spot TV and spot radio to network radio. Tables below are based on data supplied by the Television Bureau of Advertising and the Radio Advertising Bureau. Discrepancies between totals below and those in the table above may be explained by differences in methods of measurement. TVB and RAB obtain estimates from stations, networks and monitoring services—not from the

advertisers that supplied data to the FTC for table above. According to TVB, cigarette advertising has risen proportionately with total TV billings. In 1964 cigarette business accounted for 7.9% of total billings; in 1967, 8%. According to RAB, the share of total radio billings represented by cigarettes has been shrinking, from 9.5% of all billings in 1964 to 5.9% in 1967. All figures below are millions of dollars.

Year	Spot TV	Network TV	Total TV	Spot Radio	Network Radio	Total Radio
1964	\$44.4	\$127.2	\$171.6	\$24.0	\$4.6	\$28.6
1965	43.3	128.8	172.0	24.5	7.2	31.7
1966	47.3	146.7	194.1	29.5	7.5	37.0
1967	46.4	170.1	216.6	14.9	6.5	21.4



Sen. Magnuson



Sen. Moss



Sec. Cohen

cites the late Robert F. Kennedy's call for a ban on all television advertising of cigarettes and says the matter deserves "serious consideration."

But he also notes that a broadcasting ban in Britain had no noticeable effect on cigarette sales.

Senator Frank E. Moss (D-Utah), who has joined in the past with Senator Magnuson and the late Senator Kennedy on this issue, said he was very pleased with the FTC recommendations. Senator Moss is a member of Senator Magnuson's Commerce Committee. He said that in the light of the time given the tobacco and broadcasting industries to achieve meaningful self-restraint, such as elimination of actual smoking in commercials, and in the light of the latest health reports from HEW, that the votes can probably be found this year for more effective regulation.

Out for a Smoke ■ Tobacco-industry spokesmen were especially quiet following the FTC-HEW reports. A spokesman at the Tobacco Institute in Washington said no formal statements were immediately contemplated.

A spokesman for the Cigarette Advertising Code Inc. said the organization follows with "considerable interest" such developments as the FTC's proposed ban and last week's report of the Public Health Service. He added: "As a matter of practice, we do not make any comments on such developments. We stay in our own 'garden patch,' which is to administer the cigarette advertising code."

Do they watch shows they say they want?

A two-year, \$20,000 grant from the American Association of Advertising Agencies will finance a set of surveys by Purdue University's Krannert Graduate School of Industrial Administration that will seek to discover whether specific attributes of a product or television program affect consumer choice.

About 3,000 persons chosen at random from testing-agency lists will receive questionnaires asking what qualities they seek in a product or TV program, and their answers will be compared with the programs they watch and the products they buy. A pilot-run TV preference test showed that people generally watch shows that most closely match the qualities they say they want.

Previous research at Purdue has indicated that income and personality have little effect on brand choice or program preference. The new surveys hope to pinpoint the ingredients necessary for success while matching products and programs with their potential markets.

Producers defend rise in commercials' cost

The cost of a television commercial has risen sharply in recent years, but the rate of increase would have been even greater if producers had not introduced many technical economies.

That was the feeling of members of the Film Producers Association last week who acknowledged the accuracy of a report of the American Association Advertising Agencies that said such costs had gone up 72% in the last five years (BROADCASTING, May 6).

Following the AAAA cost presenta-

tion by Manning Rubin, vice president and associate creative director of broadcast at Grey Advertising, at an FPA meeting in New York last Monday (July 1), a panel composed of Mr. Rubin; Gordon Webber, Benton & Bowles; Sanford Greenberg, MPO Productions, and Peter J. Mooney, Audio Productions, discussed the findings.

Mr. Mooney noted that the figures were accurate, but that producers had been economizing with technical improvements making work faster and cheaper. Without these economies, he said, the jump could have been 150%.

FPA members disagreed with one of the report's recommendations—that production completion should be consolidated as an editorial service, for reasons of loss of creativity, authority and responsibility. The producers generally felt the greatest cost savings could be made at the agency level in budgeting time and careful preproduction.

Agency men and producers were in general agreement that costs in the next five years will not increase at so fast a rate because of technological improvements and advertisers' feeling that television could become a less effective medium if costs continued to climb.

Use of minority groups shown in ad clinics

A series of clinics is being planned by the Association of National Advertisers and the American Association of Advertising Agencies to show how much has been accomplished in integrating minority groups into TV commercials and to exchange ideas on how it can be done more effectively.

The first such meeting was held in New York on June 26 with some 250-300 advertisers and agency representatives, especially creative people, attending one or both of two virtually identical sessions. According to present plans, there will be similar clinics this summer in Chicago, on the West Coast and probably another in New York.

A reel containing approximately 45 commercials in which minority-group members were used was shown at the New York clinic and served as a starting point for discussion of the broad problem of more representative and more effective use of minorities in TV advertising.

The reel was assembled by Gordon Webber of Benton & Bowles, chairman of the AAAA subcommittee on commercial production, in cooperation with ANA. Officials said that for the subsequent clinics the reel will be updated as additional commercials become available. Dates for the other clinics have not been set.



A tutti-frutti bird

The "bird on the mailbox," long-time symbol of Country Charm products of Dean Foods Co., Franklin Park, Ill., gets a different perch in new 10-second color spots for four Dean Ice Cream flavors. The spots feature green orchard, double-dark chocolate marshmallow, fudge nut torte and peppermint stick, and will run in Midwest markets. Sarra Studios, Chicago, is the production studio; Clinton E. Frank, Chicago, is the agency.

Maybe what your station needs is some Universal audience response.

It takes great films—the newer the better. And color. Plenty of color. Recency and color explain Universal's stronger-than-ever position, a full league ahead of other lists in first and second telecast ratings.

U-123 is a perfect example: 123 Universal features, most released in the mid-1960's, three-fourths in full color... and so far over 80% have scored 33.5 shares and better!



At the 40+ share level, you'll also find more U-123 films than from any other list, by far!

The **U-50** track record is even faster: These are 50 of Universal's latest releases—all

in color. Just now beginning network exposure, every one has hit a 40 or higher share!

No other list comes close to these records. No other list can. So why settle for a response that's less than Universal!

mca tv

(Source: NTI 1966-67 and 1967-68)

Portland may have some late fireworks

VOLATILE ISSUES COULD OVERSHADOW OFFICIAL AAF AGENDA

The official agenda for the first national convention of the American Advertising Federation as a merged organization looks harmless enough. The convention theme is "America's Advertising Frontiers." Yet the undercurrent at the five days of meetings (July 7-11), scheduled to start in Portland, Ore., yesterday, may flow along controversial lines.

AAF officials are expected to be challenged for taking a stand in support of gun-control legislation and also are preparing to be questioned and to comment on the Federal Trade Commission's recommended ban of cigarette advertising on radio and television (see page 22).

Highlight of the convention figures to be a speech by Howard H. Bell, who last January resigned as director of the Code Authority of the National Association of Broadcasters to become president of AAF. It will be Mr. Bell's first major speech to the new national organization as its president.

He's expected to outline some of his thinking as to what the advertising community should do in the year ahead. He'll make some specific proposals in different areas including certain ones about the organizational structure of the federation. Mr. Bell also will discuss various AAF projects and explain about the move of the federation's headquar-

ters to Washington from New York.

Ready with Answers ■ The pre-convention feeling is that Mr. Bell's speech will be a significant statement. He will not refer to the FTC recommendation to ban radio and TV cigarette advertising during the speech. But Mr. Bell will hold a news conference at the convention and he's prepared to comment on the FTC proposal.

AAF's president also expects to be asked why the organization took a stand on what appears to be the non-advertising issue of gun-control legislation. Last month a special bulletin went out over Mr. Bell's signature, for one, urging AAF members to write to their congressmen in support of gun controls.

Immediately prior to Mr. Bell's speech on Monday morning (July 8), AAF Chairman Kenneth Laird, who is also chairman of the board of Tatham-Laird & Kudner, Chicago, will address the opening general membership session and trace the progress and development of the federation in the last year. He'll cite some of the accomplishments and activities that have taken place.

Mr. Laird will not be serving as chairman another year. A new chairman of AAF will be elected at the convention's first day business session on Monday afternoon. All the new national officers of the federation, with the ex-

ception of the president, will be elected at that same meeting. There also will be certain by-law changes in the structure of the federation proposed for membership ratification. One will be a proposal for the creation of a new office of national vice chairman. This office essentially would be for a man who would be groomed for a year to step into the chairmanship of the federation the following year.

Another by-laws change up for ratification is that the president, who now technically must be elected along with the other officers, will be able to retain his office without going through such a procedure. The reasoning behind this proposal is that the president is appointed by and under contract to the board of directors of the federation.

Also in Agenda ■ Among the other speakers scheduled to address the convention are four presidents of prominent companies. A. Carl Kotchian of Lockheed Aircraft Corp.; Harrison Dunning of Scott Paper Co.; Tom Dillon of BBD&O; and Charles A. Anderson of Stanford Research Institute. Three West Coast politicians also are included in the speaker lineup for the convention. They are Oregon Governor Tom McCall, Senator Mark Hatfield (R-Ore.) and Representative Bob Wilson (R.-Calif.). Rounding out the speakers for the event to take place at

COMMERCIAL PREVIEW: An upset on the campaign trail

A new candidate has joined the 1968 election year campaign. His name is Wilbur, and he is described as "a typical candidate with a stomach beset by the digestive perils of the electioneering chicken-and-peas circuit."



After dynamic speeches

Wilbur's stomach survives the campaign, though, thanks to Norwich Pharmacal's Pepto-Bismol tablets.

Wilbur appears in a 30-second television commercial for Pepto-Bismol produced by Benton & Bowles. The spot began last Thursday (July



on rubber-chicken circuit,

4) on all three TV networks, and will run through Election Day in November. Included in the schedule are NBC-TV's *Today* and *Tonight* shows, ABC-TV's *Joey Bishop Show* and a package that was to be determined on CBS-TV.



Wilbur needs Pepto-Bismol

the Portland Hilton hotel are Walter W. Straley, vice president of public relations for AT&T, Dr. Lendon Smith, an author, and Robert M. Light, president of the Southern California Broadcasters Association.

Registration for the convention is expected to be about 700. This would be considered a satisfactory turnout by AAF officials.

"We were naturally concerned with the convention being in a somewhat remote area," Mr. Bell explained last week. "We knew we would have a pretty good representation from the West, but we were concerned about the national representation. It now looks very promising. We would consider anything over 600 good and anything over 700 excellent. It now looks like we'll have at least a good registration and we might even have an excellent one."

This convention will mark the first time that the entire advertising fraternity has had the opportunity to come together in one place since the 1920's. The new AAF, formed last year by the merger of the American Federation of Advertising and the Advertising Association of the West, represents 173 advertising clubs and their 40,000 individual members, 26 affiliated associations and nearly 700 advertisers, agencies and media companies. It's reported to be the world's largest membership organization in the advertising field.

Auto dealers top list of local-TV sales

Auto dealers represent the leading category of local TV sales, Clyde R. Spitzner, general sales manager of the Triangle Stations, told the 22d annual management conference of the station group, held in Freeport, Grand Bahamas, last week.

A survey released during the week-long meeting by Mr. Spitzner showed that other top local-TV advertisers, in order, are food stores, department stores, restaurants, commercial banks, furniture stores, public utilities, savings-and-loan banks and drug stores. These top categories account for 64% of local-TV business, he pointed out.

George A. Koehler, general manager of the Triangle Stations, said running stations at a profit need not conflict with community service and local involvement. He urged members of the Triangle group to shun uniformity and to search "individually for new ideas in the public interest."

Warren A. Bahr, senior vice president and media director of Young & Rubicam, New York, offered a projection into the future of media. He envisioned a

A different kind of 'product conflict'

Lord, Geller, Federico and Partners Inc., New York, the agency in charge of producing two antismoking commercials for the American Cancer Society (BROADCASTING, July 1), found some difficulty in recruiting actors to appear in the one-minute spots.

Agency President Richard J. Lord said last week around 80 professional actors had declined his invitation because of a possible "product conflict," fearing that tobacco sponsors would not consider them for cigarette commercials.

"If a guy appears in an antismoking film, and then two weeks later

is seen in a commercial smoking a Salem cigarette, it's going to look very strange," Mr. Lord said. "And don't think viewers wouldnt notice such things."

He also confirmed that rights to residuals were waived for the antismoking film. Contracts with the Screen Actors Guild and the American Federation of Television and Radio Artists require a minimum of \$120 for making and first use of a one-minute spot, with residuals on a reduced scale for subsequent reuse, making cigarette commercials more lucrative than antismoking commercials.

decline in network radio advertising; the ultimate dominance of FM over AM; a steady increase in participating sponsorships on television and a revolution in outdoor advertising.

Banks shift into TV documented by TVB

An increase in television advertising on the part of commercial banks is being reported today (July 8) by Norman E. Cash, president of the Television Bureau of Advertising.

Mr. Cash estimated that 76% of the top-50 commercial banks were advertisers in the first four months of 1968, and predicted that the percentage would increase during the year. Many of the banks use the time to promote credit cards, he noted.

Broadcast Advertisers Reports' figures show a 17.9% increase in the number of banks in television between 1965 and 1967, with an increase in their schedules of 23.1%, Mr. Cash said.

Members of the top-50 commercial banks that used television (ranked by their assets) are:

1. Bank America (San Francisco);
2. Chase Manhattan Bank (New York);
3. First National City Bank (New York);
4. Manufacturers Hanover Trust (New York);
5. Chemical Bank New York Trust (New York);
6. Bankers Trust (New York);
7. Continental Illinois Bank & Trust (Chicago);
8. Security First National Bank (Los Angeles);
9. Wells Fargo Bank (San Francisco);
10. United California Bank (Los Angeles);
11. Irving Trust (New York);
12. Mellon National Bank & Trust (Pittsburgh);

13. National Bank of Detroit;
14. First National Bank of Boston;
15. Franklin National Bank (Mineola, L. I., N. Y.);
16. Cleveland Trust;
17. First Pennsylvania Banking & Trust (Philadelphia);
18. Detroit Bank & Trust;
19. Philadelphia National Bank;
20. Manufacturers National Bank of Detroit;
21. Seattle-First National Bank;
22. Harris Trust & Savings Bank (Chicago);
23. Pittsburgh National Bank;
24. First National Bank of Oregon (Portland);
25. First National Bank in Dallas;
26. U. S. National Bank of Oregon (Portland);
27. Marine Midland Trust of Western New York (Buffalo, N. Y.);
28. National City Bank of Cleveland;
29. Valley National Bank (Phoenix);
30. Citizens & Southern National Bank (Atlanta);
31. Manufacturers & Traders Trust (Buffalo, N. Y.);
32. Mercantile Trust (St. Louis);
33. Fidelity Bank (Philadelphia);
34. Central National Bank of Cleveland;
35. First Wisconsin National Bank of Milwaukee;
36. Bank of the Commonwealth (Detroit);
37. North Carolina National Bank (Charlotte,);
38. First City National Bank of Houston.

Sources: BAR, 75 markets, one week/month, January-April, 1968; Fortune Magazine, 1967 ranking by assets, June 15, 1968.

4A's offering scholarships

To encourage youngsters from minority groups to consider advertising careers, New York members of the American Association of Advertising Agencies are offering 25 scholarships for evening students in the "Advertising Career" program of Manhattan Community College. Scholarships cover both tuition and costs for three semesters.

**New high band
TR-50
tape recorder
saves you \$19,000.***

The TR-50 was designed for high band taping at low cost. It is built to give you high band performance where it counts—in greatly improved signal-to-noise and moire. Other high band features have been made possible by borrowing from some of the advanced techniques of the deluxe recorders. It can save you \$19,000 over the nearest economy model. Yet the TR-50's high band performance is as good as or better than the other, as you can see for yourself when you look at the picture. How's this for cost effectiveness?



**Look what
you can buy
for the
\$19,000.***

You get a great value in the TR-50. It's so good that you not only make money with it—you save money on it! With the \$19,000 savings you can buy a lot of things for your station. You can get enough tape to keep the machine in business for years. Or you can get TV monitors, new studio lights, microphones and other broadcast equipment. Stations where tapes for network delays, local commercials and program production are required will welcome the TR-50. Your RCA Field Man has the complete story. Call him about it. Or write RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J. 08102.

*Saving over cost of nearest economy model high band recorder.



Study pinpoints color efficacy

Color generates greater interest in TV commercials and helps put their messages across, but in several other ways it doesn't always work the way you might expect.

This view is advanced in an article in the June issue of Advertising Research Foundation's *Journal of Advertising Research*, published last week, reporting on a study of color and black-and-white commercials conducted at Pennsylvania State University.

The article says that, for example, it had been expected that viewers would remember more "elements" of a color commercial when it was inserted in a black-and-white program than when carried in a color program, and that the same "novelty effect" would similarly benefit a black-and-white commercial carried in a color program.

Actually, according to the article, it didn't work out that way at all. The black-and-white commercials elicited approximately the same response in both situations, and the color commercials "were actually slightly less effective" in the so-called novelty situation than when presented in color programming.

Equally Helpful ■ Based on perception theories, it had been expected that the color version of a commercial would be more effective than the black-and-white version in eliciting recall of visual information, but less effective in eliciting response to the aural message. In the test, however, "color seems to have facilitated learning of audio and video information to virtually the same extent."

The study also found that over a 48-hour period recall of a commercial's

elements is not improved by the message's having been in color, and that sex of viewer, previous exposure to the commercials and time normally spent watching television have no significant influence on commercial recall, though viewer interest in the advertised product type does have.

The article warns that "the customary cautions should be exercised in generalizing these findings beyond the specific conditions of the study," but it does conclude that "color appears to have substantially increased the recall of information" and offers "several possible explanations" for this greater efficiency:

"Color may simply elicit more vigilant attending behavior by making the advertising message more attractive to the viewer. Or . . . events may be clarified or accentuated by color so that they are more easily communicated. The evidence suggests that color may well generate greater interest in the commercial and facilitate communication of the advertising message."

The article was written by Eric Schaps, now at Northwestern University, and Lester Guest of the University of South Florida, based on work completed while both were at Penn State.

Hooper Piece ■ The same issue of the ARF *Journal* also contains an article by Bill Harvey, vice president and director of broadcast development for C. E. Hooper Inc., detailing Hooper studies concluding that meter-based TV ratings are biased because homes that will permit meters to be installed tend to watch television more than non-cooperators do (BROADCASTING, March 18).

On the basis of his "exploratory studies" Mr. Harvey called for further research by "a disinterested third party."

"Ideally," he said, "the ARF or the Broadcast Rating Council might conduct personal coincidentals [surveys] among cooperators and noncooperators of actual meter panels."

Business briefly . . .

Chevrolet Division of General Motors Corp., through Campbell-Ewald, both Detroit, will sponsor a one-hour special on Jean-Claude Killy, French skier and Olympics gold medal winner, produced by Wolper Productions. Show will be on ABC-TV Jan. 13, 1969 (9-10 p.m. EST).

Schick Electric Inc., Lancaster, Pa., through Dancer-Fitzgerald-Sample, New York, and **Royal Crown Cola, Co.**, Columbus, Ga., through D'Arcy Advertising, New York, have each bought into eight prime-time NBC-TV shows

for 1968-69. Both will be in *The Jerry Lewis Show*, *The Outsider*, *Daniel Boone*, *Name of the Game*, and *Get Smart*. Schick is also in *Ironside*, *Dragnet 1969* and the *Saturday Movie*; Royal Crown's other buys are Monday and Tuesday movies and *Star Trek*.

Jackson Brewing Co., New Orleans, through Rockwell, Quinn & Wall Inc., New York, will use 60-second TV and 30-second radio spots in 31 markets in support of a New Orleans Saints pro-football contest during July. Jackson also will be regional sponsor of National Football League games on CBS-TV in six southern states.

3M Co., St. Paul, through BBDO, Minneapolis, will sponsor ABC-TV's *The Secret of Michelangelo; Every Man's Dream*, Dec. 5 (9:30-10:30 p.m. EST). The special, based on Michelangelo's fresco in the Vatican's Sistine Chapel, was produced by Capital Cities Broadcasting Corp., New York.

Harvard seminar attended by 108 from Westinghouse

Westinghouse Broadcasting Co. executives representing WBC's stations throughout the country and in a wide range of positions attended a six-day seminar in advanced marketing techniques. The seminar, which ended last week, was held in Cambridge, Mass., and was taught by professors of the Harvard Business School.

The sessions were attended by 108 WBC officials. The seminar is part of the company's expanding marketing program, which includes a Marketing Information Bank, consisting of data of use to advertisers; frequent closed-circuit TV panels on which consumers are questioned about a specific store or product, and special industrial sales training for WBC radio and TV salesmen.

Cine-Vox sells special on gourmet foods

Cine-Vox Productions, New York, announced last week that a one-hour color special on gourmet food and its preparation in restaurants throughout the world has been bought by Shurfine-Central Corp., Northlake, Ill., for showing on 85 TV stations in the Southwest and Midwest. The agency is Norman, Navan, Moore and Baird Inc., Grand Rapids, Mich.

The program title for Shurfine will be *Adventures a la Carte*, but will be shown under the title of *Gourmet Adventures* in other markets, according to

Emerson returns

Emerson Television and Radio Co., New York, will spend over \$1 million in network television in the coming season after a 20-year TV advertising hiatus. Acquired by National Union Electric Corp., Stamford, Conn., three years ago, Emerson's new campaign for color TV sets will be participations in CBS-TV's National Football League night games and three day games, and ABC-TV's *Joey Bishop Show* and *News with Frank Reynolds*.

Emerson's last TV run was sponsorship of Ed Sullivan's *Talk of the Town* in 1948.

Cine-Vox President Lawrence S. Jacobson. Syndication of the special is being handled by Spangler Television Inc., New York. Don Ameche is the host of the special.

Shurfine-Central is a food procurement and merchandising group owned by 8,000 cooperating supermarkets.

Also in advertising . . .

DDB Program ■ Doyle Dane Bernbach has started a new program to train disadvantaged youth for positions within the agency. In association with the National Alliance of Businessmen, DDB plans to train 24 people the first year in such areas as remedial reading, basic math, and typing and clerical skills. Anne McGuire will teach, and Roberta Kirwan will council the trainees.

Convention site ■ The American Advertising Federation has set its 1970 convention in Milwaukee in late June. Eldon Robbins, advertising manager of Evinrude Motors, will be convention chairman.

Office move ■ Campbell-Ewald Co. has moved its Kansas City, Mo. office to Mid-continent Bank Building 64112; Phone (816) 931-9341.

New maps ■ The U. S. Bureau of the Census has published two new statistical maps, "Manufacturing in the United States: 1963" and "Mineral Industries in the United States: 1963." The maps are in the GE-50 U. S. map series and may be obtained for 50 cents each from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402.

New home ■ Leo A. Gutman Advertising, formerly at 477 Madison Avenue, New York, has moved to 7 East 47th Street, New York 10017. The telephone numbers are unchanged: (212) 758-5860-1-2 and (212) 758-5080-1-2.

Voiceover talent ■ The Robert Gladstone Agency, an agency representing talent for commercials, has opened in the Los Angeles area. The Gladstone agency specializes in a voice-over department and is said to have an extensive library of audio tapes available. The new agency is located at 12754 Ventura Boulevard, Studio City, Calif.

H&G gets another

Waterman-Bic Pen Corp., New York, has consolidated corporate and trade advertising at Hicks & Greist Inc., New York. Ted Bates & Co., continues to handle consumer advertising. Billings are estimated at \$800,000, with radio and television set for a fall campaign.

BROADCASTING, July 8, 1968

announcing the biggest news in new york radio in 25 years...



GREATER NEW YORK RADIO

WCTC
Central New Jersey
WFAS
Westchester and Rockland
WGSM
Suffolk County Long Island
WGBB
Nassau County Long Island

The doughnut we're talking about is the rich ring of close-in suburbs where they spend more money on more things more often than they do in New York City. You can wrap up this big market in a single efficient and effective radio buy for the first time ever with Greater New York Radio, a powerhouse combination of four of the nation's top suburban stations with audience and impact that stacks up as a brand-new major radio station. It's one buy. One bill. One attractive rate. When you're after the doughnut, it doesn't make sense to put all your money in the hole. Get the full story from your Pètry man or from Greater New York Radio. And have your girl keep the coffee hot, we'll bring the doughnuts. **GREATER NEW YORK RADIO, 509 MADISON AVENUE. 752-1455.**

Caution signals on CATV's open road

NCTA CONVENTIONEERS GET REALISTIC APPRAISAL OF FUTURE

CATV operators, buoyed by a U.S. Supreme Court copyright victory and an FCC ruling that they may engage in unlimited program origination, but without commercials, gathered in Boston last week for the 17th annual convention of the National Cable Television Association in a mood that was virtually 100% bullish. They left four days later tempered cautious in their optimism—but still very much on the upbeat.

Giving the cable industry its initial lift was the Supreme Court decision holding that CATV systems were not liable for copyright infringement under the present copyright law (BROADCASTING, June 24). Tempering disappointment with the FCC's ban on the importation of distant Los Angeles TV programs into the San Diego market was the commission's enunciation of the principle that CATV may engage in program origination (BROADCASTING,

July 1).

During the four-days of meetings, panel discussions, seminars and corridor conversation, the more than 2,600 cablemen were presented with a series of warnings that although things were fine, there were still many problems ahead.

▪ They heard Robert H. Beisswenger, president of the Jerrold Corp., Philadelphia, their newly elected chairman (see below), contend that the FCC must relax and liberalize its CATV rules, particularly those prohibiting the importation of TV signals into the top-100 markets without first receiving FCC permission.

▪ They heard Frederick W. Ford, NCTA president, alert the membership to continuing congressional and court actions, particularly in the realm of copyright and FCC regulations.

▪ They heard FCC Chairman Rosel H. Hyde explain that the FCC is not

patently anti-CATV; its principal responsibility is the public interest and the commission still feels "free" broadcasting is the most ideal method of delivering news and entertainment to the American public.

▪ They heard industry leaders expound new and exotic services that are capable of being rendered on empty cable channels, including burglary and fire alarms (see page 42).

Keynote ▪ Perhaps the whole mood and direction of the convention and the activities of the coming year in the cable-TV field were identified by the NCTA's new chairman, who made it plain that he sees bigger and better CATV for the year, despite hobbles imposed principally by the FCC.

Without any restrictions on growth, Mr. Beisswenger said, CATV would wire up 90% of all the homes in the U.S. in the next 10 years. With present FCC limitations "it'll take a little

Chairmanship contested at cable convention

Election of new officers by the National Cable Television Association membership last week proved to be anything but a pro forma event. There was stiff opposition to the nomination of Jerrold Corp. President Robert H. Beisswenger for national chairman. And the dissidents had a previously unannounced candidate of their own, Ralph L. Weir Jr.

Mr. Weir is a Kansas multiple-CATV owner with broadcast interests in KJCK Junction City and KSLN-TV Salina, both Kansas. His candidacy was offered to the membership only a few hours before the association's closed business session where the elections took place.

The opposition to Mr. Beisswenger reportedly was not directed at the candidate personally, but at the possibility he would be placed in a conflict-of-interest position as president of the largest manufacturer of CATV equipment, among whose customers are telephone companies.

Jerrold, a merged entity of General Instruments Corp., Newark, N. J., is also one of the major multiple-CATV owners and operators,



Mr. Moore



Mr. Bartlett



Mr. Rifkin

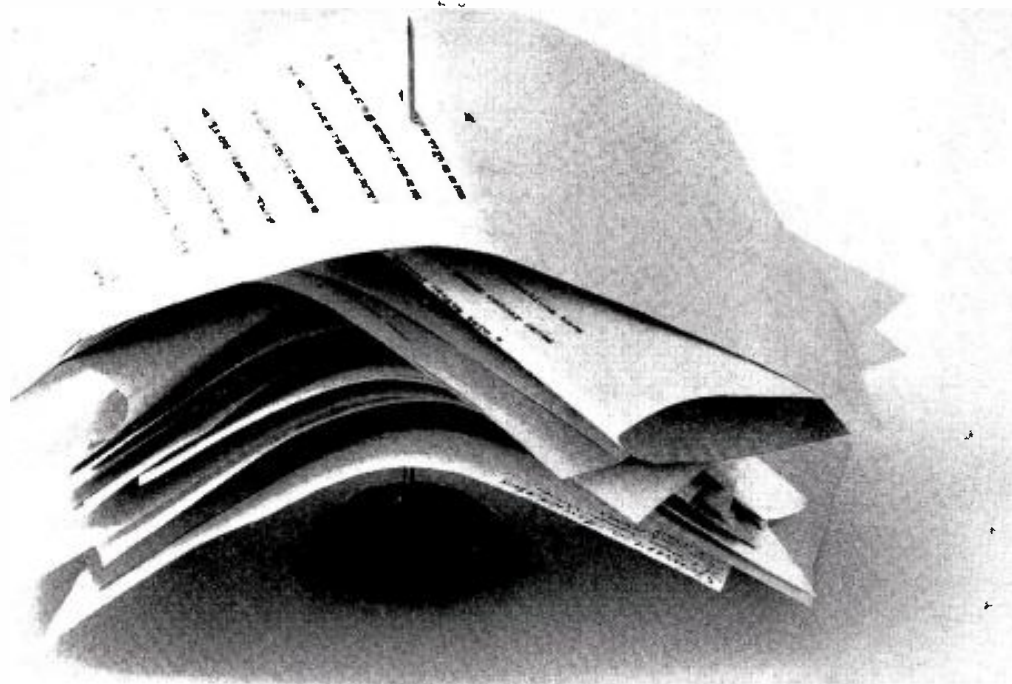
having ownership or substantial interests in 18 cable systems serving a total of 100,000 subscribers.

The floor fight did not prevail. Mr. Beisswenger was elected by 283 votes to 204 for Mr. Weir. However, Mr. Weir was elected to the NCTA board.

Other 1968-1969 NCTA officers and directors that were elected: Richard A. Moore, Southwestern Cable Co., as national vice chairman; Marcus Bartlett, Cox Broadcasting Corp., as secretary, and Monroe M. Rifkin, Daniels & Associates, as

treasurer.

Elected to the board were: William J. Bresnan, Jack Kent Cooke Inc.; Giles Hubert Dodson, Dorate Inc.; F. Gordon Fuqua, Television Communications Corp.; John Gwin, Robinson TV Cable Co.; William F. Hemminger, Gulf Coast Teleception; Amos B. Hostetter Jr., Continental Cablevision Inc.; Fred Lieberman, Telesystems Corp.; Robert H. Symons, Teleprompter Corp.; W. Randolph Tucker, Cypress Communications Corp., and John Walson, Service Electric Cable TV Inc.



Spiked!

You wince at the wasted staff time when you have to spike a story. The cost of that time must be included in the price of your newspaper or magazine if you are going to stay in business.

You've paid for the effort, but you still have to spike some stories because they don't quite measure up or something better pushes them aside. That's how you maintain that invisible ingredient called "quality" in your publication.

We produce medical products for doctors to prescribe. We "spike" many, many more prospects in the laboratory than ever get on the pharmacist's shelf.

Medicines that are to work and cure disease have to fight their way past our "spike." We have no choice but to reject those that don't measure up no matter what the research cost. That's how we maintain that invisible ingredient called "quality" in our products.



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, N. Y.



Robert H. Beisswenger, president of Jerrold Corp., was elected NCTA national chairman during the Boston convention (see page 32).



FCC Chairman Rosel Hyde (l) was the principal speaker Monday (July 1) at the NCTA convention. With him are

(D-Mass.) and NCTA President Frederick W. Ford (r). Chairman Hyde's talk included explanations of major FCC decisions affecting CATV.

longer."

As the new leader of the cable business, Mr. Beisswenger set forth his platform by calling for a loosening of the restrictions imposed on CATV by the FCC. Specifically, he said, the commission's top-100 market rule must be revised. CATV, he emphasized, is not competitive to broadcasting; it is and will remain "ancillary." And, he termed "specious" the feeling that CATV is a threat to UHF.

The FCC's role as supervisor of CATV must be clarified, through lawsuits and through congressional legislation, he stressed. "The FCC's restraints have tremendously hampered the growth of CATV," he said. And, further, he added, the FCC's processes must be speeded up, referring to the four-year wait Jerrold has endured in trying to build a CATV system in the Amsterdam-Gloversville, N. Y., area following the filing of opposition by Capital Cities Broadcasting Corp., licensee of WTEN(TV) Albany, N. Y.

Bright Side ■ Even with FCC regulation, he said, he still considers CATV a "vibrant" industry.

Mr. Beisswenger cited these signs of CATV's continued growth: Seven or eight years ago, he said, CATV investors would not consider entering a community receiving more than two TV signals; today communities have become viable for CATV even though a dozen or more TV signals are available. A decade ago, he said, CATV systems strung trunk lines of no more than 30 miles. Today new systems are being constructed with over 100 miles of trunk-cable facilities.

He professed a strong belief in local origination, although he felt that this

must be primarily a public service.

Perhaps his most revealing remarks had to do with his attitude toward the extra, nonbroadcast services touted widely during the Boston meetings.

Since cable systems have and will have almost "limitless" capacity, he said, the unused channels can and should be used for nonbroadcast services to provide CATV owners with extra income. But, he added, CATV should remain true to its original concept—an antenna reception service.

As to suggestions that CATV could be the nucleus of a national wired-city television service, he expressed clear doubts. A significant element for this, he pointed out, is the need for expensive and extremely sophisticated switching equipment; CATV is not capable at this time of providing this, he stated.

Got the Word ■ NCTA President Ford told conventioners that with the two Supreme Court decisions behind the industry, it should be prepared to hitch its wagon to the "polar star" of public interest, convenience and necessity. CATV, he said, has received a mandate from Congress and the lower courts to that effect.

He noted that because of the recent high court actions "we are a stable industry. Our property is secure. Our dreams a reality. Our business a full-fledged member of the mass media complex. Our faith justified. Our reputations vindicated. We have arrived."

Present FCC rules indicate "impatience with CATV systems and a paternal protectionism for broadcasters [and] program suppliers" he commented. Now that the high court has demonstrated that some of those underlying assumptions are "without founda-

tion in the law," Mr. Ford said he hoped the commission would take a "more objective and balanced review" of its obligations to provide a nationwide service that would eliminate second-class TV citizenship.

Mr. Ford noted that CATV's should be prepared for further assaults on the copyright case results. "Make no mistake about it—we are still the economic underdogs in our communications society. We have many long and hard fights ahead which will require the full support of this entire industry. We must, therefore, be ever watchful that the security of your ownership and economic health is not jeopardized by provisions of law inimical to your ability to serve the viewer."

One aspect of CATV's future benefit to the public, Mr. Ford offered, is in the origination of local-live public-service programs. "What I am suggesting is an ever increasingly meaningful and thoughtful involvement by our industry in a highly personalized medium of local-live public expression" which cannot now be provided by local TV stations.

Will Look Again ■ FCC Chairman Hyde, explaining the FCC decision to permit CATV origination, promised that the commission will continually re-examine its position.

Hr. Hyde stressed that the commission action vetoing the importation into San Diego of Los Angeles TV programs was based on "a measured likelihood that local television service will be lost as a consequence." It is not, he noted, an anti-CATV policy, but one "whose sole purpose is to protect what the commission believes to be the public's interest." The maintenance, he

said, of free broadcasting, to all the people—not alone to those who can afford to pay for it and to those in heavily populated areas—is in the public interest.

And, he continued, the decision to permit unlimited program origination in the San Diego decision is also in the public interest. It can provide program diversity and may become an alternative program source, he observed.

The prohibition on commercials, he noted, is primarily "to prevent the destruction of the advertiser base of support for local UHF service."

Mr. Hyde's comments also contained a hint of coming problems affecting the CATV industry. Noting that there seem to be no problems respecting the technology of multichannel cable offerings, there are still "social" questions, he said, such as who will provide the services, who will carry them, the kind and extent of regulation, and the relationship between data processing and communications and between existing elements of telecommunications and coming new services using wire into the home and business, the relationship between expanded use of wire and the use of the radio spectrum, and, last, the role of satellites.

Good and Bad ■ The opening panel of the convention, "Future of Cable TV," provided some glimpses into the problems and promises facing cable. But the panelists proved reluctant to expound on specifics.

The panelists were Irving Kahn, Teleprompter Corp.; Alfred R. Stern, Television Communications Corp.; J. Leonard Reinsch, Cox Broadcasting Corp., and Bill Daniels, Daniels & Associates.

Their prepared remarks (all except Mr. Daniels') emphasized that the twin problems ahead for CATV are presenting its case before the FCC and Congress, and harnessing its ever-expanding technology. Mr. Kahn specifically dwelt upon the 18gc microwave plan conceived by Teleprompter and Hughes Aircraft Corp. Mr. Stern called for the formation of a new \$750,000 independent industry research company.

Mr. Reinsch suggested that CATVs and broadcasters could reach accord on the rebroadcast rights of programs under modification of existing communication act sections (BROADCASTING, July 1).

Mr. Daniels told his listeners that "where the action is" in CATV's future is in the big cities. He also repeated an earlier recommendation that CATV construction from now on should be underground. He also said that the recent Supreme Court copyright decision has "loosened up" bank financing considerably.

But his remarks caused some CATV operators to whistle under their breath

at the costs of implementing his recommendations on construction. In Denver where he is associated with RKO General's Vumore Co. in seeking a franchise, Mr. Daniels said that the cost of applying will run about \$150,000. He is anticipating underground construction at a cost of about \$16 million.

"When you go big city," he observed, "be prepared to spend money."

Underground construction costs now underway in Colorado Springs is about \$7,500 a mile, or about \$3.5 million for a 400-mile system. Installations are proceeding at about 100 a day he said. He indicated that it would take from eight to 10 years to recoup this investment.

Mr. Daniels predicted that in the next decade CATV subscribers will increase from the present three million to 20 million; that revenues will go from today's \$110 million to over \$1 billion.

And, he suggested, if CATV opera-

tors go into cablecasting, "go color; don't waste your money on black and white. . . ."

The usually ebullient Mr. Daniels failed to have a clear and concise answer to only one question: How, in the light of FCC policy, is he going to bring programs from Los Angeles and San Francisco into Denver? His reply, seemingly a nonresponse, was: "You've got to have a local permit before you go to the FCC."

New York Picture ■ Mr. Kahn said that 6,500 customers were already on Teleprompter's upper Manhattan cable with 7,000 more on order. "We've had little or no problem selling CATV to our customers; our biggest problems are getting the signal to the customer and getting the landlord to let us bring it in." Presently, he said, Teleprompter has achieved about 50% penetration wherever the cable passes. But he indicated, although he didn't specify how much, that the cost of construction has

Who says everything has to go right?

Conventions probably wouldn't be conventions without some mishaps, but the NCTA meeting in Boston would appear to have had a larger share of them than it deserved.

Its first principal speaker, who was to keynote the convention, didn't. Some very expensive exhibits didn't work. And certain creature comforts conventioners have come to expect, failed, making it literally, a "red-hot" convention.

Senator Jennings Randolph (D-W. Va.), who is Public Works Committee chairman and like NCTA President Frederick W. Ford a native West Virginian, was expected to kick off a convention flushed with favorable court and FCC decisions.

But in a sometimes emotional speech punctuated by quavering voice Senator Randolph "candidly" told his audience that CATV was contributing to the spread of violence in the U. S. and that it bore a responsibility to serve the "public interest, convenience and necessity."

That wasn't exactly what the NCTA delegates had come to hear. Restless members shifted in their seats and some dozed through the 45-minute oration which noted that although CATV operators weren't the producers of excessively violent programming, they had a "responsibility with this atmosphere of violence." In his speech TV's problems became CATV's, and it was as if the senator

had stepped into the wrong hotel to deliver the wrong speech to the wrong convention.

Meanwhile, on the Floor ■ And the exhibitors had their problems too. Ameco Inc. was represented in the exhibit hall by an engineer's nightmare. It was displaying two racks full of Channeleer equipment that had been damaged enroute to the convention. And the mishap was further emphasized by row upon row of blank screens on 27 portable TV sets that had been set up to demonstrate a 27-channel system. Ameco salesmen put up a sign to explain their predicament to the curious, and gamely went about their business of showing their remaining equipment.

NCTA's own exhibit suffered a similar fate as well. Its \$5,000-plus Project X, which was designed to simulate the home communications center of tomorrow (BROADCASTING, July 1), just couldn't be repaired for demonstrations.

Yet all might have been forgotten had the Sheraton-Boston hotel's air-conditioning not succumbed in the mid-90-degree temperatures that prevailed during the five-day session. Coats were quickly peeled at early morning sessions, shirt-sleeves were rolled up, clothes were drenched in perspiration. And as the sessions wore on there were some defections in the ranks as conventioners were seen heading for a cooler oasis at the Schrafft's restaurant next door.

been "very high."

Mr. Reinsch bore the brunt of some stiff questioning regarding agreements between CATV's and broadcasters under Section 325a. Panel moderator Benjamin J. Conroy Jr. told him that CATV's were afraid broadcasters wouldn't cooperate under the agreement. "It's up to the FCC as to the method of [the rule] operating," Mr. Reinsch said. "But no station or network in their right mind would turn down additional circulation" that CATV could provide. And he also noted that the "number of broadcasters taking a dim view of CATV" is diminishing weekly.

The panel on the "Broad Spectrum of CATV" was composed of moderator Sol Schildhouse, FCC CATV task force chief; Greg Potvin, counsel for the House Small Business Subcommittee; S. Jerry Cohen, counsel for the Senate Subcommittee on Antitrust and Monopoly, and Dr. Martin H. Seiden, Washington economic consultant.

Sleeper Seen ■ Dr. Seiden noted that the wired-city concept "is a sleeper" that may "come forth" next year after the FCC concludes the land-mobile research it has contracted for with Stanford Research Inc. (BROADCASTING, July 1). And he offered an analysis of what may be in store for CATV:

"There's a stalemate now; the FCC has laid claim to the top-100 markets and it's guarding the gates."

The commission, he felt, has three options open to it—maintain the status quo, which promises cable an increased rate of growth "at a decreasing rate"; extend the freeze, or move back from the top-100 market position and "selectively open up these markets."

In that last event Dr. Seiden saw a substantial growth rate and a change in the character of CATV. He foresaw that CATV's would have to show in comparative hearings that UHF's in a particular top-100 market do not have a potential viability.

These comparative hearings, he suggested, would "engulf" (presumably through legal expense) small CATV's seeking franchises. Larger CATV's will enter these markets and in turn absorb or be absorbed into big businesses. Ultimately he saw a transformation of the industry, in its use of two-way communications.

He observed that the FCC "has locked itself in with the all-channel receiver law," pegging its hope in the viability of UHF and its alleged local-service benefits. CATV now comes along with "its true local service capabilities, but the FCC is [still] advocating a public policy that contradicts the logic of its origin."

Mr. Cohen classed CATV's as broadcasters, regardless of what the high court held, and said that CATV is the

"distribution system of the entire mass media of the country." He also noted, with alarm, he said, a growing concentration of chain ownership leading to "a conglomeration of media control in this country."

He foresaw a struggle for control of CATV between the "chains and the independents." Antitrust regulation, he claimed, is concentric in nature: "If you regulate broadcasters, then you must regulate CATV."

The FCC should halt the concentration of control of mass media and open up the top-100 markets to CATV's, he said.

"CATV should have no more regulation than any other distributor," he said, suggesting that CATV should be considered a common carrier and regulated accordingly (although he agreed, not for rate-making purposes).

Mr. Cohen said he felt the prohibition on carrying commercials was fair. "CATV is a pay-TV system," he said. "Congress wants a free television system. It's a political problem."

FCC Fight ■ Mr. Schildhouse said that there is a "power struggle" going on within the commission over cable.

Discussing the ramifications of the two Supreme Court decisions, public-utility regulation of CATV and relations with the telephone company, was a panel of lawyers that consisted of Harry M. Plotkin, John P. Cole, E. Stratford Smith, John D. Matthews and Lewis A. Rivlin, all of Washington, and Walter Schier, New York.

What those decisions point to, the panel indicated, is an upcoming battle to influence the nature of federal regulation, the necessity to pursue copyright equity outside the courtroom, a continued muddled situation on public-utility regulation, and the possibility that the antitrust laws may play an increasing role in solving the CATV and telephone company problems.

Mr. Plotkin, for the benefit of some antiregulatory diehards among the conventioners, felt impelled to state unequivocally that there is "no lingering doubt on the FCC's jurisdiction over CATV." He said the question now is the reasonableness of the FCC's rules, citing the Black Hills Video case now pending a decision in the Eighth U. S. Circuit Court of Appeals in St. Louis.

The FCC's present nonduplication rules, Mr. Plotkin suggested, were established with copyright overtones and the "narrow parochial interest in protecting local stations." Now the commission "must look at us the same way they do broadcast stations. There are elements of free speech involved," he said, "people have the right to view what they want without dictate from the federal government." And the top-100 market rule, he indicated, is another

example of the commission protecting television stations against competition.

An Alliance? ■ Mr. Plotkin also raised the possibility of broadcaster-CATV cooperation (once thought unlikely) against this newly affirmed commission jurisdiction, and the point was pressed by Mr. Cole as well. It was Mr. Plotkin's feeling that CATV is going to pick up "natural allies. If the FCC can say to us that we may not carry commercials because it might hurt UHF's, the National Association of Broadcasters and the Association of Maximum Service Telecasters may start to help us because the commission may say to them that network-affiliated VHF's carrying commercials might hurt UHF. Copyright holders might help us," he speculated; "their fees are greatly enhanced by our abilities to carry commercials."

This potential alliance was explored further by Mr. Cole who noted that the "monster from outer space—direct satellite to home broadcasting" might cause NCTA, NAB and AMST to join in combating it.

Mr. Cole speculated that there is now a "great division in the FCC with a power struggle going on." The next two commission appointments, he said, will "have a tremendous effect on the future of this industry. As yet we haven't surpassed broadcasters in the agency's affection, but at least we can vie for it."

Mr. Smith, in defining the extent and import of the high court's copyright language, warned that should CATV's become more like broadcasters, they might well move outside the protection of that decision.

Fair Decision ■ The copyright decision, he said, did not "give CATV something it did not deserve" and that "on the facts of the case it was a fair decision." (Mr. Smith was co-counsel for Fortnightly Corp., the winner in that case.) Whatever concessions cable might make in future copyright negotiations, he said, should be matched by gains.

The negotiating table is where Mr. Schier foresees CATV's potential being realized. "Surely it is clear that if we cannot settle our problems, someone—the FCC or Congress—will be obliged to do it for us, and perhaps in ways that one side or the other will not like," he said.

Mr. Matthews warned that despite the FCC jurisdiction over CATV that was affirmed by the high court, and although CATV now has the best argument ever for "pre-emption" "serious and ever-increasing attempts will occur to place public utilities control on CATV." The court, he noted, said it would not determine the "limits of the commission's authority," and to date the commission has "disdained" to con-

sider the question of state or local rate regulation of cable.

The commission had taken a position before Congress two years ago that unless local regulation conflicted with existing federal laws, it wasn't going to engage in franchise rate regulation. Some final decision may be made by Congress, Mr. Matthews speculated. And he suggested that the regional and state CATV associations "should stay on their toes" and "be prepared for possible litigation" should they face with local public-utility regulation.

[Other NCTA stories on pages 42, 54]

Pay-TV proponents get back in action

Pay-TV advocates opened counter-fire last week after learning that an extension of last year's House Commerce Committee anti-pay-TV resolution may be in the works. Members' offices reported a sudden influx of communications on subscription television.

The week came and went, however, without committee consideration of the subject, although Representative James Harvey (R-Mich.), is to ask a further delay in the FCC's subscription-TV proceeding until the close of the first session of the next Congress (BROADCASTING, July 1). The Commerce Committee met in executive session several times during the week without the matter being broached.

It was expected that the Harvey resolution would come up for committee consideration later in the session, tentatively scheduled to conclude around Aug. 1. The committee last week was rushing to move floor-bound legislation before a Rules Committee deadline, set for July 9. Patterned after a similar measure voted last year, the Harvey proposal takes the form of a sense-of-the-Commerce-Committee resolution.

Keystone of the pro-pay-TV effort was a lengthy telegram sent to all members of the Commerce Committee by Joseph S. Wright, chairman of Zenith Radio Corp., long active in subscription-TV development. The wire urged committee members to reject any further delay, citing "nearly 17 years [of] delays and frustrations engineered by entrenched private interests that have made a mockery of the American principles of competition and fair play."

He stressed that subscription-TV, under the proposal advanced by an FCC committee and currently pending in an FCC docket rendered inactive by last year's House committee resolution, would provide only a supplemental service to advertiser-supported broadcasting.

"Subscription-TV has the potential," he said, "to give viewers an attractive addition to a commercial service that is the subject of great criticism for its tasteless commercial clutter, lack of local programming and undue reliance on violence."

FCC calls 2d meeting on ETV networking

A second FCC meeting of the educational-television interconnection group has been scheduled for July 12 in

Washington. The group is made up of ETV representatives, common carriers and government organizations.

Headed by Bernard Strassburg, chief of the FCC Common Carrier Bureau, the group is working on a program to implement the Public Broadcasting Act provision that legalizes free or reduced rates for ETV networking. Organizational details are expected to be worked out at this meeting.

At the first meeting, FCC Chairman Rosel H. Hyde announced that he would appoint working committees to determine ETV's needs and to develop proposals for interconnection (BROADCASTING, June 3).

ROHN® BOLD LEADER IN TOWERS

Being the leader imposes certain obligations. One is the obligation of staying in the lead. That's why ROHN places so much emphasis on service — total customer service.

Just as an example, ROHN maintains its own airplane with a full time crew. That puts a salesman, engineer and technician — or all three — just hours away from wherever you are.

This kind of service is one of the reasons why ROHN is the bold leader in towers and the only totally integrated tower source in the U.S.

Also, why ROHN is the largest manufacturer of complete lines of towers in America today.

When you need a tower, your decision will be easy to make, once you understand ROHN'S total commitment to service.

Home Office — Factory
P.O. Box 2000, Peoria, Illinois, U.S.A. 61601
Phone 309-637-8416 TWX 309-697-1488
Systems Office —
Box 877, Richardson, Texas 75080
Phone 214-AD1-3481

ROHN®

Western Office —
310 Quincy Street, Reno, Nevada 89502
Phone 702-322-9300

Eastern Office —
P.O. Box 2101
Hanover, Mass. 02339
Phone 617-826-2511

Southern Office —
P.O. Box 6537, Birmingham, Ala., 35217
Phone 205-841-1789



House sets Overmyer hearing

Stagger's Investigation Subcommittee calls principals, FCC to testify on transfer of five UHF permits

Principals in last year's Overmyer construction-permit transfer have been called to testify before the House Investigations Subcommittee later this month. Beyond issuing a routine subcommittee notice of the hearing, scheduled for July 16 and 17, subcommittee sources refused to amplify details of the hearing.

The hearing notice caught the principals and their attorneys somewhat by surprise. They learned of the subcommittee action, ordered by parent Commerce Committee Chairman Harley O. Staggers (D-W.Va.), on the same day (July 3) the notice was released.

Earlier Hearing ■ The hearing had been promised by Mr. Staggers late last year, when, on the last day of the 90th Congress's first session, he called FCC witnesses for a preliminary investigation into the details of the controversial sale (BROADCASTING, Dec. 18, 1967). Mr. Staggers, who is also chairman of the Investigations Subcommittee, said then that principals to the

transaction—Daniel H. Overmyer, Ohio warehouse owner, and officials of his various corporations (who were disposing of five UHF construction permits) and present owner U. S. Communications Corp., a subsidiary of AVC Corp.—would be permitted to give their account of the transfer arrangements.

Until last week, however, no official word had been heard about the investigation. Reports had been circulating for the last several weeks that a resumption of the hearing was a strong possibility before adjournment, tentatively set for early August. It was known earlier that the subcommittee staff had been continuing its investigation into the Overmyer transfers.

Vague Order ■ The hearing notice names only one participant to the new hearing: Mr. Overmyer. In addition, "present and former employees of his various corporations" are to appear. Overmyer sources Wednesday (July 3) could not speculate who these might be.

An officer of AVC Corp., later

identified as Dr. Frank H. Reichel Jr., is also slated to participate.

Members and staff of the FCC are to put in their second appearance before the subcommittee after testimony by the principals. By late Wednesday FCC sources said they had been advised which staff members were invited but declined to identify them.

Issues raised during last year's hearing involved trafficking in construction permits and abandonment of the commission's efforts to adopt a top-50-market multiple-ownership rule. Chairman Staggers at the time indicated that a law prohibiting even reimbursement of incurred costs in construction-permits transfers might prove necessary.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 60).*

■ **WNAR** Norristown, Pa.: Sold by N. Joe, Sam G. and Farris E. Rahall to Charles F. Wister and Victor Mauck Jr. for \$800,000. Mr. Wister is principal owner of WPEO Peoria, Ill., and is former Philadelphia broadcast executive. Mr. Mauck is businessman. WNAR is 500 w daytimer on 1100 kc.

■ **WGOE** Richmond, Va.: Sold by J. Sargeant Reynolds and associates to Stanley H. and Irvin L. Fox, and Seymour L. Dworsky for \$182,500. Buyers have interests in WRMT Rocky Mount, Wisz Henderson, and WEYE Sanford, all North Carolina. WGOE is daytimer on 1590 kc with 5 kw. Broker: Chapman Associates.

■ **KwKI-FM** Kansas City, Mo.: Sold by F. A. Mesch to J. Shea Peoples for \$150,000. Buyer owns WELE Daytona and WCWR Clearwater, both Florida. KwKI-FM is on 93.3 mc with 70 kw. Broker: La Rue Media Brokers.

■ **KOUR** Independence, Iowa: Sold by Raymond Greutzmacher and group to Alver Leighton for \$100,000. Mr. Leighton owns KDLM Detroit Lakes, Minn. KOUR is 250 w daytimer on 1220 kc. Broker: Hamilton-Landis and Associates.

■ **KMCM** McMinnville, Ore.: Sold by Ray Fields to Norman T. and Judy I. Aldred for \$97,500. KMCM is full time on 1260 kc with 1 kw. Broker: Chapman Associates.

■ **WAZA** Bainbridge, Ga.: Sold by J. W. Woodruff Jr. group to Glenn T. Williams, Roy Simpson and Harry A. Schultz for \$55,000. Buyers are local businessmen. WAZA is daytimer on 1360 kc with 1 kw. Broker: Chapman Associates.

**Outstanding Values
in Radio-TV Properties**

cable TV system

\$1,000,000

This nearly new and perfectly equipped system is located in the midwest, and has over 150 miles of cable passing more than 15,000 homes. Good management and great potential.

68-3

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
1725 K St. N.W.
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1625 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Self-examination can forestall criticism—Murphy

In a memorandum concerning the current wave of criticism being leveled at television programming, Avco Broadcasting Corp. President John T. Murphy called on his station managers to "re-examine your operation from top to bottom with a 'Caesar's wife' approach."

Some criticism is valid and networks are trying to curb the portrayal of violence, he said, but "the near hysteria" of the most vocal critics will be difficult to combat because of the emotional and fuzzy nature of their criticism. Unfortunately, he

said, the industry has not yet educated the viewer "as to what we provide on the plus side of the ledger."

Mr. Murphy suggested management at all the Avco stations watch programming carefully, and ask: "Is this the best I can do?" If a network program is substandard, he said, the network should be informed. "If there are areas which you feel need cleaning up—clean them up."

Mr. Murphy referred to recent criticisms of stations [by lawyer John Banzhaf in his antismoking campaign, the programming letters of FCC

Commissioners Nicholas Johnson and Kenneth Cox to Oklahoma stations, allegations that WBBM-TV Chicago staged a pot party for news purposes] and asked his executives how they would have coped with such problems at their stations.

Mr. Murphy suggested that station personnel "stay close to your community." If the stations serve the public well, and the people are aware of it, he concluded, "our strongest and most important allies are going to be the viewers and the listeners we serve."

Carriers to appeal Sec. 214 ruling

Telephone companies plan to appeal the FCC ruling which requires them to seek commission approval before building channel facilities to serve CATV systems.

The Associated Bell System Companies, General Telephone Co. of California, the General Telephone System and United Utilities Inc. have been granted a stay by the commission in order that they may file an appeal in the U.S. Court of Appeals in Washington.

The stay will be for 10 days effective from the time disposition is taken on the appeal motion and such motion is to be filed by July 15. No new CATV construction by the companies is to begin and current construction is to be discontinued until action is taken on the appeal motion.

The FCC's order of June 26 had required the companies to seek certificates of public convenience and necessity from the commission under Section 214 before constructing facilities for CATV systems (BROADCASTING, July 1).

Committee formed to aid minorities

The New York Urban Coalition has formed a communications committee to evaluate and help execute programs for hiring, training and up-grading minority-group newsmen and improvement of minority news coverage.

The committee said last week that it will assist with two projects at the New School for Social Research and Columbia University Graduate School

of Journalism financed by Ford Foundation grants (BROADCASTING, June 24), and evaluate 15 other programs. The projects under consideration include a radio series on urban problems; support of the *Night Call* program produced by the United Methodist Church's TV, Radio and Film Commission; a radio communications center to be established in the ghetto; an intermedia placement center, and special television programming for ghetto children.

The newly formed communications

committee includes Edward Barrett, Dean of the Columbia Graduate School of Journalism; Henry Cohen, director of the center for New York City affairs at the New School for Social Research; Fred Friendly, television consultant to the Ford Foundation; David McCall, president of LaRoche, McCaffrey & McCall; Theodore Walworth Jr., vice president and general manager, WNBC-TV New York and Ed Bradley, CBS News correspondent.

Other members are Leonard Gold-

EXCLUSIVE BROADCAST PROPERTIES!

EAST COAST —Full time, non-directional, serving area of 200,000 population adjacent to a major market. Station capable of doing twice present billings using retail sales for measuring potential. Good management can make monthly payments from cash flow of station. Price \$250,000 with liberal terms over 10 years. Appreciation opportunity on this investment excellent.

Contact C. L. Richards in our Washington D. C. office.

TEXAS —Full timer in single station market close to large major city. Personal circumstances have prevented present owner from taking advantage of possibilities. Economy of area is excellent and growth is constant. Price \$100,000, \$29,000 down, balance 10 years, 7%—but station should pay out in 6 years with modest increase in billings.

Contact George W. Moore in our Dallas office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036 202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

enson, president, ABC Inc., represented by James Hagerty, vice president for corporate relations; and Donald McGannon, president and chairman of the board of Westinghouse Broadcasting Co., represented by Larry Israel, president of the station group, and James Allen, WBC vice president for television.

John Murray, coalition vice president in charge of communications, noted that the committee would serve as the nucleus for a future, enlarged communications task force.

WLBT(TV) case given new life

United Church of Christ to pursue appeal of FCC decision

The WLBT(TV) Jackson, Miss., case, with its charges that the station discriminated against Negroes in its programming and promoted the segregationist viewpoint, isn't over.

The Office of Communication of the United Church of Christ, which has been protesting renewal of the station's license since 1964, announced on Friday (July 5) it would "pursue" its appeal of the FCC's decision to grant a full three-year renewal for WLBT(TV) (BROADCASTING, July 1).

The announcement, which indicated the continuation of the fight would place a burden on the church, came as members of the commission majority, in the 5-to-2 decision, were still smarting from the bitter dissent filed by Commissioners Kenneth A. Cox and Nicholas Johnson.

The dissenters predicted that the decision would spark a new wave of criticism of the FCC—from Congress and the press, among other sources, and said the result of the church's efforts in the license-renewal proceeding "could be considered a caricature of the commission at its worst."

Needs Funds ■ The church, which noted that the commission minority found the decision dismaying, said that although it may not have the resources to "fight this mighty licensee and the determined majority of the commission," it will try.

"After four long and wearying years," the church said, it didn't look forward to continued litigation, but said it had no choice.

"If the black population is to receive fair treatment from the television industry and if the public is to be defended

in its right to correct harmful television practices, we must pursue our appeal to the U. S. Circuit Court of Appeals," the statement concluded.

The church won a landmark court case when the appeals court in Washington not only overturned a commission decision granting WLBT a one-year license renewal without a hearing, but directed the commission to grant the church and its co-complainants standing as parties in a hearing on the station's license-renewal application. The court has retained jurisdiction of the case, so no final decision can be rendered without its approval.

The commission majority, in its decision essentially adopted the conclusions of Examiner Jay Kyle, who had presided at the hearing and held that the complainants' charges against the station had not been proved.

Local Interest ■ The majority said that the record established that WLBT had complied with its obligation to seek out and serve the programming needs of its community. The majority also held that although the station's record on fairness-doctrine matters had not been spotless, the "intervenors have failed to prove" many of the serious incidents they alleged.

Commissioners Cox and Johnson, however, said the majority reached those conclusions by manipulating procedures to favor the station and by ignoring the record in an effort to protect the station's license.

They also said the commission had "thrust aside" a "clear line" of precedents and had floated the court's instructions by given what they considered undue weight to the question of the "probable future performance" of the applicant. They said the court held that the applicant must "run on his record."

They also assailed the commission and Examiner Kyle on the question of burden of proof. They said that in imposing the main burden on the complainants, the commission was not only being unfair to them but was ignoring "the express language of the court" in its remand.

They had more bitter criticism of the

station. At a time when public concern is focused on the role of broadcasting in fostering communication between the races, the commission majority "picks this moment to find 'the public interest' served by the renewal of a license for a station which had not only made no effort to include and serve Negroes, but which has for a decade maintained blatantly racist programming policies," they said.

Commissioners Cox and Johnson concluded their 70-page dissent with the comment: "The only way in which members of the public can prevent renewal of an unworthy station's license is to steal the document from the wall of the station's studio in the dead of night. . . ."

The commission majority last week was preparing a response to the dissenting statement.

A training station for minorities

A predominantly negro group in Rochester, N. Y., has announced plans to operate an FM station to train persons from minority groups who are interested in entering the broadcasting field.

The newly-formed Monroe County Broadcasting Co., headed by Andrew Langston, has applied to the FCC for the station in Rochester. Monroe County is one of three groups seeking a station on 103.9 mc.

Mr. Langston, now an insurance agent, had studied privately for two years under the news director of WNYC New York.

More ABC Radio signings

ABC radio announced affiliation of five stations this week: WTHI Terre Haute, Ind., on 1480 kc with 1 kw full-time; WIRE Indianapolis, on 1430 kc with 5 kw fulltime; KGA Spokane, Wash., on 1510 kc with 50 kw fulltime, and WHOL Allentown, Pa., on 1600 kc with

Money for the poor to take a role

A bill that would provide funds, channeled through legal-aid societies, for people "of limited means" to participate in rulemaking procedures at federal agencies—such as the FCC—has been introduced by Senator Philip A. Hart (D-Mich.). The measure is companion legislation to a House bill by Representative Mi-

chael A. Feighan (D-Ohio).

The Hart bill (S. 3703) would authorize the attorney general to make contracts or grants with appropriate organizations to aid poor individuals or groups. Such aid has been recommended by National Legal Aid and Defender Association to give the poor a voice.

500 w daytime. All were CBS Radio affiliates. WTHI and WIRE join the American Information Network; KGA, the American Contemporary Network, and WHOL, American Entertainment Network. In addition, WKFM(FM) Chicago, has joined the Information Network. WKFM operates on 103.5 mc with 100 kw.

Reeves buys ITT's CATV holdings

Reeves Broadcasting Corp., New York, a group broadcaster and a cable-TV owner, added substantially to its holdings in the latter by acquiring three additional systems last week from International Telephone & Telegraph Corp. Reeves, which has been actively expanding in communication and in other fields, said it has paid "more than \$4.5 million in cash" for the CATV's.

The systems acquired were Garden State TV Cable Corp. in New Jersey (with systems in Vineland, Bridgeton, Hammontown and Northfield), which serves about 7,200 customers in the four cities; Northwest Cablevision Inc., Seattle, with 2,000 subscribers, and Unicable Inc., serving about 1,000 customers in Oswego, N. Y. Reeves said these acquisitions bring its total cable subscribers to 47,000 in 16 systems.

ITT bought full ownership in the New Jersey systems last month (BROADCASTING, June 17). At that time the company indicated it intended to liquidate its CATV investments.

Reeves's revenues and earnings were at a record high in 1967—\$10.4 million in revenues compared to \$8.9 million in 1966, and \$784,701 in earnings as against \$698,670 in 1966. Reeves broadcasting stations are: WUSN-TV Charleston, S. C.; WHTN-TV Huntington-Charleston, W. Va.; WLBG-TV Lexington, Ky. (50% interest); WITH-AM-FM Baltimore, and WKEE-AM-FM Huntington, W. Va.

A few months ago, Reeves stockholders voted approval of a management proposal to create a new class of 100,000 shares, no-par preferred stock to be issued in series primarily for corporate expansion and acquisitions. The first series of a maximum 15,000 shares was issued for the acquisition of Video Cable Systems Inc., Huntsville, Ala. (BROADCASTING, April 1).

Four sign with CBS Radio

WAAC Terre Haute, Ind., will join CBS Radio Aug. 5. Now a Mutual af-

BROADCASTING, July 8, 1968

iliate, the station is on 1300 kc with 1 kw daytime. Also joining CBS, effective July 15, is WFMI Montgomery, Ala., on 1000 kc with 5 kw daytime. WFMI has been with the ABC Entertainment Network. Two Maine stations, WLKN Lincoln and WDMR Dover-Foxcroft, have also joined CBS Radio. WLKN, operating on 1450 kc with 1 kw days and 250 w nights, carried the ABC FM network affiliate. WDME operating on 1340 kc with 250 w full time, was formerly affiliated with Mutual.

NAB Radio Code offers promo spots

The National Association of Broadcasters code authority has a new code promotional record in the mail to all radio code subscribers. Entitled "Radio Code Subscriber Spots," the disk contains 21 musical and entertainment spots in a variety of styles. It was produced for the code authority by Hugh Heller of Heller Corp., Hollywood.

Who delivers the nation's 15th largest food market?



WHO RADIO

DES MOINES

... that's who!

- \$7,477,000 more than Minneapolis-St. Paul!
- \$508,532,000 more than "metro Des Moines"!

OUR P.M.A. PROVES IT!

WHO's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse. In any category our PMA statistics prove WHO delivers this rich Iowa market that deserves to be on your "top 20" list. We're more than "metro Des Moines".

	WHO P.M.A.*	Metro Des Moines
Retail Food Sales	\$619,014,000**	\$110,482,000**
Retail Food Outlets	2338	203
Population	1,911,000**	280,400**

*Sept.-Oct. 1966 93-County Area Pulse
 **1967 "Survey of Buying Power"



WHO RADIO • Des Moines, Iowa
 1-A Clear Channel • 50,000 Watts • NB

BLAIR & RADIO National Representatives

A way to fill empty channels

CATVers urged to move rapidly, totally into local program origination

"Counterprogramming," a distinctive broadcast term with competitive insinuations, was mentioned out loud for the first time in CATV circles last week at a panel on local originations during the Boston convention of the National Cable Television Association (see pages 32, 54).

The words were spoken by Greg Liptak, program director of Cleveland Area TV Inc., operating a CATV system in Lakewood, Ohio, that is 45% owned by Cox Cablevision Corp., a subsidiary of Cox Broadcasting Corp., and 55% by the *Cleveland Plain Dealer*.

Mr. Liptak used the phrase in observing that CATV's future in the major cities lies principally in giving subscrib-

ers TV programs from local stations. This, he noted, will leave a number of empty channels on the current 12-channel and the coming 20-channel-plus systems, which will, he stressed, have to be used for locally originated programming—like feature films, 24-hour news and stock-market reports, weather, etc., plus the special services (police and fire protection, meter reading, merchandising of goods) mentioned prominently during the five-day meeting.

The special-services aspect of origination received a fillip from Bill Daniels, Denver CATV broker and management consultant as well as CATV entrepreneur, who reported that his Colorado Springs, Colo., cable system is being installed with two-way communication facilities in preparation for the day when that CATV system will offer extra services for computers, facsimile newspapers, data retrieval. The two-way facility, he said, is costing him only \$500 a mile more than the one-way normal cable construction would have cost.

Mr. Daniels would only say that he is having "conversations" with IBM on the possibility of using these features in his Colorado Springs system.

Get Moving ■ Foreseeing the possibility that someday the FCC may reverse itself and ban or limit local originations was Robert Weisberg, Telemation Program Services, New York, who urged CATV operators to begin cablecasting immediately. If the FCC ever imposes a prohibition on cablecasting, he observed, operators who are engaged in this activity will undoubtedly be "grandfathered in."

Telemation Program Services is a buying service for groups of CATV systems. It is a subsidiary of Telemation Inc., Salt Lake City, manufacturer of CATV origination equipment.

Most CATV operators interested in cablecasting happily considered the FCC's ruling on origination in the San Diego case decision (BROADCASTING, July 1) an indication of the commission's thinking—a reversal from the FCC's ideas on origination a few years back when, in seeking congressional legislation, the commission sought a limitation on origination.

Not so happy were the CATV owners on the FCC's decision to ban the sale of advertising on programs originated by cable systems.

This is an affront to free enterprise, according to CATV operators. Robert H. Beisswenger, president of Jerrold and newly elected chairman of the NCTA (see page 32), said he could not understand the rationale of that element of the San Diego decision. "If it's all right for NBC to sell time," he com-

mented, "I don't understand why it's not all right for a CATV system to sell time."

Harry Plotkin, a Washington lawyer, speaking at a regulatory panel, declared that the FCC has no legal right to enter the local-origination area. "This is a free speech matter and government licensing is interfering with free speech."

Mort Berfield, another Washington lawyer, discussing legal aspects of origination, commented that undoubtedly the ban on commercials will be tested in court by cable operators, and ultimately will be decided by Congress.

Mr. Berfield foresaw continued opposition on the part of broadcasters to CATV origination, since this function results in the same thing broadcasters object to from distant signals—a fractionalization of the audience.

At times, various speakers urged cable operators to act like local broadcasters, although others warned that cable systems must not aspire to emulate telecasters.

Good Promotion ■ Richard Shively, Telesis Corp., Chicago, said origination is a great tool for increasing subscribers. He said that an Indiana CATV system had increased its weekly new-customer rate from two to three a week to over 20 a week just by announcing it was going to commence cablecasting.

Other highlights of the cablecasting features of the NCTA meeting:

■ A new market for CATV service, that of providing facilities for police and fire protection, was explained by Richard Garrett, ITT Mackay Marine, Clark, N. J. Mr. Garrett explained that CATV systems are in good position to offer the service not only to businesses, offices and factories but also to homes because the cable used for CATV is

WSTA RADIO

ST. THOMAS

"The Communication Center of the Virgin Islands"

ANNOUNCES
THE APPOINTMENT
OF
T.I.E. SALES LTD.

3, East 54th Street,
New York, New York 10022
TELEPHONE: 212-421-7730

As North American representative for Time Sales in the dynamic Caribbean markets of St. Thomas, St. Croix and St. John.

WSTA "SELLS"
THE VIRGIN ISLANDS

Competitors buy together

In what Freemantle International, New York, considers an unusual buy, two competing Australian TV networks have purchased 26 half-hour episodes of a series, *Woobinda* (animal doctor). The series is a co-production of Freemantle and two Australian firms, NTL Productions and Ajaz Studios. Filmed in Australia, the series will first be seen on the Australian Broadcasting Commission's noncommercial network later this year, and subsequently will alternate with Television Corp.'s commercial Channel 9 network.

San Diego's own unit

Television and radio performers in San Diego, who had been under the jurisdiction of the Los Angeles local of the American Federation of Television and Radio Artists, have formed their own local. It marked the first time in AFTRA history that a new local was formed in an area already in the jurisdiction of another local. The new AFTRA local includes some 130 active performers.

capable of carrying the narrow-band detection circuits without interfering with programs. ITT Mackay also exhibited to great interest its Digitor 400 system for use with various detection devices.

▪ Costs for feature films for CATV showings ran a gamut of pricing arrangements: Programing Corp. of America, Houston, charges 60 cents a month per subscriber on a three-year contract; Trans America Film Corp., Kingsport, Tenn., charges \$45 per film, allowing three plays, on a three-month contract. Subscribers to Telemation Program Services pay \$20 a week or \$1,040 a year for its services.

On the technical side, the CATV industry, which first talked of a 20-channel system last year, began talking last week of 80-channel systems—but only in a theoretical sense.

The need for extra-channel capacity, cable engineers stressed, becomes acute as more and more TV stations begin operating, throwing interference into a sizeable number of cable channels, through leakage of the off-air signals into the TV receiver.

The extra capacity is also needed, it was noted, as CATV girds to move into special services—meter reading, police and fire protective systems, merchandising.

Already in existence is a system utilizing dual cables to provide 24 channels. The system, serving about 2,000 subscribers in the Salem-Kingsville, N. J., area (outside of Wilmington, Del.) and the Levittown, Pa., area outside of Philadelphia, provides interference-free service on 18 channels. The vacant channels could be used for narrow-band information, it was noted.

This was described by Malcolm M. Ferguson of the Philadelphia CATV Co., Philadelphia.

Michael Rodriguez, Vikoa Inc., told of new developments in CATV amplifiers that are capable of passing 37 channels.

Ken Simons, Jerrold Corp., discussed various methods of creating an 80-chan-

nel system, while James Palmer, C-Cor Electronics, explained work being done by his company to develop high resolution amplifiers that would not be affected by ambient interference.

TVSI sets seminar dates

TV Stations Inc., New York, program buying and consulting firm, will hold its third annual management seminar at the New York Hilton Oct. 14-15. The seminar drew more than 300 station executives last year.

Irish games on 120 stations

Some 120 stations have signed to carry Sports Network Inc.'s delayed telecasts of Notre Dame's 1968 football games. The 13-week schedule, starting Sunday, Sept. 15, will include 10 Notre Dame games in 90-minute edited versions, a preview program, a show highlighting the season, and another game to be announced. SNI, in cooperation with Chesley Productions, will produce and distribute the series for a second season. Last year 138 stations carried the Notre Dame games.

bob green productions
IS...
Radio People Serving Radio Stations

The **BOB GREEN PRODUCTIONS** staff is creative top market radio pro's . . . ready to service your station with **ALL** your production requirements, within **AS SHORT A TIME AS TWO DAYS**.

Our one time package or weekly plans afford you a full time production staff at a cost **FAR LESS** than the weekly salary you'd expect to pay for just one staff member alone.

STRENGTHEN Ratings.
ENHANCE Audience comp.
MAINTAIN Rapport with your listeners.
SUSTAIN Interest in everything you do.

SEND FOR OUR FREE SAMPLE TAPE AND BROCHURE NOW!
It includes material already proven successful on **WKNR** Detroit; **WBBF** Rochester; **WQAM** Miami; **CHLO** St. Thomas, Ontario; and **KLIV** San Jose.

OR . . .

CALL US: Bob Green/Jerry Goodwin/Scott Regen
Dave Schafer/Doug Fernlock/Tom Ryan

27620 BRADFORD LANE, SOUTHFIELD, MICHIGAN 48075 / PHONE (313) 358-4092

General Promo Announcements • Spot Separators • DJ Show Intros
News Intros • Contests • Specs • Sales Presentations

Why newsmen's blood pressures are up

RTNDA SESSION ANALYZES COMPLEXITIES, FRUSTRATIONS OF '68

TV-radio newsmen face a growing list of challenges: They are literally on the run to keep up with fast-moving and security-conscious political candidates in this jet age; they often are perplexed by what they can or cannot reveal about developments in pretrial proceedings; and they face perhaps their sternest challenge in reporting fully, temperately and accurately the civil disturbances that have been wracking U. S. cities.

These impressions of broadcast newsmen, 1968 style, emerged following the Eastern Regional Conference of the Radio and Television News Directors Association in New York on Saturday (June 29). From panel sessions and during question-and-answer periods, approximately 110 newsmen sought to gain guidance and assistance in covering the triad of significant and contemporary issues—national politics, pretrial crime proceedings and civil disorders.

Better Insight ■ For eight hours newsmen listened, asked questions, argued and offered suggestions. The consensus seemed to be that although no solutions had been proposed to solve their

news-gathering problems, newsmen had better understanding of the challenges that confronted them and had acquired an insight into the approaches used by other stations in handling nettlesome issues.

AP was host to the convention and Robert Eunson, assistant general manager of AP, was in charge of arrangements.

The issue of coverage of pretrial proceedings in criminal cases, centering around the recommendations of the Reardon Report, was debated by Chief Judge Edward J. Devitt of the U. S. District Court in St. Paul, Minn., and W. Theodore Pierson, chief counsel of the RTNDA. Judge Devitt, who is chairman of the fair trial-free press legal advisory committee of the ABA, which adopted the recommendations last February, contended that the standards "already have done some good with respect to coverage of the assassinations of Dr. Martin Luther King and Senator Robert F. Kennedy." Mr. Pierson assailed the Reardon Report, particularly a provision that could call for judicial control of publicity in criminal cases.

Those Concerned ■ Judge Devitt argued that the report prevents only those closely associated with a case, including lawyers, court attaches, witnesses and police investigative officers, from giving information that could lead to prejudicial publicity in pretrial proceedings. He acknowledged that in most cases, prejudicial publicity in criminal cases was the fault of those closely connected with a case rather than the news media.

He urged that joint law-media committees be established to work within the framework of the Reardon Report and set up voluntary codes that should be specific and have the consent of a substantial segment of the media. He said such codes already have been enacted in some communities and are being discussed in others.

Mr. Pierson replied that the broadcast media would be more cooperative if some of the suggestions it had offered before the Reardon Report was adopted had been considered seriously. He rescribed as "the gun behind the door" the provision in the Reardon Report calling for judicial control of publicity in criminal cases, should state legislatures or state law enforcement agencies fail to adopt the recommendations.

After the Fact ■ "The pleas for cooperation have come after the boom was lowered on us," Mr. Pierson asserted. "We think it's bad for the courts to usurp the powers of the legislative and the executive branches."

One newsman in the audience asked if the effect of the Reardon Report was to hamper investigative reporting. Judge Devitt said he did not think so, adding its restrictions applied only to persons related directly to a case. He acknowledged that there may be some "overreacting" to the report, and cited an objection from some newsmen in Minnesota who have claimed that prosecuting attorneys and police officers have been withholding information that properly could be released.

In the session on coverage of civil disorders, Len Deibert, news director of WMAL Washington, said advance planning is essential on the part of both top management and within the news department. He noted that a station should prepare for any emergency, including a curfew, which might entail plans for extra guards and food for the staff. In making news coverage plans, he said, the principal objective always must be "to inform and not to inflame."

Advance Work ■ Les Carson, a reporter for AP in New York, who is a

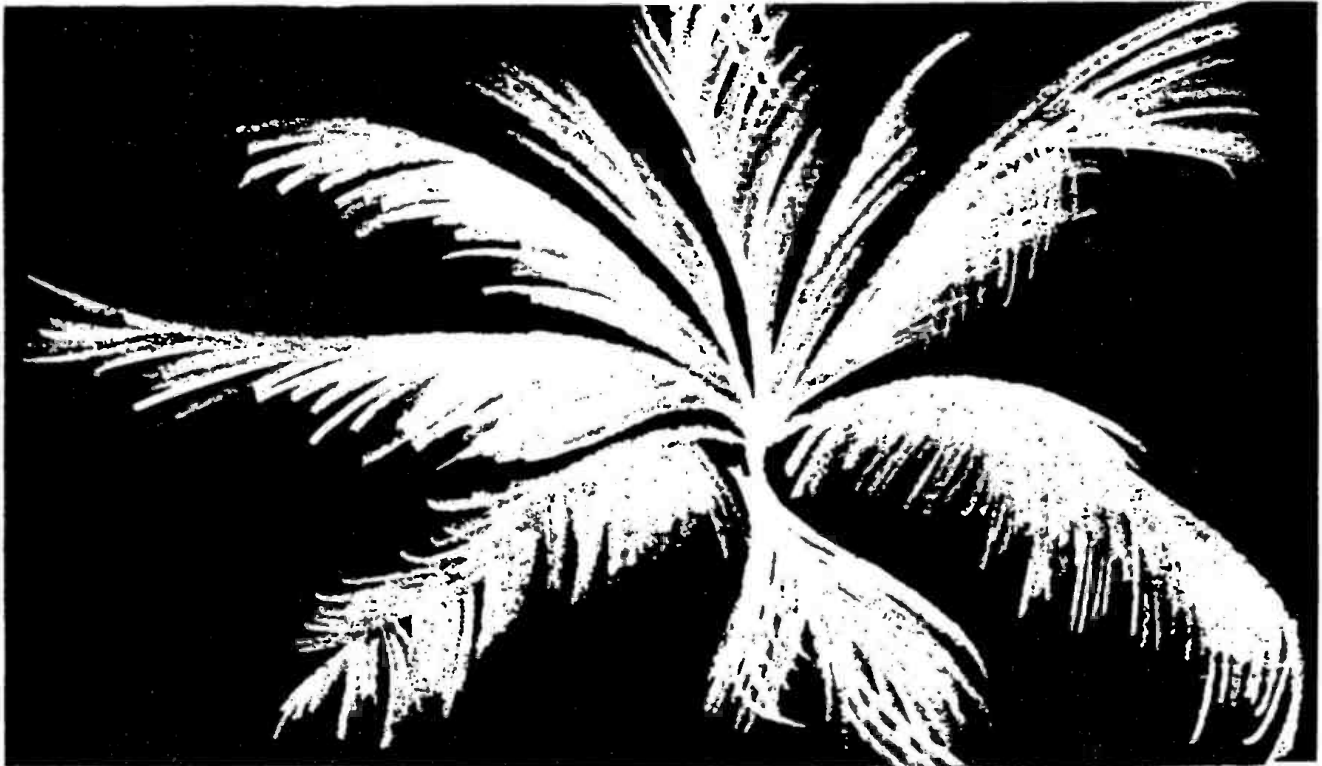


Jerry Trapp (center) AP broadcast news editor, looked like an oldtime fight announcer when he signaled for quiet before introducing speakers with opposing views on Reardon Re-

port. On left is Chief Judge Edward J. Devitt of St. Paul, chairman of the ABA advisory committee on fair trial-free press, and, right, is W. Theodore Pierson, chief counsel of RTNDA.

MIAMI

is a Brain Pickin' Area!



The climate will make ideas grow and yield bountifully. Meet with the experts and communicate your station's thoughts and needs . . . Promotion changes moment to moment . . . Its responsibilities grow in fertile, receptive minds. Duties multiply . . . and they should . . . Your attitude freshens . . . and it would . . . amidst a gathering of professional do'ers.

It's worth the time, effort and money to go to Miami and share your know-how with the idea men of the Broadcasting industry.

So . . . why not try Miami for size . . . the BPA will provide you with a good fit for all the many hats you wear in the role of a solid station promotion manager.

Non-members: Come join us. Registration fee applies to your membership dues!



Broadcasters Promotion Association
1812 Hempstead Road
Lancaster, Pennsylvania 17601

Get your registration in now . . . while you are thinking about it! Early registrations save you money!

CHECK ONE:

Voting Member Affiliate Member Associate Member Non-Member

Advance Registration: BPA Member \$50.00, Non-Member \$65.00

Registration at Seminar: BPA Member \$55.00, Non-Member \$70.00

Are you bringing your wife? Yes No

Name

Station or Firm

Address

City State

Attached is my check for \$ as my advance registration fee.

Mail this registration form with your check to BPA address above.

**Broadcasters Promotion Association 1968 Convention At The Deauville In Miami Beach
November 17-20—For More Information, Write BPA; 1812 Hempstead Road, Lancaster, Pa. 17601**

**BE SURE TO ENTER YOUR STATION'S PROMOTION EFFORTS IN THE "1968 BPA
AUDIENCE PROMOTION AWARDS" COMPETITION.**

(Deadline Postmark Not Later Than August 10, 1968)



Panel participants in the discussion of racial disorders coverage (l to r): Dave Kelly, WIIC-TV Pittsburgh; Ed

De Fontaine, Westinghouse Broadcasting, London; Moderator Jay Crouse, WHAS-AM-TV Louisville, Ky., and

RTNDA president; Les Carson, AP reporter, and Len Deibert. WMAL Washington.

Negro, urged newsmen to become acquainted with ghetto communities and their leaders during periods of quietude. This might facilitate newsmen's movements during the times that disorders erupt, he indicated.

Dave Kelly, news director of WIIC-TV Pittsburgh, stressed the need for advance preparation. He pointed out that the broadcast media in Pittsburgh have felt secure in the belief there would be no local disorders because of the rapport that supposedly had been built between militant leaders of the ghettos and authorities.

"One thing we learned in covering our recent riot was that you have to throw away a budget and spend what you have to spend," Mr. Kelly said.

Ed De Fontaine, London correspondent for Westinghouse Broadcasting, provided a picture of disturbances in Europe. He noted that England now has its racial problems and rioting and most nations in Western Europe have been wracked by student disorders. He said a prevailing view in Europe is that the unrest and demonstrations are "to a large extent an American export," and he added:

"If there happens to be an assassination in Europe, I'm sure they will blame it on the U. S."

The '68 Race ■ Problems encountered in coverage of the 1968 national political campaign were discussed by a panel of news executives, who said complicating factors, aside from the slaying of Senator Kennedy, include the rapid scheduling of candidate appearances, often with little advance notice, and the deployment of staffs in different parts of the country. Security

regulations have been tightened, it was said, since the Kennedy assassination, making candidates less accessible.

The consensus was that there were few complaints from candidates over the amount of coverage allocated to their opponents or to themselves.

The panel consisted of John Lynch, news director, ABC News, Washington; Bill Small, news director, CBS News, Washington; Bill Monroe, news director, NBC News, Washington; Charles A. King, vice president, programs and operations, Mutual, New York, and Relman (Pat) Morin, reporter, AP, New York.

Jay Crouse, news director of WHAS-AM-TV Louisville and president of the RTNDA, urged the association to join with organizations representing the printed media in a combined effort to "combat the very real problem of encroaching governmental control, regulation and, eventually, strangulation."

Radio, TV praised for sex-related news

Of the mass media, TV and radio have been credited with doing the best job in treating sex-related news stories.

The plaudit came in *Ortho Panel*, a report published by Ortho Pharmaceutical Corp., Raritan, N. J., that seeks to inform physicians of important developments in the area of human sexuality.

Ortho conducted a survey of 5,000 randomly selected physicians, posing questions on sex and the mass media. One of the conclusions reached by the

majority of the doctors queried was that TV and radio avoided sensationalism and presented a balanced and accurate picture of sex-oriented news.

The print media were not so fortunate, catching the unfavorable side of the report. They were characterized by Dr. John Rock, emeritus clinical professor of gynecology, Harvard Medical School, as having a tendency to present "an exaggerated idea both of the power of sex and its irresistibility."

Secondari sets up production shop

John H. Secondari, formerly executive producer of documentaries for ABC-TV, has formed John H. Secondari Productions Ltd., New York, to create, write and produce documentaries for TV, educational films for schools and motion pictures for theatrical distribution.

Mr. Secondari, who had been with ABC for 12 years, is a multi-award winner, including such efforts as his *Saga of Western Man* series.

Secondari Productions has contracts with ABC-TV to produce documentaries for the coming season. The company plans to develop a series based on Winston Churchill's "History of The English Speaking Peoples," in conjunction with B.H.E. Productions.

Mr. Secondari also plans to venture into motion pictures, developing his first property around an adventure story with the action in Venice after World War II.

TV hockey ratings show yearly increase

Television ratings for National Hockey League games have been going up over the past three years, according to a league official, who also notes some advertising sources predict hockey will be the next big television sport.

The 14 regular-season NHL games and six Stanley Cup playoff games broadcast by CBS-TV on Saturday and Sunday afternoons during the 1967-68 season received an average national Nielsen rating of 4.4. The highest rating, 5.7, was for a playoff game. The 1966-67 season, in which CBS telecast three playoff games, produced an average national Nielsen rating of 3.7, compared with a 2.9 in 1965-66 when NBC-TV covered three playoff games.

CBS is entering the final year of its three-year contract, which contains a renewal option clause. Under its contract, CBS paid \$1.5 million each for last season and 1968-69 coverage.

Nine of next season's regular games will also be shown in Mexico and the final Stanley Cup game will be shown in Japan. CBS Enterprises said the purchases were made by Telesistema Mexicano and the Tokyo Broadcasting System.

Czech filming approved

Saturday House Inc., a New York production company at 150 East 52nd Street, in business since the first of the year, has been granted permission by the Czechoslovakian government to film a documentary for U. S. television on changes currently taking place in the country. The one-hour program, produced by James J. McDonald of Saturday House, will be filmed by a Czechoslovakian crew under American supervision. The documentary is scheduled for release late this summer, the company said. Saturday House also produces commercials and business films and is in radio work.

Filing deadlines reset on syndication rule

The FCC has extended the deadlines for filing comments and reply comments on its proposal to regulate territorial-exclusivity agreements between television stations and suppliers of non-network programs.

The previous deadlines, which were July 8 for comments and Aug. 8 for replies, have been extended to Oct. 8 and Nov. 8, respectively.

The commission action came after

requests for deadline extensions from the National Association of Broadcasters and a group of seven TV syndicators. NAB, which had asked for five-month extension (BROADCASTING, June 24), felt the delay was necessary due to the general lack of knowledge in this phase of program exclusivity.

The commission agreed with these points in granting the extension, and stated that it recognized "the need for getting and evaluating a substantial amount of pertinent information in this area, and of careful consideration in formulating standards to be applied."

D.C. court accepts Colo. CATV case

A federal court in Washington has stayed the FCC's approval of the start of a CATV system in Colorado Springs, Colo.

Acting on the request of local broadcasters, the court last week issued a temporary injunction that prohibits the commencement of operations by the cable company until after it has rendered a decision on the merits of the appeal. The stations, KRDO-TV Colorado

UPSTATE MICHIGAN

A COOL BILLION DOLLARS

*\$1,214,015,000 in Consumer Spendable Income in the 35 counties where WWTV/WWUP-TV is the dominant CBS station. Source: SRDS.

Audience measurement data are estimates only, subject to defects and limitations of source material and methods.

The Folger Stations

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

Avery-Knodel, Inc., Exclusive National Representatives

Viewers seek their own values in TV's heroes

A University of Southern California research study has come up with an insight into television viewing that television producers have known by the seat of their pants for a long while: If you want to grab the guy with a patriarch hang-up give him Ben Cartwright in *Bonanza*; if it's Mr. Muscles who's always taking long hikes and cleaning his gun that your sponsor digs, show him the *Daniel Boone* series. According to the USC study, released last month, adults tend to prefer and to view most frequently those TV characters whose personalities they feel are similar to their own.

The study is said to be the first of its kind to measure statistically the degree to which viewers identify with TV personalities. It was conducted by Maxwell V. Perrow, who compiled his findings in a doctoral dissertation at USC, where he recently earned the Ph.D. degree in communications.

Dr. Perrow thinks his research is

"a first step toward developing a simple but effective pretesting instrument which could accurately predict whether any given group of viewers would watch a given television show regularly." Such a predictive device, Dr. Perrow believes, could lead to the development of a single index that would permit TV producers to create roles and shows with maximum predictive chance of commanding the largest possible audience. It would also allow producers to appeal to specific demographic audiences by intentionally creating characters that would appeal to them.

Dr. Perrow points out that in the past it was well known that viewer identification with the personalities of TV characters was important, but that he has provided a quantitative measurement of the similarity between viewers and their most-liked television characters.

The USC researcher says he found that some personality traits of TV roles appeal to a broad group of

viewers. The most striking example of this broad appeal is Ben Cartwright of *Bonanza*, or what Dr. Perrow calls a "strong self-concept—a person who has strength of character, knows where he's going, knows his place in society, is fully aware of his own identity, and has a well-defined value structure." All of the roles that were rated as most liked by the research sample had this trait in common. Other examples of the "strong self-concept" trait: Perry Mason, Rob Petrie of *The Dick Van Dyke Show*, Sheriff Andy Taylor of *The Andy Griffith Show*, John Novak of *Mr. Novak* and Dr. Richard Kimble of *The Fugitive*.

Dr. Perrow's advice to TV producers is include the following traits in their fictional character's personality: strong self-concept, reservedness, humility, sobriety, conscientiousness and trusting tendencies. By all means, he indicates, avoid including assertiveness, emotional instability, expediency, being opinionated,

Springs-Pueblo and KOAA-TV Pueblo, both Colorado, had asked the FCC to hold a hearing on permitting CATV in the area. This was denied by the commission last spring, even after the stations submitted a lengthy research study to bolster their contention that a cable operation in the market would result in adverse economic impact on the stations (BROADCASTING, April 15). The CATV operation is a joint undertaking of Bill Daniels, Denver CATV broker and management consultant, and Vumore Corp., a subsidiary of RKO General Inc.

Of Negroes by Negroes

WNAC-TV Boston will start a 13-week series produced and presented by members of Boston's black community. The series will begin on July 21 under the title *Journey out of Africa*.

Officials said the idea grew out of meetings with Negro leaders and that William M. McCormick, vice president and general manager of the RKO General station, agreed to underwrite it and a subsequent special at a cost of about \$45,000. It will be produced in color, tracing the history of the black man from Africa to present-day America, and will be presented Sundays at 10:30-11 a.m. with repeats Thursdays at 6:25 a.m. as part of the station's daily educational series.

House bill aims at FCC violence probe

The controversy surrounding TV violence entered a new phase last week when 52 House of Representatives' members introduced a joint resolution that called for full-scale FCC investigation of TV programming.

The chief sponsor, Representative John M. Murphy (D-N. Y.), branded the increasing incidence of violence in America "truly a critical problem," but expressed even greater alarm over what he regards as growing acceptance of this trend—"not acceptance in the sense of approval, but in the sense of being blunted or immune to its often tragic consequences." The resolution (H.J. Res. 1379 et seq.) calls for a 30-month study by the FCC, beginning on the date of enactment, to produce data on "the extent of the display of violence on television, the effect that display has on the attitudes and behavior of the viewing audience, and the remedies available both from within industry and from public sources."

It's unlikely that action can be taken on the bill so late in the congressional year, according to House Commerce Committee Chairman Harley O. Staggers (D-W. Va.). He said, however, that the FCC can and should proceed

on its own with such an investigation.

Mr. Staggers also said he intends to comment—perhaps this week—on TV network statements concerning proposed re-evaluation and possible alteration of policies governing the depiction of violence.

Of the 52 cosponsors, five are members of the House Commerce Committee, to which the resolution will be referred: Representatives Murphy, Richard L. Ottinger (D-N. Y.), Peter N. Kyros (D-Me.), J. J. Pickle (D-Tex.) and Brock Adams (D-Wash.).

FCC refuses charge of black militants

The FCC has told a group of black militants that its protest against the programming of three St. Louis stations was much too general in its claims and lacked any specific charge that would merit investigation.

A primer on the commission's fairness doctrine was sent to the protesting groups, however, to explain the FCC rules and filing procedures in such matters. The St. Louis-area stations mentioned in the complaint were KATZ, KADI (FM) and KXLW.

A coalition of St. Louis Negro groups called the Black Nationalist Movement had wired the FCC June 27 asking for

artless and careless of protocol.

Dr. Perrow, an ordained Presbyterian minister, surveyed 206 married adults in the Los Angeles area for his doctoral dissertation. The respondents kept a TV viewing diary for three nonconsecutive weeks, completed a role-preference questionnaire and completed two 16 personality-factor questionnaires.

Other findings of the research include:

- Viewers who differ in their liking or disliking of a particular role will tend to differ in their respective personality characteristics.

- There was some correlation between age of the viewers and age of the television character: young adults composed the largest segment of Dick Van Dyke viewers.

- There also was some correlation between the intelligence level of the viewer and that perceived for the television role: the better-educated the viewers were, the higher they rated Perry Mason.

investigation of the stations. The telegram charged the stations with failure to properly serve the black community, a charge denied by the stations (BROADCASTING, July 1).

KATZ, the same week the protest telegram was sent to the FCC, had reported intimidation of sponsors after it turned down a list of BNM demands for considerable program time. George Lasker, KATZ manager, said last week the situation was quiet. Mr. Lasker earlier said he had offered time on regular discussion programs to the black nationalists on the same basis as other groups, but the radio station's offer had been refused.

Charles Koen, a BNM leader and coordinator of the Black Economic Union of the Midwest Leaders said Wednesday (July 3) the radio protest project was quiet because he and his organizers had been subjected to what he claimed was police harassment over charges of disturbing the peace. Several were jailed earlier in the week, he said.

Mr. Koen said local black disk jockeys were being invited to a meeting Friday (July 5) to ask their cooperation. A representative of the National Association of Television and Radio Announcers met with him Tuesday, he said, and the BNM is asking NATRA for support. Officers of NATRA, however, which has a large Negro membership, could not be reached for comment.

BROADCASTING, July 8, 1968

Mansfield submits election reforms

Senate Majority Leader Mike Mansfield (D-Mont.) has proposed constitutional amendments reforming the presidential nomination and election systems. And in the process he urged again that the Senate consider ways to make candidates confine their personal appearances to TV (BROADCASTING, June 17).

Measures introduced by Senator Mansfield with risk-reducing factors for candidates included one constitutional amendment that would establish a uniform national presidential primary, thus permitting more compact and consolidated primary campaigns, and another amendment providing for a single, six-year term for the President and Vice President. The amendment would also provide for a run-off election if no presidential candidate received a majority of votes for his party's nomination. Vice-presidential candidates would be nominated by the party.

Senator Mansfield's amendment would also abolish the electoral college, and Presidents and Vice Presidents would be elected by a plurality of 40% of the popular vote. If none had a 40% plurality, a runoff election would be held. Under the plan, elections could not be thrown into the House of Representatives for decision, as present law provides.

NBC asking a question

An NBC News series of four live, one-hour conversations, *What's Happening to America?* are scheduled on NBC-TV July 12, 19, 26 and Aug. 16 (10-11 p.m. EDT). Edwin Newman, NBC News correspondent, will participate in all four conversations, featuring

New York Mayor John V. Lindsay; Frank Mankiewicz, former news secretary to the late Senator Robert F. Kennedy; and Harry Edwards, former associate professor of sociology, San Jose State College and head of the Olympic Project for Human Rights.

'Of Black America'

wins across the board

Rating, share and accolades were all high last week for the first of what will be the seven-part *Of Black America* series on CBS-TV this summer. The episode on July 2 (Tuesday), 10-11 p.m. EDT, scored a 17.4 rating and 40 share for CBS, according to national Arbitrons. CBS research said the Arbitron rating represented 22-million people seeing all or part of the hour.

A spokesman for the network reported the CBS News-produced program stirred "several hundred calls, and these ran two-to-one in favor of the program's stance." The episode was telecast on a 165-station lineup, which CBS said was five outlets more than usually carry its Tuesday-night news hour. There were no "defections" by outlets in the South, network spokesmen said.

The CBS rating compared to NBC's 16 rating, 36 share for a movie starring Gregory Peck ("Captain Newman") and a 7.8 rating, 18 share for ABC's *Invaders*. Network officials said the show's rating increased from the first half of the hour (15.7 rating, 35.0 share) to the second (19.0 rating, 45.0 share), considered an unusual movement for a TV documentary competing against entertainment shows.

Xerox sponsored the program. There were no commercial interruptions in the hour.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

Convention to leave Chicago

Pressures for shift of Democrats' meeting mount as phone strike continues

The chances were growing last week that the Democratic National Committee may give up its Chicago convention plans and go elsewhere, possibly Miami, site of the Republican meeting, because of a two-month-old telephone strike.



Mr. Criswell

John Criswell, treasurer of the Democratic National Committee and the man in charge of the national convention, was quoted on a CBS-TV News program Wednesday evening (July 3) as saying if a move proved necessary they would have to consider other possible sites, including Houston and San Francisco as well as

Miami Beach. Until then, other principals had denied even this possibility, and said Chicago plans were set.

James W. Cook, president of Illinois Bell Telephone Co., last week said today (July 8) is the last day installation can begin at Chicago's International Amphitheater if the full request for television, radio and press facilities can be provided. Each day thereafter, he said, means broadcasters probably would get fewer facilities than ordered.

Deadline Approaches — Mr. Cook also warned that about mid-July is the deadline for any decision to move the convention to another city (except Miami) if adequate coverage facilities are to be provided.

The Chicago phone stalemate involves the International Brotherhood of Electrical Workers. Other craft unions are expected to walk out if phone company supervisory people attempt the installation in Chicago.

Democratic convention committee spokesmen in Chicago last week up until the time of Mr. Criswell's report held to the status quo position. They pointed out color-TV lights and extra air conditioning already were being installed at the stock yards' hall and they were confident "everything will be worked out." They also attached significance to the contract with Chicago to provide resources for the convention.

Chicago Mayor Richard J. Daley attempted to mediate the phone strike

without success over the June 30 weekend. Wednesday he made a surprise flight to Miami and reportedly was to continue later to Houston. Reached in Miami by a radio reporter, Mayor Daley described the trip as personal.

Reviving Styles? — The Chicago mayor assured his inquirer that the convention would remain in his city even if it had to revert to an "old fashioned convention in which the delegates will have something to say instead of the electronic motivation." He claimed reports of a site switch were "fabrication."

Reports that the networks had been pressuring for a move of the site were denied by network officials in New York. They said they knew of no such proposals although they agreed the situation is becoming critical.

A spokesman for the Democratic National Committee in Chicago told BROADCASTING late Wednesday (July 3) that work was going forward "full speed" and that preparations were to continue Friday, after the July 4 holiday.

He added that reports were incorrect that "a point of no return" was fast approaching for the Democrats in Chicago—perhaps as early as this Tuesday (July 9). What the Democrats face, he explained, is a series of options and alternatives of less-than-optimism, but still workable, service as the strike continued.

Larry Spangler: syndication salesman on the move

Spangler Television Inc., New York, organized on Jan. 1 as a TV distribution firm, is expanding into the area of co-production and already is involved in two entertainment specials, including one that has been bought in 85 Midwest markets.

Larry G. Spangler, president, said he began with distribution rights to two series—*Ed Allen Time*, 250 half-hours of exercise programming, and *Car and Track*, 39 color half-hours of auto racing. As a new syndicator, he said, he was "besieged" with programming ideas and the first one he accepted was to distribute a one-hour tribute to Maurice Chevalier on his 80th birthday. The special is being produced in France and two networks are reported to be bidding for it.

The company's most ambitious effort is the co-production, with producer Larry Jacobson, of *Adventure a la Carte*, a one-hour special with Don Ameche as host. The show, which will be sponsored in 85 Midwest markets by Shurefine-Central Corp., Northlake, Ill. (CLOSED CIR-



CUIT, June 17), will be a tour of European restaurants and food markets designed to show housewives how they may prepare gourmet meals

economically.

"Out of this special hopefully will come a weekly half-hour which we will co-produce and distribute," Mr. Spangler said. "We have other co-production projects under consideration but as a relatively small company, I want to line up agency and advertiser support before I move."

Mr. Spangler is the sole full-time salesman for the company, but he has sales representatives in various parts of the country and John Pepper, vice president in charge of administration for Spangler Television, also assists in making calls. One time-saving device that Mr. Spangler has used since February is a portable telephone called PET (Portable Executive Telephone), marketed by Portatronic Systems Inc., New York (see photo).

"It's useful for any salesman or executive who is on the run," said Mr. Spangler. "I can make and receive calls virtually anywhere. I save anywhere from two to three hours a day and for a small syndicator, time is of the essence."

Reading series set for 100 cities

A six-week television series designed to improve reading speed, comprehension and retention will be shown this summer in over 100 cities.

The program was produced by Debbie Bates of WOBH(TV) Boston, a noncommercial outlet, under the sponsorship of the Manpower Education Institute in New York. Jack Sumroy of WNBC-TV New York was the consultant producer. Melvin Howards of Northeastern University's

Reading Institute conducts the lessons in reading concepts.

The series is being distributed through the institute at no cost, according to executive director James J. McFadden. Among those stations carrying the program will be the five Westinghouse Broadcasting Co. TV stations; WNBC-TV, WGBH and noncommercial outlets in Miami and Tampa, Fla. Other stations making up the list in the 100-plus cities are commercial.

Humphrey sidesteps McCarthy debate

Vice President Hubert H. Humphrey last week said he would refuse a pre-convention TV debate with Senator Eugene J. McCarthy (D-Minn.), rival candidate for the Democratic presidential nomination.

The Vice President had been challenged to debate by Senator McCarthy on Sunday (June 30) and responded to a question on his acceptance after a speech at the Cleveland City Club Tuesday (July 2). Mr. Humphrey said he would rather save his ammunition for Richard Nixon, after the conventions.

Program notes . . .

Sea venture ■ Bill Burrud Productions, Hollywood, and Marineland of the Pacific, a Southern California tourist attraction, will jointly produce *The Challenging Sea*, a series about aquatic activities. The series is scheduled to be shown first on KCOP(TV) Los Angeles in September and will then be syndicated in domestic and foreign markets. Bill Burrud Productions currently produces *Animal Kingdom* for NBC-TV and also produces and syndicates seven travel-adventure series.

TV movie for ABC ■ Greenway Productions, headed by William Dozier, and Forest Park Productions, headed by Stan Shpetner, have entered into a co-production deal with Universal City Studios to develop a feature film for initial showing on ABC-TV. The projected movie will be based on an original story, "Until Proven Guilty." Mr. Shpetner will produce the feature, with Mr. Dozier serving as executive producer. Production is expected to start in the fall.

Up and away special ■ Jim Webb, 21-year-old writer of hit songs "Up, Up and Away" and "By the Time I Get to Phoenix," will be the star of a one-

hour color special to be produced by actor-producer Mel Ferrer for Universal Television. The format for *Up, Up and Away with Jim Webb and His Friends*, calls for the songwriter to fly across country in a balloon to meet a variety of singers who will perform his songs. The special is to be filmed entirely on location with Big Sur, Calif., and Mr. Webb's native state of Oklahoma included. Production starts in August for a projected network showing in the fall.

Gold facts ■ Gotham Recording Corp., New York, is producing *Retrospect*, a series of four 15-minute radio programs dramatizing little known historical facts about gold. Betty White, radio-TV personality, is narrator of the series, produced for the Gold-Filled Manufacturers Association.

Special available ■ King Screen Productions, Seattle, has made available *Have You Heard of the San Francisco Mime Troupe?* for television syndication as a one-hour special. The program looks at a spirited and troubled troupe with a sense of humor.

New roles ■ Darlene Cotton and Lincoln Kilpatrick have been signed to play a Negro married couple whose story will become part of *Love of Life*, a daytime serial on CBS-TV. The serial is seen weekdays, 12-12:25 p.m. EDT.

Beauty pageant ■ WBEN-TV Buffalo, N. Y., will originate a 90-minute live colorcast of the Miss New York State Pageant July 12, for a nine-station statewide network. Others carrying are, WOKR(TV) Rochester, WWNV-TV Carthage-Watertown, WKTV(TV) Utica, WSYR-TV Syracuse, WNBC-TV Binghamton, WAST(TV) Albany, WPTZ(TV) Plattsburgh and WNEU-TV New York.

Writers earnings. ■ In the last 10 years the membership of the Writers Guild of America has earned \$276,847,575.10. Last year the motion picture and TV writers who make up the membership of the guild had gross income of about \$38.3 million. The figures are con-

MEMO TO OUR FRIENDS

FROM

Blair Walliser
and
Olin Tice

We are grateful to those of you whom we have known through the years and to the new friends who responded to the recent announcement of our entry into the Custom Radio-TV Brokerage field. Our sincere thanks.

We are already involved in negotiations for the sale of several excellent properties.

Our service offers a solid background of experience (30 years apiece) as operators and consultants in the communications field. We are prepared to assist you in acquisitions, sale of properties and financing.

Here are two excellent facilities for immediate purchase:

AM Radio Station within 25 miles of New York City—Needs new management — tremendous potential — priced at \$240,000 cash. This is a rare opportunity to obtain a N.Y.C. area facility.

Well established VHF Television in Mid-west City of over 100,000 population—grossing nearly one-million dollars — priced at \$3,200,000. This is an excellent buy on today's market.

QUALIFIED BUYERS — contact

Walliser-Tice, Inc.

TELEVISION RADIO CATV MEDIA

*2945 Time Life Building
New York, N.Y. 10020*

212 - CI 5-2870

10-station network set for beauty contest

Eight Indiana stations and WLKY-TV Louisville, Ky., will carry a 90-minute special on the Miss Indiana Beauty Pageant on July 20. The production, originating in Michigan City, Ind., is being handled by National Teleproductions Corp., Indianapolis.

Marathon Oil, Burger Chef Systems and Texize Chemicals are spon-

soring it on a 10-station network.

The stations are: WLWI(TV) Indianapolis, WLBC-TV Muncie, WSBT-TV South Bend, WANE-TV Fort Wayne, WLFI-TV Lafayette, WTWO-TV Terre Haute, WFIE(TV) Evansville, WTAF(TV) Marion, all Indiana, and WLKY-TV. WCIU-TV Chicago will show the program the following evening.

tained in a financial report to the membership by Michael Blankfort, president of the Writers Guild of America, West. Results for the year ended April 30 show television writers earning \$23,483,600, while movie writers had gross income of \$14,868,000. Writers' income from movies sold to television increased \$200,000 last year, now totaling \$741,653. Television residuals increased 62% to \$4,302,759.

NBC News encore ■ *The American Alcoholic* will be repeated on Aug. 23 (10-11 p.m. NYT). The NBC News special was originally presented April 12. The program, narrated by James

Advertisement

"You took the words right out of my mouth"

In the communications industry, this quote doesn't necessarily mean agreement. Quite the contrary, some crackpot could haul you into court for piracy or plagiarism based on just such a charge. And, if it isn't that, it could be a charge of libel, slander, invasion of privacy or a copyright violation. What can you do about it? Consider an Employers Special Excess Insurance Policy. Just decide on the amount you can afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. B, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

Daly, examines the middle-class alcoholic personality and the social implications of his alcoholism.

For those who missed it ■ The Eastern Educational Network will broadcast ABC News's four-hour documentary, *Africa*, on a 25-station interconnected network next fall. *Africa* will be shown in two-hour segments Sept. 18-19, 8-10 p.m. EEN leased the program from ABC for what was termed "a very modest sum." *Africa* was first broadcast on ABC-TV Sept. 10, 1967, 7-11 p.m.

WBC at Wimbledon ■ Westinghouse Broadcasting Co. hired former tennis star Gussie Moran to cover the Wimbledon tennis matches, now being held in England, for broadcast on WBC's radio stations: WBZ Boston; WINS New York; KYW Philadelphia; KDKA Pittsburgh; WOWO Fort Wayne, Ind.; WIND Chicago, and KFWB Los Angeles.

Wasilewski answers HHH on riot news

Vincent T. Wasilewski, National Association of Broadcasters president, has offered audiences an oft-stated theme in recent weeks—broadcasters showed "civic responsibility" in covering urban disturbances. Now he's addressed it to an audience of one—Vice President Hubert H. Humphrey.

Mr. Wasilewski's defense of broadcasters' performance came in a letter to the Vice President. It was prompted by an article in *Look* magazine (BROADCASTING, July 1), which "particularly disturbed" Mr. Wasilewski. Mr. Humphrey was quoted as saying that "TV in particular has spread the message of rioting and looting," and that was disturbing. Mr. Wasilewski said, because of its "implication that television was irresponsible" in reporting riot news.

Mr. Wasilewski noted the comments of others who had praised radio-TV coverage, among them the President's National Advisory Commission on Civil

Disorders and a poll of city and police officials in 20 cities conducted by UPI. "We think a responsible and courageous job was done," he said.

But he acknowledged that some mistakes occurred: "In many cases these were the first riots ever covered by the broadcasting station. . . . No textbook on riot coverage was available. Station news people were making decisions based on incomplete and sometimes fragmentary information. It was difficult to maintain the delicate balance between trying to report the truth while satisfying the constraints which responsibility imposes."

And he concluded: "You have long been a sympathetic and knowledgeable friend of broadcasting. We want to conduct ourselves so as to merit your continued high regard."

Journalism project for Negro youths

The Ford Foundation has allotted \$2,500 for an eight-week summer course called *Newsroom: A Jump into Journalism for Black Youth*, a series of lectures for 18 Negro youths 18-21 years old, on broadcast and print journalism.

The program will be conducted concurrently with Columbia University Graduate School of Journalism's \$122,000 summer training program for minority group members, which is also financed by Ford (BROADCASTING, June 24).

Columbia has donated classroom space for the project, which will be conducted from July 8 to Aug. 30, three mornings a week.

The course was conceived by Howard Weinberg, news writer-producer for WABC-TV New York, and Patrick O'Keefe of the AP, both graduates of the Columbia journalism school. Mr. Weinberg will direct the program.

Among the guest lecturers are Howard Cosell of ABC, and Russell Baker of *The New York Times*.

WCBS-TV plans Negro series

Negro history and culture are the topics to be explored in a 108 half-hour educational series that will be broadcast by WCBS-TV New York starting this fall. The 18-week, noncredit course is titled *The Americans from Africa—A Survey of Their History* and will be shown Monday through Saturday in the early morning hours. Ned Cramer will supervise production for WCBS-TV. Negro heritage will be examined in the series by educators, writers, artists, actors and musicians.

Beating the heat in New York's ghetto

WABC New York, the 7-Up Bottling Co. (for Royal Crown Cola) and the New York Police Athletic League have joined forces to make the summer a little more liveable for ghetto youngsters in areas like Spanish Harlem, Brownsville and Bedford Stuyvesant.

PAL has 100 streets blocked off during the summer and they are turned into a form of day camp, complete with games and counselors. Starting July 11 and running for six weeks, WABC and 7-Up will hold amateur talent contests twice a week on 12 of the "play streets." The station and sponsor will pay the salary of three teen-age PAL members who will find the talent in the areas and will award \$25 savings bonds to each nightly winner (up to six bonds in the case of group winners).

In addition WABC will record all the acts and play the winning act on the air the night it wins. The station is providing disk jockey Chuck Leonard to act as MC at all the talent hunts and is also providing a sound truck. 7-Up is offering refreshments.

Culmination of the summer program

will come on Aug. 25 when all the winners will show their stuff in the Singer Bowl on what WABC has dubbed Recognition Day.

NYU to grant prize in honor of Dr. King

A Martin Luther King Jr. prize will be offered yearly at the Institute of Film and Television of New York University's School of the Arts, starting in the 1968-69 academic year.

A fund for the prize was initiated by a \$5,000 contribution from Robert Saudek, former TV producer who is director of the institute. The annual yield of the fund will go toward the production by students of TV or films that, in the faculty's judgment, best reflect the work of Dr. King.

Dr. Robert W. Corrigan, former dean of the School of the Arts, has pledged \$1,000 to the fund. The university said contributions in checks (tax deductible) should be made payable to New York University, with the notation "Martin Luther King Jr. Prize," and sent to the office of the treasurer, New York University, Washington Square, New York, N. Y. 10003.

Drumbeats . . .

Young ID's ■ Two dozen entries in the Children's Art Awards competition sponsored by WCBS-TV New York have been selected for use as station identification slides, beginning in about a month. The winners were chosen from over 5,000 entries.

Newsfilm award ■ WKY-TV Oklahoma City has been named national news-film station of the year by the National Press Photographers Association. The award was presented at the national NPPA convention June 27 in Louisville, Ky., for "high quality film work on a variety of assignments." Among the news stories entered by WKY-TV in the competition were coverage of a tornado, an open-housing debate before the city council, and an open-air art festival.

Basketball in July ■ WAYS Charlotte, N. C., is sponsoring free basketball clinics for young people this summer, in cooperation with the community relations division of the Charlotte police department. Charlie Scott of the University of North Carolina and U. S. Olympic basketball teams will conduct the sessions at 40 different locations in

RESERVE SPACE TODAY!

Broadcasting 1969 Yearbook

IF IT CONCERNS TELEVISION OR RADIO YOU'LL FIND IT HERE!

Designed for your specialized "must know" references, the 1969 BROADCASTING Yearbook is the most complete encyclopedia-type book ever published for the business of TV/radio broadcasting and the associated arts and services. It includes 51 separate directories of basic economic, technical and business facts, indispensable to all working in or contacting the business of broadcasting.

Five Reference Works in One Handy, Thumb-Indexed Volume:

Facilities of Television: Station profiles; call letters; channels; allocations; applications pending; group and newspaper/magazine ownership, station sales, plus CATV listings and data.

Facilities of AM/FM Radio: Station directory includes executive personnel, specialty programs, call letters,

frequencies; campus-limited stations; Canada, Mexico-Caribbean stations.

Program Services/NAB Codes: TV and radio codes; program producers, distributors, production services; news services; talent agents; foreign language, C&W, Negro programming by call letters; broadcast audience data

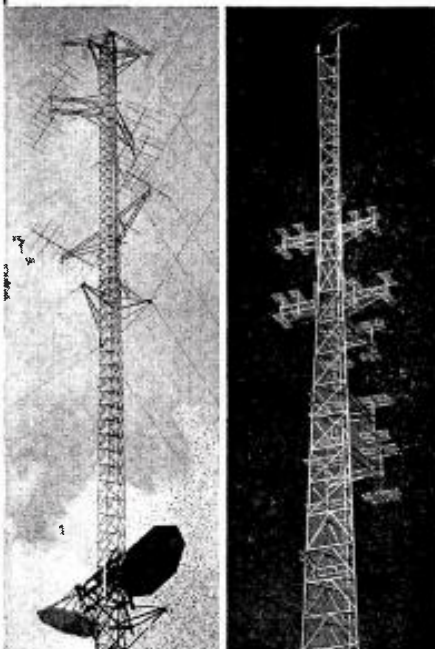
Broadcast Equipment/FCC Rules: Product Guide; manufacturers and services — who makes it, where to buy it. Station/set figures.

Representatives, Networks, Top Advertisers/Agencies: directories including national, regional and state associations; government; books and reference works; schools; subject matter index to leading news events reported in weekly issues of BROADCASTING.

20,000 CIRCULATION • REGULAR RATES • DEADLINE, OCT. 1

Broadcasting, 1735 DeSales Street, N.W., Washington, D.C. 20036

CHOICE TOWERS FOR CATV



G4 500' symbol of Rigidity

SS 300' Unguyed Space Saver

- Guyed or Self Supporting Types
- Computer Designed
- Heavy Loading Capability
- Minimum Maintenance

Just let us know your requirements



Stainless, inc.

NORTH WALES • PENNA 19454
IN CANADA Walcon, Limited, Toronto Ontario

Charlotte, with emphasis on low-income neighborhoods. Accompanying Mr. Scott will be ways sports director Jim Beatty, former Olympic trackman.

Commercials for lunch ■ The Tin Lizzie Restaurant, 140 West 51st Street, New York, has been showing top television commercials on a large movie screen every Tuesday during lunch. Ad agencies and several commercial production houses are scheduled to show their best work. Negotiations are also underway with the American TV Commercials Festival to show former award-winning commercials.

Catholics honor Lee

For "his dedicated commitment to the expanded use of radio and television as instruments of entertainment, enlightenment and education," the Catholic Apostolate of Mass Media last week presented its 1968 Award of Merit to FCC Commissioner Robert E. Lee. The award, which noted also that Commissioner Lee has expressed "deep religious conviction with characteristic charity and ecumenical spirit" was presented at the annual Mass and Communion Breakfast at Georgetown University, Washington, on June 30.

EQUIPMENT & ENGINEERING

NCTA gets look at latest CATV gear

IVC'S COLOR CAMERA PROVES TO BE HOT ITEM

CATV operators, attending the industry convention in Boston last week, expressed their interest in program origination in a big way. Color was the magnet in the exhibit hall that housed almost 75 equipment manufacturers and service firms—virtually a 20% increase in numbers over last year.

Scene of heaviest traffic was the International Video Corp. exhibit that featured three-vidicon color camera. The IVC-100 (BROADCASTING, June 17) weighs only 65 pounds, has an integral viewfinder, sync generator and encoder and permits the use of lenses normally available for 35mm single lens reflex photography. The camera is regularly equipped with an Auto-Nikkor f4.5, 50 to 300 zoom lens that provides an effective zoom range of 18.5mm to 111 mm.

The camera, with broadcast color standards, is priced at \$18,500.

IVC also showed its IVC-800 color video-tape recorder, using a one-inch tape operating at 6.9 inches per second. Features include a 90-second fast forward and rewind, stop motion, second audio or cue track. The recorder uses a pulse interval modulation system that provides 4.2 mc bandwidth for 400-lines resolution. It sells for \$4,700.

The Mountain View, Calif., firm reported two-day exhibit commitments of \$60,000 to \$90,000 in sales. A spokesman said that it had received high-interest inquiries from secondary-market commercial TV broadcasters and from ETV stations. The two-year-old equipment manufacturer is building a 150,000 square-foot headquarters building in Sunnyvale, Calif., with completion of the first phase, 60,000 square feet, expected before the end of the year.

Other manufacturers featured cam-

eras, but all were black and white. Telemation Inc. highlighted its new TMC-2100, one-inch vidicon camera built to broadcast standards, including a zoom lens and viewfinder that is used to display a waveform sampler. It sells for \$4,000. The camera is designed for single, field use or as part of a studio chain.

All in One ■ American Electronic Laboratories Inc. showed its Telemobile—a complete TV studio on wheels that included two vidicon TV cameras with zoom lenses; a one-half inch video-tape recorder; preview monitor; program monitor; waveform monitor plus assorted tripods, dollies, microphones, headsets and 16mm TV film projector.

Sony showed its portable Video Rover set, consisting of a vidicon camera and one-half inch battery-operated tape recorder, totaling 18 pounds in weight, priced at \$1,250.

Vikoa featured a new Japanese-made one-inch vidicon camera with viewfinder, using random sync and standard lens, priced at \$440. It also promoted its first film chain, consisting of its standard ST-1000, one-inch vidicon camera chained to a Graflex 16mm projector adjusted for TV use. The unit is priced at \$2,040. For trunk cables, Vikoa showed its new Futura amplifiers capable of being expanded from 12 channels to 21 channels in the same housing.

Packard Bell offered a complete small studio, at a price under \$9,000, consisting of a single viewfinder, one-inch vidicon camera and console. It also featured a larger studio setup, consisting of two cameras, dual consoles, monitors, generators, and associated equipment for under \$20,000.

Panasonic showed a one-inch vidicon camera, said to be compatible with all

Translators may solve Trade Center problem

Television translators, normally used to improve service in areas where terrain or distance make good reception impossible, may provide the answer to good reception in New York City during the construction of the 110-story, twin-tower World Trade Center building there.

The City of New York Municipal Broadcasting System, which operates WNYC-TV (ch. 31) New York, last week was given a special 90-day authorization by the FCC to test the feasibility of using translators during the period when construction is expected to cause interference to television reception. WNYC-TV will conduct tests on channel 77.

The commission said that if translators are employed by the New York stations to beat the interference

problem, it would mark the first time for translator use in the metropolitan area. Viewers would receive the signal on the UHF bands of their television sets.

FCC Inquiry ■ An inquiry into the problem last year under FCC Commissioner Robert E. Lee's supervision resulted in predictions that the rising construction would interfere with reception from signals transmitted from the Empire State Building tower for a period of eight months (BROADCASTING, Aug. 14, 1967).

Originally, it had been feared the interference period would cover two years. However, this was reduced as a result of an agreement on the part of the builders to rush construction of one of the two towers, so that the

transmitters could be transferred to it before the second tower is raised to cause interference.

Seymour N. Siegel, director of radio communications for New York City, said that engineering studies indicated that UHF service could be provided to most of the predicted interference areas through use of a single translator station for each television station. Nine stations operate transmitters atop the Empire State Building.

For test purposes, a spare WNYC-TV transmitter will be retuned to channel 77 and will transmit programs of WNYC-TV and other New York City stations. Field-intensity measurements will be made in conjunction with the broadcasts to determine the engineering coverage.

video-tape recorders, for \$300.

Sylvania featured two new cameras, one with 650 lines resolution, at \$1,175; the other with a 9-inch monitor/viewfinder, at \$1,800.

New Line ■ Jerrold Electronics showed for the first time a newly developed, push-pull, line-extender amplifier with 27-channel capacity, capable of amplifying the entire VHF spectrum from 50 mc to 260 mc. The amplifier was designed to suppress second-order beats and is reported to give better cross-modulation performance than previous line extenders.

It also introduced a new, all solid-state headend unit for FM programing,

in modular design that provides from one to 14 FM outputs from a single power supply, post amplifier. The company also showed new headend antennas for low-band VHF, UHF and for FM, consisting of log-periodic yagis for channels 2-6, providing a gain of 18.5 db; a broadband, log periodic, eight-foot parabolic dish for UHF, and single and dual-bay, broadband, omni-directional antennas for FM, with outputs matched to 75-ohm impedance.

Anaconda Electronics Co. displayed its 8800 series of CATV amplifiers including a new line extender amplifier that features 12 to 20-channel capability.

Technical topics . . .

Switching for laymen ■ Television switching is described with diagrams and photographs in a new eight-page brochure from Cohu Electronics Inc., San Diego. Brochure 6-493 explains the how and why of video and audio switching in semi-technical terms.

Compact recorder ■ Development of an 8¾ by 19-inch 10- and 20-track tape recorder/playback has been announced by Stancil-Hoffman Corp., Hollywood. The CRM-10 will record 10 separate tracks continuously for 25 hours using a seven-inch reel.

INTERNATIONAL

CBC to probe French news blackout

GROUP NAMED TO STUDY WALKOUT AFTER REPORTER IS SUSPENDED

A committee of journalists, producers and management has been set up to investigate a news blackout on the Canadian Broadcasting Corp.'s French network that stemmed from coverage of the riot during the St. Jean Baptiste day parade on June 24.

The blackout was ordered by CBC executives after the French network news staff refused to work election night (June 25). The newsmen had voted 84 to 6 in favor of the walkout following the removal of reporter Claude-Jean Devirieux from the election staff. Mr. Devirieux was suspended because CBC management objected to his description

of separatist-inspired riots during the annual Montreal parade (BROADCASTING, July 1).

News coverage on the French network (Radio-Canada) resumed Thursday night, June 27, with news broadcasts at 10 p.m. on the radio network and at 11 p.m. on the television network.

A CBC statement on the blackout said that Laurent Picard, CBC executive vice president, will appoint a committee of management, reporters and producers to evaluate "the circumstances of the programing of the evening of June 24 and its consequences"

and to examine the problems "connected with news and public-affairs programing.

"Given the creation of this committee," the statement said, "the corporation will suspend judgment on the disciplinary measures which it feels should be taken against the personnel responsible for the blackout of election-night coverage."

Jurisdictional Conflict ■ The French network's TV coverage of the St. Jean Baptiste parade was done by a special crew unrelated to the news department. The CBC statement affirmed the network's intention to integrate the French



Mr. Picard

network's special-programing section into its news service. The previous arrangement had led to tension and jurisdictional disputes between the two departments.

The CBC statement also reaffirmed management's "inalien-

able right to evaluate the professional performance of its staff" and maintained "the correctness of its decision to withdraw Claude-Jean Devirieux from his election-night assignment as a result of his report" on Radio-Canada's 11 p.m. television newscast June 24.

CBC management rejected "the claim of the journalists assigned to election-night coverage to the effect that Mr. Devirieux's withdrawal from that program gravely affected professional standards."

CBC French-language newsmen, in accepting the corporation's offer to probe the blackout controversy, said permanent ways should be found to avoid a further "crisis."

The night of June 24 the French network covered the parade on both radio and television. Nationalists and separat-

ists protested while Prime Minister Pierre Trudeau reviewed the parade, and fighting and violence occurred.

Following parade coverage, Mr. Devirieux gave a live, 90-second on-the-spot report on the rioting on the 11 p.m. TV news. In the broadcast Mr. Devirieux referred to police brutality in quelling the separatist-led demonstration. The CBC refused to allow Mr. Devirieux to appear on the planned election-night program on the ground his reporting of the riots lacked objectivity.

Union View ■ Earlier Michel Bourdon, leader of the reporters' union said the CBC had reported the parade but ignored the riots going on all around. He said that when Mr. Devirieux came on with a vivid description of the riots on the 11 p.m. news, television viewers found it hard to reconcile the reports with the live broadcast.

Mr. Bourdon indicated the riots had been well handled by radio, which gave a running description of events. He asked the CBC how it could "explain the fact that the St. Jean Baptiste parade on Monday night was good for the radio news service, but not good for the television news service?"

A movie was run in place of election coverage on the French network while regular election-night programs

were carried on the CBC's English-language network. For a time commentator Norman DePoe spoke French on the English network, explaining that many French-Canadians were listening to the English broadcasts due to the lack of French coverage.

Following the election-night dispute, OBC management ordered a total news blackout on the French network until the dispute could be settled. During the blackout, newsroom employees reported for work as usual and were paid, but no news was broadcast. Newsmen prepared news broadcasts which were never put on the air.

Television generation sees world differently

Telling it like it is in advertising today is a realistic approach brought about through the sophistication of a television generation, according to John O'Toole, creative director, Foote, Cone & Belding, Chicago.

In Australia last week to talk before the advertising executives of Melbourne, Mr. O'Toole noted that "the reality of the world we live in is perceived differently by these people than those of us who formed our early impressions of it through Hollywood movies and prewar magazines." FC&B's Melbourne office last week moved to 153 Latrobe St.

Mr. O'Toole said "20 years of television have affected how a visual message can be communicated to viewers. Many U.S. consumers have been living with the tube since the day they were born. They've seen and grown accustomed to more new visual techniques than were dreamed of before television took over film."

Abroad in brief . . .

Major expansion ■ Audio Devices Inc., New York, manufacturer of magnetic computers, instrumentation and audio tapes, and tape cartridges, has established four new sales offices in England, France, Germany, and Switzerland. Its magnetic tape plant in Annemasse, France, will go into full-scale production in early fall.

McDermott named ■ The appointment of Andy McDermott Ltd., Toronto, to represent NBC-owned television stations spot sales in Canada was announced last week. Stations covered by the agreement are WNBC-TV New York, WKYC-TV Cleveland, WRC-TV Washington, and KNBC(TV) Los Angeles.

BBC orders cameras ■ The British Broadcasting Corp. has purchased \$2.8 million of color cameras, supplementary lens packages and other equipment from EMI Electronics Ltd., London.

\$11,000,000

LIN Broadcasting Corporation

6¾% Subordinated Notes due June 30, 1973

with Warrants to Purchase 220,000 Shares of
LIN Broadcasting Corporation Common Stock.

*The undersigned negotiated the direct sale
of these Notes to institutional investors.*

Lehman Brothers C. E. Unterberg, Towbin Co.

July 3, 1968.

Filmways buys five specialty firms

Filmways Inc., New York television and motion-picture production, sales and distribution company, last week agreed to acquire International Poster Corp., United Bindery Inc., Artistic Reproductions Inc., Incentive Specialties Inc. and C. F. Enterprises Ltd. in an expanding diversification program.

Each company will be purchased for an undisclosed amount of Filmways common stock.

International Poster, Hollywood, Calif., creates and distributes surrealist and personality art posters. United Bindery, New York, specializes in binding paperbacks and magazines. Artistic Reproductions, Incentive Specialties and C. F. Enterprises, all New York, acquired in one transaction, are respectively a lithography and specialty printing company, an advertising specialties and premiums manufacturer, and the publisher of *Cosmetics Fair*, a trade publication.

Wometco's income up 6.3% for quarter

Wometco Enterprises Inc., a diversified company with broadcast holdings, reported a 6.3% rise in net income for the second quarter of its fiscal year, to \$1,006,054 from \$945,968 a year ago. Sales in the same 12-week period rose 13.8% to \$14,863,112 from \$13,060,189 in the similar 1967 period.

Sales in the half-year period reached a new high, Wometco said, up by the same 13.8%, while net income eked up by 1.8%.

Six months ended June 15:

	1968	1967
Earned per share*	\$0.54	\$0.58
Gross income	28,695,866	25,209,079
Net income before income taxes	3,681,992	3,426,059
Net income after taxes	1,981,992	1,946,059
Average shares outstanding	3,694,950	3,334,350

*After giving effect to three-for-two stock split in January and sale of 350,000 shares that added approximately \$7.5 million to working capital.

Financial notes . . .

▪ National General Corp., Beverly Hills, Calif., last week sold its Designed Facilities Corp. subsidiary to Kaiser Aluminum & Chemical Corp., itself a subsidiary of Kaiser Industries Corp., Oakland, Calif. Purchase price was \$12 million in cash. In addition, Kaiser assumed an \$11-million debt owed by the

acquired company. Designed Facilities, El Monte, Calif., manufactures modular building systems. National General is engaged in motion picture and television production, among diversified interests. Kaiser Industries has broadcasting and community antenna television operations.

▪ A more than \$1-billion company was formed last week bearing the name of a man who once controlled the largest single block of stock in ABC Inc. Shareholders of Hunt Foods & Industries Inc. approved the merger of the company with Canada Dry Corp. and McCall Corp. to form Norton Simon Inc. The new business entity, which accounts for total sales of more than \$1 billion, will be based initially in Fullerton, Calif., where Hunt Foods now makes its headquarters. Mr. Simon, the 61-year-old founder of Hunt Foods and a major shareholder in McCall and Canada Dry, does not plan to be active in the management of the company that bears his name. In 1965, Mr. Simon owned some 400,000 shares, or then nearly 9% of ABC.

▪ Corinthian Broadcasting Corp., New York, has announced a dividend of 7½ cents per share on common stock

to be paid July 31 to stockholders of record at the close of business July 17.

▪ John Blair & Co. has declared a dividend of 20 cents per share payable Aug. 15 to stockholders of record July 15.

▪ Outlet Co., Providence, R. I., diversified department store company with multiple broadcasting holdings, announced a regular quarterly dividend of 16¼ cents per common share and \$1.37½ per share on company's 5½% convertible preferred stock, both payable Aug. 1 to stockholders of record July 19.

▪ General Electric Co.'s visual communications department, Syracuse, N. Y., today (July 8) is increasing financing charges for company-financed conditional sales contracts from 4% to 4½% per year add-on.

Nielsen sales up, net down

A. C. Nielsen Co., Chicago, reports consolidated sales of \$59.4 million for quarter ending May 31, up 7.7% over the same period last year. Profit in the period, however, was \$4.27 million compared to \$4.55 million in 1967's first quarter.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

\$50,000,000



American Broadcasting Companies, Inc.

5% Convertible Subordinated Debentures
Due July 1, 1993

Convertible into Common Stock at \$65 per Share

The Company is offering to holders of its Common Stock Rights to subscribe for Debentures on the basis of \$100 principal amount of Debentures for each 10 shares of Common Stock held of record at the close of business on June 28, 1968. The Rights are evidenced by transferable Warrants and will expire at 3:30 P.M., Eastern Daylight Saving Time, on July 15, 1968, if not exercised on or before that date. During and after the subscription period, the Underwriters may offer Debentures pursuant to the terms and conditions set forth in the Prospectus.

Subscription Price 100%

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters, including the undersigned, as may lawfully offer the securities in such State.

Lehman Brothers

Blyth & Co., Inc.	Drexel Harriman Ripley <small>Incorporated</small>	Eastman Dillon, Union Securities & Co.
Glore Forgan, Wm. R. Staats Inc.	Goldman, Sachs & Co.	Halsey, Stuart & Co. Inc.
Hornblower & Weeks-Hemphill, Noyes	Kidder, Peabody & Co. <small>Incorporated</small>	Lazard Frères & Co.
Merrill Lynch, Pierce, Fenner & Smith <small>Incorporated</small>	Paine, Webber, Jackson & Curtis	
Salomon Brothers & Hutzler	Smith, Barney & Co. <small>Incorporated</small>	Stone & Webster Securities Corporation
Wertheim & Co.	Dean Witter & Co.	Bache & Co. <small>Incorporated</small>
		Paribas Corporation

July 2, 1968.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert Allrich, executive VP, Earle Ludgin & Co., Chicago, named president, succeeding agency founder Earle Ludgin who continues as board chairman. **Dean Lierle**, creative director, becomes executive VP.



Mr. Lowe

Henry W. Lowe, VP, advertising, Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., joins William Esty Co., New York, as senior VP and account supervisor.

Harry B. Carpenter, VP and acting chairman of plans board, Young & Rubicam, New York, is retiring after 39 years with agency. He joined Y&R's media department in 1929.

Paul Dezell and **Marion Howington**, associate creative directors, J. Walter Thompson Co., Chicago, elected VP's.

Bob Billingsley, manager, H-R Television, Los Angeles, elected VP.

Robert Cronenwett, account supervisor, Gumbinner-North Co., New York, elected VP.



Mr. Hayes



Mr. Gordon

James Hayes, television group head; **Alan F. Gordon**, executive producer; **Gerard Baumann**, personnel manager; all Benton & Bowles, New York, elected VP's.

Richard I. Adrian, account supervisor, Grey Advertising, New York, joins Daniel & Charles, that city, as VP and account supervisor.

John T. King II, VP, special projects, Metro Radio Sales division, Metromedia Inc., Boston, joins WHDH-TV, that

city, as sales manager.

Joseph Bankhead, in charge of production services library, Pepper & Tanner Inc., Memphis, named VP.

James R. Bostic, account executive, Campbell-Mithun Inc., Minneapolis, joins American Motors Corp., Detroit, as national advertising manager.

Charles Wendy Jr. with **Leo Burnett Co.**, Chicago, appointed associate creative director.

Van L. Rubenstein, account executive, RKO National Television Sales, New York, appointed general sales manager of WHCT(TV) Hartford, Conn., RKO General Broadcasting station.

E. Holland Low, account executive, WWLP(TV) Springfield, Mass., appointed national sales manager.

Roland McClure, sales manager, CBS Radio Spot Sales, Los Angeles, resigns to become a principal of Bryant Co., that city, real estate and land brokerage firm.

Gene McCormick, regional sales manager, Gralla Publications, Cleveland, joins WHK-FM there as sales director.

Joe Benforado, media consultant, joins Rollins Inc. (group owner), Atlanta, as director of sales promotion.

Anthony E. Bello, account executive, KSD-TV St. Louis, appointed to newly created position of local sales manager.

Elizabeth Bain, assistant VP, program services, CBS-TV New York, joins The Katz Agency, that city, as assistant director, audience development, succeeding **Ron Krueger** who resigns.

Richard R. Gamble, account executive, WOKR(TV) Rochester, N. Y., joins Rumrill-Hoyt Inc., that city, as media manager.

Tibor Hirsch, director of photography, Directions Visual Inc., New York, joins EUE/Screen Gems commercial and industrial division, that city, in similar position.

W. E. Wolaver, merchandise manager, WHIO-AM-FM-TV Dayton, Ohio, re-

tires after 17 years in that capacity.

Gil Faggen, former trade magazine editor, joins First National City Bank of New York, national division, as broadcast specialist.

Irv Lichtenstein, account executive, WTOP Washington, appointed to newly created position of business development manager.

MEDIA

George Duncan, general manager, WNEW-FM New York, elected VP.

John B. Tansey, general manager, WRVA-AM-FM Richmond, also elected VP. **Harold B. Barre**, sales manager and **Alden P. Aaroe**, program manager, both elected VP's.

William H. Haze, sales representative for *Life* magazine Los Angeles, named general manager, TV Power of North County, Oceanside, Calif., one of Foote, Cone & Belding's community antenna television properties.

George Geiger, general counsel for Selmur Productions Inc. Hollywood, appointed attorney in West Coast office of CBS law department.

Herbert C. Hoover, administrator, international business affairs and **Claude Bartel**, administrator, domestic business affairs, both NBC Enterprises, New York, both appointed managers.

Charles Drew, national sales manager, KLRA Little Rock, Ark., joins WGTV Charlotte, N. C., as general manager.

R. W. MacLeod, manager, KFYZ-AM-FM Bismarck, N. D., appointed director of standards and public affairs, Meyer Broadcasting Co. (group owner), that city.

Walter P. Sheppard, assistant operations manager, noncommercial WRVR (FM) New York, appointed general manager, succeeding **Jack D. Summerfield**, who resigns.

Mimi Hoffmeir, with NBC-TV, New York, elected chairman, board of trustees of educational foundation, American Women in Radio and Television, succeeding **Dr. Margaret Mary Kearney**, WCAU-TV Philadelphia. **Marjorie Gilchrist**, U. S. Treasury Department, savings bonds division, Washington, re-elected vice chairman. **Helen E. Zerkowitz**, WMVO-AM-FM Mount Vernon, Ohio, elected secretary and **Billi Haeblerle**, WCCO-AM-FM-TV Minneapolis, elected treasurer.

PROGRAMING

Larry Werner, with television program production division, Screen Gems, Hollywood, named VP. **Robert D. Lust**

Incumbents return to SRA offices

Frank Martin, John Blair & Co., New York, re-elected president, Station Representatives Association. Other officers re-elected: **Martin Nierman**, Edward Petry & Co., VP; **J. W. Knodel**, Avery-Knodel treasurer and **Adam Young**, Adam Young VTM, secretary, all New York.

Re-elected to board of directors: **Peggy Stone**, Stone Representatives

Inc., **Robert Eastman**, Robert E. Eastman & Co.; **Lloyd Griffin**, Peters, Griffin, Woodward and **Edward Shurick**, H-R Representatives and Television, all New York.

New members on board are **Walter Nilson**, The Katz Agency; **James Parsons**, Harrington, Righter & Parsons and **Alan Torbet**, Alan Torbet Associates, all New York.

NAB names 10 to committees

National Association of Broadcasters has appointed following:

Named to by-laws committee: **B. Floyd Farr**, KEEN San Jose, Calif., chairman; **Norman P. Bagwell**, WKY-TV Oklahoma City; **Ben A. Laird**, WDUZ Green Bay, Wis.; **Hamilton Shea**, Gilmore Broadcasting Group, Harrisonburg, Va., and **Jack S.**

Younts, WEEB Southern Pines, N. C. All are NAB board members.

Named to NAB-RAB liaison committee: NAB president **Vincent T. Wasilewski**; RAB president **Miles David**; **Richard D. Dudley**, WSAU Wausau, Wis.; **Harold R. Kreistein**, WMPS Memphis, and **Lester M. Smith**, KJR Seattle.

and **Fred Keshner**, accountants, Screen Gems Inc., New York, elected assistant controllers.

Art Stark, with Art Stark Productions Inc., named executive producer, *Treasure Isle* on ABC-TV, and VP, MacArthur Productions.

Kenneth R. Clark, program-production advisor, Radio Ethiopia (RTV International), joins National Association of Educational Broadcasters, Washington, as project director, "Program for the Disadvantaged."

Rudy Tellez, associate producer. *The Tonight Show* on NBC-TV, named producer.

NEWS

Austin Bealmear, chief, AP, Milwaukee, appointed chief, AP, Kansas City, Mo., succeeding **Frank G. Gorrie**, who is retiring, **Dion W. Henderson**, Milwaukee News Editor, succeeds Mr. Bealmear. **Benjamin A. Brown**, correspondent, AP, St. Louis, named chief of AP's bureau in Seattle. **Mercur G. Bailey**, general news desk supervisor of AP in New York, succeeds Mr. Brown.

Joseph L. Galloway, with UPI, Tokyo, appointed manager for Indonesia with headquarters in Djakarta. He succeeds **Richard I. Stone**. **Bill Reilly**, audio correspondent in Vietnam, returns to U. S. to manage UPI's Chicago audio news bureau, which is now on full-time basis.

Ted Kavanau, producer at WNEW-TV New York, appointed executive producer, Metromedia Television news, that city.

Armond Noble, formerly with KERO-TV Bakersfield, Calif. and WOOD-TV Grand Rapids, Mich., joins KBAK-TV Bakersfield as news director.

Warren W. Cereghino, news director, KVOR(TV) Stockton-Sacramento, Calif., joins KTVU(TV) Oakland-San Francisco as news assignment editor.

EQUIPMENT & ENGINEERING

G. Norman Penwell, former part owner and operator of CATV systems in Montana and most recently with

Illinois Institute of Technology Institute at Annapolis, Md., named engineering director of National Cable Television Association.



Mr. Manzo

E. J. Manzo, eastern regional sales manager, Cohu Electronics Inc., San Diego, joins Philips Broadcast Equipment Corp., Paramus, N. J., as manager, commercial video systems.

John M. Taff, engineering assistant to FCC Commissioner Lee Loevinger until latter's resignation June 30, joins staff of Commissioner Robert T. Bartley, in similar position.

Andrew Georgia, with Kearfott group, General Precision Systems Inc., Little Falls, N. J., appointed director of marketing and contracts, GPL division, General Precision Systems, Pleasantville, N. Y.

Craig H. Stevenson, consumer product manager, distributor sales division, Jerrold Electronics Corp., Philadelphia, appointed assistant manager, community operations division.

John A. Schroth, manager, quality control, gauging and control division, Clevite Corp., El Monte, Calif., appointed works manager. **Robert R. Randolph**, manufacturing manager of division, appointed sales manager.

Patrick R. J. Court, VP, research and development, International Telemeter Corp., Los Angeles, joins Manhattan Cable Television Inc., New York, as full-time consultant for engineering.

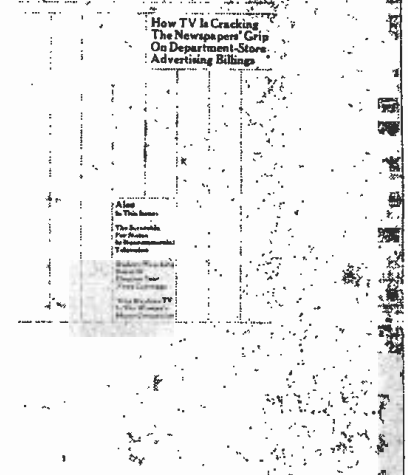
INTERNATIONAL

Bernard Ostry, who resigned in June as supervisor (talks and public affairs), for Canadian Broadcasting Corp., Ottawa, joins Canadian Radio-Television Commission, that city. Mr. Ostry will work for CRTC in general area of programming and has been given special supervisory responsibilities in fields of news and public affairs, political and controversial broadcasting and educational and religious broadcasting.

Giulio Ascarelli, Universal Pictures,

We get channels you can't get anywhere else.

TELEVISION



In July. How TV is cracking the newspaper monopoly in department-store advertising. A budget-wrecking burst of election-year news. What the housewife really thinks of daytime TV. The dispute over who's to run noncommercial TV and what it's to be. And more. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

Europe, appointed to newly created post of MCA divisional director of publicity and advertising, Universal Pictures, MCA Records and Leeds Music, in Europe and United Kingdom.

DEATHS

Eugene B. Smalley, 46, VP of Pepper & Tanner, Memphis, died following coronary attack June 15. Composer-lyricist had been with firm since 1962, earlier was with CBS Radio, Hollywood, his radio career began in 1946 at CKMO Vancouver, B. C.

Harold Kemp, 72, longtime NBC programing executive until his retirement in late 1964, died July 3 in his North Hollywood home following lengthy illness. He joined NBC's Radio Network in Late 1930's as head of artist bureau. In 1953, after three years as talent coordinator in New York, he transferred to Hollywood to supervise live night-time programing. He was named VP of live night-time programs in 1960. After his retirement he served as executive producer of *Dean Martin Show* in 1965-66 and at time of his

death was creative consultant for Schlatter-Friendly Productions, producer of NBC-TV's *Rowan and Martin's Laugh-In*. Mr. Kemp is survived by his wife, Sarah.

Millard W. Baldwin, 65, who set up videophone exhibit at New York World's Fair in 1939, died July 1 at his summer home in East Seago, Me. He lived in Glen Ridge, N. J. Mr. Baldwin retired last June after 43 years with Bell Telephone Laboratories, Murray Hill, N. J. He is survived by his wife, Lillian, and Daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 26 through July 2 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

FINAL ACTION

Durham, N.C., Triangle Telecasters, Inc.—Broadcast Bureau granted mod. of CP for new commercial TV station on ch. 28, to change ERP to 1080 kw vis., and 214 kw aur., change trans. location to 5.4 miles WSW of Chapel Hill, N.C., change type trans., make changes in ant. structure, and change ant. height to 1040 ft.; condition. Action June 28.

OTHER ACTION

Review board on June 26 in Fajardo, Puerto Rico. TV broadcast proceeding, Docs. 18048-49, denied appeal from presiding officer's adverse ruling filed April 25 by WSTE-TV Inc.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on June 26 in Brampton, Mich. (WFRV Inc.) TV proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer, scheduled prehearing

conference for August 9, and hearing for September 18 (Doc. 18221).

Hearing Examiner Thomas H. Donahue on June 26 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.) TV ch. 20 proceeding, upon motion by P. H. Inc., changed certain procedural dates, hearing date of August 6 remains unchanged (Docs. 17932-4).

Hearing Examiner Chester F. Naumowicz Jr. on July 1 in Patchogue, N. Y. (Long Island Video Inc., and Granik Broadcasting Co.) TV ch. 67 proceeding, upon request of Granik Broadcasting Co. and pending action on certain pleadings filed with review board which may obviate necessity for hearing, continued all procedural dates and hearing date of July 16, pending further order (Docs. 17889-90).

Hearing Examiner Chester F. Naumowicz Jr. on June 28 in Medford, Ore. (Liberty Television, a joint venture comprised of Liberty Television Inc., and Siskiyou Broadcasters Inc. and Medford Printing Co.) TV ch. 8 proceeding, continued hearing scheduled for July 1 to July 2 (Docs. 17681-2).

CALL LETTER ACTIONS

Theodore Granik, Washington. Granted WGSP-TV.

Romac Baton Rouge Corp., Baton Rouge. Granted WRBT(TV).

DESIGNATED FOR HEARING

FCC has designated for hearing application by WFRV Inc. for CP for new TV station to operate on ch. 3 at Brampton, Mich. Action June 19.

Existing TV stations

FINAL ACTIONS

WUSI-TV Olney, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 26. Action June 26.

WTIU(TV) Bloomington, Ind.—Broadcast Bureau granted CP to replace expired

CP for new station. Action June 28.

KMTC(TV) Springfield, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 392 kw vis., 78 kw aur., trans. location to R. R. Fordland. Studio location to 300 Cherry Street, Springfield, type trans., ant. structure, ant. height 1690 ft.; and mod. of CP to extend completion date to Jan. 1, 1969. Action July 1.

WNED-TV Buffalo, N. Y.—Broadcast Bureau granted CP to change to 955 kw vis., 191 kw aur., trans. location to 2065 Elmwood Avenue, Buffalo, change type trans., type ant., ant. structure, ant. height 720 ft.; condition. Action June 27.

WVPT(TV) Staunton, Va.—Broadcast Bureau granted mod. of CP to extend completion date to December 28. Action June 28.

KSPS-TV Spokane, Wash.—Broadcast Bureau granted CP to change ERP to 195 kw vis., 22.4 kw aur., add driver to visual trans. Action June 26.

Commission has granted applications of WOLO-TV Columbia, N.C. to increase ERP from 398 kw to 871 kw vis., and of WCCB-TV Charlotte, N. C. to decrease ERP from 589 kw to 298 kw vis., and ant. height from 1,130 ft. to 1,290 ft. WOLO-TV and WCCB-TV are commonly owned stations. Action June 26.

OTHER ACTIONS

FCC extended for three years authorization for RKO General Inc. to conduct trial subscription television operations over WHCT(TV) Hartford, Conn. Grant is subject to further action by FCC if commission terminates current proceedings on subscription TV rulemaking before conclusion of three-year RKO extension. Action June 27.

FCC recommended three-year license renewal for WLBT(TV) Jackson, Miss. Decision was passed by 5-2 vote with Commissioners Nicholas Johnson and Kenneth Cox dissenting. Action June 27.

FCC granted *WNYC-TV ch. 31 New York a 90-day special temporary authorization to conduct tests on ch. 77, designed to examine feasibility of using UHF translators to improve television reception in New York City area during World Trade Center construction period. Action July 2.

FCC denied request by Apple Valley Broadcasting Inc., permittee of UHF TV ch. 35 at Yakima, Wash. (Doc. 16925), for immediate reconsideration and withdrawal of commission's motion for remand in Cascade Broadcasting Co. v. FCC.

ACTION ON MOTION

Hearing Examiner Chester F. Naumowicz, Jr. on June 27 in Fajardo, P. R. (WSTE-TV Inc. [WSTE]) for extension of time within which to construct, and modification of CP for TV ch. 13, on examiner's own motion, scheduled further prehearing conference for July 3 (Docs. 18048-9).

New AM stations

APPLICATIONS

Honesdale, Pa.—Peter L. Pratt. Seeks 850 kc, 25 kw. P.O. address: W. Mount Airy Road, Groton, N. Y. 10519. Estimated construction cost \$8,750; first-year operating cost \$30,000. Revenue \$40,000. Principal: Peter L. Pratt, sole owner. Mr. Pratt is restaurateur. Ann. June 26.

Washington, Pa.—Di Le Lo Broadcasting Co. Seeks 1110 kc, 1 kw. P.O. address: 1737 DeSales St., N.W. Washington 20036. Estimated construction cost \$46,000; first-year operating cost \$40,000. Revenue \$44,000. Principals: Leo L. Shank, Lewis T. Wade and Richard C. Canter (each 33 1/3%). Mr. Shank is 33 1/3% owner of WWHI Braddock Heights,

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Md. Mr. Wade is salesman for WFMD-AM-FM Frederick, Md. Mr. Canter is employed by engineering department of WFMD-AM-FM. Ann. June 27.

FINAL ACTION

Mlnot, N. D.—KNOX Radio Inc. FCC granted 1430 kc, 5 kw-D. P.O. address: 1904 State Mill Road, Grand Forks, N. D. 58201. Estimated construction cost \$35,145; first-year operating cost \$45,000; revenue \$48,000. Principals: Justin D. Hoberg, president and Robert F. Hansen, vice president (each 20%), Alma Bannach (30%) et al. Mr. Bannach has farming interests. Messrs. Hoberg, Hansen and Bannach hold interests in KNOX Grand Forks, N. D. which is owned by applicant. Action June 26.

OTHER ACTIONS

- Review board on June 26 in Reno, Nev., AM broadcast proceeding, Docs. 16110 and 16115, granted motion for extension of time filed June 24 by WGN Continental Broadcasting Co., extended to July 12, time within which to file exceptions to initial decision.
- Review board on June 28 in Sallisaw, Okla., AM broadcast proceeding, Doc. 17918, granted to extent indicated and denied in all other respects petition for special relief filed May 15 by Broadcast Bureau.
- Review board on June 26 in Edna, Tex., AM broadcast proceeding, Docs. 16572-73, granted joint petition for late acceptance of reply pleadings filed April 30 by International Broadcasting Corp., Cosmopolitan Enterprises Inc. and H. H. Huntley.
- Review board on June 27 in Edna, Tex., AM broadcast proceeding, Docs. 16572-73, scheduled oral argument before a panel of the review board for 2:00 p.m., July 30, in Room 650, 1919 M Street, N. W., Washington.

ACTIONS ON MOTIONS

- Hearing Examiner Millard F. French on June 26 in Sallisaw, Okla. (Little Dixie Radio Inc.) AM proceeding, on examiner's own motion, scheduled further prehearing conference for July 8 (Doc. 17918).
- Hearing Examiner Isadore A. Honig on June 28 in Reno and Las Vegas (Circle L Inc. and Radio Nevada) AM proceeding, granted nunc pro tunc motion by WGN Continental Broadcasting Co. requesting corrections to transcript of record (Docs. 16110, 16115).
- Hearing Examiner David I. Kraushaar on June 21 in Grandview and Kansas City, both Missouri (H-B-K Enterprises and Broadcasting Inc.) AM proceeding, upon oral request by H-B-K Enterprises, rescheduled prehearing conference to July 17, and continued hearing to date to be determined at prehearing conference (Docs. 18183-4).
- Hearing Examiner Chester F. Naumowicz on June 19 in Springfield, Mo., Gilmer, Tex. and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co. and Giant Broadcasting Co. Inc.) AM proceeding, granted request by Babcom Inc., and continued hearing from July 15 to July 22 (Docs. 17921-3).

CALL LETTER APPLICATIONS

- Midland Valley Investment Co., Burnet-town, S.C. Requests WVAP.
- Fepin County Broadcasting Co., Durand, Wis. Requests WRDN.

CALL LETTER ACTION

- William B. Matthews, Jr., Blacksburg, Va. Granted WKEX.

Existing AM stations

FINAL ACTIONS

- WAAX Gadsden, Ala.—Broadcast Bureau granted mod. of CP to specify MEOV. Action June 25.
- KHOW Denver, Colo.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action June 25.
- WKWF Key West, Fla.—Broadcast Bureau granted mod. of license to change studio location to 430 Duval Street, 3rd Floor, La Concha Motor Inn, Key West. Action June 25.
- WSEB Sebring, Fla.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location to be operated on 1340 kc, 250 w, for auxiliary purposes only. Action June 25.
- WSOK Savannah, Ga.—Broadcast Bureau granted mod. of license covering change in name to WSOK Inc. Action June 25.
- KPUA Hilo, Hawaii—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action June 25.
- KLOE Goodland, Kan.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action June 25.
- KTOP Topeka, Kan.—Broadcast Bureau granted license covering use of former

main trans. for auxiliary purposes only. Action June 25.

WSAR Fall River, Mass.—Broadcast Bureau granted license covering installation of auxiliary trans. Action June 25.

KPRM Park Rapids, Minn.—Broadcast Bureau granted CP to increase ant. height; conditions. Action June 25.

WPAC Patchogue N. Y.—Broadcast Bureau granted CP to install an auxiliary trans. at main trans. location to be operated on 1580 kc, 250 w DA, for auxiliary purposes only. Action June 25.

KMCM McMinnville, Ore.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action June 25.

WBMJ San Juan, P. R.—Broadcast Bureau granted mod. of CP to decrease night power to 5 kw; conditions. Action June 27.

Commission has granted application by KEYE Perryton, Tex. to increase daytime power from 250 w to 1 kw with continued operation on 1400 kc, 250 w night. Action June 26.

Broadcast Bureau granted licenses covering changes in following stations: KSMA Santa Maria, Calif.; KPUA Hilo, Hawaii; KORT Grangeville, Ida.; WRKO Boston; WDBC Escanaba, Mich.; KJPW Waynesville, Mo.; KCTA Corpus Christi, Tex. Action June 25.

ACTIONS OF MOTIONS

Chief Hearing Examiner James D. Cunningham on June 26 in Prentiss, Miss. and Baton Rouge (Jeff Davis Broadcasting Service [WKPO] and Miss Lou Broadcasting Corp. [WYNK]) AM proceeding, designated Hearing Examiner Forest L. McClenning to serve as presiding officer, scheduled prehearing conference for August 8, and hearing for Oct. 8 (Docs. 18208-9).

Chief Hearing Examiner James D. Cunningham on June 26 in San Antonio, Tex. (The Walmac Co. [KMAC and KISS(FM)]) AM and FM renewal proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer, scheduled prehearing conference for Aug. 13, and hearing for Oct. 9. Prehearing conference will be held in Commission Offices, Washington; hearing will be held in San Antonio, Tex. at 10:00 a.m. (Docs. 18223-4).

Hearing Examiner Isadore A. Honig on June 24 in Mankato, Shakopee and Waseca, all Minnesota and River Falls, Wis. (Southern Minn. Supply Co. [KYSM], Progress Valley Broadcasters Inc. [KSM], Wisconsin Radio, Inc. and The Waseca-Owatonna Broadcasting Co.) AM proceeding, granted requests by Progress Valley Broadcasters, Inc. and Wisconsin Radio Inc., to extent that dismissal of application is sought, and dismissed, but with prejudice, their applications; and by separate action, granted motion by The Waseca-Owatonna Broadcasting Co. and extended date for exchange of exhibit on programing ("Suburban") issue from June 21 to June 24 (Docs. 18075-8; Docs. 18075 and 18078).

Hearing Examiner H. Gifford Irion on June 24 in Media, Pa. (Brandywine-Main Line Radio, Inc. [WXUR-AM-FM]) AM and FM renewal, ordered further hearing continued from June 24 to June 26 (Doc. 17141).

Hearing Examiner Jay A. Kyle on June 27 in Bowling Green, Ohio (WGMS Inc. [WGMS] and Ohio Radio Inc.) AM proceeding, granted request by WGMS Inc. and rescheduled hearing from Sept. 24 to Sept. 30 (Docs. 16290-1).

FINES

FCC assessed forfeiture of \$10,000 against KLWN Lawrence, Kan. for fraudulent billing practices, broadcast of advertisements for promotions that apparently constitute lotteries, and failure to file copy of contract with FCC covering services of David M. Allen as KLWN's chief engineer on part-time basis. Action June 6.

FCC has ordered KCLU-AM-FM Rolla, Mo. to pay forfeiture of \$100 each for failure to file station renewal applications on time. Action June 26.

FCC has ordered KHDN Hardin, Mont. to pay forfeiture of \$200 for failure to file station renewal application on time. Action June 26.

FCC has ordered WKYN and WFQM-FM, both San Juan, Puerto Rico, to pay total forfeiture of \$5,000 for violation of rules which involved rebroadcast of programs of Armed Forces Radio Service without proper authority. In same action WORA-FM Mayaguez, Puerto Rico was also assessed \$5,000 for same violations. Action June 28.

CALL LETTER APPLICATIONS

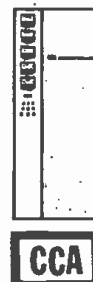
- KSBW, Thomas J. King Broadcasting Corp., Salinas, Calif. Requests KTOM.
- WWHG, Steuben County Broadcasters,

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



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

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



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

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 2, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
	Licensed	CP's			
Commercial AM	4,186 ¹	19	4,205 ¹	85	4,290 ¹
Commercial FM	1,812	41	1,853	239	2,092
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	32	149 ²	163	313 ²
Educational FM	336	11	347	31	378
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	27	82	29	111

STATION BOXSCORE

Compiled by FCC, May 31, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,180 ¹	1,808	614 ²	333	123
CP's on air (new stations)	15	30	41	10	33
Total on air	4,195 ¹	1,838	654 ²	343	156
CP's not on air (new stations)	86	242	177	34	30
Total authorized stations	4,281 ¹	2,080	832 ²	377	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three AM's operating with STA's, and one licensed UHF that is not on the air.

mated construction cost \$6,850; first-year operating cost \$10,520; revenue \$11,225. Principals: Robert S. Taylor, president-secretary (90%) and others. Mr. Taylor is also 90% owner of WALD Walterboro and 62.22% owner of WLOW Aiken, S. C. Action June 26.

OTHER ACTIONS

■ Review board on June 26 in Fresno, Calif., FM broadcast proceeding, Docs. 18202-03, granted petition for extension of time filed June 24 by International Radio Inc., extended to July 3, time within which to file responsive pleadings to petitions to enlarge issues filed by Radio KYNO Inc. and International Radio Inc.

■ The FCC on its own motion, has stayed until further order, effective date of review board decision on applications of Bill Garrett Broadcasting Corp., and Faulkner Radio Inc., for new FM stations at Slidell, La. Decision was to have become effective July 2. Action June 26.

■ Review board on June 28 in Burlington, Vt., FM broadcast proceeding, Docs. 18181-82, dismissed motion to adjust pleading schedule filed June 24 by Vermont New York Broadcasters, Inc.

CALL LETTER APPLICATION

■ James A. Chase, Angola, Ind. Requests WJCC(FM).

CALL LETTER ACTIONS

■ La-Terr Broadcasting Corp., Houma, La. Granted KHOM(FM).

■ Stout State University, Menomonie, Wis. Granted *WVSS(FM).

Existing FM stations

FINAL ACTIONS

KPGM(FM) Los Altos, Calif.—Broadcast Bureau granted mod. of license to relocate studio and remote control point to San Antonio Shopping Center, El Camino Real and San Antonio Road, Mountain View, Calif. Action June 28.

*WESU(FM) Middletown, Conn.—Broadcast Bureau granted CP to install new trans., new ant., and make changes in ant. system—ERP 1.9 kw, ant. height minus 48 ft. Action June 28.

■ WHMS(FM) Hialeah, Fla. — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 10. Action June 20.

KNDX(FM) Yakima, Wash. — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 7. Action June 26.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: KGUS(FM) Hot Springs, Ark. to Oct. 1; WXOS(FM) Plantation Key, Fla. to Jan. 2, 1969; WPDE-FM Paris, Ky. to Aug. 15; WALM-FM Marshall, Mich. to Oct. 8; KZYM-FM Cape Girardeau, Mo. to Sept. 2; KOWH-FM Omaha, Neb. to Oct. 1; KMOT-FM Minot, N. D. to Dec. 20. Action June 24.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: KARK-FM, Little Rock, Ark. to Jan. 2, 1969; WTLN-FM Apoka, Fla. to Sept. 14; condition; WLQP-FM Jesup, Ga. to Aug. 1; KDSN-FM Denison, Iowa to Aug. 12; WIBQ-FM Utica, N. Y. to Jan. 7, 1969; WCLW-FM Mansfield, Ohio to Dec. 27; KWAT-FM Watertown, S. D. to Sept. 17. Action June 26.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WTVV-FM Dothan, Ala. to Sept. 1; KFMM(FM) Tucson, Ariz. to Dec. 26; *KPCS(FM) Pasadena, Calif. to Dec. 27; WSTO(FM) Owensboro, Ky. to Dec. 1; WCTC-FM New Brunswick, New Jersey to Jan. 9, 1969; *WOUB-FM Athens, Ohio to Dec. 11; WJER-FM Dover, Ohio to Aug. 15; WVJP-FM Caguas, P. R. to Sept. 24; KIXI-FM Seattle, Wash. to Jan. 11, 1969; WCFW(FM) Chippewa Falls, Wis. to Aug. 15. Action June 28.

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue on June 27 in Lincoln, Neb. (Cornbelt Broadcasting Corp., KFMQ Inc. [KFMQ-FM]) FM proceeding, set certain procedural dates and hearing which was continued from July 29, will commence Oct. 14 (Docs. 17410, 18174).

CALL LETTER APPLICATIONS

■ WCBM-FM, The A. S. Abell Co., Baltimore, Requests WMAR-FM

■ WWHG-FM, Steuben County Broadcasters, Hornell, N. Y. Requests WHHO-FM.

CALL LETTER ACTIONS

■ WJVA-FM, Booth American Co., South

Continued on page 71

Hornell, N. Y. Requests WHHO.

CALL LETTER ACTIONS

■ WMLE, Susquehanna Broadcasting Co., Miami. Granted WQBA.

■ WMAX, Hill-Meadowcroft Inc., Grand Rapids, Mich. Granted WAFT.

■ WKDN, Roberts Broadcasting Co., Salt Lake City. Granted WTMR.

■ KTFO Accent Radio Corp., Seminole, Tex. Granted KIKZ.

DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing applications by Mace Broadcasting Co. and Herb Newcomb for new AM stations to operate in Globe, Ariz. on 1240 kc, with 250 watts, unlimited time. Action June 26.

New FM stations

APPLICATION

Glendale, Ariz.—E. S. H. Co. Seeks 92.3 mc, ch. 222, 28.75 kw. Ant height above average terrain 145 ft. P. O. address: Box 3267,

Scottsdale, Ariz. 85257. Estimated construction cost \$54,470; first-year operating cost \$50,000; revenue \$60,000. Principals: Applicant has 12 stockholders headed by Antony Evans, president (8.97%). Mr. Evans is 100% owner of music company. Ann. June 27.

FINAL ACTIONS

Elizabethtown, Ky.—Billy R. Evans and Keith L. Reising d/b as Hardin County Broadcasting Co. FCC granted 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 415 Eastern Parkway #9, Louisville, Ky. 40217. Estimated construction cost \$20,140; first-year operating cost \$30,522.28; revenue \$35,000. Principals: Mr. Reising owns and manages WKRX-FM Louisville, Ky.; is 8% owner of Valleyanna Cable TV Inc. (CATV), and is 50% owner of real estate company. Mr. Evans is announcer salesman for WXVW Jeffersonville, Ind. Action June 26.

Walterboro, S. C.—Walterboro Broadcasting Co. FCC granted 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 182 ft. P. O. address: Box 833 Walterboro 29488. Esti-

Please send

Broadcasting
THE BUSINESS SWEENEY OF TELEVISION AND RADIO

Name Position

Company

Business Address
 Home Address

City State Zip

BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

SUBSCRIBER SERVICE

- 1 year \$10
 2 years \$17
 3 years \$25
Canada Add \$2 Per Year
Foreign Add \$4 Per Year
 1968 Yearbook \$10.
January Publication
 Payment enclosed
 Bill me

7-8-68

Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFCEE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D. C. 20004
Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFCEE

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFCEE

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON, D. C. 20006
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C. 20004
Member AFCEE

Lohnes & Culver
Munsey Building District 7-8215
Washington, D. C. 20005
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20006
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

GUY C. HUTCHESON
817 Crestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D. C. 20006
Telephone: (202) 223-4664
Member AFCEE

KEAN, SKLON & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCEE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hitand 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
TWX 910-931-0514
DENVER, COLORADO
Member AFCEE

A. E. Towne Assoc., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

**PETE JOHNSON
& Associates**
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCEE

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D. C. 20005
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
Suite 71,
1150 Connecticut Ave., N.W.
Washington, D. C. 20036
Phone 202-223-1180
Member AFCEE

**ROSNER TELEVISION
SYSTEMS**
ENGINEERS
120 E. 56 St.
New York
N. Y. 10022
CONTRACTORS
29 South Mall
Plainview
N. Y. 11803

Serving The SOUTHEAST
FREDERICK A. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charleston, S. C. 29401
A/C 803 723-4775

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclade 4-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

FRANK A. ZOELLER
TELEVISION SYSTEMS
CONSULTANT
20 Years Experience
Box 366 • San Carlos, Cal. 94070
(415) 593-1751

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 533-1661

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
—among them, the decision-making
station owners and managers,
chief engineers and technicians—
applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

Mass.—become one of the top creative salesmen in the radio industry with an "idea" company that has changed management less than 3 mos. ago and increased sales volume over 200% since that time. Excellent salary, prove yourself in AM and take over as sales manager in FM with raise in pay. Top level company with training program. This is a rare opportunity and one that could completely change your life. Send resume and full info. Box G-121, BROADCASTING.

Stn-Sls Mgr. Excellent opportunity for ambitious, aggressive individual with successful sales background in medium or large market. Stock option will be made available to right man. Top-20 markets, attractive base plus percentage. Replies confidential. Send complete resume, including references to Box G-153, BROADCASTING.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial reward. Interested in announcers, newsmen, combination men, sales personnel and chief engineer. Send resume including salary requirements in strict confidence to Robert Moran, WBEL, Beloit, Wisconsin.

Sales manager wanted to take over as managing editor of weekly newspaper. Will teach good salesman newspaper business. \$600 to \$800 per month possible. It's up to the man. Needed immediately. Call collect ac 404-358-2334, after 5 p.m. 404-358-2298. Ask for Don Morton, Publisher.

Sales

Announcer-Salesman for radio. Present man, leaving after ten years to run own station, earning more than \$1,000 a month in small "medium" South Carolina market. Announce three hours, sign-on to 8:30 AM, sell balance of day; car allowance. Send details, audition tape, photo. Box G-24, BROADCASTING.

Grand Rapids newest AM station, WAFT, is looking for two aggressive young experienced radio salesmen who want to make money. Guarantee and commission, plus benefits. Send resume to Gar Meadowcroft, 355 Covell Road, N.W., Grand Rapids, Michigan 49504.

WFUN-Miami, Florida now accepting applications from young aggressive, top forty oriented salesmen. Salary plus commission (not a draw). Flagship of multi-station, Rounsaville radio group. Send resume to James Austin. Vice-President-Sales.

Wanted—sales manager, promotion minded, aggressive, to build and direct sales staff for day time country music station. Good opportunity for honest hard working mover. Write Carl Stuart, WHOL, Allentown, Pa. 18103.

Above average salary. Above average opportunity. Above average modern country station. Account list—commission. For an above average salesman willing to work it's worth calling. Homer Quann after 6 p.m. EDT. (703) 434-0031, WKCY, Harrisonburg, Virginia.

WNJR expanding sales force. Send selling letter and resume. Ethical training and supervision most rigid. Strict confidence. H. Haslett, Sales Manager Post Office Box 1258, Newark, New Jersey.

Sales—(cont'd)

Salesmen—good salary and commissions, fine account lists. Contact Fred Davis—P. O. Box 745, Athens, Tenn.

Chicago area sell radio by telephone; age or experience no factor; will teach hard worker, free to travel midwest! No car necessary; expenses paid; home weekends; salesman and management positions open. Call ROBERTS—312-743-5056; write 2705 West Howard Street, Chicago, Illinois 60645.

Announcers

Number one 5kw station in northeastern North Dakota looking for a 1st Phone announcer. All details and requirements in 1st letter. If you're our man, you can look forward to a happy and profitable relationship with a growing company. Box F-193, BROADCASTING.

Growing station group in Carolinas has opening for 2 middle of road announcers. One opening on coast, the other in Piedmont. Good opportunity for advancement. Send tape and resume immediately to Box F-334, BROADCASTING.

WE BUILT A BETTER ONE

... not to "mousetrap" but to serve better our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING'S classified section—THE marketplace for everything and everybody in broadcasting.

Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information by farm director, sports director and newsmen. This is a regional station in small market with professional hard-working staff. Send tape, photo, and complete resume to Box G-4, BROADCASTING.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box G-11, BROADCASTING.

Announcer. We want best announcer, \$100.-00 weekly plus excellent fringe benefits. 44-hour work week with one day off. South Carolina good small market operation. Send details, audition tape, photo. Box G-25, BROADCASTING.

Announcers—(Cont'd)

Announcer with production experience for highly rated eastern independent. Long established 5000 watt full time operation. Many fringe benefits. Box G-29, BROADCASTING.

1st phone; California major market information-entertainment station for alive adults. Need professional, versatile team-worker—personable dj (not personality), authoritative news creative copy and production, mature work attitude; no military obligation. Union. Tape, resume, references first reply. Box G-30, BROADCASTING.

Jock for modern Negro-programed, Nashville r&b station. Production and on the air experience vital. Resume and tape (must have tape) to Box G-40, BROADCASTING.

Knowledgeable, production minded announcer, ready to move from small market to Texas outlet with a future. Extremely stable operation with opportunity for advancement and gratification. If you can produce you will be rewarded for your efforts. Details first letter in utmost confidence. Box G-55, BROADCASTING.

Polished, thoroughly experienced country music announcer for modern top ten market country music station, in east. Tape, resume. Box G-58, BROADCASTING.

Announcer needed August 18, 1968; must have 3rd license, 1 year experience, and transportation. Send tape, references and starting salary. Station is middle of the road and segmented C&W. If you are not looking for permanency, don't reply. Box G-112, BROADCASTING.

Quality 24-hour better music station in Rocky Mountain west wants announcer with minimum 5-years experience. Strong on news and commercials. Heavy local news schedule, including the use of 2 mobile units. Must be mature, responsible, loyal, and have excellent voice and delivery. We'll compensate with the highest pay in the area. Possibility of sales, if desired. No beginners or recent broadcast school graduates considered. Send full references (which will be checked). Resume and tape. Box G-128, BROADCASTING.

All-night dj with first phone. Top 40. East. Send tape, resume and references as soon as possible. Box G-129, BROADCASTING.

Negro R&B personality wanted for Baltimore's swinging soul station. Full time immediate opening must have third class endorsed license. Send tape and resume to Box G-152, BROADCASTING.

Farm oriented morning man wanted for radio-TV, CBS affiliate. Send tape and resume to Doug Sherwin, KGLO, Mason City, Iowa 50401.

Greater Denver — KLAK offers immediate position to combo-dj production man able to fit country's most progressive c/w format. Good past experience and references required. 1st phone helpful; not necessary. Send complete resume, salary requirements and air check of board work, production and news to Bob Payne 7075 W. Hampden, Denver 80227.

First phone announcer for play-by-play and part time sales. Salary plus 20%. Tape and resume to Max Stevens, Manager, KNIA, Box 31, Knoxville, Iowa.

Announcers—(Cont'd)

Station will do 70 college and high school football and basketball games. Need sports-caster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

Wanted now . . . man strong on announcing, copy writing, production and ideas. Experienced C&W or MOR types preferred. Send tape to A. N. Meineke, KVOU, Uvalde, Texas 78801.

5000 watt—full time—top 40 station—require first class license—central California—address tapes and resumes to KYOS Radio, P.O. Box 717, Merced, California 95340.

Immediate opening for experienced announcer. Good salary, fringe benefits. Permanent position. Send tape, resume. WASA, Havre de Grace, Md.

WCCW, Traverse City, Michigan accepting applications for near future opening for experienced announcer with copy production ability. Award winning city. Professional staff and facilities.

Want announcer for late morning and afternoon shift. Good knowledge of MOR music; pleasant personality; mature sound. Prefer family man. Good salary and fringe benefits to right man. Send tape and resume to Program director, WCLO, Janesville, Wisconsin 53545.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume to WDDY, Gloucester, Va. 23061.

"Fun and sun capital of the world . . . Miami, Florida! . . . W-FUN, ultra-modern format, leader of south-east, now auditioning DJ's for 9-12 Midnight show. Applicants must have good employment record, strong and distinct voice, ability to effectively communicate and entertain in a modern format, and have the proper attitude and aggressiveness to become part of today's finest team of broadcasting professionals. This position offers stability and a chance for growth in the six station Rounsaville group. Send complete resume, picture and recent air check tape. Address: Program Director, WFUN Radio, 6101 Sunset Drive, Miami, Florida, 33143.

Announcer with first class ticket. If you would like to locate in the mid-Hudson Valley and can keep top rated audience with M.O.R. format, send resume and air check to West Richards, WGNV, P.O. Box 591, Newburgh, N. Y. 12550. Salary from \$130.

Adult approach, good music station needs mature announcer with minimum two years commercial experience. First class ticket would help, but we can get along without it. WPVL, Painesville, Ohio, 216-352-3155. No collect calls, please.

Leading radio-TV operation has opening for top flight dj for mid-morning radio, with some television if qualified. Send tape. WSAV Radio and Television, Savannah, Georgia.

Wanted morning man and play-by-play high school football, basketball, baseball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Miss., 601-323-1230.

Immediate opening for a 1st phone all night dj at leading central New York top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

Sports director/announcer wanted immediate opening. Must do competent football, basketball and baseball play-by-play for station broadcasting approximately 100 high school and junior college level games. Sports/sales combination be considered. Send information including tapes and picture to C. R. Griggs, WVLN, Olney, Illinois.

Western station needs announcer with third class phone endorsed license. News, sports, good music non-personality straight operation. No collect calls. 602-537-2345.

Experienced announcer needed by top educational radio station. Immediate opening. Basic challenge will be in expanding news and public affairs service to audience. Should have some familiarity with classical music. Competitive beginning salary, based on experience. Opportunity to further education. Send tape and resume to Martin Busch, Director of Telecommunications, University of South Dakota, Vermillion 57069.

Announcers—(Cont'd)

Wanted announcer with first phone ticket emphasis on announcing—no maintenance, C&W station in Virginia. Good opportunity and good pay. Immediate opening. Call 703-623-2509 day, 703-647-8493 nights.

Immediate opening . . . all night personality . . . MOR-top 40. Must have 1st phone. Number 1 station in medium mid-west market. Salary open, fringe benefits. Call Manager 217-446-1313.

New 5 KW AM wants 1st phone personalities immediately. Work with professionals. No maintenance. Send tape and resume to Box 15, Lebanon, Pa. 17042.

New York State metro area station needs professional afternoon drive time air personality. Contemporary. Permanent position—no floaters. 518-899-2409 after 6 p.m.

Technical

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Chief engineer needed at once for Ohio daytimer. Must know installation and construction of AM and FM equipment. Good salary plus travel allowance. Box F-245, BROADCASTING.

Chief engineer. Milwaukee metropolitan area. Full charge AM-direction, FM, MX. No board hours necessary. Announcing ability desirable. Complete work history first letter. Box F-297, BROADCASTING.

Interviewing applicants for newly created chief engineer's post with three station mid-western group. Send resume and salary requirements to Box G-9, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box G-12, BROADCASTING.

Qualified engineer trainee with first phone for south Texas station. Box G-46, BROADCASTING.

Experienced engineer/announcer needed by progressive Texas AM/FM. Excellent working conditions, modern equipment, delightful recreational area with opportunity for rapid advancement. Details in confidence first letter. Box G-54, BROADCASTING.

Chief engineer needed. Man who believes in maintenance to prevent trouble, but who can handle any that does come along. 1 kw non-directional. Station is sound, stable, low pressure with most equipment fairly new. An adult operation run by pros, not kids. No announcing, no board work. Send complete resume to Box G-135, BROADCASTING.

Immediate opening—chief engineer for 1000 watt AM facility and 100,000 watt FM in the Venice of America, Fort Lauderdale, Florida. Must be able to do some announcing. Salary commensurate with ability and experience. Box G-151, BROADCASTING.

Immediate opening for first phone. Will train at directional AM/stereo, FM/Muzak operation. Technical ability or desire required. Chief Engineer, KCRC, Enid, Okla. 73701.

Chief engineer for AM-FM stereo. Plan to expand IGM automation system soon. Extra income possible from announcing and or sales. Contact Stephen T. Lindberg, WBEU, Beaufort, South Carolina. 29903.

Technical opening for first class engineer, transmitter shift from 4:00 P.M. until 12:00 midnight. Beginners considered. WFMD, Frederick, Md. Phone 301-663-4181.

Wanted—chief engineer. No board work. Excellent opportunity, group operation. \$150 a week. Call collect. 803-822-3576, WGUS-AM & FM, Augusta, Ga.

Chief engineer for 5 kw full-time station. Must "take over" complete engineering responsibility including FCC proofs, studio & transmitter maintenance, remote control and night directional operation. Day off air shift required. Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

Urgently needed, first phone engineer for summer 5 kw transmitter shift. Could work into full-time. WPHM, 313-985-5171, George Carroll.

Technical—(Cont'd)

Radio technician II—to fill existing vacancy, Metropolitan District Office, Department of State Highways, located at 18101 Nine Mile Road, Southfield, Michigan. Possession of a second class, or higher, radio telephone or radio telegraph license issued by the Federal Communications Commission, plus two years professional experience in two-way radio maintenance. Excellent career opportunity. Salary range \$678 to \$836 per month, commensurate with experience. Travel throughout four counties in southeastern Michigan. All civil service benefits, including sick leave, low group insurance rates, family medical and hospital insurance, and paid vacation. Telephone or write to Personnel Division, Department of State Highways, first floor, State Highway Building, Lansing, Michigan.

1st ticket, chief engineer wanted immediately for small market daytime. Chadron, Nebraska. Limited air work. Permanent. Call Jack Miller, 308-432-5545.

NEWS

Midwestern group within 100 miles of Chicago expanding station operations. Looking for experienced newsmen or news editor. Permanency with future offered right applicant. Send tape, photo and salary requirements to: Box G-7, BROADCASTING.

Wanted—an alert, energetic newsmen who is interested in a mind-stretching job. Our man will do remotes, direct interviews, and moderate panel programs in one of the mid-west's most aggressive news operations. Reply with tape, resume and all particulars. Box G-15, BROADCASTING.

News Reporter, experienced. Must be able to gather, write and deliver local news for news oriented small "medium" market radio station in South Carolina. Salary open commensurate with experience, ability; will consider qualified-trained beginner. Send details, audition tape, photo. Box G-26, BROADCASTING.

Upstate New York affil has news opening in premier operation, 5 years minimum experience, journalism major preferred. Gather, write, read good copy, send tape, resume, references, work samples and photo. Box G-103, BROADCASTING.

Newsman needed to round-out energetic news staff. Heavy emphasis local news. Must be able to gather, write, deliver. Suburban AM-FM station. WLNA, Peekskill, New York 10566.

Michigan regional has fine opportunity for good newsmen ready to advance from small to medium market. WPAG, Ann Arbor.

Newsman needed. Experience preferred, but qualified beginners will be considered. Must be able to write for radio, gather, edit, beepers plus strong news voice. Salary open. Send tape and resume to Terry Parker, WRTA Radio, Penn Alto Hotel, Altoona, Pa. 16603.

Programing,—Production, Others

Announcer — production specialist. First phone means more money, but not necessary for job. Northern Ohio adult station. Send tape, resume with references in first letter. Box G-52, BROADCASTING.

Operations manager—program director for large country music operation in first eight major eastern market. All replies strictly confidential. Box G-57, BROADCASTING.

Radio promotion manager. Top group operation seeking promotion manager for Los Angeles radio station. An excellent opportunity for a creative, spontaneous professional who can effectively administer a sizable ad budget. The man we want has probably had broadcast experience and is outstanding in both sales and audience promotion. If you want a new challenge with compensation to match, send a resume with a letter about yourself to: Box G-123, BROADCASTING.

Program director-disc jockey. Modern Country format, 1st Ticket preferred but not necessary. Top-20 markets. Must be knowledgeable from production and promotion standpoint. Excellent deal, including top salary arrangement and incentive bonus. Rush tape, resume. Replies confidential to Box G-154, BROADCASTING.

Situations Wanted

Management

Station manager—northeast preferred, broad experience sales, production, promotion, administration. Proven sales management record. Box F-305, BROADCASTING.

Seek and you shall find? I am seeking and hope to find an opportunity, 12 years of successful broadcasting all phases including management. No miracle worker or wild claims, but combination hard work, dedication, and love for the broadcasting business. No brag just fact. Credentials available. All replies appreciated. Box G-62, BROADCASTING.

Florida-southeast. Manager AM-FM. Relocate immediately or consider future. Complete resume and personal interview on request. Box G-63, BROADCASTING.

If you are thinking of selling your station—don't! Experienced broadcaster with excellent record of success available due to sale of station. Highest recommendations from owners. Could also invest. Box G-91, BROADCASTING.

Stop looking! If you want a dynamic, take charge general manager for your station. Fully experienced broadcaster, 38, married and a college grad. Possesses the four I's: Imagination, intelligence, integrity and initiative, strong on sales and administration. Have also conducted talk show. Presently employed as sales manager in major market. Would like small or medium market. A nice place to raise kids. Min. salary requirements, mid. teens. Let's get together and talk. Box G-93, BROADCASTING.

We are selling a profitable midwestern station and we would like to help our manager find another attractive position. He has our highest recommendations and we would like to see him properly placed. If you are seeking a highly qualified and experienced manager, write us. Midwest or west preferred. Box G-116, BROADCASTING.

Available August first. Sales or station manager, can do both. 18 years experience. Will build and train staff. Southeast only. Box G-125, BROADCASTING.

Station manager, 30, eight years management experience. Wants radio situation with ownership potential or television opportunity. Excellent references include present employer. Present salary \$18,000. Box G-127, BROADCASTING.

To owner seeking strong station manager who will be top salesman, sales manager, offering excellent programming concepts, varied staff background, 20 years experience—announcer, sales, station management. Box G-143, BROADCASTING.

Man and wife team—presently general manager of small market AM—brought billing from 2,000 to 6,000 in less than year—proven sales record—1st ticket—9 years in radio—26 years old—one child—wife is bookkeeper at station—knows all facets of radio including sales—want opportunity to share in profits we make for you—prefer Georgia, Florida or Alabama—phone 904-261-4925 after 5:30 P.M.

Sales

Salesman—dj, news and first phone. 150.00 week plus commission. Radio or TV. Age: 40. Box G-124, BROADCASTING.

Announcers

DJ, newscaster, salesman, announcer. Experienced, third endorsed, versatile, creative, aggressive. Tight board, authoritative newscaster. Box F-271, BROADCASTING.

Good voice plus something to say. Non-screaming. Hot 100 or Progressive rock, experience. 3rd endorsed. Want to hear more? Box F-316, BROADCASTING.

Female announcer; newscaster. Mature sound, mature individual. Recent graduate. Prefers east. Box G-1, BROADCASTING.

Are you top forty or young adult formatted? I am. Experienced young dj, with third, wants change. Box G-37, BROADCASTING.

Announcer with third . . . experience in all phases of radio . . . seeks position in southwest. Box G-39, BROADCASTING.

Announcers—(Cont'd)

Soul "r 'n b" jock. 212-872-1182. Joe, first ticket. Box G-48, BROADCASTING.

Experienced sports director, play by play, dj, 3rd endorsed, married, draft exempt. Box G-69, BROADCASTING.

Hockey play by play. Also football, baseball. Seeking major assignment. Five figures, at least. Twenty years broadcast experience. Excellent sports background. Available in fall. Box G-70, BROADCASTING.

Disc jockey, newscaster, announcer and salesman. Experienced, tight board, third endorsed. Versatile, creative, authoritative newscaster. Box G-74, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box G-83, BROADCASTING.

I'm tired of the "old MOR" sound . . . seeking progressive "modern MOR" station. Six years experience, plus sales. Personality. Married. Veteran. Box G-94, BROADCASTING.

Experienced rock jock, third, production, tight board, gazing southwesterly, for afternoon drive time. Box G-96, BROADCASTING.

Newcomer seeks first position—3rd endorsed, good ad-lib fast thinker & service complete. Box G-97, BROADCASTING.

Soul jock, announcer, newscaster, MOR. Recent grad—relocate, reliable. 3rd endorsed. Box G-98, BROADCASTING.

Twenty years experience announcing, copy, production. Good voice. Long time with present employer. Prefer Phoenix or Hawaii. Box G-102, BROADCASTING.

Versatile dj-announcer-newscaster. Available immediately. Tight board, 3rd phone, married. Northeast. Box G-109, BROADCASTING.

Young man with upbeat MOR style and professional qualifications would like to make a career in broadcasting. Good tight board, authoritative news sound and sales experience. Married, draft exempt. Willing to relocate. Box G-119, BROADCASTING.

Experienced top 40 jock . . . no screamer, swings gently . . . seeks advancement with a modern rock station. Have sales experience. Married . . . veteran. Box G-120, BROADCASTING.

Experienced announcer: News, dj, studio engineer. Stable; college grad. Prefer metropolitan area. Box G-122, BROADCASTING.

Top male TV-radio host personality. Proven success in top three market. Superior community relation record. Excellent references from employer. Available immediately. Reason for change: New management and policy. Box G-126, BROADCASTING.

Announcer, 7 years diversified experience. Wishes to relocate. Box G-134, BROADCASTING.

Sincere, warm announcer. Family man. Wants to settle. Box G-136, BROADCASTING.

Two years experience, third, some college, good voice. Box G-141, BROADCASTING.

Personality—tight, happy, mature, experienced first phone. \$175. Box G-142, BROADCASTING.

Mr. Knowledge, telephone talk-show program specialist available. Box G-144, BROADCASTING.

First phone announcer; music, news, production. Good voice. Midwest. \$140. Box G-148, BROADCASTING.

Negro dj, good voice; 3rd phone. Broadcast grad, seeks break. Box G-157, BROADCASTING.

Detroit area MOR stations, need an air personality or an announcer. Variety and creativity is what I would like to add to your station's programed broadcasts. Third class. Soon to be schooled in advanced production. Exceptional recent graduate of the Lee Alan School of Broadcasting Arts. George Ellery Smale, 535-9200.

Weekend shift, driving distance, Fresno, Calif. 1st ticket, much experience, SW accent. Russ Vestal, Fresno, 251-2324.

Announcers—(Cont'd)

1st phone—combo. Conscientious, mature, talented. MOR, med-mkt. Network experience. Prefer Minneapolis-St. Paul area. Jack Sweeney, 210½ So. McCann, Kokomo, Indiana 46901. 317-452-4971 after 6 P.M.

Top rated jock available now, currently top 10 market, program change necessitates change. First phone, ten years experience, good record and best references, with a family. Call 314-839-3325.

Announcer dj. Tight board. 3rd ticket, family man. Earnest Adams, 99-09-197 Street, Hollis, N. Y. 11423—(212) RO 2-9836.

Classical music my specialty—announcing, programming, 11 years experience. American Citizen. Willing to relocate. Ron Ray, 927 Wilson, Toronto, Canada.

Technical

Chief engineer wants change. Over 20 years experience TV-AM. All phases. Western states only. Box F-279, BROADCASTING.

Chief engineer FM station desires position with opportunity for part ownership. Box G-82, BROADCASTING.

Currently chief engineer, small radio-TV combo. Seeking assistant, technical position, larger station. Two years experience, all phases of broadcasting. Will relocate. Box G-145, BROADCASTING.

Transmitter watch—first phone, radio and TV experience. car. Box G-150, BROADCASTING.

Experienced engineer seeking chief or assistant chief position. 25 years, all phases AM-FM. Maintenance, construction, directional, remote control, automatic programming, 50 kw. Family man, no drifter. 10,000 plus, Box G-156, BROADCASTING.

Engineer first phone 14 years experience TV AM-FM studio or transmitter, operation or maintenance. Charles Simpson, 73 Knollwood Circle, Waterbury, Conn. 203-757-0619.

NEWS

Young aggressive newscaster seeks station with grow power. Experience. Will relocate. Third endorsed. Box G-99, BROADCASTING.

Newscaster currently working in top ten market with over ten years experience seeks news directorship. Five figure salary only. Box G-118, BROADCASTING.

News and sports oriented. Experienced. Want to relocate. Prefer college market. Box G-133, BROADCASTING.

News director—now in major market, 50 kw operation. Seeking same position plus challenge with news oriented organization. Stable family man with 10 years in broadcasting and a past I'm proud of. Will provide full resume and tape on request. No hurry. I'm looking for the organization that wants a dedicated, professional, hard working news director with ideas that produce results. Box G-140, BROADCASTING.

News director . . . former foreign correspondent, thoroughly versed in local, political and mobile news. Currently in the top 10 metro market planning program change. Available soon. Mike Drexler, 314-361-0077.

College graduate with 9 years experience seeks news opening. East coast preferred, will consider all replies. Contact Len Wilinsky, 144 North 4th Street, Sunbury, Pa. Phone 717-743-3585.

Authoritative newscaster seeks station with opportunity. Dependable. Will relocate. Experienced. Call 203-323-4122.

Programing,—Production, Others

Six year pro. Creative, hard working, married. Want to settle in medium, large market east of Mississippi. Contemporary. Box G-100, BROADCASTING.

Is your copy selling? Writer also experienced in sales, women's programs, public relations desires position. Box G-113, BROADCASTING.

Young, high powered promotion director—10 years experience—seeking good paying position in major market. Qualified in all phases. Box G-131, BROADCASTING.

Situations Wanted

Prog.—Production, Others—(Cont'd)

Full-time Ohio TV/R sports director now available. Former award-winner, top play-by-play. Outstanding references, 15 year background. Young-married-stable. Audition materials and interview on request. Mid-west or anywhere. Box G-146, BROADCASTING.

TELEVISION—Help Wanted

Management

Producer-director for top station in top ten market. We need an aggressive, creative producer-director who is interested in doing contemporary television and can deliver top product. Box G-105, BROADCASTING.

Sales

Cool, colorful Colorado beckons. If you have experience in TV sales and desire to be an account executive for the ABC affiliate in Denver, act now! Top draw and commission. Solid benefits, including great fishing, world's finest skiing, unmatched climate. Send resume and photo to Ken King, Sales Manager, KBTV, 1089 Bannock St., Denver, Colorado 80227.

Account executives—immediate opening for energetic and ambitious account executive at full color NBC affiliate in one of the fastest growing major markets in the southwest. Good starting salary, commission scale and fringe benefits. Send complete confidential resume to Mr. John Stuart, General Sales Manager, WOAI-TV, San Antonio, Texas. An equal opportunity employer.

CATV system manager wanted, 9,000 home potential under construction, Xenia, Ohio. Need manager—sales manager with real sales promotional abilities soonest. Cable experience helpful but not necessary. Excellent income and growth opportunity for suburban Dayton community. Call Herb Hober, 609-324-3600, Nassau Broadcasting Co., Princeton, N. J.

Announcers

Announcer for small TV market. Please send resume, photograph, tape, and salary requirements to Box F-299, BROADCASTING.

Announcer: Personable, dependable, mature voice for south Texas station. Box G-14, BROADCASTING.

Staff announcer for midwestern NBC-TV affiliate. Medium market. Send tapes, resume etc. to Box G-155, BROADCASTING.

KOMU-TV, Columbia, Mo. has opening for morning booth announcer. Will consider radio man with TV potential. Would prefer midwest applicants so personal interview can be arranged. Please contact Program Director with full details.

Technical

TV engineering positions available/maintenance and operation of high power UHF transmitter, TK-27 film chains, PC-70 color cameras. Work with professional broadcasters who take pride in their air product. 1st class license necessary. Union shop with excellent employee/management relations. Box F-225, BROADCASTING.

Chief engineer—radio/TV and microwave system. Pay above union scale. Must be prepared to set up color installation. Must believe anything is possible, some things are difficult. Send resume to Box F-266, 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 F-319, BROADCASTING.

Maintenance chief for Texas station. Must have superior technical qualifications. Box G-13, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box G-33, BROADCASTING.

Well-qualified engineer trainee with first phone for Texas VHF. Box G-47, BROADCASTING.

Technical—(Cont'd)

Engineer Instructional Media Operations sought by midwestern university to supervise technical operations of closed-circuit television systems and studios, audio and video recording and duplication systems, audio and video retrieval systems, sound reinforcement systems and stage productions. Administrative duties also include supervision of all operational personnel, scheduling, budgeting, inventory control and systems planning. Minimum acceptable qualifications: university graduation with degree in radio, television or electrical engineering; or graduation from a recognized electronics institute with 3 yrs. experience in one or a combination of the fields mentioned above, and 3 yrs. experience in an administrative or supervisory capacity. Avail.; immediately. Salary: \$8,820.00-\$12,600.00, 12 mos. contract. Box G-132, BROADCASTING.

Wanted—assistant chief engineer for established midwest VHF full color station. Must be knowledgeable in all operational phases. Box G-138, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. 607-772-1122.

Wanted: One assistant chief engineer familiar with GE PE250 color cameras, Ampex tape recorders and GE 50 KW transmitter. Call or write Harvey Mason, VP-Engineering, WITN-TV, P.O. Box 468, Washington, N. C. Phone 946-3131.

Opportunity for technician with supervisory ability to become assistant chief at expanding station, now all color and soon to construct complete new plant. Experience should include specialization in VTR and/or UHF transmitter. Good salary, benefits, potential advancement in group operation. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky. 606-254-2727.

Midwest UHF station needs engineer for combination studio transmitter operation. Phone M. J. Lamb, 419-225-3010.

University physical plant electronics designer: Require knowledge in audio/TV/RC building systems. Some drafting and estimating skills. Minimum education: 2 years electrical-electronics. Send complete information and salary requirements to J. M. Grubb, Planning + engineering, Physical Plant, Purdue University, West Lafayette, Indiana 47907.

NEWS

News/sports announcer. Must be experienced on camera, able to shoot 16mm film. Will be paid exceptionally well for exceptionally hard work and ability. Must bring us No. 1 ratings in one of toughest markets in southwest. Send resume and photo to Box F-267, BROADCASTING.

Newsman with TV or radio experience in gathering, writing, and on-air presentation. Please send resume, photograph, tape and salary requirements to Box F-298, BROADCASTING.

Anchorman-editor-plus staff reporter wanted by progressive top-50 market TV station. Send resume, picture, salary requirements, plus audition tape if possible, with first letter. Ian MacBryde, News Director, WLOS-TV, Asheville, North Carolina, 28802.

Graduate assistantship opportunity . . . work in commercial television newsroom half-time and pursue an MS in journalism. Must have B.A. . . . for details write News Director, WOIT-TV, Iowa State University, Ames, Iowa 50010.

Programing,—Production, Others

Creative services director—group owned, VHF in large midwestern city is seeking a director of a unit within the station organization which will be responsible for the production of original commercial tapes and film. He should be a strong writer and have a working knowledge of graphics, art and photography. He will have these areas reporting to him and work in close cooperation with the production department in a creative role. Please send resume to Box G-101, BROADCASTING.

If you are a TV meteorologist and looking for a change of climate, get in touch immediately with this major market TV station. Box G-106, BROADCASTING.

Prog.—Production, Others—(Cont'd)

Creative art director needed to lead 5 man graphics department of major group station. Self-starting idea man wanted to develop total station "look." Box G-149, BROADCASTING.

Producer/director for midwest VHF market, full color station. Must be creative, experienced and capable of upholding high production standards. Write Leon Hintz, c/o WJRT-TV, 2302 Lapeer Road, Flint, Michigan.

Director-announcer. Leading southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

TELEVISION—Situations Wanted

Management

Need a general manager? Extremely successful general sales manager ready for move up. Box G-90, BROADCASTING.

Young executive with broad experience in all phases of station, group and network operation seeks responsible management position. Box G-104, BROADCASTING.

General manager—general sales manager—available as a result of change in top management of group operation. History of outstanding success in sales and management in small, medium and large markets. Well-versed in creative programing and promotion—strong competitor—tough-minded—profit-oriented—unlimited energy. Best references. For complete resume write: John F. Cundiff, 5 Stonehenge Lane, Malvern, Penn. 19355.

Technical

Director/chief engineer with 20 years experience major market AM-FM-TV, two years with cable system. Heavy design, construction, maintenance and operation. Presently engaged as consultant on large ITV installation nearing completion. Box G-92, BROADCASTING.

Chief engineer position desired—several years experience, will consider assistant chief. Box G-110, BROADCASTING.

Chief engineer or assistants position. 15 years television experience, college—electrical engineering. Box G-130, BROADCASTING.

NEWS

Experienced radio-TV news director seeks similar position with northeast broadcaster who believes in news. Box G-53, BROADCASTING.

Former Washington correspondent for major network available as news director and/or air man. 39. 14 years newspaper, TV-radio experience. Covered Vietnam, White House, Congress, variety major national news breaks. Anchored TV news shows in two major markets. Knows news, film and TV-radio production. Good writer, interviewer. Knowledgeable about government and politics. Loves to compete. Solid, authoritative air presence. Best references. Box G-108, BROADCASTING.

Woman, 27, with experience on the air, in production and news writing, seeks on-camera news, interview position. Box G-114, BROADCASTING.

Looking for a newsfilm photographer? Does a little experience, a master's degree in TV-radio (Syracuse University) and a passion for newsfilm mean something to you? Write Box G-117, BROADCASTING.

Programing,—Production, Others

Producer director: Extensive studio, remote and film production experience. Salary depends on market—\$9,500 minimum. Box G-115, BROADCASTING.

Art director—production coordinator: Scenic and graphics designer—artist—program developer. Client services coordinator. Commercials and program presentations (illustrated scripts). Promotions. Thorough outstanding innovative versatile TV experiences. Administrative and creative background. Can literally do everything. College degree. Box G-137, BROADCASTING.

TELEVISION—Situations Wanted

Prog.—Production, Others—(Cont'd)

Full-time Ohio TV/R sports director now available. Former award-winner, top play-by-play. Outstanding references. 15 year background. Young-married-stable. Audition materials and interview on request. Midwest or anywhere. Box G-147, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used UHF-TV and FM equipment needed immediately. For UHF—60 twenty foot sections six and one eighth inch rigid transmission line universal 75 ohm plus single expansion hangers and mounting hardware. For FM—one hundred single expansion hangers for three and one eighth inch rigid transmission line, mounting hardware, 5 kw transmitter, 8 bay horizontal antenna, 100.7 mcs. modulation and frequency monitor, 400 ft. or over tower, also need used microwave 2000 mcs. If you have all or any part call John R. Kreiger, 512-GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroflex, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4688, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter, 2 Carritape II solid state record-playback units, + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

FM Andrews 4 Bay antenna and all connecting hardware. Tuned to 94.9 mc. Immediately available. Make offer. L.E.V., 1033 Green Street, San Francisco, 94133. Phone 415-474-0647.

RCA TK-26 3V color chain complete. Everything to make color except S. G. Standard. \$6,000.00 FOB. Contact KULR-TV, P. O. Box 2512, Billings, Montana.

Dresser 300 foot self supporter tower, dismantled on ground ready for shipment. Base leg spacing 15 feet previously held 12 bay FM antenna, two microwave dishes and TV antennas. Priced right for quick sale. Call Art Silver, or Herb Hobler at 609-896-0975 or write WTOA, Box 9750, Trenton, N. J. for details.

Used 175 foot Fischer Tower. Spencer Brinkerhoff, Box 47, Safford, Arizona 85546.

Gates producer like new \$450. Several P-150 & P-190 playback and record units \$50 a piece. 1000 watt modulation transformer—brand new \$200. 500 watt power transformer used \$100. 500 watt modulation reactor \$100. 100 watt all transistorized G.E. base station on 26.23 megacycles also mobile unit at 100 watt output both units for \$1,000. Original cost \$2,000. For more information contact Howard Gilreath, Box 632, Vidalia, Ga. 912-537-7161.

MISCELLANEOUS

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.

Would like to obtain plans for construction of new broadcast building. Are there architects or construction people experienced in this field? Box G-10, BROADCASTING.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

MISCELLANEOUS—(Con't.)

Looking for qualified specialist to examine our present ground system and make recommendations for improving signal strength. Box G-8, BROADCASTING.

Anyone knowing the whereabouts of Donald F. Lewis or Don Tucker please contact Jim Kimbrell at 601-442-1941.

Like fishing? World's best! Duebills offered. Bimini! Free literature. American Advertising Company, 270 North-Crest Road, Chattanooga, Tennessee.

Midwest manager looking for free-lance research writer for special project. Box G-6, BROADCASTING.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

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.

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.

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, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. 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 Sept. 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin July 29, Sept. 3, Oct. 7. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin July 29, Sept. 3, Oct. 7—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

INSTRUCTIONS—(Cont'd)

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin July 29, Sept. 3, Oct. 7. Call The Pope at WE-1-5444 or write R.E.I., 3123 Guilham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams: New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

NO: Tuition, rent. Memorize Command's: "1968 Tests-Answers" for FCC first class license. Proven \$5.00. Command Productions, Box 1591, Portland, Oregon.

See our display ad under Instruction on page 74. Don Martin School of Radio & TV 1653 No. Cherokee, Hollywood, California 90028. HO-2-3281.

Help Wanted

Short of time to Recruit People?

Our staff of experienced broadcasters can help you. Use our nationwide TV and radio recruiting firm able to effectively search for broadcast personnel in all job categories.

Call 312-337-5318



Nationwide
Broadcast Personnel
Consultants

RECORDED NEWS SOUNDS

If Your Newscasts sound like your competition... You Need—"Twenty-Original-News-Sound-Effects"... You get—News Intros... Story Dividers... Time Signals... Weather Intros... Background Sounds... and More! 20 recorded News Sounds in all! "Exclusive" to only one station per market! Send Only \$9.95 to Command Productions, Box 1591, Portland, Oregon 97207.

NEED HELP?
Place Your AD in
Broadcasting
where it receives
nationwide display.

Help Wanted

Announcers

MIDWEST MOR

Looking for top flight air personalities. No beginners. Tight production a must. You will work at a top rated/5,000 watter serving over 300,000. Send tape and resume to . . .
Box G-43, Broadcasting.

PROS ONLY

Top jock/personalities. We offer what you are worth—up to 15,000, for openers. Top Radio Market—join the pros. Send tape and resume to:

Box G-111, Broadcasting

Technical

ENGINEERS

Major Washington Consulting Engineer Firm has positions available for two engineers interested in AM-FM-TV allocations and all other engineering factors related to broadcasting and allied fields. Compensation proportional to ability and experience. Many fringe benefits. All replies confidential.

Box G-36, Broadcasting

Programing,—Production, Others

CUSTOMER SERVICE DEPARTMENT BROADCASTING EQUIPMENT MANUFACTURER

Young man familiar with broadcasting industry needed to fill position of Returns and Adjustments Coordinator in Customer Service Department of expanding midwest broadcasting equipment manufacturer.

Must have knowledge of broadcasting industry and be technically familiar with wide variety of associated equipment. Should also be familiar with electronic test equipment and test procedures.

Must have ability to write and converse factfully, and have good telephone manners in handling written and phone contacts with customers.

If interested in investigating this excellent opportunity for young person with interest and background in the industry, call collect or send resume to:

Mrs. Ruth Snowhill
123 Hampshire
Quincy, Illinois 62301
Phone (217) 222-8202

Situations Wanted

Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



Columbia School
of Broadcasting

4444 Geary Boulevard/San Francisco 94116
(Not affiliated with CBS, Inc)

NEWS

REPUBLICAN NAT'L CONVENTION

Localize and supplement your network. Radio/TV crew will cover your delegates. Package rate. Call, write, or wire
CENTURY INTERNATIONAL
Box 3588
Lantana, Florida 33460
305-832-1028

Programing,—Production, Others

Operations Manager/P.D.

M.O.R. 15 yrs. exp. \$15,000-contract. Reply to

P. O. Box 3801
W. Hollywood, Fla. 33023

TELEVISION—Help Wanted

NEWS

TV ANCHOR MAN

Major market group owner looking for anchor man.
Send picture and resume to

Box G-59, Broadcasting.

Programing,—Production, Others

Major East Coast

VHF has need for experienced, versatile, creative, hard working director. Challenging position for a person who can accept challenge. Submit resume to

Box F-277, Broadcasting.
An Equal Opportunity Employer

TELEVISION—Help Wanted—Management

A DIFFERENT OPPORTUNITY

You may be a knowledgeable TV station manager, account executive or program director with sales experience, who would be interested in forming an association with a world-famous producer of educational films. For years, our products have been regularly, programed on TV stations nationally. Now our decision to form our own syndication provides you with a chance to build on and expand our past good relationships with a wide variety of stations. This offer is a unique opportunity to relate our fine film products to ever-increasing national and local TV program needs—and to gain important personal satisfaction at the same time. We would like to here from you including experience, age, and salary requirement.

Box G-139, Broadcasting.

ART DIRECTOR

We are seeking an experienced television or commercial artist, preferably with some supervisory experience, who is fully capable of managing a large broadcast art department that is responsible for producing a full range of quality graphic materials for live programs, on-air program promotion, news, sales, promotion and publicity. The person we select for this position will be offered a substantial comprehensive compensation package. Send a complete resume of your experience, age and salary history in strict confidence to

Box G-95, Broadcasting.
We Are An Equal Opportunity Employer (M/F).

TV WEATHERMAN

Wanted by major market group owner a top flight weatherman. Meteorologist preferred but not necessary. Send picture and resume to

Box G-60, Broadcasting.

**WANTED
Television**

Traffic Manager

Experienced, well qualified individual wanted to assume complete control of TV traffic operation for large, major market station in Great Lakes area. Send detailed resume.

Box G-107, Broadcasting.

TV—Situations Wanted—Management

WILL EXCHANGE

Ten years contemporary radio programming & management

FOR TV OPPORTUNITY

With your major market radio-tv outlet

Box G-50, Broadcasting.

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sharlee Barish, Director

INSTRUCTIONS

Obtain
**YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS**
at the

**DON MARTIN SCHOOL
OF RADIO & TV**
(America's Foremost School of
Broadcasting) est. 1937

- Individualized Instruction
- Most Comprehensive Methods
- Utilization of Visual Aids
- Highly qualified Instructors
- One Low cost until completion
- Inexpensive accommodation nearby

Next Class Scheduled to Start
August 5th

Register Now—Classes Limited
For additional information call or write:

**DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES**

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

MISCELLANEOUS

**AIR MEN
LETS ADVANCE!!**

Major market radio personalities have assembled in Wisconsin's vacation land, and have written a book showing DJ's, newsmen, and program directors how to advance up the ladder of success. DJ's are shown how to be more interesting and have more to say on the air. Newsmen are shown how to increase their potential, and Program directors are given advice on how to handle personnel and make their sound come alive. **INCREASE YOUR EARNING POWERS.** Set the pace at your station! Order your book today!!!

Send \$9.95 Check or Money Order to:

Charles Evenson Productions
P.O. Box 254, Dept C
Waupun, Wisconsin 53963.

your own station NEWSLETTER!

Created to spark retail radio sales and new interest in your station!

Liberal, two color format suited for radio's "sell". Low quantity prices enables you to circulate all retail radio programs, mastheads.

*Exclusive monthly SPOT calendar

**Exclusive hot-line news for retailers

*In use by 67 stations

Don Klock

marketing
P.O. Box 373
Lima, Ohio

**New
Sales
Idea for
Radio!**

IT'S PROFITABLE!!

Watch for it from

**CHARLES EVENSON
PRODUCTIONS**

Waupun, Wisconsin

BALONEY!

**No Station, Not Even
An FM In A Major
Market, Can Increase
It's Audience An
Average 82%
6 AM to 12 Midnight
In One Rating Period**

Get out the bread, mustard and pickles! That's what we did for WDVR (FM) in Philadelphia. Call or write for details:

R. A. Weiner
Robert-Carole, Inc.
535 East Church Road
Philadelphia, Pa. 19117
215-635-1501

WANTED TO BUY—Stations

“Wanted to buy—

Radio Station in Louisiana, Mississippi, Arkansas, Alabama. Single Station market preferred. Reply kept confidential.

Box 1625, Meridian, Mississippi

FOR SALE

Stations

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

Lx Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Continued from page 62

Bend, Ind. Granted WRBR(FM).
 ■ KLUB-FM, KLUB Broadcasting Co., Salt Lake City. Granted KWIC(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: KCLO-AM-FM Leavenworth, Kan., KFLA-AM-FM Scott City, Kan., KJRG-AM-FM Newton, Kan., KJSK-AM-FM Columbus, Neb., KTOK Oklahoma City, Okla. and KWNS-FM Pratt, Kan. Action June 25.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KICK McCook, Neb.; KFDI Wichita, Kan.; KOKX Keokuk, Iowa; KULY Ulysses, Kan.; KWWL Waterloo, Iowa, and WHB Kansas City, Mo. Action June 25.

■ Broadcast Bureau granted renewal of licenses for following UHF TV translator stations: K71BB Daggett, Calif. and W73AA Palmerton, Slatedale and Slatington, all Pennsylvania. Action June 26.

■ Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: KVBC(FM) Grand Forks, N. D., KWNS Pratt, Kan. and WSAM Saginaw, Mich. Action June 28.

MODIFICATION OF CPS, ALL STATIONS

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WABK Gardiner, Me. to Sept. 13; KAVE-TV Carlsbad, N. M. to Dec. 25; WKBQ Garner, N. C. to Sept. 15; WTNS Coshocton, Ohio to Sept. 22; WPMH Portsmouth, Va. to Nov. 8; WCHS Charleston, W. Va. to Sept. 28. Action June 25.

Translators

ACTIONS

■ FCC granted application by Mili Acqui-

FOR SALE—Stations

Continued

**FOR QUICK SALE
 MAKE OFFER
 UHF-TV Station
 (Channel 30)**

or

Will consider sale of equipment only

Transmitter: Townsend Ass. 30kw
 G. E. Driver

Cameras: 2 I.O. 4½" RCA TK60 (B/W)

Film Chain: RCA

TK27 Film Camera (Color)

TK21 Film Camera (B/W)

TP15 Multiplexer

TP7 Slide Projector

Antena: Jampro (Zig Zag) Gain 28

Tower: 450' guyed-type

**COMPLETE STUDIO
 EQUIPMENT**

Cable, write or phone:

Mr. Littauer

El Imparcial

San Juan, P. R.

Telephone: 724-2340

stapace, Helen L. Pedotti, Burns Rick and Marion A. Smith, d/b as Central Coast Television, for 1-w television broadcast translator station to serve Atascadero, Calif. The translator is to rebroadcast KCOY-TV Santa Maria, Calif. Commission granted petition to extent of making translator grant on condition that, upon request by station whose predicted Grade A contour covers area, it not duplicate that station's programs simultaneously or on same day. Action June 26.

K71BB Daggett, Calif.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action June 25.

K09GB Derby Mesa, Colo.—Broadcast Bureau granted CP for VHF TV translator station to change primary TV station to KBTV(TV), ch. 9, Denver, make changes in ant. system. Action June 13.

■ FCC denied petition by The Klix Corporation, licensee of KMVT(TV) Twin Falls, Idaho, for reconsideration of order released Feb. 29, renewing license of TV translator K13FQ, Burley, Idaho, Earl W. Reynolds, licensee, and denying Klix petition to deny. Action June 26.

W12AD Monticello, Ky. — Broadcast Bureau granted assignment of license to Monticello Cable Co. for VHF TV translator station; consideration \$1,000. Action June 26.

K68AC Indian Village, Ft. Wingate and Thoreau, all New Mexico—Broadcast Bureau granted license covering new UHF TV translator station. Action June 26.

K71BY Bend, Ore.—Broadcast Bureau granted mod. of CP for UHF TV translator station to change type trans. Action June 25.

K03BQ Ukiah, Ore. — Broadcast Bureau granted license covering changes in VHF TV translator station. Action June 27.

W73AA Palmerton, Slatedale and Slatington, all Pennsylvania — Broadcast Bureau granted license covering changes in UHF TV translator station. Action June 25.

K12DG Spearfish, S. D.—Broadcast Bureau granted license covering changes in ant. system for VHF TV translator station. Action June 27.

KIN-53 Martin, Tenn.—Broadcast Bureau granted CP for new instructional TV fixed station. Action June 25.

■ Broadcast Bureau granted licenses covering following new UHF TV translator stations: K76CN Lihue, Hawaii; W82AI Pottsville, Minnersville and Port Carbon, all Pennsylvania. Action June 25.

■ Broadcast Bureau granted renewal of licenses for the following VHF and UHF TV translator stations: K06CV June Lake and Fern Creek, both California, K12ED June Lake, Fern Creek, Gull Lake and Silver Lake, all California and W11AG New Haven, Conn. Action June 28.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translator stations: K79BM Alamogordo and Holloman AFB, N. M.; K74CY Horse Springs, N. M.; K83BK Carrizozo, Tularosa and La Luz, all New Mexico; K83BL Montoya, N. M. Action June 26.

FOR SALE—Stations

Continued

COLORADO AM

Fulltime station in beautiful Colorado mountain area. Needs aggressive owner/manager to fully develop potential. Annual gross revenue for each of the past 2 years nearly \$100,000. Priced at only \$100,000 with terms available.

Box G-89, Broadcasting.

CATV

APPLICATIONS

Cardinal Telecable Corp.; United Video Inc.—Requests distant signals from WGN-TV, WTTV(TV), WCUV-TV and WFLD(TV) all Chicago; WTTV(TV) Bloomington, Ind.; and KPLR-TV St. Louis to Paris, Ill. (Champaign-Decatur-Springfield, Ill.-ARB-72 and Terre Haute, Ind.-ARB 99). Ann. June 28.

Crosswicks Industries—Requests distant signals from WPHL-TV, WIBF-TV and WKBS-TV, all Philadelphia; and WNYC-TV New York to Brick Township including unincorporated communities of Cedarwood Park and Brenton Woods, both New Jersey (New York-ARB 1). Ann. June 28.

Lake County Cable TV Co. — Requests distant signals from WISN-TV, WITI-TV, and WTMJ-TV all Milwaukee; WNOU-TV and WSJV(TV) both South Bend, Ind. to Gary, Indiana (Chicago ARB 3). Ann. June 28.

FINAL ACTIONS

■ FCC has placed restrictions on San Diego CATV systems operating within Grade A contours of San Diego market, in their transmission of Los Angeles TV signals. Systems may continue to carry Los Angeles signals only in areas where they were being distributed on or before Aug. 23, 1966. Action also permitted program origination on San Diego CATVs without restriction but subject to any rules commission might adopt. Action June 28.

■ FCC authorized Middlesboro TV Systems Inc. to operate CATV system in Middlesboro, Tenn. Hearing requirement for importation of distant signals into top-100 market area was waived. Middlesboro is in Knoxville, Tenn. market, ranked 77th. Action June 27.

OTHER ACTIONS

■ FCC extended its stay of order authorizing Vumore Video Corp. of Colorado Inc. to operate CATV system at Colorado Springs, Colo., until such time as U. S. Court of Appeals for District of Columbia acts on petitions for stay in its Case Nos. 22023, 22024. Action June 27.

■ Review board in Buffalo, N. Y., CATV proceeding, Doc. 16921, denied request for official notice filed May 6 by Ultravision Broadcasting Co. and Beta Television Corp. Action July 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on June 28 in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding in the Johnstown-Altoona TV market, granted petition by Broadcast Bureau and extended time from June 28 to July 12 to file proposed findings, and from July 16 to Aug. 2 for replies (Doc. 17538).

■ Hearing Examiner Chester F. Naumowicz Jr. on June 25 in Van Buren, Solway, East Syracuse and Camillus, all New York (General Electric Cablevision Corp., Newchannels Corp. and Eastern Microwave Inc.) et al. CATV proceeding and point-to-point microwave proceeding, granted motions by Upstate Community Antenna Inc. Channel 9 Syracuse Inc., Meredith Syracuse Television Corp., New Channels Corporation and Eastern Microwave Inc. and ordered transcript corrected accordingly (Docs. 17131-6, 17274-8).


■ Hearing Examiner Chester F. Naumowicz Jr. on June 25 in Hazleton, Wilkes-Barre and Mahanoy City all Pennsylvania (Service Electric Cable TV Inc. tr/as Mountain City TV Co., Teleservice Co. of Wyoming Valley) CATV show cause proceeding, upon request of Service Electric Cable TV, Inc. ordered prehearing conference advanced from June 28 to June 25; and by separate action, scheduled certain procedural dates, and hearing for July 30 (Docs. 18193-5).

■ Office of opinions and review on June 26 in Delaware County Cable Television Co., et al. CATV proceeding in Philadelphia TV market and Harrisburg-Lancaster-Lebanon-York, Pa. TV market, or Wilkes-Barre-Scranton, Pa. TV market, granted motion by General CATV Inc. and extended time to and including July 8, in which to file its reply to oppositions submitted by Broadcast Bureau, and jointly by WIBF Broadcasting Co., U. S. Communications of Philadelphia Inc. and Westinghouse Broadcasting Co. (Docs. 18140-66).

DESIGNATED FOR HEARING

■ FCC designated for hearing CATV proposals for northeastern Texas. All are part of Shreveport, La., market, coming under CATV rules for top-100 TV markets, since Shreveport is ranked 68th. Action June 26.

Fla. small fulltime \$100M nego	Ky. small daytime \$100M terms
Wisc. small daytime 210M cash	Ala. small AM&FM 106M terms
S.D. small daytime 90M 29%	Ore. medium daytime 125M 29%
Gulf metro daytime 175M terms	M.W. CATV profitable 540M cash
M.W. major daytime 168M nego	South major daytime 165M 29%



CHAPMAN ASSOCIATES
 media brokerage service®

2045 Peachtree Road **Atlanta, Ga. 30309**

Ownership changes

APPLICATIONS

KWIP Merced, Calif.—Seeks transfer of control from estate of Julia B. Miller, deceased to Robert Wiley Miller (40% before, 60% after). No consideration involved. Ann. June 28.

M. D. Price Jr., Northfield, Minn.—Seeks assignment of CP from M. D. Price Jr. to National Communications Inc. for purpose of incorporation. No monetary consideration involved. Mr. Price will remain as sole owner. Ann. June 27.

KSTL St. Louis—Seeks transfer of stock from Dick J. Kasten (4.33% before, none after) to E. E. Haverstick (49.13% before, 51.35% after) and William K. Haverstick (42.81% before, 44.75% after). Consideration: \$13,859.25. Ann. June 27.

KTOW Sand Springs, Okla.—Seeks transfer of control from Lovelle Morris "Jack" Beasley et al. (67.5 before, none after) to Big Chief Communications Inc. (none before, 67.5% after). No change in principals. Transaction is for corporate rearrangement. No consideration involved. Ann. June 27.

KVIL-AM-FM Highland Park-Dallas — Seeks assignment of license from University Advertising Co. to KVIL Broadcasting Inc. for \$700,000. Principals of University Advertising Co.: Troy Post, chairman (59.9%) et al. Principals of KVIL Broadcasting Inc.: James B. Francis, president (51%) and Robert D. Hanna, vice president (49%). Mr. Francis is attorney and has extensive holdings in real estate, oil and gas properties. Mr. Hanna is sole proprietor of program syndication and promotion company and has interest in radio sales company and broadcast sales company. Mr. Hanna is officer and director of KPCN Grand Prairie, Tex., which has application pending before FCC for approval of purchase of KNUS(FM) Dallas. Mr. Hanna plans, however, to dispose of his minority interests in KPCN before sale is approved. Ann. June 27.

ACTIONS

WRCK Tuscumbia, Ala.—Broadcast Bureau granted assignment of license from Ervin Parks Jr. to Robert Warren Kicker for \$10,000. Assignors and assignee have no other business interest indicated. Action June 27.

KIKX Tucson, Ariz. — Broadcast Bureau granted assignment of license from John B. Walton Jr. to Walton Broadcasting Inc. Principals: John B. Walton Jr. (99%) et al. Assignment requested for purpose of incorporation. Mr. Walton is owner of KVKM-TV Monahans, KJLW-AM-TV El Paso, KDJW-AM-FM Amarillo and KBUY-AM-FM Fort Worth, all Texas, KVOB Albuquerque and KAVE-TV Carlsbad, both New Mexico. Action June 28.

KERN-AM-FM Bakersfield, Calif.—Broadcast Bureau granted transfer of 20% from Edward E. Urner (76% before, 56% after) to James L. Norman (5% before, 25% after). Consideration: \$25,000. Action June 11.

KWUN Concord, Calif.—Broadcast Bureau granted transfer of control from Barbara and Earl Goldman (50% before, none after) to Patricia and Norman Kestner (50% before, 100% after). Consideration: \$110,623.50. Action June 27.

KCHJ Delano, Calif.—Broadcast Bureau granted assignment of license from Charles Herman Johns (deceased) to Mrs. Jean Goss Johns. Mrs. Johns becomes sole recipient. Action June 28.

KPOP Roseville, Calif.—Broadcast Bureau granted assignment of minority interest (15% of stock) from Donnelly C. Reeves, to Eugene Ragle (10%), Henry Gonzales (4%) and Wesley Meyers (1%) for total consideration of \$12,750. Buyers are employees of KPOP. Action June 27.

KOMY Watsonville, Calif.—Broadcast Bureau granted transfer of control from Craig R. Lawrence Jr. to Phillip E. Rather (50% before, 100% after). Principal: Phillip E. Rather, sole owner. Consideration: assumption of approximately \$102,000 in obligations. Action June 27.

WDEC-AM-FM Americus, Ga.—Broadcast Bureau granted transfer of control from Charles C. Smith (100% before, none after) to Conway M. Smith (none before, 100% after). Principal: Conway M. Smith sole owner. Conway M. Smith is 78% owner of WTTL Madisonville, Ky. Consideration: \$160,000. Action June 25.

WMRO Aurora, Ill.—Broadcast Bureau granted transfer of control from Benjamin A. Oswalt (50% before, none after) to Vincent A. Coffey and Charles V. Hunter. (50% before, 70% after, and none before, 30% after, respectively.) Principals: Vincent G. Coffey, president and treasurer and Benjamin A. Oswalt, vice president and secre-

tary. Mr. Hunter is sales manager of WMRO. Consideration: \$225,000. Action June 28.

WVAG Farmville, N. C.—Broadcast Bureau granted transfer of control from H. Cloyd Wade Jr. to Carl V. Venters Jr. (48.57% before, 94.7% after). Principals: Carl V. Venters Jr. and others. Consideration: \$15,522. Action June 28.

WPET Greensboro, N. C.—Broadcast Bureau granted transfer of control from Donald L. Wilks and Michael E. Schwartz (each 50% before, 33.3% after) to Thomas V. Armshaw (none before, 33.3% after). Principals: Donald L. Wilks, president and treasurer. Michael E. Schwartz, vice president and director and Thomas V. Armshaw, general manager. Consideration: salary agreement of \$275 per week for Mr. Armshaw. Action June 28.

WSPF Hickory, N. C.—Broadcast Bureau granted transfer of control from Claude J. Rudisill to Willis A. Deal (50% before, 100% after). Principals: Mr. Deal will be sole owner. Consideration: \$15,000 plus assumption of \$20,000 in liabilities. Action June 28.

WESP(FM) Charlotte Amalie, V. I.—Broadcast Bureau granted assignment of CP from Warrenville Broadcasting Co. to Radio Caribbean Inc. for purpose of incorporation. No consideration involved. Principals: Thomas L. Davis (40%), Robert M. Baker and George J. Jansen (each 30%).

Action June 28.

WODY Bassett, Va.—Broadcast Bureau granted assignment of license from WYTI Inc. (S. L. Goodman and Lester L. Williams, each 50%) to WODY Inc. (S. L. Goodman, 100%). Principal: S. L. Goodman, sole owner. Consideration: stock for stock transfer. Action June 27.

WYTI Rocky Mount, Va.—Broadcast Bureau granted voluntary acquisition of positive control from S. L. Goodman to Lester L. Williams (50% before, 100% after). Principal: Lester L. Williams, sole owner. Consideration: stock for stock transfer. Action June 27.

KMEL Wenatchee, Wash.—Broadcast Bureau granted transfer of control from Phillip E. Rather (50% before, none after) to Craig R. Lawrence Jr. (50% before, 100% after). Principal: Craig R. Lawrence Jr., sole owner. Consideration: assumption of approximately \$75,000 in liabilities. Action June 27.

WISM-FM Madison, Wis.—Broadcast Bureau granted assignment of license from Heart O'Wisconsin Broadcasters Inc. to Midwest FM Inc. No initial consideration involved. Stockholders of Midwest FM will be same as those of assignor. After assignment is approved, Midwest FM Inc. will issue 16.6% of stock to Thomas Holter, manager of WISM-FM for approximately \$20,000. Officers and directors remain unchanged. Action June 28.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 2. 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.

Berkeley, Calif.—Bay Cablevision (multiple CATV owner), a subsidiary of Gulf & Western; Nationwide Cablevision, Los Angeles, and Data Video Systems Inc. have each applied for a franchise.

* **Dixon, Calif.**—California Antenna TV has been granted a franchise.

Hayward, Calif.—Krane Cablevision Associates has applied for a franchise. Nation Wide Cablevision Inc. was a previous applicant.

Denver, Colo.—Cosmopolitan Denver TV Inc. has applied for a franchise. Previous applicants are Time-Life Broadcast Inc., New York (multiple CATV owner); International Telemeter, Los Angeles (multiple CATV owner); Foote, Cone & Belding, New York advertising agency; Western Telecab Corp., Pueblo, Colo., and Lawrence C. Phipps III, Laurel Cablevision Inc. and Mountain States Video Inc., all Denver.

* **Bunnell, Fla.**—Micanopy Cable TV Co. has been granted a 30-year franchise for a 20-channel system. The system will carry a minimum of five channels when operations begin, and installation and monthly fees, subject to cost-of-living changes after three years, will be \$10 and \$5, respectively, with each additional set costing an extra \$1 for installation and \$1 monthly. The city will receive 3% of gross revenues for the first 1,200 outlets, 4% for the next 300, and 5% on those in excess of 1,500.

Brevard county, Fla.—Gulf & Western, New York, has acquired North Brevard Cable Television for an undisclosed sum.

Augusta, Ga.—Cosmos Broadcasting Co., Columbia, S.C. (multiple CATV owner), Fuqua National, Augusta, Ga. (multiple CATV owner), Augusta Cablevision and Arvon Cablevision have each applied for a franchise. Augusta proposes installation and monthly fees of \$9.95 and \$4.75, respectively; city would receive approximately \$81,000 a year. Firm would also donate a \$100,000 educational radio-TV studio to the city and provide \$25,000 annually for maintenance. Cosmos would charge \$5 monthly; city would receive \$5,000 annually for first five years. Arvon, owned primarily by CSRA Capital Corp. (a previous applicant) and Rust Craft Cards, Steubenville, Ohio (multiple CATV owner), would charge \$5 monthly; city would receive 4% of gross or 10% of net revenues with minimum annual payment of \$5,000. Fuqua National would pay the city \$100,000 for first five years of operation.

* **Centerville, Ga.**—CATV & Communications Service Co., Centerville, has been granted a franchise.

Gary, Ind.—Teleprompter, New York (multiple CATV owner), has applied for a franchise. Lake County Cable TV Inc. presently holds a franchise.

Seymour, Ind.—Robert Baker, Derrell Boren, Harry Burbrink and James F. Theiss have applied for a franchise. Installation fee would be \$10 and the monthly fee \$4.75 for the seven-channel system.

* **International Falls, Minn.**—Cable TV Signal Inc., Soldiers Grove, Wis., has been granted a franchise. Installation and monthly fees will be \$15 and \$5, respectively. International Cable TV Co., International Falls, is a previous franchise holder.

Grand View, N. Y.—Rockland Cable Vision Inc. (multiple CATV owner) has applied for a franchise.

* **Washington C. H., Ohio**—Court Cable Co., a subsidiary of Logan Cable Television Co., Bellefontaine, Ohio (multiple CATV owner), has been granted an exclusive 25-year franchise. Installation and monthly fees will be \$7.50 and \$5, respectively. City will receive \$1,100 annually, plus \$1 per customer in excess of 1,000. Tower Antennas Inc., Coshocton, Ohio (multiple CATV owner) and Beacon Cable Systems, Greenfield, Ohio, were the other applicants.

Lyons, Ore.—Santiam Cable Television Inc., Mill City, Ore. (multiple CATV owner), has applied for a franchise.

Altoona, Pa.—Susquehanna Valley TV Corp. has applied for a franchise.

* **Butler, Pa.**—Armstrong Utilities Inc., Kittanning, Pa. (multiple CATV owner) has been granted a franchise for Butler housing projects.

* **Carnegie, Pa.**—Centre Video has been granted a franchise.

* **Bells, Tex.**—Community Cable Co. of North Texas, Deport, Tex., has been granted a 15-year franchise.

* **Falfurrias, Tex.**—Southwestern CATV Inc., Harlingen, Tex., has been granted a 20-year franchise. Monthly fee will be \$4.95 with free installation. City will receive 4% of annual gross revenues or a minimum of \$1,000.

* **St. Albans, Vt.**—Manchester TV Corp., Manchester, Vt. (multiple CATV owner), has been granted a franchise.

* **Radford, Va.**—Clearview Cable TV Co. (multiple CATV owner) has been granted a franchise.

* **College Place, Wash.**—Blue Mountain TV Cable Co., Mt. Vernon, Ore. (multiple CATV owner), has been granted an exclusive 15-year franchise. City will receive 4% of annual gross revenues.

Ellensburg, Wash.—Ellensburg Television Cable Corp. has been purchased by King Videocable Co., Seattle, Wash. (multiple CATV owner), for an undisclosed sum. A new franchise for King will go into effect in March, 1969, after Ellensburg's franchise expires.

M ISSION possible. This is the slogan the WAVE Inc. station group might adopt if it needed one, but it doesn't. The Norton family (Mrs. Jane Morton Norton) group's example in the broadcast marketplace of itself more than suffices.

Mission possible is the progressive spirit of achievement in public service and accomplishment in sound business that has been renewed during the past four years at WAVE-AM-TV Louisville, Ky., and sister stations by the group's young president, T. Ballard Morton Jr. He was asked to take the helm in 1964 after twin Norton family tragedies.

WAVE Inc., in addition to WAVE-AM-TV, also is the parent firm of WFIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis. With FCC approval the company recently purchased WMT-AM-FM-TV Cedar Rapids, Iowa, for about \$10 million from the Mrs. Helen S. Mark family group and others. Cable TV system holdings also are among the WMT properties purchased. Consummation of the Cedar Rapids buy is expected later this month and other station acquisitions are planned when suitable opportunities appear.

Political Parent ■ Ballard Morton learned well the lessons of good personal and business citizenship from his father, Senator Thruston B. Morton (R-Ky.), who plans not to run for reelection this fall. Senator Morton is the second ranking minority member of the Senate Commerce Committee. Mrs. Jane Morton Norton is the senator's sister.

"Ballard is more than a profit-oriented broadcaster," one of his WAVE associates explains. "He also is one of the most truly dedicated men whose activities could be an example to any corporate head in the country."

Since taking over as president of the WAVE Inc. stations Mr. Morton has worked hard to strengthen all station ties with the business community as well as with the civic, cultural and charitable organizations of Louisville. A pattern of performance he has encouraged at the sister operations too. He is a director or governor of a number of firms or institutions.

This spirit of active participation in community life is expected of all station executives, these same associates point out. "Ballard reminds us that our knowledge of other businesses helps us to better serve them through learning how to improve our methods," they add.

One practical implementation of this philosophy has been the continuing expansion of the WAVE stations' news department, which has quadrupled in the past three years and now totals 21 people. A Washington news bureau has been established to serve all the Norton

Community ties made stronger at WAVE Inc.

outlets and a Kentucky state capitol news bureau at Frankfort has a microwave link to enable WAVE-TV to cover the legislature live.

Another area in which Ballard Morton has devoted particular attention and interest is the WAVE-TV department of special projects. This unit has become responsible for the creation of local documentaries and news-in-depth features on a regular basis and eventually will be duplicated at the other TV stations as well. Typical program titles have included *Open Housing*, *Rock and Roll Music*, *A Child Looks at the Museum*, *An Intimate Friendship—Lincoln and Speed* and *A Catholic Looks at his Schools*.

Within the past couple of years, too, WAVE's service has been expanded in the field of local public affairs programming.

WEEK'S PROFILE



Thruston Ballard Morton Jr.—president, WAVE Inc., owner of WAVE-AM-TV Louisville, Ky., WFIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis., and purchaser (FCC has approved) of WMT-AM-FM-TV Cedar Rapids, Iowa; b. April 6, 1932, Louisville; attended Woodbury Forest School, Orange, Va.; graduated from Yale University in 1954 with BA degree; same year joined Louisville stock brokerage of J. J. B. Hilliard and Son but shortly afterward spent two years in U. S. Army in Korea; rejoined Hilliard in 1957, becoming general partner in 1959; joined WAVE stations group in June 1964, becoming president of parent firm over all properties; m. Julie Baquie of Louisville, Sept. 18, 1954; children—Thruston, 13, Michael, 9, Morel, 8 and David, 5; hobby—tennis.

The WAVE helicopter went into operation as a traffic safety contribution.

Earlier this year, as a logical part of the total community involvement evolution, the WAVE stations began regular on-air editorials voiced by the news director. Ballard Morton and Mrs. Norton share the editorial board responsibilities with Ralph Jackson, executive vice president and general manager, WAVE Inc., and other key executives.

As president of WAVE Inc. Mr. Morton perhaps is more concerned with the future plans of the WAVE Inc. stations than he is with day-to-day operations. But, his associates note, "in both the daily operation as well as long-range planning he works with Ralph Jackson in an example of teamwork that is outstanding for its efficiency and the scope of its communication."

Service Philosophy ■ Earlier in his stewardship Ballard Morton authored a precise and concise company philosophy that has helped all of the station executives and workers to define their goals more clearly.

Worked out in association with the Norton family, it simply states: "Our chief objective is to serve and to profit by serving. In serving we want to be both responsible and progressive and we want to stand for quality and good taste. We want those associated with us to develop and use their talents to the fullest and we want them to be proud of what they are doing."

Ballard Morton points out the choice of wording was done carefully to give the spirit of the philosophy. "We chose the active verb 'serve' rather than the conventional 'render service.' We must be creative, positive in our approach," he says.

Specifically this means actively going after news stories, not just taking them off the wire. Also, he explains, "It means actively going after sales, not just waiting for orders to be phoned in."

Ballard Morton had become intimate to the WAVE Inc. tradition long before his move there as a result of business and family ties. His move to the WAVE Inc. presidency came in June 1964 after the untimely auto accident death of his cousin, George W. Norton IV. This tragic event had come only three months after the similar death of George W. Norton Jr., Senator Morton's brother-in-law.

The challenge faced by Ballard Morton at this period was further complicated by the retirement of Nathan Lord, who had been general manager of the WAVE Inc. broadcast properties since 1933.

A part of the challenge that he has enjoyed was completion of the exterior garden studio, a big sunken garden complex adjoining the WAVE building. The area is used for colorcasting.

EDITORIALS

Fantasy land

THE "Little Orphan Annie" episode that appeared in Sunday newspapers on June 30 was an unadorned appeal to the professional chauvinism of editors who buy the strip. As nearly as Annie can be translated, the sequence went like this:

Annie, on the lonesome road with her faithful Sandy, strikes off on a fine day, secure in the knowledge that "TV says perfect vacation weather." In the next panel she miraculously finds an unruffled copy of the mornings newspaper which has scored a remarkable news beat on television. A headline advises Annie that a violent storm is headed her way. She takes shelter in a country store operated by a venerable character whose dialogue we wouldn't dare to paraphrase: "How come wust storm in 10 years, half drowns ever'budy else, 'most washes n'store away whilst *you* set here calm as if you knowed all along it was comin'? *You* got real CONFIDENTIAL information?"

"Nope," says Annie, "I just read th' local newspaper!"

Well, now, "Little Orphan Annie" makes no pretense of imitating life, at least as it has been lived in recent centuries, but this episode raises questions about the editorial judgment of editors who printed it. Is it possible that any of them still believes that a morning paper that has gone to press the night before will contain a later weather forecast than is available on television?

The Annie incident would not be worth reporting here if it did not bespeak what is clearly a trend in newspaper editing. In recent weeks some of the most respected papers in the country have gone out of their way to clobber the modern medium of journalism.

The *New York Times*, *Washington Post* and *Washington Evening Star*, to name three, have carried editorials endorsing the local-programing criticisms of FCC Commissioners Nicholas Johnson and Kenneth Cox and adding their own generalized disapprovals of television programing. Papers all over the country have faithfully carried the ongoing crusade by Drew Pearson to berate television for excessive violence and the FCC majority for coddling the medium. The public figure who finds fault with anything on or about TV is almost certain to be quoted prominently.

We have no doubt that this editorial outpouring is favorably viewed by the business offices of the participating newspapers. Long ago television took the national-advertising play away from newspapers and has lately begun to make serious inroads into local accounts, including the department stores that have been traditional newspaper users.

Perhaps it is time for television broadcasters to begin using their own facilities to set the record straight when misleading editorials and slanted stories appear in their local newspapers.

Bootleggers in 1969?

WE doubt whether Congress will be taken in by the Federal Trade Commission majority's preposterous recommendation that cigarette advertising on radio and television (but not in other media) be outlawed. But it would be foolhardy to suggest that the antismoking forces won't keep the pressure on.

The recommendation was timed to coincide with other anticigarette blasts and is an obvious opening salvo for congressional action at the next session. By mid-1969 Congress must take another look because it committed itself three years ago when it adopted the labeling law invoking health warnings on cigarette packages.

Two weeks ago (CLOSED CIRCUIT, July 1) Henry Geller, FCC general counsel, told a closed session of lawyers that the FCC would have the authority to ban cigarette advertising on the air, when the labeling moratorium expires—another extralegal extension of the public-interest doctrine, we suppose.

Any resistance to the drive will bring wild charges that the media, in their greed for revenue, place themselves in the posture of favoring such horrendous diseases as cancer, heart failure and worse. If the problem is that serious, the government and antismoking agencies should go all-out for a prohibition against cigarette manufacture. But as we've repeatedly proclaimed, if it's legal to make and sell cigarettes, it's legal to advertise them—honestly.

A ban on advertising, even if imposed multilaterally on all media, wouldn't stop or necessarily reduce smoking. Nor would a prohibition on manufacture. It didn't stop drinking during the Volstead Act's reign. It hasn't stopped the use of pep pills, pot, "acid" and worse in today's outlandish youth rebellion.

The target now is air advertising—about \$250 million of which supports many of the best programs on the air. If newspapers and magazines, which seem to relish an attack upon a competitor, think this will be their windfall, they're living in a dream world.

The manufacturers, the media and their agencies had better be as well prepared as the government agencies in the congressional confrontation ahead. The government needs the tax revenue which, ironically, helps support the agencies pressing the anticigarette fight.

Bootleggers, whether they deal in alcohol or cigarettes or dope, pay no taxes.

Know-it-alls

ONE of the most widely quoted lines in the widely quoted dissent of FCC Commissioners Nicholas Johnson and Kenneth Cox to the license renewal of WLBT(TV) Jackson, Miss., was this: "Indeed it would appear that the only way in which members of the public can prevent renewal of an unworthy station's license is to steal the document from the wall of the station's studio in the dead of night."

Messrs. Johnson and Cox have given the public a bum tip. By FCC rules a license must be displayed at the transmitter or transmitter control point.



Drawn for BROADCASTING by Sid Hix
"It's a bad-breath commercial to run on Alaskan stations . . . he gets a handshake instead of a nose rub!"

20

years ago...

KSTP-TV became the first NBC television affiliate in the nation and the first TV station in the vital Northwest market it serves so well today.

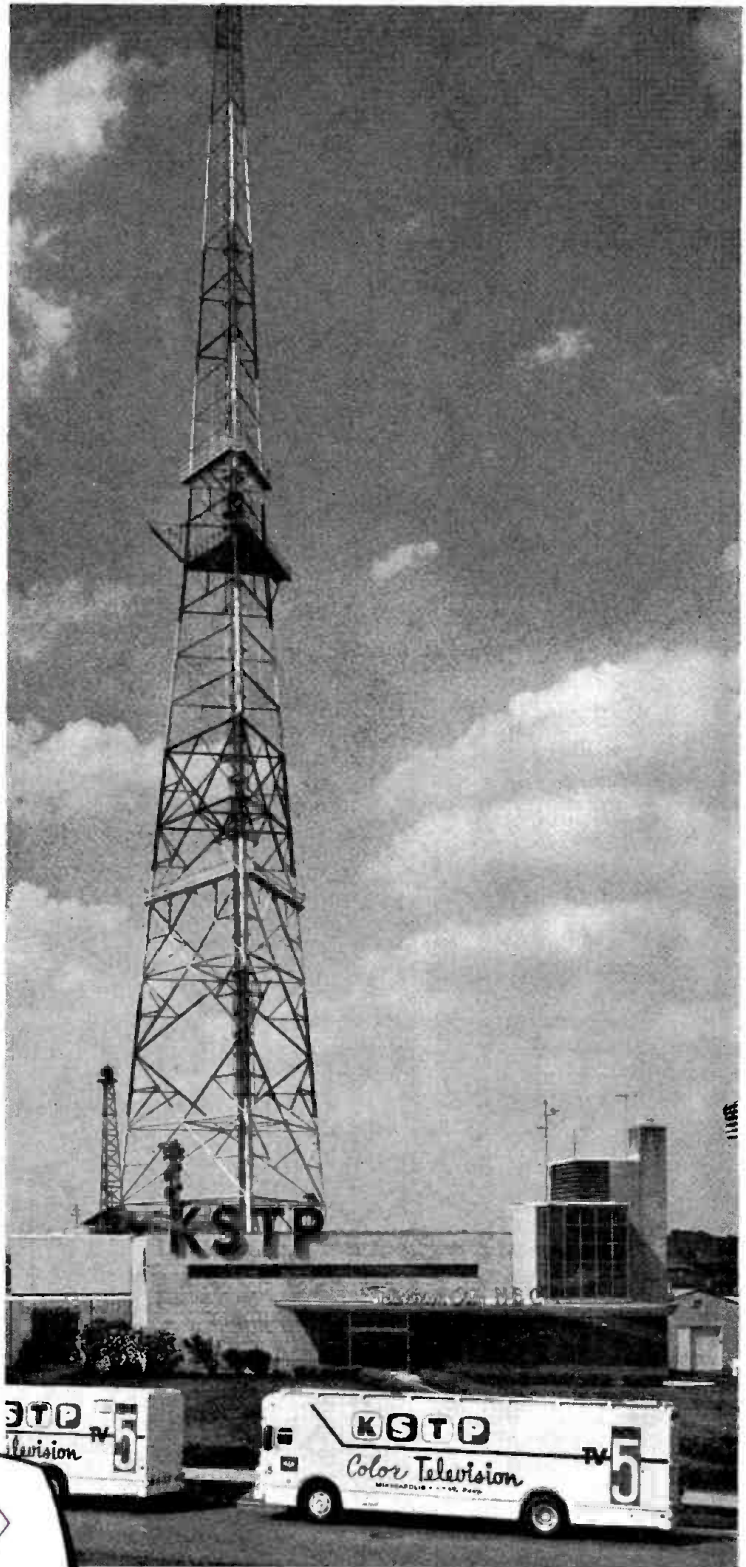
Throughout these pioneering years KSTP-TV has been a leader in many areas – first with maximum power and first with color – but even more important, KSTP-TV has always been first with *news*, the mark of a superior television station.

KSTP-TV's advanced facilities and specially-trained newsmen combined with the top-rated news, weather and sports commentators in the market have given the station a reputation as one of the outstanding broadcast operations in the world.

KSTP-TV's award-winning news team presents international, national, regional and local news clearly, concisely and completely and without distortion or bias. This service has resulted in a *generation* of viewers who depend on KSTP-TV for their news – first, fast and factual.

The rating-lead that KSTP-TV has enjoyed as a result of this unmatched service is a responsibility that we welcome – and intend to maintain.

Represented Nationally by Edward Petry & Co.



MINNEAPOLIS • ST. PAUL
100,000 WATTS • BASIC NBC

HUBBARD BROADCASTING, INC.
KSTP • AM • FM • TV KOB • AM • FM • TV WGTO • AM

For the Best Color from Your RCA TK-42 and TK-43 Cameras

USE THE RCA-4536 IMAGE ORTHICON



The RCA-4536 Image Orthicon in the luminance channel of your TK-42 and TK-43 color cameras is the perfect companion tube for the RCA-4493, -4494 and -4495 Vidicons... designed specifically for RCA cameras and carefully quality-tested in the actual camera components.

The RCA-4536 gives a signal-to-noise-ratio 25% greater than the previous standard, 4492 Image Orthicon. The electronically-conducting glass target assures non-stick and anti-burn operation over a long operating life.

The RCA-4536 Image Orthicon assures the best color... the best in-studio service. Ask your RCA Broadcast Tube Representative about the RCA 4 1/2" I.O. for TK-42 and TK-43 cameras.

Available from your RCA Broadcast Tube Distributor.
RCA Electronic Components, Harrison, N.J. 07029.

RCA