



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special report: Detailed look at 1968. p17
Shots of lunar surface highlight Apollo coverage. p42
Pastore says broadcasters are doing responsible job. p46
Nielsen reveals new computerized spot-TV service. p49

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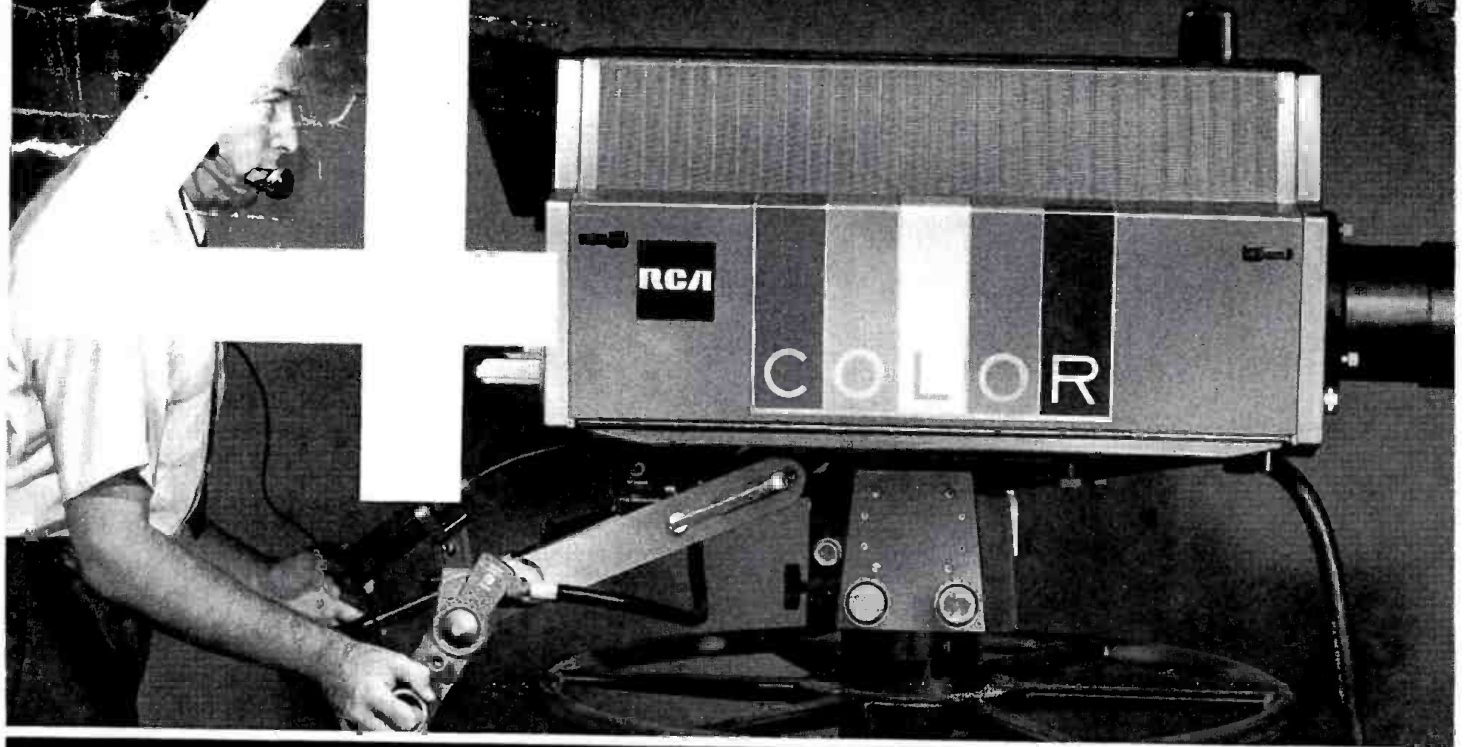
REPRESENTING
KARD-TV-KANSAS STATE NETWORK
KCOP-LOS ANGELES, CALIFORNIA
KPTV-PORTLAND, OREGON
KTNT-TV-SEATTLE-TACOMA, WASHINGTON
WTCN-MINNEAPOLIS, MINNESOTA

**OPENS ACROSS THE COUNTRY JANUARY 1, 1969
WITH THE MOST EFFECTIVE TELEVISION STATION REPRESENTATIVE
SALES TEAM.**



4

Tube Camera TK-42

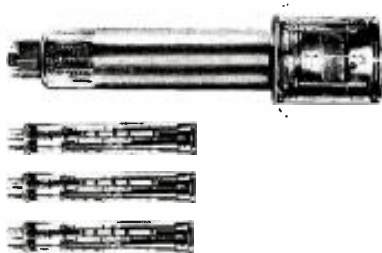


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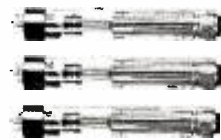
Tube Camera TK-44A



4-Tube Color or 3-Tube Color? ...at RCA You Choose



4½-inch I. O. in luminance channel; three vidicons in chrominance channels



three lead oxide tubes in color channels

The TK-42 "Best of the 4-Tube Cameras"

The TK-42 is the 4-tube design, and the only one employing a 4½-inch image orthicon for resolution unequalled by any 4-tube camera . . . and sharpest color pictures. With a high degree of technical sophistication, the TK-42 has earned the reputation for producing the very finest of color pictures.

The TK-44A "Best of the 3-Tube Cameras"

The TK-44A is the latest in 3-tube design employing lead oxide tubes. It's especially useful where a lightweight, easy-to-handle camera with high color performance is required. With its many engineering innovations, it produces pictures that are sharper and more detailed than those of any other 3-tube camera.

These RCA cameras can easily be color matched to work together in color productions. Furthermore, they will function beautifully in a total system of RCA broadcast equipment that is matched in design and performance to create an image of highest quality for broadcast stations.

For further information on these cameras, contact your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

RCA Broadcast
Equipment

Best Wishes For A Prosperous 1969

Again in 1968 KRLD-TV continued to be the number one station in the nation's 12th ranked television market.*

And for 1969 — we pledge our maximum efforts to maintain this leadership by providing the best in entertainment and informational programming.

To help insure a successful year for your clients, contact your H-R representative for choice KRLD-TV availabilities.

*November, 1968 ARB
Television Audience Estimates
Average Quarter-hour TV households
Sunday through Saturday, 9:00 AM to midnight

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Reduction in force

There's now total of 130 staff musicians working for broadcast networks in New York and Los Angeles. Before new contract, approved by American Federation of Musicians in vote on Nov. 27 after 28-day strike, there was total of 205. Now in New York, ABC maintains staff of 30, NBC 35 and CBS 40. Only network in Los Angeles with staff musicians is NBC, which retains complement of 25 it had before new contract. Situation could change again after July 31, 1970, when new contract, which is retroactive to Aug. 1, 1968, is due to expire.

More manpower

To beef up its legislative activity both in Washington and in field, National Association of Broadcasters is looking for three additional staff members, or aggregate of six, to work under Paul B. Comstock, vice president, government affairs. Vincent T. Wasilewski, NAB president, was encouraged to expand this activity by independent TV broadcaster members concerned about current trends.

Five weeks ago (BROADCASTING, Nov. 25) R. William Habel of Communications Workers of America was added to NAB legislative staff to work with Mr. Comstock and Hollis Seavey, assistant to vice president. When new men are retained, it's presumed both Messrs. Comstock and Seavey will spend more time in field to indoctrinate broadcasters in maintaining contact with their congressmen and state legislators.

Upped ante

Corp. for Public Broadcasting, which hasn't yet found handle to its ambitious project, has already made pass for additional \$25 million in seed money in next U. S. budget. Congress reluctantly gave it \$5 million for current year and this, plus slightly more than \$2 million in private gifts (\$1 million each from CBS Inc. and Carnegie Foundation) has sustained its activity to date, which has been entirely organizational. It still has to name president but has found task difficult because of lack of assurances as to where it's heading.

Congressional sentiment generally seems to be lukewarm. Administration had indicated last year when Public Broadcasting Act was signed (November, 1967) that separate message would go to Congress on permanent long-range financing, running into several hundred million dollars. But uncertain-

ties about support caused administration to defer phase two and this will be up to incoming Nixon administration. No genuine optimism has been discerned, and there's even suggestion that whole project would go down drain.

Film fading?

Announcement by ABC-TV that it plans to star Dick Cavett in three one-hour prime-time taped programs each week starting in May has shaken Hollywood TV film production colony. Hollywood producers feel that loss of three choice hour time periods (if New York-based Cavett series lasts through spring and summer rerun season) would mean that 1969-70 season would have less TV film production than any season since early days of medium. To make things bleaker for Hollywood producers, of five prime-time shows ABC-TV is introducing in February, representing three-and-one-half-hours of time, none is Hollywood filmed dramas or situation comedies. Also CBS-TV on Jan. 29 will substitute Glen Campbell comedy-variety hour for hour filmed *Daktari* series.

Drop out

Before long it's expected Dr. Milton Eisenhower will resign his membership on board of Corp. for Public Broadcasting. It isn't because he's out of sympathy with objectives but because of heavy government load he's carrying, particularly National Commission on Causes and Prevention of Violence.

Make work

FCC Commissioner Nicholas Johnson is understood to be annoyed with attorneys for permitting Justice Department to do what he thinks is commission's job of breaking up concentrations involving broadcasters. Commissioner expressed views in memo to General Counsel Henry Geller and Broadcast Bureau Chief George Smith that he circulated to all commissioners. Commissioner Johnson, in his memo, cited Justice's action early this month in forcing Gannett Co. to get rid of either its newspaper or television station in Rockford, Ill. (BROADCASTING, Dec. 9). Gannett sold station, WREX-TV.

Mr. Geller is said to have replied that antitrust work is Department of Justice's job. But he said closer liaison with department could be established if that is what commission wants. Mr. Smith is expected to reply this week.

Two sides

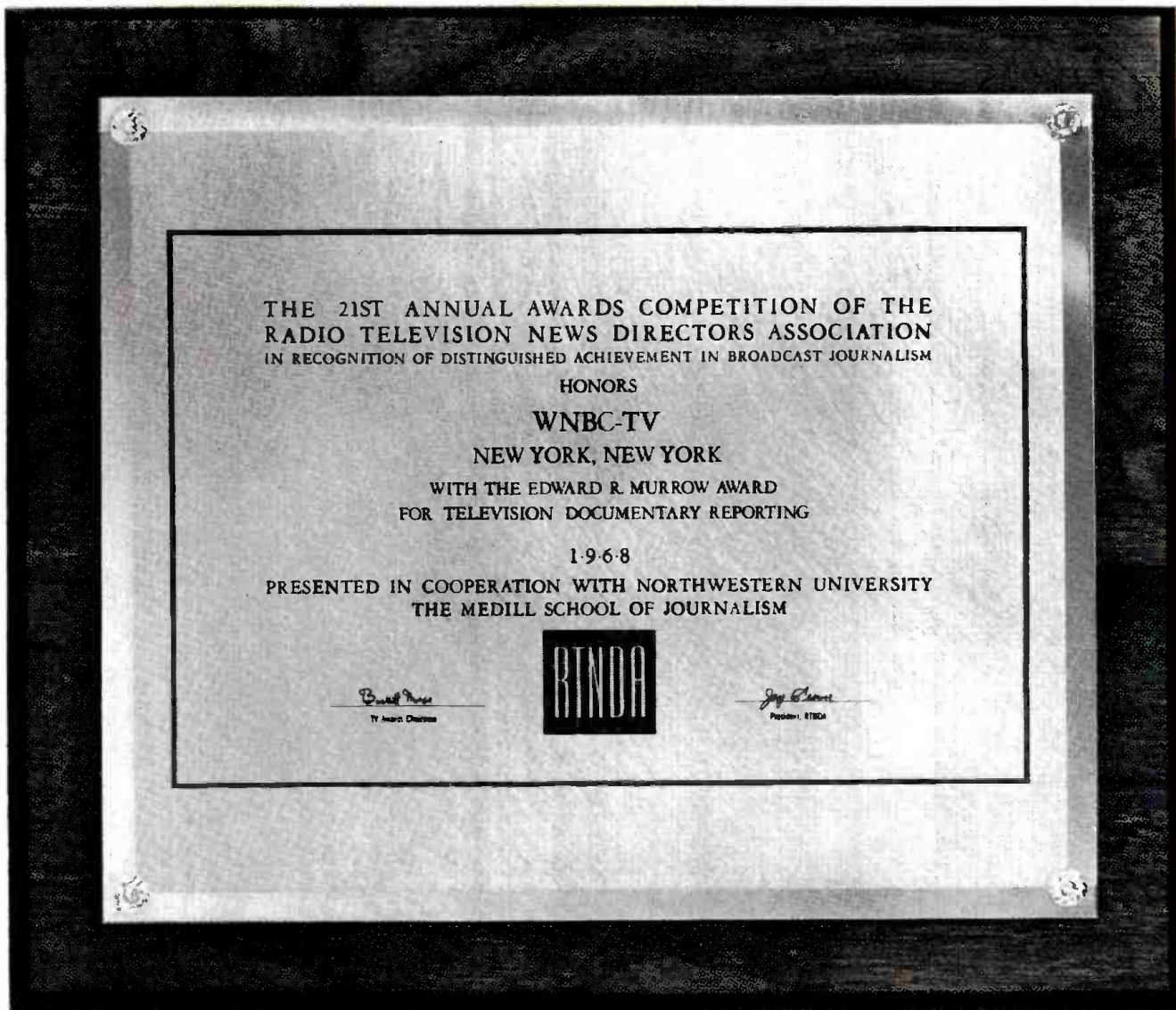
FCC staff is split on question of how to deal with application for sale of WFMT(FM) Chicago to WGN Continental Broadcasting Co. Broadcast Bureau favors order affirming original grant, made on March 27; general counsel's office recommends hearing on concentration-of-control-of-media issue. Million-dollar sale is before commission on remand from U. S. Court of Appeals in Washington, which directed commission to hold further proceedings but did not specifically instruct hearing. Court acted on appeal of Chicago citizens committee, which had expressed fear that station's classical-music format would be changed under new management (it hasn't been), and raised concentration-of-control issue (purchaser is part of Tribune Co. family, which includes *Chicago Tribune* and *American* and WGN-AM-TV).

Issue came up at brief commission meeting last week, held to dispose of must items during holiday hiatus, but no action was taken. Commission is expected to consider matter again at next regular meeting, Jan. 8.

Gathering storm

Though all seems quiet in campaign being mounted by diverse array of advertising interests to fight Iowa ad tax (BROADCASTING, Dec. 9, 16), it may be only strategic lull. After session in Washington Dec. 12 and enlarged meeting in New York week later, sources report group is prepared to mobilize itself for another meeting whenever needed to deal with bedrock problems of raising money, recruiting additional backing and providing legal support for Iowa multimedia group opposing state's imposition of 3% sales tax on advertising, held constitutional by highest state court but expected to go to U.S. Supreme Court.

Representatives of normally fierce competitors, National Association of Broadcasters and American Newspaper Publishers Association, reportedly have said they will file amicus curiae briefs if desired by Iowa tax challengers, as has American Advertising Federation, spearhead in fight. Fear is that if tax stands, other states will enact similar levies. Others in group include American Association of Advertising Agencies, Association of National Advertisers, Grocery Manufacturers Association, Magazine Publishers Association, American Business Press and at least three individual companies: Procter & Gamble, Quaker Oats and CBS.



The One Award That News Directors Present For Television Documentaries

"The Edward R. Murrow Television Documentary Award to WNBC-TV, New York, for the hour-long, prime-time report, "We Are All Policemen." Narrated by Edwin Newman, the program documented the extent and nature of crime in Metropolitan New York and focused on the response of citizen groups joining in the fight for law enforcement and prevention of crime."

WNBC-TV  YOUR COMMUNITY-MINDED STATION
OWNED

Network officials called 1968 the "unpredictable year" as major news events from Vietnam war to moon probe scrambled to grab the headlines, swelled network news budgets over \$150-million mark. See . . .

Apollo tops big year for news . . . 17

New broom that will sweep through government agencies following change in administration next month will clean out number of officials who have had impact on broadcasting, but only a few are in the FCC. See . . .

FCC turnover will be gradual . . . 37

Storer Broadcasting Corp. says it rescinded its agreement to sell KGBS-AM-FM Los Angeles to avoid involvement in trafficking charges it claims would have been leveled against proposed buyer, Norwood Patterson. See . . .

Storer fights to retain KGBS . . . 40

Major addition to scrapbook of memorable moments in TV journalism is provided by Apollo 8 six-day flight around the moon with historic lunar closeups, long-range views of earth. Week's other top story is Pueblo release. See . . .

TV stars in space show . . . 42

Benton & Bowles and BBDO spot "dramatic changes" in new TV season, show NBC running "neck-and-neck" with CBS in night-time ratings, evaluate cautiously strength of network movies, uncover no new trends. See . . .

Familiar story . . . 44

Senator Pastore, perhaps the single most influential legislator on Capitol Hill concerning communications matters, says broadcasters are "responsible people doing a responsible job" during PBL news probe. See . . .

'PBL' airs debate on news 'bias' . . . 46

Research and Policy Committee of the Committee for Economic Development calls for repeal of equal-time section of Communications Act, suggests need for ceiling on broadcast time purchases by campaigners. See . . .

CED report urges 315 repeal . . . 47

Two computerized spot-TV buying services are now in the works as A. C. Nielsen Co. discloses plans to offer one called "Teleprocessing in Timebuying," which is set to compete with American Research Bureau system. See . . .

Nielsen takes wraps off TNT . . . 49

Trans World Airlines invests \$150,000 in noncommercial TV grant to WNDT(TV) Newark, N. J. news program that assures airline of 4,550 on-air mentions in 17 cities over next six months at a cost of \$33 each. See . . .

Private twist to public service . . . 50

National General Corp. offers to divest itself of motion-picture production and distribution activities in order to gain court approval of its merger with Warner Bros.-Seven Arts Ltd., appease Justice interest. See . . .

Sacrifice at Justice Dept. altar? . . . 51

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Broadcasting

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1969 MARCH OF DIMES TELEVISION AND RADIO MATERIALS

TELEVISION

Film Spots — Two spots featuring TV and film star Michael Dunn, in 35mm and 16mm color and black and white. Six other spots, specially produced, in 10, 20, 30 and 60 seconds. All in 16mm color and black and white.

Live Materials — With slides for spots of varying lengths. Also special materials for Commentators and Sportscasters.

RADIO

Disc Jockey-Celebrity Record — A 12" disc presenting, for the D.I. audience, The Impressions and Bill Medley, each in a new-length, 2:30 Musical Show, and Bob Crewe with a 4:30 program. Spots by Kathy Garver, Godfrey Cambridge, Bob Crewe, Bill Medley and The Impressions.

Celebrity Side includes Pearl Bailey in a 4:30 "HELLO DOLLY!" show, interviewed by William B. Williams. Plus spots by: Lucille Ball, Bing Crosby, Lena Horne, Rick Nelson, Eve Arden, Godfrey Cambridge, June Lockhart, Mary Tyler Moore and Edie Adams.

Special FM Record — A 12" disc with a 14:30 Musical Program starring Skitch Henderson and his own recordings, compositions and arrangements, featuring one with opera star Anna Moffo.

Side 2 contains the Pearl Bailey-William B. Williams Show and celebrity announcements as listed on the Celebrity Side above.

Country and Western Record — A 7" disc with two specially produced 4:30 Musical Shows and Announcements.

Spanish Language Record — A 7" disc, a special 4:30 musical program featuring Ray Barretto, and spots by Celia Cruz, Julio Gutierrez and The LeBron Brothers.

Also Available — A 16mm Color or Black and White film, "THEY MUST NOT BE FORGOTTEN." A parents'-eye view of how their 4-year-old boy was helped to walk — thanks to care at a March of Dimes Birth Defects Center. (14:30)

My Name is Michael Dunn *I'm a Statistic!*



I'm one of 250,000 people born every year with a significant birth defect. Did you know there are over a thousand different types of birth defects? And that many can be successfully treated? That's what the March of Dimes is doing — fighting birth defects with medical care at over 100 Birth Defects Centers, fighting it with research in hundreds of labs, and fighting it on the air — with your help.

Please give (your time) to the MARCH OF DIMES.

THE NATIONAL FOUNDATION—MARCH OF DIMES

George P. Voss, Vice President for Public Relations

800 Second Avenue, New York, N.Y. 10017, OXford 7-7700

Ad tax in Pittsburgh

Pittsburgh broadcasters are going to have to dig deeper into their tills in February to comply with new local tax effected Friday (Dec. 27). Contained in budget which city council approved Friday was six mills (six-tenths of one cent) business privilege tax that will be imposed on gross receipts of, among others, those businesses engaged in "communication."

Broadcasting obviously falls within that definition. But, according to Pennsylvania Association of Broadcasters, which has held several discussions with city officials, Pittsburgh newspapers, periodicals and magazines would be exempt. PAB contends that print media are regarded as small manufacturers and thus, under state law, beyond city's tax jurisdiction.

However, tax is said not to affect all Pittsburgh broadcasters because of their proximity to council's tax boundaries. PAB contends that only three TV and six radio stations will bear tax burden, which association implies is discriminatory. Tax will effect rate card increases, PAB says, and stations will lose advertising dollars not only to their broadcasting but to print competitors as well.

RCA using CBS patent

RCA paid CBS "over a million dollars" for licenses under CBS patent for spherical-mask color TV picture tubes after RCA spent "many millions of dollars" between 1950 and 1953 "without producing a commercially satisfactory" color TV tube of its own.

This disclosure is contained in federal court decision, available Friday (Dec. 27), upholding validity of that and two other CBS color patents and holding they were infringed by Sylvania Electric Products Inc. (early story page 54).

In addition, decision said, RCA switched "its entire production of color television tubes" to spherical-mask type, "which it continues to manufacture to the present time." RCA's has been described as "paid up" license, in which lump sum is paid—in this case unofficial sources put it at close to \$1.5 million, though decision merely said "over a million"—in lieu of royalties. RCA license was signed in 1954 and is for life of patent.

RCA experience was cited in decision as one factor in court's conclusion that, contrary to Sylvania's contentions, patent is valid because it "embodies invention and it was far from obvious to those skilled in the art." Other fac-

tors included "the very substantial, if not gigantic, expenditures made unsuccessfully by other manufacturers seeking to develop a commercially marketable color picture tube." and fact that Sylvania itself for four years had license under same patent.

CBS sources said spherical mask is used—to maintain proper alignment of electron beams and color phosphors—in all color picture tubes manufactured in U. S. but only RCA has taken license. Court decision affects only Sylvania—which is expected to appeal—but CBS has moved indirectly against other U. S. manufacturers by bringing suit against two leading retailers in Boston, where case was tried. CBS authorities explained that manufacturers indemnify retailers against patent litigation and thus will be brought into suit.

Other CBS patents upheld in last week's decision relate to adjustments to compensate for pull of earth's magnetic field on electron beams. They are said to be considerably less important than spherical-mask patent.

Decision, by Judge Andrew Caffrey in U. S. District Court in Boston, did not specify damages. It is expected that, if decision is not overturned on appeal, special master will be named to set rates of royalty payments.

Worldwide splashdown

Television coverage of return of Apollo 8 Friday (Dec. 27) apparently drew one of largest audiences in history of space-flight broadcasting.

NBC research estimated 40 million people in almost 35% of television homes in U. S. watched Apollo splashdown. New York Nielsen returns for 10-11 a.m. (EST) period gave WNBC-TV 13.2 rating and 49 share; WCBS-TV 11.5 rating and 42 share, and WABC-TV 2.4 rating and 9 share. In 10:45-11 a.m. period, when capsule actually landed, New York Nielsen showed WNBC-TV up to 16.8 rating, WCBS-TV 15.9 rating and WABC-TV 2.2 rating.

TV coverage of splashdown from transportable earth station on U.S.S. Yorktown was via Applied Technology Satellite 1 (ATS-1) to Brewster Flat, Wash., then to New York by landline to networks. Signal was then routed back to Jamesburg, Calif., earth station and beamed to Intelsat 2 satellite over Pacific for Hawaii and Japan. Same signal was also sent to Etam, W. Va., earth station for relay via Intelsat 3 over Atlantic to Raisting, West Germany, for transmission to European

Broadcasting Union and Soviet bloc's Intervention. Puerto Rico also saw Apollo 8 recovery via Intelsat 3.

\$6-million media merger

New broadcasting-publishing-printing firm, Basic Communications Corp., formed by merger of two broadcast groups, weekly newspaper and printing company, was announced Friday (Dec. 27).

Participating in estimated \$6-million merger are group broadcaster Basic Communications Inc., which is led by former advertising agency executive Emil Mogul; West Michigan Telecasters Inc. (WZZM-FM-TV Grand Rapids), which is headed by William C. Dempsey; weekly *Birmingham* (Mich.) *Eccentric* and *Averill* Press, Detroit commercial printing firm, both of which are headed by Henry M. Hogan Jr.

Move is subject to FCC approval. Following this, principals said, plan is to make public offering of about 30% of stock.

After FCC approval, new firm will be owned by Henry M. Hogan Jr. and his associate, Paul Neal Averill, 35%, Mr. Mogul and his associates, Fred, Irving and Mac Siegel and Louis Fried, 32.5%; and Mr. Dempsey and his associates, 32.5%. Mr. Mogul and his wife own 50% of Basic Communications Inc.; Messrs. Siegel and Fried, other 50%. Basic Communications Inc. stations are WWVA-AM-FM Wheeling, W. Va.; WIGO Atlanta; WYDE Birmingham, Ala.

Mr. Hogan will become president and chief executive officer of new corporation. Other officers: Mr. Mogul, executive vice president and chairman of executive committee; Mr. Dempsey, vice president. L. William Seidman, managing partner of international certified public accounting firm of Seidman and Seidman, who is chairman and chief executive officer of West Michigan Telecasters, will become chairman of new corporation.

Stations sold

Approval of two station sales was announced by FCC Friday (Dec. 27).

WTIM-AM-FM Taylorville, Ill., was sold by Milburn H. Stuckwish and Jon R. Ulz to Donald G. Jones and others for \$270,000. Mr. Stuckwish owns 50.17% of WCSJ Morris, Ill.; Mr. Ulz is former educator. Mr. Jones is news director for WSMI-AM-FM Litchfield, Ill. WTIM daytimer on 1410 kc with 1 kw. WTIM-FM is on 92.7 mc with 3 kw.

WELW Willoughby, Ohio, was pur-

Week's Headliners



Mr. Snyder



Mr. Janssen



Mr. DeBare



Mr. Corwin

Franklin C. Snyder, VP-general manager, WTAE-AM-FM-TV Pittsburgh, elected VP and director of parent Hearst Corp., New York. Mr. Snyder continues as chief executive of Pittsburgh stations. He joined Hearst organization in 1958 as WTAE-TV general manager when station went on air. Previously he had been with McCann-Erickson in Cleveland, and VP and general manager, WXEL-TV (now WJW-TV) Cleveland.

Richard Janssen, VP and general manager of Metromedia's WHK Cleveland since April 1967, elected to newly created post of VP for special projects, Metromedia Radio, New York. He will be responsible for special assignments involving group's six AM and six FM stations.

Charles DeBare, director of legal and business affairs for ABC Radio and ABC Owned Stations Division since January 1967, elected VP. He joined ABC in January 1959 as general attorney and earlier had been staff attorney with NBC and in general law practice for several years.

Warren A. Bahr, **Walter C. Chamberlain**, **Wilson H. Kierstead Jr.** and **James E. Mortensen**, senior VP's at Young & Rubicam, New York, elected executive VP's. Mr. Bahr joined Y & R in 1951 and has been its director of media since 1962. Mr. Chamberlain started as messenger at agency in 1946 and has been senior VP since 1965. Mr. Kierstead has been senior VP since 1961, having held merchandising and account executive positions at Y & R since 1948. Mr. Mortensen, who is in charge of account management department, has been with agency since 1957 and has been senior VP since 1965.

Marvin S. Corwin, executive VP of McCann-Erickson, New York, elected senior VP of parent Interpublic Group of Co's. Mr. Corwin will be responsible for coordination of Interpublic's services to Coca-Cola Co. He succeeds **Willard MacKey**, who joins Coca-Cola as international director of marketing and VP. Mr. Corwin joined Interpublic in 1965 as president of Erwin Wasey Inc., and prior to that was senior VP and management supervisor at Doyle Dane Bernbach.

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

chased from Kenneth and Nettie Mapes and others by Laurence Goldstein, Jared B. Winger and others. Price for 500 w daytimer on 1330 kc was \$275,000. Messrs. Goldstein and Winger have interest in advertising agency.

WNJR protests decision

WNJR Newark, N. J., denied license renewal by FCC late last month (BROADCASTING, Dec. 2), has told commission that its decision violates basic principle of "equal and uniform" treatment of broadcast licensees.

In petition for reconsideration made public Friday (Dec. 27), station said that it should have been accorded same treatment as WLBT(TV) Jackson, Miss.,

which was granted renewal last summer after having been charged with racism and fairness violations (BROADCASTING, July 1 et seq). Renewal was granted in that case, WNJR said, because WLBT licensee "corrected its disgraceful conduct and was held to be entitled to another chance." Since WNJR also corrected violations, petition said, it must also be forgiven.

Newark station, owned by group-owner Rollins Inc., got death penalty when commission held that station's former manager had committed "gross misconduct and fraud" on the commission, and that responsibility must rest with licensee. Case involved allegations of failure to file time-brokerage contracts, submission of falsified contracts to FCC staff, misrepresent-

tions to commission, and violations of logging and sponsorship-identification rules.

Court backs CATV rule

FCC's nonduplication rule for CATV systems has been upheld by Philadelphia federal court. Case, involving two CATV systems in Titusville, Pa., turned on claim of cable TV petitioners that the FCC was wrong in ordering them, without hearing, to carry WICU-TV Erie, Pa.. NBC programs and dropping more distant NBC-affiliated stations. CATV systems also claimed commission rule conflicts with First Amendment right of free speech.

Decision, issued by three-judge panel of U.S. Court of Appeals for Third Circuit, held that since CATV systems are not licensees, FCC is not required to hold hearing. As to First Amendment argument, court held nonduplication rule does not conflict with free speech rights, pointing to 1968 and 1967 court rulings upholding regulation as reasonable regulation in public interest.

Attempt by petitioners to introduce engineering evidence to prove WICU-TV's signal in Titusville is inferior to more distant NBC stations was rebuffed by court, since data was not part of proceedings before FCC.

Decision was by Circuit Judge Gerald McLaughlin and Ruggero J. Aldisert. Judge Harry E. Kalodner dissented on jurisdictional grounds; said he would join colleagues in affirming FCC if court held jurisdiction.

NAB wants rule dropped

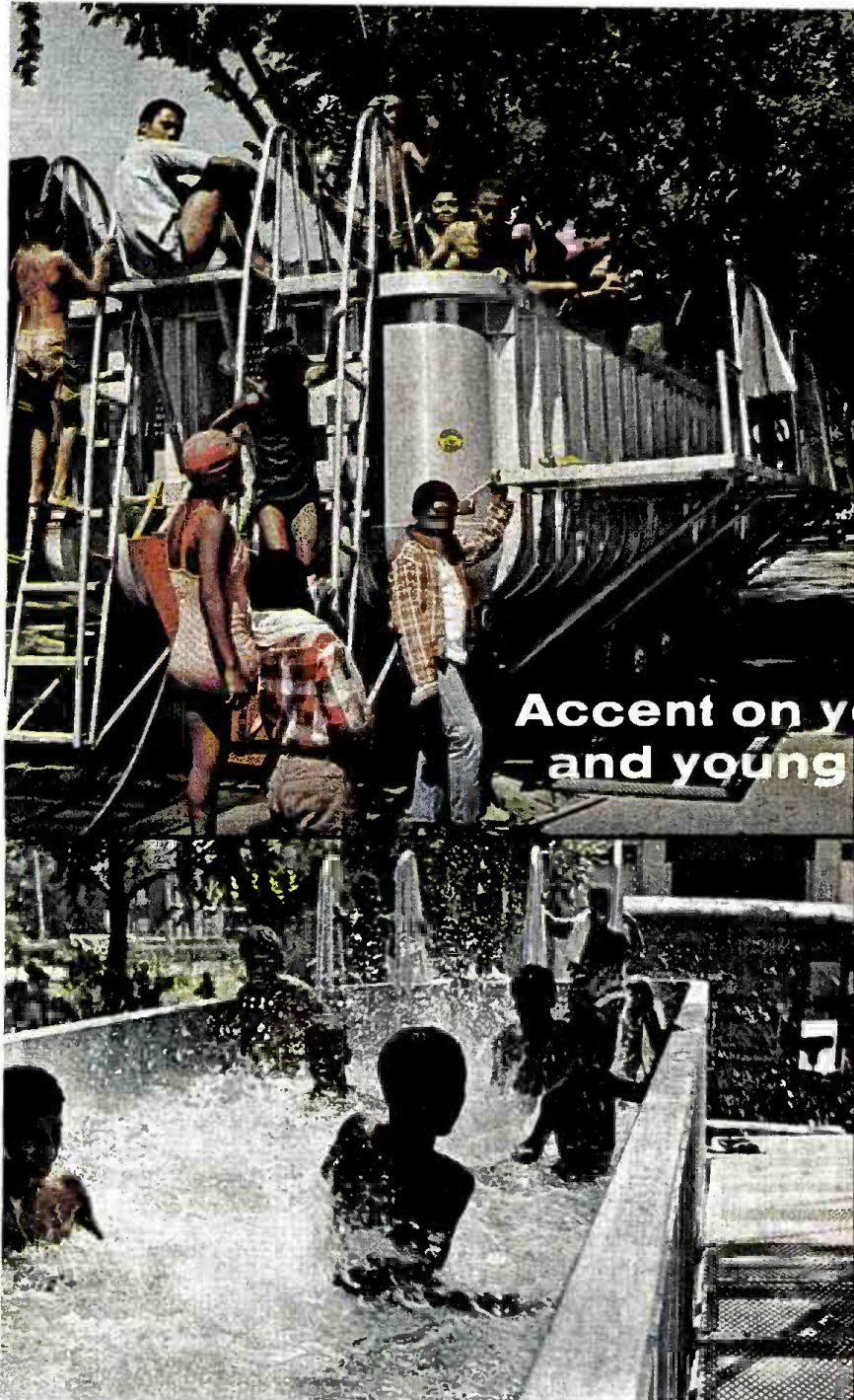
National Association of Broadcasters has suggested that FCC consider scrapping rule that requires broadcasters to make their files available for public inspection in their communities. NAB says public made only "token" use of public files in 1967.

Association made suggestion in petition requesting commission set three-year retention period for files. Rule, adopted in 1965, left for subsequent decision length of time records would have to be retained.

NAB said sufficient experience has been gained to justify establishment of retention period "and possibly deletion of rule itself."

NAB said it surveyed 1,286 radio and television stations and found that public use of files last year was "token." Of stations checked, 50 reported inspection requests. NAB said. Of these, 42 had one request, six had two, one had three and one had eight.

Three-year retention period, NAB concluded, would be sufficient to assure that "the very few members of the public who are availing themselves of the files will not be deprived of pertinent information."



**Accent on youth . . .
and young ideas.**



As concerned citizens of the communities they serve, Storer stations maintain extensive and enlightened programs to bring maximum happenings to mini-privileged kids. In Detroit, WJBK-TV gave the city a unique portable swimming pool for playground use, and pioneered a novel documentary spelling out what the law requires of both parents and children. Cleveland's WJW-TV and WJW Radio annually sponsor the Ohio Junior Olympics. WGBS in Miami sent its mikes into Youth Hall to find out from problem children themselves "what went

wrong" and what they hope for the future. Atlanta's WAGA-TV climaxed a summer-long recognition of student editorials in school papers with a \$1,000 grand prize scholarship. And all across the nation, other Storer stations are backing Junior Achievement, helping recruit Big Brothers, saluting outstanding teens with on-air recognition, encouraging and rewarding creative youngsters in every field. This concerted effort to bridge the Generation Gap takes a lot of doing. But in this, as in every phase of broadcast operations, Storer stations do as a matter

of routine things that leaders in our communities consider rather "special." That's why Storer stations stand out . . . and another reason why it's good business to do business with Storer.



MILWAUKEE WITI-TV	MIAMI WGBS	NEW YORK WHN	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV
CLEVELAND WCJW (FM)	BOSTON WSBK-TV	PHILADELPHIA WIBG	LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WJBK	TOLEDO WSPD



ONE MOMENT PLEASE

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

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

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

Our clients know where they stand, and, more importantly, the reasons why their ratings come out the way they do.

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

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

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.



McHUGH & HOFFMAN, INC.

Television & Advertising Consultants

**430 N. Woodward Avenue
Birmingham, Mich. 48011**

**Area Code 313
644-9200**

Datebook

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

■Indicates first or revised listing.

December

Dec. 30—Deadline for comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

January

Jan. 3—Deadline for comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

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

Jan. 10—Deadline for entries for 29th annual George Foster Peabody awards. Submissions should be made to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

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

Jan. 11-12—Seventeenth annual Retail Advertising Conference. Agenda includes panel sessions on radio, television and print advertising. Knickerbocker hotel, Chicago.

Jan. 13—Deadline for reply comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

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

Jan. 14—Network newsmen newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■Jan. 14—Annual stockholders meeting, Chris-Craft Industries Inc., Pler 66 hotel, Fort Lauderdale, Fla.

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

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

Jan. 16-18—Meeting of Florida CATV Association. Marco Island.

Jan. 17—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

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

Jan. 17-18—Winter television conference, Society of Motion Picture and Television Engineers, on color television broadcasting.

Speaker: Roy Cahoon, chief engineer, Canadian Broadcasting Corp. Panels on lighting, video tape recording, transmitters and transmission, receivers and film broadcasting are scheduled. Ryerson Polytechnic Institute, Toronto.

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—Annual dinner dance, Pacific Pioneer Broadcasters. Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 24-25—Meeting of Georgia CATV Association. Macon, Ga.

Jan. 27—Annual winter meeting, Idaho State Broadcasters Association. Downtowner hotel, Boise.

Jan. 27-30—Twenty-sixth National Religious Broadcasters annual convention. Speakers include E. C. Manning, premier of Alberta, Canada; Dr. Stephen Olford, Calvary Baptist Church, New York; Bishop Goodwin Hudson, Church of England, London; Dr. Eugene R. Bertermann, president of National Religious Broadcasters; Rosel H. Hyde, FCC chairman; Vincent T. Wasilewski, president of National Association of Broadcasters, and Dr. John V. Charyk, president of Cosmat. 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.

February

Feb. 3—New deadline for comments on FCC's proposed rulemaking on future use of 806-960 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 3—New deadline for comments on FCC's proposed rulemaking that would reallocate channels 14 through 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

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

Feb. 5—Legislative session of Texas CATV Association. Sheraton Crest hotel, Austin, Tex.

Feb. 5-7—Annual winter convention of South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

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. 8—First annual convention, *Georgia Cable Television Association*. Demsey hotel, Macon.

Feb. 10—New deadline for comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Dec. 9.

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

March 10—New deadline for reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 9.

March 10-13—Spring conference, *Electronic Industries Association*. Statler-Hilton hotel, Washington.

March 11—Spring meeting of *New York State Association of Broadcasters*. Thruway motor inn, Albany.

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

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

March 16-19—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego.

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



"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.



50,000 W

BIRMINGHAM

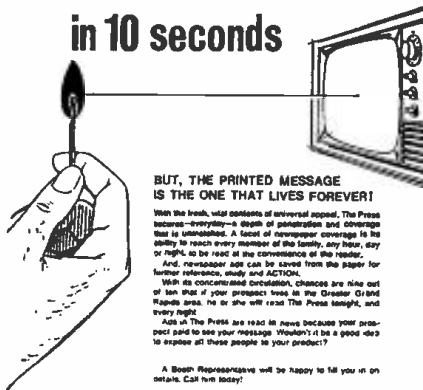
WAPI radio represented by
Henry I. Christal Company, Inc.

OpenMike

A borrowed expression

EDITOR: We in broadcasting should be appreciative of the efforts of the *Grand Rapids Press* [see print ad below]. They

**This message
will self-destruct
in 10 seconds**



The Grand Rapids Press

A *Grand Rapids Press* Newspaper

have answered their own argument and the point is well taken.

Radio-TV messages are not self-destructing because they impart basic ideas to man's powerful imagination. Apparently the idea of a self-destructing message is an idea that will live long after the yellowed pages of the newspaper have been forgotten.

"Sorry about that, chief" . . . Would you believe you'll have to "sock it to us" again? Next time, don't use our ammunition.—*Michael H. McDougald, general manager, WAAX, Gadsden, Ala.*

Goldmark praises EVR story

EDITOR: On behalf of Dr. Peter Goldmark [president] and the management at CBS Laboratories, I would like to extend sincere congratulations on the outstanding article describing EVR in the Dec. 16 issue.

To quote Dr. Goldmark: "The article is the most factual, objective and informative story yet written to explain the enormous complexities of electronic video recording." The article reflects the highest journalistic standards and should provide a great service to the readers of BROADCASTING.—*Leo J. Murray, director, information service, CBS Laboratories, Stamford, Conn.*

Their record was better

EDITOR: Your top 50 agencies in 1968 radio and TV billing chart (BROADCASTING, Nov. 25) contains major inaccuracies in regard to our agency:

1. Our network billing is \$20 million, up from \$13 in 1967 (not \$13 for 1968); 2. Total broadcast billing is \$24 million, up from \$13.6 in 1967 (not \$17 for 1968); 3. Broadcast share of our agency's total billing is 50%, up from 42.5% in 1967 (not 42% in 1968); 4. Our agency rank is 32nd, up from 42nd in 1967 (not 38th in 1968)—*Humboldt J. Greig, vice president, La Roche, McCaffrey and McCall Inc., New York.*

(BROADCASTING is glad to report the higher agency billings indicated by Mr. Greig. A misunderstanding apparently occurred when an editor took the network billings figure by phone and recorded it as \$13 million. The \$20 million figure would move the agency up both in total billings and rank.)

A prognosis on the shorter-length commercial

In the past year we have seen a growing interest in the application and use of split 60's and 30's alone versus 60-second announcements. These developments have raised some interesting and probing questions as to the workability, pricing and availability of split 60 and 30-second announcements, and their effect on the advertiser, stations and the television viewer. (While what I am reporting on will concern itself principally with television, the same comments generally apply to radio as well.)

We polled television stations, TV rep houses and media directors of agencies in October and received a very gratifying 74% response. So the figures I will be quoting could be fairly regarded as representative of the views of a broad segment of the broadcast-advertising business.

There is a strong feeling that "loose" 30-second commercials—bought and sold as complete self-contained units—will become the standard of the medium within a surprisingly short period of time—probably in two or three years.

In our survey in Canada we asked what the respondent felt would be the standard length of commercial in the near future. Even though split 60's and 30's are getting less than 25% of advertisers' money now, 86% of the industry spokesmen feel that the 30 will become the standard (46% said 30's alone; 40%, 30's back to back).

TV reps and ad agencies believe strongly that the change to shorter commercials will have taken place within one to two years, while TV station owners tend to take a more conservative view—60% of them feel it will take three to five years. No respondent felt it would take more than five years.

Now, how about that ogre that haunts us all—costs?

In the U.S. our study showed costs for television time will continue to increase at between 5% and 10% a year until such time as there might be a noticeable moving away from television to other media categories. Viewed in this manner, charges for 30's will not be so much a reflection of premiums attached to a part of a longer length as much as they will result from a carving up of total revenue requirements among a larger number of commercial units.

Weighing all the various predictions made to us, we can expect that 30-

second charges will fall somewhere in the 66% to 75% range relative to minutes—provided that we understand minute costs are on a continuing, noticeable escalator. (In fact, 30-second prices should reach 1967 full-minute costs sometime around 1973 or 1974.) Twenty-second announcements—if they remain a factor in scheduling at all—will probably come in at about 50% of the minute rate, with I.D.'s at 25%.

It is obvious that an increase in the use of shorter commercials will mean an increase in revenue for stations, if the 60-70% pricing relationship to 60's remains in force. However, an increase in the use of the shorter length will mean more units to be accommodated so we asked what people thought was the better course to take in view of criticism of commercial interruptions: (1) Space them out, with more but shorter commercial intermissions, or (2) group a number of commercials together in fewer but longer intermissions.

Here's what they said: Space out: 12%; group together: 88%.

If stations do run commercials in cluster, however, there will be the problem of positioning within the cluster. We gave our panel three choices: (a) charge the advertiser a premium for the first and second positions; (b) schedule all advertisers within the commercial intermission segment on a straight rotation basis; (c) sell commercial positions on a first-come, first-served basis.

There was little doubt that the second alternative was the most popular (79% favored it).

Television networks and stations will not adjust pricing to reflect positions within larger commercial blocks. Advertisers will have to live with rotation among four or even more consecutive commercial units.

If these predictions turn out to be true, there will be significant changes for advertisers, agencies, and television and radio stations. With the increase in 30-second commercials comes on increase in clutter—and this may mean the advertiser would favor prime time over fringe time—and network placement over local placement where he feels he will reduce, if not avoid, clutter.

On the other hand, broadcasters have many advantages to sell advertisers and agencies.

Foremost is the increase in efficiency—a shorter commercial becomes a dollar stretcher.

To summarize the predictions we have gleaned from our conversations and study, we feel reasonably confident that the following will take place:

- There will be a rapid increase in the use of loose 30-second announcements in all parts of the television spectrum. The volume of 20-second announcements will drop most drastically as a result, although some decrease in the use of minutes and piggybacks will also be felt.

- Total commercial time allowed will not, of course, change drastically, but scheduling practices will begin to move noticeably toward a smaller number of longer commercial intermissions.

- Pricing for loose 30's will stabilize at about 60% to two-thirds of the full-minute rate in force at any given time.



W. Bruce McLean, who has been president of Needham, Harper & Steers of Canada since 1967, began his advertising career in 1947 with McKim Advertising Ltd. Canada. In 1953 he became advertising manager of Yardley of London (Canada) Ltd. and the following year he joined NH&S in Toronto. He was appointed vice president in November 1957 and secretary-treasurer of the Canadian company in 1966. He currently supervises client contact activity, and is responsible for network TV programming.

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Broadcasting

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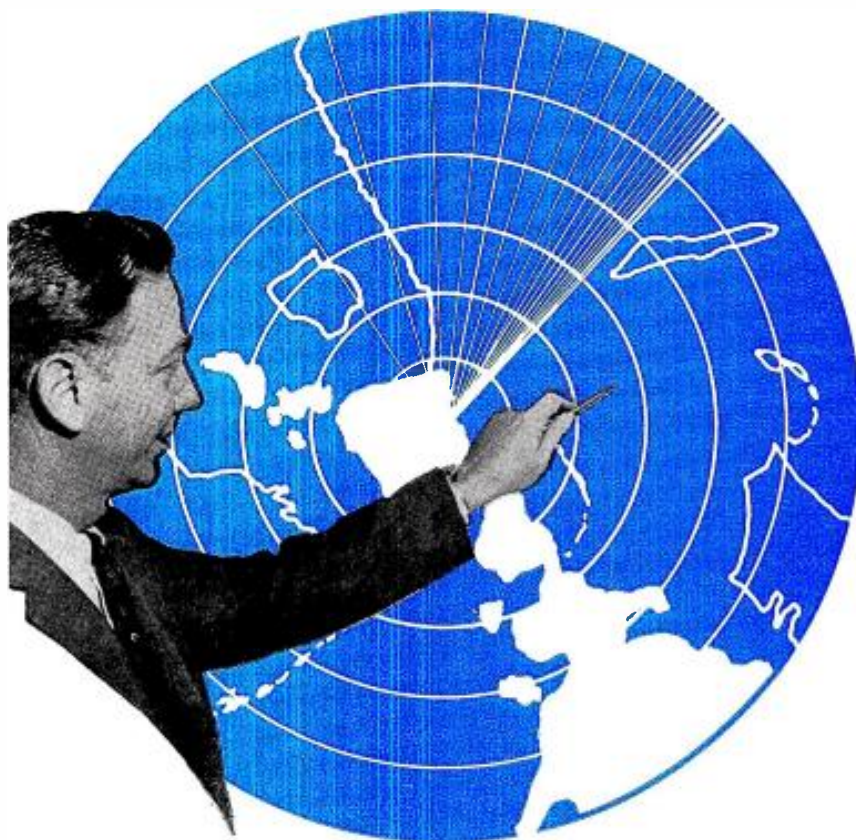
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Everyone in South Florida is talking about the weather...

on **MIAMI'S WLBW-TV**



Now—RADAR Weather

reported by South Florida's only meteorologist Walter Cronise

- ONLY** Miami station with its own meteorologist
- ONLY** Miami station with its own complete radar installation
- ONLY** Miami station with direct communication to National Meteorological Center
- ONLY** Miami station with its own corps of "Weather Watchers"



WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO

So Much Happened In 1968, WMAQ-TV Replayed It.

It's difficult to recall a year quite as tumultuous, quite as difficult to follow as 1968.

To help bring order from the confusion of events, WMAQ-TV, the NBC owned television station in Chicago, presented "1968: Year Unpredictable," an unprecedented, 8½ hour telecast on December 28th re-viewing the year's major happenings.

Global, national and community affairs all were covered, clarified and put into perspective by this day-long summary prepared by WMAQ-TV and NBC News.

Chicagoans en masse tuned to WMAQ-TV on December 28th to be informed.

Just like every other day.



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

Apollo flight tops big year for news

Extraordinary events send budgets soaring; Hill frowns on coverage; radio-TV business gets better

Some network officials have called 1968 the "unpredictable year." as major news events scrambled over one another to grab the headlines.

News budgets were geared to the heavy demands of an election year, but were doubled and tripled when 1968 proved a year of cataclysmic events that sent tremors through the American fibre, and before the end of summer, even touched the electronic press.

Gross news expenses for the three television networks, as the result of covering some 25 major news events this year, passed the \$150-million mark, with the round-the-clock follow-up of the historic Apollo 8 space shot (with live TV pictures of the moon) completed Friday (Dec. 27) not yet calculated. Losses in radio and TV pre-emptions were considered staggering—and almost incalculable. in a year when spot dollars began a strong comeback from a dull 1967.

Impartial microphones and cameras became a focus of controversy as congressional and public critics accused the broadcast press of manipulating and distorting the news. Television programming came under fire for allegedly inspiring violent social behavior. Promises for investigation of both were kept as broadcasting faced a volley of brickbats in the closing days of 1968.

The year also proved momentous for the cable industry which found that what the U.S. Supreme Court can give in June, the FCC can take away in December. At least that's how some cable spokesmen viewed the commission's proposed CATV rules that would compel individual system operators to enter into pacts with copyright owners. The Supreme Court had conferred copyright immunity on CATV in the United Artists-Fortnightly case; earlier it had affirmed the jurisdiction of the FCC to regulate CATV. Nevertheless the industry continued to grow.

as evidenced in a proposal by American Television and Communications Corp. to purchase Meredith-Avco systems for \$14 million, despite some dire predictions by CATVers that the industry was being plunged into a deep freeze by the FCC.

The commission conjured a freeze of its own on the AM band by announcing it was making a review of AM allocations policies including the question of whether AM and FM should be considered a single radio service. Earlier it had proposed a one-to-a-customer rule-making that would prevent any broadcaster from acquiring more than one station in a single community. But the Justice Department proposed breaking up multiple-station ownership within the same markets and wanted to extend the principle to cross-ownership of news-

**For lasting reference:
Index to major
trends and events for 1968
begins on page 19**

papers and broadcast properties. And after 17 years of continual controversy the commission finally disposed of pay television by authorizing a limited service to operate in the big markets with only one pay facility to a community.

The commission also got a new member this year: One chair, vacated by Lee Loevinger in June, went unfilled until H. Rex Lee, 32-year veteran of government service, was appointed by President Johnson in September. Mr. Lee, who may hold a crucial swing vote on controversial broadcasting matters, cast his votes with the majority on the new CATV rules and pay television authorization in December.

Broadcasters faced an earnest spectrum grab this year by land-mobile forces which were eyeing covetously the UHF band. The National Association of Broadcasters and others set up a war chest to research and finalize a keep-broadcasting-over-the-air-and-off-cable study for the President's Task Force on Communications Policy (the task force report eventually proposed a combined system of broadcast and cable TV). The FCC proposed opening up to land-mobile use both ends of the UHF spectrum (channels 14 to 20 and 70 to 83) on a geographical basis, received 26 mc of spectrum space from government users, and issued a \$500,000 call for research help with its allocations problems.

The Corp. for Public Broadcasting, a promising educational television creation of Congress in 1967, had a long wait for its first federal appropriation in October—only \$5 million, a little more than half of the \$9 million originally authorized. CPB filled its board of directors early in February—Frank Pace, a former secretary of the Army, was named chairman—but it still was seeking a president by yearend.

After a year of doldrums spot dollars began flowing back into the radio-TV marketplace. Increased billings during the final three quarters of 1968 made up for a sluggish first quarter. The top 50 radio-TV agencies billed \$137 million more this year than last, with J. Walter Thompson the biggest agency at a total \$248.6 million in broadcast of which \$226.4 million was in television.

Spot television billings, estimated the Television Bureau of Advertising, might reach \$949 million in 1968 compared with \$863 million in 1967. About 81% of the stations surveyed this year reported a gain in spot availabilities as spot finished a strong third quarter with signs of an equal showing in the fourth.

Cigarette advertising received a major assault from congressional and public quarters this year. Under some con-

gressional pressure P. Lorillard Co. dropped sponsorship of professional sports events on television; Liggett & Myers reduced similar commitments by two-thirds. Attorney John Banzhaf, whose complaint last year led to the application of the fairness doctrine to cigarette advertising, formed Action on Smoking and Health (ASH) to monitor radio and television to insure compliance with the policy. Within three months he asked the commission to revoke the license of WNBC-TV New York, for carrying an insufficient number of antismoking messages.

In a coordinated regulatory attack the Federal Trade Commission urged Congress to eliminate cigarette commercials, while the secretary of health, education and welfare urged that if the ban should not be imposed, then death warnings and tar-nicotine ratings should be aired with every advertisement. An antismoking task force created by the surgeon general suggested that the U.S. Public Health Service should determine if the broadcasting industry is complying with the FCC's policy.

Broadcast mergers were big news in 1968 as giant Transamerica Corp. announced plans to absorb Metromedia in a \$300-million stock deal. At that time it was the second biggest merger of a broadcast-based company into a conglomerate to come up for FCC approval, topped only by the aborted ABC-ITT merger, which started out as a \$379-million exchange of stock and escalated into a \$661-million deal two years later by the time ITT called it off on Jan. 1 this year.

ABC proved later to be a reluctant bride as billionaire Howard Hughes initiated in July a \$150-million effort to gain working control of the network. Mr. Hughes promptly ran into big-league trouble as ABC prepared to go to court over the takeover and the FCC said it would hold a hearing. Three weeks later Mr. Hughes suddenly aban-

doned his tender offer.

The network was a further source of controversy as its four specialized American Radio Networks began Jan. 1 with 600 stations lined up under a one-year trial period granted by the FCC. Eleven months later Mutual Broadcasting System was claiming that the operation of the system violated the antitrust laws, threatened its own existence, and it asked the commission to put an immediate halt to the plan's continued operation.

There were other blockbusting mergers proposed in 1968—the \$385-million Westinghouse-MCA consolidation, the \$200-million National General-Warner Bros.-Seven Arts acquisition and the \$600-million sale of the St. Regis Paper Co. to NBC parent RCA—with appropriate hosts of diversification in smaller conglomerates.

The Vietnam Tet offensive in early February inaugurated an almost staggering parade of major news events that saw an incumbent President remove himself from contention for another term, the murder of Martin Luther King and the subsequent five-day eruption in many of the nation's cities, the early May peace negotiations in Paris while students and police engaged in pitched battles in the streets, and the assassination of Senator Robert F. Kennedy and four days of national televised catharsis.

But the major test for broadcast journalism came in Chicago during the Democratic national convention when proponents and opponents of the Vietnam war, yuppies and police reached a massive confrontation in Grant Park and the Hilton hotel that bloodied heads and exposed an ugly nerve of American political life on nationwide television. The gavel-to-gavel coverage of the turmoil both within and without the convention hall by CBS and NBC (ABC confined its coverage to 90 minute highlights, and nearly doubled its previous convention audience) pro-

voked the displeasure of thousands of viewers, who chose to blame the media for purveying bad news and who complained to the FCC, and irked Democratic congressmen, who were fearful that the coverage would hurt their party's chances of holding onto the White House.

In the waning months of 1968 the networks were caught up in far-ranging investigations of their news judgments by a federal grand jury, the FCC, which wanted a response to the complaints it had received, and promises of hearings by appropriate committees of the House and Senate.

Network troubles began, however, a few months earlier during the national convulsions following the King and Kennedy assassinations. The cry then was for a reduction in television violence.

As a result network and independent producers spent a frantic summer revising scripts and reshooting scenes and rescheduling programs in an effort to reduce the level of violence on home screens. A survey showed that Hollywood was indeed gun-shy as 65 new programs under development for the 1969-70 season required virtually no force to resolve conflicts. The trend toward family-situation and comedy programs, with variety programs and light entertainment, was evident.

In Congress Representative John M. Murphy (D-N.Y.) sponsored a House resolution calling for a full-scale FCC probe of television programming and Senator Claiborne Pell (D-R.I.) urged broadcasters to finance an independent study on violence in television. And President Johnson set up a task force on violence which two weeks ago heard the TV network presidents defend their program practices and news judgments.

Broadcast newsmen could look to the federal courts for some solace this year because a Chicago appellate court held that the FCC's personal-attack rules



NBC News photo



CBS News Photo



Broadcast journalism received stern test within and without Democratic convention halls in Chicago, and eventually became itself a center of controversy. CBS's Dan Rather (left, with headphones), caught in swirl of delegates and convention floor police, takes punch in the stomach, becoming one of many newsmen casualties that week.



Richard Nixon, in political comeback of the century, savors his election-night triumph over nationwide television, medium that he learned to use effectively and frequently throughout the campaign. Clustered around appropriate needlepoint which he holds are his son-in-law, David Eisenhower, his daughters, Julie and Tricia, and his wife, Pat.

were unconstitutional and dismissed the commission's arguments that broadcasters, since they were regulated, were entitled to less protection under the First Amendment than the print media. The U.S. Supreme Court was asked in November to review the case.

Throughout the year, week-by-week, BROADCASTING reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1968, and in order to offer fuller continuity, the last months of 1967.

Advertiser-Agency Relations

Advertiser shifting along agency row totals over \$286 million in billing in 1967—2/12/68; down in the first half 1968—8/5/68.

Merger and acquisitions continue among advertising agencies. MacManus, John & Adams acquires Atherton Privat—10/2/67, and West, Weir & Bartel—4/15/68; Campbell-Ewald realigns—12/18/67, sells West Coast unit—12/25/67, reorganizes New York office—5/13/68; Griswold-Eshleman and Mogul Baker Byrne Weiss proposes merger—12/18/67; N. W. Ayer & Son acquires Frederick E. Baker Advertising (Seattle)—4/8/68; New Maslus, Wynne-Williams, Street & Finney represents 75% interest in Street & Finney by London agency—5/27/68; Rumrill-Hoyt and Geyer-Oswald move toward merger—7/15/68, 8/26/68. Rumrill-Hoyt in New York and Wermen & Schorr, Philadelphia, combine—12/2/68; Bozell & Jacobs, New York, acquires Tlids & Cantz, Los Angeles—10/14/68.

BBDO and Clyné Maxon dissolve two-year-old merger—1/8/68. Interpublic Group tightens up, economies cited—12/4/67; McCann-Erickson management changes—2/19/68; Durham \$175 million suit filed against Interpublic—4/18/68; Marion Harper's ties with Interpublic severed—2/5/68; Johnstone absorbed by Marschalk—3/11/68; Pritchard Wood and ITSM merge—7/22/68.

Agencies' staffs trimmed, including Burnett, Grey, Ted Bates & Co.—3/11/68. Benton & Bowles elects Victor G. Bloede president—2/5/68.

Xerox and Papert, Koenig, Lois split, cite differences over TV programming—3/11/68. What agencies want from clients is discussed by five agency presidents—10/21/68. Hecht, Vidmer forms as new agency in New York—10/14/68.

Hershey Foods reverses position in search for ad agency—11/18/68.

Kenyon & Eckhardt reorganizes, its agency subsidiary is Kenyon & Eckhardt Advertising Inc.—12/2/68.

Kurtz Kambanis Symon sets up shop with Hudson Paper as first account—12/2/68.

Advertiser-Broadcaster Relations Sealtest moves into spot TV with annual outlay up to \$10 million—12/25/67.

TWA's new ad campaign budgeted \$22-million-plus—1/1/68.

Kemper must pay ABC-TV for broadcasts cancelled after Hiss appearance—11/4/66, 12/25/67.

General Foods' Maxim freeze-dried coffee campaign uses spot TV as basic medium—1/8/68; General Foods returns to NBC as program sponsor—3/11/68.

Ted Bates & Co. stirs station reps by asking them to calculate rating adjustments on Colgate-Palmolive business—2/5/68.

Aamco Transmission allocates \$16.5 million to radio and TV, most of the business to be placed locally—2/26/68.

Procter & Gamble moves first-run program series into TV syndication—4/1/68.

ANA and NAB hold meetings for exchange of views—7/1/68.

AAAA funds surveys at Purdue University studying whether specific attributes of product or TV program affect consumer choice—7/8/68.

Network TV helps small advertisers. NBC's Otter says—9/23/68.

Hallmark Cards-Arena Productions to study shortage of TV writers—10/7/68.

Xerox's McCollough proposes funding of non-profit corporation to produce quality TV shows—10/21/68.

Sex censorship in broadcast advertising spices up 4A's conference—10/28/68.

Social change is the challenge, 4A's told—11/18/68.

Advertiser-Government Relations NAB, National Newspaper Association and AAF set hearing in New Orleans to discuss ways of combating state efforts to tax advertising—9/25/67; enforcement of 3% tax on ads in Iowa delayed—10/2/67, 10/9/67; state groups urged to combat antiadvertising moves during AAF meeting—11/13/67; AAF's Bell warns of more ad taxes—6/17/68; new threat of tax on ad media in Maryland—8/5/68; Iowa tax is beaten in lower court—2/5/68, only to be upheld by state's supreme court—11/18/68; court review is sought—11/25/68, and AAF-NAB interest is aroused—12/2/68, 12/9/68.

Consumerism: President Johnson in State of Union message includes proposal to protect consumers—1/22/68; AAF's Bell sees peril for advertising—2/5/68, as battle lines drawn—2/12/68; President's eight-point consumer program sent to Congress—2/12/68; Merle M. McCurdy named Justice Department's consumer counsel—4/1/68; Nader critical of advertising—5/20/68; Humphrey favors single consumer affairs office—7/29/68.

AAA convention features discussion of federal threats to advertising—4/29/68.

Federal Trade Commission's Dixon reappointment confirmed by Senate—10/2/67; Reilly to leave FTC—10/23/67, and Nicholson to fill his spot—12/11/67.

ANA, AAAA oppose FTC's proposed tougher

rules for analgesic advertising—11/20/67; FTC finds Bristol-Myers using misleading advertising for Bufferin—1/30/67, 3/6/67; dismissal urged—12/4/67.

FTC order for General Foods to dispose of S. O. S. upheld by court—11/20/67, also by Supreme Court—5/27/68, S. O. S. sale to Miles Labs subject to FTC approval—7/22/68.

FTC orders S.S.S. Co. (tonic and tablets) to tone down claims—8/5/68.

Chicago law professor questions validity of legal thinking behind P&G-Clorox parting—12/9/68.

Food and Drug Administration removal of some brand-name drugs to take time—1/8/68, 1/29/68; FDA sets hearing on proposed regulations of food supplements for dietary uses—4/22/68.

Truth-in-lending bill could rule out broadcast ads for loan companies—12/4/67, conference amends bill—2/5/68, and it is modified—5/20/68, becomes law—6/3/68.

FTC faces stormy session on proposed guidelines on commercial advertising allowances, could hurt broadcast co-op—11/4/68.

FTC screens Geritol spots regarding false claims—11/4/68.

AAF reveals model law on deceptive practices to FTC—11/18/68.

Federal judge in New York to give decision on Kemper Insurance claim that ABC violated contract by showing controversial Nixon special in 1963—12/2/68.

FCC's Nicholas Johnson tells ad agency executives their responsibility goes beyond the commercial—12/9/68.

Advertising Dr. Jules Bachman estimates advertising volume increase of 45% in next decade—9/18/67.

Howard Bell leaves NAB, joins American Advertising Federation as president—1/15/68, will move AAF headquarters to Washington—4/22/68, 5/20/68; move completed—8/19/68.

Advertising's battered image as cause of all "ills" is lamented by AAF's Bell—11/4/68.

Advertising Image AAAA advisory group named for graduate study grant program—10/9/67; 4A Foundation sets up school research grants—5/20/68.

Harvard research finds majority of public has favorable opinion of advertising—7/15/68.

Agency-Broadcaster Relations J. Walter Thompson Co. leading radio TV buyer for 11th consecutive year, tops in total TV and network TV—11/25/68.

Teleproof service described to agencies—9/18/67.

Veteran media executives leave Ted Bates, disemployed by automation—10/16/67.

Computer technology presages revolution in media buying, according to Campbell-Ewald's Malcolm Ochs—11/27/67.

Benton & Bowles panel predicts drastic changes for TV in 1972—11/20/67; media will cost more in 1969, according to BBDO report on future trends—3/11/68; Needham, Harper & Steers report vetoes boycott of TV but points up pricing practices by broadcasters amounting to "avarice"—7/1/68.

Harry Bressler defends formula radio—1/8/68; barter in radio making comeback

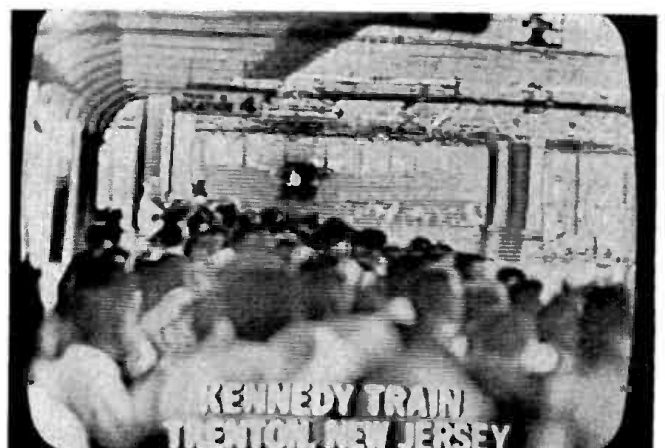
—12/4/67.
Edward H. Weiss & Co. asks station reps to avoid under-the-table negotiations and urges them to substitute openly summer discounted rate cards—3/4/68.
Negotiated timebuying in remarkable growth—5/27/68, 7/15/68, 9/16/68, 9/23/68. RKO Television National Sales' paper control over negotiated buying practices attempted—7/29/68.
Growth of negotiated timebuying dominates joint TVB-ANA TV workshop—10/14/68; is concern of Young & Rubicam which asks stations for details on preferential rates—9/2/68; Y&R sets up new media unit as agency-station liaison—11/11/68, 11/25/68.
Negotiated timebuying also topic at ANA where agencies, spokesmen say, will toughen as negotiators in buying spot TV, spot radio—11/4/68; 4A's issues report on barter merchant and on independent media buyer—11/4/68.
Time Buying Services issues policy of not working with any manufacturer or house agency representing a single advertiser—11/13/68.
D-F-S presents SNAP (Spot/Network Allocation Program), computerized mathematical model to evaluate national-local ad media in every market—11/4/68.
General Foods institutes consolidated TV spot-buying method—11/11/68.
ARB proposes plan to automate spot buying—12/9/68.
FC&B's Gromer calls for agencies to unite to find efficiencies in media buying—10/7/68.
Tracy-Locke Co., Dallas, 4A membership may be in jeopardy because agency acquired KOMA Tulsa, Okla.—5/27/68, 6/24/68; 4A's drops both Tracy-Locke and Reach, McClinton because of station holdings—10/21/68.
Agency-Government Relations
President Johnson's crackdown on foreign investments seen putting damper on future U. S. advertising agency expansion abroad—1/8/68.
Allocations
FCC makes first assignment of UHF to Hawaii—9/4/67; denies reassignments in North Carolina and Virginia—11/20/67; gives KGYN Guyton, Okla., II-A status—12/11/67; adds channel 20 to Fort Myers, Fla.—1/29/68.
Presurise rules are issued as FCC reaffirms permission for stations to use predawn hour—10/16/67, as does Assn. Bestg. Standards—10/30/67; injunction issued—11/20/67, 11/27/67; other daytimers disagree—11/6/67; clear-channel stations oppose softening of rules—11/27/67, 12/11/67. FCC would rule local time as opposed to standard time for start of presurise operations—2/19/68, 2/26/68, 3/25/68; response predictable—4/8/68; court backs FCC—5/20/68; plea by broadcasters to U. S. Supreme Court—8/12/68; FCC issues rule—9/2/68; Supreme Court plea fails, review declined—10/28/68; Washington federal court also backs FCC on presurise rule—12/16/68.
Violations of presurise rule: WJSW Maplewood, Minn., fined \$5,000 by FCC—10/28/68.
Spectrum space is an overriding issue in complex of moves and counter-moves: NAB opposes giving Dept. of Commerce authority to study spectrum allocations

—9/11/67; proposal advanced that spectrum space be sold to highest bidder—8/18/67; 12/9/68.
President Johnson names task force to make spectrum study—8/21/67, 8/28/67, 11/27/67, 12/4/67.
TV wired by cable suggested as government industry committee calls for more spectrum space for land mobile—12/4/68, 12/11/68, 3/11/68; land-mobile radio sharing of TV tests begun—6/12/67, 10/16/67; NAB proposes top three TV channels of UHF spectrum go to business radio as land-mobile solution—1/8/68; All-Channel Television Society wants land-mobile violators exposed—9/9/68.
Ad hoc intra-industry committee of six bestg. assns. seeks to lay groundwork for unified front to preserve air space by not permitting switch from air to cable—1/15/68; NAB appropriates \$50,000 toward project—1/29/68, 3/18/68; promising fight for spectrum space and criticizes land-mobile report—1/29/68.
Hard line adopted by broadcasters in spectrum battle—2/5/68; Congress perks up, considers hearing—2/5/68; Commissioner Cox of FCC asks compromise—2/5/68; but moves for UHF spectrum space are escalated—2/12/68.
Administration requests more space for police, fire channels and other land-mobile users—2/12/68, stimulating search by FCC, and new funds made available for spectrum study—2/19/68; AMST votes to increase its war chest—4/8/68; fresh funds from CBS, NBC and reps—4/29/68.
Congressional spectrum-space probe plans developed—2/19/68, held, more study and basic research found necessary—2/26/68; hearing renewed—6/10/68.
Dept. of Transportation interested in radio spectrum space—3/18/68.
FCC staff report favors sharing unassigned UHF TV channels with land-mobile services—3/25/68.
FCC considers private research firms to help solve spectrum allocations problems—4/15/68, hires them—4/29/68.
NAB signs Herman W. Land Associates to do program diversity study as part of spectrum battle—5/6/68; report challenges wire-grid plan, stresses stations' local activity—7/22/68.
President's task force expected to take moderate tone on TV, while Joint Technical Advisory Committee offers concept of drop-ins on fallow TV space—7/22/68; task force staff report offers no changes in existing commercial structure, sees CATV as best answer for program diversity—9/9/68; full report—12/16/68.
NAB commissions Minnesota U. professor Glen G. Robinson to study federal spectrum policy—5/27/68; Robinson report sees spectrum use question as basic—9/30/68. Land-mobile users' \$5-million tab modifying gear to meet FCC deadline—4/15/68.
FCC receives 26mc of spectrum space near upper UHF band, effect in doubt—6/10/68; FCC discloses plan of opening up both ends of UHF spectrum for land-mobile users—7/22/68; Commissioner Lee dissents—7/29/68, ACTS opposes—8/26/68.
AMST assails spectrum policy—8/24/68, proposes government-industry advisory group monitor traffic on land-mobile radio frequencies in New York, Los Angeles, Chicago to determine specific use made—7/15/68.
WAIT Chicago files in federal court in

Washington challenging FCC's clear-channel rules on First Amendment grounds—9/9/68.
FCC and commercial UHF cited critically on allocations in testimony before House Small Business Subcommittee—10/7/68.
FCC Chairman Hyde urges broadcasters think ahead to channel abundance rather than to scarcity of channels—11/18/68.
Joint Technical Advisory Committee documents growing need for spectrum space—10/7/68.
Audience
Radio All-Dimension Audience Research (RADAR) study—9/25/67, 12/11/67, 1/15/68, 3/25/68, 4/29/68.
Radio actively involves most listeners, CBS study shows—11/13/67.
Middle-of-the-road programed stations have high-income audience—10/23/67.
FM study by ABC Radio highlights new listener data—4/1/68.
Nielsen estimates 56 million TV homes—as of Sept. 1—8/4/67, 10/9/67; viewing level averages 5 hours 52 minutes daily—10/9/68, 1/15/68, up to 6 hours 39 minutes daily—5/6/68, 6.9 hours daily for color TV homes and 5.9 hours in black-and-white homes—6/10/68.
Census Bureau doubles sample size for 1967 TV home count—7/10/67; Congressman questions forms—10/23/67; Census reports 94.1% of all U. S. homes had one or more TV receivers in June 1967—1/22/68.
ARB estimates set ownership including color, UHF and multiset homes—5/27/68; ARB releases county figures showing TV penetration up to 95%—9/16/68; ranks top-100 markets—9/23/68; emphasizes new dimension of TV audience in new market report service—10/14/68.
Farm radio stations penetration highest among high-income farmers—10/9/67.
Television's reach of adults documented by TVB—12/18/67.
WLIB New York study documents data on Negro community in greater New York area—2/5/68.
TV attracts upper-income adults at faster rate than lower-income adults, Brand Rating Index reports—9/2/68; finds middle-income groups acquiring color sets at greatest rate—9/9/68.
TV is studied as backdrop in ghetto home—9/2/68.
Middle and upper-income homes do most TV viewing, says Nielsen—9/9/68.
Gallup report for NAB shows radio plays big role in adult lives—10/21/68.
Census-taking is hit by a Congress worried over invasion of privacy—10/7/68.
PKL multiset TV ownership estimates report 30% of U. S. TV homes owning more than one receiver—11/4/68.
Awards
Emmys adopt new rules for news awards—9/18/67; British, French tap top International Emmys—4/22/68; CBS, NBC tie for Emmy collections—5/27/68; network newsmen up in arms over Emmy awards treatment—5/27/68; news will stay in Emmy lineup—6/24/68.
Emmy awards restructured—11/25/68; but a miffed ABC-TV threatens possible boycott—12/16/68.
Broadcasters Foundation gives eight "Mike" awards—1/8/68.
Lovell Thomas picked for NAB award—1/29/68.
Storer's WSPD Toledo, Ohio wins Broadcast Pioneers Mike award—1/22/68.



A nation watched over the shoulders of Coretta King and Rev. Ralph Abernathy as they mourned Rev. Dr. Martin Luther King, whose assassination touched off a spate of rioting in the nation's streets during tumultuous April 1968.

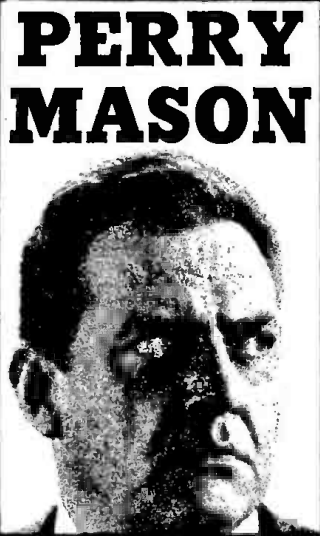


In June Senator Robert Kennedy was assassinated. And broadcasting, an eyewitness to the tragedy, provided four days of uninterrupted coverage of which the procession of the Kennedy funeral train from New York was a part.

2/26/68; Broadcast Pioneers Awards given at NAB—3/25/68.
 ABA adds Gavel award for crime-news coverage—1/29/68; Seven ABA awards won by broadcasters—7/15/68.
 Freedom Foundation honors radio-TV—2/26/68.
 Ohio State honors 39 in radio-TV—2/26/68.
 National ADDY awards—7/16/68.
 AP radio-TV group gives station awards—2/26/68; honors network news departments—3/18/68.
 IRTS plans Gold Medal awards banquet—3/4/68.
 International Broadcasting awards—3/18/68.
 International Advertising Film Festival—6/24/68.
 International Film and Television Festival of New York—10/30/67.
 Headliners Club awards—4/8/68.
 Jurors selected for duPont-Columbia awards—8/5/68.
 Major Armstrong awards—4/8/68.
 SIX announces award winners—4/15/68.
 Andy awards announced—4/15/68.
 Overseas Press Club awards—4/15/68.
 Networks in on 11 Peabody awards—4/29/68.
 CBS wins Sloan award for drivers test—5/20/68.
 American Television and Radio Commercial Festival (Clio awards)—5/27/68.
 FCC reprimands NBC on Hollywood Golden Globes awards procedures—5/6/68, and NBC drops them—5/20/68.
 AWRP's Golden Mike awards—9/30/68.
 Brotherhood, National Mass Media—10/21/68.
 Howard Blakeslee Heart awards—10/28/68.
 Broadcasters Promotion Association awards—11/18/68.
Broadcast Economics
 Computerized electronic accounting services to keep track of TV commercial proof-of-performance, billing, payment of talent—previewed by AAAA and ANA—9/11/67.
 9/18/67: Teleproof service described to agencies—9/18/67. International Digisonics signs Block Drug and Aurora Plastics—2/5/68, and Teleproof signs four other advertisers—4/22/68.
 CATV ad lab to be operated by Adtel Ltd.—10/16/67; Television Testing Inc. to market CATV testing service—10/23/67.
 Television code board proposes to limit consecutive sales messages—12/18/67; would ban TV advertising for mail-order sale of guns—12/18/67; time restriction proposal of four commercials in program interruption and three on station break approved by NAB TV board—1/29/68.
 NAB code board urges acceptance of personal-product advertising—5/27/68; guidelines by code authority for weight-control advertising—6/3/68; standards eased on personal products for trial period—9/23/68; code board lifts ban—12/9/68.
 Radio time standards: NAB's radio code board OKs revised set of time standards for single sponsored programs, rejects proposed amendment giving radio code "man-in-white" standard similar to TV's—1/29/68.
 NAB radio board approves tightened gun-sale advertising—6/24/68.
 TV's best customers detailed in TVB '67 report—4/29/68; product categories spending in '67—5/20/68.
 TV network billings up—1/29/68, 3/18/68, 4/8/68, 4/15/68, 4/29/68; network TV gets 85 new clients in 1967 representing \$32 million—2/12/68; drops slightly in January—2/12/68, but sales upturn apparent—2/19/68, 8/12/68, off in August—9/16/68, and in September—10/21/68; BAR gives increase as 2.46% in first nine months—11/4/68; network-TV billings on the rise again—11/18/68, 12/16/68.
 Profits of network TV and owned stations dip in 1967, according to FCC—4/15/68; FCC reports on top-11 markets—9/16/68, on top-50—10/7/68; top-50 network TV advertisers—10/23/67; buyers market in network—11/6/67; BAR chronicles who spent what in network TV in 1967—2/5/68; BAR reports network TV revenues for first six months '68 up 4%—7/8/68; virtual sell-out in network TV for fall season—7/29/68. Network billings up again—8/12/68.
 Daytime billings increase in first-half '68—7/22/68.
 Off-stated claim that TV networks discriminate against small advertisers by offering big discounts debunked by Dr. David M. Blank of CBS—3/18/68.
 ABC-TV President Elton Rule tells affiliates compensation appraisal expected—4/8/68; Pinkham of Bates suggests stations pay networks—5/6/68.
 Spot TV advertising equalled \$15.94 per family in 1966—9/11/67.
 TVB's "System of Spot" to make spot buying easier, less expensive—9/25/67; gets immediate support, opposition—10/2/67; new avails form to ease buying and compatible with "SOS"—1/15/68; "SOS" accepted by most station reps—2/5/68.
 Spot-TV appears brighter in 1968—1/15/68;

The New "WHAT'S MY LINE?"

4:30 to 5:00 P.M.



PERRY MASON



HAZEL

2

5:00
to
6:00 P.M.

HOURS

7:00
to
7:30 P.M.

... 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 K W

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

winds up year sluggish, up less than 1%—4/8/68; improvement in 1968—7/29/68. Follows upturn—4/22/68, 6/3/68, 9/23/68, 10/21/68, 11/11/68.

Spot-TV is media leader in 1968—10/7/68.

Best Foods considers isolated 30-second commercial as basic spot TV unit—10/30/67; NBC-TV considers 30-second spots—3/20/67, 12/11/67; CBS-TV's Dawson sees 30 as eventual basic unit—5/6/68; Bristol-Myers proposes "splintered" piggybacks of 30's divided into 15-second segments—12/18/67.

BAR files antitrust suit against LNA—10/16/67; BAR offers check on local cuts—2/12/68; BAR to issue quarterly spot-TV reports—10/21/68.

Radio has record year in 1966—12/25/67; may have first billion-dollar sales year in 1968—1/29/68; some of biggest U.S. advertisers rediscover radio, according to NBC Radio's Stephen B. Labunski—4/15/68.

Radio billings: spot and network drop slightly—2/26/68, but stage comeback—5/6/68, 8/5/68; BAR releases first quarterly network radio report—5/20/68; LNA reports network radio gain—9/2/68, as does BAR—11/4/68; spot radio's biggest year in sight—10/14/68.

Revenues of radio networks and owned stations down 2.9% in 1967, according to FCC—9/2/68.

New-math technique to compute spot radio's reach and frequency developed by West-Ingco Broadcasting—3/25/68.

NBC Radio introduces rate increases—2/5/68, 3/18/68; CBS Radio study reports radio networks' income in time and talent in 1967 over the \$60 million mark—7/22/68.

Top advertisers' testimonials for radio at RAB-ANA workshop—5/20/68.

Retail advertising becoming bigger factor in broadcasting; Department-store interest in TV—12/18/67; Sears steps up spot TV—12/25/67; F & R Lazarus department store commitment to broadcast advertising—1/8/67; retail store interest in broadcasting evident at Retail Advertising Conference—1/22/68; Dayton's of Minneapolis increases radio-TV budget—2/19/68; Sears names broadcast director—2/19/68; radio executives urged to sharpen efforts with retailing industry—10/2/67; RAB names director of retail services—3/4/68; HF-TV reports local retailers' growing interest in TV—4/15/68; retailers need broadcasting, says North Advertising's Gutman—4/29/68; Sears' first full network TV sponsorship buy—6/3/68; new firms help retailers into TV—6/24/68; CBS-owned TV's get retail specialists—7/1/68; Triangle procedures to provide stores with avails—7/8/68; TV cuts into newspaper department-store advertising—7/15/68; major retail manufacturers creating more dollars for spot radio and TV by keeping control on co-op and placing spots through their agencies with store-tag tails—7/22/68; Woolworth expands radio-TV markets—9/9/68, 10/28/68; Lazarus increases use of TV, radio—9/16/68; Retail Spot Syndicate holds seminar—9/30/68; TVB's Abrahams cites retail buying upswing by department stores with regional branches—10/21/68.

TVB issues hints to stores on increasing TV ads—10/21/68; Sears' official cites radio use—10/21/68; Radio-TV helps boost retail business during Detroit newspaper strike—1/4/68; Leland Davis of Kroger Co. says TV ignores food retailer, misses opportunity for untapped ad billings—11/18/68.

CBS reports on TV's pull for Chicago retailer—11/18/68; use of radio by the retailer—11/25/68; testimonials for TV by retailer users highlight TVB annual meeting—11/25/68.

Tempered optimism assessment for TV business in 1968—1/29/68.

Broadcast activities of airlines—4/15/68, 6/24/68; American—3/18/68, 9/23/68; Flying Tiger—1/29/68; United and other airline companies—3/25/68; Alberto Culver—9/23/68; AT&T—9/9/68, 9/23/68, 11/4/68; auto dealers—7/8/67; automobiles—9/9/68, 9/16/68, 10/28/68, Ford—9/11/67; Chrysler—9/4/67, 9/2/68; General Motors—9/18/67; banks—7/8/67, 11/11/68; Insurance, Liberty Mutual—9/18/67; soft drinks: Royal Crown Cola—10/16/67, 10/23/67; beverages: Mogen David—9/23/68; Canada Dry—9/30/68; Maxam—12/16/68; brokerage-Hartzman & Co.—10/21/68; pens: Waterman-Bic—2/12/68. Avis Rent a Car System—12/4/68; Hot Shoppes—12/25/67; North American Rockwell—8/26/68; Wool Bureau—1/29/68; cleansers, Colgate-Palmolive (Ajax)—9/30/68; foods, Royal Castle hamburger chain—9/23/68, American Dairy Association 10/7/68; home furnishings, West Point Pepperell's Cabin Crafts rugs and carpets—10/14/68; movies, Universal Pictures—10/7/68; Royal Typewriter—9/23/68; Random House—12/2/68; shoe manufacturer, Joseph Herman Shot—12/2/68; Singer Co.—9/23/68; toiletries (Rayette-Faberge)—9/16/68; toys and games (Selchow & Righter)—11/25/68; tourism—10/21/68; Texize Chemicals (Spray 'n' wash)—9/30/68.

Detroit auto advertising on radio-TV continues at high level—9/9/68.

LNA produces multimedia brand expenditure report by market—11/4/68.

See-saw TV-billing competition develops between NBC and CBS—9/23/68.

New products: broadcasting rates high in whetting consumer interest—11/11/68.

Five ways to rank TV markets (TELE-STATUS report)—12/2/68.

Broadcaster-Government Relations Attorney F. Lee Bailey supports TV coverage of courts—9/4/67.

Corinthian Broadcasting Corp. challenges IRS ruling on amortizing network affiliation—11/6/67.

A year in review of broadcaster issues—radio-TV hold their own in 1967—1/1/68, but big issues are being raised in Washington—1/29/68; cold wind in Washington: concentration of control of mass media is target—3/18/68.

Congress consideration of broadcast issues during year—12/18/67; station connections of 15 members of Congress—1/15/68.

Massachusetts supreme court finds racing ban unconstitutional—8/11/67.

New Orleans District Attorney Garrison critical of CBS and NBC in coverage of his investigation of J. F. Kennedy assassination—9/18/67, 12/25/67.

FTC continues probe of suspected misuse of ratings by stations in promotion, advertising—10/2/67.

Friends of President Johnson run newspaper advertisements for *Conversation with the President* program on the networks—12/25/67.

President Johnson expected to reactivate U. S. Administrative Conference—11/6/67; ombudsman concept of a people's advocate in government advanced—1/2/68; FCC Chairman Hyde and USIA Director Marks named to council for the conference—2/19/68; conference funds halved by House Appropriations Committee—4/8/69.

California Bill would tax commercial TV to encourage ET—4/15/68.

Zimmerman succeeds Turner in Justice Dept.'s antitrust spot—5/13/68, 5/27/68.

O'Connell of Office of Telecommunications Management tells Congress he does not recommend, for the present, a super-agency at cabinet level to supersede FCC—4/1/68; President's Task Force on Communications Policy will miss August deadline—4/22/68; hires Spindletop Research group—4/22/68; broadcasting may be minor element in report scheduled for fall—7/22/68.

Joint Technical Advisory Committee suggests drop-ins on fallow TV space—7/22/68.

President's task force staff recommends support of commercial structure and cable for program diversity, local origination—9/9/68.

Task force report urges super agency in communications, bigger federal presence in broadcasting and cable, with tighter regulars for both—12/16/68.

President's Commission on Violence to study mass media relationship—9/30/68, 10/7/68, hears conflicting views on influence of TV shows on the young—10/21/68, 11/11/68; commission subpoenas the networks for detailed information—12/16/68.

President Johnson is charged at SDX meeting with a passion for secrecy—11/25/68.

Presidential candidates go on record in favor of loosening federal regulation of broadcasting—10/7/68.

The outlook for FCC, government controls in Nixon administration—11/11/68; two Nixon aides have broadcast background—12/9/68; Nixon restructures duties of news secretary—11/18/68; broadcast angles in the Nixon Cabinet—12/16/68.

Columbia School of Journalism holds seminar on broad range of subjects, including government regulation, programing and legal aspects—10/7/68.

Freedom of the press is in danger from erosion and qualification, CBS's Stanton warns—11/25/68.

More challenges are ahead for TV and other mass media, Stanford professor Rivers says—10/14/68.

Broadcasters face obstacles in 91st Congress and in other governmental areas, NAB conference series points up—10/21/68.

TV stations receive tax break as tax court permits proportional write-offs of feature films—11/4/68.

U.S. Supreme Court backs noncommercial WHYY-TV Wilmington, Del., in tax fight—11/18/68.

Cigarette Advertising

Broadcasters beset by pressures of anti-smoking forces both within and outside government fight fairness doctrine applied to cigarette advertising; FCC will not reconsider fairness rule on cigarette advertising—9/4/67, 9/18/67; NBC files suit to void rule—9/4/67; Tobacco Institute requests free time to answer antismoking campaign spots—9/11/67; networks challenge FCC fairness rules—9/11/67.

NAB, WTRF-TV Wheeling, W. Va., file court appeal against ruling—9/18/67; John Banzhaf says FCC doesn't go far enough—9/18/67; doctrine attacked at RTNDA—9/18/67; NAB, WTRF-TV attack Banzhaf filing—9/25/67; CBS will intervene—9/25/67. FCC supports Banzhaf filing as proper—10/9/67, 11/20/67; Banzhaf wins round—12/4/67; briefs filed—3/4/68; 4/29/68; argument set—6/3/68.

Appellate court in Washington backs FCC fairness ruling—11/25/68.

NAB considers tightening cigarette advertising provisions in TV code—9/18/67; Code Authority asks FTC for stand on tar-and-nicotine ads—9/25/67; FTC answers that ads may quote tests—10/30/67, gets mixed reaction—12/4/67; Meyner eases health sections of Cigarette Advertising Code—12/25/67.

ASH, group to monitor radio-TV to insure antismoking spots, is formed by Banzhaf—3/4/68; files complaint with FTC against two public relations firms alleging they attempted to mislead public on health hazards of cigarette smoking—3/25/68; magazine articles in question receive attention of surgeon general—4/1/68; Banzhaf to file against major broadcast entities for failure to carry sufficient anti-smoking messages—4/29/68.

Banzhaf asks FCC to revoke license of WNBC-TV New York, charging insufficient number of antismoking messages—6/11/68, 7/29/68, 8/5/68, 8/19/68, 9/2/68; asks FCC to discipline several Time-Life Stations on cigarette issue—10/28/68.

Banzhaf lodges complaint with FCC against KRON-TV San Francisco, asking denial of license renewal—11/18/68, and against KNXT (TV) Los Angeles—11/25/68, new blast at KRON-TV—12/2/68.

U. S. Public Health subsidizes nine ETV's for antismoking programs—9/4/67; Tobacco Institute asks free time to answer antismoking campaign—9/11/67, 12/25/67; WQIZ St. George, S. C., airs "Smoke Up" spots—9/18/67; American Cancer Society prepares radio "aware" campaign—10/2/67, will shock through humor, via radio and TV—10/16/67; new ACS spots—6/10/68, 7/1/68, 9/16/68; has problem in recruiting talent—7/8/68; U. S. Public Health TV spots—5/13/68.

Major tobacco firm agrees to drop football TV sponsorship as Senators Magnuson and Kennedy plead for similar action by other five larger cigarette producers—1/29/68, P. Lorillard Co. identified as firm—2/12/68; Liggett & Myers to reduce professional football TV commitments by two-thirds—2/19/68.

Brown & Williamson permitted by FTC to use tar-nicotine figures—3/11/68.

FTC urges Congress to eliminate cigarette commercials; HEW urges that if ban is not imposed, death warnings and tar-nicotine ratings should be aired with every ad, big cigarette advertising billings would be affected—7/8/68; surgeon general's task force calls for stronger warnings in cigarette ads and on packages—8/26/68.

Strickman filter statements lead to threatened suit against NBC—1/8/68.

NBC-TV to insert one-minute antismoking announcements in four prime-time shows—7/22/68.

Broadcast Advertisers Reports monitors antismoking messages on TV stations, finds "compliance" close to FCC unofficial guidelines of one-for-three—10/2/67.

TVAR survey shows continued smoking decline—12/16/68.

Civil Rights

Time-Life Broadcast plans programing to create dialogue and close racial gap—2/12/68.

Minority-group unemployment practices of communications industry subject of federal commission hearing in New York—1/22/68; minority groups drop in TV appearances cited in Joint Equality Committee survey—2/5/68; New York Commission on Human Rights hears testimony of networks and advertising agencies on role of minorities in broadcasting and advertising—3/18/68; agencies charged with employe bias—5/6/68.

Kerner Report gives radio-TV good marks on riot coverage but contains some criticisms—3/4/68; RTNDA takes issue—3/11/68; FCC interested in following up report's charges of TV crews contributing to, or staging incidents—3/18/68.

TV-coverage discussions grow out of report of President's Commission on Civil Disorders (Kerner Report)—3/25/68.

Racial disorders pose questions of broadcasters' role—4/15/68; FCC Commissioner Johnson calls for broadcaster responsibility, citing Kerner Report provisions—4/22/68; media urged to let black community tell own story—4/29/68; Sheehan of ABC News declares TV did all it could



ABC's Leonard H. Goldenson and Elmer Lower



CBS's Dr. Frank Stanton and Richard Salant

Network executives present united front

The network presidents and news chiefs appeared before the President's Commission on the Causes and Prevention of Violence on Dec. 22, the day after television had been fingered as virtually responsible for the ills of American society—especially by FCC Commissioner Nicholas Johnson.

All made similar presentations: that violence is part of life and must not be excised from news programs; and that violence is inherent in drama, going back to the Bible and the "Iliad," for two examples. All explained the steps they had taken to reduce the amount of violence in television programs on their networks.

All stressed that research into the question of whether a casual relationship exists between violence on the TV screen and violence in the viewer has been stymied because no one has come up with the proper methodology. Nevertheless, all offered generous financial endowment for an unbiased, professional study of this issue.

During the all-day hearing by the violence commission, Mr. Goldenson bore the brunt of charges that TV's violence quotient had not changed substantially. Dr. Stanton was quizzed energetically on why there has been no industry research on the impact of TV violence on children. Mr. Goodman, coming up last, and late on the day before the pre-Christmas weekend, was questioned less vigorously.



NBC's Reuven Frank and Julian Goodman

to avoid riots—4/29/68; Washington TV stations balk at Justice Dept.'s subpoenas for film and tape taken of civil disorders—5/6/68; High marks given for radio-TV riot coverage—6/24/68.

Racism charge leveled against Chrysler-Plymouth and Young & Rubicam by Harry Belafonte during TV show taping—3/11/68.

Representative William F. Ryan (D-N. Y.) introduces bill to prohibit discrimination in broadcasters' employment practices—4/15/68.

Ethnic stations request code on minority group aspects of broadcasting—5/20/68.

Ford Foundation makes grants for minority-group training in the mass media—6/24/68.

Blacks demand greater coverage, protesting inadequate program attention by three radio stations in St. Louis and asking for FCC probe—7/1/68; FCC response: claims too general—7/8/68.

FCC policy statement says broadcasters face loss of license if they discriminate in employment—7/8/68, 9/9/68; NAB group discusses policy with FCC—8/12/68; NAACP says policy is too limited—9/16/68; hard rules urged by National Community Relations Advisory Council—9/30/68; Reactions continue, pro and con—10/14/68, 11/11/68, 11/18/68.

St. Louis Negro-oriented stations refuse demands of black nationalists for extensive air time—6/25/68, but KXLW Clayton, Mo., and KADI(FM) St. Louis to aid Negro businesses—7/15/68, and dynamite blast delays KXLW sign-on—7/29/68.

New York State broadcasters hold dialogue on ghetto life, civil rights and riot coverage—7/22/68.

WLIB radio series on ghetto and race-relations problems on 36 Negro-market stations—7/29/68.

Black broadcasters' role in U. S. and in radio-TV, theme for National Association of Television and Radio Announcers—8/19/68; militants seen as factor in NATRA meeting—8/26/68; NATRA wants Negro on FCC, other plans—10/21/68.

NET and *Black Journal* Negro production staff dispute settled with appointment of

Negro executive producer—8/26/68, 9/16/68; CPB makes grant to show—12/9/68.

TV is studied as backdrop in ghetto home—9/2/68.

AFTRA moves for equal employment in broadcasting and related fields—9/2/68.

President's Task Force on Communications Policy recommends pilot project for Watts section of Los Angeles—9/9/68.

Negroes complain they find it slow going on Madison Ave.—10/28/68.

It's good business to use minority-group talent in advertising, BBDO's Allgood notes—12/9/68.

Advertising can be used to help fight social and racial problems, TVE's Cash tells ANA—11/4/68.

Westinghouse Broadcasting schedules 65-part TV series on the American Negro—11/11/68.

Color Television

Portable color cameras: Norelco's prototype previewed—9/25/67, 10/23/67; RCA to show its portable—10/23/67; hand-held Ampex camera in use by ABC-TV—11/6/67; CBS Laboratories committed to make hand-held color camera for CBS News—11/20/67; all networks have portable color gear ready for political conventions—4/1/68.

Color TV homes hit 12.7 million 22.6% of U. S. TV homes on Oct. 6—11/13/67, 14.1 million, 25% of homes—2/26/68, 26%—5/20/68.

Color set sales move up—11/27/67, 1/1/68, 1/12/68, 2/26/68, 4/1/68; slip for first time—5/27/68; resume upward move—7/29/68, 11/4/68; drop—12/2/68.

Color film increase reported by SMPTE—1/1/68.

Color wins over TV advertising, according to Perspective '68—1/29/68.

ARF publishes Pennsylvania State University study pointing up color's attributes in commercials, and some unexpected effects—7/8/68.

Schwerin Research finds average color version of commercial scores higher than black-and-white counterpart—7/29/68.

U. S. Public Health Service check shows radiation still present in some shielded sets

—12/11/67; USPHS report on radiation released but interpretations of it keep issue hanging—3/18/68.

Brand Rating Index finds middle-income groups acquiring color sets at greatest rate—9/9/68.

Nielsen puts color ownership in U. S. at 30%—10/7/68, so does NBC—10/21/68.

Color uniformity receives top attention in IEEE Washington symposium—9/23/68.

Color standards topic at SMPTE technical conference—11/18/68.

RCA shows one-tube color camera—11/25/68.

GT&E seeks laser breakthrough in color TV—11/25/68.

Color capability: 85% of all TV stations can show color by tape or film, Reeves study shows—12/9/68.

Commercials

Corinthian study shows 30-second spots as effective as full minutes—10/23/67; Best Foods considers isolated 30-second commercials as its prime unit in spot TV—10/30/67; NBC affiliates and NBC-TV officials discuss moves to "split" 30-second commercials—12/11/67; Bristol-Myers proposes "splintered piggybacks" of 30's divided into 15-second segments—12/18/67; American Tobacco gets split-30 rights on NBC, with Dodge, has cross-exchange on CBS—12/25/67; Katz summarizes costs of 30-second commercial—2/19/68; American Tobacco pushes 30's in networking—3/4/68; no 30 unit buys on networks—3/11/68; CBS TV President Dawson sees 30's as TV standard—5/6/68; possibility of splintered piggybacks on networks worry reps—6/3/68; why not 40 seconds as basic commercial length asks Warwick & Legler's Meskil—6/3/68; NH&S report emphasizes role of 30-second commercials—7/11/68; TVB report finds 30-second commercials increasing—7/15/68, 8/12/68; Lysol offered 15-15 commercials—7/22/68.

ABC plans to lengthen some station breaks, shorten others—12/11/67, but affiliates balk—12/18/67, 12/25/67; all networks may be subjected to pressure from affiliates for longer station breaks—2/5/68.

Perspective



A showcase for your advertising message

A new team in the White House, ominous rumblings from Capitol Hill and proposals of far-reaching changes in broadcast and CATV matters by a presidential task force and the Federal Communications Commission make the beginning of 1969 a most critical time in radio-TV history.

Set in the frame of these events *Broadcasting's* eleventh annual Perspective issue, January 27, is of particular

importance.

Here, in one issue, will be a review of what the best minds in the business see for the future. The magazine's team of investigative reporters has talked to people at all levels—advertising, legislative, government, network, association, station—to produce well-rounded and authoritative facts and opinion on the months that lie ahead.

The basic economy continues sound, with both Television Bureau of Advertising and Radio Advertising Bureau predicting a good year. Advertiser and agency sources seem basically optimistic. *Broadcasting's* own estimate of radio and

TV time sales will be a part of the report.

While ominous clouds continue to hover on the Hill some observers predict more sound than action in the months ahead. Those close to the Nixon camp feel the new President will be more sympathetic to the problems of broadcasters than some of his predecessors.

With more and more broadcasters dipping a toe into CATV that industry faces a turbulent year. Its problems as well as its gains will be reviewed in detail in Perspective 1969.

A new circulation high of 40,000 copies of the January, 27 PERSPECTIVE will provide advertisers unlimited opportunities to get their sales messages across to all of the nation's important buyers, both nationally and regionally. As a reference source, PERSPECTIVE has become accepted by broadcasting's most prominent influentials as the most meaningful year-end wrap-up of events past, present and future in the broadcast field. Regular rates will apply for PERSPECTIVE '69. Deadline, January 20.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Clutter cleanup by eliminating station-break commercials and reducing number of messages proposed by leading rep—4/1/68.

Block Drug backs drive to establish precedent of TV station acceptance at one-minute rate of 60-second piggyback featuring products made by unrelated companies—2/12/68.

Clustering hurts recall, Canadian study shows—12/11/67.

Break in pricing of 30-second commercials as Blair Television sets level at 50% of minute rate—12/16/68, 12/23/68.

Radio commercials described in BROADCASTING include: Sahara Hotel—9/2/68; The Akron retail chain—6/24/68; Wool Bureau—10/28/68.

Television Commercials described in BROADCASTING include: Alpha-Portland Cement—10/14/68; autos: Plymouth Dealers Association of Southern California—2/26/68; Ford—3/25/68; American Motors—5/6/68; Saab—11/25/68; Toyota—10/7/68; Volkswagen—9/23/68; beers: Olympia Brewing—1/29/68; Erle Brewing (Koehler Beer)—4/8/68; Rheingold's—6/24/68; beverages: Fresca—9/11/68; Gold Seal Vineyards—11/11/68; Spur Malt Liquor—4/1/68; carpets—James Lees & Sons—1/29/68, 7/22/68; clothing: Dickies, slacks—2/19/68; Jantzen—4/15/68; Eastern Chemical Products (Kodel)—12/2/68; Fruit of the Loom—9/16/68; pets: Puppy Enterprises—5/20/68; Hartz Mountain—6/3/68; cat foods: Tabby—2/26/68; appliances: Westinghouse Electric Corp.—2/5/68; gasoline: Sinclair Refining—3/11/68; paints: O'Brien Paint—3/11/68; duPont Lucite—3/25/68; pharmaceutical: Pepto-Bismol—7/8/68; soaps: Procter & Gamble—5/6/68; Miracle White—7/29/68; toiletries: Supreme Beauty Products—9/30/68; Calgon Bath Oil Beads—1/1/68; utility: Indiana and Michigan Electric—8/5/68; foods: C and H sugar—4/15/68; Prince Macaroni—9/23/68; Swanson Products—6/17/68; Diamond Crystal Salt—6/17/68; Dean Ice Cream—7/8/68; Noreen—10/21/68; Reynolds Metals—1/12/68; Armstrong Cork Co.—3/25/68; Weather Wax liquid car wax—5/20/68; Wool Bureau—10/28/68; Schick Electric—11/4/68.

Nancy Sinatra files \$3.5-million suit in Los Angeles charging Goodyear Tire and Rubber and Young and Rubicam created TV commercial that deceived viewers in thinking she performed in it—3/25/68.

Code Authority issues warning on newtype openings in commercials—4/1/68.

Singing group, The Fifth Dimension, files \$3.5 million suit against TWA and FC&B for use of song in commercial—6/17/68.

Marplan Perception Laboratory reports eye-camera study showing it's first few seconds of a commercial's viewing that determines tune out—5/8/68.

Rating system for TV commercials announced by Daniel Starch and staff—7/1/68.

ANA-AAA clinics plan to demonstrate use of minority groups in TV commercials—7/8/68.

FCC questions radio station group's policy of proposing to exceed NAB's commercial time standards, deferring renewal applications of Roden group—7/29/68.

Hertz pulls "The Efficiency Expert" commercial after charges of German or "Nazi" connotations—1/1/68, 1/15/68.

West Coast Foodmaker Inc. (Jack-in-the-Box) runs into resistance of several stations and is gipped by code board because family in its commercial is nude—3/4/68.

FC&B fears TV policy on political ads and anti-smoking messages may open door to general increase of commercial time—8/19/68.

Ad men agree at 4A-ANA clinic that minority group performers in commercials must be used naturally and realistically—8/19/68.

Commercial costs: they can be controlled without cutting creativity—Leonard Koch of Norman, Craig & Kummel—3/25/68. It's a losing fight against commercial costs, according to agency experts before ANA—5/6/68, producers defend rise—7/8/68. Television magazine survey finds sharp increase in commercial costs—8/5/68; Warwick & Legler tries way to cut commercial costs—8/19/68.

Commercials alleged to stereotype Mexicans or Mexican-Americans hit by Mexican-American groups—9/23/68.

Projector strips replace storyboards—11/11/68.

Cable TV systems cited as testing ground for commercials—11/18/68.

TV commercial earnings for SAG members reach record level—11/25/68.

Number of commercials rated by networks as unacceptable appears to be on the increase—12/2/68.

Community Antenna Television

FCC asks for comments on CATV rules—9/11/68; FCC's right to regulate CATV in court—9/25/67; 10/16/67, 10/23/67; supporting briefs for FCC's contention filed with court—1/1/68; ARB data introduced—1/15/68; Supreme Court argument—2/5/68, 2/12/68; case heard—3/11/68; Supreme Court decision affirms FCC's authority to regulate CATV systems—6/17/68.

FCC votes to restrict San Diego CATV's in transmission of Los Angeles TV signals protecting UHF's—7/1/68; heads toward appeals court—7/8/68, 7/29/68; Southern California city officials ask FCC to soften restriction—7/29/68.

Eighth Circuit Court upholds FCC's CATV rules as reasonable and constitutional—8/12/68.

FCC upholds its San Diego decision—11/18/68, but Bartley and Wadsworth dissent.

Mission Cable asks FCC to hold hearing on KFMB-TV San Diego license renewal to clarify CATV restrictions in the area—11/25/68.

Waiver request from Syracuse, N. Y., system owned by broadcaster-publisher leads FCC to enlarge issues to include concentration of ownership—10/9/67; FCC examiner recommends denial—4/22/68; Toledo system importation of Detroit signals set for hearing—11/27/67; examiner recommends cease-and-desist order to Wilmar, Minn., system—10/9/67; FCC cease-and-desist order to West Virginia system—6/24/68.

More waivers are asked to excuse CATV systems from nonduplication rules; some are granted, some denied—1/1/68, 2/19/68, 3/18/68, 4/22/68, 4/29/68, 10/7/68.

Triangle protection plea turned down—11/13/67; Austin, Tex., dispute over waiver request—1/1/68; Dalton, Ga., system, whose waiver request is opposed by TV stations, gets right to examine confidential financial records—7/3/67, 11/6/67; Winona, Minn., system ordered to give protection to KAUS-TV Austin, Minn.—1/22/68.

New York systems told to stop releases of Canadian signals—12/4/67; court on West Coast stays FCC order to deny requests of three Montana CATV's for waivers—1/22/68; some CATV's ignore rules on nonduplication, FCC survey finds—1/22/68; FCC's task force to step up waiver requests—1/22/68.

FCC Commissioner Robert T. Bartley's plan would delegate to commission's CATV task force the power to waive top-100 rule—1/8/68.

Four northeast Texas systems in Shreveport, La., market set for consolidated hearing—7/1/68, 9/30/68; General Electric Cablevision permitted to import four San Francisco signals to its Merced, Calif., system—3/4/68.

FCC sets waiver request for hearing in its denial of proposal to bring distant signals into Cleveland suburbs—9/4/67, but football interests can't participate—9/11/67; court backs commission ruling that Wheeling, W. Va., system must carry local TV regardless of signal—3/18/68; Winchester, Ky., system found in violation of nonduplication rules—4/15/68, 7/15/68.

Broadcast Bureau would deny proposals for signal importation of three Cleveland area systems—10/7/68; FCC denies systems but says they can originate programming—11/11/68.

FCC proposes to modify policy on distant signals providing systems authorization to carry distant signal once it's authorized in their community—12/2/68.

Appeals court upholds FCC limitations on automatic hearings required in cases involving importation of distant signals—12/9/68.

Supreme Court confirms 1967 FCC decision refusing to waive nonduplication rule for Liberal, Kan., system—10/21/68.

FCC proposes rigid rules on CATV—12/16/68, Study by Colorado TV's questions effectiveness of FCC's rules protecting small-market stations—3/18/68, but FCC approves system—4/15/68, study on behalf of CATV made—5/13/68. FCC stays go-ahead for system in Colorado Springs—6/3/68, in court—7/8/68.

President's Task Force on Communications Policy views CATV as best answer for program diversity, more local originations but without change to existing commercial broadcasting—12/9/68.

FCC sets hearing on proposals for systems in Providence, R. I.—9/16/68; authorizes Long Island system to carry imported signals already authorized for carriage by other nearby systems—10/7/68; WKEF(TV) Dayton, Ohio, and Dayton system effect agreement on nonduplication—11/18/68.

Commissioner Robert E. Lee sees continued protection against UHF but not indefinitely in nongrowth areas—9/30/68.

FCC stance toughened on protection in Shenandoah proceeding—2/19/68, 2/26/68.

Commission moves to expedite waivers of CATV applicants by deferring cases in which systems have fewer than 500 subscribers—3/11/68; further expedition in reducing caseload—which FCC says it has trouble keeping up with—9/11/67; by adopting new pleading standard—4/8/68; permits hearing examiner option of ending

show-cause proceedings—4/22/68.

Mass. consumer counsel proposes freeze on franchises—2/5/68; proposes restrictive legislation—4/22/68, 6/3/68; CT&E gets green light for cable operations in Michigan—10/2/67; Trenton, N. J. city council gets CATV preview—10/9/67; Syracuse, N. Y., proceeding on applications for systems rankles FCC Commissioner Loevinger—10/9/67; Jefferson City, Mo., grant to International Telemeter raises protest—11/6/67; Connecticut Public Utilities Commission awards CATV franchises—3/27/67, 4/24/67, 5/22/67, 12/11/67; Lansing, Mich., city council awards franchises to three applicants but they'll only get pole attachment privileges—3/25/68; Genco Inc. gets franchise for Albuquerque, N. M., system—7/15/67.

FCC orders cease-and-desist of Twin Cities Cable system in Fulton, Tenn., pending hearing of stations public-service challenge—1/15/68, disputants reach agreement—2/19/68, order voided—3/25/68.

Injunction delays Winston-Salem, N. C., system grant—1/22/68; franchise in Duval county, Fla., sought by several—7/16/68; Cleveland Area TV closes system temporarily, citing restraint under top-100 market rule on signal importation—8/15/68; to prod FCC action on its petition to import WNEW-TV New York signal—8/26/68; commission petitioned by 15 CATV's for hearing on New York City signal importation proposal—8/12/68.

Two Philadelphia UHF's seek relief from overlap proposals of 24-channel Levittown, Pa., system that would carry signals of New York City independents—2/5/68. Levittown system argues threat to UHF was "minute"—2/19/68; Philadelphia UHF broadcasters receive consolidated hearing on 24 waiver requests by CATV's to import distant signals—3/18/68; 4/22/68, 9/2/68; initial decision orders carriage of Philadelphia U signals curtailed in Hazleton and Wilkes-Barre, Pa.—11/11/68.

FCC vetoes requests for tests of CATV's impact on UHF such as those proposed for Philadelphia or Goshen, Ind.—1/15/68, 1/29/68, but CATV test plan resurfaces at FCC—2/12/68.

FCC hearing examiner recommends system be extended in Buffalo, N. Y., area under certain conditions but UHF applicants object—1/15/68, 3/18/68; CATV's win round at FCC in Lexington, Ky., dispute—3/25/68; FCC permits Jackson TV cable in Michigan to inspect confidential financial reports of WLIX-TV Onondaga, Mich., with which it is involved in hearing—1/29/68, similar review permitted six months earlier in Dalton, Ga., case—7/3/67; hearing examiner proposes carrier serving five systems in Cumberland, Md., be granted modification and license renewal—12/9/68.

New York cable activity: mayor names committee to evaluate city's CATV status—7/31/67; Alphamatic News offers CATV display service—11/20/67; New York City renews three franchises—11/27/67; Telemetric prepares early start of cableless system—5/20/68; Telemetric files for cableless CATV with FCC covering New York City and rural areas near Farmington, N. M., and Eugene, Ore.—10/21/68; Sterling Information Services asks FCC for delay—11/18/68, Manhattan Cable gets contract with Metropolitan Life to service apartments—5/20/68; FCC considers conditional OK for cableless CATV in New York—5/20/68; Manhattan Cable will originate movies—7/1/68; eight companies file in New York for CATV franchises—7/8/68; Jefferson-Carolina bid for system in borough of Queens—7/29/68; origination debated before New York City's Board of Estimates—8/26/68.

In New York, film groups ask halt to CATV origination—9/16/68, 9/23/68. FCC shows interest—10/21/68, board of estimates postpones decision on origination—10/28/68, 11/11/68, 12/9/68.

Pennsylvania judge rules that phone companies must obtain FCC certificate before leaseback agreements with systems are signed—10/9/67; NCTA and AT&T discuss pole rates, programs—4/29/68, they agree on settlement of origination restrictions—10/7/68; Oregon PUC rejects telephone leasebacks—6/3/68; New York court rules system with underground phone wires doesn't need city franchise—4/22/68, 10/28/68; question of whether phone companies must have FCC approval before building channel facilities to serve CATV argued before the commission—2/26/68, 3/4/68; FCC decides they must seek commission approval—7/1/68; appeal—7/22/68, 7/29/68, and FCC issues partial stay of its order—8/5/68.

FCC's Schildhause urges entry into CATV of small independent phone companies—9/9/68; commission sets leaseback arrangement policy of phone companies with sys-

tems—12/2/68.
 CATV delivers newspaper by wire in Placer-ville, Calif.—6/24/68.
 CBS says it has CATV interests but with-holds comment on Representative John Dingell's (D-Mich.) assertion that network has set aside \$20 million for acquisition of cable systems—2/19/68; looks for new systems—12/23/68.
 Rochester, Minn., system blasts TV station in on-the-wire editorial—10/16/67; CATV's complain to FCC of excessive editorializing against cable TV by Springfield (Mass.) Television—2/26/68. Springfield replies—3/11/68.
 American Television Relay revises its plan for microwave system to relay signals, would drop some applications—12/4/67; station objections dismissed by FCC—1/29/68; FCC order limits use of micro-wave for CATV originated program trans-mission—2/19/68; delay on comments asked by NAB—3/11/68; order opposed by microwaves—3/25/68; Staying petition filed—8/12/68; CATV task force extends time for more CATV comment—8/19/68.
 Programming Corp. of America offers feature films to CATV—10/16/67; Telemation Pro-gram Service to supply systems with fea-ture films, syndicated shows, sports spe-cialty programs—2/12/68; mail query by NCTA finds 52% of respondent systems originate programming; time and weather predominant—3/11/68; FCC indicates CATV

ABC presents proposals on CATV, urges Congress to hold back acting on copyright until FCC revises policy—11/4/68.
Conventions
 Major meetings of organizations, associations and unions directly or indirectly connected with broadcasting, as reported between Sept. 1, 1967, and Aug. 31, 1968.
 ABC Radio Affiliates—9/4/67; ABC-TV Af-filiates—11/13/67, 4/29/68; Advertising Re-search Foundation—10/21/68; All-Channel Television Society (ACTS)—3/25/68; Amer-ican Advertising Federation—1/22/68, 2/12/68, 7/8/68, 7/15/68; American Association of Advertising Agencies—4/29/68, 10/7/68, 10/14/68, 10/28/68, 11/18/68; American Bar Association House of Delegates—2/26/68; American Society of Composers, Authors and Publishers—10/2/67; American Women in Radio & Television—4/29/68, 5/13/68; As-sociated Press Radio-Television Association—9/25/67; Association of National Adver-tisers—2/26/68, 5/6/68, 11/4/68.
Broadcasters Promotion Association—11/25/68; CBS Radio Affiliates—9/30/68; CBS-TV Affiliates Association Board—11/25/68; Center of American Living—9/23/68; Electronic In-dustries Association—6/10/68; Federal Communications Bar Association—4/29/68; Georgia Radio & Television Institute—1/29/68; Bill Davin Radio Program Confer-ence—12/16/68; Institute of Broadcasting Financial Management—9/23/68; Intercol-

v. Fortnightly Corp., CATV's landmark copyright case—9/18/67; court will review—12/11/67; solicitor general would delay—12/18/67, but denied—12/25/67; Fort-nightly brief—1/22/68; NCTA filing—1/29/68; argument—3/18/68; Supreme Court de-cision; exempts CATV's from copyright liability—6/24/68; United Artists petitions for rehearing—8/5/68.
 NCTA circulates cable TV arguments on copyright among members of Congress—1/15/68; retains legal help amid specula-tion that terms may be made—1/29/68; NAB and NCTA set meeting on CATV copyright issue—2/12/68; copyright issue simmers at NCTA legal seminars—9/16/68.
 Georgia Association of Broadcasters objects to terms of ASCAP-All Industry Radio Station Music License Committee agree-ment—9/25/67; meets with ASCAP—12/11/67, asks backing of other stations—4/1/68; Georgia Stations ask court to set "rea-sonable fee" for ASCAP music they use—9/30/68.
 Washington state broadcaster appeal of lower court decision on payments to ASCAP loses in U. S. Supreme Court—1/22/68.
 As ASCAP has record year in licensing revenues—3/4/68, hope remains alive for settlement of over six years of litigation between ASCAP and the All-Industry TV Stations Music License Committee—3/11/68, 6/1/68, 6/17/68, 8/10/68; historic agree-



ABC's Leonard Goldenson (l) and ITT's Harold Geneen shared a happier moment in 1966 over their proposed merger. But January 1968 brought an end to the abortive union as Justice Department opposition and a protracted court date caused ITT to withdraw.



Proposed \$300-million deal that would find Metromedia absorbed by giant Transamerica Corp., seemed headed for same troubles as ill-fated ABC-ITT merger. Yet, for the moment, Transamerica's John Beckett (l) and Metromedia's John Kluge were all smiles over pact.

may engage in program origination—7/1/68, 7/8/68.
 Greensboro system originates locally sponsored programs, hints of general proceeding as FCC dismisses UHF station protests—9/2/68; Firestone urges opposition to FCC Greensboro okay—9/9/68.
 ABC asks FCC to ban CATV origination of commercials and mass-appeal shows—9/23/68.
 Court says Colorado Springs systems cannot originate programs until litigation is completed—11/18/68.
 Association of Maximum Service Telecasters supports FCC contention that it may limit or prohibit CATV originations—11/25/68.
 FCC Commissioner Johnson disapproves of his performance in NCTA promotional film, thought it was to be "serious study," seeks deletion of his sequences—2/12/68.
 CATV optimism prevails at NCTA convention—6/24/68.
 In copyright issue, NAB and AMST favor exemptions for CATV—9/4/67; but SAG doesn't—9/11/67; film producers petition FCC for single proceeding—9/4/67; Ad hoc broadcaster-CATV committee tries to solve copyright differences—10/30/67; 12/11/67; 12/18/67; NAB and NCTA hold formal talks on copyright issue—3/11/68; 5/13/68; (also see references under Copyright, up to Supreme Court exemption of CATV's from copyright liability—6/24/68).
 Television translator rules clarified—8/7/67; stations favor them—10/30/67.
 FCC affirms policy of major-market CATV initial decisions—8/5/68.
 FCC commissioners, accompanied by six experts in communications, discuss CATV problems at Belmont, Md., "retreat"—11/11/68.

legiate Broadcasting System—3/25/68, 4/8/68; National Academy of Television Arts & Sciences—9/30/68.
**National Association of Broadcasters: national convention—2/5/68, 2/12/68, 2/19/68, 2/26/68, 3/4/68, 3/18/68, 3/25/68, 4/1/68, 4/8/68; state president's conference—3/4/68; board meetings—1/22/68, 1/29/68, 2/5/68, 6/17/68, 6/24/68; fall conferences—9/30/68, 10/14/68, 10/28/68, 11/18/68, 11/25/68. National Association of Educational Broadcasters—1/25/68; educational TV stations division—4/15/68; National Association of Farm Directors (Broadcasters)—12/4/67; National Association of FM Broadcasters—2/26/68, 3/18/68, 3/25/68; National Association of Television & Radio Announcers—8/12/68, 8/19/68, 8/26/68; National Broadcast Editorial Conference—11/25/68; National Cable Television Association—5/6/68, 6/24/68, 7/1/68, 7/8/68; National Educational Television Affiliates—4/29/68; National Religious Broadcasters—1/29/68; NBC Radio Affiliates—10/28/68; NBC-TV Affiliates—2/19/68, 3/25/68, 4/1/68; New Jersey Association of Broadcasters—10/7/68; New York State Broadcasters Association—7/22/68.
**Radio Advertising Bureau—9/16/68; Radio Television News Directors Association—7/8/68, 8/15/68, 11/25/68; Retail Advertising Conference—1/22/68; Sigma Delta Chi—11/25/68; Society of Motion Picture and Television Engineers—5/13/68, 11/18/68.
 Television Bureau of Advertising—11/25/68, sales meetings—3/18/68; Television Stations Inc.—10/21/68; Western Radio and Television Association—2/26/68.
Copyright
 In the CATV area, Fortnightly seeks U. S. Supreme Court review of United Artists****

ment struck on royalties, the 10-year contract to use 1964-65 net revenues as base—8/26/68.
 ASCAP plans to diversify—11/4/68.
 Legislation to extend for one year copyrights expiring at end of 1967—10/7/67, cleared by Congress—11/13/67; higher copyright fees seen as threat to broad-casters in pending legislation—1/8/68, 1/15/68, 3/25/68; copyright office cannot pry loose major copyright-revision bill from committee—4/22/68, while McClellan voices desire for copyright revision efforts to continue—6/3/68; bill extending copy-right renewals for one year sent to Pres-ident for signature—7/22/68.
 Position papers give broadcasters' and cable-TV operators' views via Senate Copyright Subcommittee—11/4/68, 11/11/68.
 SESAC sued for antitrust by six radio sta-tions, asking \$15 million in treble damages—10/16/67.
 Rhode Island claimant to the Paladin TV character loses litigation against CBS and others as U. S. Supreme Court declines review of lower-court ruling—12/18/67.
 BMI elects Edward H. Cramer as new pres-ident succeeding Robert B. Sour—2/19/68.
 Georgia bill would require written lyrics with records plus name and address of copyright owner and of licensing organiza-tion—1/22/68; Representative John D. Dingell (D-Mich.) introduces measure call-ing for printed lyrics to go with music records—7/8/68.
 BMI-All-Industry Radio Stations Music Li-cense Committee begin negotiations for new contracts governing radio stations' use of BMI catalogue—9/9/68; extends music licenses—9/16/68, negotiations break

down—9/23/68, but they'll start again—10/21/68, 11/4/68. Negotiations move into final stage—11/25/68; new five-year license terms agreed upon by BMI and radio stations would increase music-use rate for most stations—12/2/68, 12/9/68.

Canadian record companies push bid to collect royalties from broadcasters there—9/23/68, 12/16/68.

Editorializing

Gordon McLendon's radio stations broadcast editorials calling for "defeat" of Lyndon B. Johnson—3/25/68.

FCC reprimands WJIM-TV Lansing, Mich., for failure to disclose financial interest in matter on which station editorialized—7/29/68.

Editorials figure in WDSU-AM-TV New Orleans fairness doctrine case—9/30/68.

FCC finds KWVL-TV Waterloo, Iowa, did not violate fairness in its editorial support of low-rent housing project—11/25/68.

NAB study reveals widespread public acceptance to broadcast editorials—11/25/68.

Educational Broadcasting

Finances: Maryland ETV budget cut \$1.7 million—1/15/68; Dean Barrett speaks on ETV finances—1/15/68; Rep. Ottinger says pay TV is better for ETV than Corp. for Public Broadcasting—2/5/68; House Commerce Committee gets resolution to direct FCC study of commercial broadcasters' support of ETV—2/12/68; Stations urged to document needs for finances to get CPB funds—2/19/68; California bill would tax commercial TV for ETV—4/15/68; HEW appropriations for ETV cut \$8.5 million—7/1/68; AT&T reveals lower rates for ETV—8/26/68.

Carnegie gives \$250,000 to EEN—1/29/68, reveals programs planned with grant—2/12/68; Ford Foundation gives \$6 million to NET—11/13/67, invests \$22.7 million in ETV—2/19/68, expands and diversifies fund program—4/8/68, grant for high school course on racial conflict—5/13/68, gives \$5 million under Project for New Television Programming—6/17/68, aids minority groups in journalism careers—6/24/68.

National Endowment for the Arts grants—2/12/68, assists nine in arts programs—4/29/68; National Endowment for the Humanities grants WNDT(TV) \$195,000—4/29/68; Congress clears appropriation authorization for both—6/17/68; funds from foundations finance series of "non-programs"—11/11/68.

Corp. for Public Broadcasting: CPB is called unneeded, inefficient by economics professor—1/8/68, President may only ask for \$4 million—1/22/68, Barrett, Coase debate CPB funding—1/22/68, educators disappointed with President's request—2/5/68, Benjamin, Valenti named to board—2/19/68, Frank Pace named chairman, directors added, NCCPTV and NABE urge full funding—2/19/68, White House ardor dampened—2/26/68, board hearing in Senate scheduled—3/4/68, CPB financing out for 1968—3/11/68, Senate approves directors—3/18/68, Senate hearing called on financing—3/25/68, busy opening day, receives \$1 million from CBS—4/1/68, schedules first meeting—4/15/68, Place calls for funds for local stations—4/29/68, FCC calls interconnection meeting under CPB provisions—5/13/68, ETV leaders testify on need for low rates—6/3/68, call second interconnection meeting—7/7/68, ETV groups prepare interconnection on study for AT&T—7/22/68, CPB asks AT&T for top interconnection at low costs—7/29/68, President requests full \$9 million for CPB—5/27/68, speculation on President's selections—6/3/68, CPB board takes no action in second meeting—6/3/68, NABE and CPB file written pleas for money with Senate Appropriations Subcommittee—7/1/68, Stewart, Carlisle hired—7/1/68; Democratic platform committee hears appeal for plank supporting CPB—8/26/68; Senate ok's \$6-million fund appropriation for CPB—9/9/68, CPB to formulate future at session in New York—12/2/68, finances & TV coverage of Nixon Cabinet show—12/16/68.

National Citizens Committee for Public Television—12/4/67, adds seven to board—1/8/68, first full meeting set—1/8/68, plans citizens' white paper—1/15/68, Hoving to speak on membership—3/11/68, state of industry report—7/22/68, Hoving spawns controversy with charge AT&T and commercial networks are "in collusion" on interconnection negotiations, board members restless—10/7/68, 10/14/68; Hoving asks for broadcaster list of ETV contributions—10/21/68, commercial networks' political coverage also becomes issue—10/28/68, 11/4/68, new name is National Citizens Committee for Broadcasting—10/28/68, opens Washington office—11/18/68.

National Educational Television Network: feeds Svetlana Alliluyeva (Stalin's daughter) interview to 80 stations—9/11/67, NET-EEN network plans—9/25/67, Plans for State of the Union address 1/15/68, 1/22/68, Children's television workshops formed—



The morning after he told the stunned nation of his retirement, President Johnson delivered major address to delegates at National Association of Broadcasters convention in Chicago. At

far right is NAB's distinguished award recipient for the year veteran newscaster Lowell Thomas, and to his right the association president Vincent Wasilewski.

3/25/68, PBL and NET work together in political shows—4/15/68, plans Negro series *Black Journal*—4/22/68, starts June 12—6/3/68, staff resigns in dispute over production control, settled with appointment of black producer—8/26/68.

Public Broadcast Laboratory: PBL launched, gets mixed reaction—11/13/67, second PBL program picks up stations—11/20/67, editorial board's power under review—11/27/67, audience response "favorable" to first four PBL shows—12/4/67, shakedown in "desk system"—12/19/67, Barrett quits as editorial policy board chairman—4/29/68, Westin, PBL futures unsettled—5/27/68, Friendly considered for top post—6/3/68, set for second year, organization still up in air—6/3/68, Bohlen moves up in reorganization—6/24/68, to reduce length of program—8/12/68, Nebraska ETV network starts—11/6/67; ARB begins rating ETV stations—1/29/68; St. Louis ETV loses construction permit—3/11/68, clarifies record—4/8/68; House Subcommittee asked to study ETV interconnection—3/11/68; Fargo, N. D., ETV aids commercial station—3/18/68; ETV interests fail to buy KTLA(TV) Los Angeles—3/25/68; Yale seeks noncommercial UHF—4/29/68, Hilliard compliments commercial TV's contributions in ETV development—7/1/68; FCC Commission Robert E. Lee offers suggestions on ETV news—1/29/68; Stanton urges ETV to join equal-time fight—4/29/68; ETV needs special audience format—5/27/67; teachers' program guides offered—2/12/68; PBL sets second season—9/16/68, modifies program advisory committee—10/7/68.

Increased power sought for educational FM's—3/25/68; Educational radio network proposed at Ford Foundation—6/17/68; National Educational Radio gets \$20,000 from National Home Library—7/15/68.

FCC proposes rule to require interconnection service to ETV as first step to reducing costs—9/16/68; AT&T presents CPB formula for reduced-rate service in prime time five nights a week during six-month trial run—10/14/68; Ford Foundation and ETV broadcasters ask FCC for hard rule on interconnection reports by common carriers—10/21/68; CPB would put up \$500,000, Ford \$250,000 for underwriting interconnection costs as AT&T approves lower rates for ETV—11/11/68, 11/25/68, trial run—12/9/68.

Kentucky 12-station ETV network starts—9/30/68.

Equipment & Engineering

Senate ends hearing on color-TV radiation scare—9/4/67; House probe continues—9/4/67, 10/2/67; Passes House Subcommittee—3/11/68; clears House—3/25/68; Color set radiation leakage to be checked by General Electric—11/20/67; U.S. Public Health Service check shows radiation still present in some shielded sets—12/11/67; 12/18/67; PHS scrutinizes data from radiation tests—1/22/68; PHS X-ray hearing gets preliminary results—2/5/68; interpretation of PHS report on color-TV sets keeps X-ray problem hanging—3/25/68; X-radiation study reveals brand names—4/8/68; Set makers keep calm on X-rays—4/8/68; X-radiation discussed in Washington meeting—4/1/68.

Electronic (radios TV's) Imports increase

3/25/68, 4/15/68, 5/13/68; set sales ahead—5/29/68; color sales slip—5/27/67; imports down—6/10/68, then up—12/16/68. TV set sales jump 450,000 in first six months of 1968—10/21/68, up 7.8% for first eight months of year—10/28/68, color sets move to fore—11/4/68, sales slip, but auto radios up—12/2/68.

Norelco's prototype color camera previewed—9/25/67, 10/23/67; RCA to show its portable—11/23/67; 2/25/68; hand-held Ampex camera in use by ABC-TV—11/6/67; and by Videotape Center, Tele-Tape Productions—2/19/68; Visual Electronics promises color camera for next fall—1/15/68; GE introduces new color camera—3/25/68, 4/1/68; Philips engineers reveal color minicamera—4/1/68; Networks portable gear readied for conventions—4/1/68; CBS Labs gives details on Minicam TV camera—4/22/68; runs well in Derby test—5/13/68; Philips gets manufacturing & marketing rights—8/19/68; IVC introduces broadcast color camera—6/17/68.

CBS Labs introduces low-cost, EVR cartridge video recording playback system—8/28/67, which has adaptations for broadcast—10/23/67, 12/4/67, and perhaps for home movies—11/20/67, will be ready for delivery next year—4/8/68, Eastman Kodak comes up with new 8mm color film—9/23/68, CBS/Comtec Group makes initial move toward getting BEVR on market—10/7/68, CBS shows EVR publicity, unit to be made by Motorola—12/16/68.

WNAC-TV Boston tests new optical color process of creating color images from black-and-white film—12/16/68.

CBS Labs loudness controller marketed—9/25/67.

CBS Labs develops holographic technique to produce 3-D color images—11/27/67; develops device to enhance TV image—4/1/68; develops video transmission and reception system—7/1/68.

FCC inaction on CBS Labs' HomeAlert system criticized—3/11/68.

FCC proposes change for class-IV applicants—5/6/68; proposes new remote control system—1/20/67; eases rules on translators—6/10/68.

FCC to consider final action on rulemaking to establish new home for microwaves serving CATV—1/22/68; action bars microwave use to carry CATV-originated programs—2/19/68; NAB asks for delay on CARS comments—3/11/68; microwave common carriers hit CARS ruling—3/25/68.

Engineers hear radio-TV technical advances at BEC conference—3/25/68; IEEE parley stresses miniaturization of gear—3/25/68; a dazzling array of hardware shown at NAB convention—4/8/68; special report on equipment '68—4/15/68; equipment shown at NCTA exhibit—6/24/68; 7/8/68.

Breakthrough for three-dimensional TV seen at U. of Michigan—10/26/68; breakthrough seen for space technology, microminiaturization of electronic circuitry and quantum electronics—1/22/68.

Laser TV produced by RCA from Eros satellite—10/16/67; off air hook-up for CATV subscribers shown, using quasi-lasers—4/22/68; EIA sets up laser subdivision—12/4/67; GT&E seeks laser breakthrough in color—11/25/68.

Three-city test set for new alert system—10/23/67; most emergency broadcast

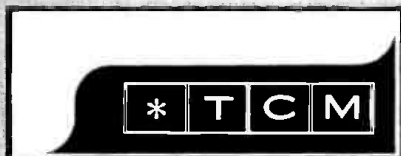
receivers flub in first test—2/5/68; is EBS on way out?—5/13/68.
RCA elects Robert Sarnoff president—11/6/67; realigns major divisions—11/13/67; plans style changes to modernize image of all corporate divisions; corporate symbol retires after 46 years—1/22/68; Gen. Sarnoff's career reflected in new book—3/25/68; creates broadcast systems dept.—4/8/68; makes changes in technical setup—8/19/68; introduces five megawatt antenna—2/26/68; says liquid crystals key to mini-TV sets—6/3/68; shows one-tube color-TV camera—11/25/68.
RCA agrees in principle to acquire St. Regis Paper—10/14/68.
FCC has its own antenna farm—11/20/67; AMST asks FCC review of Twin Cities antenna farm site—12/18/67; FCC allows WDBO-TV Orlando, Fla., to change antenna site and increase antenna height—1/29/68; FCC turns down N.D. antenna farm—5/6/68.
Minneapolis-St. Paul TV's in FCC initial decision win tower relocation in compromise between air safety and FCC spacing rules—10/21/68; review board conditionally approves antenna-farm site—11/25/68.
FTC rejects fixed service rates—1/15/68, but National Alliance of TV and Electronic Service Associations wants FTC rate guidelines—1/29/68.
Phillips Broadcast Equipment Corp. takes over sales & service of Norelco—1/15/68; plans new facility—2/19/68.
Advisory Task Force on Telecommunications suggests holdup on World Trade Center—1/15/68; Trade Center threat to viewing in N.Y. ghettos—6/3/68; translators may solve problem—7/8/68; RCA gets contract for \$1.3 million Chicago TV tower project—7/29/68; court clears path for seven-station Washington TV tower—1/15/68; but plan faces new treat in Md. legislature—3/4/68; Md. legislature hits D.C. antenna proposal—3/25/68.
Tape production services to be offered on both coasts under arrangement between Lewron Television and Hollywood Video Tape Center—2/5/68; Arvin shows new home color video-tape recorder—2/19/68; 3M introduces Electography—3/11/68; new system puts color in B&W commercials—5/13/68; points in favor of 16mm use

brought out—8/12/68; new Madison Square Garden's design doesn't solve all color-TV problems—4/15/68.
Sylvania claims new TV picture tube is brightest yet—3/4/68; lamp tested by CES-TV—5/6/68.
Sony demonstrates Triniton TV tube—4/22/68; to market sets—5/27/68.
GE-Japanese sign color-TV camera license agreement—9/16/68.
Amipex and **Sony** settle patent litigation—11/18/68.
ACTS gets cold shoulder from manufacturers and takes its case to FCC—3/11/68; Comm. Lee tries again to bring together set manufacturers and ACTS—3/18/68; UHF tuners hit blank wall as battle continues for UHF tuning—4/8/68; ACTS loses ground with set manufacturers and NAB—7/1/68; seeks to promote quality UHF tuners—8/26/68.
Oak Manufacturing reveals one knob-all channel tuner—3/25/68.
Representative O'Konski introduces AM-FM all-or-nothing bill in House; similar bill introduced in Senate by Senator Moss—6/17/68.
Committee on telecommunications to advise President's task force—5/6/68.
UMC demonstrates new facsimile transmitter—8/12/68.
Mobile units are big business—9/2/68.
NAB fights field-strength standards—11/11/68.
Westinghouse drops portable TV's—12/2/68, 12/9/68.
Ex Parte
 Since 1958, when ex parte (off-the-record) contacts between applicants for broadcast licenses and individual FCC commissioners were suspected to have influenced votes on those grants their validity has been argued before FCC and in court. From Sept. 1, 1967—Dec. 31, 1968, BROADCASTING reported:
FCC rejected charges that AMST representatives violated ex parte rules—9/11/67, 11/13/67, but Multivision Northwest, a CATV system owner, took issue to court—9/18/68. Jacksonville, Fla., ch. 12 hearing enlarged to include anticompetitive practices complaint—5/27/68, 6/3/68.
Federal appellate court says FCC erred in interim grants for Orlando and Jacksonville, Fla., remands cases back to FCC

—9/9/68, FCC seeks proposals from those involved in case for interim operation pending selection of permanent licensees—9/23/68.
Wometco, party in Jacksonville dispute, says FCC ought to pursue TV-station license status of ABC—11/11/68.
Federal Communications Commission
 The doctrine of fairness as imposed by FCC continued as an overriding issue.
Ohio stations deny union complaint of unfairness—9/4/67. FCC renews Ohio outlets, unions lose out—12/2/68.
Senator Gordon Allott (R-Colo.) would introduce legislation to revise fairness doctrine—2/5/68; fairness decisions issued involving WHN New York and DuBois Clubs, KUHT Houston and John Birch Society, California stations and Democrats, WMDN Midland, Mich., and personal-attack issue—2/5/68; FCC asked to apply doctrine to auto advertising—9/23/68; Chairman Hyde clarifies FCC's role in fairness—9/23/68; editorializing figures in WDSU-AM-TV New Orleans fairness case—9/30/68, in editorializing by KWVL-TV Waterloo, Iowa, station is absolved from fairness—11/25/68; California citizens group cites fairness in contesting license renewal of KEWQ Paradise, Calif.—12/2/68.
Fairness doctrine (personal attack) is central issue in renewal hearing of WXUR Media, Pa.—9/18/67, 9/25/67, 10/8/67, 10/23/67, 11/6/67, 11/13/67, 11/20/67, 12/11/67, 12/18/67, 2/12/68; Broadcast Bureau recommends license renewal be denied—9/9/68, 10/28/68, but hearing examiner favors renewal—12/16/68.
WGCB Red Lion, Pa., takes fight challenging doctrine to U. S. Supreme Court—9/11/67, 9/18/67; delay requested—10/16/67; but court agrees to review—12/11/67; RTNDA and networks seek friend-of-court status—12/18/67, request court to take case—1/8/68, 1/15/68, 3/4/68. Commissioners Loevinger and Johnson clash on personal attack rules—3/25/68. Reverend John Norris, owner of Red Lion stations, seeks FCC hearing on application for ch. 49—1/22/68, 4/29/68; arguments on Red Lion and related issues—1/22/68; Supreme Court to hold up until lower court rules on appeals to FCC's fairness rules—2/5/68; FCC decision to retreat and attempt regroup over doctrine's legality, will rewrite rules on

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personal attack—3/4/68; 3/11/68, opposition—3/18/68; FCC argues that doctrine does not raise constitutional question; Chicago appellate court tells FCC to proceed with revision of personal attack rule, but court argument won't be held up and FCC adopts changes extending list of new-type programs exempt—4/1/68; broadcaster appellants tell court rule change actually made regulations harsher—4/22/68, arguments on appeals heard—5/20/68.

Chicago appellate court declares unconstitutional FCC rules establishing rights of reply to personal attacks and rules governing political editorials—9/16/68, validity is to be determined by U. S. Supreme Court, FCC meanwhile deferring penalties—10/21/68; issue lands at SCOTUS—11/11/68.

Broadcasters ask Supreme Court to grant FCC and Justice petitions for review of appeals court decision—12/9/68, FCC commissioner Cox openly calls for public support of FCC in First Amendment test—12/16/68.

Fairness doctrine applied to cigarette advertising—see that category.

House Commerce Committee's Investigations subcommittee has plans for broad inquiry into fairness, to invite advertisers-agencies to participate—1/1/68, 1/29/68, 2/5/68, 2/19/68, 2/26/68, 3/11/68; self-regulation of fairness suggested—4/8/68; subcommittee drafts report intimating urge for tighter restrictions on station ownership and for inclusion of personal-attack rules into Communications Act plus clear spelling-out of fairness and Sec. 315—11/25/68.

Churchmen back FCC's fairness stance—3/4/68, Representative Resnick, (D-N.Y.) loses fairness complaint against CBS—6/17/68; WSAZ-TV Huntington, W. Va., and WLSI Pikesville, Ky., directed by FCC to comply with personal attack fairness doctrine in case of antipoverty workers arrested under state sedition law—6/24/68.

WLBT(TV) Jackson Miss., license renewal recommended by examiner—10/23/67; United Church of Christ protests—11/27/67; oral argument—6/10/68; station granted full renewal, with Commissioners Cox and Johnson voicing strong dissent—7/1/68; appeal seen in case—7/8/68; FCC majority impelled to defend its action against Cox-Johnson dissent—7/15/68, in new filing, church and ACLU ask appeals court to overturn FCC's OK—11/25/68.

United Church of Christ asks FCC to deny license renewal to any station with discriminatory employment practices—5/1/67; labor, religious, civil rights groups support. NAB opposes—6/19/67; FCC sets policy that broadcasters may face loss of license if they discriminate in employment—7/8/68, 9/9/68; NAACP says policy is too limited—9/16/68, hard rules urged—9/30/68, reactions continue, pro and con—10/14/68, 11/11/68, 11/18/68.

FCC Commissioner Johnson charges licensing procedure is "an utter disgrace"—2/19/68, but lauds Chairman Hyde—5/3/68; sees local service programming as station's claim to future—9/27/67; proposes new FCC office to study cities' communications—11/6/67.

Commissioner Loevinger says he'll leave FCC in June—9/18/67; profile of his era on eve of departure—6/24/68, will practice law in Washington—7/1/68; sees public taste as self-reflections in speech to broadcasters—10/23/67, to which Commissioner Cox indicates some disagreement—11/13/67. Speculation warms on who will fill Loevinger vacancy on commission—2/5/68, 6/10/68, 6/17/68, 7/1/68, 8/5/68.

President Johnson appoints H. Rex Lee to FCC and Lee gives his views during Senate confirmation hearing—9/16/68, he's sworn in—11/4/68.

Renewals of licenses to stations with little news, religious, public service programming, disturb Commissioners Cox and Johnson—9/18/67, 10/9/67, 8/5/68.

Commissioners Cox and Johnson in speeches around the U. S., implore broadcasters to stress local programming, service, while Johnson adds attack on "do-nothing FCC"—11/18/68; he joins effort to end segregationist policy at country club—9/23/68; Cox dissents in Salt Lake City renewals—10/14/68, Johnson in Worcester, Mass., grant of CP—12/16/68.

Commissioners Cox and Johnson would elicit more information from Oklahoma stations whose licenses are up for renewal, seek responses as to how stations served minority interests in their communities—3/18/68, 4/8/68, 4/15/68; seen as open rebellion within FCC—4/22/68; Oklahoma congressmen enter picture—4/22/68; stirs Commissioner Loevinger to suggest inquiry into outer space—4/22/68; Oklahoma Senator Monroey tells stations to hold up replies—4/29/68; networks feed some data, but not all—5/6/68; congressional pressure pay-off seen in Cox-Johnson explanation stations need not answer, but hope they will—5/6/68, and few do—5/20/68; Budget Bureau asked if law needed to prohibit such independent action—5/13/68; NAB pressed for "resolution" of problems stemming from query—6/3/68.

Oklahoma letter issue continues as Johnson and Cox urge more thorough FCC staff analysis of programming by renewal applicants, other measures in tightening license-renewal process—5/27/68; Budget Bureau says matter now closed, as Oklahoma senators fire back at Johnson-Cox report—6/10/68; NAB refutes report and ACTS backs—6/17/68; broadcaster gives personal reply to commissioners—7/1/68, Cox and Johnson seek government printing of their Oklahoma report—9/9/68.

FCC has new home—12/4/67; FCC turns in report card on its achievements—3/25/68; reports complaint mail up 50%—11/25/68. FCC commissioners to be paid \$35,000 per year—7/22/68, pay raises for FCC are in Kappel report—12/9/68.

FCC Commissioner Wadsworth portrayed as painter—2/26/68.

Former FCC Chairman E. William Henry heads closed-circuit TV firm—2/5/68.

Representative John E. Moss (D-Calif.) delivers attack at FCC, calling it "graveyard of good intentions and good ideas"; reforms proposed—4/1/68; FCC Commissioner Robert Bartley proposes three agencies to replace FCC—5/27/68; reconstructed commission likely next year—4/22/68, 7/8/68; FCC profile—8/5/68, suddenly it's an activist agency—10/7/68.

FCC freezes AM's, second such move in decade; cites manpower shortage, budgetary problems—7/22/68.

FCC budget for fiscal 1969 promises more in Senate—4/1/68, 4/8/68; Senator Magnuson may help to get back some of House reductions—6/17/68; Senate committee restores "half-a-loaf" for FCC—7/15/67; \$20 million for FCC in appropriation bill sent to joint Senate-House conferences—7/22/68, shaved again—9/23/68, and to President for signature—9/30/68.

AT&T proposes rate increase with broadcasters fighting plan that could ultimately cost them additional \$25 million a year—1/29/68; FCC in Sports Network Inc. case initially decides AT&T charges for part-time users discriminatory—2/5/68.

AT&T willing to delay new rates up to a year if FCC so requests—2/5/68; broadcasters request at least one-year postponement—2/19/68, is effected—3/4/68; AT&T files study—5/27/68; networks state program charges ought to be less, not more—7/22/68; broadcasters warn that alternatives may be sought—7/29/68; AT&T orders new study—8/26/68, AT&T bid may wait till July 1969—9/23/68.

FCC to farm out research projects on land-mobile, computer—4/29/68; Stanford Research Institute awarded \$500,000 contract—7/1/68.

American Civil Liberties Union shifts position, urging a limitation of FCC regulatory power affecting radio programming—6/24/68.

NAB asks FCC to simplify radio program-log rules—1/22/68, some eased—3/18/68.

FCC rules advertisers must not be compelled to buy time at forced combination rate—12/25/67.

Department of Justice looks into newspaper-TV consolidation in same markets—1/15/68, and CATV's—1/29/68; intervenes in KFDM-TV Beaumont, Tex., sale to Enterprise Co. publisher, on antitrust question—3/11/68; urges hearing—5/13/68, 6/10/68, but sale called off—8/12/68, report agreement for station's sale to *Dallas Morning News* (WFAA-AM-FM-TV Dallas)—12/9/68.

Government attacks on multiple-ownership and media concentration mount in the spring and brings welter of issues to fore; Senate group to probe newspaper broadcast owners; FCC in notice of rulemaking aimed against AM station acquiring an FM station in same market; Justice Department concern over newspaper acquisition of TV station (see KFDM-TV action above) 3/18/68, 4/1/68.

FCC issue proposes rulemaking to limit station acquisitions to one to a licensee in a market—3/25/68; broadcasters shocked, then outraged—4/1/68, case that triggered action—sale of WFM(FM) Chicago to newspaper owner-broadcaster WGN Continental Broadcasting—approved by FCC—4/1/68; citizens group files in court—4/29/68, 5/20/68; WGN takes control—5/13/68, FCC defends its action—6/10/68; federal court holds protesters to sale should have been heard, opening new legal hassle—8/5/68; holding appealed—8/5/68, 8/19/68, 10/7/68; citizens groups' plea before FCC—10/28/68.

Justice's intervention in ABC-ITT and KFDM-TV cases motivates President's Task Force on Communications Policy staff's "invasion" to other government agencies who might wish to follow suit—9/9/68.

Commissioner Loevinger and NAB's Anello hold discourse on one-per-market rule—4/8/68; Assn. on Broadcasting Standards' board votes to oppose rule—4/8/68; NCTA in opposition, sees threat to broadcaster ownership of CATV's—4/15/68.

First petition opposing one-per-market rule-making proposal filed by stations—4/15/68; rulemaking proposition brings trading to halt—4/29/68; FCC clarifies policy—5/20/68; alternatives put forward—6/10/68.

Justice moves pace up a notch, urging FCC to expand proposal for one-per-market rule and go further by divestitures of multiple media holdings in same markets 8/5/68; broadcasters ask delay to dlq up disproval of monopoly claim—8/19/68; Washington lawyers meet in concern over threat to multiple ownership—8/26/68.

NAB asks for 90-day filing extension in one-per-market rulemaking—9/9/68, 9/16/68, FCC extends deadline for reply comments—9/23/68.

Commissioner Robert E. Lee expresses doubt on desirability of Justice's proposal that cross-ownership of broadcasting and newspaper properties in same market be barred—10/7/68.

Senate Antitrust Subcommittee hears FCC Chairman Hyde's position that media cross-ownership can be handled case by case, but Subcommittee Chairman Hart (D-Mich.) sees problem in newspaper ownership of TV—4/1/68; Senator Hart asks why FCC's data on nonbroadcast ownership of certain licensees was deficient—6/10/68.

Consolidation of control in communications is hard topic of Washington conference—6/3/68; congressional staff study finds some banks with large radio-TV station holdings—7/15/68; Commissioners Cox-Johnson say interlocking Booth interests in Michigan ought to be considered before granting Booth American's application for FM in Saginaw, Mich.—8/5/68.

Other media concentration issues come up in: FCC approval of sale of WAKM(FM) Bedford, Pa.—3/11/68; of KSNB-TV San Francisco to Metromedia—3/25/68; in approval of KOA-AM-FM-TV to GE—6/10/68; citizens groups voice concern in WGKA-AM-FM Atlanta transferred—10/28/68; FCC orders hearing on FM application in Sheboygan, Wis., raising concentration issue—11/11/68; WREX-TV Rockford, Ill., to be sold by Gannett Newspapers because of Justice interest in media concentration—11/4/68, 11/11/68, 12/9/68.

FCC is faced with \$300-million merger proposal of Metromedia and Transamerica—10/14/68; Transamerica will buy two additional U's—10/21/68, drops that plan—10/28/68.

FCC approves Bass Brothers Enterprises for fifth TV (Wichita Falls, Tex.)—4/15/68.

Joint Industry All-Channel group would have FCC limit the number of network affiliates a TV station may have—9/25/68; FCC shows interest—1/15/68.

FCC's rule that would limit ownership of TV stations in top-50 markets appears moribund—12/18/67, 1/5/68; concept of limiting ownership of TV's in top-50 markets continues to weaken—1/22/68; FCC buries it, says it'll look hard at individual cases—2/12/68; rebuked for policy abandonment by Representative Harley O. Staggers (D-W. Va.)—2/19/68.

ABC complains to FCC that NBC-TV is wooing away its affiliates—4/26/68; FCC puzzled—4/29/68, Cox-Lee propose virtual freeze on affiliate changes—5/6/68, which in turn comes under attack—5/13/68; majority on commission said to be losing interest in plans to restrain network affiliation practices—6/17/68, FCC rejects ABC's request for affiliate protection, Commissioners Cox and Johnson dissent—9/9/68, followed by FCC wrapup and Cox dissent—10/28/68.

Howard Hughes moves to obtain KLAS-TV Las Vegas—2/19/68, 2/26/68.

Court orders hearing on three-year old acquisition of WCIX-TV Miami on basis that full disclosure was necessary on transfers—5/27/68.

FCC adopts new hearing rules patterned after rules of discovery—1/15/68.

FCC amends rules to provide five-year license in land-mobile services—9/8/67.

KABL Oakland, Calif., case leads to new rule on station identification—10/30/67; protested—1/6/68.

WGCM Gulfport, Miss., told rejection of out-of-town auto advertising from local dealers was contrary to public interest—3/4/68.

Acting under suburban-community policy, FCC permits Monroeville, Pa., Broadcasting to retain AM outlet in Pittsburgh suburbs, denies Tidewater, Va., area AM—4/22/68; FCC revises rules regarding broadcast facilities in suburbia after loop-hole found—6/17/68.

Hearings: Losers Protest ch. 13 Rochester award to Flower City Television Corp.—9/11/67; move to stay grant—9/25/67; FCC won't reconsider—11/27/67; motion to stay

denied and losers appeal—1/15/68; win court stay—3/11/68; examiner drops revocation recommendation affecting three commonly-owned Puerto Rico stations; proposes \$10,000 fine for alleged rebroadcast of AFRS programs and for misrepresentation to commission—10/2/67, 11/6/67, FCC formalizes—7/1/68; denial recommended by examiner to Topeka Television for ch. 43 CP, cites failure of William F. Buckley Jr. to appear—11/20/67.

Hearing ordered on renewals of Second Thursday's WWGM Nashville, because of firm's plans to sell Nashville stations shortly after grant of FM station—12/25/67, FCC asks to drop hearing—2/12/68; application of publisher-broadcaster for third FM in Fort Smith, Ark., set for hearing—11/6/67.

In FCC hearings and actions: allegations of anti-competitive practices enter in RKO General-Fidelity contest—9/9/68; initial decision favors channel 21 in Birmingham to Alabama Television Inc.—9/9/68; initial decision recommends Apple Valley Broadcasting for UHF in Yakima, Wash.—10/21/68, FCC upholds examiner on Yakima—12/2/68; FM grant to Newcastle, Ind., is held up on technicality—9/16/68, FCC rescinds earlier grant order—9/30/68.

FCC denies Maypoles bid to delay WEBY Milton, Fla., renewal hearing—10/28/68; Wometco says FCC ought to pursue ABC's TV-station licenses status in Miami area dispute—11/11/68; transfer of channel 41 CP in Battle Creek, Mich., is contested on ground applicant has no permit to transfer—11/4/68; Norwood J. Patterson asks commission to hold off on KGBS-AM-FM Los Angeles renewals in his bid for their purchase—11/25/68; WEBR Buffalo,

would switch channels—7/1/68, FCC adopts notice of proposed rulemaking—12/2/68. McClendon application for WCAM Camden, N. J., ordered for hearing—8/26/68.

FCC grants its first waiver of translator rules—9/18/67; television translator rules clarified—8/7/67, stations favor changes—10/30/67; translators approved by FCC for two Pennsylvania UHF stations—2/5/58.

Review of application-fees hike proposal by congressmen—5/6/68; Lowe report is extensive study of one man's ideas on regulation—5/13/68.

Duopoly rule blocks sale of AM in Massachusetts—8/19/68, FCC reverses and OK's it—9/16/68; sets consolidated hearing for two separate groups of New Jersey AM applicants which have principals in common—7/22/68; both applicants for WCGA Calhoun, Ga., would be denied by hearing examiner—7/11/68; applicants for channel 56 in Anaheim, Calif.; designated for hearing—8/26/68; court of appeals tells FCC to accept application for AM station at Natick, Mass., which FCC rejected for being late—11/20/67; five radio stations licenses or permits in which James L. Hutchens has an interest ordered into hearing over alleged misrepresentations before the commission—3/18/68; approves transfers of four commonly owned AM and FM stations but owner Gamble-Skogmo must sell them within six months—4/1/68.

FCC takes a new look—5/13/68, and OK's again—6/3/68, they're sold to Park Broadcasting—7/22/68; sale of Mercury-group UHF CPs to Evans Broadcasting dropped—5/13/68; H&B American applies for ch. 16 Dubuque, Iowa—2/5/68; refuses transfer of off-air license of Bonanza Broadcasting (KDE) Boulder, Colo.) to Sunshine Canyon Radio 12/18/67.

Mutual funds pose problems for 1% ownership rule enforcement—10/2/67; FCC makes it 3%—6/17/68.

FCC has something new in policy: patent law pattern used to extend and make more explicit basis of issuance of broadcast license—1/22/68.

In FCC actions: St. Louis ETV grant for KETC(TV) changes set aside because some data is deemed incorrect—3/11/68, 4/8/68; hearing examiner recommends grant of San Francisco ch. 38 to Bay Broadcasting—4/8/68; Chicago ch. 38 construction permit granted by FCC review board to local labor council—1/8/68, and reaffirms—10/6/68; hearing examiner recommends Crest Broadcasting for Houston ch. 26—1/22/68, final—3/25/68; affirms initial decision on Buffalo ch. 29 grant—1/29/68; examiner recommends ch. 33 Baton Rouge be granted to Romac Baton Rouge Corp.—3/4/68; reopening of case asked—1/1/68; Community Telecasters granted ch. 19 in Cleveland—5/27/68.

Short-term renewals for two radio stations, and third to be heard on license revocation—3/4/68; to KPIK-AM-FM Colorado Springs for rating claims—7/22/68, petition to reconsider is denied—10/21/68. WCVS Springfield, Ill., for "misleading" promotional contest—7/29/68; Star stations argue for WIFE stations' renewal—3/11/68; renewal of WQAD-TV Moline, Ill., set for hearing—2/12/68; denial of license to cover CP for KSFV(FM) San Fernando, Calif., recommended by examiner for alleged violations of rules—2/5/68; three Ohio AM's face consolidated hearing on license renewal and fine up to \$10,000 for various alleged rules violations—2/5/68.

Commission grants involuntary transfer of control of KHAI Honolulu—9/9/68, ownership change of KAHR Redding, Calif.—10/14/68; approves license renewal of WLVA-TV Lynchburg, Va., VHF on condition it doesn't duplicate Roanoke UHF—9/16/68; orders license-renewal hearing of KICM Golden, Colo., and KSUN Ogden, Utah, involving owner's character and transfer of control—10/7/68; OK's George Mayoral's ownership in New Orleans broadcast properties despite previous case involving rules violations in Puerto Rican operations—11/25/68; WPXI Roanoke, Va., gets license renewed to permit station's sale—12/9/68.

FCC renews KSL-AM-FM-TV Salt Lake City licenses—10/14/68; defers renewals of number of major stations in California—12/2/68.

Fines announced or proposed included: KLWN Lawrence, Kan., \$10,000 for three repeated violations of rules, and request for reduction is denied—9/2/68; WACA Camden, S. C., \$10,000 for repeated operation prior to sunrise time specified in license—9/2/68; WPGA-AM-FM Perry, Ga., and WFPM Fort Valley, Ga., \$7,500 and \$4,000 for double billing practices—10/28/68; KGPC Grafton, N. D., \$5,000 for apparent violations in several areas—11/11/68; WHMC Gaithersburg, Md., \$10,000 for alleged violations as license-renewal application is put down for hearing—12/9/68.

Revocation hearing ordered for Tulare, Calif.,

FM station—7/8/68. Battle Creek, Mich., ch. 41 case tossed back to FCC by court—6/10/68.

KRLA Pasadena, Calif., operating on interim basis until new grant is made of 1110 kc., has paid \$247,000 to Los Angeles ETV station—10/30/67; Bobby Baker issue—5/15/67, 5/22/67, to remain part of hearing record—11/13/67; Broadcast Bureau narrows field to two applicants—3/18/68, but four applicants petition to enlarge issues—8/19/68, and fail in attempt—10/28/68.

Payola conspiracy suit in Los Angeles dismissed in court—11/13/67; stations cautioned by FCC on possible payola, as FCC holds up license renewal of WAME Miami for failure to explain anti-payola measure—11/27/67. FCC names examiner to hear payola cases at undisclosed site—7/1/68; federal grand jury in New York indicts four disk jockeys employed by two Spanish-language radio stations on charges growing out of FCC's payola probe—7/29/68; KCFJ Los Angeles reminded of safeguards on private interests of employes in selection of records played—2/5/68.

Authorities arraign TV operator on felony. Charge of showing pornographic scene on Palm Springs cable systems—11/11/68, 12/9/68.

FCC Staff considers clarification of lottery law as contests spread—5/6/68; FCC fines KYLD Bakersfield, Calif., \$3,000 charging contest rigged—8/19/68.

FCC proposes rulemaking to make available more syndicated and feature-film programming to small-market TV stations, and which would be comparable to exclusivity arrangements for network programming—



The Vietnam war was as close as the TV screen throughout 1968. Here a Viet Cong terrorist lies dying after on-camera execution.

N. Y., seeks court reversal of FCC decision affirming grant of CP for UHF in Buffalo to Ultravision Broadcasting—12/9/68.

FCC refuses renewal of WNJR Newark, N. J.—12/2/68.

FCC orders hearing on question of transfer of control of WCIX-TV Miami—9/23/68; also on question of control of WREP(TV) Boston UHF CP—9/30/68.

FCC approves of Overmyer's five UHF CP's to AVC Corp.—12/11/67; Representative Staggers summons FCC for review—12/18/67; sale papers signed—1/22/68, but Congress still inquisitive—1/29/68, bill to toughen rules on station transfers introduced by Representative Dingell—2/5/68, 2/12/68; House to hear Overmyer transfer case—7/8/68, and lines up witnesses—7/15/68; Investigations Subcommittee pushes for FCC records but FCC resists demand, group broadens issue probing grant of initial permits to Overmyer—7/22/68, 8/5/68.

Trafficking reappears as issue as FCC reverses position on alleged trafficking conducted by one of principals of Yakima, Wash., UHF—7/1/68, hearing ordered—7/22/68; hearing ordered on McClendon buy of KXYI Oregon City, Ore., questioning trafficking—7/15/68.

FCC issues proposed rulemaking on trafficking in CP's—9/9/68.

FCC sets hearing on agreements involved on sale of CP for KJOG-TV San Diego—11/18/68.

Supreme Court refuses to review seven-year-old Harriman, Tenn., case involving questions of trafficking—12/3/68.

WVUE(TV) and WYES-TV in New Orleans



A new face appeared in FCC corridors in September when President Johnson tapped H. Rex Lee to fill vacant seat left by Lee Loevinger.

5/13/68, 10/14/68, broadcasters attack proposal—12/16/68.

FCC reaffirms aid-to-UHF policy—5/13/68. Commission says it won't protest incentive-compensation provisos in network-affiliation contracts and revives rulemaking to make contracts public—9/9/68, 9/16/68, 9/23/68, networks oppose—11/11/68, FCC drops oral argument—11/18/68.

KCST(TV) San Diego, UHF, files for FCC aid to deny ABC's application for relay to Mexico authority in bid to obtain network affiliation—11/18/68, ABC replies—12/23/68.

FCC wants more time in imposing forfeitures on licensees—10/14/68.

U. S. Court in Washington upholds FCC renewal of KTYM Inglewood, Calif., without hearing—10/7/68.

FCC adopts clarifying amendment to logging requirement rules governing remote broadcast pickup stations—11/18/68.

Commission turns down Jefferson Standard Broadcasting's bid to defer payment of federal income tax on sale of WBTW(TV) Florence, S. C.—10/7/68, 11/11/68.

FCC's rulemaking proposing reduction of station identification requirements meets with broadcaster support—9/16/68.

Representative Henry B. Gonzales (D-Tex.) introduces bill to empower FCC licensing of networks—9/30/68.

FCC reopens proposals for network program ownership limitations—9/16/68, 9/23/68, CBS and NBC ask for more time to comment—10/21/68, granted—10/28/68.

Commission reprimands NBC over advertising used in WKYC Cleveland broadcast of promotion contest—9/23/68, publicly rebukes NBC for alleged laxity in supervision of Hollywood Squares and PDQ

quiz shows—10/14/68, and NBC comments—10/21/68.
Station Representatives Association in complaint to FCC attacks station-group owners who rep stations other than their own—11/4/68, 11/25/68. RKO Radio Representatives fire back—11/25/68.
Financial
Profits, losses and other financial data reported by organizations in or associated with broadcasting: Adams, Dana, Silverstein—11/20/68, 3/25/68; Admiral—4/8/68; Ameco—1/1/68, 2/26/68, 5/27/68, 9/23/68, 11/11/68; ABC—1/22/68, 2/26/68, 3/18/68, 4/29/68, 5/27/68, 6/17/68, 7/22/68, 10/21/68; American Television and Communications—9/30/68; AT&T—2/12/68, 7/15/68; Ampex—2/19/68, 6/24/68, 8/26/68, 11/18/68; Atlantic States Industries—12/2/68; Audio Devices—3/4/68; Avco—2/26/68, 4/15/68, 6/3/68, 11/25/68.
Bartell Media—5/6/68, 5/20/68, 5/27/68, 6/3/68, 6/10/68, 8/26/68, 9/16/68, 12/2/68; Bell Television—6/24/68; John Blair—3/4/68, 5/13/68, 5/27/68, 8/19/68, 11/4/68.
Cameo-Parkway Records—2/5/68; Capital Cities—1/1/68, 2/19/68, 4/22/68, 5/13/68, 8/12/68, 10/28/68; Capital Broadcasting—12/16/68; Capital Film Laboratories—7/1/68, 12/16/68; Capitol Records—3/4/68; Cascade Broadcasting—11/18/68; Chris Craft—1/1/68, 2/26/68, 3/4/68, 4/22/68, 6/10/68, 8/12/68, 11/11/68; Cleveland Broadcasting—12/9/68; Cohu Electronics—11/11/68; CBS—2/19/68, 3/18/68, 4/22/68, 4/29/68, 5/6/68, 6/17/68, 8/19/68, 10/28/68; Columbia Cable—10/14/68; Columbia Pictures—9/11/67, 10/9/67, 12/4/67, 12/25/67, 3/4/68, 5/27/68, 8/19/68; Commonwealth United—1/1/68, 2/5/68, 9/30/68; Communications Satellite Corp.—10/30/67, 2/26/68, 4/29/68, 5/20/68, 6/10/68, 7/29/68; Concert Network—5/6/68; Corinthian Broadcasting—2/19/68, 2/26/68, 6/17/68, 8/26/68, 9/30/68, 11/4/68, 11/18/68, 11/25/68; Cosmos Broadcasting—5/27/68, 8/5/68, 12/16/68; Cowles Communications—2/26/68, 4/15/68, 5/13/68, 11/18/68; Cox Broadcasting—2/5/68, 3/25/68, 4/22/68, 6/17/68, 7/29/68, 8/12/68, 11/25/68, 12/16/68; Cox Cable—10/7/68; Cypress Communications—10/21/68.
Walt Disney Productions—1/8/68, 1/15/68, 1/22/68, 2/12/68, 5/6/68, 8/5/68, 11/25/68; Downe Communications—6/3/68, 6/10/68; Doyle Dane Bernbach—1/22/68, 2/5/68, 6/24/68.
Educating Systems—4/22/68.
Fairchild Publications—1/15/68, 4/22/68, 5/13/68; Fifth Avenue Coach Co.—8/5/68; Filmways—12/25/67, 1/22/68, 2/12/68, 3/4/68, 4/22/68, 7/15/68, 11/4/68; Foote, Cone & Belding—2/19/68, 4/22/68, 4/29/68, 7/29/68, 10/28/68; Four Star Television—11/4/68, 11/18/68; Fuqua Industries—4/15/68, 5/6/68, 6/3/68, 8/12/68, 9/23/68, 10/28/68.
Gannett Co.—2/5/68, 3/4/68, 4/22/68, 7/22/68, 11/4/68; General Artists—4/22/68, 6/24/68; General Instrument—6/3/68; General Recorded Tape—9/23/68; General Telephone & Electronics—4/22/68, 8/19/68; General Tire & Rubber—10/16/67, 4/1/68, 7/15/68; Grass Valley Group—3/25/68, 4/29/68, 7/22/68, 10/21/68; Gray Communications Corp.—9/9/68, 10/28/68; Grey Advertising—4/22/68, 8/19/68; Gross Telecasting—3/4/68; Gulf & Western—1/15/68, 1/22/68, 2/12/68, 6/3/68, 7/15/68, 7/29/68, 8/5/68, 10/21/68, 12/16/68; Griffiths Electronics—12/16/68.
H & B American—6/17/68, 9/2/68, 10/14/68, 10/21/68, 10/28/68; Harris Intertype—5/6/68, 8/19/68, 10/28/68; Herald-Traveler Corp.—3/4/68, 3/25/68.
Interpublic—2/5/68, 4/22/68, 5/20/68, 9/23/68, 12/16/68.
Jefferson Standard—7/15/68.
Kaufman & Broed—11/16/68; Kaiser Industries—4/1/68; Kinney National Service—2/19/68.
Lamb Communications—1/29/68, 7/1/68, 8/12/68; Lewron Television—7/29/68, 11/11/68; LIN Broadcasting—4/29/68, 7/15/68, 8/5/68, 9/2/68; Logos Teleproductions Center—7/29/68.
MacManus, John & Adams—2/5/68; MCA TV—3/11/68, 4/8/68, 5/13/68, 6/10/68, 6/17/68, 8/5/68, 8/12/68, 9/2/68, 11/25/68; Management Television Systems—9/16/68; Memorex—11/11/68, 8/5/68; Meredith Broadcasting—1/29/68, 9/23/68, 10/28/68; Metro-Goldwyn-Mayer—1/22/68, 2/5/68, 4/22/68, 5/6/68, 5/20/68, 5/27/68, 6/10/68, 7/22/68, 11/11/68; Metromedia—2/12/68, 3/25/68, 4/22/68, 5/20/68, 7/22/68, 7/29/68, 11/4/68; Movielab—4/29/68, 5/6/68, 7/29/68; MPO Videotronics—2/5/68, 6/24/68; Multimedia—4/1/68, 8/5/68; MVR Corp.—3/4/68; Music Makers Group—11/11/68, 12/16/68.
National General—1/1/68, 2/26/68, 3/25/68, 6/3/68, 7/22/68, 7/29/68, 8/26/68; National Union Electric—3/11/68, 7/29/68; National Video Corp.—4/1/68; New York Times—4/8/68, 4/29/68, 7/29/68; A. C. Nielsen—1/8/68, 7/8/68, 11/11/68; North American

Philips—7/1/68; Norton Simon—10/14/68, 11/11/68.
Oak-Electro/Netics—4/15/68, 8/12/68, 12/2/68; Official Films—3/4/68, 12/9/68; Ogilvy & Mather—4/15/68, 8/19/68; Optico—11/11/68; Outlet Co.—4/22/68, 5/20/68, 6/17/68, 9/30/68.
Pacific and Southern Broadcasting—1/1/68, 10/14/68; Panavision—3/19/68; Papert, Koenig, Lois—2/19/68, 4/15/68, 7/22/68, 10/21/68; Park Broadcasting—8/5/68; Plough—10/30/67, 2/26/68, 4/22/68, 7/29/68, 10/21/68; Post Corp.—9/30/68; Publishers Broadcasting—11/18/68.
Raytheon—11/8/67; RCA—1/1/68, 3/4/68, 3/11/68, 4/15/68, 5/13/68, 6/10/68, 7/15/68, 10/14/68; Hal Roach Studios—11/11/68; Walter Reade—4/22/68; Red Owl Stores—4/15/68, 6/3/68; Reeves Broadcasting—11/20/67, 1/22/68, 3/4/68, 3/18/68, 4/1/68, 4/15/68, 7/29/68, 8/26/68, 9/30/68, 12/2/68; Republic—9/30/68; Rice Broadcasting—6/10/68; Rollins Inc.—3/4/68, 6/17/68, 8/26/68, 9/2/68, 12/9/68; Rust Craft—1/8/68, 2/12/68, 6/10/68, 8/19/68.
Schafer Electronics—3/4/68; Screen Gems—3/4/68, 5/20/68, 9/16/68; Scripps-Howard—2/12/68, 4/22/68, 7/15/68, 7/22/68, 11/4/68; Sonderling Broadcasting—4/8/68, 4/15/68, 6/3/68, 6/10/68, 9/9/68, 11/11/68, 11/18/68; Sterling Communications—1/22/68; Storer Broadcasting—11/6/67, 3/4/68, 4/29/68, 7/29/68, 8/12/68; StoreScope—7/15/68; STV—10/30/67; Superscope—10/30/67; Starr Broadcasting—12/9/68; Signal Co.—10/28/68.
Taft Broadcasting—1/22/68, 1/29/68, 5/20/68, 7/15/68, 10/28/68; Technicolor—4/29/67, 19/28/68; Telemoprom—2/5/68, 4/8/68, 5/13/68, 8/12/68, 11/18/68; Tele-Tape Productions—7/15/68, 9/9/68, 11/18/68; Tape/Net—10/14/68; Television Enterprises—1/1/68, 2/5/68; Time Inc.—1/22/68, 3/25/68, 4/15/68, 4/22/68, 7/22/68, 11/4/68; Trans-Beacon—6/24/68, 9/2/68; Trans-Lux—4/29/68, 5/6/68, 5/20/68, 8/19/68, 11/18/68; Twentieth Century Fox—3/25/68, 5/27/68, 9/9/68, 12/2/68; Telecon—9/30/68; Television Communications—9/16/68; Texas State Network—10/28/68; Trans-National Communications—9/16/68; Teletystems—12/9/68.
United Artists—4/1/68; U.S. Communications—6/17/68.
Vikoa—4/29/68, 5/20/68, 11/11/68; Visual Electronics—2/5/68, 3/11/68, 7/1/68, 7/22/68, 9/2/68, 12/2/68.
Warner Bros.-Seven Arts—1/22/68, 3/4/68, 5/20/68, 6/10/68, 7/1/68, 8/26/68, 9/30/68; WAST(TV)—8/12/68; Wells, Rich, Greene—8/26/68, 11/4/68; Westinghouse Electric—2/26/68, 8/5/67, 12/9/68; WMAQ-TV—1/1/68; WNJU-TV—5/27/68; Wometco Enterprises—1/29/68, 4/15/68, 4/22/68, 5/6/68, 7/8/68, 9/9/68, 10/14/68, 11/4/68; Wrather Corp.—4/15/68, 8/12/68; WTRF-TV—8/26/68; Zenith Radio—3/11/68; 4/29/68.
Frequency Modulation
588 FM stations authorized for multiplex stereo—9/11/67.
CBS-owned FM stations adopt "flowers" music format—10/9/67, 11/13/67.
FM operators charge CATV with unfair competition—10/30/67.
FM radio sales represent 43% of all receivers—12/4/67.
NAFMB's year end report cites increase in national business on FM stations—1/1/68; West Coast seminar is optimistic over FM's status—7/29/68.
FCC would check FM channel hopscotching—1/22/68.
FM broadcasters put on notice they'll be responsible for any interference to TV reception—2/19/68.
WABC-FM New York adopts format of "now music" in quick changeover—3/11/68.
KOST(FM) Los Angeles, former all-classified-ad station, becomes entertainment oriented, no-news station—3/11/68.
Varied information on average FM listener in new ABC Radio study—4/1/68.
Bid for FCC rescinding of order deactivating KFYM(FM) Oklahoma City turned down—4/8/68.
FCC approves first \$1-million FM sale—WDBN(FM) Medina, Ohio—4/15/68.
FCC extends for one year dual-language experiment in Puerto Rico in which TV station broadcasts English soundtracks for its Spanish films over FM station—7/29/68.
Use of FM subchannel for Muzak and Supermarket Storecasting becomes issue in FCC review board action involving WPOW Inc. and Functional Broadcasting—10/14/68.
ABC may syndicate "progressive rock" music service to FM's in addition to servicing its own outlets—11/25/68.
NonduPLICATION: FCC approves one waiver, denies four—10/28/68.
Christ Church Foundation fails for FM educational outlet in Washington—12/2/68.
International
ITV pushes British color-TV conversion—4/11/68; BBC local-radio outlet needs funds—1/8/68; major television mergers in offing in Britain—2/26/68; impact of

BBC local radio still doubtful—6/10/68; BBC coverage set for U.S. conventions—7/15/68; BBC's Sir Hugh Greene will retire next March—7/29/68; Curran to succeed Greene as BBC chief—8/19/68; pirate radio though silent in the U.K. is still alive—9/2/68; BBC's Lord Hill gives views 9/16/68; drop pay-TV test in Britain—11/4/68, loss is \$2.4 million—11/18/68.
Voice of America—Director John Daly says media lack substance—3/4/68; Republicans urge USIA to use network news—2/5/68; report urges USIA review—4/1/68; Daly resigns as Voice of America director—6/10/68; bill introduced to open USIA product to public—6/24/68; VOA jammed during Czech crisis—8/26/68; Leonard Marks to leave USIA—5/6/68, will head U.S. Intelsat delegation and return to law practice—10/7/68.
Latin TV group formed—1/22/68.
U.S.-Mexican negotiations on new AM agreement stalled—10/2/67; treaty talks drag on—1/15/68; AM treaty continues to elude U.S. & Mexico—5/20/68; talks resume in Washington—9/23/68, 9/30/68, and third round in Mexico City—11/11/68; tentative agreement on use of standard radio band—12/2/68, 12/16/68.
Argentina cracks down on TV news freedom—7/15/68.
Israel restricts TV-set imports—9/16/68.
Canadian Broadcasting Corp. operating funds request cut drastically—1/1/68; Quebec authorizes own educational system—3/4/68; Prime Minister Pearson names new CBC heads—1/29/68; Canada names new radio-TV board—4/1/68; plans for satellite—4/8/68; alters production for Atlantic viewers—6/3/68; election coverage snarled in Canada—7/1/68; CBC to probe French news blackout—7/8/68; Canada forms ministry to regulate carriers—7/15/68; CBC reports costs up sharply—8/26/68; U.K. Canada seek Parliament coverage—3/25/68; Trudeau advises CAB to experiment with coverage of committees in Commons—5/13/68; broadcasting profits in Canada increase to \$27.5 million in 1967—9/2/68; CBC buys TV rights to college athletics over 10 years—9/16/68; Canadian Radio-Television Commission tightens foreign ownership of stations—11/25/68; question of good taste as policy—12/9/68; five Canadian outlets to broadcast new news program in French—12/9/68; rash of UHF applications in Canada—12/9/68; TV-commercial costs are about twice as high in Canada than they are in U.S.—12/16/68.
Argentine military government moves against private broadcasting concerns: Latin members of Inter-American group—12/9/68.
Japan becoming top TV nation—2/5/68; NHK in Japan installs computer operation—9/16/68.
Fee hike slated for viewers in Holland—7/15/68.
SCI evaluates foreign TV scenes—3/11/68.
What U.S. and Soviet TV have in common: their critics—5/6/68.
Armed Forces Radio Networks may be automated network—5/13/68; NAB won't interfere in AFRTS squabble—7/11/68.
Coverage of peace talks impeded by Paris unrest—5/20/68; French radio-TV caught in disorders—6/3/68, 6/10/68; strike shows sign of ending—7/1/68.
Czechs try to keep transmitters active—8/26/68, resume after Soviet takeover—9/16/68.
Labor Relations
NABET strike at NBC settled—10/9/67; four-year agreement with ABC ends strike—11/27/67; how strike hit NABET's wallet—2/26/68.
Hollywood unions that negotiate with broadcast networks form common front, Committee of Broadcast Unions of Hollywood (CBU)—9/4/67.
Hollywood commercial producers ask for union concessions to attract more business—9/13/67.
CWA fights for air time—3/14/68; complaint dismissed—3/18/68; strike to cause few network problems—4/1/68.
AFTRA fines members who violate rule respecting NABET picket lines at ABC—11/13/67, 11/27/67, 12/4/67, 1/15/68.
AFTRA fires Conway; Wolff interim head—2/19/68.
Announcers at WOOK and WFAN-TV Washington strike for AFTRA recognition—9/2/68, 9/16/68.
AFTRA moves for equal employment in broadcasting and related fields—9/2/68.
KFXM San Bernardino, Calif., is damaged by fire during period of dispute with AFTRA—11/25/68.
AFM membership rejects proposed new three-year contract with radio-TV networks—9/23/68, votes on new contract—10/21/68, strikes networks—11/4/68, 11/11/68, 11/18/68, 11/25/68; strike ends with new two-year contract signed—12/2/68.
New writers contract proposed in talks between Writers Guild of America and the major networks—10/7/68, and ratified—

10/28/68.
 Unions and guilds join together to fight runaway production—1/22/68; funds earmarked for runaway production by LATSE—4/8/68; LATSE plans to fight foreign production—4/8/68; Hollywood unites against runaways—4/15/68; runaway program approved—5/6/68.
 NABET representation rejected by newsmen at WGN-AM-TV Chicago—11/2/67.
 NLRB examiner supports AFTRA in WISN-AM-FM Milwaukee—11/27/67, 2/12/68.
 NLRB rules engineers cannot be included in proposed AFTRA unit in WTAR-AM-FM Norfolk, Va.—1/1/68.
 NLRB arbitrator says CBS must pay performers for radio spot promotion—1/1/68.
 NLRB examiner finds for union in WMAN Mansfield, Ohio—4/11/68.
 NLRB rules for NABET in KLXA-TV Los Angeles—3/25/68.
 Settlement Possibilities of Directors Guild of America strike against Association of Motion Picture and Television Producers bleak—4/8/68; DGA delays strike against film producers—4/15/68; accord reached—8/12/68.
 All is not quiet on labor front, labor clinic warned—4/8/68.
 New threat to actors: runaway TV commercials—5/20/68.
 SAG earnings from TV commercials at record high—11/25/68.
 NLRB advises KEWI Topeka, Kan., to stop alleged unfair labor practices against station's disk jockeys—12/9/68.
 AMPTP in new agreement recognizes Producers Guild of America as collective bargaining agent in field—10/28/68.
 New York Federal District Court grants CBS request for joint arbitration with two unions—12/9/68.
 Liquor Advertising
 WCTU drops plan to invoke fairness doctrine—9/4/68; federally financed study indicates advertising taboos may hurt rather than help—10/23/67.
 National Association of Broadcasters
 Convention dates set for 1972 and 1973—1/29/68; new high for exhibitors in 1968—2/12/68.
 NAB has topping-off ceremony for new headquarters—5/24/68, building virtually all rented—11/4/68.
 Time restriction proposal of four commercials in program interruptions and three on station breaks approved by NAB TV board—1/29/68.
 Code authority issues warning on use of commercials with news-type openings—4/1/68; publishes titles of feature film commercials reviewed and evaluated, as regular service—7/29/68.
 Television code subscribers, pluses or minuses—1/1/68, 2/5/68, 2/11/68.
 Radio code subscribers added, lost—11/6/67, 11/27/67, 12/4/67, 1/1/68, 2/5/68, 3/4/68.
 NAB TV code board urges acceptance of personal-product advertising—5/27/68, eases standards on personal products for trial period—9/23/68, spill-over of personal-product advertising money to radio is speculation—9/30/68, cuts references to liquor in ads—10/7/68.
 TV code board recommends lifting ban on hemorrhoid remedies, feminine sprays, but doesn't go along on bra-girdle models—12/9/68.
 Radio board OKs revised time standards for single-sponsored programs, rejects proposed amendment to give radio code "man-in-white" standard similar to TV's—1/29/68; approves code tightening of gun-sale advertising—6/24/68.
 Opposes proposed Commerce Department spectrum study—1/29/68; NAB board appropriates \$100,000 for spectrum space research, and \$25,000 for study of local measurement methodology—1/29/68, 3/13/68; proposes top-three TV channels of UHF spectrum go to business radio as land-mobile solution—1/8/68, and attacks land-mobile report—1/29/68; hires Herman Land firm to study program diversity in context of spectrum space—5/6/68.
 NAB asks FCC to simplify program-log rules—1/22/68, and FCC eases some—3/18/68.
 Future plans of Television Film Exhibit as adjunct to NAB conventions in doubt—11/18/68.
 Networks
 ABC Radio announces rates for four networks—12/11/67; reps charge ABC Radio's plan violates chain rules and anticompetitive, seeks FCC decree—12/18/67; ABC rebuts—12/25/67; premiere with 600 stations and new selling approach—1/1/68; FCC gives it qualified approval by granting restricted waiver of chain-broadcasting rule—1/1/68.
 Reaction to ABC Radio's four-network services start-up varied, affiliations in top 200 markets identified—1/16/68; ABC Radio budget for four networks surviving economy cuts, news expanded—2/5/68; top-dollar advertisers gained for one or more

of ABC's radio networks, and each network will have affiliates advisory board—2/19/68.
 Goldenson declares ABC Radio will be in black in 1969—4/8/68; affiliate boards meet and praise concept—4/15/68; radio networks add affiliates—4/28/68, 7/1/68; networks offer cross-service sales plan—6/3/68; affiliates encouraged—6/10/68.
 ABC Radio affiliations reach 900—9/2/68; ABC restructures to strengthen profit-center concept in each division—9/30/68; ABC-TV drops 90 minutes of midmorning service after 10:30 a.m.—12/16/68.
 Mutual files petition against ABC Radio with FCC, questioning four-network concept's legality—11/4/68, ABC's reply—12/2/68.
 ABC acquisition of full quota of 14 radio stations completed—5/13/68.
 CBS sells majority interest in Toronto radio rep, retains minority interest—9/1/67.
 CBS Comtec group formed—10/30/67; assigns two vice presidents to CATV—11/13/67; CBS Films becomes CBS Enterprises—12/4/67; CBS-TV abandons idea of late-night programming, 11/6/67, 11/13/67, will beef up news—1/27/67, reverses field on late-night programming at affiliates meeting—5/20/68, and chooses Merv Griffin for

Replacement shows for 1968-69 season: ABC's first change to star Tom Jones—10/21/68; eight shows may topple at midseason—11/4/68, 11/11/68, 11/18/68.
 Dingell-Moss-Ottlinger bill would regulate networks, strip them of ownership in many areas—2/12/68, 2/19/68.
 ABC plans for merger with ITT bring legal maneuvering—9/4/67; ACLU files in support of Justice Dept.—9/11/67; Justice files new attack—9/11/67, briefs—10/9/67, 10/16/67; oral argument—10/23/67, 10/30/67; ITT pulls out of proposed merger and Department of Justice's role in prolonged cliff-hanger may be harbinger in future transfers deemed competitive—1/8/68; appeals court drops ABC-ITT case—1/29/68.
 Howard Hughes bids for control of ABC with tender offer valued at \$150 million—7/8/68; ABC set back twice over Hughes' control attempt as court refused to restrain offer, appeal to FCC pending—7/15/68; Hughes abandons fight—7/22/68.
 ABC complains to FCC that NBC-TV is wooing away its affiliates—4/22/68, FCC rejects—9/9/68.
 John Blair & Co. sets up radio "network"—9/2/68.
 Chet Huntley's private interests in meat industry surfaces as issue—9/16/68.



Government and public groups took aim on cigarette advertising in 1968. Shock value of public health antismoking spots was frequently registered as

more stations were compelled to air them, the result of FCC's application of the fairness doctrine to such advertising.

1969 start—8/12/68.
 CBS Radio adds emphasis on news—9/30/68; Lou Dorfman heads new design-advertising-promotion unit—9/30/68; Richard Jencks elected executive vice president—12/2/68.
 CBS-TV would give minutes, not money, to affiliates carrying network sports—5/20/68, but plan dropped because of stations' reservations—6/24/68.
 Merle Jones leaves CBS—4/29/68.
 NBC's David Adams may accept "test retirement"—9/25/67, effected—8/26/68.
 NBC-TV affiliates board of delegates discuss split 30-second commercial acceptance—12/11/67; President Goodman to affiliates; broadcasters have become "too accustomed" to federal restrictions—4/1/68.
 NBC-TV sets record in daytime business—7/1/68.
 NBC Radio's first rate increase in more than three years—2/26/68, 3/13/68.
 NBC tightens reins on quiz programs, hires new attorney as overseer—11/25/68.
 NBC umbrella now includes RCA Records—12/9/68.
 MBS explores station acquisition—10/16/67; to open Miami news bureau—10/20/67; plans on-job training—2/12/68; film and production eyed by Mutual—2/26/68; elects Robert R. Pauley as president, Matthew J. Culligan moved up to parent corporation, 7/1/68, and resigns to form production and marketing firm—8/19/68.
 United Network Plans comeback—9/4/67, 9/11/67; internal dissension—10/2/67; Robert Pauley, formerly with United Network, could start new one—1/15/68.
 New season starts—9/23/68, 9/30/68, 10/7/68; critics take readings—9/23/68, 9/30/68, 10/7/68.
 CBS takes lead in ratings—10/14/68, 10/21/68, and then its see-saw between CBS and NBC: NBC—10/28/68, 11/4/68, CBS—11/11/68, NBC—11/18/68, 11/25/68, 12/2/68, CBS—12/9/68, NBC—12/16/68, 12/23/68.

FCC revives its proposal to permit public inspection of network affiliation contracts—9/23/68.
 Representative Henry B. Gonzales (D-Tex.) introduces bill to empower FCC licensing of networks—9/30/68.
 Networks mull over joint establishment of Washington representative—11/7/68.
 News
 Washington TV stations oppose Justice Department's subpoenas for film and tape taken during civil disorders—5/6/68.
 TV is riot scapegoat, NBC News's Bill Monroe says—5/13/68; NAB President Praises radio-TV news coverage of April disorders—5/27/68; Vice President Humphrey cautions media on riot coverage—6/3/68; UPI survey gives high marks to broadcast coverage of civil disorders—6/24/68; Humphrey charges TV acted as analyst in spreading disorders—7/1/68; answered by Wasilewski of NAB—7/8/68.
 RTNDA sessions analyze complexities of broadcast news coverage, 1968-style—7/3/68, 8/5/68; RTNDA Freedom of Information Committee surveys degree of access on local level—9/9/68, report cites aggressive news reporting—11/18/68.
 Debate on free press-fair trial issue—1/8/68, Reardon group submits report—1/15/68, and it moves through despite sniping of various groups—1/22/68, 2/19/68, 2/26/68, 3/4/68, 3/11/68, 4/22/68, 4/29/68, 5/6/68, 5/13/68. Judge Reardon recommends training in criminal law coverage for newsmen—5/6/68. Clifton Daniel of *New York Times* and Reardon debate—5/20/68.
 Judicial conference adopts news guidelines for federal jury trials—9/23/68; N.Y. District Court adopts new coverage rules, assuring fair trial and not infringing upon basic rights of free press—11/25/68.
 UPI's station count—4/22/68; Dow Jones offers daily stock-market news reports to radio-TV—3/25/68, 8/5/68.
 FCC to adopt rule to shield stations from

five-year contracts with news wire services—9/25/67; set for oral hearing—3/25/68, but issue limp—5/13/68.

AP's member count—4/29/68, AP voice features begin—9/2/68.

Vietnam war coverage; Culligan of MBS urges "continuity" in Vietnam coverage—1/22/68; TV newsmen coverage of Vietnam accelerates as war intensified—1/22/68; TV newsmen take strong stands on Vietnam war—3/18/68.

ABC News cutbacks, replacing full-convention coverage with 90-minute nightly TV summaries, cancelled weekly news program, *ABC Scope*—1/22/68.

New York lottery poses news problems—5/29/67, FCC says one must use own judgment—6/19/67; NAB says it's OK to report winners—6/26/67; rule change proposed—7/17/67, rejected—11/13/67; FCC asked to reconsider—11/27/67; FCC again rejects bid—1/1/68; broadcasters ask for ruling, may go to court—3/4/68, 3/11/68, 3/18/68, FCC upholds its rules prohibiting broadcast of lottery news and advertising, even though lottery is state-sponsored—9/30/68, New York State Broadcasters and Metro-media file appeal with U. S. Court of Appeals—11/25/68, 12/2/68.

WCBS New York news expansion—10/16/67; KNBC(TV) Los Angeles opens 2½-hour early evening news period—3/25/68, 5/13/68; KNX Los Angeles adds virtually all news—3/25/68; WBBM Chicago moves into nearly all-news format—4/1/68; so does KCBS San Francisco—4/15/68; KNXT(TV) Los Angeles extends late-night news periods—6/10/68.

Larger audiences for early evening TV news shows found in survey by Television Information Office—6/17/68.

Westinghouse's KFWB is its third station to go all news—1/15/68, 2/26/68, 3/11/68.

KNXT(TV) Los Angeles updates newscasts, commercials often become expendable—12/2/68; WTOP Washington plans switch to all news in February 1969—12/16/68; WGN Continental steps up national news—12/16/68.

Vanderbilt University tapes news programming in library-type project—10/7/68.

San Francisco stations expand coverage of news as strike closes newspapers—1/29/68; in Detroit—6/17/68; in Washington—7/29/68.

NBC News to program two-hour news on NBC-TV in January 1969—1/15/68; is NBC's biggest program supplier—2/5/68.

Triangle Stations to use "think bank" under which specialists will be utilized for news commentary and analysis—2/12/68.

Secretary of State Dean Rusk and Secretary of Defense Robert S. McNamara appearances on *Meet the Press* stir speculation of "planned" programming by White House—2/12/68.

WMAR-TV Baltimore request to film verdict in court case involving former U. S. congressman from Maryland denied—2/5/68.

CBS News President Salant says CBS's full, live coverage of State Secretary Rusk testimony before Fulbright committee assured, unless some other network provides it—3/4/68, NBC News covers in full, CBS presents special report—3/11/68, 3/18/68.

TV coverage of news elicits pros and cons at Columbia U. news panel—3/18/68.

Network news operations in 1968 will cost even more than expected—3/25/68, 4/8/68; highest ever—11/18/68.

USIA's Marks bids Red China send its information-media specialists to U.S. to cover presidential elections—5/6/68.

Metromedia committed to becoming major news force in television—4/22/68, 5/6/68, 10/14/68; FCC rebuke of Metromedia involves editing of shows featuring interview of White House aide Roche—7/29/68.

Capital Cities and Fairchild Publications organize Fairchild Broadcast News Service—12/9/68.

KSTP-TV St. Paul-Minneapolis will appeal a contempt-of-court citation arising out of its coverage of murder trial—3/25/68.

All-importance of electronic journalism theme of NAB convention, as LBJ delivers retirement-peace feeler speech on networks and then appears at convention in wild week for news-on-air including also killing of Martin Luther King and racial unrest that followed—4/8/68.

Broadcasters emerge with esteem in storm-tossed coverage period in history of radio-TV, including \$5.65 million in preemptions and another \$1 million for added personnel—4/15/68.

More coverage commitments for networks: start of Paris peace talks—5/6/68, 5/13/68.

FCC Chairman Hyde calls on broadcasters to assume part of responsibility of unifying nation—6/10/68.

Network coverage: the primary is one area—6/3/68, but big effort is concentrated on events surrounding the assassination of Senator Robert F. Kennedy with 200 hours of network coverage recorded—6/10/68;

cost estimated at \$20 million—6/17/68; affiliates wonder if funeral coverage was overplayed—6/24/68; but TV committed to funeral coverage for ex-Presidents—7/1/68, 8/26/68.

News coverage of Czech crisis—8/26/68.

Three Miami stations accused by Florida citizens committee of biased reporting—4/22/68; they deny charges—5/6/68.

Disk jockey Howard Miller sues WIND Chicago for \$5 million after his suspension for on-air comments about Negro reaction to King killing—5/6/68. WIND asks court to dismiss case—5/13/68; Joe Pyne off KLAC allegedly for picking sides in primary but station says it is illness—5/27/68.

Perils of broadcast journalism cited by Stanton and Schneider of CBS—5/20/68.

Cameras and microphones banned from public probe proceedings in Chicago—5/27/68.

Iowa Representative Neal Smith (D) given free time by NBC to respond to commentary by Chet Huntley regarding Wholesome Meat Act—6/17/68; Senator Hart recommends newsmen disclosure of financial interests—7/15/68.

NBC News President William McAndrew dead at 53—6/3/68; Reuven Frank succeeds—6/10/68, 6/17/68.

Agriculture Secretary Freeman denied equal time over TV "hunger" program—6/3/68; program rerun and reaction added—6/17/68.

Ford Foundation grants for minority-group training in mass media—6/24/68; Journalism project at Columbia U. funded by foundation—7/8/68.

FBI men will no longer pass themselves off as newsmen—7/15/68.

NBC cameraman lodges assault charges against Cleveland police—8/5/68.

Edward W. Barrett resigns post as dean of Columbia Journalism school—8/12/68.

NBC newsmen roughed up in Sofia, Bulgaria—8/12/68.

FCC to probe CBS's "hunger" documentary—10/28/68, congressional committee looks into issue—12/16/68.

CBS's Salant charges government is "chipping away" the First Amendment—11/11/68.

NBC's policy requiring news personnel to bare investments gets mixed reactions—11/4/68.

Newsmen loses job over slip of the lip on WBBM Chicago—11/4/68.

Trial of Sirhan B. Sirhan to be on closed-circuit TV for news media's coverage—11/25/68, 12/9/68.

Pressure builds in Congress for hearings on network news—12/2/68.

Special task force of National Commission on Violence indicts Chicago police for August disorders at Democratic convention—12/2/68, 12/9/68.

Television journalism: a winter of crisis judged by regulatory notice from FCC, congressional committees, Chicago federal grand jury and for what is yet to come in Washington—12/9/68.

Newsmen speculate on Nixon news style as he asks TV-camera blackout during news conference—12/9/68, Klein says Nixon will increase news sessions—12/16/68.

Instant news special on WCBS New York—12/9/68.

Illinois attorney general asks NBC and CBS to hold on to tapes and film of Democratic convention coverage—see possible move against alleged "biased reporting"—9/2/68, 9/9/68; Metromedia provides time for Mayor Daley show—9/9/68; networks subpoenaed for tapes and films of Chicago coverage—9/16/68, uproar over Chicago continues, as federal grand jury is impaneled—9/16/68, 10/21/68. Stanton rebuts Chicago critics and Salant tells government agencies to keep hands off—9/30/68.

CBS holds special meeting on convention coverage—10/7/68.

FCC asks networks to comment on complaints over Chicago coverage—9/16/68, CBS says FCC ought to defend and not question—10/14/68. ABC defends coverage—10/21/68, as does NBC—10/28/68; Cronkite defends TV's objectivity—10/7/68; probe by House Investigations Subcommittee on news bias is possible—11/25/68.

Elections: night of endurance for newsmen—11/11/68.

LBJ's stop-bombing message inadvertently scooped by WNDT(TV) Newark, N. J.—11/4/68.

Pay Television

FCC proposes rule on national system of pay TV endorsed by labor, opposed by producers—9/18/67; to be slated for hearing by House Communications Subcommittee—9/25/68; probe held—10/9/67, 10/16/67, 10/23/67; FCC urged to delay decision—11/13/67, 11/20/67.

Congress flooded with mail opposed to further FCC delay on nationwide test of pay TV—7/8/68, 7/15/68; resolution to delay for another year—7/29/68, and off until September—8/5/68; FCC tells House Commerce Committee it will consider de-

cision on pay TV issues if committee doesn't by end of 1968—9/9/68; House group seeks new delay—9/16/68. FCC adopts rules to limit pay TV to big markets, one to a community—12/16/68.

Pay-TV broadcaster, WHCT(TV) Hartford, Conn., plans new facilities—1/8/68; RKO General asks for second three-year extension of WHCT's pay-TV experimental operation—5/6/68; FCC grants extension—7/1/68.

WHCT programming is cut back—11/25/68.

Subscription Television Inc. to merge with Leach Corp.—9/9/68.

Politics

Political conventions: if both parties pick same city, TV networks could save some \$250,000 each—1/23/67; but they don't—10/16/67; ABC News to program 90-minute nightly summaries in place of full convention coverage—1/22/68; Democratic convention in Chicago to cost networks more because of short set-up time and other factors—2/5/68; accreditation to both conventions—5/27/68; networks cover primaries—6/3/68; conventions ready for radio-TV coverage—6/17/68; but strike problems snarl Chicago plans for Democrats—7/15/68, 7/22/68; compromise worked out—7/29/68, and then new problems up to convention time—8/12/68, 8/19/68, 8/26/68; radio-TV ready with facilities, personnel—7/22/68; broadcasters testimony taken by Republican platform committee—8/5/68, by Democrats—8/26/68; radio-TV mass in Miami for GOP convention—8/5/68; NBC and ABC happy over GOP convention coverage ratings, but was CBS-NBC gavel-to-gavel coverage worth effort?—8/12/68; mobile news units ordered off streets by Chicago police on eve of Democratic convention—8/26/68.

Ratings for Democratic convention coverage hold as in GOP's but reporting of manipulations and control measures promises change for future—9/2/68; post-Chicago fracas for radio-TV news focuses on coverage—9/2/68, 9/9/68.

Presidential candidates: Minow would have them given free TV time—12/4/67; Nixon ready for another round of presidential debates on TV—12/4/67; McCarthy seeks FCC help on equal time—1/1/68, 1/8/68; appeals to courts—1/15/68, 1/29/68, 2/5/68, 2/12/68, 2/19/68; court rejects McCarthy bid—2/26/68. Lar (America First) Daily says he'll enter presidential primaries—1/22/68.

McCarthy emphasizes radio in primaries—4/8/68; problems in McCarthy camp as to who is in charge of media placement—5/13/68; Rockefeller names Tinker as agency—5/13/68; Humphrey to Doyle Dane Bernbach—5/20/68; McCarthy-RFK debate called "joint appearance"—6/3/68; held, but near forgotten as RFK meets death from assassin's bullet—6/10/68.

Nixon names FSR as agency—6/3/68.

Rockefeller presses for debate with Nixon 6/17/68; Wallace apologizes to ABC News after seizure—7/15/68; McCarthy names Gilbert Advertising—7/22/68; Humphrey-McCarthy debate considered—7/29/67, but nobody rushes—8/19/68, finally scratched—8/26/68; George C. Wallace wants coverage of his third party "convention"—8/5/68; Nixon accepts CBS offer for TV debate—8/12/68.

Humphrey changes agencies handling his campaign—9/16/68; CBS refuses 30-minute order from McCarthy because of lack of information—9/30/68; Nixon makes tapes for CATV—10/7/68.

Elections: a night of endurance—11/11/68.

Political buys: They start early—6/24/68; Nixon starts national campaign even before national convention nominates him—7/22/68; Humphrey's \$1-million pre-convention network TV campaign—8/5/68; McCarthy radio "testimonials" campaign in California—8/12/68; Nixon-Agnew on CBS-TV and NBC-TV. George Wallace on NBC-TV—8/26/68.

ABC-TV reports Nixon buys—9/16/68; World Series spots OK'd—9/30/68; broadcast ad push by major candidates promises record high of \$50 million—10/14/68; Klein describes candidate's broadcast strategy—10/21/68. Humphrey and Wallace line up time on ABC-TV—10/28/68; campaigns are costliest in history—11/11/68; Republican's spot draws fire. GOP withdraws it—11/4/68; pre-election buys pre-empt shows—11/4/68; TV is main medium used by Nixon in campaign—12/16/68.

Storer cuts price of political ads 25%—9/30/68; Taft Broadcasting urges political TV ad codes—11/4/68; California candidates disclose spending—12/16/68.

Networks give equal time to Republican leadership to reply to President Johnson speech—12/18/67; Harry Ashmore critical of equal time rule—1/15/68; Democrats want to respond to GOP on CBS. Stanton rejects bid—1/29/68.

News Election Service—extends coverage to state primaries—1/22/68, readying for Nov.

5 elections—8/19/68.
 CBS's Shakespeare joins Nixon campaign organization—6/24/68.
 Group broadcaster Gordon McClendon announces candidacy for Texas governor—1/8/68.
 Democratic candidate LeRoy Collins turns down TV debate in Miami—5/27/68.
 Prediction that 1968 will see emphasis heavier than ever before on political campaigns on broadcasting—4/1/68.
 Ad man Frederic Papert's personal observations on political ads—4/1/68; and those of Robert E. Allen—8/25/68.
 Supreme Court will review libel case involving 1962 political speech on WAFB-TV Baton Rouge—1/29/68.
 AAF's code on political advertising based on code on business advertising—2/12/68.
 CBS-TV plans to waive compensation for political conventions, election coverage finds affiliates up in arms—4/1/68; CBS reconsiders after lively session with affiliates—4/8/68; modifies plan—4/29/68, 5/6/68.
 Theodore C. Sorensen, former JFK special assistant, calls for suspension of Sec. 315, suggests networks provide eight prime-TV hours free—1/29/68.
 President Johnson's withdrawal from 1968 presidential race sets off network and other petitioning before Congress for suspension of Sec. 315 equal-time rule—4/8/68, 4/29/68, 5/6/68, 5/13/68, 5/20/68; before Senate committee—5/27/68; passed by Senate—6/3/68; falters in House—6/10/68; House Commerce Committee Stargers not pushing on Sec. 315—7/1/68, holds session with no action—7/22/68, 7/29/68.
 Candidates go on record with CBS on Sec. 315—5/20/68, and Representative McCormack (D-Mass.) in favor of suspension—6/17/68; panel calls for Sec. 315 modification—4/15/68; and equal time issues comes up in CATV field, but is resolved—4/15/68.
 FCC won't rule on Wallace coverage—9/2/68; Humphrey actively supports equal-time suspension—9/9/68; prods for debate with Nixon—9/30/68.
 New network offers of time for candidates' debate—9/2/68. Nixon says no to offers—10/28/68.
 House Commerce Committee suspends equal time rule—9/16/68, 9/23/68, 9/30/68, 10/7/68; clears House but not Senate—10/7/68, 10/14/68.
 Representative Gurney debates Collins on ETV in Florida—9/23/68.
 Metromedia provides time for Mayor Daly program on Chicago violence—9/9/68, 9/16/68, 9/23/68; will give "reply" program to Mayor Daley's documentary—9/23/68. program set—12/16/68.
 Time is extended for candidates to make use of time under Sec. 315—10/28/68.
 Commercial networks' political coverage enters Hoving controversy—10/28/68.
 Stations which do not pay ad agency commissions on commercial advertising need not pay them on political advertising. FCC rules—10/14/68.
 WJHG-TV Panama City, Fla., case; FCC says political candidate has leeway in asking others to join him in use of equal time under 315—9/30/68. Westinghouse Broadcasting challenges ruling—10/28/68.
 Networks expect slow-up in vote-projection plans because of three major contenders for presidency—10/14/68, plans ready for vote counting election night—10/28/68, 11/4/68.
 AFL-CIO has clearance problems in its paid political advertising—10/21/68. FCC responds—11/4/68.
 As election draws close, FCC is swamped with fairness issues—11/4/68.
 Professor Roscoe Barrow proposes legislative revision of Sec. 315—11/18/68.
 WAME Miami told by FCC to stop carrying political spots aimed at Bahama Islands—4/8/68.
 AAAA issues manual and code of ethics on political advertising—4/22/68.
 How the candidates consider radio-TV—4/28/68; Fair Campaign Practices Committee studies show newspapers and broadcasters about alike in media policies on handling last-minute campaign charges—5/6/68; RFK wonders how much networks made during Indiana campaign and says campaign tab would be reduced by 80% if TV made time available as public service—5/13/68; Twentieth Century Fund to study '68 campaign costs—5/27/68, 6/10/68.
 Former White House news aide Bill Moyers points up LBJ's failure to communicate through TV—5/6/68.
 FCC Commissioner Cox message to radio: more political news—5/13/68.
 NBC-TV halves price of minutes for political advertising placed Aug. 1 to election day—8/22/68; FCC questionnaire to stations for information on political timebuys made—7/22/68.
 Presidential and vice presidential candidates of Communist Party walk out of TV talk

show when confronted by double agent for FBI—8/5/68.

Programming
 Instant viewer-opinion poll—10/2/67. draws 50,000 votes in 11 cities—10/16/67; other stations join—11/6/67; court orders phone company to continue service to WLBW-TV Miami for QOD—10/9/67. catches on fast—11/6/67. station defections—1/1/68, 1/22/68, 1/29/68.

FCC asks stations to tell audience how poll works—5/27/68.

New Season started, ratings, critics (see networks).

"The Birds" movie sets new rating high—1/22/68; ABC identifies 32 features for 1968-69 season—2/5/68; W7 offers package of 30—2/5/68; NBC officials indicate that unlike ABC and CBS, it's staying out of movie-making business—3/25/68; ABC-owned stations in major contract for films from W7—3/25/68; ABC pays \$20 million



NBC's 'Julia' (Diahann Carroll), the first Negro family situation comedy, promptly escalated straight into the new season's top-10 shows.

for 23 20th Century-Fox features—8/5/68; MGM syndicates 145 feature-film package—8/12/68.

Benton & Bowles' report predicts double features may be on the networks—2/12/68; W7 offering big bundle of recent movies to TV networks—3/11/68; Various new "movie" forms head toward TV in 1968-69 and 1969-70 seasons—4/1/68; W7 to move into network TV production—4/29/68; NBC-TV considers sequels to movies made especially for TV—8/5/68.

American International acquires Screen Entertainment films—9/2/68; Wolper eyes features—9/2/68; Walter Reade has new 26-film package—10/21/68; CBS buys Screen Gems' 19-movie package for \$17 million—11/4/68.

Network program chiefs suggest movies may be losing TV appeal—10/28/68; study blames ratings slippage of network movies to campaign pre-emptions, too many movie nights—12/16/68; CBS asks Universal for a minimum of three new features—12/16/68.

ABC-TV plans 90-minute morning variety show—1/8/68; advertisers interest noted as program begins—3/11/68; ABC-TV drops Dick Cavett Show—12/2/68; Third Reich in three nights seen as keystone of specials on ABC-TV—3/4/68.

Other news of specials: \$100 million in revenues seen as networks draft 300 specials for 1968-69 season—1/8/68; McMahon-Black production of specials—5/6/68; record volume of TV specials in 1968-69 season—5/27/68; CBS's list released—7/1/68; Universal TV turns to one-hour specials—8/19/68; WBC's one per week—9/2/68; ABC. Truman Capote Fallout—11/4/68, new production firms—Iison/Chambers and Winters/Rosen—making specials—11/25/68. Scripps-Howard/WGN Continental Productions formed to produce TV films for syndication—11/20/67. 90-minute John Gary Show prepared—3/18/68. 5/6/68; Bill Bur-

rud Productions plans special—11/20/67; Pam Enterprises increases Florida feature production—11/20/67; Taft and Nicholson-Muir TV production—3/1/68; groups produce specials as co-op—4/29/68; Golden Eagle co-production plans—6/17/68; Huntington Hartford plans one hour variety show—8/5/68.

New What's My Line? on TV—5/20/68.

Networks plan second season shifts—11/11/68, 11/18/68.

NBC-TV in new season will schedule 90-minute weekly The Name of the Game in prime time—1/29/68, has \$10-million budget—4/15/68.

Television networks speed plans for fall season—2/12/68, 2/19/68, 3/4/68, 3/11/68.

TVQ and TV Stations Inc. give predictions of winners for 1968-69 season—4/8/68.

Spanish-Americans protest treatment on TV—8/19/68.

Bell Telephone Hour to leave network TV as regular fare: will move to radio—3/25/68.

KHJ-TV introduces "Tempo" format of local live programming—12/11/67; new radio show with Bill Cosby may be harbinger of future entertainment production by star and his production company—2/12/68.

Ford Motor Co. \$500,000 purchase of Woroner Productions computerized, mythical boxing bout programs said to be one of largest buys in history of radio syndication—3/25/68.

CBS-TV's Griffin show set for August 1968—10/28/68.

NBC-TV sets Debbie Reynolds for 1969-70 season—11/4/68.

Hughes Tool to buy Sports Network—9/2/68, 9/16/68; Hughes RKO tie-up—12/9/68;

Taft Broadcasting purchases Fouad Said Productions—9/23/68; David Wolper buys back movie production—10/14/68, and Metromedia Producers replaces Wolper as Metromedia's TV production arm—10/28/68; Harris and Alexander buy out National General's interest in NTA—10/21/68;

Chuck Barris Productions goes public—10/28/68; MGM picks Louis F. Polk Jr. as president—12/16/68.

Nixon "cabinet show" plays to big TV audience—12/16/68.

Stations hear advice on music play—spend more time on records, less on popularity charts—12/16/68.

Hallmark Cards-Arena Productions to study shortage of TV writers—10/7/68.

Four Star International indicates production expansion plans—11/18/68.

TV pot party at WBBM-TV Chicago—1/15/68; probe by FCC indicated—3/25/68; but Capitol Hill probe unit holds closed-door session first—4/22/68. House group hearing—5/6/68, 5/13/68, 6/17/68, 6/24/68. CBS asks for full open hearing. FCC was to take up May 4—4/29/68, but resumes hearing schedule much later—7/29/68; FCC gets House data—8/12/68; sets hearing—8/19/68, 9/2/68, 9/16/68, 10/14/68, 10/21/68;

PBL "pot" show may be probed—12/9/68.

Breach-of-contract award by Los Angeles court to producer of Queen for a Day—4/1/68.

Daytime TV game and audience participation shows make resounding comeback in network TV—1/8/68; Screen Gems plans more daytime shows—2/5/68; CBS-TV makes changes, as NBC-TV moves up in daytime audience—6/10/68; housewife stimulated by daytime TV—7/15/68.

Talk-variety program format in syndication—2/26/68; Metromedia to produce Donald O'Connor Show—7/1/68.

Krantz Films formation of TAPE/NET to produce and distribute for TV syndication—3/11/68.

ABC-TV's reported buy of The Survivors for 1969-70 may be most expensive one-hour series produced for network TV—4/1/68.

ABC-TV denies plans for fall cutbacks of prime-time programming—1/29/68; programming department shakeup—3/18/68; adding third movie night in 1969—6/3/68; ABC-TV severs contract with QM Productions—8/5/68, goes to court in ABC suit and QM counter suit—8/26/68.

General Artists and Creative Management Associates merger agreement in what may become biggest talent agency in the world—3/18/68; MCA-Westinghouse merger proposed—8/5/68, Dept. of Justice slows it—11/4/68; National General Corp. and Warner Brothers-Seven Arts merger—8/19/68.

11/25/68; Norton Simon acquisition of Talent Associates—8/26/68.

Westinghouse Broadcasting's three-and-half-hour study of the racial crisis of the cities. One Nation Indivisible—3/18/68, 5/6/68, 5/20/68; WBC gets good reaction, ratings to program—5/27/68.

McGowan-Storer settlement on Little Hobo TV series suits—8/19/68.

Julie Andrews gets up to \$1 million payment for two shows—5/6/68.

Probe investigative programs on KMBC-TV Kansas City, Mo., lead to jail reforms—3/25/68.

TV syndicators predict 1968 sales will rise

"comfortably," cited are more UHF stations, local pre-emption of network shows—3/25/68.

President Task Force on Telecommunications hires Spindletop Research to study TV-program diversity—4/22/68.

Programs with Negro themes develop in TV: NET plans—4/22/68, 6/3/68; late night phone conversation show, *Night Call*, to bridge gap between whites and blacks introduced by Methodist group—4/22/68, 6/3/68; ABC News sets six-part series on urban crisis. Joining news organizations of CBS and NBC for series on cities—5/20/68; Westinghouse schedules 65-part TV series on American Negro—11/1/68.

NBC-TV reads British import, *The Strange Report*, for January 1969 start—6/17/68.

Atlanta listeners protest to FCC over plans of new owner of WGKA-AM-FM to change from classical to middle-of-the-road music—5/20/68; station stands pat—6/10/68, sale approved as FCC avoids music-format issue—9/2/68; citizens group enters plea—10/28/68.

"Violence" in television, other media, grows as issue in aftermath of assassination of Senator Kennedy—6/10/68, 6/17/68, 6/24/68, 7/1/68; McCall Corp. forum on TV violence—7/29/68; mothers group complaint lodged against Commissioner Johnson's remarks at McCall meeting—8/12/68.

Advertisers react to issue of TV violence, some ANA members withdraw from shows portraying excesses—7/8/68; Benton & Bowles issue list of 57 syndicated shows putting off limits by General Foods to avoid associating advertisers with programs containing violence—7/29/68.

Democrats in Chicago debate violence issue, delete call on FCC—9/2/68; Federal judge delivers warning—9/2/68; Hoover of FBI denounces portrayal—9/27/68.

Representative John M. Murphy (D-N.Y.), chief sponsor of House resolutions calling for full-scale FCC probe of TV programming, cites increased incidence of violence—7/8/68; Senator Pell (D-R.I.) urges broadcasters finance independent study on violence-in-TV programs—8/12/68; Hollywood goes gun shy—8/19/68; trends in West Coast production is away from violence. Paramount schedules "nonviolent adult western"—8/26/68; government task force on mass media studies violence—8/19/68.

Violence issue grows (see Broadcaster-Government Relations).

Westinghouse Broadcasting sets programming expansion, realignment of staff—5/27/68.

Valenti reports drop in amount of film production for networks—7/1/68.

Madalyn Murray O'Hair negotiates lecture appearances, called *The American Atheist*, on KTBC Austin, Tex.—6/3/68, to be followed by clergymen broadcasts—6/10/68; program activated public complaints to FCC—8/26/68.

American Cancer Society turns heat on smoking in programming, writing networks about study ACS conducted—7/1/68.

FCC's programming-reporting form causes new anxiety over public notice—7/15/68; Budget Bureau asks to use good offices between FCC and broadcasters for meeting on issue—7/29/68; compromise worked out—8/5/68, 8/19/68.

United Artists consolidates feature film and program divisions into United Artists Television—8/19/68.

W7 sued by Cary Grant and others for allegedly using blockbuster movie to sell package to TV—8/26/68.

FCC amends rules on station record keeping regarding program sponsorship or source material—12/9/68; Marcus Cohn law firm asks clarification—12/19/68.

AT&T's three-part series on urban-crisis problems on NBC-TV—9/9/68.

Screen Gems and Columbia to merge—9/23/68, 12/2/68.

FCC reopens proposals for network program ownership limitation—9/16/68, 9/23/68; CBS and NBC ask for time to comment on rulemaking—10/21/68. FCC grants extension—10/28/68.

Bill Cosby and NBC-TV sign \$15-million deal—9/23/68.

Ownership of NBC-TV's daytime serial, *Days Of Our Lives*, is in legal dispute—11/25/68.

Johnny Carson objects to late start of *Tonight* show—9/16/68.

KPFK(FM) Los Angeles broadcasts racy Murray Roman album—10/28/68.

Radio Advertising Bureau

RAB announces computer study to aid buying—5/20/68.

Small market advisory committee expanded—4/8/68.

RAB President projects radio trends in year 2,000—4/22/68.

Record budget approved by board—11/25/68.

Ratings

American Research Bureau reorganizes—broadcasters question variations in ARB data—1/1/68; ARB holds seminar in Washington to defend its increased data break-

down in TV market reports—2/26/68; way to trace on ARB methodological dispute following meeting with SRA and TVB—6/3/68; dissent continues—6/24/68; NAB asks ARB to drop charges until validation studies can confirm reliability—7/8/68.

FTC continues to probe suspected misuse of ratings by stations in promotion, advertising—10/2/67.

Spanish audience-measurement problems get priority at BRC and FTC—10/30/67.

AAAA plans to drop BRC membership—12/11/67.

ARF President Sherwood Dodge indicates foundation will review differences in ratings produced by various research techniques—1/22/68; draws fire from McGannon—1/2/68.

Sampling errors claimed in ratings based on special telephone coincidental survey conducted by C. E. Hooper Inc.—3/18/68; 4/1/68; Hooper may offer TV rating service—4/1/68, 7/29/68, starts it Sept. 15—9/9/68.

Stations in Los Angeles and Atlanta reportedly broadcast spots telling viewers how to fill in ratings diaries—4/8/68, 4/22/68.

W. R. Simmons & Associates Research Inc. to begin new diary-based weekly network TV service—6/17/68.

Advertising agency media people call for methodological study of television ratings in search of "individual viewer" data—8/12/68.

Wide discrepancy occurs in Hooper-Nielsen national-TV data—11/4/68.

Broadcast Rating Council accredits several research firms—11/11/68; raps hyping of ratings—12/9/68.

Space Communications

Comsat plan for domestic-satellite program opposed by Ford Foundation—9/25/67; FCC staff processing pilot proposal—10/23/67; many problems, EIA hears—10/30/67; Comsat rate study delayed until 1969—2/19/68; satellites used almost 210 hours in 1967, Comsat reports—4/8/68.

Engineering study estimated six synchronous satellites broadcasting direct to home receivers in future—3/4/68.

McCall's seeks use of satellite channels to produce and relay TV shows—7/15/68.

Space broadcast facilities proposed by scientist-engineer group—8/12/68.

Small "bonanza" to Comsat as 40 hours scheduled over 10-day period in TV coverage of Czech crisis and Pope's visit—8/26/68.

Plans set for Apollo 7 launch, with TV aboard—9/2/68. TV provides high moments in shot—10/21/68, 10/28/68; Apollo 8 coverage is prepared by networks—12/9/68, 12/16/68.

PBL uses Lani Bird, in what is said to be first noncommercial use of that satellite—12/2/68.

FCC approves Comsat role in construction of four new satellites to be owned by ITSC—10/14/68.

Hughes gets contract for Intelstat IV—10/28/68.

ABC says broadcasters should share in ownership of domestic communications satellite system—10/28/68; broadcasters may be included in pilot domestic system—11/4/68; Comsat factors negotiation with networks—11/18/68; ITT sells bulk of Comsat stock, gives up seats on board in policy spat—12/9/68; FCC talks about 336 mc spectrum space in satellite-to-home broadcasting—12/2/68.

UN may look into direct broadcasting to home sets from satellites—11/18/68.

Special Reports

During 1968 BROADCASTING published special reports on: baseball broadcasting outlook for 1968 season—2/19/68; broadcast spectrum and allocations—7/22/68; equipment shown at NAB convention—4/15/68; football broadcasting outlook for 1968-69—8/12/68; Perspective '68—1/29/68; Republican national convention coverage—8/12/68; TV syndication—3/25/68.

The conglomerate is emerging in broadcast ownership as part of U.S. trends to merger and diversification—12/2/68.

What's coming up in TV-network programming in 1969-70 season—11/4/68: are TV movies losing their audience appeal?—12/16/68.

Aggressive reporting, respect for facts answer access problems—an RTNDA survey—11/18/68; survey of congressional seats up for contention in 1968 elections shows prospects of little change in situation for the broadcaster-oriented—10/28/68; 90th Congress record in broadcasting is reviewed—10/28/68.

TV-spot television is media leader in 1968—10/7/68; independent TV stations increase audience shares—10/14/68; Television Stations Inc. forum ponders future TV problems—10/21/68.

New Products: Radio-TV what consumer appetite—11/11/68; television journalism: a winter of crisis judged by regulatory notice from FCC, congressional committees, Chicago federal grand jury and what is

yet to come in Washington—12/9/68.

Sports

Advertisers: American Airlines invests \$3 million in sports—1/22/68; Getty Oil emphasizes TV sports—1/22/68; Atlantic-Richfield big sports sponsor on West Coast—2/26/68; Shell buys 40-50 markets for *Wonderful World of Sports*—3/4/68.

Baseball: Atlantic-Richfield to sponsor Oakland Athletics on radio-TV for five years—11/20/67; Angels' radio sponsors sign for three years—12/4/67; New York Yankees boost rights—1/22/68; World Series may have night game in 1969—2/19/68; Special: rights over \$31 million—2/19/68;—KVI Seattle gets rights to city's American League club—4/1/68; American League split brings question on televised playoffs—6/3/68; San Diego basks in publicity from National League franchise—6/3/68; San Diego radio-TV contract—8/12/68; Majestic Advertising obtains broadcast rights to baseball's Kansas City Royals—9/30/68; White Sox files suit in Chicago against WMAQ Chicago, charging failure to fulfill broadcast contract—10/7/68.

Basketball: NCAA basketball playoffs on Sports Network—3/4/68; NBC-TV gets rights to championship tournament—4/15/68; KEMO-TV San Francisco signs for five-year rights to basketball's Oakland Oaks—10/14/68; Sports Network signs 100-station college basketball lineup—10/28/68.

Billard show sold to Piel's—1/15/68.

Boxing: ABC-TV buys rights to Benvenuti-Griffith middleweight bout—9/4/67; broadcasters in on International Boxing League—4/22/68; Price-Roberts first TV show is boxing bout—4/22/68; SNI schedules light heavyweight bout—5/6/68; radio's All-Time Heavyweight Championship Tournament well received—10/9/67; other such series to be added—10/16/67; over 20 stations lined up for Foster-Rouse bout—8/26/68.

Football: ABC-TV renews NCAA college football for 1968-69 season—1/1/68; Mutual acquires radio rights to Army-Navy game—9/25/67; Notre Dame football—1/15/68; 120 stations sign for Notre Dame games—7/8/68; 115 NFL games scheduled on CBS-TV—4/22/68, announcer lineup—4/29/68; Giants sold out on WNEW—3/11/67; two thirds sold on own network—4/29/68; San Diego Chargers sign with UHF—4/1/68; Cleveland Browns sign with WHK—4/1/68; ABC-TV reportedly to get Sugar Bowl, NBC Gator Bowl—9/27/67; Rose Bowl dressed up for color—12/11/67; Sun Bowl CBS-TV—3/4/68; Super Bowl ratings—1/22/68, 5/6/68; Nielsen confirms ratings—3/4/68; Sportsfilm Inc. syndicates football films—11/13/67; NFL Films series debuts—6/10/68; Syndicators' football shows for 1968—8/12/68; Rights costs ride escalator—1/15/68, special: rights go up—8/12/68; Eastman Kodak sponsors *The Professionals*—4/12/68; R. J. Reynolds signs for NFL—2/12/68; L&M reduces football ads—2/19/68; FCC denies pleas to investigate two-station football feed contract—1/15/68; high school group protests Friday night pro games—5/13/68; Football seen reshaping TV's profile; *Heidi* special starts on NBC-TV's Jet-Raiders; final-minute cut; fans fired; NBC apologetic—11/25/68; SNI plans coverage of three college bowl games—12/2/68; Football Commissioner Rozelle suggests expanding TV game coverage to Monday night in 1970—10/7/68.

Golf: ABC-TV "1968 Golf Galaxy" virtually sold out—11/20/67; all sold out to 10 sponsors—4/22/68; ABC gets USA for three years—1/15/68; SNI signs sponsors for New Orleans tournament—4/15/68; ABC-TV signs with PGA—6/10/68; PGA split won't affect contract—8/19/68; N.Y. PGA tourney set by Sports Telecast—9/9/68; ABC-TV sells 85% of PGA package—12/2/68.

Hockey's TV-radio rights cost \$12.8 million—10/9/67; ratings show yearly increase—7/8/68.

Olympics: ABC-TV sets schedule for Winter Olympics coverage—12/25/67, sponsorship sold out—1/15/68; Lincoln-Mercury full radio sponsor on NBC—1/22/68; Ford happy with TV ratings—3/18/68; ABC-TV hopes to minimize disruption of fall programming with Summer Olympics—4/1/68; Lincoln-Mercury signs for NBC Radio coverage—4/15/68; Filmex gets Mexican Olympic contract—4/22/68; Summer Olympics schedule—6/3/68; 9/16/68.

Soccer: CBS-TV buys second season of National Professional Soccer League weekend games—10/30/67; revamped league wants to renegotiate contract—1/8/68; Cleveland CATV gets soccer games—5/27/68.

Tennis series planned by ABC Films—1/8/68. Representative MacDonal (D-Mass.) suggests networks obtain advisory opinion on collectively refusing contracts with blackout provisions—10/16/67; CBS-TV drops *Sports Spectacular* after eight years—12/4/67; MPO forms sports syndication arm—7/1/68.

Station Representatives
Blair Radio association with Keystone Broadcasting System to sell spot on "network" basis—8/5/68.
Robert E. Eastman and Co. drops its Eastman TV subsidiary—1/29/68.
Frank Headley announces early retirement at H-R: Dwight Reed, Edward Shurick and James Aispaugh figure in realignment—3/4/68.
Agencies' data requests complicate station rep's workload, according to TVAR study—3/11/68.
Petry will rep four New York suburban radio stations selling as group—5/13/68.
Tele-Rep formed by Chris-Craft—8/19/68.
John Blair & Co. sets up radio "network"—9/2/68.
Metro-TV drops its own UHF (KNEW-TV) in San Francisco to take Cox's VHF—9/16/68. KNEW-TV appoints Hollingbery—9/30/68.
Progressive rock media reps "progressive rock" stations—9/23/68.
Avery-Knodel separates New York TV sales staff into east and west divisions—9/30/68: Edward Petry & Co. splits TV department into two units—12/9/68.
Adam Young-VTM absorbs National Television Sales—10/28/68.
Eastman and Southern Broadcasting merger is set—10/28/68.
Stations Representatives Association in FCC complaint attacks station group owners that represent stations other than their own—11/4/68. 11/25/68: RKO radio reps rebuts—11/25/68.
Corinthian Broadcasting switches station reps from H-R Television—12/9/68.
Success Stories
Reports of sales successes in radio: Beck's beer—7/29/68: Cup 'O Gold (candy bar)—10/9/67: Forest Lawn Mortuary—10/23/67. 4/15/68: Gold Seal Vineyards—5/6/68: Holiday Inns of America—5/27/68: Lincoln-Mercury Dealers Association (Los Angeles) 8/5/68: Miracle adhesives—7/17/67: Tasker Industries (engineer recruitment)—9/11/67: Olympic Airways—9/16/68: Sperry Rand's New Holland Division (farm equipment)—10/21/68: Sahara Hotel, Las Vegas—9/2/68: Wm. Wrigley—10/14/68.

Reports of sales successes in television: Barney's (clothing)—4/2/68: Coffee Promotion Committee—10/16/67: International Coffee Organization—11/20/67: Institute of Life Insurance—5/20/68: Jeno's Pizza Rolls—4/22/68: Texize's K-R (spotremover)—10/23/67: Von's Grocery Chain—5/20/68: Insurance Co. of North America—10/28/68: Mogen David Wine—11/11/68: Olympic Airways—9/16/68.
Tall Towers
WBTV (TV) Charlotte, N.C., plans to build tallest tower in the U. S.—4/29/68.
Chicago's TV tower project awards installation to RCA—8/5/68.
Washington, D.C., stations drop plans for 1,220-foot tower—10/21/68.
Television Bureau of Advertising
President Cash advances suggestion that TVB might be better financed by percentage of sales instead of membership dues—4/8/68.
UHF
All-Channel Television Society (ACTS) calls on Congress—9/25/67, asks FCC to arrange meeting with set makers to get better UHF tuners—10/16/67.
All-Channel group critical of local ratings—12/19/67, and of FCC's land-mobile group—1/29/68: joint industry-government all-channel group wants limit on number of network affiliations TV stations may have—9/25/67: hits FCC CATV procedures—12/11/67, and Commissioner Bartley rebuts—12/25/67, so do CATV's—1/22/68.
Sonderling purchase of WLKY-TV Louisville, Ky., is largest UHF-only sale in history—9/25/67. 12/18/67.
Census Bureau records 42.1% of households had UHF-equipped TV sets in June 1967—11/12/67.
FCC staff report favored unassigned UHF TV channels sharing with land-mobile services—3/25/68.
Translators approved by FCC for two Pennsylvania UHF stations—2/5/68.
UHF's protection from CATV threat apparent in FCC decision on San Diego case—7/1/68.
All-Channel group urges full CATV hearing at FCC on cable TV's effects on UHF—7/1/68.

UHF's refused added time for construction permits in FCC shakeout of dormant UHF CP's—6/3/68. 7/29/68. 8/5/68.
FCC's proposed rulemaking for sharing both ends of UHF portion of spectrum for land-mobile radio users—7/22/68: Commissioner Lee's dissenting—7/29/68: All-Channel Television Society in Opposition—8/26/68.
ACTS wants land-mobile violators exposed—9/9/68: Firestone urges ACTS to oppose FCC ruling permitting commercial origination on Greensboro, N.C., CATV system—9/8/68: ACTS asks FCC to act on CATV importation issue—11/4/68.
Commissioner Robert E. Lee says UHF's ought to get maximum protection against CATV competition but not indefinitely in nongrowth areas—9/30/68.
Tribune Co. plans to buy UHF CP in Buffalo, N.Y.—10/14/68: Taft Broadcasting's \$4.5-million purchase of WIBF-TV Philadelphia is record UHF buy—10/21/68.
Sol Schildhouse, chief of FCC's CATV task force, suggests federal aid to UHF as way to resolve UHF-CATV regulatory struggle—11/18/68.
FCC advises that committee for the Full Development of All-Channel broadcasting has completed its mission, if committee agrees, it will be disbanded—12/2/68.
Vandals, Damage
Ripped wires, stolen frequency crystal put WBAI (FM) New York off air—8/18/67, 12/11/67.
Dynamite blast delays sign-on of KXLW Clayton, Mo.—7/29/68. WSLA (TV) Selma, Ala., leveled by fire after threats by disgruntled viewer—8/5/68, station being sold to Gay-Bell—8/19/68: WAEQ (TV) Rhinelander, Wis., property damage comes to \$1.5 million—loss after plane rams tower—11/25/68.
Video Tape
Hollywood Video Center opens—9/4/67: Tele-Tape builds new studio theater in New York—6/24/68.
Major seminar on TV tape production organized by Reeves—5/13/68.
Tape Centers use hand-held cameras—2/19/68.
CBS's EVR—10/23/67. 11/20/67. 12/4/67, 4/8/68. 12/16/68.
Tape production offered on both coasts via Lewron-Hollywood Video Tape arrangement—2/5/68.

TheMedia

FCC turnover will be gradual

Some of broadcasting's notable foes may be on the outside in Nixon administration

The new broom that will sweep through government agencies following the change in administration next month may clean out a number of officials who have had an impact on broadcasting over the past years.

But only a few are in the FCC. Others are in the Department of Justice, the Federal Trade Commission, the executive office of the President and the Department of Health, Education and Welfare. Jobs the new administration can fill with new people are among those listed in a report of the Civil Service Commission that has been published by the House Post Office and Civil Service Committee in the so-called "gray book." *Policy and Supporting Positions.*

Among the jobs certain to be filled with new men by the Nixon administration is that of assistant attorney general in charge of the antitrust division. The present antitrust chief, Edwin M.

Zimmerman, has continued the policy initiated by his predecessor, Donald Turner, of cracking down on multimedia ownership within a community.

Under Mr. Zimmerman, the antitrust division urged the FCC to expand its proposal to bar broadcasters who own one full-time station from acquiring another in the same market. The division suggested that the commission require existing multiple owners within a market to sell off all but one of their properties, and to apply that policy to newspaper-broadcasting combinations in the same market (BROADCASTING, Aug. 5). Broadcasters are still seeking to marshall arguments against that proposal.

A number of the antitrust chief's top aides are also vulnerable. Included are Lionel Kestenbaum, director of policy planning, who was the department's chief attorney in the successful effort

to block the International Telephone & Telegraph Corp. from acquiring ABC. ITT canceled the merger agreement on Jan. 1, 1968, after Justice appealed the commission order approving the transfer of ABC's stations to ITT (BROADCASTING, Jan. 8).

The FTC, of continuing importance to broadcasters because of its responsibility for guarding against fraudulent advertising, will probably have a new chairman under President Nixon. Paul Rand Dixon, who now holds that job, is a Democrat, and recognizes Mr. Nixon's right to shift the position to a Republican. However, Mr. Dixon intends to serve out the remaining six years of his second seven-year term ("Closed Circuit," Dec. 23), whether or not he is chairman.

The situation is different at the FCC, where the chairman, Rosel H. Hyde, is a Republican, and is scheduled to retire

at the commission level are expected before then. Unless an incumbent resigns, the new administration will not have an opportunity to appoint a Republican to a commissioner's position now held by a Democrat—and thus give the Republicans a 4-to-3 edge on the commission—until 1970, when Kenneth A. Cox's term expires.

The Republicans will be able to fill a position now held by a Democrat on the FTC next Sept. 25, when the term of James M. Nicholson expires. The five-member agency is now composed of two Democrats, two Republicans and one independent.

The staff jobs at the FCC listed in the book include those of Max D. Paglin, executive director; William H. Watkins, chief engineer; Henry Geller, general counsel; George S. Smith, Broadcast Bureau chief; Bernard Strassburg, Common Carrier Bureau chief; James E. Barr, chief of Safety and Special Radio Services Bureau ("Closed Circuit," Dec. 23).

However, only the positions of general counsel and Broadcast Bureau chief have been known to change hands as the result of a change in administration—and Broadcast Bureau Chief Smith is a Republican. The job of executive director, a relatively new one, was not available to a new administration in previous changes of power.

Since staff appointments at the FCC are made by the commission, it is conceivable that no changes in staff will be made until the Republicans have a majority among the commissioners. However, it seems unlikely that the four Democrats on the commission would seek to prevent a new chairman from naming key staff members. (Mr. Hyde has given no indication of seeking to make changes.)

Among the FTC staff jobs—and their present occupants—that could be filled by the new administration—are general counsel, James M. Henderson; director of the Bureau of Restraint of Trade, Cecil G. Miles; director of the Bureau of Deceptive Practices, Frank C. Hale; and office of executive director, John N. Wheelock.

With the new President, the executive office is expected to be turned completely inside out. This would mean the replacement of James D. O'Connell who, as special assistant to the President for telecommunications, plays a major role in spectrum management.

In addition, educational television broadcasters will be looking for changes in the department of Health, Education and Welfare, which dispenses funds for ETV. Harold Howe, commissioner of education, has already resigned; he leaves office tomorrow (Tuesday). Dean W. Coston, an assistant to HEW Secre-

tary Wilbur J. Cohen, who specializes in ETV matters, is also among those in the vulnerable category.

Changing Hands

Announced:

The following station sale was reported last week, subject to FCC approval:

- KTVH(TV) Hutchinson-Wichita, Kan.: Sold by Wichita-Hutchinson Co. to WKY Television System Inc. for \$4.4 million (see page 41).

Approved:

The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see "For the Record," page 57).

- WMCK McKeesport, Pa.: Sold by Robert M. Cox, George W. Munnell, Frank R. Tully and others to Robert C. Weiss, Norman Wain, Joseph T. Zingale and others for \$450,000. Buyers own WIXY and WDOK(FM), both Cleveland. WMCK is full time on 1360 kc with 5 kw day and 1 kw night. Broker: Chapman Associates.

- WMAD Madison, Wis.: Sold by Neil K. Searles and others to James A. McKenna Jr. for \$181,500. Mr. McKenna is a Washington communications attorney and owns KQRS-AM-FM Golden Valley, Minn. He also owns 80% of WCMB-AM-FM Harrisburg, Pa., and 32% of WAWA-AM-FM West Allis, Wis. WMAD is a daytimer on 1550 kc with 5 kw.

- KISW(FM) Seattle: Sold by Ellwood W. Lippencott to Danny and Sylvia Fine Kaye and Lester M. Smith for \$75,000. Mr. Kaye is a comedian. Buyers own KJR Seattle; KJRB Spokane, Wash.; KXL-AM-FM Portland, Ore.; KCKN-AM-FM Kansas City, Mo., and WUBE and WCXL(FM), both Cincinnati. Commissioners Robert T. Bartley and Nicholas Johnson dissented. KISW(FM) is on 99.9 mc with 20 kw (see page 39).

Despite objection Midwestern given grant

Midwestern Broadcasting Co. has been given FCC approval to build a television station to operate on channel 60 in Toledo, Ohio. The CP was granted over the objections of D. H. Overmyer Telecasting Co., licensee of WDHO-TV (ch. 24) Toledo.

Midwestern is owned by Lewis W. Dickey, who also owns WOHO Toledo and WKWK-AM-FM Wheeling, W. Va.

Overmyer had attempted to raise issues regarding Midwestern's financial qualifications and its ability to operate on its proposed budget. Overmyer also urged the commission to withhold action on the application pending conclu-

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sion of the current rulemaking proceeding aimed at barring owners of a full-time station from acquiring another full-time station in the same market (BROADCASTING, April 1).

However, the commission, on a 4-to-2 vote, said that the petition to deny raises no substantial or material questions of fact and that Midwestern is qualified to construct and operate the proposed station.

Chairman Rosel H. Hyde and Commissioners Robert E. Lee, James J. Wadsworth and H. Rex Lee voted for the grant. Commissioners Robert T. Bartley and Nicholas Johnson dissented. Commissioner Kenneth A. Cox was absent.

Danny Kaye granted license for KISW(FM)

Application approved despite dissent from Johnson on 'market rule'

Entertainer Danny Kaye and his wife, Sylvia Fine, can now count themselves among broadcasters whose applications have been granted by the FCC over a dissenting statement of Commissioner Nicholas Johnson.

The application was for the assignment of license of KISW(FM) Seattle, from Ellwood W. Lippencott to Dena Pictures Inc., owned by Mr. Kaye and his wife, and Alexander Broadcasting Co., owned by Lester M. Smith, a broadcaster. The sale price was \$75,000.

The buyers also own KJR Seattle and KJRB Spokane, both Washington; KXL-AM-FM Portland, Ore.; KCKN-AM-FM Kansas City, Mo., and WUBE and WCXL (FM) Cincinnati.

Commissioner Johnson's dissent was based in part on the contention that the transfer would violate "the proposed one-to-a-market rule"—it would give the buyers two stations in Seattle—and add to their "substantial" broadcast interests in the area. Since the application was filed before the publication of the proposed rule, on April 3, it was specifically exempt from the policy the commission adopted of following the proposed restrictions on an interim basis.

The commissioner was also dissatisfied with a survey the buyers cited as the basis for a decision to change the programming of the station from classical to "standard pops." He noted that the commission had received "numerous protests" from persons opposing the change, and expressed the belief that "the protesting Seattle citizens have a right to be heard on this issue."

He said the "most serious problem"

involves a treble damage private antitrust suit against the buyers' KJR and its program director. He noted that the allegations involve "serious conflict of interest questions and possible lack of licensee control." The commission, he said, is apparently satisfied "that nothing is wrong here as the assignment is not even conditioned on the outcome of the antitrust case."

The assignment application was approved by the commission on a 3-to-2 vote. Commissioner Robert T. Bartley, the other dissenter, issued no statement. The majority consisted of Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth.

Pace outlines CPB plans, stresses public affairs

The Corp. for Public Broadcasting last week outlined plans for its full year of operation, including its interconnected service and its activities in the public affairs and children's programming areas.

Frank Pace Jr., chairman of CPB, noted that the corporation has received approximately \$2 million in contributions from private sources and last October \$5 million in federal funds had been appropriated for CPB.

CPB's board of directors has approved the allocation of \$500,000 to-

ward the cost of the interconnected service on a regular basis, starting Jan. 5, to approximately 150 stations for two hours a night in prime time for a six-month period. This project, CPB said, was made possible by reduced rates for public television negotiated with AT&T. The Ford Foundation also is contributing substantially to interconnection costs.

In addition, CPB will provide approximately \$750,000 for public affairs and cultural programming to be used on the interconnected service during the trial period. Mr. Pace said these programming grants will be made either to stations themselves or to National Educational Television.

During this initial year, Mr. Pace pointed out, the corporation also will initiate TV programming directed toward children and in the area of continuing education; will sponsor a number of one-year fellowships at public television and radio stations; will make grants to a number of radio stations for creative programming; will complete detailed studies of the current status of noncommercial radio and will make a "major effort to develop and expand effective promotion of public television and radio at the community level, and in doing so, will utilize special research techniques."

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Storer fights to retain KGBS

Group claims that sale of L.A. stations would have resulted in 'trafficking'

Storer Broadcasting Corp. says it rescinded its agreement to sell KGBS-AM-FM Los Angeles to avoid involvement in trafficking charges it claims would have been leveled against the proposed purchaser of the stations, Norwood J. Patterson.

Storer offered this explanation in urging the FCC last week to dismiss Mr. Patterson's petition to withhold action on Storer's applications for renewal of the Los Angeles stations. Mr. Patterson said he intends to bring suit in California to force Storer to implement the agreement and that the agreement constitutes a "cloud" on the stations' physical facilities and licenses (BROADCASTING, Nov. 25).

At issue in the controversy is the agreement Mr. Patterson reached with National Science Network to sell it KGBS-FM as soon as he acquired it. The proposed resale price was \$750,000, more than twice the \$350,000 at which Storer says the FM was valued in the \$2,300,000 total price that Mr. Patterson had agreed to pay Storer for the two stations.

Storer said it knew nothing of this plan and would not have entered into its agreement with Mr. Patterson if it had, because it considers the resale plan a violation of the commission policy against trafficking in licenses.

The proposed resale, Storer added, would thus involve it in protracted proceedings before the commission which "could not result" in a grant of the applications. And in the meantime, Storer said, substantial harm would be done to the stations' relations with their employes and advertisers.

Storer said it rescinded its agreement with Mr. Patterson only after he refused to terminate his agreement with NSN and thus eliminate the trafficking problem.

Storer urged the commission to announce its determination that "on the undisputed facts" in the case, Mr. Patterson's actions constituted "proposed trafficking in licenses." Storer said such an announcement would deter other applicants from similar courses of conduct and, in addition, "go a long way toward resolving the dispute between the parties and preventing extended civil litigation."

The group owner asked the commission to dismiss the petition to withhold action on the renewal applications on the ground that Mr. Patterson has no standing to make such a request. Storer contends Mr. Patterson would not be aggrieved by the grant of the application. Indeed, Storer said, Mr. Patter-

son has more to gain than to lose from a grant.

If the threatened suit is successful—which Storer contends it would not be—"a grant of the renewal applications in question would be an indispensable prerequisite to any assignment" to Mr. Patterson, according to Storer.

Another reason for dismissing the petition, Storer said, is that the sale contract has terminated. It provided that if the commission had not granted the applications by Nov. 29, either party could extend the agreement for six months by written notification to the other. Neither party, Storer said, has given such notification.

New CATV rules spur importation debate

But many petitions are not affected by commission's new policy

Petitions filed with the FCC on CATV matters are beginning to show the effect of the commission's proposed new cable policy.

Filings that last month would have been based only on the well-worn grounds of the Second Report and Order or the San Diego case now venture into territory circumscribed by "the commission's notice of Dec. 13, 1968. . . ." On that date, the FCC announced its drastic proposals for revision of CATV rules—designed, it was said, to enhance competition between broadcasters and CATV systems and to foster use of the systems as a source of local programming.

In the process, the commission provoked strong reactions, positive and otherwise, from scores of individuals and organizations associated with broadcasting and CATV (BROADCASTING, Dec. 16, 23).

Meanwhile, however, tangible evidence of the first quiet, practical adjustments to the proposed rules may be found in the steady flow of vital if outwardly innocuous petitions that both reflect and shape FCC actions. Many of the CATV-related filings submitted in the two weeks following issuance of the proposed rules would not be substantially affected by the outcome of the rulemaking proceeding, or by the commission's interim cable policies. Those that have acknowledged the effect of the proposed rules in their

arguments so far have all pertained to distant-signal matters. Some are new; some have kicked around commission halls for two years or more.

Representative of the new wrinkle in distant-signal requests was a filing by Dubuque (Iowa) FM-TV Cable Co., a division of H & B Communications Corp., relating to its request for authorization to import the distant signals of WFLD-TV and educational WTTW(TV), both Chicago. The request is necessary under existing rules, Dubuque said, because its operation falls partially within the grade A contours of KCRG-TV Cedar Rapids and KWWL-TV Waterloo, both Iowa. Under the new proposals, however, CATV systems operating more than 35 miles from the major city in a top-100 market would be permitted to import distant signals so long as they did not "leapfrog"—that is, carry the signal of a more distant station before a closer one of the same type. And when the commission proposed the rules, it indicated that petitions falling outside the scope of its top-100-market restrictions and otherwise in conformity with the proposed rules would generally be granted.

Therefore, Dubuque argued, its request can and should be approved since it is more than 35 miles from any city having an operating station and since no leapfrogging is involved.

In another filing, Capitol Cablevision Inc. approached the problem from the vantage point of a CATV system in the heart of a top-100 market—Charleston-Huntington, W. Va. Capitol had previously requested permission to import nine distant signals into its market—including all four Washington VHF's—but the commission denied the petition and designated it for consolidated hearing along with two other proposals for the same market, in order to determine their probable effect on UHF development in the area (BROADCASTING, Oct. 7).

Under the proposed rules, Capitol pointed out, that hearing and all other top-100-market proceedings have been halted. However, the firm added, the commission indicated that it would grant some distant-signal proposals during the course of the rulemaking proceeding.

McLendon defends claim to WCAM

McLendon Corp. said last week that FCC denial of its application to acquire WCAM Camden, N. J., could result only from "imposing criteria upon McLendon which have never been placed upon any applicant by any commission decision, policy or precedent."

The statement was part of a filing submitted in response to proposed find-

ings and conclusions of the FCC's Broadcast Bureau, in which the bureau recommended that the McLendon application be denied because of its unacceptable assessment of community needs and interests in Camden, because the company had not differentiated sufficiently between the needs of Camden and those of neighboring Philadelphia, and because its programing proposals for WCAM were unresponsive to the community needs that had been ascertained (BROADCASTING, Dec. 23).

McLendon argued in reply that it had surveyed community needs in full accordance with all previous commission requirements. The bureau's charge of inadequacies in the survey, McLendon said, was supported only by the statement that there had been no "demograph study" conducted—and never before, the firm added, had the commission outlined any criteria or made any requirement that broadcast applicants must conduct a "demograph study."

McLendon also said that the commission had never raised any previous question concerning the adequacy of its program survey.

The bureau's charge that McLendon's programing proposals were unresponsive to community needs was primarily based, McLendon said, on the statement that residents of Camden had expressed a preference for more South New Jersey news than is presently being offered by WCAM—which is owned by the city of Camden—and that McLendon actually proposed to provide less news. This statement, McLendon said, is based in the proposed amount of news rather than upon its probable quality. McLendon said it would present news and public affairs of high merit.

The Broadcast Bureau had also said that McLendon appeared to be as interested in the large Philadelphia market as in the needs of its proposed city of license. It argued that McLendon had a history of orienting suburban stations toward their larger neighbors, and that this practice would apparently be duplicated in Camden, especially since the would-be licensee had made no apparent effort to differentiate between the needs of Camden and those of Philadelphia. McLendon countered that it had no burden of proof where Philadelphia is concerned, but was simply required to ascertain and respond to the needs of Camden.

New Portland outlet

KINK(FM) Portland, Ore., owned by group broadcaster King Broadcasting Co., Seattle, went on the air Dec. 25 joining King's KGW-AM-TV Portland. The new station operates on 102 mc with 100 kw.

KTVH(TV) purchased for \$4.4 million

WKY Television System acquires new facility from Minneapolis papers

The sale of KTVH (TV) Hutchinson-Wichita, Kan., to multiple-TV owner Wky Television System Inc. for \$4.4 million was announced last week, subject to FCC approval. The purchase would give Wky Television System four VHF's, and two UHF's.

KTVH(TV), which began operating in 1953, is on channel 12 and is affiliated with CBS-TV.

Wky Television System is owned by the Oklahoma Publishing Co., which publishes the *Oklahoma City Oklahoman* and *Times*. Other Wky Television System stations are WKY-AM-TV Oklahoma City (ch. 4), WTVT(TV) St. Petersburg-Tampa, Fla. (ch. 13); KTVT(TV) Dallas-Fort Worth (ch. 11), KHTV(TV) Houston (ch. 39), and WVT(TV) Milwaukee (ch. 18).

The agreement, announced Dec. 21, was between Wky Television System and the Minneapolis Star and Tribune Co., which owns 93% of KTVH. The agreement provides, however, that the Minneapolis Star and Tribune Co. will acquire 100% ownership before consummating the sale to Wky Television System. Minority stockholders at the present time are John P. Harris, 2.6%; Bess Wyse Rickard, 2.8%; Dale Larsen, general manager of KTVH, 1%, and others. Mr. Harris is principal owner of KSAI, Salina and KJUL, Garden City, both Kansas; Mrs. Rickard owns 52.5% of KWBW Hutchinson, Kan. The present owners bought the station in 1955 for \$1 million.

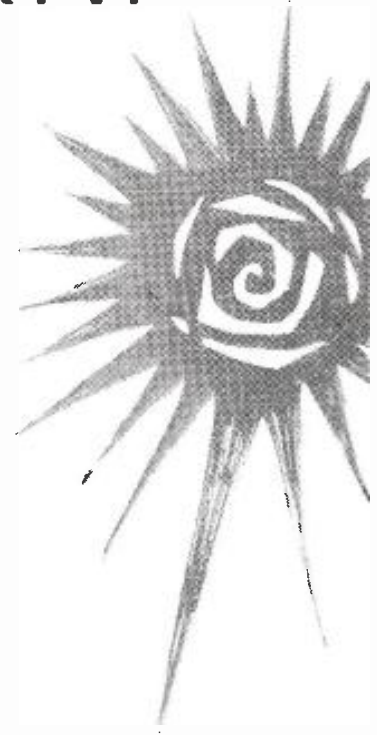
The Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-FM-TV Minneapolis and 100% of a CATV system in South Sioux City, Neb. It also owns the *Great Falls* (Mont.) *Tribune* and *Leader*, *Rapid City* (S. D.) *Journal* and *Harper's* magazine.

John Cowles Jr., president of the Minneapolis company, cited three reasons for the sale of the station.

He said that the Oklahoma Publishing Co. had offered a satisfactory price, that the Minneapolis newspaper faced "further substantial capital outlays" for plant and equipment for all three of its newspapers, and "there may be other segments of the communications-information-education spectrum with greater growth potential for our company."

Referring to the 47% ownership in WCCO, Mr. Cowles added: "We continue to be well satisfied with our 1954 investment in 47% ownership of WCCO (AM and TV) here in Minneapolis."

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Space show caps the year

From high atop the Apollo room, historic TV lunar close-ups, long-range views of earth

Broadcast newsmen topped an exceptionally heavy Christmas week with a historic marathon space show that provided major additions to the scrapbook of the most memorable moments in the history of television journalism.

The heavy holiday schedule of anticipated news events ranged from the Sunday (Dec. 22) wedding of Julie Nixon and David Eisenhower to the on-again, off-again negotiations for release of three American prisoners in Vietnam by the Viet Cong. Added to this load was the sudden—if long awaited—release by North Korea of the crew of the captured American intelligence ship U.S.S. Pueblo.

But by far outshining all other news considerations—both in drama and weight of coverage—was the six-day flight of Apollo 8 sending three humans around the moon for the first time in history.

High points in the U.S. space venture carried a theatrical drama that rivaled an adventure series—and the real-life show belonged primarily to television. Millions of people around the world saw startlingly clear live television pictures some 60 miles above the moon's surface, shot from the vehicle of astronauts Frank Borman, James A. Lovell Jr. and William A. Anders, and relayed by NASA through ground conversion stations to the three domestic networks and to overseas.

With remarkably few photographic or transmission difficulties (a non-functioning telephoto lens on the first broadcast, a brief interruption in the final one), the most impressive viewer aspect of the flight was the six 20-minute television broadcasts from the space capsule, two on the journey to the moon, two in moon orbit and two on return.

The lunar orbit broadcast on Christmas Eve morning and evening brought the moon into millions of homes, and traditional seasonal considerations of tree-lighting and stocking-hanging were temporarily rivaled by the high drama of the second lunar broadcast, when the three astronauts took turns reading the opening verses of the Book of Genesis as the shadows of a lunar sunrise crept below them.

The flight fired the imagination and

vocabularies of many of the news commentators. But the realism of direct television viewing tended to make many earthlings more prone to agree with the mundane, if more accurate descriptions of the astronauts who saw the earth satellite below them as "an unappetizing-looking thing . . . a vast lonely forbidding type of existence . . . expanse of nothing . . ." that resembled "plaster of Paris . . . pumice stone . . . a whitish gray—like dirty beach sand with lots of footprints on it."

To fill the many lulls during the space coverage, all three networks pulled in almost every "expert" imaginable for interview and comment, from North American-Rockwell test pilots demonstrating capsule maneuvers to CBS's interview with Sir Francis Chichester, the ocean-going adventurer who sailed around the earth alone. Sometimes the interviews provided lively exchanges, such as a 10-minute debate Saturday morning between ABC science editor Jules Bergman and physicist Ralph Lapp, a strong critic of the

manned space flight.

NBC claimed the lead in saturation coverage of the flight, with more than 16 hours devoted to it in the first 77 hours following lift-off, including an all-night vigil Tuesday morning. Although no comprehensive audience ratings are available, the 1 to 7 a.m. space watch apparently held many bleary-eyed viewers. Partial Nielsen ratings for the New York area showed the coverage gained ratings ranging from a high of 8.5 at 1:15 a.m. to 1.3 at 2:45 a.m., and averaging somewhat higher than its normal late, late, late movie audience (CBS's movie rating for the same period also was higher than normal, and higher than the space coverage, averaging from 8.5 at 1:30 a.m. to 2.6 at 3:15 and 3:30 a.m.).

Heavy news pre-emptions for the space coverage were added to by the announcement Sunday morning of the impending release of the Pueblo crew. NBC added two half-hour specials, one Sunday night and one Monday afternoon. CBS added a half-hour Pueblo

Big receiver picks up tiny signal

RCA hand-held camera sends TV pictures of moon flight to all corners of globe

The Apollo 8 astronauts described the lunar terrain as grim, stark and barren as they circled the moon the day before Christmas. This time, truly, the whole world was watching.

Millions in the United States, in Europe, in Asia, and even in the USSR, it's understood, saw the awesome close-up, from 70 miles, of the pitted lunar surface via live TV from the spacecraft, 270,000 miles above earth.

The two moon telecasts, as well as two transmitted while the astronauts were en route to the moon, and two while they were returning to earth, originated from a specially built 4.5-pound vidicon TV camera hand held in the space capsule. The camera was equipped with two lenses, one a 160-degree wide-angle lens for interior cabin shots, and one a 100mm tele-

photo lens, that gave some trouble in the early views, used for picturing the moon and also for views of the earth, both taken through windows in the command module.

Because of its special construction, the TV camera transmitted its pictures back to earth in a slow-scan mode, 320 lines at 10 frames per second. The transmissions, on 2,272 mc, were from four special, high-gain dish antennas hung on the ends of four retractable arms extending from the rear of the spacecraft.

The TV signals were received at the National Aeronautics and Space tracking/communications stations at Goldstone, Calif., near Barstow. Goldstone's 85-foot parabolic antenna "locked onto" the TV signals, boosted them and fed them through a conversion system that

special Wednesday evening, after the men had been returned to the U. S. ABC covered the Pueblo crew release within the context of its regular news programing.

NFL game clipped by Apollo 8 coverage

Fans voice disapproval as CBS deletes portion of Viking-Colt title game

The sanctity of professional football on television has been tested again and once more the fans dedicated to the pigskin have showed themselves unwilling to have their attention diverted elsewhere.

To date, NBC has been obliged more so than the other TV networks to devise various means to run American Football League contests in their entirety. But on Dec. 22 it was CBS's turn to incur the slings and arrows of outraged fans.

On that date at 3:01 p.m. EST CBS-TV cut into coverage of the National Football League playoff game between the Minnesota Vikings and Baltimore Colts to present a special report on the Apollo 8 moonshot. The astronauts were then headed for the moon. The report went 17 minutes 26 seconds and it cut into a little more than the final two minutes of the first half of the game and into half-time ceremonies.

CBS recouped by playing a tape of

the missed portion of the game immediately after the moonshot report, but it deleted 47 seconds of football just before half-time in order to include a commercial. There was no scoring during that period and the announcers made that point.

As NBC could have told CBS, the fans were vocal. CBS received nearly 2,000 telephone calls in New York from protesting viewers. Still other irate calls from football watchers were reported received by the *New York Times*.

A month ago, NBC officials, still jumpy with *Heidi* nerves, put out a memorandum to stations and advertisers informing them that should a situation arise where a winner of a telecast football game is in doubt, the network "would slide its schedule" to bring viewers final results of the game.

On Dec. 15, the situation did arise, and NBC-TV let its schedule "slide." When the American Football League contest between the victorious Oakland Raiders and San Diego Chargers ran longer than expected, NBC continued with its coverage. When it returned to normal programing, NBC did not join programing while in "progress," which is customary procedure, but ran its whole schedule late, completing the network feed at 11:08:40 p.m. EST, or eight-minutes 40-seconds beyond the usual time.

The presence of the Oakland Raiders on the field may have added to NBC's caution. It was during the Raiders-New York Jets game Nov. 17 that the network cut away and started the special

Heidi, at 7 p.m. During the single minute TV was away Oakland scored two touchdowns within nine seconds to beat the Jets 43-32 (BROADCASTING, Nov. 25). Outraged viewing fans swamped NBC's phone lines.

NBC made announcements throughout the evening of Dec. 15 to keep viewers informed of the late schedule. The network said it had 450 calls in New York, most of which asked curiously whether NBC was going to continue late through the night. Only about five of the calls, it was said, were of complaining nature. One official at NBC said, "it's the only satisfactory way to solve what is an untenable situation." Since advertisers and stations had been informed that the "sliding" might happen, "their reaction was virtually nil," NBC said.

Computer will pit Clay vs. Marciano on TV

Rocky Marciano and Mohammed Ali (Cassius Clay), both former heavy-weight champions of the world, will square off on national television in 1969 via an electronic computer match to determine the modern "champion of champions."

Murry Woroner, president of Woroner Productions, Miami, who has produced and distributed for radio a number of computerized boxing bouts and a football tournament, announced last week that the mythical fight between Marciano and Ali will utilize stop-motion photographs of the two principals in a process known as photo-

converted the slow-scan transmissions into standard TV signals, 525 lines and 30 frames a second. The TV signals were then relayed to NASA's Houston space command center where they were turned over to the three TV networks for national broadcast.

The Goldstone facility handled five of the six telecasts from Apollo 8; the sixth was handled by NASA's Madrid earth station, which was also equipped with scan conversion equipment. The TV pictures were relayed back to Houston from Madrid via satellite. NASA's third earth station was near Canberra, Australia, but this station was not equipped with the scan converter apparatus. NASA's three stations were located 120-degrees apart on the earth's surface.

Both the TV camera and the scan conversion equipment were made by RCA.

The Apollo 8 TV transmissions were also fed from Houston to the Communication Satellite Corp.'s earth station at Etam, W.Va., near Morgantown, which



Goldstone tracking station

beamed the pictures to NASA's Applied Technology Satellite 3 (ATS-3) over the Atlantic. These were received at West Germany's earth station at Raisting, and fed to British Broadcasting Corp. which, in turn, supplied the pictures to the 14 countries in the European Broadcasting Union.

Japan, the Philippines and Hawaii received the pictures from the ATS-1 over the Pacific; beamed from Comsat's Brewster Flats, Wash., earth station. Australia took one feed via ATS-1, the moon views on Christmas Eve in the U.S. (Christmas Day there).

The Christmas Eve pictures and those the next two days were fed to Europe via the new Intelsat III satellite which had been launched and positioned over the Atlantic Ocean only two weeks ago (BROADCASTING, Dec. 23). Intelsat III, capable of handling 1,200 two-way voice circuits and four TV channels, is expected to become commercially operational by the middle of January.

mation. Both boxers have been photographed in color about 40,000 times by both still and movie cameras, according to Mr. Woroner, and these photographs will be assembled to create the illusion of an actual bout. All types of information on the boxers, drawn from their actual bouts, will be fed into a computer to fashion a blow-by-blow account of the mythical event.

Mr. Woroner said the date for the telecast and the method of release, whether network, special network, or syndication will be announced later.

Bay area gets another U; sports programs featured

The San Francisco-Oakland market, which little more than a year ago was a four-station market with three network VHF outlets and one VHF independent, was scheduled to get its fourth UHF station last weekend. Suddenly, San Francisco-Oakland has become a seven-station market, with four going metropolitan U's and a fifth U coming in from nearby San Jose.

The newest U is KUDO(TV) San Francisco, channel 38. It was scheduled to go on the air last Saturday (Dec. 28) at 6 p.m. with a two-hour live program that essentially was designed to serve as a showcase for the station's future programming.

Upcoming programming is projected to be all local and in color. The station will show no network reruns, no movies, no syndicated shows. There will be no regularly scheduled filmed programs of any kind other than what the station films for itself.

There will be a considerable amount of live programming. There also will be some video-taped shows. A heavy emphasis will be placed on sports. Junior-college basketball and baseball and high-school baseball, basketball and football will be covered. The station also plans to cover golf tournaments and carry at least 12 major college basketball games. Willie Mays of the San

Francisco Giants will conduct a nightly 15-minute sports conversation show—as opposed to interview show—with prominent local sports personalities participating. KUDO hopes to syndicate this show.

A feature of the weekend programming is a show called *Sunday on the Town*, a four-and-one-half-hour weekly telecast. The two KUDO television vans will be doing live and taped remote pickups from all over the San Francisco bay area. Initially, the station is broadcasting from 4 to 11 p.m. during the week and from 1 to 11 p.m. on weekends.

Wilson K. (Bud) Foster, just previously a sportscaster for KGO-TV, is president and general manager of the station. He is one of 23 shareholders in KUDO. Mr. Foster, who will do a nightly 15-minute sportscast, and a prominent local attorney, Edward D. Keil, have the biggest shares in the station.

Season as seen by B&B, BBDO

Agencies cite 'Julia,' 'Laugh-In' as keys to higher NBC ratings

Benton & Bowles and BBDO last week issued reports on the current network TV season, adding little to what others already have spotted or otherwise predicted, but the two agencies did attempt to drum up some interest in what they both called a season "with some dramatic changes." BBDO also included some comments on recent developments in spot TV and commercials traffic.

The programming changes underscored by the agencies in reports prepared by their media-programming departments included these:

- NBC is running neck-and-neck with CBS in the average night-time ratings, and through mid November,

"has actually carved out a 5% lead," according to BBDO. Yet, it's pointed out, CBS started this season in a "characteristically dominant position" with holdover program leaders.

- Both agencies note the popularity of *Julia* on NBC-TV, BBDO fixing on this show as one of the underpinnings, along with *Rowan & Martin's Laugh-In* and the Monday night movie, of NBC's strong showing this season, and B&B calling it one of the shows in the "belated, but encouraging trend towards 'integrated' programming."

- Both agencies are cautious in evaluating the audience strength of network movies, now running at the rate of a feature a night. BBDO says that while "there remains an abundance of network movies . . . performing at high rating levels," the performances are lower than last year. In an analysis comparing average nightly shares of audience this season and last season, the agency found only one night, Monday, when NBC is running a movie for the first time, doing better than a year ago. B&B found pretty much the same thing, adding that "movies are now becoming run-of-the mill as program fare. And pretty expensive program fare at that." The agencies, however, indicate they consider movies as having become "staple" programming at the networks.

Neither agency uncovers any new trends in the success or failure of this season's new shows, and as to the "second season" this winter they have little comment, Benton & Bowles in fact suggesting it "is merely a holding action," coming in too late "to be effectively judged for a slot on the upcoming fall schedule."

Both agencies make a point of placing the acceptable or "successful" audience share of a new show at 30. Along with the commentary, B&B issues its predicted rating and share for each of the "second season" replacement shows on the networks. Not one of these estimates gives a replacement show a share as high as 30. Closest is *What's It All About, World* (starring Dean Jones) on ABC-TV Thursday, 9-10 p.m. EST, which the agency predicted would come in with about a 28 average share of audience.

Also touched upon by BBDO is an explanation of Blair Television's restructuring of rates for nonprime, 30-second announcements at 50% of the minute rate (BROADCASTING, Dec. 23) and what is an apparently increasing tempo of complaints from TV stations and station reps as to late arrivals of filmed and taped commercials.

BBDO notes also an additional change in the Blair "rate card" of "the erosion of rate protection for pre-emptible spots from 90 days to 28 days." Minutes, the agency says, continue to

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be protected with a 90-day guarantee. On this, the agency comments: "Blair's supposed motivation behind the changes in their rate card is to provide greater flexibility for the stations in scheduling and selling services by eliminating the need for piggybacks. Pricing flexibility is increased through erosion of current rate protection policies for pre-emptible spots.

"However, it could also be true that by making the 30 the basic unit, and thus lowering unit costs and improving the 'aura' of efficiency, Blair has established a much lower base from which cost increases could be less prominently effected.

"This is analogous to a \$100/share stock splitting four for one and attracting more trading activity at the lower \$25/share. thus, in turn, spurring a price escalation. This type of maneuver is, of course, not acceptable to advertising, and the Blair concept will be viewed negatively if such is the case."

BBDO notes that stations have been discussing the initiation of some steps by which they hope to alleviate the late-commercials problem. These include a cut-off point for receipt of materials after which stations would release the spot for local sale if film or tape has not arrived; an automatic rescheduling of missed announcements "but not necessarily with spots of comparable value nor with the prior concurrence of the agency or the advertiser," an attempt of comparable rescheduling, with agency approval, but the right reserved to charge for missed announcements without an offer of compensatory spots if stations deemed their sold-out status caused lost revenue through missed spots.

Comments from viewers suggested by Catholics

A new year's resolution for the viewer or listener has been proposed by an official of the National Catholic Office for Radio and Television. Charles Reilly, executive director of NCORT, urged the individual in the radio-TV audience to come up with constructive comments on programing in the new year.

Mr. Reilly said he felt "the only way listeners and viewers will ever get what they want in radio and TV shows is to ask for it. The only way they can really ask for it is to make their opinions emphatically known to the people who count—the sponsors, producers, networks and the individual stations that carry the programs."

He said viewer mail on the ABC-TV special *The Secret of Michelangelo*; *Every Man's Dream* was carefully screened by the sponsor (3M Co.), the network, the producer (Capital Cities Broadcasting Corp.) and by NCORT. He said viewer reaction to the special

was an integral part of NCORT's evaluation and planning for future projects. He added that audience reaction to *Guideline*, the new name for the *Catholic Hour* on NBC-TV and NBC Radio effective Jan. 5, would also play an important part in the planning for that series. *Guideline* will be seen on NBC-TV Sundays, 1:30-2 p.m. NYT.

ETV offered specials free of cost by AT&T

AT&T, which is sponsoring without commercials the NBC *White Paper* specials on the crisis in the cities, has announced that the first program in this series, *Cities Have No Limits*, will be made available free to educational stations.

The Bell System companies will distribute 16 mm color prints to educational stations in their areas. Those stations will be permitted to show the program twice within a 60-day period.

CBS noses ahead in ratings derby

The see-saw ratings battle between CBS-TV and NBC-TV sawed last week in favor of CBS, whose rating average for the week ended Dec. 15 gave it a slight edge over NBC. The averages: CBS 20.3, NBC 19.6, and ABC-TV 15.6.

The period was nearly bereft of high-rated specials. The movies were unable to dent the top rankings; an ABC Sunday night entry, "The Night of the Grizzly" with Clint Walker, rated tops among network movies that week with a 22.6 rating and a 36 share. The ABC movie was 20th in the Nielsen television index report, and the next closest movie, Monday night on NBC ("Kid Galahad" with Elvis Presley) was 34th.

President-elect Nixon's "cabinet and commentary" network show rated 50th with 16.8 and a share of 34. The Nixon figure represented the audience on NBC only (the cabinet presentation was on all three TV networks).

Three CBS weekly comedy series, *Gomer Pyle*, *Here's Lucy* and *Mayberry*, *RFD* were the first three positions with 30.5, 26.6 and 26.1, respectively.

NBC to film 'Brinker' for TV and theaters

The classic children's story, *Hans Brinker or the Silver Skates*, will be made by NBC-TV into a two-hour musical special starring Richard Basehart and Eleanor Parker for the fall of 1969. Shooting will begin Jan. 27 on location in Holland. Interior scenes will be filmed at Hamburg, Germany.



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'PBL' airs debate on news 'bias'

Pastore, FCC's Johnson, Brinkley, Cronkite views on Chicago, censorship, and network competition

Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.), in his first public discussion of broadcast news problems and performance since the Chicago Democratic convention in August, said the activity outside the convention hall as seen on television "was a horrible sight." But, he added, "speaking now about the responsibility of broadcasters, it was there to be shown and the American public saw it."

The senator, perhaps the single most influential legislator on Capitol Hill concerning communications matters, gave his views during a two-hour long dissection of broadcast news aired on *Public Broadcast Laboratory* Dec. 22. The program came after the close of hearings in Washington by the President's Commission on Violence that had touched on many of the same problems and featured many of the *PBL* program's cast of characters (BROADCASTING, Dec. 23).

Senator Pastore told reporters shortly after the Chicago coverage that he hoped to hold hearings on the matter when Congress convened next month, but he did not elaborate on his personal opinions of the coverage or the events covered. Later, the Senate hearings were described as broader in scope than just a post-mortem on the Chicago events, probing into larger questions of the general responsibilities of broadcasters to serve the public interest.

But no date has been set for Senate hearings and no further announcements have been forthcoming. The ranking Democrat on the Subcommittee, Senator Vance Hartke (Ind.) also called for a hearing after release of the Walker report that described the Chicago disturbance a "police riot" (BROADCASTING, Dec. 9).

Much of the *PBL* discussion focused on the danger or necessity, depending on the point of view, of government pressures on broadcast news operations. Senator Pastore minimized the possibility of censorship, or, for that matter, even intimidation—a prospect that obviously was cause for concern to many broadcasters on the program or at the previous week's violence hearing.

In the process, Senator Pastore paid broadcasters a compliment of the sort that has been in short supply on Capitol Hill, especially since August: "I've said time and time again, in my humble opinion, the broadcasting industry of this country has reached a point of maturity

and they are responsible people doing a responsible job." On censorship: "It can never happen."

The job broadcasters do is not necessarily complete, or perfect, he added. "There are many abuses, of course, like in anything else. And in this sensitive area I suppose the abuses are a little more precipitous and much more emphasized than ordinarily might be the case. But there you are. I don't think the Congress can legislate about what can be shown and what cannot be shown, no more than we can question the editorial policy of a newspaper. I mean you've run smack right into the First Amendment."

As for government pressures short of outright censorship, Senator Pastore said he's talked to all the network presidents, and "they're not easily scared. I don't think they're intimidated at all. I think that's a common cry you hear all the time. I mean cry wolf, wolf, wolf, and maybe nothing will happen. . . . I don't know who's frightened them if they've been frightened. They're strong-minded men."

But in an immediate cut to another point of view, a technique that marked the program's editing throughout, Reuven Frank, president, NBC News, noted that "there are already controls of a very insidious nature, an atmosphere is building up that concerns me a great deal, that news people, acting according to their best lights, keep feeling that their almost conditioned actions and decisions may be subject to review. And I am afraid of a self-censorship developing."

Commercial pressures were aired pro



Senator Pastore

and con on the program, ranging from charges that commercial interests from both within and without broadcasting's various corporate structures could distort or suppress news coverage (a possibility suggested by FCC Commissioner Nicholas Johnson, who repeated many of the same views he aired at the violence hearing), to charges that pressures emerge in the form of hyper-competitiveness between the networks (as suggested by Senator Pastore).

"Sometimes you networks get a little involved in this keen competitiveness," Senator Pastore said, "and you forget the public interest. And that's the one fault I find, and I think you can cure it." What lies behind the competitiveness? "Money. . . . Money is the source of all evil. And there's a lot of money in broadcasting."

In another of the program's quick cuts, NBC newsman David Brinkley replied flatly: "We compete. We enjoy it. And I hope we continue to compete." But Richard Salant, CBS News president, said: "I think there's excessive competitive rivalry. . . . I don't think that by and large it's led to significant excesses, but I think it can. It's something we have to guard against."

He said that perhaps, during a phase of his network's reporting on Vietnam, "competition led to an overemphasis" on good pictures at the expense of over-all meaning.

The network personnel were unanimous about the absence of advertiser pressures. "I've been 15 years in broadcasting at three different networks," noted ABC News President Elmer Lower. "I've been here five years at ABC and I can't honestly say that I felt advertiser pressure. That doesn't mean that the advertisers agree with everything we do. They certainly don't."

Mr. Frank said it for NBC: "The advertiser has a legitimate interest in selling his product. . . . If we do something that damages the sale of his product, he is free to withdraw his advertising. It's a free country. But he's not free to tell us how to put our programs on."

On news bias, Mr. Brinkley agreed he was biased, and at the same time called criticism of bias "perfectly silly, totally asinine." A biased opinion, he explained, "simply is an opinion you do not agree with. . . . I've never had a letter from anyone who said, 'You are biased but I agree with you.'

"I'm not objective, [and I] make no

pretense of being objective," he added. "Objectivity is impossible to a normal human being. Fairness, however, is obtainable, and that's what we strive for —not objectivity, fairness."

CBS newsman Walter Cronkite had some second thoughts about Chicago. After a replay of the convention-floor scene showing CBS newsman Dan Rather manhandled by plain-clothes security guards, followed by Mr. Cronkite's "bunch of thugs" observations, Mr. Cronkite said: "I am ashamed of having become emotionally involved in Chicago."

He added: "I do feel, however, that in the matter of defending the freedom of the press and our right to report, we're the only people who are going to do it, after all. Who else is going to do it for us?" He said the appearance in the CBS anchor booth of Chicago Mayor Richard Daley on the night subsequent to the Rather incident came from a decision to bend over backwards that was "solely" his.

The PBL program also featured comments from other broadcasters and observers, including Drew Pearson (who was mostly critical of the Chicago coverage) and a number of European broadcasters, discussing American and continental television coverage problems. In addition, viewers were given cinema verite glimpses into the complexities of television news production and planning.

Extended comment was provided by Robert MacNeil, formerly an NBC newsman now with the BBC, who was the anchorman of the program. Mr. MacNeil was the lead-off witness at the previous week's violence hearing.

Unlike his violence testimony, however, Mr. MacNeil's *PBL* comments did not come to any ready conclusions or judgments, a circumstance, he said, required by the Public Broadcasting Act, which prohibits editorials on non-commercial stations. The law, however, is intended to preclude editorials espousing the views of station or network management, not to rule out personal comment by educational broadcasters, as the legislation's accompanying reports indicate.

Van units reduce cost for on-site productions

Cost reductions for on-location production are cited as a key benefit of two new compact video-tape mobile units designed by Media Research and Productions Inc., Coral Gables, Fla. The firm will use the vans, individually or together, in contract production work.

Savings are claimed as a result of the vans' small size, which cuts transportation costs and permits operation with smaller crews. Mounted in one of

two 10-foot step vans are three Marconi Mark VII color cameras, an Ampex high-low band VTR and a special effects generator. The other van contains two cameras and a video-tape recorder. With the units ganged, all equipment is operated from one van.

The small size of the vans permits operation in locations inaccessible to larger units, the company says, and a generator assures operation independently of on-site power supplies. In use, the vans are preceded by a station wagon transporting production personnel, camera heads, tripods and cabling.

Media Research and production headquarters are 401 Miracle Mile, Coral Gables 33134.

Repeal Sec. 315, says CED report

Committee sees stations donating more free time after such action

A call for repeal of the equal-time section of the Communications Act is one of the suggestions made in a report on campaign financing reform being issued today (Dec. 30) by the Research and Policy Committee of the Committee for Economic Development. The report also suggests that the need for a ceiling on the amount of broadcast time purchasable by campaigners and their organizations is rapidly becoming evident, a point disputed by two of the committee's members.

The CED statement makes a broad range of suggested changes in campaign financing laws and in elections and campaign practices. The CED is a private, nonpartisan research and educational organization composed of 200 business executives and educators, partially supported by private foundations.

In the area of broadcasting, which is recognized as a primary and increas-

ingly important cause of campaign expenditures, the report urges larger public subsidies for educational television as well as repeal of Section 315, a step that the committee sees as opening up more donated air time for campaigners on both commercial and noncommercial outlets.

The 315 repeal call, however, includes a recommendation that the FCC should consult with the media to "encourage far more extensive 'free' campaign coverage on an equitable basis."

The results of a Section-315 repeal should be watched by the FCC, the committee says, "as they certainly will be by appropriate committees of the Congress." If those results prove not to be "in the public interest," the report adds, "legislative remedies will have to be undertaken."

The report does not directly mention the possibility that broadcasters could be compelled to donate time for campaigns, but two committee members in an attached comment to the text suggest that such an implication may be present. C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., New York, and Walter N. Thayer, president of Whitney Communications Corp., a firm allied financially with Corinthian Broadcasting, take exception to the implication.

"To require media to go beyond [time already devoted to campaigns] by donating time or space to candidates to use as they please," they say, "would amount to a private subsidy for a public purpose. Such a requirement would be unsound as a matter of public policy and probably illegal."

Mr. Petersmeyer is a member of the CED's Research and Policy Committee, under whose auspices the report is issued. The document is a policy statement for the CED as a whole, but is not intended to reflect the individual views of other CED members not on the research committee. Mr. Thayer is a member of the CED's Committee for Improvement of Management in Gov-

CAN YOU SELL TELEVISION PROGRAMING TO TELEVISION STATIONS?

If you believe so, tell us why in as few paragraphs as possible. If what you have to say leads us to believe that you may have the qualities we deem essential for successful program selling, we will telephone you and go on from there.

We are a major television producer and distributor and are seeking sales power, present and potential. Sales experience in the television industry is not essential.

The opportunity we offer will lead to you being responsible for an entire territory after a substantial period of training. The job requires travel 50 weeks a year and will permit you to be home only on weekends and holidays. If this travel requirement raises the slightest question in your mind, please do not respond to this announcement.

Box M-271, Broadcasting.

Program notes:

Indian special ■ Triangle Stations, Philadelphia, will produce *Indian America*, an examination of the destruction of American Indian culture, for national distribution this winter. The 90-minute color film will be narrated by Henry Fonda.

FOI kit ■ Freedom of Information Center of the University of Missouri School of Journalism has published an eight-section kit on how to use the 1967 freedom of information law to gain access to federal government records. The kit is priced at \$5 and is available from Freedom of Information Center, Box 858, Columbia, Mo. 65201.

Corporate changes ■ American Diversified Industries Corp., New York, is the new corporate name of National Telepix Inc. The change in name was made at the same time American Diversified acquired features representing more than \$1 million, of five firms (Eldorado Films, East-West Co., Hugonock Productions, Mods and Rockers Inc. and W. F. S. Productions, all New York). With the acquisition, American has put together a package of 14 first-run feature films to be distributed—through Trans-American Film Corp., New York—to theaters and to television. One of the films in the package is a color feature that stars teen-age groups including the Beatles and the Animals.

From diamond to court ■ St. Louis Cardinal star pitcher Bob Gibson, a former college basketball star, has been

signed by WPIX(TV) New York to team with sportscaster Marty Glickman on coverage of the station's Saturday evening *College Basketball* series starting Jan. 11. F & M Schaefer Brewing Co., through BBDO, both New York, is half sponsor of the 10-game schedule. The remainder is open to participating sponsors.

New version ■ Screen Magic Inc., Los Angeles, is distributing to TV a new version in color of *Winky Dink and You*, which was carried on CBS-TV from 1953-56. The series of five-minute programs, in which viewers participate by drawing and coloring on home screens, has been bought by WPIX(TV) New York, KCOP(TV) Los Angeles, and the six Triangle stations—WFIL-TV Philadelphia; WBNF-TV Binghamton, N. Y.; KFRE-TV Fresno, Calif.; WNHC-TV New Haven, Conn.; WFBG-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania. The series is being produced by Ariel Productions, New York.

Meet the police ■ The role of the police force in the American community will be explored in a one-hour color documentary to be telecast the week of Jan. 13 on Westinghouse Broadcasting Co. TV stations. *The Blue Minority*, which focuses on the Boston police department, is the first production of the Urban America unit of WBC.

New home ■ Quadrant Productions, new TV-film production firm in Evanston, Ill., moves to 152 East Superior, Chicago.

ernment, the body that prepared the present report and has compiled other studies on governmental problems.

The report says "some degree of public control over commercial broadcasting" is justified by the fact that "each station enjoys a monopolistic use of the frequency bands allotted to it by the national government." Such controls, it is argued, could include upper limits on the amount of air time that could be bought for paid political broadcasts. By the same token, "magazines, newspapers and all other channels of communications enjoying postal or other governmental privileges should also be encouraged to provide space," the report suggests.

Messrs. Petersmeyer and Thayer take exception to both points. There is no more need for ceilings on broadcast expenditures than on print spending, they say. "Candidates should be allowed the free choice of how they allocate monies among the various media." Further, they say, "the implication that the special mailing privileges enjoyed by the printed press may give the government the right to insist on a particular treatment of political material is unsound as

a matter of law and unsound as a matter of public policy."

Both men contend that the basic premise—control on the basis of spectrum scarcity or privileges extended—is incorrect. Citing the decision of the Seventh Circuit Court of Appeals on the fairness doctrine (BROADCASTING, Sept. 16), the dissenters say that using scarcity or "monopoly" as a justification for control is "fatuous."

Among other recommendations, the CED report suggests that all election costs "that do not benefit one candidate or party or position . . . against any other are properly a public responsibility and should be conducted at governmental expense." To this end it is proposed that informational campaign documents, prepared by candidates and parties (with equal space for all) be printed and circulated at public expense. No mention is made of analogous informational programs to be circulated by electronic means.

But elsewhere in the report the CED committee notes that increased subsidies to noncommercial stations could be granted "in the expectation that significant blocks of time will be set

aside for fair and equitable explorations of political issues and candidacies." One proposal under consideration—that the government might directly provide funds for campaign costs (which in turn would largely be spent with commercial stations for paid broadcast time)—is dismissed out of hand by the CED. Direct funding would diminish citizen participation, the report notes, citing the "unsatisfactory" experience of direct funding in Puerto Rico. There, it is reported, parties drastically overspent their allotments while voter interest and party morale declined.

Instead, the CED recommends tax incentives to increase citizen contributions to parties and candidates, on the one hand, and steps to reduce expenditures, such as fewer candidates, shorter campaigns, and less-expensive or free access to the media, on the other. The report cites escalating costs for broadcasting as the prime reason for increasing campaign expenditures.

The committee agrees that television has become the dominant medium for campaigns. "Whether for good or ill, this medium has become the main—and often the decisive—means of communication between candidates and their constituencies for all national, most state and many local offices."

Thus, despite urging repeal of the equal-time laws, the committee insists that fairness must be guarded. "Any possibility of monopolistic manipulation or inequitable access to this medium would . . . constitute the gravest kind of danger to our democratic political system," the report says. "Fairness in its use is an obvious imperative, and the public interest must be the dominant concern."

Convention coverage is another area of the CED's concern. Given the unmanageable size of the gatherings, the report notes, "the glaring lights of television merely emphasize the 'extravaganza' or 'spectacular' aspects of the resulting mob scenes." One panel member, William Benton, publisher and chairman of Encyclopaedia Britannica Inc., said in a footnote that he agreed with the reports' characterization of television's emphasis, but adds that the media do more—they also get in the way.

Godfrey, weather get new days

Two CBS Radio shows, *Arthur Godfrey Time* and *Dimension on the Weather*, will be expanded to seven days a week. *Arthur Godfrey Time*, which has been aired on a Monday-through-Friday basis since it began in 1945, will also be broadcast weekends beginning Jan. 4.

The national weather series, *Dimension on the Weather*, will add Saturday to its broadcast week. The series has been on six days a week since January.

Nielsen takes wraps off TNT

'Teleprocessing in Timebuying' computerized spot-TV service set to compete with ARB plan

The prospect of not one, but two computerized spot-television buying services developed last week as A.C. Nielsen Co. disclosed plans to offer one. Nielsen's major competitor in the local TV ratings field, the American Research Bureau, was revealed several weeks ago to be working on similar plans (BROADCASTING, Dec. 9).

The competitive nature of the proposed new services, even before either one materializes, became apparent early in the Nielsen announcement. It said that "Nielsen is asking for no advance financial backing from subscribers."

This was an obvious allusion to ARB's suggestion that agencies and station representatives share ownership of the proposed ARB service with Control Data Corp., a leading computer company of which ARB is a subsidiary. ARB said this feature was not essential but seemed desirable to insure fuller cooperation of reps and agencies.

George E. Blechta, vice president and product manager of Nielsen Station Index, said that "because of agency and station rep encouragement, we are currently planning to underwrite development of the system," which he said would be called "Teleprocessing in Timebuying," or "TNT" for short.

The announcement said presentations to leading agencies started in November, and officials reported that reaction to the concept had been "good" and "very encouraging." They also noted that more realistic reactions may be available when cost estimates and a timetable have been developed.

Officials could offer no approximation of costs, either to set up the system or to operate it, and said no realistic time table could be devised until the "exploratory" conferences to ascertain agency and rep needs and wishes have been completed and the blueprint has been revised to reflect these preferences. (ARB's plan has been said to call for about \$12 million to set up the system.)

The Nielsen announcement said the proposal was being made to "leading agencies, station reps and broadcasters." Authorities said the presentations were continuing but had not yet formally reached the rep and broadcaster categories. They said the broadcasters' exact

role in the project had not been resolved.

Mr. Blechta stressed that TNT would not change the rep's current role in selling and negotiating—a vital feature, in the opinion of observers, if any system is to get rep support.

The system would link subscribers' offices with Nielsen's data processing center in Chicago. Agencies would transmit campaign specifications—including cost-per-thousand and gross-rating-point tolerances, targeted audiences, seasonal adjustment factors and bases for ranking availabilities—into the computer via keyboard-equipped cathode ray tubes. Nielsen said the system would include identification and security safeguards to protect client proprietary information.

The buyer would also indicate what markets were to be bought and the computer would flash back for each market a list of stations and their reps. The buyer would then solicit availabilities from the reps, who could either submit them directly or through the computer. Either way, the buyer could get from the computer data bank a ranking of the avails on whatever basis he specifies—CPM's, gross rating points, households or demographics. The ranking reports, transmitted directly to agency offices by magnetic tape recorder in tandem with a high-speed printer, would also show avails that failed to meet the tolerances specified in the buy plan.

Nielsen said that through the data bank the buyer would be able to combine spots "in infinite combinations" until he determined the "best buy." When he had made his decision, he would key his buys into the computer, which Nielsen said would maintain records of confirmed spot buys for each product or brand. The buyer would then order the spots by calling the reps involved.

At any time, according to the announcement, a buyer could have displayed on his cathode ray screen a "buy status report" showing spots that have been confirmed with the reps, those ordered but not confirmed, and those selected but not yet ordered from the reps. After each market buy has been completed, the agency would receive a



Mr. Blechta

high-speed print-out of all confirmed spots and optionally, a print-out of spots ordered but not confirmed.

"TNT," according to Mr. Blechta, "is designed to reduce the cost of spot buying by minimizing clerical functions and speeding the buying operation. It will assure uniform consideration of all buying criteria and allow the timebuyer increased negotiation and buying time. "Upgrading of spots would be simplified," he said, "and post-buy evaluations would be made at a fraction of present special-analysis costs."

Little agency and rep reaction was available during last week's holidays, but observers noted that in new-service offerings in the past a determining factor in each company's reaction has been the cost of the service to that company. Agencies tend to regard a computerized buying system as essentially a sales tool that ought to be paid for primarily by the sellers, while reps are not enthusiastic about shouldering the cost of a service that seems likely to prove—some thought this one would—to help buyer more than seller.

KPIX gets ASH lash

The latest target of attorney John F. Banzhaf III is KPIX(TV) San Francisco. Mr. Banzhaf, executive director of Ac-

tion on Smoking and Health, said in a petition filed with the FCC last week the station has broadcast an insufficient number of anticigarette announcements, and has therefore vio-

lated the fairness doctrine. His charge was based on monitoring of the station from Nov. 25 through Dec. 1. Mr. Banzhaf urged that the commission deny license renewal to KPX. This is

the second San Francisco station to receive a complaint from Action on Smoking and Health this month. The other was KRON-TV (BROADCASTING, Dec. 2).

Private twist to public service

TWA underwrites news on ETV network with travel-minded audience as target

Trans World Airlines, which spent \$5,632,000 for TV advertising last year and has stepped up the rate this year, last week invested \$150,000 in a non-commercial TV grant that assures the airline of 4,550 on-air mentions in 17 cities over the next six months.

It figures out to less than \$33 a mention in each of the 17 cities. Rating services don't regularly measure non-commercial-program audiences, so the cost-per-thousand homes could not be pinpointed.

The grant, said to be biggest known corporate award for public-affairs programming on a noncommercial station, will underwrite *Newsfront*, a nightly news show on WNDT(TV) Newark-New York that is also carried on 16 other stations of the Eastern Educational Network, for the six-month period starting Jan. 6. Without it, the Monday-through-Friday program might have gone off Dec. 31 for lack of funds.

Station spokesmen reported that TWA would get two mentions as the underwriter in each *Newsfront* program's first half-hour, carried on WNDT and the other 16 stations. It will get one mention on the program's second half-hour,

carried only on WNDT. Thus in the 17 cities there will be 35 mentions per program, and with 130 programs in the 26-week span the mentions add up to 4,550, averaging the \$150,000 grant out to about \$32.97 a mention. The per-program average would be \$1,153.85.

Although TWA President Charles C. Tillinghast Jr. spoke of public-service considerations and corporate community involvement in his comments on grant, he also did not overlook the advantages to be gained from corporate identification with the program.

"TWA identity with the *Newsfront* program will be modest," he said. "It will emphasize our genuine interest in communications and the news events which shape our lives. Channel 13 [WNDT] and the other public television stations attract a special, selective and elite audience, people with broad interests who travel extensively throughout the world."

TWA authorities left no doubt that they wanted to reach audiences like this and that they considered the *Newsfront* investment an excellent opportunity to do so.

TWA's annual advertising and pro-

motion budget was put at about \$30 million, of which apparently a little more than half is in nonmedia promotion. Its media advertising in 1967 has been put at \$14.4 million, of which \$5,632,000, or 39%, was in TV (\$3,017,000 in spot, \$2,615,000 in network), according to the Television Bureau of Advertising.

TVB said that in the first nine months of this year TWA spent about \$2,588,400 in spot TV and \$1,855,600 in network TV for a total of \$4,444,000, up 13.2% from its TV spending in the same period of 1967.

In announcing the grant, WNDT President John Kiermaier called it "one of the finest examples in public television of corporate participation in the events and major concerns of our time."

He said that although WNDT's general income picture this year in the best in history, the station had known since last June that it would have to drop *Newsfront* after Dec. 31 or carry it on a deficit-financing basis contrary to station policy. The TWA grant, he said, will assure the program's continuation not only for the next six months but "well beyond," because "when we begin

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Dec. 15, 1968 (net time and talent charges in thousands of dollars)*

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 15	Total dollars week ended Dec. 15	1968 total minutes	1968 total dollars
	Week ended Dec. 15	Cume Jan. 1-Dec. 15	Week ended Dec. 15	Cume Jan. 1-Dec. 15	Week ended Dec. 15	Cume Jan. 1-Dec. 15				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 271.4	\$ 213.6	\$ 5,236.7	\$ 336.0	\$ 16,675.9	110	\$ 549.6	4,015	\$ 22,184.0
Monday-Friday 10 a.m.-6 p.m.	1,332.1	61,479.4	2,882.6	138,684.5	2,265.8	113,511.2	915	6,480.5	44,802	313,675.1
Saturday-Sunday Sign-on-6 p.m.	1,205.4	54,209.6	3,452.2	59,756.4	1,035.6	33,094.9	329	5,693.2	12,976	147,060.9
Monday-Saturday 6 p.m.-7:30 p.m.	249.7	18,465.9	756.5	29,586.5	849.0	30,265.1	97	1,855.2	4,601	78,317.5
Sunday 6 p.m.-7:30 p.m.	63.0	5,473.9	508.3	11,403.8	158.2	9,380.0	22	729.5	1,029	26,257.7
Monday-Sunday 7:30-11 p.m.	5,788.5	242,120.0	7,219.6	296,401.1	7,526.8	299,255.8	437	20,534.9	21,975	837,776.9
Monday-Sunday 11 p.m.-Sign-off	254.5	17,687.4	41.0	6,540.0	483.3	22,658.4	75	778.8	3,986	46,885.8
Total	\$8,893.2	\$399,707.6	\$15,073.8	\$547,609.0	\$12,654.7	\$524,841.3	1,985	\$36,621.7	93,384	\$1,472,157.9

our new fiscal year in July, we will again be in a position to finance *Newsfront* out of our regular funds."

Mitchell Krauss is host-moderator and Milt Haynes the regular newscaster on the program, which is produced by Lee Hays of the station's department of public affairs and news.

Cooperative ad plan disapproved by FTC

The Federal Trade Commission has issued an advisory opinion indicating that a proposed three-party promotional plan in the food industry would violate statutes administered by the FTC.

Under the plan the promoter proposes to sell TV time to suppliers of products retailed principally through grocery stores. The suppliers would pay rates based only on the TV time which they bought. The plan also provides the right of each supplier to have its products promoted in the stores of participating retailers.

Retail participation in the plan would be solicited by the promoter through retail trade journals. Retailers would set up special displays of the suppliers' products in stores and in return would obtain advertising time on the promoter's television programs.

Under the plan each retailer would obtain a minimum 10-second spot on a TV program during the specified period of promotion. Additional 10-second spots could be obtained based on purchases by the retailer.

Business briefly:

Mattel Inc., Hawthorne, Calif., through Carson/Roberts/Inc., Los Angeles, will increase its television budget by 50% during the first quarter of 1969. The toy-maker, which already is the largest TV advertiser in its field, has scheduled more than 600 spots to play during the first quarter as compared to some 400 commercials shown during the comparable period in 1968. Added promotion will be given to 11 new products as well as six established toys.

Washington Post Co., Washington, through Joe Gans & Co., New York, has purchased a schedule for *Newsweek* magazine on NBC Radio. Schedule will vary in time and program for 52 weeks. **Singer Co.**, through J. Walter Thompson Co., both New York, will sponsor all of *The Tonight Show* (11:30 p.m.-1 a.m. EST on NBC-TV New Year's Eve). The show will include a special midnight origination from Times Square in New York. Other NBC-TV buys include Kal Kan foods, Los Angeles, through Honig-Cooper & Harrington, that city, in eight prime time shows; **Standard Brands Inc.**, through J. Walter Thompson, both New York, in six

night time shows, and **Brown & Williamson Tobacco Co.**, Louisville, Ky., through Post-Keyes-Gardner, Chicago. New York, in *My Friend Tony*.

Amerace Corp., Butler, N.J., through Kalish, Spiro, Walpert & Ringold, Philadelphia, for Ace bowling balls and combs, has bought into NBC Radio's coverage of American Football League championship game, and the Sugar, Orange and Super Bowl games.

Agency appointments:

■ Carven Parfums, New York, has named Warren, Muller, Dolobowsky Inc., New York. Former agency was Trahey/Wolf Advertising, New York.

■ Ross Roy of New York Inc. has been assigned to handle Alfa Romeo Inc., Newark, N. J. U.S. distributor of the Italian automobile line is considering radio in new model introduction. Billings are estimated at \$300,000.

Also in advertising:

New Home ■ Roger Coleman Inc., station representative, has moved to larger quarters at 515 Madison Avenue, New York 10022. Phone: (212) 755-1621.

In rejecting the plan, the FTC said it appeared that the proposed arrangements for individual negotiations between suppliers and retailers with respect to the displays of the retailers would probably violate the law. The FTC also held that the plan did not

adequately inform retailers of their right to participate.

Commissioner Philip Elman did not concur in the FTC opinion.

In conformity with FTC policy, the identity of the party requesting the opinion was not revealed.

FocusOnFinance

Sacrifice at Justice Dept. altar?

NGC would give up production, distribution if court approves merger with Warner-7 Arts

National General Corp., Los Angeles, last week offered to divest itself of motion-picture production and distribution activities in order to gain court approval of its proposed merger with Warner Bros.-Seven Arts Ltd. The next move is up to the Department of Justice.

If NGC's proposal is approved, that firm would acquire the record, music-publishing and TV divisions of W7.

The offer was made last Tuesday (Dec. 24) by Seymour Simon, NGC general counsel, in a hearing before the U. S. district court in New York. NGC had requested the hearing to expedite

approval of the merger, which had been announced last August (BROADCASTING, Aug. 19). On the first day of the hearing, Monday (Dec. 23), a Justice official said the department opposed the consolidation because it would restrain competition in the motion picture field.

After listening to NGC's latest offer, Judge Edmund L. Palmieri adjourned the hearing until Jan. 29 so that Justice Department could determine its position.

The government's opposition was outlined by Maurice Silverman, attorney for the Justice Department's antitrust

division. He said that consolidation of NGC which operates more than 275 theaters and produces and distributes features on a limited basis, with W7, a major producer and distributor of motion pictures and TV programs, might result in NGC using its film in its own theaters to the detriment of independent theatrical exhibitors.

Earlier, Mr. Simon had offered to make other concessions. These included one proposal to dispose of one of the two production organizations of the merged company, or, if the court desired, to dispose of one of the production and dis-

tribution organizations of the merged operation, at National General's option. He also said that NGC would agree not to play any of the merged company's pictures on a first-run basis in any of its theaters and would play only subsequent runs of its pictures in its theaters on nonexclusive basis.

Before NGC had offered to divest itself of the motion picture-production arm of W7, William D. Kilgore Jr., chief of the judgment section of Justice's antitrust division, said if the court approved the merger proposal, Justice planned to appeal the decision.

Mr. Silverman contended in his appearances before Judge Palmieri that the proposed merger would encourage other large film producers to seek consolidations or reciprocal agreements with exhibitors. He said that "the old abuses would certainly reappear" if the NGC-W7 merger were allowed.

Many of the major motion-picture distribution companies were forced by antitrust decrees in the late 1940's and early 1950's to divest themselves of

their theater holdings. Among those selling off their theater chains were Paramount Pictures, Metro-Goldwyn-Mayer, Warner Bros. and 20th Century-Fox Film Corp. National General was formed during this period to acquire the theater chain owned by Fox.

Sarnoff sees sales of over \$3.1 billion

RCA chief expects profits of over \$150 million; NBC sales go over \$600 million

Sales and earnings of RCA in 1968 are expected to establish all-time records for the seventh straight year, Robert W. Sarnoff, president and chief executive officer, reported last week in a year-end statement.

Preliminary figures indicate that sales in 1968 will top \$3.1 billion and profits

after taxes will exceed \$150 million for the first time, Mr. Sarnoff stated. He said per-share earnings will be approximately \$2.35, compared with \$2.27 in 1967.

Mr. Sarnoff noted that during these seven years of unbroken progress, RCA sales have increased 80% and after-tax profits have more than tripled. He said he expects the national economy to continue to advance in 1969, "although not at the overheated pace of recent months."

Mr. Sarnoff reported that RCA had experienced its most successful year in consumer products. He said the company continued to "hold the largest share of the color television market," and pointed out that sales of phonographs, radio and black-and-white TV sets had increased.

NBC, he added, achieved a new sales record for the 24th consecutive year, exceeding \$600 million for the first time in 1968. He emphasized that NBC-

TV's diversified nighttime schedule, which began last fall, moved it into

The Broadcasting stock index

A weekly summary of market movement in the shares of 75 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock symbol	Ex-change	Closing Dec. 26	Closing Dec. 19	Closing Dec. 12	High	1968 Low	Approx. Shares Out (000)	Total Market Capitalization (000)	
Broadcasting									
ABC	N	67½	68	71½	76½	43½	4,709	\$353,200	
CBS	N	54½	54½	59½	60½	43½	23,665	1,307,500	
Capital Cities	N	78½	81½	86	89½	42½	2,811	244,600	
Corinthian	N	37½	36½	34½	40½	22½	3,384	114,600	
Cox	N	58½	61	61½	64½	43½	2,879	167,000	
Gross Telecasting	O	32	33	33	37	28	400	13,200	
Metromedia	N	51½	53½	53½	57½	34½	4,862	262,500	
Pacific & Southern	O	21	21	22½	24	6	1,614	37,100	
Reeves Broadcasting	A	34½	35½	36½	43½	9½	1,825	63,600	
Scripps-Howard	O	31	30	31½	34	24	2,389	76,400	
Sonderling	A	41	41½	40½	47½	23½	930	36,700	
Taft	N	40½	40½	43½	45½	30½	3,363	139,600	
						Total	52,831	\$2,816,000	
Broadcasting with other major interests									
Avco	N	49½	51½	50½	65	37	14,075	\$710,800	
Bartell Media	A	22½	21½	20½	23½	9	2,106	31,900	
Boston Herald-Traveler	O	68	70	68	71	48	569	40,400	
Chris-Craft	N	39	39	41	45	26½	1,153	47,300	
Cowles Communications	N	17½	17½	17½	18½	12½	3,625	54,800	
Fuqua	N	45½	44½	46	47½	32½	3,781	162,100	
Gannett	O	40½	41	41½	44	23	4,736	202,500	
General Tire	N	33½	34½	35	36½	23½	17,061	612,100	
Gray Communications	O	10½	11½	11½	15	9	475	5,500	
LIN	O	28½	27½	28½	31	16	1,550	43,800	
Meredith Publishing	N	51	45	48½	53½	23½	2,732	136,300	
The Outlet Co.	N	30½	31½	32½	34	20½	1,184	36,900	
Rollins	N	77½	76	78½	85	43	3,959	329,600	
Rust Craft	A	34½	34½	35½	36½	29½	1,184	42,300	
Storer	N	62½	59½	53½	64	36	4,188	225,600	
Time Inc.	N	100½	103½	102	109½	86½	7,018	727,200	
Wometco	N	34½	35½	37½	38	17½	3,815	128,300	
						Total	73,211	\$3,537,400	
CATV									
Ameco	ACO	A	14½	16½	17½	19½	7½	1,200	\$19,800
Cox Cable	O	20½	20	22½	25	16	2,500	52,500	
Cypress Communications	O	20	18	20	23	12	808	15,400	
Entron	NRN	O	10½	10½	9½	10½	4	607	6,200
H & B American	HBA	A	21½	22½	25	28½	9½	2,956	76,900
Teleprompter	TP	A	64½	66½	79½	83	23½	994	75,500
Television Communications	O	18½	16½	17	17	—	2,090	37,100	
Vikoa	VIK	A	29½	30½	34½	39½	12½	1,587	60,900
						Total	12,742	\$344,300	
Programming									
Columbia Pictures	CPS	N	40½	43½	43½	45½	23½	4,701	\$206,800
Commonwealth United	CUC	A	22	22½	22½	24½	6½	6,087	142,300
Disney	DIS	N	85½	91½	86½	93½	41½	4,230	336,300

"the number-one position in audience popularity during the prime viewing hours."

He cited gains in sales by RCA Information Systems, RCA Global Communications, The Hertz Corp. and Random House. One exception was RCA Defense Electronics Products, where sales and earnings declined from the 1967 level, Mr. Sarnoff said, because of "reduced government business, more intensive competition and increased fixed price contracting."

Disney Productions offers new stock proposal

The board of directors of Walt Disney Productions Inc., Burbank, Calif., has proposed an increase in the authorized number of common shares in the company from 7.5 million to 20 million. As part of this proposed change a new class of preferred shares would be created consisting of five million shares of \$20 par value. The board could issue

these new preferred shares at its discretion in one or more series with such rights, preferences and limitations as it decides. The proposal is subject to shareholder approval at the company's annual meeting scheduled for Feb. 4.

Walt Disney Productions currently has a total of 7.5 million authorized common shares. Of this total, 4,275,087 are issued and outstanding and 1,074,979 are reserved for possible future issuance. If the authorized number of common shares is increased as has been proposed, total authorized common stock will amount to 20 million and total authorized preferred stock will total five million shares.

Reeves to acquire Actron

Reeves Broadcasting Corp., New York, and the Actron Corp., New York, have reached an agreement in principle under which Reeves will acquire Actron.

Actron operates production and post-production services and provides systems design, sales and installations for

industrial and educational nonbroadcast television users. Reeves Broadcasting is a diversified company in the fields of video-tape recording and post-production services, sound recording and processing, television and radio broadcasting ownership and other fields. Actron will operate as an autonomous unit within the Reeves educational services division.

Company reports:

Gulf & Western Industries Inc., New York, reported record net sales and earnings for the first three months of fiscal 1969, ended Oct. 31, 1968:

	1969	1968
Earned per share	\$1.10	\$0.80
Net earnings	23,523,000	17,100,000
Net sales	368,603,000	303,398,000

Financial notes:

- Boston Herald-Traveler Corp. has declared a dividend of \$1.75 per share on its common stock, payable Jan. 15 to stockholders of record Dec. 31.
- Outlet Co. has declared quarterly dividends of \$1.37½ per share on 5½% convertible preferred stock, and

	Stock symbol	Ex-change	Closing Dec. 26	Closing Dec. 19	Closing Dec. 12	1968 High	1968 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming (cont.)									
Filmways	FWY	A	38	40	40½	42	16½	961	38,400
Four Star		O	6¼	6¼	6¼	10	5	666	4,800
Gulf & Western	GW	N	51	51½	53	66½	38½	11,680	686,200
MCA	MCA	N	42¾	45¾	45	53¾	43	7,764	351,300
MGM	MGM	N	45¾	47¾	48¾	55	35¾	5,759	263,500
Screen Gems	SGE	A	40¾	42¾	43	44½	22½	3,048	172,500
Transamerica	TA	N	77¼	79¼	80¾	87¼	43¾	28,859	2,489,100
Trans-Lux	TLX	A	54½	56	57½	83¾	21½	753	48,900
20th Century-Fox	TF	N	34¾	35¾	37	40¾	24¾	7,035	270,800
Walter Reade		O	14¾	16¾	16¾	17	7	1,662	27,600
Warner-Seven Arts	WBS	A	44½	44¾	45¾	49¾	26½	3,810	186,700
Wrather Corp.		O	20	20	19¾	20¾	4	1,710	32,500
							Total	89,725	\$5,257,700
Service									
John Blair	JB	O	52	50	49½	52	20	1,080	\$53,500
Comsat	CQ	N	55¾	54½	53¾	64¾	41½	10,000	593,800
Doyle Dane Bernbach	DDB	O	30	31½	28½	41	31	2,104	64,200
Foote, Cone & Belding	FCB	N	14¾	16¼	15¾	20¾	13	2,157	32,400
General Artists		O	20	17	15½	26	10	610	8,700
Grey Advertising	GRA	O	17½	17½	17	20	12	1,201	19,800
MPO Videotronics	MPO	A	18¾	15¼	14¼	18½	10½	517	7,900
Movielab	MOV	A	11¾	11¾	11¾	17½	11¼	1,404	17,000
Nielsen	N	O	36¾	36¾	36¾	40	27	5,130	187,200
Ogilvy & Mather	OM	O	26	23¾	23¾	26	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	12¾	12¾	6¾	14¾	4¾	791	5,400
Wells, Rich, Greene		O	12¾	14¼	14¼	22	15	1,501	24,400
							Total	27,585	\$1,039,400
Manufacturing									
Admiral	ADL	N	20¾	20¾	21¾	25½	16½	5,110	\$107,900
Ampex	APX	N	38½	39¾	41¼	42¾	26½	9,629	370,700
General Electric	GE	N	95¾	97¼	95¼	100¾	80¾	91,068	9,072,600
Magnavox	MAG	N	58¾	58¾	57¾	62¾	36¾	15,442	887,900
3M	MMM	N	108¾	108¾	108¾	119¾	81	53,793	6,119,900
Motorola	MOT	N	129¾	134¾	132	153¾	97	6,122	857,100
National Video	NVD	A	14¼	14¾	15¾	24¾	11¾	2,782	45,200
RCA	RCA	N	46¾	47¾	47¾	55	44¾	62,606	3,060,000
Reeves Industries	RSC	A	8¾	7	6¾	9¾	4¾	3,240	22,700
Westinghouse	WX	N	66¾	70¾	72¾	78¾	59¾	38,064	2,869,100
Zenith Radio	ZE	N	56¾	56¾	57¾	65¾	50¾	18,860	1,162,200
							Total	306,716	\$24,574,400
							Grand total	562,810	\$37,569,200
Standard & Poor Industrial Average			114.47	116.63	116.99	118.03	95.05		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Nov. 29

16¼ cents per share on common stock, payable Feb. 4, to stockholders of record Jan. 17.

▪ Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., has sold the facilities of its Pear and Part-ridge Restaurant subsidiary at Capital

City Airport and plans to rebuild the restaurant at a new location. The buyer is Fred Harvey Inc.

▪ Public offering of 100,000 common shares of Doremus & Co. sold out in first day (Dec. 16). Stock was offered

at \$12 a share. It closed, in over-the-counter sales, at \$12.50 bid, \$14.50 asked.

▪ Doyle Dane Bernbach has declared a quarterly dividend of 2-cents per share, payable Jan. 15, to stockholders of record Dec. 31.

Equipment & Engineering

Color TV sales top B&W for 1st time

Nearly 6 million units sold; monochrome sales expected to reach 5.5 million mark

Television sales will account for almost half of the estimated \$5 billion domestic and imported electronic retail sales this year—with the sales of U. S.-manufactured color TV topping those of black-and-white sets for the first time, according to the Consumer Products Division of the Electronic Industries Association. Also announced last week was EIA's periodic report on total U.S. market sales.

The EIA division reported that current TV retail sales of almost 12 million units are running 5% over sales in 1967. Color sales approached 6 million units, 10% over 1967, while monochrome sales are expected to be about equal to last year's 5.5 million units.

In color TV, the sales mix is expected to show 30% for portables and table models and 70% for consoles. In previous years, virtually all color-TV sales were consoles. In black-and-white, portables and table models are 85%

of the total.

Total U. S. retail radio sales, which had been running at about 40 million units annually for the last three years, are expected to be up 5% this year. Auto radios are seen up 19%; transistor portables are steady, and table and clock radios are off about 10%. About 50% of all U. S. factory-produced radio sets will have FM this year.

Continued growth of the consumer electronic market is seen, running at a 5% to 10% increase yearly into the 1970's.

Meanwhile, in its regular report of the total consumer electronics market, EIA reported that during the first nine months of this year 1.1 million more television receivers were sold in the United States than during the same period last year.

The report enumerates domestically produced sets, imports bearing U.S. labels and imports bearing foreign labels.

The report also shows that in the January-September period this year and in 1967 more foreign label radios were sold, factory sales of U.S.-produced radios were down slightly, total radio sales were up, and FM-equipped radios moved upward by about 3.5 million units.

Zenith '69 color line uses integrated circuits

Zenith Radio Corp., Chicago, has introduced an integrated circuit as the color demodulator in its new 1969 line of color TV sets. Eighteen of Zenith's 50 new models feature the IC device.

Zenith explained the IC color demodulator consists of a total of 19 transistors, 2 diodes and 24 resistors, all on a single silicon chip less than one-sixteenth of an inch square.

Other features of the new Zenith line includes a "gyro-drive" UHF channel selector for faster and more precise tuning of the high band and automatic fine tuning. The color set line ranges from 14-inch portables to 23-inch combinations.

CBS reported winner in color-tube suit

CBS authorities reported last week that they had been notified that CBS had won its three-year-old suit accusing Sylvania Electric Products Inc. of infringing CBS color-TV tube patents.

Copies of the decision, giving details, were expected momentarily from the U. S. District Court in Boston, where the case was tried. The suit, filed in

Total U.S. sales of consumer electronic products

Product	FIRST 9 MONTHS 1968				FIRST 9 MONTHS 1967			
	Factory sales, U.S. produced	Imports, domestic label	Imports, foreign label	Total U.S. sales	Factory sales, U.S. produced	Imports, domestic label	Imports, foreign label	Total U.S. sales
Radio								
Home radio								
AM	2,668,185	2,562,363	7,723,830	12,954,378	3,632,571	2,013,123	8,533,791	14,179,485
FM/AM or FM	1,484,303	1,588,398	7,852,181	10,924,882	1,759,549	1,029,463	5,007,169	7,796,181
TOTAL	4,152,488	4,150,761	15,576,011	23,879,260	5,392,120	3,042,586	13,540,960	21,975,666
Automobile radio								
AM	6,709,487	—	1,173,257	7,882,744	5,715,410	—	388,852	6,104,262
FM/AM or FM	776,324	—	107,036	883,360	556,698	—	33,829	590,527
TOTAL	7,485,811	—	1,280,293	8,766,104	6,272,108	—	422,681	6,694,789
Total radio								
AM	9,377,672	2,562,363	8,897,087	20,837,122	9,347,981	2,013,123	8,922,643	20,283,747
FM/AM or FM	2,260,62	1,588,398	7,959,217	11,808,242	2,316,247	1,029,463	5,040,998	8,386,708
TOTAL	11,638,299	4,150,761	16,856,304	32,645,364	11,664,228	3,042,586	13,963,641	28,670,455
* Total monochrome and color television	7,577,545	793,453	928,616	9,299,614	7,039,596	581,305	512,924	8,133,825

* Color TV sales for 1968 period were 3,905,980 for factory sales, U.S. produced; 260,032 for imports, domestic label; 136,873 for imports, foreign label, and 4,302,885 for total U.S. sales. Comparative figures for 1967 are not available.

January 1966, asked for damages but did not specify an amount (BROADCASTING, Jan. 31, 1966). Sylvania, in reply, denied patent infringement, claiming the patents involved were not valid (BROADCASTING, April 4, 1966).

Technical briefs:

New TV cameras ■ The Commercial Electronics Division of Sylvania Electric Products Inc., Bedford, Mass., has developed two vidicon TV cameras for studio and closed-circuit use. The SC15A and SC16A both have a minimum resolution of 650 lines and a binary divider chain for positive 2:1 interlace. The SC15A is designed for video/RF use and comes with a three-lens manual turret. The SC16A includes a nine-inch monitor/viewfinder, a 4:1 zoom lens and an intercom system. The SC15A is priced at \$1,175 and the SC16A at \$1,800.

Video tubes ■ Visual Electronics Corp., New York, has introduced two new lines of three-inch image orthicon camera tubes of high sensitivity and extremely low noise characteristics. The tubes are interchangeable with other image orthicons of the same size.

Sharper tolerances ■ Moseley Associates Inc., Santa Barbara Research Park, Calif., has developed the TAU-1 tolerance alarm unit designed to accompany the automatic transmitter loggers and to monitor base current ratios for alarming parameters of a directional antenna array. The TAU-1 is a six-channel

system and features I.C. voltage comparators.

Slide projector ■ Spindler & Sautpe Inc., Glendale, Calif., has developed a new forward-reverse sequencing two-by-two slide projector designed for TV chain integration. Model SLR-TV has a 48-slide single magazine and can be used with black and white or color multi-plexers, or by direct projection onto a TV camera tube face.

New plant ■ Shure Brothers Inc., Evanston, Ill., has broken ground for a new assembly plant in Phoenix, to be completed early next spring. Shure manufactures microphones, high fidelity components and related products.

Equipment aid ■ WETA-FM Washington's newest noncommercial station will take to the air in mid-1969 with a transmitter and antenna donated by Metromedia Inc. The group operator, which has WTTG(TV) and WASH(FM) in Washington, presented the equipment plus other stereo transmission gear to the Greater Washington Educational Television Association Inc. Greater Washington has WETA-TV on the air and holds construction permits for WETA and WETX(TV).

Royal award ■ Dr. Dennis Gabor, staff scientist at CBS Laboratories, has been awarded the distinguished Rumford Medal by the Royal Society, London, for discoveries in "light or heat." Dr. Gabor, who is professor emeritus of the Imperial College of London, is

known as the father of holography.

New tap ■ C-Cor Electronics Inc., State College, Pa., has introduced a new terminated tap unit, TTM-4-7, for CATV, featuring directional coupling, flat response, and an attenuation figure of 6.5 db. Price is \$14.

New cooler ■ Rotron Inc., Woodstock, N. Y., has developed the Dolphin, a fan which can provide continuous cooling for up to five years without maintenance. Measuring only seven inches in diameter and about two-and-a-half-inches deep, it has oil-impregnated sleeve bearings and is mounted with clips on integral clamping rims. The Dolphin is designed for applications including electronic control equipment, relay racks, power supplies and a wide range of instruments. The unit produces minimum acoustical disturbance.

New relay ■ Allied Control Co., New York, has developed a new miniature-size telephone type relay, the Hi-Mag cradle relay. Available in two, four, six and eight pole contact configurations, single or bifurcated, it has a switching capability of 5 amps.

All-weather eye ■ GBC Closed Circuit TV Corp., New York, has a new weaththproof solid-state closed circuit camera (model OD-722) that uses a standard pan and tilt mechanism, provides horizontal resolution of more than 550 lines, weighs one-third less than previous models, and lists for \$495.

Fates&Fortunes

Broadcast advertising

David Skylar, senior VP, Griswold-Eshleman Co., Cleveland, elected executive VP. **Perry L. Brand**, with Griswold-Eshleman, Chicago, also elected executive VP. **William V. Levy**, director of public relations services, and **James F. McManus**, senior account supervisor, Cleveland, elected VP's.

Rocco Campanelli, co-group head, and **Lou Centlivre**, copy supervisor, Kenyon & Eckhardt, New York; **William J. Casey**, account supervisor, K & E, Chicago, and **John F. McClure**, account supervisor, K & E, Detroit, elected VP's.

James P. Demaree, director of advertising and public relations, Endicott Johnson Corp., Endicott, N. Y., named VP, advertising and public relations.

Robert J. Lackner, general sales manager, Carling Brewing Co., Cleveland, named VP of sales. **Richard C. Wright**, director of advertising and merchandis-

ing, named VP of advertising and merchandising. **Robert W. Higgs**, manager of new markets, appointed assistant to VP of marketing.



Mr. Wilshire

William M. Wilshire III, account supervisor, N.W. Ayer & Son, Chicago, elected VP.

Stephen T. Hatt- rich, VP and account manager, George Johnson Advertising Inc., St. Louis, named executive VP.

J. Birney Blair, commercial manager, KHQ-TV Spokane, Wash., named VP.

Robert J. Brush, Standard Brands Inc., New York, joins Borden Co. there as foods division sales promotion coordinator.

Edward L. Lubin, national sales manager, KHJ Los Angeles, joins WOR-FM

New York as general sales manager.

Charles Lintgen, sales manager, WTHI-AM-FM Terre Haute, Ind., joins KWNT-AM-FM Davenport, Iowa, as general sales manager.

Michael J. Lutomski, with WJBK-TV Detroit, joins Metro TV Sales as manager of Detroit office.

Richard Kraushaar, account executive, KTLA(TV) Los Angeles, appointed local sales manager.

Jack L. Hitchcock, local sales manager, WTVT(TV) Tampa-St. Petersburg, Fla., named sales manager at WESH-TV Daytona Beach-Orlando, Fla.

Gary G. Wright, with WCSI Columbus, Ind., joins WFIN Findlay, Ohio as sales manager.

Media

Howard Trickey, station manager, WLUK-TV Green Bay, Wis., joins WTOG(TV) St. Petersburg, Fla., as gen-

eral manager.

Bill W. Miller, business manager, WREC-AM-FM-TV Memphis, named VP.



George F. Hartford, area VP, Post-Newsweek stations, Washington, joins CBS Radio, New York, as field manager, affiliate relations.

Mr. Hartford

Raymond D. Weisbond, senior attorney, CBS law department, New York, joins ABC-TV there in newly created position of director of television contracts.

Charles R. Griggs, manager, WVLN, WSEI(FM) Olney, Ill., joins WSOY-AM-FM Decatur, Ill., as general manager.

Lawrence W. Beabout, operations director at WVLN, WSEI(FM), named station manager. Both are Illinois Broadcasting Co. stations.

Donald H. French, VP, WIRA Fort Pierce, Fla., joins WJTS Jupiter, Fla., as general manager.



Bill Sanders, program director, WWDC Washington, appointed general manager of WWDC-AM-FM.

Mr. Sanders

John A. Moline, with KDLM Detroit Lakes, Minn., joins KOUR Independence, Iowa, as general manager.

Curtis W. Brown, sales representative, KWTO Springfield, Mo., joins KTTS-AM-FM there as station manager. He succeeds **Jerry Sweaney**, who becomes assistant manager of KTTS-TV.

Programing

Michael Eisner, manager of specials and talent, ABC-TV, New York, named director of program development, East Coast. **Barry Lowen**, manager of program development, West Coast, named director of program development, West Coast.

Chuck Scott, with WROK Rockford, Ill., appointed program manager. He succeeds **Jerry Collins**, who joins WASK-AM-FM Lafayette, Ind., as assistant manager in charge of programing.

News

Gene Webster, formerly writer and director with CBS Radio and KNX Los Angeles, joins KABC-TV Los Angeles as editorial director.

Richard Brasie, political correspondent at Westinghouse Broadcasting Co.'s WIND Chicago, appointed Washington

news bureau correspondent for Westinghouse group. He is succeeded by **David Baum**, public relations manager, Westinghouse's KDKA-TV Pittsburgh.



Mr. Snyder

John Rayburn, with KLZ-TV Denver, joins WDAF-TV Kansas City, Mo., as co-anchorman.

Dick Byrd, newswriter, WMC-TV Memphis, also appointed reporter.

John A. Edgerton, promotion manager, WBT(TV) Charlotte, N.C., appointed to newly created position of news and information manager.

Douglas Bruckner, formerly with KCRL (TV) and KTVN(TV), both Reno, appointed newsman for KHVH-TV Honolulu.

John Field, newsfilm reporter, joins WCKT(TV) Miami, as member of news staff.

Tom DeVries, former member of administration of New York Mayor John Lindsay, joins noncommercial KQED(TV) San Francisco as reporter.

Derwood Haines, reporter. *Gary* (Ind.) *Post-Tribune*, and **Alan B. MacWhinney**, reporter, WKBN-AM-TV Youngstown, Ohio, join WLS-TV Chicago as news-writers.

Promotion

William S. Shepherd, sales manager, Country-Klang film production firm, Minneapolis, joins KSTP-AM-TV St. Paul-Minneapolis as promotion manager.

Bill Nunley, captain, U.S. Air Force, joins WLAC-TV Nashville as promotion and advertising manager.

Andy Driscoll, sales promotion director, WBGY Minneapolis, joins WXYZ Detroit as advertising and promotion director. He succeeds **Charles Mann**, who resigns.

Gilbert Smith, director of promotion, KFI Los Angeles, joins Telethon Productions, Hollywood, as director of public relations.

Equipment & engineering

Bruce L. Wolfson, operations manager, Reeves Video, division of Reeves Broadcasting Corp., New York, elected VP of operations. **William R. Hale**, manager of traffic control for Air Dispatch, New York, joins Reeves Video as man-

ager of syndication services.



Mr. Hedden

William D. Hedden, VP, Calvin Productions Inc., Kansas City, Mo., named VP, Midwest section of Society of Motion Picture and Television Engineers.

Richard F. Yearick, formerly with Ameco Inc., Phoenix, and Cascade Electronics Ltd., Port Moody, B.C., Canada, joins Anacosta Electronics Co. as northeast regional sales manager in Harrisburg, Pa.

Frank J. Gaskins, manager of product planning, video products division, Ampex Corp., Redwood City, Calif., becomes video products manager of Ampex International.

International

Murray T. Brown, VP and general manager of broadcasting, CFPL-TV London, Ont., named president of CFPL-AM-FM.

Paul A. McDermott, with Radio & Television Sales Inc. and Andy McDermott Sales Ltd., Toronto, named manager of Montreal office. **Frank Gardiner**, with Toronto office, succeeds Mr. McDermott.

Patrick F. Boscamp, with KSET, KPAK (FM) El Paso, joins XHPX-FM Ciudad Juarez, Mexico, as general sales manager and program director.

Adrian Robinson, radio and television director, Gerry Dunlop & Associates, Kingston, Jamaica, named general manager. He succeeds D. Gerald Dunlop, who retires. Agency is affiliate of Bishopric/Green/Fielden Inc., Miami.

Deaths



Mr. Swing

(photo circa 1950). **Raymond Swing**, 81, well-known radio news commentator during 1930's and 1940's, died Dec. 22 in Washington. After 29 years on newspapers as reporter, editor and correspondent, Mr. Swing began radio career in 1934 with British Broadcasting Corp. in New York, shortly switching to CBS. In 1936 he joined Mutual, and in 1942 went to old NBC Blue Network. Mr. Swing was commentator for WOR New York 1948-50, and later served Liberty Network in same capacity. From 1951-53 and 1959-64 he was political commentator for Voice of America. He is survived by wife, Meisung, and five children.

As compiled by BROADCASTING, Dec. 18 through Dec. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Toledo, Ohio—Midwestern Broadcasting Inc. FCC granted UHF ch. 60 (746-752 mc); ERP 583 kw vis., 116 kw aur. Ant. height above average terrain 480 ft.; ant. height above ground 496 ft. P. O. address: 2965 Pickle Road, Toledo 43616. Estimated construction cost \$553,400; first-year operating cost \$175,000; revenue \$175,000. Geographic coordinates 41° 37' 52" north lat.; 83° 28' 38" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-36J. Legal counsel A. L. Stein; consulting engineer Jules Cohen & Associates, both Washington. Principals: Lewis W. Dickey, president (99.85%) et al. Mr. Dickey owns WKWK-AM-FM Wheeling, W. Va., and WOHO Toledo. Action Dec. 18.

Other actions

■ Review board in Medford, Ore., TV proceeding. Docs. 17681-82. dismissed petition to enlarge issues and reopen hearing filed by Oregon Broadcasting Co. and Medford Printing Co. Oct. 25; granted petition for leave to file affidavit filed by Liberty Television Inc. and Siskiyou Broadcasters Inc. Dec. 9. Action Dec. 20.

■ Review board in Fajardo, P. R., TV proceeding. Docs. 18048-49. granted petition filed Dec. 19 by WAPA-TV Broadcasting Corp., extended to Dec. 24 time to file reply to opposition and comments to motion to enlarge issues. Action Dec. 20.

Action on motion

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Broadcasting Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.). TV proceeding. granted petition for dismissal by Broadcasting Affiliates Corp. and dismissed with prejudice its application (Docs. 18320-22). Action Dec. 18.

Call letter applications

■ Lewis Broadcasting Corp., Savannah, Ga. Requests WJCL(TV).

■ Ultravision Broadcasting Co., Buffalo,

N. Y. Requests WUTV(TV).

Existing TV stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP(TV)]). TV proceeding. continued evidentiary hearing scheduled for Dec. 23 to date to be specified at further prehearing conference Jan. 31, 1969 (Docs. 18338-9). Action Dec. 16.

■ Chief Hearing Examiner James D. Cunningham in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.). TV proceeding. designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Feb. 4, 1969. and hearing for March 14, 1969 (Docs. 18401-2). Action Dec. 18.

■ Chief Hearing Examiner James D. Cunningham in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)] and Vikcom Broadcasting Corp.). TV proceeding. designated Hearing Examiner Arthur A. Gladstone as presiding officer; scheduled prehearing conference for Feb. 3, 1969 (Docs. 18403-4).

Call letter application

■ *KWSC-TV, Washington State University, Pullman, Wash. Requests *KWSU-TV.

New AM stations

Final actions

■ Titusville, Fla.—Coastal Florida Radio Broadcasters. FCC returned as unacceptable application for new AM on 1460 kc. 5 kw. DA-D. Operation would involve prohibited overlap of contours. Action Dec. 18.

■ Parsippany-Troy Hills, N. J.—Percypeny Radio. FCC granted 1310 kc. 1 kw. DA-D. P. O. address: Box 798, Upper Montclair, N. J. 07043. Estimated construction cost \$75,000; first-year operating cost \$62,500; revenue \$65,000. Principals: William P. Godley and Paul F. Godley Jr. (each 50%). William Godley is employee in industrial controls. Paul Godley is owner of radio engineer consulting company. Action Dec. 18.

■ Catskill, N. Y.—Caranje Broadcasting Co. FCC granted 560 kc. 1 kw. DA-D. P. O. address: c/o Jean Czaplinski, 7 Charles St., Hudson, N. Y. 12534. Estimated construction cost \$63,316; first-year operating cost \$48,000; revenue \$60,000. Principals: Andrew Wisniewski, Carmine A. Pizza, Jean M. Czaplinski (each 33⅓%). Dr. Pizza is instructor in anatomy and physiology. Mr. Wisniewski is salesman. Miss Czaplinski is stenographer. Action Dec. 18.

■ Red Springs, N. C.—K & R Broadcasting Corp. FCC granted 1510 kc. 1 kw. P. O. address: 209 West Broad Street, St. Pauls, N. C. 28384. Estimated construction cost \$33,458; first-year operating cost \$50,000 revenue \$63,900. Principals: Thomas J.

Rogers and Frederick R. Keith Jr. (each 50%). Mr. Rogers owns 33⅓% of WTGR Myrtle Beach, S. C. Mr. Keith has farming interests. Action Dec. 18.

Other actions

■ Review board in Boynton Beach, Fla., AM proceeding. Docs. 18310-13. denied petition to delete issues or other relief filed Oct. 2 by Boynton Beach Community Services Inc. Action Dec. 20.

■ Review board in Sunbury, Pa., AM proceeding. Docs. 18291-93. dismissed petition to enlarge issues filed Sept. 11 by Sunbury Broadcasting Corp. and request for extension of time filed Oct. 31 by Broadcast Bureau; granted joint petition for approval of agreement filed Sept. 25, and joint petition for leave to amend filed Oct. 22, by Kel Broadcasting Co. and Herbert P. Michels. Action Dec. 20.

■ Review board in Williamsburg, Va., AM proceeding. Docs. 17605-06, and 18375. granted petition filed Dec. 18 by James River Broadcasting Corp., extended to Dec. 28 time to file oppositions to the petition to enlarge issues filed by Virginia Broadcasters. Action Dec. 20.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Globe, Ariz. (Mace Broadcasting Co.). AM proceeding. continued hearing scheduled for Dec. 17 to date to be specified in subsequent order. (Doc. 18225). Action Dec. 16.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, set certain procedural dates and continued hearing on qualification and engineering phase scheduled for Feb. 13.

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1969, to March 19, 1969 (Docs. 17605-6 and 18375). Action Dec. 19.

■ 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, upon informal request of Radio Vince of Naples, continued all procedural dates for period of seven days and scheduled hearing for Jan. 13, 1969 (Docs. 18310-13). Action Dec. 17.

Existing AM stations

Final actions

■ KAFY Bakersfield, Calif.—FCC denied request for waiver of overlap requirements of rules; returned application as unacceptable. Action Dec. 18.

■ KHEY El Paso—FCC granted application for CP to change station site to 17 miles north-northeast of center of El Paso, El Paso county; change DA patterns; condition. Action Dec. 18.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Ogdon, Utah, and Golden, Colorado (North American Broadcasting Co. and Norman Broadcasting), renewal or licenses of KSVN and KICM, denied petition by R. P. Kephart for leave to intervene; by separate action continued evidentiary hearing scheduled for Jan. 7, 1969, to date to be specified at further prehearing conference Jan. 7, 1969 (Docs. 18343-4). Actions Dec. 17.

■ Chief Hearing Examiner James D. Cunningham in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.), AM proceeding, granted petition by Ohio Radio Inc. and dismissed with prejudice its application; by separate action continued hearing scheduled for Dec. 18 to Jan. 15, 1969 (Docs. 18290-1). Actions Dec. 16.

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (Walmac Co.), renewal of licenses of KMAC and KISS(FM), scheduled further hearing for Jan. 8, 1969 (Docs. 18223-4). Action Dec. 17.

■ Hearing Examiner Millard F. French in

Summary of broadcasting

Compiled by BROADCASTING, Dec. 26, 1968

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,221 ¹	14	4,235 ¹	65	4,300 ¹
Commercial FM	1,894	41	1,935	194	2,129
Commercial TV-VHF	497 ²	9	506 ²	11	517 ²
Commercial TV-UHF	119 ²	51	168 ²	163	333 ²
Educational FM	354	7	361	31	392
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	70	27	97	14	111

Station boxscore

Compiled by FCC, Dec. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,218 ¹	1,873	615 ²	349	140
CP's on air (new stations)	17	59	57	12	30
Total on air	4,235 ¹	1,932	670 ²	361	170
CP's not on air (new stations)	66	196	176	32	18
Total authorized stations	4,301 ¹	2,128	848 ²	393	188
Licenses deleted	2	0	1	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes three VHF's operating with STA's, and two licensed UHF's that are not on the air.

South Charlestown and Fayetteville, both West Virginia (William D. Stone [WRDS] and Claude R. Hill Jr.), AM proceeding, set certain procedural dates and continued hearing scheduled for Jan. 23, 1969, to Feb. 5, 1969 (Docs. 18366-7). Action Dec. 17.

Fines

■ KFML Denver—FCC ordered payment of \$500 forfeiture for repeated rule violations, including failure to have properly licensed operator on duty and failure to make equipment measurements available. Action Dec. 18.

■ KOKE Austin, Tex.—FCC ordered payment of \$500 forfeiture for repeated rule violation by failing to have licensed operator on duty. Action Dec. 18.

■ KASL Newcastle, Wyo.—FCC notified of apparent forfeiture liability of \$1,000 for rule violations by operating with daytime facilities after sunset and failing to inspect transmitting equipment five days each week. Action Dec. 23.

Call letter applications

■ KAHR, California Northwest Broadcasting Co., Redding, Calif. Requests KCLM.

■ WKYN, Quality Broadcasting Corp., San Juan, P. R. Requests WRPR.

■ *KWSC, Washington State University, Pullman, Wash. Requests *KWSU.

Call letter action

■ KPCN, Republic Broadcasting Corp., Grand Prairie, Tex. Granted KKDA.

New FM stations

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Vero Beach, Fla. (Seaborn Rudolph Hubbard and Tropics Inc.) FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Feb. 5, 1969, and hearing for March 12, 1969 (Docs. 18399-400). Action Dec. 18.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, by petition of Dearborn County Broadcasters, extended time to Dec. 26 to answer interrogatories submitted by Grecco Inc. Nov. 27 (Docs. 18264-5). Action Dec. 12.

■ Hearing Examiner Charles J. Frederick in Pompano Beach and Deerfield Beach, both Florida (Almardon Inc. of Florida and Deerfield Radio Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Feb. 18, 1969 (Docs. 18020 and 18187). Action Dec. 19.

■ Hearing Examiner H. Gifford Irion in Eufaula, Ala. (Dixie Radio Inc. and Bluff City Broadcasting Co.), FM proceeding granted motion by Bluff City Broadcasting Co. to accept late notice of appearance (Docs. 18364-5). Action Dec. 16.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, granted petition by applicant for leave to amend applications to reflect change in stock

ownership of applicant corporation (Doc. 18374). Action Dec. 18.

Rulemaking petition

■ Chief, Broadcast Bureau granted petition by A. H. Belo Corp. and extended to Dec. 27 time to respond to petition for rulemaking by E. H. and B. L. Hall and R. E. Harbus in matter of amendment of rules, table of FM assignments, Mineral Wells, Tex. Action Dec. 17.

Call letter applications

■ Deep South Radioways, Lake City, Fla. Requests WTLDFM.

■ Pontiac FM Broadcasting Co., Pontiac, Ill. Requests WPOK-FM.

■ Bitter Root Broadcasting Co., Hamilton, Mont. Requests KLYQ-FM.

■ Sioux Empire Broadcasting Co., Sioux Falls, S. D. Requests KCHF-FM.

Call letter action

■ WRIS Inc., Salem, Va. Granted WJLM(FM).

Existing FM stations

Action on motion

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, on oral request of Functional Broadcasting Inc., scheduled conference for Dec. 23 (Docs. 18210-12). Action Dec. 19.

Fine

■ WSJM(FM) St. Joseph, Mo.—FCC notified of apparent liability of \$500 for violation of rules by failing to keep maintenance logs. Action Dec. 18.

Call letter actions

■ KSAN-FM, Metromedia Inc., San Francisco. Granted KSAN(FM).

■ WDLFP-FM, Dixie Radio Inc., Panama City, Fla. Granted WPAP-FM.

■ KUWS-FM, Richard C. Brandt, Newton, Iowa. Granted KCOB-FM.

Other actions, all services

■ Chief, Broadcast Bureau granted request by Marsh Media Ltd. and extended to Dec. 30 time to file reply comments in matter of establishment of ant. farm area at Amarillo, Tex. Action Dec. 17.

Processing line, all stations

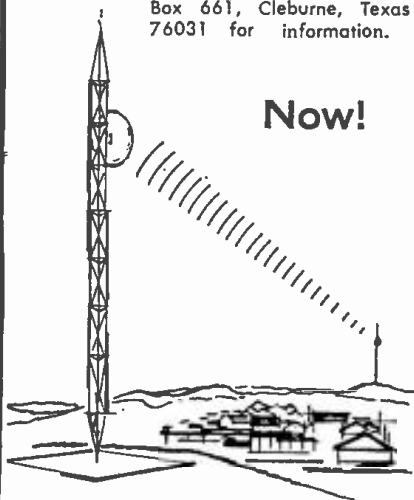
■ Following AM applications will be ready and available for processing Feb. 28, 1969. From top of processing line: NEW, Clovis, N. M.; Norman E. Petty, Req: 680 kc, 500 w, DA-1. U: NEW Wallingford, Conn., Quinlupac Valley Service Inc., Req: 860 kc, 1

(Continued on page 63)

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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.

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Take charge, sales minded manager for small market station in town of 6,000. Experience in all phases preferred. Salary and commission. Present manager leaving after six years to purchase own station. Contact Drew Ballard, Manager, KGTN, Georgetown, Texas.

Sales

Dynamic rapidly expanding group operator has openings for 2 shirt-sleeved salesmen in top-Pulse rated sunny Florida CGW. Rapid advancement into management due to acquisitions. Call Mr. Karp, prepaid, 813-784-1438 for appointment or send resume to Box L-156, BROADCASTING.

Attention Texas salesmen. Outstanding opportunity for top notch salesman with proven track record. San Antonio's number one station is adding a man. We have had no personnel changes in two years. Good base. Excellent fringe benefits. Growing corporation. Only pros considered. All replies treated in confidence. Contact General Manager. Box M-193, BROADCASTING.

Junior salesman for aggressive small market New England station on coast. Resume to Box M-202, BROADCASTING.

Salesman ready to move into Sales Manager position. Tremendous opportunity with growing organization that is Number 1 rated and a major Midwest Market. If you want to make more money and are not afraid of work in a half-million market, please contact Box M-212, BROADCASTING.

Exceptional opportunity for enthusiastic radio time salesman. You must have experience for this group owned station in the nation's 4th market. Box M-249, BROADCASTING.

Top 10 market, successful new station, rated 5th, adding aggressive salesman. Many virgin accounts. Big money for a big producer KIRL, P.O. Box 3993, St. Louis, Missouri.

Immediate opening—Young salesman—Management potential—Salary + Commission—Experience a must—WBNR, Beacon-Newburgh, New York.

If you're a successful radio salesman with creative ideas & what it takes inside to move into sales management in a medium market AM-FM split operation in Central Virginia, we have the position, accounts and benefits to make your attention to this ad worthwhile. Hard work required. You'll be well rewarded. We will allow you ample notice to your present employer. Take that first step today. Contact Ron Joseph, Radio Station WLCM-WJJS-FM, Broadcast House, Lynchburg, Virginia.

Radio sales representative—Aggressive, professional rep for WSBA, #1 station in Harrisburg-York-Lancaster, Pa. Selling local and regional clients. Take over substantial current billing. Draw against commission, and exceptional fringe benefits. No floaters. Need a tiger who wants to work and receive excellent compensation. Send selling letter, resume and recent photo to: Jack Herr, WSBA, York, Pa.

Salesmen needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

Wanted—man experienced in sales-announcing. Must be dependable. Also active in Civic Affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

Announcers

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, BROADCASTING.

Bright capable deejay wanted by Indiana kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proven ability, fringe benefits. Include detailed experience, photo, references in resume, tape. Box M-138, BROADCASTING.

Announcers—(cont'd)

Soul jock needed at once! Must be good on news, records and production. Good salary for right soul man. Send air check at once to Box M-151, BROADCASTING.

R&B personality needed by major market member of national broadcast group. At least two years experience necessary. Good benefits programs, excellent advancement opportunity. Send tape, resume, photo to Box M-170, BROADCASTING, or call 317-359-5591.

Announcer wanted to handle general board work and do production work. Opportunity for sales if desired. Send tape, resume and picture. Middle Atlantic. Box M-184, BROADCASTING.

We are looking for an announcer who wants to break into sales. Prefer college graduate, married and at least two years experience. This is a good opportunity to start the year right by investigating. Midwest. Box M-196, BROADCASTING.

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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.

DJ—R&R—small market. OK... has the "glamour" finally worn off? Is the \$90 a week as a DJ equal to the \$300 the salesmen earn? Does a Cadillac have more appeal than a Volk? Use your experience as a DJ to become a salesman with one of the top R&R stations in the country. Live in a pleasant economical East Coast suburb only minutes away from the most exciting city in the world. We'll train you. Show you how to make over \$15,000 your first year. If you are honest, have reasonable intelligence and are willing to work hard you may be our man. Send resume, recent pic and references. Box M-213, BROADCASTING.

Good morning man. If you're a good morning man this contemporary leader in upper midwest wants to hear your tape. Best man gets excellent earnings in medium-large market. Limited TV exposure possible if interest and ability warrant. Include picture and complete resume, all materials returned. Box M-231, BROADCASTING.

MOR station, midwest market over 200,000, is looking... for newsmen, dj's. Good voice, delivery important. Good chance to step up for the right man. Send tape, resume. Box M-246, BROADCASTING.

Announcer—small market station near metropolitan New York. Send tape, resume. Box M-251, BROADCASTING.

Morning man with 1st phone preferred. Virginia major market MOR adult station with high power. Network affiliate. Experienced with on-air sell ability and production knowledge. Salary commensurate with ability. Box M-265, BROADCASTING.

Announcers—(cont'd)

Wanted—two announcers, morning and night. Northeastern Penna. market. Good salary for right men. 3rd endorsed. Send tape and resume to Box M-266, BROADCASTING.

Golden throat baritone announcer needed by Network Affiliate radio station in North Central, Pa. Must have 2 years experience, be mature, intelligent, and stable in personality. Send resume and audition tape to this MOR station, Box M-269, BROADCASTING.

Mountain northwest—Adult format, strong local news, pioneer automation station offers seasoned announcer average-plus salary, opportunity learn advanced automation, sales if desired. Send tape, resume: Dale Peterson, Mgr., KCID, Caldwell, Idaho 83605.

Aggressive AM-FM station in northwest Iowa has need of experienced announcer immediately. Prefer first phone, but not mandatory. Contact Paul Olson, KLEM, Le Mars, Iowa. 712-546-4121.

Announcer with first phone, good pay, working conditions, write or call KNDR, Langdon, North Dakota.

Baltimore talk—weekend personality. Call Allen Eisenberg. WAYE—728-7570.

Bright morning man, WBME, Belfast, Me. Send tape, references or call Scott. 207-338-2277.

Worth checking—Announcer, third, needed by ABC affiliate, half hour from Ann Arbor, East Lansing and Detroit WHMI, Howell, Michigan.

WJAT Swainsboro, Ga., has immediate opening for announcer with third class endorsed license. Good salary and working conditions plus additional income from play by play. Fringe benefits including group, hospital, life and disability insurance. Early reply important. Send air check, resume, reference and snapshots to John Bailes, General Manager, P.O. Box 249, Swainsboro, Ga. 30401.

DJ—big voice and brain union—benefits—contemporary gas. WMOD, 2000 P Street, N.W., Washington, D.C.

Young and growing modern music station expanding staff. Need young announcer with 3rd endorsed and at least one yr of experience. Rush tape, resume, photo, and availability to Mr. Richard Blaha, WRAC, 2200 N. Greenbay Rd., Racine, Wis. 53405.

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.

Wanted—announcer with first phone for MOR station. Send complete details, tape, resume and picture to Frank Teas, WSMN, 502 West Hollis Street, Nashua, New Hampshire.

First phone announcers, no maintenance. Two openings with opportunity for advancements. 5,000 watter near Washington, D.C., in Virginia suburbs. Send tape and resume or call for interview. 703-368-3108.

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Chief engineer at 5 KW directional daytimer plus FM in Northeast. Send resume to Box M-183, BROADCASTING.

First class engineer wanted for group owned station in top ten market. Experienced man preferred but inexperienced man with ability and desire to succeed considered. Equal opportunity employer. Box M-200, BROADCASTING.

Chief engineer wanted for 1 KW non-directional AM. Devote full time to engineering; no announcing or other duties. Mostly new equipment. If you're a competent, take-charge engineer, contact Box M-261, BROADCASTING.

Chief engineer needed for northeast fulltime 5kw operation. Expanding chain needs bright imaginative engineer capable of handling all phases of engineering for operation. Write Box M-267, BROADCASTING.

1st phone—opening immediately for beginner, directional array and FM, some announcing on FM. Furnish complete details. We have an old established engineering department to train you. William Tidmore, Chief, WPPA Pottsville, Penna.

NEWS

Need News director for metro midwest group station. Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

Indiana kilowattier wants experienced newsmen to gather, write, deliver local news. Completely equipped news department. Excellent starting salary, many fringe benefits. Send tape, resume, photo to Box M-139, BROADCASTING.

News director, plus back-up-man on sports. Emphasis news! Gather, write, deliver. Great Plains station, college community. Salary plus sports talent. Write Box M-179, BROADCASTING.

News reporter. Gather, write, air local news. Good small, medium market radio station in S.C. \$100 weekly plus. Send resume, snapshot, audition tape, if available. Reply in confidence. Box M-250, BROADCASTING.

Midwest 5 kw network station needs qualified newsmen to gather, write and air news. Mobile unit provided. Send tape, photo and resume to KOLT, Box 66C, Scottsbluff, Nebr. 69361.

Baltimore—weekend news announcer with first phone. Call Allen Eisenberg, WAYE, 723-7570.

Newsman wanted—local coverage. WELV, Ellenville, N.Y. Contact immediately, Sy Dresner, 914-647-5678 or 561-5236.

News director for MOR station. Must be experienced in gathering, writing, and delivering news . . . plus ability to take charge of news operation. Send tape and resume. Contact Bob Thorburn, WLBB, Carrollton, Ga.

Newsman, seeking opportunity in television. Needed for late January opening. 7 person dept. Accept light experience, if potential strong. Doyle Satterthwaite, WSA-TV-AM-FM, Harrisonburg, Virginia 22801.

Programing, Production, Others

One of the nation's best known radio giants is losing its afternoon traffic man to the Army for two years. If you have a first phone and desire to work with real pro's in a dynamic atmosphere. Send resume, tape and picture right away to Box M-245, BROADCASTING. PS. We are one of six stations in a great chain

Central Penna. Network Affiliated radio station seeks program director. Must be experienced, mature, emotionally stable, intelligent, ambitious, top announcer, capable of leading staff both by example and direction. Resume, plus audition tape. Tape to contain 2 minutes news presentation, and ad lib about yourself, and why you can handle this job. State present earnings. Write Box M-268, BROADCASTING.

There is a radio station in a city of 15 thousand with 28 staff members. Like to be a part of this unbelievable success story . . . permanently? Jobhoppers definitely not wanted! (One guy did leave after 15 years and came back home a year later . . . it's that good!) A big city boy likes it so well he's been here 13 years. How about you? Do you have a minimum of 3 years experience, like metro broadcasting, but prefer a smaller market? We have security, professional companionship, and non-routine programing. We need your versatility from board to play by play. Call Lawrence Weller, 816-263-1230 . . . or send tape and resume now! KWIX in Moberly prefers midwest or mid-south.

Situations Wanted

Management

Manager—polished professional, 14 years active management. Current all techniques, profitable operation. Community minded, public speaker, award-winner. Stable family; relocate for potential. Several exclusive features. Contact King, 1262 Cranville Ave., Los Angeles, 90025; (area 213) 473-1557.

Announcers

DJ, tight board, good news, commercials, third phone. Box M-141, BROADCASTING.

Los Angeles pro—available, daytime shift, southern California. First phone. Box M-176, BROADCASTING.

Exp. dj—announcer-newscaster, 3rd endorsed. Married. New York area. Box M-238, BROADCASTING.

Announcer, age 25, third phone endorsed, broadcast school graduate, military completed. Will relocate. Box M-254, BROADCASTING

First phone, experienced, broadcast school graduate, prefer top 40, MOR accepted. Tight board, will relocate. Draft exempt. Box M-253, BROADCASTING.

Announcers—(cont'd)

Announcer/dj—experienced, personable, upbeat, tight board, top 40 format. Not floater or prima donna. Willing to relocate. Box M-264, BROADCASTING.

Former contemporary pd, md. Eight years experience. Award winner, seeking move to major. Reply Box M-270, BROADCASTING.

Personality geared to the Adult Pop Sound looking for a challenge . . . Audience holding power . . . bright . . . personable . . . original . . . adaptable . . . married . . . veteran . . . Write Chuck Spencer, 107 Jensen Circle, West Springfield, Massachusetts or call 413-737-7600.

Music director, announcer, MOR, experienced, Box 923, Albany, New York.

Young announcing school grad; 3rd endorsed, tight board, good radio voice, sincerely interested in getting start in radio. Draft exempt—prefers Pittsburgh and Western Penna. area. MOR format—Don Drew, 223 Jones Dr., Bridgeville, Pa. 15017.

Experienced DJ, 25, wants job in or near Chicago Available January. Tight board, good production, third endorsed, dependable. Present employer knows of this ad, will give recommendation. Contact Bill Hembling, WCBV, Cheboygan, Michigan. 616-627-2341. No collect calls.

Experienced 3rd phone, broadcast school graduate, working toward first, service exempt, prefer north Calif., will relocate. Gary Van Maanen, 543 Hilbar, Palo Alto, Calif., 415-321-8673.

Bright personality sound, 2 years experience, single, age 22, draft exempt, 3rd ticket with endorsement, good production, dj show, news, available immediately, prefer northwest, 406-453-2890, Dave Diveley, 1721 5th Avenue South, Great Falls, Montana 59401.

Technical

1st phone, light maintenance, seeks long term employment. Box M-237, BROADCASTING.

Programing, Production, Others

Program director, "Top-40", (dj), experienced, 3rd class. Specialize new or changing to top 40, boss sound. Knows music. Box M-259, BROADCASTING.

Young pro. Very strong in copy writing, production, and news. Former program director. 3rd endorsed, service completed, married. Prefer personality station in midwest or east. Minimum \$130.00. Call 309-673-6220.

PD for contemporary or modern C&W. Pro with 8 years experience including major market PD. Currently with top 20 rocker. Good references, married, service completed. Call 305-238-9283, after 5:00.

TELEVISION—Help Wanted

Announcer

Experienced television announcer needed for top rated NBC affiliate in Atlantic states. News background mandatory. Talent, pension and hospitalization, company paid. Send full resume to Box M-242, BROADCASTING.

Experienced TV announcer needed. On air camera experience necessary. Good pay, benefits, top 50 market. 3 VHF market. Send resume with picture to Box M-244, BROADCASTING.

Technical

Engineer—great opportunity for young all around graduate engineer to work with qualified chief in group operation. Write Box M-252, BROADCASTING.

Studio supervisor and maintenance engineer with 1st phone and experience on color cameras and hiband VTR's. Also transmitter engineer. Excellent area for year around sports including hunting, fishing and skiing. Good pay and other company benefits. Send resume and salary requirements to Reid Carpenter, KUTV, 179 Social Hall Ave., SL, Utah. 801-322-2505.

NEWS

Major midwest CBS-TV affiliate needs second man for news and second man for sports. Send resume, picture and salary requirements to Box M-240, BROADCASTING.

TV news anchorman wanted for expanding news operation. Must be a "take charge" guy, with a solid background in news gathering and reporting. Midwesterner preferred. A college degree is mandatory. Send resume and audition VTR, which will be returned. Box M-256, BROADCASTING.

News—(cont'd)

Female newscaster to do daily TV news show, conduct SOF interviews and act as "girl Friday" to news manager. Must be attractive, personable and a "self-starter." College degree preferred. Contact Manager of News, WTWO-TV, P.O. Box 299, Terre Haute, Indiana 47808.

Programing, Production, Others

Experienced TV Traffic Manager needed for major Southern market. Send resume and salary expected to Box M-210, BROADCASTING.

Promotion manager with creative ability, experience and enthusiasm needed at major midwest station. Send picture and resume to Box M-241, BROADCASTING.

Producer-director-writer needed to help handle increasing commercial and programing load. If you have a little directing experience and want an opportunity to grow, you're halfway home. Add some talent for writing good, basic commercials and you're the man we want. Send resume and samples of commercial copy to Gary Rockey, Operations Manager, WTWO-TV, P.O. Box 299, Terre Haute, Indiana 47808.

TELEVISION

Situations Wanted

Announcers

Versatile weathercaster—commercials announcer. News background. Desire major market with additional duties of public relations off camera. Age 33. Minimum \$15,000. Box M-247, BROADCASTING.

NEWS

Top pro TV news reporter. 11 years of solid broadcast news experience. Desire well paid position in top 50 market. Prefer northeast. Box M-223, 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, medium market, full-color VHF desires creative opportunity with organization that will utilize ability. College and graduate work in all phase of television, single, draft-exempt, five years directing experience. Most willing to relocate. Utilization of abilities primary objective. Box M-204, 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—VHF communications receiver. Nems Clarke model 1300 series or similar. Box M-123, BROADCASTING.

Immediate requirement for self-supporting tower 600-700 feet tall capable of supporting 5,000 pound top-mounted UHF antenna. Reply Box M-257, BROADCASTING.

UHF-TV transmitter, solid state, up to 60KW. Reply Box M-239, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spirolite, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623. phone 415-832-3527.

RCA TTU-1B UHF Transmitter Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

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. KRCL, Lewiston, Idaho.

Best deals—spotmaster, Scully, Magnecord, CBS Audimax—Volumax, Omega film equipment, Langevin, Fairchild, QRK, Russo. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

One Gates stereo limiter, one Gates stereo top level, two Gates cartridge II, Solid state record-playback units and two playback only units. Excellent condition, Dick Hardin, WBUD, Trenton.

2 RCA color camera chains, TK-40A modified by RCA to approximate TK-41. Around 5000 hours. \$13,000 each. Call 317-773-0030. Write WURD, Noblesville, Ind.

FOR SALE—Equipment

(cont'd)

MaCarta Carousels, #2408, 24 Cartridge players. MaCarta record center #560. Two racks, blower. Automation tone relay and generator copy of GE Unilevel. Quality Music, 2728 N. Bonnyview, Redding, Calif. 241-3919 (916) nights OK.

Mobile TV van, 1966 International. All wheel drive, cab with van body. Completely air conditioned. Electrically heated. 5kw regulated Onan generator. Diamond plate roof, 3 ton winch and 40' hydraulic mast. Can also be used for signal survey van. For information phone 609-967-3012. Mr. John F. Scarpa, P.O. Box 100, Avalon, N. J.

Eastman 250 projector, new intermittent, completely reconditioned. (corrected number). 213-884-1712.

Nems-Clarke 108-E phase monitor, 8 meters. Excellent. \$595.00. WNLC, New London, Conn. 06320.

Magnecorder PT6A serno 22505 portable. Xint cond. Panel, heads, etc. like new. \$90.00. Box M-255, BROADCASTING.

98 feet, brand new, Andrew HJ8-50A, 3 inch, 50 ohm, jacketed, air-dielectric Helix transmission line, surplus price. KWAT-FM, Box 827, Watertown, South Dakota.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Plenty original one liners monthly—only \$35/year! We're hungry. \$1 gets samples: Delaney, Box 2282, Santa Ana, California.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st class exams; New programmed methods and earn while you learn; job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combos, and announcers.

INSTRUCTIONS—(cont'd)

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Why pay more? First phone license in four weeks \$295.00. Guaranteed results—rooms \$8.00 weekly. Next class starts January 13th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. Phone 297-8084.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266, (213-379-4461).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01085, (413-568-3689).

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

See our display ad under instruction on page 57. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

RADIO—Help Wanted

HAPPY NEW YEAR
from
NATIONWIDE

Announcers

\$9,000.00 Per Year

Successful Pop station, medium market, Mid-Atlantic, seeks DJ, desiring eventual management and ownership. Wanting to enter sales . . . 5 day work week, company benefits. Resume and tape to

Box M-234, Broadcasting.

Top rated

Southern California station wants top rated, heavyweight morning personality. Excellent working conditions. major market, marvelous climate. Send tape and resume to

Mike Scott, program director, KCBQ
Box 1629, San Diego, Calif. 92112

AM DRIVE NEWSMAN

Immediate opening for well trained, good voice newsman with metropolitan city experience. Excellent working facilities. Metropolitan market. Our staff notified. Starting salary \$7,800. Send tape to:

Box M-248, Broadcasting.

Situation Wanted

Technical

FORMER AM, FM, TV CHIEF ENGINEER

with 8 years experience desires similar position in a Canadian broadcasting operation. Married, college education, references available. Presently employed as a broadcast automation design engineer. Current salary \$15,600 per year. Availability 30-60 days. Will change citizenship if necessary.

Box M-272, Broadcasting.

Program, Production, Others

**Feb. 1st—WKYN—Leading
English Station Goes Spanish**

**SALLY JESSY
and
ART MERRILL**

San Juan's top radio & TV personalities in search of a new home. Show is funny, relaxed and warm; heavy on community involvement; includes seven years proven sales by aggressive producer who goes with package. Interested only in top markets! This show has everything. HAPPY NEW YEAR!

TELEVISION—Help Wanted

Technical

AVCO Corporation

. . . a large electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi Arabia. Openings exist in the following areas:

• CHIEF ENGINEERS

BSEE or equivalent plus 10 years experience in over-all VHF station operations.

• BROADCAST TECHNICIANS

Television technical school plus 5 years experience in VHF station equipments operation and maintenance.

• INSTRUCTORS

Television technical school plus 5 years experience in VHF station maintenance plus 2 years experience in formal classroom instruction on electronic equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Welrich.

AVCO
Field Engineering

P.O. Box 41300
Cincinnati, Ohio 45241

(An equal opportunity employer)

**TELEVISION—Help Wanted
NEWS**

TV Anchorman

Major west coast market seeks professional news man with polished, personable, on-air delivery. Must be able to gather, write, and edit news. Send resume on VTR, air check to

Box M-263, Broadcasting.

Programing, Production, Others

Art Director

for network affiliate, group owned. Flagship in South's most progressive city. Graduates. Two artist department. 1-2 Years color TV experience. Versatile. Must know photography, typesetting, printing, production. Responsible for on-air, set design, advertising. Great potential for growth. Not a job for a lightweight. Send resume with complete job history. If you're in a top-50 market, here's a chance to get to a great spot in the teens. Equal opportunity employer.

Box M-262, Broadcasting.

INSTRUCTIONS

Obtain
**YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS**
at the

**DON MARTIN SCHOOL
OF RADIO & TV**

(America's Foremost School of
Broadcasting) est. 1937

- * Individualized Instruction
- * Most Comprehensive Methods
- * Utilization of Visual Aids
- * Highly qualified Instructors
- * One Low cost until completion
- * Inexpensive accommodation nearby

Next Class Scheduled to Start
January 6th

Register Now—Classes Limited
For additional information call or write:

**DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES**

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE—Stations

Tia Rue Media Brokers Int.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
245-3430

**For Best Results
You Can't Top A
CLASSIFIED AD
in**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous

Inauguration Overage

Exclusive . . . exciting reports for your station . . . top pro team on the scene with interviews. Direct from Washington . . . Ceremony-Parade-Ball, January 30th. Write now!

Box M-253, Broadcasting.

WANTED TO BUY

Stations

Want To Buy

Small to Medium market AM in mid-west. Deal direct with principal of small group. Please send details to
Box M-260, Broadcasting.

Financially Responsible

groups want to purchase stations in Florida, Georgia, Alabama, Mississippi. Confidential information may be setn to

Radio Station WRBE
Lucedale, Mississippi 39452

(cont'd)

FOR SALE—Stations

**Confidential Listings
RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.**

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

FLORIDA

Daytimer in single station coastal market. Good growth and cash flow! Never offered for sale before. Principals only.

Box M-199, Broadcasting.

Wisc.	small	F.M.	\$110M	29%	N.W.	small	fulltime	\$ 75M	nego
West	small	good freq.	107M	25M	Ky.	small	daytime	70M	\$20M
Ky.	medium	F.M.	70M	terms	Fla.	coastal	daytime	225M	terms
N.Y.	metro	daytime	128M	SOLD	M.W.	major	P.S.A.	200M	cash
East	major	profitable	800M	terms	M.W.	major	daytime	168M	nego

 **CHAPMAN ASSOCIATES**
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 58)

kw. DA-D: KZUN Opportunity, Wash., KZUN Inc. Has: 630 kc. 500 w-D. Req: 630 kc. 1 kw-D: KAVA Burney, Calif., Ulysses Sherman Bartness, Has: 1450 kc. 250 w, U. Req: 1450 kc. 250 w. 1 kw-LS. U; WHJB Greensburg, Pa. WHJB Inc. Has: 620 kc. 500 w. 1 kw-LS. DA-2. U. Req: 620 kc. 500 w. 5 kw-LS. DA-2. U; KNUI Kahului, Hawaii. Qualitron Aero Inc. Has Lic: 1310 kc. 1 kw. U (Makawao, Hawaii). Has CP: 1310 kc. 5 kw. U (Makawao, Hawaii). Req MP: Change station, trans. and studio location to Kahului, Hawaii; KENA Mena, Ark., Mena Broadcasting Co., Has: 1450 kc. 250 w. SH. Req: 1450 kc. 250 w. 1 kw-LS. SH; NEW, Mebane, N. C., Radio Mebane-Hillsborough Inc., Req: 1060 kc. 1 kw. 500 w(CH). DA-D: WKER Pompton Lakes, N. J., WKER Radio Inc., Has: 1500 kc. 500 w. DA-D. Req: 1500 kc. 1 kw. DA-D; NEW, Hindman, Ky., Knott County Broadcasting Corp., Req: 1540 kc. 1 kw. 500 w(CH)-D; KCAT Pine Bluff, Ark., James J. B. Scanlon, Has: 1530 kc. 250 w-D. Req: 1340 kc. 250 w. 1 kw-LS. U; WCFR Springfield, Vt., Connecticut Valley Broadcasting Co., Has: 1480 kc. 1 kw-D. Req: 1480 kc. 5 kw-D; WKYB Hemingway, S. C., Hemingway Broadcasting Co., Has: 1000 kc. 5 kw-D. Req: 1000 kc. 10 kw. 5 kw(CH)-D; KUIK Hillsboro, Ore., SHO-N-TEL Inc., Has: 1360 kc. 1 kw-D. Req: 1360 kc. 5 kw. DA-D; NEW, Yazoo City, Miss., Gateway Broadcasting Co., Req: 1530 kc. 250 w-D; NEW, Livingston, Tenn., Sound Inc. of Livingston, Tenn., Req: 1110 kc. 250 w-D; NEW, Catlettsburg, Ky., K & M Broadcasting Co., Req: 1600 kc. 5 kw-D; KIXF Fortuna, Calif., Dale A. Owens, Has Lic: 1280 kc. 1 kw-D. Has CP: 1280 kc. 5 kw-D. Req MP: 1090 kc. 10 kw-D; NEW, West Branch, Mich., Ogemaw Broadcasting Co., Req: 1080 kc. 1 kw-D; KBMR Bismarck, N. D., KBMR Radio Inc., Has: 1350 kc. 500 w-D. Req: 1130 kc. 10 kw-D; NEW, Humble, City, N. M., CGS Co., Req: 1110 kc. 1 kw-D; KYAK Anchorage, KYAK Inc., Has: 630 kc. 5 kw-D. Req: 650 kc. 25 kw. DA-I. U; NEW, Juncos, P.R., Juncos Broadcasting Corp., Req: 1460 kc. 500 w. DA-D; NEW, Daisy, Tenn., Robert Allen Mayer, Req: 1550 kc. 250 w-D; NEW, Fayetteville, Tenn., Lincoln County Broadcasting Co., Req: 1140 kc. 1 kw-D; WCIR Beckley, W. Va., Christian Broadcasting Corp., Has: 1060 kc. 10 kw. 1 kw(CH)-D. Req: 1070 kc. 10 kw-D; NEW, Charlottesville, Va., Charlottesville-Albermarle Broadcasters Inc., Req: 1470 kc. 5 kw-D; NEW, Warsaw, N. C., Quinn Broadcasting, Req: 1560 kc. 10 kw. DA(CH)-D; NEW, Camden, S. C., Kershaw County Broadcasting Co., Req: 1130 kc. 1 kw-D; NEW, Owensboro, Ky., Edward G. Atsinger III, Req: 1140 kc. 500 w-D; NEW, Shelbyville, Ill., Shelbyville Broadcasting Co., Req: 1560 kc. 500 w. DA-D; KGOL Palm Desert, Calif., Dugway Corp., Has: 1270 kc. 500 w-D. Req: 1270 kc. 1 kw-D; WLIZ Lake Worth, Fla., Gold Coast Broadcasting Co., Has: 1380 kc. 500 w-D. Req: 1380 kc. 1 kw-D; NEW, Flora, Ill., Doyle Ray Flurry, Req: 1530 kc. 250 w. DA-D; NEW, Sanford, Fla., Blue Ridge Broadcasting Co., Req: 1190 kc. 250 w-D; KOHU Hermiston, Ore., Hermiston Broadcasting Co., Has: 1570 kc. 1 kw-D. Req: 1360 kc. 1 kw. DA-N. U; KORK Las Vegas, Southwestern Broadcasting Co., Has: 920 kc. 500 w. 1 kw-LS. DA-N. U. Req: 920 kc. 500 w. 5 kw-LS. DA-2. U; NEW, Ada, Minn., Henry G. Tweten, Req: 1130 kc. 1 kw-D; NEW, Brockport, N. Y., Brockport Broadcasting Inc., Req: 1560 kc. 1 kw. DA-D; NEW, Soddy, Tenn., Ra-Ad of Soddy, Req: 1240 kc. 250 w. U; WEIC Charleston, Ill., Community Communications Associates Inc., Has: 1270 kc. 1 kw. DA-D. Req: 1270 kc. 500 w. 1 kw-LS. DA-2. U; NEW, Humboldt, Tenn., Communication Associates Inc., Req: 1190 kc. 500 w-D; NEW, Sparta, Tenn., Cameron Broadcasting Co., Req: 860 kc. 250 w-D; WSML, Graham, N. C., Smiles of Graham Inc., Has: 1190 kc. 250 w. DA-D. Req: 1190 kc. 500 w. DA-D; KLER Orofino, Idaho, Clearwater Broadcasting Co., Has: 950 kc. 1 kw-D. Req: 950 kc. 500 w. 1 kw-LS. DA-N. U; KLUV Haynesville, La., Haynesville Broadcasting Corp., Has 1580 kc. 250 w-D. Req: 1580 kc. 1 kw-D; NEW, New London, Wis., New London Enterprises Inc., Req: 1460 kc. 1 kw. DA-2. U; NEW, Amarillo, Tex., North Texas Enterprises Inc., Req: 1090 kc. 10 kw, 50-kw-LS. DA-2, U; NEW, Russell Springs, Ky., Twin Cities Broadcasting Co., Req: 1430 kc. 500 w-D; KDTA Delta, Colo., Monarch Broadcasting Co., Has: 1400 kc. 250 w. U. Req: 1400 kc. 250 w. 1 kw-LS. U; KZIN Yuba City, Calif., Northern Capital Land Investment Co., Has: 1450 kc. 100 w. U. Req: 1450 kc. 250 w. U; WKIP Poughkeepsie, N. Y., Star Broadcasting Corp., Has: 1450 kc. 250 w. 1 kw-LS. DA-D. U. Req: Changes in DA system; NEW, Monroe, Ga., Community Broadcasting Co., Req: 1580 kc. 1 kw-D; NEW, Lake Havasu City, Ariz., Lee Sho-

blom, Req: 980 kc, 500 w-D: WLYV Fort Wayne, Ind., Shepard Broadcasting Corp. of Indiana, Has Lic: 1450 kc, 250 w, 1 kw-LS, U, Has CP: 1450 kc, 250 w, 500 w-LS, U, Req MP: 1450 kc, 250 w, 1 kw-LS, U: NEW, Brush, Colo., Pettit Broadcasting Co., Req: 1190 kc, 5 kw-D: WLTN Littleton, N. H., Littleton Broadcasting Co., Has: 1400 kc, 250 w, U, Req: 1260 kc, 5 kw-D: WAGL Lancaster, S. C., Palmetto Broadcasting System Inc., Has: 1560 kc, 10 w, 500 w(CH)-D, Req: 1560 kc, 10 kw, DA(CH)-D: WONE Dayton, Ohio, Group One Broadcasting Co., Has: 980 kc, 5 kw, DA-2, U, Req: 980 kc, 5 kw, DA-N, U: WOGB Juana Diaz, P. R., Grace Broadcasters Inc., Has: 1050 kc, 1 kw-D (Pastillo, P. R.), Req: 1050 kc, 1 kw-D (Juana Diaz, P. R.); NEW, Camden, S. C., DeKalb Broadcasting Co., Req: 1130 kc, 1 kw-D: KDEO El Cajon, Calif., Metro Communication Inc., Has: 910 kc, 1 kw, DA-2, U, Req: 910 kc, 1 kw, 5 kw-LS, DA-2, U: NEW, Bay Springs, Miss., Cotton Valley Broadcasting Co., Req: 1570 kc, 1 kw-D: NEW, Bay Saint Louis, Miss., Michael D. Haas, Req: 1140 kc, 250 w, DA-D: NEW, Crystal Springs, Miss., All-Channel TV Service, Req: 1190 kc, 250 w-D: NEW, Jellico, Tenn., Jellico Broadcasting Corp., Req: 1540 kc, 1 kw, 500 w(CH)-D: NEW, Pikesville, Tenn., Pikeville Broadcasting Co., Req: 1110 kc, 250 w, DA-D: NEW, Clinton, Mass., Radio Clinton Inc., Req: 1530 kc, 1 kw, 500 w(CH)-D: NEW, Yakima, Wash., Treadwell Broadcasters, Req: 1140 kc, 1 kw-D: KLIK Jefferson City, Mo., Panax Corp., Has: 950 kc, 5 kw-D, Req: 950 kc, 500 w, 5 kw-LS, DA-N, U: NEW, Pulaski, Va., Dr. Stanley M. Boyd, Req: 1510 kc, 1 kw, 250 w(CH)-D: WINU Highland, Ill., Progressive Broadcasting Corp., Has: 1510 kc, 250 w, DA-D, Req: 1510 kc, 1 kw, DA-D: NEW, Albuquerque, N. M., Alvin L. Korngold, Req: 1520 kc, 500 w-D: NEW, Avon Park, Fla., Avon Electronic Services Inc., Req: 1390 kc, 1 kw-D: WJRM Troy, N. C., Montgomery Broadcasting Inc., Has: 1390 kc, 500 w-D, Req: 1390 kc, 1 kw-D: WMPC Lapeer, Mich., Calvary Bible Church of Lapeer, Has: 1230 kc, 250 w, SH, Req: 1230 kc, 250 w, 1 kw-LS, SH: NEW, Wolfboro, N. H., Radio Wolfboro Inc., Req: 1420 kc, 1 kw-D: KNEI Waukon, Iowa, Ralph M. Sweeney, Has: 1140 kc, 250 w-D, Req: 1140 kc, 1 kw-D: WRNG North Atlanta, Ga., Rlng Radio Co., Has: 680 kc, 5 kw-D, Req: 680 kc, 25 kw-D: WXOK Baton Rouge, WXOK Inc., Has: 1460 kc, 1 kw, 5 kw-LS, DA-N, U, Req: Change ant.-trans. location; KAWW Heber Springs, Ark., Newport Broadcasting Co., Has: 1370 kc, 500 w-D, Req: 1370 kc, 1 kw-D: WYDE Birmingham, Ala., Basic Communications Inc., Has: 850 kc, 1 kw, 10 kw-LS, DA-N, U, Req: 850 kc, 1 kw, 50 kw-LS, DA-2, U: NEW, Tallahassee, Fla., Charles W. Hoyt, Req: 1070 kc, 10 kw-D: WSLV Ardmore, Tenn., Stelene Broadcasting Co., Has: 1520 kc, 1 kw, 500 w(CH)-D, Req: 1110 kc, 1 kw-D: WABO Haynesboro, Miss., Wilbur J. Martin Sr., Has: 990 kc, 250 w-D, Req: 990 kc, 1 kw-D: WMSJ Sylva, N. C., WMSJ Inc., Has: 1480 kc, 5 kw-D, Req: 680 kc, 250 w, 1 kw-LS, DA-N, U: NEW, Monticello, Miss., Monticello Broadcasting, Req: 1270 kc, 1 kw-D: NEW, Eureka, Calif., Phil D. Jackson, Req: 790 kc, 5 kw-D: NEW, Greensburg, Ky., VEER Broadcasting Co., Req: 1550 kc, 250 w-D: NEW, Knox, Ind., Kankakee Valley Broadcasting Co., Req: 1520 kc, 250 w-D: NEW, Windsor, N. C., Bertie County Broadcasting Co., Req: 990 kc, 1 kw-D: NEW, York, Ala., Grantell Broadcasting Co., Req: 1350 kc, 5 kw-D: NEW, Eureka, Calif., California Northwest Broadcasting Co., Req: 790 kc, 5 kw-D: WLAS Jacksonville, N. C., Seaboard Broadcasting Corp., Has: 910 kc, 5 kw-D: Req: 910 kc, 5 kw, DA-N, U: KADA Ada, Okla., KADA Broadcasting Inc., Has: 1230 kc, 250 w, U, Req: 1230 kc, 250 w, 1 kw-LS, U: NEW, Waynesboro, Tenn., Waynesboro Broadcasting Co., Req: 1480 kc, 1 kw-D: NEW, Cameron, Mo., Cameron Radio Inc., Req: 1360 kc, 500 w, DA-D: NEW, Webster, Mass., Webster Broadcasting Co., Req: 1520 kc, 250 w-D: WICK Scranton, Pa., Scranton Radio Corp., Has: 1400 kc, 250 w, U, Req: 1400 kc, 250 w, 1 kw-LS, U: WDJZ Bridgeport, Conn., Connecticut Coast Broadcasting Co., Has: 1530 kc, 10 kw-D, Req: Change ant.-trans. location and DA system; KMPG Hollister, Calif., Milo Communications Corp., Has: 1520 kc, 500 w-D, Req: 1540 kc, 5 kw, DA-D: NEW, Tupelo, Miss., Radio Tupelo, Req: 710 kc, 5 kw, DA-D: WGCH Greenwich, Conn., Greenwich Broadcasting Corp., Has: 1490 kc, 250 w, U, Req: 1490 kc, 250 w, 1 kw-LS, U: WISK Americus, Ga., Sumter Broadcasting Co., Has: 1390 kc, 5 kw-D, Req: 1390 kc, 1 kw, 5 kw-LS, DA-N, U: NEW, Russellville, Ala., Franklin Broadcasting Co., Req: 1500 kc, 1 kw, DA-D: NEW, Tupelo, Miss., Frank E. Holladay and Joseph W. Carson, Req: 1060 kc, 5 kw, DA-D: NEW, Seaside, Calif., Lloyd M. Marks, Req: 1540 kc, 250 w-D: NEW, White Sul-

phur Springs, W. Va., Valley Broadcasting Co., Req: 1310 kc, 5 kw-D: NEW, Vega Baja, P. R., Vega Baja Broadcasting Corp., Req: 1350 kc, 500 w, DA-D: NEW, Washington, Pa., DiLello Broadcasting Co., Req: 1110 kc, 1 kw, DA-D: WASP Brownsville, Pa., Brownsville Radio Inc., Has: 1130 kc, 1 kw-D, Req: 1130 kc, 5 kw, 1 TV(CH) DA-D: NEW, Waynesboro, Pa., TV Cable of Waynesboro Inc., Req: 1130 kc, 1 kw, DA-D: WOTT Watertown, N. Y., R.B.G. Productions Inc., Has: 1410 kc, 5 kw-D, Req: 1410 kc, 1 kw, 5 kw-LS, DA-N, U: KLOV Loveland, Colo., Evergreen Enterprises Inc., Has: 1570 kc, 250 w-D, Req: 1570 kc, 1 kw-D: NEW, Buffalo, Minn., Wright County Broadcasting Co., Req: 1360 kc, 500 w, DA-D: WGAD Gadsden, Ala., Coosa Broadcasting Co., Has: 1350 kc, 1 kw, 5 kw-LS, U, Req: Changes in DA system and change ant.-trans. location; KVRC Arkadelphia, Ark., Arkadelphia Broadcasting Co., Has: 1240 kc, 250 w, U, Req: 1240 kc, 250 w, 1 kw-LS, U: WSAU Wausau, Wis., Forward Communications Corp., Has: 550 kc, 5 kw, DA-2, U, Req: Change ant.-trans. location and make changes in DA system; WSJC Magee, Miss., Southeast Mississippi Broadcasting Co., Has: 810 kc, 250 w, 50 kw-LS, DA-N, U, Req: 810 kc, 500 w, 50 kw-LS, DA-N, U: KFNW Fargo, N. D., Northwestern College, Has: 900 kc, 1 kw-D, Req: 1170 kc, 1 kw-D: NEW, Plattsburgh, Neb., Platte Broadcasting Co., Req: 1000 kc, 250 w, DA-D: KDMO Carthage, Mo., Carthage Broadcasting Co., Has: 1490 kc, 250 w, U, Req: 1490 kc, 250 w, 1 kw-LS, U: WATH Athens, Ohio, Radio Athens Inc., Has: 970 kc, 1 kw-D, Req: 940 kc, 5 kw, DA-D: NEW, Clovis, N. M., Friend Radio Inc., Req: 1090 kc, 250 w-D: WIVV Viqueles, P. R., Calvary Baptist Mission of Puerto Rico, Has: 1370 kc, 1 kw, U, Req: 1370 kc, 1 kw, 5 kw-LS, U: WYFE Rockford, Ill., Town and Country Radio Inc., Has: 1150 kc, 500 w, DA-D, Req: 1150 kc, 1 kw, DA-D: WMBT Shenandoah, Pa., Schuykill Trans-Audio Corp., Has: 1530 kc, 250 w-D, Req: 1530 kc, 1 kw, 250 w(CH)-D: WDAL Meridian, Miss., Broadcasters & Publishers Inc., Has: 1330 kc, 1 kw-D, Req: 1330 kc, 5 kw-D: WCSL Cheryville, N. C., Broadcasting Co. of the Carolinas, Has: 1590 kc, 500 w-D, Req: 1590 kc, 1 kw-D: WPKY Greenville, N. C., Curtis & Associates Inc., Has: 1550 kc, 1 kw-D, Req: 1590 kc, 5 kw-D: WCPC Houston, Miss., WCPC Broadcasting Co., Has: 940 kc, 50 kw, DA-D, Req: 940 kc, 500 w, 50 kw-LS, DA-2, U: KQMS Redding, Calif., Radio Redding Inc., Has: 1400 kc, 250 w, U, Req: 1400 kc, 250 w, 1 kw-LS, U: WIFF Auburn, Ind., C. P. Broadcasters Inc., Has: 1570 kc, 250 w, DA-D, Req: 1570 kc, 500 w, DA-D: WTKO Ihtaca, N. Y., Ivy Broadcasting Co., Has: 1470 kc, 1 kw-D, Req: 1470 kc, 500 w, 1 kw-LS, DA-N, U: WHEL Louisville, Ky., Shell Broadcasting Inc., Has: 1570 kc, 1 kw-D (New Albany, Ind.), Req: Change station, ant.-trans. and studio location; WBLF Bellefonte, Pa., Bellefonte Broadcasting Co., Has: 1330 kc, 500 w-D, Req: 970 kc, 500 w-D: WKBX Winston-Salem, N. C., Stuart W. Epperson, Has: 1500 kc, 1 kw, DA-D, Req: 1500 kc, 10 kw (1 kw, DA, CH)-D: KRZY Albuquerque, N. M., Burroughs Broadcasting Co., Has: 1450 kc, 250 w, U, Req: 1450 kc, 250 w, 1 kw-LS, U: WIOD, Tawas City-East Tawas, Mich., Airway Broadcasters Inc., Has: 1480 kc, 1 kw, DA-D, Req: 1480 kc, 1 kw, 5 kw-LS, DA-2, U: NEW, Luverne, Ala., Crenshaw County Broadcasting Co., Req: 1080 kc, 500 w-D: NEW, Holly Hill, S. C., Radio Holly Hill Inc., Req: 1440 kc, 1 kw-D: NEW, Garyville, La., 222 Corp., Req: 1010 kc, 500 w, DA-D: NEW, Shreveport, La., James E. Reese, Req: 1300 kc, 500 w-D: NEW, Appleton, Wis., Total Radio Inc., Req: 1150 kc, 1 kw, DA-D: NEW, Monroe, La., TouPat Radio Broadcasting Station, Req: 1110 kc, 500 w-D: NEW, Springfield, Mo., A-W Broadcasting Co., Req: 1550 kc, 500 w-D: NEW, Thomson, Ga., Bethany Broadcasting Co., Req: 1530 kc, 1 kw, 500 w(CH)-D: NEW, Steubenville, Ohio, Capitol Broadcasting Corp., Req: 950 kc, 500 w, DA-D: NEW, Fajardo, P. R., Fajardo Broadcasting Corp., Req: 1090 kc, 10 kw, DA-D: NEW, Salem, N. H., Salem Broadcasting Co., Req: 1110 kc, 5 kw, DA-D: NEW, Grayling, Mich., Grayling Broadcasting Co., Req: 1590 kc, 1 kw-D: NEW, Parsons, Tenn., Townsend Broadcasting Corp., Req: 1550 kc, 500 w-D: NEW, Wartburg, Tenn., Morgan County Broadcasting Co., Req: 940 kc, 1 kw-D: NEW, Brunswick, Ga., Dowrie Broadcasting Co., Req: 1530 kc, 1 kw, 500 w(CH)-D: WSNE Cumming, Ga., Howard Rowe & Associates Inc., Has: 1410 kc, 1 kw, DA-D, Req: 1170 kc, 1 kw-D: KGMC Englewood, Colo., MacLee Radio Inc., Has: 1150 kc, 1 kw-D, Req: 1150 kc, 5 kw-D: WELF Tomahawk, Wis., Tomahawk Broadcasting Co., Has: 810 kc, 500 w-D, Req: 810 kc, 1 kw-D: WYSE Inverness, Fla., Citrus Broadcasting Co., Has: 1560 kc, 1 kw, DA-N, U, Req: 1560 kc, 1 kw-D, Ann. Dec. 20.

Ownership changes

Application

■ **KTXL-TV Sacramento, Calif.**—Seeks transfer of control of Cypress Communications Corp. from Electronics Capital Corp. de facto (48% before) to Electronics Capital Corp. de jure (50.6% after) through conversion of a \$500,000 7% convertible debenture into 54,288 shares of Cypress common stock. Principals of Electronics Capital Corp.: Richard C. Menhard, president et al. No consideration involved. Ann. Dec. 19.

Actions

■ **WMCR Oneida, N.Y.**—FCC granted assignment of license from C & U Broadcasting Corp. to Warren Broadcasting Co. for \$120,000. Sellers: Continental Telephone Corp., sole owner. Continental Telephone is multiple CATV owner. Officers of C & U Broadcasting Corp.: William S. Kingman, chairman of board; James Skidmore, executive vice president; Hale S. Coughlin Jr., vice president; Clark F. Metzgar, assistant secretary-treasurer. Buyers: William J. Warren, president-treasurer and Vivian Warren, vice president-secretary (100% jointly). Mr. and Mrs. Warren own WHLT Huntington, Ind. Action Dec. 19.

■ **WMAD Madison, Wis.**—FCC granted transfer of control of Air Capitol Inc. from Neil K. Searles et al. (as a group 100% before, none after) to Hudson Broadcasting Corp. (none before, 100% after). Principal: James A. McKenna Jr., sole owner. Mr. McKenna owns KQRS-AM-FM Golden Valley, Minn.; 80% of WCMB-AM-FM Harrisburg, Pa.; and 32% of WAWA-AM-FM West Allis, Wis. Consideration: \$181,500. Action Dec. 20.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Dec. 23. Reports include applications or permission to install and operate CATV grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

Roanoke, Ala.—Multi-Channel Cable Co., Portsmouth, Ohio (multiple CATV owner), has been granted a 30-year franchise. Monthly fees will be \$5. City will receive 3% of gross annual revenues.

Cotter, Ark.—Cotter CATV Co. has been granted a 25-year franchise. Installation and monthly fees will be \$10.50 and \$4.75, respectively. City will receive 3% of gross annual revenues.

San Juan Capistrano, Calif.—Times-Mirror TV Cable Co. has been granted a nonexclusive franchise. City will receive annual \$1,200 fee, or 2% of gross annual revenues, whichever is greater.

■ *Smyrna, Del.*—Fern-Decker Associates has applied for a franchise for a 12-channel system.

■ *Washington, D. C.*—National Student Marketing Corp. of Washington has purchased controlling interest in Multiview Systems Inc. franchises in Lodi and Woodland, both California.

■ *Homerville, Ga.*—Continental Transmision Corp., St. Louis (multiple CATV owner), has been granted a franchise.

■ *Dowagiac, Mich.*—Lamb Communications Inc., Toledo, Ohio (multiple CATV owner), has been granted a franchise.

■ *Dover, N. J.*—WRAN Dover, has been granted a nonexclusive franchise.

■ *Paulsboro, N. J.*—Philadelphia Community Antenna Television Co. (multiple CATV owner) has been granted a 25-year franchise for an 18-channel system. Installation and monthly fees will be \$7.50 and \$5 respectively.

■ *Stony Point, N. Y.*—Rockland Cablevision Inc. and Good Vue Cablevision have each received a franchise.

■ *Conneaut, Ohio*—Conneaut CATV Inc. has been granted a franchise.

■ *Beaumont, Tex.*—Northeast Management Development Co., Beaumont CATV Inc. and Hale Investment Corp. have each applied for a franchise.

Herb Jacobs began his education in the entertainment field more than 37 years ago and his first teacher was a fabled showman of the theatrical arts, impresario Billy Rose.

Young Herb, then 20, left New York University in those deep, dark days of 1931, his eyes dazzled by the bright lights of Broadway. Through the assistance of a friend, he obtained a job as assistant to Mr. Rose, already a famed song writer and a producer of nightclub and theater revues.

"I worked for Billy Rose for two years and it was a wonderful experience," he reminisced. "He was a dynamic, creative guy, always on the move, quick with ideas. If I came away with one thing, it was the importance of production values in any sphere of entertainment."

In his own right, the short, stockily built Mr. Jacobs is an outspoken, energetic individual, whom one associate calls "a man of perpetual notion." As president of TV Stations Inc., Mr. Jacobs needs all the energy and creativity he can muster to satisfy the varied needs of the 130 station members of TVSI in the area of program buying and market counseling.

Mr. Jacobs directs a staff of 18 from his New York headquarters, a telephone call away for the station in the deep South that may want TVSI's evaluation of a syndicated series it is planning to buy, or from an outlet in upstate New York that may want to restructure its daytime programing schedule, or from one in Ohio that may be seeking pricing guidance on a projected feature-film purchase.

In 1954, Mr. Jacobs, fortified by a background in the stage, night clubs, motion pictures and television, reasoned that the burgeoning TV industry needed the services of a programing specialist organization. Together with Ed Craney, then owner of KXLY-AM-TV Spokane, Wash., and KXLF-AM-TV Butte, Mont., he co-founded TVSI that year as an organization that would be owned cooperatively by its station members.

Mr. Jacobs devoted the entire year of 1954 to structuring TVSI as an organization and signing up station members. Operationally, TVSI began to function in 1955, and since that time, Mr. Jacobs estimates, it has been involved in the purchase of more than \$130-million worth of film and tape programing. He projected that 1968 will be a \$15-million year.

TVSI consists of 130 members, drawn from stations throughout the country. Members have the option of paying a fee or a percentage of the purchase price of film and taped programing. TVSI recently imposed a minimum fee of \$780 a year for membership.

Mr. Jacobs, in a sense, sits at the

The man who knows what's happening in TV programing

control desk of a vast communications complex to which all types of local programing information are funneled. Through constant phone calls and frequent letters, he maintains connections to the programing community that generate such signals as which program type is catching fire or losing steam, or which time periods are developing audiences for a particular syndicated series or engendering advertiser support?

"The important function we can perform is to 'trend' the syndication market," Mr. Jacobs observed. "It's important to spot an emerging trend in advance, but it's equally important to determine when a trend has had it before it actually ends."

Mr. Jacobs detected the growing popularity of the talk-variety show when it was in its early stages, he reported, but he believes this programing form is being vitiated through overexposure. In the near future, he prognosticated, there will be a resurgence of

advertiser-produced syndicated programing, under which a client will engage a producer for a series or special that will be scheduled in selected markets.

"It's just a rumbling now," he added. "There are no specific shows of this type in production, but we see it coming, perhaps next year."

Mr. Jacobs is a staunch advocate of the feature film. He indicated that this programing form will continue to be the backbone of both network and syndicated schedules on a consistent basis because of the inherent production values of many motion pictures.

In his role as buyer-consultant to stations, Mr. Jacobs is constantly in contact and in negotiation with the program distributors who supply the features and series for syndication. Obviously, he performs the traditional role of the buyer, and attempts to nail down the most advantageous contract for his station clients.

Nevertheless, he seems to be held in high esteem by distributors, and one top-level syndication official made this observation:

"Herb Jacobs and TVSI perform several important and beneficial roles in the programing field. In these days of high costs, TVSI provides us with coverage in the middle-sized and small markets that many distributors cannot afford to cover. Above and beyond that their astute knowledge of the programing field is a help to us in planning new ventures. But I think the crowning achievement of TVSI has been the highly successful seminars they have been running for several years."

TVSI inaugurated its management seminars in 1966. Those three-day meetings have attracted more than 700 executives from networks, advertising agencies, station-representative companies, production companies, stations and the government, closeted together for discussions of vital issues affecting the television industry.

At the conclusion of the latest seminar last fall, Mr. Jacobs closed the meeting with a rousing speech in which he urged the industry to mount a campaign to counteract television's detractors.

"There is so much good that television does but its critics still keep carping on the industry," Mr. Jacobs stated. "What I was trying to do was to light a fire. I urged the industry to use its own talent, its own airwaves to pursue a hard-hitting campaign to squelch our critics and point up all the good things television does."

His hobby is mainly his work. He is at his office until late in the evening, but for those who miss him, Mr. Jacobs is prepared.

"I have an office at home, from which I work, even on weekends," he volunteered, with obvious pleasure.

Week's Profile



Herbert Jacobs, president, TV Stations Inc., New York; b. Aug. 12, 1911, New York City; VP and general manager, Atlas TV Films Inc., New York, program distributor, 1948-51; national sales manager, Du Mont Television Network syndication division, 1951-53; co-founder and president, TV Stations Inc. since 1954; m. Grace Cignarella; children—Mrs. Barbara Kashin, 33, and George, 30; hobbies—swimming, music, theater.

Moon glow

As we watched last week the close-ups of the moon and the long shots of earth, at the end of a year of tumultuous news, the following passage came to mind:

"To see life; to see the world; to eyewitness great events; to watch the faces of the poor and the gestures of the proud; to see strange things—machines, armies, multitudes, shadows in the jungle and on the moon. . . ."

Those words, written by the late Henry Luce in 1936, opened the prospectus for *Life* magazine. What Mr. Luce unknowingly was writing was the prospectus for television in 1968.

The real point at issue

Along with a lot of barbs, the broadcast press received some important support on the Public Broadcast Laboratory's Dec. 22 examination of TV news, and the most significant of all came from Senator John O. Pastore (D.-R. I.).

Senator Pastore, chairman of the powerful Communications Subcommittee of the Senate Commerce Committee, flung a few barbs, too. The networks, he said, are so committed to money and ratings that they sometimes become too competitive for the public good.

Those barbs hurt, but on the nub issues of the rights of the broadcast press and the way it performs, specifically including its much-criticized performance in covering the disorders at the Democratic convention in Chicago last August, Senator Pastore could hardly have been more soothing. His words are worth quoting in full.

Of Chicago, he said: "I think they [networks] showed what was expected of them to show. The clubbing was there, the disturbances there, the yelling was there, the throwing of the bottles was there. And I saw it on television. It was a horrible sight, of course. I'm not passing judgment on who was right and who was wrong and how it all started and whether or not it could have been avoided. It's up to the commission [presumably the commission on violence] to make that decision. But the fact still remains that, speaking now about the responsibility of the broadcasters, it was there to be shown and the American public saw it."

Of freedom of the press and the prospect for government regulation of broadcast journalism: "It can never happen. I mean you're getting yourself into censorship. I mean that's where it is a very delicate situation. Very, very sensitive. And I've said time and time and time again, in my humble opinion the broadcasting industry of this country has reached a point of maturity and they are responsible people who are doing a responsible job. It's not a complete job. There are many abuses, of course, like in anything else.

"And in this sensitive area I suppose the abuses are a little more precipitous and much more emphasized than ordinarily might be the case. But there you are. I don't think the Congress can legislate about what can be shown and what cannot be shown, no more than we can—we can question the editorial policy of a newspaper. I mean you've run smack right into the First Amendment. And I don't think the Congress will ever censor. I don't think Congress can, and if it even tried to, it would be declared unconstitutional."

Words like those can take the sting out of a lot of barbs.

Hidden light

Advertising, the art of articulation, is tongue-tied. It is also deaf, dumb and blind. It badly needs public-relations help.

Did you, let alone the publics you serve, know that more than \$350 million was the value of 20 major advertising campaigns donated by the media and volunteer advertisers and agencies last fiscal year? Those were public-service campaigns that didn't cost the public, directly or indirectly, a thin dime.

Specially, did you know, or have you told your audiences, that radio stations and networks delivered some 12 billion "home impressions" and that television stations and networks delivered some 44 billion impressions for public-service campaigns generated by the Advertising Council and contributed "for the public good"?

Yet advertising is pilloried for being crass, commercial and heartless, by consumer pressure groups, members of Congress and others in public life.

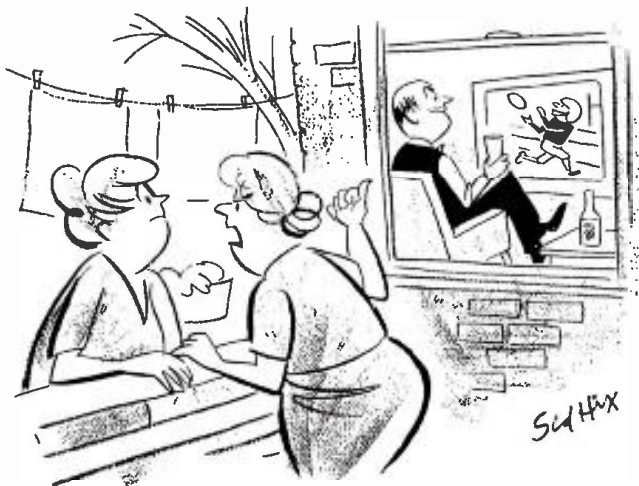
We discovered no mention of Advertising Council projects in the "leaked" portions of the report of the President's Task Force on Communications Policy. What we saw harpooned commercial television and called for new ventures that would promote government projects. We have seen no mention of Ad Council projects on crime prevention, rehabilitation of the handicapped or even the Peace Corps in the President's violence commission's proceedings.

Obviously, advertisers, agencies and the advertising media are missing the boat. The annual report of the Ad Council for 1967-68 (*BROADCASTING*, Dec. 16) tells the remarkable story of the "peacetime record" of \$352,311,156 in donated campaigns.

This is the story that should be told to committees of Congress, to the President's task force, to the busy-body reformers. It should be told by Robert P. Keim, Ad Council president. But he has to be asked.

Mr. Keim and others among the big-name voluntary officers and directors of the Ad Council should be on the air with the story. They should appear in print, in newspapers and magazines. This campaign needs no special script or elaborate production. It's all there in the 28 pages of the Ad Council's annual report.

Maybe it's just too simple.



Drawn for *BROADCASTING* by Sid Hix

"One thing I found out about retiring husbands . . . they sure can louse up a wife's viewing habits!"

Charlotte.



Forget it.

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

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


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

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

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

WBTV CHARLOTTE

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

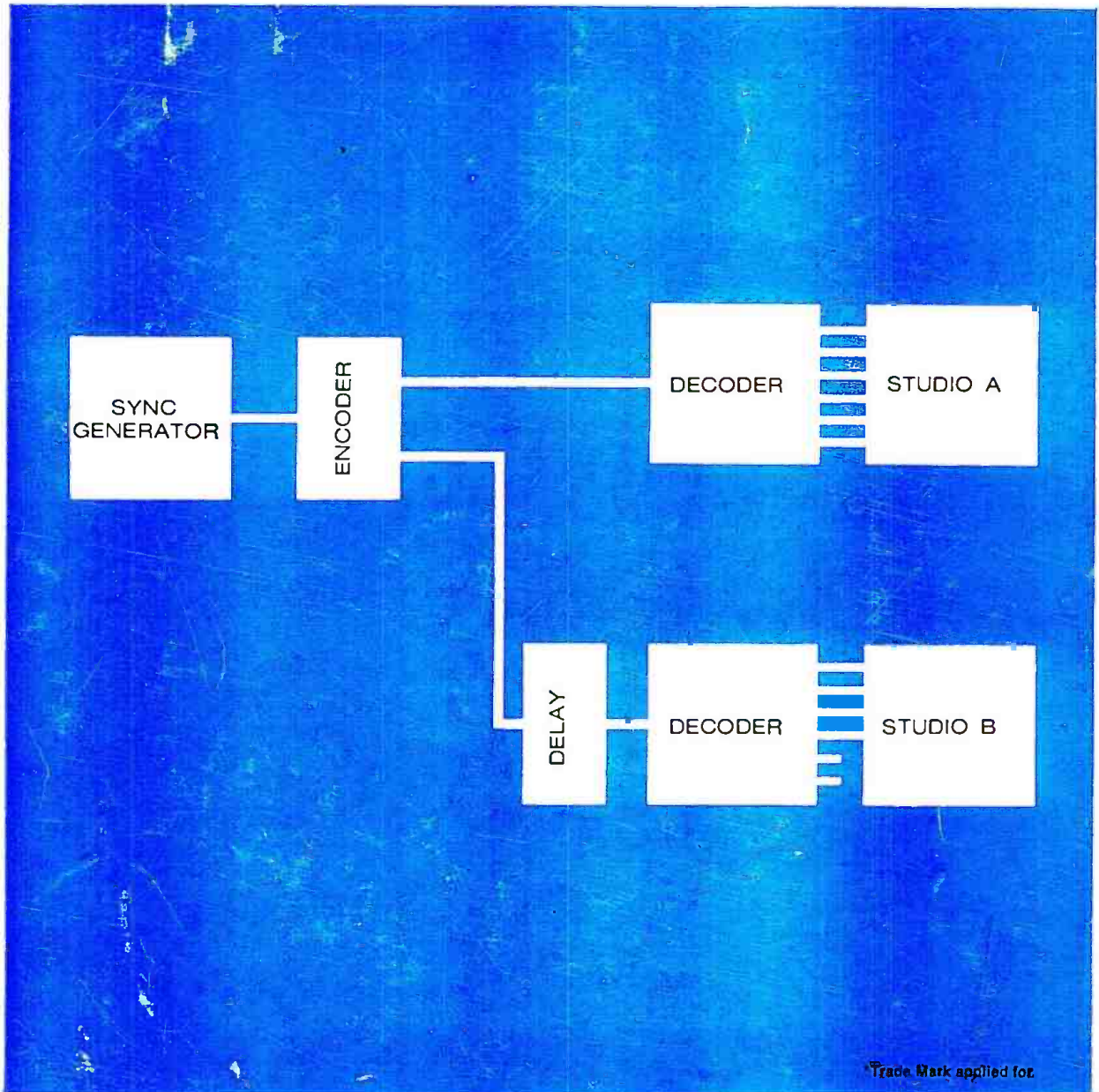
Represented Nationally by 

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

ComPPulse

Pulse Distribution Sys'em

Remarkable new digital distribution system combines—in a single coax cable—sync generator, subcarrier and all output pulses for distribution throughout the television station.



FEATURES

- Revolutionizes pulse assignment switching
- Totally immune to noise and other spurious transients
- Digital encoding and decoding assures absolute stability and reliability
- Provides two encoded outputs
- Decoder provides for delay compensation
- Eliminates cable trimming and timing problems between locations
- Decoder regenerates six signals, with three outputs each, for full color operation
- Encoder and decoder available in modular plug-in and rack-mount models

SARKES TARZIAN SYSTEMS/DIGILOGIC BROADCAST EQUIPMENT
Bloomington, Indiana 47401

