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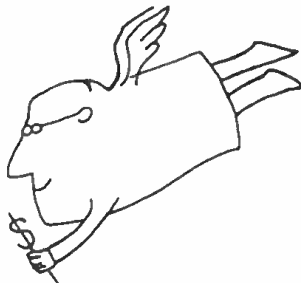
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

4A's Bond raises warning flag on middlemen. p23
Tough guys will be scarce in next TV season. p42
MBS asks FCC to outlaw ABC 4-network system. p49
Newsmen hit NBC order on outside interests data. p60

price (prīs) n.

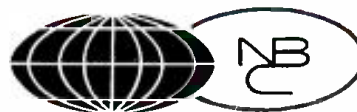
- n. **1.** sum or amount of money or its equivalent for which anything is bought, sold or offered for sale. **2.** value: worth



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NOV 5 1968

No, Mr. Webster. Price is what you pay.
Value is what you get. We sell value . . .
to people who know the difference.
See Your Edward Petry & Co. Man

KPRC-TV



HOUSTON TELEVISION
CHANNEL 2

EVERYTHING'S THE SAME

Same executives

M. J. "Bud" Rifkin
President

Harvey Bernhard
Executive V. P. & Treas.

Walter Kingsley
Executive V. P.

Jerome M. Zeitman
Executive V. P.

Wynn Nathan
V. P., Syndication

Same creative film makers

Alan Landsburg
Executive V. P.

Jack Haley, Jr.
Executive V. P.

Warren Bush
Wally Green

Jack Kaufman

Jeff Myrow

Larry Neiman

Larry Savadove

David Seltzer

Bud Wisner

Same award winning past

Movin' with Nancy/Emmy
China: Roots of Madness/Emmy

National Geographic Series/
George Foster Peabody
Hidden World/Ohio State
Alaska/Cine Golden Eagle Award

The Making of the President '64/
Thomas Alva Edison,
Saturday Review

Let My People Go/Oscar Nomina-
tion, Monte Carlo TV Festival

A Thousand Days/San Francisco
International Film Festival

Hollywood and the Stars/
Venice Film Festival

Biography Series/
George Foster Peabody

And more than 60 other awards.

BUT THE NAME.

Same network plans

Whales (Jacques Cousteau)/
Nov. 15, 1968/ABC/
Sponsor: B.F. Goodrich

Reptiles (National Geographic)/
Dec. 3, 1968/CBS
Sponsor: Encyclopaedia Britannica
& Hamilton Watch

“Le Superman” (Jean-Claude Killy)/
Jan. 13, 1969/ABC
Sponsor: Chevrolet

Ice Capades '69/ Feb. 16, 1969/
NBC/Sponsor: American Gas
Association

Australia (National Geographic)/
Feb. 18, 1969/CBS/
Sponsor: Encyclopaedia Britannica
& Hamilton Watch

Adventures in the Jade Sea/(William
Holden)/Mar. 26, 1969/CBS/
Sponsor: Westinghouse

Same network successes

Jacques Cousteau Series/ABC
National Geographic Series/CBS
Ice Capades/NBC

Rise and Fall of the Third Reich/ABC
Herb Alpert: Tijuana Brass/CBS
Certain Honorable Men (Drama)/NBC
Big Cats, Little Cats/NBC

World of Dogs/NBC
World of Horses/NBC

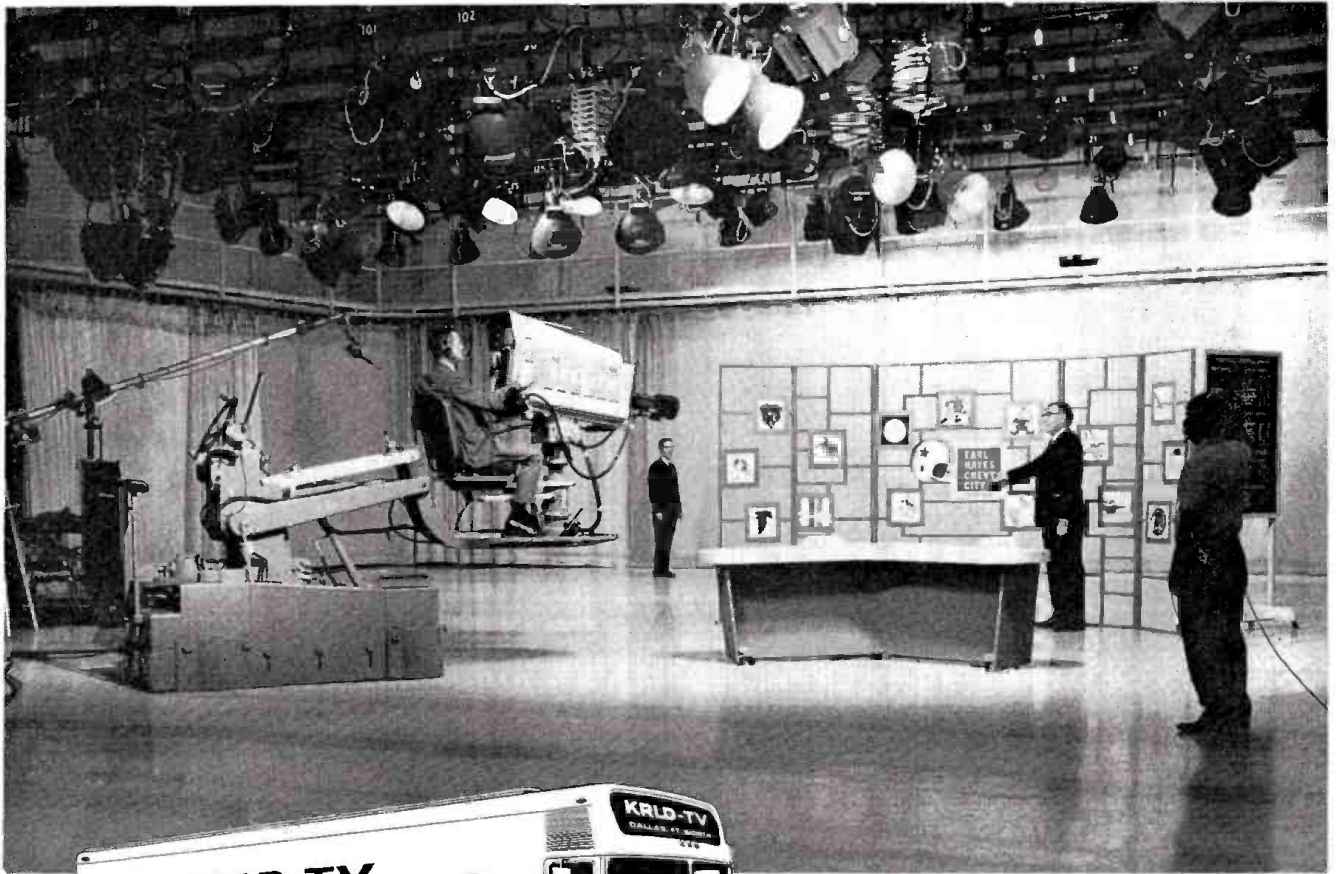
Same addresses & phones

New York:
485 Lexington Ave.
(212) 682-9100

Los Angeles:
8544 Sunset Blvd.
(213) 652-7075

MPC
Metromedia
Producers
Corporation

(Formerly: Wolper Productions, Inc.)



accent on production capability

A southern plantation in Louisiana — the flight deck of an aircraft carrier — a major sports event — or whether it be in the ultra-modern studio facilities of KRLD-TV, the accent is on production capabilities.

The most sophisticated television equipment available is incorporated in Channel 4's studio facilities and 40-foot color tele-production cruiser. Included are 8 PE 250/retrofitted to PE 350 color cameras, 6 Ampex color video-tape recorders, Editec and electronic editors, and Riker switchers and special effects amplifiers.

Channel 4 combines the ultimate in studios and equipment with the technical know-how to meet your highest color standards.

Contact KRLD-TV for your next video-tape production.



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Bits of bird

Broadcasters appear to stand good chance of being cut in for large piece of action when pilot domestic communication-satellite system becomes reality. FCC is said to be leaning toward system in which broadcasters would be given opportunity to own ground stations: some sources indicate they will be allowed share of bird, too. Inconsistency in reports probably reflects fact that, although critical decision is near, commission has not foreclosed any possible ownership plan. Reports indicate that system would not be dedicated exclusively to broadcasting. But feeling at commission is that broadcasters would be major users of satellite system and, therefore, should be allowed to have major ownership share.

Selling off

Sale of ch. 13 WREX-TV Rockford, Ill., may be imminent in light of media concentration issue raised by Antitrust Division of Department of Justice. Officials of Gannett Newspapers Inc. last week would not deny report that property might be sold for about \$7.5 million. Gannett owns Rockford Newspapers Inc., which publishes both morning and evening newspapers in market. Gannett bought ABC-TV outlet in 1963 for \$3,420,000, has fully colorized station along with other modernization.

New Lee

Broadcasters who heard FCC Commissioner Robert E. Lee's speech at NAB's Denver regional conference (BROADCASTING, Oct. 28) saw reflected in it "new image" of commissioner who is likely to become FCC chairman if Nixon-Agnew ticket wins. Mr. Lee, widely known for his no-holds-barred stories, was of serious mien, and went out of his way (and out of character) to reprove broadcasters for off-color programming (BROADCASTING, Oct. 28).

Mustering defense

Vincent T. Wasilewski, president of National Association of Broadcasters, is spending practically all of his spare moments on FCC "one-to-a-customer" proceeding, seeking to align strongest possible opposition case. In addition to discussions already held with interested parties, he has developed rapport with Stanford Smith, general manager of

American Newspaper Publishers Association.

He will confer soon with Robert L. Coe, Ohio University, Athens, former ABC-TV station-relations vice president. School of Communications at Ohio has data processing facility which breaks down station ownerships and shows extent of diversification. ANPA interest in proceeding obviously stems from vulnerability of newspaper ownership under Justice Department proposal which would separate media ownership in each market.

Picking up the beat

American Advertising Federation is showing signs of exercising stronger voice, somewhat muted in recent years, in regulatory matters affecting general advertising community. One example is its call for en banc hearing before Federal Trade Commission on cooperative advertising guidelines (see page 32), proceeding it had not previously entered. Another is AAF's retention of Washington law firm, Pierson, Ball & Dowd, to assist it in that proceeding. Indications are firm may be permanently retained, particularly in view of generally hostile atmosphere toward advertising in Washington.

Later this month Howard H. Bell, AAF president, is scheduled to present still another advertising case before FTC, this one involving consumer-protection. Mr. Bell is expected to propose AAF-sponsored "model law," which offers guidelines for FTC-like bodies on state level, and seeks to remove criminal penalties sometimes levied against false and misleading advertising.

Speakers spat

ABC found itself going into presidential election with its two special political commentators in situation similar to Nixon-Humphrey debate deadlock. After it was announced liberal and conservative guest commentators Gore Vidal and William F. Buckley Jr. would do reprise of their face-to-face convention discussions for election-night coverage. Mr. Buckley reportedly balked at appearing on-camera with Mr. Vidal. Mr. Buckley is said to be still piqued over name-calling session which broke out between two at Democratic convention. As of Friday (Nov. 1), ABC officials remained uncertain whether rift could be healed or if two special correspondents would appear to viewers separate but equal.

Tenants

Although National Association of Broadcasters won't be occupying its new \$2.3-million headquarters building at Connecticut Avenue and N Street, Washington, until February, seven-story structure is virtually 100% committed on rentals. NAB itself will occupy three full floors, plus "public" ground floor, which includes Broadcast Pioneers history museum and library.

Canadian Embassy has reserved full floor and A. D. Ring & Associates, pioneer consulting engineers, has been pencilled in for half-floor. Warren Zwicky, Washington attorney (Storer Broadcasting Co.-Northeast Airlines), also is marked in for half-floor. Remaining floor is tentatively leased to management consultant firm not identified with broadcasting.

Overseas dispatch

By way of Osaka, Japan, comes intelligence that WGN radio Chicago, which grossed \$1.4 million in 1956 and rose to \$7,250,000 in 1967, projects this year's revenue at \$8.5 million. And WGN-TV, which grossed \$3.9 million in 1956, vaulted to \$23 million 1967, expects to leap to \$25 million this year. Authority for figures, published in *Mainichi Daily News* 10 days ago, was Ward L. Quaal, president of WGN Continental Broadcasting Co., who is in Japan on goodwill mission for United States Information Agency to implement U.S.-Japanese cultural-exchange program.

Beneficiaries

Black Journal, National Educational Television's monthly Negro-oriented news-feature hour which black staffers walked out on last summer (BROADCASTING, Aug. 26), is rumored to be in line for grant from Corp. for Public Broadcasting. Program was scheduled to end in September, but has been running since on NET funds.

CPB, which tentatively planned to announce distribution of \$5-million federal allocation last week, confirms that NET is slated to receive some funds, but won't specify program categories. CPB's report of funds distribution, now tentatively scheduled for release next week, is expected to reveal developments in interconnection negotiations with AT&T as well as program plans. CPB spokesman reports it still hasn't found "exactly right person" to serve as organization's president.

**When the Packers score...
so do we—with exclusive
coverage in Milwaukee!**



WTMJ
RADIO 62  5000 WATTS/NBC

Represented by: HENRY I. CRISTAL CO., INC., New York • Chicago •
Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis

Controversial "middleman" in broadcast advertising—barter merchants and independent media buyers—are objects of public attack and careful scrutiny before Association of National Advertisers annual meeting. See . . .

Agencies turn cool to middlemen . . . 23

Edward Bond, Four A's chairman, says middleman may occasionally make tonnage buy at lower cost per thousand than agency, but in long run agency must achieve efficiency tuned to marketing objectives. See . . .

Fee system growing . . . 26

Potential storm brews at Federal Trade Commission over FTC-proposed set of guidelines affecting commercial advertising allowances that, if promulgated, could cause crimp in broadcast cooperative advertising. See . . .

Proposed FTC guides cause furor . . . 32

Broadcaster Advertisers Reports estimates TV ad expenditures for first nine months of 1968 at \$1.05 billion, 2.46% increase over same 1967 period. NBC-TV only network to increase its sales, though CBS-TV still is tops. See . . .

TV ad expenditures up 2.46% . . . 36

TV networks have plethora of pilots in works for 1969-70 season that accent nonviolence, demonstrate absence of plot lines that inherently demand use of physical force or instruments of death to resolve conflicts. See . . .

Wits in, guns out next season . . . 42

Mutual Broadcasting System tells FCC and Justice Department that ABC's four specialized "American Radio Networks" are "calculated attempt to drive MBS out of the radio network business." See . . .

MBS says ABC Radio is illegal . . . 49

ABC spells out its recommendations for FCC action in three areas of CATV regulation: program origination, carriage of distant signals, program exclusivity; urges Congress to hold up action on copyright legislation. See . . .

ABC proposes CATV regulations . . . 54

Major network news correspondents appear split over NBC's new policy requiring news personnel to report financial investments. Some express resentment of what they consider slur on integrity of their profession. See . . .

Mixed reaction to disclosure . . . 60

Flood of equal-time, fairness doctrine matters sweep in on FCC and its staff as political candidates and citizens fight for free broadcast time in final days of 1968 political campaign. See . . .

Election spurs fairness issues . . . 66

Old question of when network should predict election winner, whether prediction will have effect on late-closing polling places continues to plague network news officials. NBC, CBS say they will project winners. See . . .

To predict or not to predict . . . 68

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	23
CHANGING HANDS	52
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	94
EQUIPMENT & ENGINEERING	73
FATES & FORTUNES	80
FOCUS ON FINANCE	74
FOR THE RECORD	83
INTERNATIONAL	77
LEAD STORY	23
THE MEDIA	49
MONDAY MEMO	20

OPEN MIKE	18
PROGRAMING	60
PROMOTION	72
SPECIAL REPORT	42
TELESTATUS	78
WEEK'S HEADLINERS	10
WEEK'S PROFILE	93



Broadcasting

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With all the people we reach you'd think we were AM

For the past year WPRO-FM has been competing for adult listenership with the top 5 stations in Southern New England. What's more, we've been competing with the AM stations on their own terms and have been winning consistently.

We've done it by offering adult listeners what *they* want to hear... 13 minute segments of uninterrupted familiar, good music. plus classic little features like the Roxy Rothafel Ski reports. That's how WPRO-FM keeps its listeners happy 24 hours a day.

And we keep our advertisers happy, too. By bringing them the kind of results they expect from one of the top radio stations in the market. The kind of results that makes them forget we're FM. The only thing that reminds them is our cost efficiency. Call Blair for details.

cordially
WPRO-FM
92.3 mc

'House' rep firms are attacked by SRA

Three groups are named in complaint to FCC

Station Representatives Association Inc. has launched attack against station group owners that represent stations other than their own.

Initial targets are Metromedia Inc., owner of Metro TV Sales, and Golden West Broadcasters and Storer Broadcasting, in connection with Major Market Radio Inc., which, together, they control.

In separate petitions filed with commission Friday (Nov. 1), SRA asked that pending applications for renewal of licenses of California stations owned by those licensees be denied.

SRA, in statement issued in New York, said it has long been concerned about "concentration or control presented by the growing number of group-owned representative organizations and the increasing number of large market stations they represent."

Its petitions allege that interrelationships of multiple owners through station representation organizations constitutes violation of commission's multiple ownership rules.

Petition against Metromedia (which owns six stations in California) was triggered by Metro TV Sales' action in dropping representation of Metromedia's KNEW-TV San Francisco and contracting to represent KTVU(TV) Oakland-San Francisco, owned by group owner Cox Broadcasting Co. (BROADCASTING, Sept. 16).

Second petition focuses on fact that Major Market Radio represents Golden West's KMPC Los Angeles, market in which Storer owns KGBS.

SRA said that Metro TV Sales' representation of KTVU violates commission's duopoly rules, since it gives Metromedia "indirect control" over two television stations in same market.

SRA makes same charges in connection with Major Market Radio representation of KMPC, and adds another—violation of ceiling on ownership, since Storer and Golden West collectively hold 13 AM broadcast licenses, six more than maximum permitted.

SRA said commission should hold hearing to consider public interest matters raised by Metro TV Sales' representation of station owned by another multiple owner in same market "and the broader questions of station representation by group owners also engaged in the production and marketing of programing," as Metromedia is.

Hearings on renewal applications of Storer and Golden West, SRA said, should go into "broader questions of station representation by combinations of group owners."

Plans radio acquisitions

Matthew J. Culligan, former president of MBS and Curtis Publishing Co., announced Friday (Nov. 1) formation of Culligan Communications Corp.

Mr. Culligan said new company is forming book publishing firm and will begin "multi-phase program" of development with acquisition of radio stations. He did not specify immediate plans for station purchases. Mr. Culligan said that later, Pilgrim Productions, film company he started earlier this year, may be merged into operation. James E. Fuchs, former president of Mutual Sports Network, will be executive vice president.

Superior Tube buys WDCA-TV

Sale of channel 20 WDCA-TV Washington by Milton Grant and associates to Superior Tube Co., Wynnewood, Pa., was announced Friday (Nov. 1), subject to FCC approval.

Consideration was undisclosed, but is understood to be in neighborhood of \$1.5 million for stock, plus covenant not to compete and assumption of obligations.

Superior Tube manufactures specialty metal tubing. C. A. Warden Jr. is chairman and chief executive officer; Paul E. Kelly is president.

Independent WDCA-TV was built in 1966 by Mr. Grant, Washington broadcast personality, who will remain as general manager, and associates.

Negotiations for sale of station have been underway with various entities last few weeks ("Closed Circuit," Oct. 28) before contract with Superior Tube was signed in early hours Friday. Broker: Wm. T. Stubblefield Co.

Offering sold out

Public stock offering of 409,900 shares of Wells, Rich. Green sold out in first day of over-counter trading Thursday (Oct. 31). Shares were offered at \$17.50 and closed at \$23 bid, \$25 asked.

Color set sales in front

Color TV set sales to dealers for first time have moved ahead of black and white sales on year-to-date basis, consumer products division of Electronics Industries Association reported.

Crossover took place during week ended Oct. 18 when cumulative set sales showed 4,351,681 color TV sales compared to 4,343,243 monochrome sales.

For first 42 weeks of year, color sales were up 10% over same period last year; black and white increased 1.9%. Total TV sales were up 5.8% over the same period year ago.

Sees tougher spot buying

Likelihood that advertising agencies will become tougher negotiators in buying spot TV and radio was seen by leading agency executives Friday (Nov. 1) as controversy over independent media-buying services, barter and brokerage came up anew at annual meeting of Association of National Advertisers (see page 26).

Herbert Strauss, Grey Advertising, who said his agency has had "a little experience with a buying service," raised that prospect in response to questions at session on client-agency relationships. He said agencies may have been at fault in letting independent buying and brokerage develop, because agencies may have been "naive" in accepting word of stations and station reps that rate cards won't be broken.

Edward L. Bond Jr., chairman of Young & Rubicam and also of American Association of Advertising Agencies, said in response to Mr. Kress's questions that he knew "a lot of agencies" were experimenting with buying services but that he didn't know how many and doubted that significant percentage of their billing was involved. He said AAAA has "no position" at this time on question of buying services, barter or brokerage.

Richard L. Gilbert of Gilbert Advertising, New York, said he thought there's place for organizations that supplement departments of small agencies "if they do it professionally." But, he said, he didn't like stations cutting rates or organizations claiming they can buy time for less money than agencies can.

William H. Ewen of Borden, newly elected ANA chairman, observed that advertisers using independent media buyers "know less" about what they are getting than when buying is done

Week's Headliners



Mr. Hartford



Mr. Corporan



Mr. Turner

George F. Hartford, VP and general manager, WTOP-TV Washington, will assume new position of area VP for station. Succeeding Mr. Hartford will be **John R. Corporan**, VP and director of news and public affairs for Metro-media Television, New York. Mr. Hartford was appointed director of sales, WTOP in 1948. In 1951 he was named VP in charge of sales for WTOP-AM-FM-TV, and in 1955 became VP and general manager of WTOP-TV. Mr. Corporan was previously news director for WDSU-AM-FM-TV New Orleans and Metromedia's WNEU-TV New York.

At Metromedia **Ed Turner**, news director for group's WTTG(TV) Washington for two years, was named to succeed Mr. Corporan.

William Self, executive VP in charge of production for 20th Century-Fox TV, elected president and also elected VP of parent company, 20th Century-Fox Film Corp. **Richard D. Zanuck**, executive VP of 20th Century-Fox Film Corp., and president of 20th Century-Fox TV, elected chairman of board of TV division. Mr. Self, once programming executive for CBS-TV, has been with 20th Century-Fox since 1959. He was named head of TV production in 1962.

William H. Ewen, director of advertising services for Borden Inc., named chairman of board, Association of National Advertisers. **John P. Kelley**, director of advertising for Goodyear Tire & Rubber Co., elected vice chairman (see page 23).

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

by conventional means.

Question of independent buyers, or middlemen, also dominated much of closed session on television Friday afternoon, with one participant reportedly wondering whether middlemen would make station reps unnecessary. Answer, according to inside source, was that middlemen tend to duplicate service of agencies more than of reps.

John Otter, sales vice president of NBC-TV, was quoted as reporting that NBC had cautioned film producers that "adult" movies such as those currently playing in theaters were not acceptable and that this type of motion picture should not be budgeted with any expectation of future revenues from TV.

Sure radio services okay

Mutual Broadcasting System's blast at ABC's four "American Radio Networks" (see page 49) brought following response from ABC spokesman on Friday (Nov. 1):

"... In our judgment it is without merit. Our detailed response will be made to the FCC in due course, and will demonstrate that ABC has and will

continue to operate its radio network services in conformity with FCC's rules and regulations."

CBS tops MNA

CBS-TV gained narrow lead in Nielsen MNA ratings out Friday (Nov. 1) for week of Oct. 21-27, week full of pre-emptions for political programs and Olympic Games. CBS's 18.9 was followed closely by NBC-TV's 18.2, with ABC-TV third at 15.4.

Top 20:

1. Charlie Brown Special (CBS)	31.5
2. Rowan & Martin (NBC)	30.4
3. Mayberry RFD (CBS)	26.8
4. Julia (NBC)	25.3
5. Bing Crosby Special (NBC)	24.6
6. Gomer Pyle (CBS)	24.1
7. Family Affair (CBS)	23.7
8. Mission: Impossible (CBS)	23.4
9. Dean Martin (NBC)	22.9
10. Frlar's Roast of Johnny Carson Special (NBC)	22.8
11. Bonanza (NBC)	22.6
12. Ed Sullivan (CBS)	22.1
13. Girl Friends and Nabors Special (CBS)	21.9
14. Tuesday Movie, "Istanbul Express" (NBC)	21.5
15. Mod Squad (ABC)	21.4
16. Bewitched (ABC)	21.4
17. Monday Movie, "Satan Bug" (NBC)	21.3
18. Carol Burnett (CBS)	20.8
19. Smothers Brothers (CBS)	20.7
20. Petticoat Junction (CBS)	20.4

Battle in Battle Creek

Transfer of construction permit for channel 41 in Battle Creek, Mich., from group headed by former secretary of FCC, Mary Jane Morris, to WZZM-TV Grand Rapids, Mich. (see page 51) met opposition Friday (Nov. 1).

New applicant, Channel 41 Inc., argued that Miss Morris's group has no permit to transfer. Reasons cited: federal court returned case to commission, on ground that hearing at original proceeding should have been held—so permit is void; channel 41 permittee, BCU-TV, was dissolved Sept. 30; extension of BCU-TV's CP, expired Oct. 28.

'Retreat' on CATV set

FCC commissioners will huddle in seclusion this Thursday and Friday in their effort to arrive at solutions to knotty CATV problems. Site for unusual "retreat" is Belmont estate, owned by Smithsonian Institution, in Maryland, between Washington and Baltimore.

Commission spokesman said staff members will not accompany commissioners in think-tank exercise, plans for which were initially revealed three weeks ago ("Closed Circuit," Oct. 21).

However, "independent experts" will participate in two-day meeting. Experts were not identified, except in negative way—they have no connection with broadcasting industry or CATV.

Thirty years later

Broadcast by WKBW Buffalo, N. Y., of updated version of Orson Welles's "War of the Worlds" radio broadcast that caused consternation in mid-Atlantic states in 1938 had similar but not so extensive effect late Halloween night (Oct. 31).

Station received over 200 calls, while telephone and police officials, and newspaper offices reported "numerous" inquiries.

Program had been advertised for three weeks in advance over air and in newspapers. Station also inserted notices every 12 minutes in program that it was fictionalized version of H. G. Wells novel.

Debbie Reynolds series

Debbie Reynolds, frequent TV guest but never in series of her own, will star in half-hour situation comedy for NBC-TV next season. She will play wife of newspaper sportswriter. Series, bought by NBC-TV without pilot, will be joint production venture of Filmways Inc. and Harmon Productions. Miss Reynolds' company. Show adds to growing list of half-hour comedies being prepared for 1969-70 season (see page 42).



Think small..

Concern for human needs on the part of Storer stations with special attention to young people, did not await a governmental "war on poverty". Today's increased needs have merely served as an incentive to increase the emphasis. In Detroit, WJBK-TV's "Sores of Discontent" provides a continuing forum for religious and social workers, students and ordinary citizens who have no other way to speak out. In New York, Milwaukee, Miami, Atlanta and Boston, Storer stations are constantly adding editorial and

documentary ammunition for the continuing campaign to upgrade substandard living conditions. Cleveland's WJW-TV climaxed a comprehensive anti-poverty program with a child-oriented documentary which won "best of year" honors from Ohio's Associated Press. In Toledo, WSPD-TV added a practical bonus to its extensive editorial coverage by donating sports equipment for underprivileged youth. Such all-out involvement in community problems takes a lot of doing. But in the guidelines

provided for Storer stations, things that might be considered very "special" elsewhere are accepted routine. That's why Storer stations stand out . . . and another reason why it's good business to do business with Storer.



TOLEDO WSPD-TV	MILWAUKEE WITI-TV	MIAMI WGBS	NEW YORK WHN	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV
TOLEDO WSPD	CLEVELAND WCIW (FM)	BOSTON WSRK-TV	PHILADELPHIA WIRG	LOS ANGELES KGBS	CLEVELAND WTV	DETROIT WIBK

IN AMERICA'S
8TH LARGEST
NEGRO MARKET
KATZ
IS FIRST IN
RATINGS, SERVICE
AND RESULTS

IN
St. Louis
YOU NEED
double
exposure



— the general advertising
of your choice and
ALWAYS

KATZ

only full-time Negro Radio
in the Central Middle West

KATZ blankets the market
within the market — over
1/3 million consumers

**SPECIAL RADIO
FOR ST. LOUIS
24 HOURS A DAY**

Represented Nationally by
BERNARD HOWARD & CO., INC.

Datebook

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

■Indicates first or revised listing.

November

Nov. 5-6 — Annual fall meeting, *Alabama Cable Television Association*. Guest House motor inn, Birmingham.

■Nov. 6—Communion dinner. *The Catholic Apostolate of Radio, Television and Advertising*. Waldorf-Astoria hotel, New York.

Nov. 7 — New deadline for comments on FCC's proposal to permit the use of field-strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 7.

Nov. 7-9—Fall conference. *Oregon Association of Broadcasters*. Speakers include Richard Salant, president, CBS News; Grover Cobb, KVGB Great Bend, Kan., chairman of National Association of Broadcasters, and Paul Martin, national director advertising and promotion, Triangle Stations, Philadelphia. Sheraton motor inn, Portland.

Nov. 7-10—Meeting, board of directors. *American Women in Radio and Television*. Shamrock Hilton, Houston.

Nov. 8-9—Fall meeting. *Wisconsin AP Radio-TV Association*. Ramada Inn, Madison.

Nov. 6-8 — Northeast electronics research and engineering meeting, sponsored by *Institute of Electrical and Electronics Engineers Inc.* Sheraton-Boston hotel and War Memorial Auditorium, Boston.

Nov. 6-8—West Coast conference on broadcasting of *Institute of Electrical and Electronics Engineers*. Ambassador hotel, Los Angeles.

Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.

Nov. 8—Deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Nov. 8—Annual meeting. *Colorado CATV Association*, Antlers hotel, Colorado Springs.

Nov. 8-10 — Second district convention, *American Advertising Federation*. Speakers include Howard H. Bell, president of AAF, and William P. Grayson, executive vice president, Johnson Publishing Co., Pocono Manor, Pocono Manor, Pa.

Nov. 10-13—*California CATV Association* fall meeting. Dei Coronado hotel, Coronado Island.

Nov. 10-15—*Society of Motion Picture and Television Engineers'* 104th technical conference. L'Enfant Plaza Communications Centre, Washington.

Nov. 11-12—Fall regional conference. *National Association of Broadcasters*. Sheraton Gibson, Cincinnati.

Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by *Illinois Institute of Technology* and *IIT Research Institute*. Sherman House, Chicago.

Nov. 12 — Radio commercials workshop, *International Radio and Television Society*. Waldorf-Astoria, New York.

■Nov. 12—Formal opening new headquarters. *Pacific Pioneer Broadcasters*. Home Savings and Loan Building, Hollywood.

Nov. 13—Annual meeting. *Allied Artists Pictures Corp.* Demonicos hotel, New York.

■Nov. 14-15—Fall regional conference, *National Association of Broadcasters*. Dallas Hilton, Dallas.

Nov. 16—Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

Nov. 17-19 — Thirteenth annual seminar. *Broadcasters Promotion Association*. Speakers include John Fisher, John Fisher Enterprises Ltd., Toronto, and Ivan Tors, Miami TV producer. Deauville hotel, Miami Beach.

Nov. 18—Oral argument before FCC on its proposed rulemaking to permit public inspection of network contracts.

Nov. 18-19—Fall regional conference. *National Association of Broadcasters*. Atlanta Marriott, Atlanta.

Nov. 19 — Special stockholders meeting. *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

Nov. 19—Deadline for filing reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Nov. 19-21 — Annual meeting, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

Nov. 19-22—Forty-fourth annual *National Association of Educational Broadcasters* convention. Speakers include Frank Pace Jr., chairman, Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson. Sheraton-Park, Washington.

Nov. 19-23—National convention, *Radio and Television News Directors Association*. Beverly-Hilton, Beverly Hills, Calif.

Nov. 20-23—Fifty-ninth anniversary meeting. *Sigma Delta Chi*. Speakers include Dr. Frank Stanton, president CBS Inc.; Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shanor, *Chicago Daily News* European correspondent. Atlanta Marriott, Atlanta.

Nov. 21 — New deadline for reply comments on FCC's proposal to permit the use of field strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 21.

Nov. 21-23 — Sixth annual National Broadcast Editorial Conference sponsored by the *Radio-Television News Directors Association*. Beverly-Hilton hotel, Beverly Hills, Calif.

Nov. 22—Autumn managers seminar, *Kansas Association of Radio Broadcasters*. Ramada Inn, Manhattan.

■Nov. 22—Luncheon meeting. *Pacific Pioneer Broadcasters*. Sportsmen Lodge, North Hollywood, Calif.

Nov. 26—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

December

Dec. 6-8—Third annual radio programming conference. *Radio Program Conference Advisory Committee*. Riviera hotel, Las Vegas.

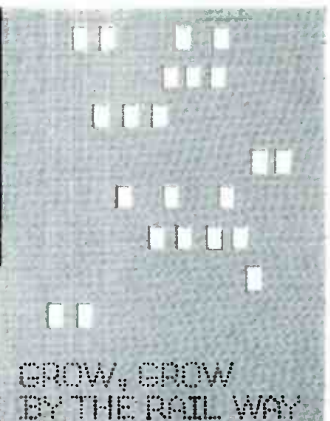
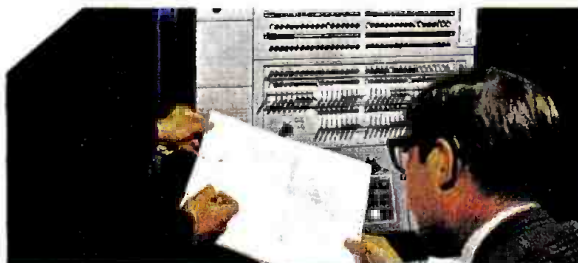
Dec. 9—New deadline for filing comments



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Space Age thinking results in futuristic new freight cars. □ Jet streams of air help unload flour... soft and fluffy... for your baking. □ Giant tanks... thermos bottles on wheels... keep orange juice cool and fresh—without refrigeration. □ New rail ways of moving things for the kind of living you like make average rail freight charges lower today than ten years ago. And we're constantly improving. □ In just one more generation there'll be 50% more people requiring more production of everything... and more good transportation. □ Dependence on railroads will grow and grow. And railroads will be ready.



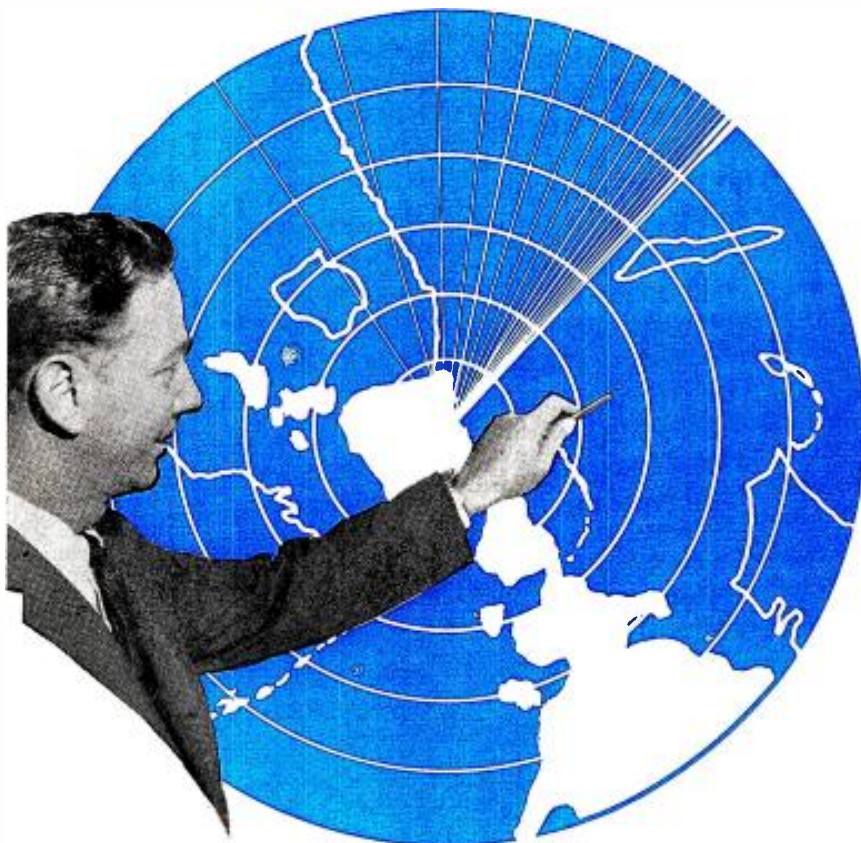
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WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO

on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Oct. 8.

Dec. 9-11—Twenty-fourth annual exhibition. *National Electronics Conference Inc.* Conrad Hilton hotel, Chicago.

Dec. 16—Oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

January 1969

Jan. 9—New deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Nov. 8.

Jan. 10 — Network newsmen newsmaker luncheon. *International Radio and Television Society.* Waldorf-Astoria hotel, New York.

Jan. 10-12—Midwinter conference. *Florida Association of Broadcasters.* Orlando.

Jan. 16-18—*Florida CATV Association* meeting. Marco Island.

Jan. 17—*Cable Television Association of New England* meeting. New Hampshire Highway motel, Concord, N. H.

Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of directors. Americana hotel, San Juan, P. R.

Jan. 24-25—First annual convention, *Georgia Cable Television Association.* Macon.

Jan. 27—Annual midwinter meeting, *Idaho State Broadcasters Association.* Downtowner motel, Boise.

Jan. 28 — New deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market. Previous deadline was Sept. 30.

February 1969

Feb. 5—Newsmaker luncheon, *International Radio and Television Society.* Waldorf-Astoria hotel, New York.

Feb. 6-9 — Meeting, board of directors. *American Women in Radio and Television,* Las Vegas.

Feb. 7-8—Annual winter convention of *New Mexico Broadcasters Association.* Hilton hotel, Albuquerque.

Feb. 12-14 — Annual convention, *National Association of Television Program Executives.* Los Angeles.

Feb. 14-15 — Meeting, board of trustees, educational foundation, *American Women in Radio and Television.* Executive House, Scottsdale, Ariz.

Feb. 17-19 — Eleventh annual midwinter conference on government affairs, *American Advertising Federation.* Statler-Hilton, Washington.

Feb. 25-28—1968 Conference, *Western Radio and Television Association and West Coast Instructional Television.* Olympic hotel, Seattle.

March 1969

March 13 — Annual anniversary banquet, *International Radio and Television Society.* Ed Sullivan will receive 10th annual Gold Medal Award. Waldorf-Astoria hotel, New York.

March 21 — *International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 23-25—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 23-26—Annual convention, *National Association of Broadcasters.* Shoreham and Sheraton-Park hotels, Washington.



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Our people know their jobs, completely. They're professionals right down to their fingertips.

Our equipment is uniquely designed to let us tailor it for the

job at hand. You don't pay for idle gear to sit around unused.

Our post-production backup is without peer. It lets you walk out with a show ready to air.

The Reeves below-the-line capability is some package. You might call it a below-the-line broadside.



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**"Men are never so likely to settle
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it freely."**

It's an old concept.

It was old long before Macaulay.

**But in our lifetime, the meaning of free discussion
has changed.**

**Suddenly, with the advent of broadcasting, it involved
the participation of millions. Simultaneously.**

**Broadcasting has succeeded in bringing free, responsible
discussion to more people than ever before.**

**If it is the achievement of which we are proudest, it is also
the one for which we feel the keenest sense of responsibility.**

**Nowhere has that responsibility been made more vivid
than in those countries where it has been abused.**

**The power born of free discussion on electronic media
is virtually limitless.**

We are dedicated to keeping it as a power of the people.

Not the broadcaster.



BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KOKA · KOKA-TV
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CHICAGO WIND
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OpenMike

Asks rebuttal aids

EDITOR: Your editorial "Abuse for what?" [BROADCASTING, Oct. 28] contained an excellent suggestion. We at WBSM New Bedford, Mass. would be proud to document on a weekly basis the accomplishments of the electronic media. Would it be possible for BROADCASTING to contain a weekly scorecard of the previous week's outstanding programs in both radio and television, to which we could add our own local accomplishments?

This would solve the problem of each station gathering the necessary material for a continuing campaign.

Your editorials should and could serve as a beacon light for an aggressive and militant organization dedicated to protecting broadcasting from marauding, publicity-minded politicians.—*George Gray, president and general manager, WBSM New Bedford, Mass.*

(The job of providing promotional material is one for the broadcasters' own trade associations.)

Promote the medium

EDITOR: In BROADCASTING, Oct. 21 there was a story headlined: "Gleam in Sears eye is for radio." We would like to have permission to reprint it. I am sure this will create much interest in radio in our general area and especially from sponsors.—*Gary W. Hagerich, president and general manager, WHHO Hornell, N. Y.*

(Permission granted)

Hudson River issue

EDITOR: I find it interesting that although Senator Muskie (D-Me.) was accompanied by 63 members of the national press during his "inspection" of the Hudson River—only the *New York Times* and BROADCASTING [Oct. 21] suggested the basic issue which concerned WVOX [New Rochelle, N.Y.], i.e. 95% of the Hudson River is in New York State.

Governor Nelson Rockefeller and the state of New York have been battling the problem of pollution of our rivers and streams for many years.

I would also think it helpful if the record could show that WVOX did not "harass" Senator Muskie and Westchester [county, N.Y.] Representative Richard Ottinger. In fact, the two Democratic office-seekers chartered a 65-foot ocean-going yacht to dramatize their viewpoint. WVOX, as a responsible member of the community, also sought to dramatize our viewpoint. It was never our intention to "harass" Sena-

tor Muskie. And you may be interested to know that WVOX has just this week endorsed Representative Ottinger in his bid for re-election. We did it "grudgingly . . . but definitely."—*William F. O'Shaughnessy, president, WVOX New Rochelle, N. Y.*

A review of color-film costs

EDITOR: An article on the rising costs of producing television commercials in the August *Television Magazine* was based on the American Association of Advertising Agencies' study of these increasing costs comparing 1963 figures to 1968's. In this study, one statistic stands out; that is, the reported 366% increase in the cost of color film stock. As reported in the AAAA study, the 366% increment appears to be a direct result of substantial increases in the cost of a given foot of raw film stock. However, such an increase is not supported by our actual pricing policies.

Increases in price of color raw-film stock amount to approximately a 12% increment.

Today's practices differ sharply from 1963's. Demand for greater flexibility and creativity in editing rooms has led to increased shooting ratios as compared to those of 1963. As a result, more color motion-picture film is used for a given commercial than was used five years ago.

Although *Television* and BROADCASTING have been combined into a single publication, I am sure you will retain your *Television* readers. Therefore it would be helpful if we could correct misleading implications that the AAAA's figure of a 366% increment on the cost of color raw-film stock was solely a result of increases in the cost of a foot of raw-film stock.—*D. E. Hyndman, assistant vice president and general manager, Motion Picture and Education Markets Division, Eastman Kodak Co., Rochester, N.Y.*

The record UHF price

EDITOR: You stated ("Closed Circuit," Oct. 21) that the \$4.5 million for the purchase of WIBF-TV Philadelphia by Taft Broadcasting is the record for a UHF anywhere.

WLKY-TV (ch. 32) Louisville, Ky., was acquired by Sonderling Broadcasting Corp. for \$4,791,622 and assumption of approximately \$1.1 million in liabilities.—*Lorraine Lancaster, executive secretary, Bahakel Broadcasting, Charlotte, N.C.*

(Miss Lancaster is correct, as BROADCASTING's researcher should have discovered by checking BROADCASTING's issue of Dec. 18, 1967.)

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.
(Copyright BROADCASTING 1968)

Charlotte.



Forget it.

Sure we love our home city. But the thing to remember when you're reaching for the **total Charlotte Market** is that 91% of the homes in our survey area are outside Metro Charlotte. In other words, only 9% of our more than one-million homes are in the Metro.

And one sure way to cover that total market is with a spot schedule on WBTV.

On the average, 100 WBTV metro rating points deliver more **total homes** than 150 rating points on Charlotte's #2 station. In fact, our share of total homes is actually highest in all the top 50 TV markets.*

Remember to buy the total Charlotte Market — and buy WBTV.

Then you can afford to be a little forgetful about Metro Charlotte.

WBTV

CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
JEFFERSON PRODUCTIONS
WBT / WBT-FM / WBTV

Represented Nationally by 

*Top 50 Markets by ARB Primary Rank. Average quarter-hour audience in total homes, share of total homes, and metro rating points, Feb./Mar. 1968 ARB. The audience figures are estimates only, and are subject to the qualifications set forth in the survey report.

Bell focuses on the problems of the cities

For more than 28 years, the American Telephone and Telegraph Co. has found that one very effective way to deliver its broadcast advertising messages is with a vehicle that has intrinsic value. As the world knows, the prime vehicle for the past three decades has been the *Bell Telephone Hour*. I'll discuss the past shortly but the "right now" of the AT&T story is literally, "right now."

The Bell System feels that there is a national problem of such import that it deserves close examination: the problem of American cities. The cities harbor the bulk of the American Negro population and the social problems that face them and other minority groups. The cities are the seats of decay, violence and instability. Without dwelling on the obvious, it is safe to say that the violence witnessed over the past several years is due in part to the fact that so many people are living in places not fit to be lived in. Why? This is a problem that deserves such intense and minute study that the Bell System is devoting the greatest part of its advertising budget to a series of "White Papers" on NBC-TV about our urban problems.

The first of these programs, entitled *Cities Have No Limits*, was aired Sept. 13 and dealt in depth with how the cities have gotten into trouble. The hope is that the background this program gives will help all Americans understand better the evolution of the cities' problems.

The second show, to be broadcast from 9-11 p.m., NYT, Dec. 30, will examine in detail many problems that the cities face today. From the definition of the current problems that will be arrived at in this second program will grow the third and last in this years' series: a 90-minute program scheduled for April. This will examine the crisis of the city as a community. It will deal with the dual-level structure of the community. People who live in the cities have to learn to get along on the political and social levels. In other words, people have to learn to live within the physical structure of the city and also have to learn to get along with the others who also live within the city.

By defining and trying to find solutions to the problems that face Ameri-

can cities, the Bell System will not only use NBC News's Frank McGee as commentator-reporter but will also rely heavily on recognized urban experts such as John W. Gardner, Daniel P. Moynihan and Charles Hamilton. This will not only add depth to the discussion but will help the viewers see that increasingly concerned and influential people do, as Mayor John V. Lindsay of New York has said, "give a damn."

AT&T's interest in the cities is based on the nature and concentration of its business. Seventy per cent of the company's business, equipment and facilities are located in cities. Seventy per cent of AT&T employes work in the cities and a large number of them live in them too. For this reason, AT&T is concerned and has been for many years. The welfare of the company and its people hinge on the fate of American cities. If the cities fail, the results for the company, for our economy and for the country would be far reaching and possibly disastrous.

Prior to this year, the *Bell Telephone Hour* was the primary vehicle for AT&T's advertising messages. It was an enjoyable and unique chapter in broadcast history. From 1940, when the *Bell Telephone Hour* was launched on NBC radio as a series of weekly half-hour musical shows featuring tenor James Melton and soprano Francia White, until last April when the show concluded on NBC-TV with a feature hour on "Jazz: the Intimate Art," the *Telephone Hour* was the broadcast source of the best music available. Many artists who otherwise refused to appear on radio (and subsequently, tele-

vision) were heard and seen on *Bell Telephone Hours*. For many years, many musical luminaries found this the only program worthy of their talents. From Jascha Heifetz to Benny Goodman, the whole musical spectrum was covered.

This year it was decided the *Telephone Hour* had to be abandoned to make way for the upcoming series of "White Papers." AT&T will also sponsor three entertainment specials.

For many people the fact the *Telephone Hour* has been abandoned is a great source of frustration. It really needn't be since the *Bell Telephone Hour* is not completely gone. Each Sunday evening from 6:30-7 p.m. NYT on NBC Radio AT&T presents *Encores from the Bell Telephone Hour*. This half-hour series is narrated by the man who, more than anyone else, is associated with the *Telephone Hour*: Donald Voorhees. Mr. Voorhees was the director of the Bell Telephone Orchestra throughout the entire 28-year life of the *Bell Telephone Hour*. He narrates the show and he also reminisces with the people involved about their experiences on the *Telephone Hour* and about their musical careers as well. Original performances from *Bell Telephone Hour* are heard.

All in all, AT&T has presented and will continue to present its messages in vehicles that suit the needs and tastes of the times. The forthcoming "White Papers" and the past association with the *Bell Telephone Hour* truly make AT&T one of the most responsible and responsive advertisers in broadcasting history.



Thomas J. McDermott is senior vice president and director of broadcast activities at N. W. Ayer & Son, New York. He's been with the agency in that city since 1933, the year he joined Ayer in its radio-TV department as a broadcast timebuyer. Mr. McDermott moved into broadcast planning where his responsibilities have continued with the addition of conducting broadcast programing negotiations with networks on behalf of Ayer's clients. He was elected a senior vice president in April 1967.

***Averaging 4,100
busy signals per hour
7:30 to 8:30 p.m.***



Warner Wolf's Sports Call isn't even heard at prime radio time. Yet its Monday thru Friday hour averages 4,100 telephone busy signals . . . a measure of the ability of Washington's only 50,000 watt news, information and sports radio station to turn on people, turn on sales. Want more proof? Call collect: (code 202) 244-5678 . . . let our Mr. Dobra turn you on.

***Wtop
turns
on
people***

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / Represented by
CBS Spot Sales

Rings on her
fingers and
bells on her toes,
she shall have
music wherever
she goes.

Yolanda Parapar. WIOD's music director surrounds herself with the sounds of music. She listens, selects and presents to Program Manager Biggie Nevins for programming music the adult majority of Southern Florida wants to hear most. Contemporary classics. New arrangements. New solid sounds. Ever-popular standards. She listens to every new recording. She records

every listener request. She blends the finest on-air musical balance in Miami. She balances the up-tempo and the lush instrumental. Weaves instrumental and vocal. She keeps the bells ringing and good music everywhere in the air of Miami. We've got rhythm, we've got music, we've got Yolanda Parapar. Who can ask for anything more?

WIOD

Represented nationally by Edward Petry & Co., Inc.

610 AM 97.3 FM MIAMI THE SOUND OF THE ADULT MAJORITY



COX BROADCASTING CORPORATION • WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WICO AM-FM, MIAMI; WIIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

Agencies turn cool to middlemen

Barter and brokering come under scrutiny as head of AAAA defends agency buying skills

The controversial "middlemen" in broadcast advertising—the barter merchant and the independent media buyer—were objects last week of a public attack by the head of the American Association of Advertising Agencies.

The same middlemen were placed under careful scrutiny in an official AAAA report scheduled to be made public today (Nov. 4). Though the report makes no recommendations, it lists the advantages and disadvantages that may confront agencies in buying television or radio time through barter houses or buying services. Read in context with the opinions advanced last week by Edward L. Bond Jr., chairman of Young & Rubicam and of the AAAA, the report makes a strong case for agency caution in dealing through intermediaries.

Mr. Bond chose to make his views known before as meaningful an audience as he could have selected—the Association of National Advertisers, some of whose members have said that middlemen can sometimes deliver better buys than their agencies of record can. To the ANA, assembled at its annual meeting, Mr. Bond made the point that middlemen may on occasion bring in a tonnage buy at lower cost per thousand delivered by an agency but that in the long run it is the agency that must produce media efficiency tuned to marketing objectives (see page 26).

Mr. Bond took his strong stand in a speech prepared for delivery last Friday, just three days before the scheduled release of the official AAAA report—which comes to grips with a problem that has plagued advertising agencies, station representatives and stations themselves on an unprecedented scale over the past few months: How to cope with outside groups that profess to be able to deliver media schedules, particularly in spot broadcasting, at prices substantially below those that advertising agencies are able to obtain.

The association's study apparently evolved from the emergence in the past

18 months of the independent media-buying service, which, at the direction of advertising agencies, promises and often seems to deliver campaigns at reduced costs.

The impact of these outside buyer-negotiators has been felt only over the past few months and has touched off confusion and controversy in the advertising and media communities (BROADCASTING, July 15 et seq.).

Though the independent buying services constitute the immediate concern, the AAAA's study also encompassed the barter house since both types of organizations, it was pointed out, affect "the availability and price of station time" and, on occasions, there seems to be a working relationship between the two categories.

Against this background, the report, titled "Barter and Brokerage of Media



Mr. Ewen



Mr. Kelley

Borden executive new ANA board chairman

William H. Ewen, director of advertising services for Borden Inc., was named chairman of the board of the Association of National Advertisers last Thursday (Oct. 31) as the ANA opened its 59th annual meeting at The Homestead, Hot Springs, Va. (see page 26).

John P. Kelley, director of advertising for the Goodyear Tire & Rubber Co., was elected vice chairman.

Peter Allport was re-elected ANA president.

The following were elected directors: William A. Bartel, Celanese Corp.; A. Dexter Johnson, Eastman Kodak; Marvin H. Koslow, Bristol-Myers; Richard Q. Kress, North American Philips; William P. MacFarland, Campbell Soup, and John J. Morrissey, Ford Division of Ford Motor Co.

In addition, two current members of the ANA board were re-elected: H. Walton Cloke, North American Rockwell, and Howard M. List, Kellogg Co.

Time and Space," was prepared for the AAAA board of directors under the supervision of James J. McCaffrey, president of LaRoche, McCaffrey and McCall, New York. Mr. McCaffrey worked with a study group headed by Michael Donovan, who was, until several weeks ago, vice president and director of media for Papert, Koenig, Lois and is now with CBS-TV in Chicago as director of market and sales development, central sales. The material was gathered by Mr. Donovan, then reviewed with the study group and sent to the AAAA board of directors for comment.

In a preface to the study, the AAAA noted that national-spot TV and radio today account for about \$1.3 billion in annual advertising volume, almost one-fifth of all agency-placed advertising in the U. S. It called the barter house, "developing importantly since 1956," and the barter (or independent timebuying service), emerging in 1967, as "two new factors in the availability and price of station time."

The AAAA said it is "impossible to guess how much time is sold through barter and brokerage" but "it is surely at the rate of millions of dollars per year." The AAAA pointed out that the report was "an effort to collect relevant information, gathered from a number of sources," and added: "It is presented without recommendation, since each agency must decide individually whether and when to use these outside services."

The report stressed that both barter

and brokerage flourish mainly in the spot-broadcasting field but the main difference between them is that barter is limited to the exchange of merchandise for time while the brokerage involves payment in cash for the media time or space. Some of the independent media-buying services evolved out of barter houses, it was noted, although most brokers maintain today that they do not engage in barter.

The report hinted broadly that despite protestations there is still a relationship between the barter operations and the brokers. The latter may tap the inventories of barter houses in certain markets to obtain needed coverage there. But, at the same time, they may buy for cash in other markets, thereby reducing the overall cost of a campaign.

Barter began to develop a special affinity for radio and television starting in 1956, the AAAA document stated, because, unlike the printed media which can control the size of their publications, stations sometimes have time periods that are unfilled. The report indicated that most stations barter to some extent for merchandise to be used as prizes or to equip their offices. (There are only limited opportunities for barter or brokerage in the printed media, according to the report.)

A station, for example, may allocate \$50,000 worth of time to a barter operator in return for \$25,000 worth of merchandise, it was explained. The barter operator, in turn, finds interested advertisers to buy the time at attractive rates, perhaps \$33,000 to \$35,000, and

still turn a profit.

Based on agency experience with barter houses, the AAAA report listed the following possible advantages of using a barter schedule for a client: It may occasionally provide staff relief for the purchase of time; it may provide rates that are generally discounted at least as low as an agency can buy; it frequently is combined with "sweeteners," such as car cards and merchandising; it may include rates not available to an agency. The possible disadvantages cited: Its schedules are mostly pre-emptible; barter is not available to all clients; it is impossible to account fully for unit price of items on schedule; time positions available are usually fringe in value, restricting the "cumulative" potential; it is generally difficult to meet the specification of plans via barter, and agency staff must be employed to direct and screen schedules.

The brokerage firms (independent media buyers) claim they will deliver a planned broadcast schedule at a lower cost-per-thousand impressions than that specified in the agency's media plan. The AAAA speculated on several expedients they may use to accomplish the objective.

"The service may tap the inventories of barter houses. It may take the risk of putting a higher proportion of the time into pre-emptible spots, a higher proportion than the agency would ordinarily see fit to hazard. It may actually take a loss on some of the media facilities and buy at card rates, if certain media refuse to 'deal' but are

Agency rules on middlemen

Doyle Dane Bernbach sets up guidelines for working with outside organizations

Doyle Dane Bernbach, New York, has formulated "guidelines for spot broadcast purchases made through barter companies of timebuying service organizations," setting up conditions under which DDB will work with outside organizations. The guidelines, attached as an exhibit to the American Association of Advertising Agencies, are as follows:

"(1) All schedules to be purchased must be approved by our timebuyer before a dollar commitment is made.

"(2) Target group specification and program environment will be made available to the barter or timebuying organization along with schedule dates, rating goals, type of announcements, day-part specifications and the desired proportionate distribution among these separate factors expressed in either dol-

lars or rating points.

"(3) When the barter or timebuying organization is unable to meet schedule requirements in terms of either circulation or program environment, we will negotiate with another competitive organization or with the stations and/or their representatives directly. Unless our buyer agrees otherwise, schedules must be in his hands at least 11 working days in advance of the proposed start date for a campaign.

"Failure to deliver within the deadline will automatically mean that we will arrange for an alternate source. 'Failure to deliver' includes nonreceipt of schedules and nonfulfillment of specifications established by our timebuyer.

"(4) We may use more than one organization for any given advertising

campaign on a single account, but intend not to use two competitive organizations the same market during a negotiating period.

"(5) We intend not to negotiate with the stations and/or their representatives while a barter or buying service organization is in the process of negotiating prior to the deadlines specified in paragraph three above.

"(6) Upon approval of the authorized schedule, written confirmations will be delivered to our timebuyer within 24 hours. Failure to forward written confirmations will automatically be construed as 'failure to deliver', and the agency will then proceed at its sole discretion to arrange for alternate sources.

"(7) No spot schedules will be purchased subject to pre-emption without notice except for those pre-emptions due to emergency broadcasting in the public interest. It will be permitted to purchase schedules subject to pre-emption upon advance notification provided that alternate scheduling or pre-empted spots is approved by our timebuyer. No announcements will run as make-goods

needed for the specifications of the media plan.

"Heavy reliance is put on the ability to wring concessions from stations. This does not always work out; many major stations in major markets state that they offer the same deal to agencies as to the timebuying services. The greatest leverage for the outside services undoubtedly is in middle to small-size markets and among independent stations in any markets which are subject to heavy competitive pressure."

The AAAA report commented that the buying services "seem able to make a substantial profit," which is estimated to run between 10% and 15%. Their profit, after the agency commission, is the difference between their bid price and the actual cost of buying the schedule. "As in the case of barter operations," the AAAA noted, "the bill [to the agency] will not fully disclose the unit costs of the spots in the schedule."

Among the possible advantages to an agency of using independent time-buying services (brokers), the AAAA mentioned these: They can provide staff relief for the purchaser of time; they claim to be more expert than the average agency buyer in negotiating rates; they claim to have an inventory available to them not available to agencies, and they will frequently "sweeten" schedules with other sources, including other media, marketing services and/or merchandising.

Among the possible disadvantages pointed out by the AAAA: Terms of unit buys made by brokers are not dis-

closed, making it impossible to account fully for the unit price or source of items on schedule; brokering is not available to all accounts; agency surrenders control to a third party without full knowledge of the department of that party, and an agency staff must be employed to direct and screen schedules.

The AAAA report pointed out that agencies regard it as their obligation to obtain the lowest possible rates for clients. Most agencies are likely to consider the use of outside services if they can indeed deliver at the lower rates with requisite effectiveness, it added. The AAAA study included in its appendix guidelines established by Doyle Dane Bernbach for spot broadcast purchases made through barter or time-buying organizations (separate story, page 24).

AAAA raised the question: Will barter and brokerage continue to grow in spot broadcasting? The answer, it said, hinges on six considerations:

- The economic condition of the spot broadcast market. In a tighter market in which station time is in demand, barter and timebuying services will find it difficult to obtain attractive offerings.

- The policies of individual stations. Leading stations assert that they make the same offering to all buyers, but few stations have as yet "proclaimed such policies," the AAAA noted.

- The influence of station representatives. Some representatives have proposed "basic ground rules" when dealing with outside services, under which

stations would send copies of all contracts to advertising agencies as well as to the outside companies.

- The influence of advertising agencies. Some agencies have notified stations that they must know specifically what stations are doing in terms of the organizations through which stations are selling time.

- The competence of advertising-agency timebuyers. To whatever extent the outside services can really surpass agency timebuyers in buying proficiency and as long as advertisers will accept nondisclosure of unit prices, outside services are sure to be a force in broadcasting.

- The attitude of advertisers. If clients believe that outside services can consistently deliver better values, they will insist that the services be used.

The AAAA report, in one section, considered the legality of barter and brokerage and concluded that lawyers seem to agree that both barter and brokerage of time and space are legal. But the report touched on speculation that some advertising agencies themselves might elect to venture into brokerage and commented that, in this eventuality, "harder legal questions might arise." AAAA made this observation:

"What if an advertising agency today should combine its purchases of time to purchase blocks of time or space and re-sell to all clients? What if an agency, more simply, combined purchases for all clients into one buying pool? What if "several" agencies joined forces to

for pre-emptions without such approval.

"(8) A dollar value will be assigned to each announcement purchased and failure to broadcast for any reason whatsoever other than our negligence will be credited to the amount of the value assigned unless a make-good has been authorized by our buyer.

"(9) Make-goods for pre-empted announcements will be authorized by the timebuyer provided the make-good announcement equals the pre-empted announcement in terms of specified values.

"(10) The rating source upon which circulation values will be determined will be specified in advance by the timebuyer to the barter or time-buying service organization; wherever estimates of seasonal rating adjustments are to be made, the timebuyer will furnish the adjustment factors to be used in each market assigned.

"(11) The barter or time-buying service organization will specify in advance of the submission of schedules for approval of the exact cancellation privileges of each transaction under question.

"(12) Proof of performance will be furnished to us in the form of notarized station affidavits of performance.

"(13) As new market rating reports are received from the specified rating sources during the life of a campaign, substantially disadvantageous changes to the purchased schedule will constitute grounds for renegotiation to time periods meeting the original specifications. A loss of audience of 5% or more will be considered a substantially disadvantageous change.

"(14) The barter service and/or time-buying service organization must agree to maintain strict confidentiality on all information given to it by us.

"(15) The barter and/or time-buying service organization will assign only people fully employed by it to handle any aspect of our assignment. Part-time employees will be acceptable to us provided that they are not simultaneously on the payroll of any other advertising agency, any advertiser, any broadcaster or any other organization engaged in any aspect of advertising, public relations, promotion or press.

"(16) The barter and/or time-buying service organization will specify at the time schedules are submitted for approval whether the schedules are commissionable to us or not.

"(17) All invoices from the barter or time-buying service organization for a specified campaign assigned to it by us will be submitted *only* to us, with as many copies as we may specify, it being understood that we will not request more than its normal practices require.

"(18) We ask that the barter or time-buying organization produce either: (1) a statement by a broadcast station's financial officer on station letterhead that payment in full has been received by the station *before* DDB pays invoices, or (2) a statement by a broadcast station's financial officer on station letterhead that neither DDB nor its clients' other advertising agencies will be held responsible for payments for schedules placed by the barter or timebuying organization. This confirmation from stations will be required before DDB pays any invoices."

enhance their buying power?

"These are possibilities for an advertising agency to consider, based on the business judgment of its management and the advice of its legal counsel.

"It might well be held that such pools would enhance the buying power of larger agencies at the expense of smaller agencies. It might also be complained that they would enhance the buying power of larger advertisers, at the expense of small advertisers. The purported ability of large advertisers to secure substantial discounts for television advertising was one of the principal factors relied upon by the Federal Trade Commission in disapproving the acquisition of Clorox by Procter & Gamble, a decision affirmed by the Supreme Court."

The report stressed that it was making no recommendations and did not disclose the identity of companies active in barter and brokerage. One advertising agency official who had read the report and was highly conversant with

the subject had this comment:

"The report is intended solely to provide a broad outline of what is going on in bartering and brokerage today. An association has to be careful, not only because of the possible legal implications of recommendations it might make, but also because the Four A's consists of both large and smaller agencies and the latter may well find barter and brokerage suitable avenues for their businesses. Presumably, barter and brokerage companies were not identified because they are known to advertising agencies."

Though both barter and brokerage organizations ordinarily shun publicity, the identities of a number are known. Among the barter companies are Atwood Richards, New York; Pepper Sound Studios, Memphis, Tenn.; Universal Communications, New York; Promotional Services Inc., New York; RDR Associates, New York; Linwood Associates, New York, and Regal Advertising Associates, New York. Broker-

age firms, whose growth is a recent development, embrace four known companies: U. S. Media-International, New York; Adonis Radio Corp., New York; Timebuying Services Inc., New York, and Broadcast Media Corp., Chicago. (Atwood Richards, said to be the largest barter organization, was acquired earlier this year by the Chemway Corp. U. S. Media, the acknowledged leader in brokerage, has reported that it plans to "go public" in the near future. Adonis Radio, another broker, was acquired recently by LIN Broadcasting Corp., a conglomerate that also owns broadcasting stations.)

The Four A's report shied away from estimating the advertising volumes placed by these outside organizations. But based purely on what officials in these fields claim for billing when they consent to talk for publication, barter in 1968 could run to approximately \$30 million and brokering to about \$40 million. Some officials think these figures are inflated, but who can tell?

Fee system growing, Bond tells ANA

Speaking of middlemen, Y&R chairman warns that advertiser will pay for apparent savings

The newly emerging media-buying services and the older institutions of barter and brokerage were brought under fire last week at the 59th annual meeting of the Association of National Advertisers.

Edward L. Bond Jr., chairman of Young & Rubicam and of the American Association of Advertising Agencies, made the attack in a speech prepared for delivery Friday (Nov. 1) at a session on "The Future of the Advertising Agency Business."

Mr. Bond's speech preceded by three days the issuance of a major report on barter and brokerage by the agency association he heads (see page 23).

Mr. Bond devoted to the subject about one-fifth of a wide-ranging speech that foresaw a marked reduction in agency activities in providing marketing and merchandising services for clients, increased use of the fee system to supplement the basic media-commission system of agency compensation and increased government involvement in advertising and marketing.

The session was a highlight of two and a half days of meetings that ranged across a broad spectrum of advertising issues from the social responsibilities of advertisers to the use of computers, research and the almost-always-present question of "creativity," what it is and how it works (see stories this issue).

One of four closed workshops sched-

uled Friday afternoon was to deal with TV problems, and "independent media-buying services (middlemen) for spot TV" was on the agenda there, too. Along with use of minorities in television, violence in programing, new efforts to improve TV rating services and electric monitoring of commercials.

Mr. Bond said that although cost savings offered by media-buying services suggest that the advertiser benefits at the expense of the station, "the history of business has shown that this kind of expense will eventually be paid for by the advertiser."

He traced the rise of the media-buying services to softness in the spot TV market, asserting that "an average station's net profit had dropped from 34% in 1966 to 18% in 1967." Negotiation with respect to price became obvious, he said, "and attracted the media specialists and lent believability to their claim. There should certainly be better negotiating with respect to price. And price, to my way of thinking, should be based on competitiveness, ingenuity and the worth of the product—not on block buying."

Mr. Bond questioned whether "brokerage buying," as distinct from "traditional" buying, "truly serves the best interests of the advertiser." In one system, he said, "you pick your market" and "aim your dollars specifically at

the defined market," while the other system doesn't pick a brand target but "buys big, perhaps in the millions, and hopes to hit everyone, everywhere."

"On a short-term basis this will, very likely, deliver the dollar savings; but I question whether, in the long run, it will work for the good of the various brands. Is CPM everything? Aren't timing and impact part of the yardstick you need to evaluate what is, and isn't, a good buy?"

"Could it be that with your dollar-savings plan you are indeed talking to more people—but less often? Is this good for the individual brand? Until you know the answers to these questions, you don't really know whether you've made a good buy after all."

To those who "would separate the media-buying function from the agency on the assumption that others can get it for them wholesale," Mr. Bond had this to say: "Lowered CPM does not necessarily lead to consumer action. And the buying function cannot be disassociated from the planning, creative and concept areas of advertising. If you separate the creative effort from the media-selection area, or media planning from media negotiation, it is impossible to give the brand the consideration it must have to meet the competitive conditions of the world it lives in."

"I am not," he continued, "opposed to equitable rate reductions. A station is entitled to cost out and sell its product at any price it chooses. What I am firmly against is price cutting, or barter,

on the assumption that the buyer is getting the same items for which he formerly paid full price—when he isn't. If, in such purchases, the advertiser loses control over when his advertising will run, if the degree of precision has been reduced, if the purchase means that the brand franchise is in any way sacrificed then I question whether the bargain is really a bargain."

If it is time for a change, Mr. Bond suggested, "logic and common purpose should dictate that mutually advantageous pricing reforms could be better implemented if the four principals—advertiser, agency, station and station rep—worked together to create the most efficient packages—efficient in terms of cost, objective and implementation.

"I think that the arrival on the scene of the barter-brokerage house has been good for the advertising business because it has shaken up so many people. It's good for every business once in a while to re-examine all its functions and find out whether it's still organized to serve the current needs of its clients in the best possible way. Our business has always existed under the threat of being replaced by a direct relationship between the media and the advertiser."

Mr. Bond spoke out against house agencies as unable to match the service of independent agencies except, perhaps at far greater expense, and said that economic reasons, if nothing else, will curtail the marketing merchandising and research services that agencies currently provide for clients. He maintained that "creativity," despite all the talk about it, is no new break through but dates back at least 45 years.

"If there is anything new and big coming up," he said, "it's the advent of the systems approach—the application of scientific method to solving business problems . . . the new approach to understanding people and understanding markets—an understanding far greater than we have ever had before of how advertising works in the marketplace."

Mr. Bond, speaking on "Time for a Change," said one of the prime reasons for change is economic: "Of member agencies who reported their profits to AAAA, the agencies billing over \$40 million showed that on the average, their profit margins in 1967 were the lowest of any of the preceding five years. The reasons for lower profits are many, and not the least of them is the increase in our costs. The cost of good talent has skyrocketed, a matter of supply and demand.

He doubted that agencies would "grow much beyond the current share-of-market levels," because of problems of competition, client conflicts and normal attrition. "Somewhere between 5% and 7% of national advertising would seem to me to be about all any one agency is likely to get, no matter how

good its product."

Mr. Bond said he thought the 15% commission system "will continue to be the nucleus of agency compensation," but foresaw a continuing trend toward special fee arrangements as a supplement. He thought more and more advertisers would agree to define product conflict" as that between products that are directly competitive, and would allow their agencies to represent a non-competing product even when produced by a corporate competitor.

Government's interest in "consumerism," Mr. Bond said, "will inevitably peck away at our freedom of operation" and "we will be more and more restricted in what we can say and, to a lesser degree, where we can say it, and this of course, puts an even greater premium on sound creativity."

In another speech prepared for the same session, Marvin Bower, of McKinsey & Co., management consultants, bluntly attacked the media-commission system of agency compensation as "a cancerous growth that destroys the very foundations of a true professional relationship" between agency and client. When an agency's compensation is tied directly to client spending, he said, any agency recommendation for an increase in spending may be suspect.

"The ultimate answer," he said, "is not difficult to state: just use the free basis employed by legal, accounting and management consulting firms." He did not appear optimistic about early success in wholesale substitution of this system, but said failure should not stem from lack of effort.

Equally bluntly, Mr. Bower came out for total elimination of policies against letting agencies handle products that compete with one another: "Law, accounting and management consulting firms serve directly competing companies with their full knowledge and with no harmful effects to any of the parties."

As to computer-based media services

and who should provide them, advertisers and agencies themselves or specialized independent companies, Mr. Bower said the answer "is not to be found in efficiency and cost alone; consideration should also be given to the intangible of relating message to media, apart from the demographics. The independent judgment of the agency on media decisions should not be given up lightly."

Some other aspects of agency-advertiser relations were explored by client and agency representatives in a follow-up session.

Television was one of the major factors cited by Richard L. Gilbert, of Gilbert Advertising, as contributing to the emergency of "today's bold new ways of communication."

All of the economic and social changes already in progress, he said, "were complicated by the fact that TV was creating a huge new gap between the generations—between those who learned to read and write before the advent of television and those who came to TV first. This cynical, terribly aware generation grew up with TV. The visual tranquilizer awaited their return from the hospital and by high school graduation, they had clocked more than 10,000 hours of TV viewing time. They are the only citizens who are natives of this new electronic environment. It is their terrain—and unless you give them depth and involvement you will be ignored."

Earle Ludgin of Earle Ludgin & Co., like Mr. Bond of Y&R, disagreed that "creative" agencies are something new, but, he cautioned, "the brilliant creative work that is being produced today is not being emulated so much as it is being initiated. Its brilliance is being confused with cleverness. Alas, there is a world of difference."

Creativity was also to get a full session of its own on Saturday (Nov. 2) with speeches by three of the more

Arthur Bagge explains BMC's buying practices

Arthur W. Bagge, president of Broadcast Media Corp., Chicago-based national timebuying service company, wrote agency clients and prospects last week to clarify his firm's position in the public debate over what such firms do or do not do. Bartering or brokering of time headed the list of things BMC does not do, Mr. Bagge said.

Neither does BMC "cut out the rep," he said, since the firm works with station representatives. Mr. Bagge added: "We are not cutting or lowering station profit, not middlemen and

not wheelers or dealers."

BMC, Mr. Bagge explained, is composed of "hard-nosed deliberate buyers of time. Our major objective is to execute a media plan in order to achieve the very best efficiencies with optimum values for our clients."

As long as there is more than one station or availability in a market, Mr. Bagge said, "maximum evaluation and judgments are necessary to scrutinize the several potentially best media mixes for the greatest efficiencies."

Mr. Bagge emphasized: "We are totally committed to spot . . . the more efficient the investment in spot, the greater investment. This is growth for the spot industry."

The Night That Counts.



Continuous Color Coverage Tuesday

The Men You Can Count On.



Chet Huntley

David Brinkley



Frank McGee

John Chancellor



Edwin Newman

Sander Vanocur

Night, November 5, NBC NEWS

widely recognized "creative types" in the business today: Jack Roberts of Carson/Roberts, Carl Ally of Carl Ally Inc., and Charles H. Brower of BBDÖ.

Herbert D. Strauss of Grey Advertising, a publicly held agency, told the session on advertiser-agency relations of some of the advantages of "going public," including the "disciplining effect" of public reports on "both an agency's people and its performance."

He speculated that the reason some publicly owned agencies stocks have not performed up to expectations is that there was "too great an initial emphasis on the so-called "glamour" of the business, attended by subsequent disappointment at the same time, he said, "there has doubtless been too little emphasis on, and understanding of, the long-term growth and solidity of the agency business."

In a session on computers, Dr. Charles Raymond of Marketing Control Inc., related computer developments in medicine and education to those that may come in marketing. "In advertising today," he said, "as in medicine and education yesterday, the chief obstacle to the profitable use of the computer is the absence of sufficient information reliable enough to warrant fast processing."

He showed how the computer may be used to collect as well as analyze data. and Dudley Fich of the Pillsbury Company, and Dr. Benjamin Lipestein of Sullivan, Stauffer, Colwell & Bayles showed how their companies got decision-makers themselves to use computers "because they wanted to" and "because they were rewarded by doing so."

ANA gold medal for Clarence Eldridge

Clarence Eldridge, marketing consultant and former key advertising executive of General Foods, Campbell Soup and Young & Rubicam, was awarded the Association of National Advertisers' Gold Medal for leadership last Thursday (Oct. 31) as the ANA opened its 59th annual meeting (see above, page 26).

"He has given us more through our association than has anyone in or out of our membership," Joseph V. Getlin of Ralston Purina, ANA chairman for 1968, said in making the award. "He has spoken to us—wisely and well—almost innumerable times, but generally away from the limelight under the auspices of our off-the-record seminars."

Mr. Eldridge's career has included service at Y&R as vice president and supervisor of the General Foods account and chairman of the plans board; at General Foods as vice president in charge of marketing, and at Campbell

Advertising can help solve problems

Business urged to use powerful medium to aid nation in time of crisis

What business is doing—and how it could and should do more—to use advertising to attack social and racial problems was emphasized by Norman E. Cash, president of the Television Bureau of Advertising, at the opening session of the 59th annual meeting of the Association of National Advertisers last Thursday (Oct. 31) at the Homestead, Hot Springs, Va.

Mr. Cash showed examples of broadcast and print advertising being used by individual advertisers as well as by the Advertising Council to help solve problems ranging from unemployment to urban decay, poverty, better schools, juvenile delinquency and crime control.

All these problems are business problems as well as social problems, he emphasized, and there are business as well as humane reasons for advertisers to help solve them.

He cited commercials by General Electric that worked recruitment into an argument that better-lighted streets would reduce crime, by Gulf Oil stressing employe training in the ghettos, by the Institute of Life Insurance urging viewers' help in solving urban problems.

Xerox, Hines, Polaroid, and Royal Globe Insurance Co.'s were among other advertisers whose efforts to attack basic social problems through adver-

tising were shown. The CBS News program on hunger was cited as another effort that produced affirmative results.

Mr. Cash said: "It speaks well for us in the advertising business that our largest advertiser is also our most important one"—not Procter and Gamble or General Motors but the Advertising Council. Last year it received \$320 million in media time and space or 90% of the combined P&G and GM advertising expenditures.

But individual advertisers, he said, can pick up the theme of the Ad Council—or of many other public service or trade association organizations—in advertising of their own that can advance the cause of social, public and individual advertiser interests.

Mr. Cash also released results of a survey, conducted for TVB by R. H. Ruskin Associates for presentation at the ANA meeting, which showed that most people in the U.S. think government, not business, should be primarily involved in helping resolve today's social problems. In many cases schools and religious groups were rated ahead of business as factors that ought to be involved in solving these problems.

But that was not true, Mr. Cash said, of respondents who were younger, better educated, or in higher income brackets. These, he noted are "the people most important to business as consumers and as manpower"—and the ones whose views should not be ignored.

In the same session C. W. Cook, chairman of General Foods, stressed that it is "merely enlightened self-interest for us to help to create the climate in which business can continue to prosper." Much as advertisers can and should do, however, he stressed, they cannot do all—government must help.

"Only with the full cooperation of government—government at all levels—can business make maximum contributions in this vital work," and he added this "must have a profit and, if the government expects business to help solve social problems it must make it possible for business to do so at a profit."

Mr. Cook noted that business leaders are often called into government service and praised for their contributions, "only to be criticized severely by some government people for their stewardships of their business activities."

The result, he said, "is bound to be an undermining of public confidence in business."

Mr. Cook said that "the administration voted into office next Tuesday—whatever its party designation—must make it clear all down the line, to everyone serving in it, that government does indeed welcome business as its partner in trying to progress meaningfully in our national goals of creating a better life for all America.



Mr. Eldridge

Soup as executive vice president, marketing. He is the author of a series of essays, "The Management of the Marketing Function," published by ANA.

WCCO Radio. Bigger than TV.

(In Minneapolis-St. Paul.)

WCCO Radio is the biggest thing in broadcasting in the Minneapolis-St. Paul market. Our most dramatic and convincing point: WCCO Radio is bigger than TV!

Check these comparisons, based on average quarter-hour estimates from ARB:

ALL DAY... ALL WEEK: WCCO Radio attracts larger audiences than any television station in the Twin Cities. (6:00 AM-12:00 Midnight, Monday-Sunday).

DAYTIME: The WCCO Radio audience is bigger than all four Minneapolis-St. Paul TV stations COMBINED. (6:00 AM-6:00 PM, Monday-Friday).

PRIME TIME: WCCO Radio's morning audience is greater than the evening audience of any Twin Cities TV station. (6:00-10:00 AM, Monday-Friday, for WCCO Radio; 6:30-10:30 PM, Monday-Friday, for TV).

On each point, WCCO Radio is the clear-cut leader among all persons 12 and older. Also adults, women and men.

Before setting your next budget, get full details of WCCO Radio's bigger-than-TV story. You'll find there's more to advertising than meets the eye.



WCCO RADIO

MINNEAPOLIS / ST. PAUL ■ Represented by CBS RADIO SPOT SALES

Source: ARB estimates. Radio: Oct.-Nov. 1967 and April-May 1968. TV: Oct. 1967, Nov. 1968, Jan. 1968, Feb., March 1968 and July 1968. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

Threat to co-op advertising fought

Tide of opposition rises against FTC's restrictions on promotional allowances

A potential storm is brewing at the Federal Trade Commission over an FTC-proposed set of guidelines affecting commercial advertising allowances that, if promulgated, could cause a definite crimp in, and possible demise of broadcast cooperative advertising.

That spectre has been conjured up by one Washington law firm—Howrey, Simon, Baker & Murchison—that is vigorously opposed to the guidelines. Once they are effected, the firm claims, sellers concerned with avoiding violations of the law “will be encouraged to avoid cooperative advertising and concentrate their budgets on their own advertising where they can control all aspects of the program. . . .”

The law firm is but one of 65-plus associations and individual proprietors representing a broad spectrum of American business that have filed nearly unanimous opposition to those FTC guidelines proposed in July. Among those groups filing are heavy spot-TV users—Procter & Gamble, Bristol-Myers, Miles Laboratories—Chas. Pfizer & Co.; the Electronic Industries Association; Grey Advertising, and various trade associations and marketing organizations representing such diverse business interests as drugs, soap, tobacco, toilet goods, beer, toys, popcorn and avocados.

The issue was recently joined by the American Advertising Federation, which, although it had not filed comments, sent a letter to each of the five FTC commissioners last week request-

ing an en banc hearing on the proposed guidelines. AAF stresses that it is “vitally important for the members of the commission to appreciate the practical and sometimes insurmountable difficulties that will be confronted in the industry’s attempts to conform to the guidelines.” They will have a “substantial impact on all sellers who have advertising allowance programs.” It is alleged, and “advertising itself will be seriously affected.”

In anticipation of the proposed hearing AAF has retained the Washington law firm of Pierson, Ball & Dowd to assist it in the proceeding.

What the commission has proposed are guidelines designed to provide a “useful and comprehensive tool for assessing the impact” of certain legal requirements contained in the Robinson-Patman Act, an amendment to the 1914 Clayton Antitrust Act.

Robinson-Patman purportedly prevents competitive inequalities that come from certain types of discrimination (in promotional payments and services, for one) by sellers in interstate commerce. It requires sellers to treat competing customers for their services on proportionally equal terms, a stipulation that the commission implies is honored more in the breach than in the observance. Those covered by the act include “any kind of advertising, including cooperative advertising.”

The FTC was prompted to write the new guidelines by a recent U. S. Supreme Court decision that in substance

expanded the term “customer.” The court said that advertising allowances offered by sellers to direct buying retailers (customers) must be equally available to competitive “indirect” buying retailers.

The commission’s proposed guidelines include the expanded definition. In addition the commission goes beyond Robinson-Patman to apply legal penalties to sellers who pay customers for services that are not rendered, or who overpay for services which have been rendered, and to customers who knowingly (or the commission says, “should know”) receive discriminatory or other “improper” payments. The onus for determining whether the advertising has been placed as contracted or what’s improper falls on the seller and customer, respectively.

According to the guidelines the seller has “a duty to inform” all customers, direct and indirect, of its promotion plan with a notice that “must prove to be effective in practice.” The chain of information may wind from wholesaler to distributor to letters to telegrams to trade publication announcements, but if it’s apparent to the seller that his notice is not effective, then the FTC says “a more effective means must be adopted promptly.”

The commission will further require that if a promotional plan doesn’t suit all customers, the seller must provide alternatives to the plan that will permit participation “by all competing customers on proportionally equal terms.” As an example the commission cites a case where the seller might offer a cooperative radio-TV advertising plan which some of his customers may be too small to use. The seller then must offer them some “usable” alternative “on proportionally equal terms,”

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 20, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 20	Total dollars week ended Oct. 20	1968 total minutes	1968 total dollars
	Week ended Oct. 20	Cume Jan 1-Oct. 20	Week ended Oct. 20	Cume Jan. 1-Oct. 20	Week ended Oct. 20	Cume Jan. 1-Oct. 20				
Monday-Friday Sign-on-10 a.m.	\$	\$ 145.8	\$ 222.8	\$ 3,290.1	\$ 346.5	\$ 13,926.4	116	\$ 567.3	3,075	\$ 17,342.8
Monday-Friday 10 a.m.-6 p.m.	1,762.9	48,674.9	2,959.7	114,003.2	2,408.8	93,973.2	964	7,131.4	37,058	256,651.3
Saturday-Sunday Sign-on-6 p.m.	2,198.3	41,770.8	2,019.1	39,477.5	884.2	26,002.2	333	5,101.6	10,396	107,250.5
Monday-Saturday 6 p.m.-7:30 p.m.	1,451.4	14,001.4	756.1	22,944.9	79.5	23,970.6	122	2,917.0	3,775	60,916.9
Sunday 6 p.m.-7:30 p.m.	460.0	4,411.6	278.3	8,022.1	225.7	7,321.4	31	964.0	837	19,755.1
Monday-Sunday 7:30-11 p.m.	6,910.6	193,148.3	7,355.1	236,817.4	8,184.3	238,753.4	457	22,452.0	18,403	668,719.1
Monday-Sunday 11 p.m.-Sign-off	503.3	13,856.7	149.1	4,741.2	461.3	18,829.9	86	1,113.7	3,254	37,427.8
Total	\$13,286.5	\$316,009.5	\$13,738.2	\$429,296.4	\$13,220.3	\$422,757.6	2,109	\$40,245.0	76,798	\$1,168,063.5

Donald's got 'em!

The biggest and best 29
markets in America:
49% of America's TV homes.

Source: SRDS 1968

**WNEW
KTTV
WKBS
WKBG
WWJ
KNEW
WKBF
WTTG
WIIC
KPLR
KDTV
WTTV
WBAL
KOMO
KHTV
WJRJ
WTIC
WCKT
KTXL
KMBC
KGW
WFLA
KBTW
WOWE
XETV
WATU
WSWO
WBJA
KPHO**

**New York
Los Angeles
Philadelphia
Boston
Detroit
San Francisco
Cleveland
Washington, D.C.
Pittsburgh
St. Louis
Dallas
Indianapolis
Baltimore
Seattle
Houston
Atlanta
Hartford
Miami
Sacramento
Kansas City
Portland, Ore.
Tampa
Denver
Albany
San Diego
Augusta, Ga.
Dayton-Springfield
Binghamton
Phoenix**

(And that's for openers!)

52 weeks with 46 weeks of 1st run—only 6 weeks of repeat.
90 minutes or 60 minutes! Never loses momentum!
More entertainment and more involvement!

the Donald 'Connor Show



MPC METROMEDIA PRODUCERS CORPORATION
(Formerly Wolper TV Sales)
485 Lexington Avenue, New York, N.Y. 10017, 682-9100

such as advertising in neighborhood or weekly newspapers, envelope stuffers, and handbills.

One alleged detrimental effect regarding TV advertising budgets for former users under these guidelines is noted by Calgon Corp. Calgon claims that large advertisers are given a lower "per-minute" rate for TV time because of their annual purchases of advertising. "Stripped of the use of promotional allowances, the smaller seller would in point of fact be at a competitive disadvantage were he to allocate those dollars to . . . TV at higher rates," a factor which Calgon says would discourage manufacturers from using this form of competitive marketing.

The commission further won't accept so-called "tripartite" plans where promotional assistance is administered by third parties who are neither suppliers nor customers. It cites one example where a seller may not buy advertising time from a radio station and have the station furnish free radio time only to certain favored customers of the seller.

Industry practices which contravene these guidelines will not be excused on the basis of competition is "very keen," or special allowances must be given to some customers in order to be competitive, the commission says. Nor will such practices be condoned if they are justified through savings in the cost of manufacture, sale or delivery.

If the filings are any indication, the business community is buying little or none of this apparent legal labyrinth. One major drug firm says it would have to mail 20 million letters alone to inform its customers of a cooperative plan—that is, if it knew who all of its customers were. A major contention of many firms is that outside the whole-

Schick's shtick: to shave the hippie

In a television campaign begun last week, Schick Electric has undertaken the task of convincing hippies to adopt the "clean-cut" look.

Two 40-second commercials for Schick electric razors, to be run with other 20-second Schick commercials, were created by Dancer-Fitzgerald-Sample and filmed by VPI, both New York.

The campaign will run until Christmas on all three networks and on spot television in 18 large markets.

The Lancaster, Pa.-based company chose the hippie theme despite its acknowledgement that "research has shown the alienated, extremist youth group to be surprisingly small." Schick reasoned the "sullen, bearded element is the more publicized; thus the theme to convert the far-out is dramatic and appropriate for an electric razor that's so new and different from competition."

sale distribution process, the identity and location of its customers is an unknown quantity. The burdensome cost notifying hundreds of thousands of customers is also cited.

"One stroke of [your] pen [will] put the independent wholesale and retail grocery business back 40 years," claims one trade association. Another group charges the guidelines will initiate a "complete re-orientation of selling practices to the detriment of manufacturers and jobbers alike." A Florida marketing consultant sarcastically notes: "What the Supreme Court and the do-gooders in FTC have done is to damn 98% of the people involved to get at 2%."

Whether or not the FTC has damned a majority of the business community may yet be determined in a hearing. But one attitude is evident: If the guidelines are promulgated, cooperative advertising may be avoided like the plague.

Bell voices concern with advertising's image

Advertising's battered image was the focal point of a speech delivered to West Coast media representatives by Howard H. Bell, president of the American Advertising Federation, Washington. The thrust of his presentation was that advertising is now being blamed for everything that happens in our society from violence to rising prices of goods.

Explained Mr. Bell: "The role of advertising and its contributions to our economic well-being are not universally understood or appreciated or even accepted in some government and public circles, including academia." Mr. Bell also told the AAF's western regional conference in Palm Springs, Calif: "Our shortcomings are magnified and exploited by our detractors while few supporters of the free enterprise system rally to the defense of the industry which has done so much to build that system."

The four-day convention (Oct. 24-27), also heard major addresses by Ted H. Factor, senior vice president in charge of West Coast operations for Doyle Dane Bernbach, Los Angeles, and John P. Cunningham, one of the founders and now honorary board chairman of Cunningham & Walsh, New York.

Both stressed the importance of strong ideas in successful advertising. "It's ideas that motivate people," Mr. Factor said. "The clever arrangement of pictures and words amuses people, but only an idea will move them."

Mr. Cunningham, who expressed belief that the industry is generating more creative ideas than ever before, pointed out too that advertising ideas have to be

sought deliberately, "just as we would set out on a planned excursion, or a safari, or an exploration."

Theme for the regional convention was "advertising climate—the weather you can do something about."

FTC to view Geritol spots regarding false claims

The Federal Trade Commission is scheduled to screen Geritol TV commercials Thursday (Nov. 7) during a public hearing the agency is holding to determine whether the commercials violate a 1967 order on misleading claims for the product.

The FTC originally ordered the manufacturer, J. B. Williams Co., and its agency, Parkson Advertising, both New York, to stop making "false and misleading claims" to the effect that Geritol is a remedy for tiredness and that tiredness is a symptom of iron deficiency in 1965. Last December the order became final.

The FTC said a review of a report purporting to show the company's compliance with the final order indicated Geritol advertising, mostly in TV commercials, may not comply with the order.

'SNAP' computer gives ad media quick answers

Dancer-Fitzgerald-Sample has announced creation of a computerized mathematical model for evaluating national and local advertising media in every market.

DFS said SNAP (Spot/Network Allocation Program) "is the first system designed to allocate media weight (audience) rather than dollars on a market-by-market basis, depending upon the advertiser's requirements."

Although first used for broadcast media, it also can be adapted to national and local print media. SNAP uses both IBM 360/30 and IBM 360/65 computers, utilizing two banks, one to store marketing information for all geographical areas and the other audience data, including demographics.

Agency appointments:

▪ Shulton Inc., New York, has moved two accounts totaling estimated \$2.5 million billing, half in broadcast, to Compton Advertising, New York. Products are Manpower men's toiletries, about \$1.2 million, and Technique hair preparations, about \$1.3 million.

▪ Brown Bottle Inc., Chicago, new self-service restaurant franchise system, has named North Advertising there. TV-radio are included in advertising plans that will be national by end of 1969.

WDXL's top talent is getting bunions.



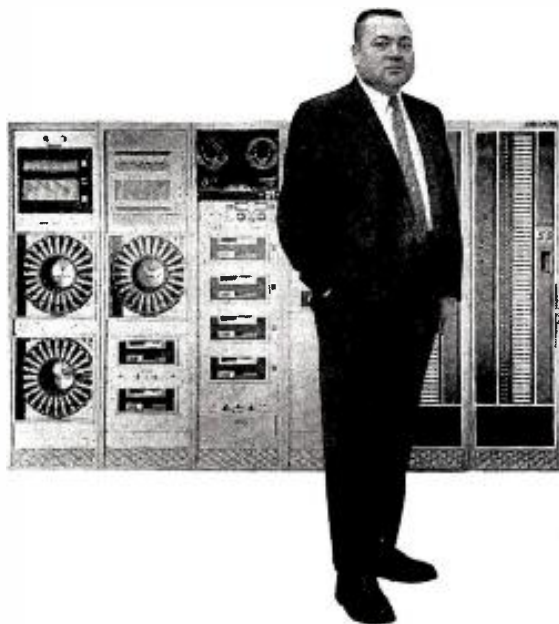
Ben Enochs says we're to blame.

Says Ben, "Automation worked so well for our FM operation, we decided to automate our AM. Some people say it doesn't pay to automate an AM station with small-town programming. But the Gates people built an Automatic Tape Control System to fit our format, worked with us until we had exactly what we wanted. Now even our log is automated. We've got the boys out on the street selling spots while they're on the air."

WDXL is another station that has found a new source of profit in Gates Automatic Tape Control.

What about you? We have a wide and flexible choice of automatic systems. We might be able to get you automated for as little as \$65 a week. And how much would that save you? We're all experienced broadcasters here and we'll be glad to help you figure. Just dial (309) 829-7006.

*Ben Enochs, Chief Engineer,
WDXL, Lexington, Tennessee*



GATES
HARRIS
INTERTYPE
CORPORATION

AUTOMATIC TAPE CONTROL DIVISION
1107 East Croxton Avenue
Bloomington, Illinois 61702, U.S.A.

Network billings up 2.46%

BAR reports NBC-TV only network with increase for first 9 months; Procter & Gamble top spender

Broadcast Advertisers Reports estimates network television advertising expenditures for the first nine months of 1968 at \$1,050,493,600, an increase of 2.46% over the \$1,025,272,400 reported by BAR for the first nine months of 1967.

The only network to increase its sales was NBC-TV, which took in \$376.5 million as compared with \$343 million in 1967. CBS-TV was still the leader with \$390.6 million, a drop from \$395.2 million last year, and ABC-TV took in \$283.4 million as compared to \$287

million in 1967.

The expenditures were divided among 417 companies advertising 2,120 separate products. Procter & Gamble still led the list of spenders, but with \$7 million less than last year. Bristol-Myers, second in line, also reduced its spending by about \$4 million. The third ranked company, Colgate-Palmolive, increased its network television spending by over \$7 million.

The heavily advertised products fell primarily into the drugs-toiletries and cigarettes categories.

The top 50 advertisers and brands:

Brand/product	Jan.-Sept.		Parent companies	Jan.-Sept.	
	1968 (000)	1967 (000)		1968 (000)	1967 (000)
1. Anacin	\$ 9,903.9	\$10,286.2	1. Procter & Gamble	\$74,831.0	\$81,830.3
2. Alka Seltzer	8,941.4	8,848.2	2. Bristol-Myers	36,474.5	40,274.5
3. Salem cigarettes	8,494.9	7,442.9	3. Colgate-Palmolive	32,940.3	25,643.0
4. Bayer aspirin	7,450.8	7,548.3	4. General Foods	31,354.1	37,109.7
5. Winston cigarettes	7,392.5	7,091.6	5. American Home Products	31,165.0	32,099.7
6. Bufferin	6,759.3	6,048.6	6. R. J. Reynolds	30,829.5	29,753.7
7. AT&T (general)	6,109.6	3,926.4	7. General Motors	28,213.3	23,197.2
8. Listerine antiseptic	5,634.4	6,192.9	8. Sterling Drug	25,260.6	23,005.5
9. Kodak camera outfits—Instamatic	5,489.5	4,214.0	9. Gillette	22,600.8	22,192.0
10. Colgate Dental Cream	5,481.0	6,079.1	10. Lever Bros.	21,610.7	22,838.5
11. Tareyton cigarettes	5,306.3	3,930.5	11. Warner-Lambert	20,514.3	19,058.9
12. Kool cigarettes	5,166.6	6,291.9	12. American Tobacco	19,655.1	21,873.4
13. Viceroy cigarettes	5,141.7	4,810.5	13. S. C. Johnson & Son	19,096.1	16,341.2
14. Benson & Hedges 100's cigarettes	4,932.8	7,629.8	14. Philip Morris	18,887.5	19,522.7
15. Chevrolet cars	4,862.3	2,980.1	15. General Mills	18,086.9	19,209.3
16. Playtex girdles	4,668.3	3,623.5	16. Brown & Williamson	16,996.2	17,043.2
17. Pall Mall Gold cigarettes	4,435.7	7,878.9	17. P. Lorillard	15,658.3	20,186.2
18. Excedrin	4,383.6	4,320.0	18. Miles Laboratories	15,332.9	15,530.4
19. Arrid Extra Dry	4,363.3	None	19. J. B. Williams	14,367.6	11,728.6
20. Gillette super stainless blades	4,258.8	3,246.9	20. Chrysler Corp.	13,660.2	17,730.5
21. Cheerios	4,163.6	4,323.0	21. Liggett & Myers	13,236.6	16,653.7
22. Tide	4,040.6	4,746.6	22. Kellogg Co.	12,970.7	16,949.7
23. Winston Super King cigarettes	3,998.2	3,883.5	23. Stanley Warner	12,806.9	11,072.0
24. Crest regular toothpaste	3,809.4	5,014.6	24. Ford Motor Co.	12,743.6	13,404.5
25. Crest mint toothpaste	3,809.3	572.1	25. Carnation Co.	12,263.2	10,475.6
26. Miracle White cleaner	3,710.8	1,485.7	26. Gulf Oil	10,240.3	806.7
27. Vanquish	3,705.4	3,732.2	27. Block Drug	9,918.8	10,580.7
28. Contac	3,640.4	3,546.4	28. National Dairy Products	9,359.7	9,231.3
29. Geritol tablets	3,574.7	2,706.8	29. Pepsico	8,997.7	9,051.8
30. Parliament cigarettes	3,542.6	967.3	30. Norwich Pharmacal	7,975.5	5,427.4
31. United Air Lines	3,512.2	1,741.3	31. Plough	7,972.1	3,797.3
32. Polaroid cameras (Color Pak)	3,379.7	3,633.1	32. Alberto-Culver	7,685.3	8,325.8
33. Marlboro Extra Long 100 cigarettes	3,356.8	3,144.3	33. Eastman Kodak	7,282.9	7,308.7
34. Roloids	3,342.6	2,803.3	34. AT&T	7,167.0	4,496.8
35. Bold	3,321.8	4,785.6	35. Armour	7,071.1	5,963.2
36. Kent cigarettes	3,291.3	6,611.9	36. National Biscuit	6,900.8	6,897.9
37. Marlboro cigarettes	3,257.7	4,298.3	37. Union Carbide	6,434.3	6,908.2
38. Ultra Brite	3,237.2	1,520.5	38. American Cyanamid	6,214.8	5,270.9
39. Ajax laundry detergent	3,161.9	1,884.0	39. Coca-Cola	6,007.4	2,715.3
40. Dristan	3,161.2	2,715.3	40. Campbell Soup	5,911.4	5,843.9
41. Miller High Life beer	3,144.7	2,566.1	41. Shell Oil	5,900.3	5,844.9
42. Silva-Thins 100's cigarettes	3,069.5	None	42. Quaker Oats	5,785.9	7,840.7
43. Waterman Bic pens	3,054.3	1,162.0	43. Carter Wallace	5,744.6	2,375.5
44. Gulf Dealers' service	3,042.7	277.4	44. Ralston Purina	5,681.0	5,264.9
45. Goodyear Polyglas tires	3,033.7	None	45. Beecham Group	5,623.8	5,68.4
46. Certs mints	3,026.7	2,172.3	46. Pillsbury	5,407.0	4,935.9
47. Secret Spray deodorant	3,023.9	2,511.8	47. Mattel	5,389.9	3,174.8
48. Union Carbide—(general)	3,021.9	2,504.3	48. Charles Pfizer	5,387.3	4,345.0
49. Gillette Techmatic razor	2,939.6	2,152.7	49. RCA	5,378.0	5,391.4
50. Playtex bra	2,928.6	2,987.3	50. Polaroid	5,195.3	5,001.5

Business briefly:

Colgate-Palmolive, through Norman, Craig & Kummel, both New York, has bought time on CBS Radio's *News on the Hour* and *Dimension*.

General Motors Parts Division, through Campbell-Ewald, both Detroit, has bought time on CBS Radio's *Morning Report*, 5 p.m. and 7 p.m. news programs. The buy begins today (Nov. 4) and will run 13 weeks.

Loma Linda Foods, Riverdale, Calif., through MacManus, John & Adams, Los Angeles, has started a spot radio campaign in six western states and

selected eastern markets for its Gravy Quik brand. The spots are running on 93 stations through November in California, Oregon, Washington, Arizona, Utah and Colorado.

Noxell Corp., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, will run a campaign to introduce Cover Girl Plus 3, skin medication, using network and spot television and spot radio.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, and U.S. Time Corp., through Warwick & Legler, both New York, will sponsor upcoming specials on NBC-

TV. The U. S. Time half-hour musical special Nov. 23 (8:30-9 p.m. EST) will feature the Cowsill family, with guest star Buddy Ebsen. Kodak's ice show-variety program, *Here's Peggy Fleming*, will present the Olympic skating star with Welsh actor Richard Harris, Gene Kelly, and others from the world of entertainment.

Xerox Corp., Rochester, N. Y., through Needham, Harper & Steers, New York, will sponsor a repeat of Hal Holbrook's *Mark Twain Tonight!* on CBS-TV Jan. 2, 1969, 7:30-9 p.m. EST. The special was originally on CBS-TV March 6, 1967.



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

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

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

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

computers may eventually spark imaginative, independent thinking.

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

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

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

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

You Can Take the Pulse of Progress at

REPUBLIC STEEL

CLEVELAND, OHIO 44101



Republican spot draws fire

Democrats label it a "smear";
Nixon group takes it off air

Viewers of the controversial *Rowan & Martin Laugh-In* on NBC-TV last week were witness to an even more controversial paid political spot. The NBC switchboard in New York Monday night (Oct. 28) received over 200 calls complaining about a Nixon-Agnew campaign announcement that alternated stills of a grinning Hubert Humphrey with shots of poverty, war and riots. The spot was withdrawn at midweek from the television campaign by the Nixon-Agnew Victory Committee.

The Democratic National Committee responded to the broadcast with identical telegrams to NBC and the Fair Campaign Practices Committee. The telegrams called the Republican spot "a smear in keeping with Nixon's below-the-belt reputation in politics and unworthy of a man running for the nation's highest office."

NBC spokesmen said that Section 315 of the Communications Act prohibited broadcasters from censorship of campaign broadcasts. NBC had further protected itself, according to a spokesman at the Nixon agency, Fuller & Smith & Ross, New York, by notifying the agency Friday (Oct. 25) that the network had reservations about running the spot. An NBC official had requested the agency to review the spot and clear it again for broadcast. The agency gave the network the go-ahead.

Samuel Archibald, executive director of the Fair Campaign Practices Committee, which also received a protest telegram, said his committee does not

ordinarily examine political advertising.

John Mitchell, Nixon-Agnew campaign manager, defended the spot in a statement issued Tuesday: "It ill behooves the Democratic National Committee to complain about this spot when compared with its media attempts to relate Richard Nixon to the atomic bomb and the vilification the Humphrey campaign has heaped upon Governor

Agnew. The Democratic National Committee has suggested a network review of TV commercials. We would welcome this. There has been a growing number of distasteful, distorted spots produced by the Humphrey campaign."

Mr. Mitchell referred specifically to a Humphrey-Muskie spot aired after the movie "Dr. Strangelove" on ABC Oct. 9 showing an atomic explosion. He also singled out as objectionable a Humphrey-Muskie spot that asks "Agnew for Vice President?" and follows with a laugh track.

None of the networks—including ABC which ran the controversial nuclear explosion spot—could report in

Photos from Radio Reports



Daytime means big money in radio

Weekday billings lead way for the networks;
Colgate-Palmolive is top spender in 3d quarter

The billings strength of weekday daytime hours on network radio and the emergence of Colgate-Palmolive as a top spender are underscored in a third-quarter network radio report being issued today (Nov. 4) by Broadcast Advertisers Reports.

BAR puts total revenues for three

radio networks—ABC, CBS and NBC (Mutual is not included)—at \$15,039,400 for the quarter, bringing the three networks' nine-month total to \$39,814,600.

Weekday daytime was responsible for \$7,497,500 in third-quarter revenues, night time for \$3,836,400 and

weekend daytime for \$3,705,500.

General Motors continued in the time buying lead for the nine months with \$3,110,000 but in the third quarter, C-P far outstripped GM's spending by placing an estimated \$1,556,700 in network radio. BAR's report notes that Colgate's Ultra Brite toothpaste alone had \$484,200 in network radio billing in the third quarter, putting it in the top brand spending position for that period and for the nine months.

The BAR breakdowns by day part, by months, parent company and products, follow:

Parent companies	Third quarter	Jan.-Sept. 1968	Product name	Third quarter	Jan.-Sept. 1968
1. General Motors	\$ 841,700	\$3,110,000	1. Ultra Brite	\$484,200	\$1,055,800
2. Colgate-Palmolive	1,556,700	2,727,200	2. Digel	233,600	799,500
3. Sterling Drug	743,400	1,998,600	3. State Farm auto insurance	278,300	786,300
4. R. J. Reynolds	654,600	1,794,900	4. Camel regular cigarettes	302,400	783,900
5. P. Lorillard	662,100	1,693,500	5. Cold Power detergent	335,500	751,900
6. Ford Motor	140,300	1,320,800	6. Bayer aspirin	252,000	712,800
7. State Farm Insurance	486,200	1,326,100	7. American Express Travelers Cheques	261,000	683,500
8. Plough	345,600	1,057,200	8. Sinclair dealers and game	281,800	612,700
9. Chrysler	399,900	1,026,600	9. Fab detergent	464,600	597,000
10. Bristol Myers	347,700	1,008,900	10. Quinsana spray	355,300	576,000

stances of adverse audience response to paid political announcements placed by the Democrats. An NBC spokesman said the network had received "no complaints from viewers regarding the taste of political announcements other than the one on *Rowan & Martin* the other night." He added that some viewers expressed disappointment at the pre-emption of favorite shows, however.

The Nixon-Agnew spot was produced under the creative supervision of Harry Treleaven. Mr. Treleaven is on loan from J. Walter Thompson Co. to Fuller & Smith & Ross for the duration of the campaign.

John Poister, a senior vice president at the Nixon agency and supervisor of the Nixon effort at F&S&R, said there would be no other direct attacks against Vice President Humphrey in Nixon-Agnew campaign advertising.

As a showcase for the Republican spot, the *Rowan & Martin Laugh-In* provided the largest possible prime-time audience. The *Laugh-In* Nielsen rating for Oct. 14, one week prior to the controversial spot, was 28.3 with a 43 share of audience.

LNA produces diverse report

The availability of a new multimedia brand expenditure report by market report for 1969 was announced last week by Leading National Advertisers Inc.

The report will show brand expenditures across four media—consumer magazines, newspaper supplements, network television, and spot television. Sources for the report will be the PIB Magazine Analysis Service covering consumer magazines and newspaper supplements; the LNA Network Television Service and the LNA/Rorabaugh Spot Television Service.

Rep appointments:

▪ KXII-TV Ardmore, Okla.; KLFY-TV Lafayette, La., and KWTX-TV Waco-Temple, Tex.: The Hollingbery Co., New York.

▪ Kvyt Oregon City-Portland, Ore.; Katz Radio, New York.

Also in advertising:

HR&P's new offices ■ Harrington, Righter & Parsons, New York, station representative, has moved to the new Bankers Trust building (280 Park Avenue). Phone: 212-687-8777.

'Egg' hatches ■ A creative service group calling itself "The Egg," has been formed in Los Angeles. The group, made up of college students, is offering advertising services that include research, creative conception and production and plans and recommendations. It intends not to compete with West Coast agencies but instead to solicit assignments from them on various accounts.

BROADCASTING, Nov. 4, 1968

**ONE OF THE GREATEST
FILM LIBRARIES
IN TELEVISION!**

**... ALL
SPARKLING
IN THESE
FABULOUS
WSYR
FILM SHOWS:**

- Monday Nite at the Movies (9 p.m.)
- Tuesday Movie Specials • Hollywood Matinee (Mon.-Fri. 1 p.m.) • Saturday Monster Movie Matinee (12:30 p.m.) • Movietime (Sun. 9 a.m.)
- Sunday Movietime (5 p.m.) • Saturday Cinema (5 p.m.)
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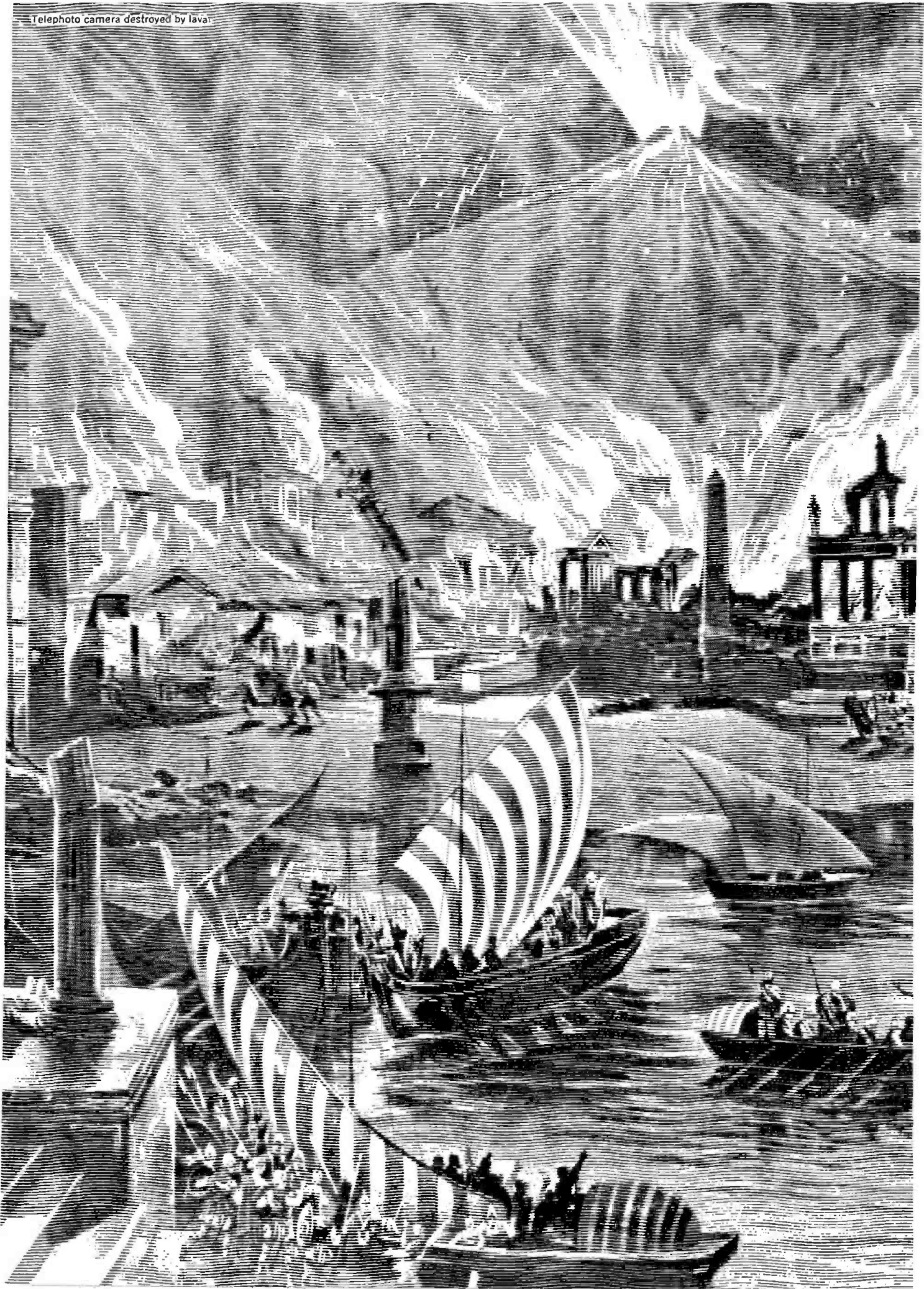
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BULLETIN

(ROME)---REPORTS REACHING ROME SAY A MAJOR DISASTER HAS HIT POMPEII. VOLCANIC STONE AND ASH FROM VESUVIUS RAINED DOWN ON THE BEAUTIFUL CITY NEAR NAPLES...AND THOUSANDS ARE REPORTED DEAD.

MORE HR 1031PES 8/27

031UPR

MORE WEATHERVANE XXX 79.
ROME...82 AND CLOUDY.
NAPLES...80 AND CLOUDY.
MORE HR 1033PES 8/27

016NXR

BULLETIN AUDIO ADVISORY

AUDIO IS NOW RECEIVING REPORTS ON THE POMPEII DISASTER. PLEASE MONITOR NETWORK.

TT1034PES 8/27

032UPR

MORE POMPEII BULLETIN XXX DEAD.

THE ROMAN FLEET OFF NAPLES REPORTS THAT THE CITY OF VILLAS AND FOUNTAINS HAS BEEN BURIED BENEATH 12 FEET OF VOLCANIC STONE AND ASH. IT WILL BE DAYS BEFORE THERE CAN BE AN ESTIMATE OF CASUALTIES AMONG THE SOME 20-THOUSAND RESIDENTS OF POMPEII.

HR 1036PES 8/27

033UPR

MORE SECOND AUDIO ROUNDUP

37. :26 A-WITH ROMAN FLEET OFF NAPLES (FLEET SPOKESMAN) POMPEII IS NO MORE (XXX LAST DAYS)
38. :30 A-WITH ROMAN FLEET (SPOKESMAN) CHOKING FUMES IN AIR (XXX THEY SUFFERED)
39. :24 A-STABIAE (PLINY THE YOUNGER) DESCRIBES FATHER'S DEATH (XXX CHOKING FUMES)

HR1040PES 8/27

034UPR

(SUB POMPEII)

(WITH THE ROMAN FLEET OFF NAPLES)--POMPEII HAS BEEN DESTROYED.

THE BEAUTIFUL CITY OF VILLAS AND FOUNTAINS...AND MOST OF ITS RESIDENTS' HAVE BEEN BURIED BENEATH VOLCANIC ASH AND STONE HURLED FROM MOUNT VESUVIUS. THE ERUPTIONS LASTED THREE DAYS. THEY FINALLY DIED DOWN YESTERDAY... BUT CHOKING FUMES HANG OVER THE AREA.

LANDING PARTIES FROM THE ROMAN FLEET ALSO REPORTED THAT THE NEARBY TOWN OF HERCULANEUM AND THE PORT OF STABIAE WERE ENGULFED BY THE MIGHTY ERUPTION. FLEET OFFICERS SAID IT WILL BE DAYS BEFORE THERE CAN BE AN ACCURATE ESTIMATE OF THE CASUALTIES AMONG POMPEII'S SOME 20-THOUSAND INHABITANTS. AMONG THE CONFIRMED DEAD IS THE DISTINGUISHED WARRIOR, STATESMAN AND HISTORIAN...PLINY (PLIHN'-EE) THE ELDER. HE WAS 56-YEARS-OLD. HIS FLEET WAS AT MISENUM, WEST NAPLES, WHEN THE FIRST ERUPTION TOOK PLACE.

PLINY THE ELDER SET SAIL IMMEDIATELY FOR HERCULANEUM TO SEE IF HE COULD BE OF HELP...BUT ARRIVED TOO LATE. THEN HE MOVED HIS VESSELS TO STABIAE AND WENT ASHORE TO INVESTIGATE. HE WAS SUFFOCATED BY THE FUMES.

PLINY THE YOUNGER TOLD U-P-I THAT THE FIRST ERUPTION FROM VESUVIUS SENT UP A CLOUD "LIKE A PINE TREE." HE SAID..."IT SHOT UP TO A GREAT HEIGHT AND THEN SPLIT INTO SEVERAL BRANCHES, BLOTTING THE SUN FROM THE SKY."

THE YOUNG PLINY SAID SURVIVORS FROM HIS UNCLE'S SHORE PARTY TOLD HIM RESIDENTS OF STABIAE RAN THROUGH THE STREETS WITH PILLOWS TIED TO THEIR HEADS TO PROTECT THEM FROM THE HAIL OF STONES FALLING FROM THE BLACK SKIES.

THERE HAD BEEN WARNINGS OF POSSIBLE DISASTER FOR DAYS AS EARTHQUAKES SHOOK THE WHOLE CAMPANIA AREA. HOWEVER, TREMORS HAVE NOT BEEN UNUSUAL IN RECENT YEARS. BUT VESUVIUS ITSELF HAD BEEN DORMANT FOR CENTURIES.

NOW RESCUE TEAMS WILL DIG THROUGH THE 12 FEET OF STONE AND ASH TO UNCOVER THE HORROR OF POMPEII...TO TRY TO PIECE TOGETHER THE STORY OF THE LAST DAYS OF THIS ONCE BEAUTIFUL CITY.

HR 1050PES 8/27.

40. :40 V/A-POMPEII (DANIEL GILMORE W/SURVIVORS) INJURED CRY FOR WATER
41. :32 V-POMPEII (GILMORE) SURVIVORS SAY DAY TURNED INTO NIGHT AS ASH AND STONE RAINED.
42. :43 V/A-STABIAE (CHRIS LODGE W/PLINY THE YOUNGER) DESCRIBES FIRST ERUPTION.

HR 1052PES 8/27

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Wits in, guns out next season

Accent is on nonviolence in new programs being readied for TV networks in 1969-70

Now, some 11 months before the fact, it's possible—thanks to the accelerated pace of new-project development—to piece together a picture of network-television prime-time programming for next season. What stands out in sharpest focus is a texture of non-violence. For the 1969-70 season there is so far an almost total absence of plot lines that inherently demand the use of physical force or the instruments of death to resolve conflicts.

Unquestionably, the brakes that were applied to excessive violence on television this season, in the aftermath of the assassination of Senator Robert F. Kennedy (BROADCASTING, Aug. 19), have locked into even tighter controls. Virtually all of the film producers in Hollywood, in the initial planning of their new series, have steered purpose-

fully clear of the obvious violent-type shows.

"I don't have a western in a car-load," reports Herbert F. Solow, television production vice president at MGM TV. Also notably missing from the emerging 1969-70 picture are war shows, police shows and spy shows. It's quite apparent that film producers are bending over backwards to avoid making series in which the protagonist has to be a man of violence in order to accomplish his job.

A BROADCASTING study of some 65 shows with either pilot or other commitments for next season or in development (see chart page 43), reveals only two westerns in the works—CBS-TV's *Cutter's Trail* and NBC-TV's *Joaquin Murieta* (although the latter is more Robin Hood than cowboy)—and a mere

half-dozen action-adventure programs. Instead, indications are that a number of television heroes next season will wield a scalpel or a gavel in place of gun or knife.

In the classic cyclical pattern of network television programming, medical and lawyer-judge shows are coming back into vogue. Among the doctor shows interning for next season are *UMC* (University Medical Center) out of MGM TV for CBS-TV and *The New Medicine* out of Universal TV for NBC-TV. Legal shows that are on the docket for 1969-70 include *The Judge* in development at Paramount TV for CBS-TV and Universal's *The Whole World Is Watching*, drama about three lawyers for NBC-TV.

It's evident that film producers, in-
(Continued on page 46)

Programs and pilots committed

By networks

ABC-TV		CBS-TV		NBC-TV	
Title	Length	Title	Length	Title	Length
Supergirls	half-hour	MacCauley's Ark	half-hour	Strange Report	hour
The Courtship of Eddie's Father	half-hour	The Queen and I	half-hour	(committed series	
Holly Golightly	half-hour	When in Rome	half-hour	currently in	
The Brady Bunch	half-hour	UMC*	hour	production)	
Mr. Deeds Goes To Town	half-hour	Houseboat	half-hour	The Bill Cosby Show	half-hour
Under the Yum Yum Tree	half-hour	Barefoot in the Park	half-hour	(committed for	
A Guide for the Married Man	half-hour	The Governor's]Daughter	half-hour	next season)	
Room 222	half-hour	The Minnie Pearl Show	half-hour	Pioneer Spirit	half-hour
Nanny Will Do	half-hour	The Protectors*	90 minutes	My Friend Tony	hour
Movie of the Week	90 minutes	Me and Benjie	half-hour	(committed series	
(committed series		The Challengers*	hour	currently in	
currently in		Lost Flight*	hour	production)	
production)		Cutter's Trail*	90 minutes	My World and Welcome to It	half-hour
The Survivors	hour	Vernon's Volunteers	half-hour	And Then Came Bronson*	hour
(committed series		Godfrey Cambridge	hour	Just Good Friends	half-hour
currently in		Comedy Show		Shameful Secret of	half-hour
production)		Friends and Neighbors	hour	Hastings Corner	
The Tom Jones Show*	hour	The Punxatilly Pioneer	half-hour	Soul**	hour
What's It All About World?*	hour	The Glen Campbell Hour	hour	The Swingles	half-hour
Lennon Sisters*	hour			Tiger, Tiger	hour
Justice for All	half-hour			Bracken's World	hour
In the Dead of Night	hour			The Film Flam Man	half-hour
				Joaquin Murieta*	hour
				Anderson and Co.	half-hour
				The New Medicine***	hour
				The Whole World Is Watching*	hour
				The Scavengers*	hour
				Dead of Night*	hour
				Summer Kill*	hour
				Flip Out with Flip Wilson**	hour
				A Country Happening**	half-hour
				A Family Thing**	half-hour
				The Vaudeville Thing	hour

* Taped special to serve as pilot,

* Feature film to serve as pilot.

* Feature Film to serve as pilot.

** Taped special to serve as pilot.

*** Presentation, film to serve instead of pilot

Network program development for 1969-70

By production company

	Title	Type	Length	Network	Stars	Current Status
ABC-TV PRODUCTIONS	The Tom Jones Show	musical-variety	hour	ABC-TV	Tom Jones	taped in London as special which will be shown in January and serve as basis for series
	What's It All About World?	contemporary variety	hour	ABC-TV (in association with Saul Ilson and Ernest Chambers)	Dean Jones	to be taped in Hollywood for possible replacement use in January or February
	Lennon Sisters	musical	hour	ABC-TV	Lennon Sisters	taped as special in Hollywood, which will serve as basis for projected series
	Justice for All (formerly 'Till Death Do Us Part)	social situation comedy	half-hour	ABC-TV	Carrol O'Connor	English version serves as basis for projected series to be taped in New York
	In the Dead of Night	supernatural mystery	hour	ABC-TV (in association with Dan Curtis)	—	to be taped in New York
ARENA PRODUCTIONS (Norman Felton)	Strange Report	suspense	hour	NBC-TV	Anthony Quayle Kaz Garas	In production in Britain (sold without pilot)
	Now	drama/college setting	hour	NBC-TV	—	in development
	Love in the Round	romantic anthology	hour	NBC-TV	—	in development
	Zoom!	drama/young people	hour	NBC-TV	—	in development
ARWIN PRODUCTIONS (Doris Day—Terence Melcher)	MacCauley's Ark	situation comedy	half-hour	CBS-TV	—	in development
CHUCK BARRIS PRODUCTIONS (Chuck Barris)	Supergirls	comedy	half-hour	ABC-TV	—	pilot to be made
THE CAMPBELL-SILVER-COSBY CORP. (Bruce Campbell, Roy Silver, Bill Cosby)	The Bill Cosby Show (tentative title)	comedy about detective	half-hour	NBC-TV	Bill Cosby	already committed for next season
CBS-TV PRODUCTIONS	Cutter's Trail	western	90-minutes	CBS-TV (in association with John Mantley)	John Gavin Marissa Pavan	feature film, basis for projected series, currently in production
	Godfrey Cambridge Comedy Show	comedy-variety	hour	CBS-TV	Godfrey Cambridge	to be taped in New York
	Friends and Nabors Jim Nabors Variety Hour	comedy-variety	hour	CBS-TV (in association with Naborly Productions)	Jim Nabors	to be taped in Hollywood
	The Punxatilly Pioneer	situation comedy about editor of rural weekly newspaper	half-hour	CBS-TV (in association with Sy Gomberg)	—	pilot script being written
	Glen Campbell Hour	variety	hour	CBS-TV	Glen Campbell	in development
BING CROSBY PRODUCTIONS (Cox Broadcasting)	The Queen and I	comedy on luxury liner	half-hour	CBS-TV	Larry Storch	in production
DON FEDDERSON PRODUCTIONS (Don Feddersen)	When in Rome	comedy about widower with three teenagers	half-hour	CBS-TV	John Forsythe	pilot to be filmed in Rome in early November
FILMWAYS TV (Al Simon)	Pioneer Spirit	comedy about Alaska	half-hour	NBC-TV	Rich Little Francine York	in production

Network program development for 1969-70 (continued)

By production company

	Title	Type	Length	Network	Stars	Current Status
SHELDON LEONARD ENTERPRISES (Sheldon Leonard)	My Friend Tony	mystery-comedy	hour	NBC-TV	James Whitmore Enzo Cerusico	in production (sold as spinoff from "The Danny Thomas Hour")
	My World and Welcome to it	comedy based on works of James Thurber	half-hour	NBC-TV	William Windom	in production
MGM TV (Herb Solow)	The Courtship of Eddie's Father	comedy from movie of same title	half-hour	ABC-TV	Bill Bixby Miyoshi Umeki	pilot completed
	And Then Came Bronson	contemporary Adventure	hour	NBC-TV	Michael Parks	feature film, basis for projected series, will be filmed in November
	UMC (University Medical Center)	medical drama	hour	CBS-TV	Richard Bradford	feature film, basis for projected series, to be filmed in November
NBC-TV PRODUCTIONS	Flip Out with Flip Wilson	comedy	hour	NBC-TV	Flip Wilson	Taped special to be shown as basis for projected series
	A Country Happening	country and western musical	half-hour	NBC-TV	Roy Rogers Dale Evans	special already taped and will serve as basis for projected series
	A Family Thing	variety	half-hour	NBC-TV (in association with Greg Garrison)	The Cowsills	special already taped and will serve as basis for projected series
	Chinook	action-adventure	hour	NBC-TV (in association with David Dortort)	—	in development
	Park West	musical	hour	NBC-TV (in association with Saul Tuttlelaub and Bernie Orenstein)	—	in development
	The Vaudeville Thing	comedy	hour	NBC-TV (in association with Perry Cross—Hank Sapperstein)	—	pilot taping
PARAMOUNT TV (Doug Cramer)	Houseboat	comedy based on movie of same title	half-hour	CBS-TV	Arthur Hill Danielle DeMetz	in production
	Holly Golightly	comedy based on lead character in "Breakfast at Tiffany's"	half-hour	ABC-TV	Stephanie Powers	pilot starts filming in November
	The Brady Bunch	comedy about big family	half-hour	ABC-TV (in association with Sherwood Schwartz)	Robert Reed Florence Henderson	pilot completed
	Barefoot in the Park	comedy from play of same title	half-hour	CBS-TV	Skye Aubrey Phil Clarke	pilot will be filmed in early November
	The Judge	legal drama	hour	CBS-TV	—	feature film, basis for projected series
SCREEN GEMS INC. (Jackie Cooper-Harry Ackerman)	Mr. Deeds Goes to Town	comedy based on Gary Cooper movie of same title	half-hour	ABC-TV	Monte Markham	pilot scheduled for November
	Just Good Friends	comedy	half-hour	NBC-TV	Larry Hagman	pilot scheduled to be filmed in November
	Under the Yum Yum Tree	comedy based on movie and play of same title	half-hour	ABC-TV	—	pilot scheduled to be filmed in November
	Shameful Secret of Hastings Corner	comedy	half-hour	NBC-TV	—	pilot scheduled to be filmed in November

	Title	Type	Length	Network	Stars	Current Status
SCHLATTER-FRIENDLY PRODUCTIONS (George Schlatter-Ed Friendly Jr.)	Soul	comedy-variety	hour	NBC-TV	various	All-Negro show based on special of same title shown in October
	Kockamamie	comedy	half-hour	for Bristol-Myers Co.	—	commitment from advertiser for 16 taped half hours
	The Swingles	comedy	half-hour	NBC-TV	—	pilot to be taped
TALENT ASSOCIATES (Leonard Stern)	The Governor's Daughter	comedy	half-hour	CBS-TV	—	pilot to be filmed
	Vernon's Volunteers	situation comedy	half-hour	CBS-TV (in association with Si Rose, Walter Kempley and Bob Howard)	Joe Flynn Paul Winchell Mickey Shaughnessy	pilot to be filmed in November
IVAN TORS PRODUCTIONS (Ivan Tors)	Tiger, Tiger	action drama about veterinarian	hour	NBC-TV	Peter Jason	hour pilot now being filmed
20th CENTURY-FOX TV (William Self)	The Minnie Pearl Show (tentative title)	comedy	half-hour	CBS-TV	Minnie Pearl	in production
	A Guide for the Married Man	comedy based on movie of same title	half-hour	ABC-TV	Anthony Roberts Hal Buckley Sally Ann Richards Ray Delaney	pilot completed
	Room 222	comedy-drama about Negro schoolteacher	half-hour	ABC-TV	Lloyd Haynes Denise Nicholas	pilot completed
	Bracken's World	contemporary drama about Hollywood	hour	NBC-TV	—	hour pilot to be filmed
	The Flim Flam Man	comedy based on movie of same title	half-hour	NBC-TV	—	pilot to be filmed in early December
	Joaquin Murieta	action-adventure based on true story of Mexican Robin Hood of West	hour	NBC-TV	Ricardo Montalban	feature film, basis for projected series in production
	Nanny Will Do	situation comedy	half-hour	ABC-TV	—	pilot to be filmed in November
	Anderson and Co. (tentative title)	comedy	half-hour	NBC-TV	—	pilot to be filmed in November
	Movie of the Week	feature films	90-minutes	ABC-TV	various	Fox is producing 13 of regular weekly series of features with such other companies as Thomas/Spelling and Paramount TV producing others
	It's Great to Be Alive	comedy	half-hour	NBC-TV	—	in development
Panic in the Streets	suspense-drama drama from movie of same title	hour	CBS-TV	—	in development as feature film, basis for projected series	
UNIVERSAL TV (Jennings Lang, Sid Sheinberg, Grant Tinker, Norman Glenn)	The New Medicine	medical drama	hour	NBC-TV	Joseph Cotten Troy Donahue	presentation film to be shot in November
	The Protectors	drama with rotating stars	90-minutes	CBS-TV	Van Johnson	feature film, basis for projected series, to be filmed in November
	Me and Benjie	comedy about Negro boy and white boy	half-hour	CBS-TV (in association with Kayro Productions and Joe Connelly)	—	New pilot—one was shot last season—to be filmed in November
	The Whole World Is Watching	drama about lawyers	hour	NBC-TV (in association with Roy Huggins)	James Farentino Burl Ives	feature film, basis for projected series, to be filmed in November
	The Challengers	action-adventure about Grand Prix racing	hour	CBS-TV (in association with Roy Huggins)	Nico Minardos Sean Garrison	feature film, basis for projected series, completed

(continued on page 46)

Network program development for 1969-70 (continued)

By production company

	Title	Type	Length	Network	Stars	Current Status
UNIVERSAL TV (continued)	Lost Flight	drama about surviving airline passengers	hour	CBS-TV	Lloyd Bridges	feature film, basis for projected series, to be filmed in November
	The Survivors	drama based on serialized TV novel created by Harold Robbins	hour	ABC-TV	Lana Turner George Hamilton	committed for next season and now filming in Europe
	The Scavengers	action-adventure	hour	NBC-TV (in association with Roy Huggins)	Peter Deuel Clinton Greyn	feature film, basis for projected series, is in production
	Bedeveled	supernatural mystery	hour	NBC-TV	Louis Jourdan	feature film, basis for projected series, in development
	Summer Kill (tentative title) Men in the Middle would be title of series	drama	hour	NBC-TV	—	feature film, basis for projected series, in development

(Continued from page 42)

sistently urged by the networks, have been forced to find ways other than physical force to resolve conflicts. What they've come up with—what's generally happening in the dramatic form—is an emphasis on conflicts of ideas and human relationships. These conflicts, for the most part, will take place in a contemporary setting. It will be a now season on television in 1969-70. There will be little remembrance of things past.

Adding to the climate of de-emphasized violence, and in itself the most sweeping trend of the future season, is the overwhelming return of half-hour family and comedy programs to the prime-time schedule. Of the new season projects that show up on the survey, 35 fall into the comedy-family category. And of the more than 50 programs and pilots BROADCASTING estimates are already committed for 1969-70 (see chart page 43), 29 shows, again more than 50% of the aggregate, are half hours.

It amounts to what some Hollywood observers feel is a plethora of half-hour situation comedies not only in development but actively being moved forward on the networks. Besides their traditional status as staple fare, the half-hours are being developed specifically, it would seem, to fill a need for short-subject filler from 8:30 to 9 p.m., before the movies begin.

Perhaps influenced by the success of such family-type movies as "With Six You Get Egg Roll," network TV programmers seem eager to encourage comedies where the humor is based on large family situations. Thus *The Brady Bunch* (ABC-TV), *When in Rome* (CBS-TV) and *Anderson and Co.* (NBC-TV) are not only family comedies, they're comedies in which the families are big—numbering from four

to as many as eight children. From the looks of things now, there will be plenty of teeny-boppers and their big brothers and sisters cavorting in prime time next season.

Beyond the film comedies, live-on-tape comedy and variety shows also are coming on strong. New network television programming is frequently pegged to past successes. So it is that the big splurge of comedy-variety taped programs now in development owe their impetus to the ringing hits that are Dean Martin, the Smothers Brothers, and Rowan and Martin.

At NBC-TV, basking in the Rowan and Martin glow, such taped programs as *Flip Out with Flip Wilson*, *A Country Happening* with Roy Rogers and Dale Evans and *A Family Thing* with The Cowsills are in the works and highly possible offerings for the new season. CBS-TV is working on comedy-variety series that would star such performers as Godfrey Cambridge, Glen Campbell and Pat Paulsen, and Jim Nabors, while ABC-TV's taped comedy-variety-musical larder includes such headliners as British singer Tom Jones, American performer Dean Jones and the Lennon sisters.

The climate of nonviolence, which so obviously will prevail, encourages breeding of the taped, light entertainment shows. They're approved fare even by Parents-Teachers Association standards. Comedy-variety-musical programs also have proved effective counter-programming for feature films on television in the past. They provide a genuine alternative for viewers.

What's more—and probably most important—the video-taped programs don't necessitate the sizeable cumulative investment of filmed series. Individual shows can be expensive. But over the long run they cost less and can be cancelled easier and with smaller loss of

investment than the half-hour or hour filmed series.

One of the side effects of added taped shows to the overall network schedule may be an increase in television production on the East Coast. ABC-TV's *Justice for All*, a half-hour social comedy, and *In the Dead of Night*, an hour mystery, for example, would be taped in New York if they wind up on next season's schedule.

Taped shows also are likely to be among the first choices for mid-season replacements when any of the current season series are dropped out. ABC-TV already has announced that *The Tom Jones Show* will make its debut as a special on Jan. 9, 1969, and then be moved into the 10-11 p.m. EST slot on a weekly basis starting Feb. 7. Similarly, CBS-TV reportedly has Godfrey Cambridge warming on the sidelines for possible quick substitution, while NBC-TV may be considering Flip Wilson as lead man in its bullpen.

The actuality of the current development season is that not in recent years have the networks been prepared so far in advance and so abundantly with new programming projects. Whether they are pilot commitments or merely development deals there seems to be an unusually large number of projects in the works. Reportedly 20th Century-Fox TV has as many as 30 projects in various stages of development. And Universal TV, always toe-to-toe with Fox, also appears to have about that many kicking around.

Among the networks, NBC-TV has made a particular point of being prepared far in advance of the 1969-70 season. Months ago commitments were given to producer Sheldon Leonard for the hour mystery-comedy, *My Friend Tony*, and to producer Norman Felton for the hour investigative suspense program. *Strange Report*. Both shows are

deep into production with several episodes already in the can.

More recently, the same network announced that Bill Cosby has been signed to star in a weekly half-hour show next season. Added to the other commitments, this gives NBC-TV two-and-a-half hours of confirmed new programming for 1969-70.

In a like manner, ABC-TV as far back as last spring committed for a total of two-and-a-half hours of new programming for next season. The programs involved are a series of 90-minute TV-tailored motion pictures scheduled under the title of *Movie of the Week*, and a one-hour dramatic series, *The Survivors*, currently in production in Europe.

CBS-TV, for its part, has committed a comedy-variety hour for the 1969-70 season. Entitled, *Friends and Nabors*, it will star Jim Nabors, who gives up his long-running and still popular *Gomer Pyle* series for the new show.

The resurgence of program development in the industry is most evident in the number of pilots that have been or will be filmed. Last development season, 15 pilots were turned out for NBC-TV. This year the network will be able to look at about 20 pilots. ABC-TV had 12 pilots produced last year and may almost double that number this year. In all, there'll probably be close to 60 pilots turned out for the three networks.

Why all the activity? The explanation of Leonard Goldberg, ABC-TV's vice president in charge of network programming, pretty much speaks for the entire industry.

"For so many years the number of pilots had increased to the point where much money and talent were being wasted in development. So last year the cutback came," he explains. "It came much too sharply and we found ourselves with not enough alternatives.

"This year," Mr. Goldberg continues, "when Elton Rule came in [ABC-TV president] we discussed the situation and he said, 'You make sure we have enough programming alternatives.' And that's why we've increased the number of pilots."

Mr. Goldberg concludes that because of the lack of programming alternatives all three networks wound up putting some programs on the air this season or renewing some shows that they really didn't want. The problem was that they didn't have any other choice.

Many of the pilots coming out of the current development season are being made as 100-minute feature films tailored to play television in a regular movie slot and in that way serve also as the prototype for a projected weekly series that would be longer than a half-hour. CBS-TV has at least five and

NBC-TV at least six projects slated to go this feature-plus-pilot route. It is, of course, the network way of hedging the pilot investment risk. A feature-pilot offers a chance for a network and film studio to recoup an investment even if the hoped-for series doesn't sell.

Screening a potential series as a special program first is another way of minimizing the development risk. This technique, as was the feature-pilot approach, has been pioneered by NBC-TV. When *Laugh-In* last season gained acceptance as a weekly series off its special turn, it paved the way for things to come for hopeful taped entertainment series in 1969-70. Currently there are some half-dozen or more programs among the three networks that have been and will be tested as special-pilots before their series fate is decided.

The 10- to 20-minute presentation film that was supposed to solve the high-risk problem of pilots has all but been abandoned. It was used in several instances last development season as an economy measure. What happened, though, was that most everyone involved in the sales end of television production—networks, advertising agencies, advertisers—decided that they really require a fuller sample of the goods being offered. As a result, only one presentation film, *The New Medicine*, out of Universal TV for NBC-TV, shows up on the BROADCASTING survey.

The hour pilot, too, seems to have been generally dropped in favor of the 100-minute feature-pilots. Only NBC-TV, the survey indicates, has hour pilots in development. The network has committed for two, *Tiger, Tiger* in production with Ivan Tors, and *Bracken's World*, to be filmed at 20th Century-Fox TV.

The reason for the diminishing hour pilots again is strictly one of economics. An hour pilot, based on recent history, can cost between \$400,000 and \$700,000 to produce. The networks and film studios won't and can't invest so steeply without an opportunity to recover the costs. An hour pilot that doesn't sell is as dead and useless as yesterday's news.

Still, Herbert S. Schlosser, NBC-TV's vice president, programs, West Coast, points out that not every longer-form project can be developed as a feature film-pilot. It depends on the property, he explains, because some stories can be told best only in an hour and padding them to feature-film length would be a mistake.

Such expressions of flexibility of thinking is indicative of the general network programming bent these days. More and more the networks have come to realize that total programming is all important, just about the key to the kingdom. There's no slavish devotion

to any one form of programming or any type. Even the half hours are not all that far advanced in recapturing the initiative from longer-form programming.

"Up until the first of October, the strong, overriding trend was for the half-hour situation comedy," observes Douglass S. Cramer, executive vice president in charge of production for Paramount TV. "But when the ratings on the new season came in and one saw the established, continuing success of some other forms, I think the networks began to look around and evaluate whether or not they were moving too heavily in the direction of situation comedies. As a result there's a renewed interest in the hour form in dramatic action."

According to Mr. Cramer, all of the "early, easy commitments" came for the half-hour form. "Now the ones that are up in the air and in which there is a great interest are in the longer form and more dramatic in nature."

What Daug Cramer does question, as do some others, is the continuing success of feature films on television. He feels the industry may have finally reached that long foreboding time when the market is glutted with movies. Mr. Cramer believes there's some evidence that only the top features really get top ratings and this is a situation the networks, paying record prices for all the features in a package, can't abide.

"I would not at all be surprised," he says, "one year from now to see only five movie nights a week and even less the following season."

Similar thinking may be found in the programming sections of the three networks. Two weeks ago the network program chiefs, speaking to the International Radio and Television Society in New York felt that movie packages have leveled off somewhat, that better regular series programming was being placed opposite the movies and that movie watching on TV had become more a selective process (BROADCASTING, Oct. 28).

Mr. Cramer, installed only this year as production head at Paramount, is making an aggressive effort to at long last bring his film studio up to major status in the television production competition. Paramount already has commitments for four half-hour pilots and that's more than the studio has ever turned out in a development season.

MGM TV, completely shut out of the current network schedule, also is making a plucky try at joining the production pack, which as always will be led by 20th Century-Fox TV, Universal TV, and Screen Gems. With Herb Solow, a young and capable executive leading the way, MGM TV has racked up two feature-pilot deals, one

What if you had to buy your TV camera like you buy your car?

In both cases you've got quite a choice of makes, models and options. But a manufacturer of broadcast TV cameras gives you one more choice: the freedom to specify certain critical major components, the most critical of which is the lens system. You can specify and get immediate delivery of Rank Taylor Hobson Varotal V and XX series zoom lenses for use on Vidicon, Plumbicon and Image Orthicon format cameras. If you already own an RTH Varotal lens and want a newer model camera, good news. Keep your old friend, the Varotal. Rank Taylor Hobson now has a Lens-Pak which permits you to adapt your present RTH lens to fit almost any new camera. (It will work better too — the Lens-Pak has a "ride the rails" device that allows close-up focusing to less than one inch). We've also got the famous RTH zoom pre-set servo unit — the "shot box" with its 7-position, 11-speed fingertip control range. Tell us what camera you have in mind and the situations in which you'll use it. We'll send you detailed recommendations to help you select the right lens system. All it will cost you is a stamp — a small price for a choice that even Detroit won't give you. Write Albion Optical Co., Inc., 260 N. Rt.303, West Nyack, N.Y. 10994.



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last is subject to stockholders' approval of a company-wide qualified stock-option plan.

Mr. Richdale, who was vice president and general manager of Corinthian's KHOU-TV Houston, also was loaned, interest free, \$14,500 to help him move from Texas to New York. He repaid this loan two months after it was made.

This information is contained in a proxy statement mailed last week to stockholders calling a special meeting for Nov. 19 in New York.

In connection with the sale of the 3,000 shares of stock sold to Mr. Richdale on Aug. 23, referred to as an incentive for him to remain with the company, the proxy statement says the stock was acquired by the company on the open market for approximately \$111,600.

Also shown in the proxy notice are the salaries of C. Wrede Petersmeyer (\$75,000) and Charles H. Tower (\$45,201), president and executive vice president of the company. These were paid for the fiscal year ended April 30.

The statement also discloses that under a stock-option plan for executives, terminated last year when Corinthian went public, Mr. Petersmeyer in 1960 was given an option to purchase 165,000 shares at \$4.30 a share, and Mr. Tower in 1964, an option to buy 23,100 shares at \$9.09 a share. Both options were exercised in 1967, when the stock was selling at \$22.75 a share. Corinthian closed at \$37.375 last Thursday (Oct. 31).

During the past five years, under informal bonus arrangements, Mr. Richdale has received a total of \$37,876, and Mr. Tower, \$8,625, according to the company.

At the meeting, stockholders will be asked to authorize the issuance of a new class of 500,000 shares of preferred stock (per value \$100) for use in negotiating acquisitions.

Corinthian, the proxy statement says, plans to begin an acquisition program in both the broadcast and non-broadcast field. Stockholders will also be asked to approve various retirement, stock ownership, executive incentive and stock option plans.

At the present time Corinthian is in registration with the Securities and Exchange Commission for the sale by John Hay Whitney and other stockholders of 750,000 shares (BROADCASTING, Sept. 30). After the sale of these securities, Mr. Whitney will own directly 33.59%, and Whitcom Investment Co., which Mr. Whitney controls, will own 13.93%. At the present time Mr. Whitney in his own name owns 40.72%, and Whitcom Investment, 27.08%. Mr. Petersmeyer, who is one of the eight selling stockholders, will sell 15,000 shares, leaving him with 100,000 shares, the equivalent of 2.95%.

Storer stations, airlines gaining

Increase in net earnings is 67% for first nine months, report shows

Storer Broadcasting Co., Miami, reported a 67% increase in net earnings for the first nine months of 1968.

The increase was attributed to major improvements in broadcast operating profits and a substantial gain in net results of Northeast Airlines, an 85.6%-owned subsidiary.

Total gross revenues of Storer-owned stations increased 14% to \$46,128,000 and pre-tax earnings rose 26% to \$14,044,665 over the first three quarters of 1967.

Unusual revenues were received from the Detroit newspaper strike during the first eight months of the year. For the nine months ended Sept. 30:

	1968	1967
Earned per share	\$2.16	\$1.30
Income before taxes (excluding nonbroadcast subsidiaries)	14,044,665	11,169,522
Income before taxes	12,810,320	7,338,650
Net income	9,078,420	5,430,550
Average shares outstanding	4,199,281	4,176,973

Filmways shows increase in profits for fiscal year

Filmways Inc., New York, television commercial and program producer and distributor, last week reported record earnings for the fiscal year ended Aug. 31. Filmways recently has acquired Pic Mount Corp., Wally Heider Studios, Yorkshire Productions, Lee Rothberg Productions, and other entertainment-oriented companies, and has agreed to acquire KIMA-TV Yakima, KEPR-TV Kennewick-Pasco-Richland, both Washington, and KLEW-TV Lewiston, Idaho. (BROADCASTING, Sept. 30).

For the fiscal year ended Aug. 31:

	1968	1967*
Earned per share	\$1.51	\$1.47
Revenues	46,367,409	35,097,823
Net income	1,584,210	1,504,704

*Restated to reflect poolings of acquired companies.

Company reports:

Metromedia Inc., New York, reported a 56% increase in net income for nine months ended Sept. 29:

	1968	1967
Earned per share	\$1.23	\$3.88
Gross revenues	130,709,578	110,712,014
Net income	6,341,072	4,066,710

Scripps-Howard Broadcasting Co., Cincinnati, reported increases in net income and earnings per share for the year-to-date ended Oct. 5, despite the federal income tax surcharge averaging 13 cents a share and depreciation expenses averaging 5 cents a share:

	1968	1967
Earned per share	\$1.33	\$1.29
Revenues	15,741,832	14,297,664
Net income	3,430,479	3,338,117

Four Star International Inc., North Hollywood, Calif., television production and syndication company, reported a more than \$1 million drop in revenues but a marked increase in net earnings, turning a more than \$1 million deficit last year into a slight profit this year.

For the year ended June 29, 1968:

	1968	1967
Earned per share	\$0.16	(\$2.19)
Revenues	8,904,116	10,031,326
Net earnings	108,435	(1,460,359)

Note: 1968 net profit includes extraordinary gain of \$279,550, which resulted principally from the settlement of a liability for an amount substantially less than had been previously accrued.

John Blair & Co., New York-based station representative, reported an increase in earnings and revenues for the nine-month period Sept. 30. Blair's three-month net earnings rose 76% from \$358,000 to \$629,000, with earnings per share increasing by 26 cents.

For three months ended Sept. 30:

	1968	1967
Earned per share	\$1.66	\$1.40
Revenues	22,611,000	19,355,000
Net earnings	1,761,000	1,526,000

Note: All 1967 figures have been restated to include the operations of Alden Press Inc., acquired Nov. 15, 1967, on a pooling of interests basis.

Time Inc., group owner, has reported its revenues up 10% but share earnings down 17 cents for the third quarter and revenues up 7% with share earnings also up for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$3.03	\$2.54
Revenues	405,309,000	377,501,000

	1968	1967
Income before income taxes and extraordinary items	31,016,000	31,888,000
Net income	21,841,000	18,128,000
Average shares outstanding	7,197,000	7,132,000

Note: includes pooling of interests in acquisition of Little Brown & Co. in August.

Gannett Co., Rochester, N. Y., group broadcaster and newspaper chain, reported an 11.7% and 19.2% increase in revenues and net earnings respectively, for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$1.22	\$1.14
Operating revenues	88,607,584	79,342,129
Income before income taxes	12,954,443	9,551,500
Net income	5,755,242	4,827,990
Average shares outstanding	4,735,700	4,236,792

Financial Notes:

▪ Ogilvy & Mather International has declared a regular quarterly dividend of 12½ cents per share, payable Nov. 29 to stockholders of record Nov. 11, 1968.

▪ Foote, Cone & Belding, New York, has announced a regular quarterly dividend of 20 cents per share payable Dec. 10 to shareholders of record Nov. 19.

▪ Wometco Enterprises Inc., Miami, will increase the regular quarterly dividend from 12 to 13 cents on class A stock and from 4¾ cents to 4¾ cents on class B stock. Dividends are payable Dec. 16 to stockholders of record Dec. 2.

The Broadcasting stock index

A weekly summary of markets movement in the shares of 69 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex-change	Closing Oct. 31	Closing Oct. 24	Closing Oct. 17	1968 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	65½	68¾	69¾	74	44	4,709	\$330,200
CBS	CBS	N	54¼	54	56½	61	44	23,665	1,269,000
Capital Cities	CCB	N	75	74¾	74	78	43	2,811	203,100
Corinthian	CRB	N	37¾	36¾	37	41	23	3,384	119,700
Cox	COX	N	55½	55½	57½	65	44	2,879	153,700
Gross Telecasting	GST	O	34	36	38	38	28	400	13,100
Metromedia	MET	N	52¾	52	51¾	53	34	4,862	224,300
Reeves Broadcasting	RBT	A	35¾	37½	39¼	43	10	1,825	63,600
Scripps-Howard	SHB	O	31	30½	31¾	34	24	2,389	70,500
Sonderling	SDB	A	37	37¾	37½	48	24	930	37,800
Taft	TFB	N	42½	42	41¾	45	30	3,363	137,000
Wometco	WOM	N	30¾	31½	31¾	34	18	3,815	121,600
								Total	55,032
									\$2,743,600
Broadcasting with other major interests									
Avco	AV	N	43½	45	45¾	65	37	14,075	\$659,800
Bartell Media	BMC	A	15¼	15¼	16¾	21	9	2,106	30,800
Boston Herald-Traveler	BHT	O	64	66	66	71	48	569	34,100
Chris-Craft	CCN	N	36¾	38½	37¾	45	27	1,153	40,500
Cowles Communications	CWL	N	15¾	15¾	17½	17	13	3,625	52,600
Fuqua	FQA	N	37½	38¾	38¾	40	33	3,600	88,900
Gannett		O	39½	40½	40½	44	23	4,736	198,900
General Tire	GY	N	32¾	32	32½	34	23	17,061	571,500
Gray Communications		O	11¾	12½	12½	15	9	475	5,900
LIN		O	28¼	27	28¼	31	16	1,550	46,500
Meredith	MDP	N	45½	45	42¾	48	23	2,732	114,100
The Outlet Co.	OTU	N	30¼	30¾	29¾	34	0	1,184	32,600
Rollins	ROL	N	77	75½	74¾	78	43	3,959	302,900
Rust Craft	RUS	A	47	46¾	44½	52	29	779	37,800
Storer	SBK	N	51¼	52¾	54½	63	36	4,188	236,600
Time Inc.	TL	N	108¾	106¾	105½	109	86	7,018	722,900
								Total	68,810
									\$3,176,400
CATV									
Ameco	ACO	A	15	15½	14¾	19	8	1,200	\$19,400
Entron	NRN	O	10¼	11	11	11	4	607	6,100
H & B American	HBA	A	22¼	21	19¾	24	10	2,956	65,000
Teleprompter	TP	A	63	66¾	69	78	24	994	70,100
Vikoa	VIK	A	29¾	30¾	31¾	37	13	1,364	48,400
								Total	7,121
									\$209,000
Programming									
Columbia Pictures	CPS	N	44½	42¾	42¾	44	23	4,701	\$185,100
Commonwealth United	CUC	A	18¾	19¼	19¼	22	7	6,087	118,900
Disney	DIS	N	76	77¼	78¾	82	42	4,230	313,000
Filmways	FWY	A	37¾	37	37¾	39	17	961	35,800
Four Star		O	6¼	7	7½	10	5	666	4,700
Gulf & Western	GW	N	51	52	49½	66	39	11,680	535,800
MCA	MCA	N	48¾	51	51¾	53	43	7,764	391,100
MGM	MGM	N	47	49¾	50	55	36	5,759	301,600
Screen Gems	SGE	A	42¾	40¾	41	42	23	4,048	150,800
Trans-Lux	TLX	A	62	71	71¾	84	22	753	60,800
20th Century-Fox	TF	N	35	35	35	40	25	7,035	262,900
Walter Reade		O	16¾	15¾	14¼	16	7	1,662	22,200
Warner-Seven Arts	WBS	A	46½	47¼	46¾	48	26	3,810	168,100
Wrathor Corp.		O	13¾	14¼	14¼	15	4	1,760	25,500
								Total	60,916
									\$2,576,300
Service									
John Blair	BLA	O	41¼	40¼	39¼	41	20	1,080	\$40,500
Comsat	CQ	N	53	55¼	53¾	65	42	10,000	540,000
Doyle Dane Bernbach		O	30¾	32¼	32¾	41	31	2,104	63,100
Foote, Cone & Beiding	FCB	N	14¾	15	15¾	20	13	2,157	30,700
General Artists		O	13¼	14½	13	26	10	610	9,200
Grey Advertising		O	13¾	14½	15¼	20	12	1,201	19,500
MPO Videotronics	MPO	A	15¼	15	16¼	18	11	517	8,900
MovieLab	MOV	A	13	13	14½	18	13	1,404	18,600
Nielsen		O	34¼	35½	35½	40	27	5,130	192,400
Ogilvy & Mather		O	20¾	19¼	19¼	21	14	1,090	21,300
Papert, Koenig, Lois	PKL	A	6¾	6¾	6¾	10	5	791	5,300
								Total	26,084
									\$949,500
Manufacturing									
Admiral	ADL	N	19¾	19¾	20¾	25	17	5,110	\$107,900
Ampex	APX	N	35¾	34¾	37½	38	27	9,629	351,500
General Electric	GE	N	95	96½	94¾	100	80	91,068	7,763,500
Magnavox	MAG	N	57¾	58¼	57¾	59	37	15,442	847,400
3M	MMM	N	108¾	108¼	104¾	120	81	53,793	5,554,100
Motorola	MOT	N	134½	130¾	131½	154	97	6,122	863,200
National Video	NVD	A	13¼	13¾	13¾	25	12	2,782	36,500
RCA	RCA	N	47	47¼	47¾	55	44	62,606	3,106,800
Reeves Industries	RSC	A	7¾	7¾	7½	9	5	3,240	23,100
Westinghouse	WX	N	75	73¼	75¼	78	60	38,064	2,926,200
Zenith Radio	ZE	N	57¾	55¼	57¼	66	51	18,860	1,096,200
								Total	306,716
									\$22,676,400
			Grand total					524,679	\$32,311,200
Standard & Poor Industrial Average			112.86	113.43	113.58	113.58	95.05		

N-New York Stock Exchange
A-America Stock Exchange
O-Over the counter

Shares outstanding and capitalization as of Sept. 30

TV stations get tax break on films

U.S. Tax Court overrules IRS system; sliding-scale method granted on rentals

Television stations that have been wrestling with the complexities of feature-film amortization and the intransigence of the Internal Revenue Service to permit proportional depreciation can take heart.

A U. S. Tax Court judge last week said the system of proportional write-offs of feature films is a standard practice by television stations and is just as good as the IRS-supported straight-line basis.

The ruling came in a 10-year-old case involving KIRO-TV Seattle which had \$245,507 disallowed by IRS in that station's 1958 income tax returns.

KIRO had claimed \$424,159 as a deduction under a sliding-scale method of amortization for film rentals and purchases. IRS maintained that the total costs of TV films are deductible only under a straight-line method of amortization.

U.S. Tax Court Judge John G. Bruce held that the IRS erred in disallowing \$213,759 of the disputed amount. The other \$31,747, he said, was not proved in error by the TV station. He sided with the station in accepting the contention that the first showing of a film was more valuable to the station than subsequent showings.

Involved were 41 contracts, 700 features from Paramount Pictures; 1,407 features from 35 other leasors and a number of shorts and cartoons from five leasors. The Paramount contract, which amounted to the bulk of the disputed tax figure, was for 10 years and provided no more than seven telecasts per film. Refunds for films were offered on a sliding scale beginning with a 40% rebate of the valuation of the single film after one showing, with 5% for five subsequent showings and zero for the seventh showing.

For amortization purposes, KIRO used a 60% valuation on the first showing of a film, 15% for the second showing and 5% for subsequent runs.

In his opinion, Judge Bruce said the straight-line method, urged by IRS, does not produce the "reasonable allowance" called for in Section 167(a) of the tax code. He also noted that both KIRO and IRS agreed that there is no

exclusive or single "correct" method of depreciation or amortization of film packages. He then concluded that the method used by KIRO was the correct one since "it coincides with the evidence and with the facts of life of the TV industry." First runs are the most important for TV stations, he said; "successive runs diminish rapidly in value."

Judge Bruce also noted that an IRS study of 12 of the Paramount films during the first four runs showed that as far as gross revenues produced were concerned the second run brought in only 52.8%, the third run only 44.2% and the fourth run only 29.5% of the revenues produced by the first run.

The suit was initiated when KIRO-TV was owned by Queen City Broadcasting Co., with Saul Haas as president and one of the principal owners. The TV station, with its AM and FM adjuncts, was bought by Bonneville International Corp. in 1963 for \$5 million.

There was no indication from IRS whether the government will appeal.

TV-radio holdings add to Wometco revenues

Broadcast stations account for 56% of net income in diversified operation

More than half the income of Wometco Enterprises Inc. for the first nine months of this year came from its TV-radio holdings, it was disclosed last week.

Of Wometco's net income for the period ended Sept. 7 of \$3,191,343, its broadcast stations contributed 56%. And 23% of its total revenues of \$45,567,335 for the same nine months came from that same source.

These facts were revealed by Mitchell Wolfson, president, and other executives of the Miami-based, diversified company that is engaged also in motion-picture theater operation, soft-drink bottling, food services, and other activities in the United States and the Caribbean area. The Wometco officers discussed their company's activities with members of the New York Society of Security Analysts.

Other divisions contributing to profits, after TV and radio, were entertainment, 22%; bottling, 19%, and miscellaneous, 3%. Food services yielded

no income, it was indicated.

Food services accounted for 31% of the firm's revenues, bottling, 21%; entertainment 18%, and miscellaneous, 7%.

Richard F. Wolfson, senior vice president of the company, in discussing the acquisition policy of Wometco (it has acquired seven companies so far this year), commented about TV station purchases:

"... If the price and market area were right, we could buy another television station, but I can assure you that we have no intention of paying 30 to 40 times earnings to get one."

He added that Wometco was looking for an individually owned station where the owner would be willing to accept stock in Wometco "on a reasonable times-earning basis" or, Mr. Wolfson added, "on a basis which would give him security and marketability and our stockholders the benefit of future profits."

"We may be a long time in finding such an individual," he observed, "but we feel that given the present multiples at which television stations are selling today, we simply can see no other alternative at the present time."

For the first 36 weeks of the year ended Sept. 7, Wometco had net income of \$3,191,343 (86 cents a share) on revenues of \$45,567,335 (BROADCASTING, Oct. 14). Wometco TV stations are WTUV-TV Miami; WLOS-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 45.5% of WFGA-TV Jacksonville, Fla. It also owns WLOS-AM-FM in Asheville.

Corinthian reveals executive incentive

Stockholders meet Nov. 19 to consider stock issue to support acquisitions

The emoluments of high office in a major station group were made public last week in a proxy statement. James C. Richdale Jr., who became president of the Television Stations Division of Corinthian Broadcasting Corp. last June, is receiving \$65,000 annual salary; he was permitted to buy 3,000 shares for \$1.50 per share when Corinthian stock was selling at \$34.625, and he's been given an option to buy 7,000 shares at \$35.875, exercisable in installments over the next five years. This

Opportunity available for land-mobile users

A government scientist who acted as a consultant to the President's Task Force on Telecommunications Policy has told land-mobile users that there's "more opportunity than crisis" in those frequencies.

George Haydon, a member of the staff of the Department of Commerce's Institute for Technical Sciences at Boulder, Colo., said that land-mobile frequency users had better begin thinking seriously of channel-sharing plans or common-carrier service in those cities where there are problems due to overcrowding in the radio spectrum.

He said, in a talk to the Washington Group on Vehicular Technology of the Institute of Electrical and Electronic Engineers, that the future of land mobile users seems to call for an integrated service using the radio spectrum more efficiently, as well as cables, waveguides and other advances in technology.

Mr. Haydon emphasized that his talk expressed his personal views and was not to be taken as an official indication of the Task Force staff report. In addition to his work with the Task Force, Mr. Haydon also was a member of the land-mobile panel that was part of the report on spectrum engineering by the Joint Technical Advisory Committee last summer (BROADCASTING, July 22).

Nowhere in his remarks did Mr. Haydon make any reference to the need for additional frequency space for the land mobile services. This is now under study by the FCC, which is awaiting comments on its proposed rulemaking proceeding that looks to having the land-mobile services share a number of lower UHF bands, and to turn over to them a number of the higher UHF frequencies in television.

Technical briefs:

Electronic editing ■ International Video Corp., Mountain View, Calif., has added electronic editing in color to its IVC-800 series of video-tape recorders. The new feature is available in the IVC-860 portable unit. The IVC-860, which sells for \$7,600, is similar to the IVC-810 color video-tape recorder intro-

duced last year, with the exception of the editing feature.

Mono conversion ■ Shure Brothers Inc., Evanston, Ill., has published a booklet to aid broadcasters in utilizing existing equipment in the conversion from mono facilities to handle stereo recordings.

New for transmitters ■ General Electric, Syracuse, N. Y., has developed a differential phase and gain linearity compensation unit for VHF and UHF transmitters broadcasting in color. The solid-state device will be available in January 1969 for \$7,955.


Low-light tubes ■ Visual Electronics Corp., New York, has introduced the P880 (three-inch) and P884 (four-and-a-half-inch) new isocon camera tubes for use in low light levels. Visual says the low light capability of the tubes makes it possible to use them to produce color TV pictures under adverse lighting conditions. The tubes were developed by the English Electric Valve Co., Chelmsford, Essex, England.

'Pepe' unit ■ Ubique Marketing Co., a British firm, has come out with the "Pepe" Rush Portable Discotheque, a compact unit for disk jockeys. The Discotheque is composed of a 30-w solid-state amplifier, a control unit, twin turntables, headphones, microphone foot switch for music-sound reduction, microphone, a public address facility and a matching speaker system. Company is at 337 Finchley Road, London N. W. 3, England. C. F. J. Beacham is managing director.


Split-cable technique given another patent

Edward Wallerstein, inventor of the split-cable television testing research technique, has announced that the Canadian Patent Office had granted a patent for the split cable apparatus and methodology. Earlier this year a similar patent was granted by the U.S. Patent Office.


The technique, according to Mr. Wallerstein, splits a community-antenna cable in two in order to conduct tests on commercials and programing for advertising agencies and advertisers. He said split cable has been licensed by his firm, Communications & Media Research Services, New York, to operate in two cities in the U.S. and he said negotiations are being conducted to extend the licensing to other cities in the U.S. and Canada. He said he could not disclose the cities for competitive reasons.




Bright new Saint Louis mornings




ROMPER ROOM . . 8:00 AM



DICK CAVETT . . . 9:00 AM



PAY CARDS . . . 10:00 AM



WHAT'S MY LINE . 10:30 AM

Plus the popular
Bewitched and Treasure Isle.
 Let The Bright Lineup
 Sell For You

KTVI-2

ST. LOUIS

MORE RETAIL RADIO THIS IS LIFE COMING

Color spots, jazz, aim at pollution control

The Federal Water Pollution Control Administration last week announced a new television and radio campaign for "Clean Water." Two one-minute color spots, produced in association with Quest Productions, New York, have been distributed to 811 television stations. "Fishing", with lyrics written and sung by Tom Paxton, features a little boy on his way to fish in a lake, but finds it polluted. The second spot, "Doomsday", features a little girl playing on a sandy beach, which has also become polluted.

The Chicago Footwarmers, a jazz group, is featured in a record album which contains several radio spots and three public affairs programs, "Down by the Riverside" and "Green River" and "Chesapeake Bay". It has been distributed to 5,300 radio stations.



Drumbeats:

'Stock merger' ■ I. Scott Romer of Schenley Imports Co., New York, appealed to radio audiences in New York and Boston to name a new cocktail consisting half-and-half of Stock dry vermouth and Stock sweet vermouth. More than 2,200 listeners participated in the contest by sending in their suggestions to WNBC New York and WEEI Boston. "Stock Merger", the winning name, was submitted by four entrants, and each received a prize.

Dollars drive ■ WLWT(TV) Cincinnati has produced a 15-minute color film titled "You Know I Can't Hear You when the Cash Register Is Ringing," which will be shown to major advertisers and agencies in nine large cities over the next few weeks. The "mod-style" film is designed to impress advertisers with the advantages of investing more substantially in the Cincinnati market. The presentation will be seen in New York, Chicago, Los Angeles, Philadelphia, San Francisco,

Baltimore, Atlanta, Dallas and Cleveland.

Student competition ■ Broadcast Music Inc., New York, is sponsoring the 17th annual Student Composers Awards competition. A total of \$15,000 will be given as prizes. The competition closes Feb. 15, 1969. Information may be obtained from Oliver Daniel, director, SCA project, Broadcast Music Inc., 589 Fifth Avenue, New York 10017.

New home ■ Arne Mann Associates, New York publicity, promotion and advertising firm, has moved to 535 Fifth Avenue, New York. Telephone: (212) 867-3964.

Omaha museum ■ Wow-AM-FM-TV Omaha plans to open Omaha's first broadcast museum in its building. The museum will be built around donated items, and donors' names will be placed on a commemorative plaque.

Playable gift ■ WIOD Miami has donated 4,200-78 rpm records to the University of Miami School of Music. The gift includes recordings of the past 40 years.

Vote trim ■ WVEC-TV Hampton-Norfolk, Va., has instituted a "Barber Poll" to test the presidential preferences of barber shop customers. So far 46% of the votes cast in the more than 100 barber shops choose George Wallace for president, with 43% going to Richard Nixon and 11% to Hubert Humphrey.

Political prognostication ■ It's Nixon over Humphrey three to one, if returns last week in the WLS Chicago promotional mailing to national advertisers and agencies is considered a "straw vote" of the advertising industry. The mailing, titled "Games Advertising People Play," contained a series of WLS trade advertisements and an entry form on which the recipient could guess vote totals of the presidential candidates. WLS is giving radios as prizes for the closest predictions.

Intern information ■ Intern training programs in TV-radio are studied in a new booklet published by the Broadcasters Promotion Association and now being mailed to BPA members. Copies are available from BPA, 1812 Hempstead Road, Lancaster, Pa. 17601.

Farseeing ■ Radio and television representatives were recipients of the American Optometric Association's Public Service Awards in Journalism. Winners were Lee Allen of WEZE Boston for his program, *Before I Got My Eyes Put Out*, and Fred Rogers of WQED(TV)

noncommercial Pittsburgh, for his *Misterogers' Neighborhood* programs. The \$500 prizes were presented at the AOA National Communications Forum, Oct. 22, in New York.

SDX deadline ■ Sigma Delta Chi has set a deadline of Feb. 1, 1969 for entries in its 37th annual Distinguished Service Awards contest. The awards are given for editorial writing, Washington correspondence, magazine reporting and TV reporting and editorializing, and public service by all media. Winners will be announced at the annual awards banquet in Rochester, N. Y., on May 10, 1969. Entry information is available from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Opens own office ■ Muriel Durand, former account executive and radio-TV director for Eleanor Lambert, fashion publicist, has opened her own office at 14 East 52d Street, New York 10022. Miss Durand will continue to work in the area of women's interests, including radio, television and films.

Christmas ■ United Communications Mission Inc., Route 3, Box 399, Orlando, Fla., is offering free to radio stations a series of five 60-second spots on theme, *What Child Is This*.

Westinghouse honored ■ Westinghouse Broadcasting Co. has received the William Freeman Show medallion of the American Social Association for its 1967-68 radio and television campaign on the dangers of venereal disease.

Promotion book out ■ Advertising & Sales Promotion, Chicago, has released its annual *Sales Promotion Almanac*. The 1969 edition has 428 events and is divided into three categories: special days, weeks and months; conventions, and competitions for advertising and promotions.

Timely data for retailers

Increased use of radio and television advertising by retailers has led to the creation of a monthly newsletter devoted specifically to developments in that field. *Retail Broadcasters*, according to editor and publisher Edward F. Engle, will contain news, concepts, reports, surveys and by-lined comments by store executives on aspects of broadcast advertising. Mr. Engle, who for the past 13 years was vice president-sales promotion of the National Retail Merchants Association, also publishes *Retail Overview*, a quarterly magazine for retail presidents and corporate executives. Address: 103 Park Avenue, New York 10017.

elstein added to previous reports of the agreement was that it gave ASCAP the right, for the first time, to have access to the financial reports that stations file with FCC for purposes of cross-checking with financial data that they file with ASCAP.

Mr. Finkelstein said community-antenna interests were willing to pay copy-right owners of music they use, provided acceptable rates could be worked out, and that negotiations were continuing.

The meeting, which differed little from the meeting of West Coast members a few weeks ago, also heard a report that ASCAP revenues for the first eight months of the year totaled \$35,406,490, as compared to \$33,924,275 for the same period a year ago (BROADCASTING, Sept. 30).

AFM won't picket during vote returns

Musicians' union strikes for higher pay, against staff cutbacks at networks

The American Federation of Musicians called a strike of its staff musicians against ABC, CBS and NBC last Wednesday (Oct. 30) but network operations continued unhampered. And there were indications that the labor problems would not affect election coverage or the candidates' final broadcast appeals.

Network spokesmen said that most programming with music will not be affected for at least one week, and perhaps several weeks, because many segments have been taped in advance. On live programs with music, the networks planned to use repeats of earlier shows or carry the programs without live music.

The main issues appeared to be salary and staff size. Musicians currently earn \$257.50 per week and are demanding a \$64 weekly increase for the first year of a three-year contract, an additional 10% rise in the second year and a 5% hike in the third year. The networks' "final" offer was a \$20 weekly increase immediately and another \$20 in 18 months.

The networks also are insisting on the dismissal of 60 staff musicians in New York (20 each from ABC, CBS and NBC), claiming their services are not needed. The union is resisting this network proposal.

The AFM said that about 800 musicians throughout the country are affected by the strike. The current pact expired last June 31 and new contract proposals have been rejected on two

occasions by the union's membership.

Appeals for support were made by the musician's union to the International Alliance of Theatrical Stage Employes, the National Association of Broadcast Employes and Technicians, and the American Federation of Television and Radio Artists, but there was no immediate response from these other entertainment unions.

Picket lines were established by the AFM in New York, Hollywood and in Miami where *The Jackie Gleason Show* is produced. Herman D. Kenin, AFM president, said that pickets will be removed temporarily during periods when political candidates are broadcasting and when the networks are carrying election returns Tuesday night (Nov. 5).

ABC-TV reported that both the daytime *Dick Cavett Show* and the late-night *Joey Bishop Show* began using records instead of orchestra music. Its two music-variety series, *The Lawrence Welk Show* and the *Hollywood Palace*, have several programs already taped.

At CBS-TV, plans were made to substitute a May 12 program of *The Ed Sullivan Show* if the walkout did not end by Sunday (Nov. 3). Its other variety series, including *Red Skelton Show*, *Carol Burnett Show*, *Jackie Gleason Show*, *Jonathan Winters Show* and *Smothers Brothers*, are taped from one week to three weeks in advance, a spokesman said. He added that recorded organ music has been substituted to accompany its daytime serials, which heretofore had used a professional organist.

An NBC-TV official said that at least one week of tapes are available for

Dean Martin Show, *Kraft Music Hall*, *Phyllis Diller Show*, *Jerry Lewis Show* and *Laugh-In*. On the evening of the first day of the strike last Wednesday, the *Johnny Carson Show*, without its live orchestra, tried for a comic touch. In the usual places filled by the instrumentalists were cardboard replicas of the musical performers. Guests on the program played kazoos.

NBC issued two statements during the strike, both contending the main issue in the dispute was the "AFM's desire to retain an artificial quota for musicians." AFM President Kenin issued a denial, claiming the strike was called in support of improved wages, hours and working conditions.

ABC-TV makes a deal for 'Let's Make A Deal'

Let's Make a Deal, a daytime game show on NBC-TV (1:30-2 p.m. EST) will move to ABC-TV effective Dec. 30.

The program will run at the same afternoon time on its new network and will also go night-time, at a time slot to be announced, during the first quarter of 1969. ABC's *Funny You Should Ask*, a new game show now in the 1:30-2 p.m. period, will move to a new time to be announced later.

Monty Hall, host and producer of *Let's Make a Deal*, reportedly signed a two-year contract with ABC on the condition that the show would be broadcast at night.

The program began its NBC run Dec. 30, 1963, and was used at various times as a summer and mid-season replacement in prime time periods.

Program notes:

Navy documentary ■ Pelican Films, New York, has produced a 22-minute film, "Sauce for the Gander," for the U. S. Navy. The film is available free to TV stations.

Mickey's birthday ■ The world's most famous mouse, Mickey, is making a comeback on television. He will be the star of "The Mickey Mouse 40th Anniversary Show," a Christmas special on NBC-TV's *Walt Disney's Wonderful World of Color* series. The occasion also will mark the 15th anniversary season of the Walt Disney series.

Distribution partnership ■ Hanna-Barbera Productions, Hollywood, and CBS Enterprises Inc., New York, have entered into a distribution deal that calls for the network company to handle international syndication of five H-B animated and live-action TV series. Included is *The Banana Splits Adventure Hour*, which is on NBC-TV Saturday mornings. Other shows that CBS Enter-

prises will distribute are *Wacky Races*, *Space Kiddettes*, *Space Ghost* and *Young Gullivers*.

East Coast branch ■ Murakami Wolf Films Inc., Hollywood-based TV and theatrical animation studio, will open an eastern branch in New York this month. Fred Wolf, partner in the production firm, will head the New York office. Other partner is Jimmy Murakami, who remains on West Coast.

Four Star move ■ Four Star International Inc. is moving most of its operation from CBS Studio Center in North Hollywood to MGM studios in Culver City, Calif. Four Star will have its own building housing executive and administrative offices, and its own switchboard on the MGM lot. The company also will have full use of MGM's studio facilities for the production of television and theatrical films and videotaped programs. Some of Four Star's production operation, including filming of its ABC-TV series *The Big Valley*, will remain at Studio Center.

executive producers of CBS's *Smothers Brothers* weekly Sunday series.

The Campbell show is the second replacement to be announced this season. ABC-TV is placing a one-hour contemporary-variety series starring British pop singer Tom Jones in its Friday, 10-11 p.m. time period (BROADCASTING, Oct. 21).

The *Daktari* series this season has been hurting in the ratings. Its levels have not climbed above a 12.5 rating and its share has been in the low 20's, placing the show well down in the rankings (Nielsen's weekly list of programs rated range from 87 to 97, averaging 92, and *Daktari* this season has placed in a range of number 77 to 80).

Chicago police official revives coverage feud

An official of the Chicago police department renewed last week the charges that the television networks' coverage of the Democratic convention was biased.

Francis J. Sullivan, Chicago police public information director, told a New York meeting of the National Association of Independent Insurers on Tuesday that it is time the network news divisions realize they have lost touch with the mainstream of American thought. "The American people have made it clear they think television news coverage can be improved," he said.

The police official noted, "I fully realize that it was not the role of television to side with the city of Chicago or the Chicago police department over the way they handled the thousands of demonstrators. But neither was it the role of television to be the ideological allies of the mob. It was not television's

role to slant the news day after day in favor of the revolutionaries and against the elected representatives of the people and the police."

Mr. Sullivan said policemen are an essential part of our lives and "the television men should be." But, he said, the TV reporters instead are "drawing away." He urged the TV broadcasters "to return and accept the fact that revolutionaries are not the wave of the future." He said "the nonrevolutionaries who like this country and what it stands for will prevail."

Chicago was unprepared for "the tidal waves of inaccuracies which swept over the city during the closing days of August," Mr. Sullivan said. Chief among them, he alleged, was a CBS commentator who said the convention was "about to begin in a police state." He also claimed NBC was inaccurate in estimating how many police were detailed to convention duty.

WNDT's sneak preview of LBJ's bombing halt

President Johnson's announcement of the halt of the bombing in Vietnam was carried to the nation Oct. 31 on radio and in prime time on television with a film produced five hours earlier in Washington and fed to the networks about a half-hour before air-time (8 p.m. EST).

WNDT (TV) Newark, N. J.-New York, a noncommercial station which, along with other network and independent stations, received the pool feed from NBC-TV, carried the film at approximately 7:40 p.m., breaking the embargo. Lee Hays, news director of WNDT, explained later that the feed received at its master control came

legal situation.

Cause of the cable distribution of a video signal said to have been intended only for after-hours viewing on a monitor was an unthrown switch. Had it been thrown, the cable systems would have been fed less explosive fare—a war movie that was to have been imported from KABC-TV Los Angeles.

As it was, with KPLM-TV off the air and the KABC-TV signals blocked, the extracurricular signals traversed a microwave link to the cable systems' head ends and went out into subscribers' homes. Blinking viewers phoned local police, apparently more for confirmation on the unbelievable late-late show than in anger.

After the arrest of Mr. Veatch, the station aired an apology to viewers. The other employe discharged, James Dickson, was a transmitter technician at a microwave repeater point where the unthrown switch was located.

through with the picture of the President as he was speaking without the advance notice that the film was to be released at 8 p.m. The station's engineer put the program on immediately, he stated.

All three TV networks followed the President's address with panel discussions featuring their top correspondents and commentators. No special documentaries were scheduled for Thursday night, with the networks returning to their normal programing.

Following the early broadcast of the President's speech by WNDT, CBS Radio began its feed to affiliated stations at 7:55 p.m. ABC Radio quoted the WNDT broadcast on its 7:55 p.m. news feed to its Contemporary network. NBC Radio aired the news at 8 p.m.

An NBC spokesman said its pool feed was preceded by a two-minute-and-12-second display of a card advising of the embargo. ABC was originally scheduled to provide the pool feed but technical difficulties caused the switchover to NBC.

ASCAP intends to diversify

Strives to increase C&W membership, plans other expansions into new fields

The American Society of Composers, Authors and Publishers, which in the past has represented the "traditional" kind of popular music, re-emphasized last week that it intends to become a power in other kinds as well.

ASCAP is out to enlist composers and publishers of so-called country-and-western music in particular, in "a wedding of tradition with tomorrow," President Stanley Adams told ASCAP members at a semi-annual meeting of eastern members in New York on Monday (Oct. 28).

Mr. Adams's speech, read by Arthur Schwartz because Mr. Adams was suffering from laryngitis, reviewed ASCAP's intensification of effort in Nashville, heart of the C&W movement, and stressed the advantages that all ASCAP members would gain from ASCAP's expansion into new fields.

Herman Finkelstein, general counsel, reported on the agreement between ASCAP and the All-Industry TV Station Music License Committee. This is a 10-year deal covering TV stations' use of ASCAP music, running to the end of 1977 but with either side having the right to terminate the agreement after six years (BROADCASTING, Aug. 26).

The main new feature that Mr. Fink-

Pornovision shut down after one performance

The case of the Palm Springs, Calif., phantom pornographer was closed last week, at least as far as KPLM-TV Palm Springs was concerned. Two employes were discharged after images of nude cavortings were distributed by cable via the station's facilities to surrounding areas about 1 a.m. The station technically did not broadcast the illicit material over the air.

But the case wasn't closed as far as Palm Springs law enforcers were concerned. Last week KPLM-TV's ex-video-operator, Robert Veatch, was in custody but the charges and judicial jurisdiction had not been resolved. The fact that the public showing of some very private footage was not broadcast and was unaccompanied by an audio signal was reported to be complicating the

(with texts sent to the three major presidential candidates with offers of reply time) that "presidential hopefuls [use] tactics we would repel on the part of an advertiser of household products."

The editorial said it was "distressing that broadcasters like ourselves are reaping blame for the appalling bad taste in some of the election spots."

TV codes on product spots have "been remarkably effective," Mr. Rogers notes. The codes require that products be presented "on their positive merits," without "discrediting, disparaging or unfairly attacking competitors."

Improvement must come from the candidates, it's observed, as under the law broadcasters are prevented from interfering with political campaigns.

"We realize we are invited into your homes and we try to act accordingly," the Taft stations told audiences. "We wish presidential hopefuls would do likewise."

Documentary probes dissent in the news

WTOP-TV looks at strains imposed on journalists covering social clashes

How the news media, particularly television, unwittingly became swept up in the U. S. protest movement during the Democratic national convention in Chicago and became themselves a subject of controversy is examined in a new one-hour documentary produced by WTOP-TV Washington.

The documentary, *Dissent in America: The Rising Chorus*, focuses on the need to permit and encourage dissent, which it's said "can hasten the improvement of American institutions." A pervading motive in dissent, WTOP-TV claims, is "rampant idealism" much of which "calls on the nation to make its deeds match the language of its promises. When we curtail the struggle for that kind of goal," WTOP-TV says, "we will snuff out much of the highest meaning of human existence."

While covering the Democratic convention, the press found itself at times at the very center of the turmoil and the target of as much criticism as the demonstrators who were being clubbed by Chicago police (BROADCASTING, Sept. 2). The question of whether the press accurately portrayed those events is explored in the documentary through interviews with police and network officials, and congressmen.

According to FBI Director J. Edgar Hoover, the press in Chicago was "guilty of distortion," and Representative Roman C. Pucinski (D-Ill.) is quoted: "Never have so many been so badly informed by so few." Representa-

Pre-election splurges cut into regular shows

With campaigning for the White House in its last days, additional TV network shows were pre-empted to accommodate major political programs.

CBS-TV announced the pre-emption of *My Three Sons* on Saturday (Nov. 2) to make room for a half-hour Nixon-Agnew broadcast at 8:30 p.m. EST. The cost of the time is estimated at \$75,000.

Nixon-Agnew also purchased the 10-10:30 p.m. period Sunday (Oct. 27) on NBC-TV. The time for the political broadcast, which pre-empted *The Beautiful Phyllis Diller Show*, cost the candidates a reported \$75,000.

Also on NBC-TV, a broadcast for

tive John D. Dingell (D-Mich.) claims the "networks gave the appearance of trying to defame the Democratic Party" with their coverage. "I was there," he says, and the networks didn't show the abuse given the police by the demonstrators.

Although the news presidents of NBC and ABC declined to appear on the program, Richard Salant, president of CBS News, and Walter Cronkite, managing editor of CBS News, did so. Both defend press performance.

"Our coverage was fair," Mr. Salant says. Of the approximate 38 hours devoted to convention coverage, about 32 minutes or 1% of the total was directed toward the demonstrations, and Chicago Mayor Richard J. Daley was accorded more TV time than that given to the demonstrators, Mr. Salant claims. "The balanced coverage was there," he says, "but people remember vivid pictures."

Bill Moyers, former White House news secretary and now publisher of *Newsday* (Long Island, N. Y.), claims the printed press "did well." But he adds, the "chief deficiency [of television], which was not deliberate, was that it showed the consequences, not the initiation [of violent action by the demonstrators]; the clubbing, but not the provocation. I think once television realized this, it tried to put the picture together." Television, he suggests, was "guilty of concentrating on the 'who, where and when' of the demonstrations and ignoring the 'why and what.'"

Mr. Salant acknowledges some problems in distortion: "We paid a price for it by lying back in Chicago so we wouldn't accentuate the problem." But he disputes allegations about the so-called "liberal bias" of the press: "That's a sterile debate," he says. "I don't know and I don't care what the politics of my reporters are." Mr. Cronkite is more hesitant—"I'm not too sure there isn't some liberal bias; but re-

Humphrey-Muskie pre-empted *The Mothers-in-Law* Sunday, (Nov. 3) 8:30-9 p.m. EST. The time is costing the Humphrey-Muskie organization approximately \$80,000.

Totals for program buys on behalf of the major presidential candidates over the period, Oct. 27 through election eve on the TV networks:

Humphrey-Muskie—\$435,000; Nixon-Agnew—\$645,000, and Wallace-LeMay—\$145,000. Included in these estimates are some production costs. The total comes to \$1,230,000, a jump of \$230,000 over previous buy orders in prime time over the final days before election (BROADCASTING, Oct. 28). Not included in the compilation are smaller political buys on the networks for the presidential candidates.

porters must put this aside"—while Mr. Moyers is more blunt: "Objectivity is a myth."

Because of the controversial convention coverage Mr. Dingell suggests that what the media need are "more controls; a more forceful recasting of the fairness doctrine, equal-time provisions, and the personal attack rules."

Neither Mr. Salant nor Mr. Cronkite is sanguine about the prospects of governmental controls (that's termed a "horrifying notion") or future criticism about the media's performance. "Dissent cannot be ignored," Mr. Cronkite says. "We would be irresponsible in not reporting dissent. Let's face it. People are going to use us. After all, the purpose of a demonstration is creating attention." Mr. Salant suggests that the problem resides in the "cascade of communications. The quiet voice isn't heard any more. Quiet voices are becoming strident. We don't create the protests; they're there and we can't shut them off."

'Daktari' is without cure for low Nielsen ratings

The time for CBS-TV's *Daktari*, the Ivan Tors Films-MGM production now in its fourth season, has run out. The adventure drama set in the wilds of Africa will be replaced on Jan. 29, 1969, in the Wednesday, 7:30-8:30 p.m. EST period, with a comedy-variety series starring Glen Campbell. Mr. Campbell was host on *The Summer Brothers Smothers Show*, a replacement series on CBS last summer, and is a popular recording artist.

The new series with Mr. Campbell will have Ken Dragen and Ken Fritz as executive producers. John Hartford, songwriter, will be a writer and a performer on the shows. The production company is Smo-Bros Productions, a division of Dragen, Smothers, Fritz Inc. Mr. Dragen and Mr. Fritz are also

To predict or not to predict

That is the question facing networks in states where polls are still open

Potentially bitter revival of a long-standing issue in political coverage loomed large for the three networks on the eve of their presidential election broadcasts.

Once again under contention is the old question of when a network should predict an election winner and what effect it may have on voters in states where the polls are still open.

In a closed-circuit election preview fed to affiliates Monday (Oct. 28), ABC News President Elmer W. Lower said: "We will make no projection regarding the outcome of any election in any state until all the polls in that state have closed."

But both NBC and CBS say they will go ahead with plans to project winners in races whenever their samplings of key precincts convince them they have reliable data for forecasting the outcome—whether the polls are still open or not.

Reflecting the networks' extreme caution in calling this year's tenuous presidential race (BROADCASTING, Oct. 14), Mr. Lower explained his network's stand by saying: "We here at ABC News are in no race with our competitors . . . when faced with the decision of being first or being right, we—as professional journalists — will always choose to be right."

Of paramount importance are the calls on the expectedly-close presidential race.

Amid rumors that House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) might call for some form of restrictive legislation should any network predict the presidential winner while West Coast polls are still open, election-unit representatives simply were keeping their fingers crossed that the issue will not come up.

Mr. Staggers indicated he would have his eye on the election coverage but wouldn't confirm or deny plans for legislation. "Only circumstances will tell what we will do," he said.

All three networks were in agreement that in the presidential race, hopefully, either there will be a wide enough victory margin that the 270 electoral votes necessary for election already will have been rolled up in states where the polls have closed, or that the race will be so close that it will be after the 11 p.m. (EST) California poll closing time before it becomes clear who has captured the crucial final states.

California, of course, could well be the pivotal state since it has the nation's

second largest block of presidential electors, 40, and the widespread use of computerized voting in the state markedly slows down any fast counts of early returns.

Frank Jordan, director of NBC News election operations, said: "We're just going to play it by ear on election night and consider the political realities. This situation may take care of itself either way."

"If the projections in the early voting states show a candidate clearly winning, then the states' electoral votes are assigned to him. Once the electoral votes add up to 270, you have the next President, and obviously, it doesn't even take into account the states where the polls haven't closed.

"In 1964, it was absolutely apparent to everybody by 7 p.m. [EST] that Johnson was going to be the winner, the only question was would he set a new record in his victory margin.

"For us to know the winner and not report it would not only be foolish, we would not be doing our job. On the other hand, if it is going to be a very close election, we wouldn't be able to call it until late anyway."

CBS News Vice President Bill Leonard also attacked any attempt to hold up reporting of returns until after a state's polls are closed.

To do this, he noted, would foster the spread of rumors, and the only effective way to block dissemination of returns would be to not only stop their broadcast, but keep them from news wire services, newspapers and to shut off all telephones. "You would have to

Tips for channel hoppers

An experiment in using radio to supplement TV viewing will be conducted on election night by noncommercial WAMU-FM Washington, owned by American University. The station plans to assemble a panel of viewers in the studio who will watch the election coverage on all three networks and advise home viewers on which channel might most bear watching at any given time.

The station says as far as it knows no other radio station has provided such a service for television viewers. Mike Harris, WAMU-FM program director, is credited with developing the idea. The station plans to warn listeners that comment will be aired only when developments warrant and that stretches of dead air are designed to minimize confusion for home viewers.

black out all communications," he said.

In the closed-circuit election preview feed to CBS affiliates Wednesday (Oct. 30), Mr. Leonard quoted the report of the Senate Commerce Committee Communications Subcommittee in August, 1967: ". . . there is no evidence of any discernible influence on voter behavior . . ." and ". . . prohibition of the broadcast of election returns and projections until all the polls have closed is too drastic a step and raises grave constitutional questions of free speech."

Broadcast observers noted that ABC's slowdown will come in reporting House, Senate and gubernatorial races in states with staggered voting hours, such as Tennessee, where although some rural polls close as early as 4 p.m. (EST) most close at 7 p.m. and 8 p.m. and Memphis stays open until 9 p.m. so the network will be able to make no projections on Tennessee races until after that hour.

In reviewing their previously-announced plans for election night coverage (BROADCASTING, Oct. 28), officials of all three networks stressed their caution in reporting and projecting results.

CBS's Mr. Leonard said: "Our emphasis, of course, will be on accuracy and clarity. We like to think we've come to the point, like an air traveller, where we can take a certain amount of speed for granted."

Robert Northshield, executive producer of NBC's election broadcast, said the network is being "terribly conservative" about making projections, but projections "are information . . . and will be given. They will be given flat out. There won't be any hedging or 'maybes' or anything of the sort. We will name the winners when we know who those winners are."

Taft Broadcasting urges political TV ad codes

In the wake of the controversy over an anti-Humphrey television spot using "energy film" techniques juxtaposing images of the Democratic contender with scenes of war, violence and poverty (see page 38), a broadcaster has suggested that the same criteria be applied to political advertisements as are applied, through radio and TV codes, to product advertising.

Lawrence Rogers, president of Taft Broadcasting Co., Cincinnati, charged in an editorial aired over Taft outlets

separate complaints with the commission charging KLAC with "gross prejudice, bias, and slanted news broadcasting in favor of Proposition 9 [the referendum]."

However, the commission, in a wire to the group, said that the licensee, Metro-media Inc., has furnished evidence that it has presented the viewpoints of those opposing Proposition 9. The commission said the licensee provided recordings of portions of news programs broadcast between Oct. 10 and Oct. 18 airing both pro and con viewpoints.

Although the fairness doctrine requires that a licensee which has presented one side of a controversial issue of public importance "play a positive role in bringing about a balanced presentation of the opposing viewpoints," those opposing viewpoints need not be presented in a single broadcast or program series, the commission said.

What is required is that the licensee, in its over-all programing, attempt to present opposing views, the commission said, adding that KLAC appears to have met that test in connection with the referendum issue.

When informed that the commission had rejected his group's complaints, Harry Lerner, Southern California manager of the campaign against the referendum, and representing Whitaker & Baxter Campaigns Inc., San Francisco, said: "We certainly will not let it [the case] drop," he said. "Furthermore, we will demand to know why the FCC did not demand and get from Metro-media responses to the specific allegations of bias and prejudice that we made and that are in the hands of every commissioner on the FCC. We're not just going to let them dismiss this complaint with a wave of the hand."

The commission last week also responded to a complaint filed by M. S. Novik, broadcast consultant to the AFL-CIO, with a statement calling licensees' "attention to the desirability of making their facilities effectively available" to political candidates, even if it requires modification of station format.

Mr. Novik wired the commission three weeks ago stating that station policies limiting or prohibiting acceptance of paid political advertising are causing a "major problem" (BROADCASTING, Oct. 21).

The commission statement did not refer specifically to the Novik complaint. It said only that the commission has received information indicating that some licensees have policies proscribing or limiting political broadcasts. However, commission officials said the Novik wire was what the commission had in mind.

BMI, radio committee resume negotiations

A new round of talks was held in New York last week on new rates for radio stations' use of music in the Broadcast Music Inc. catalogue. The meetings will continue some time next week.

The meetings, on two days (Oct. 28 and 29), marked a resumption of negotiations which broke off abruptly after the initial meeting on BMI's request for a rate increase more than a month ago (BROADCASTING, Oct. 21, Sept. 23). Current BMI licenses, which expired Sept. 30, were extended by BMI to Dec. 1.

Sessions were not set for this week because of the national elections, it was pointed out by BMI officials and by the All-Industry Radio Music License Committee. Both groups declined comment on deliberations, other than to acknowledge that BMI's request for higher radio fees was reviewed.

Attending for the all-industry group at one or both of the meetings were Elliott M. Sanger, chairman; George W. Armstrong of Storz Stations; A. A. Church, assistant secretary of Storer Broadcasting Co.; David H. Morris, president of KNUZ Houston, and Michael P. Malardi, vice president and general manager of the Straus broadcast group. Mr. Sanger, retired execu-

tive of WQXR New York, has continued as a member of the station's board of directors and executive committee. Of the other committee members in attendance, all with the exception of Mr. Armstrong, were named recently in an expansion of the committee (BROADCASTING, Oct. 21). Also present were Emanuel Dannett, William W. Golub and Benard Buchholz, attorneys representing the all-industry group.

BMI officials in attendance were Edward M. Cramer, president; Justin Bradshaw, vice president, broadcaster relations, and Edward J. Molinelli, vice president in charge of finance, and board members Dwight W. Martin of WDSU-TV New Orleans and Merrill Lindsay of WSOY Decatur, Ill. Mr. Martin is also a member of BMI's executive committee.

SG sells CBS-TV package deal

The motto at CBS-TV in the feature films area is apparently "plan ahead." A package of 19 feature films acquired by CBS-TV from Screen Gems for \$17 million, carries telecasting dates varying between September 1969 and September 1974. Screen Gems said the transaction represents the highest average price per picture it has ever obtained. A spokesman for the TV distribution company said titles of the features could not be revealed at this time.

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Election spurs fairness issues

FCC's pre-election problems involve
WOR-TV, WGR-TV, and KLAC among others

A flood of equal-time and fairness-doctrine matters swept in on the FCC and its staff last week as political candidates and citizens fought for free broadcast time in the final days of the 1968 political campaign.

Many of the complaints and queries were relatively routine and could be disposed of at staff level in a telephone call or wire. But some required commission attention, and were handled in special meetings, on Monday and Thursday.

One unusual case began as a straight equal-time matter, when a candidate for a House seat in New Jersey demanded equal time from WOR-TV New York, then resolved itself into a fairness-doctrine issue before the commission ruled in favor of the station. The decision turned principally on the fact that the congressional district involved is outside the station's coverage area.

In one equal-time case, the commission ruled against the station involved—WGR-TV Buffalo, N. Y.—on Monday and saw its decision upheld by the U.S. Circuit Court of Appeals on Thursday.

And in a case that apparently is not closed so far as the complainants are concerned, the commission said it "cannot conclude" that KLAC Los Angeles violated the fairness doctrine in connection with broadcasts dealing with a hotly controversial property tax referendum in California.

WOR-TV's problem grew out of the station's desire to present on its *New Jersey Report*, a Sunday-interview program, an opponent of a New Jersey bond issue. A supporter of the issue had appeared on a previous program in the series.

WOR-TV presented Representative Charles W. Sandman Jr., (R) of the second congressional district, on Oct. 27—then received a demand for equal time from his Democratic opponent, David Dichter. The station turned him down on two grounds—that the program is a bona fide news interview program, and, therefore, exempt from the requirements of the equal-time law, and that the congressional district involved is outside the station's coverage area.

The commission agreed that the program was in an exempt category. However, this still left a question as to the applicability of the fairness-doctrine aspect of the law. It says that, regardless of whether programs are exempt, broadcasters must "operate in the public interest and . . . afford reasonable oppor-

tunity for the discussion of conflicting views on issues of public importance."

The commission said that "on the showing before it, particularly the station coverage aspects of the matter, it cannot conclude that the judgment of the licensee was "inconsistent" with the requirements of the fairness doctrine.

The WGR-TV case stemmed from a half-hour interview with the Democratic Presidential candidate, Hubert H. Humphrey, that the station broadcast on Sept. 17, during the Vice President's visit to Buffalo. The station had arranged the interview, which was held at its studios, and chose the three interviewers.

WGR-TV later denied an equal-time request by the Socialist Labor Party presidential candidate, Henning A. Blomen, arguing that the program constituted both an on-the-spot coverage of a bona fide news event and a bona fide news interview. Both categories of program are exempt from the requirements of the equal-time law.

However, the commission said the station was wrong on both counts. It recalled that in an "analogous" situation in 1962, it ruled that a debate between Edmund G. (Pat) Brown and Richard Nixon, during their contest for governor of California was not a bona fide news event. The televised debate was held at a convention of UPI editors in Los Angeles.

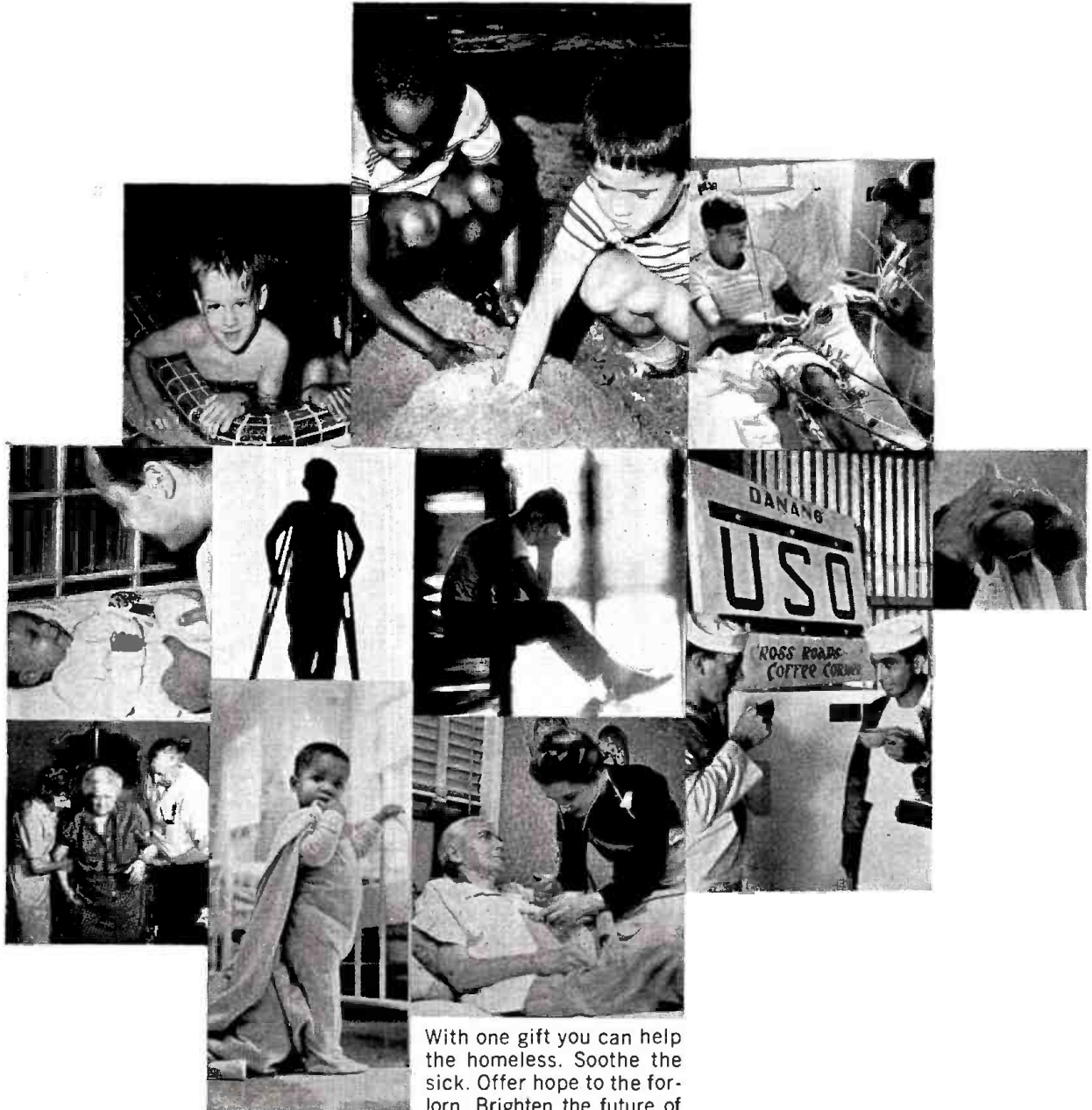
And the commission said that a news interview is not exempt unless it is regularly scheduled. The commission rejected the station's argument that the exemption is not limited to regularly scheduled news interview programs but includes those that are not under the control of the candidate.

WGR-TV asked the appeals court to stay the commission's order pending a hearing on the merits of the case. But the court not only denied the stay following an argument on Thursday; referring to the imminence of the election, it upheld the commission's ruling.

The complaint against KLAC was pressed by the Californians Against the Tax Trap Initiative, a statewide organization opposing a tax referendum that would limit the property tax to 1% of the market value of the real estate and eliminate, over a five-year period, the cost of schools and welfare from the property tax rolls. Opponents say that fiscal chaos will result if it is approved by the voters and that big landowners would realize a tremendous windfall.

The anti-referendum group filed five

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audience at over 30 million, an unusually high showing for a television play.

ABC's Summer Olympics coverage achieved its highest rating Wednesday in the 8:30-9 p.m. time slot, a 17.6 with a 28 share. The various other Olympics coverage periods ranged in ratings from 9.7 to 15.3.

NTI top 20 Oct. 14-20:

1. Bob Hope special (NBC)	30.0	44
2. Rowan & Martin (NBC)	28.3	43
3. Bonanza (NBC)	25.7	38
4. Julia (NBC)	25.2	37
5. Red Skelton (CBS)	24.2	37
6. Here's Lucy (CBS)	23.7	40
7. Gomer Pyle (CBS)	23.2	40
8. Mitzi Gaynor special (NBC)	22.7	39
9. Gunsmoke (CBS)	22.6	37
10. Saturday Movie "Hallelujah Trail" (NBC)	22.3	42
10.*Phyllis Diller (NBC) (10-10:50 p.m.)	22.3	38
10. Bewitched (ABC)	22.3	37
10. Friday movie "Goodby Charlie" (ABC)	22.3	34
14. Ghost & Mrs. Muir (NBC)	22.0	35
14. Mayberry R.F.D. (CBS)	22.0	32
16. F.B.I. (ABC)	21.9	35
17. Beverly Hillbillies (CBS)	21.3	33
18. Pat Paulsen special (CBS)	21.2	31
19. Sunday movie "Assault on a Queen" (ABC)	21.1	33
20. CBS Playhouse "The People Next Door" (CBS)	20.8	36

*The Phyllis Diller show ran from 10 to 10:50 p.m. NBC broadcast a special on the Jacqueline Kennedy-Aristotle Onassis wedding from 10-50-11 p.m. which achieved a 21.8 rating considered separately.

Wide discrepancy in Hooper-Nielsen ratings

C. E. Hooper Inc. Thursday (Oct. 31) released the first general findings of its new national television index, and it varied widely from comparable A. C. Nielsen data.

For the period of Sept. 15-29, Hooper's sample for the average prime-time network program showed 19% more viewers in the 18-34 age bracket than "brand X" (presumably Nielsen), and 14% fewer over-50 viewers.

Hooper said that while the "brand X" survey indicates that only movie, science fiction and suspense-drama programs have more 18-34 viewers than those over 50, the Hooper index shows those program types plus situation comedy, sports, mystery drama, quiz game and general drama programs have more younger than older viewers.

In the Hooper service "a large random sample of telephone listings are called in a national sample, and respondents are asked about TV viewing at that precise instant in their homes."

Hooper Vice President William Harvey said that nine months of research showed the method more accurately reflects television audience makeup than "the brand X diary data [which] reflect smaller samples, much higher non-cooperation rates, dependence upon

memory and attention to detail in diary-keeping, and the unknown conditioning effect of being in a permanent diary panel."

Mr. Harvey said that after further study of the data, Hooper plans to expand the service next season. Among clients are NBC, J. Walter Thompson Co., Leo Burnett and Norman Craig & Kummel.

The prospect of pressure on news

Repression threat cited by NBC's Hugh Downs and by Blair Clark

Members of the New York chapter of the National Academy of Television Arts and Sciences last week got a gloomy warning of cautious days ahead for broadcast journalists from both a popular television personality and a broadcast newsman-turned-political strategist.

Hugh Downs, host of the NBC *Today* show, told the season's first academy forum (Oct. 30) that in these emotion-charged times, broadcast newsmen are subject to "dozens of pressures—the more we can stave off by an utter effort for objectivity, the better we will be."

He said it is "important to suppress as much as possible emotional comment on issues which can bring on repression."

Blair Clark, former CBS News correspondent and executive who most recently was campaign manager for Senator Eugene McCarthy's presidential bid, said he believes "the broadcast industry is about to see itself threatened as it never has been."

At the forum, titled "Impact: Television on Politics, Politics on Television," Mr. Clark said he has "a sharp and agonizing notion that we are in for a very bad period in this country—one that can only be called repression." He said that for broadcasting, it would come in repression of newsmen "trying to report any sort of dissent to the government."

After predicting the election of Richard Nixon as President, Mr. Clark said: "When I talked about repression, what I meant was the fact that the last period of repression which affected the country, including the media, was after the [Senator Joseph] McCarthy era, when we lost China, or at least our illusion that it was ours, and we lost it not by war.

"Here, when the Vietnam war ends, we will have lost our first war in history and out of the psychological reaction to that and other events of the times,

the repression will come."

As an example of caution which broadcast personnel must exercise, Mr. Downs cited a recent interview he conducted with Attorney General Ramsey Clark.

"I betrayed that I'm an admirer of his," Mr. Downs said. "I feel he's a tough-minded but fair lawman, but my feeling is not in tune with the times when people want a tougher, more policeman-like figure.

"I got a memo from the network in effect reprimanding me for injecting personal feeling into the interview. I felt that this was not a campaign issue, but the network said it was because Mr. Clark had been singled out by Mr. Nixon as a target.

"In retrospect, I've come to feel that the network is right, we must stave off unnecessary pressure by this utter effort for objectivity."

Both Mr. Clark and one other panelist said television made possible Eugene McCarthy's unconventional presidential bid.

Paul O'Dwyer, one of the original backers of Senator McCarthy's campaign and himself the Democratic candidate for U.S. senator from New York, called Senator McCarthy "the product of TV." He said that while newspapers said Senator McCarthy's candidacy "couldn't get off the ground, it was when we got TV coverage and what Senator McCarthy said began to come through" that his campaign was launched.

KNX computer figures L.A. freeway traffic

KNX Los Angeles, which already programs 17½ hours of solid news Monday through Friday and continuous news on weekends, has added 16 daily drive-time traffic reports to its coverage. The traffic reporting is computerized. It's said to be the first broadcast use of an information service to drivers based on computer information.

Traffic analysis and projections are being made through use of a SDS 940 computer, built by Scientific Data Systems. Reportedly, the computer contains a memory bank with more than 10,000 pieces of information about traffic conditions affecting the maze of freeways in Los Angeles. Control units of the computer, located in the KNX news room, feed special information to the main computer at the Scientific Data laboratory in El Segundo, Calif. The station, which is owned by CBS, estimates that some 580 hours of planning have gone into assembly of the computerized system.

KNX is broadcasting eight morning and eight evening drive time reports according to the station.

Five-year trend of second October TVQ scores for all evening network programs by program type

	1968	1967	1966	1965	1964
Total—all types (1)					
Number of programs	83*	83*	91*	99*	97
Average TVQ**	28	28	29	27	28
Adventure (2)					
Number of programs	6	12	14	7	7
Average TVQ	25	24	28	29	33
Comedy					
Number of programs	22	20	28	35	38
Average TVQ	28	28	28	28	29
Drama					
Number of programs	3	6	6	12	11
Average TVQ	21	25	26	24	28
Musical (3)					
Number of programs	2	4	5	9	5
Average TVQ	22	28	27	25	27
Network movies					
Number of programs	7	6	5	4	3
Average TVQ	34	36	38	32	35
News & Documentaries					
Number of programs	2	3	2	3	5
Average TVQ	28	30	32	25	22
Quiz & panel					
Number of programs	2	2	4	4	5
Average TVQ	23	28	22	21	23
Suspense & mystery					
Number of programs	14	9	9	6	6
Average TVQ	30	27	31	30	28
Variety (4)					
Number of programs	14	7	7	5	10
Average TVQ	25	24	23	25	24
Western					
Number of programs	10	11	9	10	5
Average TVQ	29	30	35	33	37

(1) Includes miscellaneous programs (2) Includes science-fiction (3) Includes musical variety (4) Includes comedy-variety * Multipisode programs counted once ** All averages are weighted

fall is limited, according to TVQ. Three out of five program types show severe declines in appeal. The average TVQ for new shows is 26, with interest waning in every age group except the under 18's. The 35 to 49 age group held at a steady 17 TVQ from last year to the present.

Adventures, drama and western programs showed losses. There are two new adventure programs this season, as there were in 1967, but their average TVQ has dropped from 29 to 24. The adventure programs lost appeal consistently in all age groups but the 6-11.

With only one new drama show this year, compared to three last year, that program type dropped 11 points to an average TVQ of 19 this fall. The two new western offerings failed to win over the under-18 crowd and had to settle for a 24 TVQ, four points under last year's average.

The two program types showing some promise among the new shows are suspense and mystery, and comedy. The five new suspense and mystery shows—two more than premiered last season—registered a 31 average, scoring heavily with the under-18 group. Comedy, with eight new offerings compared to last year's six, scored an average TVQ of 30, winning new approval from the over-50 set.

Two new shows made TVQ's top-10 list of evening programs, *Julia* (NBC) and *Mod Squad* (ABC). Only one feature film made the list this year: the

Saturday night movie (NBC) tied with *Ironside* (NBC) for seventh place. Three feature-film nights made last year's top-10 and four films in 1966.

ABC, Truman Capote fall out over special

Differences have erupted between ABC and Truman Capote, the novelist, over a Xerox special, *Death Row, U.S.A.*, written and directed by Mr. Capote. The one-hour documentary gives an account of the lives of criminals awaiting execution in American prisons.

Mr. Capote, who is the author of *In Cold Blood*, an examination of the criminal mind, demanded that the news special be shown before the pending U.S. Supreme Court consideration of whether lengthy delay of execution constitutes cruel or unusual punishment. Mr. Capote claimed that ABC had taken *Death Row* off the schedule, and the author questioned the right of commercial television to determine the fate of an artistic product.

An ABC spokesman said, that while the program had been tentatively scheduled for October, it had become necessary to postpone *Death Row*. "Mr. Capote requested that this show be scheduled earlier than we could schedule it," said the spokesman.

Leland Hayward, producer of *Death Row*, said that there was no question of scheduling nor had Mr. Capote requested a release, but that "ABC de-

clined not to do the show at all." The network had advised him last week, said Mr. Hayward, that they did not want the program—"they thought it was too grim."

Walter Olesen, manager of advertising and sales promotion for Xerox, would not comment on the advertiser's role in the dispute except to say "it is an issue which is between Mr. Capote and ABC." Mr. Olesen added: "We have had good relations with both of them."

Agenda, speakers set for RTNDA convention

Radio-TV news directors attending the 23rd annual Radio Television News Directors Association convention Nov. 19 to 24 in Los Angeles will hear a wide variety of topical issues affecting broadcast news.

And on the opening day of the convention RTNDA members will be guests aboard the aircraft carrier USS Kitty Hawk for a full one-day at-sea cruise. Scheduled are a sea and air firepower demonstration, and tours of the carrier.

Scheduled panels will include a discussion of the controversial "Reardon" report affecting trial coverage. Judge Edward Deavitt, chairman of the American Bar Association Legal Advisory Committee on Fair-Trial-Free Press, and RTNDA counsel Ted Pierson of Pierson, Ball & Dowd will appear, with Bill Roberts, Time-Life Broadcast, as moderator.

A discussion of the Democratic national convention coverage in Chicago will feature ABC News President Elmer Lower, NBC News President Reuben Frank, and CBS News Vice President Bill Leonard.

Guest speakers include California Governor Ronald Reagan; Los Angeles Mayor Sam Yorty; Whitney Young, director of the Urban League; Representative Lionel Van Deerlin (D-Calif.), member of the House Committee on Interstate and Foreign Commerce; and Tom Cahill, president of the International Association of Chiefs of Police.

NBC-TV rated No. 1 again by Nielsen

NBC-TV maintained its lead in the Nielsen Television Index ratings for a second consecutive week (Oct. 14-20) with an average rating of 20. CBS-TV ran a close second with 18.9 and ABC-TV was third with 15.3.

Specials and movies moved up throughout the top 20, and CBS's first *CBS Playhouse* drama of the season, "The People Next Door" (Oct. 15), took 20th place with a 20.8 rating and 36 share. The network estimates the

New shows sag in popularity

Movies still have the most appeal; drama is least liked

Although the number of network shows and their average appeal have leveled off this year, the season's new shows have shown a drastic decline in over-all appeal, according to a TVQ study. Network feature films emerge again this year as having the highest average appeal of all program types, although the movies slipped slightly under last year's average.

These conclusions were drawn from the annual survey conducted for BROADCASTING by the TVQ service of the Home Testing Institute, a marketing research firm in Manhasset, N. Y. The TVQ score is based on a nationwide survey and represents the proportion of respondents who would term a program "one of my favorites."

TVQ interviewing during the 10 days beginning Sept. 30 produced a 28 average score for night-time programs, the same score as resulted from last year's sample. The number of network programs has been tapering off in recent years as feature films and other long program forms moved to dominate the schedule. This year, however, there are 83 programs, the same total as at this time last year.

Feature films scored a 34 this year, down from last year's 36, but still the program type with highest appeal, an honor the movies have carried off for three years straight. Lowest appeal was registered by drama shows with a score of 21, down four points from last fall. Last year, adventure programs were lowest in appeal with a 24 score, but they gained another point in 1968.

Of the program types that declined in number this year, which include adventure, drama, musical, news and documentary, and western, all but adventure finished lower in appeal as well. Of those with increased representation on the schedule this season—comedy, movies, suspense and mystery, and variety—suspense and mystery and variety shows had higher appeal, comedy registered the same 28 score it claimed last year and movies came in two points lower.

Other than feature films, the programs with averages that exceeded the average for all shows were suspense and mystery (30) and westerns (29). Westerns, however, have continued to show the steady decline that began when they lost the number-one spot to the movies in 1966.

The appeal of the new programs this

Five-year trend of second October TVQ scores for new evening network programs by selected types, totals and by age group

	1968	1967	1966	1965	1964
Total new programs					
Number of new programs	21	25	35	35	37
Average TVQ	26	27	27	28	30
Age 6-11	50	49	51	52	57
12-17	38	33	40	43	43
18-34	21	22	23	26	24
35-49	17	17	20	18	21
50+	19	20	17	17	17
Adventure					
Number of new programs	2	2	6	3	6
Average TVQ	24	29	33	30	31
Age 6-11	57	49	56	59	64
12-17	32	37	48	48	42
18-34	14	27	27	29	23
35-49	11	23	23	17	22
50+	10	20	17	15	18
Comedy					
Number of new programs	8	6	14	16	21
Average TVQ	30	28	25	30	30
Age 6-11	58	54	56	62	60
12-17	41	40	40	49	46
18-34	20	21	18	22	22
35-49	19	14	14	16	19
50+	23	15	13	13	17
Drama					
Number of new programs	1	3	—	4	4
Average TVQ	19	30	—	23	22
Age 6-11	24	58	—	19	27
12-17	38	30	—	24	33
18-34	24	20	—	29	23
35-49	10	15	—	20	18
50+	19	24	—	18	17
Suspense & mystery					
Number of new programs	5	3	6	4	1
Average TVQ	31	26	29	27	29
Age 6-11	44	31	48	42	54
12-17	47	24	41	40	59
18-34	31	29	27	28	32
35-49	20	20	21	19	18
50+	19	24	17	18	11
Western					
Number of new programs	2	6	4	5	—
Average TVQ	24	28	32	29	—
Age 6-11	31	46	46	39	—
12-17	27	35	41	40	—
18-34	26	25	31	30	—
35-49	17	18	25	22	—
50+	23	23	29	21	—

Top 10 evening network programs from second October 1968 TVQ report by age

Rank	Program	Total audience		6-11		12-17		18-34		35-49		50+	
		Fam	TVQ	Fam	TVQ	Fam	TVQ	Fam	TVQ	Fam	TVQ	Fam	TVQ
1.	Rowan & Martin's Laugh-In	75	45	70	62	87	58	83	51	77	38	61	28
2.	Walt Disney	89	44	97	66	92	34	89	37	86	38	85	49
3.	Julia	53	43	53	73	64	59	59	36	47	25	46	39
3.	Mission: Impossible	77	43	58	40	92	52	89	52	83	36	65	32
5.	Family Affair	76	41	76	66	89	38	79	26	72	33	70	52
6.	Mod Squad	41	39	45	50	70	62	45	39	37	27	26	17
7.	Ironside	70	38	50	30	78	31	76	42	72	29	71	50
7.	Saturday Night Movie	78	38	47	34	88	45	93	43	87	32	67	35
9.	Bonanza	90	37	75	34	96	35	94	25	91	30	91	54
10.	High Chaparral	64	36	45	46	64	39	69	34	66	25	69	41

Note: Data covers opinions held by respondents during 10-day period beginning Oct. 12. Copyright: Home Testing Institute/TVQ Inc., 1968

Top five and bottom five new shows from second October 1968 TVQ

Rank	Top Five Program	TVQ	Inverse Rank	Bottom Five Program	TVQ
1.	Julia	43	1.	That's Life	12
2.	Mod Squad	39	2.	Don Rickles	14
3.	Ghost & Mrs. Muir	35	2.	Phyllis Diller	14
4.	Adam 12	34	4.	Huck Finn	18
5.	Here Come the Brides	32	5.	Good Guys	20

tended to Congress. But it certainly hasn't occurred to me to be indignant about this. There are too many other things to worry about right now."

NBC's new policy requiring financial disclosures by its news personnel was described in a letter to the FCC that the network made public last week. The commission two months ago had rebuked NBC for failing to exercise sufficient diligence to prevent a conflict from developing between Mr. Huntley's interest in the cattle industry and his radio broadcasts on the importation of Australian beef and federal meat-inspection act (BROADCASTING, Sept. 10). It asked the network to report on any provisions in procedures to prevent a similar occurrence.

The policy requires news personnel "in responsible positions" to complete a questionnaire that calls for disclosure of whether the journalist or any member of his immediate family has a financial interest in any enterprise other than NBC, its parent, RCA, or their subsidiaries. He need not include any investment of less than 1% of the market value of the outstanding shares of a corporation listed on a national exchange or one regularly traded by national dealers.

The newsman is also requested to report whether he or any member of his immediate family holds an office, directorship, partnership or employment in any business other than NBC, RCA or their subsidiaries.

NBC's letter said that conferences, in which NBC News officers would participate, will be held with employees whose statements reveal "a significant private interest." The purpose of the conference will be to determine how that private interest might affect the "employee's news judgment or reasonably be considered as capable of affecting that judgment."

NBC also said the employee will be instructed to inform his superiors whenever he is assigned to a story which might provide grounds for a conflict-of-interest problem. Top NBC News officials would determine what steps should be taken—whether, for instance, to assign another reporter to the story or to make a disclosure of the interest involved.

The NBC letter, which was signed by Howard Monderer, NBC's assistant general attorney in Washington, also served to refute suggestions that Mr. Huntley had deliberately distorted the news in one of his broadcasts critical of the meat-inspection law.

This was a reference to a statement by Mr. Huntley that truck drivers in New York were quitting their jobs to become federal meat inspectors and were talking openly of fringe benefits in the form of money under the table in return for an inspection stamp. The

letter said Mr. Huntley has stated he had sources for that information. And "Mr. Huntley is a reporter in whom we have complete confidence and we are satisfied that those sources do exist," it added.

The letter also took issue with a passage in the commission's letter concerning Mr. Huntley's statement asserting that "NBC was under an affirmative obligation to encourage the presentation of contrasting viewpoints. . . ."

NBC said it did not understand the fairness doctrine to require that licensees solicit and broadcast a response to each separate statement or charge contained in a broadcast expressing a point of view on some issue.

NBC noted it had broadcast a response by Representative Neal Smith (D-Iowa), who was the sponsor of the act attacked by Mr. Huntley and whose complaint led to the FCC rebuke of NBC. Mr. Smith did not discuss the controversial statement in his broadcast.

NBC said it does not think the fairness doctrine requires—or should require—"a licensee, once it has provided an opportunity for the expression of a contrasting viewpoint on the basic issue involved, to go further and solicit material taking issue with each specific factual statement which the responder may have chosen to ignore."

An object lesson in closing the switch

The four little words otherwise known as "SOB" that slipped out on the air at WBBM Chicago in reference to presidential candidate Richard Nixon have lost newsman Dan Price his \$40,000-a-year job and the case is "settled," WBBM affirmed last week in the wake of local reports that the veteran newscaster might be taken back because the Illinois Nixon committee felt the punishment too harsh.

WBBM said that a settlement was made with Mr. Price on his contract which still had two years to run. The engineer who worked Mr. Price's show is still on the payroll, WBBM said.

The CBS-owned all-news station explained that between 5:30 a.m. and 6 a.m. on Oct. 11 when Mr. Price was on the air a seven-minute Nixon news special was aired followed by a telephone weather report and a commercial. WBBM said Mr. Price forgot to hang up the phone, leaving an open line.

During the commercial Mr. Price was checking the program sheet for the segment starting at 6 a.m. and noting another Nixon story coming up he commented about it to the engineer and used the unfortunate expression, WBBM said. Later that day, the station related, Mr. Price offered his resignation and it was accepted.

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the increase for a comparable period in 1967—figures, the article notes, which are “remarkable when compared with the increase nationally of about 8%.”

(In June BROADCASTING found among Detroit radio-TV stations polled that they were cautious about claiming too much credit for retail gains. They cited the broad trend upward of business nationally [BROADCASTING, June 17].)

The article adds that Detroiters “seemed in no way” less informed about world events than they were before the strike: “The broad array of broadcast and print [suburban newspapers and national magazines] media gave them all [the news] they could use.”

Broadcasting majors now at 147 colleges

There are 147 American colleges and universities offering a major in broadcasting leading to one or more degrees,

according to a survey by Dr. Harold Niven, vice president for planning and development of the National Association of Broadcasters.

The 1968 study, the 11th report of “Broadcast Education,” says that 146 schools offer the bachelor’s degree, 14 more than in 1967; 75 offer the master’s degree, an increase of 11 from the previous year, and 18 have a doctoral program in broadcasting.

Carol Music Inc. gets \$18,000 settlement

A \$530,000 lawsuit against a Washington law firm by Carol Music Inc., one-time licensee of WCLM(FM) Chicago, has been settled for \$18,000, according to William G. Drenthe, a principal of Carol Music.

The suit was filed last spring against the now defunct law firm of Roberts and McInnis. The law firm represented

Carol Music after its license for WCLM had been revoked in 1964 by the FCC.

The commission said the station had failed to operate within the terms of its license, had misrepresented and concealed facts and had violated various technical rules. The station originally was cited for allegedly airing information used by bookies.

Media reports:

Moving day ■ WHB Kansas City, Mo., is moving to new studios and offices in the Power and Light building, 14th and Baltimore Streets, Dec. 15. Since 1954 the WHB studios have been located in the Pickwick hotel. WHB founded in 1922, is owned by the Storz Broadcasting Co. of Omaha.

RKO move ■ WNAC-TV, WRKO and WROR(FM) have moved to the RKO General building, Government Center, Boston 02114. Phone: (617) 742-9000.

Programming

Mixed reaction to NBC’s disclosure policy

Order to newsmen to bare investments meets both acceptance and resentment

Major network news correspondents appeared split last week over NBC’s announcement of a new policy requiring all news personnel to furnish reports of private financial investments and outside employment.

Although no newsmen registered personal objection to filing a report of his own finances, several expressed resentment of what they considered a slur on the integrity of the profession.

“It’s a bit of an insult, it seems to me,” said CBS’s Eric Sevareid. “If I were asked, I would do it, but I would resent it. This is a function of the private purse, and I don’t think it fair to ask a journalist in television to do something a congressman wouldn’t.”

But at the same time, Mr. Sevareid’s fellow CBS newsmen, Mike Wallace, said: “My first instinct is that it’s a good idea. Congress should be like Caesar’s wife, and by the same token so should anyone who reports and analyzes the news.”

CBS has not joined in the new disclosure practice outlined by NBC in a letter to the FCC, which was made public last Monday. However, CBS News officials said that in addition to standard conflict-of-interest questionnaires required of employes at all three networks, they were asking their legal

department to determine whether further measures are feasible.

Chet Huntley, the newsmen whose outside cattle-industry holdings spurred the NBC action, sees the move as one piece of a larger attack on broadcast journalism.

“I have two feelings about this thing,” he said. “Personally, as far as I’m concerned if I were singled out, I wouldn’t mind divulging my personal interest to anyone. But taken as a group—all of us in broadcasting—I do resent an air of suspicion cast on the whole profession.”

“It seems to me part of the malaise of the year,” Mr. Huntley added, “from Mayor Daley in Chicago to some congressmen and FCC commissioners and the rest. Many very plainly want to throttle the press. They can’t [throttle] the print media, but they apparently are trying to go after TV.”

“There’s something more at work there than some congressman raising a damn-fool question about my beef interests. It goes deeper.”

Mr. Huntley’s partner, David Brinkley, said only that he doesn’t “mind in the slightest” disclosing his outside holdings.

ABC’s Howard K. Smith said: “I don’t know that I can have any simple

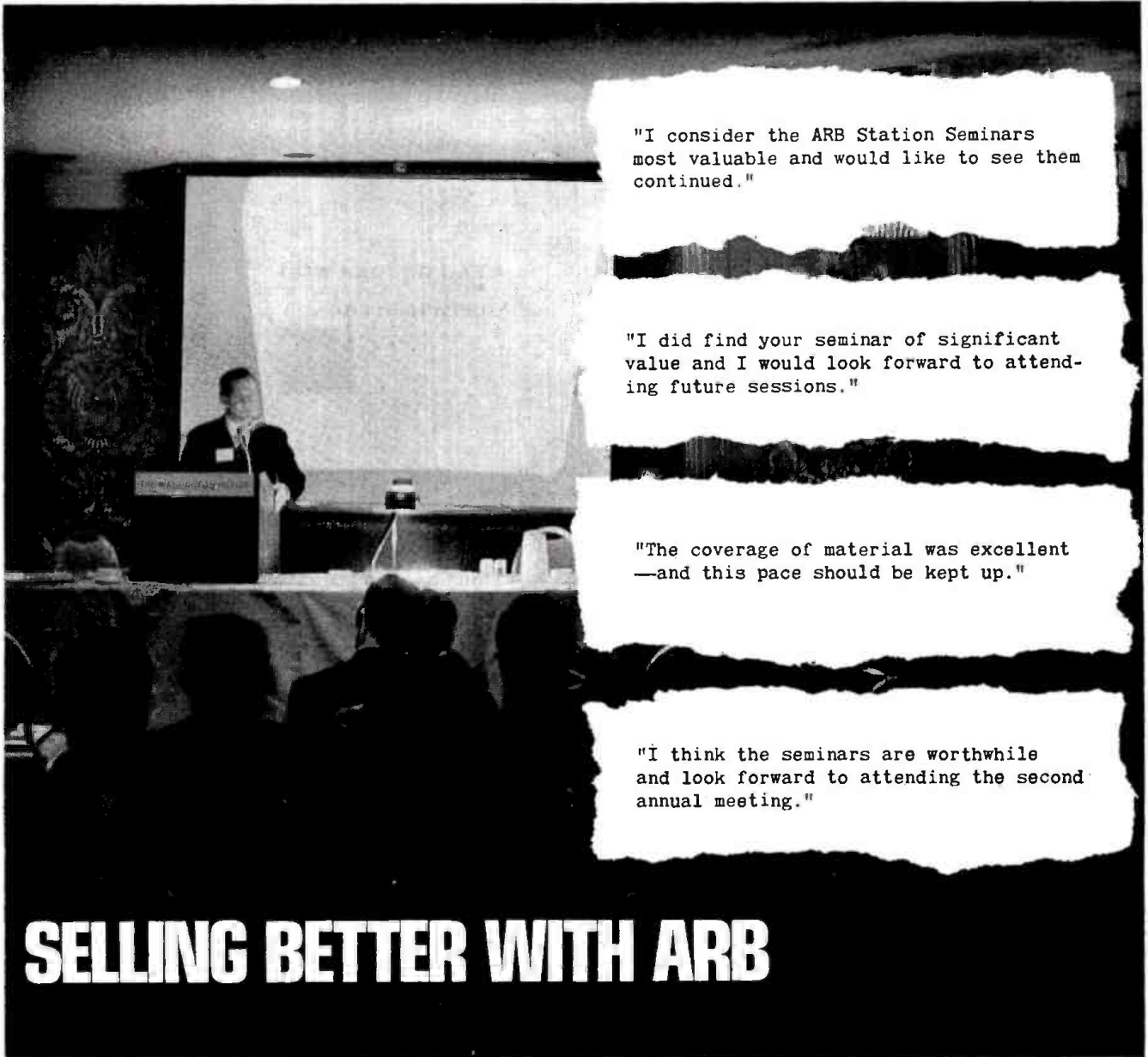
view. While I don’t have any personal objection to it, I do find it ironic and a little silly that members of Congress don’t have to go through such a procedure, but this is being done to appease Congress.”

ABC officials said that at this time they plan no further disclosure regulations than the traditional conflict-of-interest questionnaires for all personnel, which date from the wake of the payola investigations of 1960.

While dismissing the NBC move as being blown out of proportion because “we’ve always had a disclosure form and so have they,” one ABC News source, when asked if he keeps the form updated, said, “you’re supposed to, but—you know. . . .”

The situation at CBS appeared similar. Mr. Sevareid said: “I have a faint memory” of filing a conflict-of-interest form, and Mr. Wallace said that although “I think it is in the contract, I don’t remember signing anything. They don’t know what securities or real estate I own.”

Some newsmen remain relatively unconcerned. Said NBC’s Edwin Newman, “I really haven’t thought about it, although I have no personal objections. If there is any justification for it, I would tend to think it should be ex-



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St. Louis.....	Tuesday, December 3, 1968
San Francisco.....	Monday, December 9, 1968
Washington.....	Thursday, January 9, 1969
Boston.....	Tuesday, January 14, 1969
Detroit.....	Thursday, January 16, 1969
Atlanta.....	Tuesday, January 21, 1969
Dallas.....	Thursday, January 23, 1969
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Lively discussions held on CATV industry

Public is receptive to cable originations, Commissioner Cox tells UHF broadcasters

The joint FCC-industry Committee for the Full Development of All-Channel Broadcasting met at FCC headquarters in Washington last week with CATV on the agenda and two commissioners on the scene. The ensuing dialogue alternately cheered and chilled UHF broadcasters seeking harder regulation of the mushrooming cable industry.

Commissioner Robert E. Lee, CAB chairman and a consistent supporter of UHF, sounded a positive note for the broadcasters: A proposed rulemaking to prohibit CATV systems that relay TV signals from originating commercials—previously contemplated and then withdrawn for want of a commission majority (BROADCASTING, Oct. 21)—will be reintroduced and, Mr. Lee believes, issued for comment within 60 days.

More typical of the day's discussion, however, was a cordial but spirited series of exchanges in which Commissioner Kenneth A. Cox, an unaccustomed presence at CAB meetings, played a firm public-interest counterpoint to the broadcasters' pleas for stiffer CATV regulation.

After silently taking notes for over an hour while the committee pondered the questions of CATV origination and possible FCC licensing of cable systems, Mr. Cox got up to suggest that the broadcasters too often merely made assertions and demands, instead of spelling out in precise terms the grounds for their concern. The FCC, he reminded them, must answer to the criterion of public interest; as an advisory appendage to the commission, CAB should also bear that in mind, Mr. Cox said.

What followed was a classic encounter between regulator and broadcaster. Among the commissioner's comments:

On program origination: "To the public, this is going to look like a good idea—unless you can persuade the public that one or two additional channels of programming are going to threaten your ability to provide standard broadcast service. . . . If you oppose CATV operators carrying anything other than broadcast signals, you're going to run into public resistance and resentment."

On a CAB proposed resolution urging that the FCC ask New York City to withhold authorization of CATV program origination pending completion of commission studies: "What are your grounds? The commission can't ask a local governing body not to act when it has power to do so." All the

commission can do, Mr. Cox went on, is to remind the city that whatever emerges from FCC deliberations on cable policy will be binding on franchise holders. As Messrs. Cox and Lee both noted, this was the thrust of a letter already sent to the New York City board of estimates by acting Chairman Robert T. Bartley (BROADCASTING, Oct. 21).

On licensing of CATV systems: CATV is more analogous to the telephone companies than to broadcasting, Mr. Cox said, since excessive duplication of facilities is inefficient. Any system of licensing would have to be accompanied by some sort of allocations system, he added.

On the government as a factor in communications: "If [the commission] felt that some new form of communication would better inform and entertain the public—and if this meant that every broadcast station in the country would go bankrupt—we would be obliged to take steps which would permit that to happen."

Another of the commissioner's comments, however, put his view of commercial broadcasting in a different perspective: "If the public realized their stake in free broadcasting, they wouldn't respond so joyously to something [CATV origination] they're getting somewhere else for nothing."

CAB's proposed resolution on curtailment program origination in New York prompted the broadcasters to comment that franchise holders in that city are trying to effectuate what would actually be a pay-TV system; that they're operating only with revenues in mind, and that their systems damage UHF, which can't afford fragmentation of its audience. During subsequent discussion, however, the two commissioners emphasized that the FCC had done all it had power to do, and that the spirit of the committee's request resembled to a large extent Mr. Bartley's previous letter. The resolution was withdrawn.

CAB also received the report of its research subcommittee on ratings, presented by the FCC's assistant chief of research, Alexander Korn. The report dealt with three possible inequities in the rating methods, with emphasis on their effect on all-channel development: The possible understatement of ratings for ethnic UHF's; the possible understatement of UHF ratings as compared to VHF, and the effect of these possible inaccuracies on UHF development.

Ethnic audiences are a special rating problem because of illiteracy, lower

cooperation rate, lower telephone penetration rate, and language difficulties, according to the report. It was suggested that ethnic stations make use of special surveys provided both by rating services and nonsyndicated research services.

In general, UHF audiences are apparently not understated by the rating services, the report said, although it was noted that electronic rating systems, which provide their own record of set tuning, show UHF's to better advantage than the "diary" systems, which rely upon recall.

Newspaper value is questioned

Despite 267-day strike in Detroit, radio-TV helped to boost retail business

Detroiters learned to live without their newspapers for 267 days during that historic 1967-68 strike against the city's major dailies. When both readers and advertisers turned in droves to other media, principally radio and television, a question is raised whether metropolitan newspapers are any longer indispensable to a major city.

According to an article in the November issue of *Fortune* magazine, "local dailies, no matter how integral to the life of the city, no matter how effectively they do their jobs, are now simply competitors for a share of mind."

One major pre-strike function of the Detroit dailies, the article contends, apparently was "to get [their readers] to the television set on time." During the strike *TV Guide* registered the "biggest single increase of any publication in newsstand sales," from 50,000 weekly to more than 500,000.

Local retail and classified advertisers apparently found many alternatives to their metropolitan press: "Radio and television stations had hardly an unsold moment," the article claims. "Though it may have been more costly to use broadcasting than papers, time availabilities were as tight as they have ever been in Detroit."

J. L. Hudson Co., Detroit's largest department store; Allied Supermarkets, Detroit-based Midwestern food chain, and numerous city automobile dealers placed part of their advertising budgets in radio and/or television, with the result that retail business, during the first half of 1968, rose 13.6%, "well above"

tions in neighboring major markets whose grade B or A signals overlap. At present, these situations are dealt with on a case-by-case basis. But ABC would treat them as any other distant-signal situation; ABC would prohibit CATV systems from carrying grade A or B signals that overlap the grade A contour of one or more stations in a separate market.

ABC also suggested measures for streamlining commission procedures under which stations that want program exclusivity protection must proceed. They now are required to provide CATV systems with written notice as much as eight days in advance of the programs they want to protect.

Since the one-day protection now available under the rules is meaningful only in terms of network programming, ABC said, it would drop the requirement for notice and simply prohibit CATV systems from duplicating, within a 24-hour period, network programming. The only notice that would be required would be for a station to inform a system of network programs the station intended to preempt.

One of the benefits ABC sees resulting from the proposed change is the elimination of the automatic stay that is granted when a CATV system requests a waiver of the exclusivity requirement.

H. Rex Lee sworn in as FCC commissioner

The FCC had its full complement of seven members last week following the swearing-in on Monday (Oct. 28) of H. Rex Lee for a term ending June 30, 1975. The commission had been lacking a member since June 30, when Lee Loevinger retired.

The swearing-in, administered by Chief Hearing Examiner James D. Cunningham, was attended by a standing-room only audience in the commission's hearing room.

On hand with fellow commissioners, commission staff members, communications industry representatives and members of the public were Secretary of the Interior Stewart Udall and John W. Macy Jr., chairman of the Civil Service Commission.

Mr. Lee had been an Interior Department official when Secretary Udall recommended him in 1961 for the post of governor of Samoa, a post he held until August 1967, when he was named assistant administrator for the Agency for International Development.

Present also were friends he had made when he was governor of American Samoa—Senator Laeno Reed, and his wife and Muagututu'a Tuia, speaker of the House of Representatives. The legislators, who were in Washington on



H. Rex Lee, bedecked in a shell lei presented by friends from his days as governor of American Samoa, is shown with his wife, Lillian, following his swearing-in as a member of the FCC on Monday.

territory matters, and Mrs. Reed presented Mr. Lee with a shell lei, in a traditional form of greeting or congratulations.

The new commissioner, in brief remarks, indicated his interest in the problems and opportunities he sees being created for both government and the communications industry by the rapid advances in communications technology. "People in industry and government have had a difficult job keeping up" with the technology which, he said, can lead to improvements in every area of life.

As governor of Samoa he established a system of educational television that is believed to outrank any other in the world. He had fastened on ETV as the most practical way of overhauling what was generally regarded as a sadly inadequate island educational system.

Mr. Lee attended his first meeting as a commissioner Wednesday but did not participate in any actions. However, he has made the first appointment to his office staff—Edwin Spievak, 36, assistant general counsel of U. S. Information Agency since 1966, who will be his legal assistant.

Networks requested to answer Hoving query

Broadcasters were reacting warily last week to the latest ploy by Thomas P. F. Hoving, head of the National Citizens Committee for Broadcasting—a questionnaire ostensibly sent to "all TV stations, network affiliates and independents" asking commercial outlets to itemize cash and equipment donations to noncommercial stations.

ABC, CBS and NBC in New York all said they had received the Hoving

request but none had responded to it as of Thursday (Oct. 31). Beyond acknowledging receipt, it was a "no comment" situation. A spot check showed that some nonnetwork New York stations had also received the request, but some had not. Washington stations had no knowledge of the letter. In New York, only WNEW-TV, a Metromedia station, said it was in the process of assembling the requested information.

The citizens committee says it has received "quite a few" responses—some with incomplete information—but says it won't summarize early returns. A report has been promised after a better return of questionnaires has been received.

The questionnaire asks for contributions by year, to which ETV organizations, and the "type, year, model, original cost, estimated cost at time of donation, etc.," of equipment provided. The detail sought on equipment gifts prompted some broadcasters to privately suspect that the committee was seeking to gather information that could be compared with tax credits claimed by stations when equipment was donated.

Although the networks are reluctant to discuss Mr. Hoving's request for a listing of contributions to noncommercial television, one network-owned station willingly lists its own "educational" programming.

WCBS-TV New York, which will begin a three-hour-per-week *Black Heritage* series early next year, pointed out last week that it already programs eight hours of "educational" material each week.

Justice Dept. slows MCA-WEC merger

Backlog of pending business prevents completion of detailed study

Delay in the closing of the MCA-Westinghouse Electric Corp. merger, approved by the boards of both companies and by the stockholders of MCA last month, is attributed to "continuing discussions with the Department of Justice."

This announcement was made last week by Lew R. Wasserman, president of MCA. MCA and Westinghouse officials declined to amplify that statement. It was learned, however, that the Department of Justice has told officials of the two companies that it is so overwhelmed with investigations of pending business mergers that it has not had time to complete its study of the MCA-Westinghouse amalgamation.

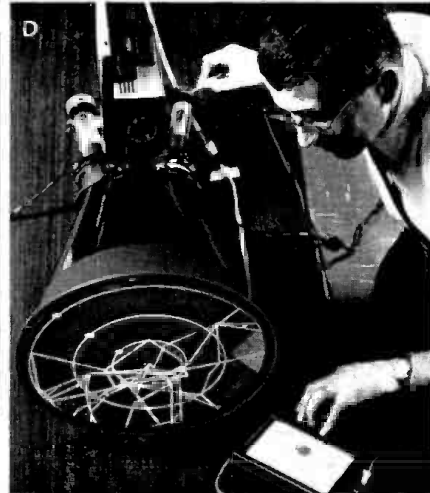
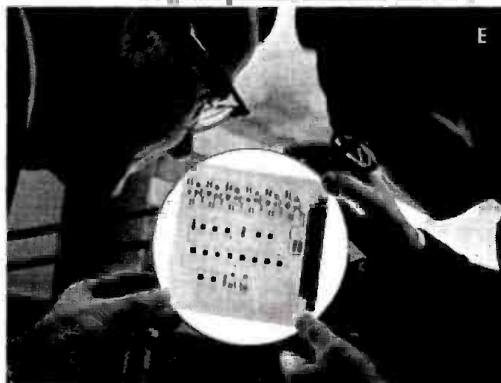
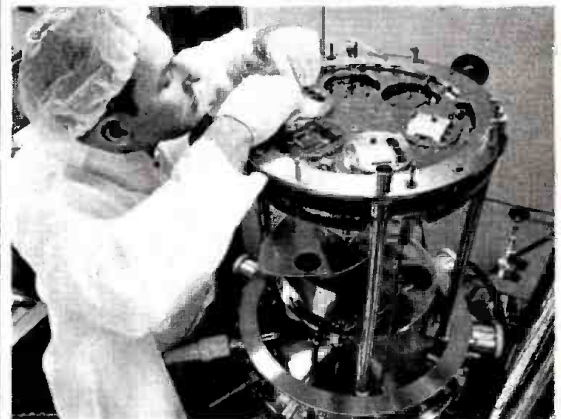
A Department of Justice waiver is necessary for the estimated \$360-mil-

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A. Zenith Neo-meter permits children's hearing to be screened within hours of birth. **B.** Zenith's Monopulse DC Defibrillator is used for restoring proper rhythm to a failing heart. **C.** Micro-circuit Research develops technology for use in the future. Here, a Zenith scientist prepares microcircuit base for coating process by evaporation in vacuum chamber. **D.** Air Traffic Control. Zenith's dual neck tube with rear projection port opens the way to more reliable civilian and military air traffic control. **E.** Integrated Circuits in high-speed data system developed by Zenith enable scientists to take pulses transmitted from space.



ZENITH

The quality goes in before the name goes on

ABC presents proposals on CATV rules

Urges Congress to hold up action on copyright legislation until FCC revises its CATV policy

With the FCC concerned about and working on plans for restructuring its CATV regulations and with Congress still undecided as to how it should bring CATV into the scheme of copyright liability, ABC last week published its views on both matters.

In a 47-page memorandum to the commission, ABC spelled out its recommendations for commission action in three areas of CATV regulation.

- Program origination by CATV systems—impose a freeze on mass-entertainment originations pending the conclusion of a rulemaking proceeding on the subject.

- Carriage of distant signals—adopt general regulations of a “go-no-go” type that would, ABC says, eliminate the need for most hearings on this subject; they would also restrict CATV activity in the major markets.

- Program exclusivity—simplify existing rules for the broadcasters.

And, in a letter to Senator John L. McClellan (D-Ark.), chairman of the Senate Judiciary Committee’s subcommittee on copyright, ABC said Congress should defer action on copyright legislation governing CATV until the commission completes revision of its CATV policy. A bill overhauling the nation’s basic copyright law never emerged from the subcommittee in the last session of Congress, principally because of controversy over a section dealing with CATV. The House had passed the bill—but only after deleting the CATV section.

Subcommittee staffers, last week however, saw no conflict likely to develop between congressional and commission action on CATV. They said that any copyright measure emerging from the next session of Congress would contain “nonregulatory” CATV copyright provisions only. Regulatory provisions—like those originally in the House-passed bill, which attempted to attribute degrees of copyright liability to systems on the basis of how far they departed from CATV’s historic role as a fill-in service—are seen as having no chance of enactment. The question before the Senate subcommittee is seen to be simply whether CATV, as an industry, is liable for payment of copyright fees and, if so, how large those fees should be and how they should be collected.

ABC’s letter to Senator McClellan was in answer to an invitation to interested parties, originally issued on July 31, for comment on the CATV provi-

sions on the copyright legislation. The memorandum to the commission was in response to a request from Chairman Rosel H. Hyde, expressed in a speech at the National Cable Television Association convention in Boston on July 1, for suggestions as to how the commission might modify its CATV regulations.

The memorandum comes at a time when the commission is caught between conflicting pressures. On the one hand there are separate Supreme Court decisions affirming commission authority to regulate CATV systems and finding no copyright liability for conventional CATV systems that relay broadcast signals; the latter decision was a blow to the commission, since it believed a holding that the systems were liable would have brought the forces of the market place into play and thereby relieved it of much of its regulatory burden.

And, on the other hand, there is the knowledge that existing procedures for regulating CATV are burdensome and awkward and in danger of breaking down. ABC noted that the hundreds of requests for hearings that have been made under the present rules—particularly in connection with the relay of distant signals—“have imposed a staggering administrative burden on the commission.”

But the matter to which the commission must give top priority, in ABC’s view, involves program originations by CATV systems. ABC’s proposal on this is the same as that it suggested in a proposed rulemaking proceeding involving the CATV systems’ use of Community Antenna Relay Service frequencies (BROADCASTING, Sept. 23).

ABC, expressing concern about both the possible impact of CATV systems’ originations of mass-appeal programs of UHF and the capability of those systems providing the basis for a nationwide system of pay television, said the commission should institute a notice of rulemaking and inquiry dealing with those and related matters.

But in the meantime, ABC added, the commission should prohibit by rule CATV program originations except for weather, time, news reports free from editorial comments; agricultural or stock market reports, and other locally produced programs of special appeal.

ABC said the freeze is required since the CATV systems are “rushing to commence program originations.” And once systems have instituted such services,

ABC added, “it defies experience to think . . . that they can easily be withdrawn.” ABC likened the present situation in CATV program originations to that existing in 1965, when CATV systems hurried to begin providing distant signals ahead of commission action restricting such service. The commission’s CATV rules were adopted in 1966.

ABC sees as the chief bottleneck in the commission’s CATV procedures the rules requiring hearings in cases where CATV systems propose to relay distant signals into any one of the top 100 markets. ABC also noted that the commission is burdened with requests for hearings in cases involving markets below the top 100.

ABC said the aim of the present regulations—“to promote diversity and to bring that diversity about through maximum utilization of UHF facilities which can provide service to all persons within the area of their operations and can provide additional facilities for local self-expression—could be achieved by rules which would automatically bar or permit the importation of distant signals depending on conditions.

ABC would bar the importation of distant signals into any of the top 50 markets, since “the economic strength of these markets provides the best possible opportunity for the activation and development of competitive UHF television facilities,” ABC said.

(Certain to make this proposal even less pleasing to CATV interests is that ABC would define distant as applying to the area with a station’s grade A contour rather than its grade B, as is now provided in the rules.)

In markets 51-100, ABC would permit the importation of distant signals where there are less than four grade A off-the-air services providing the programming of the three networks and an independent station of general rather than ethnic appeal. The systems would also be permitted limited program originations but would not be allowed to carry more than the four broadcast services indicated—local or distant.

In the markets below the top 100, ABC would continue the present case-by-case approach to CATV proposals, in which the commission acts on the basis of petitions for hearings. This approach preserves a “maximum flexibility for considering special problems,” ABC said.

ABC would also toughen up the distant signal rule as it applies to sta-

plicant" from a comparative standpoint. Ultravision, the board said, met two primary objectives of the comparative process—maximum diffusion of media control and best practicable service to the public (with preference accorded to local residence and broadcast experience).

Ultravision is a partnership of three Buffalo residents—Florian R. Burczynski (45%), Stanley J. Jasinski (45%) and Roger K. Lund (10%). WEBR Inc. is licensee of WEBR-AM-FM Buffalo and is a subsidiary of the *Buffalo Courier-Express*.

NAB presents views on copyright liability

A persistent advocate of copyright liability for CATV systems presented its case before a new forum last year.

The National Association of Broadcasters stated its views on the knotty copyright problem in a letter to Senator John McClellan, chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights. The subcommittee which reports to the Senate Committee on the Judiciary, requested the comments as part of its ongoing attempt to formulate the first major overhaul of U. S. copyright law since 1909.

"There is ample theoretical and practical justification why CATV systems should be subject to copyright laws on essentially the same basis as any other enterprise that is based on the exploitation of copyrighted works," NAB said. Central to that belief is NAB's conception of CATV as "an auxiliary to free over-the-air television broadcasting." And the legislative expression of its basic views, NAB said, was contained in the section of a 1967 copyright bill that would have made CATV liable for copyright payments, with certain exemptions—such as systems carrying only local signals and not originating programming (Section 111, H. R. 2512). The section was ultimately stricken by the House of Representatives when it approved the bill.

If reintroduced, NAB said, the House bill would be more effective "with certain clarifying amendments." Among its suggestions: Recognition of the right of a TV station to bargain for exclusivity in its market, specifically referring to CATV as well as broadcast

transmissions; copyright protection for live broadcasts, with provision "for remedial action in the event of infringement before the material can be copyrighted," and imposition of full copyright liability on programs coming from beyond a station's generally recognized coverage area into adequately served areas, with "adequately served area" being defined as one receiving off-the-air service from all three national networks.

Sources at the Senate Copyright Subcommittee said late Thursday (Oct. 31) that most filings had not been received in advance of the subcommittee's Nov. 1 deadline. The panel is expected to release the filings en bloc later this week.

Comments from other viewpoints are expected to include those of the National Cable Television Association and the Motion Picture Association of America.

It's noted that the comments are the first to be assembled since the twin U. S. Supreme Court decisions of last summer that affirmed the FCC's sweeping jurisdiction over cable matters and unexpectedly ruled that CATV's (of the sort at issue in the case before the court—no origination or importation of distant signals) were not subject to copyright fees under existing statutes (BROADCASTING, June 17, 24).

Land report substantiates importance of news

An "impact studies" service to radio and television stations was announced last week by Herman W. Land Associates Inc., New York.

Mr. Land, the consultant firm's president, said the impetus to provide such services grew out of the two-month crash study of program diversity commissioned by the National Association of Broadcasters.

He noted that the Land report (BROADCASTING, July 22 et seq.) among other things stressed how local stations function in their role as a "central communications institution" and that "more and more" it's becoming evident that the emphasis on news and public affairs "is the core" of how stations stand competitively in the community from a viewpoint of identity and image.

The new service is being called "station impact studies." Mr. Land said they'll include viewer attitude studies; reports on what impact a station has on community leaders and organizations, and evaluations of actual station operations in these areas. The company will recommend strategy in addition to reporting findings and providing evaluations and will assist in the implementation if stations so desire, he said.

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programs of interest to Battle Creek viewers. Programs designed primarily for Battle Creek will originate in that city for broadcast over both stations, Mr. Dempsey said.

\$2.5 million paid for Dynamic radio group

Cypress Communications Corp., a publicly owned community antenna firm that came into existence under its current corporate name last March, is paying approximately \$2.5 million in cash, notes and convertible debentures for Dynamic Broadcasting Co., a multiple broadcast radio group with stations in Pittsburgh, Boston, Miami and Buffalo, N. Y.

The figure for the acquisition, announced last month (BROADCASTING, Oct. 21), was made public in Cypress's first annual report issued last week. Cypress owns eight CATV systems serving about 41,000 subscribers; it also owns KTXL(TV) (ch. 40) Sacramento, Calif., which it bought last December.

For the fiscal year ended June 30, Cypress reported net earnings of \$114,238 (18 cents a share) on revenues of \$2,325,999 (BROADCASTING, Oct. 21).

In two separate transactions, also revealed in the annual report, Cypress is acquiring CATV systems in Kenton and

in Fort Shawnee, both Ohio, for about \$810,000. They will be operated by Shardco Cablevision Inc., a Cypress subsidiary that already serves three other communities in the area. The two new systems, both constructed within the last two years, serve 2,500 subscribers out of a total of some 6,200 homes passed by existing cables.

In another agreement reached in principle and disclosed in the annual report, Cypress will purchase all the outstanding shares of Lopeco, Inc., Chattanooga, a dealer and installer of leased intrusion detection systems covering a four-state area. Terms of the acquisition call for the exchange of a maximum of 5,000 shares of Cypress common stock and a commitment for expansion capital.

Changing Hands

Announced:

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

- WORC Worcester, Mass.: Sold by Robert F. Bryar, A. Abbott Coblentz and others to Slate Broadcasting Co. for \$600,000 (see page 50).
- WMVB-AM-FM Millville, N. J.: Sold

by Fred M. Wood to William F. Schnaudt for approximately \$300,000. WMVB is a daytimer on 1440 kc with 1 kw. WMVB-FM is on 97.3 mc with 5.2 kw. Broker: Edwin Tornberg & Co.

▪ Wwvu-TV Battle Creek, Mich: Construction permit sold by Mary Jane Morris and others to West Michigan Telecasters Inc. for amount said to be "in excess of \$50,000" (see page 51).

Approved:

The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see "For the Record," page 83.)

▪ WGOE Richmond, Va.: Sold by J. Sargeant Reynolds and others to Stanley H. and Irvin L. Fox and Seymour L. Dworsky for \$182,500. Messrs. Fox and Dworsky have interest in wjzs Henderson, WRMT Rocky Mount and WEYE Sanford, all North Carolina. WGOE is a daytimer on 1590 kc with 5 kw.

U translator authorized over KEPR-TV objections

The FCC has granted an application by Peoples TV Association Inc. for a new 100-w UHF translator station to serve Moses Lake, Warden, Royal City and Othello, all Washington, by rebroadcasting on ch. 79 programs of ch. 4, KXLY-TV Spokane, Wash. Peoples TV, a community-owned, nonprofit organization, is to provide usable signals to approximately 23,000 persons now unable to receive them.

The commission denied an opposing petition by KEPR-TV Pasco, Wash., in which the station alleged that it would suffer economic injury and lose viewers and advertising revenue if KXLY-TV's signals were rebroadcast within KEPR-TV's predicted grade-B contours.

In refusing KEPR-TV's request for non-duplication protection, the commission said that its rules require the imposition of a nonduplication condition only upon a licensee-owned VHF translator which is located within the grade-A contour of a station whose programming would be duplicated, and is outside the predicted principal city contour of the primary station.

FCC denies review of WEBR application

The FCC last week denied an application by WEBR Inc., Buffalo, N. Y., for review of an FCC review board decision granting channel 29 in that city to Ultravision Broadcasting Co.

The board had ruled in January that both Ultravision and WEBR were qualified to be licensees, but that Ultravision was "unquestionably the superior ap-

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early this year to become a consultant. Before World War II, he was with CBS, as a writer of documentaries and serving as publicity-merchandising director; with the National Association of Manufacturers as a writer producer of that organization's radio series; and with Phillips H. Lord Inc., handling promotion and merchandising for that firm's programs.

WORC, which is principally owned by Robert F. Bryar and A. Abbott Coblentz, is a full time station on 1310 kc with 5 kw days, and 1 kw nights. It is affiliated with MBS.

Hamilton-Landis and Associates was the broker.

WZZM-TV Grand Rapids buys Battle Creek U

West Michigan Telecasters (WZZM-TV Grand Rapids, Mich.) has completed negotiations to acquire the construction permit of WWU-TV (ch. 41) Battle Creek, Mich., for \$50,300, subject to FCC approval.

Seller of the permit, BCU-TV, numbers among its principals Miss Mary Jane Morris, former secretary of the FCC.

The agreement of transfer leaves in its wake a dispute between the two stations over the effect that a WZZM-TV translator station in Battle Creek would have on the proposed operation of WWU-TV. The UHF had argued that its ability to compete successfully in its market would be frustrated by the translator, particularly since WZZM-TV is an ABC affiliate and the Battle Creek station was a would-be affiliate of the same network.

Further complicating WWU-TV's history was a court remand of the commission's grant of a CP to the station. The federal court said the commission wasn't specific enough in its denial of WZZM-TV's request for a hearing on the case. WZZM-TV challenged BCU-TV's financial qualifications and its stated intention to affiliate with ABC, among other issues (BROADCASTING, June 10).

The commission denied WZZM-TV permission to operate its translator during a hearing on that facility, then stayed its order to permit the District of Columbia appellate court to rule on the station's request for a stay of that decision (BROADCASTING, Feb. 12). No further action had been taken prior to the transfer agreement on the court's suggestion that a hearing should have been held.

According to West Michigan president John Dempsey, the new station will be operated as a satellite of WZZM-TV. This means, Mr. Dempsey said, that the station will receive ABC programs, WZZM-TV originations, and local



Dr. David D. Palmer, President, WHO Broadcasting Company, presents check to W. Earl Hall, Northern Iowa Red Cross Disaster Chairman, Wednesday, June 12, 1968.

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and then pick up its affiliates and its billings. . . . Unless the commission acts with dispatch, MBS may not be able to continue in business."

MBS said that in the 10 months in which the four-network plan has been in operation, it has lost 25 of its affiliates to ABC—almost as many as the number it had lost to that network over the preceding five years (27). In the same period, NBC has not lost any affiliates to ABC and CBS only two—a sign that ABC is concentrating on MBS affiliates, MBS said.

ABC's total number of affiliates, MBS went on, has shot up from 222 in December to an ABC-claimed figure of "almost 950" or almost half the number of stations affiliated with any network. MBS, which said it fears additional defections, has 488 affiliates, according to a Sept. 10 issue of *SRDS Network Rate and Data Service*. (The ABC total includes FM affiliates; the other network totals do not, since CBS, NBC and MBS do not offer separate FM programming.)

MBS also pointed out that ABC has acquired outlets for each of its four networks in 19 markets, including such major ones as New York, Chicago and Washington. Wherever ABC has signed up three or four affiliates in a market, MBS added, "it's extremely difficult if not impossible" for other networks to find outlets for their programs.

MBS said it had reports from previous MBS affiliates that said they had switched to ABC after receiving promises of guaranteed income—of up to \$40,000 a year in the case of Rust Craft's WRCP Philadelphia. KDAY Los Angeles, a non-MBS affiliate, was reported to have signed with ABC after receiving a guarantee of \$50,000 a year for two years. Before the four-network plan was initiated, MBS said, ABC paid stations on the basis of a percentage (usually 30%) of the station's network rate, after a certain number of free hours.

MBS noted that the erosion of its affiliates to ABC had occurred at a time when ABC was seeking commission protection against raids by NBC on ABC-TV VHF affiliates in two-VHF markets. ABC had said the loss of such affiliates would deal it a serious blow in its efforts to compete with NBC and CBS (BROADCASTING, April 22). The commission in September rejected the request for help, which included a suggestion that the license-renewal applications of two stations that had switched from ABC to NBC be called up prematurely and designated for hearing.

MBS, which accompanied its petition with a request for expedited action, said it was refraining from requesting hearings on the renewal applications

pending for six ABC stations (KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco), at least partly on the ground that it lacks the time that would be consumed in a hearing.

Rather, it asked that the commission rescind its waiver of the chain-broadcasting rule, find that ABC's operation of the four-network plan violates that rule, and direct that network "to cease operation of more than one radio network forthwith."

MBS asked that, as an interim measure, the commission order ABC to stop selling its networks in combination and affording internetwork discounts and other special rates to advertisers. It also asked that the renewal applications of the ABC California stations be deferred pending the outcome of the proceeding.

In its pleading, MBS cast itself in the role of disadvantaged competitor that ABC has occupied in petitions it has filed with the commission for help in competing in television with CBS and NBC. "Compared to MBS," it said, "American Broadcasting Co.'s is a tower of financial strength."

MBS noted that while it owned only the radio network, ABC owns radio and television stations (both domestic and foreign) and the radio and television networks, an extensive theater chain, record and music publishing business, and newspaper publishing businesses, among other interests.

WORC first purchase made by Slate group

A new broadcast group, formed last month to acquire its full portfolio of radio stations, has made its first purchase.

Slate Broadcasting Co., headed by veteran broadcaster Sam J. Slate, former vice president and general manager of CBS-owned WCBS New York, has bought WORC Worcester, Mass. Price is reported at \$600,000. The acquisition is subject to FCC approval.

Associated with Mr. Slate in the recently incorporated firm are Roger B. Knowles, president of Polyply Inc., a plastics firm in Amsterdam, N.Y., and Grand Haven, Mich.; his wife, Maryan F. Knowles; Jack W. Ferguson, a vice president of the New York investment firm of Clark, Dodge & Co. Inc., and New York lawyer Robert C. Hubbard, a partner in Satterlee, Warfield and Stephens.

Mr. Slate was program manager of the New York office of the British Broadcasting Corp. after World War II, joining WCBS in 1951 as program director. He was put in charge of the network's New York radio outlet in 1957. Beginning in 1964, he was assistant to the president of RKO General, leaving

each with CBS-TV and NBC-TV, and has completed a half-hour pilot. The projected half-hour series, *The Courtship of Eddie's Father*, has been all but sold to ABC-TV and may be a mid-season replacement for that network.

Schlatter-Friendly Productions, just about the hottest thing in television production based on the soaring ratings for *Laugh-In*, is the surprise new contender among the production companies hoping to crack next season's schedule. With an hour comedy-variety and two half-hour comedies as possibilities, Schlatter-Friendly really has a chance to sock it to viewers in force next season.

One of the Schlatter-Friendly potentials is *Soul*, the all-Negro version of *Laugh-In*, presented as a special-pilot by NBC-TV last month. As a weekly

series, *Soul* would be only one of several new programs that would cast Negroes in prominent roles. The already committed Bill Cosby half hour and the projected Godfrey Cambridge and Flip Wilson hours would have black men as stars of their own shows. In addition, *Room 222*, a half hour for ABC-TV out of 20th Century-Fox TV, and *Me and Benjie*, a half hour for CBS-TV out of Kayro Productions and Universal TV, would be about black-and-white relationships. It seems certain that entertainment programming will be even more of a black-and-white medium in 1969-70 than it became in 1968-69.

A final apparent trend that is worth noting is the widespread use of old, familiar theatrical-motion-pictures, or stage properties as springboards for new television projects. Owing their

titles or basis (in most cases both) to presold tried-and-true movie and stage works are such projected TV series as *The Courtship of Eddie's Father*, *Houseboat*, *Holly Golightly*, *Barefoot in the Park*, *The Flim Flam Man*, *Mr. Deeds Goes to Town*, *Under the Yum Yum Tree*, *A Guide for the Married Man*, *Panic in the Streets* and *Dead of Night*.

It's easy to see that movies, one way or another, are likely to retain their massive influence on television programming. Maybe only in action movies shown on television next season will the casual TV viewer be able to glimpse scenes of outright physical violence. Otherwise it figures to be a busy time for laugh tracks and video-tape makers and a satisfying time for those who believe words should speak louder than action.

TheMedia

Mutual says ABC Radio is illegal

It claims threat to its own existence, asks FCC to pull four-network plug

ABC, which in the past has asked the FCC for protection in the jungle of network competition, last week found itself accused of being a predator that should be leashed.

The accuser was Mutual Broadcasting System, whose concern was directed at ABC's four specialized "American Radio Networks," which the commission authorized ABC to initiate on a one-year trial basis in January. MBS says the networks threaten its existence.

MBS, in a petition filed with the commission, said that ABC has violated the conditions under which the commission waived its rules to permit the operation of the four-network plan, and asked the commission to put an immediate halt to that plan's continued operation.

MBS, which also claims operation of the plan violates the antitrust laws, sent a copy of its petition to Edwin M. Zimmerman, assistant attorney general in charge of the Justice Department's antitrust division. In an accompanying letter, MBS requested the Justice Department's support for the petition.

MBS claims special authority for its description of ABC's operations. Robert R. Pauley, MBS president, was president of ABC Radio from September 1961 to September 1967, leaving just before ABC announced its four-network plan. The statements concerning ABC's

operations, therefore, "are based upon Mr. Pauley's personal knowledge," the petition said in a footnote.

ABC declined to comment on the MBS protest. A spokesman said the petition had not been studied, but noted that "prior to the establishment of its four radio networks," ABC had informed the FCC of its plans "and received FCC approval of the four-network concept."

The four-network plan provides for ABC feeding four different kinds of programming, each tailored to a need of a specific type of station—FM, middle-of-the-road, entertainment-feature oriented, and rock-and-roll.

The commission cleared the way for the plan by granting ABC a one-year waiver of the chain-broadcasting rule, which prohibits networks from serving more than one affiliate in the same market at the same time. over the objection of the Station Representatives Association Inc. SRA had argued the plan would increase the advantage it said networks enjoy as against national spot in the sale of time to national and regional advertisers.

MBS charged that ABC is violating the conditions under which it was permitted to initiate its plan—as well as the antitrust laws—by selling all of its networks in combination, with inter-network discounts and with joint rates

being employed.

MBS buttressed its petition with statements and affidavits from its own employees and present and former ABC officials that show, MBS said, that ABC intended to sell its networks in combination from the start. One statement, from John Paley, who had been western sales manager of ABC Radio until last July, said that when the plan went into operation the network's sales department was "under direct instruction from management to combine the pieces of each network into a single network buy. We were to do this at almost any rate it took to do the business and not lose an order."

MBS also said ABC went back on its representations to the commission by engaging in far more simultaneous networking (which is barred by the chain broadcasting rule) than the "minimal" amount ABC had said would occur. MBS added that the network-station relationships that have evolved under the four-network plan violate the letter and spirit of the commission rules barring common ownership of the same class of station in a market.

But MBS bore down on its concern about its own fate. "ABC appears to be using the commission's waiver in a calculated attempt to drive MBS out of the radio network business," it said. "ABC apparently hopes to destroy MBS

CBS Radio gets back in shortwave

Most of network's programs to be retransmitted by N.Y. international outlet

CBS Radio programming will be broadcast to Europe, Central and South America and Africa via shortwave starting today (Nov. 4) through a newly consummated affiliate agreement with Radio New York Worldwide and its international station, WNYW New York.

The station will send only the programming overseas via its five transmitters in Scituate, Mass. Network commercials will be excluded, according to Paul R. Bartlett, president of Radio New York Worldwide, because of product difference in foreign markets. The station will then sell commercial time on its own, with John Butler as its representative.

Under the agreement, the network pays no compensation to the station, but WNYW will reimburse CBS for the programming. The station plans to transmit initially about 85% of the CBS broadcasts.

The agreement puts CBS Radio back into shortwave broadcasting after a 20-year hiatus. From May 1942 to October 1948 CBS operated its own shortwave service to Latin America that encompassed 126 stations at its maximum. These facilities were taken over by the U.S. government during World War II, and consolidated into the Voice of America.

Subscription-TV test called off in England

The British are dropping an experiment in pay television, according to the House of Commons.

Three TV companies were granted pay-TV licenses by the government in 1964. Two of the firms withdrew serv-

ice after a short time. The third company, Pay-TV Ltd., started service in London in January 1966 and in Sheffield in November 1966. Pay TV has 8,000 customers in London and 18,000 in Sheffield. Postmaster General John Stonehouse indicated the company had suggested a greatly increased service in London.

One reason for the government's lack of enthusiasm for pay-TV was said to be the fear that some of the best sporting events might be obtained by pay TV instead of by the British Broadcasting Corp. or the Independent Television Authority.

Intertel proposes talk with new President

The International Television Federation has made a proposal to Hubert Humphrey and Richard M. Nixon that a television interview be conducted with the newly inaugurated President.

Questioners would be journalists, historians or political scientists from the four member nations: Canada, Australia, Great Britain and the U.S. The interview might utilize satellite broadcasting.

The Intertel council meeting last week also proposed that cooperative efforts on law and order, debates and international conversations be included among individual documentaries planned for the 1969 season. The U.S. representative at the Intertel meeting was John White, president of National Educational Television.

MWW goes to Australia for its 12th agency

Masius, Wynne-Williams, Britain's second largest advertising agency, has expanded its international agency group by acquisition of the total share holding of Goldberg Advertising Ltd., Sydney, Australia. Masius' overseas affiliates now number 12.

Goldberg Advertising bills an estimated \$3 million, and handles such clients as Johnnie Walker, Nestle Co., Irish Linen Guild, Breck Shampoo, Playtex, Sony Corp. and various government departments. The combined agency will be called Masius, Wynne-Williams & Goldberg Pty. Ltd.

Masius' International clients include Colgate-Palmolive, General Motors, Mobil Oil, Kimberly-Clark, Libby, Nestle, Wilkinson Sword and Simoniz. World billings are estimated at \$90

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If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

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million.

Masius became a major shareholder in the New York agency Street & Finney Inc. earlier this year (BROADCASTING, May 27).

Abroad in brief:

British accent ■ RCA Magnetic Productions Ltd. has been formed to manufacture tape and other forms of magnetic products in Great Britain for the British and export markets. The new company is 75% owned by RCA Great

Britain Ltd., the wholly owned British subsidiary of RCA, and 25% by International Computers Ltd., a computer manufacturing firm.

British thrust ■ Compton U. K. Partners Ltd., has been formed in London with Garland-Compton Ltd., as the major operating company. It includes Downton-Dixon Ltd.; Powney Furness Compton Ltd. and Le Bon Studio Ltd. Compton U. K. Partners is a member of the Compton international network

of 26 agencies with a total billing of more than \$200 million.

New accounts ■ Benton & Bowles Ltd., London, has been named to handle advertising for the Mace Organization, independent grocery retailers; the fertilizer division of Fisons Ltd.; and the Robbialac division of the Berger J&N Paints group. McKim/Benton & Bowles, Vancouver, B.C. has been named by Koret of California Ltd. for its line of women's sportswear.

Telestatus

TELEVISION

Survey of multiset homes

Thirty percent of U. S. television homes have more than one set, according to Papert, Koenig, Lois multiset TV ownership estimates for November 1968, prepared for BROADCASTING. Today as many homes own color sets as own second sets, reflecting the slowdown in multiset growth in recent years.

Although there is substantial overlap between the color and multiset owning groups, the patterns are surprisingly different. By Nielsen territory multiset ownership is highest in the Northeast (36%) where color ownership is below average (28%). The Pacific Coast, highest in color penetration (33%) has only average multiset levels (31%). (For color penetration, market-by-market, see BROADCASTING, Oct. 7.)

Ownership patterns again differ by size of market. Multiset ownerships correlate directly with market size. Color ownership remains fairly uniform until market 151-and-smaller where it drops substantially.

The following local-market multi-TV set ownership data are Papert, Koenig, Lois estimates as of November 1968. They are projections from NSI February/March 1968 data adjusted to regional growth patterns developed by Nielsen from census and Nielsen survey data. The markets listed are NSI-defined "designated market areas."

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with forecasting.

("Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report on UHF penetration will appear Dec. 2.)

	Nielsen	PKL
	Station Index	Projections
	9/1/68	11/1/68
	DMA area TV	Multi-TV Sets:
	Households	%
1. New York	5,638,920	42
2. Los Angeles	3,201,990	36
3. Chicago	2,449,950	36
4. Philadelphia	2,051,340	39
5. Boston-Manchester, N.H. Worcester, Mass.	1,429,000	33
6. San Francisco-Oakland	1,404,900	30
7. Detroit	1,344,150	43
8. Cleveland-Akron	1,239,470	35
9. Washington	989,910	33
10. Pittsburgh	950,920	34
Average for markets 1-10		36
11. St. Louis	834,530	28
12. Dallas-Ft. Worth	813,340	27
13. Minneapolis-St. Paul	678,760	27

	Nielsen	PKL
	Station Index	Projections
	9/1/68	11/1/68
	DMA area TV	Multi-TV Sets:
	Households	%
14. Seattle-Tacoma-Bellingham	650,860	26
15. Indianapolis-Lafayette-Muncie-Marion	632,540	35
16. Houston	631,950	26
17. Baltimore	627,470	40
18. Atlanta	591,500	26
19. Kansas City-St. Joseph, Mo.	572,860	25
20. Cincinnati	560,950	35
Average for markets 11-20		30
Average for markets 1-20		36
21. Miami-Ft. Lauderdale	552,700	28
22. Hartford-New Haven, Conn.	549,960	28
23. Buffalo, N.Y. (U.S. only)	543,010	27
24. Milwaukee	532,820	34
25. Memphis-Jackson, Tenn.-Jonesboro, Ark.	496,130	20
26. Providence, R.I.	487,910	31
27. Portland, Ore.	479,120	27
28. Tampa-St. Petersburg, Fla.	472,100	22
29. Sacramento-Stockton, Calif.	466,950	28
30. New Orleans-Biloxi, Miss.	441,590	27
Average for markets 21-30		27
Average for markets 1-30		34
31. Columbus, Ohio	434,000	38
32. Nashville-Bowling Green, Ky.	428,730	20
33. Denver	421,030	30
34. Birmingham, Ala.	408,130	21
35. Charleston-Huntington-Parkersburg, W.Va.	405,540	23
36. Grand Rapids-Kalamazoo, Mich.	383,950	30
37. Albany-Schenectady-Troy, N.Y.	382,620	27
38. Dayton, Ohio	374,010	38
39. San Diego	369,810	33
40. Charlotte, N.C.	366,880	18
Average for markets 31-40		28
Average for markets 1-40		34
41. Louisville, Ky.	366,370	23
42. Oklahoma City	348,770	23
43. Greenville-Spartanburg, Anderson, S.C.-Asheville, N.C.	339,880	22
44. Lancaster-Harrisburg-Lebanon-York, Pa.	337,600	27
45. Wichita-Hutchinson, Ensign-Garden City, Hays-Goodland, Kan.-McCook, Neb.	329,180	22
46. Norfolk-Portsmouth-Newport News, Va.	322,730	26
47. San Antonio, Tex.	322,580	23
48. Phoenix	317,530	29
49. Flint-Saginaw-Bay City, Mich.	315,010	33
50. Syracuse, N.Y.	313,420	29
Average for markets 41-50		26
Average for markets 1-50		33
51. Orlando-Daytona Beach, Fla.	304,260	24
52. Salt Lake City	296,040	28
53. Tulsa, Okla.	286,690	19
54. Greensboro-High Point-Winston-Salem, N.C.	284,810	20
55. Toledo, Ohio	277,710	32
56. Richmond-Petersburg, Va.	275,870	25
57. Shreveport, La.	273,280	23
58. Wilkes-Barre-Scranton, Pa.	272,010	27
59. Little Rock-Pine Bluff, Ark.	263,420	17

	Nielsen Station Index		PKL Projections			Nielsen Station Index		PKL Projections	
	9/1/68 DMA area TV Households		11/1/68 Multi-TV Sets: %	Households		9/1/68 DMA area TV Households		11/1/68 Multi-TV Sets: %	Households
60. Rochester, N.Y.	256,620	32	81,300		126. Western North Dakota	105,160	16	16,800	
Average for markets 51-60		25			127. Topeka, Kan.	101,380	18	18,300	
Average for markets 1-60		32			128. Auston, Tex.	99,630	22	21,900	
61. Davenport, Iowa-Rock Island-Moline, Ill.	252,660	25	62,400		129. Erie, Pa.	99,010	27	26,800	
62. Omaha	251,900	25	62,200		130. Eugene, Ore.	96,080	26	25,200	
63. Jacksonville, Fla.	251,420	23	58,300		131. Mason City, Iowa-Austin-Rochester, Minn.	95,870	21	20,500	
64. Knoxville, Tenn.	250,810	19	48,400		132. Wausau-Rhineland, Wis.	95,670	22	21,500	
65. Des Moines-Ames-Fl. Dodge, Iowa	249,760	22	55,700		133. Yakima, Wash.	92,110	22	20,400	
66. Champaign-Springfield-Decatur, Ill.	244,740	23	56,500		134. Macon, Ga.	91,610	22	20,300	
67. Mobile, Ala.-Pensacola, Fla.	240,040	19	46,800		135. Cadillac-Traverse City, Mich.	90,510	21	19,400	
68. Fresno, Calif.	237,850	22	52,800		136. Odessa-Midland-Monahans, Tex.	89,620	24	21,300	
69. Raleigh-Durham, N.C.	237,770	18	43,700		137. Savannah, Ga.	87,050	20	17,100	
70. Roanoke-Lynchburg, Va.	237,620	21	49,600		138. Las Vegas	86,820	40	34,400	
Average for markets 61-70		22			139. Bakersfield, Calif.	85,910	25	21,300	
Average for markets 1-70		32			140. Chico-Redding, Calif.	85,880	22	18,500	
71. Johnstown-Altoona, Pa.	235,990	25	58,300		141. Boise, Idaho	82,990	21	17,700	
72. Green Bay, Wis.	231,520	28	64,800		142. Wilmington, Del.	81,400	16	13,000	
73. Cedar Rapids-Waterloo, Iowa	224,410	19	41,700		143. Beckley-Bluefield, W.Va.	80,460	24	19,300	
74. Spokane, Wash.	222,420	26	58,200		144. Harlingen-Weslaco, Tex.	80,020	24	19,400	
75. Jackson-Greenwood, Miss.	218,190	20	43,800		145. Huntsville-Decatur, Ala.	79,380	19	14,800	
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	209,210	21	44,300		146. Tallahassee, Fla.	79,290	20	15,500	
77. Portland-Poland Spring, Me.	206,250	24	49,900		147. Santa Barbara, Calif.	76,950	29	22,000	
78. Lincoln-Hastings-Kearney, North Platte-Hayes, Neb.	204,080	18	37,300		148. Bangor, Me.	74,440	19	14,400	
79. Greenville-New Bern-Washington, N.C.	194,800	19	36,800		149. Abilene-Sweetwater, Tex.	73,220	14	10,100	
80. Chattanooga	187,770	22	42,200		150. La Crosse, Wis.	71,780	20	14,300	
Average for markets 71-80		22			Average for market. 126-150		22		
Average for markets 1-80		31			Average for market. 1-150		30		
81. Springfield-Holyoke, Mass.	178,410	29	51,000		151. Alexandria, Minn.	71,660	9	6,500	
82. Albuquerque, N.M.	177,200	23	40,000		152. Reno	68,040	26	17,500	
83. Honolulu	173,380	22	38,800		153. Albany, Ga.	67,890	20	13,900	
84. Sioux Falls-Aberdeen-Mitchell, S.D.	170,330	14	24,300		154. Florence, S.C.	67,820	17	11,700	
85. Peoria, Ill.	167,860	26	43,100		155. Watertown, N.Y.	63,820	19	12,200	
86. South Bend-Elkhart, Ind.	153,890	36	55,400		156. Meridian, Miss.	61,810	12	7,300	
87. Ft. Wayne, Ind.	152,600	29	45,000		157. Clarksburg-Weston, W.Va.	59,900	19	11,400	
88. Evansville, Ind.	151,430	23	35,400		158. Billings, Mont.	58,990	18	10,500	
89. Fargo-Valley City-Pembina, N.D.	149,100	18	27,300		159. Dothan, Ala.	58,180	18	10,300	
90. Tri-Cities, Tenn.-Va.	145,910	20	28,900		160. Great Falls, Mont.	58,150	20	11,500	
Average for markets 81-90		24			161. Ft. Smith, Ark.	56,210	14	7,700	
Average for markets 1-90		31			162. Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	55,400	20	11,200	
91. Lansing, Mich.	145,900	34	49,300		163. Mankato, Minn.	54,770	13	7,200	
92. Amarillo, Tex.	142,460	22	30,800		164. Alexandria, La.	50,530	19	9,600	
93. Binghamton, N.Y.	142,420	24	34,600		165. Marquette, Mich.	50,300	20	9,900	
94. Rockford, Ill.	141,650	29	41,600		166. Idaho Falls, Idaho	49,880	18	9,200	
95. Duluth, Minn.-Superior, Wis.	139,890	24	32,900		167. Lima, Ohio	49,370	28	13,800	
96. Wheeling, W.Va.-Steubenville, Ohio	138,850	30	41,200		168. Roswell, N.M.	47,530	18	8,600	
97. Springfield, Mo.	136,920	16	22,000		169. Lake Charles, La.	45,110	22	9,800	
98. Monterey-Salinas, Calif.	136,900	30	41,300		170. Rapid City, S.D.	43,890	17	7,400	
99. West Palm Beach, Fla.	136,490	21	28,400		171. Columbia, Miss.	43,500	13	5,500	
100. Augusta, Ga.	135,570	21	28,500		172. Ada-Ardmore, Okla.	42,220	14	5,700	
Average for markets 91-100		25			173. Medford, Ore.	40,460	22	9,000	
Average for markets 1-100		31			174. Ottumwa, Iowa	39,500	13	5,300	
101. Wichita Falls, Tex.-Lawton, Okla.	135,480	20	27,400		175. Eureka, Calif.	39,450	24	9,500	
102. Sioux City, Iowa	134,930	15	20,800		Average for markets 151-175		18		
103. Baton Rouge	134,210	25	34,200		Average for markets 1-175		30		
104. Columbus, Ga.	132,990	22	29,800		176. Hattiesburg, Miss.	38,700	18	7,000	
105. Waco-Temple, Tex.	129,300	18	23,500		177. Florence, Ala.	36,180	13	4,600	
106. Madison, Wis.	128,870	23	29,800		178. Tyler, Tex.	36,090	20	7,100	
107. Columbia, S.C.	128,260	23	29,000		179. Butte, Mont.	34,820	17	6,000	
108. El Paso	127,690	30	37,800		180. Eau Claire, Wis.	33,420	23	7,700	
109. Terre Haute, Ind.	126,690	25	31,900		181. Harrisonburg, Va.	32,550	19	6,300	
110. Colorado Springs-Pueblo, Colo.	126,400	28	36,000		182. Ft. Myers, Fla.	32,430	16	5,100	
111. Monroe, La.-El Dorado, Ark.	126,260	19	24,500		183. Grand Junction-Montrose, Colo.	31,750	13	4,000	
112. Beaumont-Port Arthur, Tex.	126,000	21	26,700		184. Casper, Wyo.	31,140	21	6,600	
113. Youngstown, Ohio	124,280	35	44,100		185. Panama City, Fla.	30,150	16	4,900	
114. Joplin, Mo.-Pittsburg, Kan.	122,850	14	17,200		186. Twin Falls, Idaho	28,830	19	5,400	
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,620	18	22,300		187. Salisbury, Md.	27,710	21	5,800	
116. Tucson, Ariz.	118,290	29	34,300		188. Lufkin, Tex.	27,320	18	4,800	
117. Utica-Rome, N.Y.	117,330	24	27,600		189. San Angelo, Tex.	25,990	22	5,700	
118. Charleston, S.C.	113,750	25	27,900		190. Zanesville, Ohio	24,230	28	6,800	
119. Lafayette, La.	111,130	20	21,700		191. Presque Isle, Me.	24,220	17	4,000	
120. Burlington, Vt.-Plattsburgh, N.Y.	110,430	19	21,200		192. Missoula, Mont.	22,210	10	2,300	
121. Lubbock, Tex.	109,660	22	23,600		193. Tupelo, Miss.	19,980	17	3,400	
122. Columbia-Jefferson City, Mo.	108,580	18	19,400		194. Laredo, Tex.	16,140	24	3,800	
123. Montgomery-Selma, Ala.	106,490	18	19,500		195. Klamath Falls, Ore.	16,000	21	3,400	
124. Corpus Christi, Tex.	105,690	25	26,500		196. Yuma, Ariz.	14,420	28	4,100	
125. Lexington, Ky.	105,490	20	21,400		197. Riverton, Wyo.	10,460	13	1,400	
Average for markets 101-125		22			198. Glendive, Mont.	4,280	16	700	
Average for markets 1-125		31			Average for markets 176-198		19		
					Average for market. 1-198		30		
					Nielsen Territory				
					Northeast	14,931,290	36	5,384,600	
					East Central	9,151,890	33	3,035,400	
					West Central	10,255,800	27	2,730,700	
					South	13,912,340	22	3,106,400	
					Pacific	8,737,150	31	2,725,500	
					Total U.S. (excluding Alaska and Hawaii)	56,988,470	30	16,982,600	

Broadcast advertising

Samuel John Biondolillo, account supervisor, Benton & Bowles, New York, named VP.

Donald J. Quinn, VP and director of sales, RKO General National Sales, New York, joins Percon Systems Inc. there as VP.

John C. Lawton, account supervisor, Rumrill-Hoyt Inc., New York, named VP. **George H. Schnake**, president of Parker-Rumrill International, agency affiliate, also named VP of Rumrill-Hoyt.

John E. Fisher, VP and creative director, Bozell & Jacobs, Chicago, moves to New York headquarters as associate national creative director.

Roger C. Harvey, senior radio-TV producer, Warwick & Legler, New York, appointed manager, radio-TV production.

John Casado II, art director, Young & Rubicam, Los Angeles, joins Dancer-Fitzgerald-Sample, San Francisco, as art director.

John G. Hoagland, VP-television, Ogilvy & Mather, New York, joins Paul Stafford Associates, that city, as VP.

Paul W. Kohler, VP, Howard Swink Advertising Inc., Marion, Ohio, named chairman of board of directors. **James W. McNoldy**, VP, named president, treasurer and chief executive officer. **Owen E. Poling**, VP, named to newly-created position of executive VP. Appointments were made following death of **Howard Swink** (see page 83).

Don Wickes, assistant sales manager, KCOP Los Angeles, joins Tele-Rep Inc., San Francisco, as sales manager.

Jim Kumph, radio manager, H-R Television, Dallas, appointed television manager. He is succeeded by **Ed Rohbins Jr.**, manager, McGavren - Guild - PGW Radio Inc., that city.

Milton Ledet, general sales manager, KDTV(TV) Dallas, joins WJRJ-TV Atlanta as sales VP.

Thomas M. Fleming, with TR Productions Inc., Boston, joins WJZ-TV Baltimore, as creative services director.

Albert S. Goustin, with Four Star Television, Hollywood, named sales manager for special projects, Walter Schwimmer division, Bing Crosby Productions, New York.

Robert L. Fox, associate creative director, VanSant, Dugdale and Co., Baltimore, joins Luckie & Forney Inc., Birmingham, Ala., as creative director.

Joseph H. Gamache, president, automated business systems group, Litton Industries Inc., Carlstadt, N. J., joins Norton Simon Inc., Fullerton, Calif., as corporate VP.

George Ross Irving, staff, Training Resources for Youth Inc., Brooklyn, N. Y., joins Selected Area Surveys Inc., division of Audits & Surveys, New York, as executive director.

Richard Seideman, senior creative supervisor, Compton Advertising, New York, joins Leo A. Gutman Inc. there as principal and VP.

Robert C. Canepa, account executive, KMOX St. Louis, named sales manager.

C. Robert Thompson Jr., with WBEN-TV Buffalo, N. Y., appointed national sales director.

Jim Mergen, local sales manager, KLAC Los Angeles, appointed general sales manager.

Michael P. Roswig, salesman with WTLB Utica, N. Y., appointed local sales manager.

Diran R. Demirgian, account executive, NBC Television Spot Sales, New York, joins NBC-owned WKYC-TV Cleveland, as local sales manager.

Media



Mr. Norford

George Norford, general executive, Westinghouse Broadcasting Co., New York, elected VP-general executive. **Robert J. Somerville**, general sales manager / assistant general manager, KBHK-TV San Francisco, appointed general manager. He succeeds **L. William White**, who joins WKBG-TV Cambridge-Boston, as general manager. **William L. McGee**, sales manager, KBHK-TV, appointed general sales manager. Both are Kaiser-owned stations.

Philip C. Davis, board member and senior VP of KWIZ Santa Ana, Calif., and KLOK San Jose, Calif., elected president of KLOK.

Milton Friedland, VP and general manager, WICS(TV) Springfield, Ill., elected president of Illinois Broadcasters Association. Others elected: **James Hanlon**, WGN Chicago, VP-radio; **Robert Lemmon**, WMAQ-TV Chicago, VP-TV, and **Milton Stuckwish**, WTIM Taylorville, secretary-treasurer.

Art Grunewald, station and commercial manager, WSON Henderson, elected president of Kentucky Broadcasters Association. **Clovis Sadler**, WKAY Glasgow, elected 1st VP, and **Oris Gowen**, WTLO Somerset, elected 2d VP.

Don Curran, WABC New York, elected chairman of newly-formed New York Market Radio Broadcasters Association. **Bob Mazur**, WMCA, that city, elected vice chairman and **Bob Hosking**, WCBS there, elected secretary-treasurer.

Programing

Philip Capice, VP in charge of program development, Benton & Bowles, New York, joins CBS-TV there as director, special programs.

Hugh Barr, operations director-program director, KLO Ogden, Utah, joins WHAS Louisville, Ky., as program director. He succeeds **George Walsh**, who becomes operations director, WHAS-AM-FM-TV.

Edward (Whitey) Ford, coach and former pitcher for New York Yankees, joins Trans National Communications Inc., New York, as VP and director.

John Killough, plant supervisor, Acme Film & Videotape Laboratories, Hollywood, elected VP.

Keith McKeen, announcer, WMKR Millinocket, Me., appointed program director.

Roel van de Wijngaard, director of photography, Jamieson Film Co., Dallas, joins Technisonic Studios Inc., St. Louis, in same capacity.

News

Tom Weitzel, with WFIL Philadelphia, joins WQVR(FM) there as news director.



Mr. Harrington

Bill Harrington, with WLWD(TV) Dayton, Ohio, joins KCPX-TV Salt Lake City, as sports director.

Rod Carr, news editor, WTRY Troy, N. Y., appointed news director.

Don Scott, news director, KELO Tulsa, Okla., joins WDAF Kansas City, Mo., news department.

Robert E. Hoyt, news program producer/editor, Canadian Broadcasting Corp., Ottawa, joins KING-TV Seattle, as managing director, news.

Bill Wehrman, with news staff, KOMU-

TV Columbia, Mo., joins KMOX-TV St. Louis, as newsman.

Jim Riddle, U. S. Army, joins WFAA-TV Dallas-Fort Worth, as news department member.

David Houston Daughtry, news director, WHNT-TV Huntsville, Ala., joins news staff of WSM-TV Nashville.

Wayne Harris, news director, WINA-AM-FM Charlottesville, Va., joins WSVA-AM-FM-TV Harrisonburg, Va., as manager of its Charlottesville news bureau.

John Marshall, newsman with KFVB Los Angeles, joins KTTV-TV Los Angeles, in same capacity.

Promotion

Martin A. Grove, manager of business publicity, ABC-TV, New York, joins Metromedia Radio group there as director of public relations.



James M. Munro Jr., advertising and sales promotion manager, KYW Philadelphia, joins WOR-TV New York, as director of advertising and promotion.

Mr. Munro **Gene Godt**, director of advertising and sales promotion, WJW-TV Cleveland, joins WHDH-AM-TV Boston, in same capacity.

Loren R. Hollembaek, sales promotion manager, CBS Radio information services department, New York, named director of sales promotion.

Paul Guthrie, associate editor, *Television Age*, New York, joins National Academy of Television Arts and Sciences, that city, as director of public relations and awards administrator, East.

Harriet Margulies, formerly New York representative in West Coast offices of *The Film Daily* and *Radio-TV Daily*, joins The Sutton Public Relations Co., Beverly Hills, Calif., as executive VP.

Ronald G. Klayman, promotion manager, WQAD-TV Moline, Ill., joins CKLW Windsor, Ont.-Detroit, as promotion manager.

Equipment & engineering

Nicholas Rabciecki, director of marketing services and planning, CBS Electronic Video Recording division, New York, elected VP. **Gilbert P. Wyland**, director of technical services, CBS-TV, Hollywood, joins Broadcast EVR, component of CBS/Comtec Group, in newly created position of director of operations.

Robert J. Galvin, manager, studio field

operations, NBC-TV, New York, appointed director, studio field operations. **Thomas H. Phelan**, manager, technical facilities and maintenance, named director, technical facilities and maintenance. **John B. Rogers**, manager, video-tape, film and kinescope recording operations, named director, video-tape, film and kinescope recording operations. **John J. P. Weir**, manager, broadcast operations and communications, named director, broadcast operations and communications.

Thomas F. Bost, manager-field sales, visual communication products department, General Electric Co., Syracuse, N. Y., named to newly created position of manager-group owner sales. He is succeeded by **Robert E. Lauterbach**, manager-headquarters sales.

Allied fields

Orville J. Montgomery, deputy general counsel for U. S. Information Agency, named general counsel. He succeeds **Richard Schmidt**, who has resigned to join law firm of Marcus Cohn (BROADCASTING, Oct. 28).

Dr. David P. Forsyth, director of AD-CHART services and manager of communications research for Chilton Co., Philadelphia, joins newly formed Hagen Communications Inc., Upper Montclair, N. J., as VP and director of management studies division.

Richard A. Zimmerman, law clerk to U. S. District Judge William B. Jones, Washington, and **Hugh J. Yarrington**, in private practice, and counsel to Photo Magnetic Systems Inc. there, join Washington law office of Wilkinson, Cragun and Barker.

Thomas K. Hull Jr., program director, WDOX Oneonta, N. Y., joins State University of New York's College, New Paltz, N. Y., as television production director.

William J. Levy, with antitrust division, Department of Justice, joins Washington communications law firm of Cole, Zylstra & Raywid.

International

Ian Trethowan, political broadcaster, British Broadcasting Corp.-TV London, named managing director. BBC Radio. He succeeds **Frank Gillard**, who retires. **Robin Scott**, controller, BBC Radio One and Two, named controller. BBC-TV2. He succeeds **David Attenborough**, who becomes director of programs, BBC-TV.

Howard L. Chernoff, executive assistant to director of U. S. Information Agency, Washington, and former broadcaster, named commissioner general of United States Pavilion at Expo '70 in Osaka, Japan.

Mel Watson, account executive, net-

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		<p>FRANK A. ZOELLER TELEVISION SYSTEMS CONSULTANT 20 Years Experience Box 366 • San Carlos, Cal. 94070 (415) 593-1751</p>	<p>TELCOM, INC. Offering The Services Of Its Registered Structural Engineers 8027 Leesburg Pike McLean Va. 22101 (703) 893-7700</p>

work sales, ABC Films, Toronto, named director of sales for Canada. **Bill Hannah**, account executive, station sales, named sales manager for Canada.

John Radford, CFJR Brockville, Ont., elected president of Central Canada Broadcasters' Association. Other officers elected: **Bob Redmond**, CHSC St. Catharines, Ont., VP; **Doug Trowell**, CKEY Toronto, secretary-treasurer.

Marc Thibault, director, radio programming and educational and public affairs programming, Canadian Broadcasting Corp. French-language radio and television service, Montreal, appointed director, news and public affairs.

G. D. Speake, director of research. The Marconi Co. Ltd., Chelmsford, Essex, England, appointed general manager, telecommunications.

Deaths

Edwin Ware Hullinger, 75, motion picture and television producer, died Oct. 26 in Miami. Mr. Hullinger began career as newspaper reporter and correspondent. In addition to his work as motion picture and television producer he held various U. S. government posts, including that of assistant director of foreign broadcast intelligence service FCC, 1943-1945. He is survived by his wife, Helen, and four daughters.

Edwin I. Halbert, 61, radio-television director, savings bond division, Treasury Department, Washington, died Oct. 24 in Arlington, Va., of heart attack. During 1940's Mr. Halbert was with CBS in New York, producing or directing such radio shows as *The Aldrich Family*, *Helen Hayes Theater*, and *Ar-*

thur Godfrey Show, among others. Prior to joining Treasury Department in 1952, Mr. Halbert was program director of WTOP-TV Washington. He is survived by his wife, Margaret, son and daughter.

C. L. Sherwood, 62, Kansas City radio pioneer and founder of Calvin Productions Inc., Kansas City, Mo., died Oct. 14 in Punta Gorda, Fla. Mr. Sherwood was general manager, KCMO Kansas City, and production manager, KMBC (now KMBZ) there before joining Calvin, non-theatrical motion picture production firm. He is survived by his wife, Bertha, and three sons.

Howard Swink, 67, president and chief executive officer of Howard Swink Advertising Inc., Marion, Ohio, died Oct. 22 in Marion. He is survived by his wife, Martha, and two daughters.

ForTheRecord

As compiled by BROADCASTING, Oct. 23 through Oct. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna, aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—Local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Savannah, Ga.—Lewis Broadcasting Corp. Review board granted UHF ch. 22 (518-524 mc): ERP 577 kw vis., 115 kw aur. Ant. height above average terrain 507 ft.; ant. height above ground 505 ft. P.O. address: c/o J. C. Lewis Jr., Box 6447, Savannah, Ga. 31401. Estimated construction cost \$686,425; first-year operating cost \$420,000; revenue \$480,000. Geographic coordinates 32° 04' 37" north lat.; 81° 05' 47" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30JDA. Legal counsel Pierson, Ball and Dowd; consulting engineer Lohnes and Culver, both Washington. Principal: J. C. Lewis Jr., sole owner. Mr. Lewis is mayor of Savannah and has multiple business interests, including cab company, automobile dealership, investment firms and tractor and loan companies. In same action application of WSGA Television Inc. was dismissed with prejudice. Action Oct. 28.

Other actions

■ Review board in Orlando, Fla., TV broadcast proceeding, Docs. 11081-11083, 17339-17341-42, 17344, denied appeal to review board of order of hearing examiner setting forth procedural hearing dates filed Sept. 27 by Florida Heartland Television Inc., TV-9 Inc. and Central Nine Corp. Action Oct. 24.

■ Review board in Baltimore, TV broadcast proceeding, Docs. 17740-41, granted petition filed Oct. 23 by Broadcast Bureau, extended to Nov. 4 time to file responsive pleadings to joint request for approval of agreement filed by Baltimore Broadcasting Co. and Meadows Broadcasting Co. Action Oct. 25.

Existing TV stations

Final actions

■ Review board members Berkemeyer, Plinck and Kessler adopted decision denying application of KCOY-TV Santa Maria, Calif. for a CP to relocate trans. near Santa Barbara (Doc. 16430). Ann. Oct. 29.

■ *KRMA-TV Denver—Broadcast Bureau granted license covering changes. Action Oct. 25.

■ *WEDW(TV) Bridgeport, Conn.—Broadcasts Bureau granted license covering new station. Action Oct. 24.

■ *WVUT(TV) Vincennes, Ind.—Broadcast Bureau granted license covering permit; redescribe studio location as 1029 North 4th Street, Vincennes. Action Oct. 22.

■ *KETC(TV) St. Louis—Broadcast Bureau granted license covering new station. Action Oct. 22.

■ *KETA(TV) Oklahoma City—Broadcast Bureau granted license covering changes. Action Oct. 25.

■ *WLJY-TV Lexington, Tenn.—Broadcast Bureau granted license covering permit for new station. Action Oct. 22.

Other actions

■ FCC informed WISH-TV Indianapolis that its action when broadcasting taped debate with Senator Birch Bayh, which had some technical defects, substantially complied with requirements of Sec. 315 and commission's rules. Action Oct. 25.


■ FCC informed WGR-TV Buffalo, N. Y. that program with Vice President Hubert H. Humphrey broadcast Sept. 17 came under provisions of Sec. 315 of Communications Act and that station was required to grant request for equal opportunity submitted by Socialist Labor Party Presidential candidate, Henning A. Blomen. Ann. Oct. 29.

■ FCC notified WOR-TV New York that Miss Hedda Garza, Socialist Workers Party candidate for U. S. senator from New York, would be entitled to equal opportunity under Sec. 315 by reason of time WOR-TV granted to John Emanuel, Socialist Labor Party candidate. Action Oct. 23.

■ *WMUL-TV Huntington, W. Va.—Broadcast Bureau approved engineering data submitted pursuant to report and order adopted July 31 in Doc. 18126, to change from ch. 67, (788-794 mcs, to ch. 33, 594-590 mcs); change ERP to 398 kw vis., 79.4 kw aur.; specify trans. location as Barker Ridge, near Milton, W. Va.; studio location to be determined at Huntington; specify type ant. height 1280 ft. Action Oct. 22.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Rapid City and Lead, both South Dakota (Heart of the Black Hills Stations), renewal of licenses of KRSD-TV and KDSJ-TV, designated Hearing Examiner Thomas H. Donahue as presiding officer, scheduled prehearing conference for Nov. 27 in Washington and hearing for Jan. 20, 1969 in Rapid City, S. D. (Docs.

	<h1>EDWIN TORNERG & COMPANY, INC.</h1>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

18358-9). Action Oct. 22.

■ Hearing Examiner Thomas H. Donahue in Panama City Fla. (Bay Video Inc. [WBVI-TV], TV proceeding, issued order following conference held Oct. 16, set certain procedural dates and continued hearing from Nov. 25 to Dec. 12 (Doc. 18301). Action Oct. 23.

■ Hearing Examiner Millard F. French in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]), TV proceeding, granted request by Cosmos Broadcasting Corp. and extended time to Nov. 15 to file reply findings and conclusions (Doc. 16984). Action Oct. 23.

■ Hearing Examiner Isadore A. Honig in Miami (Coral Television Corp. [WCIX-TV]), TV proceeding, granted motion by Coral Television Corp. and continued pre-hearing conference from Oct. 31 to Nov. 14 and hearing from Nov. 27 to Dec. 11 (Doc. 18325). Action Oct. 22.

Rulemaking petition

■ WTVU-TV New Haven, Conn.—Requests institution of rulemaking to amend table of TV allocations to exchange ch. 59 at New Haven for ch. 26 at New London, Conn. and to modify permit to specify operation on ch. 26 in lieu of ch. 59. Ann. Oct. 25.

Call letter application

■ WECO-TV, U. S. Communications Corp., Pittsburgh. Requests WPGH-TV.

New AM stations

Application

■ Clark Broadcasting Co., Waterloo, Iowa—Seeks amendment to application for new AM CP to make changes in ant. system. Ann. Oct. 25.

Start authorized

■ WRDN Durand, Wis.—Authorized program operation on 1430 kc, 1 kw-D. Action Oct. 17.

Initial decision

■ Hearing Examiner Chester F. Naumowicz Jr. in initial decision proposed grant of application by Babcom Inc. to operate daytime AM on 1060 kc, 500 w in Springfield, Mo. Initial decision would deny mutually exclusive application by Giant Broadcasting Co. to operate in Ozark, Ark. Grant stands unless appealed or reviewed by commission on own motion. Ann. Oct. 24.

Other actions

■ Review board in Costa Mesa-Newport Beach, Calif., AM broadcast proceeding, Doc. 15752 et al. denied motion to enlarge issues filed Aug. 14 by Western Broadcasting Corp., Crown City Broadcasting Co. and Pasadena Broadcasting Co. Action Oct. 23.

■ Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 16965-66. Granted petition for extension of time filed Oct. 21 by Du Page County Broadcasting Inc., extended to Nov. 1 time within which to file replies to exceptions to initial decision. Action Oct. 23.

■ Review board in Collinsville, Va., AM broadcast proceeding, Docs. 18245-46. granted to extent indicated and denied in all other respects petition to enlarge issues filed Aug. 9 by 1530 Radio. Action Oct. 24.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer in lieu of Hearing Examiner Basil P. Cooper (Docs. 18310-3). Action Oct. 22.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, granted petition by Radio Voice of Naples for leave to amend application to show activity in the area of ascertainment of programming needs (Docs. 18310-3). Action Oct. 24.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co. and Herb Newcomb), AM proceeding, rescheduled hearing from Nov. 18 to Dec. 16 (Docs. 18225-6). Action Oct. 23.

Summary of broadcasting

Compiled by BROADCASTING, Oct. 30, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,212 ¹	18	4,230 ¹	69	4,299 ¹
Commercial FM	1,857	58	1,915	194	2,109
Commercial TV-VHF	495 ²	10	505 ²	12	517 ²
Commercial TV-UHF	117 ²	46	162 ²	159	322 ²
Educational FM	344	14	358	28	386
Educational TV-VHF	70	4	74	3	77
Educational TV-UHF	64	29	93	18	111

Station boxscore

Compiled by FCC, Oct. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,201 ¹	1,840	612 ²	343	134
CP's on air (new stations)	25	59	54	12	33
Total on air	4,226 ¹	1,899	665 ²	355	167
CP's not on air (new stations)	72	209	173	29	21
Total authorized stations	4,298 ¹	2,108	839 ²	384	188
Licenses deleted	0	1	0	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's. Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

Existing AM stations

Final actions

■ WFIX Huntsville, Ala.—Broadcast Bureau granted CP to change location of auxiliary trans. to Mill Street, Huntsville, with remote control from main studio. Action Oct. 23.

■ KMYC and KRFD(FM), both Marysville, California—Broadcast Bureau granted mod. of licenses to change name to California First Broadcasting Corp. Action Oct. 25.

■ KCBQ San Diego—Broadcast Bureau granted CP to make changes in daytime DA pattern; conditions. Action Oct. 23.

■ WDDT Greenville, Mass.—Broadcast Bureau granted mod. of license covering change in studio and remote control location to 988 N. Broadway, Greenville; condition. Action Oct. 25.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Jackson, Mo. and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, designated hearing Examiner Forest L. McClenning as presiding officer, scheduled prehearing conference for Nov. 26 and hearing for Dec. 27 (Docs 18354-5). Action Oct. 22.

■ Chief Hearing Examiner James D. Cunningham in Medford, Ore. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc.), AM and FM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer, scheduled prehearing conference for Nov. 29 in Washington and hearing for Jan. 21, 1969 in Medford. (Docs. 18349-53). Action Oct. 22.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK, continued hearing from Oct. 29 to Feb. 25, 1969 at 10 a.m. in Lexington, Ky.; scheduled further prehearing conference for Jan. 29, 1969 in Washington (Doc. 18285). Action Oct. 23.

■ Hearing Examiner Herbert Sharfman in Clifton Forge and Roanoke, both Virginia, (Image Radio Inc. and Impact Radio Inc.), AM proceeding, renewal of licenses of WCFV and WPXI, rescheduled hearing from Nov. 12 to Dec. 3 in Roanoke, Va. (Docs. 17945-6). Action Oct. 22.

Fines

■ FCC issued notices of apparent liability to WPGA-AM-FM Perry and WFPM Fort Valley, both Georgia, in amounts of \$7,500 and \$4,000, respectively, for alleged double billing practices. Action Oct. 23.

■ FCC notified WHOL Allentown, Pa. of apparent liability for forfeiture of \$500 for apparent violations of rules, including failing to make daily observations of tower lights to insure that all lights were functioning properly, failing to enter vis. observation of tower lights in operating log, failing to enter in operating log times carrier was on or off and failing to note in program

log that required station identification announcements had been made. Ann. Oct. 24.

Call letter application

■ WKLZ, The Circle Corp., Kalamazoo, Mich. Requests WYYY.

Call letter actions

■ WBAD, John R. Dorsey, College Park, Ga. Granted WSSA.

■ KGFL, Southwestern Broadcasters Inc., Roswell, N. M. Granted KKAT.

New FM stations

Applications

■ Geneva, Ala.—Geneva County Broadcasting Co. Seeks 93.5 mc, ch. 228A, 3 kw. Ant. height above average terrain 199.75 ft. P.O. address: c/o James C. Helms, Box 337, Geneva, Ala. 36340. Estimated construction cost \$15,371; first-year operating cost \$9,781.50; revenue \$14,000. Principals: Olin Johnson, president (7.4%), James Kelly, vice president (7.2%), M. L. Strickland, secretary-treasurer (6.9%) et al. Mr. Johnson owns furniture company and Mr. Kelly is attorney. Principals own WGEA Geneva. Ann. Oct. 25.

■ *Chico, Calif.—Chico State College Foundation. Seeks 91.1 mc, ch. 216, 7.2 w. Ant. height above ground 100 ft. P.O. address: c/o Dr. John Sutthoff, West 1st and Normal Avenue, Chico, Calif. 95926. Estimated construction cost \$4,500; first-year operating cost \$2,000; revenue none. Principals: Chico State College Foundation, Dr. Frank Bennett, chairman, Ned Richardson, vice chairman et al. Mr. Bennett is dentist. Mr. Richardson owns KPAY Chico and holds CP for KPAY-FM, that city. Ann. Oct. 25.

■ Branson, Mo.—John M. Rushton. Seeks 106.3 mc, ch. 292A, 3 kw. Ant. height above average terrain 206 ft. P.O. address: 1625 East Cherokee, Springfield, Mo. 65804. Estimated construction cost \$8,039; first-year operating cost \$7,000; revenue \$20,000. Principal: John M. Rushton, sole owner, Mr. Rushton manages shoe store. Ann. Oct. 29.

■ Lexington, Mo.—Lexington Broadcasting Co. Seeks 106.3 mc, ch. 292A, 3 kw. Ant. height above average terrain 205 ft. P.O. address: c/o Ralph E. Meador, Box 188, Lexington, Mo. 64067. Estimated construction cost \$7,319.92; first-year operating cost \$3,000; revenue \$15,000. Principal: Ralph E. Meador, sole owner. Mr. Meador owns KLEX Lexington. Ann. Oct. 25.

■ Poteau, Okla.—Indian Nation Broadcasting Co. Seeks 107.3 mc, ch. 297, 70 kw horiz., 30 kw vert. Ant. height above average terrain 1,842.8 ft. P.O. address: c/o V. F. Nowlin, Box H, Poteau, Okla. 74953. Estimated construction cost \$56,631.23; first-year operating cost \$23,682; revenue \$37,500. Principals: V. F. Nowlin and Hosea Austin (each 50%). Mr. Nowlin is announcer-salesman for KNEB McAlester, Okla. Mr. Austin has extensive

land and livestock holdings. Ann. Oct. 23.

Starts authorized

- **KAFF-FM** Flagstaff, Ariz. — Authorized program operation on 92.9 mc, ch. 225, ERP 30 kw. Action Oct. 21.
- ***KCOE-FM** Cedar Rapids, Iowa—Authorized program operation on 90.5 mc, ch. 213. Action Oct. 18.
- **KTWN(FM)** Anoka, Minn. — Authorized program operation on 107.9 mc, ch. 300, ERP 57 kw. Action Oct. 18.
- **WRNS(FM)** Kinston, N. C.—Authorized program operation on 95.1 mc, ch. 236, ERP 50 kw. Action Oct. 22.
- **WCFW(FM)** Chippewa Falls, Wis.—Authorized program operation on 105.5 mc, ch. 288, ERP 3 kw. Action Oct. 18.

Final actions

- **El Centro, Calif.**—Imperial Valley Broadcasters. Broadcast Bureau granted 98.5 mc, ch. 253 19.5 kw. Ant. height above average terrain 99 ft. P. O. address: 5224 Lewison Avenue, San Diego 92120. Estimated construction cost \$14,900; first-year operating cost \$18,000; revenue \$20,000. Principals: Clay H. and Charles N. Duncan (each 50%). Mr. Clay Duncan is 29.6% owner of farm. Action Oct. 24.
- **Pacific Grove, Calif.**—Lawrence Gahagan and Darry Allen Sragow. FCC granted 104.9 mc, ch. 285, 470 w. Ant. height above average terrain 640 ft. P.O. address: 240 State Street, Los Altos, Calif. 94022. Estimated construction cost \$27,181.50; first-year operating cost \$32,000; revenue \$36,000. Principals: Lawrence Gahagan (75%) and Darry Allen Sragow (25%). Mr. Gahagan has interest in KPGM(FM) Los Altos, Calif. Mr. Sragow is former newsmen for WFIL-AM-FM-TV Philadelphia. Action Oct. 30.
- ***Morrison, Colo.**—Western Bible Institute. Broadcast Bureau granted 91.1 mc, ch. 216, 30 kw. Ant. height above average terrain 85 ft. P.O. address: 16075 West Bellevue Avenue, Box 812, Morrison, Colo. 80465. Estimated construction cost \$19,400; first-year operating cost \$6,500; revenue none. Principals: Western Bible Institute, Stanley Harwood, chairman. Ann. Oct. 28.
- **Savannah, Ga.**—Regency Broadcasting Inc. Broadcast Bureau granted 97.3 mc, ch. 247, 100 kw. Ant. height above average terrain 230 ft. P.O. address: 111 West Congress St., Savannah, Ga. 31402. Estimated construction cost \$60,400; first-year operating cost \$46,200; revenue \$78,840. Principals: John Fred Pierce, president, Russell L. Fredrick, secretary-treasurer (each 49.75%) and Oaxden Doremus, vice president (5%). Mr. Pierce is account executive for WTOG-TV Savannah. Mr. Fredrick is sales manager for WTOG-AM-FM Savannah. Mr. Doremus is partner in law firm. Action Oct. 24.

Other actions

- **Review board in Miami.** FM broadcast proceeding, Docs. 17401-17403, granted request filed Oct. 24 by Broadcast Bureau, extended to Nov. 8 time within which to file responses to exceptions and brief to initial decision. Action Oct. 25.
- **Review board in New Orleans.** FM broadcast proceeding, Docs. 17607-08, granted request filed Oct. 23 by Americana Broadcasting Corp., extended to Oct. 29 time within which to file exception to initial decision. Action Oct. 25.
- **Review board in New Orleans.** FM broadcast proceeding, Docs. 17607-08, granted request for extension of time filed Oct. 28 by Americana Broadcasting Corp., extended to Nov. 1 time within which to file exceptions to initial decision. Action Oct. 30.
- **Review board in Port Jervis, N. Y.** FM broadcast proceeding, Docs. 18267-68, denied petition to enlarge issues filed Aug. 19 by Port Jervis Broadcasting Co. Action Oct. 28.
- **Review board in Berwick, Pa.** FM broadcast proceeding, Docs. 17884-85, granted joint petition for extension of time filed Oct. 22 by Berwick Broadcasting Corp. and F.A.L. Broadcasters Inc., extended to Nov. 8 time within which to file reply to Broadcast Bureau's comments to joint petition under Sec. 1.525. Action Oct. 24.

Actions on motions

- **Chief Hearing Examiner James D. Cunningham** in Albuquerque, N. M. (R. Edward Cerles and Jack C. Hughes), FM proceeding, cancelled procedural dates and ordered new dates will be announced by subsequent

order (Docs. 18213-4). Action Oct. 22.

- **Chief Hearing Examiner James D. Cunningham** in Kenedy-Karnes City, Tex. (Camel Company), FM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer, scheduled prehearing conference for Nov. 22 and hearing for Jan. 2, 1969 (Doc. 18362). Action Oct. 22.

Rulemaking petitions

- **CaPe Cod Broadcasting Co., North Quincy, Mass.**—Requests initiation of rulemaking proceeding to amend FM table of assignments to assign ch. 260B to Barnstable, Mass., and change assignment of Nantucket, Mass. from ch. 260B to ch. 284B or 228A. Ann. Oct. 25.
- **Mountain State Broadcasting Co., Princeton, W. Va.**—Requests amendment of rules to assign FM ch. 240A, that meets requirements of Sec. 73.207 of rules as to minimum separation standards, for assignment to Princeton. Ann. Oct. 25.

Call letter application

- **State University of New York, Oswego, N. Y.** Requests *WRVO(FM).

Call letter actions

- **Rainbow Communication Service, Dunnellon, Fla.** Granted WTRS(FM).
- **Frederick W. Seibold, Tuscola, Ill.** Granted WTTT(FM).
- **Great River Communications, Hannibal, Mo.** Granted KGRC(FM).

Existing FM stations

Final actions

- **KERN-FM** Bakersfield, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to 16 miles east of Bakersfield near Mt. Adelaide; install new type trans.; install circular polarized ant.; make changes in ant. system. ERP 4.7 kw. ant. height 1280 ft.; remote control permitted. Action Oct. 24.
- ***KADX(FM)** Denver — Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Oct. 24.
- **WSBT-FM** South Bend, Ind.—Broadcast Bureau granted CP to install new type trans.; ERP 10 kw; ant. height 960 ft.; condition. Action Oct. 24.
- **KUWS-FM** Newton, Iowa—Broadcast Bureau granted CP to change ant.-trans. and studio location to 0.7 mile south of U.S. Highway 6, east of Newton; ERP 3 kw; ant. height 200 ft.; conditions. Action Oct. 24.
- **WPOR-FM** Portland, Me.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Oct. 24.
- **WFMM-FM** Baltimore—Broadcast Bureau granted CP to change ERP to 6.3 kw; ant. height 830 ft.; remote control permitted. Action Oct. 22.
- **KQWB-FM** Moorhead, Minn.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Oct. 24.
- **KSVP-FM** Artesia, N. M.—Broadcast Bureau granted request for SCA on subcarrier frequency of 41 and 67 kc. Action Oct. 24.
- **WDAS-FM** Philadelphia — Broadcast Bu-

reau granted CP to install new ant.; conditions. Action Oct. 23.

- **WBVB(FM)** Union City, Pa.—Broadcast Bureau granted CP to change ant.-trans., studio and remote control location to Old Lincolnville Road, 2 miles southwest of Union City; install new type ant.; make changes in ant. system. ant. height 300 ft., ERP 440 w. Action Oct. 22.
- **KSJT(FM)** San Angelo, Tex.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Oct. 24.
- **WBNS-FM** Charlotte Amalie, V. I.—Broadcast Bureau granted mod. of CP to change studio location to Virgin Island Hilton Hotel, Charlotte Amalie; change type ant.; ERP 50 kw; remote control permitted. Action Oct. 24.

Other action

- **FCC notified Mrs. Ruth Orange of Socialist Labor Party, New York,** in staff ruling that the program "Politics" on WRVR(FM) New York apparently meets requirements of bona fide news interview program within meaning of Sec. 315(a)(2) and appearance by Democratic Party senatorial candidate Paul O'Dwyer was exempt from equal opportunity requirement of section. Action Oct. 22.

Call letter applications

- **KGW-FM,** King Broadcasting Co., Portland, Ore. Requests KINK(FM).
- **WRSC-FM,** Endore Corp., State College, Pa. Requests WQWK(FM).

Call letter action

- **KGB-FM,** KGB Inc., San Diego. Granted KBKB(FM).

Renewal of licenses, all stations

- **Broadcast Bureau granted renewal of licenses of following stations and co-publishing auxiliaries:** KBOR Brownsville and KCMC Texarkana, both Texas; KEZU Rapid City, S. D.; KGVM-FM Idaho Falls, Idaho; KODI Cody, Wyo.; KOLJ Quanah, Tex.; KOVE Lander, Wyo.; KVEL Vernal and KVNW Logan, both Utah; KWMC Del Rio, Tex. Actions Oct. 24.

Other actions, all services

- **FCC rescheduled oral argument for May 12, 1969** on pending proposal to amend part 73 of rules to limit network ownership of evening programming and prohibit networks from syndicating and from foreign market distribution of programs of others. In same action commission extended to March 17, 1969 time for filing comments and to submit relevant information. Filing date for reply comments was extended to April 14, 1969 (Doc. 12782). Action Oct. 23.

Translators

Actions

- **W74AL** Guin, Ala. — Broadcast Bureau granted mod. of CP to change trans. loca-

(Continued on page 91)

BROADCASTERS! CCA STOCKS
AMPEX, MAGNECORD, SCULLY, SPARTA,
ELECTROVOICE, MARTI, SPOTMASTER, QRK
(We Also Manufacture The World's Greatest
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Help Wanted 30¢ per word—\$2.00 minimum.

Deadline: Monday preceding publication date.

Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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No charge for blind box number.

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RADIO

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Sales manager by successful Florida station in growing market. Excellent opportunity for man with proven record. Box L-3, BROADCASTING.

Sales minded station manager. Salary and bonus plus chance to earn part ownership. Small market in Carolinas. Box L-55, BROADCASTING.

Station manager wanted. Outstanding opportunity for a strong sales manager or sales-oriented manager to move into top berth in a top 50 market. Replies confidential. Box L-60, BROADCASTING.

Aggressive young California Broadcasters desire experienced successful manager for their AM Radio property. If you meet the following qualifications: 1 Currently employed; 2 Annual salary \$24,000 without bonus; 3 Experienced in sales, programming, and promotion; 4 Present station No. 1 in market; 5 Present station making good profit, then you may qualify to head AM Radio Station with percentage of profit and unlimited future. Apply to: Jon S. Kelly, Kelly Broadcasting Co., KCRA-TV, KCRA-AM, KCTC(FM), California Television Corporation, 310-10th Street, Sacramento, California 95814.

Branch studio manager, city of 5,000. Must handle sales and local news. Midwestern small town or rural background preferred. Send resume, tape, photo, Mr. Talley, WSMT, Litchfield, Illinois.

Branch studio manager, long established, midwest, excellent salary. Call V. Warren or R. Clark, 212-549-6672 or 219-356-1641.

Capable, loyal manager for established 1000 watt community radio station. Must be familiar with all phases of AM radio. Preferably someone with experience within the Commonwealth of Virginia. Send resume and references to Box 672, Culpoper, Virginia 22701. After 18 years, present manager retiring.

Sales

3rd ticket-combo, board and sales position open with upstate New York, vacation heartland small market station. Opportunity to advance with group. Salary commensurate to experience, plus commission and fringes. Send audition, photo, resume and salary requirements to Box J-227, BROADCASTING.

Major league sports team seeking young man, 25-40 with broadcast experience for interesting sales promotion position. Must have feet on the ground and be willing to work. Send full resume to Box K-163, BROADCASTING.

Midwest most desired market for living and selling offers remarkable opportunity for young creative salesman with chance for management. Our salesmen are among the highest paid in the country. Box K-195, BROADCASTING.

South Florida Coast—medium size market. 5 kw fulltime facility. The experienced sales person we are looking for is now employed at a northern radio station. Each year he dreams of making his present income and potentially more in Florida where he and his family can enjoy outdoor living year around. This is your golden opportunity. Compensation mutually set after we are in contact. Write Box K-271, BROADCASTING today with resume. Replies confidential.

Central N. Y.—One of area's leading FM stations is enlarging sales staff. Desires enthusiastic, creative, salesman. Opportunity for advancement. State salary requirements and experience. Box L-5, BROADCASTING.

Branch studio manager, long established, midwest, excellent salary. Call V. Warren or R. Clark, 212-549-6672 or 219-356-1641.

Sales—(cont'd)

Detroit area's most dynamic FM radio station needs equally dynamic account executive. Opportunity to move into management. Primary requisite is enthusiasm. Call 313-689-1737.

Announcers

Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance, 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-253, BROADCASTING.

Professional jock for professional top 40 with pride. Hard worker will be the next P.D. of this eastern 5 kw regional powerhouse. Tape, resume, picture. Box K-201, BROADCASTING.

Announcer/first phone for MOR morning shift. Production or news background asset. NW operation. Rush tape, picture and complete resume to Box K-216, BROADCASTING.

IMITATION IS THE SINCEREST FORM

... and are we being flattered!

Would you believe our classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING'S expanding readership is paying off and making BROADCASTING THE marketplace for everything and everybody in broadcasting. When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING'S classified section help you.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box K-219, BROADCASTING.

New Jersey independent MOR station seeks announcers on the way up. Send tape and resume to Box K-261, BROADCASTING.

Florida—\$150.00 per week to start. Bright young personality-today's music, experienced in contemporary music format. Send tape and resume to Box K-272, BROADCASTING.

Immediate opening for up-tempo MOR morning man, 1000 w. 24 hour midwest regional station. #1 in market. Chance for advancement. Many fringe benefits. Write Box K-281, BROADCASTING.

Mature announcer for MOR afternoon shift with Western Pennsylvania single-station market. Send tape, resume, photo and salary requirements first letter. Box K-285, BROADCASTING.

We want you—if you are a pro . . . can take direction . . . and have talent. Top rated Virginia 5 kw looking for quality CGW morning man. Tight fast paced format, Good production essential. Send resume and references in confidence to Box L-6, BROADCASTING.

Announcers—(cont'd)

MOR station, authoritative voice. Ability to handle music, talk, news. Good opportunity for right man. Send tape, picture, resume. Tapes returned. W. Penna. network affiliate. Good starting salary. Reply Box L-8, BROADCASTING.

Mature announcer—first phone. We need a mature announcer for a MOR format with a first, who can either do record shows until the cows come home, or can move into management. 5000 watt daytime in central Penna. Benefits, Money excellent. Good working conditions. Fine community. Send resume letter and tape to Box L-13, BROADCASTING.

Enlarging staff—AM/FM. Need music men, newsmen, engineers (1st phone) & salesmen. Contact immediately—resume and tapes. CBS—Middle Atlantic area. Box L-25, BROADCASTING.

Immediate opening at number one rated station in New England market. Needs number one rated jock, the money is excellent if you're a pro. Send tape and resume to Box L-23, BROADCASTING.

Medium market with major market sound wants stable morning man with first ticket. Contemporary music. No maintenance. Photo, tape, resume to Operation Director. Box L-33, BROADCASTING.

Need immediately. Contemporary all-night man with first ticket; no maintenance. An equal opportunity employer. Tape, resume to Box L-34, BROADCASTING.

Open-line personality with exceptional ability and aggressive, clear, sensible approach, for three hour daily open line program for Canadian Pacific Coast 50,000 watt Radio Station—5 or 6 days weekly—wonderful opportunity—please send audition tape, photograph, complete history, salary or conditions required and when available. Box L-39, BROADCASTING.

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, BROADCASTING.

Staff announcer for one of midwest's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to: Box L-58, BROADCASTING.

Top 40 night announcer, experienced, near \$12 weekly, tape to Tom N. Tyler, Program Director, KILE, Galveston, Texas.

First phone combo, no maintenance. Up tempo MOR format. Lots of production. Must have good voice and willing to work. Lots of benefits, plus the good life. Call now, Manager, Lyle Richardson, 714-757-1320, KUDE, Oceanside, California.

Announcer wanted for permanent position: Experienced announcer-continuity writer at a top notch southeastern Ohio MOR station. Contact Jim Saul, Radio Station WATH, Athens, Ohio.

Immediate opening for afternoon drive man experienced only—no floaters. Rush tape, photo and resume to Jack Gale, WAYS, Charlotte, North Carolina.

WDBQ, Dubuque, Iowa needs young talented MOR/contemporary jock. Strong on production and music too. Good step up to #1 medium market station. Contact Phil Robbins.

Announcer-salesman, mature voice—experienced, for small market on Seneca Lake, WCMF, 607-535-2779—Watkins Glen, New York.

Good opportunity for morning disc jockey. Modern music format. \$100 per week to start. Direct replies to: Monte Hale, WCNS Radio, Murfreesboro, Tennessee 37130.

Swingin' operation in St. Louis area needs first ticket dee jay who can operate a tight board. Send resume to Chuck Norman, WCNU, Granite City, Illinois.

Immediate opening for announcer with first phone. Good hours. Good working conditions. Call Mr. Doll, WISZ Radio, Clen Burnie, Maryland. 301-761-1590.

Announcers—(cont'd)

At once: Mature announcer . . . 3rd. MOR-FM, 4 season resort city. WLDR-FM, Traverse City, Michigan.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Weaver, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

WPEO—Peoria, Ill., needs an announcer to replace enlistee—3rd endorsed—immediate opening. Call 509-674-1020.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100.00 a week to start. Call 215-CH 8-4900 or send tape and resume to John Beatty, Station Manager, WQAL, 1230 East Mermaid Lane, Phila., Penna. 19118. All tapes will be returned.

Announcer—strong on production WPTH—Fort Wayne, Indiana. An interesting opportunity with a good future for right man.

Experienced air personality for daytime slot with contemporary MOR format modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr. WRTA, Altoona, Pa.

Immediate opening for young staff announcer with minimum of two years experience for North Florida station, call 904-627-6700.

Immediate opening: Announcer—first phone, air work main concern, will train, no maintenance Sanilac Broadcasting Co., 19 S. Elk, Sandusky, Michigan.

Technical

Chief engineer needed for Ohio three stations at once. Must be experienced in maintenance and constructing AM and FM. Box J-27, BROADCASTING.

Chief engineer . . . for AM directional. Possible minor air trick. NW vacation area. Send resume, references, tape, picture. Box K-217, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box K-220, BROADCASTING.

Chief engineer—upstate New York. Station in market of 100,000. Excellent growth potential. Box K-274, BROADCASTING.

Engineer for studio and transmitter duties. First class license necessary. Interview desired. Send resume with small photo to Box L-19, BROADCASTING.

1st phone engineer. Transmitter watch/maintenance position under Chief Engineer Southeastern Connecticut. Immediate opening. Box L-70, BROADCASTING.

Phoenix area 5 kw fulltime directional with 100 kw stereo FM, stereo STL from studios, and remote control of both transmitters needs knowledgeable chief who takes pride in work and profession to put finishing touches on installation, perform maintenance and take charge of technical activities of combo men. This is an immediate opening for a full-time, permanent position with no announcing duties in one of the nation's outstanding resort areas. Salary open. If you are experienced, responsible, and can get things done with some beautiful new gear, call collect to Hal Starr, General Manager, KBUZ & KBUZ-FM, Mesa, Arizona. Area code 602—phone 955-6111.

Chief engineer for northern Utah 5 kw Station with modern sound. Chance for right man to join a great staff . . . some air work would be helpful . . . call or write Kim Ward, KLO, Ogden, Utah.

First Class for east Pa. 5,000 watt full-time station. Well-established clean operation offers profit-sharing plan, other good benefits. WCOJ, Coatesville, Pa. 19320.

First class engineer for chief at established AM. Want man who can take complete charge of equipment. Must be able to install new FM including control room. If you know and like the technical side of radio, this is the job you're looking for. Contact Edward Marzca, Station WJWL, Georgetown, Del. 19947.

1st phone needed. Opportunity for beginner. Large directional array. Established Engineering Department. No announcing. Complete details to Chief Engineer, WPHM, Port Huron, Michigan.

Staff opening for professional Engineer, part field and part office engineering and management work. Vir James Associates, Consulting Radio Engineers, 315 Colorado Blvd., Denver, Colo. 80206. Tel. 303-733-5562.

NEWS

#1 Pulse rated in five station Eastern market wants a newsmen for afternoon news shift. Station is MOR, news oriented, and highly respected in the community. Box K-206, BROADCASTING.

Radio-TV operation in major southeastern market needs editorial researcher-writer, moderate conservative philosophy. Will consider news reporter desiring to get into editorial field, if he meets qualifications. Write Box L-9, BROADCASTING, giving resume, writing samples.

Experienced, dedicated newsmen. Midwest fulltime. Company benefits. Salary open. Send tape, resume, sample of news copy. Box L-32, BROADCASTING.

Need News director for metro midwest group station Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

Newsmen wanted. Fulltime, network station. Brand new facilities. 150,000 market in New York state. News experience required. Send tape, photo and resume to Box L-59, BROADCASTING.

Immediate opening for newsmen to gather, write and read news. Send resume and tape to Manager, KSYL, Alexandria, La.

Wanted: Experienced news director to be part of progressive community. Gather, write, air local news. Jack Hackman, WDLB, Marshfield, Wis.

Sports play-by-play; news; top station; great market; summer playground of southwestern Michigan; send tape-resume; salary open. Jim Blake, WHFB, Box 628, Benton Harbor, Mich.

Radio newsmen with authoritative voice, brisk delivery, and zest for news to join top rated medium-market radio TV news operation. Small station experience preferred, but will train promising beginner. Send short news tape, writing samples, and resume to Durham Caldwell, WHYN, Springfield, Mass. 01101. Or call 413-795-1911.

Northern Illinois-southern Wisconsin 5 kw fulltime radio station looking for assistant news editor. Should have news gathering, writing, typing and announcing experience or college journalism background. Great opportunity for young man seeking future promotion within station group. If you have sincere interest in news and like part time dj work, send resume and short newscast tape to P. O. Box 1105, Beloit, Wisconsin or phone (608) 365-6641.

Programing, Production, Others

Wanted: fulltime instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience . . . more interested in teaching abilities than academic laurels. Salary open. Box L-41, BROADCASTING.

Program director with first phone and good voice. Aggressive station, up tempo MOR format. Excellent opportunities for the right man. Many fringe benefits, insurance retirement plan, etc. Present man moving up. Good staff. Fun living in country's finest climate. Don't wait - call now - Manager, Lyle Richardson, 714-757-1320, KUDE, Oceanside, Calif.

Continuity—male or female—background in production, airwork, traffic, good pluses. We're growing. Contact Phil Robbins, WDBQ, Dubuque, Iowa.

Good music suburban station needs quality announcer. Minimum 2 years production, programing a must. Rapid advancement to pd. Send resume and tape to WPVL, Painesville, Ohio.

Situations Wanted Management

Seasoned sales manager seeks opportunity in larger market. Heavy radio experience, fiscal and physical, five years TV too. Westerner past 30 presently sales managing a western station. Communicate in confidence. Box K-210, BROADCASTING.

Manager/Comm. manager, best references, small, medium markets. Full responsibility. 36 years old/civic leader. Experienced all phases. Box K-282, BROADCASTING.

Radio Sales Executive under 35, presently in a high level job with a national station representative, interested in exploring alternatives to present position. The odds are you know me or know of me. If not, I can put you in touch with a lot of station managers who do. These station managers will tell you that I am responsible for consistently delivering billing increases far in excess of those reported in the trade press by the RAB and competing representatives. I feel I am dangerously close to full potential in challenge and money with my present company. I am looking for increases in both categories in either New York City or the San Francisco Bay Area. Box L-25, BROADCASTING.

Management—(cont'd)

Sales or programing executive position sought by USAF Captain completing service obligation December 2nd. Will organize and lead your team. Family, Community minded. Successful radio background. Write: Captain Rooney, Box 26, APO 96263.

Attention absentee owners of small or medium market stations. If you have a problem station, let me help you get it back on the right track. I have had 15 years of experience in all phases of radio, including 1st phone. Previous employer will vouch for my honesty and dedication to working for your best interests. If interested call 615-562-8628. Minimum 5 figure salary.

Sales

Sales Management. Varied background in MOR. Ethnic, familiar with DC, Baltimore; some knowledge Philadelphia, New York. Write Box K-276, BROADCASTING.

Versatile Media background in print, electronic and direct mail. Presently in major eastern market, ethnic sales manager. Available November 15 at 15 plus. Call Noble at 301-434-2811.

Sales Manager available in 30 days. Successful in MOR medium market. Ethnic major market, sales and sales management. Earning above 15,000.00. Write R. V., 1532 Metzgerott Road, Apt. 31, Adelphi, Md. 20783.

Announcers

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. For tape and resume, write Box J-212, BROADCASTING.

What do you look for in T-40? A pro: no, I show, 56-M, 6 to 10 p.m. Experienced: 3½ years, 1½ with present station—air work, production, promos. Stability: Married, completed service. Searching for several months for the right major or higher T-40-M. Want the right station: I move the music with personality. Ron Savage 413-739-6889. Box K-251, BROADCASTING.

Experienced beginner. Broadcast school graduate. 3rd endorsed. Good potential. College, sales, acting background. Prefer northeast. Box K-260, BROADCASTING.

Third phone announcer, two years experience seeks position. Box K-289, BROADCASTING.

DJ announcer, 3rd endorsed, mature. Will invest \$5000 in small southern California station. Box L-1, BROADCASTING.

C and W, first phone, sales. Now is top 20 market. Box L-4, BROADCASTING.

Top rated, talented, 3rd endorsed, 1 Y, seeks position. Tight board. Production, some news. 816-233-1071. Box L-10, BROADCASTING.

Real pro . . . great record, must return to native southern California. Versatile, hard working, dj, news, pd, sales, production experience. 3rd, draft exempt. Box L-31, BROADCASTING.

Sports announcer desires play-by-play position in city of 150,000 or more. Has done conversation show, extensive play-by-play, news, dj, and sales. Has medium market experience. Box L-27, BROADCASTING.

Experienced dj-announcer, third phone, tight board, good news, commercials, MOR. Interested in New York area. Box L-29, BROADCASTING.

DJ, thoroughly trained, excellent musical taste, medium key, good board and commercials. Relocate. For tape and resume reply. Box L-30, BROADCASTING.

Dependable dj, tight board, third endorsed, versatile. Relocate. Box L-37, BROADCASTING.

DJ with 1st phone, will relocate, service completed, need 150 a week. Box L-40, BROADCASTING.

Michigan contemporary, 21, single, draft exempt, Fred, 313-928-5104. Box L-42, BROADCASTING.

DJ/announcer, newscaster, married, northeast only. Box L-44, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box L-51, BROADCASTING.

I'm not the greatest, but I am a pro. 1st phone, married, 4 yrs. experience including major markets. Richard Crandall (419) 531-6143.

Sports director wishing to re-locate in sports oriented market with sports oriented station. Four years experience in seasonal play-by-play plus three years unlimited hydroplane races . . . Tapes available. Bud Blair, 1520 East Main, Puyallup, Washington 206-345-1450. Hurry, I'm hungry! FCC 1st.

Announcers—(cont'd)

Announcer for top forty or up tempo MOR. Some experience. Third endorsed. Broadcasting school. Draft exempt. Interested all states. David Solinsky, 282 Marlborough Street, Boston, Massachusetts.

Young talented beginner dj draft exempt, broadcast school grad. licensed. Good sound tight board. sales experience willing to relocate. Frank Marshall, 740 Reading Road, Mason, Ohio 45040. (513) 398-3379.

Soul, rock, R&B, or jazz. Will relocate. 3rd end. Prefer nite show. Buck Buchanan, 32 N. Stone, Rm. 1000, Tucson, Arizona 85701.

Bible radio: College graduate. third endorsed. some experience, draft deferred. Phone 513-322-6074.

Technical

First phone man desires transmitter watch at hard roder. No MOR, maintenance, nor announcing. Military completed. \$130 start required. 412-521-6510. Box K-254, BROADCASTING.

Experienced first phone transmitter engineer desires permanent position. Prefer mid-west. Box K-286, BROADCASTING.

Chief engineer seeking support from management. freedom from antagonists; inspiration to progress. Box L-11, BROADCASTING.

Engineer 1st phone, console and tape editing exp. Seeks position with NYC radio station or recording studio. Call 212-823-6445. Box L-61, BROADCASTING.

Experienced 1st phone engineer, radio-TV, available now. Contact Downie, 505 S. 45th Street, Philadelphia, Pa. 19104 or phone 10 to 11 a.m. EST only (when hired calls not answered specified hour) 215-EV 6-2550.

NEWS

Digging, imaginative reporter. Writer, editor. Have scored many exclusives. 19 years radio-newspaper experience in NYC market. 37 years old. Mature, pleasant, convincing air voice. Seeking correspondent newscaster and/or news director position. Box K-193, BROADCASTING.

NYC radio news editor/reporter looking to direct thorough news operation. Have master's in journalism, ABC-TV, Westinghouse, voice, writing talent, and stamina. c/o Snipman, 540 E. 51st Street, NYC 10022.

Programing, Production, Others

Have changed top 40 to highly rated modern country in 350,000 market. Could do the same for you. Experienced professionals. First class tickets. Prefer southeast. Relocate in near future. Let's talk. Box L-13, BROADCASTING.

First phone, sales, announcing. Limited experience. Want programing and office routine. \$125. Married, age thirty. Available January. Prefer southeast. Box L-47, BROADCASTING.

Past: Program director for top station in top 7 market. Musically programed a half dozen stations. Know automation. Future: Right hand man to industry leader of pd'ship. College degree. Box L-52, BROADCASTING.

TELEVISION

Help Wanted

Sales

Great opportunity to join the sales staff of the most progressive station in the Rockies. Need someone who knows television and has a desire to help the advertiser. Our best producers are people who have come to sales thru the ranks. Enjoy the climate and mountains. Sell in an area that is booming. Only hustler who will try hard need apply. Send complete resume plus picture. Two years of college required. Box K-213, BROADCASTING.

Experienced professional local TV salesman needed for an independent in four station major market. Potential is unlimited. Excellent pay and incentive plan with substantial broadcasting company. Send complete resume, including recent photograph, in confidence, to Box L-35, BROADCASTING.

Technical

KAUS-AM-FM-TV Austin, Minnesota, has opening for studio maintenance supervisor. Recently remodeled studios, equipped with RCA and IGM solid state equipment. Contact Tony Mulder, Ch. Eng.

Technical—(cont'd)

Chief engineer for full color UHF operation in Dayton, Ohio. Must be thoroughly familiar with RCA tape facilities and TK-42's. Our man must be capable of training an alert, conscientious crew with limited experience. Send resume and salary requirements to: Steve Fisher, WKTR-TV, 1630 East Stroop Road, Kettering, Ohio.

Wanted now: UHF transmitter supervisor for new 30 kw educational station; Huntington, West Virginia. Send resume to Chief Engineer, WMUL-TV, 1737 Third Avenue, Huntington, West Virginia 25701.

Senior engineering position need engineer with diversified experience for responsible position, with full color two station ETV operation opportunity for advancement to supervisory position. Top salary, benefits. Apply Chief Engineer, WMVS-WMVT, 1015 North Sixth Street, Milwaukee, Wisconsin 53203.

NEWS

Color CBS network affiliate in intermountain vacationland seeks qualified young aggressive newsman capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-111, BROADCASTING.

We are an aggressive news oriented AM-FM-TV news operation. Our need is for an experienced television newsmen who may or may not have worked with a modern music station news operation. We offer an excellent pay plan, company retirement program, health and hospitalization and other fringes. Our community has fine schools and is in a great hunting and fishing and winter recreation area. Salary open. Box K-237, BROADCASTING.

Young, experienced reporter, anchorman for noon news, production experience. Small, but aggressive station, N.E. Send resume, picture, salary to Box K-257, BROADCASTING.

Reporter for TV-radio news department in major southeastern city. One year of experience desirable. Send resume and audio tape to Box K-275, BROADCASTING.

TV news—eastern market . . . We need an attractive woman reporter with experience in stand-up film work and on camera reporting. She must know what she is doing and be able to dig up, produce and report stories without constant supervision. Salary commensurate with productivity. Immediate opening. Send film and/or videotape with first reply. Box L-12, BROADCASTING.

Experienced television news reporters, writers and photographers sought by Eastern, major market station now expanding news department. Send detailed resume to Box L-17, BROADCASTING. An equal opportunity employer.

Programing, Production, Others

Program/operations manager with film buying experience for growing Florida ABC affiliate. Send complete resume to Box L-31, BROADCASTING.

TV—Situations Wanted

Management

Experienced local-regional-national-general sales manager. VHF-UHF. Excellent references. Box K-141, BROADCASTING.

TV/radio general manager, 18 years all phases TV, radio, advertising looking for challenge. Resume available. Box K-243, BROADCASTING.

General Manager—National Sales Manager for medium to large market or group. Thoroughly experienced all phases: station-ownership, management, sales management—sales (national and local), promotion, programing, film-buying, network news-casting-announcing. Leader in community affairs. 15 years in television; 13 prior years in radio. Total experience: 28 years. Age 44. Nationally known as successful administrator, developer, troubleshooter. A professional, quality competitor. Accustomed to much responsibility. Capable of developing prestige properties and substantially increase profits. Box L-21, BROADCASTING.

Announcers

Mature Announcer with 18 years experience seeks position in large market. Excellent references. Box K-259, BROADCASTING.

Technical

TV engineer, 1st phone, experience, GE-RCA, UHF transmitter, studio, switching, camera and film projection. Box L-7, BROADCASTING.

Engineer, first phone. Four years USAF radio systems, tape machines and console maintenance, mostly solid state. Studied color/monochrome television systems. Resume: Charles Newman, 921 West 3rd St., Azusa, Calif. 91722.

NEWS

News and production . . . Vietnam news experience . . . anchor man directing experience . . . public relations . . . family man with four . . . 17 years in the news business . . . available Nov. 15. VTR available. Box K-209, BROADCASTING.

Television news reporter in market of 30 thousand wishes to advance to larger market . . . preferably metro. Would also consider either all-talk or all news radio. Box L-45, BROADCASTING.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitions: local sports minded stations only. Box H-255, BROADCASTING.

Producer/director, 7 years experience in all phases of live and video type creative, writer credits a real idea man. Resume on request. Box L-2, BROADCASTING.

Need an experienced production manager? Young, proven coordinator; well-organized, creative. Decision-maker seeks opportunity to create dynamic production department. West. Box L-14, BROADCASTING.

Sales-minded art director, would like to be trained for promotion mgr. position. Box L-16, BROADCASTING.

Graphic artist/illustrator, wanted in TV production and sales promotion. No small markets. Please! Box L-22, BROADCASTING.

AD/graphic designer, seeking position in medium size market. Box L-26, BROADCASTING.

Production manager / producer-director position sought by creative producer-director currently employed in top 20 market. Commercial, remote, network, educational background. B.S. degree. Looking for group or station doing top quality programing. Box L-48, BROADCASTING.

Successful producer/director/writer for French Television; I have had 8 years experience with film and television news and documentaries. I am 35, a French citizen with American wife. I speak and write absolutely fluent English. Due to recent crisis in France, I am seeking a creative Audio-visual job in USA or Canada. Please write to: Stanislas Faure, c/o Wister, Fidelity Bldg., 27th Floor, Philadelphia, Pa. 19103. Available for interview in USA—November 5th through 25th.

WANTED TO BUY—Equipment

We need used, 300, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Hurlock St., Laredo, Texas 78040.

5 kw low band VHF transmitter. Prefer General Electric. TT-40. Phone 206-624-6000.

Altec 660-A microphones—any condition. 240 foot Wincharger tower. K0ZE, Lewiston, Idaho.

Late model 1 KW FM transmitter, monitors, 2-bay Ant., 270' Coax, tunable 101.7 Mc/s. Central Broadcasting, Inc., P.O. Drawer A, Independence, Kansas 67301.

Wanted—mobile unit. Monochrome, 3 or 4 cameras. Write or call. Furn Anderson, Channel 5, 43 W. 61st New York, N. Y. 10023. 212-536-2826.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc., and fittings. Unused mar'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA TTU-1B UHF Transmitter, Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 131, Anderson, Indiana 46015.

Best deals—Sportmasters, Scully, Crown, QRK, Rusco and other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Gates FM5B transmitter, excellent condition, operating recently and like new M05534. Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3 1/8" rigid transmission line for FM. Available immediately. Real good price. John R. Kreiser, KVET, 113 West 5th Street, Austin, Texas 78701, A.C. 512-GR 8-8521.

FOR SALE—Equipment

(cont'd)

Used 380 ft.— $\frac{7}{8}$ " Heliax, \$1.00 per foot. Box K-270, BROADCASTING.

Coaxial Lines: Used, in good condition, stored inside 30-Steatite 51.5 ohm Section 20—3 $\frac{1}{2}$ " Line Flanged MI-19113-1; 11—Universal Elbows MI-27791-4; 66-Teflon 50 ohm Section 20—3 $\frac{1}{2}$ " Universal Line MI-27751-D-1-A using Marmon Clamps rated 35 lb. Contact: H. A. Higgins, 154 Barton Street, Buffalo, New York 14213—Phone 716-891-2222.

Television broadcast station equipment. General Electric—\$40,000.00 Transmitter, antenna, transmission line, cameras, projectors, consoles, microphones, lights, sync generator, test equipment, etc. Enough to place UHF station on the air. Chapman, Box 3297, Birmingham, Alabama 35203.

Immediately available. 3M Drop out Compensator, Rear Screen Projector, Kleigl Lighting Equipment, TP-11 Multiplexers, Color Cradle Heads, Pedestals, Dolly, Solid State Color Switchers, Waveform Monitors, Special Effects Generator and many many more high quality used and surplus equipment bargains. For details contact: Ed Ries and Associates, 414 No. Alfred Street, Los Angeles 90043. (213) 651-5080.

Gates TE-1, 100% solid state DCFM 10 watt FM exciter. Latest model, never used. Save hundreds. Current price \$2,995.00. This one only \$2,295.00. Box L-36, BROADCASTING.

Nems Clark 108-E phase monitor for two tower array. Immediately, cash, Box L-43, BROADCASTING.

UHF transmitter, custom built. Eimac Klystrons, exciter, SBF. Save up to \$100,000. Box L-15, BROADCASTING.

Increase FM power—Westinghouse FM-10. Complete 10 KW amplifier and power supply. Companion for the Westinghouse FM-3. Make offer. Box L-20, BROADCASTING.

Broadcast crystals. New or repairs for Gates, RCA, Biley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 23 years in business. Eidson, Electric Co., Box 95, Temple, Texas 76701. Phone 817-773-3901.

Eastman 250 projector in excellent condition. Save \$4,000 over new. Still frame, new intermittent, new style take up. 203-854-1712.

MISCELLANEOUS

Deejays! 6000 classified gag lines. \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Station breaks! A fresh collection of fast one line gags and fillers for sharp dj's \$3.00—write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, Dept B, 1735 East 26 St., Brooklyn, New York 11229.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-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.

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INSTRUCTIONS

(cont'd)

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New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 6, graduating class passed FCC 2nd class exams. 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact AT5, 27 W. 43rd St., N.Y.C. Phone OX 3-9245. Training for Technicians, Combination, and Announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (16amous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Nov. 11, Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota. The same office, 1336 Main Street, Sarasota, Florida 35577. Call (813) 955-6072.

R.E.I. in Fascinating K. C. at 3125 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 509 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Why pay more? First phone license in four weeks. \$295.00 tuition \$295.00 Results guaranteed, rooms \$5.00 weekly. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tenn. Phone 297-3034

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In Memoriam

Butcher, Jesse, beloved father of Lawrence Butcher. Services were held October 24, 1964 at 3 p.m. at Westwood Memorial Park, Los Angeles, California. Westwood Village Mortuary Directors.

Broadcasting

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RADIO—Help Wanted

Management

MANAGER WANTED

Radio station in expanding Northern Illinois Market. 250,000 County population. Need aggressive sales oriented manager. Salary, bonus and equity for right man.

Write Box L-38, Broadcasting.

Sales

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Group No. 1 rated station in Top 20 Market. Applicants must have successful track record as sales manager in competitive market. Excellent salary, bonus, fringes. A once-in-a-lifetime opportunity. An equal opportunity employer.

Box K-240, Broadcasting.

DIVISION SALES MANAGER

Responsible and challenging position for a self-starter with broadcast sales know-how, leadership skills and demonstrated ability to keep learning and growing. We are the leading regional rep firm in the country and can offer a very competitive salary, full fringe benefits and excellent growth potential. Send resume including salary history in confidence to:

Don O. Hays, VP-Sales
REGIONAL REPS CORP.
P.O. Box 5010
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The SUPERSOUND! rep network is expanding rapidly. If you are a professional salesman capable of making more than \$15,000 a year, investigate this high earnings opportunity now before your area is covered. Send us a short resume, furnish references and tell us the market area you are interested in.

SUPERSOUND! INC.
805 18th Avenue, South
Nashville, Tennessee 37203

Chicago

Leading Chicago Radio Station has immediate opening for aggressive, young salesman. Prefer married man under 30 years old with degree now working in the Midwest. Base salary of \$18,000 plus bonus. Send resume to

Box L-45, Broadcasting.

Sales—(cont'd)

YOUNG TIGER FOR STEREO FM

Powerful new stereo FM ready to take off needs aggressive young tiger to take controls. Selling ability most important qualification for this GM position. Sell us and we'll provide guarantee against percentage, plus full package of fringe benefits and opportunity to grow with progressive chain. Send resume and picture to
Mr. Marvin Rosenblatt, Kops-Monahan Communications, 152 Temple St., New Haven, Conn. 06510.

Announcers

Dee Jays:

Top market, major station, needs slickest, sharpest Dee Jays in the U.S. Morning Drive, Early Evening, All Night, and Afternoon Drive. Five figure salaries. No matter what slot you now fill, send tape, and short resume to

Box K-277, Broadcasting.

Technical

Chief Engineer

wanted for West Virginia Metropolitan full time station. Will handle all maintenance and help reconstruct station. Excellent salary and opportunity for the right man. Must not be afraid of work. Send full resume including present salary in strict confidence to Director of Engineering,

Box K-211, Broadcasting.

NEWS

NEWSMAN WANTED

For WGBS Miami, 50 kw, Storer Broadcasting Co. Station. Sharp Broadcast Journalist with authoritative delivery. Aggressive and devoted professional. Rush resume and tape to:

Barry W. Sheft, News Director WGBS-AM, 710 Brickell Avenue, Miami, Florida 33131. No phone calls.

Situation Wanted

Announcers

Air Personalities and Newsmen Available!

Call Nationwide for tapes and resumes of air personalities and newsmen for all size markets. Dial 312-337-5318 and ask for

Dick Werges today, or write Nationwide Broadcast Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611

Announcers—(cont'd)

Are You a Major Market Looking for a

WARM, HUMOROUS, CONTEMPORARY MOR daytime PERSONALITY who can win and hold a large audience. Contact:
Paul Greif, 665 Second Avenue, New York, N.Y. 10016, 212-889-6497.

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Management

TV/RADIO OPENINGS

We need applicants in the following job categories *only*. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

CHECK AREA OF INTEREST

TV RADIO

- General Manager
- Program Director
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- Transmitter Maintenance
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Name
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TV's oldest

real estate program (17th year) now expanding into additional major markets. Need several experienced Salesman-Announcers immediately. Please send complete resume, recent photo, when available to
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Top rated VHF in large Midwest market needs experienced salesman with minimum of 2 years experience in smaller market. Salary \$15,000.00 with opportunity to earn \$25,000.00. Send resume to

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Announcers

ANNOUNCERS

Major mid-Atlantic Television station needs young, mature staff announcers. Require experienced and versatile personnel. Salaries commensurate with market size. Opportunities unlimited for persons willing to produce.

**An Equal Opportunity Employer
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Technical

Large

electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi, Arabia. Openings exist in the following areas:

• CHIEF ENGINEERS

BSEE or equivalent plus 10 years' experience in overall VHF stations operations.

• BROADCAST TECHNICIANS

Television technical school plus 5 years' experience in VHF station equipments operation and maintenance.

• INSTRUCTORS

Television technical school plus 5 years' experience in VHF station maintenance plus 2 years' experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to:

Box L-53, Broadcasting.

NEWS

PHOTOGRAPHERS

Needed as additional staff members for major mid-Atlantic television station. Must be experienced in silent, S.O.F. equipment and editing techniques. Salary dependent on experience and background. An Equal Opportunity Employer.

Box K-204, Broadcasting.

NEWSMEN

Additional staff members needed for major market mid-Atlantic Television station. Must be experienced dig-out-and-deliver reporters who can write, deliver on the spot, on camera film reports, as well as on camera portions of live news casts. Salaries dependent on background. We are looking for professional career-minded personnel who want real opportunity and challenge, including possibility of anchorman on daily news cast. An Equal Opportunity Employer.

Box K-292, Broadcasting.

Program, Production, Others

Continuity Director

Southeast TV Station needs experienced Continuity Director. Sharp woman preferred but will consider male applicants. Starting salary \$125 to \$150 per week depending on background and experience. Call Ron Curtis at 312-337-5318 or send resume to

Nationwide Broadcast Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611. No fee.

TV—Situations Wanted

Sales

TV PROGRAM SALES

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Box L-34, Broadcasting.

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Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting we have successfully filled all job categories of this industry and allied fields, throughout the country—Management, Sales Promotion, Publicity, Engineering, Secretarial, Traffic, Bookkeeping, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.

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RAISE RATINGS!**

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DENVER, COLORADO 80226**

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(Continued from page 85)

tion to approximately 1 mile southeast of Guin; change type trans.; make changes in ant. system of UHF TV translator; granted mod. of CP to extend completion date to April 22, 1969. Action Oct. 22.

■ W70AN Hamilton, Ala.—Broadcast Bureau granted mod. of CP of UHF TV translator to change trans. location to Highway 78, 2 miles west of Hamilton; change type trans.; make changes in ant. system; granted mod. of CP to extend completion date to April 22, 1969. Action Oct. 22.

■ W72AH Winfield, Ala.—Broadcast Bureau granted mod. of CP to UHF TV translator to change trans. location to approximately 1 mile southeast of Winfield; change type trans.; make changes in ant. system; granted mod. of CP and extended completion date to April 22, 1969. Action Oct. 22.

■ K11HS Bridgeport, Calif.—Broadcast Bureau granted CP for VHF TV translator to serve Bridgeport on ch. 11 by rebroadcasting KCRV-TV Sacramento, Calif. Action Oct. 22.

■ North Mendocino County Chamber of Commerce, Laytonville, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Laytonville on ch. 8 by rebroadcasting KRON-TV San Francisco. Action Oct. 22.

■ K04DD Weaverville, Calif.—Broadcast Bureau granted CP for VHF TV translator to change trans. location to Oregon Mountain, near Weaverville; make changes in ant. system. Action Oct. 22.

■ K05CF Weaverville, Calif.—Broadcast Bureau granted CP for VHF TV translator to change trans. location to Oregon Mountain, near Weaverville; make changes in ant. system. Action Oct. 22.

■ K81BH Gypsum, Gypsum Valley, Dotsero and Riland, all Colorado—Broadcast Bureau granted CP to replace expired permit of UHF TV translator. Action Oct. 22.

■ K72DE Radium and Sheephorn, both Colorado—Broadcast Bureau granted CP to replace expired permit of UHF TV translator. Action Oct. 22.

■ Hearing Examiner Forest L. McClenning in Battle Creek, Mich. (West Michigan Telecasters Inc.), UHF TV translator proceeding, granted request by West Michigan Telecasters Inc. and continued hearing from Oct. 28 to Feb. 3, 1969 (Doc. 17976). Action Oct. 24.

■ Review board in Iron Mountain, Mich., TV translator proceeding, Docs. 18216-17, granted joint petition for approval of agreement filed Aug. 2 by WLUC Inc. and Norbertine Fathers; agreement approved; application of Norbertine Fathers dismissed with prejudice; application of WLUC Inc. granted and proceeding terminated. Action Oct. 24.

■ Plevna TV Booster Club, Plevna, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Plevna on ch. 9 by rebroadcasting KXGN-TV Glendive. Action Oct. 24.

■ Multimedia Inc., Cherokee, N. C.—Broadcast Bureau granted CP for new VHF TV translator to service Cherokee on ch. 10 by rebroadcasting WFBC-TV Greenville, S. C. Action Oct. 22.

■ FCC granted application by Peoples TV Association Inc. for new 100 w UHF TV translator to serve Moses Lake, Warden, Royal City, and Othella areas, all Washington, by rebroadcasting KXLY-TV Spokane, Wash. on ch. 79. Action Oct. 30.

■ K72CT Mossyrock and Onalaska, both Washington—Broadcast Bureau granted CP for UHF TV translator to include Glenoma Hill translator in principal community; change trans. location to approximately 7 miles northeast of center of Mossyrock; make changes in ant. system. Action Oct. 22.

CATV

Applications

■ Community TV Corp. — Requests distant signals from WSBK-TV and WKBG-TV, both Boston, to Laconia, N. H. (Manchester, N. H. ARB54). Ann. Oct. 25.

■ Leesburg Cablevision Inc.—Requests distant signals from WJKS-TV Jacksonville, WTOG-TV St. Petersburg and WSUN-TV St. Petersburg-Tampa, all Florida, to Leesburg and Fruitland Park, both Florida.

(Orlando-Daytona Beach, Fla.-ARB58). Ann. Oct. 25.

■ **McPherson CATV Inc.**—Requests distant signals from KMBC-TV and WDAF-TV, both Kansas City, Missouri; and WIBW-TV and KTWU-TV, both Topeka, Kansas, to McPherson, Kan. (Wichita, Kansas-ARB60). Ann. Oct. 25.

■ **Westermoreland Cable Co.**—Requests distant signals from WPIX(TV), WOR-TV and WNEW-TV, all New York, to Arnold, Brackneridge borough, East Deer township, Harrison township, Lower Burrell, New Kensington, Tarentum borough, Springdale borough and Cheswick borough, all Pennsylvania. (Pa. ARB-101). Ann. Oct. 25.

Other actions

■ Review board in Buffalo, N. Y., CATV proceeding, Doc. 16921, scheduled oral argument before panel of review board for Nov. 19 in Washington. Action Oct. 24.

Action on motion

■ Chief Hearing Examiner James D. Cunningham in Whitehall and Circleville both Ohio (Multi-Channel Cable Co.), CATV proceeding in Columbus, Ohio TV market, designated Hearing Examiner Jay A. Kyle as presiding officer, scheduled prehearing conference for Nov. 27 and hearing for Dec. 17 (Docs. 18356-7). Action Oct. 22.

Ownership changes

Applications

■ **WCTV(TV)** Thomasville, Ga.—Seeks assignment of license from John H. Phipps to John H. Phipps Broadcasting Stations Inc. for purpose of incorporation. No consideration involved. Ann. Oct. 29.

■ **WWWU-TV** Battle Creek, Mich.—Seeks assignment of CP from BCU-TV to Mary Jane Morris, trustee for partnership. No consideration involved. Principals of BCU-TV: Mary Jane Morris, James R. Searer, Frederik G. H. Meijer et al. Ann. Oct. 28.

■ **WWWU-TV** Battle Creek, Mich.—Seeks

assignment of CP from Mary Jane Morris, trustee for partnership, to West Michigan Telecasters Inc. for \$50,300. Principals: William C. Dempsey, president (11.1%) et al. Principals own WZZM-FM-TV Grand Rapids, Mich. Ann. Oct. 28.

■ **WOW-AM-FM-TV** Omaha and **WHEN-AM-TV** Syracuse, N. Y.—Seek assignment of licenses from Meredith WOW Inc., Meredith Syracuse Radio Corp. and Meredith Syracuse Television Corp. to Meredith Broadcasting Co. for purpose of merger. No consideration involved. Principal: Meredith Broadcasting is sole owner of the three licensee corporations. Ann. Oct. 28.

■ **WWKO** Fair Bluff, N. C.—Seeks assignment of license from Carl Meares, Marion H. Davis, Bobby G. Morgan and Mrs. Jesse P. Chance, executrix of estate of Jesse P. Chance, deceased (each 25%) to Universal Broadcasting Co. for purpose of incorporation. No consideration involved. Principals: Marion H. Davis, president, Bobby Morgan, secretary-treasurer, Carl Meares (each 25% before, 33 1/3% after) and Mrs. Jesse P. Chance (25% before, none after). Consideration: \$3,900. Ann. Oct. 23.

■ **KVET-TV** Austin, Tex.—Seeks assignment of CP from KVET Broadcasting Co. to McAlister Television Enterprises Inc. for \$44,137.82. Sellers: John R. Kreiger, Roy A. and Ann S. Butler, Robert Mueller et al. Sellers own KVET-AM-FM Austin. Buyers: R. B. McAlister, chairman of board, Bill B. McAlister, president et al. Buyers own KSEL-AM-FM-TV Lubbock, Tex. Ann. Oct. 25.

■ **WPDX** Clarksburg, W. Va.—Seeks assignment of license from WPDX Radio Corp. to Continental Communications Inc. for \$185,000. Sellers: L. Clark Tierney Jr., C. M. and Helen S. Tierney and Claude E. Wheeler. Buyers: Henry C. Wilson, president-treasurer (37.43%), Louis S. Amann (11.02%) et al. Mr. Wilson is with defense electronics firm. Mr. Amann is representative for two stockbrokers, owns 75% of real estate investments firm and has 4% interest in real estate development company. Ann. Oct. 23.

Actions

■ **KIFM(FM)** Bakersfield, Calif.—Broadcast Bureau granted assignment of license from Stereo Broadcasting Co. to KERN International Communications for \$90,000. Principals of Stereo Broadcasting Co.: Harold J. Brown, president (51%) and James W. Summers, vice president (49%). Principals of KERN International Communications: Joel John Greenberg, president, Norman D. Louis, vice president (each 35%), Guy Henry Saleme, vice president and general manager (20%) et al. Mr. Greenberg owns dress shop chain. Mr. Louis is more than 25% owner of hardware manufacturing company. Mr. Saleme is general manager of KKOP Redondo Beach, Calif. and is sole owner of advertising agency. Action Oct. 24.

■ **KVML** Sonora, Calif.—Broadcast Bureau granted assignment of license from Ralph

Bowen, sole owner. Buyers: Joseph L. P. Bowen to Joseph L. Herold and Charles W. Herold Sr. for \$100,000. Seller: Ralph P. Herold and Charles W. Sr. (each 50%). Joseph L. Herold is sole owner real estate sales and investment company. Charles W. has 40% interest in wholesale grocery distributor firm, 37½% interest in sporting goods company and has other business interests. Action Oct. 22.

■ **WSMB** New Orleans—Broadcast Bureau granted transfer of control of WSMB Inc. from Radio Hawaii Inc. (50% before, none after) to Macmillan Ring-Free Oil Co. (none before, 50% after). Principals: John M. Shaheen, president et al. Mr. Shaheen is controlling stockholder of both Radio Hawaii and Macmillan. Mr. Shaheen has interest in KORL Honolulu, WFBL and WNYS-TV, both Syracuse, New York. Consideration: \$1,350,000. Action Oct. 23.

■ **WBIP** Bonneville, Miss.—Broadcast Bureau granted assignment of license from E. O. Roden to Booneville Broadcasting Co. for purpose of incorporation. No consideration involved. Mr. Roden is sole owner of WBIP. Action Oct. 24.

■ **KIRL** St. Charles, Mo.—Broadcast Bureau granted assignment of license from Michael S. Rice to Contemporary Media Inc. for purpose of incorporation. No consideration involved. Principals: Michael S. Rice, president-treasurer (60%) and Malcolm R. Rice, vice president (40%). Michael S. Rice is general manager of KIRL, Malcolm R. Rice is president of construction company. Action Oct. 22.

■ **KWTO-AM-FM** Springfield, Mo.—Broadcast Bureau granted transfer of control of Ozarks Broadcasting Co. from Lester E. Cox, deceased (49.9% before, none after) to Mildred L. and Lester L. Cox, executors (jointly 1% before, 50% after). Principals: Lester L. Cox owns 37.5% of KOAM Pittsburg, Kan. and has minority interest in KOAM-TV, that city. He also has interest in KYTV(TV) Springfield, Mo. No consideration involved. Action Oct. 24.

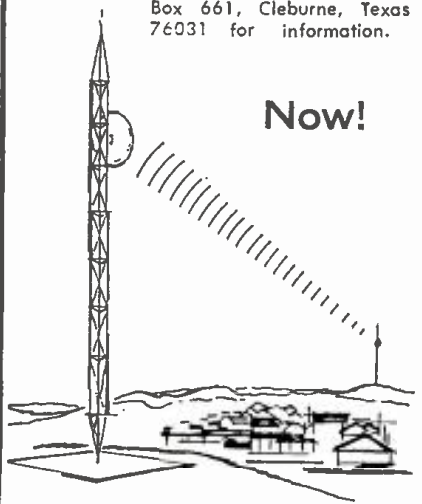
■ **WEEX-AM-FM** Easton, Pa.—Broadcast Bureau granted relinquishment of positive control of Easton Publishing Co. by J. L. Stackhouse, Adele S. Fretz, Henrietta A. McPherson and George F. Coffin Jr. (as a group 96% before, same after) through expiration of voting trust agreement. Easton Publishing Co. is parent company of WEEX Inc., licensee of WEEX. No consideration involved. Action Oct. 22.

■ **WKBY** Chatham, Va.—Broadcast Bureau granted assignment of license from George G. Beasley to Pittsylvania County Broadcasters Inc. for purpose of incorporation. No consideration involved. Principal: George G. Beasley, sole owner. Mr. Beasley owns 60% of WFMC Goldsboro, N. C. 50% of WASC Spartanburg, S. C. 33¼% of WKYX-AM-FM Paducah, Ky. and has 35% interest in CP for new AM at Lenoir, N. C. Action Oct. 24.

STL Inter-City Relay

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Cable-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Oct. 30. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Fort Rucker, Ala.**—Daleville Cablevision Inc., Daleville, has been granted a franchise for a 13-channel system. Monthly fees will be \$4.

■ **St. Petersburg, Fla.**—Teleprompter Corp. (multiple CATV owner), has applied for a franchise. Previous applicant was Florida CATV Inc., St. Petersburg, (multiple CATV owner).

■ **Arlington, Mass.**—Patriot Cable Vision Inc., Arlington, has applied for a franchise. Installation and monthly fees would be \$17.50 and \$4.95, respectively. Patriot also proposed service for Lexington, Winchester and Woburn.

■ **Sleepy Eye, Minn.**—International TV Cable Inc., International Falls, has applied for a franchise. Installation and monthly fees would be \$15 and \$5, respectively.

■ **Norfolk, Neb.**—Norfolk CATV Co. has applied for a nonexclusive 20-year franchise for a 10-channel system. Installation and monthly fees would be \$5 and \$5.50, respectively. City would receive 2% of gross annual revenues.

■ **Wayne, N. J.**—Tele-Mark Communications Inc., Newark (multiple CATV owner), has been granted a franchise.

■ **Adams, N. Y.**—Howard Maxon, Brownville, has applied for a franchise for a 12-channel system. Installation and monthly fees would be \$20 and \$5, respectively. City would receive 5% of gross annual revenues.

■ **Richfield Springs, N. Y.**—KWR Systems Inc., New Hartford, has applied for a franchise. City would receive 3% of gross annual revenues.

■ **Barlow, Ohio**—Miller's TV Cable Corp., Watertown, has been granted a franchise. System will also serve Vincent.

■ **Riddle, Ore.**—Nu-View TV Service has applied for a 10-year franchise.

■ **West Mifflin, Pa.**—Dynamic Cablevision Inc., Homestead, has been granted a franchise. Charges will be \$54 yearly or \$4.95 monthly.

■ **Aberdeen, S. D.**—Midcontinent Broadcasting Co., Sioux Falls (group broadcaster-multiple CATV owner), has purchased Aberdeen Cable TV Service Inc.

■ **Sturgis, S. D.**—South Dakota Cable, Inc., Rapid City (multiple CATV owner), has been granted a franchise.

Back in the early 1960's when the New Frontier was new and Newton N. Minow was chairman of the FCC, Henry Geller, a liberal, young, government lawyer, was the commission's deputy general counsel and was doing his bit to give the agency an activist image. The agency has long since lost that image—if it had ever acquired it—and Mr. Geller, general counsel since 1964, faces an uncertain future—a win by Republican Richard Nixon tomorrow could well result in his being swept into the dustbin of FCC history. But Mr. Geller has never quit trying to push the commission toward more assertive ways.

He was a key figure, for instance, in the commission's decision last year to apply the fairness doctrine to cigarette advertising. And the proposed rule issued last summer and aimed at prohibiting broadcasters from discriminating in employment on the basis of race, although it originated with a petition from the United Church of Christ, is now regarded at the commission as a Geller production.

Mr. Geller is in his third tour with the commission—he returned from the Justice Department in 1961 at the express invitation of Mr. Minow, with whom he had become friendly when both were students at Northwestern University Law School in the late 1940's. And he sees no reason why a regulatory agency charged with serving the public interest should shrink from regulating; he will never admit any doubts as to the commission's authority in any area. He feels the commission made a great deal of mischief for itself in the 1950's when it told practically anyone who asked that it lacked authority to regulate CATV. He played no small role in turning the commission around on that point.

Given his zest for action, it's no wonder that he has managed to unite those normally antagonistic camps—broadcasting and CATV—on at least one point: a not always polite antipathy to Henry Geller. But lawyers in and out of the commission, including those not counted among his admirers, regard him as bright and extremely able. One communications attorney whose conservatism is matched by his tact says of Mr. Geller: "He's a brilliant regulator."

He has his detractors, too, of course. Former Commissioner Lee Loevinger frequently berated him for the quality of the work being turned out by the general counsel's office, although the basic difference between them appeared to be ideological. And there are those within the commission who question his principles. "He does not suffer from an ends-means dilemma," says one staffer who has tangled with him.

Henry Geller: an activist in the FCC

However, this appears to be a minority view. His own staff members and officials throughout the commission express considerable respect for him, and the commissioners themselves lean heavily on Mr. Geller for advice—none more so than Chairman Rosel H. Hyde, who has been a commissioner since 1946 and, before that, a member of the commission's staff from the creation of the agency in 1934.

In view of the chairman's reputation for preferring the light touch in regulatory matters, Messrs. Hyde and Geller might be described as the odd

couple of the regulatory business. But those who know them both say they share a mutual loyalty.

"He's a very able ally," Chairman Hyde said recently of Mr. Geller, "the kind of individual one can have complete confidence in as to his integrity."

According to a source who has worked closely with both men, this confidence is based in part at least on Mr. Hyde's belief that "although Mr. Geller's regulatory philosophy is well known and firmly held," the general counsel "is not beyond performing as a lawyer and carrying out the chairman's wishes and commission's wishes even if he is in disagreement, and doing just as good a job as if he did agree. He always gives 100%."

Given Mr. Geller's reputation and his position—as a GS 18 he has reached the topmost rung on the civil-service ladder and is earning \$28,000 annually—his appearance is, as a colleague puts it, "deceptive." At 44, he still looks and talks more like a graduate student at some urban college campus than the top legal officer of a federal agency. In his office, and occasionally on the street in hot, muggy Washington summers, he can be seen with his jacket off, his shirtsleeves rolled up and his tie yanked down to halfmast. And in discussing court cases—frequently in the rat-a-tat-tat tempo of machine gun bursts—he slips into an argot not learned from Blackstone. "We killed them in court," he will say about a particularly sweet victory, or "we got creamed."

But the attitude of nonchalance is indeed deceptive. He is tough minded and the possessor of a large capacity for work. (To hear subordinates and colleagues tell it, he absorbs facts like a sponge and spews out drafts of orders and memorandums like a machine. Even allowing for wide-eyed hyperbole, it sounds impressive.)

It is because of these qualities, plus the confidence that has been placed in him by the last three FCC chairmen (he became general counsel during the chairmanship of E. William Henry), Mr. Geller has been able to extend the authority and influence of his office into so many areas—fairness doctrine, equal time, domestic satellites and CATV.

At the moment, his office is as usual deeply involved in a number of critical issues. But since Mr. Nixon is favored to win tomorrow, and since FCC general counsels traditionally come and go with changes in the party that controls the Presidency, it is doubtful that Mr. Geller will be around much longer to help fashion policy. But if he should go, at least he will have a considerable body of communications law and FCC policy and rules to point to as evidence of where he's been the last seven years.

Week's Profile



Henry Geller—general counsel, FCC; b. Springfield Mass., Feb. 14, 1924, grew up in Detroit, graduated from University of Michigan, Ann Arbor, 1943, and Northwestern University Law School, Evanston, Ill., 1949; during World War II, served with U. S. Army in Pacific, discharged in 1946; joined FCC in 1949 as attorney in bureau of law; served with staff of National Labor Relations Board in 1950; was law clerk to Illinois Supreme Court Justice Walter V. Schaffer in 1951; rejoined commission in 1952 as trial attorney; in 1957 moved over to Justice Department's antitrust division, rejoined commission again in 1961 as deputy general counsel; named general counsel in 1964; m. Judith Foelak, of New York City, Oct. 14, 1955; children—Peter, 9, and Kathryn, 11; hobbies—golf, skiing.

More about abuse

We have received quite a bit of reaction—all favorable—to our editorial last week suggesting that broadcasters use their own media to counter the unwarranted abuse and criticism coming from pressure groups, politicians and competitive media. Mainly these inquirers wanted to know how we would implement our suggestion that stations, irrespective of competition or affiliation, air several times each day, as they do weather, a summary of "Last Week in Broadcasting," highlighting the outstanding coverage that the public gets for free under our free-enterprise system.

Since we are not program or promotion experts we would prefer to leave implementation to those who have that responsibility—the trade associations, for example. It would not take a lot of money for the National Association of Broadcasters to reorient its public-relations activities to coordinate the project. And certainly the Television Information Office, which promotes prestige programming in the areas of opinion-making and academia could pitch in.

How would "Last Week in Broadcasting" be distributed in timely fashion? We haven't investigated this, but we would wager all the "spotlight" money that networks spend in antibroadcasting daily papers and magazines that the news associations—AP and UPI—would be willing, if not anxious, to move such copy, which would run only a couple of minutes or so, on their "clear" time in the wee hours or Sunday or Monday mornings. Broadcasters are pretty-good, if not the best, customers of the news services which, incidentally, are upgrading their broadcast-news reports.

Why walk into a trap?

Thomas P. F. Hoving, head of the National Citizens Committee for Broadcasting (which is really a misnomer for an organization that is neither "national" nor "for" broadcasting), has asked commercial broadcasters to report to him the amount of money and equipment they have donated to educational television.

On the surface this may seem to be a reasonable request. Certainly the many broadcasters who have contributed time, money, staff and hardware to ETV have no cause to conceal their generosity. But Mr. Hoving's recent record invites no cooperation in any enterprise he cooks up.

It is only logical to speculate that whatever information Mr. Hoving obtains will be corrupted into criticism of the broadcasting system. Any man who formally declares, as Mr. Hoving did a few weeks ago, that the networks and AT&T are conspiring to debase television programming is not to be trusted to use facts with any care.

The place for Mr. Hoving's questionnaire on contributions to educational television is the wastebasket.

Keeping things straight

The American Association of Advertising Agencies has accorded institutional recognition to the recent development of "middlemen" in the buying of spot television. As described elsewhere in this issue, the AAAA has issued to members an outline of services performed by these newcomers and of problems they may create.

The AAAA stops short of telling agencies how to handle middlemen, although it appends to its report a set of instructions issued by Doyle Dane Bernbach for internal use in dealing with middlemen and barter outfits. It may be as-

sumed, however, that agencies will set up controls to make sure they are getting what they pay for when they deal through middlemen.

It seems to us that the stations that deal with middlemen also have a responsibility. As some have recognized, there is a possibility of double billing when a station sells its time to a third party representing the agency of record for an advertiser. That possibility would be minimized if stations submitted duplicates of invoices to middleman and agency.

Post-election

Whatever the outcome of the elections, the broadcasting sector of the nation's economy in the months ahead will be able to determine for itself whether a candidate for the highest public office is as good as his word.

As we reported a month ago (BROADCASTING, Oct. 7) each of the three presidential aspirants has promised a toned-down FCC and less regulation. And each said he had no built-in prejudices against appointment of practical, experienced broadcasters to the FCC.

Events in the closing days of the campaign, waged mainly before TV cameras and radio microphones, seem to belie these airy promises. Some candidates have taken unkind cuts at broadcasters—mainly television. Each in his secret heart, if elected, would want to keep opinion broadcasting as bland as possible during his incumbency.

As always, there have been low blows in political advertising. NBC contended it couldn't "censor" political broadcasts and therefore allowed an obviously bad-taste, if not sadistic, anti-Humphrey spot on the highly rated *Laugh-In* show. Four years ago the shock treatment was in reverse when the Democrats used an anti-Goldwater spot implying his affinity for dropping the bomb.

What all these events point up is the necessity for outright repeal of Section 315. There then would be no worry about the promises of the presidential candidates, or the demands for equal time. Broadcasters would exercise their own editorial judgments, as do the newspapers and magazines. They would be subject to the libel laws and to the inexorable loss of prestige and business if they overextended or plain goofed.



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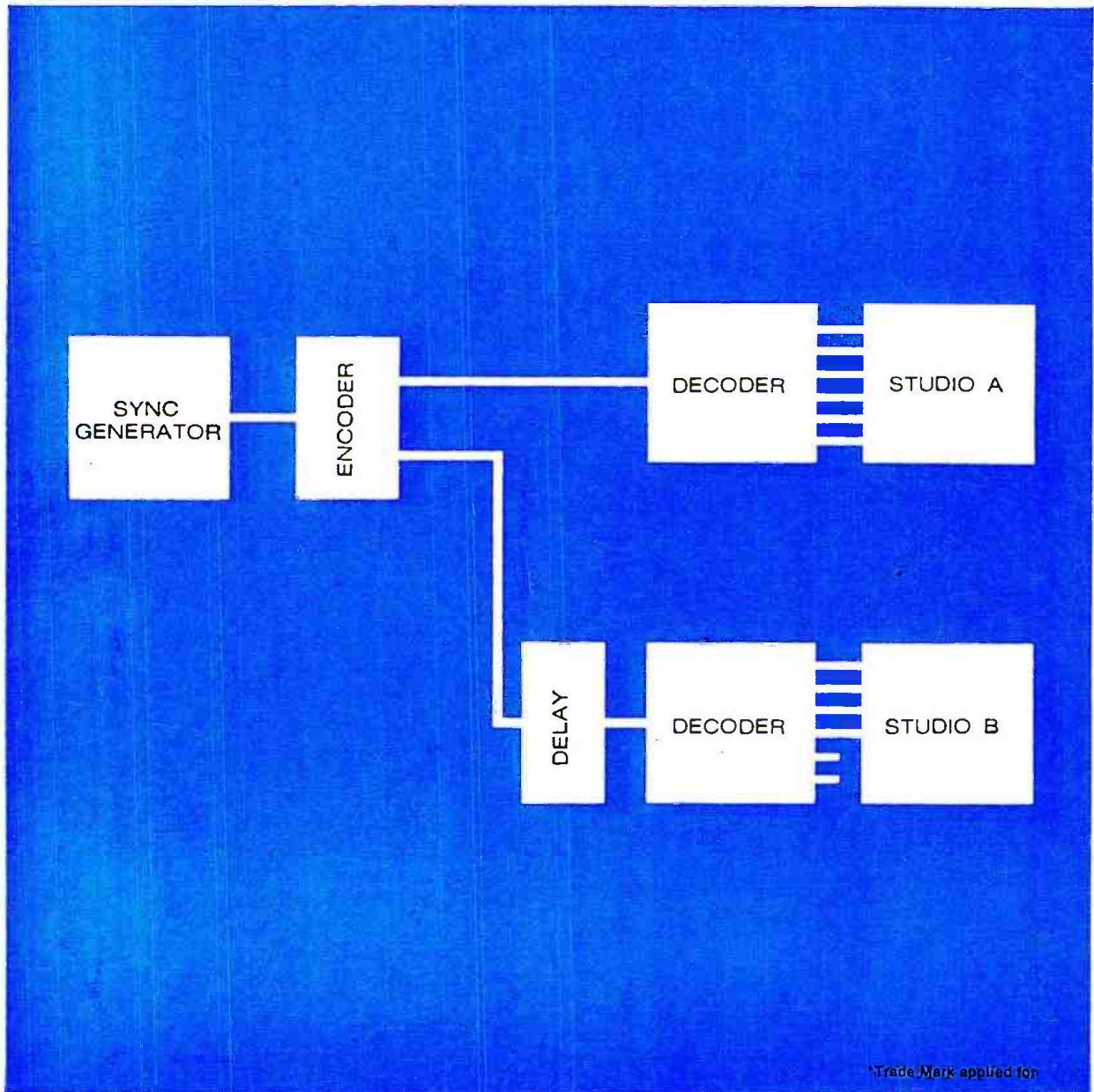
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