



Broadcasting

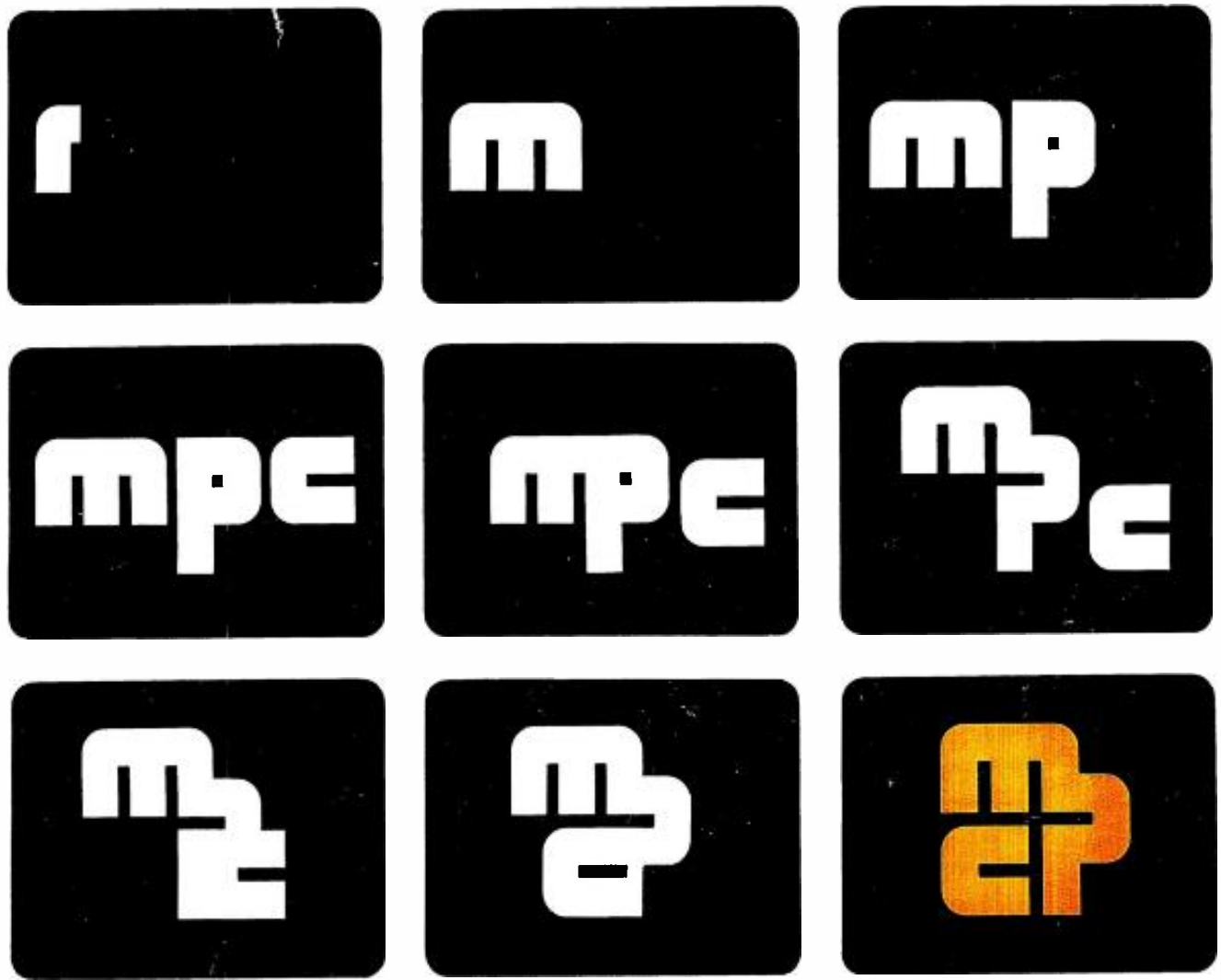
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio-TV billings at top-50 agencies up \$137 million. p23
Appeals court upholds FCC on cigarette fairness. p42
Noncommercial stations told to justify their requests. p47
RTNDA hears responsible journalism, pressing need. p56

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11/25

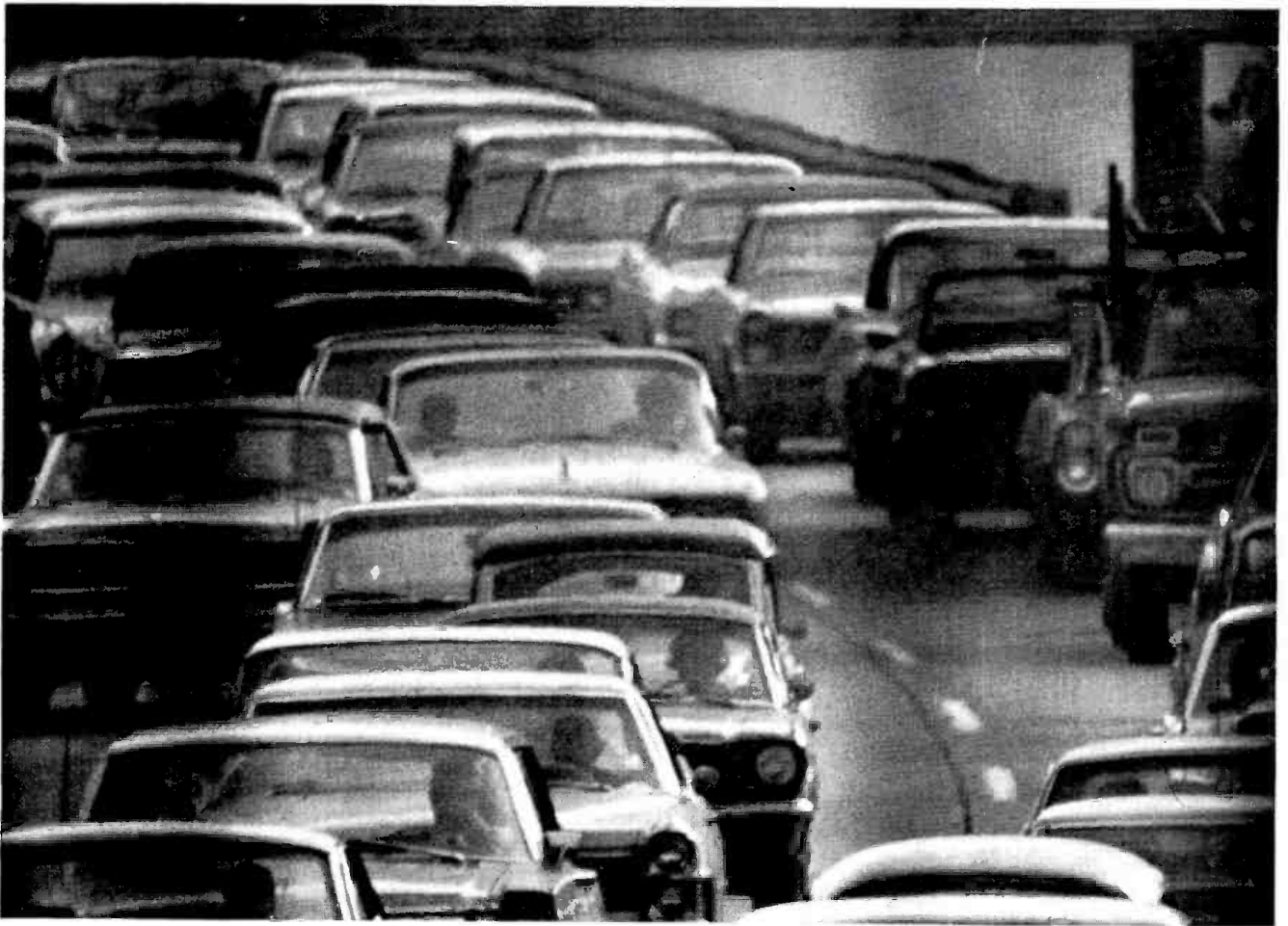
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**METROMEDIA
PRODUCERS
CORPORATION**
**HAS JUST MADE A
NEW MARK FOR ITSELF.**
(MPC, FORMERLY WOLPER PRODUCTIONS, INC.)

Our captive audience:

Michigan's top executives.



Purchasing agents. Factory managers. Buyers. Corporate officers. It's not at all difficult to get their ear. Four of every five top executives are listening to WJR during their average daily one and three-quarter hours driving time.* We're rated No. 1 overall in Detroit in

*A survey of Radio Station preferences and Radio Advertising Awareness among Detroit Automotive Executives by Touche, Ross, Bailey and Smart.

WJR
760 KC 50000 WATTS
DETROIT

both daytime and nighttime.** And our reach extends to neighboring industrial cities like Toledo, Flint, Lansing and Saginaw.

Now, when you really want to sell something to Michigan's top executives, get them as a captive audience. On WJR.

**Cumulative Listening Estimates, ARB Detroit Radio Report, April-May 1968.

A Division of Capital Cities Broadcasting Corporation

Fan Letter.

Dave Ward & Dan Ammerman,
We are putting on a play
in Bonner Elementary. The name
of the play is "The Day New
Amsterdam Became New York."
I am a reporter in the
play, I am playing as Dave
Ward, and my friend Don
Watson is Dan Ammerman.
I would appreciate it if
you would try to make it
to Bonner School, it will be
the first part of November.
I will notify you later.

Your Friend,
Jack Bounds

P.S. Will you please announce
the play over tv.

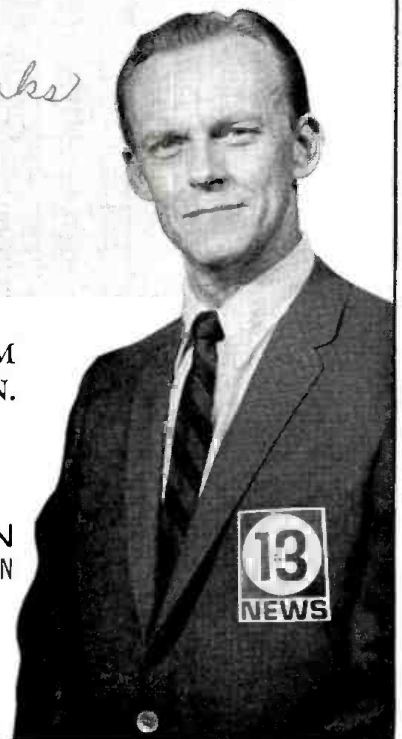
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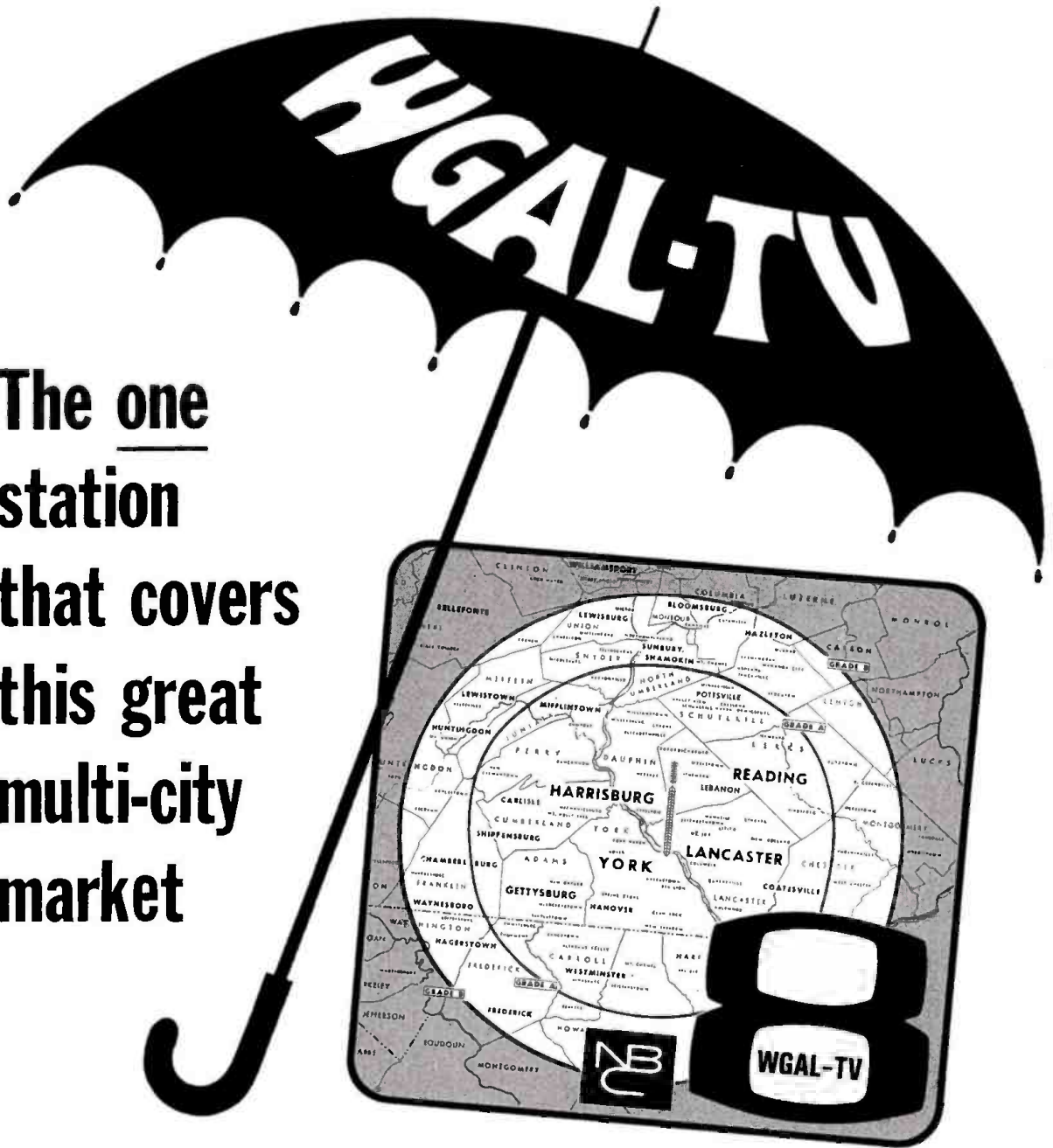
**KTRK-TV's EVENING NEWS TEAM
DAVE WARD and DAN AMMERMAN.**

With Houston audiences they long ago bridged
"The Credibility Gap." It now appears they've conquered
"The Generation Gap" as well.

KTRK-TV HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION



**The one
station
that covers
this great
multi-city
market**



First in LANCASTER, HARRISBURG, YORK, LEBANON, PLUS COUNTLESS OTHER COMMUNITIES. The one television station that delivers this entire market. This all-around leadership is based on public service programming of market-wide interest, together with 36% color penetration*. Big in your selling picture!

*Based on Feb.-March 1966 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
Channel 8
Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M.

New front opens

House Investigations Subcommittee staff is pushing for public hearing on charges of bias and inaccuracy in television news coverage, patterned after panel discussions on fairness doctrine held earlier this year (BROADCASTING, March 11). Panel format, featuring academic critics and industry leaders, would put patina of "high-policy" considerations on enterprise, but main focus can be expected to be on network coverage of Chicago Democratic convention.

Even subcommittee members usually friendly to broadcasters are impressed by reports from subcommittee staff that networks edited tapes of events outside convention hall in way to slant coverage. Ban on live remotes from Chicago streets during convention makes possible review of all outside coverage—aired vs. outtakes. Subcommittee has unbroadcast tapes showing and describing provocations (some obscene in word and gesture) that led to later skull-cracking footage that was broadcast. Clue to seriousness with which some subcommittee members view situation was to be given to annual convention of Radio Television News Directors Association last Saturday (Nov. 23) by Representative Lionel Van Deerlin (D-Calif.) in speech to RTNDA convention (see earlier story, page 56).

Knight in Tucson

Negotiations are underway for sale of Gene Autry's KOLD-AM-TV Tucson, Ariz., to *Detroit Free Press* for about \$4 million. *Free Press* is Knight newspaper. Knight's Akron, Ohio, *Beacon-Journal* holds 45% interest in WAKR-AM-FM-TV Akron which in turn owns WONE-AM-FM Dayton, Ohio, and KBOX-AM-FM Dallas. Other Knight newspapers are in Miami, Charlotte, N. C., and Tallahassee, Fla. Mr. Autry is controlling stockholder in KOOL-AM-FM-TV Phoenix and principal in Golden West group of West Coast stations. Last August 49.9% of Golden West was sold to Signal Cos. for \$25 million (BROADCASTING, Aug. 5).

Czar for airways

It's now learned that one issue holding up completion of report by President's Task Force on Telecommunications is disagreement among members over proposal to create one government authority to allocate all uses of electromagnetic spectrum. Allocations for government and military use are now made by executive-branch director of telecom-

munications management, for private use (including all broadcasting and satellite communications) by FCC. In draft of task force report now making rounds of members, it's recommended that whole allocations job be turned over to new authority created for that purpose.

Lowering the bars

New effort to lift TV code ban on acceptance of personal-products advertising is regarded as sure to be made at winter meeting of National Association of Broadcasters TV Code Review Board next week. Board recommended removal of ban for hemorrhoidal-treatment and feminine-hygiene products once before, but NAB board of directors remanded issue for further study (BROADCASTING, June 24). New code authority director, Stockton Helffrich, is expected to renew effort, and if code board again goes along, question will go back to NAB top board at its January meeting in Puerto Rico.

Way things are going, question of NAB approval may become irrelevant before long, at least for one product. Alberto-Culver's FDS (feminine deodorant spray) commercials, everybody's exhibit-A for ban's removal, were on six stations when NAB boards were first pondering: now they're said to be on at least 60 (under special temporary exemption granted by NAB board). This broadened experience may also be reviewed at code meeting, to be held Dec. 3-4 at La Quinta, Calif. Other likely subjects: review of working of time-standards changes that went into effect in September, violence in programming, growing concern over sex and violence in advertising of theatrical motion pictures.

Insurance policy

Westinghouse's proposed acquisition of MCA involves no transfers of broadcast licenses, but that doesn't mean FCC isn't giving it some thought. Indications are that in renewing licenses of Westinghouse Broadcasting Co.'s California stations, KPX(TV) San Francisco and KFWB Los Angeles, possibly this week, commission will make clear that action is subject to whatever results from yet-to-be-concluded Justice Department investigation of proposed merger. Commission's staff had been prepared to grant license renewals routinely last week, but some commissioners, notably Nicholas Johnson, expressed concern that Congress or Justice might misconstrue unqualified approval

of renewal applications as constituting commission blessing of Westinghouse-MCA deal.

White rock?

Under preliminary consideration is construction of new CBS building on land quietly acquired at rear of present black-marble tower at 51 West 52nd Street in New York. New structure, probably of entirely different exterior design from that of present headquarters, would be at least equal in size to existing building which contains 800,000 square feet. CBS probably would not occupy entire structure, but it needs additional adjacent space to accommodate expanding operations.

Competing data

LNA/Rorabaugh and Broadcast Advertisers Reports are on collision course in supplying quarterly estimates of spot-TV spending—and agencies are reacting to impact even before it occurs. LNA/Rorabaugh has had field to itself, providing quarterly estimates based on figures submitted by stations. But in 1969 BAR plans to add quarterly reports—at no extra cost—to its basic spot-TV service, based on monitoring in top-75 markets (BROADCASTING, Oct. 21), and substantial number of agencies say they will use those and drop LNA/Rorabaugh. BAR project, called BAR-CUME, reportedly gained support from comparison study by Advertising Information Services, independently operated research and reporting company owned by 10 agencies.

Television Bureau of Advertising also subscribes to LNA/Rorabaugh and releases its basic data—and TVB officials say it will continue to. In interest of most complete spot-spending data possible they have repeatedly urged stations—small and large—to cooperate with LNA by submitting reports. Latest appeal was issued during TVB annual meeting in Chicago last week (see page 40).

One down

Credit U. S. appellate-court decision holding FCC's fairness rules unconstitutional for saving broadcasters from one headache that had threatened them in aftermath of Democratic convention coverage. Week after convention Chicago lodge of Fraternal Order of Police said it would file complaint with FCC against network coverage of police action during convention. Now Chicago police have decided not to follow through.

AP VOICEFEATURES Every week AP will present "News Commentary" by Morgan Beatty for your station. And that's only part of our new, fast-paced package of 20 different five-minute tapes that we are ready to send you 52 weeks a year.

Now, if you are an AP member, the important trend to talk and commentary programming is running very much in your favor. With News Commentary by Morgan Beatty leading the way, AP VoiceFeatures will provide you with a sports show, a woman's show, a general feature show. Using AP's world wide facilities and



specialists everywhere in the world, you can bring to your listeners, a world of personalities and experts in every field.

Remember, AP VoiceFeatures means 20 different tapes every week, 52 weeks a year. And that's 1040 different AP VoiceFeature programs per year. (Each feature is five minutes long with 3½ minutes of editorial, and 1½ minutes for commercial time.) Be sure to hear a sample tape and get all the details immediately. Contact your AP Regional Membership Executive, Chief of Bureau, or call Bob Eunson in New York at: **THE ASSOCIATED PRESS**
50 Rockefeller Plaza, New York, N.Y. 10020 PLaza 7-1111.

FOR AP MEMBERS ONLY:



Morgan Beatty: First an AP newsman, then an NBC newscaster and commentator for 25 years. It's great to have him back for us and for you.

Despite sluggish first-quarter total broadcast spending in network, national spot TV-radio by leading 50 agencies exceeds 1967 figure by estimated \$137 million; J. Walter Thompson Co. continues reign as top agency. See . . .

Radio-TV spurt pushes into 1969 . . . 23

Major retailers testify to advertising effectiveness of TV before annual meeting of Television Bureau of Advertising in Chicago. For first time department stores become biggest local buyers of TV, outspending car dealers. See . . .

Rush of retailers to TV . . . 40

Broadcasters, tobacco interests strike out as appellate court holds FCC's ruling that broadcasters must carry anti-smoking messages in significant proportion to air time allotted for cigarette commercials. See . . .

Court backs cigarette fairness . . . 42

Educational broadcasters are warned they're no longer in "girl-scout cookies" league, must justify their use of taxpayers' money, during convention of National Association of Educational Broadcasters. See . . .

Their best friends tell them . . . 47

Radio-Television News Directors Association convention hears parade of government representatives tell broadcasters not to be soap box for the irresponsible, to resist the easy headline, present more balanced coverage. See . . .

Newsmen get plenty of advice . . . 56

Broadcast Music Inc. indicates it's prepared to deal directly with radio stations on new BMI music-license contracts if negotiations with All-Industry Radio Music License Committee do not prove fruitful. See . . .

BMI in 'final' negotiations . . . 66

Trial of Sirhan Sirhan, accused assassin of Robert Kennedy, may be shown on closed-circuit TV to news media covering story, marking first time in California court history judicial proceedings would be televised. See . . .

New twist on trial coverage . . . 69

Canadian Radio-Television Commission begins to make up its mind about foreign ownership in Canadian broadcasting industry; says only Canadian citizens may serve on boards of broadcast corporations. See . . .

Foreign ownership limited by CRTC . . . 70

Desire for even greater professionalism within ranks of promotion men is undercurrent at 13th annual seminar of Broadcasters Promotion Association in Miami Beach as call is heard for small workshop sessions. See . . .

Recasting of promotion's image . . . 71

RCA shows its single-tube color TV camera for closed circuit use. Though camera is now available for use by educators, can it and its under-\$10,000 price tag be far behind for commercial broadcasters? See . . .

RCA's new 1-tube color TV camera . . . 74

Departments

AT DEADLINE	9	OPEN MIKE	18
BROADCAST ADVERTISING	23	PROGRAMING	56
CHANGING HANDS	50	PROMOTION	71
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	14	WEEK'S PROFILE	91
EDITORIALS	92		
EQUIPMENT & ENGINEERING	74		
FATES & FORTUNES	76		
FOCUS ON FINANCE	76		
FOR THE RECORD	78		
INTERNATIONAL	70		
LEAD STORY	23		
THE MEDIA	47		
MONDAY MEMO	21		



Broadcasting

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RKO Radio Reps put on the



spot

by WWTC Minneapolis

WWTC, a major metro market station has switched to RKO Radio Representatives as its national spot salesman. WWTC thus becomes RRR's first "non-family" client on the roster of dynamic stations served by radio's newest sales organization.

With its young, experienced staff, unique service facilities and aggressive dedication to success, RRR is out to give the business to WWTC — but big!

OUR NEW CLIENT

WWTC's exclusive "good music" format hits a high note in qualitative audience rating with the big buying 25-49 group. The station's unusually wide appeal has spiraled it to within a footnote* of the top, and its cost efficiency makes WWTC the most on-target buy in town.

*ARB April/May 1967
April/May 1968



RKO RADIO REPRESENTATIVES INC.

New York • Chicago • San Francisco
Los Angeles • Atlanta • Toronto

OUR "OLD" CLIENTS

WOR AM & FM, New York

KHJ AM & FM, Los Angeles

CKLW AM & FM, Detroit-Windsor

WRKO & WROR, Boston

KFRC & KFMS, San Francisco

WGMS AM & FM, Washington, D. C.

WHBQ AM & FM, Memphis

House group urges stricter ownership limits

Also wants fairness rules established by FCC

Push for tighter station-ownership restrictions is seen by authors of proposed House Investigations Subcommittee draft report as means of shoring up fairness doctrine's basic aims by ensuring multiplicity of broadcast voices should doctrine be toppled by court action.

Subcommittee fairness-doctrine proposals, being circulated among panel membership for comment, would also write personal-attack rules into Communications Act, prod FCC to spell out doctrine in clear rules and amend equal-time section of law.

Recommendations accompanying subcommittee draft report are gathering less than enthusiastic response from subcommittee members. Few are expected to have met Saturday (Nov. 23) deadline for comments, and strong sentiment exists within panel to proceed no further toward issuance of report until all members can meet together to discuss proposals.

Draft proposals, if adopted, would put subcommittee on record favoring permanent revision of Section 315 equal-time law to define "legally qualified candidates." Report doesn't specify how it should be done, but percentage of support in prior election (or by petition), as proposed by Roscoe Barrow—who moderated panel discussions that were precursor of report (BROADCAST-

ING, Nov. 18)—is suggested as possible method of differentiating between "major" and "minor" candidates.

Subcommittee would also call for FCC to conduct definitive rulemaking hearing on entire subject of fairness doctrine, in order to promulgate comprehensive rules clearly defining extent and administration of doctrine.

Another proposal is that personal-attack rules should be removed from fairness doctrine and "definitely established by statute." Notification requirements would be dropped but so would news-program exemptions. Claims for time would only be valid if both derogatory and untrue and limited to 10-minute maximum.

Citing legal uncertainties surrounding personal-attack rules, and, by extension, fairness doctrine as result of pending appellate-court decision now under Supreme Court review, report focuses on concentration of broadcast ownership, citing diversity as handmaiden to fairness.

Proposals suggest FCC ought to come to grips with problem or face unspecified legislative action to ensure diversity of broadcast viewpoints. It's suggested "more realistic basis" for ownership limits would be based on size of audience rather than number of stations.

Attack lottery ruling

New York State Broadcasters Association and Metromedia Inc. filed joint petition Friday (Nov. 22) in U. S. Court of Appeals, New York, as first step in appeal of FCC ruling prohibiting broadcast of lottery information (BROADCASTING, Sept. 30).

NYSBA and group owner contend that FCC's declaratory ruling violates First Amendment. Petitioners reportedly are prepared to take case to U. S. Supreme Court, if necessary.

NGC/WB-7A details set

After three months of negotiations, National General Corp., Los Angeles, and Warner Bros-Seven Arts Ltd., Toronto, announced definitive agreement to complete previously announced merger plan (BROADCASTING, Aug. 19).

Under agreement, National General would purchase assets of WB-7A. Deal, which includes cash, stock exchange and special debenture issue, is estimated as being worth more than \$200 mil-

lion. Seven Arts acquired Warner Bros. in 1967.

Stockholders of both companies must approve merger. Government approval, since National General activities are limited by federal consent decree, also is necessary.

National General operates theaters, publishes books and produces and distributes feature films and TV programs. WB-7A produces and distributes motion pictures and TV programs and records and holds CP for ch. 23 WGTI Philadelphia.

Concurrent with announcement of merger agreement, WB-7A reported net income compared with loss for first fiscal quarter ended Sept. 28:

	1968	1967
Earned per share (loss)	\$0.75	(\$0.13)
Net income (loss)	2,866,000	(478,000)
Net sales	56,003,000	27,371,000

Seek Supreme Court review

Group of Iowa radio-TV stations, newspapers, advertising agencies and retailers, in strategy session in Des

Moines, Iowa Friday (Nov. 22), decided to seek U. S. Supreme Court review of opinion rendered two weeks ago by Iowa Supreme Court that found proposed 3% state tax on advertising to be constitutional (BROADCASTING, Nov. 18). High court opinion had reversed one delivered in district court in February which had ruled tax unconstitutional.

DDB resigns General Foods

Doyle Dane Bernbach is announcing today (Nov. 25) that it is resigning its General Foods accounts. Although company spokesman could give no immediate breakdown of annual billings to the agency, they reportedly amounted to "a few million dollars." Products affected are Dream-Whip, La France, and Gaines Meal. DDB President Joseph Daly said that sale by General Foods of its S.O.S. Division to Miles Laboratories reduced General Foods billings to agency below profitable level, while leaving "a very serious area of conflict. . . ."

EVR demonstration set

Electronic Video Recording (EVR), technique and equipment developed by CBS Laboratories for recording color images in film cartridges and displaying them on home TV screen, will be given first public demonstration Dec. 10 in New York.

Robert E. Brockway, president of new CBS division, said "we will also take this occasion to make several significant announcements concerning [EVR's] future."

When EVR was announced over year ago, its primary use was seen in instructional field, but also seen was long-range potential for home display of wide array of audio-visual materials and perhaps eventual development into TV counterpart of home phonograph (BROADCASTING, Aug. 28, 1967).

In subsequent application of EVR principle, CBS Laboratories developed broadcast EVR (BEVR), hailed as revolutionary breakthrough in low-cost recording and transmission of high-quality color (BROADCASTING, Oct. 23, 1967). Plans for demonstrating BEVR have not been disclosed.

CPB staff shows

Staff of Corp. for Public Broadcasting became known officially for first time at convention of National Association of Educational Broadcasters in Wash-

Week's Headliners



Mr. Sias



Mr. Birsh



Mr. Sullivan



Mr. Myers



Mr. Marker

John B. Sias, president of Metro TV Sales Division of Metromedia, and **Arthur Birsh**, president and publisher of company's *Playbill Magazine*, elected to new positions of group VP's of Metromedia. **John Van Buren Sullivan**, president of Metromedia Radio Division, appointed to new post of VP-corporate relations. **Merrill Myers**, director of public relations for Metromedia, elected VP. **Richard L. Geismas**, VP and treasurer of Metromedia, has resigned ("Closed Circuit," Nov. 18) but will remain with company for several months to complete various projects (see page 52).

Charles E. Claggett, chairman of executive committee, Gardner Advertising Co., St. Louis, retires Dec. 31. Mr. Claggett's 37-year career with agency included posts of president and chief executive officer in 1955 and board chairman in 1959. He continued as chairman and chief executive officer in

1964 when new president was elected, and in 1967 assumed his present position. Mr. Claggett organized Gardner's first radio department in 1934, writing scripts and commercials and creating and producing network radio shows.

Robert S. Marker, executive VP, McCann-Erickson, New York, elected president. **Paul Foley**, chairman and chief executive officer of agency, had also held president's title. Mr. Marker recently moved to New York after serving as manager of McCann-Erickson's Detroit office. He joined Detroit office in 1963 as VP and account supervisor.

James Schiavone, general manager of WWJ-AM-FM-TV Detroit for past seven years, said last week he was "leaving." Other sources said he would be succeeded by **Donald F. DeGroot**, who has been assistant general manager. Mr. Schiavone's departure was unexplained and his plans unannounced.

Edward L. Scarff, executive VP, the Transamerica Corp., elected president, succeeding **John P. Beckett**. Mr. Beckett, elected chairman and chief executive officer. **Horace W. Brower** retires as board chairman and becomes chairman of executive committee. Transamerica, diversified company with interests in insurance, financing and real estate, owns United Artists Corp. and currently has agreement in principle to acquire assets of Metromedia Inc. (BROADCASTING, Oct. 14).

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

ington.

General manager is **Ward B. Chamberlain**, vice president and general counsel of International Executive Service Corp., of which **Frank Pace**, chairman of CPB, is president. Others: former broadcaster **Robert D. Swezey**, secretary-treasurer; **Robert D. B. Carlisle**, program development, former TV director, University of State of New York; **David Stewart**, cultural affairs.

formerly with National Foundation on Arts and Humanities and previously with Joint Council on Educational Television; **William Colihan**, promotion and audience measurement consultant, retired executive vice president, **Young and Rubicam**; **Donld R. Quayle**, interconnection and programs, formerly with Eastern Educational Network, Boston, and **J. C. Dine**, public information, formerly with NBC and CBS.

Sue us, Geller says

Broadcast journalists were invited to fight FCC in court when they have "slightest doubt" that commission is overstepping bounds of freedom of press. Welcoming court reviews was **Henry Geller**, chief counsel for FCC, taking part in panel discussion of fairness doctrine Friday (Nov. 22) at Radio-Television News Directors Association conference in Beverly Hills, Calif. (see page 56).

Mr. Geller, in answer to hypothetical question asked from floor about eventual transmission of facsimile newspapers using wire into home or over-air signals, offered personal opinion that fairness doctrine will be applicable to CATV but will not apply to newspapers coming into home by wire or multiplexing signals. RTNDA counsel **W. Theodore Pierson**, Mr. Geller's adversary in discussion, contended that presence of FCC staff and particularly its general counsel is felt at every broadcast editorial desk in country. He said fairness doctrine is not way to fully inform electorate, but instead "devilish way to keep them uninformed."

As one of concluding pieces of business, RTNDA's freedom of information committee was scheduled to introduce resolution Sunday (Nov. 24) that will cite government encroachment on news coverage, with particular criticism leveled at FCC and such government critics of broadcast journalism as Lieutenant General **Lewis Hershey**, director of Selective Service.

SDX defends broadcasters

Sigma Delta Chi, professional journalism society, last week told government to keep hands off radio and television news. In resolution prepared for expected adoption at session of SDX annual convention Saturday (Nov. 23), society urged President and Congress to "instruct the FCC or any other governmental agency that it shall not consider news content in issuing or renewing licenses to broadcasters."

Resolution called broadcasters "part of the nation's press." It was submitted to convention three days after **Frank Stanton**, CBS president, told convention that threats to broadcast freedom would lead to threats to freedom of entire press (see page 58).

Russell George dies

Funeral services were held Friday (Nov. 22) for **Russell George Busdicker**, 46, vice president and general manager of group broadcaster **Speidel Broadcasters Inc.** Mr. Busdicker died of heart attack last Wednesday. Speidel owns stations in Columbia, Florence, and Charleston, all South Carolina; Savannah, Ga., and Tampa, Fla.

LOOK TO WARNER BROS.-SEVEN ARTS IN THE 1969-70 NETWORK TELEVISION SEASON



"LI'L ABNER"



**THE BOY SCOUTS
OF AMERICA**

Today, at its studios in Burbank, Warner Bros.-Seven Arts is developing "Li'l Abner," a new half-hour prime time network television series, in color, starring Al Capp's internationally celebrated citizens of Dogpatch U.S.A., cartoon favorites of some 80 million fans around the world.

Scouting is recognized as one of the world's greatest forces for building our leaders of tomorrow. And, Warner Bros.-Seven Arts is proud to have been selected by the Boy Scouts of America to produce a significant prime time network color series based on exclusive story material from the files of Scouting and involving our vital and dynamically growing generation.



WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO • LONDON • PARIS
ROME • BARCELONA • LISBON • SYDNEY • TOKYO • MEXICO CITY • NASSAU

(WORLD REPORT)

SIGNIFICANT WORLD NEWS IN DEPTH...
ANALYSIS AND BACKGROUND BY UNITED PRESS
INTERNATIONAL:

THERE SEEMS NO END TO THIS WORLD OF OURS.

A NEW OCEAN HAS BEEN DISCOVERED--CLAIMED,
AS USUAL, BY SPAIN--AND THE DISPATCHES COMING
BACK BY FAST GALLEON INDICATE OUR KNOWN SEAS
ARE BUT A DROP IN THE TANKARD BY COMPARISON.

A FEW WEEKS SHORT OF 21 YEARS AFTER THE
LATE CHRISTOPHER COLUMBUS (KOH-LUM-BUS)
SURPRISED ALMOST EVERYONE IN 1492 WITH HIS
DISCOVERIES, IT APPEARS THERE HAS BEEN AN
EVEN BIGGER FIND. THERE MAY BE MORE TO COME.

KING FERDINAND THE CATHOLIC OF SPAIN
CLAIMS EVERYTHING IN SIGHT AND YET TO APPEAR
AS HIS CONQUISTADORES DRIVE DEEPER INTO THE
NEW WORLD.

(INSERT AUDIO CUT 45)

-0-

THE MAPMAKERS ARE CALLING THE NEW OCEAN
"THE GREAT SOUTH SEA." ITS DISCOVERER--A
CONQUISTADOR NAMED VASCO NUNEZ DE BALBOA
(VAHS'-KOH NOON'-YEHZ DEE BAH-BOH'-UH)
--SAYS THE CALM SEA "LOOKS PACIFIC." THAT
NAME MAY CATCH ON.

THE 38-YEAR-OLD ADVENTURER FROM THE
SMALL-TIME SPANISH NOBILITY WAS LOOKING FOR
GOLD WHEN HE STUMBLED ON THE WORLD SCENE TWO
MONTHS AGO--SEPTEMBER 26TH. HIS FIND WAS AT
THE END OF A 26-DAY MARCH OVER AN ISTHMUS
FROM THE SHORES OF THE CARIBBEAN.

IT'S NOT YET KNOWN WHETHER HE FOUND
TREASURE. THAT ALL-IMPORTANT QUESTION MUST
AWAIT LATER DISPATCHES. ALL BALBOA COULD DO
WHEN HE FOUND THE SEA WAS KNEEL IN PRAYER...
QUICKLY CLAIM IT FOR FERDINAND... AND THEN
GAZE IN AWE.

(INSERT AUDIO CUT 47)

-0-

HE GAVE FERDINAND A POTENT GIFT.

ACKNOWLEDGED AS THE TRICKIEST DIPLOMAT IN
EUROPE--AND ONE OF THE MOST SUCCESSFUL--THE
MONARCH WHO UNIFIED SPAIN AND WON NAPLES HAS
NEW FIELDS TO TAP FOR GOLD AND RAW MATERIAL.

ALREADY, FRANCISCO PIZARRO (FRAHN-SEES'
-KOH PEE-ZAHR'-ROH)--A FREEBOOTER FROM
TRUJILLO (TROO-HEE-YOH), SPAIN--HAS BEGUN
SCOUTING SOUTH ALONG THE COAST OF THE NEW SEA.

THE ENGLISH, PORTUGUESE, DUTCH AND FRENCH
...SEA POWERS ALL... ARE WORRIED. AND THEY
HAVE EYES ON THE NEW FINDS. THIS DISCOVERY
WILL WHET THEIR APPETITES.

BUT FERDINAND PLAYS FINDERS-KEEPERS WITH
THE BEST OF THEM. HIS CONQUISTADORES LOOK
UNBEATABLE...HIS ARMADAS INVINCIBLE. AT
DIPLOMACY; EVEN NICCOLO MACHIAVELLI
(NEE-KOH-LOH MAHK'-YAH-VEHL'-LEE) CREDITS
HIS CUNNING.

(AUDIO CUT 48)

-0-

THIS LATEST FIND ADDS A BIG PIECE TO THE
GEOGRAPHIC PUZZLE OF THE NEW WORLD IF NOT TO
OLD WORLD COFFERS. BUT ALL SIGNS POINT TO
GOLD.

FERDINAND IS HARD-PRESSED. HIS DEAL WITH
FRANCE NINE YEARS AGO TO TAKE OVER NAPLES
COST HIM MILLIONS. AND NO LONGER CAN HE GET
AWAY WITH FINANCING SMALL-TIME EXPEDITIONS...
AS HE AND HIS LATE WIFE ISABELLA DID WITH
COLUMBUS.

NOW EXPLORATION TAKES SOLDIERS, GOVERNORS,
PRIESTS, MAPMAKERS AND CLERKS AS WELL AS
SAILORS TO LOCATE AND DEVELOP NEW REGIONS.
IT TAKES MONEY.

BALBOA REPORTED THAT OF HIS ORIGINAL 190
MEN, HE HAD ONLY 66 LEFT WHEN HE CLIMBED A
HILL AND STARED AT THE WATER OVER A GULF THE
MAPMAKERS HAVE NAMED FOR SAINT MICHAEL. HIS
RUTHLESS DEVOTION TO DUTY WON PRAISE IN
SEVILLE...AND GROANS AT THE COST.

(AUDIO CUT 49)

-0-

BUT COST ASIDE, BALBOA HAS GIVEN ARAGON AND
CASTILE A MIGHTY BOOST. HE IS SPAIN'S FAIR-
HAired BOY TODAY AND HE SHOULD GO FAR...
IF HE KEEPS HIS HEAD ABOUT HIM.

-0-

(YOU HAVE BEEN LISTENING TO AN ANALYSIS OF
WORLD EVENTS FROM THE WIRES OF UNITED PRESS
INTERNATIONAL.)

-0-

EDITORS:

YOU MAY WISH TO INSERT THE FOLLOWING AUDIO
CUTS TO EXPAND THE ABOVE ANALYSIS AND GIVE
IT IMMEDIACY.

45 :38 SEVILLE (FERDINAND) CLAIMING NEW
SEA AND LANDS BORDERING IT.

(X X X MINE, ALL MINE)

47 :30 V/A DISCOVERY SITE. (PETER S.
WILLET W/BALBOA) DESCRIBING SCENE
(X X X SAW SO MUCH WATER IN MY LIFE)

48 :28 FLORENCE, ITALY, (MACHIAVELLI)
DESCRIBES FERDINAND'S DIPLOMACY

(X X X STEAL YOU BLIND)

49 :15 SEVILLE (FERDINAND) COMPLAINING TO
CARDINAL XIMENES (X X X MONEY COMING FROM?)

FC 930ACS





**At sea
about covering
the news?
UPI can discover
it for you.**

Armed only with microphones, typewriters and talent—UPI newsmen are experts at exploring important events and turning them into important news stories.

If you're interested in learning how UPI's conquistadores of the news help 6500 subscribers conquer their audiences, call Wayne Sargent, UPI VP for sales. He'll make sure you get the details at your desk at your convenience.

UPI is at the scene

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



Move it!

Super TV spots have to operate in a super-sales environment. WJXT dominates 100% of the top 25 shows ranked by homes reached,* in the 44-county, \$2 billion North Florida/South Georgia market.

So send us your spots; we'll make 'em super. Food, soap, cigarettes, automobiles or whatever product... move it —fast, on—



*Source: Feb-Mar 1968 ARB • Subject to qualifications therein.

Datebook

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

■Indicates first or revised listing.

November

■Nov. 25—Annual fund-raising party sponsored by New York chapter of *The National Academy of Television Arts and Sciences*. Wednesday's, New York.

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

December

■Dec. 2—Elghth annual recognition and awards luncheon, *The American College of Radio Arts, Crafts, and Sciences*. Conrad Hilton hotel, Chicago.

Dec. 3—Annual fall convention of *Connecticut Broadcasters Association*. Speakers include John M. Bailey, former Democratic national chairman. Park Plaza hotel, New Haven.

Dec. 3—*American Research Bureau* seminar for TV stations on use of ARB reports. St. Louis.

■Dec. 5-6—Special meeting, board of directors, *Association of Maximum Service Telecasters*, Lost Tree club, North Palm Beach, Fla.

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

Dec. 9—Deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Dec. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. San Francisco.

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

■Dec. 13—Celebrity luncheon, New York Television Academy. Speaker: Joan Crawford. El Morocco, New York.

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.

■Dec. 19—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* Cinerama Theater, New York.

January 1969

Jan. 9—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.

Jan. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. Washington.

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. 14—*American Research Bureau* seminar for TV stations on use of ARB reports. Boston.

Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of direc-

tors. Americana hotel, San Juan, P. R.

Jan. 16—*American Research Bureau* seminar for TV stations on use of ARB reports. Detroit.

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

■Jan. 17-19—Annual meeting, board of trustees, *The National Academy of Television Arts and Sciences*. Beverly Hills, Calif.

■Jan. 19-22—Research seminar, *Association of National Advertisers*. Sterling Forest Conference Center, Tuxedo, N. Y.

Jan. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Atlanta.

Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. University of Georgia, Athens.

Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.

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

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

Jan. 27-30—Twenty-sixth *National Religious Broadcasters* annual convention. Mayflower hotel, Washington.

Jan. 28—Deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.

Jan. 28—*American Research Bureau* seminar for TV stations on use of ARB reports. Denver.

Jan. 30—*American Research Bureau* seminar for TV stations on use of ARB reports. Los Angeles.

■Jan. 31—Deadline for receipt of entries in seventh annual Station Award for community service programming, *The National Academy of Television Arts and Sciences*.

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. 7-8—Twenty-first annual radio-television seminar, *Northwest Broadcast News Association*. School of Journalism, University of Minnesota, Minneapolis.

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

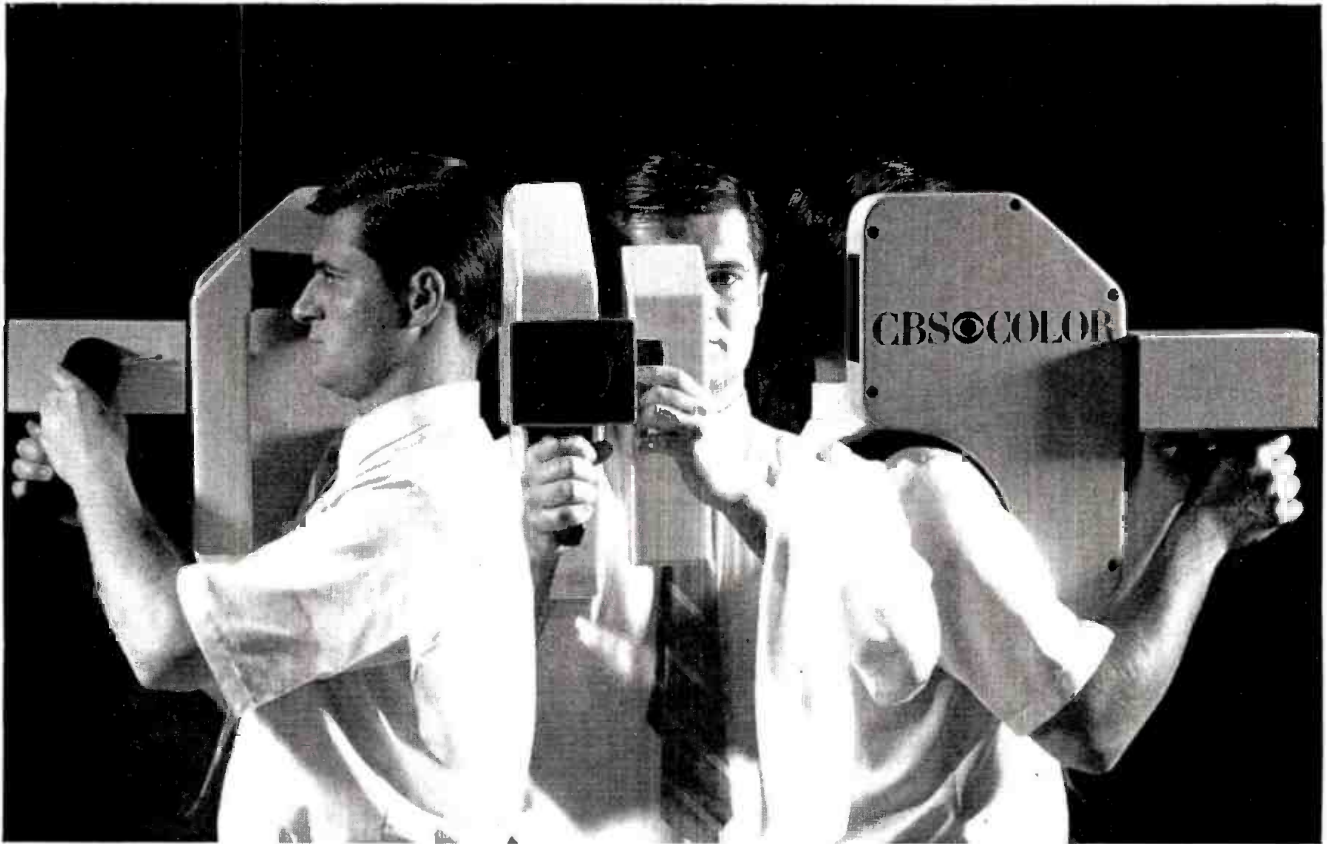
Feb. 14-15—Meeting, board of trustees, educational foundation, *American Women in Radio and Television*. Executive House, Scottsdale, Ariz.

Feb. 17-19—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, *In-*



Minicam VI—a great new innovation that puts the world on the shoulders of a single cameraman!

Our Professional Products give you a better look at the world.

Proud new achievement in Professional Products from CBS Laboratories is the Minicam VI, a remarkable, portable television camera that gives you a closer look at the world. Minicam VI is a camera that can go anywhere: land, sea or air and bring you studio-quality color pictures live right from the scene of action. Captures fast-action sports events and fast-breaking news stories—when they happen. Minicam VI is just one more significant innovation from CBS Laboratories ... the organization which has researched, developed, produced and marketed such advances as the Masking Processor, the Image Enhancer and Mobile Television Vans. Look to CBS Laboratories for tomorrow's electronics today.



Masking Processor electronically corrects color distortion. Gives true color fidelity—automatically—without adding noise to the picture.

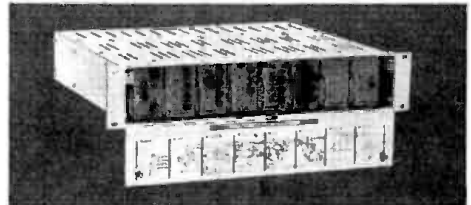


Image Enhancer "rides through" weaknesses and defects in home television receivers. Delivers amazing picture clarity ... both in color and black-and-white.



Mobile Television Vans. Television coverage on the move! Goes anywhere. Sees everything. Takes two cameras or twelve. A van to fit your needs.

CBS LABORATORIES
 Stamford, Connecticut 06905
 A Division of Columbia Broadcasting System, Inc.



"Letter Perfect"

Without overdoing the phrase, some 634,000 North Alabamians say this about WAPI as they listen day by day to the music, wit, controversy, news, sports and special events served by personalities with a flair.

Two of these are presented here . . . attractive, articulate radio professionals responsible for WAPI's key "drive-time" and "housewife" programming.

Charlie Davis
5:30 to 9:00 A.M.

Ron Carney
9:00 A.M. to Noon
3:00 to 6:00 P.M.

Any of the research figures you choose to use point-up their popularity. And, any Henry I. Christal office will enthusiastically tell you why WAPI is "LETTER PERFECT" for your advertising message.



1070 50,000 W

BIRMINGHAM

WAPI radio represented by
Henry I. Christal Company, Inc.

ternational Radio and Television Society. Ed Sullivan will receive 10th annual Gold Medal Award. Waldorf-Astoria hotel, New York.

■March 13-18—Meeting of *National Federation of Advertising Agencies.* Boca Raton hotel, Boca Raton, Fla.

■March 19-22—Western meeting of *Association of National Advertisers.* Hotel Del Coronado, San Diego, Calif.

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

■March 21-23—Spring national convention, *Intercollegiate Broadcasting System.* Washington Hilton hotel, Washington.

March 21-23—Annual convention of *National Association of FM Broadcasters.* Washington Hilton, Washington.

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

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

■March 30-April 3—Annual meeting of *Toilet Goods Association.* Boca Raton hotel, Boca Raton, Fla.

April 1969

April 11—Radio day newsmaker luncheon. *International Radio and Television Society.*

OpenMike

'A case of mistaken identity'

EDITOR: I protest strongly against the lumping together of the barter merchant and the independent media buyer (or broker) as "middlemen" and against the citing of both as joint objects of a public attack by the American Association of Advertising Agencies [BROADCASTING, Nov. 4]. Truly, this is a case of mistaken identity.

Such attacks are directed at (and were apparently provoked by) the operations of the brokers. The purpose, function and operation of the barter organizations is completely different, and I can say that with authority as I have been an integral part of the barter business for many years.

Who are the brokers and what are the targets of attack? How do they

Waldorf-Astoria hotel, New York.

April 13-14—Spring board meeting and broadcasting day. *Florida Association of Broadcasters.* University of Florida, Gainesville.

■April 22—Marketing conference. *Premium Advertising Association of America.* Hotel Americana, New York.

■April 24-25—Annual meeting of *American Association of Advertising Agencies.* The Greenbrier, White Sulphur Springs, W. Va.

April 29-May 2—Twenty-sixth annual national convention. *Alpha Epsilon Rho.* Speakers include Gordon McLendon, President, The McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

April 30-May 4—Eighteenth annual national convention of *American Women in Radio and Television.* Shamrock Hilton, Houston.

May 1969

May 8-10—Spring meeting. *Kansas Association of Radio Broadcasters.* Statler-Hilton inn, Salina.

May 13—Annual meeting and performer's award luncheon. *International Radio and Television Society.* Waldorf-Astoria, New York.

■Indicates first or revised listing.

function?

They claim that they can deliver campaigns to the advertisers at 10% to 20% discounts and, at the same time, pay stations full-card rates, pay full-agency commissions, pay full-station representatives commissions, and still make a profit of at least 10% for themselves. This is mathematically impossible, unless the brokers receive discounts from stations. . . .

If true, how is the miracle performed? Thus far, to my knowledge, the brokers respond to all queries with one answer: "Professionalism." They do not say specifically how they operate, but give the inadequate answer that they do it with more "professionalism" . . .

Are the brokers making the preposterous claim that they have become more professional than the men who

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

Name _____

Position _____

Company _____

Business Address
 Home Address

1 year \$10
 2 years \$17
 3 years \$25

Canada Add \$2 Per Year
Foreign Add \$4 Per Year

1969 Yearbook \$11.50
January Publication

City _____

State _____

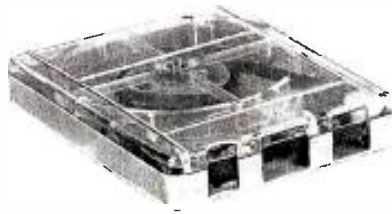
Zip _____

Payment enclosed
 Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address. Including zip code. Please allow two weeks for processing. Mailing labels are addressed one to two issues in advance.

You only get out of a thing



what you put into it.

Our new Criterion series tape cartridge system is the certain, for-sure way to get the best sound into your cartridges, then get it out of them at air time. Here's why:

- Improved tape drive – exclusive 450-rpm 4-pound Hysteresis synchronous positive-speed motor.
- Speed accuracy of 0.2% – direct Capstan drive comparable to finest reel-to-reel machines.
- No tape skewing – exclusive triple tape guide assembly with precision-machined cast aluminum head mounting.
- Positive alignment of tape cartridges and other components – heavy duty machined cast aluminum base.
- Low signal to noise ratios – space-age alloy motor shielding.
- Superb fidelity – solid-state plug-in electronics and fully regulated power supply.

We'll be happy to send you all the technical details on this newest and finest tape cartridge system. Just jot down your name, station and address on this ad and mail it to us.



Basic Criterion series solid-state playback unit and recording amplifier. Available in slide-out rack panel mounting or trimline desk console. Mono or stereo. 1-, 2-, or 3-tone.

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

GATES

Gates Radio Company,
Quincy, Illinois



St. Louis is sold on KTVI



You'll find
your audience here

WOMEN

Dick Cavett..... 9:00 am
Pay Cards..... 10:00 am
What's My Line..... 10:30 am
Charlotte Peters..... 12:00 Noon
Big Money Movie..... 3:00 pm
featuring "Dialing for Dollars"
Combat..... 5:00 pm

WOMEN & MEN

KTVI News Report..... 10:00 pm
News • Weather • Sports
Joey Bishop..... 10:30 pm
The Big Movie..... 8:30 pm Sat.
4:00 pm Sun.

KIDSVILLE

Lone Ranger..... 7:00 am
Fury..... 7:30 am
Romper Room..... 8:00 am



have spent a lifetime in the study of broadcast media at the major agencies?

While some agencies have succumbed to the wooing of the brokers and are doing business with them, most large agencies have slammed their doors against this type of operation.

Barter serves a valuable function to stations and to a certain type of advertiser. Since its inception some 15 years ago, the barter business, representing an investment of millions, has established itself as a reputable part of the advertising industry, fulfilling a role different from, and at the same time, in harmony with the total industry.

Barter organizations supply stations with many of their needs—equipment, merchandise, services, programing, financing, etc.—and sell goods and services to stations at a profit. As part of the reciprocal agreement, they agree to spend the entire proceeds of the transaction with the station, buying commercial time at full published national rates. Stations are not asked to cut their rates.

No traditionally cash advertisers are solicited or accepted as clients by the barter organizations. Rather, they service the smaller advertisers who could not use the broadcast media (or not use them extensively) were it not for the barter organizations.

The well-established barter organizations have functioned successfully for an appreciable time, and their corporate and individual integrity, reputation and financial soundness will bear the closest scrutiny.—Stanley Grayson, executive vice president, Atwood Richards Inc., New York.

The truth in jest

EDITOR: The cartoon by Sidney Harris in your Nov. 11 issue was a beauty. We all know the disappointment of creating results producing advertising that has failed to win advertiser competition.—William A. Musser, general manager, WGBB Freeport, L. I.



Drawn for BROADCASTING by Sidney Harris
"I don't suppose you'd be too interested in knowing that one of our commercials won an award for artistic excellence. . . ."

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Executive and publication headquarters:
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Talshoff, editor and publisher,
Lawrence B. Talshoff, executive VP.

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BUREAUS

New York: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, editorial director; David Berlyn, Rocco Famighetti, senior editors; Walter Troy Spencer, associate editor; Hazel Hardy, Caroline H. Meyer, Linda Miller, staff writers.
Warren W. Middleton, national sales manager; Eleanor R. Manning, institutional sales manager; Greg Masefield, Eastern sales manager; Laura D. Grupinski, advertising assistant.

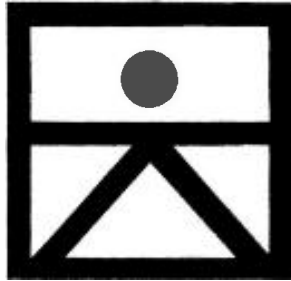
Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, senior editor; David J. Bailey, Midwest sales manager; Rose Adragna, assistant.

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, senior editor; Bill Merritt, Western sales manager.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcasting Advertising® was acquired in 1932. Broadcast Reporter in 1933, Telecast® in 1953 and Television® in 1961. Broadcasting-Television® was introduced in 1946.
*Reg. U.S. Patent Office.

© 1968 by BROADCASTING Publications Inc.

Credit for Creativity



The American Research Bureau is proud to announce a special awards program to recognize outstanding applications of audience research by television stations.

We cordially invite you to submit your effective uses of audience research as entries for an ARB Innovator Award. Any project employing the use of syndicated report data or special audience research from any source may be entered—projects which you may have used as sales presentations, programming improvements, trade or newspaper advertising campaigns, facility decisions, promotion planning, audience building, image improvements, rate card construction or any other purpose.

Your entries will be judged by a panel of industry leaders, and gold, silver and bronze plaques will be awarded based on creativity, originality and effectiveness.

Entry Deadline: February 28, 1969.

For complete information and entry forms on the ARB Innovator Awards program, clip and mail this coupon now!

To: Chairman
ARB Innovator Awards Program
4320 Ammendale Road
Beltsville, Maryland 20705

Yes. We're interested in achieving industry-wide recognition for our creative use of audience research. Please send me complete information and entry forms.

Name _____

Title _____

TV Station Call Letters _____

Street _____

City _____

State, Zip _____

MGM/7 Has the Stars

Susan Hayward
Clark Gable
Shirley MacLaine
Richard Burton
Deborah Kerr
Robert Mitchum
Elizabeth Taylor
Steve McQueen
Debbie Reynolds
Marlon Brando
Elke Sommer
Elvis Presley
Doris Day
Paul Newman
Bette Davis
Rex Harrison
Ann-Margret
Rod Taylor
Ingrid Bergman
Rod Steiger
Julie Christie
Henry Fonda
Jennifer Jones
George Peppard
Inger Stevens
Sidney Poitier
Fred Astaire
Kim Novak



When you have big stars, the audience is always with you. With the new MGM/7 the excitement is there in a dramatic dimension. The big move is to make it big with movies—the kind of opportunity that's now possible with MGM/7.

It's the titles and the stars that make movies great. It's the titles and the stars that make the big MGM/7 look even better.



New York, Chicago, Culver City, Atlanta, Dallas, Toronto



The question of radio for the retailer

I have now handled broadcast advertising in the Los Angeles metropolitan area for slightly more than two years. My employer is Sears.

Sears . . . with more than 816 retail stores nationally . . . 21 of them in Los Angeles and Orange counties. Sears . . . whose sales will exceed \$8 billion this year. Sears . . . which last year spent more than \$140 million for retail advertising. Sears . . . which in two short years has become the largest user of spot radio in Los Angeles. And Sears—according to the Radio Advertising Bureau—the largest user of spot radio nationally.

I think we can say without a shadow of a doubt the print barrier has been broken. And I think we can also say that Sears, the largest retailer in the world, is the one that is and should be responsible.

Broadcast for the retailer has been a spectator sport, and we've had a few retailers watching . . . and waiting . . . and waiting . . . and waiting . . . for Sears to once again drop out of broadcast. Now they're becoming a bit more attentive. Akron stores are giving it a try; the Broadway department stores have asked for and been given a presentation by Radio Advertising Bureau; White Front stores have been in broadcast with varying degrees of intensity. All are regional West Coast establishments.

Yes, the retailer is taking a good close look at broadcast. But radio is not the answer for the retailer. Yes, that's what I said. Radio is not the answer for the retailer.

For the retailer, radio is the question. How do we use it properly? How do we use radio to our best advantage? What type item sells best through the spoken word? How must the approach differ from the written word—at which we are and have been successful for so many years? Should we be humorous? Should we be cute? Should we use institutional spots? Should we be "fender pounders"? What is the proper approach for the retailer in broadcast?

We've tried all approaches and to one degree or another they all work for us. Is there a single correct approach?

Sure, you as members of the broadcast industry come up with answers. The job you're in requires that you come up with answers, but you actually

know nothing about the retail business. You know what sells soap, cigarettes, deodorant, cars and razor blades, but you can't really show the major retail department stores how to sell 15 different items in the same week. All you can do, and all we want you to do, is give us the benefit of your experience. And the best exposure you can possibly get for us on your station.

You are the ones who can keep us in broadcast . . . and thereby gain additional retail department-store customers. And conversely, we are infants in broadcast and can't possibly know the answers.

So what can we do? Work together of course. We know what we want to accomplish and you must come up with the answers. We know that we'll make some bad decisions, and you know that you'll make some bad recommendations. Yet our problem is much the same. If you are to make sales, you must sell to us the schedule that will get sales for us. We aren't the national advertiser who pours money into campaign after campaign in order to maintain or gain fractional percentages of gain in the market. We are a retailer who must show immediate results for our dollar expenditure. We are the retailer that has formed the habit of running an ad one day and expecting results the next. We are the nation's number-one retailer that has reached the decision that we need broadcast, if broadcast is up to the challenge. And we think that you are. It's up to you to prove us right.

Yes, to the retailer broadcast is the question. What stations do we use, and

how do we use them? We need audience . . . the right age group . . . the right economic group . . . the broadcast-oriented group.

Let's take the talk station. Is the talk show where the on-the-air host calls the person he's conversing with a "jerk" and hangs up on him the proper atmosphere for the Sears commercial that follows?

Is the station that airs so many commercials that you forget what show is supposedly being featured the right station and the right show to air our spots?

Is the station that to a great degree reaps ratings from sports shows that are seasonal and which you can't get near for your messages the right one to buy?

Is the station that caters to the "teeny bopper" necessary for product exposure?

Is the station that features a format of news one that we should buy heavily? Do we buy all-news or almost all-news, network or independent?

How many spots do we buy on any given station? Do we need one an hour, do we need 50 a week, do we need to reach our audience one to three times a week or four to seven times a week? Here again we're talking about as many as seven or eight items.

Questions? We have lots of them. Answers? We have a few of them. But we want and need a lot more.

No, radio, at the present time, is not the answer for the retailer. Radio and its proper use by and for the retailer are the question, a question that each and every one of you in the months and years to come will find it to your advantage to help us answer.



Will Quiram is director of broadcast advertising for Sears, Roebuck & Co. in the Los Angeles metropolitan area. Before assuming his present position, Mr. Quiram was assistant advertising manager for print media for Sears. Born in Hillsboro, Tex., Mr. Quiram joined Sears as advertising manager of the department store chain's Stockton, Calif. store in 1945, after his discharge from the military service. He served for five years with the U.S. Army (1940-45), leaving with the rank of first lieutenant.

How to bag over \$385,000,000 in food sales*



“Check Out” with CG and you’ll bring home the bacon in Indiana.

“Check In” with BLAIR today!

*Sales Management, 1968 Survey of Buying Power

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS



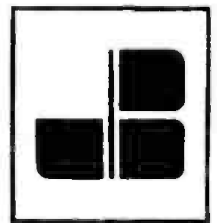
The Communicana Group

WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION

Radio-TV spurt will push on into 1969

Good business in '68's final three quarters will put top-50 agency billings \$137 million over 1967

Despite a sluggish first quarter this year, purchases of broadcast time have bounced back in ensuing periods to move the combined broadcast billings of the top-50 TV-radio agencies into another record-smashing year.

Total broadcast spending in network and national spot TV and radio by the leading 50 agencies exceeded the 1967 figure by an estimated \$137 million, as compared with an increase of \$116.3 million last year over 1966.

The top 10 TV-radio agencies alone invested a combined total of \$1.52 billion in broadcast in 1968, as compared with \$1.45 billion last year.

Though agency spokesmen conceded that TV-radio spending had not spurred as sharply as in pre-1967 years, they noted that the last three quarters of this year were encouraging and said they were confident the impetus would carry over into 1969.

J. Walter Thompson Co., the world's largest advertising agency, continued in the leadership position for the 11th straight year in BROADCASTING's annual compilation of top broadcast agencies.

JWT invested a total of \$248.6 million in TV-radio in 1968, surpassing its 1967 figure by \$18.6 million. Thompson garnered the broadcast perch in 1958 with broadcast billings of \$113.5 million and has maintained its number-one position throughout the years as its TV-radio expenditures more than kept pace with the overall growth of television.

Honors for the largest broadcast increment of the year went to Young & Rubicam, the runner-up agency in TV-radio billings. Y&R, which swelled its broadcast total by \$29.2 million, increased the proportion of its investment vis-a-vis the other media and gained several substantial new accounts during the year.

Another agency that made a sizeable TV-radio billings increase this year was N. W. Ayer & Son, which climbed above its 1967 level by \$21.1 million.

For Ayer, 1968 was a "comeback" year inasmuch as its expenditures had been sliding for several years previously.

Comfortable increases also were registered during 1968 in radio-TV by BBDO, up \$20.5 million over 1967; MacManus, John & Adams, up \$19.2 million and the Erwin Wasey Co., up \$12.3 million.

On the down side of the ledger were Foote, Cone & Belding, which dropped \$14.3 million in TV-radio billing, resulting largely from its loss of the Trans-World Airlines account; Grey Advertising and D'Arcy Advertising, which were off \$13.8 million and \$17 million respectively because of a drop in TV-radio allocations, and Tatham-Laird & Kudner, which reported a \$14 million decline in broadcast.

An analysis of the top-50 estimates shows that 32 reported increases in broadcast billings; 12 decreases; two remained the same and four were not included on the 1967 list. The newcomers to the "charmed circle" this year are Clyne-Maxon, Tracy-Locke, Carl Ally and Knox Reeves.

In 1967 the 50 leading agencies spent \$116.3 million more on broadcast than in 1966, while this year the increase over last year amounted to \$137 million.

The combined network-spot TV billing of the top agencies this year represented a \$124.5 million gain over 1967. But it was spot TV that accounted for the lion's share of the increase.

Network TV figures outpaced 1967's by \$14 million, while spot TV registered a \$110.5 million gain. For spot TV, it was a "turn-around" year inasmuch as 1967's results had declined from 1966 by \$21.8 million.

Total radio billing rose by \$12.5 million over 1967. Network spending by the 50 agencies declined by \$11.9 million, while spot radio jumped by \$24.4 million.

An alphabetical listing of the first 50 broadcast billing agencies follows:

Carl Ally: Combined TV-radio billing \$15.3 million; \$13.9 million in TV (\$6.4 million in network, \$7.5 million in spot); \$1.4 million in radio (all in spot); TV-radio share of over-all billing: 56%.

Carl Ally shot into the top-50 rank of agencies with an 86% leap in TV-radio billings in 1968. Combined TV-radio billings for the year were \$7.1 million higher than 1967. The rise was in TV placements, with network TV up \$3.1 million over 1967 and spot TV up \$4 million. Spot radio rose

These agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	\$248.6 million
. . . Total television billings	J. Walter Thompson	\$226.4 million
. . . TV-network billings	J. Walter Thompson	\$155 million
. . . TV-spot billings	Leo Burnett	\$77.3 million
. . . Total radio billings	BBDO	\$28 million
. . . Radio network billings	Needham, Harper & Steers	\$4.5 million
. . . Radio spot billings	BBDO	\$24 million
. . . Biggest broadcast gain	Young & Rubicam	\$29.2 million

\$20,000.

While Carl Ally lost two major accounts during the year—Whitehall Labs division of American Home Products and Schieffelin—it picked up three new ones: Carter-Wallace, Investors Overseas and Royal Crown Cola-Gatorade. Major network TV clients are IBM, Hertz and Carter-Wallace.

N. W. Ayer & Son: Combined TV-radio billings \$67.1 million; \$60.5 million in television (\$32.3 million in network, \$28.2 million in spot); \$6.6 million in radio (\$2.6 million in network, \$4.0 million in spot); TV-radio share of over-all billings: \$48.6%.

Ayer increased its billings by \$21.2 million in 1968, almost all in spot television. Network television and radio increased slightly and spot radio declined about \$.5 million.

New clients accounting for much of the rise include American Tobacco Co. (Lucky Strike cigarettes) and Alberto-Culver (VO5 hair spray and other products). The Rice Council and the Magazine Advertising Bureau of the Magazine Publishers Association also assigned their accounts to Ayer this year. The Diners Club and Hanes Knitting left the Philadelphia agency during the year.

Other broadcast clients are Sealtest Foods and Bell System Operating Cos. (spot TV), Dr. Scholl foot care products and Du Pont Lucite paint (spot and network TV), Du Pont Teflon and the Insurance Co. of North America (network TV), AT&T (network TV and radio) and Atlantic Richfield (spot TV and radio).

Ted Bates & Co.: Combined TV-radio billings \$154.5 million; \$150 million in television (\$91.3 million in network, \$58.7 million in spot); \$4.5 million in radio (\$400,000 in network, \$4.1 million in spot); TV-radio share of over-all billings: 80.6%.

While Bates picked up Bristol-Myers' Ocean Spray in 1968, the agency lost a major TV account, American Home Products. TV billings are off \$2.6 million from last year, with a healthy increase in network TV offsetting some of the heavy losses in spot.

Radio is up \$3.8 million at Bates, entirely in spot radio.

Active broadcast accounts include American Chicle, Brown & Williamson, Colgate-Palmolive, Continental Baking, Standard Brands, Wilkinson Sword, Canada Dry, International Playtex, Chase Manhattan Bank, Mars, Inc., L. Marx & Co. and Waterman-BIC.

BBDO: Combined TV-radio billings \$167 million; \$139 million in television (\$77 million in network, \$62 million in spot);

\$28 million in radio (\$4 million in network, \$24 million in spot); TV-radio share of over-all billings: 55%.

BBDO added more than \$20 million in broadcast revenue during the year, as the agency acquired a host of accounts, including assignments from Pillsbury and Dow Chemical and Scott Paper Co. plus International Milling, Burger King, Gillette (Techmatic razor) and Vick Chemical. During the year it lost assignments from American Home Products Corp., plus Autolite and Formfit/Rogers.

The vast majority of BBDO's new clients were active in broadcast. Supplementing them were such old-line advertisers as Armstrong Cork, Chevron Oil, Dodge Division of the Chrysler Corp., E. I. Du Pont de Nemours & Co., General Electric Co., Lever Brothers, American Tobacco Co., 3M Co. and F & M Schaefer Brewing Co.

Benton & Bowles: Combined TV-radio billings \$104.25 million; \$100 million in TV (\$60 million in network, \$40 million in spot); \$4.25 million in radio (\$250,000 in network, \$4 million in spot); TV-radio share of over-all billings: 81.58%.

Benton & Bowles' 1968 totals represent a decline of about \$4.5 million in broadcast billings. Network TV dropped about \$15 million, while spot TV rose about \$10 million. Network radio also declined, but spot radio rose about the same amount—\$1 million.

The agency gained about \$4 million in billings, almost all in broadcast, with the addition of S. C. Johnson & Sons Bravo wax, Yardley of London toiletries and Dana Perfumes. It lost around \$11 million, though, with about \$8 million in broadcast, when Squibb-Beech Nut products, Shulton and General Foods' Instant Maxwell House coffee accounts were resigned.

B&B's stationary clients this year include Anderson Clayton, Chemical Bank, General Foods, Norwich Pharmaceutical, Procter & Gamble, Sterling Drug, Texaco Inc., and Vick Chemical.

All of these major broadcast clients use spot TV, and all but three (Chemical Bank, Dana Perfumes and Vick Chemical) use network-TV participations. Texaco launched a new campaign with Jack Benny this year, and was an Olympic Games sponsor on ABC-TV. In addition, General Foods wholly sponsors CBS-TV's *Gomer Pyle* and *Mayberry RFD*, and Procter & Gamble sponsors *The Edge of Night* (daytime), and has participations in *Doris Day*, *Gunsmoke*, *Hawaii Five-O*, *Wild Wild West*, and *Daktari*, and its replacement, *Glen Campbell*, all on CBS.

General Foods and Texaco also advertise on network and spot radio. Other spot radio clients are Anderson

Clayton, Chemical Bank, Procter & Gamble and Sterling Drug.

Leo Burnett Co.: Combined TV-radio billings \$182.8 million; \$171 million in TV (\$93.7 million in network, \$77.3 million in spot); \$11.8 million in radio (\$1.8 million in network, \$10 million in spot); TV-radio share of over-all billings: 74.4%.

Chicago-headquartered Burnett continues to show strong gains in broadcast billings.

Preparing 1968 estimates for this week, though, uncovered an error in 1967's estimate where radio was counted twice in the total instead of once. But despite that adjustment, Burnett still—with \$172.7 million in broadcast—ranked no. 2 in 1967 as reported last year.

Burnett's billings include those of its domestic subsidiary, D. P. Broth & Co., Detroit, which handles Oldsmobile and other General Motors broadcast business.

Burnett accounts using both TV and radio (network and spot) include Campbell Soup, Kellogg, Philip Morris, Pillsbury, Schlitz and United Air Lines. Top TV accounts include Allstate, Green Giant, Keebler, Lewis-Howe, Maytag, Nestle, Union Carbide and Vick Chemical.

Campbell-Mithun: Combined TV-radio billings \$43 million; \$33 million in TV (\$15.4 million in network, \$17.6 million in spot); \$10 million in radio (\$1 million in network, \$9 million in spot); TV-radio share of over-all billings: 58%.

This Minneapolis-headquartered agency picked up new business from Bucyrus-Erie and Uniroyal this year, both broadcast, and dropped some Pillsbury business, but its total billings in TV and radio continue to push upward.

Major TV users, network and/or spot, include Hamm's beer, Toro, Le Choy, A. E. Staley, Dairy Queen, Gold Seal, Land O'Lakes, Ac'cent, Kroger, Wilson meats, West Bend Co., Top Value and National Car Rental.

Users of radio, network and/or spot, include Kroger, Master Lock, Dairy Queen, Hamm's, Northwest Orient Airlines, National Car Rental, West Bend and Top Value.

Carson/Roberts/Inc.: Combined TV-radio billings \$14.5 million; \$14.4 million in TV (\$11 million in network, \$3.4 million in spot); \$100,000 in radio (all in spot); TV-radio share of over-all billings: 69.4%.

Carson/Roberts added \$1.5 million in broadcast billings during the year. Radio billings, however, modest in 1967 with a total of \$1.3 million, fell off to a mere \$100,000. Spot-TV billings also

Top-50 agencies and their 1968 radio-TV billings

(All dollar figures are in millions)

	Combined Broadcast Billing	Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change (\$) From 1967	Agency's Rank in 1967
1. J. Walter Thompson	\$248.6	\$226.4	\$155	\$ 71.4	\$ 22.2	\$2.1	\$20.1	60%	+18.6	1
2. Leo Burnett	182.8	171	93.7	77.3	11.8	1.8	10	74.4%	+10.1	2
3. Young & Rubicam	195.2	174.6	121.8	52.8	20.6	3.4	17.2	57.8%	+29.2	3
4. Ted Bates	154.5	150	91.3	58.7	4.5	.4	4.1	80.6%	+ .2	4
5. BBDO	167	139	77	62	28	4	24	55%	+20.5	5
6. Dancer-Fitzgerald-Sample	125	120	70	50	5	.5	4.5	83%	- 5	6
7. McCann-Erickson	120	100.5	66	34.5	19.5	1.7	17.8	48%	+ 1.86	8
8. Foote, Cone & Belding	112	97	62	35	15	3	12	50%	-14.3	7
9. Doyle Dane Bernbach	108.3	100.3	61.2	39.1	8	.4	7.6	53%	+ 5.5	11
10. William Esty	108	94	63	31	14	2	12	78%	+11	12
11. Benton & Bowles	104.25	100	60	40	4.25	.25	4	81.58%	- 4.75	10
12. Grey Advertising	96.2	87.2	49.2	38	9	.7	8.3	58.8%	-13.8	9
13. Sullivan, Stauffer, Colwell & Bayles	83.9	76.9	46.3	30.6	7	1.5	5.5	78.6%	+ 9.5	14
14. Compton Advertising	79.1	73.7	41.5	32.2	5.4	3.7	1.7	65.9%	+ 2.2	13
15. Ogilvy & Mather	79	69.7	28.3	41.4	9.3	1.5	7.8	58.9%	+ 7.1	15
16. N. W. Ayer	67.1	60.5	32.3	28.2	6.6	2.6	4.0	48.6%	+21.1	20
17. Needham, Harper & Steers	51.4	38	24.2	13.8	13.4	4.5	8.9	63.5%	+ .1	18
18. Lennen & Newell	47.3	40.7	23.9	16.8	6.6	1	5.6	38.4%	- 1.9	19
19. Campbell-Ewald	45.5	36.5	26.5	10	9	5	4	35%	+ 3.8	22
20. D'Arcy Advertising	45	37	17	20	8	.25	7.75	43%	-17	16
21. Cunningham & Walsh	44.4	37.5	19.4	18.1	6.9	1.3	5.6	64.8%	+10.4	25
22. Norman, Craig & Kummel	43.8	40.3	20.4	19.9	3.5	1.2	2.3	70.6%	+ 4.4	24
23. Campbell-Mithun	43	33	15.4	17.6	10	1	9	58%	+ 1.9	23
24. Erwin Wasey	41	40	33	7	1	0	1	82%	+12.3	34
25. MacManus, John & Adams	40.1	26.4	15.5	10.9	13.7	1.3	12.4	40.2%	+19.2	33
26. Kenyon & Eckhardt	38	32	21	11	6	2	4	46%	- 7	21
27. Wells, Rich, Greene	35	33.7	20.3	13.5	1.3	.2	1.1	65%	+ 5	17
28. Post-Keyes-Gardner	33.1	30	19.7	10.3	3.1	.2	2.9	74.5%	+ 1.1	26
29. Jack Tinker & Partners	28.4	28.27	15.67	12.6	.13	.116	.014	75%	- .72	27
30. Tatham-Laird & Kudner	25.8	24.8	15.6	9.2	1	.4	.6	52.7%	- 1.4	28
31. Gardner Advertising	24.9	20	7.8	12.2	4.9	1.2	3.7	49.53%	+ .4	30
32. North Advertising-Gumbinner-North	22.6	21.6	12	9.6	1	-	1	51%	+ .4	31
33. Marschalk	22.2	21.65	4.44	17.21	.55	.4	.15	43%	+ .02	32
34. Clyne-Maxon	21	20	9.5	10.5	1	-	1	60%	-	-
35. Papert, Koenig, Lois	20.7	19.6	7.2	12.4	1.1	-	1.1	67%	- 5.3	29
36. Parkson Advertising	19.5	19.1	19	.1	.4	-	.4	85%	+ 4.5	40
37. Arthur Meyerhoff	17.85	14.25	1	13.25	3.6	.6	3	85%	+ .25	35
38. LaRoche, McCaffrey & McCall	17	16.75	13	3.75	.25	-	.25	44%	+ 2.94	42
39. Knox Reeves	16	15	9	6	1.0	-	1.0	70%	*	*
40. Richard K. Manoff	16	15	8	7	1	.15	.85	80%	-	37
41. Grant	15.96	10.5	2.5	8	5.46	2	3.46	38%	+ 1.9	41
42. Honig-Cooper & Harrington	15.4	12.1	1	11.1	3.3	-	3.3	66%	- .6	36
43. Carl Ally	15.3	13.9	6.4	7.5	1.4	-	1.4	56%	-	-
44. Geyer-Oswald	15.2	13.1	4.1	9	2.1	1.1	1	27%	-	39
45. Carson/Roberts	14.5	14.4	11	3.4	.1	-	.1	69.4%	+ 1.5	43
46. Ketchum, MacLeod & Grove	14.5	12.4	5.2	7.2	2.1	-	2.1	22%	- 1.1	38
47. Clinton Frank	13.95	13.24	5.7	7.54	.71	.015	.695	42%	+ 2.95	46
48. Masius, Wynne-Williams, Street & Finney	12.8	12.1	6.2	5.9	.728	.182	.546	85%	+ 2	47
49. Tracy Locke	12.6	9.4	1.9	7.5	3.2	-	3.2	60%	*	*
50. Warwick & Legler	10.9	9.5	7.7	1.8	1.4	-	1.4	34.1%	+ 1.4	50

* Not listed in 1967 top 50.

** Revised ranking.

were down some \$800,000, with network TV up \$3.5 million.

One account, Universal Pictures, a spot-TV and spot-radio user, resigned. Additional Purex products were added to the client list. Purex uses network and spot TV. Besides Purex, C/R's clients using network and spot TV are Mattel Inc. and Max Factor & Co. Fed Mart, Jantzen and Nalley's all use spot TV. Mission-Pak Co., Fed Mart and Universal Studio Tours use spot radio.

Campbell-Ewald Co.: Combined TV-

radio billings \$45.5 million; \$36.5 million in TV (\$26.5 million in network, \$10 million in spot); \$9 million in radio (\$5 million in network, \$4 million in spot); TV-radio share of over-all billings: 35%.

Detroit-headquartered Campbell-Ewald is pushing upward some in the broadcast billings columns, especially TV, as Chevrolet and other major accounts become more broadcast conscious. Some of the new TV money is coming out of newspapers.

The agency's TV billings increased by

about \$3.3 million this year, a better than 10% increase, while radio increased slightly. The agency's broadcast billings share of total billings has been steady at the 33% level for some time but this year will rise to 35%.

Basic billings in addition to Chevrolet, comes from other General Motors divisions including Delco, United Motors Service and GM Acceptance Corp. Among other accounts are Firestone and Marathon Oil.

Clyne-Maxon Inc.: Combined TV-radio

billings \$21 million; \$20 million in TV (\$9.5 million in network, \$10.5 million in spot); \$1 million in radio (all spot); TV-radio share of over-all billing: 60%.

Clyne-Maxon's billings in the 1967 top-50 list of agencies were included with BBDJ, of which it was a wholly owned subsidiary. Their two-year consolidation ended Jan. 1.

Clyne-Maxon gained seven accounts this year which use television: Dristan Nasal Mist, Primatene Mist, Primatene Tablets, Heet Ointment, General Electric personal care products, Permalux Co. and Arpege Fluff. The agency lost no major accounts during the year.

Compton Advertising: Combined TV-radio billings \$79.1 million; \$73.7 million in television (\$41.5 million in network, \$32.2 million in spot); \$5.4 million in radio (\$3.7 million in network, \$1.7 million in spot); TV-radio share of over-all billings: 65.9%.

Compton posted a gain of \$2 million in broadcast billing over 1967 as its TV-radio share grew slightly. Both TV and radio expenditures showed modest increases over last year.

Heading the list of Compton's broadcast clients was Procter & Gamble, which was heavy in all areas. Other accounts in network TV were Liggett & Myers, New York Life, Norwich, Quaker Oats, Hotpoint Division of General Electric and McGraw Electric. Represented in network and/or spot radio were Schick Safety Razor and P & G.

It's badminton game with agency accounts

Several accounts flew back and forth between agencies last week, and one of the winners was Doyle Dane Bernbach, which found itself handling Quaker Oats adult cereals for the sec-time in its corporate history. DDB had created the advertising for Quaker from 1964 to 1966, when the agency lost the account to La Roche, McCaffrey and McCall. Now Quaker has decided to switch that business back to DDB, and is offering some additional brands from Tatham-Laird & Kudner, as well. DDB ends up with Quaker Oaks, Quaker instant oatmeal, Life cereal, puffed wheat, puffed rice, diet frosted, wheat puffs, rice puffs and shredded wheat.

Quaker, which spent an estimated \$34 million on advertising in 1967, is Chicago-based, and its two other major agencies, Compton Advertising and J. Walter Thompson Co., handle their Quaker accounts out of their Chicago

Cunningham & Walsh: Combined TV-radio billings \$44.4 million; \$37.5 million in TV (\$19.4 million in network, \$18.1 million in spot); \$6.9 million in radio (\$1.3 million in network, \$5.6 million in spot); TV-radio share of over-all billings: 64.8%.

C&W's television billings made substantial gains over last year's estimate of \$27 million. Spot TV pulled ahead of 1967 by \$7.1 million.

New accounts include Black Flag insecticides, Sani-Flush drain cleaner and Snarol pest control, all from American Home Products, Boyle-Midway Division. Also added this year were English Leather and English Leather Lime, men's toiletries from MEM Co.

The agency billed heavily in TV and radio for P&G's Folgers Coffee, Andrew Jergens Co., Sinclair, Geigy Chemical Corp., Sterling Drug, Western Electric, AT&T Yellow Pages, Connecticut General Life Insurance, American Home Products, Jaguar, Sunshine Biscuits, Joseph Schlitz Brewing, and Francis I. DuPont & Co. All have bought spot TV. Western Electric sponsored CBS's instant news specials and Connecticut General sponsored *Who, What, Where, When, Why* and specials on CBS.

Dancer - Fitzgerald - Sample: Combined TV-radio billings \$125 million; \$120 million in TV (\$70 million in network, \$50 million in spot); \$5 million in radio (\$500,000 in network, \$4.5 million in spot); TV-radio share of over-all

billings: 83%. offices. Compton creates advertising for Quaker's children's cereals; JWT is assigned the Aunt Jemima line and Ken-L Ration and Puss 'n Boots, pet foods.

New business also went to the William Esty Co. last week when the Benrus Corp. decided to move its account out of De Garmo, McCaffrey. No official reason for the account switch was offered, but a Benrus spokesman said that new management there was seeking a new image for the company. Ralph B. Peterson, the former president of the International Playtex Corp., became chairman of Benrus last summer, and Victor Kiam II, former president of Sarong Inc., became president. Benrus had been a client of De Garmo McCaffrey since October 1966.

Johnson & Johnson has added to its list of agencies Ketchum, MacLeod & Grove Inc. The New York agency has been appointed to handle the advertising and development of three new products still under wraps from the baby and proprietary division.

billings: 83%.

D-F-S had a \$5 million slip in TV billings for the year, as spot dropped \$10 million from the 1967 level, while network was up \$5 million. Radio billings for the agency remained at last year's level, as did the broadcast share of over-all billings.

D-F-S added broadcast accounts for some extra Frigidaire products to its main Frigidaire client, while losing no major accounts during the course of the year.

Major broadcast clients are Best Foods Division of Corn Products Co., Procter & Gamble, R. J. Reynolds Tobacco, General Mills, Sterling Drugs, Ralston Purina Co. and American Cyanamid.

D'Arcy Advertising: Combined TV-radio billings \$45 million; \$37 million in television (\$17 million in network, \$20 million in spot); \$8 million in radio (\$250,000 in network, \$7.75 million in spot); TV-radio share of over-all billings: 43%.

D'Arcy's broadcast billings for 1968 dropped from its 1967 total, because of an asserted dip in the percentage allocated to TV-radio and a modest drop-off in billings. The agency's major accounts in television were the General Tire & Rubber Co., with its sponsorship of the *American Sportsman* on ABC; Anheuser-Busch, which is represented on the *Jackie Gleason Show* on CBS, and American Oil, McDonald's Corp. and the Royal Crown Co., which bought network-TV participations. These companies also were active in spot TV. Network radio advertisers included American Oil, Anheuser-Busch and Royal Crown, which also were spot radio users.

Doyle Dane Bernbach: Combined TV-radio billings \$108.3 million; \$100.3 million in TV (\$61.2 million in network; \$39.1 million in spot); \$8.0 million in radio (\$400,000 in network; \$7.6 million in spot); TV-radio share of over-all billings: 53%.

Combined TV-radio billings at DDB grew \$5.5 million over 1967. Network-TV billings grew only \$200,000 over the previous year, but DDB placed \$4.1 million more in spot TV. Radio also was up, increasing \$1.2 million. Network radio climbed \$100,000, while spot radio increased \$1.1 million.

DDB lost three major accounts during the year—Parker Pen, Ocean Spray and Gablingers Beer—but gained four: Mead Johnson, Stroh's Beer, Southern California Gas Co. and Sara Lee. Among DDB's largest broadcasting spenders are Avis, American Airlines, Lever Bros., Gillette Safety Razor Co., Monsanto Chemical Co., Polaroid Corp. and Volkswagen. Radio accounts are

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Basic NBC Television Affiliate

1,2,3.

*We'd like to make three points
about NBC's popularity this season.*

1. The season to date NBC the leader. Over the course of the new television season, NBC's prime-time audience is the largest of the three networks. And NBC's lead

among adult viewers is even larger than its over-all margin. (The most popular regularly-scheduled program on the air is "Rowan and Martin's Laugh-In.")

2. The most recent audience estimate NBC the leader. In the two weeks ending November 10, NBC increased its lead.

NBC.

During that period, NBC's average prime-time audience was 6% greater than the second network. (And in each of those two weeks, six of the ten most popular prime-time programs were NBC's.)

3. Election Night NBC the leader.
On Election Night '68 (as on Election Nights

'66, '64, '62 and '60) more television homes were tuned to NBC for accurate, perceptive coverage of the eventful evening than to either of the other networks. NBC's 1968 Election Night audience proved to be 12% larger than the second network's, carrying forward the long-standing tradition of NBC News leadership.

Source: Nielsen Television Index. Season-to-date computed from respective starting dates of each network; Election Night computed from 7-11 pm EST. Audience estimates subject to qualifications available on request.

Lever, General Foods, Polaroid and American Airlines.

Erwin Wasey: Combined TV-radio billings \$41 million; \$40 million in TV (\$33 million in network, \$7 million in spot); \$1 million in radio (all spot); TV-radio share of over-all billings: 82%.

Erwin Wasey's percentage of billings earmarked for broadcast moved up from 70%, or \$28.7 million (revised estimate) in 1967 to 82%, or \$41 million in 1968. In addition to this greater allocation of budget to broadcast, the Los Angeles-based agency, which is an Interpublic subsidiary, gained a big TV-radio account during the year—Gallo wines, which puts 95% of its advertisements in broadcast (about \$3.8 million is estimated). Carnation Co. alone contributed about half of the TV-radio billings. Also traditionally busy in broadcast at Wasey are Gulf Oil and Campana Balm. Its accounts won included California Avocado Advisory Board; Dresser Atlas, division of Dresser Industries; Gulf Coast underwriters and Kirby Building Systems. Lost were American Machine & Foundry; Dresser Industries' Lane-Wells Co., several Houston accounts, Shulton and Warner Bros. cosmetics among others.

William Esty Co.: Combined TV-radio billings \$108 million; \$94 million in TV (\$63 million in network, \$31 million in spot); \$14 million in radio (\$2 million in network, \$12 million in spot); TV-radio share of over-all billings: 78%.

Esty's billings grew during the year in every TV-radio category except network radio, where it remained the same as in 1967. Network TV was up \$6 million, spot TV \$2 million and spot radio \$3 million.

Major network-TV advertisers were Reynolds Tobacco, Union Carbide, Chesebrough-Pond's, Sun Oil Co., National Biscuit Co., Colgate-Palmolive and American Home Products. All the companies also placed spot TV and spot radio. Network radio advertisers include Reynolds Tobacco, Union Carbide, Colgate-Palmolive and American Home Products.

Accounts picked up by Esty during the year included Quiet World, Bronitin, Compound W, Axion, White Satin gin, Nikolai vodka, Wilson whiskey, Hawaiian Punch, My-T-Fine Desserts, Vermont Maid Syrups, Brer Rabbit Molasses and syrups, Apeteasers, Chipsters, Oreo and National Biscuit Co.'s Team Flakes, Snack Cracker Line and Snack Mate.

Foote, Cone & Belding: Combined TV-radio billings \$112 million; \$97 million in TV (\$62 million in network, \$35 million in spot); \$15 million in radio

(\$3 million in network, \$12 million in spot); TV-radio share of over-all billings: over 50%.

The estimated \$18 million Trans World Airlines account, with half in broadcasting, left FC&B this year (BROADCASTING, Aug. 19) along with Purex and the *Chicago Tribune*, and these billings were not compensated for by the addition of Sears, Roebuck & Co., Eastern States Bankcard Association and Sunkist lemons.

FC&B's combined broadcast billings dropped \$14 million from 1967 totals. Television expenditures declined by almost \$17 million (down about \$24 million in network, up \$7 million in spot). Radio, however, showed an increase of about \$2.5 million, mostly in spot.

All of FC&B's major broadcast spenders—Armour, Bristol-Myers, Kimberly Clark, S. C. Johnson, Frito Lay, P. Lorillard, Menley & James and Dole—use network-TV participations, and all but Dole use spot TV. In addition, Frito Lay sponsored a special, *Romp*, on ABC in April. Lorillard and Menley & James also use network and spot radio.

Clinton E. Frank Inc.: Combined TV-radio billings \$13.95 million; \$13.24 million in TV (\$5.7 million in network, \$7.54 million in spot); \$710,000 in radio (\$15,000 in network, \$695,000 in spot); TV-radio share of over-all billings: 42%.

Frank is making gains in both broadcast billings and broadcast share of total billings. This year the Chicago-based agency added \$3.5 million worth of new TV spot business from Motorola and lost just under \$1 million in Norge TV spending.

Other Frank accounts using broadcast media include Conoco, Curtiss candy, Dean foods, Elanco, Kemper, Kohler, Kraft, Meister Brau Beer, O'Brien paint, Reynolds Metals and Toni Co.

Gardner Advertising: Combined TV-radio billings \$24.9 million; \$20 million in TV (\$7.8 million in network, \$12.2 million in spot); \$4.9 million in radio (\$1.2 million in network, \$3.7 million in spot); TV-radio share of over-all billings: 49.53%.

Gardner maintained its pace (up about \$400,000 in broadcast) by virtue of an increased radio-TV share of total billings, from 43.8% in 1967 to nearly 50% this year. In television, the agency shifted its spending pattern; spot received a greater share of the billing dollar than did network, reversing the trends in 1967. Major spot-TV clients include American Tobacco, Ralston Purina, Cessna aircraft, Anheuser Busch, Sunray DX oil, Pet Inc. and Southwestern Bell Telephone. Ralston and Joe Lowe Corp. (popsicles) buy participations in

network TV; American Tobacco, Ralston and Cessna have network sponsorships. Radio clients are Anheuser Busch in both network and spot, Sunray and Southwestern Bell in spot radio.

Geyer-Oswald: Combined TV-radio billings \$15.2 million; \$13.1 million in TV (\$4.1 million in network, \$9 million in spot); \$2.1 million in radio (\$1.1 million in network, \$1 million in spot); TV-radio share of over-all billings: 27%.

Geyer-Oswald's total billings remained stable in 1968, although network TV increased while network radio decreased by \$200,000.

The agency picked up two broadcast clients during the year—the Thunderbird hotel in Las Vegas and the Pontiac Dealers Association of Los Angeles and Orange counties. One broadcast-oriented account, Aunt Jane's Pickles division of the Borden Co., was resigned.

Grant Advertising: Combined TV-radio billings \$15.96 million; \$10.5 million in TV (\$2.5 million in network, \$8 million in spot); \$5.46 million in radio (\$2 million in network, \$3.46 million in spot); TV-radio share of over-all billings: 38%.

Grant continued to run at about the same level of broadcast share of total billings as before as the TV-radio spending inched upward with general growth. Grant is a highly decentralized operation, having offices all over the world. Many regional and local accounts use the broadcast media in areas where available. Dr. Pepper is the best known account in broadcasting.

Grey Advertising: Combined TV-radio billings \$96.2 million; \$87.2 million in television (\$49.2 million in network, \$38 million in spot); \$9 million in radio (\$700,000 in network, \$8.3 million in spot); TV-radio share of over-all billings: 58.8%.

Broadcast billings at Grey declined by almost \$14 million in 1968 from 1967, traceable to a reduction in the TV-radio share to 58.8% from 69% last year. Its over-all billings remained virtually constant.

Larger spenders at Grey during the year were Procter & Gamble, General Foods, Block Drug, Revlon and Celanese, who were active in network TV and spot TV. Other spot TV billings came from City Services and Celanese. Ford was a substantial investor in spot and network radio, and Trans Caribbean Airways was represented in spot radio.

Honig-Cooper & Harrington: Combined TV-radio billings \$15.4 million; \$12.1 million in TV (\$1 million in network, \$11.1 million in spot); \$3.3 million in



Button up the BIG Norfolk-Hampton market with the TV station that's UP & UP & UP!



UP!

6,000 MORE HOMES,
9 AM TO MIDNITE, SUN-SAT

Station "A" DOWN
3,000 same period
Station "T" DOWN
3,000 same period

**WIN with
WVEC-TV**

**VIEWERS
for
WVEC-TV**

**TV
BUYERS
for
WVEC-TV**

UP!

13,000 MORE HOMES,
11-11:30 PM, SUN-SAT

Station "T" DOWN
14,000 same period
Station "A" DOWN
2,000 same period

... LATEST CAMPAIGN
FIGURES SHOW SPOT TV
... ALIVE AND SELLING ...
IN NORFOLK/HAMPTON, VA.
... ON **WVEC-TV**


Audience estimates based on NSI Norfolk, Nov. '67-Mar. '68.
Subject to qualifications available on request.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WVEC-TV

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NORFOLK / HAMPTON, VIRGINIA

abc **13**  **THE
KATZ
AGENCY,
INC.**

radio (all in spot); TV-radio share of over-all billings: 66%.

Radio is the news in 1968 at the San Francisco-based agency. Though over-all billings dropped \$600,000 from 1967, H-C&H's track record in radio improved by \$500,000, the emphasis on spot. Television spending was down \$1.1 million, all of it in spot TV. Its network billings did not change. Biggest drop in broadcast was the share it represents of over-all billings—down from 74% in 1967 to 66% in 1968.

In account movement, Nalley's was gained during the year, and First Charter lost. In network TV: Levi Strauss and Kal Kan Foods buy participations, while Kal Kan also is a program sponsor on NBC and CBS. Concentrating on spot TV and spot radio, in addition to Kal Kan, are United Vintners, C and H Sugar, Foremost Dairies, Blitz-Weinhard, State S & L, Bell Brand Foods, Farmers Insurance, Thrifty Drugs, Douglas Oil. Spot-TV users also include Dep Corp., Clorox and Nalley's. Radio-spot users also include Tanya Hawaii Corp., Coca-Cola of Los Angeles, Levi Strauss.

Kenyon & Eckhardt: Combined TV-radio billings \$38 million; \$32 million in television (\$21 million in network, \$11 million in spot); \$6 million in radio (\$2 million in network, \$4 million in spot); TV-radio share of over-all billings: 46%.

K & E's broadcast billings dipped by \$7 million this year as the agency allocated a smaller share of its expenditures to TV-radio. Its over-all billings remained virtually constant with 1967, as K&E lost Autolite and gained National Biscuit Co. assignments.

Network-TV advertisers were Bee-

cham, Shell Oil, Lincoln-Mercury Division of Ford, Pabst, R. T. French, National Biscuit and Autolite. Spot-TV buyers included Underwood, National Biscuit, Shell, Lincoln-Mercury and Magnavox. Network radio was bought by Shell and Lincoln-Mercury. Spot-radio investors included Quaker State, Shell, Lincoln-Mercury, National Biscuit and Air France.

Ketchum, MacLeod & Grove: Combined TV-radio billings \$14.5 million; \$12.4 million in TV (\$5.2 million in network, \$7.2 million in spot); \$2.1 million in radio (all spot); TV-radio share of over-all billings: 22%.

KM&G's broadcast billings showed a slight decline from the 1967 figure of \$15.6 million. Radio billings accounted for the whole \$1.1-million drop. Television expenditures remained the same, with a slight shift from spot to network.

Clients participating in television were Calgon and Rubbermaid (all network), Stouffers (all spot) and Heinz and Alcoa (network and spot). Radio users were Stouffers and Alcoa. No major broadcast clients were added or lost this year.

Knox Reeves: Combined TV-radio billings \$16 million; \$15 million in TV (\$9 million in network, \$6 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billings: 70%.

Knox Reeves is down close to \$3 million from last year's broadcast billings. This loss is due in large part to the resignation of the agency's Alberto-Culver account, an account that was virtually all broadcast billings.

Major broadcast accounts at Knox

Reeves include General Mills, Grain Belt Breweries and Coleman Co.

LaRoche, McCaffrey & McCall: Combined TV-radio billings \$17 million; \$16.75 million in TV (\$13 million in network, \$3.75 million in spot); \$250,000 in radio (all in spot); TV-radio share of over-all billings: 44%.

LaRoche, McCaffrey, which joined BROADCASTING's top-50 list for the first time last year, continues to grow, primarily on increased TV billings. Network-TV billings were up just under \$3 million over 1967; spot-TV billings climbed \$400,000. Spot-radio billings grew by \$30,000.

Among major network-TV clients are Hartford Insurance Group, North American Philips Co. (Norelco), Charles Pfizer & Co. and Quaker Oats Co.

This year LaRoche, McCaffrey added TV billings for American Cyanamid, American Heritage Publishing, British West Indies Airways, Pacquins' hand cream and lotion divisions of Charles Pfizer, J. P. Stevens and West Virginia Pulp & Paper Co. The agency lost Beech-Nut Life Savers in spot radio and TV, but gained Merck & Co. in spot radio.

Lennen & Newell: Combined TV-radio billings \$47.3 million; \$40.7 million in television (\$23.9 million in network, \$16.8 million in spot); \$6.6 million in radio (\$1 million in network, \$5.6 million in spot); TV-radio share of over-all billings: 38.4%.

Broadcast billings at Lennen & Newell dropped by almost \$2 million from the 1967 level, resulting from a substantial reduction in the TV-radio share. Over-all billings, however, jumped by \$11 million over 1967, helped by the acquisition of Ballantine beer account.

Contributing to the hefty TV billings during 1967 were Colgate-Palmolive, Consolidated Cigar, Corn Products Co., Florida Citrus Commission, Lorillard Corp., Reynolds Metals and Squibb Beech-Nut Inc. Radio investments came from Colgate-Palmolive, Corn Products, Iberia Air Lines, Lorillard, Paramount Corp. and Stokely-Van Camp.

MacManus, John & Adams: Combined TV-radio billings \$40.1 million; \$26.4 million in television (\$15.5 million in network, \$10.9 million in spot); \$13.7 million in radio (\$1.3 million in network, \$12.4 million in spot). TV-radio share of over-all billings: 40.2%.

MJ&A total broadcast billings nearly doubled in 1968 from \$20.9 million in 1967 and the share of the agency's total billings represented by broadcast is also nearly twice last year's 22%. Total TV billings more than doubled, from \$11.5 million in 1967 to this year's \$26.4 million. The agency esti-

New Y&R arm to handle spot sales

The creation by Young & Rubicam of a unit within its media department to handle the buying of all spot television and radio was announced by the agency last week ("Closed Circuit," Nov. 11).

The new group is part of the broadcast section of the media relations division and will supplement rather than replace the existing structure, according to Warren A. Bahr, senior vice president and media director of Young & Rubicam. It will be organized along regional lines, with nine regional supervisors responsible for the placement and evaluation of spot schedules in their respective geographic areas. They will be assisted by 14 additional members of the broadcast section.

Mr. Bahr said the supervisors have

been selected for "their ability as negotiators and their general expertise as buyers." He added that they will buy on a brand-by-brand basis, and their purchases will be subjected to the control and specifications of the responsible media client service groups.

"The complexities of the broadcast business, the accelerating growth of local business and the rapidly changing basis of sales have increased competitive pressures but they have also created unusual opportunities for those who are thoroughly familiar with the market," Mr. Bahr remarked. "Our expanded broadcast buying capacity will enable us to take advantage of these opportunities to offer our clients the best possible service."

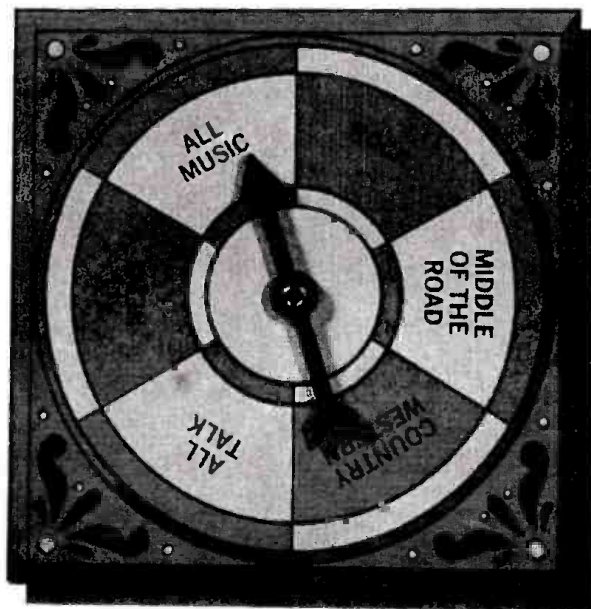
Alan Miller, formerly a media group supervisor, has been promoted to broadcast supervisor. The new unit will report to him.

The “Format Fandango” game.

Throughout the constant change and turmoil of “Fandango” programming in Los Angeles, KPOL maintains its consistent sound and continues to program bright and beautiful music, with just the right amount of important news and provocative commentaries.

KPOL doesn't play the “Format Fandango” game—the game that causes an all-news station to change to all-music, or a rocker to go to all-news or a

middle-of-the-roader to become all-talk . . . programming which completely switches audience appeal. That's one reason why, through all the commotion and promotion, KPOL in the average quarter hour continues to lead all other Los Angeles stations in reaching the big buyers—age 25 to 50—and the greatest number of households with annual incomes of over \$10,000.00*
Viva KPOL radio Los Angeles!



KPOL is represented nationally by Blair Radio. *Pulse, Inc. Los Angeles LQR VI, Jan.—Apr. 1968. All statements are subject to the statistical limitations and qualifications noted in the published report.

mates that from \$3 million to \$4 million of that increase in TV is from a newly acquired Sterling Drug account. In addition, the agency's major television account, Pontiac, significantly increased its use of television. MJ&A lost no major broadcast accounts in 1968.

Richard K. Manoff: Combined TV-radio billings: \$16 million; \$15 million in television (\$8 million in network, \$7 million in spot); \$1 million in radio (\$150,000 in network, \$850,000 in spot); TV-radio share of over-all billings: 80%.

The agency estimates the same radio and TV billings it claimed in 1967, but with a slight shift of emphasis: in both radio and television, network billings decreased, while spot billings increased.

Major broadcast accounts acquired this year include Medi-Quik and Sunburn Cooler, both Lehn & Fink products, 5-Day Laboratories, a division of Associated Products Inc., and the Comstock-Greenwood division of Borden Foods.

Marschalk: Combined TV-radio billings \$22.2 million (estimated); \$21.65 million in TV (\$4.44 million in network, \$17.21 million in spot); \$550,000 in radio (\$400,000 in network, \$150,000 in spot); TV-radio share of over-all billing: 43%.

Marschalk's broadcast billings for the year remained virtually unchanged from 1967, although the broadcast share of over-all agency billings went up slightly as Marschalk lost some print business.

The agency lost no major broadcast accounts during the year. Its only acquisition was the Godiva Chocolate division of Campbell Soup Co. in spot radio. Among its largest broadcast billers are Coca-Cola U.S.A., Coca-Cola Foods Division, Heublin Co., Bristol-Myers, Speidel, and Dutch Boy Paints.

Masius, Wynne-Williams, Street & Finney: Combined TV-radio billings \$12.8 million; \$12.1 million in TV (\$6.2 million in network, \$5.9 million in spot); \$728,000 in radio (\$182,000 in network, \$546,000 in spot); TV-radio share of over-all billings: 85%.

Combined broadcast billings are up \$2 million over last year's \$10.8 million, and broadcast's share of total billings are up 14 percentage points over last year's 71%. Radio is down over \$1 million, all of that in network. Spot radio constitutes 75% of the agency's radio billings in 1968. New accounts this year include Heublin Co. (Harvey's Bristol cream), Weetabix Ltd., Cancer Care Inc. and Mars Ltd.

McCann-Erickson: Combined TV-radio billings \$120 (estimated); \$100.5 million in TV (\$66 million in network,

\$34.5 million in spot); \$19.5 million in radio (\$1.7 million in network, \$17.8 million in spot); TV-radio share of over-all billings: 48%.

Estimates of McCann-Erickson's billings for the year indicate it gained back the slightly less than \$2 million lost in radio-TV during 1967. Most of the increase was in television, with network and spot up about \$1.5 million over the previous year. Broadcast continues to account for almost half of the agency's media billings, and almost all of McCann-Erickson's client losses during the year were in print advertising.

While the agency lost one account billing about \$1 million, Ronson, and gained no major new ones, the year generally was up as many of the regular major clients increased their ad expenditures during 1968.

Among McCann-Erickson's major broadcasting clients are General Motors' Buick, Opel and GMC Truck divisions; Westinghouse Electric; Coca-Cola; Humble Oil Co.; National Biscuit Co., and the International Coffee Promotion Committee.

Arthur Meyerhoff Associates: Combined TV-radio billings \$17.85 million; \$14.25 million in TV (\$1 million in network, \$13.25 million in spot); \$3.6 million in radio (\$600,000 in network, \$3 million in spot); TV-radio share of over-all billings: 85%.

Meyerhoff always has been broadcast-heavy, chiefly with the business of Wrigley gum. There are some slight shifts this year, though, as the broadcast share dropped three points from last year's 88% share and some of the network radio dollars moved over into TV. Fast growing new account which has been a closely guarded radio success story is Miracle White, now a division of Beatrice Foods, and which now is using TV as well as radio. Another Meyerhoff radio-TV user is Brach candy.

Needham, Harper & Steers: Combined TV-radio billings \$51.4 million; \$38 million in TV (\$24.2 million in network, \$13.8 million in spot); \$13.4 million in radio (\$4.5 million in network, \$8.9 million in spot); TV-radio share of over-all billings: 63.5%.

Despite the acquisition of new accounts from Xerox, Campbell Soup, Kimberly-Clark, General Mills, Krueger Beer and Mead Johnson, and no major accounts resigned, TV and radio billings were up only slightly this year over last year's \$51.3 million. And the percentage of total domestic billings represented by broadcast billings is down 1.5%.

A slight shift in emphasis was in evidence this year from network to spot radio at NH&S. 1967 showed an almost even division of network and spot radio

billings. In 1968, NH&S billed \$8.9 million in spot radio and \$4.5 million in network.

Needham's accounts using both TV and radio include Campbell Soup, Household Finance, S. C. Johnson, Kraft Foods, Mead Johnson, State Farm Insurance and Eastman Chemical. Morton Salt is using both network and spot radio while Continental Air Lines is using spot in TV and radio.

Norman, Craig & Kummel: Combined TV-radio billings \$43.8 million; \$40.3 million in TV (\$20.4 million in network, \$19.9 million in spot); \$3.5 million in radio (\$1.2 million in network, \$2.3 million in spot); TV-radio share of over-all billings: 70.6%.

An increase of about \$4.5 million over NC&K's 1967 figures was spread evenly throughout network and spot TV and radio. The agency added the Hartz Mountain products account, which uses spot TV in a spring-summer-fall campaign, and lost Fedders, which spent less than \$200,000 in spot TV.

One of NC&K's major clients, Colgate, uses network and spot participations in both TV and radio, and also sponsors the *Treasure Isle* daytime quiz show on ABC-TV. Other network-and spot-TV and spot-radio users are Chesecrough Ponds, Bristol-Myers, Pharmaco and Chanel. Other clients include Salada (spot TV and radio) and Dow Chemical (spot and network TV).

North Advertising / Gumbinner - North Co.: Combined TV-radio billings \$22.6 million; \$21.6 million in TV (\$12 million in network, \$9.6 million in spot); \$1 million in radio (all in spot); TV-radio share of over-all billings: 51%.

Steady is the way broadcast billings have held this year for North Advertising Inc., Chicago, and Gumbinner-North Co., New York, affiliated companies. North and Gumbinner-North are completely autonomous agencies and there is no corporate linkage one to the other. However, both have common stockholders with equal holdings in each, hence their billings are pooled in this report. North is heavier in broadcasting, however, than the New York firm.

Their accounts that are active in TV include Armour Dial Inc., Thayer Labs and AMF Western Tool. Those using both TV and radio include Toni, Paper Mate, Credit Systems Inc., Midas Inc. and Buick Dealers of Metropolitan Chicago.

Ogilvy & Mather: Combined TV-radio billings \$79 million; 69.7 million in TV (\$28.3 million in network, \$41.4 million in spot); \$9.3 million in radio (\$1.5 million in network, \$7.8 million in spot); TV-radio share of over-all billings: 58.9%.

They just don't make 'em like they used to



Darned right they don't. Especially NSI. In fact, NSI's new package this year includes four distinct improvements in reporting—to further simplify your choice of best buys.

1. For all markets, a newly-formatted and *combined V.I.P.-Target Audience Guide*, to quickly obtain data used most often.
2. Exclusive new *Pre and Post Guide* provides historical data and HUT figures necessary for share and audience projections.
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Nielsen Station Index

a service of A. C. Nielsen Company

Ogilvy's radio-TV billings increased this year by about \$8 million, and over-all billings increased by a much greater figure, for the share of broadcast billings dropped from 72% to 58.9%. Network TV rose by about \$3 million and spot by about \$4 million. Network and spot radio also increased slightly.

Helping these increases were the International Nickel, Consolidated Edison and Hertz International accounts added in 1968. Major broadcast clients leaving the agency were Mead Johnson, Mars Candies and General Dynamics.

Ogilvy's major clients using network and spot TV include Bristol-Myers, Lever Brothers, General Foods, Shell Chemical and Shell Oil. All except Lever Brothers also use spot radio. American Express uses both network and spot radio.

Papert, Koenig, Lois: Combined TV-radio billings \$20.7 million; \$19.6 million in TV (\$7.2 million in network, \$12.4 million in spot); \$1.1 million in radio (all spot); TV-radio share of over-all billings: 67%.

A sharp drop in TV billings, particularly network, reduced PKL's combined TV-radio billings for 1967 by \$5.3 million from the previous year. Network TV was off \$4.3 million; spot was down \$1.1 million.

Spot radio showed a slight gain for the agency, up \$100,000 over 1967.

Accounting for a large amount of the billings decrease was loss of two major television accounts during the year, Xerox and Uniroyal.

PKL continues with extensive television use by other major clients: Procter & Gamble, Warner-Lambert Pharmaceutical Co., National Airlines, Piel's Beer and Cummins Engine Co.

During the year PKL picked up Warner-Lambert's Bromo Seltzer and Corn Huskers lotion accounts and Chesebrough-Ponds' Prince Matchabelli.

Massive ad campaign set by Selchow & Righter

A saturation holiday advertising campaign will begin the first week of December for game manufacturer Selchow & Righter, Bay Short, N. Y.

The "largest television schedule in its history" will include four 60-second and four 30-second black-and-white spots to be shown almost 500 times during a three-week period in major and smaller markets. The commercials will be placed in network and local news programs, movies and talk shows.

Selchow & Righter's campaign, prepared by Warwick & Legler and filmed

Parkson Advertising: Combined TV-radio billings \$19.5 million; \$19.1 million in television (\$19 million in network, \$100,000 in spot); \$400,000 in radio (all in spot); TV-radio share of over-all billings: 85%.

Parkson added \$4.5 million to its broadcast billing this year, although the share of the agency's total billings represented by broadcast dropped from 95% to 85%.

Television accounted for almost all of the increase, although spot TV was reduced from \$500,000 in 1967 to this year's \$100,000.

Parkson's radio billings went from zero last year and are invested entirely in spot.

Parkson's accounts are the J. B. Williams Co. and M. R. Thompson Inc., the manufacturer of Nikoban.

Post-Keyes-Gardner: Combined TV-radio billings \$33.1 million; \$30 million in TV (\$19.7 million in network, \$10.3 million in spot); \$3.1 million in radio (\$200,000 in network, \$2.9 million in spot); TV-radio share of over-all billings: 74.5%.

Another year of small gains in broadcast billings was scored by Chicago-headquartered PKG, due largely to growth of existing clients. PKG work phased out this year on household products of American Cyanamid but the agency is experiencing steady growth with others including testing for Marmont and new products for Toni division of Gillette. Other broadcast accounts included Brown & Williamson, Continental Casualty, Florists Transworld Delivery and General Finance.

Sullivan Stauffer, Colwell & Bayles: Combined TV-radio billings \$83.9 million; \$76.9 million in TV (\$46.3 million in network, \$30.6 million in spot); \$7 million in radio (\$1.5 million in network, \$5.5 million in spot); TV-

radio share of over-all billings: 78.6%.

SSC&B recovered from a slight slump in broadcast billings in 1967 with an increase in 1968 of nearly \$10 million from last year's total of \$74.4 million. TV made the biggest gains, with increased billings distributed rather evenly between spot and network.

The agency's major new accounts this year were Lysol Disinfectant liquid and Lysol Disinfectant spray, both products of Lehn and Fink, and PALS, a Mead Johnson product.

Tatham-Laird & Kudner: Combined TV-radio billings \$25.8 million; \$24.8 million in TV (\$15.6 million in network, \$9.2 million in spot); \$1 million in radio (\$400,000 in network, \$600,000 in spot); TV-radio share of over-all billings: 52.7%.

For the second year this agency dropped slightly in broadcast billings. Among its broadcast accounts are Abbott Labs., Coca-Cola Co. food division (coffees), Drewrys beer, Libby foods, Procter & Gamble, Quaker Oats and Sears Roebuck & Co.

J. Walter Thompson Co.: Combined TV-radio billings \$248.6 million; \$226.4 million in television (\$155 million in network, \$71.4 million in spot); \$22.2 million in radio (\$2.1 million in network, \$20.1 million in spot); TV-radio share of over-all billings: 60%.

J. Walter Thompson maintained its leadership position again in TV-radio billings with a jump of more than \$18 million over 1967. Television grew by almost \$15 million and radio by more than \$3 million.

During the year JWT lost the Hammond Organ Co., Uncle Ben's Inc. and the Squibb Beech-Nut accounts. But these losses were more than offset by its acquisition of Brillo Manufacturing Co., division of Purex Inc.; Mobile Homes Manufacturing Association, and Trailways.

JWT had approximately 50 accounts buying TV-radio during the year. Among those which were billing in all areas of TV-radio were Chesebrough-Pond's, Eastman Kodak Co., Ford Division of Ford Motor Co., the Singer Co., Liggett & Myers Tobacco Co. and Miles Laboratories. Among its active TV accounts were Alberto-Culver, American Gas Association, R. J. Reynolds and Warner-Lambert Pharmaceutical Co. Adding to its radio billings were Associated Brewing, First National City Bank and the Mentholatum Co.

Jack Tinker & Partners: Combined TV-radio billings \$28.4 million (estimated); \$28.27 million in TV (\$15.67 million in network, \$12.6 million in spot); \$130,000 in radio (\$116,000 in net-



by Rose-Magwood Productions Inc., both New York, will be exclusively in television except for a transit card campaign in New York.

How does “The Sixth Hour News” get so much news?



Stubbornness.

A television news program that covers New York City needs many resources.

It needs material ones, like cameras and microphones.

It needs the human ones, like judgment and experience—and stubbornness.

Consider the problems of covering New York City's six-month-long school crisis, for example.

The personalities involved—often angry. The crowds—sometimes on the edge of violence. The scene: shifting from City Hall to the Board of Education to Ocean Hill-Brownsville and a dozen other locations.

To penetrate the maze of statements, meetings and confrontations and come up with a clear, balanced account of such a story—and to continue to press officials for answers—requires a rare kind of tenacity.

The evidence that WNBC-TV's Sixth Hour News staff has this tenacity has never been more clear than during the school crisis. The firsthand reporting of Gabe Pressman and his colleagues in the field has added up to broadcasting's most complete portrait of an emotionally-charged, hard-to-cover issue.

Yet a school crisis is only one of the many stories Sixth Hour News

anchorman Lew Wood will be coordinating on any given night—along with sports (by Kyle Rote) and weather (by Dr. Frank Field).

Covering it all requires a round-the-clock operation involving a staff of 77 people. Executive producer Ray Hasson refers to them as “seventy-seven stubborn men who believe in accuracy, style and meaning.” He adds, “They’ll go right through a brick wall if that’s what it takes to get a story.”

We believe it. Compared to covering present-day New York, what’s a brick wall?



News leadership: another reason viewers depend on the NBC Owned Television Stations

WNBC-TV, NEW YORK | WRC-TV, WASHINGTON, D.C. | WKYC-TV, CLEVELAND | WMAQ-TV, CHICAGO | KNBC, LOS ANGELES

10-year track record of 1968's top 10 agencies

Radio-TV billings in millions. Figures in parentheses () indicate rank.

Agency	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959
JWT	\$248.6 (1)	\$230 (1)	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)
Y&R	195.2 (2)	166 (3)	162.8 (3)	146 (2)	128.8 (2)	127.1 (2)	115 (2)	95.7 (4)	106 (2)	102.5 (3)
Burnett	182.8 (3)	*172.7 (2)	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)
BBDO	167 (4)	146.5 (5)	179 (2)	132.2 (4)	123.3 (3)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)	88 (5)
Bates	154.5 (5)	154.3 (4)	144 (5)	143 (3)	126.3 (3)	113.84 (3)	115 (2)	117.5 (2)	105 (3)	95 (4)
D-F-S	125 (6)	130 (6)	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)
M-E	120 (7)	118.14 (8)	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)
FC&B	112 (8)	126.3 (7)	114 (8)	103.8 (7)	88.19 (9)	70.89 (11)	57.3 (13)	51.5 (13)	46 (13)	40.3 (14)
DDBJ	108.3 (9)	102.8 (11)	9 (10)	59 (15)	32 (25)	21.4 (27)	16.3 (29)	11.3 (38)	13.4 (33)	9.75 (37)
Esty	108 (10)	97 (12)	9 (12)	92 (10)	83.6 (10)	76 (10)	72 (8)	60 (10)	56.25 (10)	41.5 (13)

* 1967 Total Revised

† Includes billing of McCann-Marschalk before 1962.

work, \$14,000 in spot); TV-radio share of over-all billing: 75%.

Although Tinker lost an estimated \$10 million in billings during the year, several factors combined to hold the estimated overall loss for the year to just under \$750,000. Major loss was Miles Onc-a-Day Vitamins (nearly \$6.5 million in TV) last Jan. 1. There were other lesser losses such as Tootsie Rolls, but announcements of most other resignations came within recent months and do not materially affect the year's billings.

Ad expenditures by existing clients were up and Tinker picked up two new accounts, Carnation's Slender and Lancer's Wine. Losses also were partially offset by agency's handling of Nelson Rockefeller political account, although much of its was in print. Alka-Seltzer and Toni Co. continue to be among Tinker's heaviest broadcast billers.

Tracy-Locke: Combined TV-radio billings \$12.6 million; \$9.4 million in television (\$1.9 million in network, \$7.5 million in spot); \$3.2 million in radio (all in spot); TV-radio share of over-all billings: 60%.

Tracy-Locke neither added nor resigned any major broadcast accounts in 1968. Billings increases are attributed to stepped-up use of broadcast by established clients. Most of the Dallas-based agency's accounts are regional. This is the first year Tracy-Locke has qualified for BROADCASTING's annual top-50 agencies listing.

Warwick & Legler: Combined TV-radio billings \$10.9 million: \$9.5 million in TV (\$7.7 million in network, \$1.8 million in spot); \$1.4 million in radio (all spot); TV-radio share of over-all billings: 34.1%.

Broadcast billings rose by \$1.4 million during 1968, with the largest increase appearing in spot TV. Radio billings were down slightly.

Warwick & Legler added Selchow & Righter and Dorothy Gray, both TV users; and resigned Mail Pouch Tobacco, a spot-radio advertiser, and Indial

Heal Hosiery, a spot-TV advertiser.

Major broadcast clients include U. S. Time (Timex watches), which sponsored 12 specials on NBC-TV this year, Economics Laboratory (Electrosol) and Pharmaco (Feen-A-Mint, Chooz), both spot-TV users, Beck's beer on spot radio, and the Bank of Commerce, which launched its first television campaign this year on New York stations during baseball games.

Wells, Rich, Greene: Combined TV-radio billings \$35 million (estimated); \$33.7 million in TV (\$20.3 million in network, \$13.5 million in spot); \$1.3 million in radio (\$.2 million in network, \$1.1 million in spot); TV-radio share of over-all billings: 65%.

Wells, Rich, Greene, is estimated to be up \$5 million over revised estimates of 1967 broadcast billings, with much of the new billings going into spot TV. A shuffle of clients resulted in the loss of one major broadcast account, Braniff, and the acquisition of another major broadcast account, TWA. Other new accounts in 1968 were P & G's Gleem and new assignments from Hunt-Wesson.

Young & Rubicam: Combined TV-radio billings \$195.2 million; \$174.6 million in television (\$121.8 million in network, \$52.8 million in spot); \$20.6 million in radio (\$3.4 million in network, \$17.2 million in spot); TV-radio share of over-all billings: 57.8%.

During 1968 Young & Rubicam's broadcast billings rose by almost \$30 million as its TV-radio share increased and its roster of accounts was swelled by the addition of Squibb Beech-Nut (confectionaries), General Dynamics Corp., Gallo Thunderbird wines and Ruppert Beer (Knickerbocker). It lost Yardley of London, *Life* magazine and Keebler during 1968.

Heading its list of broadcast-oriented accounts were General Foods and Chrysler Corp., which were active in all areas of television and radio.

Other important TV-radio business

came from Eastern Air Lines, Union Carbide and Gulf Oil Corp.

The other side of group-rep issue

Targets of SRA attack decay it as effort to head off competition

Metromedia Inc., Storer Broadcasting Co. and Golden West Broadcasters have told the FCC that Station Representatives Association Inc. is in the wrong forum in asking the commission to designate for hearing the license-renewal applications of stations that they own in California. They asked the commission to dismiss the petitions.

SRA filed its petitions as part of an effort to oust group owners from representing stations other than their own.

And this end, Metromedia, Storer and Golden West said in separate pleadings last week, should be sought in a general rulemaking, since it affects the entire broadcast industry, not only the stations involved in SRA's petitions.

The broadcasters also accused SRA of an abuse of the commission's licensing process. They said SRA recognizes that the proper approach to its goal is a rulemaking, Storer noted that SRA said in its petitions that it would soon file "an appropriate petition for rulemaking with the commission." Consequently, Metromedia said, SRA's petitions have been filed "for the purpose of securing leverage against competitors. . . ."

Metromedia said SRA's aim is not to serve the public interest but "to carve out a government-sanctioned hunting preserve where its members can engage in predatory practices while remaining free from official oversight."

Storer, Metromedia and Golden West were not the only ones to attack SRA's motives last week. RKO Radio

Representatives, RKO General Inc.'s house representation firm, denounced SRA's petitions as "self-serving" in announcing the first signing of a non-RKO station as a client (see page 46).

SRA filed one petition against the license-renewal applications of Metro-media's KNEW Oakland; KSAN(FM) and KNEW-TV, both San Francisco; and KLAC, KMET(FM) and KTTV(TV), all Los Angeles. The second petition was directed at Storer's KGBS and Golden West's KMPC, both Los Angeles.

In both, SRA alleged violations of the commission's multiple ownership rules. It cited the action of Metro-media's rep firm, Metro Media Sales, in dropping representation of Metro-media's KNEW-TV and contracting to represent KTVU(TV) Oakland-San Francisco, owned by group owner Cox Broadcasting Corp. The second petition bears on the fact that Storer and Golden West, collectively, control Major Market Radio, a firm that represents Golden West's KMPC.

SRA said both situations constitute violations of the commission's duopoly rule, since each results in an entity having "indirect control" over two stations in the same service in the same market.

SRA also said the joint control of MMR exercised by Storer and Golden West constitutes a violation of the commission's ceiling on ownership, since the two licensees own, collectively, 13 AM broadcast licensees, six more than the maximum permitted.

Metro-media, Storer and Golden West sought to ridicule those arguments. If SRA is correct in equating national sales representation with "control" for purposes of the commission's

multiple-ownership rules, Storer said, "no rep firm could be allowed more than seven station clients in any one service, and none of those could have overlapping contours." Metro-media said each of SRA's member rep firms "has exposed its clients to serious violations of [the multiple-ownership] rules."

The Metro-media filing contains a name familiar to the commission—that of former Commissioner Lee Loevinger. He is counsel to the Washington law firm of Hogan & Hartson which, with Metro-media's house counsel, Thomas J. Dougherty, is representing the licensee in the proceeding.

Treleaven to handle ads for GOP candidates

Harry Treleaven, who was creative supervisor of President-elect Richard Nixon's advertising campaign, has turned his attention to the development of his own company, Allison/Treleaven Inc. The new consulting firm, which officially opened for business a year ago but which is still operating out of Mr. Treleaven's New York apartment, will devote itself exclusively to campaign management and advertising. The company will accept only Republican clients.

Mr. Treleaven, whose specialty is broadcast advertising, has teamed up with Jim Allison, whose specialty is campaign management, having been campaign manager for Senator-elect Ed Gurney of Florida in the recent campaign. Senator-elect Gurney was Allison-Treleaven's first candidate-client.

Mr. Treleaven produced all the Nix-

on-Agnew spots for Fuller & Smith & Ross. Prior to that he worked at J. Walter Thompson Co. for 19 years, primarily on the Ford account.

RAB gets new chairman, okays record budget

The board of directors of the Radio Advertising Bureau approved a record budget for 1969 of \$1,360,000 during its annual meeting in Phoenix last week.

The board elected Roger W. Clipp of Broadcast Management Inc., Ardmore, Pa., as chairman for 1969. Other officials chosen were A. Louis Read, WDSU New Orleans, chairman of the executive committee, and George Comte, WTMJ Milwaukee, chairman of the finance committee. The retiring board chairman was Lester A. Smith, KJR Seattle.

The board also approved continued expansion of RAB's selling activities and urged RAB to move in the direction of expanded sales training seminars and other courses designed to "contribute to the professionalism of radio salesmen, sales managers and managers."

In his annual report to the board, RAB President Miles David described the bureau's intensified selling activities; its "Operation 5200" project of presentations to 100 advertisers a week, and the progress made in persuading retail advertisers to use radio.

New members of the RAB board are Sam Cook Digges, CBS Radio; Charles Gates, WGN Chicago; Larry Israel, Post-Newsweek Stations; Daren F. McGavren, McGavren-Guild-PGW; Richard W. Monahan, WAVZ New Haven, Conn. and WTRY Albany, N. Y.; Robert R. Pauley, Mutual.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Nov. 10, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 10	Total dollars [week ended Nov. 10	1968 total minutes	1968 total dollars
	Week ended Nov. 10	Cume Jan. 1 - Nov. 10	Week ended Nov. 10	Cume Jan. 1 - Nov. 10	Week ended Nov. 10	Cume Jan. 1 - Nov. 10				
Monday-Friday Sign-on-10 a.m.	\$ 100.3	\$ 246.1	\$ 176.0	\$ 3,953.1	\$ 360.1	\$ 15,067.4	126	\$ 636.4	3,468	\$ 19,266.6
Monday-Friday 10 a.m.-6 p.m.	1,533.9	53,704.4	2,866.9	123,243.5	2,277.9	101,478.8	957	6,678.7	40,133	278,426.7
Saturday-Sunday Sign-on-6 p.m.	1,611.6	48,378.6	2,287.5	48,019.8	860.2	29,248.0	322	4,759.3	11,661	125,646.4
Monday-Saturday 6 p.m.-7:30 p.m.	312.9	16,112.9	849.1	25,535.1	1,048.6	26,608.3	103	2,210.6	4,125	68,256.3
Sunday 6 p.m.-7:30 p.m.	70.8	5,198.6	459.7	9,620.3	351.9	8,388.9	24	882.4	943	23,267.8
Monday-Sunday 7:30-11 p.m.	5,302.3	213,695.6	6,589.3	261,533.6	7,041.5	263,481.4	434	18,933.1	19,951	738,710.6
Monday-Sunday 11 p.m.-Sign-off	439.1	16,133.3	753.6	5,980.3	795.3	20,619.9	157	1,988.0	3,627	42,733.5
Total	\$9,370.9	\$353,469.5	\$13,982.1	\$477,945.7	\$12,735.5	\$464,892.7	2,123	\$36,088.5	83,908	\$1,296,307.9

A rush of retailers to TV

Upsurge in department-store use of medium is dominant subject at TVB annual meeting

Major retailers rose last week to testify to the advertising effectiveness of television, which one described as "the most stupendous communications tool ever devised, this side of a kiss."

They delivered their testimonials at an annual meeting of the Television Bureau of Advertising—which used the occasion to announce that department stores in September became the biggest local buyers of television advertising, outpacing for the first time the automobile dealers that had previously been the number-one local source.

It was Lee B. Templeton, vice president, Federated Stores, who called television stupendous and who added: "Somehow it would seem that we ought to be able to do each other a great deal of good." The exuberant applause that followed Mr. Templeton's peroration was buoyed by some hard facts that translated directly to dollars and cents for broadcasters and retailers alike.

The facts were provided by George Huntington, TVB executive vice president, who detailed the dramatic growth of retail and department-store use of local television. But Mr. Templeton, who noted that most Federated stores this year "plan increases in television exposure from 50% to 250% over last year—and last year showed the same sort of increase over 1966," set the stage for much of the TVB session last week as other retailing leaders related their experiences in the use of the medium.

The landmark announcement of merchandisers topping auto dealers came as Norman E. (Pete) Cash, TVB president, cited Broadcast Advertiser

reports for a week of September, showing department stores with over 8,000 commercials on television in the standard 75 measured markets.

In his second major announcement concerning retail use of local television, Mr. Cash reported that F. W. Woolworth Co. will expand its TV activity to 40 markets throughout the country ("Closed Circuit," Oct. 28).

The Woolworth move comes after successful tests this year in four major markets, he said, and the initial drive will involve about \$1.5 million for exposure 21 weeks out of the 52. The campaign begins in January, will be in color on tape and film and will feature various merchandise in minute spots. Agency is Frank B. Sawdon Inc.

"At present we are pleased with the efficiency and performance of the medium," W. R. Harris, Woolworth's vice president of sales and advertising, told the TVB. "If the medium continues to perform for us as successfully in the future, we have high hopes for further expansion to other markets," he said.

Woolworth's TV test started in March in Philadelphia. Later it was expanded to include Cleveland, Denver and New York.

"Years of work by a great many people were rewarded when September figures showed department stores as local television's new number-one advertiser category," Mr. Cash said. "We have all looked forward to the day when department stores would take their rightful place in television and I predict that today is just a start," he said.

"It is significant that this local TV

breakthrough be announced at a TVB annual meeting," Mr. Cash continued. "At TVB's first annual meeting in 1955 we announced that national advertiser investment in television had passed that in either magazines or newspapers."

The growth of department-store use of TV "is a tribute to the retailer's continued desire to keep up with his TV-viewing customer and the patience and persistence of the television salesman," Mr. Cash said, pointing also to the rapid rise in the use of TV by Sears Roebuck & Co.

"We have in Sears a leader in the use of local TV, the local equivalent of Procter & Gamble on the national TV scale," Mr. Cash said. "The sales and profit pictures of both these companies will show the wisdom of their choice of the same medium: television."

Federated's Mr. Templeton cited some specific attributes of the television medium in his talk: "Its unique ability to involve the customer emotionally; its ability to convey ideas by something close to free association—except that you can guide the association; its quality of being totally contemporary; its ability to be intrusive, and its ability to capture the emotional essence of the product we are talking about."

The retail giant's executive mentioned these qualities in emphasizing the necessity for TV stations to help retailers come to an understanding of the true nature of advertising, particularly TV. He said stations must ask "hard" questions of the retailer who wants to use TV to help the education process. The stations also must be sure the retailer is using the medium correctly, he said.

Pointing out that newspaper retail lineage grew on the small store's \$300 ad, Mr. Templeton cautioned stations against accepting the store's \$300 for TV when they know the medium demands a much greater minimum investment and a much longer (52 weeks, he said, not "in and out") commitment to be effective.

Mr. Templeton called upon stations to help the department store to learn how to buy time profitably and to target the audience for the product. "Because of their strong grounding in newspaper advertising," he explained, "stores don't often make precise media decisions—placement decisions, specifically. The options aren't available in the newspaper and therefore the decisions don't have to be made. You buy everything when you buy the paper. Stores have no history of matching a dollar to audience."

Mr. Templeton also called upon stations to be prepared "to recognize us as agencies. Many of our stores will, sooner or later, take over the whole agency function: timebuying, schedul-



The retailer who sees TV in the department store future in big budget figures is Lee Templeton (c), vice president, Federated Stores, talking

with TVB President Norman E. (Pete) Cash (l) and TVB Director Jack McGrew, KPRC-TV Houston, at last week's TVB annual meeting.

ing, management of production," just as they do now in newspapers.

The 15% agency commission? "When and as a store does function as the agency it should get the commission," Mr. Templeton continued. "This would be no more than an offset against the retail line rate available in the newspapers we're used to dealing with," he said.

The Federated official said he expects stations to help the department store in production too, and the best way to help "is to refrain from volunteering to produce commercials." The local station has become too rusty in local production expertise, he claimed, compared to 15 years ago. The help would be in finding other production sources.

Concerning many retailers' beliefs that the unit cost of making a TV commercial is high compared to the cost of producing a print page, Mr. Templeton said it really isn't so. Retailers usually forget the overhead of their big print-production staffs when they compute the costs of a print ad, he explained, and thus they are alarmed when it is included on a unit basis in the bill for each TV spot as it must be.

Stations too must help the department store in the area of research, he said. This would involve more pre-testing of a commercial rather than post-testing, he said. He also noted retailers have a bad habit of demanding instant sales results from TV, something they never have asked of newspapers.

Mr. Templeton suggested that to provide all this help stations "will have to develop retail experts, a guy who really doesn't exist at this moment. But as you get more and more of our dollars you are going to have to develop him as an industry institution."

"Spectacular" is the only way another retail leader could describe the success of the new local retail TV program for Arrow shirts. George Hill, manager of retail marketing services for Cluett-Peabody, also had high praise for the combined selling abilities of TV stations, the TVB and the HF/TV division of Alderman Studios.

HF/TV made 15 color spots for Arrow and helped TVB and station salesmen contact key retail accounts on the Arrow list, which totals nearly 10,000 accounts. Mr. Hill predicted heavy local use of the spots for the Christmas season.

Nelson A. Bryant, public relations representative for the consumer products division of du Pont, told of details of new syndicated hour color sports-show programs offered by his firm on a trade-out basis with stations. Du Pont, however, he said, is giving extra help to stations in obtaining local retail sponsors through an enlarged and more coordinated program with its accounts.

Mr. Bryant said du Pont traditionally has allotted 20% to 25% to local retailers for advertising but in nine cases out of 10 the money went to newspapers. Du Pont believes in media mix, he said, hence its new and expanded sales promotion plan to assist stations in converting retailers to TV. Du Pont products involved are Lucite paints, Zerex antifreeze, Right brand fabric softener and a new cream car wax called Rally.

The dramatic growth of retail and department-store use of local television was outlined by TVB's Mr. Huntington who pointed to Sears Roebuck & Co. as front-runner, accounting for more than a third of all department store spots in the September measured week.

Mr. Huntington also predicted that total local TV business for the year 1968 will increase "at least 15%." The third quarter TVB time-sales questionnaire, he added, "shows a whopping 22% increase in local alongside a healthy 17% increase in spot" for that period.

The TVB official said almost everyone is aware of Sears's "two network one-shotters on CBS and NBC and a scatter buy on ABC." But less evident and just as important, he said, is that "their local activity in the last two months in number of TV ads, number of markets and number of commercials per market broke all records."

In September, Mr. Huntington reported, Sears ran 3,173 announcements in the Broadcast Advertisers Reports' measured week. "That's an all-time high and two-and-one-half times more spots than a year ago," he said.

In the number of markets used, he continued, Sears "broke their all-time record in August with 69 of the 75 BAR markets reporting activity. Perhaps the most significant point is right here: In September, an all-time high in number of announcements per week

per market, the average Sears store used 47 spots per week."

Recalling the traditional lead of automobile dealers as the top local advertising category until last September, Mr. Huntington noted for example that department stores in 1964 ranked third for the September measured week with 2,800 spots against the 5,500 spots of auto dealers. In 1965 there was no change in the ranking, but in 1966, he related, department stores moved up to second place.

"In 1967," he continued, "auto dealer activity dropped back when car sales slowed down, but they remained our best customer. Department stores hit 4,540, a strong increase at a time when our economy slowed."

Last September, Mr. Huntington said, department stores became "the largest single local client for stations, almost doubling their activity of a year ago. This despite the fact that auto dealers also showed a big increase in activity."

Department stores realize that in the future years "young women are the group they must reach, influence and sell," Mr. Huntington said, and a new study for TVB by Bruskin on adult media habits show that television gets to 81% of young women in a single day. "Take any one of 11 different breakouts among women and that figure ties with middle-income women as the highest percentage among all groups. The time-spent-with-TV figure is two-and-one-half hours and no group comes near it."

The study also showed only 61% of young women (18 to 24) read in an average day, and when they do read only 23 minutes. "the bottom of the scale." Among young women who both watch TV and read newspapers, he said, the study showed "one of every three are television exclusives—they haven't read a newspaper that day."

Mr. Huntington gave these figures for special category growth in the use of local TV:

Furniture stores—25.4% more commercials in the past three years; up another 25% for the first six months of 1968.

Carpet stores—100% more commercials since 1965; up another 11% so far this year.

Appliance stores—34.4% more since 1965; up another 31% this year.

Clothing stores—55.4% increase in three years; 28% increase up to June this year. "If ever a category was influenced by young people, this is it."

Builders and real estate—down 16.3% since 1965. "But they are beginning to move: 16% ahead so far this year."

Commercial banks—local TV's number-four category, 23.1% increase in three years; up another 9% this year.

Kearney heads TVB board

Donald Kearney, Corinthian Broadcasting, New York, last week was elected chairman of the Television Bureau of Advertising. He succeeds Charles Brakefield, WREC-TV Memphis, who becomes chairman ex officio.

Three new directors were elected to the TVB board: Albert J. Gillen, Poole Broadcasting Group (WPRI-TV Providence, R. I., WJRT-TV Flint, Mich.); Lew Van Nostrand, WMT Stations, and James Conley, Meredith Broadcasting. They succeed George Hartford, WTOP-TV Washington; Jack McGrew, KPRC-TV Houston, and Joseph P. Dougherty, Capital Cities Broadcasting. Guy Main, WCIA-TV Champaign, Ill., was elected TVB secretary and Alexander Dannenbaum Jr., Westinghouse Broadcasting Co., was re-elected treasurer.

How TV business has come back

Strong advances counted in 1968, but TVB plans no letup in its selling

Television business is moving up again on all fronts, especially in spot and local billings. This was the word given 255 station owners and managers last week in Chicago at the 14th annual meeting of the Television Bureau of Advertising. It was a record attendance.

TVB estimates that network television in 1968 will be up 3% over last year while spot television will increase by 10% and local TV by 15%. The gains in 1968 are in contrast to the general sluggishness of 1967.

Local television will pass the half-billion-dollar mark this year, spot will for the first time pass the \$1-billion

level and network TV will be at \$1.5 billion in advertiser investments," the session was told by Norman E. (Pete) Cash, TVB president.

The rise in local volume, and retailers' awakening interest in television, were major topics of the meeting (see page 40).

TVB members voted a \$1.5-million budget for 1969, up \$100,000, and approved continuation of long-range research projects already underway. Sales clinics in 20 cities in 1969 were approved.

To help capitalize even further on the spurt of new retail business, TVB late Thursday announced it will begin a special school at its New York headquarters to train small-agency personnel in the basics of television advertising, especially retail.

TVB's research advisory committee reported that its surveys of local-station audiences and their demographics and other data have dispelled two advertiser myths: that small markets are

less efficient than big markets; that network prime buys are more efficient than a spot schedule in the same prime periods.

Other trends reported were the continuing move toward the use of 30's in the spot field. Shared 60's are now up to 50% of network activity.

Another key research project of the committee, TVB was told, was continuing work with local-market rating services to improve accuracy of homes-using-television data. It was pointed out that the fall-off in these figures recently under systems using the diary technique may be traced to lax diary habits as the meter-measured data in New York has disclosed. New York has both techniques in use.

TVB's sales advisory committee reported progress in cooperative selling efforts with station representatives and progress with the "SOS" (systems of spot) project to simplify the paper work in TV business procedures. SOS is part of an ultimate plan to comput-

D.C. court backs cigarette fairness

Question now is whether FCC's position will be tested by the Supreme Court

The FCC's contested ruling that broadcasters must carry antismoking messages to combat cigarette commercials was upheld by a federal court last week—and there's evidence that it may be taken to the U. S. Supreme Court as the third test of the commission's fairness doctrine or the FCC's right to regulate broadcast content.

The U. S. Court of Appeals in Washington upheld the commission's controversial cigarette ruling in an extensive, 39-page decision, containing 88 footnotes, written by Chief Judge David L. Bazelon, joined by Circuit Judge E. Skelly Wright.

Senior Circuit Judge Wilbur K. Miller dissented, without, however, issuing a written opinion.

Judge Bazelon rejected all the arguments advanced by broadcasters and tobacco interests. He held that the decision does not contravene the First Amendment, that it is not precluded by the 1965 Cigarette Labeling Act and that the FCC has the authority to regulate program content.

The case began in 1966 when John F. Banzhaf III asked WCBS-TV New York to grant him time to reply to cigarette advertising. WCBS-TV refused; Mr. Banzhaf complained to the FCC which, in 1967, told WCBS-TV that the

issue of cigarette smoking and health is a controversial public issue and invokes the fairness doctrine. It instructed WCBS-TV and by extension all broadcasters to provide a significant amount of time for anticigarette smoking announcements.

It affirmed this ruling later in the year in response to petitions for reconsideration from broadcasters holding additionally that its ruling was required in the public interest. Later it also held that broadcasters were under no obligation to provide time for cigarette companies to rebut the health warning announcements.

The attack on the commission's decision was brought by WTRF-TV Wheeling, W. Va., and the National Association of Broadcasters, joined by the networks and broadcast groups and stations, as well as the Tobacco Institute and leading cigarette manufacturers.

One of the four appeals, however, was brought by Mr. Banzhaf who charged that the commission should have required equal time to combat cigarette advertising. Judge Bazelon rejected this claim on the ground the FCC had discretion in the matter. Judge Miller concurred in this section of the appeal. Mr. Banzhaf, it's under-

stood, has vowed to take the case to the Supreme Court.

Although he agrees that some of the First Amendment differentials previously said to have applied to broadcasting no longer obtain (no shortage of frequencies, more broadcast stations than newspapers), Judge Bazelon feels there may still be a "meaningful distinction" between newspapers and broadcasting.

Not only do the print media include journals, pamphlets, leaflets and circular letters "which are available to those without technical skills or deep pockets," but, he added, written messages must be read and this requires an affirmative act.

Broadcasting, however, is all-pervasive, he feels. "It is difficult," he said, "to calculate the subliminal impact of this pervasive propaganda, which may be heard even if not listened to, but it may reasonably be thought greater than the impact of the written word."

In the First Amendment context, he said, the cigarette ruling does not ban any speech. Also, he added, "promoting the sale of a product is not ordinarily associated with any of the interests the First Amendment seeks to protect."

A principal First Amendment policy,

erize the buying and selling functions.

Larry Carino, WJBK-TV Detroit, described how effectively the pooling of monthly billing figures by TV stations there has worked out and urged the plan be adopted nationally to enable TVB to more efficiently gauge business trends. Each station gives its figures to Price Waterhouse Co. monthly and by the 15th it gets back pooled data showing its shares in various categories. Annual cost is but \$100 per station and each station's figures remain confidential.

TVB President Cash, endorsing the Detroit plan now being used in 20 other markets as well, cited the sophistication and complexity of TV today and noted stations are dealing with 30 million units of commercial time each year as a whole. He summed it all up thus:

"We're running a \$3 billion business now. We can't run it by the seat of our pants any more," Mr. Cash told the assembled TVB members.

he said, is the fostering of the widest possible debate and dissemination of information on matters of public importance. In this case, he continued, when one party "has a financial clout and a compelling economic interest" unmatched by its opponent, and when the public stake in the argument is no less than life itself—we think the purpose of rugged debate is served, not hindered, by an attempt to redress the balance."

The principle of free speech, he added, does not stand "as a barrier to required broadcasting of facts and information vital to an informed decision to smoke or not to smoke."

Since the commission directs stations carrying cigarette advertising to present the "other side," it does not violate the Cigarette Labeling Act, Judge Bazelon held. Congress did not preclude the commission from requiring information about the ill-effects of smoking, he said. "Where a controversial issue with potentially grave consequences is left to each individual to decide for himself," he wrote, "the need for an abundant and ready supply of relevant information is too obvious to need belaboring."

Since the fairness doctrine is to be reviewed by the Supreme Court, Judge Bazelon said, the question becomes whether the cigarette ruling can "stand on its own feet."

He thinks it can, holding that the FCC does have authority over broadcast content in general, and that the cigarette decision comes within the public interest.

Quoting the 1943 NBC Supreme

The New "WHAT'S MY LINE?"

4:30 to 5:00 P.M.



PERRY MASON



5:00
to
6:00 P.M.

HAZEL



7:00
to
7:30 P.M.

2

HOURS

... OF GREAT, NEW SELLING TIME (MONDAY THRU FRIDAY)

There's a whole new look to late afternoon and early evening on WSYR-TV this season.

Take a look at it. Coming out of NBC at 4:30 p.m. is the all-new "What's My Line?", followed from 5 to 6 p.m. by "Perry Mason." Then comes WSYR-TV's one hour perennial news blockbuster and at 7 p.m. "Hazel" moves into her new home in the schedule.

They're all selling for you in the strongest audience flow pattern in Central New York Television.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Court decision which held that the FCC may take into account the service rendered by a licensee, Judge Bazelon notes that the Federal Radio Commission and the FCC have refused license renewals on the basis of past programming and that the courts have upheld these moves, as long ago as 1931. "If agency power to designate programming 'not in the public interest' is a slippery slope," he commented, "the commission and the courts started down it too long ago to go back to the top now unless Congress or the Constitution sends them."

But Congress, he added, apparently specifically endorsed this viewpoint, pointing to the 1959 amendments to Section 315 that require a licensee to provide opportunity for the discussion of conflicting views on issues of public importance.

This power to consider past or proposed programming, Judge Bazelon observed, "entails some power to define the stations' public interest obligations with respect to programming."

He noted that the commission has, in applying standards to programming, imposed "only general affirmative duties." And, he continued, in practice the FCC has rarely denied licenses for breaches of these duties.

The public interest, he said, "indisputably includes the public health."

The commission may properly have decided, he said, that other comments on the health hazards of cigarette smoking carried by stations are inadequate warning to the public.

"Thus, as a public-health measure addressed to a unique danger authenticated by official and congressional action, the cigarette ruling is not invalid on account of its unusual particularity," he said.

But, he added: "... Our cautious approval of this particular decision does not license the commission to scan the airwaves for offensive material with no more discriminating a lens than the 'public interest' or even the 'public health'."

The Supreme Court has pending the attack on the FCC's fairness doctrine by Red Lion Broadcasting Co. It has also been asked to review (and it is expected to accede) the decision of the U.S. Court of Appeals for the Seventh Circuit that held the FCC's fairness rules violate the First Amendment.

More action on Banzhaf front

New York attorney John F. Banzhaf III has fired another round in his war on cigarette advertising—and one of his previous targets has returned the compliment with a volley of its own.

Mr. Banzhaf, executive director of

Business briefly:

Foundation for Commercial Banks, through Dancer-Fitzgerald-Sample, both New York, will again sponsor CBS-TV's holiday special, *Dr. Seuss' How the Grinch Stole Christmas*, Dec. 22, 7-7:30 p.m. EST.

Mars Candy Co. (M&M's) through Ted Bates & Co., both New York, will sponsor an ABC-TV special Dec. 28 (11 a.m.-noon), *Pied Piper of Astroworld*. Soupy Sales will act as the Pied Piper, conducting a tour of the new amusement park near the Houston Astrodome.

Bell System, New York, through N. W. Ayer & Son, Philadelphia-New York, will sponsor *The World of Christmas* on NBC-TV Dec. 24, 7:30-8:30 p.m. The program will feature more than 400 boys and girls of various

Action on Smoking and Health, aimed his latest complaint at KNXT(TV) Los Angeles. In a petition filed with the FCC, he said that the CBS-owned station should be denied license renewal because it has "consistently and continually" failed to air a "significant" number of messages about the health hazards of smoking.

A similar complaint filed earlier this month by Mr. Banzhaf brought a rebuttal last week from the licensee, Time-Life Broadcast Inc. The attorney had charged that WFBM-AM-FM-TV Indianapolis aired 20 editorials opposing the Federal Trade Commission's proposal that cigarette advertising be banned from radio and television, and that the stations refused to allow supporters of the ban to be heard. Mr. Banzhaf urged in his complaint that the commission discipline the Indiana stations and stay the renewal applications of Time-Life stations KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif., pending investigation of the alleged fairness-doctrine violations (BROADCASTING, Nov. 18, Oct. 28).

Time-Life's response challenged both Mr. Banzhaf's facts and his interpretation of the fairness doctrine. The licensee's over-all record of good faith judgment is what matters, Time-Life said, adding that by this criterion, the Indiana stations have clearly met their fairness obligations. In addition to numerous news broadcasts, interviews, and special reports dealing with the hazards of smoking, Time-Life contended, the stations have programed an amount of antismoking material that is "well within the 'one-to-three' ratio [of anticigarette announcements to cigarette commercials] which the commission's general counsel has informally indicated would meet the fairness doctrine requirements."

Mr. Banzhaf's companion argument

nationalities singing with Victor Borge as host.

Lanvin-Charles of the Ritz, through Clyne Maxon, both New York, has purchased participations on NBC Radio's *News on the Hour*.

Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, Chicago, has bought participations in NBC Radio's *Monitor*.

Olivetti Underwood Corp., through Ketchum, MacLeod & Grove, both New York, has bought time in CBS Radio's *News on the Hour*, *Dimension* and sports programming. Other new CBS Radio buys are Watkins Products, Winona, Minn., through Draper Daniels Inc., Chicago, and Florists' Transworld Delivery Association, through Post-Keyes-Gardner, both Detroit, on *News on the Hour* and *Dimension*.

that the alleged violations should disqualify Time-Life from holding broadcast licenses in California or anywhere else is "patently absurd," the firm said. "While Mr. Banzhaf may differ with our judgment," Time-Life said, "we do not believe that he can legitimately challenge our good faith."

Indications last week were that the commission will deny Mr. Banzhaf's request to stay renewal of the California stations.

\$1.77 plunger ad wins top TVB honor

A simple monochrome video-tape commercial selling a \$1.77 bathroom plunger won out over three runner-up color spots in the Television Bureau of Advertising's first annual competition for local station-produced commercials. There were nearly 700 entries from 132 stations.

First-place winner was WMT-TV Cedar Rapids, Iowa, and its 60-second spot selling the "plumber's friend" for local Liberty Hardware dealers. The prize: Bill Alford, WMT-TV's national sales manager, won a seat on TVB's sales advisory committee and becomes the 22d member of that group.

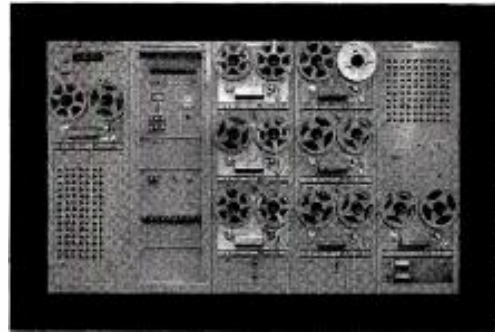
George Huntington, TVB executive vice president, explained about the winner: "There's no star, no fancy production. It's just one of the most effective commercials we've had the pleasure of seeing in many years. It is low key, informative and has a touch of humor. If you have a client who thinks his product is too tough to sell on TV, show him this commercial."

The three color runners-up who received honorable mentions were: KRLD-TV Dallas, 60-second commercial for Sanger-Harris department store; KHOU-TV Houston, 60-second spot for Sea-

Your Next Disc Jockey



A disc jockey is a likable fellow.
He sits at his turn table—hours on end.
Playing records and talking.
Sometimes he talks too much. Or forgets to.
He may play only the music he likes.
Instead of what your listeners like.
If he gets a phone call—or nature beckons—
the record may come to its end.
Then there is silence.
Or the record may stick.
And repeat-repeat-repeat-repeat-repeat.
He may be your employee for weeks.
For months. Occasionally even for years.
But you're never sure if he'll get drafted.
Go Hollywood. Win the Irish Sweepstakes.
Or go to work for your competitor.
His salary may be \$100 a week.
Or \$200. Or more.
And don't forget those fringe benefits.
Vacations. Unemployment insurance.
Sick leave. Coffee breaks. Expense accounts.
Sure can add up to a lot. Can't it?
A disc jockey may be right for your station.
But if you have a really good man
A Schafer Automation System will make him even better.
He'll have time to generate new ideas,
create fresh programming.
Sell more Advertising.
Sure beats sitting at that turn table.
Hours—on end.



A Schafer Automation System
is kind of like a disc jockey.
In fact it does all of the things
a whole stable of disc jockeys used to do.
It plays exactly the music you choose.
Rock and Roll. Country-Western.
Contemporary. Middle of the Road.
Or any other kind you can think of.
There's never a pop.
A click. A fade-out.
Or deadly silence.
It inserts commercials.
IDs. Time signals. Personality tracks.
It switches to the network. And back.
It's perfect for FM... and for AM.
For big cities. For small towns.
It works 24 hours a day.
7 days a week. 52 weeks a year.
It doesn't drink. Or smoke.
Or swear. Or have hangovers.
It never needs a vacation.
Never takes sick leave.
Never leaves you for another station.
You don't have to pay overtime.
Or unemployment insurance.
Some station owners call it a magician
because it turns red ink into black.
Makes black ink even blacker.
Never deals the same programming hand twice.
And makes all sorts of problems vanish.

All this happiness for as little as
\$55 a week. With SCHAFFER instant credit approval
you could be automated real soon.

schafer

Schafer Electronics, 9119 De Soto Avenue,
Chatsworth, California 91311 (213) 882-2000
A division of Applied Magnetics Corporation

Arama Aquarium, and KTVU(TV) Oakland-San Francisco, 60-second spot for A. C. Transit.

A special NBC prize for the best local color commercial also was announced at the TVB meeting by John M. Otter, vice president in charge of sales, NBC-TV. It went to Miller & Paine, Lincoln, Neb., department store "with one of the longest and most consistent histories of local TV advertising in the nation." The prize was an RCA color console set.

In making the award, Mr. Otter noted that total color TV homes in the U.S. will exceed 18.5 million by Dec. 1 for 32.4% penetration, exceeding the circulation of the biggest magazine and reaching 60 million people. By the next national elections in 1972, he predicted, color home penetration will hit 61% for a total of 37.6 million homes.

A special TVB award was presented to Coast to Coast Stores, Minneapolis-based franchise chain covering 22 states, for its retail pioneering in the use of color video tape commercials in the past several years. Commercials are produced by Needham, Harper & Steers.

RKO Radio Reps rebuts SRA

Claims associations's plea to restrict repping is 'self-serving' tactic

RKO Radio Representatives (RRR) took two slaps last week at the Station Representatives Association's move to have the FCC forbid station-group owners to represent stations other than their own (BROADCASTING, Nov. 4).

RRR vice president and general manager James F. O'Grady Jr. called the SRA move a "self-serving tactic which abuses the right to petition government in the public interest."

And he announced the signing of the first non-RKO station for sales representation by RRR. The station is WWTC Minneapolis, and the appointment is effective Dec. 1.

Mr. O'Grady, reaffirming his company's intention to seek representation of a limited list of radio stations other than those owned by RKO, contended the SRA "is violating principles of free enterprise by attempting to deprive group-owned reps from pursuing their legitimate interests.

"The SRA would prevent RRR from demonstrating its greater ability to increase a station's income, by reason of the competence of its salesmen and its organizational efficiency. This would penalize RRR and its potentially rep-

resented stations."

He called SRA "a combine intent upon restraining full and free competition and on maintaining the old order," and said the association was also "discriminatory" because group-owned reps "are precluded from membership and thus are denied the benefits accorded to SRA members." Actually, he said, "many" SRA member firms "own or control one or more stations."

"If the SRA is to serve a useful function," he continued, "it should be more than a protective association. It should broaden the base of its membership to include group-owned representatives. This would make it possible to promote more effectively the use of spot broadcast media and create increased revenue for the industry."

RRR was not named in SRA's FCC petitions, whose initial targets were the licenses of California stations owned by Metromedia, owner of Metro TV Sales; and Golden West Broadcasters and Storer Broadcasting, which together control Major Market Radio Inc. But SRA also asked that FCC hearings explore "broader questions of station representation by group owners also engaged in the production and marketing of programming" in the Metromedia case and "broader questions of station representation by combinations of group owners" in the Storer-Golden West case.

In announcing the WWTC signing, RRR noted that the station is owned by Buckley Broadcasting Corp., whose president, Richard D. Buckley, is a

Rep appointments:

- WSUN-AM-TV Tampa-St. Petersburg, Fla.: Avery Knodel Inc., New York,
- KLFJ Lubbock, Tex.: National Time Sales, New York.
- WLLI Lynchburg, Va., Iowa Town and Country Network (KCLN Clinton, KJAN Atlantic, KLGA Algona, KWBG Boone, KCOG Centerville, KCHA Charles City, KDEC Decorah, KDSN Denison, KGRN Grinnell, KIFG Iowa Falls, KNIA Knoxville, KMAQ Maquoketa, KCOB Newton, KDLS Perry, KIWA Sheldon, KWVY Waverly, KJFJ Webster City, all Iowa): PRO Time Sales, New York.
- Illinois Radio Network: Weed & Co., New York, and Walton Broadcasting Sales Corp., Chicago.

Agency appointments:

- Puritan Sportswear Corp., Altoona, Pa., names AC&R Advertising for creative work and Ted Bates & Co., AC&R's parent agency, for media and marketing services. Budget is estimated at \$1 million, with 75% in television. Blair Advertising, Rochester, N. Y. had the account.
- Henderson Advertising Agency,

former president of John Blair & Co., station representative, and of WNEW New York.

If you like Saab jets then try a Saab car

Saab hopes to sell its automobiles by advertising its jet aircraft. Included in Saab's plans for its 1969 campaign is a 20-second color spot showing some fancy jet-stream acrobatics by two Saab jets. The voice-over adds, "you should see the car we make—Saab."

Saab cars, imported from Sweden by Saab Motors Inc., New Haven, Conn., are handled in the U. S. by J. M. Mathes Inc. Saab and its agency expect this commercial to call the consumer's attention to the engineering and performance characteristics of Saab cars by pointing out the company's aircraft manufacturing capability. A coordinated print and outdoor campaign is planned as well.

Polaroid backs 'Journal'

The Polaroid Corp., Cambridge, Mass., will underwrite at least two of National Educational Television's *Black Journal* programs, and perhaps more, depending on the number of grants from other businesses. Estimated production costs for the monthly hour are \$50,000.

Black Journal began in June on an experimental basis and was continued with NET funds. It is shown on 147 stations of NET.

Greenville, S. C., has been appointed to handle Stephan Co., Fort Lauderdale, Fla., manufacturer of men's personal grooming products, and for Western Grain Co.'s Jim Dandy chunk and Jim Dandy canned dog food. Henderson has been handling the Birmingham, Ala., feed product company's other pet food lines. Stephan previously used a house agency; Western Grain's account was at Cargill Wilson & Acree, Atlanta.

▪ Jocelyn & Gross Inc., Omaha, has been named by Gooch Food Products Co., Lincoln, Neb. Mr. Gross will handle the account, with creative direction by Henrietta Kiesler.

Also in advertising:

Joins agency ▪ Bridges, Sharp, VanTassel Inc., Dayton, Ohio, becomes Bridges, VanTassel, McGavin Inc. Dec. 1 when Alan McGavin joins firm replacing Jack C. Sharp Jr. W. James Bridges, president of firm, has purchased Mr. Sharp's stock. Mr. Sharp was co-founder of agency 15 years ago.

Office move ▪ Voigts & Fields, radio and TV commercial talent representatives, have moved their offices to suite 1518 at 250 West 57th Street, New York.

Now their best friends tell them

Noncommercial broadcasters get the word that they must earn the help they're given

Educational broadcasters were told last week that they are on the threshold of a new way of doing business, noncommercially, of course.

The imminent establishment of a live, prime-time interconnected network of educational stations, they were warned, means that many educational station operators are due for a wrench in their operations.

They were also told that they are no longer in the "girl-scout cookies" league, but must evolve an economic rationale to justify their use of the taxpayers' money—whether it comes from the federal government or from foundations.

The Dutch-uncle talks came from McGeorge Bundy, president of the Ford Foundation, ETV's most generous donor, and from FCC Commissioner Nicholas Johnson, at the 44th annual convention of the National Association of Educational Broadcasters in Washington.

The educational broadcasters—some 4,500 strong (three years ago a total of 1,500 attended the NAEB convention in Washington)—also heard about tentative plans from spokesmen for the Corp. for Public Broadcasting, established earlier this year with a \$5 million grant from Congress.

Although the NAEB audience evinced great interest in the interconnection and CPB plans, there was not by any means unanimous acclamation. Evident was an undercurrent of concern that too much weight is being given program origination centralization, particularly in the Northeast metropolitan centers like New York, Boston and Washington.

Even Mr. Bundy, aware of this attitude, obviously felt constrained to pledge that the Ford Foundation did not plan to foresake educators "west of the Hudson River."

Mr. Bundy stressed what he called the "delays and disappointments" still facing educational broadcasting.

He decried the fact that there is no final decision yet on long-range financing for CPB. The \$5 million "seed" money that CPB got from Congress, he said, is only one-eighth of what the Carnegie Commission recommended as the proper initial level for public broadcasting (\$40 million). He said that the first step in live interconnection must

be multiplied four or five times; that the planned 10 hours of prime time, five days a week at reduced rates (\$70,000 to \$80,000 monthly for 150 stations compared to the regular rate of \$450,000 a month for the same number of stations) must be followed by a second network and by regional and state hookups.

It was here that he warned that "jumping from the pony express to the jet age" will not be easy for educational broadcasters; that it will require "major adjustments" in both program scheduling and operational procedures.

He expressed dismay also that there is still only one national programming center (National Educational Television in New York); that there is still only a "handful" of educational stations with "major independent programing strength"; that there is only a handful of newspaper and broadcasting critics "who focus attention on this work," and that there is too much dependence for funds on the Ford Foundation.

Mr. Bundy asked the educational broadcasters to "give meaning to the events of our time," which he termed a crisis "whose dimensions are greater than we have ever known before," to be critical of all institutions, of all areas of public life including the political process, and to close the communications gap at the state and local level.

Instructional television (programing for direct classroom presentation) contains a "staggering" amount of mediocre programs originated locally. Mr. Bundy said. The need, he said, is for a national program center that would produce quality ITV programs.

The Ford Foundation president and former aide to President Johnson concluded by announcing that grants will continue to be made to NET, Public Broadcasting Laboratory (a second \$5 million), and to local stations for program production.

Commissioner Johnson, casting somewhat of a pall, told the educators they had better begin thinking seriously of justifying their position as recipients of federal funds.

After all, he warned, from an economic point of view there may be alternatives to noncommercial broadcasting. Perhaps, he said, it might be more eco-

nomical for money to be spent buying time on a commercial network to reach a wider audience. Or perhaps, he said, it might be discovered that it made more economic sense to provide a sum of money directly to a cultural activity, like a symphony orchestra. And furthermore he said there are other means of reaching the public or the school—cable TV, movies, audio tapes for the home.

Wilbur J. Cohen, Secretary of Health Education, and Welfare cited racial equality and discrimination as the two most crucial domestic problems today. Other vital issues are, he said, poverty, education, health, environment and the communications gap.

Educational broadcasters must deal with these problems, he said, but he asked them to perform a middle-road function "between the expert's scholarly report and the over-simplification of the news media."

Other highlights of the week-long meeting that was scheduled also to hear a panel on ghetto and race relations on Friday (Nov. 22):

- Robert Squier, TV director for Vice President Humphrey in the election, said ETV was "AWOL" during the campaign. He also indicted the national ETV organizations for failing to cover the campaign on a regular basis.

- Dr. George Bair, education director of the South Carolina Educational Television Commission, Columbia, S.C., was elected chairman of the executive board of the association. He succeeds James Robertson executive director, noncommercial, educational, WHA-TV Madison, Wis. Myron J. Curry, general manager, noncommercial, educational KFJM Grand Forks, N. D., succeeds Dr. Bair as vice chairman.

AT&T says rules do not demand lower ETV rates

The section of the Communications Act that provides for free or reduced-rate interconnection service for noncommercial educational stations is designed only to permit such service, not to require it, AT&T said in comments filed with the FCC last week.

The filing was a reply comment on the

commission's proposed rule that would require common carriers serving ETV-radio stations with free or reduced rates to report every six months on stations served, type of service provided, amount and percentage of rate reduction, and service requests not furnished.

The commission intended the rule to be a first step in the creation of a regulatory framework for the service, as authorized under the Communications Act provision (Section 396 [h]) to which AT&T addressed itself. However, AT&T said, the section should not be regarded as a mandate to the commission.

"The purpose of the provision," AT&T said, "was to render inapplicable the statutory provisions against [rate] discrimination that might otherwise have applied."

The United Independent Telephone Co.'s Association seconded this interpretation of the new provision in its comments. Both filings also recommended that broadcasters bear part of the burden for filing reports. They suggested that instead of requiring common carriers to include pending service requests in their semi-annual reports, as some earlier comments had proposed, the commission should ask broadcasters to furnish copies of their own requests. This would allow the commission to stay informed on the current status of both requests and denials without placing an undue burden on common carriers, the filings said.

AT&T added that it would have no objection to the more frequent reports deemed necessary by most educational broadcast groups in their previous filings (BROADCASTING, Oct. 21). Quarterly reports would be acceptable, AT&T said.

H&B acquires two more CATV systems

H&B American Corp., Beverly Hills, Calif. which already owns 61 operating community antenna television systems serving some 219,000 subscribers in about 110 communities, last week announced deals that could add more than 10,000 subscribers to its list.

Approximately 7,600 of these new subscribers would be the result of a transaction agreed to in principle, calling for H&B to acquire all of the outstanding capital stock of Long Island Cablevision Corp. H&B would exchange an undisclosed amount of its own common stock to acquire the New York-based cable TV firm. Long Island Cablevision, principally owned by Harrington, Righter and Parsons Inc., owns CATV systems in and about Riverhead, Greenport, Sag Harbor, Southampton, Quogue and Westhampton,

all New York.

H&B also has acquired the outstanding capital stock of Leesville Cable Television Inc. in exchange for an unspecified amount of its own common stock. The acquired firm owns and operates a CATV system in and about Leesville, La., serving some 2,750 subscribers. Stanford Socia is the owner of the Leesville CATV. Broker is Daniels and Associates.

Mission Cable TV tries new tack

Asks KFMB-TV renewal hearing to clarify CATV restrictions in area

Mission Cable TV Inc. last week did what a number of other CATV systems have at least privately longed to do—it asked the FCC to hold a hearing on the license renewal application of a VHF station to determine whether it should bear part of the burden of protecting the growth and development of UHF in its market.

The petition was directed against KFMB-TV San Diego, whose owner, Midwest Television Inc., was the prime mover in the commission proceeding that led to restrictions on the importation of Los Angeles signals by Mission and other CATV systems in the San Diego area.

Mission, which is controlled by Cox Broadcasting Corp., also disclosed that last year it had offered to provide \$150,000 over a three-year period to each operating UHF station in the San Diego market. The offer was part of an effort to reach an agreement with San Diego UHF's under which the commission would have been asked to cancel the hearing, then underway, on whether restrictions should be placed on CATV. However, KCST-TV (ch. 39), then planning to go on the air in January 1968, promptly rejected the offer. The only other UHF in the market, KJOG-TV, has not yet been built.

The commission, in a decision in June that it affirmed two weeks ago (BROADCASTING, Nov. 18), prohibited the San Diego CATV systems from carrying Los Angeles signals into areas they were not serving on Aug. 23, 1966; on that date, the commission had imposed a freeze on expansion of CATV service and initiated the hearing. The order also permitted the systems to originate programming, but barred them from originating commercials.

Mission Cable, the largest CATV system in the area, serving 33,000 subscribers in San Diego and surrounding

communities, noted that the decision was based on the premise that such restrictions were needed to foster the development of UHF. Then it argued, if the commission can impose restraints on CATV for that purpose, it should restrain "other aspects of the television industry having an equal, if not even more devastating, impact on growth and development of UHF.

"Thus it is only reasonable and logical to conclude that some financial or other assistance should be furnished by the VHF station in the market urging subsidization of UHF through restraints on CATV service. . . ." Mission Cable did not even mention the other VHF in the market in this connection, KOGO-TV, whose license-renewal application, like KFMB-TV's, is pending before the commission.

CATV alone should not be saddled with the burden of restraints designed to help UHF, Mission added. It said the commission should order a hearing on KFMB-TV's license-renewal application to determine what help UHF needs in San Diego "and what further assistance (beyond restrictions on CATV) would be needed to assist the UHF stations in becoming viable.

"That KFMB-TV should be required to help in this matter." Mission added drily, "is only fair since it has devoted such valuable assistance . . . in establishing the need for protection of UHF in San Diego (at least from CATV)."

Mission said it seeks "more limited relief than the ultimate denial of the KFMB-TV license" but that the commission's decision in the San Diego CATV case "and Midwest's advocacy thereof" leaves it no choice but to pursue the issues in a license-renewal hearing.

Mission's offer of financial assistance would have been made to the permittee of KJOG-TV if KCST had accepted it. The offer was made in a Nov. 14, 1967, in a letter to KCST's counsel, Arthur Schroeder, that was signed by Mission's counsel, Frank U. Fletcher.

Mission said the \$150,000, which would have been provided in the form of cash, advertising, equipment or programming, was intended to help in the production of programming which would have attracted audiences in developing advertising revenues. Mission said it was "utterly astounded" when the offer was rejected. The offer was made a month after the hearing examiner in the case issued an initial decision favoring the CATV systems.

According to the letter to Mr. Schroeder, Mission would have approached KFMB-TV, to see if an agreement could be reached on ending the hearing, after gaining the concurrence of the two UHF permittees. However, if KFMB-TV's agreement was all that was lacking, Mission would have asked the commission to cancel the hearing and lift

the restrictions then in force on the CATV system's operations.

Financial aid was only part of the inducement Mission was offering the UHF's. It said it would agree to refrain from carrying film or syndicated programs for a period of 30 days prior to their showing on KCST. Commission rules, requiring only same-day non-duplication of CATV systems, effectively protect against duplication of network programs only.

Mission also said it would forego for two years the privilege it felt it had to originate entertainment programming. And it offered to limit its rate of expansion according to a schedule that would have permitted it to add some 60,000 customers in a five-year period.

Puerto Rican case no bar to Mayoral

Given broadcast properties despite previous case involving rules violations

George Mayoral, central figure in a license-revocation case that dragged on for six years before ending in a \$10,000 fine for the owner of the three Puerto Rican stations involved, is the 84% owner of a company given FCC approval last week to acquire broadcast properties in New Orleans.

Mr. Mayoral is also president of Summit Broadcasting Co., which was granted assignment of licenses for WNNR-AM-FM and the construction permit for WJMR-TV from Supreme Broadcasting Co. The purchase price was \$393,000.

Mr. Mayoral is no stranger to the New Orleans properties. He helped establish Supreme Broadcasting in 1945, and once was a 15% stockholder. With Richard L. Voelker Jr., another former minority owner as a 15% stockholder, he organized Summit for the purpose of acquiring the stations. Supreme is owned by Mr. and Mrs. Roy A. Nelson.

He filed his application in April 1967, but commission action was delayed pending a resolution of a case in which a hearing examiner had in three decisions found him principally responsible for rules violations by WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez.

The stations were said to have rebroadcast Armed Forces Radio Service news programs in 1962 without permission. The stations are under the common ownership of Radio Americas Corp., and Mr. Mayoral had been an officer and minority stockholder of the San Juan stations.

The examiner, Forest L. McClenning, in his initial and supplemental decisions, had recommended license

revocations. But in the third he proposed a \$10,000 fine. The hearing was re-opened twice at the request of Mr. Mayoral, a veteran of more than 30 years in broadcasting who was seeking to clear his name.

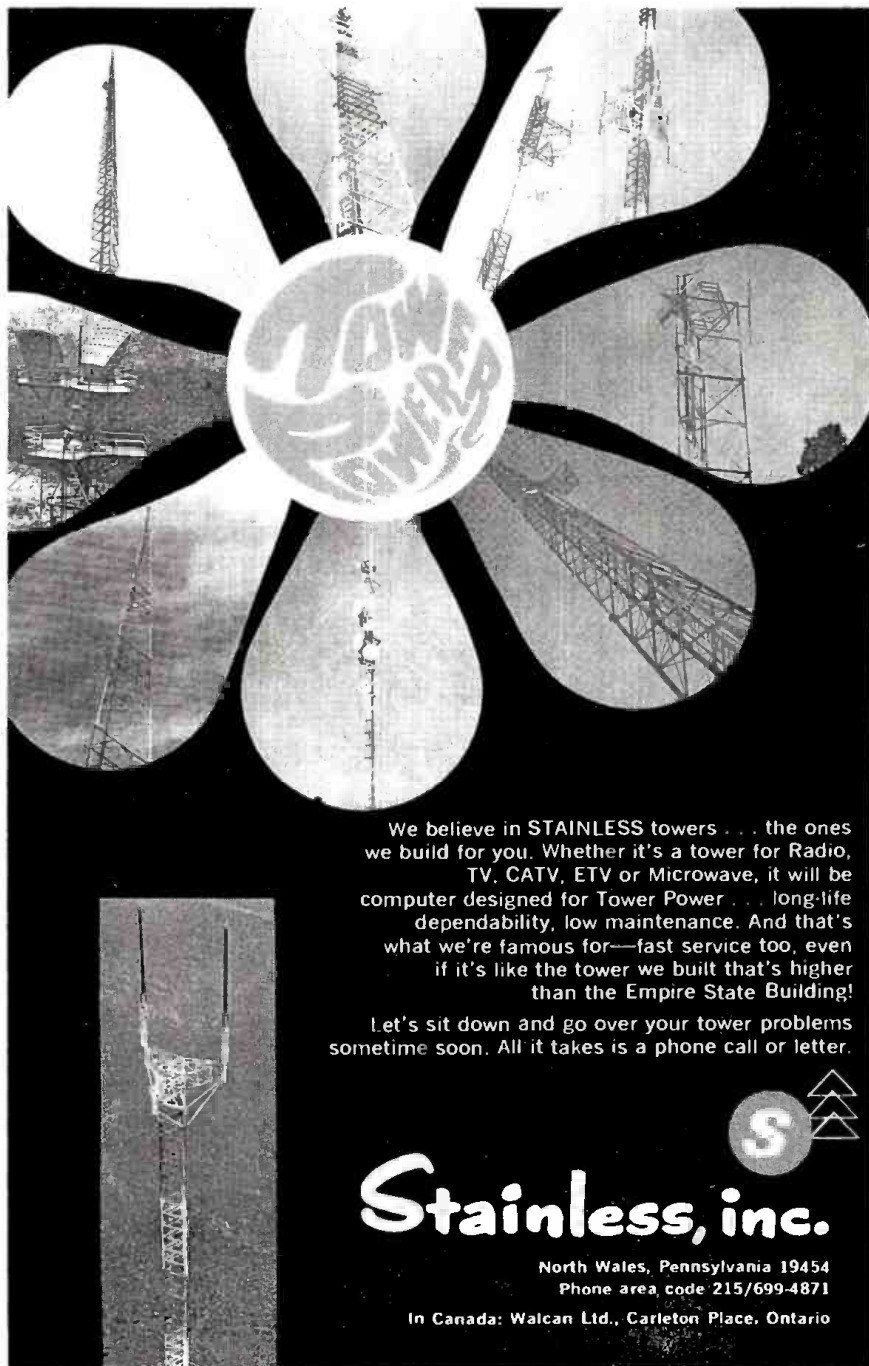
The commission, while upholding Examiner McClenning's cumulative initial decision in June, said it was not resolving what action should be taken in any future action involving Mr. Mayoral.

That decision paved the way for the commission approval of the assignment of the New Orleans authorizations. The vote was 3-to-1, with Chairman Rosel H. Hyde and Commissioners Robert

T. Bartley and Robert E. Lee in the majority and Commissioner Nicholas Johnson dissenting. Commissioner Kenneth A. Cox abstained and Commissioner H. Rex Lee did not participate. Commissioner James J. Wadsworth was absent.

Mr. Mayoral said he was "very pleased" by the decision. The commission issued no order in the case, so no basis for the decision was given, except for the implied one that the grants would serve the public interest.

In the same action in which it granted the license and CP assignments, the commission granted Supreme's application for an extension of time in



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which to construct WJMR-TV.

The station had gone on the air in 1954 as the second television station in New Orleans and the first UHF. It went silent in 1959, when Supreme became a 40% owner of WVUE(TV) (ch. 12), which began operating that year. (Before the grant of a permit for a commercial station, Supreme had operated an experimental station on channel 12 along with its UHF operation for some 15 months).

Supreme sold its interest in WVUE in 1962, and eventually filed an application for extension of time to get the UHF facility back on the air. However, before the commission acted, the Puerto Rican case broke, and the application was frozen.

Summit has told the commission WJMR-TV can be returned to the air in from six to eight months.

Patterson wants to delay KGBS-AM-FM renewals

The effort of Norwood J. Patterson to acquire, by purchase, Storer Broadcasting Co.'s KGBS-AM-FM Los Angeles, has led him to request the FCC to withhold action on the applications for the renewal of those stations' licenses.

Mr. Patterson, in a petition filed with the commission, noted that he intends "shortly" to bring suit in Cali-

fornia to force Storer to implement an agreement, signed May 29, to sell him the Los Angeles stations.

Accordingly, he said, the agreement constitutes a "cloud" on the stations' physical facilities and licenses. And if the California courts require Storer to abide by the terms of the agreement, he said, "Storer would have neither ownership nor control" of the stations as specified in the renewal applications.

He said that the most reasonable course for the commission is to hold the renewal applications in abeyance pending the outcome of the litigation.

In calling off the \$2.3-million sale, Storer President Bill Michaels cited Mr. Patterson's "failure to disclose," in the course of negotiations, that he had already reached an agreement to sell the FM station as soon as he acquired it and had no intention of operating it (BROADCASTING, Aug. 19).

The third party involved is National Service Network, which had arranged to buy to the station from Mr. Patterson for \$800,000. NSN owns WNCN (FM) New York and WDFH (FM) Chicago.

Mr. Patterson says his agreement with NSN did not become effective until his agreement with Storer was final. That occurred on June 14, he says, adding that Storer was notified of the

agreement with NSN on June 17.

In responding to a letter from Mr. Michaels last August stating that Storer was rescinding the May 29 agreement, Mr. Patterson maintained that the contract remained in "full force and effect." He told the commission last week he remains ready "to perform in accordance with the terms of the May 29 assignment agreement."

Changing Hands

Announced:

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

▪ WIVY-AM-FM Jacksonville, Fla.: Sold by Nadine G. and Jan L. Brundage and John J. Wheeler to E. D. Rivers Jr. and Marie Bie Rivers for \$285,000. Mr. and Mrs. Rivers own KWAM-AM-FM Memphis; WEAS-AM-FM Savannah and WGOV-AM-FM Valdosta, both Georgia; WGUN Atlanta; WSWN-AM-FM Belle Glade and WXOS(FM) Plantation Key, both Florida. WIVY is a daytimer on 1050 kc with 1 kw. WIVY-FM is on 102.9 mc with 29 kw.

▪ WGKV Charleston, W. Va.: Sold by Edgar L. Clinton to David Steere and family for \$250,000. Buyers own WKMI and WSEO-FM, both Kalamazoo, Mich. WGKV, full time on 1490 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

▪ KHRV(TV) Henderson-Las Vegas: Sold by Charles Vanda to Levin-Townsend Enterprises for reported \$200,000 (see page 52).

▪ KUDY Spokane, Wash.: Sold by Gerald C. Monson and others to David M. Jack and associates for \$135,000. Buyers own KLIQ-AM-FM Portland, Ore. KUDY is a daytimer on 1280 kc with 5 kw. Broker: Hamilton-Landis & Associates.

▪ WSNT Sandersville, WJAT-AM-FM Swainsboro and WBRO Waynesboro, all Georgia: 50% sold by J. William. John E. and Dollie Dearman Denny, Mary Clair Rhodes and Thomas M. Evans to Webb Pierce for \$125,000. Mr. Pierce, who already owns 50% of these stations, is country and western singer. WSNT is full time on 1490 kc with 1 kw day and 250 w night. WJAT is a daytimer on 800 kc with 1 kw. WJAT-FM is on 98.3 mc with 3 kw. WBRO is a daytimer on 1310 kc with 1 kw.

Approved:

The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see "For the Record," page 78.

▪ WNAR Norristown, Pa.: Sold by N. Joe, Sam G. and Farris E. Rahall to

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Charles F. Wister and Victor Mauck Jr. for \$800,000. Messrs. Rahall have controlling interest in WNNR Beckley, W. Va.; WKAP Allentown, Pa.; WLCY St. Petersburg and WLCY-TV Largo-St. Petersburg, both Florida. They also have applications for a new FM at Tampa, Fla., and a new UHF TV at Bethlehem, Pa. Mr. Wister owns 60% of WPEO Peoria, Ill. Mr. Mauck is 66% owner of a box manufacturing company, 35% owner of a chemical products distribution company and sole owner of a toy manufacturer. WNNR is a daytimer on 1110 kc with 500 w.

▪ WNNR-AM-FM and construction permit for WJMR-TV, both New Orleans: Sold by Roy A., Flora Shields and Allan Roy Nelson to George A. and Yvonne V. Mayoral and Richard L. Voelker Jr. for \$393,000 (see page 49).

▪ WRAN Dover, N. J.: Sold by John Smart, Abe L. Blinder, Richard Solomon, Jacob D. Levin and Morris H. Bergreen to Joel W., Bertram and Sydney G. Harnett and Martin Kenneth Cowan for \$335,000. Messrs. Harnett own 50% of WGNV Newburgh, N. Y. Joel and Bertram Harnett and Mr. Cowan own KMEQ-AM-FM Phoenix. Joel Harnett is vice president, director of marketing and assistant to the president of *Look* magazine. He is also director of a life insurance company. Bertram Harnett is an attorney and vice president of an insurance company. Sydney Harnett owns an insurance brokerage firm and 50% of an advertising agency. Mr. Cowan was formerly with RKO General Broadcasting. WRAN is full time on 1510 kc with 1 kw.

▪ KEYJ Jamestown, N. D.: Sold by Robert E. Ingstad Sr. and others to Robert L. Richardson and others for \$150,000. Mr. Ingstad has controlling interest in KEZU Rapid City and KGFX Pierre, both South Dakota; KBAB Indianola, Iowa; KOVC Valley City and KKND-FM Jamestown, both North Dakota; KBMW Breckenridge, Minn.-Wahpeton, N. D.; KKWB-FM Breckenridge; KWAD and KKWS-FM Wadena; and KLOH and KKLK-FM Pipestone, all Minnesota. Mr. Richardson is KEYJ manager. KEYJ is full time on 1400 kc with 1 kw day and 250 w night. Commissioner Robert T. Bartley dissented and Commissioner H. Rex Lee did not participate.

▪ KGFX Pierre and KEZU Rapid City, both South Dakota: Sold by Jack A. Crowley, Abner H. George, Charles H. Lien and others to Robert E. Ingstad Sr. and others for \$260,000. For interests of Mr. Ingstad see KEYJ above. KGFX is a daytimer on 1060 kc with 10 kw. KEZU is a daytimer on 920 kc with 1 kw. Commissioner Robert T. Bartley dissented and Commissioner H. Rex Lee did not participate.

FCC: Complaint mail keeps growing

Says there was 50% increase in fiscal '68; new operating stations go over 7,200 mark

The growth of the broadcasting industry in terms of operating stations in fiscal 1968 was steady, but not explosive—it was the growth in the number of complaints filed with the FCC about the stations that was explosive.

A summary of commission activities during the fiscal year that ended June 30, released by the commission last week, showed that there were more than 7,200 AM, FM and TV stations, both commercial and noncommercial, on the air. In fiscal 1967, the figure was about 6,900.

But while the number of stations rose by little more than 4%, the number of complaints filed with the commission shot up some 50%—from 22,000 (out of 59,000 communications concerning broadcasting) in fiscal 1967 to 33,000 (out of 67,000 communications). The 1968 report notes that 72% of all complaints concerned programs; the breakdown of complaints in 1967 does not permit a comparison.

The number of complaints received in the current fiscal year will probably show another increase—and not only because that statistic is an ever-ascend-

ing one. It will include the more than 1,500 complaints received following the Democratic convention in Chicago in August, as well as hundreds received in connection with the primary and election campaigns.

The number of stations facing or receiving death sentences as a result of alleged rules infractions was relatively slight. The summary notes that, while "a near record number of hearings was set for alleged violations by licensees or applicants," revocation proceedings were set for three (KXRX Sacramento, Calif., and KFLY Corvallis and KPTN Central Point, both Oregon, and both under common ownership) and final license-revocation actions were taken against two (WSRA Milton, Fla., and KSEV-FM San Fernando, Calif.).

However, the number of stations receiving notices of apparent liability continue to rise. The summary notes that 167 stations received such notices in 1968, eight more than in the previous year; in 1966, the figure was 78.

The summary also provided fresh evidence, if it was needed, that CATV is continuing to grow—and to provide

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regulatory headaches for the commission as it does.

It notes that there are over 2,000 CATV systems now operating, serving about 2.8 million homes, and that in fiscal 1968, 282 systems notified the commission that they proposed to start service.

The commission's CATV task force is said to have received 86 requests for authority to import distant signals into communities in the top 100 television markets. A total of 362 requests had been filed since August 1966, when the task force was established. The unit has acted on 154 of them.

The commission also received 235 petitions seeking special relief or waiver of the rules requiring CATV systems to carry, or accord priority to, certain broadcast signals, and acted on 163 of them.

Applications for microwave authorizations are also keeping commission employees busy. The commission received 508 such applications in fiscal 1968, and acted on 838 of them, including applications received before the start of the fiscal year.

Metromedia sets up new corporate posts

Metro TV Sales' John Sias becomes group vice president

In a series of top-level changes at Metromedia Inc., John B. Sias and Arthur Birsh have been appointed to the newly created posts of group vice presidents.

In announcing these and several other appointments today (Nov. 25), John W. Kluge, board chairman and president, said the company's rapid expansion and diversification had led to the creation of these positions. He noted that the new posts would contribute to "even greater divisional efficiency and increased coordination among our varied operations."

Other appointments announced by Mr. Kluge were those of John Van Buren Sullivan to the new position of vice president-corporate relations and of Merrill (Tad) Myers to vice president-public relations.

Mr. Sias has been president of the Metro TV Sales division of Metromedia since 1963 when he joined the company. Earlier he had been national television sales manager for the Westinghouse Broadcasting Co. and West Coast vice president for Peters, Griffin, Woodward.

Mr. Sias's duties as a group vice president were not defined but it was said he will have broad corporate responsibilities. A successor at Metro TV Sales

is expected to be announced at a later date.

Mr. Birsh joined Theater Press Inc., publisher of *Playbill*, in 1960. The company was acquired by Metromedia earlier this year.

Mr. Sullivan has been president of Metromedia Radio since 1965. Earlier he had been vice president and general manager of WNEW New York, a Metromedia outlet, having served that station as promotion director, account executive and sales manager over one 22-year period. In his new position, Mr. Sullivan will assume over-all administration responsibility for the company's advertising, promotion and public relations activities and will have other corporate duties relating to coordination of divisional efforts in the promotion and public affairs areas. Mr. Sullivan's replacement at Metromedia Radio has not been named as yet.

Mr. Myers joined Metromedia as director of public relations in 1966 after 10 years with CBS, where he had risen to the post of director of corporate information. Earlier he had been with the Chrysler Corp. and the J. Walter Thompson Co. in promotional capacities.

Metromedia is active in radio and television broadcasting, outdoor and transit advertising, direct mail advertising, television program production and distribution, live entertainment, recording and publishing.

In an internal memorandum distributed to the Metromedia staff, Mr. Kluge meanwhile expressed his regret that Richard L. Geismar has resigned as a vice president and a director of the company ("Closed Circuit," Nov. 18).

"Dick has stated that in light of recent announcements and with the company's future firmly established, he wishes to devote his valuable talents and abilities to other areas of interest," Mr. Kluge wrote. "However, he will continue in the employ of the company for several months until a number of important projects with which he is closely associated are completed."

Metromedia has entered into an agreement in principle to merge with the Transamerica Corp., a diversified company (BROADCASTING, Oct. 14).

Levin-Townsend buying KHBV(TV) for \$250,000

KHBV(TV) Henderson-Las Vegas is being sold by former CBS executive Charles Vanda to Levin-Townsend Enterprises Inc., a wholly owned subsidiary of Levin-Townsend Computer Corp., New York, subject to usual FCC approval. The price was not disclosed, but it's believed to be about \$250,000.

The channel 5 independent began operating last year and operates with 64.7

kw visual with a base rate of \$350 per hour.

Levin-Townsend Enterprises has varied interests including real estate and land development in the Las Vegas area among others; controls a chain of highway restaurants and gift shops (Cobbs) and also has investments in Broadway shows and other entertainment projects. Howard S. Levin is president of the parent company, which is listed on the American Stock Exchange.

The station will be managed and operated by Nevada Equities Inc., Las Vegas. Nevada Equities is a subsidiary of the National Equities Inc. Control of National Equities was acquired by Levin-Townsend Computer Corp. last September.

CBS-TV puts on rose-tinted glasses

Meeting in Hawaii told business, programing outlook will get even better

A bullish analysis of present, fourth-quarter and 1969 business was given by CBS-TV officials to members of their Television Affiliates Association's board of directors last week at a meeting in Kamuela, Hawaii.

The bullishness was said to extend not only to the CBS-TV outlook but that of television generally. For its part, CBS-TV was said to be expecting this year's fourth-quarter business to be the best in its history, with the gains continuing in 1969.

A bright prognosis for CBS-TV program ratings was also reported.

Much of the Nov. 18-21 meeting was said to have centered on plans for the late-night *Merv Griffin Show* that the network will introduce next August. Discussions also covered midseason program plans and program development projects.

CBS-TV has already announced that *Daktari* (Wednesday, 7:30-8:30 p.m. EST) will be dropped in January (BROADCASTING, Nov. 4), and last week it was considered virtually certain that *Blondie* (Thursday, 7:30-8 p.m.) also would be dropped (BROADCASTING, Nov. 11). Considered most likely successor to *Blondie*, a new entry in the CBS line-up this season, was a situation comedy, *The Queen And I*, starring Larry Storch. A comedy-variety series starring Glen Campbell is slated to replace *Daktari* on Jan. 29.

The CBS affiliates board meanwhile elected Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., as its chairman. He

succeeds Thomas C. Bostic, KIMA-TV Yakima, Wash. Kenneth Bagwell, vice president and general manager of WJW-TV Cleveland, was named secretary.

The broadcaster as catalyst for change

Speakers at NAB regional urge hard look at crime, emphasis on local service

Broadcasters can help America take "a good, honest look" at crime and face up to the conditions that cause it by educating the public about the "real problems" which confront the nation's criminal justice system and hamper its crime control capability. That goal was suggested by Patrick Murphy, formerly Washington's top police official and now administrator for the Justice Department's Law Enforcement Assistance Administration, to broadcasters attending the final fall regional conference of the National Association of Broadcasters in Atlanta last week.

The conference also heard remarks from FCC Commissioner Nicholas Johnson about the need for local service, and Sol Schildhouse, chief of the commission's CATV task force, who restated his case for government assistance for UHF television.

Broadcasters can do much to clear away public misinformation and misunderstanding about the nation's law enforcement and criminal justice, Mr. Murphy suggested, by examining and reporting the physical and human factors that produce crime and how these are conditioned by local circumstances. "You can ascertain whether a community's criminal justice system actually works the way it should, and—if it does not—report where, when, why, and how it fails," he said.

Broadcasting can also serve as a catalyst in improving rapport between the police and the community, although he noted law enforcement is not asking for a "public relations" campaign. "I do believe that some of the more progressive practices and advanced techniques now being used by police are often overlooked by the media in favor of the more dramatic incident," he affirmed.

Commissioner Johnson, continuing to stress a theme he sounded in speeches in Los Angeles two weeks ago (BROADCASTING, Nov. 10), warned broadcasters that, in an age of technological revolution in the communications industry, they must provide local service to justify their use of 95% of available spectrum space.

He said local radio and television stations are "technologically obsolete"

so far as distribution of national programs is concerned, but "are not obsolete for purposes of local programming."

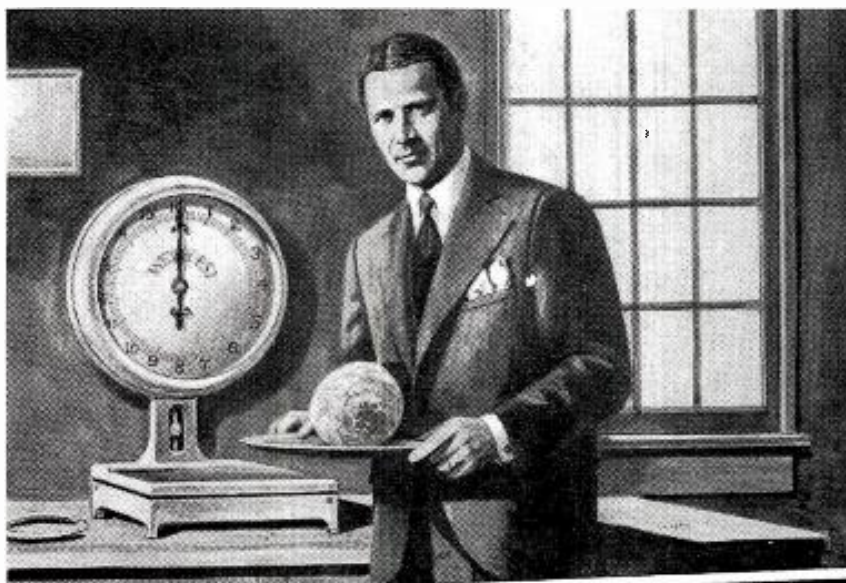
He also warned broadcasters that they face the consequences of "a growing drive on the part of the American people to control their environment." And he advised his audience not to respond by dashing off to Washington "to see your congressman," adding, "you can't have the First Amendment on one side, and build a tall fence on the other." He suggested that broadcasters accept and "control a trend" toward citizens' committees in local communities with which they could work.

Sol Schildhouse, in his appearance

in Atlanta, also restated a position he had advanced in an earlier speech—that CATV and broadcasting interests combine to seek government assistance for UHF television, whose relative weakness is at least part of the reason the commission imposes restrictions on CATV (BROADCASTING, Nov. 18).

But this time he indicated the magnitude of the problem—and said for government it would not be great. He noted that \$13½ million would have offset all the losses reported last year by all the independents which had been operating since 1966.

Mr. Schildhouse also advised broadcasters to settle their problems with CATV interests "and make common cause" with them. Cable people, he



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said, "may be the darlings of the next generation. And they may have growing attraction for other suitors." This was an apparent reference to land-mobile radio interests, who say they need spectrum space now assigned to broadcasting to relieve congestion in frequencies allocated to them.

The Cox plan for cable TV

Commissioner favors program origination, technical progress

FCC Commissioner Kenneth A. Cox, generally regarded by CATV operators as their toughest foe on the commission, has sketched out a view of what CATV's future should be that in some respects parallels theirs.

He spoke favorably of CATV systems originating programming—although of a kind tailored to meet the needs of a system's community—and in all markets. He even appeared disposed to permitting the systems to sell commercials or engage in some form of pay-TV operation to pay for the local programming.

But he also held out the possibility that CATV systems may one day be regulated by the commission as common carriers. And he even noted that the cable industry faces the danger of being gobbled up by the telephone companies or some entity as yet unborn.

Commissioner Cox shared his thoughts on how CATV might develop—a subject now engaging the attention of the commission as it ponders ways of revising its admittedly inadequate CATV regulatory machinery—with the National Association of Regulatory Utility Commissioners, who met in Chicago two weeks ago. The speech was published last week.

The commissioner's two principal aims in connection with CATV appear to be to permit that industry to contribute the program diversity within communities and to encourage development of cable technology. He says those aims are not likely to be met if CATV is kept within its present framework—that is, essentially as a supplier of television and FM signals.

But he is not prepared to abandon or even ease some of the present shackles on CATV. The commission, he said, could take "a more affirmative attitude toward cable originations—to offset a probable tightening" of the rules restricting importation of distant signals. Local public service programming as well as entertainment programs designed for the cable company's com-

munity, he said, "could make a more solid contribution to program diversity than the mere proliferation of signals carrying programs designed for other communities."

He also said the fact that cable operators would have to pay for such programming would "eliminate the unfair competition" which originally prompted the distant-signal policy. And the locally originated programs, he added, might avoid the problem of audience fragmentation created by a multitude of imported stations. He said he would apply the policy of CATV program originations to all markets, not just the top 100, where present commission rules restrict the importation of distant signals.

In view of the added costs a cable operator would face in program originations, he continued, "we might adopt a more permissive policy toward some sale of local advertising on his part." But he made it clear that he had not yet made up his mind on this point of bitter controversy between cable and broadcast interests. He noted that broadcasters feel that a CATV operator's use of their signals makes it unfair for him to compete with them for programs or advertiser support.

Another possibility, he said, is some form of pay television. He noted that New York Mayor John Lindsay's Advisory Task Force on CATV and Telecommunications, in its recommendations for CATV policy in New York, suggested that the city require franchised CATV systems to devote two channels to local originations which could be supported either by the sale of advertising or by the imposition of direct per-program charges—"that is, a pay-television operation."

Broadcasters' concerns notwithstanding, he believes, the kind of policy he outlined would minimize "the threat to our existing and potential free television service."

He also sees the policy as opening the "heart cities of the major markets" to CATV and this, in turn, as providing additional incentive for further development of CATV technology.

CATV, he said, could develop into the purveyor of the communications marvels now foreseen by some "far-sighted people." He sighted the oft-cited home-communications concept—the daily newspaper printed in the home, the housewife banking and shopping by means of two-way television channels, and children having access to teaching machines.

But such a system will require 20 channels of service or more. And as the capacity grows, he warned, neither the FCC nor Congress, nor state and local authorities, would want the owner of the system to control the content

of all the channels.

Such systems, he said, would be treated as a common carrier. And since local authorities would be unable to cope with all the regulatory problems involved, he said, the regulation of "rates, services, and all other aspects of present common carrier service, plus many new facets of this universal, switched, computerized network which we cannot now imagine" will fall to the FCC and state public utilities commissions.

Racing association wants radio-TV holdings

The formation by the San Juan Racing Association Inc. of a wholly owned division to acquire radio-TV stations in the U. S. was announced last week.

The new division, SJR Communications, has begun preliminary negotiations with AM-FM stations in two major markets, it was said, involving purchase prices of approximately \$2 million to \$3 million each.

SJR Communications is headed by Sylvan Taplinger, an independent producer who has been associated with Kenyon & Eckhardt and the W. B. Doner Co., and Edward Cossman, who recently was owner-manager at WAAT Trenton, N. J., and earlier was general manager of WNTA-TV Newark, N. J., (now WNDT(TV) New York).

SJR has headquarters at 415 Madison Avenue, New York 10017.

The San Juan Racing Association owns and operates E1 Commandante Race Track in San Juan and owns approximately 20% of the common stock of Roosevelt Raceway Inc., Westbury, N. Y. The new communications division is part of an expansion and diversification program by the association and plans eventually to become active in program production and distribution, records, theater operations and publications.

License reversal sought by church, ACLU on WLBT

The United Church of Christ and the American Civil Liberties Union last week asked a federal appeals court to overturn an FCC decision renewing the license of WLBT(TV) Jackson, Miss.

Both filed briefs with the U. S. Court of Appeals for the District of Columbia attacking the FCC ruling last June renewing the Jackson TV station's license for a full three-year term (BROADCASTING, July 1).

This is the second time the court of appeals has been asked to reverse an FCC decision in the case, which began in 1964 when the United Church of Christ and others complained that the station had not served the needs

and interests of the substantial Negro population of the area and had presented only the segregationist viewpoint in programs on racial issues.

The commission, without a hearing, granted the station a one-year license renewal. The complainants, however, won the right to a hearing after appealing to the appellate court. The court retained jurisdiction in the case.

After a hearing, an FCC examiner held that many of the charges were unproven. The commission five-man majority concurred with this view, expressing the opinion, however, that the station's record was not perfect. Commissioners Kenneth A. Cox and Nicholas Johnson castigated their fellow commissioners for renewing WLBTV's license and were in turn censured for being vituperative and self-serving, as well as wrong.

Rex Lee's first votes don't set a pattern

FCC Commissioner H. Rex Lee last week got down to the critical part of his job voting on issues—for the first time since being sworn in as a commissioner, on Oct. 28 (BROADCASTING, Nov. 4).

However, the matters in which he participated, both broadcasting and non-broadcasting, were relatively routine and noncontroversial, and thus provided no indication as to how he would vote on tough issues in the future.

He voted with all five of his colleagues who were present in issuing a notice of proposed rulemaking dealing with filing requirements of applications for common carrier microwave facilities to serve CATV systems (see page 75).

He also voted with five other commissioners in denying a request by KARA Albuquerque, N.M., for a 90-day extension of its authorization to remain silent. In the same action, the commission denied the station's request that it defer action on its license-renewal application, dismissed the application and deleted the station's call letters. The station has been dark since May 18.

He participated in an action in which the commission—again by 6-to-0 vote—denied a petition by Bay Video Inc., permittee of WBVI-TV (ch. 13) Panama City, Fla., for an expedited hearing on its application for extension of time to construct its station.

And he was either with a unanimous group or part of a 5-to-1 majority in matters in which the commission, in one case, denied an FM applicant's petition for waiver of the mileage separation rule, and, in another, granted a waiver of that rule: granted waivers of the rule barring AM applications for frequencies adjacent to class I-A chan-

nels, and granted applications for small-market AM, FM and TV construction permits,

He also voted with his five colleagues to approve the sale of KXKX-FM San Francisco from San Francisco Theological Seminary to Bay Area Educational Television Association for \$62,000.

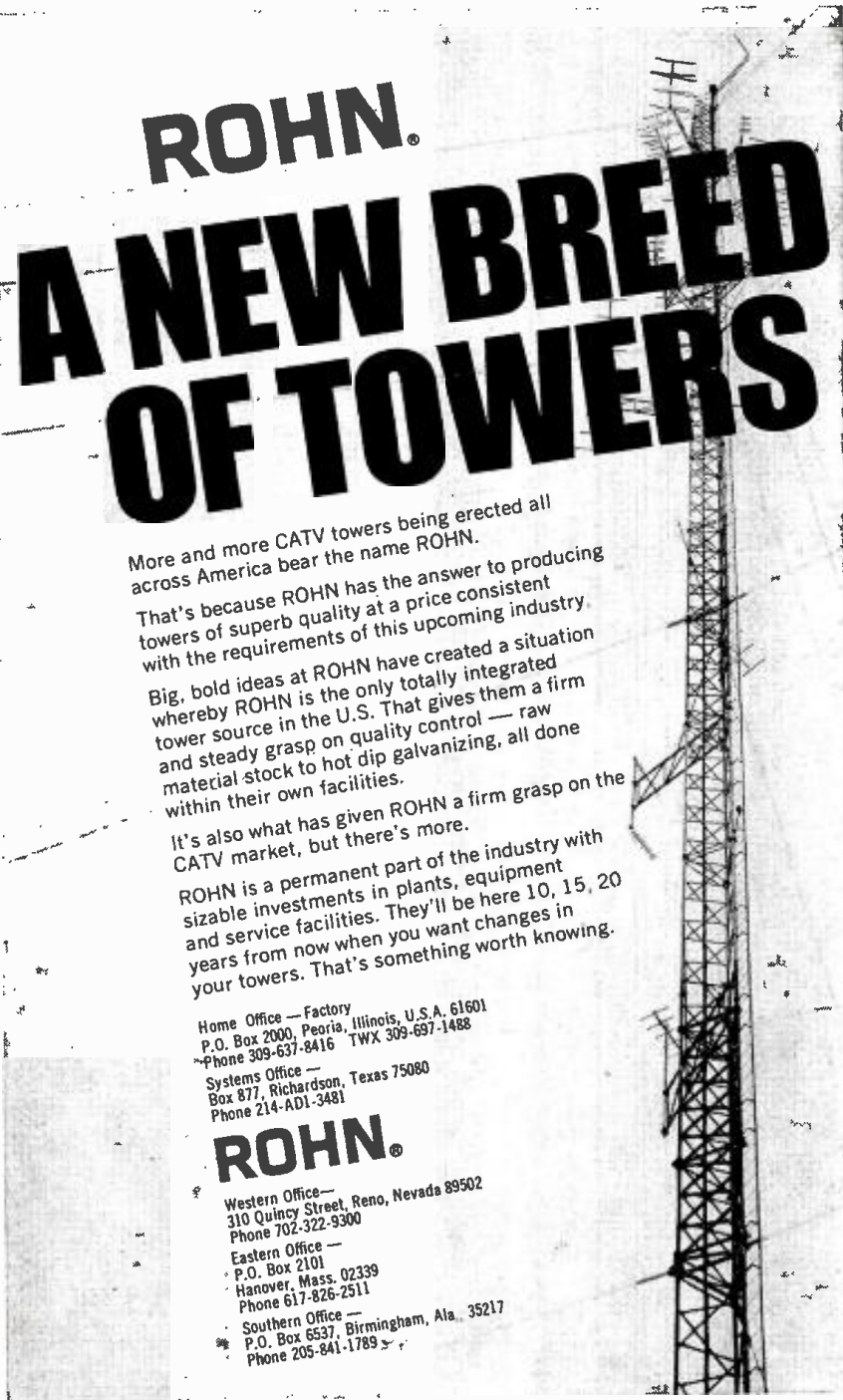
WAEQ-TV destroyed in plane-tower crash

Representative Alvin E. O'Konski (R-Wis.) suffered a \$1.5-million loss when his WAEQ-TV Rhinelander, Wis., was totally demolished on Nov. 17, following the collapse of his 1,750-foot tower

after it was rammed by a private plane. The three men in the plane, which is believed to have struck one of the tower's guy wires, were killed. The weather was overcast and some snow was falling.

Almost 1,500 feet of the tower buckled, with most of the steel falling on the transmitter-studio building at the base of the tower. Two employees of the channel 12 station were injured. All equipment and virtually all of the building were described as a total loss by Harold Ladin, assistant to Mr. O'Konski. Plans for rebuilding have not yet been made final.

WAEQ-TV went on the air Oct. 1, 1966; the station is affiliated with NBC.



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Radio-TV newsmen get plenty of advice

RTNDA hears from Ronald Reagan, Mayor Sam Yorty, L.A. Police Chief Reddin and Judge Edward Devitt

The 23d annual international conference of the Radio and Television News Directors Association, convening in Beverly Hills, Calif., was a battleground of dialogue last week, with well-known representatives of government pressuring unceasingly against unequivocal freedom of information, while broadcast journalists listened politely but fought back vigorously. From all sides the more than 360 radio and television newsmen who attended the five-day meeting (Nov. 18-23) heard opinions as to the things they are doing wrong and were given suggestions on how to set matters straight. From California Governor Ronald Reagan, from Los Angeles Mayor Sam Yorty, from that city's Police Chief Thomas Reddin, from Federal Judge Edward J. Devitt—the message was made clear even if it was more implied than spelled out.

Don't spread rumors, don't be a soap box for the irresponsible, think twice before broadcasting, look at the whole picture, don't grab the easy headline, be more circumspect, present more balanced coverage. Failure to follow such guidelines, the newsmen were constantly reminded, has caused trials to be thrown out of court, has given rise to loud-mouth anarchists, has not permitted the public the opportunity to understand the true nature of California's state administration, has even been the cause of the Watts riots.

It was Los Angeles Mayor Sam Yorty who charged that television news helped incite the Watts riots of 1965. "If not for television, we would not have had the Watts riots," he declared. "Our people" watching the peaceful marches in the South turn into violent confrontations with the police, got caught up in a "great national tension," he explained. It was this exposure to violence, the mayor indicated, that triggered the Watts riots.

The public doesn't know how to adjust to the impact of television coverage, he pointed out. Television has "a tremendous responsibility," more than any other medium. The only alternative for television is "to balance as much as you can," the mayor counseled and added another suggestion: "Run something good every once in awhile."

Earlier Mayor Yorty acknowledged that "naturally, I love television. I would have been dead politically without it." But this was only momentary praise because the mayor was quick to say that the medium is not all good.

California Governor Reagan also began with qualified praise of broadcasting, reminiscing warmly about his early days as a newsman and sportscaster for WHO Des Moines. Television is "the greatest blessing that ever came to democracy," he stated, yet broadcast journalists seem to ignore the whole story and report a piece of it. The governor took pains to explain how his administration has been pictured as anti-welfare and economy-minded fanatics by news media who do not seem to know the real reasons behind the administration's moves.

Los Angeles Police Chief Thomas Reddin, picking up from what he told the National Association of Broadcasters fall conference last month (BROADCASTING, Oct. 28), challenged radio and TV newsmen to find the balance between the sensational news coverage and what took place in totality. "Don't do anything that makes an incident look like a carnival, that makes it sound like fun," he urged. And "keep the bloody lights off" if they are only being put on to show the crowd, he asked. Chief Reddin also suggested that radio and television should not permit their facilities to be used as "a soapbox for the loudmouth."

U. S. Judge Edward J. Devitt of St. Paul, who heads the American Bar Association advisory committee on fair

trial and free press, appealed for RTNDA to accept provisions of the controversial Reardon report. Judge Devitt, who is chief judge of the U. S. district court in Minnesota, said the committee of which he is chairman seeks to bring about a full understanding of the standards adopted last February by the ABA house of delegates concerning the problem of prejudicial publicity prior to trials. "We believe the best way to accomplish this is not through quarreling about whether your First Amendment right to a free press or our Sixth Amendment right to a fair trial is superior," he said, "but rather through cooperation of the media and bar, particularly on the local level where a prescription for the problem can be shaped in the light of local needs."

Judge Devitt told the broadcasting newsmen that it was "unfortunate" that the formulation of the ABA standards has been construed by many in the media as an "attack on the press and broadcasting."

That isn't the way it is at all, the judge contended. "Actually, the criticism is more directed to members of the legal profession, as being the main source of prejudicial pretrial information that has found its way into the pattern of crime-news coverage all these years. The main objective of the standards is to stop lawyers and judges from talking too much about pending cases."

The judge said the ABA recommendations "attempt to establish reasonable guides for professional conduct well within the rights of the bench and bar with no interference with the constitutional guarantees of press freedom." Concluded Judge Devitt: "It is not the purpose of the American Bar Association standards to impede the reporting of crime news to the public. We are as interested as you are in preventing abuse or misuse of the standards as an excuse for withholding news of crime, including investigations in progress and arrests."

Spearheading the counterattack against those who would in any way impede the flow of free information, was W. Theodore (Ted) Pierson Sr., RTNDA's legal counsel and partner in

Roberts now 1st VP of RTNDA

J. W. (Bill) Roberts, Time-Life Broadcast Stations, Washington, was elected first vice president of the Radio and Television News Directors Association. Holder of office becomes president of the organization at its next annual convention. Jim McCulla, ABC News, Los Angeles; Don Murray, WDBJ Roanoke, Va.; Bob McBride, WJBK-TV Detroit, all were elected at-large directors for one-year term. C. (Bos) Johnson, wsaz-TV Huntington, W. Va., was re-elected treasurer for a three-year term.

the Washington firm of Pierson, Ball and Dowd. Mr. Pierson charged that the Reardon proposals seek "judicial management" of the press, "far beyond the reasonable requirements of a fair trial for criminal defendants." He rejected completely parts II and IV of the Reardon Report because the former "attempts to establish the judge as a dictator of vital policy decisions of the executive branch," while the latter provides for direct "dictatorial power against the press" by use of the contempt citation.

He urged that both parts be withdrawn, promising to "do everything we can, with propriety, to prevent its adoption by the states." He also suggested that while the other parts are being withdrawn, part III of the Reardon Report, which provides for closed hearings upon the request of the defendant, also should be added to the rejection list.

But even before Judge Devitt and Mr. Pierson began their spirited give-and-take, a followup to a previous encounter before the eastern regional conference of the RTNDA in New York last summer (BROADCASTING, July 8), a report by the Freedom of Information Committee already gave strong indication that broadcast newsmen are ready to meet the challenge of government control. Never before has the freedom of information been so terribly threatened in this country, particularly in the broadcast field, the report, submitted by co-chairmen Don Murray of WDBJ-TV Roanoke, Va. and J. W. (Bill) Roberts, of Time-Life Broadcast stations, made clear.

The report singled out the FCC for demanding that the television networks answer complaints from viewers about network coverage of the political conventions. "Thus was raised the very ominous specter of government control of breaking news stories," the report said.

According to the FOI committee, news coverage of the Democratic convention in Chicago has brought about "the most dangerous threat to freedom of information in years." The report went on to say: "The mere fact that the FCC was requiring the major TV networks to justify their handling of a breaking news event stretches the fairness doctrine to a breaking point."

Lieutenant General Hershey, Selective Service director, also was singled out for criticism by the report. Issue was taken with his reported charges that "inaccurate, stupid" reporting of stories involving draft dodgers and other dissenters would lead to government control unless more self-discipline was exercised.

Jay Crouse of WHAS-TV Louisville, Ky., outgoing president of RTNDA, added his own voice to the backlash of

Pierson gets White award

W. Theodore (Ted) Pierson Sr., partner in Washington law firm of Pierson, Ball & Dowd, was named winner of the Paul White Memorial Award for 1968, highest honor granted each year by the Radio Television News Directors Association. Award is voted annually for distinguished service to broadcast journalism. Mr. Pierson, who also is attorney for RTNDA, received the award for his efforts to free broadcast news from legal and other restrictions.

rebuttal by RTNDA. Perhaps it is not possible or wise for broadcast journalists to "dissipate our energies by responding to every sally by individual citizens or ad hoc groups," he noted. Yet these attacks should be met "head-on" by individual broadcasters who must always be on the alert for pressure from organized groups from any part of the political spectrum.

The ultimate hope for broadcast journalism, Mr. Crouse indicated, is action through the courts "since it is becoming increasingly evident that we cannot hope to achieve parity with the print media through congressional avenues."

Observed Mr. Crouse: "I have said all along that unless and until First Amendment protection is extended to broadcast media on a par with print media, our future progress as an industry is endangered."

What Mr. Crouse peppered away at during his over-all comprehensive president's report, former RTNDA President Richard E. Cheverton of WOOD-TV Grand Rapids, Mich., blasted in his fiery keynote address. He called for immediate all-out action led by RTNDA to preserve freedom of the press from the pressure of government and politicians. "Make no mistake about it—the conflict between government control, benign or otherwise, and the principle of the free press is here, now," he said.

The keynote speaker reminded his listeners that the Constitution emphasizes individual and collective freedoms. "In the case of press freedom," he emphasized, "it is unqualified. Government is supposed to stay out of journalism's business."

To preserve broadcast journalism's right to free access to information, Mr. Cheverton said, stations should bombard the public with promotion spots, visual reminders, special programs and editorial comment—and most important, by the show of "enthusiasm for the crusade by station personnel."

Another action that should be taken, he recommended, is "diligent use of the protections afforded by the laws," such as support of actions to force the open-

ing of records.

"It should be the firm dictate of this convention," he said, "that control of the journalistic product in this nation shall not be the business of government. It should come through loud and clear that government cannot run our business, that it cannot influence our judgment of news, that it can't act as an editor."

Mr. Cheverton added: "This is our fight and we ought to get on with it."

Picking up the cudgels laid down by Mr. Cheverton, the Freedom of Information Committee was preparing, as this story was going to press, to urge RTNDA's membership to go on record with a strongly-worded resolution condemning all efforts at government control of reporting of news stories. It's believed that the resolution would identify the FCC and Lieutenant General Hershey for censure.

Capping the RTNDA's defense of its liberties, incoming President Eddie Barker of KRLD-TV Dallas reminded broadcast newsmen "that what is happening around the country . . . is not good," with the closed-door meeting in "as much vogue as the mini-skirt." These closed doors will not open on their own, he stressed, but will take renewed effort by all "who recognize the true value of press freedom."

In remarks prepared for delivery as his acceptance speech at the annual closing banquet (Nov. 23), RTNDA President Barker pointed out that "1969 looms ahead as the year that will test the mettle of the broadcast journalist." Mr. Barker is confident that "RTNDA accepts that challenge." He pledged "to do all in my power to meet that test."

'Disaster plan' needed for major news coverage

When hiring black personnel for broadcast stations, don't necessarily look for the guy in a Brooks Brothers suit, the establishment style haircut and absence of any trace of dialect. This will identify the man "as an Uncle Tom" to the black community. Such was the advice given to radio newsmen at last week's Radio Television News Directors Association conference in Beverly Hills, Calif. (see page 56) by Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati. Speaking on the subject of "how to get more minority persons into broadcasting" at a radio workshop, Mr. Rogers also observed that there comes a time when public safety takes precedence over broadcasting a scoop, when a news beat "is not really permissible." He indicated that the "rule of reason" has to be used in hiring racial minorities and in handling stories about them.

During the same workshop, Jim Law-

rence, news director, KHJ Los Angeles, suggested that stations draw up "a disaster plan" tailored to specific needs so as to be prepared to cover "a major catastrophic story" if it occurs. He thought that possibly some sort of reciprocal plan for accreditation of newsmen could be worked out on a national basis for use in the event of a story of nationwide scope. But in the overall, he noted, "massive team effort" is what's needed to handle a story as big as the assassination of Senator Robert Kennedy.

Don Martin, news director, KIMN Denver, who also made a presentation during the radio workshop session, showed a 24-minute 16mm film of his station's news facilities in action. KIMN news operates on a monthly budget of \$15,000, he said, and has five mobile units, which are supported by three other mobile units on a stringer basis. The station also owns its own airplane and helicopter.

The radio workshop was one of the many pieces of business discussed and acted on at the busy five-day conference (Nov. 19-23). RTNDA's board of directors and the organization's membership voted approval for a constitutional amendment to provide for seven active memberships for each network news operation at its home city. This will give CBS and NBC as well as ABC (despite its four separate radio networks) seven active memberships each. The former provision allowed three such memberships.

RTNDA's incoming president, Eddie Barker of KRLD-TV Dallas, and Carroll McGaughey of wsoc-TV Charlotte, N. C., were appointed to study the problem of police and emergency radio band monitoring in conjunction with the Association of Public Service Radio Operators. RTNDA, it was indicated, will seek suitable agreements permitting use of scramblers but will oppose any move to refuse these frequencies to monitoring by accredited news operations.

The board of directors of RTNDA endorsed a joint session of its organization with that of the Asia Broadcasting Union, to be held in Bangkok, Thailand, next year. The joint session is tentatively scheduled for May 2-4. Richard Krolik, of Time-Life Broadcast and chairman of RTNDA's special projects committee, is making the arrangements.

CBS News team held while Cubans review film

A CBS News team was held in Cuba for five days after filming a half-hour segment of the network's *Who, What, When, Where, Why* program broadcast last Tuesday (Nov. 19).

Correspondent Bert Quint last week said he and his regular film crew, cam-

eraman Carl Sorenson and soundman Vito Manaco, were halted at the Havana airport, Nov. 11.

Mr. Quint said a Cuban official told them their passports were not in order, although they had been approved earlier.

Mr. Quint said he believed the Cubans "must have had some second thoughts" about one of their interviews, one in which he asked several pointed questions of Carlos Rafael Rodriguez, a Cuban minister without portfolio and a member of the Communist party central committee.

Mr. Quint said the Cuban officials would not allow him to ship film out of the country during their detention, but on Friday they were allowed to leave after presenting officials with dummy film footage marked "Rodriguez interview."

It was not clear whether the officials viewed the fake footage. The Rodriguez interview was included in the broadcast, *Cuba, Ten Years of Castro*.

Journalism under attack

Warning from Stanton: threat to broadcasting is also threat to press

Freedom of the press is in the gravest danger today not from outright repudiation but from constant erosion and qualification, Dr. Frank Stanton, president of CBS, warned in a keynote address delivered in Atlanta last week to Sigma Delta Chi, the professional journalistic society. And it's not only broadcasting that is most intimately affected by the current storm of criticism, both congressional and public, directed against news coverage.

"To those who say that broadcasters are licensed and, therefore, must submit to greater controls and regulations of content than those imposed upon the print media. I say, in turn, that freedom of the press is not divisible," said Dr. Stanton. "You cannot have one measure of freedom if journalism is broadcast and another if it is printed. We are all in this together, and we must recognize that the future of journalism depends upon the position that we in all news media take in this very critical hour."

Unless the news media turn back those threats posed by increasing government interest in controls over the press, Dr. Stanton warned that "journalism as we know it today—and indeed, the whole nature of our democracy itself and the people's right to know—may never be the same again."

Broadcasting's problems, he suggested, may soon be shared by the

print media. Right-of-reply regulations may be imposed upon newspapers: "These regulations amount to an extension of the equal-time doctrine which has locked broadcast coverage of election campaigns into a straitjacket," he said. "The idea of applying [those] regulations to newspapers is now supported by the American Civil Liberties Union, which is considering lawsuits to force the issue to a court test."

The Reardon Report is frequently being used as an "excuse to close the doors and records of our courts, and to slap far heavier restrictions on reporters than Judge Reardon ever intended," he charged. And there is a continuing trend in Washington toward greater management of news and manipulation of reporters (see page 59).

These are the warning signs, as Dr. Stanton termed them, that are evinced in some government suggestions that "something other than professional news judgment should control the flow of information to the public." Critics of the news media, he said, "would have us suppress anything which they find disagreeable, troublesome or embarrassing, and publish or broadcast only that which serves some loftier social or ethical purpose—as they see it."

The broadcast media, particularly the networks, have already taken their lumps this year from public officials, he said, citing adverse reaction to coverage of ghetto riots and the Democratic convention in Chicago. Although the President's National Advisory Commission on Civil Disorders has said broadcasters had made an effort to provide a balanced, factual account of civil disorders, Dr. Stanton noted: "We take little comfort from this, for a presidential commission which could presume to give journalists a clean bill of health had the potential of releasing a report that could be used as a basis of attack on the free-press tradition."

CBS has also felt the barbs of criticism from government and congressional officials, Dr. Stanton said. The network's *Hunger in America* documentary brought an angry reaction from Secretary of Agriculture Orville Freeman who accused CBS of "shoddy journalism," but soon after the broadcast instituted changes in his department, which provided food relief for the poor. "The value of such hard-hitting reporting," Dr. Stanton claimed, "is not only that it keeps the public informed—but that it keeps the government informed as well." He suggested that until the documentary was broadcast Secretary Freeman had been "insulated" from the unpleasant realities and the seriousness of the problem that was depicted.

The filming of a pot party at North-

western University by WBBM-TV Chicago, a CBS-owned station, has generated both congressional and FCC investigations, which Dr. Stanton termed both "burdensome" and a "serious example of government interference," in that WBBM-TV has had its license renewal held up for 11 months. "Nothing has been turned up that persuades us that our news personnel in Chicago staged the broadcast or departed in any way from their normal, high journalistic standards," he said.

But Dr. Stanton indicated the most odious example of government surveillance is that posed in the FCC request for explanations why the networks made the news judgments they did during the Chicago convention, and the subsequent investigations of that coverage by the Justice Department, a federal grand jury and both Senate and House committees.

These investigations, he said, involved not only a review of the content of the broadcasts, but also demands for network outtakes as well, which Dr. Stanton said are the "equivalent of a governmental committee asking for a reporter's confidential notebooks and seems to us to raise serious First Amendment questions."

Noting that society is currently in a state of change and stress, Dr. Stanton claimed that in such periods freedom of the press is most seriously challenged. "Because society has achieved such an excess of power and knowledge beyond its ability to manage," he said, "there may be some who believe that we cannot afford the free flow, interchange and clash of ideas [that ensues]. I am not one of them. But none of us can afford to sit complacently by and assume that this gathering storm will spend itself or blow over.

"Government officials and any others who would curtail or qualify the freedom of the press overlook the basic theory and reality upon which the First Amendment was originally built—that there is no single universal standard of journalistic truth. There can only be different approximations of truth. The more numerous the sources of those approximations, the less likely is the persistence of error."

Another aspect of freedom of the press is what Dr. Stanton called "the right to be wrong, to offend on occasion, and to report the disagreeable." He said he wasn't advocating unfair, inaccurate or biased reporting, however. "But the reporter guilty of such lapses should be accountable—not to a handful of federal officials with a little book of rules—but to his editors, his employers, and his readers or listeners or viewers. They constitute a watchful and tough jury." Dr. Stanton maintained, "that sits in continuous



Dr. Stanton

session and draws not on a single news source, but on competing ones in order to make a judgment on what is truth."

Every journalist, he said, has an immense responsibility to the public. And in fact there is no more vital role in a free society than informing its people—"fully, freely and without accountability to anyone except the people themselves. A nation not fully informed is a nation in trouble," he said. "And a sense of the uncompromisable urgency of our mission must never desert us. . . . There can be no free society without a free press. Once the freedom of the press is diminished—and the broadcast press is always the first target—so is democracy."

Answering questions after his speech, Dr. Stanton said he thought all networks had done "phenomenal jobs" in covering the political conventions. He said he wished that conventions would be shortened in the future. He also expressed the hope that in physical layout future conventions would provide television reporters easier access to the convention floor.

He also said the outlook for repeal of Section 315, the political-broadcasting law, was gloomy, but that "will not stop us from trying."

Dr. Stanton has been honorary president of Sigma Delta Chi this year, the first broadcaster to achieve that position.

Too little coverage of Chicago clashes?

A CBS News official last week directly challenged criticism that broadcasters devoted too much attention to violent police-youth clashes at the Democratic national convention.

"I think we underplayed the most important part of the story," Bill Leonard, CBS News vice president and director of news programing, told a din-

ner of the National Conference of Christians and Jews in Chicago Tuesday (Nov. 19).

"I do not think that I, for one, quite realized even as it was happening, that what was going on at the corner of Balboa and Michigan and in Grant Park was perhaps more central to the core of the story than what was happening at convention hall," Mr. Leonard said.

He cited two reasons: "It was next to impossible to cover the downtown story completely or to evaluate it properly," he said, because of "the communications strike . . . legitimate security problems . . . and police hostility [that] made our work in some cases next to impossible." He also said broadcasters were overly cautious in reporting violence because they had feared there might be much greater disorder and they did not want to contribute to it.

He said, "we were concerned that all the passions, all the frustrations, all the angers, all the bravado, all the provocations and all the bitterness might come together and erupt on a scale that would dwarf the tragedies we had reported in the past."

He also pointed out that NBC and CBS "devoted roughly a half-hour each out of more than 30 hours of convention coverage" to clashes on Wednesday and Thursday nights of the convention.

He said viewers over-reacted to what they saw "at that point in time we were a nation . . . close to the boiling point . . . whipsawed between death and frustration abroad, and riot and violence at home"

Passion for secrecy charged to Johnson

SDX reports his record for credibility was perhaps worst in history

The news practices and policies of the Johnson Administration were front-and-center on the firing line in Atlanta last week before the 59th annual convention of Sigma Delta Chi, the professional journalistic society.

Harsh words about President Johnson's "arbitrary secrecy policies" and credibility gap were contained in a year-end report compiled by SDX's Advancement of Freedom of Information Committee. The report's major conclusion is that the President "is leaving office with perhaps the worst record for credibility of any President in our history. This unfortunate reputation has not been changed by the fact that the

Freedom of Information Law was passed during his administration."

Among the committee members who wrote major sections of the report are Theodore F. Koop, vice president of CBS, and William J. Small, manager of CBS News in Washington.

The report also examined a new problem between police and newsmen that arose as a result of the police action in Chicago during the Democratic convention.

Mr. Small, who contributed an overview of the battleground that was Chicago, noted: "Though a number of columnists and some publications have taken issue with the treatment of the convention story by newspapers and television, few will argue that the treatment of newsmen themselves was anything but shocking." However, Clark B. Mollenhoff of the *Des Moines Register* and *Tribune* and chairman of the committee, suggested that though that police action represented a "new and serious threat to normal press activity, [such actions by police are] still a problem limited to a few localities and a few incidents." The SDX report,

he said, would not "and should not" place the blame for the Chicago problem on either the police or the press.

The report further detailed traditional freedom-of-information problems posed by the controversial Reardon Report which seeks to restrict "prejudicial publicity" of certain court trials. Certain "highly restrictive" state court orders, excluding the media from the court room, it was stated, fall "little short of a star chamber proceeding."

In addition the report provided a state-by-state review of problems of access to information. One novel incident was found in Goose Lake, Iowa, where a local school board set up a \$1-a-minute inspection fee after a reporter had asked to inspect public board records.

The principal sections of the report contained a veritable indictment against the news policies of the outgoing President and examined, in large measure, the extent to which White House news was allegedly managed.

The so-called credibility gap "has reached awesome proportions under the Johnson administration," the report

noted. "Secrecy, lies, half-truths, deception—this was the daily fare of the [White House] correspondents. . . ." It was also noted that the credibility gap was not a serious problem when President Johnson was using the type of news conference "which served the Washington press corps and the nation so well" from Franklin D. Roosevelt to John F. Kennedy.

The White House and the Pentagon are termed the two most difficult beats to cover, but as the report noted: "No government news source was exempt from the rigid system laid down by Lyndon B. Johnson."

One such example cited was President Johnson's alleged misuse of the FOI law "in an effort to bar reporters" from any personnel information about a government employe except job title, salary, and the period of time employed by the federal government. The restriction, it was said, came from a Civil Service Commission instruction, and was used by the Office of Economic Opportunity and the Agency for International Development to refuse information about birthplace, educational background and prior employment.

The report further alleged that the President "continued to have an obsession for secrecy and did his utmost to maintain a monopolistic control of the news until he was ready to announce it. . . . He remained convinced that once he decided on a policy, it was for the good of all, beyond criticism. The press should not print anything about it while it was being formulated and afterward it should publicize it in glowing terms. The press, he once said, is 'the best servant I have'."

Specific areas of news management cited in the report are attributed to a "long time" (and unidentified) White House correspondent who alleged that a "serious reporter is lost when he tries to get the factors going into the formulation of major policy" particularly in matters of foreign affairs.

Special presidential assistant Walt Rostow is accused of providing a "lot of gobbledygook that does not add up to anything"; news secretary George Christian is termed "ideal" from the President's point of view—"Johnson wants to suppress the news and Christian implements this policy faithfully."

Whatever news emanates from the White House is frequently plagued with credibility problems, suggested the correspondent who cited two examples: the 1964 Gulf of Tonkin incident which led to a large-scale U. S. troop commitment to Vietnam, and the subsequent contradictory disclosures this year before the Senate Foreign Relations Committee, and the President's TV announcement that he would not seek re-

Eeneey, meeneey, mineey, Heidi

The celebrated final minute of the New York Jets-Oakland Raiders American Football League game on NBC-TV Nov. 17 is getting to be the most-shown minute ever not seen on the network.

Since that fateful Sunday at 7 p.m. EST, when a "communications breakdown" prevented the audience from viewing Oakland's two touchdowns within nine seconds to beat the Jets 43-32, NBC's tape of the final minute of play has been broadcast by various affiliates on late-news programs that same night (it was network-fed at 11:10 p.m. for showing or taping), by NBC on its *Today* show Monday morning and *Huntley-Brinkley Report* Monday night, on WCBS-TV New York's local-news program Monday night, and in a five-minute film made for the banquet circuit.

As NBC described it, only one man was authorized to notify broadcast control in New York to keep the game running and miss the start of the scheduled special, *Heidi*. This man—unidentified by NBC—could not get through, because switchboard lines were jammed with calls from viewers wanting to know whether the game would be continued and some complaining about the placement of a commercial during the final minutes of the game.

The man tried to reach the control room via the Oakland mobile unit, but NBC's "fail safe" system, designed to prevent crank calls from determining what went on the air, worked perfectly

and rejected the call. The network has now installed private lines to the control room.

As frantic football fans described it, "%\$!XM&\$# #*Z!?!!"

Others in broadcasting gloated over the story. (WCBS-TV's late-night sportscaster merely announced at the end of his rundown of scores: "And *Heidi* married the goatherd.") But NBC was a good sport about the mistake.

NBC President Julian Goodman issued a statement that noted, "it was a forgivable error committed by humans who were concerned about the children who were expecting to see *Heidi* at 7 p.m. I missed the end of the game as much as anyone else." The network is also capitalizing on its mistake in print advertisements this week.

An ad appearing late last week cites critics' praises of *Heidi*, including a statement from Jets quarterback Joe Namath: "I didn't get a chance to see it, but I heard it was great." Newspaper ads scheduled to appear in 10 major cities over the weekend announced that NBC has covered almost 13,000 minutes of AFL football, but admitted it "should have televised one more."

The almost impossible feats of the final minute of that game capped a 48-minute fourth quarter—"the longest in the history of NBC's AFL coverage," according to an NBC spokesman. The network had earlier cut off the final two minutes of another AFL game, San Diego vs. Buffalo, to join the Jets-Raiders game at the opening kickoff, but that contest ended unspectacularly with no change in score.

election this year. The correspondent alleged that when Mr. Johnson was asked the night before the announcement whether he would discuss his candidacy, the President reportedly replied with "a flat 'No.'"

After that announcement it was said the President "greatly reduced" the number of public contacts with the press. Reporters who tried to improve their coverage of the White House by seeing the President privately, the correspondent claimed, "would come away complaining about the lies and the propaganda they had been fed."

The Pentagon fared little better in the SDX report. According to unnamed "veteran" correspondents at the Defense Department, press chief Phil Goulding's philosophy is the same as his predecessor: "Protect the boss, make him look good, have a minimum of candor and a maximum of obfuscation about everything." It was claimed that Pentagon officials "never have talked frankly about the [Vietnam] war from the beginning. . . . Critical decisions of the war were made in secrecy and never fully discussed."

According to the report, the Democratic convention pointed up a new threat to formerly pleasant relationships between the police and press. Urban riots and confrontations between police and a wide variety of demonstrators have created tensions between police and newsmen, the report said.

However, "while the actions of some police have represented a new and serious threat to normal press activity, it is still a problem limited to a few localities and a few incidents. Unless there is some change in attitude," the report noted, "it is apparent that the problems of Chicago can arise in almost any area where there is a confrontation between demonstrators and police."

The report looked beyond the immediate impact of Chicago to remind the press of its responsibilities in potentially dangerous situations. "It is well to keep in mind that the freedom of the press does not and cannot guarantee safe passage in a war zone. . . . It is stretching a point to expect the police or an inflamed mob to pay much attention to special rights for reporters at a time when fists and clubs are flying."

The report suggested that riot or similar coverage might be treated much as sports writers cover football games, in a press booth above the arena of play: "It would do no harm to occasionally consider arm's-distance coverage as an alternative and to settle for talking to the players at the half or when the game is completed," it said.

The report also called for "judgment and restraint" in covering tense confrontations. "It is a disservice to the press to engage in rash ill-conceived

actions while covering a confrontation or altercation involving the police and demonstrators. While courage may be a laudable quality in getting where the action is, it should be understood that undue personal risks can be avoided while doing an effective job of observing and reporting."

NY district court adopts new coverage rules

U. S. district judges for the Southern District of New York have amended their criminal rules in an attempt to assure fair trials for defendants and still not infringe upon the basic rights of a free press.

The court's new rules were formally adopted by the judges on Nov. 15 and they will go into effect on Jan. 1, 1969. The rules lay down stringent directives for lawyers and court personnel in accordance with a recent suggestion by the Judicial Conference of the U. S., an arm of the Supreme Court (BROADCASTING, Sept. 23).

Though the rules specify that lawyers and other court personnel are not to supply prejudicial information to the news media, they do not provide for any penalties to media for publishing information obtained.

The judges, in their sole reference to rules governing the news media, said: "The taking of photographs in the court room or its environs during the progress of or in connection with judicial proceedings, including proceedings before a U. S. commissioner, whether or not the court is actually in session, is prohibited.

"Environs, as used in this rule, shall include the entire U. S. Court House at Foley Square [contained in a 30-story building in New York City], including all entrances to and exits from the said building, excluding only the press room, where presently located on the ground floor of the building."

McGee calls for more balance in journalism

Television has brought a significant, staggering change to the entire process of journalism from the days when newspapers were the dominant news medium, NBC News correspondent Frank McGee told the University of Southern California Alumni Association in a speech delivered Nov. 14. This change bears with it a responsibility, he indicated, a responsibility for television journalism to present a more circumstantial, discerning, thorough picture of current-day events.

Mr. McGee pointed out that the assumptions of newspaper journalism do not apply to broadcast journalism, that

adults, young people and children of yesterday who at best were occasional newspaper readers, today are eyewitnesses to disturbances around the world. More importantly the newspaper reader of the past had an implicit understanding with the newspaper writer that the TV viewer of today doesn't recognize. It was understood that the newspaper writer didn't necessarily approve of all the terrible things he reported and there was a further understanding that the newspaper, of course, was not a complete transcript of everything that took place in the world. However, according to Mr. McGee, today's TV viewer believes "that by filming an event and presenting it on television, we are expressing approval of the event; that by concentrating on disruptive forces in the society, we are deliberately encouraging disruption—that disruption is our motive."

Television has not only not presented all of life, but was never supposed to and never can. Instead, Mr. McGee said, "what we are beginning to suspect . . . is that we must present a more balanced view of life in this society . . . making the effort to report those events and experiences in our society that will broaden the picture we present and more accurately reflect our total life."

Such an effort is important and necessary, he suggested, because "things are said, and things are done, that demonstrate people still believe in some values, still practice certain principles, still have faith in themselves and in society. All is not chicanery and hypocrisy. And the heart still quickens to the thought of good."

Hogan's no hero to Avco stations

A Cincinnati radio-TV outlet has taken to the air in an argument with a local radio-TV newspaper columnist—on the basic issue of freedom of the press. WLWT(TV) and WLW aired an editorial after the *Cincinnati Enquirer's* Martin Hogan blasted NBC for suggesting that the FCC had no business in intervening about complaints charging bias in news coverage of the Chicago Democratic national convention.

The Hogan column said NBC was "all wet" in its contention that, quoting the network's letter to the FCC, "there is no area of regulation more clearly precluded to the commission than the surveillance of the accuracy or alleged bias of broadcast coverage of controversial issues and public events."

The Cincinnati Avco stations, affiliated with NBC, replied directly to the *Enquirer* columnist in its editorial: "Mr. Hogan . . . when the federal government begins reviewing the broadcast press, they are but only one step away

from reviewing the printed press, too."

All groups, the station urged, should work to insure that "the true meaning of the First Amendment of the Constitution is fully understood by all. Freedom of the press must include all methods of journalism—newspapers, magazines, radio and television."

The stations commended NBC for its response to the commission and added that "any who think that we can get along without freedom of the broadcast press had better stop and think some more."

L.A. performers vote support of AFM strike

The Los Angeles local of the American Federation of Television and Radio Artists last week unanimously voted to support the American Federation of Musicians in that union's current strike against the networks and other producers of network television programs. The talent union local recommended that its national board implement this expressed support to the fullest extent permitted under the existing contracts between AFTRA and the producers. The union may prohibit performers from acting as strikebreakers. But it may not order its members to respect the picket line of another union.

AFTRA's national board was urged by the Los Angeles local to order union members not to lip-sync to a phonograph record when not customarily done in the past. It also asked that singers be ordered not to perform without accompaniment as a way of replacing striking musicians.

An AFTRA membership meeting in New York is scheduled to consider these recommendations tonight (Nov. 25). Previously AFTRA members were warned of disciplinary action if they play a musical instrument in a program on the TV networks struck by AFM. Also last week the striking American Federation of Musicians received support from a closely affiliated talent guild. The Composers and Lyricists Guild of America, based in Los Angeles, announced that its members at a general meeting had passed a resolution promising AFM "all of the support, moral and active, that we legally can."

CLGA members were reminded that orchestras in England, France, Germany, Italy and Norway have agreed not to record for the struck U.S. networks for the duration of the AFM walkout. Ted Cain, executive director of CLGA, in a letter made public, urged composers who are approached by producers or networks to have their compositions recorded in foreign lands to contact his office for instructions. Musicians have been striking against NBC, CBS and ABC since Oct. 30.

Federal mediators move into AFM strike

Representatives of the three networks and the American Federation of Musicians were scheduled to hold a meeting last Saturday (Nov. 23) before the Federal Mediation and Conciliation Service in New York in an effort to settle the musicians strike (BROADCASTING, Nov. 4 et seq.).

The meeting was requested by Commissioner Irwin Gerard of the service who stepped into the dispute last Wednesday (Nov. 20). Spokesmen for the networks and AFM agreed to attend the session. They had held one previous meeting since the start of the dispute on Oct. 30 but said they had made no progress at that time.

Approximately 800 musicians struck the networks on behalf of 190 staff orchestra members employed in New York and Los Angeles. The networks have insisted the main issue in the strike is their demand that the staff quota in New York be reduced by 20 musicians each because there is not sufficient work for them. The union has claimed it has called the strike for improvements in wages, working conditions and fringe benefits.

Staff musicians now earn \$257.50 per week and the union is seeking an immediate \$64 weekly pay increase and additional raises of 10% and 5% in the next two years. The networks have offered a total of \$40 weekly more over a three-year period.

Network programming has continued without interruption since the start of the strike. On programs that normally employ an orchestra, the networks either have presented the shows with performers singing to the accompaniment of recorded music or a cappella; have used re-runs of previous episodes, or have had programs taped in advance to run.

A CBS-TV spokesman said the *Ed Sullivan Show*, which had been carrying repeats for several weeks, was to be presented live Sunday (Nov. 24) with recorded music.

An associate of Mr. Sullivan told BROADCASTING that "we decided to use recorded music after several weeks of repeats because we feel it's the better choice." He added that "we naturally would rather have an orchestra to show our performers in the best light, but we have no other choice."

KFXM is hit by fire during AFM strike

KFXM San Bernardino, Calif., embroiled in a labor dispute with the American Federation of Television and Radio Artists, was put off the air for some 12 hours last week by an early

morning fire that caused an estimated \$100,000 damage to the station's transmitting facilities. Local police were said to be investigating the possibility of arson. It was reported to be thought that an accelerant such as a Molotov cocktail was thrown into the circuit room of the station through a broken window and ignited. The station notified the FCC and the Federal Bureau of Investigation of the fire.

The FCC and FBI also were informed of a previous incident when telephone lines to the station's transmitter were found to have been cut. KFXM was struck by AFTRA on Oct. 25. Also struck at the same time was KDUO(FM) Riverside, Calif., which is owned by KFXM and shares studio and office space with the AM station. Both stations were shut down briefly at the start of the strike. KDUO was not affected by the fire.

Claude L. McCue, West Coast executive director of AFTRA, upon learning of the incident last week, issued a statement condemning and denouncing anyone who may have set fire to KFXM. "If I were to speculate about the persons involved in this terrible incident, I would say it was perpetrated by someone who wants to put a cloud over our strike," his statement said in part.

KWWL-TV absolved in fairness violation case

The chairman of a neighborhood group opposing a low-rent housing project in Waterloo, Iowa, has been told by the FCC that KWWL-TV Waterloo had not violated the fairness doctrine with editorials supporting the project.

Paul Chambers, representing the group, had complained to the commission that KWWL-TV's editorials had accused project opponents of being racists and that the station had refused air time for views opposing its position. The commission reply noted KWWL-TV's response, in which the station said that its newscasts about the housing project included views on both sides of the issue, and that a number of reports had been aired featuring the comments of the neighborhood group's attorney on the editorial.

RKO pay-TV programing is down but not out

RKO General's WHCT(TV) Hartford, Conn., has announced its second cut-back in pay-TV programing in two months, but officials denied that the subscription service was being phased out.

The new schedule eliminates pay-TV programing on Sundays and reduces it Monday through Friday from two shows a night to one a night. Earlier, WHCT

expanded its broadcast commercial operation by carrying a number of CBS-TV programs not carried by the regular CBS affiliate in Hartford, WTIC-TV.

Officials said the latest cutback was being made because they were being forced to include "lesser" movies in the subscription service. With fewer pay-TV hours, they said they would offer more "quality" features with "unquestionable artistic merit," including some with so-called "adult" themes. Four they mentioned: "Rachel, Rachel," "The Detective," "Planet of the Apes" and "Thoroughly Modern Millie."

Effective Sunday (Nov. 24) the station's pay-TV schedule called for 12 hours a week, or two hours a day, Monday through Saturday. Last spring, WHCT was carrying as much as 34 pay-TV hours a week. Officials said pay-TV subscribers, formerly about 7,000, currently total about 4,500.

Mayor yields election rather than equal time

Mayor James F. Stair of Clinton, Tenn., has withdrawn as a candidate for reelection in the December municipal election. And the reason, he said with some bitterness, is the equal-time law.

For the mayor is general manager of WYSH Clinton, and does several jobs on the air—he reads commercials, broadcasts news, introduces records. And the station was notified by the FCC that these duties would require it to give equal time to Mayor Stair's opponent.

The commission, which was responding to an inquiry from the mayor, said the opponent could not be limited in the manner in which he used the time. The mayor had asked whether the opponent could be required to "use the time in the same way he does—that is, reading commercials, introducing records, etc?"

"This," said the mayor, according to a news release in which he announced his withdrawal from the contest, "is discriminating and preposterous and makes third-rate citizens out of anyone connected with radio or television since it would be impossible for anyone in this profession to seek office without resigning his job. And, for a mayor's job that pays only \$500 a year, would even be more ridiculous."

New serial ready for casting

NBC-TV expects to cast the major roles in the new daytime adventure-mystery serial drama *Hidden Faces* by the first week of December. The new serial, weekdays, 1:30-2 p.m. EST, starts Dec. 30 and replaces *Let's Make a Deal*, daytime show that goes to ABC-TV at mid-season. The addition gives the network a drama serial block through 3:30 p.m.—others are *Day of*

Our Lives, *The Doctors*, and *Another World*—and *Hidden Faces* is being produced by daytime-drama producer Charles Fisher. General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, is the sponsor.

TV commercials swell SAG earnings

Union's report says 1967 was record year with TV contributing major share

Some 1,000 members of the Screen Actors Guild, attending the union's annual meeting Nov. 17 in Hollywood, were told what side of the bread the butter is on. A report by National Executive Secretary John L. Dales showed that last year actors in television commercials and industrial films—but primarily TV commercials—earned \$46.3 million, an increase of \$5.5 million over the preceding year. This represented 42% of the grand total of \$108.9 million earned by actors in all fields where SAG has jurisdiction.

The almost \$109 million earned by actors in 1967 is a new high for SAG members, up \$4.5 million over the grand total registered in 1966. Actor income derived from television entertainment films amounted to \$35.9 million. This represented a decrease of \$4.5 million from the preceding year. Longer TV entertainment episodes, more and quicker reruns during the season, the increased use of theatrical feature films on television and more live taped shows were given as the reasons for this decrease.

The amount of financial compensation actors received from work in theatrical feature films rose some \$3 million to a total of \$26.6 million. This amounts to approximately 25% of the total actor compensation under all SAG agreements.

Mr. Dales also reported that the number of television residual checks being handled by the guild has increased from an average 10,000 a month last year to 16,000 a month currently. During the last 12 months, SAG has collected and disbursed in domestic TV film residuals more than \$12.5 million, an increase of \$2 million over the preceding year.

SAG collected \$1,751,000, an increase of \$300,000, for the foreign use of TV programs. The guild also collected in the year immediately past almost \$2.25 million dollars for the TV exhibition of feature movies.

The treasurer's report, announced during the meeting, showed that SAG income during its fiscal year ended Oct. 31, 1968 totalled \$1,340,955, expenses were \$1,182,248.

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Study reveals editorial acceptance

NAB says 70% of adults have been exposed to on-air editorials and many want more

Widespread public support of those radio-TV stations that broadcast editorials is but one conclusion reached in a recently-completed study of public attitudes toward broadcast editorializing conducted by the National Association of Broadcasters and presented in capsule form by Dr. Harold Niven, NAB vice president for planning and development, to the National Broadcast Editorial Conference in Beverly Hills, Calif., last week (see page 56). A completed study will be published shortly.

Major conclusions reached from a sampling of 1,243 men and women 21 years of age and over who represented standard metropolitan areas of the 48 continental states show that 70% of the adult population has at some time seen or heard editorials over the air, and a sizeable number of these people would like more of them. According to Dr. Niven, six out of every 10 persons interviewed reported they had seen TV editorials; four out of 10 reported hearing radio editorials, with the average number of editorials recalled by both groups as nine. Exposure to broadcast editorials is "greater among men, younger people, and better-educated people," he said.

In addition half of the people exposed to editorials on the air "are satisfied" with the number they see and hear, it was found, with over one-third reporting that they would like to have more editorials.

The study further demonstrated that 70% of the respondents had a "positive attitude" about stations broadcasting editorials, while 75% felt newspapers should editorialize. "Outright disapproval" of editorializing was pegged at 18% for TV and 17% for radio.

But the study also found that public support was even higher among those who had seen or heard broadcast editorials. "Exposure increases the number of those favorably disposed toward television and radio stations broadcasting editorials to 82%," Dr. Niven said.

The study measured what value the public sees in editorializing, and according to Dr. Niven, the public feels that editorials "inform and educate" it about current issues. "Broadcast editorials are generally perceived as reaching many people, being easy to understand, dealing with important subjects, dealing with controversial subjects, influencing public opinion, and making a community contribution," he said.

And broadcast editorials received generally favorable ratings. According

to the study, 65% of the respondents gave high marks on "presenting the facts honestly" to both radio and TV editorials as against only 50% for newspaper editorials.

Of those respondents who felt that stations should not editorialize, it was found that those editorials were considered to be giving only one side of the issue, and that broadcast editorials per se are having "too much influence" on the public's thinking.

The respondents reported that broadcast editorials had a variety of effects on their attitudes and actions, according to Dr. Niven. About four-fifths of those aware of broadcast editorializing reported that those editorials "have made them think more about the subject"; one-half reported the editorials helped "make up their minds about an issue"; one-quarter said that the editorials "changed their minds"; and one-seventh said the editorials caused them to "actually do something" about the editorial subject-matter.

The study further determined what subject matters were considered taboo by the respondents. The public is "strikingly permissive," Dr. Niven said, noting that issues of any scope—local, state, national or international—were considered suitable for editorializing, and that three issues relating to sex—legalizing abortion, sex education in schools, and birth control information—were considered inappropriate for broadcast editorial treatment.

Public awareness of and reaction to government regulations (specifically, FCC fairness doctrine rules) affecting broadcast editorializing proved to be a mixed bag of response. It was almost a 50-50 split between those respondents who felt that there was or wasn't some government regulation; but 60% of the respondents said they favored only minimal government authority over broadcast editorializing. And Dr. Niven noted that "it is reassuring . . . that given a direct choice between regulation of broadcast editorials by the government or by the stations themselves, the public's response was overwhelmingly in favor of station self-regulation—by a four-to-one margin."

Not surprisingly most respondents failed to understand the right-of-reply strictures of the fairness doctrine. Only one person in four thinks the government requires the station to present opposing viewpoints, Dr. Niven said.

The study also measured what the respondents thought of stations that

editorialize. Two out of three respondents (65%) "think more highly of a station that editorializes," he said, "while only 8% are more favorably disposed toward one that does not." And respect for editorializing stations is "even more widespread" among those respondents who have been exposed to those editorials—three-quarters of them "think better of a station that editorializes."

Most respondents felt that the editorializing broadcaster is motivated primarily by "public service considerations." And no more than one in three felt that any changes were necessary in editorials. What improvements that might be made were suggested in those areas where editorials might "help the people understand the issues more" and "present facts more honestly."

NBC tightens reins on quiz programs

Hires new attorney to oversee integrity and validity of shows

NBC last week named an investigative attorney, Jack D. Samuels, to head a new department that will administer "policies and practices established to maintain the integrity of game, contest and award programs" on NBC-TV and NBC Radio. His title: director, compliance and practices.

The move followed three public rebukes given NBC by the FCC this year in specific areas now assigned to Mr. Samuels and his department.

It is the second time NBC has brought in a veteran investigator to police sensitive program areas. In the wake of the quiz scandals almost a decade ago, John Cimperman, a former member of the Federal Bureau of Investigation, was hired as director of practices. He held that post until his death last February.

The move also divides into two departments the functions formerly consolidated in one. What has been the standards and practices department thus becomes the department of broadcast standards. Ernest Lee Jahncke Jr., vice president, standards and practices, becomes vice president, standards.

Cal Watson continues as director of broadcast standards under Mr. Jahncke, but Gerard P. Petry, who succeeded Mr. Cimperman as director of practices in the combined department, moves with the same title into the new department and will report to Mr. Samuels. Herminio Traviesas, who has been director of standards and practices, West Coast, becomes director of broadcast standards, West Coast, and Ed Smith,

who has been west coast administrator of practices under Mr. Traviesas, will report to Mr. Samuels in the new alignment.

Mr. Samuels's compliance and practices unit will be in the NBC legal department, which is under Corydon B. Dunham, vice president and general attorney. Broadcast standards remains in the NBC corporate information department, which is headed by Vice President Robert D. Kasmire.

The announcement of Mr. Samuels's appointment to the new post, made by Mr. Dunham, said Mr. Samuels's department will have "full responsibility to insure that all pertinent policies and practices are complied with in every respect."

Mr. Samuels was with the U. S. Department of Justice from 1960 to 1965, first as an attorney in the Internal Security Division and then as a special assistant U. S. attorney for the Southern District of New York. He was an attorney for the Bell System from 1965 to 1967, and since last September he has been in the New York law firm of Baer & Marks.

The FCC said last month, after an investigation, that NBC had been lax in its supervision of *Hollywood Squares*, a network daytime quiz show, and *PDQ*, a quiz show on the five NBC-owned TV stations (BROADCASTING, Oct. 14).

The FCC emphasized that it found no evidence of a violation of laws banning quiz rigging in either case, but said inadequate procedures had permitted the independent producer of *Hollywood Squares*, Heatter-Quigley Inc., to mislead the public, without NBC's knowledge, by providing non-contestant guest celebrities with questions or answers, or both, prior to the show. FCC also indicated concern over apparent lack of security on *PDQ*.

FCC said it would consider the matters in connection with the pending license-renewal application of NBC's KNBC(TV) Los Angeles.

Earlier this year the commission reprimanded NBC for "substantially" misleading the public in connection with the annual "Golden Globe awards" programs, in which the Hollywood Foreign Press Association presents awards for TV and motion-picture performances (BROADCASTING, May 6). NBC has since severed its connections with the program.

More recently, NBC was rebuked by the commission for "misleading" promotion of a "million-dollar" contest that was broadcast over NBC-owned WKYC-AM-FM Cleveland (BROADCASTING, Sept. 23). NBC officials said that in addition to his network responsibilities Mr. Samuels would assist NBC-owned stations in supervising matters of this kind.

AMST backs FCC on CATV origination

Says that unregulated CATV can destroy broadcast service and disrupt free speech

The FCC may constitutionally limit or prohibit CATV program originations, the Association of Maximum Service Telecasters said last week.

AMST presented its argument in reply comments on the commission's proposal to permit CATV systems to use frequencies in the Community Antenna Relay Service (CARS)—12,700-12,950 mc band—for cable originations. The frequencies would be used in beaming from a CATV studio to its headend, and for remote pickups.

Although the specific proposal is primarily a technical question, broadcasters and CATV interests have in earlier comments expanded the rule-making proceeding into a debate on the larger question of cable origination (BROADCASTING, Sept. 23).

AMST addressed itself to this more general aspect of the proceeding in defending curbs on local origination as fully consistent with the free speech clause of the First Amendment.

Past arguments that the FCC's non-duplication and distant-signal rules are incompatible with freedom of speech have been rejected by the courts, AMST said, "because of the unique fact about CATV: That although using, transmitting, selling, and economically dependent upon broadcasters' signals, CATV can, if unregulated, destroy the service broadcasters provide the public and can thereby disrupt the local-broadcaster concept by which the true purposes of free speech are—in view of both the Congress and the Constitution—most effectively advanced." This fact makes CATV origination similarly subject to governmental restrictions, AMST said.

AMST rejected the argument that the FCC can no more restrict cable origination than it can curb television programing. "All the commission

would be doing," it said, "is the prevent origination by hybrid systems which employ broadcast signals as the 'economic base for the pay-TV frosting,' while siphoning programs, fragmenting audience and diverting advertising revenues from those who originate the very same signals."

AMST recommended that the commission's rulemaking proceeding be "terminated, held in abeyance, or consolidated," and that a separate inquiry into the general question of origination be undertaken.

In another filing, the National Association of Educational Broadcasters also said that a primarily technical proposal provides an inappropriate vehicle for discussion of cable origination. NAEB agreed with AMST that the commission should resolve the larger question in a larger proceeding.

Jerrold Corp. and the National Cable Television Association approached the commission's proposal from a different, more literal-minded perspective. There is a specific rule to be considered, Jerrold said, and the overall origination question should not be allowed to obscure the fact broadcasters have failed to present "one substantive reason" for rejection of the proposal. Approval of the rule, the firm added, does not preclude later consideration by the FCC of CATV origination.

NCTA agreed, adding that the commission should consider the estimate of CATV contained in the soon-to-be-released report of the President's Task Force on Telecommunications Policy. The task force reportedly regards cable as an important supplement to on-the-air TV, providing a wide range of specialized services (BROADCASTING, Sept. 9). The potential of CATV would be stifled by undue restriction of local origination, NCTA said.

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BMI in 'final' negotiations

Plans to bypass all-industry group if no agreement is reached this week

Broadcast Music Inc. indicated last week that it is prepared to deal directly with radio stations on new BMI music-license contracts if negotiations with the All-Industry Radio Music License Committee do not prove fruitful—today.

It notified its radio station licensees that "a final meeting" with the all-industry committee is set for today (Nov. 25), and that "shortly thereafter a proposed new contract will be mailed to all eligible stations."

There was no indication from either committee or BMI sources as to whether they expected today's session to produce agreement on terms for a new contract for radio stations' use of BMI music. The two sides have been negotiating intermittently for some time, with BMI insisting it deserves higher rates and the committee contending BMI wants too much (BROADCASTING, Sept. 23 et seq.).

If the negotiators come to terms on a new contract, under usual procedures the committee would recommend that stations accept it and, if precedent were followed, most if not all stations would do so.

If the negotiators do not reach agreement and BMI offers stations a contract that the committee considers unacceptable, presumably it will let stations know how it feels.

Each station would then be faced with deciding whether to accept BMI's offer or reject it and either stop playing BMI tunes or play them at the risk of copyright infringement suits.

A consent decree governing BMI's operation also sets up an arbitration arrangement by which disputes between BMI and its licensees may be settled.

The current BMI radio licenses expired Sept. 30 but BMI extended them through Nov. 30 to permit negotiations to continue. Notice of today's "final" meeting and early submission of a new contract was given by BMI in a letter extending the old contract through December for "eligible" licensees—those "presently complying with all of the terms and conditions of the agreement, including of course, the making of payments and reports for the month of December 1968."

Committee sources indicated willingness to continue negotiations if today's session does not reach agreement. They said "final meeting" was "BMI's term."

BMI claims it is entitled to higher rates because it currently gets "only two-fifths of all the money paid by

radio for music" even though its music "occupies 55% of all radio time devoted to music." But it has not disclosed publicly what new rates it is seeking.

The all-industry committee, however, has said BMI wants the maximum rate, now pegged at 1.35% of a station's "receipts from advertisers after deductions," to be raised to 1.75% over a five-year term, with the first year's increase taking it to 1.5%.

In addition, according to the committee, BMI asked (1) that a minimum flat fee of \$200 to \$300 a year be paid by small stations regardless of their income and (2) that stations with net receipts under \$100,000 pay at the same rate as the larger stations. BMI's current rates range from 0.84% for stations in the lowest revenue brackets to 1.35% for those in the highest brackets.

The committee said it had offered to recommend station acceptance of an increase of 10% up to a certain point "in order to reach an amicable settlement" but that BMI's demands were "exorbitant." It claimed BMI's radio revenues had already increased approximately 50% in two years and that BMI could not justify a further increase on top of that.

BMI retorted that the committee reference to an increase in BMI revenues "is as misleading as it is inaccurate" and "fails to point out that this increase resulted primarily from an increase in radio's own revenue" and would have been a loss rather than an increase if radio's revenues had gone down instead of up. BMI offered to submit the issue

ITC plans 21 films; three brought by CBS

Independent Television Corp., U. S. subsidiary of Britain's Associated Television, has announced plans to produce nine feature films during 1969 and 12 in 1970. The films, all to be shot in Britain, will be made for both theatrical and television showing, and are budgeted at a total of about \$18 million per year.

The film company said that three of the pictures about to go into production—an adaptation of Henrik Ibsen's "Brand," "The Mercenary," and "The House of Spies"—have been sold to CBS. "Brand" will star Patrick McGohhan, and "The Mercenary" is to be produced by him.

to arbitration.

These claims and counter-claims followed an apparently stormy negotiating session in mid-September, after which the committee also announced—to what BMI officials said was their "surprise"—that negotiations had broken off. The meetings finally resumed Oct. 28-29 but developments in those sessions have not been disclosed.

The all-industry committee, headed by Elliott M. Sanger of WQXR New York and said to represent upwards of 1,000 radio stations, meanwhile has continued to expand its membership. Latest addition is Roger B. Read, administrative vice president of the Taft stations.

BMI President Edward M. Cramer heads the BMI team negotiating with Mr. Sanger's group.

ABC may syndicate 'rock' service to FM's

Program will involve young audiences and seek to include local features

ABC officials indicated last week that a decision will be made early next year as to syndication of a new "progressive rock" programming service the network has begun producing for six of its seven owned FM stations. The ABC outlets will start programming the music around Jan. 1.

The stereo production is being handled by the ABC FM special projects group of which Allen Shaw is director. The music package is called *Love*. The projects group was formed last summer as a service of the ABC-owned radio stations division, of which Harold L. Neal Jr. is president.

In the programming on stations, tapes will be broadcast in a rotating pattern, thus reducing the possibility of repetition during any one listening period in the day. An example, Mr. Shaw said, would be the broadcast of an hour Monday morning at 8 and repeats of the tape Tuesday at 11 p.m. and again at 4 in the morning. Tape replacement will occur "five-at-a-time, Monday through Friday, five new hours each day," according to Mr. Shaw.

The FM stations will program a varying amount of the tapes, some using up to 24 hours a day, others retaining a substantial volume of their current program. (KXYZ-FM Houston, Mr. Neal said, will continue with its good-music policy "for the present.")

Mr. Shaw said *Love* programming would involve the audience—particularly "those 18 to 28 who know and appreciate the social and media changes"

—and “with our main personality, Brother John, we’ll be creating an environmental medium of emotion and thought. . . .” A total of 25 hours weekly programming will be produced on tape in New York and air-mailed to the owned station. Included will be local features produced on a custom basis, and promotion and sales assistance. Brother John, the officials said, is John Rydgren, former disc jockey at WCOL Columbus, Ohio, but in recent years better known as the Reverend John V. Rydgren, national director of radio-TV-film, American Lutheran church, and the writer, voice and producer of *Silhouette*, a half-hour weekly “rock-religious program,” now on nearly 300 radio stations.

Two new appointments for the group announced in New York by Mr. Neal were George Yahraes, former promotion director of WFLL Chicago, as director of promotion, and FM special projects sales, and Pat Rasbach, formerly with KBIG Los Angeles, was named production assistant.

The owned stations participating are WABC-FM New York, KABC-FM Los Angeles, WLS-FM Chicago, KGO-FM San Francisco, WKYZ-FM Detroit and KQV-FM Pittsburgh.

NBC wins election night in the Nielsen numbers

Nielsen Television Index ratings put NBC-TV in the lead for election week, Nov. 4-10, and for the 7-11 p.m. period of election coverage Nov. 5, but NBC and CBS-TV are tied in season-to-date averages.

NBC scored a 21.5 for the week, as compared to CBS's 19.7 and ABC-TV's 14.7. For election night NBC attained a 26 rating to CBS's 23.3 and ABC's 9.5. Season figures, excluding NBC's premiere week when the other two networks had not yet started new programming, give NBC and CBS 19.4 apiece and ABC 15.5.

A Bob Hope special on NBC-TV took top honors in the Nov. 4-10 program rankings, followed by NBC's Saturday movie, “To Kill a Mockingbird.” That network's election coverage placed fifth, and CBS's placed 12th. NBC's *Laugh-in* and *Julia* and CBS's *Gunsmoke* and *Red Skelton* were preempted by paid political and elections news.

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Emmy awards get a shakedown

Some categories are eliminated and monitoring system is introduced

The Emmy awards, 21 years old next spring, are taking on a new look. They will be more selective, less cluttered; the structure for granting them tightened. They will be more comprehensively screened and perhaps more representative. They will emphasize new television shows and performances over continuing ones. And they will be less compulsively given out than they have been in the past.

Four significant changes in the Emmy awards structure and voting procedure were revealed last week at simultaneous news conferences in New York and Hollywood. They are:

- The categories and areas of awards have been reduced. Last year the National Academy of Television Arts and Sciences gave out Emmys in 38 categories and areas. For the 1968-69 presentations, the Academy has established 32 categories and areas in which Emmys may be given.

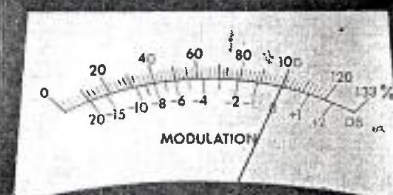
- Emmys will be given only to programs and for achievements on programs that have been on the air for no more than two seasons. The only way an older program can be honored is for some sort of new achievement such as for the writer of a new segment or to a guest star playing a new role. Once a program or individual achievement has been honored it becomes ineligible to repeat as a winner for the same program or for performance in the same role or creative assignment.

- For the first time it is possible that no award will be granted in categories or areas where it is decided that no award is merited.

- To ensure that all programs and achievements are considered, a national monitoring system has been established that calls for at least two members of NATAS to be viewing prime television on each of the three commercial networks and on National Educational Television each evening throughout the year.

The telecast of next year's Emmy awards presentation also will have a new look. For the first time, awards for news and documentary achievements will be shown in a separate segment of the 90-minute program, with the presentations handled by a special master of ceremonies. The telecast will be carried by CBS-TV on Sunday, June 8, 10-11:30 p.m. EST. It appears that the event will be staged in theater settings in both New York and Hollywood. In the past it was held in hotel ball-

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rooms or auditoriums before or after formal dress dinners.

Of the over-all total of 32 Emmy categories now recognized it's considered likely that considerably fewer actually will be honored on the air. Actual presentations of highly technical awards will not be made on the air but instead the names of winners probably will be read off and their faces shown.

Television's creative people are the only ones affected by the reduction in awards. Categories for performers have been reduced from a total of 10 to a total of six. Writers and directors each lost one category of competition and now will compete in a total of two categories each.

Emmy awards to the outstanding actor and actress for a continuing performance in a dramatic series and awards to the outstanding actor and actress for a leading role in a special program have been combined. Now the Academy will present awards honoring the outstanding performance by an actor and actress in a leading role in a drama, whether it be a single program of a series or a special program. The same merged award will be presented for a performance in a comedy series or special.

Unlike the leading performers, however, supporting actors and actresses under the new rules will not have sepa-

rate comedy and drama fields to compete in. The supporting performance categories have been combined. The award for outstanding writing achievement in music or variety has been combined with the comedy writing achievement. Similarly, the directorial achievement in music or variety has been combined with the directorial achievement in comedy.

There will be no change in the actual voting of awards. More than 6,000 members of NATAS in nine chapter cities will participate in the entry and nomination process. Members of the newly-formed national monitoring system will be assigned specific viewing. Every eligible entertainment program or a performance entry from a member of the national monitoring system will appear on the nomination ballot. The final selection of the awards will be made by more than 250 blue-ribbon panelists. Entries in the arts and crafts other than performing will continue to be made by the individual artists and craftsmen themselves. News and documentary achievements will be entered by the news divisions of the three networks and NET, and by independent producers.

Nominations for achievements by creative craftsmen in news will be entered by the people who are themselves involved.

Program notes:

Santa coverage ■ The North American Air Defense Command, Colorado Springs, is again offering to radio and TV stations 60-second actualities and 75-second film clips of Santa's annual journey from the North Pole. This year the animated film clips, with voice-over, are in color and the five actualities on 45 rpm disks include printed promotional copy. The features may be obtained by writing Major Bill Martin, North American Air Defense Command, Box 19, Ent Air Force Base, Colorado Springs 80912.

Live performance ■ National Educational Television will broadcast live a two-hour concert Dec. 10, 8-10 p.m., from the United Nations General Assembly Hall. The Minnesota Orchestra and Augsburg College Choir will perform in honor of the 20th anniversary of the Universal Declaration of Human Rights. The telecast will include an address by Emilio Arenales, foreign minister of Guatemala.

King division ■ King Broadcasting Co., Seattle, has formed Northwest Mobile Television, to provide remote facilities for other stations and firms. Northwest will be under the supervision of Edward Hewson, manager of King Video-cable Co., with Stan Carlson, KING-TV

assistant chief engineer, as manager.

Army-Navy offered ■ Empire Sports Productions, a division of Empire Radio Productions, Keeseville, N. Y., which will cover the Army-Navy game Nov. 30 from Philadelphia, is offering the play-by-play to local stations or regional networks.

New production house ■ Television personality Bob Barker has formed Bob Barker Productions Inc., Hollywood, to produce television series and motion pictures. Among the first properties is *Lucky Pair*, a daytime game strip currently being presented locally on KNXT-TV Los Angeles.

Christmas songs ■ ABC Films is releasing for syndication a half-hour holiday program, *Songs for Christmas*, featuring the Southern Gateway Chorus.

Special for Christmas ■ Warner Bros.-Seven Arts reports that its half-hour TV special, *The Story of Christmas*, has completed new sales for 1968. The stations which have bought the program which is released each Christmas are WFBG-TV Altoona, Pa.; WGR-TV Buffalo, N. Y.; KVFD-TV Fort Dodge, Iowa; WPTA-TV Roanoke-Fort Wayne, Ind.; KSTP-TV St. Paul-Minneapolis; KMTCTV Springfield, Mo., and three ETV's: WYAH-TV Portsmouth, Va.; WXXI-TV Rochester, N. Y., and WMHT-TV Schenectady, N. Y.

Wolfe: Event may bump series in prime time

The steady rise in the number of special shows on television indicates there might be a basic shift coming in the medium for prime evening time from regular series programming to "event programming," a major agency executive suggested in a review of the new fall season at Chicago's Broadcast Advertising club.

Robert Wolfe, vice president and manager of network TV services, J. Walter Thompson Co., Chicago, told the BAC's luncheon meeting he thinks such a basic change is only in the possibility stage. But he noted increased advertiser interest as well as the growing trend to specials through the 1969-70 season.

William Self, vice president, production, 20th Century-Fox, suggested that compared to the movie field where only two of ten films make a profit, the television record isn't so bad after all, despite the problems facing producers today.

His firm has nine shows on the air this fall and three are "not making it," he admitted. These are *Peyton Place*, *Felony Squad* and *Journey to the Unknown*. *Julia* he considers his most successful new show, he said, "and if *Julia* can make it, the new TV season is worth it."

Robert Riemenschneider, media director at Quaker Oats Co., Chicago, felt there has been a significant improvement in news and public affairs programming in the past few years and noted the higher quality and better ratings of the specials. But he expressed concern over the lack of audience enthusiasm for any of the regularly scheduled programs this season.

What concerned him more was that this indifference was nothing new this year. It has been going on for several years, he explained, and the failure rate has been constant at 60% for five years running.

He felt the networks should be more responsive to public taste and develop more research to determine it. He hoped the networks would more actively seek the advice of producers and advertisers rather than continue to discourage it.

Hassle develops over ownership of TV serial

Who owns *Days of our Lives*, the daytime NBC television serial? That is the subject of a lawsuit filed in Chicago circuit court by Irna Phillips, who charges that Screen Gems Inc. illegally assumed ownership.

Miss Phillips claimed in her suit

that she, Theodore Corday and Allan Chase, created the program, and contracted with Screen Gems in 1961 to distribute it for 10% fee. She charges that Screen Gems now claims ownership of the serial. The suit asks that the alleged 1961 agreement be enforced and that the authors be found to own the program. It also asks for an accounting by Screen Gems of the serial.

Duo taps ad agencies prior to production

The comparatively new team of producers Saul Ilson and Ernest Chambers, who have an extensive list of TV specials and a network series earmarked for the 1968-69 season, utilize one approach that may be anathema to other creative programmers: They consult advertising agencies for several weeks each spring on the projects they are developing with a view toward ascertaining agency views and requirements.

Operating as Ilson/Chambers Productions Hollywood, the two comedy writers turned producers were in New York last week to supervise production of a one-hour special featuring Pearl Bailey and Carol Channing which will be presented on ABC-TV next spring. But the major and pivotal effort of the 18-month-old Ilson/Chambers is *What's It All About World?*, a one-hour irreverent, variety-revue that begins on ABC-TV in February 1969 and was developed fully after consultations with New York agencies last spring.

"We had two projects in mind at the time," Mr. Chambers reported. "One was a situation comedy with social content and the other was *World*. After our talks with agencies, we were persuaded to go ahead with *World* since the agencies indicated it had a good chance to make it and could fulfill their marketing needs. We're going to make our visits to agencies an annual affair."

Mr. Ilson interjected: "But we want to emphasize that we will do only projects we are interested in and over which we have creative control. But we're open for suggestions as long as they don't run counter to our own artistic standards and we realize that advertising professionals can be helpful."

Mr. Chambers, 39 and bearded, and Mr. Ilson, 36, beardless but long-haired, worked as comedy writers together on various network series, including the *Danny Kaye Show*, and were the initial writer-producers on *Smothers Brothers*. They contend that the environment for irreverent, satirical material on TV has improved considerably over the past three years since *Smothers Brothers* was begun and they feel that no subject is taboo.

"But it must be done in good taste,"



Mr. Chambers (l) and Mr. Ilson

Mr. Ilson noted.

The team has a busy schedule over the next two years. It is producing two Carol Channing specials for ABC-TV; packaging 10 musical comedy revues for ABC under the general theme of a guide to a specific condition of contemporary life (the first is *A Guide to a Swinging Bachelor*, starring Joey Bishop, which will be telecast on Dec. 10), and a feature film and a Broadway stage presentation are in the development stages.

Road to top is paved with prime-time specials

When *The Ann-Margret Show* is telecast as a color special Dec. 1 on CBS-TV it will mark the debut of a new, young, but already busy two-man television producing team, Winters/Rosen Productions. Sponsored by Canada Dry Corp., through Ted Bates & Co., the Ann-Margret special will pre-empt *The Smothers Brothers*. Some four months later, on April 28, 1969, Winters/Rosen will pre-empt another hit comedy, *Rowan and Martin's Laugh-In* on NBC-TV, with another advertiser-initiated special, *The Spring Thing*. This color hour, sponsored by Celanese Corp. of America, through Grey Advertising, will star Noel Harrison and Bobbi Gentry. It's planned to have the special serve as the basis for a projected musical-variety series.

The two specials are the start of what Hollywood-based Winters/Rosen hopes will be an organization encompassing the full spectrum of entertainment business activities. Started last June by Burt Rosen, at 32 already an experienced television executive, and by David Winters, a 29-year-old dancer turned choreographer, Winters/Rosen Productions has TV syndication and commercial production operations.

Winters/Rosen Distribution Corp.

has acquired *Championship Billiards*, 13 syndicated hours with Willie Mosconi and Chris Schenkel handling narration and color. This division also plans to produce first-run product for TV syndication, including possibly a talk strip with Zsa Zsa Gabor, a weekly variety series with Barbara McNair as hostess, a game show, a daytime exercise-dance strip, and an across-the-board juvenile series.

W/R's commercial production operation packaged the Canada Dry commercials for the Ann-Margret special. It is headed by 23-year-old Tom Hill.

On tap in the programming area is an hour special starring rock 'n' roll singer Donovan and a musical tour of the coming Expo '70 from Japan. W/R also is working with writer Arch Obler on a weekly half-hour suspense series.

Burt Rosen formerly was vice president in charge of programming at Four Star Television (now Four Star International). David Winters was a lead dancer in the stage version of "West Side Story," he staged and co-produced *The Leslie Uggams Special* and the *Lucy in London* special and also was involved creatively in the *Movin' with Nancy* and *Princess Grace in Monaco* specials.

"We're not just another variety show production team," assesses Mr. Rosen. "We're a budding Filmways and we want to be another Paramount Pictures."

New twist proposed for Sirhan trial coverage

The trial of Sirhan B. Sirhan, to begin Dec. 9 in Los Angeles, probably will be shown on closed-circuit television to news media assigned to cover the story. It is believed that it would mark the first time in the history of California courts that judicial proceedings would be televised.

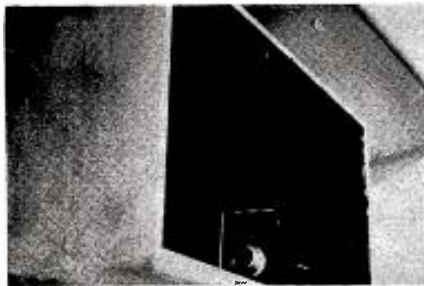
Los Angeles Superior Court Judge Herbert V. Walker and the prosecution and defense lawyers this week, are to consider the possibility of providing the closed-circuit telecast of the trial of the alleged assassin of Senator Robert F. Kennedy to aid newsmen who cannot be accommodated with courtroom seats. At this same court appearance, the defense is expected to seek a continuance for the trial until January. Local broadcasters feel confident that the closed-circuit plan will be approved.

Considerably more than 100 requests from television and radio stations, magazines and newspapers from all over the country and the world have been received by the Los Angeles Superior Court for courtroom credentials to cover the trial. While specific plans for coverage have not been revealed, it is estimated that a maximum of 35 of the courtroom's 75 seats have been set aside

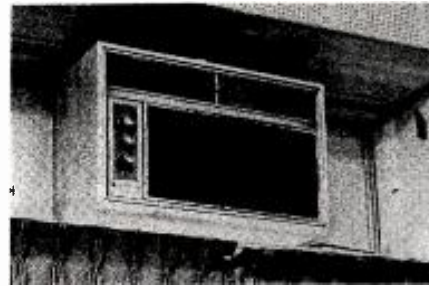
for newsmen.

Newsman not assigned courtroom seats. (reportedly a priority system based on whether specific news media is local, state, national or international and the type of service each provides has been established) would watch a closed-circuit telecast of the proceedings from a courtroom annex four floors below the eighth floor location of the trial courtroom in the Los Angeles Hall of Justice. A Norelco industrial-type vidicon camera—a single one—would be used for the telecast. Operated automatically, it would be concealed in a custom-built false air-conditioner unit in the back of the courtroom. No attempt would be made to change the normal courtroom sound system or lighting effects. There would be no wiring needed.

The closed-circuit picture and sound would be beamed to three monitors in the auxiliary courtroom. The special telecast would cover the entire proceedings, but the jury would not be shown on camera. Only accredited newsmen would be permitted to view the closed-circuit pickup and they would be under the same security provisions as their counterparts in the ac-



Front out—camera positioned



Front in—camera hidden

tual courtroom. No newsmen would be permitted to photograph off the monitor or tape the sound.

The plan for the closed-circuit telecast was devised by the California Freedom of Information Committee. Most of the news media in the state were represented. Howard Williams, editorial director of KNXT(TV) Los Angeles and vice chairman of the FOI committee, and Clayton Brace, vice president and general manager of KOGO-AM-FM-TV San Diego and chairman of the board of the California Broadcasters Association, were prominently involved in the arrangements.

The closed-circuit setup, including the disguising of the TV camera in a wood-

en box resembling an air conditioner unit, was plotted by and built at KNXT by three of the station's engineers and one of its carpenters under the supervision of Mr. Williams. The circuit was demonstrated before various judges on Oct. 4 and again on Nov. 2.

Rule 980, adopted by the Judicial Council of California in 1965, prohibits broadcasts of court proceedings and also forbids television camera crews or newspaper photographers from taking film or pictures in the courtroom while a trial is in progress. The closed-circuit telecast would not violate this rule because it will not go out over the air and is considered electronic monitoring.

International

Foreign ownership limited by CRTC

Regulations say only Canadian citizens may serve on boards, other rules adopted

The Canadian Radio-Television Commission began making up its mind last week on what it is going to do about foreign ownership in the Canadian broadcasting industry.

In September a cabinet directive ordered the CRTC to tighten restrictions on foreign ownership of Canadian broadcasting facilities. The directive requires that only Canadian citizens can be chairmen or directors of broadcasting corporations, and that 80% of the voting shares and 40% of the investment must be owned by Canadians. The cabinet directive ordered broadcasting license holders to comply with the new requirements by Sept. 1, 1969.

Apparently broadcasting licenses failing to meet the new requirements will lose their licenses. But the cabinet directive also said the CRTC could grant licenses to companies that do not qualify "when it would not be contrary to the public interest."

Under the old regulations licenses were issued to corporations in which two-thirds of directors were Canadian citizens and 75% of the voting shares

were held by Canadians.

Last week in Ottawa the CRTC was to conduct a preliminary review of proposed reorganization by Famous Players Canadian Corp., in which Gulf & Western Industries Inc. has a 51% interest. G&W's 1967 annual report said Famous Players operated TV stations in Quebec City (CFQM-TV and CKMI-TV); Ottawa (CJOH-TV); Kitchener, Ont. (CKCO-TV); Vancouver, B. C. (CHAN-TV), and Victoria, B. C. (CHEK-TV). In all, Famous Players has a direct or indirect interest in 21 AM, FM and TV stations and 39 CATV systems.

Under the proposed reorganization, a new company has been incorporated, called Famous Communications Ltd. The name later is to be changed to Canadian Communications Systems Ltd.

Under the new arrangement there would be a public offering of 857,442 common shares at a value of \$10 each to be placed through Woody Gundy & Co. during the first half of 1969. The new corporation will have an initial capitalization of 3,354,288 common

shares and 2,596,328 class A, nonvoting, participating shares.

In the proposed reorganization Famous Communications Ltd. will be owned by Famous Players Canadian Corp., with 662,295 common shares; by the Canadian resident shareholders of Television de Quebec (Canada) Ltée., with 600,000; by the resident shareholders of London Television Cable Service Ltd., with 325,000 common shares, and by the resident shareholders of Central Ontario Television Ltd., with 221,000 common shares.

All class A nonvoting shares, under the new arrangement, will be held by Famous Players Canadian Corp.

The tightening of ownership requirements could affect a dozen broadcasting companies and about 37 CATV's.

RKO General Broadcasting owns CKLW-AM-FM-TV Windsor, Ont. The license renewal of CKLW was originally scheduled to be considered at a public hearing in Ottawa last week, but on Oct. 30 the CRTC postponed the hearing until some time in the future.

Canadian Marconi Co. owns CFCF, CFQR-FM, CFCX, and CFCF-TV, all in Montreal. Canadian Marconi is a 52%-owned subsidiary of a British firm; English Electric Co.

The question of foreign ownership is only one of the several basic issues that must be decided by the CRTC.

A recasting of promotion's image

Feeling for reassessment appears at BPA seminar;
'Look' executive tells how things are changing

A desire for greater professionalism within the ranks of promotion men seemed to be the undercurrent at last week's 13th annual seminar of the Broadcasters Promotion Association.

The seminar, which attracted 376 members to Miami Beach, was a potpourri, mainly of introspection by BPA members showing what they and their fellow promotion directors had done on air and in other media. Advice and admonition from the outside were supplied by a magazine executive and radio station owner who looked at the future of all media, and from a TV producer and naturalist who decried the abundance of cartoons on television (see page 73), and general discussions on promotion, publicity and exploitation.

The undercurrent among the delegates was a desire for more outsiders as speakers, for more time to meet in small workshop sessions like those offered at the BPA St. Louis seminar of 1966 and speakers with more potent names. In the last category, the fact that five other national organizations—National Association of Broadcasters, Radio Television News Directors Association, National Association of Educational Broadcasters, Television Bureau of Advertising and Sigma Delta Chi—all had either regional or national meetings going last week was seen as possibly limiting the name speakers BPA could draw on.

Although the generally sunny and mild climes beckoned the delegates to the outside, the two-and-a-half-days of business sessions were well attended, even the closing meetings, which have a habit of producing few followers regardless of which organization is holding a convention. The Miami Beach temperatures ranged from those promised by the state promotion men (82) to those Floridians would wish only on California publicists (49).

In addition to the business sessions, a new slate of officers was elected (see below), a dues increase—the first since the organization was founded 12 years ago—was passed and the 1972 convention was set for Hartford, Conn.

There is a revolution of fractionalization and specialization spreading through all segments of mass media. The revolution began in magazines, is

spreading rapidly in that area, has taken hold in radio and will move into television when cable TV becomes a major factor.

That was the future as envisioned by Joel Harnett, vice president, assistant to the president and director of marketing for *Look Magazine*, speaking to a session on sales promotion. The mass media of today, he said, "won't be thought of and sold in the same way" in the future.

The key to the change will be "personal involvement," reaching people where they live with messages they can relate to and respond to. Television will find a comfortable niche in that new technology, he said, because of its great ability "to create a personality" whether for an individual or a product.

Mr. Harnett, who has interests in several radio stations, said he was "high on radio" particularly in its abil-

ity to follow the exodus of the population from the cities to the suburbs. "Many media," he pointed out, "do not follow this dispersion, certainly not the central city press. Radio in suburban areas has been able to adapt itself to this movement in treatment of area news and community affairs. It has and can become an electronic newspaper." Within cities radio has been going after specialized audiences, he added.

Noting that national magazines had split at first into regional editions and are now able to fractionalize their audiences to those high-income families within a zip-code area, Mr. Harnett felt advertisers will seek similar fractionalization from television as CATV comes into operation. Those advertisers, he said, "can't afford not to."

The *Look* executive also noted that

Reps hold sessions on research, promotion

The Broadcasters Promotion Association annual seminar provides station rep firms and networks with easy access to many of their clients and affiliates and last week's seminar in Miami Beach was no exception.

Among the reps who met with stations were Harrington, Righter and Parsons; H-R Representatives; The Katz Agency, Peters, Griffin, Woodward.

The HRP session, conducted by Cris Rashbaum, vice president of research, and Sally Beauchamp, promotion director, dealt with the relationship of audience research to sales promotion and how it could be effectively developed.

H-R did not hold a formal seminar, but Mel Grossman, vice president for sales promotion and development, met individually with promotion managers of 15 radio and TV stations. The sessions reviewed material the stations had supplied to H-R during the year and suggested specific types of data they should supply to the reps.

At the Katz session with personnel from 32 stations, Oliver Blackwell, director of audience development, suggested they become "totally involved"

with the station news departments to put forward maximum creative efforts for news programming. Kenneth Mills, director of research-promotion for Katz Television, discussed the general functions and responsibilities of that department for both radio and television.

At the Peters, Griffin, Woodward meeting promotion managers discussed their audience and sales promotion and research projects of this past year and revealed some future plans. The meeting's theme was "the need for station identification," with Lon King, vice president, creative services, as moderator.

CBS Radio executives met with promotion managers of 35 CBS affiliates to preview a new advertising/promotion kit on the network's theme "where what you want to know comes first." Also discussed were station guidelines on use of the new network logo, promotion plans for the Dec. 30 change of *Arthur Godfrey Time* from a five- to a seven-day week. Representing CBS were W. Thomas Dawson, vice president, information services, CBS Radio; Lou Dorfsman, vice president, advertising and design, CBS/Broadcast Group; Vince Panettiere, manager, station press services, and Ira Slakter, assistant to the director of sales promotion, CBS Radio Spot Sales.

television has forced the mass magazines to broaden their bases and to move into the specialized editions. The magazines, he said, have not attempted to meet TV in head-on battle. "because we obviously won't win it."

Moving into ratings, Mr. Harnett called them "very unimportant . . . and probably wrong." Differences in ratings, he said, are "usually resolved by the industry destroying one of the services. He noted that TV shows that survive or fail are separated sometimes by only three or four rating points, which are within what rating services sometimes term the margin of error. "But that error margin can kill you," he said.

He maintained that there is evidence suggesting ratings "probably overrate people with lower-income level." And, he added, ratings "should never be used more than accommodation to advertising to give them a reason to get off the hook."

Handling promotion and public relations for more than just one station. John Harden, president of John Harden Associates, Charlotte, N. C., described his firm's activities for the North Carolina Association of Broadcasters. He noted that seven years ago, before the Harden firm was hired by the NCAB, association membership stood at 90. Today, he said, the NCAB has a total membership of 182 and is now one of the "top five state broadcaster associations."

Mr. Harden noted that when possible the NCAB works with other associations or groups in the state on community projects because "we feel some of the favorable impression rubs off on us."

In the following question-and-answer session, he cautioned against trying to cover up bad publicity once it has broken—usually in a local newspaper. Face up to the problems and try to meet them head on, Mr. Harden advised. "Such a policy usually gets rid of the problems faster and cools down the interest of an inquisitive press faster."

He also had harsh words for newspapers generally when asked how stations can get nonprogram-feature type stories in the local press. Speaking from a background that included being a newspaper editor, Mr. Harden said the only hope of getting stories in some papers is by "eliminating the stupidity of some people who run newspapers." He noted that his firm spends only about 10% of its time dealing with newspapers and he cited that figure in chastising the print media for letting "broadcasters take away their candy from them" in delivering news to the public.

An on-air promotion for news may be many things, but success may more



Newly elected officers of the Broadcast Promotion Association posed for their first picture in Miami Beach. (L-r): Boyd Seghers, WGN-AM-TV Chicago, treasurer; Barbara Roberts, KTUL-TV Tulsa, Okla., secretary; Joseph Costantino, Avco Broadcasting Corp., Cincinnati, president; F. C. Strawn, KCMO-AM-TV Kansas City, Mo., first vice president, and Richard Robertson, KRON-TV San

Francisco, second vice president.

Also elected were directors for three year terms: Andrew Erish, WABC New York; Donald Fischer, WLWB-TV Miami; Paul Martin, Triangle Stations, Philadelphia, and K. C. Strange, WFBM-AM-FM-TV Indianapolis. Elected to one-year terms were Tom Cousins, WCCO-TV Minneapolis and Keith Moon, KIRO-TV Seattle.

easily be achieved if the major ingredient is quality. Don Plumridge, director of creative services for Post-Newsweek Stations, Washington, stressed the need for "quality news promotion . . . tasteful, sharp and believable . . . proudly presented, with a progressive and youthful flair to it."

"Look modern. Look as though your station is with it," he said, adding it is necessary to sell the newsmen, "their faces, their names."

Mr. Plumridge described a system to produce on-air slides from either 35mm or 16mm film by projecting the original slide from the rear on a smoked-glass screen, positioning an acetate over the glass onto the illustration and then re-shooting the composite. He also suggested using cutouts from timely newsfilm or stills for same-day news promotions.

Although many stations have crawl devices, many don't use them to their fullest, Mr. Plumridge pointed out. Don't let the crawl "just sit there in anticipation of a tornado alert," he advised. "Use it once a night, if you can. Key up 10-word teasers for your lead news story . . . it is a solid promotion and shouldn't be denied."

Radio needs creativity and promotions need direction if both are to be successful. Those were the thoughts of Don Bruce, executive producer of Airplay International division of Pepper & Tanner Inc., Memphis.

In the process of modernizing itself since television entered the picture, radio "has lost some of its inventiveness," he maintained. Many of those innovators have since gone into the

consulting field, Mr. Bruce said, and as a result too many stations are now "programed by a real thinking person some miles away . . . [and] in many cases the broadcaster isn't thinking for himself."

He noted that promotion, as well as programing, requires creativity and that before any promotion gets started the station must decide what the campaign objective is. Among the possibilities: attracting business for a client; calling attention to a new product; increasing audience for the station, or promoting a certain form of programing.

Once the direction is focused, he said, the type of promotion must be chosen and the key to all promotion is simplicity in how it operates and how to enter.

Even though program producers, syndicators and networks don't have to face the license renewal forms every three years, the fact that their station clients, affiliates and owned-stations do is in their minds when planning exploitations. For that reason, if for no other, the exploitation is dropped if it has a chance of "blowing up."

The reassurance was given to the BPA members by Murray Weissman, exploitation executive for MCA-TV and Universal City Studios, Hollywood.

He noted that "we live in an age of exploitation" and not all of it is devoted today to show business. "If exploitation is making news," he said, then the campus unrest, the political conventions, a presidential inauguration, in addition to being news events, must be considered as exploitation.

Even in show business exploitation

can have public benefits, Mr. Weissman noted, citing Bob Hope's visits to servicemen, Jack Benny's appearances with concert orchestras and Danny Kaye's performances on behalf of UNESCO. Whether primary or secondary, the performer in each case gains publicity while serving the public, he said.

In the area of TV shows, Mr. Weissman pointed to the successful exploitation of Pat Paulsen as a presidential candidate. That campaign, he contended, produced high ratings for the *Smothers Brothers Show* on CBS, gave new life to Mr. Paulsen—who was not an overnight discovery—and made the Paulsen name a potent item as co-star in CBS's new, upcoming *Glenn Campbell Show*.

"Have fun with exploitation," Mr. Weissman observed, "it's the dessert end of a business" which is usually restricted to working with profit and loss statements, ratings and shares.

Audience involvement is necessary for successful promotions, Williams Sanders, program director, WWDC Washington, told the BPA. Games and giveaways, such as those being used by oil companies and supermarkets, he said, are not the limit of radio promotion.

He cited the application to radio of a commonly-used newspaper promotion, the action line. On WWDC it took the form of a listener call-in on a weekly subject. Listeners who needed help on the topic called the station and the requests were relayed to proper government officials, eliminating the red tape the average citizen would face. As a follow up the station ran testimonials from those who had been helped.

Trade-press publicity was covered in the closing session by Phil Dean, president of Phil Dean Associates, New York. He noted that the day of the "canned press release for the broadcast trades is over, particularly if you're looking for solid editorial space." However, the space can be found, he said, if "station people put the same effort into their trade-news stories and releases that they would in developing a feature story for a national consumer magazine."

Don Burnes, KSD-AM-TV St. Louis, told the session that releases, geared to local papers, particularly area weeklies, should "not be what you want, but what they want." What must be kept in mind, he said, is that "you are a reporter for that paper and must ask yourself how you can help it."

In his keynote speech, John Fisher, president of John Fisher Enterprises Ltd., Toronto, recalled how radio and television were used extensively during 1967 to promote, within Canada, the

nation's centennial observance.

As commissioner of the Centennial Commission, the federal agency responsible for the anniversary activities, Mr. Fisher noted that one problem was getting the message to the people that the centennial was not strictly a government operation. To that degree, he said, 60-second taped spots were made available to radio stations telling how a ladies auxiliary in one city or a school in another city were involved in local projects tied into the centennial theme.

Once the local activities were fully underway, he added, they were filmed and those spots put on Canadian TV stations. He attributed much of the centennial's success to radio-TV's role.

At the Tuesday-afternoon business session, it was voted to increase dues for active members from \$30 to \$35, for affiliates from \$20 to \$25 and for associates from \$60 to \$65.

At the Tuesday-night banquet, Gordon D. Lewis, retiring vice president, sales for *Advertising Age*, was made an honorary lifetime BPA member.

The 1969 seminar will be held Nov. 9-12 in Philadelphia.

Tors tells BPA seminar TV can motivate kids

Television is a "hypnotic medium, a mind changer" that can make a child "loving and affectionate or violent and dangerous." With those powers the medium had best keep its "hands very, very clean."

That admonition came from Ivan Tors, TV producer and naturalist, speaking to the Broadcasters Promotion Association seminar in Miami Beach last week (see page 71). In a speech that would have had equal if not more impact if it had been given to station operators or program directors, Mr. Tors put children's programs into two general categories: those that motivate positively and those that operate in the reverse.

Among the "many shows that chil-

dren love" and which "positively motivate," Mr. Tors included *Captain Kangaroo*, *Lassie*, *Walt Disney and Flipper*. On the other side of the coin he placed most cartoons, which are filled with "violence, mayhem, sadism, cruelty and everything a child shouldn't see."

He noted that TV's dependency on cartoons for much children's programming could be traced back 20 years to an era when the accepted psychological therapy held that children were not harmed by watching violence in cartoons. The feeling at that time, he contended, was that cartoons allowed children to release their own hostility by watching cartoon animals and characters knock each other about.

That theory, he said, was not just a bad mistake, "it was a lulu."

Mr. Tors, whose TV production credits include *Flipper*, *Daktari*, *Gentle Ben*, *Cowboy in Africa* and *Sea Hunt*, noted that children aged 2 to 5 have, in the family television set, "the best babysitter since Mr. Belvedere." But, he added, a child should not learn from television "that it's an accepted pattern to hit animals or people with baseball bats or to light firecrackers under them. . . . I am dedicated to the idea that we should not imprint a pattern of violence or scare our children or we may cause irreversible damage."

He also noted that a child seeing violence on the streets will "be truly scared" and rush home to the "safety of the nest." But observation of violence on TV, he added, comes in "the safety of the nest" with the child in control of the set. Thus Mr. Tors said, television "connotes a happy association" and the violence on the home screen is "mixed with feelings of safety, pleasure and will imprint in that manner."

Broadcasters, the producer said, "are the flesh and blood of the TV industry. Our shortcomings will reflect on our own flesh and blood. We can become of extreme value to this confused world with our great power of entertaining, teaching, informing and loving. . . ."

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One-tube color camera shown

Variety of new cameras and other TV equipment highlight NAEB convention in Washington

Educational broadcasters were treated to a psychedelic polychrome performance at their annual convention in Washington last week; the exhibit hall was ablaze with color TV equipment, highlighted by RCA's unveiling of a single-tube color TV camera for closed circuit use.

Observers singularly were of one mind as to the implications of the one-tube color camera: if it's available for educators, for CATV operators, for industry and the military, can it be far behind for over-the-air broadcasters?

RCA spokesmen said not yet, but there was more than a faint inference that the new camera may herald a breakthrough for a one-tube broadcast quality color camera, particularly through the use of a larger tube, like an image orthicon or an isocon.

Shown at an RCA news conference were (1) a basic one-tube color camera without lens or viewfinder, to be sold at \$6,500; (2) the same camera with zoom lens (50-300 mm) and viewfinder for studio use, priced at \$9,850; and (3) a film-slide chain, incorporating the one-tube camera, also at \$9,850. A standard broadcast-quality three-or-four-tube color camera currently sells for \$65,000 to \$80,000.

The film chain is scheduled to go into production next spring; the studio camera, late next year.

At the introductory demonstration, where quite good color was shown on studio monitors from slides, movies and from a live pickup, RCA executives said the camera's present limitations for broadcast use lay in its resolution (250 lines maximum) and its noise level. Standard television broadcasting calls for 525 line-resolution.

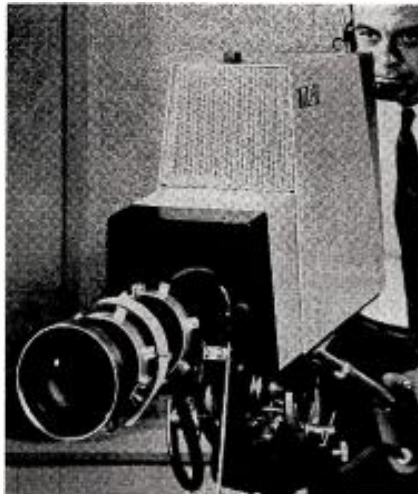
Other color TV cameras shown at the National Association of Educational Broadcasters convention included Ampex's two-tube camera, shown earlier this year at the National Association of Broadcasters convention in Chicago, selling for \$50,000 and IVC's three-tube camera, also shown before, priced at \$19,000 to \$25,000.

Shown for the first time was Visual Electronics' three-tube camera, selling in the \$65,000 to \$75,000 price range,

which weighs less than 90 pounds.

Perhaps the tiniest, as well as the most light sensitive color camera shown was CBS Laboratories' "starlight" camera. Built especially for the medical-television field, the camera, operating in the dark, has a special fibre-optics tube that transmits live pictures of internal organs to operating-room monitors and hospital-classroom TV sets for viewing by doctors and medical students.

In addition to cameras a host of other color TV equipment—ranging from tape recorders to devices that improve, stabilize and correct chromatic conditions from pickup to transmission—were highlighted at the NAEB con-



Television's first commercial one-tube color camera, but principally for closed-circuit use now, was shown by RCA last week at the National Association of Educational Broadcasters convention in Washington last week. Using a one-inch vidicon tube in conjunction with special color-encoding optical filters, the camera "sees" the total image plus the red and blue color components and marries them into one electronic signal for transmission to the home receiver. What happens to the third primary color, green? Since the signal is a composite of red, blue and the whole image, the green is reconstituted electronically and thus becomes part of the electronic signal.

vention. More than 80 companies showed their wares to the educators. Among equipment shown for the first time:

- IVC's new black-and-white video tape recorder said to be capable of handling two and one-half hours of playing time on 12½-inch reels, beginning at \$9,000. An IVC spokesman said the company is on the verge of bringing this recorder up to broadcast standards, where it will be marketed in the \$12,000 to \$14,000 range.

- Sony's "image buffer" that permits the broadcast of video recordings on one-half-inch tape by stabilizing the sync (pulses through an optical scan converter) device. Price is approximately \$5,000.

- GE's new line of one-inch, lead oxide target vidicons.

- 3M's electron beam recorder, priced at \$55,000, which converts a TV signal into a high quality, black and white image on motion picture film, as an advance over kinescoping.

- Sylvania's additions to its tungsten-halogen lamps series for TV and motion picture studios in the 500 w to 1,000 w, and the 1,000 w to 2,000 w ranges.

- Philips Broadcast Equipment Corp.'s one-inch Plumbicon tube (6¼-inches long) in monochrome, said to have the same performance characteristics as the standard Plumbicon tube. Under development, Philips said, are one-inch Plumbicons capable of color performance.

- Visual Electronics' three-inch and four-and-a-half inch isocon tubes, said to have extremely valuable low light capabilities, developed by English Electric Valve Co., Chelmsford, Essex.

- Ampex's 100-w UHF translator, consisting of a solid state 2.5 w translator with 100 w amplifier, at \$12,000.

More time given for 806-960 mc comments

The FCC last week extended to Feb. 3, 1969, the deadline for comments on two proposed rulemakings that would allocate UHF frequencies to land-mobile radio services.

A proposal to reallocate channels 14 through 20 to land-mobile services in the top-25 urban areas prompted the Association of Maximum Service Telecasters and several other organizations to comment that because of the complexity of the issues the original Dec. 2 deadline would be unrealistic. An inquiry on future use of the 806-960 mc band, in which the commission proposed to

allocate space to common-carriers and private land-mobile use, brought a request for extension from the Microwave Communications Section of the Electronic Industries Association Industrial Electronics Division.

While the commission said it found good cause for extending the deadlines, it added that, because of the "strong public-interest consideration calling for speedy resolution," there will probably be no further extensions.

More problems plague Twin Cities stations

A 10-year search by five Minneapolis-St. Paul TV stations for a suitable antenna-farm site appeared to be at an end last month when the FCC Review Board approved, with conditions, a location nine miles northwest of the Twin Cities. The chief stumbling block that had confronted the stations—air safety—was resolved to the satisfaction of both the FCC and the Federal Aviation Agency (BROADCASTING, Oct. 21). Now, if a petition filed last week with the commission is granted, hearings on the proposed antenna farm will be reopened to deal with a new issue—the effect of VHF signals on computers.

Control Data Corp., a manufacturer of electronic controls and devices, manufactures computers at Arden Hills, Minn., less than a mile from the projected antenna-farm site at Shoreview, Minn. The firm said in its petition that studies conducted by the Washington consulting engineering firm of Kear & Kennedy revealed potential dangers to Control Data's operation stemming from radiation from the five TV signals—WCCO-TV, WTCN-TV and KMSP-TV, all Minneapolis, and noncommercial KTCA-TV and KTCI-TV, both St. Paul.

In another filing, the Association of Maximum Service Telecasters petitioned for full commission review of the FCC Review Board's decision as it pertains to KMSP-TV. That station (ch. 9) is already short-spaced by 14.2 miles from the transmitter of co-channel WAOW-TV Wausau, Wis. AMST's objection—reiterated on several occasions during the antenna-farm proceeding—is that the short-spacing would be increased to 21.3 if KMSP-TV moved its tower to the Shoreview site.

Visual adds to realm

Visual Electronics Corp., New York, has announced the purchase of Educational Electronics of California Inc., Inglewood, Calif. Consideration was an undisclosed number of Visual Electronics' common shares.

Educational Electronics designs and installs educational electronics systems in California.

ITV seeks new methods to improve programing

If instructional television is to become an integral part of American education rather than an ornament, there must be as many modes of transmission as possible. And if on-the-air ITV continues to produce homogenized programing that is irrelevant to genuine local needs, then the future of televised instruction may belong to CATV.

There was general agreement on that overview of the ITV landscape at last week's meeting of the 1968 National Committee for the Full Development of the Instructional Television Fixed Service, at FCC headquarters in Washington. The ITFS committee, comprising FCC representatives and members of the educational community, was established in October of 1965 to assist in planning for the efficient use of ITFS frequencies in local areas, assist potential ITFS users, and act as liaison between educators and the FCC.

The ITFS is not a broadcast service, but a special system for classroom use. It operates in the 2500 mc band under limited power and requires special equipment.

The committee's general concern for education and for local needs, however, led it into a discussion of some more general aspects of ITV. And, they agreed, instructional TV shares with television in general an inability to communicate with special interests and minority groups, particularly in the ghetto.

FCC Commissioner Robert E. Lee, chairman of the ITFS committee, noted that if cable is to play a larger role in instruction, the commission will have to set up requirements for CATV operators that will, in some cases, resemble those established for broadcasters. These might include ascertainment of community needs and special provision of channels for educators, Mr. Lee said.

FCC commissioners attending all or part of the meeting included Robert E. Lee, H. Rex Lee, and Kenneth A. Cox.

GT&E seeks breakthrough with new laser device

General Telephone & Electronics Inc., New York, announced last week it has developed a laser display system for producing color television pictures. The system is said to be a potential alternative to the cathode ray (picture) tube currently used.

GT&E, whose research subsidiary developed the system, said it is experimental at this stage and the company has not decided whether it will try to develop commercial laser projection de-

vices. It said the development was a "technological breakthrough" and "is a significant step toward achieving large-screen, color television pictures so bright that they could be shown in fully lighted rooms for a variety of educational, entertainment and commercial uses."

New rules may apply on microwave applications

Common carriers filing microwave applications to serve CATV systems will have to notify the affected TV stations, on or before the date of application, if an FCC proposal issued last week is written into the rules.

The suggested rule amendment also proposes a filing requirement for the CATV system to be served. If there are any necessary requests for carriage of the signal to be relayed by microwave, the CATV must file its request with the commission on or before the date of the microwave application.

The commission said it proposed the amendment to eliminate an administrative burden that now exists because of unnecessary rule duplication. The proposal calls for deletion of the unnecessary rules and the addition of a new one, to be listed as Section 21.713.

EIA forms new unit

A committee on telecommunications policy has been established by the Electronic Industries Association. Chairman of the 17-man group is Frank Barnes, senior vice president and product manager, telecommunications, International Telephone & Telegraph Corp. Among members: Thomas A. Campobasso, Collins; Henry E. Hockeimer, Philco-Ford; E. W. Pappinfus, Hoffman; Louis T. Rader, General Electric; H. Rosenthal, RCA; Sidney Topol, Raytheon; Paul S. Visser, Hughes; and William J. Weisz, Motorola.

Technical briefs:

New studio ■ General Electric Co. has opened a color TV demonstration studio at Electronics Park, Syracuse, N. Y., which is being used for lighting seminars, new equipment demonstrations and service schools. The live camera studio section includes two PE-350 live color cameras and a broad range of lighting and control equipment.

Variable scan rate ■ Westinghouse Electric Corp. announced a new solid-state vidicon TV camera system for closed circuit applications, capable of multiple scan rates (from 525 to 1,029 lines per frame), reaching 1,000 line resolution at 525 lines. New system consists of cylindrical camera head and rectangular camera control unit, with 95% of circuitry mounted on coded, plug-in printed circuitboards.

Corinthian announces sales and earnings gains

Corinthian Broadcasting Corp., New York, announced at a stockholders meeting last week that the company had achieved record high sales and earnings for the second fiscal quarter and the six months ended Oct. 31.

C. Wrede Petersmeyer, chairman and president of Corinthian, also announced the resignation of Lewis A. Lapham as a director. (His position was not filled in the ensuing election of directors.) Re-elected with Mr. Petersmeyer were John Hay Whitney, Robert F. Bryan, Walter N. Thayer and Sidney J. Weinberg.

Stockholders also approved an authorization of a new class of 500,000 shares of preferred stock, par value

\$100 per share, for future acquisitions. Mr. Petersmeyer said there were no present plans for issuance of shares. Employee benefit plans also were approved.

For the six months ended Oct. 31:

	1968	1967
Earned per share	\$0.61	\$0.54
Operating revenues	11,437,741	9,232,973
Net income	2,049,029	1,818,017
Shares outstanding	3,384,259	3,384,259

Cox expands domain, buys Manheim Auto Auction Inc.

Cox Broadcasting Corp., Atlanta, has entered into a preliminary agreement to purchase Manheim Auto Auction Inc., Manheim, Pa., for more than \$6 million in cash and notes.

The auto-auction company conducts wholesale auctions for authorized car

dealers in Bordentown, N. J., and Fredericksburg, Va., in addition to Manheim. Its president, Paul H. Stern, and associates, Jacob H. Ruhl and Arthur F. Walters, will continue to direct present operations and expansion into other areas of the country.

Cox broadcasting owns five VHF stations, four AM and FM stations, cable television systems, program production and distribution facilities and publishing enterprises.

Company reports:

Walt Disney Productions, Burbank, Calif., reported record consolidated net income for the current fiscal year. The company's profit increased by more than 25% over last year's performance, despite television income decreasing by \$247,000.

The Broadcasting stock index

A weekly summary of market movement in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock symbol	Ex-change	Closing Nov. 21	Closing Nov. 14	Closing Nov. 7	High 1968	Low	Approx. Shares Out (000)	Total Market Capitalization (000)	
Broadcasting									
ABC	ABC	N	71½	68½	66½	74½	4,709	\$307,300	
CBS	CBS	N	51½	51½	54	60½	23,665	1,283,800	
Capital Cities	CCB	N	76½	73½	74	82½	2,811	210,800	
Corinthian	CRB	N	34½	36½	36½	40½	3,384	126,500	
Cox	COX	N	57½	56½	55½	64½	2,879	159,800	
Gross Telecasting	GTI	O	32	33	33	37	400	13,600	
Metromedia	MET	N	52½	51½	49½	55½	4,862	254,600	
Pacific & Southern	PAS	O	22½	20½	20	22½	6	1,614	
Reeves Broadcasting	RBT	A	36½	39½	35½	43½	9½	1,825	
Scripps-Howard	SH	O	31	32½	31½	34	2,389	74,700	
Sonderling	SDB	A	40	36½	37	47½	23½	930	
Taft	TFB	N	38½	39½	40	45½	3,363	141,700	
						Total	52,831	\$2,697,300	
Broadcasting with other major interests									
Avco	AV	N	49½	46½	44½	65	37	14,075	\$612,300
Bartell Media	BMC	A	16½	15½	14½	21	9	2,106	32,100
Boston Herald-Traveler	BHT	O	71	68	68	71	48	569	36,400
Chris-Craft	CCN	N	38½	38½	37½	45	26½	1,153	42,200
Cowles Communications	CWL	N	15	15½	14½	17½	12½	3,625	57,100
Fuqua	FOA	N	39½	40½	37½	45	32½	3,600	135,000
Gannett	GCI	O	42½	41½	39½	44	23	4,736	189,400
General Tire	GY	N	34	34½	32½	34½	23½	17,061	560,900
Gray Communications		O	11½	11½	11½	15	9	475	5,600
LIN	LB	O	27½	27½	28	31	16	1,550	43,800
Meredith	MDP	N	47½	46	47½	48½	23½	2,732	124,300
The Outlet Co.	OTU	N	31½	30½	28½	34	20½	1,184	35,800
Plough	PLO	N	75½	69½	68	78½	56½	6,761	466,500
Rollins	ROL	N	79½	79½	78	79½	43	3,959	304,800
Rust Craft	RUS	A	33½	32½	30½	33½	29½	779	36,400
Storer	SBK	N	53	53½	50½	62½	36	4,188	214,600
Time Inc.	TL	N	107	104	103½	109½	86½	7,018	760,600
Wometco	WOM	N	32½	31½	30½	34	17½	3,815	117,800
						Total	79,386	\$3,734,800	
CATV									
Ameco	ACO	A	16½	15½	14½	18½	7½	1,200	\$18,000
Cox Cable		O	20½	20½	20½	25	16	2,500	51,900
Cypress Communications		O	20½	18	18	23	12	808	14,500
Entron	ENT	O	10½	10	10	10	4	607	6,200
H & B American	HBA	A	23½	24½	22½	24½	9½	956	67,600
Teleprompter	TP	A	71½	66½	67½	78	23½	994	62,600
Vikoa	VIK	A	34½	33½	31½	37½	12½	1,364	39,400
						Total	10,429	\$260,200	
Programming									
Columbia Pictures	CPS	N	42½	42½	44½	45½	23½	4,701	209,200
Commonwealth United	CUC	A	19½	19½	18	22½	6½	6,087	114,900
Disney	DIS	N	80½	79½	76½	82	41½	4,230	321,500

For the fiscal year ended Sept. 28:

	1968	1967
Earned per share	\$3.08	\$2.44
Revenues	137,146,000	117,486,000
Net earnings	13,106,000	10,367,000

Note: Net earnings for fiscal 1967 are before extraordinary item of \$900,000 nontaxable life insurance proceeds, or 22 cents per share.

Avco Corp., New York-based diversified company with multiple broadcast holdings, reported an increase in earnings for the nine months ended Aug. 31:

	1968	1967
Earned per share	\$1.90	\$1.70
Net sales	692,081,000	545,780,000
Earnings*	40,381,000	36,793,000
Average shares outstanding	10,560,833	10,119,688

*Before an extraordinary nonrecurring gain of \$20,439,000, (\$2.03 per share) on the sale of marketable securities in connection with the purchase by the Paul Revere Corp. of Avco common shares.

MCA Inc., New York, reported slight gains in net income and gross income for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$1.49	\$1.50
Net income	11,718,000	11,617,000
Gross income	170,440,000	170,145,000
Shares outstanding	7,656,926	7,411,733

Movielab Inc., New York, film developer and printer for television, theater and other related uses, reported a decline in operating results for the nine months ended Sept. 28:

	1968	1967
Earned per share	\$0.28	\$0.61
Net sales	7,398,369	8,668,387
Net income before taxes	829,985	1,585,656
Net income	390,792	850,634
Shares outstanding	1,407,266	1,397,532

Who traded stock during October

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

■ Ampex Corp.—Peter E. Axon exercised option to buy shares and sold 700 shares, leaving 600. D. F. Flanagan sold 100 shares, leaving none. Arthur H. Hausman exercised option to buy 500 shares, giving him 3,500. A. E. Ponting bought 300 shares, giving him

500.
 ■ Bartell Media Corp.—J. W. Checota sold 200 shares personally and 3,682 in partnerships, leaving 10,000 held personally and 500 held in partnerships.
 ■ CBS—Peter M. Abel exercised option to buy 1,360 shares, giving him 4,042. William S. Paley sold 56,104 shares, leaving 1,431,438 held personally. 460,491 held in trusts and 159 held by stepson, Mrs. William S. Paley bought 56,104 shares, giving her 67,507.
 ■ Chris-Craft Industries Inc.—Robert B. Hunter sold 2,400 shares, leaving 2,064.
 ■ Corinthian Broadcasting Corp.—James C. Richdale Jr. bought 3,000 shares, giving him 10,762.
 ■ Cowles Communications—John F. Harding sold 100 shares, leaving 15,150.
 ■ Walt Disney Productions—Ronald W. Miller exercised option to buy 1,802 shares, giving him 8,330.
 ■ Doyle Dane Bernbach—E. T. Russell sold 517 class A shares, leaving 76,158 class A shares. Evan H. Baker sold 500 class A shares, leaving 500 class A shares. William Harris sold 400 class A shares, leaving 1,000 class A shares. Robert Gage sold 263 class A shares, leaving 31,150 class A shares held personally. 44,205 class A shares held as trustee. 1,200 class A shares held as foundation and 300 class A shares held by wife as custodian.
 ■ Filmways Inc.—If. M. Austin bought 7,801 shares, giving him 21,646.
 ■ Fuqua Industries Inc.—L. D. Rahilly bought 12,967 shares, giving him 12,967. Members of Mr. Rahilly's family bought 4,320 shares, giving them 4,320.
 ■ Gross Telecasting—D. E. Simpson as trading account bought 295 shares and sold 879 shares, leaving 20 shares short as trading account and 100 held personally.
 ■ Gulf & Western Industries Inc.—David N.

	Stock symbol	Ex-change	Closing Nov. 21	Closing Nov. 14	Closing Nov. 7	High 1968	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming (cont.)									
Filmways	FWY	A	36 $\frac{3}{4}$	36 $\frac{3}{4}$	34 $\frac{3}{4}$	39	16 $\frac{3}{4}$	961	36,500
Four Star	O	O	7	7 $\frac{1}{4}$	7	10	5	666	5,100
Gulf & Western	GW	N	54 $\frac{3}{4}$	53 $\frac{3}{4}$	49 $\frac{3}{4}$	66 $\frac{1}{2}$	38 $\frac{3}{8}$	11,680	595,700
MCA	MCA	N	47 $\frac{3}{4}$	48 $\frac{1}{2}$	47 $\frac{3}{4}$	53 $\frac{3}{4}$	43	7,764	374,600
MGM	MGM	N	47 $\frac{3}{8}$	46 $\frac{3}{4}$	42 $\frac{3}{4}$	55	35 $\frac{1}{4}$	5,759	270,700
Screen Gems	SGE	A	42	41 $\frac{3}{4}$	42 $\frac{3}{4}$	43 $\frac{3}{4}$	22 $\frac{3}{4}$	4,048	170,000
Transamerica	TA	N	81 $\frac{1}{2}$	79 $\frac{3}{4}$	76 $\frac{3}{4}$	81 $\frac{3}{4}$	43 $\frac{3}{4}$	28,859	2,240,200
Trans-Lux	TLX	A	61	59 $\frac{3}{4}$	56 $\frac{3}{4}$	83 $\frac{3}{4}$	21 $\frac{3}{4}$	753	45,700
20th Century-Fox	TF	N	38 $\frac{1}{4}$	36 $\frac{3}{4}$	34 $\frac{3}{8}$	40 $\frac{3}{8}$	24 $\frac{1}{4}$	7,035	232,200
Walter Reade	WRO	O	16 $\frac{3}{8}$	15 $\frac{3}{4}$	15 $\frac{3}{4}$	17	7	1,662	27,800
Warner-Seven Arts	WBS	A	47 $\frac{1}{4}$	47 $\frac{1}{2}$	43 $\frac{1}{4}$	48 $\frac{3}{8}$	26 $\frac{1}{8}$	3,810	174,300
Wrather Corp.	O	O	16 $\frac{1}{2}$	16	14	16 $\frac{1}{2}$	4	1,710	23,500
							Total	89,725	\$4,841,900
Service									
John Blair	JB	O	26	26 $\frac{1}{4}$	42 $\frac{3}{4}$	44	20	1,800	\$46,400
Cornsat	CO	N	57 $\frac{1}{2}$	54 $\frac{1}{4}$	52 $\frac{1}{4}$	64 $\frac{1}{4}$	41 $\frac{1}{2}$	10,000	530,000
Doyle Dane Bernbach	DDB	O	30	30	29 $\frac{1}{4}$	41	31	2,104	64,700
Foote, Cone & Belding	FCB	N	14	14 $\frac{3}{4}$	14 $\frac{3}{4}$	20 $\frac{1}{4}$	13	2,157	32,100
General Artists	O	O	14 $\frac{1}{4}$	12 $\frac{1}{4}$	14	26	10	610	8,200
Grey Advertising	GRA	O	15 $\frac{1}{4}$	16	15 $\frac{1}{4}$	20	12	1,201	17,100
MPO Videotronics	MPO	A	15 $\frac{3}{4}$	15 $\frac{3}{4}$	15	17 $\frac{3}{4}$	10 $\frac{1}{2}$	517	7,900
Movielab	MOV	A	12 $\frac{3}{4}$	11 $\frac{3}{4}$	12 $\frac{3}{4}$	17 $\frac{3}{4}$	12	1,404	18,10
Nielsen	N	O	34	33 $\frac{3}{4}$	33 $\frac{3}{4}$	40	27	5,130	177,000
Ogilvy & Mather	OM	O	22 $\frac{3}{4}$	22 $\frac{3}{4}$	21	22 $\frac{3}{4}$	14	1,090	22,600
Papert, Koenig, Lois	PKL	A	6 $\frac{3}{8}$	6 $\frac{3}{4}$	6 $\frac{3}{8}$	9 $\frac{3}{4}$	4 $\frac{1}{2}$	791	5,200
							Total	26,084	\$929,300
Manufacturing									
Admiral	ADL	N	20 $\frac{1}{4}$	21 $\frac{1}{4}$	20 $\frac{3}{4}$	25 $\frac{1}{8}$	16 $\frac{1}{2}$	5,110	\$101,600
Ampex	APX	N	37 $\frac{1}{4}$	36 $\frac{3}{8}$	34 $\frac{1}{2}$	38	26 $\frac{1}{2}$	9,629	340,600
General Electric	GE	N	97 $\frac{3}{4}$	95 $\frac{3}{4}$	95 $\frac{3}{4}$	100	80 $\frac{1}{2}$	91,068	8,651,500
Magnavox	MAG	N	58 $\frac{3}{4}$	61 $\frac{3}{4}$	59 $\frac{3}{4}$	61 $\frac{3}{8}$	36 $\frac{3}{8}$	15,442	891,800
3M	MMM	N	110	108 $\frac{1}{4}$	108 $\frac{1}{4}$	119 $\frac{3}{4}$	81	53,793	5,829,800
Motorola	MOT	N	135 $\frac{3}{4}$	142	137 $\frac{3}{4}$	153 $\frac{1}{4}$	97	6,122	824,900
National Video	NVD	A	15 $\frac{3}{4}$	16 $\frac{1}{4}$	15 $\frac{3}{4}$	25	12	2,782	36,900
RCA	RCA	N	47 $\frac{3}{4}$	47 $\frac{3}{4}$	47 $\frac{1}{4}$	55	44 $\frac{1}{4}$	62,606	2,942,500
Reeves Industries	RSC	A	7	7 $\frac{1}{2}$	6 $\frac{3}{4}$	9 $\frac{1}{2}$	4 $\frac{1}{4}$	3,240	23,900
Westinghouse	WX	N	76 $\frac{1}{4}$	74 $\frac{3}{8}$	74	78 $\frac{3}{8}$	59 $\frac{3}{8}$	38,064	2,854,800
Zenith Radio	Z	N	61 $\frac{1}{4}$	61 $\frac{3}{4}$	59 $\frac{1}{4}$	65 $\frac{1}{4}$	50 $\frac{3}{8}$	18,860	1,086,800
							Total	306,716	\$23,585,100
						Grand Total		565,171	\$36,048,600
Standard & Poor Industrial Average			115.27	114.44	112.87	115.43	95.05		

Shares outstanding and capitalization as of Oct. 31

N-New York Stock Exchange
 A-American Stock Exchange
 O-Over the counter (bid price shown)

750,000 Shares

Corinthian Broadcasting Corporation



Common Stock

(par value \$1 per share)

Price \$36.75 Per Share

Upon request a copy of the Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may regularly distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

Goldman, Sachs & Co.

Blyth & Co., Inc.

The First Boston Corporation

Dominick & Dominick,
Incorporated

Drexel Harriman Ripley
Incorporated

Eastman Dillon, Union Securities & Co.

Glore Forgan, Wm. R. Staats Inc.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

Lehman Brothers

Loeb, Rhoades & Co.

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Paine, Webber, Jackson & Curtis

Reynolds & Co.

Salomon Brothers & Hutzler

Stone & Webster Securities Corporation

Wertheim & Co.

White, Weld & Co.

Dean Witter & Co.
Incorporated

November 15, 1968

Judelson bought 14,181 shares, giving him 54,688. Judd Leighton bought 300 shares, giving him 300. Martin S. Davis bought warrants to purchase 15,000 shares, giving him 15,000.

■ LIN Broadcasting Corp.—T. I. Unterberg as partnership bought 37,549 shares, sold 31,873 shares, bought \$2,000 of 5½% convertible subordinated debentures and sold \$140,000 of 5½% convertible subordinated debentures, leaving \$66,000 of 5½% convertible subordinated debentures held as partnership, 1,256 shares short as partnership, 6,333 held personally, 100 held by daughter and 100 held by wife. Joel M. Thorpe sold \$20,000 of 5½% convertible subordinated debentures, leaving \$30,000 of 5½% convertible subordinated debentures.

■ Memorex Corp.—Richard D. Boucher sold 3,000 shares, leaving 6,962. Prentiss C. Hale as corporation bought 2,006 shares, giving him 2,507 held as corporation, 4,627 held as trustee, 2,100 held personally, 2,400 held by wife, 3,000 held in trust and 2,100 held for minor child.

■ Meredith Corp.—Lester H. Mugge sold 500 shares, leaving 3,200.

■ Metromedia Inc.—Mark E. Austad [Mark Evans] sold 3,000 shares, leaving 28,824. Richard L. Geismar sold 1,000 shares, leaving 12,711 held personally, 572 held by wife and 12 held by children. Stanley Landow sold 1,024 shares, leaving 5,300 held personally and 94 held by children. Warren H. Lasher sold 208 shares, leaving 200.

■ MGM—H. J. Strickling sold 500 shares, leaving 500. Mrs. Frank E. Conant bought \$10,000 of 5% convertible subordinated debentures, giving her \$10,000 of 5% convertible subordinated debentures.

■ Movielab Inc.—K. F. Dietz sold 500 shares, leaving 625. David E. Winer bought 500 shares, giving him 9,086.

■ MPO Videotronics Inc.—Arnold Kaiser sold 5,000 shares, leaving 38,235 held personally and 22 held as custodian. Judd L. Pollock sold 1,500 shares, leaving 38,397.

■ A. C. Nielsen Co.—E. P. H. James sold 100 class A shares and 200 class B shares, leaving no class A shares and 100 class B shares.

■ Outlet Co.—A. F. Schoen Jr. sold 100 shares, leaving 2,000.

■ Papert, Koenig, Lols Inc.—Norman Gru-

lich sold 700 shares, leaving 40,863 held personally and 9,510 held indirectly. William A. Murphy sold 300 shares, leaving 10,930.

■ Rollins Inc.—G. R. Chambers sold 1,000 shares, leaving 30,087.

■ Teleprompter Corp.—J. D. Couturle sold 4,000 shares, leaving none. Leonard Tow exercised option to buy 1,400 shares, giving him 2,100. Eugene Weinrich exercised option to buy 400 shares, giving him 1,100. J. D. Wrather sold 24,000 shares, leaving 60,026.

■ Trans-Lux Corp.—L. A. Harr Jr. sold 100 shares, leaving none.

■ Walter Reade Organization—W. H. McElnea Jr. as trading account bought 7,830 shares and sold 7,805 shares, leaving seven shares held as trading account and 500 shares held personally.

■ Wometco Enterprises—Frances Wolfson under the will of A. M. Cohen bought 100 class A shares, giving her 6,719 class A shares under the will of A. M. Cohen, 8,208 class A shares held personally, 39,169 class A shares held as co-trustee and 114,042 class A shares as corporations. M. Wolfson as trust bought 1,000 shares, giving him 48,187 held as trust, 35,087 held in other trusts, 13,691 held personally, 2,174 held as foundation and 129,571 held in companies.

■ Zenith Radio Corp.—F. W. Crotty exercised option to buy 1,500 shares, giving him a total of 14,130.

Technicolor takeover

Stockholders of Technicolor Inc., Hollywood, last week approved acquisition of the company by Memorex Corp., Santa Clara, Calif. The transaction, first announced last summer (BROADCASTING, Aug. 5), is valued at \$115 million. Memorex, a producer of magnetic tape, will take over the photographic business of Technicolor through an exchange of stock.

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McMartin makes it easy to find out about the new TBM series SCA monitors
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Call Jack Ducart personally (collect) at 402-342-2753
He'll tell you all about the 10 extra exclusive features available only on a McMartin Monitor
 *
McMartin industries, inc.
 3104 Farnam Street—Omaha, Nebraska 68131

Fates & Fortunes

Broadcast advertising

Jules Fine, media director, Ogilvy & Mather, New York, named senior VP. **Peter J. Burns**, **Robert H. Savage** and **Robert A. Sowers**, management supervisors, and **Gene Grayson**, **Ronald G. Hoff** and **William B. Taylor**, creative directors, also elected senior VP's.



Mr. Swanson
 John Lamb Co. agency there as VP-

Robert Swanson, deputy director, Chicago division, Needham, Harper & Steers, New York, elected senior VP.

Emmett L. Duemke, formerly president of Argus Publishing Co., Minneapolis, joins

administration.

Roby Harrington III, management supervisor, Young & Rubicam, New York, named senior VP.

David Marsden, head of international services and administration, Foote, Cone & Belding, New York, elected VP.

Emilie Griffin and **Norma Marmoci**, copy group heads, Compton Advertising, New York, named VP's. **Dolores Gould** and **Ruth Mansfield**, account executives, also named VP's.

Martin J. Malone, senior art director and TV producer, Ross Roy Inc., New York, joins Bishopric/Green/Fielden Inc., Miami, as VP-creative.

A. Laney Lee, creative director, central division, Gardner Advertising Co., St. Louis, named to newly created position of general manager for central division.

Jack Schwartz, with **Richard K. Manoff Inc.**, New York, joins Schaller-Rubin Co. there as executive producer, audio-visual department.

Gerry Velona, with sales staff, KCOF-TV Los Angeles, joins Tele-Rep Inc.,

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 Seals.
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 a matter of
 life and breath.



Fight tuberculosis,
 emphysema, air pollution.

Space contributed by the publisher as a public service.

FM IN FLORIDA

Fast growing station in fast growing Tampa Bay area.

\$315,000.

RUTH WALTON NEW YORK
 212—PLAZA 1-0386

New York, as manager of Los Angeles office.

Martin S. Pollins, general sales manager, KNBC(TV) Los Angeles, joins WECO-TV, new Pittsburgh station scheduled to go on air in February 1969, in same capacity.

Harold E. Protter, assistant national sales manager, WDCA-TV Washington, appointed national sales manager.



Mr. Crowley

Joseph F. Crowley, account group head, BBDO, New York, elected VP. **William D. Reber**, account group head, BBDO, Minneapolis, also elected VP.

Wendell Williams, VP and manager, Leo Burnett Co., Hollywood, resigns effective early 1969.

Peter Kadetsky, account executive, Radio Advertising Representatives Inc., New York, appointed Midwest sales manager, Chicago.

Joseph L. Ryan, regional sales manager, KDTV(TV) Dallas, appointed sales manager.

Russell S. Tate Jr., president, Market Research Corp. of America, New York, joins market research division of Computer Applications Inc., that city, as president. Computer Applications is parent company of Home Testing Institute/TVQ, Manhasset, L. I., N. Y.

Media

Rocco M. Laginestra, VP-financial planning and budgets, NBC, New York, named VP-financial planning and treasury operations. **Donald Carswell**, director, pricing and financial evaluation, NBC-TV, that city, elected VP-financial planning.



Mr. Timberlake

Joseph W. Timberlake Jr., formerly regional sales manager of Jefferson Standard's WRTV(TV) Charlotte, N. C., named VP and managing director of group's WRVA-TV Richmond, Va.

William R. Preston, president of WRVA-TV under former licensee, becomes area VP, and **Samuel Carey**, general manager, named station manager.

Richard M. Rawls, VP and general manager, KPHO-AM-TV Phoenix, named general manager WECO-TV, new Pitts-

burgh station scheduled to go on air in February 1969.

R. William Habel, staff counsel, Communications Workers of America, Washington, joins government affairs staff, National Association of Broadcasters, that city.

Tinka Nobbe, with National Educational Television, New York, joins National Citizens Committee for Broadcasting there as director of research.

Thomas Jones Patterson, Episcopal minister, rejoins Cowles Communications Inc., New York, in newly created post of assistant to president.

Programing

Aubrey Groskopf, director of talent and program commitments, CBS-TV, Hollywood, joins Four Star International, that city, as VP-business affairs.

Steve Fisher, producer director, Avco Broadcasting Corp., Cincinnati, joins WKTR-TV Kettering, Ohio, as program director.

Ben A. DeAugusta, sales service manager, Warner Bros.-Seven Arts, New York, joins Group W Program Sales Inc., that city, in same capacity.

Jerry Kurtz, producer-director, motion picture and TV service of U. S. Information Agency, joins Project 7, film production firm, Hollywood, as executive producer to develop TV specials.

G. Thaine Engle, manager, on-air advertising, NBC, New York, elected president of Bedside Network, national non-profit group that produces weekly radio-TV programs for hospitalized veterans.

Mort Crowley, program director, KXOK St. Louis, also appointed operations manager. He succeeds **Bud Connell**, who resigns.

News



Mr. Buchanan

Mike Buchanan, newsman, WTTG-TV Washington, appointed news director.

Joseph Harper, newscaster-reporter, KYW-TV Philadelphia, joins WBZ-TV Boston as anchorman - reporter. Both are

Sid Davis, White House correspondent and general assignment reporter, Westinghouse Broadcasting Co., appointed chief of Washington news bureau.

Ellis Martin, sports director, WAST-TV Albany, N. Y., appointed news director.

Al Morgan, producer of NBC-TV's *Today* series, New York, named program executive, NBC News, heading newly created department that will develop programs in fields of science and adventure. **Stuart Schulberg**, NBC News producer, succeeds Mr. Morgan as producer of *Today*.

Robert C. Lape, news director, WBZ-TV Boston, joins WABC-TV New York as political reporter.

Robert H. Thompson, newscaster, WIRK West Palm Beach, Fla., joins WIOD Miami in same capacity.

Hugh Carlson, formerly news director, WWTC and news editor, WDCY, both Minneapolis, joins WTMJ Milwaukee as newswriter and newscaster.

John Beatty, news editor, KYW-TV Philadelphia, joins KOGO-AM-FM-TV San Diego, as head of news bureau.

Herbert W. Gates, of Dayton, Ohio, joins WHIO-AM-FM-TV there as newsmen.

Bartow Houston Jr. of Greenville, N. C., joins WITN-TV Washington, N. C., as sports director.

John Warren, news director, KXMB-TV Bismarck, elected president of AP Broadcasters Association of North Dakota.

Promotion

Norman S. Ginsburg, director of sales promotion, CBS Radio Spot Sales, New York, becomes director of press information for CBS Radio, that city.



Mr. Kroeger

Albert R. Kroeger, manager editor, *Media Scope*, and former editorial director, *Television*, joins NBC, New York, in newly created post of director, editorial services.

Gene Collins, director of creative services, WTEN(TV) Albany, N. Y., appointed promotion/production manager.

Charles E. Mick, with Lenkurt Electric Co., San Carlos, Calif., division of General Telephone & Electronics Corp., becomes public relations manager, western states, Sylvania Electric Products Inc., Burlingame, Calif. (also division of GT&E).

Bob Ganley, staff photographer, NBC press, New York, named coordinator, photographic services.

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YOU ARE THERE — selling by helping people buy.

*Advertising of broadcasters to promote time sales in 24 business and advertising oriented publications in the first nine months of 1968.



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The national authority serving the media-buying function
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Mr. Peck

William Peck, senior creative copywriter, The Golnick Group, Baltimore, named director of sales promotion. Golnick is international marketing, sales promotion and advertising firm.

Steven Bell, promotion manager, WINS New York, joins WNEW there as manager of promotion and public information.

Major Larry R. Lubenow, public affairs officer, Fort Benjamin Harrison Defense Information School, Indianapolis, joins Park School there, (which

trains radio-TV personnel for Armed Forces), as director of public relations.

Equipment & engineering

M. C. Baird Jr., executive VP, F & M Systems Co., Dallas, division of Fischbach & Moore Inc., named president.

Ross B. Kauffman, named chief engineer WECO-TV Pittsburgh, new station scheduled to go on air in February 1969.

L. J. Fishkin, assistant to James D. O'Connell, director of President's Office of Telecommunications Management, resigns to become executive assistant to president of Ithaca College, Ithaca, N. Y.

Gregory B. Shuker, film producer, Drew Associates, New York, joins CBS EVR Division, that city, as program director.

Deaths

S. William Brown Jr., 50, former radio writer-producer, died Nov. 14 in Bethesda, Md. Mr. Brown founded ad agency in Clayton, Mo., which merged with Gardner Advertising Co. in 1953. He was also VP of Brown Radio Productions in Nashville. From 1960 to 1962 he was news aide to Senator Edward V. Long (D-Mo.). He is survived by his wife, Ann, and two daughters.

Paul Coates, 47, newspaper columnist and television interviewer, died Nov. 16 in Hollywood, of heart attack. Mr. Coates was occasional host of Los Angeles segment of old *Tonight* show and in 1955 won area Emmy. He is survived by his wife, Renee, daughter and two sons.

ForTheRecord

As compiled by BROADCASTING, Nov. 13 through Nov. 20 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

Actions on motions

- Chief Hearing Examiner James D. Cunningham in San Angelo, Tex. (S R C Inc., and San Angelo Independent School District No. 226-903), TV proceeding, ordered subject to objection that Hearing Examiner Basil P. Cooper shall associate with Hearing Examiner Elizabeth C. Smith in preparation and issuance of initial decision (Docs 17541-2). Action Nov. 14.
- Hearing Examiner Thomas H. Donahue in

Racine, Wis. (John Weigel Associates and United Broadcasting Corp.), TV proceeding. In order following prehearing conference and with agreement of all parties, continued conference to Jan. 15, 1969 and hearing originally scheduled for Dec. 16 to date to be determined later (Docs. 18323-4). Action Nov. 15.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co. et al), TV proceeding, as result of agreements reached at prehearing conference Nov. 6, cancelled hearing scheduled for Nov. 18 and ordered prehearing conference be held Nov. 18 (Docs. 18295-18300). Action Nov. 8.

■ Hearing Examiner Isadore A. Honig in Brampton, Mich. (WFRV Inc.), TV proceeding, pending disposition of petition for leave to amend application and return it to processing line filed by WFRV Inc. Nov. 13. It is ordered on examiner's own motion that prehearing conference scheduled for Nov. 15 is postponed indefinitely (Doc. 18221). Action Nov. 14.

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Broadcasting Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, issued order following Nov. 12 prehearing conference, rescheduled hearing for Feb. 3, 1969; set Jan. 21, 1969, for exchange of direct case exhibits, and established ground rules to govern conduct of hearing (Docs. 18320-2). Action Nov. 12.

■ Hearing Examiner Jay A. Kyle in Boston

(Boston Heritage Broadcasting Inc.), TV proceeding, granted request by Boston Heritage and rescheduled evidentiary hearing from Nov. 25 to Jan. 23, 1969 (Doc. 17743). Action Nov. 18.

Rulemaking petitions

■ St. Lawrence Valley Educational TV Council, Watertown, N. Y.—Requests amendment of rules to change educational reservation at Watertown from ch. 50 to ch. 16. Ann. Nov. 15.

■ Public Television Commission of the Government of the Virgin Islands—Requests waiver of rules and amendment of table of TV assignments to add ch. *3 to Charlotte Amalie and add ch. *12 to Christiansted, St. Croix, both Virgin Islands. Ann. Nov. 15.

Existing TV stations

Final action

■ KTAL-TV Texarkana, Tex.—Broadcast Bureau rescinded action of Oct. 21, which granted regular renewal of license. Action Nov. 14.

Other action

■ FCC denied petition by WBEV-TV Panama City, Fla., for expedited hearing on application for extension of time to construct station. Action Nov. 20.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in San Diego (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for Dec. 12 and hearing for Jan. 21, 1969 (Doc. 18377). Action Nov. 12.

■ Chief Hearing Examiner James D. Cunningham in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Jan. 15, 1969, and hearing for Feb. 17, 1969 (Doc. 18376). Action Nov. 12.

New AM stations

Other actions

■ Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-13, granted Broadcast Bureau's petition for extension of time filed Nov. 15, extended to Nov. 22 time to file responsive pleadings to motion to enlarge issues filed by Radio Naples Inc. Action Nov. 19.


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- Review board in Mishawaka, Ind., AM proceeding, Doc. 14855, denied petition for reargument filed July 26 by Northern Indiana Broadcasters Inc. Action Nov. 14.
- Review board in Mishawaka, Ind., AM proceeding, Doc. 14855, board members Sloane and Kessler adopted memorandum opinion and order denying petition for reconsideration and rehearing filed July 26 by Northern Indiana Broadcasters Inc. Action Nov. 14.
- Review board in Warwick, N. Y., AM proceeding, Docs. 18274-77, granted petition for extension of time filed Nov. 13 by Broadcast Bureau, extended to Nov. 20 time to file responsive pleadings to joint petition for approval of merger agreement, dismissal of Everette application and severance and grant of Warwick application. Action Nov. 15.

Actions on motions

- Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, denied petition by Eastern Carolina Broadcasters Inc. for leave to amend application (Docs. 18198-9). Action Nov. 15.
- Hearing Examiner Basil P. Cooper in Lebanon, Tenn. (Vernon Broadcasting Co.), AM proceeding, scheduled further prehearing conference for Nov. 20, on matters including exhibits to be exchanged by parties and effect of memorandum opinion and order of examiner released Sept. 17, denying petition previously filed by Vernon Broadcasting for leave to amend application; continued Nov. 20 evidentiary hearing to date to be specified at conclusion of prehearing conference (Doc. 18178). Action Nov. 7.
- 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 Broward County Broadcasting Co. for leave to intervene (Docs. 18310-3). Action Nov. 5.
- Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co. and Herb Newcomb), AM proceeding, dismissed with prejudice application of Herb Newcomb (Doc. 18226, BP-17495), provided that within 10 days of release of this order an affidavit of no consideration is filed; retained in hearing status application of James Mace Broadcasting Co. (Doc. 18225; BP-17008). Action Nov. 7.
- Hearing Examiner Herbert Sharfman in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), AM-FM proceeding, at hearing Nov. 12 in Lebanon, Mo., petition for leave to amend filed by Lee Mace on Aug. 28, opposed by Risner Sept. 5 (ruling held in abeyance), was denied on condition appearing in transcript of hearing (Docs. 17899, 18043-4). Action Nov. 18.

Call letter action

- J. W. Furr, Columbus, Miss. Granted WMBC.

Existing AM stations

Applications

- WTWA Thomson, Ga.—Seeks mod. of license to change from 1240 kc, 250 w, SH to 1240 kc, 250 w. U. Ann. Nov. 19.
- KUNI Makawao, Hawaii—Seeks CP to replace expired permit which authorized power increase to 5 kw; install new trans. Ann. Nov. 19.
- WLBS Centreville, Miss.—Seeks CP to increase power from 250 w to 1 kw, change location to Gloster, Miss.; change ant., trans. and studio location to Old Gloster-Liberty Road, ½ mile east of intersection with highway #33, Gloster; install new trans. Ann. Nov. 15.

Final actions

- WRMG Red Bay, Ala.—Broadcast Bureau granted license covering new station. Action Nov. 15.
- KGMR Jacksonville, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to March 29, 1969. Action Nov. 18.
- KACE Riverside, Calif.—Broadcast Bureau granted mod. of CP and extended completion date to Feb. 26, 1969. Action Nov. 18.
- WDLF Panama City, Fla.—Broadcast Bureau granted mod. of CP to extend comple-

tion date to May 21, 1969. Action Nov. 18.

- KOFE St. Maries, Idaho—Broadcast Bureau granted mod. of CP to change ant.-trans location to .5 mile north northeast of center of St. Maries; change studio location to 618 College Avenue, St. Maries; change type trans; remote control permitted. Action Nov. 18.
- WKOA Hopkinsville, Ky.—Broadcast Bureau granted CP to change ant.-trans. location. Action Nov. 18.
- WAOP Otsego, Mich.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Nov. 15.
- KEHG Fosston, Minn.—Broadcast Bureau granted license covering increase in power and installation of new trans. Action Nov. 15.
- WMAP Monroe, N. C.—Broadcast Bureau granted application for remote control. Action Nov. 14.
- KWON Bartlesville, Okla.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Nov. 15.
- KBYE Oklahoma City—Broadcast Bureau granted application for remote control. Action Nov. 14.
- WCED DuBois, Pa.—Broadcast Bureau granted license covering changes; remote control permitted. Action Nov. 7.
- WTRN Tyrone, Pa.—Broadcast Bureau granted CP to change trans. location to Washington Avenue and First Street, Tyrone; conditions. Action Nov. 18.
- WKVM San Juan, P. R.—Broadcast Bureau granted mod. of CP and extended completion date to April 7, 1969. Action Nov. 8.
- WCOS Columbia, S. C.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2440 Millwood Avenue, Columbia; delete remote control; increase ant. height to 437 ft. and add resistor; condition. Action Nov. 18.
- WJOY Burlington, Vt.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1969. Action Nov. 18.
- WLLL Lynchburg, Va.—Broadcast Bureau

granted CP to install old main trans. at new main trans. location for auxiliary purposes only. Action Nov. 14.

- WDUZ Green Bay, Wis.—Broadcast Bureau granted CP to move ant. location 75 ft. south southwest on same site and make changes in ground system; condition. Action Nov. 18.
- WISM Madison, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to April 28, 1969. Action, Nov. 18.
- KCGO Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1969. Action Nov. 18.

Other action

- FCC reaffirmed order suspending KHAI Honolulu proceeding (Docs. 16676-7). Order granted request by Royal Broadcasting Co., which is working on sale agreement and application to assign license. Action Nov. 14.

Actions on motions

- Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, on examiner's own motion scheduled further prehearing conference for Nov. 26 to make procedural arrangements for commencement of hearing in proceeding (Docs. 16813-4). Action Nov. 19.
- Hearing Examiner David I. Kraushaar in Camden, N. J. (City of Camden, assignor; McLendon Corp., assignee), assignment of license of WCAM Camden, ordered record reopened for receiving in evidence WCAM exhibit 1-A; received WCAM exhibit 1-A in evidence; closed record; further ordered WCAM exhibit 1-A be inserted in official docket of proceeding irrespective of whether original and copy happen to bear stamp of court reporter (Doc. 18303). Action Nov. 15.
- Hearing Examiner Forest L. McClenning in Jackson, Mo. and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, granted motion by Jackson Missouri Broadcasting Co. and continued prehearing conference to Jan. 27, 1969 and hearing to date to be agreed upon at prehearing conference; dismissed motion of Mattoon Broadcasting

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Co. (Docs. 18354-5). Action Nov. 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc. [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.). AM proceeding, scheduled hearing conference for Nov. 26 to establish procedural dates (Docs. 17555-8). Action Nov. 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corvallis, Central Point and Gold Beach, all Oregon (Radio Broadcasters Inc. [KFLY-AM-FM], James L. Hutchens [KPTN]). AM-FM proceeding, ordered hearing resume Dec. 3 (Docs. 18079-84). Action Nov. 5.

Fines

■ Broadcast Bureau notified KFOX Long Beach, Calif., of apparent forfeiture liability of \$200 for three violations of rules, including failing to have proof of performance made within required yearly intervals. Action Nov. 18.

■ Broadcast Bureau notified WFSC Somerset, Ky., it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action Nov. 13.

■ Broadcast Bureau notified WSMD La Plata, Md., it has incurred apparent forfeiture liability of \$200 for violations of rules including failure to make equipment performance measurements at yearly intervals. Action Nov. 13.

■ Broadcast Bureau notified WKNT Kent, Ohio, of apparent forfeiture liability of \$250 for five violations of rules, including failure to calibrate remote base v. s. regular base ammeters weekly from March 8, 1968 to day of inspection, June 8, 1968. Action Nov. 18.

Call letter application

■ WHAB, WHAB Radio Inc., Baxley, Ga. Requests WUFE.

Call letter action

■ KXRJ, The Valley Broadcasters, Russellville, Ark. Granted KARV.

New FM stations

Applications

■ Aspen, Colo.—Recreation Broadcasting Co. Seeks 97.7 mc. ch. 249A, 449 w. Ant. height above average terrain minus 1,791 ft. P.O. address: c/o Mrs. Helen Hunting, 2720 Darby St., S. E., Grand Rapids, Mich. 49506. Estimated construction cost \$23,700; first-year operating cost \$20,000; revenue \$30,000. Principals: Allen I. Hunting, chairman of board of directors, L. William Seidman, vice chairman of board of directors, Joyce Hatton, president (each 11%), Gary Verplank, vice president (22%) et al. Mr. Hunting owns 20.6% of furniture manufacturing company. Mr. Seidman is partner in CPA firm, owns 3.7% of WZZM-TV Grand Rapids, Mich., and has other business interests. Mrs. Hatton owns children's day school and Mr. Verplank is secretary-treasurer of coal company. Ann. Nov. 18.

■ *Edwardsville, Ill.—Board of Trustees of Southern Illinois University. Seeks 88.7 mc. ch. 204, 500 kw. Ant. height above average terrain 500 ft. P.O. address: Buren C. Robbins, Director, Broadcasting Service, Southern Illinois University, Carbondale, Ill. 62901. Estimated construction cost \$88,722.60; first-year operating cost \$45,225; revenue none. Principals: Board of Trustees of Southern Illinois University, Kenneth L. Davis, chairman. Principals are affiliated with *WSIU(FM), WSIU-TV and WUSI-TV, all Carbondale, Illinois. Ann. Nov. 15.

■ *Murray, Ky.—Board of Regents, Murray State University. Seeks 91.3 mc. ch. 217, 13.2 kw. Ant. height above average terrain 487 ft. P.O. address: c/o Dr. Ray Mofield, Chairman, Department of Communications, Murray State University, Murray, Ky. 42071. Estimated construction cost \$24,923.75; first-year operating cost \$8,000; revenue none. Principals: Board of Regents, Murray State University, Harry M. Sparks, president. Ann. Nov. 15.

■ Lawton, Okla.—Progressive Broadcasting Co. Seeks 98.1 mc. ch. 251, 54.2 kw. Ant. height above average terrain 201 ft. P.O. address: c/o Ross B. Baker Jr., Box 5190, Lawton, Okla. 73501. Estimated construction cost \$56,462; first-year operating cost \$30,000; revenue \$30,000. Principals: Ross B. Baker Jr., vice president et al. Principals own KCCO Lawton. Ann. Nov. 18.

■ *Gresham, Ore.—East Side Area Education District, Mount Hood Community College.

Seeks 89.9 mc. ch. 210, 1.26 kw. Ant. height above average terrain minus 58 ft. P.O. address: c/o Thomas A. Holmes, 26000 S. E. Stark Street, Gresham, Ore. 97030. Estimated construction cost \$7,009; first-year operating cost \$34,997; revenue none. Principals: East Side Area Education District, Dr. George A. Casterline, board chairman. Ann. Nov. 18.

Starts authorized

■ *WARP(FM) Due West, S. C.—Authorized program operation on 91.7 mc. ch. 219, ERP 10 w. Action Nov. 13.

■ KFRD-FM Rosenberg, Tex.—Authorized program operation on 104.9 mc. ch. 285, ERP 3 kw. Action Nov. 8.

Final actions

■ *Concord, Calif.—Clayton Valley High School, Broadcast Bureau granted 91.1 mc. ch. 216, 7.8 w. Ant. height above average terrain 58 ft. P.O. address: c/o Ernest G. Wilson, 1101 Albert Way, Concord, Calif. 94521. Estimated construction cost \$788; first-year operating cost \$1,000; revenue none. Principals: Dan G. Della and Ernest G. Wilson, Mr. Della is principal of high school, Mr. Wilson is teacher. Action Nov. 12.

■ *Worcester, Mass.—Worcester Collegiate Radio Network Inc. Broadcast Bureau granted 90.5 mc. ch. 213, 2 kw. Ant. height above average terrain 16 ft. P.O. address: c/o Worcester Polytechnic Institute, 172 West Street, Worcester, Mass. 01609. Estimated construction cost \$24,000; first-year operating cost \$6,500; revenue none. Principals: Roy C. Gunter Jr., president, David E. Lloyd, treasurer et al. Action Nov. 7.

■ Milford, Ohio—Milford Associates Inc. Broadcast Bureau granted 107.1 mc. ch. 296A, ERP 3 kw. Ant. height above average terrain 300 ft. P.O. address: 102 Wooster Pike, Milford 45150. Estimated construction cost \$21,170.40; first-year operating cost \$30,000; revenue \$35,000. Principals: Francis J. Stratman, president (53%) and John J. Demeter, treasurer (30%) et al. Mr. Stratman is 58% owner of WMWM Wilmington, Ohio, Mr. Demeter is sales manager for WMWM. Action Nov. 18.

■ Norton, Va.—Radio Wise Inc. Broadcast Bureau granted 106.3 mc. ch. 292, ERP 700 w. Ant. height above average terrain 560 ft. P.O. address: Progress Building, Norton 24273. Estimated construction cost \$8,034; first-year operating cost \$8,000; revenue \$10,000. Principals: R. B. Helms, president (66.23%) et al. Mr. Helms is 32% owner of WCLE Cleveland, Tenn., and owns WNVA Norton. Action Nov. 18.

Other actions

■ Review board in Thomasville, Ga., FM proceeding, Docs. 17853-54, scheduled oral argument before panel of review board for Dec. 12 at 10 a.m. in Washington. Action Nov. 15.

■ Review board in Aurora, Ind., FM proceeding, Doc. 18264-65, granted Broadcast Bureau's petition requesting acceptance of supplementary comments filed Oct. 18 and petition for leave to file additional comments or for other relief filed Nov. 12 by GREPCO Inc.; granted to extent indicated and denied in all other respects motion to enlarge issues filed Aug. 30 by GREPCO Inc. Action Nov. 15.

■ Review board in Albuquerque, N. M., FM proceeding, Docs. 18213-14, granted joint petition for extension of time filed Nov. 14 by R. Edward Cerles and Jack C. Hughes, extended to Nov. 22 time to file reply to Broadcast Bureau's opposition to joint petition for approval of agreement. Action Nov. 18.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith and Van Buren, both Arkansas (KFPW Broadcasting Co. and George Domeresse), FM proceeding, scheduled further prehearing conference for Nov. 22 on request of George Domeresse for dismissal of application (Docs. 18241-2). Action Nov. 7. By separate action changed date for prehearing conference from Nov. 22 to Nov. 21. Action Nov. 12.

■ Chief Hearing Examiner James D. Cunningham in Tampa, Fla. (WLCY Inc. and Rust-Craft Broadcasting Co.) FM proceeding, ordered subject to objection that Hearing Examiner Basil P. Cooper shall associate with Hearing Examiner Elizabeth C. Smith in preparation and issuance of initial decision (Docs. 17943-4). Action Nov. 14.

■ Chief Hearing Examiner James D. Cun-

ningham in Albuquerque, N. M. (R. Edward Cerles and Jack C. Hughes), FM proceeding, granted petition by R. Edward Cerles for leave to amend application regarding financial aspect; retained in hearing status amended application (Docs. 18213-4). Action Nov. 4.

■ Chief Hearing Examiner James D. Cunningham in Sheboygan, Wis. (WHBL Inc.), FM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for Dec. 27 and hearing for Jan. 22, 1969 (Doc. 18374). Action Nov. 12.

■ Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, granted motion by London Broadcasting Co. for extension of time to Nov. 8 to file responsive pleading to petition by H. & C. Broadcasting Co. for leave to amend (Docs. 18200-1). Action Nov. 8.

■ Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, scheduled oral argument for Nov. 18 on petition by H. & C. Broadcasting Co. for leave to amend; ordered that hearing scheduled for Nov. 18 to be continued without date (Docs. 18200-1). Action Nov. 12.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, granted request and continued prehearing conference to Jan. 7, 1969; continued without date hearing scheduled for Dec. 2 (Docs. 18308-9). Action Nov. 8.

■ Hearing Examiner Forest L. McClennin in Waukegan and Des Plaines, both Illinois (News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield and Maine Township FM Inc.), FM proceeding, reopened record; granted petition by Maine Township FM Inc. for leave to amend application to update information relevant to broadcast interests of H. Leslie Atlas Jr., a principal; accepted amendment tendered therewith and again closed record (Docs. 13292, 13940, 17242). Action Nov. 18.

Rulemaking petition

■ WEYY Talladega, Ala.—Requests amendment of rules to allocate ch. 224 to Hartselle and Talladega, both Alabama, and substitute ch. 225 for ch. 224 at Fayette, Ala. Ann. Nov. 15.

Call letter applications

■ East Arkansas Broadcasters, Wynne, Ark. Requests KWYN(FM).

■ Regency Broadcasting Inc., Savannah, Ga. Requests WXLM(FM).

Call letter action

■ Trustees of Erskine College, Due West, S. C. Granted *WARP(FM).

Existing FM stations

Final actions

■ *KANG(FM) Angwin, Calif.—Broadcast Bureau granted application for remote control. Action Nov. 18.

■ Broadcast Bureau granted licenses covering following new stations: WQXM(FM) Clearwater, Fla.; WELL-FM Freeport, Ill. Action Nov. 15.

■ KDFC(FM) San Francisco—Broadcast Bureau granted CP's to make changes in main and alternate main transmitting equipment. Action Nov. 13.

■ KSFR(FM) Santa Monica, Calif.—Broadcast Bureau granted mod. of SCA to change subcarrier frequency to 67 kc. Action Nov. 8.

■ WHLT-FM Huntington, Ind.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Hotel La Fontaine, 208 West State Street, Huntington. Action Nov. 7.

■ WSLM-FM Salem, Ind.—Broadcast Bureau granted mod. of CP to change type ant., ant. height 130 ft.; condition. Action Nov. 14.

■ WCIL-FM Carbondale, Ill.—Broadcast Bureau granted license covering new station. Action Nov. 14.

■ KDCR(FM) Sioux Center, Iowa—Broadcast Bureau granted license covering new station. Action Nov. 7.

■ KSKU(FM) Hutchinson, Kan.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Nov. 18.

■ WJRS-FM Jamestown, Ky.—Broadcast Bureau granted application for remote control. Action Nov. 18.

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■ WSBM(FM) Saginaw, Mich.—Broadcast Bureau granted mod. of CP to change remote control location to 7225 Uncle Henry Road, Saginaw; change type ant. Action Nov. 14.

■ WDIO-FM Duluth, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant., delete vert. polarization; change ERP to 25 kw. Action Nov. 14.

■ KLFD-FM Litchfield, Minn.—Broadcast Bureau granted license covering new station; specify type trans. and type ant. Action Nov. 15.

■ WSMU-FM Starkville, Miss.—Broadcast Bureau granted license covering new station. Action Nov. 7.

■ *KCLC(FM) St. Charles, Mo.—Broadcast Bureau granted license covering new station; specify studio location as Memorial Arts building. Action Nov. 7.

■ KRWL(FM) Carson City, Nev.—Broadcast Bureau granted mod. of CP and extended completion date to March 15, 1969. Action Nov. 8.

■ KLUC-FM Las Vegas—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Nov. 7.

■ *KENW-FM Portales, N. M.—Broadcast Bureau granted license covering new station. Action Nov. 15.

■ WBAG-FM Burlington-Graham, N. C.—Broadcast Bureau granted license covering changes. Action Nov. 7.

■ WTOF(FM) Canton, Ohio—Broadcast Bureau granted mod. of CP to change type trans., type ant.; ERP 36 kw; remote control permitted. Action Nov. 14.

■ WCJW(FM) Cleveland—Broadcast Bureau granted CP to change trans. location to 4501 Pleasant Valley Road, Parma, Ohio; waived rules to permit location of main studio beyond the corporate limits of Cleveland at 13461 Ridge Road, North Royalton, Ohio; install new type trans., new type ant.; make changes in ant. system, ERP 12 kw, ant. height 630 ft.; remote control permitted. Action Nov. 18.

■ WJER-FM Dover, Ohio—Broadcast Bureau granted license covering new station. Action Nov. 15.

■ KRMG-FM Tulsa, Okla.—Broadcast Bureau granted CP to install new type trans.; change ERP to 61 kw, ant. height to 295 ft. Action Nov. 6.

■ KXL-FM Portland, Ore.—Broadcast Bureau granted license covering changes. Action Nov. 7.

■ WLEO-FM Ponce, P. R.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Nov. 8.

■ KNWC-FM Sioux Falls, S. D.—Broadcast Bureau granted mod. of CP to change type ant.; change ERP to 100 kw, ant. height to 265 ft.; condition. Action Nov. 18.

■ KITV(FM) San Antonio, Tex.—Broadcast Bureau granted CP to change trans. location to 317 Arden Grove, San Antonio; install new type trans., new type ant.; ERP 100 kw. Action Nov. 14.

■ KALL-FM Salt Lake City—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Nov. 18.

■ *WVWC(FM) Buckhannon, W. Va.—Broadcast Bureau granted license covering new station. Action Nov. 7.

■ WOCO-FM Oconto, Wis.—Broadcast Bureau granted license covering new station. Action Nov. 15.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, issued order following prehearing conference held Nov. 8 and set forth rulings agreed upon by parties (Docs. 18210-12). Action Nov. 12.

■ Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, granted motion by Turner Broadcasting Corp. and continued certain procedural dates and hearing to Jan. 13, 1969 (Docs. 18238-9). Action Nov. 18.

Fine

■ Broadcast Bureau notified WSEK(FM) Somerset, Ky. It has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action Nov. 13.

Call letter application

■ WSID-FM, United Broadcasting Co. of

Eastern Maryland, Baltimore. Requests WLPJ(FM).

Call letter action

■ WIKI-FM, WIKI Radio Inc., Chester, Va. Granted WDYL(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of license for following station: KMCL McCall, Idaho. Action Nov. 8.

■ Broadcast Bureau granted renewal of licenses for following stations: KBUH Brigham City, Utah; KCMY San Marcos, Tex.; KEHG Fosston, Minn.; KGEM Boise, Idaho; KLAU Las Vegas; KLIX Twin Falls, Idaho; KLUE-FM Longview, Tex.; KONE Reno; KPNG Port Neches, Tex.; KRSP Salt Lake City. Actions Nov. 7.

■ Broadcast Bureau granted renewal of licenses for following stations: KMIN Grants, N. M.; KOGT Orange, Tex.; *KPHO-TV Phoenix; KPOW Powell, Wyo.; KRTR Raton, N. M.; KXEW Tucson, Ariz., and WSM-FM Nashville. Actions Nov. 12.

■ Broadcast Bureau granted renewal of license for following stations and co-pending auxiliaries: KHFM(FM) Albuquerque and KRSY Roswell, both New Mexico. Actions Nov. 15.

■ Broadcast Bureau granted renewal of licenses of following stations: KEAN Brownwood, KFRN-FM Brownwood and KPUR Amarillo, all Texas; *KUNR(FM) Reno. Actions Nov. 18.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translators: K06EC Monahans, Tex.; K72BD, K78AP and K82AK, all Miami, Texas; K70AB Hawthorne and Babbit, both Nevada; K71BJ, K73BJ and K75BM, all Mooreland, Waynoka and Woodward, all Oklahoma. Actions Nov. 7.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: KTUC Tucson, Ariz. to April 7, 1969; WRAC Carrollton, Ala. to April 7, 1969; KLIJ San Jose, Calif. to Dec. 31, 1969; KREX Grand Junction, Colo. to March 31, 1969; WRUS Russellville, Ky. to Dec. 14; WLOB Portland, Me. to March 1, 1969; WMEX Boston to Dec. 15; WNOO Chattanooga to May 2, 1969; KSTB Breckenridge, Tex. to Dec. 4. Actions Nov. 6.

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: WKEN Dover, Del. to Jan. 1, 1969; KPPT Carson City, Nev. to Dec. 31; WCLW Mansfield, Ohio to Dec. 2; KGYN Guyton, Okla. to Jan. 15, 1969; WHOM New York to Feb. 6, 1969; WDMP Dodgeville, Wis. to Jan. 14, 1969. Actions Nov. 8.

Other actions, all services

■ FCC cancelled Nov. 18 oral argument on proposal to amend rules to permit public inspection of network affiliation contracts. Action Nov. 14.

■ Broadcast Bureau granted licenses covering changes in following stations: KSEW Sitka, Alaska; WOOO-FM Deland, Fla.; WPRF(FM) Terre Haute, Ind.; WMZK(FM) Detroit; KGAF-FM Gainesville, Tex. Actions Nov. 15.

Translators

■ National TV Translator Association—Requests institution of rulemaking proceeding to relax requirements that translator have call sign carried by primary station at sign-on and sign-off, and that all translator identification requirements at hour and half-hour be dispensed with. Ann. Nov. 15.

■ Quartzsite Improvement Association Inc., Quartzsite, Ariz.—Broadcast Bureau granted CP for new VHF TV translator to serve Quartzsite on ch. 4 by rebroadcasting KBLU-TV Yuma. Action Nov. 18.

■ Show Low Area T.V. Service, Show Low, Ariz.—Broadcast Bureau granted CP for new VHF TV translator to serve Lakeside area, Show Low Lake area, Show Low, and Shumway area, all Arizona, on ch. 11 by rebroadcasting KOLD-TV Tucson, Ariz. Action Nov. 6.

■ Sacramento Valley Television Inc., Lakehead, Calif.—Broadcast Bureau granted CP

for new VHF TV translator to serve Lakehead on ch. 2 by rebroadcasting KRCR-TV Redding, Calif. Action Nov. 5.

■ Joaquin Sierra Educational Television Association, Sonora, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Sonora, Jamestown, Columbia, and Curtis Creek, all California, on ch. 12 by rebroadcasting KQED(TV) San Francisco. Action Nov. 6.

■ K76BJ Ukiah, Calif.—Broadcast Bureau granted CP to change type trans. of UHF TV translator. Action Nov. 7.

■ Laughlin Peaks T.V. Association, Willits, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Willits on ch. 9 by rebroadcasting KRON-TV San Francisco. Action Nov. 5.

■ K80CM Rangely, Colo. and Cisco and surrounding area, Utah—Broadcast Bureau granted mod. of CP of UHF TV translator to change trans. location to sixty yards east of access road to Grand Junction FAA radar facilities, top of Douglas Pass, Colo.; make changes in ant. system. Action Nov. 7.

■ Lee Enterprises Inc., Keosauqua, Iowa—Broadcast Bureau granted CP for new UHF TV translator to serve Keosauqua on ch. 78 by rebroadcasting KHQA-TV Hannibal, Mo. Action Nov. 18.

■ W70AU Gulfport, Miss.—Broadcast Bureau granted mod. of CP of UHF TV translator to change trans. location to atop Edgewater Gulf hotel, Edgewater Park, Miss.; make changes in ant. system. Action Nov. 7.

■ W18AA Laurel, Miss.—Broadcast Bureau granted mod. of CP to extend completion date of UHF TV translator to May 7, 1969. Action Nov. 7.

■ Lee Enterprises Inc., Youngstown, Mo.—Broadcast Bureau granted CP for new UHF TV translator to serve Kirksville, Mo., on ch. 70 by rebroadcasting KHQA-TV Hannibal, Mo. Action Nov. 18.

■ Crain-Snyder Television Inc., Forsyth, Mont.—Broadcast Bureau granted CP for new UHF TV translator to serve rural area around Forsyth on ch. 75 by rebroadcasting KULR-TV Billings, Mont. Action Nov. 18.

■ K06FE Miles City, Mont.—Broadcast Bureau granted mod. of CP of VHF TV translator to change input channel to ch. 75, rural area around Forsyth, Mont.; change type trans. Action Nov. 18.

■ Mohawk-Hudson Council on Educational Television, Schoharie, N. Y.—Broadcast Bureau granted CP for new VHF TV translator to serve Schoharie and Middleburg, both New York, on ch. 4 by rebroadcasting WMHT-TV Schenectady, N. Y. Action Nov. 12.

■ W06AJ Franklin and Clarks Chapel community, both North Carolina—Broadcast Bureau granted mod. of CP of VHF TV translator to change from ch. 3, 60-66 mcs, to ch. 6, 82-88 mcs; make change in ant. system; change name to Multimedia Inc.; specify principal community as Franklin and Clarks Chapel community; change trans. location and type trans. Action Nov. 7.

■ Multimedia Inc., Morganton, N. C.—Broadcast Bureau granted CP for new VHF TV translator to serve Drexel, Valdese and Morganton, all North Carolina, on ch. 6 by rebroadcasting WFBC-TV Greenville, S. C. Action Nov. 7.

■ Oregon Broadcasting Co., Gold Hill, Ore.—Broadcast Bureau granted CP for new VHF TV translator to serve Gold Hill on ch. 4 by rebroadcasting KOB-TV Medford, Ore. Action Nov. 12.

■ La Pine T.V. Corp., La Pine, Ore.—Broadcast Bureau granted CP for new VHF TV translator to serve Upper Duschutes River, La Pine, Lower Duschutes River, all Oregon, on ch. 13 by rebroadcasting KGW-TV Portland, Ore. Action Nov. 6.

■ Rome TV District, Rome, Ore.—Broadcast Bureau granted CP for new VHF TV translator to serve Rome on ch. 10 by rebroadcasting KBOI-TV Boise, Idaho. Action Nov. 12.

■ K71AJ Wasco, Ore.—Broadcast Bureau granted CP for UHF TV translator to change type trans. Action Nov. 18.

■ South Carolina Educational Television Commission, Rock Hill, S. C.—Broadcast Bureau granted CP for new UHF TV translator to serve Rock Hill on ch. 55 by rebroadcasting WRLK-TV Columbia, S. C. Action Nov. 7.

■ K80CE Rural Beaver County, Hamilton Fort and Newcastle, all Utah—Broadcast Bureau granted license covering new UHF TV translator. Action Nov. 8.

(Continued on page 89)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted

Management

Northwest. Middle-of-road music-news. Outstanding family town. Must have minimum three years actual management experience. Box L-201, BROADCASTING.

Young daytimer needs "make it go" manager for only station in market. Chance for piece of action if you can. All first letter to Box L-236, BROADCASTING.

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, WSMI, Litchfield, Illinois.

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, Culpeper, Virginia 22701. After 15 years, present manager retiring.

Why buy a station—if you are a top-notch salesman and station manager, seeking complete responsibilities, I'll share the profits of this big 12,000-000 metro area of New Jersey. Call 201-827-9162, evenings.

Sales

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.

Major Philadelphia FM station has career opportunity for aggressive, experienced salesman. Salary plus commission. Replies confidential. Box L-96, BROADCASTING.

You're sales manager material—top man in local-regional sales but no room at the top. We'll give you sales manager dollars in six months. Convince us with track record and photo to rich resort regional radio 100 miles New York. Box L-138, BROADCASTING.

The dizzying heights of the big, big time has called one of our salesmen. We must find a replacement immediately. If you lack experience, we will train. We have a superb product; you'll love selling it. Box L-234, BROADCASTING.

Salesman-announcer for work in "Land of Pleasant Living" with small market station. Short air-shift, pleasant working conditions and fringe benefits. Excellent starting pay. Send resume to WDMV, P.O. Box 825, Salisbury, Maryland.

Salesman with play-by-play experience. Unusual permanent opportunity for experienced salesman wishing to combine profitable sales with Big Ten and high school football and basketball play-by-play. All details and requirements first letter. WEAW, Evanston, Illinois. 60202.

Madison, Wisc.—#1 AM music/news—#1 FM good music stations have career opportunity for young salesman on way up—strong on creativity. 6 station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. Consideration for Ill./Mich. stations very possible. WISM, Madison, Wisc.—a Mid-West Family Station.

Top guarantee, commission, enough active accounts to make over 10,000 first year are waiting for you. Add to this, hospitalization, complete fringe benefits and growth into management and ownership within six station group. Send resume to WTTL, Lansing, Michigan.

Sales—(cont'd)

Two sales pros, self-starters. Interested in growth with good radio operation and community. Second fastest growing county in U.S. Healthy draw, twenty percent commission, car expenses, fringe benefits and modern broadcast facilities. Call Al Etkin, Manager, WKQW, Nanuet, N. Y. 914-623-3001.

Radio Time-Salesman—Excellent opportunity for young enthusiastic man. You must have experience. Send resume to Jim Smith, WSAI Radio, W. 8th & Matson Place, Cincinnati, Ohio 45204.

Salesman needed. Salary plus commission. Permanent. Full/part time. 219-563-4111.

IMPORTANT!

The U.S. Equal Employment Opportunity Commission has issued the following guidelines concerning Male-Female Help Wanted Ads effective December 1, 1968:

Section 1604.4 of EEOC Regulations

IT IS A VIOLATION OF TITLE VII FOR HELP-WANTED ADVERTISEMENTS TO INDICATE A PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX UNLESS SEX IS A BONA FIDE OCCUPATIONAL QUALIFICATION FOR THE PARTICULAR JOB INVOLVED. THE PLACEMENT OF AN ADVERTISEMENT IN COLUMNS CLASSIFIED BY PUBLISHERS ON THE BASIS OF SEX, SUCH AS COLUMNS HEADED "MALE" OR "FEMALE," WILL BE CONSIDERED AN EXPRESSION OF PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX.

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-283, BROADCASTING.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box K-219, BROADCASTING.

Experienced, quality announcer—good voice—needed by eastern Massachusetts M.O.R. Sports or news background helpful. Send tape and resume first letter. Box L-111, BROADCASTING.

Ohio MOR medium market station needs board announcer who also will do high school football and basketball play-by-play. Send resume and tape, which will be returned, to Box L-136, BROADCASTING.

Contemporary prime time dj. Group owned. Connecticut full time. Type, production. Third endorsed, strong personality. Send tape, resume, photo. Box L-190, BROADCASTING.

First phone combo. Religious emphasis station. Opportunity for dedicated man. Midwest. Box L-208, BROADCASTING.

Ole enthusiastic sports schedule. Salary plus talent. Box L-210, BROADCASTING.

Boss jock in obscure market? Make move into Eastern Top 20 by sending tape, resume to Box L-215, BROADCASTING.

Announcers—(cont'd)

Swinging program director—announcer upstate New York. Takes experience and ambition. Salary's great if you're good. Box L-230, BROADCASTING.

\$140 starting salary & commission as newsman-salesman. Also opening for straight salesman. Midwest. Box L-240, BROADCASTING.

Personality dee-jay for tight MOR format with Northeast group expansion. Minimum three years experience. Write: Box L-268, BROADCASTING.

We're growing. Need experienced announcer afternoons and four evenings. Rush tape, resume, photo. Box L-275, BROADCASTING.

New England, 2-1 hour contemporary station, needs good first class combo man. Send tape and resume. Box L-277, BROADCASTING.

KGYN, Guyman, Oklahoma needs first phone maintenance men, announcers, and newsmen to fill positions on new 10 kw operation. Experienced only. Send tape, resume, and photo to Joe Fields, Program Director, Box 130, Guyman, Oklahoma 73942. Our need is immediate.

Announcers needed soon . . . one with third-class license and one with first-class license. Experienced preferred, but not necessary. Send tape and resume to Dennis Voy, Owner, KMAQ, Maquoketa, Iowa, 52060. Salary open.

Mature personality with first phone and good music sense for M-O-R. Rush tape and references to Jack Long, KOLO Radio, Reno, Nevada or call 702-786-0920.

C/W dee-jay. Modern format. Experience necessary. Contact Dean Alexander, WBAY, Green Bay, Wisconsin.

Michigan—accepting applications for experienced announcer. MOR, ABC affiliate. New studios and equipment. Benefits. Contact General Manager or Program Director, WBCM, Bay City, Michigan.

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

Major market suburban station needs fully experienced air men with bright adult top 40 sound and commercial production know-how. First phone preferred. Send air-check, tapes only and complete resume to Manager, WEEL, 3909 Oak Street, Fairfax, Virginia. 22030.

Beginning first phone announcer with mature voice. We'll train for important air shift. Send photo, resume, to WETT, Box M, Ocean City, Maryland 21842.

Experienced, drive-time air personality wanted by up-tempo good-music station in Ohio. Above-average salary, excellent benefits, and a fine community in which to live. Send tape and resume or call WFIN, Findlay, Ohio 419-422-4545.

Announcer-combo man for northeast FM station. Send tape and resume to WFMN, P.O. Box J, Newburgh, New York.

Announcer/first phone—no maintenance—permanent position—5 day week. Excellent salary—fringe benefits—Contact Robert F. Wolfe—WFRO, Fremont, Ohio.

Announcer needed for prestige station on Seneca Lake. Write or call Douglas Squiers, General Manager, WGMF, Jefferson Motor Inn, Watkins Glen. Area Code 607-535-2779. No collect calls.

Combo man for top rated CBS affiliate, University Town. No maintenance, first phone, salary open. Send resume, picture and tape to General Manager, WINA, Charlottesville, Virginia.

Two first phone announcers for NYC suburban station. At least one year experience. MOR, ABC net. Good pay, benefits, modern studios and equipment. Send tape, resume, photo to Al Faust, Operation Mgr., WKQW, P.O. Box 428, Nanuet, N. Y. or call 914-623-3001.

Need immediately—announcer with diversified background for adult contemporary format; strong news production, third ticket. Sunny Puerto Rico, good pay and conditions. No drifters. Manager, WKYN, Box 9956, Santurce, P.R. 00908.

Announcers—(cont'd)

WMIN, WMIL and WNYR are the modern country stations we operate currently. Are you ready to move up to the heavyweight rank—AM-PM drive and/or PD? Contact Dave Woodling, National Program Director, Malrite Broadcasting Company, 2990 West Grand Boulevard, Detroit, Michigan 48202.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice. Mt. Vernon, Illinois.

Wanted: Staff announcer for one of mid-west's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to: Marvin Chauvin, Program Director, WOOD-TV, 120 College, S.E., Grand Rapids, Michigan 49502.

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.

Wisconsin station expanding, now in need of good MOR-POP announcer with first class ticket and basic engineering background. No daily maintenance. Presently have two first class tickets. Contact James P. Schuh, Program Director, Stevens Point Broadcasting Company, WSPT, P.O. Box 247, Stevens Point, Wisconsin 54481. Phone 715-341-1300.

Technical

Technician wanted, first class license, radio control room experience, by major eastern station. No announcing. Send resume and salary expected. Box L-91, BROADCASTING.

Chief engineer, with some announcing, needed for AM-FM. Daytime and nondirectional AM. Friendly town of 65-hundred. Salary open. Rush tape and resume or contact Dennis Voy, Owner, KMAQ, Maquoketa, Iowa.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

Immediate opening for radio engineer at WEOK-AM-FM, Poughkeepsie, New York. Write or phone Fred Brill, Chief Engineer—914-471-1500.

Part time maintenance engineer for NYC suburban daytime. Call Al Faust, Operation Mgr., WKQW, Nanuet, N. Y. 914-623-8001.

NEWS

Newsman 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.

How about switching to television? Midwest station needs street reporter. Prefer someone still learning, and who doesn't have all the answers, get it? Send picture, resume, and air check to Box L-212, BROADCASTING.

Newsman—if you sound like a newsman and have a minimum of 1 year experience, we have an immediate opening. Rush tape and resume to Box L-257, BROADCASTING.

Newsman with experience in news gathering, writing and broadcasting. Must have potential for morning AM news personality as prime assignment on AM-FM-TV news staff. Northeast group expansion. Write Box L-267, BROADCASTING.

News director. Challenging major university market in NE. Top pay. Read casts and direct the staff. Box L-274, BROADCASTING.

Midwest 5 kw network stations needs qualified newsmen to gather, write and air news. Mobile unit provided. Send tape, photo and resume to KOLT, Box 660, Scottsbluff, Nebr. 69361.

Immediate opening for newsman in two-newsman operation-upstate New York. Group owned station. Number 1 in 5 county area. Advancement opportunity. Send tape and resume to Ken Dodd, WCVA, Geneva, N. Y. An equal opportunity employer.

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.

WORC Radio in Worcester, Massachusetts, needs a first ticket newsman. We're looking for a mature stable person who enjoys digging out those local beepers and stories. When the news is on, we want the audience to turn the volume up, not down. Sound like you? If you hit the news hard, send tape and resume to Len Talbot at 8 Portland Street or call 617-799-0581 now. Salary open.

News—(cont'd)

Top station in Wilmington, Delaware, requires experienced newsmen. Immediate opening. Call the News Director at 654-5300 ac 302.

Programing, Production, Others

Immediate opening for program director at MOR station in Pennsylvania. Heavy on local news, sports and promotion. If you qualify and are ready to move up, send complete resume to Box L-158, BROADCASTING.

Program manager—for an on the move metropolitan New York FM station. Must have "good music" format experience, creative production. Excellent opportunity for right man. Fringe benefits. Box L-232, BROADCASTING.

Production man—work full time on copy writing; production, no load work. Small market college town. Check the salary we pay—send tape of production spots. Box L-263, BROADCASTING.

Production director-announcer with creative production ability and good air sound to fill an opening at leading adult station in important Florida market. CBS affiliate. Send tape of production commercials and air check to: Bill Taylor, Program Director, WDBO, Orlando, Florida. Tell all in resume.

Wanted copy and production specialist. Some play by play needed. Contact Bill Lipman, WLIF, Kenosha, Wisconsin.

WMIN, WMIL and WNYR are the modern country stations we operate currently. Are you ready to move up to the heavyweight rank—PD? Contact Dave Woodling, National Program Director, Malrite Broadcasting Company, 2990 West Grand Boulevard, Detroit, Michigan 48202.

Situations Wanted Management

Radio general manager. Good Box L-101, BROADCASTING.

Experienced general manager with excellent broadcasting record all phases, desires to lease small market Carolina's station Box L-255, BROADCASTING.

Working manager ten years radio. Qualified, experienced, management, sales, programing and engineering. Married, non-drinker. Prefer west coast. Make offer. Box L-270, BROADCASTING.

Manager: Early thirties, experienced manager, family, veteran, small market, prefer Missouri, Oklahoma, Arkansas. 314-335-5366

Major market announcer seeks first opportunity to operate station. 25 years old, married. 13 M annually. 618-451-7511.

Sales

Bill B. Stone available Jan. 1st. Professional sales manager 15 years in radio presently sales manager UHF-TV prefer east or south. Box L-259, BROADCASTING

Announcers

Disc jockey, newscaster, salesman, third-endorsement, tight board, experienced, dependable, versatile, creative, and Negro Box L-140, BROADCASTING

Beginner—some experience. Broadcast school graduate, good voice, intelligent. Prefer northeast. Box L-193, BROADCASTING

Skilled, experienced top forty program director. First phone. Box L-197, BROADCASTING

Professional sounding d.j., beginner, Broadcast school graduate (2 yrs). 3rd endorsed, 27 yrs old, draft free, single. Very dependable—excellent top 40 delivery—desire N.E. area. Write Box L-199, BROADCASTING.

Experienced combo, first phone. Wants San Antonio. Box L-204, BROADCASTING.

First phone desires PD, good references, family, 27, contemporary format. Florida preferred. Currently chief in small market. Box L-217, BROADCASTING.

Young broadcaster, two years experience, seeks position with reputable station in New England. Tight, top 40 board, good newswriter, excellent man on sports as references will indicate. Dependable work record, draft exempt. Box L-218, BROADCASTING.

Expr. dj tight board third-endorsement versatile relocate. Box L-219, BROADCASTING.

Experienced announcer with ticket, desires mid-west position. Write Box L-221, BROADCASTING.

Getting start in radio of paramount importance announcing school grad—3rd endorsed, any format tight board, good voice, dependable. Box L-223, BROADCASTING

Announcers—(cont'd)

Exp. dj-announcer, newscaster, 3rd endorsed. Married. New York area. Box L-227, BROADCASTING.

Personality for modern sound. B.S. degree, radio (3 yrs), ETV host (1 1/2 yrs), 26, creative, dedicated. Prefer Philadelphia, Baltimore, D.C. area with TV possibilities. First phone, but prefer no board, no maintenance. Available January 1. Call 301-739-1701. Box L-223, BROADCASTING.

Student looking for town where he can take communications courses and earn his food and books. Three years experience. Specialty act is the dance of the razor blade and splicing bar. Bundle of voices . . . first phone, too. Box L-231, BROADCASTING

1st phone. CGW or MOR preferred. Like: sales and production; large market; plus stability. Box L-237, BROADCASTING.

Top 5 market jock production man wants professional operation. Box L-238, BROADCASTING.

British Ex-Pirate pro-jock 10 years experience, draft exempt. Wants top 40 station anywhere in U.S. or Canada. I'm starving! for work. Box L-241, BROADCASTING.

Modern CGW, years of experience—but still learning. Nashville contacts, 3rd w/end., dependable prefer rise and shine, copy, production, employed now with a leader—I'm proud of CGW. Box L-244, BROADCASTING

Young Negro jock would like to break into sales, 2 1/2 years college, broadcasting graduate, third endorsed, studying for first phone. Box L-245, BROADCASTING.

3rd endorsed lightboard, versatile, creative, advanced training in broadcasting field. Age 32. Potentiality. Box L-247, BROADCASTING.

Announcer, available first of the year or sooner, MOR only. Good tight production. Good voice. Third endorsed. Midwest. Military completed. Box L-248, BROADCASTING.

Young woman dj/announcer, beginner, Broadcast school grad, reliable. Third endorsed. Relocate. Box L-250, BROADCASTING.

Professional MOR announcer production, 1st phone, dependable, versatile, will relocate, available immediately. Box L-251, BROADCASTING.

Program Directors: Looking for a different view of communication not enunciation, do you want to sell more products, increase your listening audience to almost double of what it is now. It's not done by magic, but by creative new announcing techniques. If you can use the services of this announcer contact before January. Box L-252, BROADCASTING.

1st phone to broaden experience with various duties. Anything except sales and fulltime announcing. S.E. L-263, BROADCASTING.

Talk-show moderator, interviewer. Varied background including sales. Mature, steady performance. Lean toward Southwest however will consider any promising situation. Available now or after January 1. (703) 425-7025, Room 815 or Box L-266, BROADCASTING.

What are you looking for? Here's what I'm looking for—a future as operations manager, PD or DJ—Part or full ownership medium market station, Light MOR format—I am qualified, 15 years—4 stations—33 years old—first phone (qualified chief engineer). A truly professional radio broadcaster, I love my work—But I can't work for nothing, wife and 4 kids (kids eat). I guarantee you'll get your money's worth—prefer Florida, but will consider anywhere if future is there—Am what you're looking for—Are you what I'm looking for? Box L-269, BROADCASTING.

PD and/or top air personality, 4 years exp. any format. Must be near NYC. Top references—Call 212-ES 5-90x6. Box L-276, BROADCASTING.

Pro broadcaster, highly experienced, imaginative copy, production. Have first phone. 815-672-4334.

Broadcast school graduate, 21, draft exempt, third endorsed, some experience looking for, announcing/news/copy/sales, position(s), MOR, easy listening, or up tempo, format, prefer northeast, but will relocate, Brian Haskell, 53 East Street, Fitchburg, Massachusetts 017-343-4679.

Bright personality sound, 2 years experience, single, age 22, draft exempt, 3rd ticket with endorsement, good production, d j show, news, available immediately, prefer northwest, 406-453-2890, Dave Diveley, 1721 5th Avenue South, Great Falls, Montana 59401.

24, married, 10 years experience, military complete March 1. Resume available. A. Stevens, 2613 Second Rd., North Arlington, Va. 22201.

Announcers—(cont'd)

3rd phone available full or part time. 1 yr. experience some management. W. Sanders, P.O. Box 1087, White Plains, N. Y. 10620.

Professional air personality, highly experienced, with first phone. Sharp production. 815-672-4334 now.

Available Jan. 1, one of the best C&W personalities in nation. Ask Mike Hoyer! Will take big market air or smaller combo. Do not consider unless you are 100% sold on C&W. I don't have another year to waste. Promoter, talent booker, many contacts. 715-359-2859.

Top rock jock 3 yrs. experience 200,000 market wants all nite shift larger market. Phone Stan Johnson AC 806-376-6085 or 355-6568.

Beginner 3rd phone endorsed, 1 year experience, country & western, or MOR, local news, some play by play football taping. Prefer south east, but will consider all inquiries Draft exempt. Phone 404-857-6385.

Technical

Employment as transmitter engineer—within commuting distance of Mt. Vernon, Ohio. 1st phone, 21 yrs. broadcasting, available immediately. Box L-222, BROADCASTING.

Chief or staff engineer, technical school graduate, nine years experience. First phone. South or southwest. Box L-246, BROADCASTING.

Experienced chief engineer; directionals, construction, maintenance; available immediately. Phone 913-843-3073.

NEWS

Draft exempt, college graduate majored in broadcasting. Full time position in news. Experience college stations. Third endorsed. East coast only. Box L-177, BROADCASTING.

Ambitious newsmen seeks radio news position in or around New York City area. Great voice. Have degree and experience. Ready to step up. Presently earning in five figure bracket. Box L-214, BROADCASTING.

Experienced radio newsmen. Large markets only. First phone. Box L-242, BROADCASTING.

News director, medium/small market. Background all phases major news operation. Box L-261, BROADCASTING.

Your attention please: Are you looking for a news man? Married, draft exempt. Age 44. Ed Osborn, 214-528-1109, 3223 Cambrick, Apartment #106, Dallas, Texas 75204.

Sharp, intelligent, thorough, confident. Gather, write, deliver. Five years in radio. Play-by-play, board ability. B.A., plus TR courses. Newspaper work too. Excellent references. Draft exempt. Midwest. Hayes, 635 Abbott, East Lansing, Mich. 48823. Available January 1.

Programing, Production, Others

First ticket, some announcing, professional knowledge of industry, willingness to work hard toward becoming operations manager. Good character. 29, married. Now in southeast small market. Box L-264, BROADCASTING.

Stop—do not read if not interested! Need a good PD? 6 yrs. broadcasting—major market experience news/air/programing/sales/copy—rich network voice—AM&FM. 26 with family. Not interested in a temporary job. Dick Strauss, 1155 So. 11th Street, #50A, Beaumont, Texas.

Continuity/production man. Versatile, sharp, college, thirty, bright news. Will consider talk show. J. T. Ganger, Black Hawk, South Dakota.

Imaginative pd—administrator, with first phone. Crack jock, copy, production. Highly experienced. Full operations responsibility. Ask for Les at 815-672-4334.

TELEVISION

Help Wanted—Management

Business manager—northeast VHF. Excellent opportunity for a person who can assume total responsibility for all business procedures and related accounting functions. Experience in broadcasting is preferred, but is not absolutely necessary. Send complete resume to Box L-153, BROADCASTING.

Sales

Independent UHF sales manager. Medium market will pay handsomely for man with proven track record. We developed the audience, now we need a man to develop the sales. A big challenge but big pay. Box L-181, BROADCASTING.

Sales—(cont'd)

So you think you want to sell TV? Salesmen at our top 40 radio station make more money than any TV salesman in comparable size market. We're prejudiced, but we also think the job is more exciting. Tell us about yourself; we'll call you. Box L-233, BROADCASTING.

Announcer

Staff announcer for full color midwest VHF station. Must be experienced in commercial and booth work. Write Box L-155, BROADCASTING. Tape desired.

Staff announcer—midwest network affiliate in a top ten market looking for a versatile staff announcer who is ready to assume major market responsibilities. Must have a good commercial delivery and be capable of handling a variety of announcing assignments on and off camera. Furnish resume and photographs. Box L-243, BROADCASTING.

Technical

Midwest UHF needs chief engineer preferably with color studio experience. Confidential. Resume to Box L-151, BROADCASTING. Good salary and fringe benefits.

Instructor overseas: teaching experience basic electronics required, practical experience, degree desirable but not essential. Position available now includes provision for dependents. Box L-259, BROADCASTING.

Television engineer. Experienced in studio video and UHF transmitter operation. To direct technical operations. Box 5160, KAIL-TV, Fresno, California 93755.

Television transmitter technician requires first class radio telephone license. Minimum three years experience. Write Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, Calif. 95110, (408) 286-1111.

First phone TV studio engineer. Experience helpful but not absolutely necessary. Call Chief Engineer, Jim Lockerd, KSWO-TV Lawton, Oklahoma.

Young capable engineer needed for position of studio supervisor full color VHF station. Salary commensurate to ability with numerous fringe benefits. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

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.

Colorized television center for Iowa educational network needs an efficient engineer for an operating position. Call Don Saveraid 515-284-7723.

NEWS

Color CBS network affiliate in intermountain vacationland seeks qualified young aggressive newsmen 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.

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box L-65, BROADCASTING.

Midwest TV station seeks on street reporter. Prefer small market man still building experience. Send picture, resume and air check to Box L-211, BROADCASTING.

Major midwestern market OGO is expanding TV news staff. Looking for a weekend air man, a street reporter, and a writer-film editor. Box L-216, BROADCASTING.

One reporter-photographer, WCKT-News, Miami, Florida. Journalism background. Minimum one year experience. Equal opportunity employer. Write or phone Gene Strul, News Director, PL 1-6692.

Wanted: News host. Good background in writing, filming and preparation. Good future for right man. Write WJRT-TV, 2302 Lapeer Road, Flint, Michigan 48503.

News photographer—aggressive, expanding New England TV station needs photographer experienced in all phases. Call Bob Cooke at (203) 525-2611.

TELEVISION—Help Wanted

Programing, Production, Others

Experienced producer for public TV station in northeast. Directing experience desirable. Send complete resume and state salary requirements. Box L-138, BROADCASTING.

Producer-director. Top 50 market seeking creative, hard working dependable man. Desire new ideas, formats. CBS affiliated, midwest. Include details of experience. No neophytes or floor experience considered. Box L-200, BROADCASTING.

TELEVISION

Situations Wanted

Management

Controller—10 years in publishing and broadcasting. Financial, supervisory, & EDP experience. Married, 32 seeks more responsibility. Will relocate. Box L-205, BROADCASTING.

The ability to motivate people, generate enthusiasm and create a happy, highly productive business climate. 15 years experience—production, promotion, sales. Currently general manager an outstanding sales and profit record. Ready to work hard for you as general manager. Please contact me via Box L-262, BROADCASTING.

Announcers

Actor/announcer seeks announcing career in television broadcasting. Twelve years all media New York, Hollywood, London. Also commercials, on camera, voice over. Sales background. Box L-203, BROADCASTING.

Program host? Announcer? Product spokesman? B.S. degree, 3 yrs—teacher, 3 yrs—radio (dj-announcer), 1½ yrs—ETV (pgm host) 26, creative, dedicated. Preferable Philadelphia, Baltimore, D.C. area. Available January 1. Call 301-739-1701. Box L-229, BROADCASTING.

Technical

TV engineer. 1st phone. 6 years experience, UHF CE-RCA transmitter, microwave, studio equipment, switching, video tape. Box L-249, BROADCASTING.

NEWS

Female newscaster, theater critic, interviewer, 27, experienced, educated. VTR available. Box L-149, BROADCASTING.

I am a capable, dedicated and hard working newsmen. I am also ambitious and want to work for the best. Prefer East Coast radio-TV. Presently earning in five figure bracket. Am talented and experienced broadcast journalist. Degree and ready to move up. Box L-213, BROADCASTING.

Let me be your TV newsroom's "Mr. Inside" as news editor, writer, producer's assistant. Please write Box L-273, BROADCASTING.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Director-producer with five years experience at full color top 40 market VHF in news and commercial capacity. College and graduate work in all phases of television, draft exempt, single. Available immediately after notice to employer. Prefer east or south. Box L-183, BROADCASTING.

Production manager, 13 years in television, B.A., will organize train, and coordinate dynamic department. Offers administrative and creative talent. Excellent references. Box L-226, BROADCASTING.

Ex-actor presently employed in radio as continuity/production man/announcer, seeks expansion into television news. Box L-235, BROADCASTING.

Network news writer: 29, Missouri journalism Masters, eight years publishing radio experiences. Desires writing position—documentaries only. Twelve thousand minimum. Box L-256, BROADCASTING.

Business Manager—Accountant, over five years TV experience accustomed to responsibility, capable, for resume Box L-258, BROADCASTING.

Imaginative bottom rung TV artist to join graphics team. Box L-260, BROADCASTING.

Journalist with solid background in TV-radio wants to go the documentary route as writer-editor. Please contact Box L-272, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—mobile unit. Monochrome, 3 or 4 cameras. Write or call. Furn Anderson, Channel 6, 43 W. 61st, New York, N. Y. 10023. 212-586-2426.

Nems Clark 108-E phase monitor for two tower array, immediately, cash. Box L-168, BROADCASTING.

TV Switcher wanted. Large Solid State with or adaptable to special effects. Give price and description. Box L-207, BROADCASTING.

1 KW transmitter, late model, used, in top shape. Prefer RCA or Gates. Other acceptable if in A-1 shape. Call 304-252-6452. No collect. Tom Martin or T. M. Waldron.

New or used 1 or 3 KW FM transmitter and 4-bay antenna. Prefer Gates. Box L-198, BROADCASTING.

Sixteen millimeter films/kinnies featuring jazz music including jazz scene; jazz casual; sound of jazz; ragtime era; etc. Box L-206, BROADCASTING.

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Coaxial cable—Heliac, Styroflex, Spiroline, etc., and fittings. Unused mat!—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 151, Anderson, Indiana 46015.

Best deals—Sportsmasters, Scully, Crown, QRK, Russo and other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Gates FMSB transmitter, excellent condition, operating recently and like new M05534 Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3/8 rigid transmission line for FM. Available immediately. Real good price. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. A.C. 512-GR 8-8521.

UHF transmitter, custom built. Eimac Klystrons, exciter SBF. Save up to \$100,000. Box L-15, BROADCASTING.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio replace first playback stage 12S17 with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Calif. 94040.

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Gates MO-2890 frequency monitor (now 1260 kHz) Gates M-4610 remote frequency unit. Gates MO-2639 modulation monitor. Gates M-5000 regulated power supply PWR3. Bill Brink, KP50 Falfurrias, Texas. Phone (512) 325-2112.

Scotch 153 lubricated tape. 1600' \$427, three reels \$12.50 postpaid. Steed Associates, Box 616, Warrenton, N. C. 27589.

Self supporting towers—4 used 135 ft. towers. Box L-225, BROADCASTING.

Solid state RCA video recorder TR-4 and video tape player TR-3, both expandable to high band color. Excellent condition priced for quick sale. Box L-202, BROADCASTING.

Our mountain top FM site did not work. Two (2) Moseley microwave Model PCL-303B studio transmitter links with Scala antenna complete plus STL remote control system. All equipment brand new unused, invoice cost over \$13,500. Write or call Dexter Haymond for price. KCFM, Box 937, Bakersfield, California. (805) 327-3587.

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Gates BC-5B "Cadillac" of the line. Excellent condition. Oil filled transformers. Solid state rectifiers. Available December 27th. \$5,225.00. Gates SA38 limiter. Excellent condition. \$210. KRLC, Lewiston, Idaho.

MISCELLANEOUS

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MISCELLANEOUS—(Cont'd)

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New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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(cont'd)

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 82)

- K11GD North Spokane, Wash.—Broadcast Bureau granted CP to change trans. location to approximately 500 ft. east of present location; make changes in ant. system. Action Nov. 7.
- Town of Oakville, Oakville, Wash.—Broadcast Bureau granted CP for new VHF TV translator to serve Oakville on ch. 2 by rebroadcasting of KIRO-TV Seattle. Action Nov. 12.
- Packwood Community TV Broadcasters, Packwood, Wash.—Broadcast Bureau granted CP for new VHF TV translator to serve Packwood on ch. 12 by rebroadcasting KING-TV Seattle. Action Nov. 7.
- Packwood Community TV Broadcasters, Packwood, Wash.—Broadcast Bureau granted CP for new VHF TV translator to serve Packwood on ch. 3 by rebroadcasting KIRO-TV Seattle. Action Nov. 7.

CATV

Applications

- Central California Communications Corp.—Requests distant signals from KEMO-TV, KBHK-TV and KNEW-TV, all San Francisco, and KGSC-TV, San Jose, Calif., to Capitola, Salinas, Watsonville-Freedom, Pacific Grove, Seaside, Del Rey Oaks, Monterey county, (Marina, San Benancio-Serra Village and Del Monte Park) and Santa Cruz county (Freedom), all California (Salinas-Monterey, Calif.-ARB57). Ann. Nov. 14.
 - KWR Systems Inc.—Requests distant signals from WTEN(TV) Albany, N. Y., WP1X-(TV) New York and CJOH-TV Ottawa to Onelda and Sherrill, both New York (Syracuse, N. Y.-ARB37). Ann. Nov. 14.
 - MPTV Cable—Requests distant signals from KEMO-TV, KBHK-TV and KNEW-TV, all San Francisco, and KGSC-TV San Jose, Calif., to Carmel-By-The-Sea, Del Monte Forest (Pebble Beach), Monterey city and Monterey county (lower Carmel Valley and Carmel Highlands), all Calif. (Salinas-Monterey, Calif.-ARB57). Ann. Nov. 14.
 - Tri-Cities Cable TV Inc.—Requests distant signals from WVEC-TV Hampton, Va. to Ettrick, Va. (Richmond, Va.-ARB65). Ann. Nov. 14.
 - T-V Transmission Inc.—Requests distant signals from KHTL-TV Superior KHAS-TV Hastings, both Nebraska, and KYNE-TV Omaha to Lincoln, Neb. (Lincoln-Hastings-Kearney, Neb.-ARB95 and Omaha-ARB59). Ann. Nov. 14.
- Other actions**
- Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131-36, 17273-78, denied petition for extension of time to file exceptions to initial decision filed Nov. 8 by Meredith Syracuse Television Corp. Action Nov. 14.
 - FCC denied petition by Top Vision Cable Co., Owensboro, Ky., for waiver of hearing requirement of rules to permit importation of distant TV signals into Evansville, Ind., market. Hearing has been ordered. In same action commission denied Top Vision's petitions for interim relief. Action Nov. 20.

Actions on motions

- Hearing Examiner Charles J. Frederick in Springfield-Decatur-Champion, Ill., TV market (First Illinois Cable T.V. Inc. and Rantoul CATV Co.), CATV proceeding, on examiner's own motion continued further prehearing conference scheduled for Nov. 18 to date to be announced in forthcoming order (Docs. 18206-7). Action Nov. 15.
 - Hearing Examiner Charles J. Frederick in Providence, Cranston, Warwick et al., all Rhode Island (Vision Cable Co. of Rhode Island Inc.), CATV proceeding, granted, as matters of discretion only, petitions by WGAL Television Inc. and Outlet Co. for leave to intervene; further ordered that petitioners are out upon notice that hearing examiner may, either upon his own motion or by motion of other counsel, restrict type and quantity of testimony offered by petitioners (Doc. 18317). Action Nov. 4.
 - Hearing Examiner Charles J. Frederick in Providence, Cranston, Warwick, West Warwick, Pawtucket et al., all Rhode Island (Vision Cable Co. of Rhode Island Inc.), CATV proceeding, on examiner's own motion rescheduled prehearing conference to Dec. 17 (Doc. 18317). Action Nov. 18.
 - Hearing Examiner Millard F. French in Charleston-Huntington, W. Va., TV market (C&S TV Inc., Capitol Cablevision Corp. and Kanawha Cable Television Co.), CATV proceeding, as result of agreement reached at Nov. 12 prehearing conference, continued Dec. 4 hearing to date to be set at further prehearing conference scheduled for Jan. 27, 1969 (Docs. 18327-9). Action Nov. 12.
 - Hearing Examiner David I. Kraushaar in Augusta, Ga., TV market (Aiken Cablevision Inc. and Home CATV Co.), CATV proceeding, granted request by Augusta Telecasters Inc. and extended time to all parties to respond to motion of Aiken Cablevision Inc. for production of documents (Docs. 17057, 17629). Action Nov. 15.
 - Hearing Examiner Herbert Sharfman in Peoria, Ill., TV market (General Electric Cablevision Corp.), CATV proceeding, granted petition by General Electric Cablevision Corp. and rescheduled hearing for Jan. 14, 1969 (Docs. 17144, 17155). Action Nov. 18.
- Ownership changes**
- Applications**
- KOSO(FM) Patterson, Calif.—Seeks transfer of control of Sierra-Pacific Radio Corp. from Gary Suggs (25% before, none after) to Ronald La Force (37.5% before, 45.8% after), John B. Markovich (11.1% before, 19.4% after) and Joe B. Fleids (none before, 8.4% after). Principals: Messrs. Suggs and La Force have no other business interests indicated. Mr. Markovich has 60% interest in truck-trailer sales company and in truck body sales company. He also owns 70% of truck-trailer financing company and is sole owner of apartment house. Mr. Fleids owns 50% of industrial laundry. Consideration: \$17,605.40. Ann. Nov. 13.
 - KSTR Grand Junction, Colo.—Seeks transfer of control of Mountain States Broadcasting Corp. from E. Anson Thomas et al (as a group 100% before, none after) to Roy N. Adamson, president (none before, 50% after).

Summary of broadcasting

Compiled by BROADCASTING, Nov. 20, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,215 ¹	21	4,236 ¹	63	4,299 ¹
Commercial FM	1,862	50	1,922	189	2,111
Commercial TV-VHF	496 ²	10	506 ²	11	517 ²
Commercial TV-UHF	118 ²	48	165 ²	159	325 ²
Educational FM	347	14	361	30	391
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	66	28	94	17	111

Station boxscore

Compiled by FCC, Nov. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,213 ¹	1,856	614 ²	344	136
CP's on air (new stations)	22	61	57	15	33
Total on air	4,235 ¹	1,917	670 ²	359	169
CP's not on air (new stations)	64	204	171	30	19
Total authorized stations	4,299 ¹	2,121	842 ²	389	188
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.
² Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

Lincoln D. Colt, secretary-treasurer and Dorothy E. Colt, vice president (each none before, 25% after). Principals: Mr. Colt is lawyer and Mrs. Colt and Mr. Adamson have no other business interests indicated. Consideration: \$180,000. Ann. Nov. 13.

■ **WIVY-AM-FM Jacksonville, Fla.**—Seeks transfer of control of Alumni Radio Inc. from Nadine G. and Jan L. Brundage and John J. Wheeler (as a group 100% before, none after) to E. D. Rivers Jr. and Marie Ble Rivers, guardians of their five major children (jointly none before, 100% after). Principals: Mr. and Mrs. Rivers own KWAM-AM-FM Memphis; WEAS-AM-FM Savannah and WGOV-AM-FM Valdosta, both Georgia; WGUN Atlanta; WSWN-AM-FM Belle Glade and WXOS(FM) Plantation Key, both Florida. Consideration: \$285,000. Ann. Nov. 15.

■ **WMCN-TV Macon, Ga.**—Seeks relinquishment of negative control of Rovon Television Inc., permittee, from Robert Helft and John Van Drill (each 50% before, 49.5% after) to Marvin Becker (none before, 1% after). Sellers own CP for WPDT(TV) Florence, S. C. No consideration involved. Ann. Nov. 18.

■ **WSNT Sandersville, WJAT-AM-FM Swainsboro and WBRO Waynesboro, all Georgia**—Seek transfers of control from J. William John E. and Dollie Dearman Denny and Mary Clair Rhodes and Thomas M. Evans, executors of estate of James R. Denny, deceased (as a group 50% before, none after) to Webb Pierce (50% before, 100% after). Principal: Mr. Pierce is recording artist and entertainer. Consideration: \$125,000. Ann. Nov. 15.

■ **KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KIMA-TV Yakima, both Washington**—Seek transfers of control of Cascade Broadcasting Co. from Thomas C. Bostic (60% before, none after), John H. Reber and William F. Grogan (each 15% before, none after) et al to Filmways Inc. Sellers own KIMA-AM-FM Yakima and KEPR-AM-FM Pasco. Buyers: Martin Ranshoff, president (4.96%) et al. Filmways is a publicly held company primarily engaged in motion picture and TV film production. Consideration: Exchange of 32,500 shares of Filmways series B preferred stock (convertible to common stock after 3 years) for all Cascade stock. Transaction is worth approximately \$4 million. Ann. Nov. 13.

■ **WMCB-FM Michigan City, Ind.**—Seeks transfer of control of Michigan City FM Broadcasters Inc. from Howard W. Dennewitz, president (60% before, none after), James E. Egan, vice president (15.4% before, none after) and Edward F. Jurow (17.4% before, none after) et al to B. Thomas Burns (none before, 100% after). Principal: Mr. Burns is public relations manager for telephone equipment manufacturer. Consideration: \$50,000. Ann. Oct. 17.

■ **WCHB Inkster, Mich., and WCHD(FM) Detroit**—Seek transfer of control of Bell Broadcasting Co. from Haley and Mary Bell (jointly 55% before) to same as individuals (each 27.5% after). No consideration involved. Ann. Nov. 15.

■ **WPAW East Syracuse, N. Y.**—Seeks transfer of control of Wide Water Broadcasting Co. from Claude A. Patton, William H. Lynch, Albert R. Webb et al (as a group 100% before, none after) to Bruce A. Houston (none before, 100% after). Principal: Mr. Houston is former assistant manager of Chicago office of Robert E. Eastman & Co., station representative. Consideration: \$145,000. Ann. Nov. 19.

■ **WRNW Mount Kisco, N. Y.**—Seeks assignment of license from Tri-County Broadcasting Corp. to Lake Champlain Broadcasting Corp. for \$70,000 maximum. Sellers: Walter Phillips, president et al. Buyers: Joseph Newman, president (30%), Donald J. Lewis (20%), Gilbert Siegal (15%) et al. Mr. Newman owns 13% of real estate firm and 45% of accounting firm. Mr. Lewis owns 95% of WHBI(FM) Newark, N. J. and has the same interest in a hotel. Mr. Siegal is lawyer and owns 1% of WHBI(FM). Ann. Nov. 15.

■ **WWOK Charlotte, N. C.**—Seeks assignment of license from WWOK Inc. to Mission Charlotte Co. for difference between \$500,000 and obligations. Sellers: Frederick A. German, president et al. Buyer: Jack Roth, sole owner. Mr. Roth owns KONO and KITV(FM), both San Antonio, Texas, and WRIZ Coral Gables, Fla. He is also applicant to purchase WKNR Dearborn and WKHM-TV Jackson, both Michigan, and is applicant for new FM at Miami. Ann. Nov. 15.

■ **WATH Athens, Ohio**—Seeks transfer of control of Radio Athens Inc. from Andrew H. Kovlan (70% before, none after) to Irene Kovlan, administratrix of estate of Andrew H. Kovlan, deceased (none before, 70% after). No consideration involved. Ann. Nov. 13.

■ **WKGK Knoxville, Tenn., and WMAK**

Nashville—Seek transfers of control of Mooney Broadcasting Corp. from George P. Mooney (28%), Robert E. Crenshaw, Frank H. Marsh and John Bailey (each 4%) de jure to same defacto for proposed public offering of stock. No consideration involved. Ann. Nov. 15.

■ **KWKCFM Abilene, Tex.**—Seeks assignment of license from Steve Gose Enterprises Inc. to Key City Broadcasters Inc. for \$15,000. Seller: Stephen Mathus Gose Jr., sole owner, by Ben M. Gilbert, receiver in bankruptcy. Seller owns KWKCFM Abilene and has application pending to sell that station. Buyers: Frank Junell, president (31.24%), Dossie M. Wiggins, vice president-secretary-treasurer (37.52%), Marvin Lewis, vice president (10%) and Bill J. Parsley (21.24%). Mr. Junell is president of bank and owns 39.8% of KKUB Brownfield. 36% of KEYE Perryton and 35.6% of KILE Galveston, all Texas. Mr. Wiggins is chairman of executive committee of bank, and owns 40% of KKUB, 36% of KEYE and 35.6% of KILE. Mr. Lewis is president of vending company. Mr. Parsley is vice president of college and owns 2% of KKUB. Ann. Nov. 19.

■ **KTXN-FM Victoria, Tex.**—Seeks transfer of control of Cosmopolitan Enterprises of Victoria Inc. from Phillip J. Tibiletti (17% before, 8.5% after) to Ann C. Tibiletti (none before, 8.5% after) for property settlement agreement. No consideration involved. Principals are applicants for new AM at Edna, Tex. Ann. Nov. 15.

Actions

■ **KLIL(FM) Ukiah, Calif.**—Broadcast Bureau granted assignment of CP from J & W Broadcasters to K-LIL Inc. for stock valued at \$20,000. Sellers: Woodrow W. White and John Oliveria (each 50%). Buyers: Woodrow W. and Lillie Lee White (jointly 67.76%), Augustine G. Solomon (17.10%), J. & W. Broadcasters (13.16%). John Oliveria (.66%) et al. Mr. and Mrs. White own grocery business. Mr. Solomon is self-employed rancher and member of board of directors of wine company. Mr. Oliveria is chief engineer for KARM Fresno, Calif. Action Nov. 15.

■ **WCTV(TV) Thomasville, Ga.**—Broadcast Bureau granted assignment of license from John H. Phipps, sole owner, to John H. Phipps Broadcasting Stations Inc. for purpose of incorporation. No consideration involved. Action Nov. 8.

■ **KTOH Lihue, Hawaii**—Broadcast Bureau granted assignment of license from Kaula Broadcasting Co. to Santa Maria Publishing Co. for corporate reorganization. No consideration involved. Kaula Broadcasting is a wholly owned subsidiary of Maria Publishing; Duane B. Hagadone, president (36.56%), Scripps League Newspapers Inc. (61.29%) et al. Mr. Hagadone and Scripps League Newspapers each own 50% of KVNI Coeur d'Alene, Idaho. Action Nov. 8.

■ **WKKY-FM Erlanger, Ky.**—Broadcast Bureau granted assignment of license from Ken Thomas, Inc. to Christian Broadcasting Association Inc. for \$36,000. Seller: Kenneth R. Thomas, president. Buyers: Edwin M. Mortenson, president (75%) and Jack M. Mortenson, executive vice president, secretary and treasurer (25%). Messrs. Mortenson are pastors and own WTOF Canton, Ohio. Action Nov. 19.

■ **WRAN Dover, N. J.**—Broadcast Bureau granted transfer of control of Lion Broadcasting Co. from John Smart, Abe L. Blinder, Richard Solomon, Jacob D. Levin and Morris H. Bergreen (as a group 100% before, none after) to Jersey Horizons Inc. (none before, 100% after). Principals: Joel W. Harnett (21.13%), Bertram Harnett, chairman and Sydney G. Harnett (each 10%), Martin K. Cowan, president (21%) et al. Messrs. Harnett own 50% of WGNV Newburgh, N. Y. Joel Harnett is vice president and director of marketing and assistant to president of Look division of Cowles Communications Inc., director of life insurance company and 33.3% owner of KEMO-AM-FM Phoenix. Bertram Harnett is attorney and vice president of life insurance company. Sydney Harnett is owner of insurance brokerage firm and owns 50% of advertising agency. Consideration: \$335,000. Action Nov. 15.

■ **KEYD Onkes, N. D.**—Broadcast Bureau granted transfer of control of Farm States Radio Co. from Q. P. and Nadine M. Coleman and Richard J. Herring (as a group 100% before, none after) to David and Maynard Sands (each none before, 50% after). Consideration: \$34,000 plus assumption of mortgage. Action Nov. 15.

■ **KEYJ Jamestown, N. D.**—FCC granted assignment of license from James River Broadcasting Co. to KEYJ Inc. for \$150,000. Sellers: Robert E. Ingstad Sr. (68.8%) et al. Mr. Ingstad has controlling interest in KEZU Rapid City and KGFX Pierre, both

South Dakota; KBAB Indianola, Iowa; KOVC Valley City and KKND-FM Jamestown, both North Dakota; KBMW Breckenridge, Minn.-Wahpeton, N. D.; KKWB-FM Breckenridge; KWAD and KKWS-FM Wadena; and KLOH and KKLP-FM Pipestone, all Minnesota. Buyers: Robert L. Richardson (99.43%) et al. Mr. Richardson is KEYJ manager. Action Nov. 6.

■ **WNAR Norristown, Pa.**—Broadcast Bureau granted assignment of license from Norristown Broadcasting Co. to WNAR Inc. for \$800,000. Sellers: N. Joe Rahall, president, Sam G. Rahall, vice president-treasurer, and Farris E. Rahall, secretary (each 33.3%). Messrs. Rahall have controlling interests in WWNR Beckley, W. Va., WKAP Allentown, Pa., WLCY St. Petersburg and WLCY-TV Largo, both Florida. They also have applications for new FM at Tampa, Fla. and new UHF TV at Bethlehem, Pa. Principals of WNAR Inc.: Charles F. Wlster, vice president (40%) and Victor Mauck Jr., president (60%). Mr. Wlster owns 60% of WPEO Peoria, Ill. Mr. Mauck is 66% owner of box manufacturing company, 35% owner of chemical products distribution company and sole owner of toy manufacturing company. Action Nov. 19.

■ **KGFX Pierre and KEZU Rapid City, both South Dakota**—FCC granted assignment of licenses from Black Hills Radio Inc. to James River Broadcasting Co. for \$260,000. Sellers: Jack A. Crowley, president, Abner H. George, vice president, Charles H. Lien, treasurer (each 19.65%) et al. Buyers: For principals of Jamestown Broadcasting, see KEYJ above. Action Nov. 6.

■ **WHAR Clarksburg, W. Va.**—Broadcast Bureau granted transfer of control from Charles A. Gaylord (73.27% before, none after) to James T. Fawcett (none before, 73.27% after). Mr. Fawcett is vice president and general manager of WHAR. Consideration: \$60,000. Action Nov. 19.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Nov. 20. 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.

■ *Helena, Ark.*—Cable Service Inc., Batesville, has been granted a franchise for a 21-channel system to serve the Helena and West Helena areas. Monthly fees will be \$4.95.

■ *Brentwood, Calif.*—Tele-Vue Systems, Inc., Seattle, Wash. (multiple CATV owner), and Triangle Cable of Oakdale have each applied for a franchise.

■ *Castro Valley, Calif.*—Televents of California, Inc. has been granted a franchise. Monthly fees will be \$4.95. Vumore Co., Oklahoma City, Okla. (multiple CATV owner), has applied for a franchise also.

■ *Garden Grove, Calif.*—International CATV Corp., Pomona, Calif. (multiple CATV owner), has applied for a franchise.

■ *Rio Vista, Calif.*—Multi-View TV Systems Inc., Grand Island, Neb. (multiple CATV owner), has applied for a franchise. Installation and monthly fees would be \$20 and \$4.50, respectively.

■ *Worcester, Mass.*—Parker Industries Inc., Worcester, Mass., has been granted a franchise. There were five other applicants.

■ *Asheboro, N. C.*—Asheboro Cablevision Inc. has applied for a franchise. City would receive \$2,500 at franchise approval and \$2,500 annually or 5% of gross annual revenues.

■ *Wilkinsburg, Pa.*—Centre Video Corp., State College, Pa. (multiple CATV owner); Dynamic Cablevision Inc.; Jackson Communication Corp.; Valley CATV, and Penn-Lincoln CATV, a subsidiary of Shadyside CATV, Wilkinsburg, Pa., have each applied for a franchise.

■ *Appomattox, Va.*—Continental Transmission Corp., St. Louis, Mo. (multiple CATV owner), has applied for a franchise. City would receive \$450 annually or 3% of gross annual revenues, whichever is greater.

■ *Iron Gate, Va.*—Cablevision of Virginia has been granted a franchise.

■ *Salem, Va.*—Bob Jones, Roanoke county, and Clearview Corp., Roanoke, have each applied for a franchise. Clear-View Cable TV Co., Martinsville, is previous applicant.

Abe Voron, president of the National Association of FM Broadcasters, hardly an old man at 50, looks at the young men in radio today and wishes he were 30 again. "It's a young man's business," he says. "They have the greatest impact on it."

Mr. Voron speaks from first-hand knowledge. He serves with a young man who has had considerable impact on the FM radio business.

Gary Gielow is 33, chairman of the board of the National Association of FM Broadcasters, regional director of NAFMB since 1961, a member of the FM committee of the National Association of Broadcasters since 1966 and co-owner and co-general manager of one of the nation's highest-powered, highest-billing, most listened-to FM stations for the last 11 years. That's enough to make any 50-year-old feel old.

Gary Gielow, as has Abe Voron, has devoted his adult life to lifting FM out of the alley. And, boy, has he succeeded. KPEN(FM) San Francisco, Mr. Gielow's station, is so far out of the alley it even looks down on its regal AM neighbor, KSFO. Speaking literally in terms of vertical elevation, that is.

For KPEN, an FM station that reportedly has turned a profit since the day it went on the air in 1957, is housed in what must be one of the great radio showplaces in the country. The studio and offices of the station are on the penthouse floor of a seven-story building sitting atop of Nob Hill at the corner of California and Mason Streets. The building itself, patterned after a hotel in Salzburg, Austria, wears its 53 years of age with quiet elegance. It is by most any taste, a most stately mansion.

Down below the California Street cable cars rattle by. On a balcony patio, outside of the station reception area, visitors and clients are sometime served lunch, with the appetizer being an exciting, panoramic view of the Bay area. It's plain for anyone to see—with the Fairmont and Mark Hopkins hotels on adjacent corners and the buzz of well-dressed and well-heeled tourists forever in the air—that KPEN is in the midst of the carriage trade.

Charming, cultivated, civilized—these adjectives come to mind almost as if by reflex action after a view from the penthouse floor. And they are equally descriptive of both the station and Gary Gielow, tall, blond, handsome: a man of obvious taste and sophistication.

But perhaps KPEN's programming tells it best of all. Arranged carefully to produce a wide variety of popular music for adult listening, the station's programming is broadcast in FM multiplex stereo. The emphasis decidedly is on music, but not music wall-to-wall. There's a little bit of warm and friendly

The view from Nob Hill: Quality FM

talk from live hosts. Not enough to qualify KPEN as a personality station, yet enough for listeners to know that it's people and not an automation they're tuned in to.

A good deal of attention also is paid to news. Starting some three years ago, the station has become fully committed to five-minute wrapups of news events throughout the day. It was just such a wrapup in 1966, after the race riots in San Francisco, that was awarded an Edwin Howard Armstrong award for excellence in news programing.

KPEN, most importantly, has had a consistent commercial policy which, as in all that it tries to do, is aimed dead center at achieving a quality image.

Week's Profile



Gary Milton Gielow—co-founder, co-owner, co-general manager, KPEN(FM) San Francisco, Calif.; b. Oct. 17, 1935, San Francisco; B.A. in psychology, Stanford University, Stanford, Calif., 1953-57; sales manager, educational station KZSU(FM) Stanford, Calif., 1956-57; granted FM channel, July, 1957; put KPEN(FM) Atherton, Calif. on air, Oct. 27, 1957; license transferred to San Francisco, 1960; bachelor; member—chairman of board of National Association of FM Broadcasters; regional director of NAFMB since 1961; member of FM committee of National Association of Broadcasters since 1966; chairman of NAB's FM committee, 1968; hobbies—boating.

Commercials are limited to seven announcements per hour. The format calls for the playing of a group of three records and then the slotting of one commercial so that every spot occupies an island position.

Such single-minded devotion to the quality approach has paid off. KPEN, today, ranks as one of the top-rated radio stations, AM or FM, in San Francisco. It regularly reaches more than a half-million FM listeners each week.

For Gary Gielow there's more to this than the success of a single station. His efforts, from the beginning, have been to spur the growth of FM radio as an important national medium, to "get it into the mainstream of broadcasting."

He had an early faith in the future of FM radio. So did his talented, versatile co-owner and co-general manager, James Gabbert (a third owner is realtor John W. Wickett, once promotion manager for the station). In 1957, both were recent Stanford University graduates. Despite FM broadcasting then being in a period of decline they believed that if programed properly, if correctly engineered to take advantage of the medium's high fidelity characteristics, and if thoroughly promoted, an FM station could become a programing and financial success.

In June 1957, they applied for and were granted one of seven vacant San Francisco area FM channels (actually the allocation was for Atherton) and built their station high atop Kings Mountain in an adobe shack in back of Redwood City. The 1.5-kw FM station went on the air on Oct. 27, 1957, after a capitalization of \$11,000 and with \$500 in the bank.

Over the years the license was transferred to San Francisco, the transmitter moved to Mount San Bruno to provide more effective Bay Area coverage, and the station's power increased to 35 kw, then to 120 kw. KPEN's offices also moved from the San Francisco peninsula into San Francisco itself and finally to Nob Hill.

But the thing that counted most, the dramatic turning point for the station, was its introduction in 1961 of FM multiplex stereo broadcasting for the first time in California. Afterwards the station began turning up in the ratings book. "Stereo was the thing that we could hang our hat on," Gary Gielow points out.

The team of Gielow and Gabbert has been a close-knit one throughout. Mr. Gabbert is chief engineer and supervises programing; Mr. Gielow handles sales and administration. They set out to prove something about FM. They did. What they proved is that even from the most modest beginnings, given mature programing practices and an intelligent commercial policy, an FM can succeed with the best of the AM competition.

Needed: an editor in charge

A fundamental weakness in network operational control has been exposed by NBC-TV's last-minute switch from a football game to a prescheduled special, *Heidi*, on Sunday, Nov. 17. The incident itself has been overblown beyond sensible proportion. The condition it revealed is of larger consequence.

It turns out, upon investigation, that none of the three television networks has on its premises at night an executive with the status and authority to make changes in the program schedule. All three networks, once set in motion, go inexorably through their preprogrammed routines. The senior executives go home or wherever senior executives go. The personnel left on duty are there to make sure that no technical failures interrupt the planned sequence.

Official spokesmen at all three networks claim that there are duty officers, usually in the newsroom, to watch for unexpected news developments that would qualify, on some unknown scale of national interest, for bulletin insertion in regular programming. But their authority to push the button seems somewhat questionable. At two networks the man in so-called charge must obtain permission from higher officers at their homes or wherever they can be reached before he touches the sacrosanct schedule. At the other it is said the duty officer may take action on his own but would probably make an effort to reach seniors before doing so.

All of this may make for efficiency, which of course is of critical importance to a network feeding many stations a complicated schedule of programming, commercials and breaks. It also makes for inflexibility in network programming at the hours when the largest audiences are tuned in.

All three networks could surely afford a night managing editor with both the experience and authority to delay the start of a *Heidi* if a Jet-Raider football game were approaching a decisive conclusion. None of them can afford to go on with a system that requires the man at headquarters to search for permission or advice before he cuts into the regular schedule to report, say, the assassination of a President.

Let's say it again

It has been a practice, almost protocol, to invite members of the FCC to participate in the fall regional conferences of the National Association of Broadcasters. This is done without regard to their views about broadcasting.

We suggest again that the practice is wrong. It isn't chiseled in stone that the NAB programmers invite every commissioner to their meetings. Why, for example, should Commissioner Nicholas Johnson, who makes a project of insulting his majority colleagues as well as broadcasters, be asked to an NAB meeting only to have him beat them about the ears with shallow slogans and tired clichés?

To a somewhat lesser degree, why should Commissioner Ken Cox, who, no matter how he slices it, believes in government control of programming and a limitation of profits, be invited to sing the same old refrain?

This is not to say that broadcasters should be immune from criticism and therefore should invite only those prepared to praise them.

But the Johnson-Cox minority refuses to be bound by the decisions of the FCC majority. They go around preaching their own crack-down gospel. There are enough meetings of reform groups of all shades for them to address without

using the broadcasters' platform at broadcasters' and taxpayers' expense. Nick Johnson has demonstrated one great talent—he can plant publicity with the best of them.

As for Nick Johnson, we think he owes it to himself to resign from the FCC if he regards the majority of its members as "disreputable" and the FCC itself as a "do-nothing" agency (BROADCASTING, Nov. 18).

The incoming Nixon administration, which is entitled to a 4-3 Republican majority, might have some ideas on that.

Tempting trap

Sol Schildhouse, chief of the FCC's CATV task force, is an imaginative man who has come up with an imaginative plan to simplify cable regulation.

As reported in this publication last week, Mr. Schildhouse suggested to the California CATV association that if UHF television stations were subsidized, cable regulation might be eased. Mr. Schildhouse's reasoning goes something like this: A primary purpose of FCC regulation of CATV is to protect UHF's against cable competition. If UHF's were given added economic muscle, by tax incentives, low-cost loans or outright grants, the need for protecting them against cable competition would diminish. Cable companies could then be freed from restrictive rules.

The trouble, of course, with this line of reasoning is that it would institute a government policy of underwriting commercial ventures into mass communications. Such a policy would of necessity exact requirements of performance in exchange for government help. No medium of journalism in this country can bear that burden.

Surely no UHF broadcaster, however hard pressed, will fall for Mr. Schildhouse's proposal.



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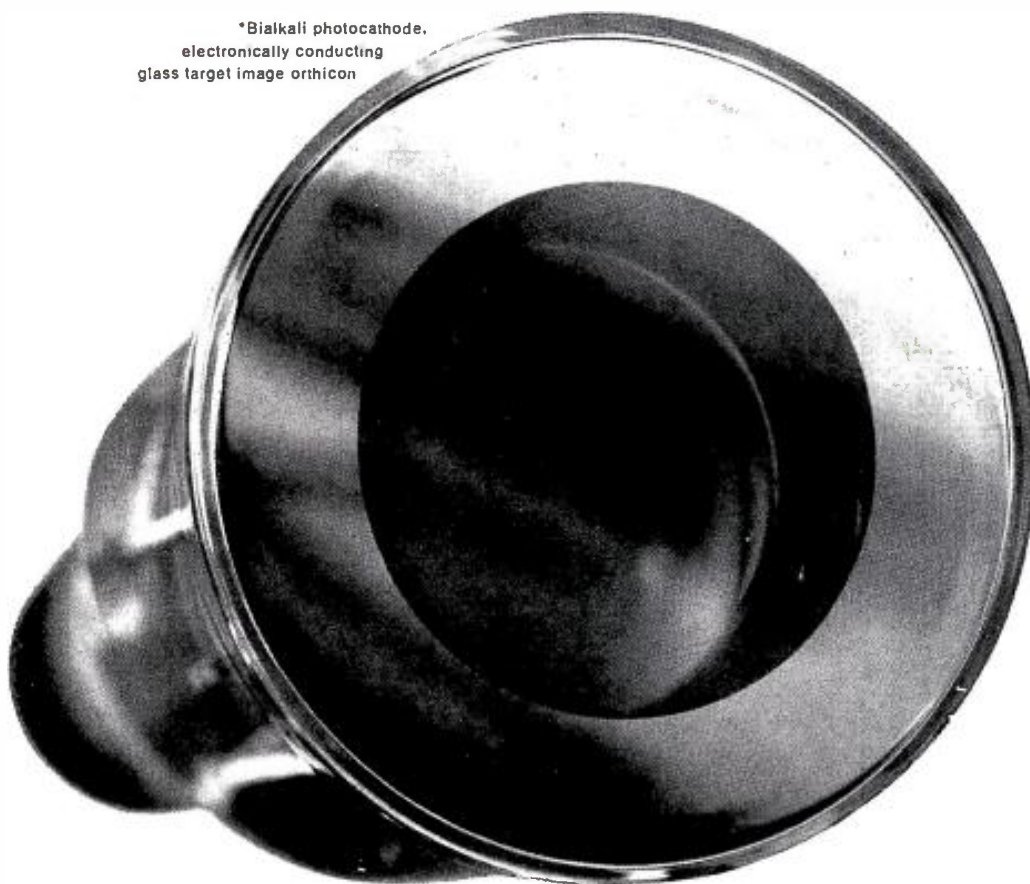
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