



May 19, 1969: Our 38th Year

56560  
CONCORDIA COLLEGE  
C. R. YLVISSAKER LIB.  
MIDRHEAD  
56560

20206HJK<NF/C/69

CARL B. YLVISSAKER LIBRARY  
CONCORDIA COLLEGE  
MIDRHEAD, MINNESOTA 56560

420

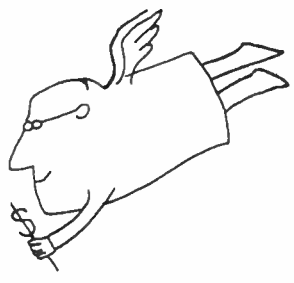
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Pro football could become a three-network deal. p27  
FCC revises its CATV proposals to protect CP's. p40  
NBC study analyzes TV's effect on election day. p41  
SPECIAL REPORT: How the station-rep business is changing. p66

# price (prīs) n.

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



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

## KPRC-TV



HOUSTON TELEVISION  
CHANNEL 2

# JOHN GRIFIN

... no Carson desk ... no Griffin couch ... no Bishop chairs

*... everyone performing!*



**WATCH IT WORK...STARTING JUNE 9**

WNAC-TV	Boston	RKO	Fringe
WJBK-TV	Detroit	Storer	Morning
WHCT	Hartford	RKO	Prime
KHJ-TV	Los Angeles	RKO	Prime
WHBQ-TV	Memphis	RKO	Morning
WAVY-TV	Norfolk	LIN	Afternoon
WOR-TV	New York	RKO	Prime
KDNL	St. Louis	Evans	Prime
KTVU	San Francisco	COX	Prime
WTOP-TV	Washington, D.C.	Post-Newsweek	Fringe

Nationally Represented By

**AVCO/METRO/PETRY/RTVR/STORER/TVAR**



**'DELLA' starring Della Reese, featuring Sandy Baron and top guest stars. 60 minutes each day, 5 days a week... produced by RKO General, Inc. . . . Executive Producer, Woody Fraser . . . Distributed by**

**10 EASY 49 STREET, NEW YORK 10017 (212) 421-8830 • CHICAGO • LOS ANGELES**

**SHOWCORPORATION**

# In the Dallas-Ft. Worth Market... KRLD-TV delivers more in PRIME TIME\*...

17.5% more Homes than the second station.

12.4% more Women than the second station.

9.9% more Men than the second station.

30.5% more Teens than the second station.

32.9% more Children than the second station.

Contact your H-R representative for a most efficient prime time schedule on KRLD-TV, the station that delivers more.

\* Feb./March '69 ARB  
Television Audience Estimates. Average Quarter-Hour, 6:30 PM-10:00 PM, Sunday thru Saturday

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President



## Sleuths at work

Justice Department investigators are gathering information on TV syndication industry, particularly sales rankings of major companies, in connection with department's consideration of proposed merger between Metromedia Inc. and Transamerica Corp. Transamerica already owns United Artists, and Metromedia has production-distribution subsidiary, Metromedia Producers Corp. Justice Department apparently is interested in ascertaining how merger might affect competitive picture in syndication field.

## Plug in plugs

FCC may issue antiplugola rule after all. Commission initiated rulemaking to prohibit plugola (on-air promotion of private interests without revealing ties) in 1961, in response to congressional pressure. But over years, it has developed policy in dealing with plugola matters, and staff has suggested codifying commission views in policy statement. Proposed rule would be dropped ("Closed Circuit," March 17). However, commission recently asked staff to draft rule it could consider along with proposed policy statement. Both documents are now before commission.

## Nixon trustee

Does Richard A. Moore, former West Coast broadcaster mentioned as possible appointee to FCC, have really close relationship with President Nixon? Official accounting of President Nixon's assets, made public last week, shows Mr. Moore as one of 26 trustees of new Richard Nixon Foundation. Another trustee is Taft Schreiber, vice president, MCA, who tangled with FCC in 1960 and 1961 on network programming. After five-year court battle, won by FCC, he returned as reluctant witness.

Mr. Moore, now serving as consultant to Robert H. Finch, Secretary of Health, Education and Welfare, is identified with one of applicants for KRLA's facilities in Pasadena and used to run KTTV(TV) Los Angeles under its former *Los Angeles Times* ownership. While Mr. Moore is far from shoo-in on FCC, White House sources do not preclude that possibility later on if he elects to dispose of ownership interest in communications enterprises.

## Noes have it

During closed meeting of NBC-TV affiliates last Monday in Los Angeles A. Louis Read, WDSU-TV New Orleans, urged resolution demanding more 62-

second station breaks in prime time. He argued that proliferation of 30-second commercials made minutes necessary as alternative to now-standard 42-second break (which can take 30 plus 10, latter a declining form). Other affiliates were in opposition, some asserting minute breaks would add to clutter, which is already arousing criticism, others saying addition of positions accommodating 30's would create more supply than would be readily sold and thus lead to reduction of prices. Matter was left unresolved.

In other action affiliates voted down resolution, submitted by Jack Harris of KPRC-TV Houston, that would have requested network to relinquish 30 minutes of two-hour *First Tuesday* for use by affiliates to produce prime-time public-affairs programs of their own. No vote tally was taken, but observers estimated 65-70% of station men were against proposal.

## Runners

With less than month to go for elections of National Association of Broadcasters, line-ups are: Willard Walbridge, KTRK (TV) Houston (Capital Cities) vs. Charles H. Tower, Corinthian Stations, New York, for joint board chairman, with former front runner; Harold Essex, WSJS-TV Winston-Salem, N. C., and Hamilton Shea, Gilmore Broadcasting's WVA-TV Harrisonburg, Va., for chairman and vice chairman, respectively, of television board with no known competition: Richard W. Chapin, KFOR Lincoln, Neb. (Stuart Broadcasting), and J. R. Livesay, WLBH Mattoon, Ill., in nip-and-tuck race for radio-board chairman, with runner-up expected to land vice chairmanship.

## Secret weapon

Fringe benefit NBC acquired when it bought Arnold Palmer Enterprises is beginning to be felt in advertising world. Couple of weeks ago high network executives took select group of major clients (headed by biggest of all, A. N. Halverstadt of Procter & Gamble) to Latrobe, Pa., for few days of golf with Mr. Palmer on his home course. Last week Mr. Palmer was at NBC-TV affiliates convention where golfers among station men could shake hands with game's biggest star.

## Unglued again

It seems incredible to insiders, but deal for new contract for TV stations' use of ASCAP music—almost eight years

in making—has hit another snag. New contracts were to have been mailed to stations last week for informal approval (BROADCASTING, May 12). But at last moment representatives of American Society of Composers, Authors and Publishers reportedly got into hassle with one broadcaster over interpretation of section in ASCAP radio—not TV—contract and, since similar language is in TV agreement, said they would hold up television deal until issue is settled.

Thus one broadcaster, unidentified but obviously regarded as important by ASCAP, appears to hold key, at least for moment. Since there is no disagreement between ASCAP and All-Industry TV Stations Music License Committee, which negotiated deal, committeemen are far from pleased by ASCAP tactic, which they say is one of many delaying issues raised by ASCAP since basic agreement was reached last August.

## Free riders

Next season's new public-service campaigns to be channeled through Advertising Council to all news media include inflation control, 1970 decennial census, technical education and drug abuse. These are among dozen or so major voluntary campaigns to be handled by council which, for 26 years, has coordinated both government and private public-service campaigns, with voluntary advertisers and agencies, as well as media, contributing their services.

## Three keys

It was apparent from programming executives conversations at network affiliates convention in Los Angeles last week, that *The Bold Ones*, *Then Came Bronson* and *My World and Welcome to It* are key new shows of seven NBC will be introducing in fall. Reasons: *The Bold Ones* further tests premise of this season's *Name of the Game* innovation—that special programs presented each week in series form will not suffer fate of anthologies of past. *Then Came Bronson* is overt attempt to reflect contemporary scene and in face of critics who say series is too far ahead of TV audience. NBC-TV is sticking with show while quoting various program-testing results. *My World and Welcome to It*, is possibly most important entry, not only because it's "this year's forward thrust in program development," but because it can, if it flops badly, harm ratings champ *Laugh-In*, series it leads into.

# AT 3 A.M. THINGS ARE JUST GETTING STARTED.



While most of us are sleeping over here, a student riot might be starting in Japan. Or a volcano erupting in Italy. Or sextuplets being born in Australia.

WTOP Radio in Washington is paying attention—and reporting.

We report the news nonstop, dawn to dawn.

And because we never stop, we can report things as soon as they get started.

Whatever time it happens to be.

**WTOP RADIO**  
**NONSTOP NEWS**

A Post-Newsweek Station

Professional football, now a two-network, \$35-million a year product, may soon become three-network, \$40-million commodity if CBS, NBC don't go along with new plans of pro football commissioner Pete Rozelle. See . . .

## Pro football on three networks? . . . 27

Surge in retailers' use of television sparks entry of Kansas City, Mo., advertising agency, Valentine-Radford, into business of offering tailored campaign for large "quality" department stores. See . . .

## K. C. agency's thing: department stores . . . 29

After struggling for weeks, FCC issues revisions of its proposed CATV rules and interim procedures. Among new wrinkles: zone protection for construction permits, some change in manner of determining 35-mile radius. See . . .

## FCC amends its proposals on CATV . . . 40

NBC-sponsored study of last presidential election—undertaken to determine whether broadcast of East Coast election returns affects balloting at West Coast polls—finds TV has "no detectable influence" on voting. See . . .

## NBC analyzes vote switching . . . 41

House Investigations Subcommittee Report hits hard at FCC's procedures in dealing with transfers of construction permits, and recommends reforms—some new, some already adopted by commission. See . . .

## FCC flunks trafficking report . . . 45

Using FCC stationery and signing himself "commissioner," Nicholas Johnson wrote his local state legislator to protest her vote on civil-rights bill. The lady, charging violation of federal policies, is fighting back. See . . .

## Nick caught with hand in inkwell . . . 48

Broadcasters and CATV interests use vastly different reasoning to arrive at same conclusion: FCC's proposed retransmission consent rule is no answer to nagging questions surrounding cable industry. See . . .

## Broadcasters, CATV rap cable rule . . . 57

Another House Investigations Subcommittee report—this one on fairness—recommends codification of fairness doctrine, replacement of personal-attack rules by broadcaster requirements, amendment of Section 315. See . . .

## Report recommends fairness reforms . . . 58

Big ones get bigger, little ones disappear as costs climb and computers introduce new element. That's story in changing field of station representation, as told in special report. See . . .

## Shake-out among the station reps . . . 66

Congressional testimony on satellite broadcasting emphasizes its powerful potential for good, discounts fears of one congressman that satellites may be used for "propaganda warfare." See . . .

## Satellites probed in House hearing . . . 71

### Departments

AT DEADLINE .....	9	OPEN MIKE .....	12
BROADCAST ADVERTISING .....	29	PROGRAMING .....	57
CHANGING HANDS .....	43	PROMOTION .....	76D
CLOSED CIRCUIT .....	5	WEEK'S HEADLINERS .....	10
DATEBOOK .....	14	WEEK'S PROFILE .....	91
EDITORIALS .....	92		
EQUIPMENT & ENGINEERING ....	71		
FATES & FORTUNES .....	76D		
FOCUS ON FINANCE .....	76		
FOR THE RECORD .....	79		
INTERNATIONAL .....	74		
LEAD STORY .....	27		
THE MEDIA .....	40		
MONDAY MEMO .....	22		



### Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

**Subscription prices:** Annual subscription for 52 weekly issues \$10.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, \$11.50 per copy.

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

# A man has a right to the news. The minute he gets behind the wheel.

Things being what they are these days, the first thing you want to know when you get out of the office is what's been going on in the world all day. And what you can expect tonight.

We think you have a right to that news.

The minute you want it.

And that's what people get on WINS, in New York. KFWB in Los Angeles. And KYW in Philadelphia. News 24 hours a day. Every day.

Not the same news over and over. But *new* news. Constantly up-dated. And not just a handful of headlines. We give you commentary. Analysis. Editorials. So you can make some sense of this crazy world.

But the way we broadcast is only part of what makes us different.

It's also the way our audience listens.

When you're talking about things like Vietnam, crime, the weather, and

the traffic... people pay attention. Even when the news stops and the commercial goes on.

And since the news keeps happening, they keep listening.

The way we see it, there's no reason why you shouldn't have news the minute you want it.

History doesn't wait for you.

You shouldn't have to wait for it.

**News the minute you want it.**



NEW YORK PHILADELPHIA LOS ANGELES  
**WINS KYW KFWB**  
ALL NEWS. ALL THE TIME.



WESTINGHOUSE BROADCASTING COMPANY



## Rapped for pot film

WBBM-TV Chicago's controversial two-part documentary, *Pot Party at a University*, should not have been presented because it involved "inducement of the commission of [a] crime"—smoking marijuana, FCC said Friday (May 16).

But commission, noting it was in "sensitive news field" and expressing concern about promoting "wide-open debate," took no action against licensee. WBBM-TV's license "is not in jeopardy," because of mistakes that were made, commission said.

However, it called on licensee to fashion policies to guide station managers in field of investigative reporting. WBBM-TV's troubles in connection with program, commission said, resulted from "deficient policies" in that field.

Commission said that station could "properly" use cameras to portray "widespread nature" of drug violation on campus. "But it had to be a pot party which was being held, whether or not WBBM-TV was there to televise it—one to which it was truly invited."

Commissioner Kenneth A. Cox, although concurring in decision, issued separate statement expressing view that WBBM-TV "did not 'induce' the commission of a crime in any real sense of the word."

Commission, in report winding up its investigation of program that was broadcast Nov. 1-3, 1967, agreed with then Chief Hearing Examiner James D. Cunningham that filmed party was held at request of 23-year-old WBBM-TV reporter John Victor Missett. Mr. Cunningham presided at hearing in which witnesses were questioned.

Commission said there had been no lack of policy direction given Mr. Missett, and noted his superior had warned him time and again not to stage or arrange party. It also said if station officials had known of his activities it would not have broadcast film.

## Copy 'derogatory'

Radio stations in San Francisco bay area rejected original copy for campaign by Oldsmobile dealers because it contained "derogatory" references to competitors, it was reported Friday (May 16) by sales managers of KCBS and KNBR San Francisco.

Both Ollie Hayden of KCBS and Doty Edouarde of KNBR refuted charges made by Martin D. Rockey, executive vice president and creative director of Gross, Pera and Rockey, agency for Metro

Olds, that stations refused original copy because it stressed price comparisons (see page 30).

Messrs. Hayden and Edouarde said spots treated competitive automakers in disparaging manner and in their opinion violated NAB code. They noted that campaign for Metro Olds is now running on their stations and comparative prices are included.

## Rebuked by FTC

Federal Trade Commission took NBC to woodshed Friday (May 16), charging that network had failed to "satisfactorily comply" with FTC request for scripts of commercials aired. FTC said it had formally ordered network to conform to what was previously supposed to have been voluntary arrangement.

FTC order requires NBC to submit "as produced" scripts or story boards with full visual information for all commercials aired by network during first seven days of each month. Order requires such filings for full year.

NBC said network has had "long history of full cooperation with FTC, which includes providing FTC with copies of scripts of each commercial cleared and placed for broadcast on NBC."

But network added that "request to which the order relates involved administrative details, and we cannot comment further until we see the order itself."

## WDBJ sold

Times-World Corp., Roanoke, Va., which is selling its WDBJ-TV to *South Bend* (Ind.) *Tribune* for about \$8 million (BROADCASTING, May 5), has announced sale of WDBJ (960 kc with 5 kw) to WHBC Inc., Canton, Ohio. Price was not disclosed. Sale is subject to usual FCC approval.

Times-World Corp., publisher of *Roanoke Times* and *World-News* and semi-weekly *Galax* (Va.) *Gazette*, and owner of Towers Shopping Center in Roanoke, is being sold to Landmark Communications Inc. for reported \$10 million. Landmark is owner of WTAR-AM-FM-TV Norfolk, Va., and WFMV-TV Greensboro, N. C., as well as newspapers in those two cities.

WHBC Inc., principally owned by Gerald F. Boyd, Joseph Kelly Vodrey and William H. Vodrey and families, is licensee of WHBC-AM-FM Canton.

WDBJ-FM is to be sold in separate sale, to be announced soon.

## CATV fee plan

Plan for CATV systems to make payments to local and distant stations and copyright holders has been established on West Coast and could, if successful, remake present system of doing business in cable TV industry. At present, CATV systems pay no fees to stations or copyright holders.

Incorporated in California last month. CSI Plan Inc. proposes to collect fee from CATV systems, pay sums to local stations, distant stations and to claimant copyright holders.

Firm is creation of Harold R. Farrow, Oakland, Calif., lawyer who has been active in CATV matters on West Coast for last three years, and W. A. Hargan, former broadcaster and CATV executive most recently with John C. Cohan's California Communications Corp.

Proposal was disclosed in petition filed with FCC Friday (May 16) by Multi-View Systems of Woodland (Calif.) Inc. asking waiver of all CATV rules and procedures to permit inauguration of CATV in Woodland (part of Sacramento-Stockton area), using CSI Plan formula to reimburse broadcasters and copyright holders.

Essence of plan is payment by each CATV system to CSI firm of 7½% of gross receipts. CSI then makes payments to stations in local market to distant stations whose programs are being carried on cable, and to program suppliers.

For local stations, payment is made inversely to rate card, thus providing weaker stations, mostly U's, with more funds, according to CSI explanation. Payments to distant stations would be in "direct proportion" to their rate cards, it was said.

Woodland CATV, which would be first system to use CSI plan, is owned by Thomas Parker and Gordon Rock, who also own CATV in Lodi, Calif., which is involved in FCC proceedings with KXTV-TV (ch.10) Sacramento. Woodland, whose potential is estimated at 6,000 homes, would receive seven local and four distant TV stations. CATV industry sources termed proposal "interesting," but declined to comment more fully until they had had chance to study documents.

## Metromedia buys 'Frost'

Metromedia said Friday (May 16) that it has purchased *The David Frost Show* from Group W Productions for showing on four of its owned stations, WNEW-TV New York, KTTV-TV Los

## Week's Headliners



Mr. Dudley



Mr. Raymon



Mr. Ray



Mr. Levy

**Robert L. Dudley**, executive VP, The Meeker Co., New York, elected president of station representation company. He succeeds **Robert D. C. Meeker**, who becomes board chairman. Mr. Dudley has been executive VP for five years. He joined firm in 1957 as account executive. Mr. Meeker has been president of rep since its founding in 1946.

**Paul Raymon**, station manager of Storer Broadcasting Co.'s WAGA-TV Atlanta, elected VP of Storer and named VP in charge of company's CATV division. Mr. Raymon, who will have headquarters in Miami, joined Storer as director of sports at WAGA-TV in 1955. He moved to station's sales department and in 1963 was made general sales manager; year later he was appointed station manager. **Horace (Buddy) Ray**, WAGA-TV general manager, elected VP of Storer. He became program director and operations manager of station in 1961. Following year he moved to New York to become manager of Storer Programs Inc. He was named WAGA-TV general manager in 1964. **Richard P. Levy**, with Storer Television Sales Inc., named eastern sales manager. Mr. Levy was with STS until December 1964, when he left to become eastern sales manager for Chris Craft stations. When Chris Craft closed New York office, he re-

joined STS. Mr. Levy succeeds **Terrence McGuirk**, who replaces Paul Raymon as station manager of WAGA-TV.

**J. James Neale**, VP and director of radio and television, Dancer-Fitzgerald-Sample Inc., Hollywood, named senior VP and director of radio-TV, succeeding **David O. Nyren**, who has resigned to become president of Martin Goodman Inc., Los Angeles talent agency. **William D. Patterson**, program supervisor for DFS in Hollywood, promoted to director of programing.

**Cecil M. Sansbury**, broadcast veteran and for past 18 months industry consultant based in Columbus, Ohio, joins newly formed Rahall Communications Corp., St. Petersburg, Fla. and Washington, as executive VP and chief operating officer of radio-TV division. Rahall group consists of WLCY-AM-TV St. Petersburg, Fla.; WNNR Beckley, W. Va., and WKAP Allentown, Pa., with CP for WKAP-TV Allentown.

**Rollo W. Hunter**, VP and director of programing for MacManus, John & Adams, New York, elected senior VP. Earlier, he had been VP in charge of radio and TV and board member of Erwin Wasey, Ruthrauff & Ryan, New York.

deny renewal on ground station was economic threat to it (BROADCASTING, Nov. 25, 1968). But commission dismissed petition, asserting cable system lacked standing. System had not shown how renewal would result in direct economic injury, commission said.

Major contention of petition, however, was, commission noted. "novel and in many respects unusual"—that somehow Midwest should be required to bear some burden and expense of promoting UHF in San Diego. Mission said it has been bearing that burden by itself. Proceeding grows out of landmark San Diego CATV case, in which commission barred Mission and other San Diego CATV systems from expanding their importation of Los Angeles television signals and imposed other restrictions. Commission cited need for protection of UHF in that decision.

### Starch buys Hooper

Daniel Starch and Staff, New York, advertising and media research organization, has acquired all of outstanding capital stock of C. E. Hooper Inc., New York, broadcast and marketing research organization, on pooling of interest basis, it was announced Friday (May 16) by two companies. Value of transaction was not disclosed.

### Claims discrimination

WPix(TV) New York has told FCC that Forum Communications Inc., would-be competing applicant for its channel 11 facility (see page 52), is in effect urging commission to discriminate against individual licensee by instituting "safe" period for filing of competing application.

In petition made public Friday (May 16), WPix said that such action would, if taken, be "extraordinary relief . . . that has no support in the statute, the rules, or in commission precedent." Station urged rejection of Forum's request for deferral of action on station's renewal.

### Merger finale coming

After six months of negotiations. Needham, Harper and Steers; its London partner, S. H. Benson Ltd., and Havas Conseil, Paris, are in final stages of merger talks.

Hoped-for exchange of stock, according to NH&S spokesman, would result in agency that would rank 10th in world-wide billings, with estimated \$250 million in billings: \$103 million from NH&S, \$77 million from Benson, \$80 million from Havas.

Discussion has been between Benson Needham International, coordination office for overseas interests of NH&S and Benson, and Univas, Havas's international organization.

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

Angeles, KMBC(TV) Kansas City and WTTG(TV) Washington.

Metromedia buy of 90-minute daily "Frost" series is considered coup for Westinghouse Broadcasting Co., which had announced "Frost" after several months search for replacement for Merv Griffin which it is losing to CBS-TV for late-night show in August. Metromedia's addition puts "Frost" in several top U. S. markets, and ties in with WNEW-TV programing where *Merv Griffin Show* had achieved popularity—and audiences—in 8:30-10 p.m. NYT

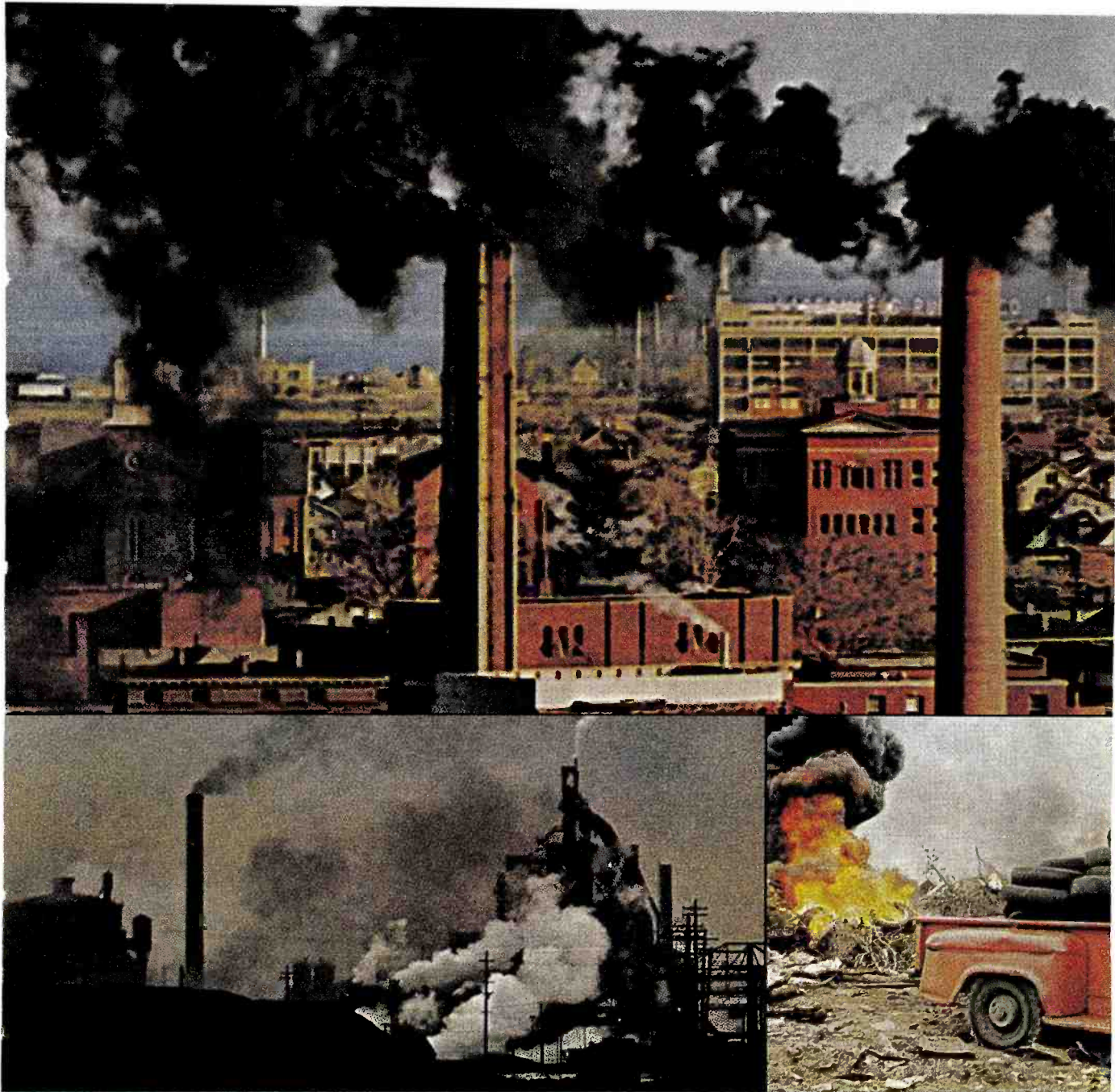
period. Metromedia, however, said it has not selected time periods for "Frost" on its stations.

### Denies 'support' pitch

Mission Cable TV Inc.'s effort to have FCC examine ways in which competing television interests in San Diego could contribute to support of UHF television in that market came to naught Friday (May 16), when commission renewed license of KFMB-TV San Diego.

Mission had petitioned commission to





## Oh beautiful for spacious skies"

No holds are barred when Storer stations speak out against air pollution. In New York, radio station WHN scheduled prime time programming devoted to the hazards of air pollution and an unprecedented announcement schedule urging participation in the City's "Clean Air Week". In a major documentary, "Our Dirty, Dirty Air", Detroit's WJBK-TV reported violations by both large and small industrial firms — commended their subsequent

solutions. KGBS radio aired interviews by experts detailing not only the discomfort of Los Angeles smog but actual dangers to public health and safety. In Cleveland, Atlanta, Toledo, Milwaukee — the battle against the despoilers of "America, the Beautiful" goes on wherever Storer serves. Storer's continuing barrage of documentaries, editorials and in-depth news features takes a lot of doing. But, in this, as in every phase

of their broadcast operations, Storer stations do as a matter of routine things that civic 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.



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



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

## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

Executive and publication headquarters:  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone: 202-638-1022.  
Sol Talshoff, *editor and publisher*.  
Lawrence B. Talshoff, *executive VP*.

### EDITORIAL

Edwin H. James, *vice president and executive editor*.  
Rufus Crater, *editorial director* (New York).  
Art King, *managing editor*.  
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg, Sherm Brodey, F. Martin Kuhn, *senior editors*.  
Joseph A. Esser, Robert A. Malone, *associate editors*.  
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, Jeffrey Olson, Sue M. Tropin, *staff writers*.  
Kate Long, *editorial assistant*; Gladys L. Hall, *secretary to the editor and publisher*.  
Erwin Ephron (vice president, director of media, Papert, Koenig, Lois) *research adviser*.

### SALES

Maury Long *vice president-general manager*.  
Ed Sellers, *Southern sales manager*.  
George L. Dant, *production manager*.  
Harry Stevens, *traffic manager*.  
Bob Sandor, *assistant production-traffic manager*.  
Molly Dwyer, *classified advertising*.  
Dorothy Coll, *advertising assistant*.  
secretary to the vice president, sales.

### CIRCULATION

David N. Whitcombe, *circulation director*.  
Richard B. Kinsey, *subscription manager*.  
Michael Carrik, William Criger, Kwentin Keenan, Jean Powers, Suzanne Schmidt, Arbenia Williams, Bertha Williams, Lucy Kim.

### BUSINESS

Irving C. Miller *comptroller*.  
Sheila Thacker; Kathleen Stanley, *secretary to the executive vice president*.

### BUREAUS

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

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

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

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title BROADCASTING\*. The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932. Broadcast Reporter in 1933, Telecast\* in 1953 and Television\* in 1961. Broadcasting-Telecasting\* was introduced in 1946.  
\*Reg. U.S. Patent Office.  
© 1969 by BROADCASTING Publications Inc.

## OpenMike

### A protege remembers

EDITOR: I was very grieved to learn of the passing of Robert K. Richards (BROADCASTING, April 14). As you may recall, it was Bob who gave me the opportunity to be a member of the BROADCASTING team too many years ago.

He was a man of keen intellect and wit who never lost his humaness and feeling for his friends and fellow workers. The industry will miss his talents, and his countless friends will find he cannot be replaced.—Fred W. Sample, *sales manager, WLCY Tampa-St. Petersburg, Fla.*

### A double standard?

EDITOR: Without delving into the pros and cons of pay TV, it just seems there has to be a certain amount of hypocrisy on the part of theaters that carry "Save Free TV" on marquees or ask theater-goers to sign petitions against pay TV, and then subject them to a

commercial for a theater presentation of a sporting event (blacked out locally) on the Indianapolis 500.—John Herklotz, *Hollywood*.

### Call for eagle eyes

EDITOR: The Georgia Association of Broadcasters is having its 35th anniversary convention, June 14-17 in Savannah. It is sort of a special occasion and hopefully BROADCASTING can make it a success.

The picture [below] is a shot of all the delegates (26) to the first GAB convention at the old DeSoto hotel in Savannah in the summer of 1934. Although we have the picture of the 1934 delegates, we know only a few of their names. We would like to invite them to be our guests at this year's meeting. If any of your readers can help identify the people, we'd appreciate hearing from them.—John P. Culver, *executive secretary, Georgia Association of Broadcasters, Atlanta*.



## Datebook

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

■ Indicates first or revised listings.

#### May

May 19—Deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

May 19—Radio Advertising Bureau regional sales clinic. Sheraton-Ritz hotel, Minneapolis.

May 19-21—Annual Idea Bank convention (promotions). Holiday Inn, Pottstown, Pa.

May 19-23—Annual international television

symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

May 20—Radio Advertising Bureau regional sales clinic. Sheraton-Chicago, Chicago.

May 20—Annual stockholders meeting. ABC Inc. New York Hilton, New York.

May 20—Station Representatives Association Silver Nail and Gold Key awards luncheon. Speaker: Theodore W. Kheel, labor-management relations lawyer and mediator. Hotel Plaza, New York.

May 20—Annual stockholders meeting. 20th Century-Fox Film Corp. Waldorf-Astoria hotel, New York.

May 20—Fund-raising dinner communica-





# Escape to KPOL

Los Angeles' extraordinary radio station—for advertisers and listeners.

Check current ratings your Blair Radio Man or KPOL Salesman. KPOL-A Capitol Cities Broadcasting Station.



# M&H

## DON'T JUST STAND STILL ALL SUMMER

*There is a unique opportunity this summer to make sure that the rating performance of your station is better next year.*

*The major ingredient in a station's success comes from what you do yourself, the programs and people under your control. The network helps—but interestingly enough, you can be number one in your market regardless of network affiliation.*

*News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows in varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.*

*For example, do you know whether your rating strength in the news block comes from the newscasters, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How effective are your competitors' performers? You can't find the answer in a rating book, but you can through McHugh and Hoffman, Inc.*

*For over sixteen years we have been developing the techniques of depth analysis that result in practical recommendations. Our company is in its seventh year, and was founded to apply all of the things previously learned to the study of radio and television station images.*

*We have some interesting success stories to tell which you can verify by talking directly to client station managers throughout this country and Canada. We would like to make a presentation with no obligation on your part. Just give us a call.*

*Make the most of this summer while your competitor is taking it easy—*

# M&H

**McHUGH & HOFFMAN, INC.**  
Television & Advertising Consultants

480 N. Woodward Avenue  
Birmingham, Mich. 48011  
Area Code 313  
644-9200

tions division of *Jewish United Fund of Metropolitan Chicago*. Speaker: David Susskind. Ward L. Quaal, president of WGN Continental Broadcasting Co., will be honored as "Communicator of the Year." Standard Club, Chicago.

May 20-21—General conference of *CBS Television Network Affiliates*. New York Hilton, New York.

■May 21—New York City chapter meeting of *American Women in Radio and Television*. Speaker: Arthur Goldberg. Pierre hotel.

May 21—Meeting of *Michigan Association of Broadcasters*. Madison hotel, Washington.

May 21—Annual stockholders meeting, *Outlet Co.* Providence, R. I.

May 22—*Radio Advertising Bureau* regional sales clinic. Sheraton Jefferson, St. Louis.

May 22—*Association of National Advertisers* workshop on new-product introductions. New York Hilton, New York.

May 23—Deadline for comments on *FCC's* proposal that would require uniform tuning methods for UHF and VHF on all television receivers.

May 23—*Radio Advertising Bureau* regional sales clinic. Sheraton-Dallas, Dallas.

May 23—Meeting of *Florida AP Broadcasters Association*. Sheraton Four Ambassadors, Miami.

May 23—*Pacific Pioneer Broadcasters* luncheon meeting. Speaker: Fred Waring. Sportsmens Lodge, North Hollywood, Calif.

May 23-25—Spring meeting of *Illinois News Broadcasters Association*. Wagon Wheel Lodge, Rockton.

May 24—Meeting of *Louisiana-Mississippi AP Broadcasters Association*. Royal Orleans hotel, New Orleans.

May 24—Meeting of *Illinois AP Broadcasters Association*. Wagon Wheel Lodge, Rockton.

May 24—Annual meeting. *Chesapeake AP Broadcasters Association*. Holiday Inn, Baltimore.

May 24-27—*Alaska AP Publishers and Broadcasters* joint meeting. Mount McKinley Park hotel, Mount McKinley.

May 25-27—Fifth annual theater, television and film lighting symposium, *Illuminating Engineering Society*. Sheraton-Chicago hotel, Chicago.

May 25-29 *ABC-TV affiliates convention*. Fairmont hotel, San Francisco.

May 26—Meeting of *Southern California Broadcasters Association*. Lakeside Country Club, Hollywood.

May 26-28—Annual conference of *Sales Promotion Executives Association*. Waldorf-Astoria hotel, New York.

■May 28—Annual Stockholders meeting, *Bartell Media Corp.* Drake hotel, New York.

May 30-31—First annual open board meeting. *New Mexico Broadcasters Association*. Holiday Inn, Clovis.

### June

June 2—Deadline for comments on *FCC's* proposed rulemaking that would permit noncommercial TV stations to present scrambled programming during part of their broadcast day.

June 2—Annual stockholders meeting, *Rice Broadcasting Co.* Atlanta.

June 3—Annual stockholders meeting, *MCA Inc.* Sheraton-Blackstone hotel, Chicago.

■June 3—Annual stockholders meeting, *Teleprompter Corp.* New York.

June 3-5—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton Park hotel, Washington.

June 6—Deadline for reply comments on *FCC's* proposal that would require uniform tuning methods for UHF and VHF on all televisions receivers.

June 5-6—Thirteenth annual public conference of *PTC Research Institute of George*

*Washington University*. Agenda includes discussion on "Crises in Communication." Shoreham hotel, Washington.

June 6—Third annual Belding awards for creative achievement in advertising, *Advertising Club of Los Angeles*. Beverly Hills hotel, Beverly Hills, Calif.

June 6-7—*Wyoming AP Broadcasters Association meeting*. Convention Center, Cody, Wyo.

June 7—Meeting of *Iowa AP Broadcasters*. Fort Des Moines hotel, Des Moines.

June 8—*Television Academy Awards presentation*. Carnegie Hall, New York, and Civic Auditorium, Santa Monica, Calif.

June 8-10—Annual convention of *Florida Association of Broadcasters*. Thunderbird motel, Arlington (Jacksonville).

June 9—Institute for Religious Communications, sponsored by communications department of *United States Catholic Conference*. Speakers include Rev. Agnellus Andrew, O.F.M., director of Catholic Center for Radio, Television and Cinema in Great Britain; Norman Cash, president, *Television Bureau of Advertising*; Milton Fruchman, executive producer, *Capital Cities Broadcasting*, and Louis Cassels, senior editor, *UPI*. Loyola University, New Orleans.

June 10-14—Nineteenth annual conference of *Western States Advertising Agencies Association*. Speakers include David Mahoney, president of *Norton Simon Inc.*, and Tyler Macdonald, president of *N. W. Ayer/Jorgensen/Macdonald*. Royal Lahaina hotel, Maui, Hawaii.

June 12—Meeting of *Montana AP Broadcasters Association*. Glacier National Park, Mont.

June 12—Deadline for reply comments on *FCC's* proposed rule that would permit educational television stations to televise scrambled programming during part of the broadcast day.

June 12-14—Spring meeting of *Colorado Broadcasters Association*. Manor Vall, Vall.

June 12-14—Annual spring meeting of *Missouri Broadcasters Association*. Millstone Lodge, Lake of the Ozarks.

June 12-16—Spring meeting of *Mississippi Broadcasters Association*. Edgewater Gulf hotel, Biloxi.

June 13-14—Annual seminar. *Texas AP Radio-Television Association*. Sun Valley motel, Harlingen.

June 14-17—Annual convention of *Georgia Association of Broadcasters*. Speakers include Daniel H. Lewis, vice chairman, *D'Arcy Advertising*; Eddie Barker, *KRLD-TV Dallas*, president. *Radio-Television News Directors Association*. DeSoto-Hilton hotel, Savannah.

■June 15-17—Thirteenth annual meeting of *Television Program Conference*. Speakers include FCC Commissioner Robert T. Bartley; Keith Godfrey, vice president and director of sales, *MCA TV*, and Richard Bailey, president, *Hughes Sports Network*. Deauville hotel, Miami Beach, Fla.

June 15-18—Third annual Consumer Electronics Show, sponsored by consumer products division of *Electronic Industries Association*. Hilton and Americana hotels, New York.

June 15-18—Convention of *American Marketing Association*. Regency Hyatt House, Atlanta.

June 16-17—Eastern convention of *National Religious Broadcasters*. Speakers: Dr. Billy Graham and Dr. Stephen F. Olford. Holiday Inn, New York.

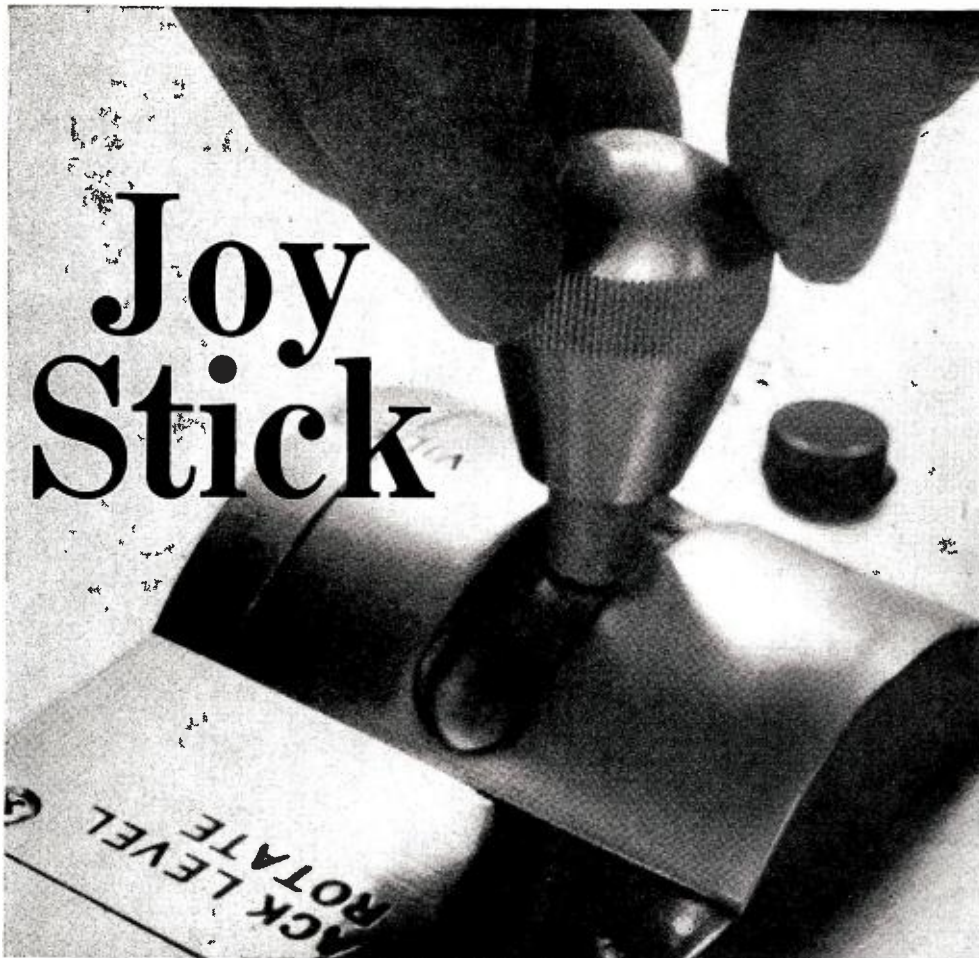
■June 16-18—Workshop on advertising financial management, *Association of National Advertisers*. Doral Country Club, Miami.

June 16-20—Summer meeting of *National Association of Broadcasters* board of directors. NAB headquarters, Washington.

June 16-21—Sixteenth annual *International Advertising Film Festival*. Cannes, France.

June 17—New deadline for reply comments on *FCC's* proposal to prohibit networks from





**Gives you "cockpit control" of one or many cameras . . . fingertip response to varying picture quality.**

This versatile instrument belongs in a busy studio like yours.

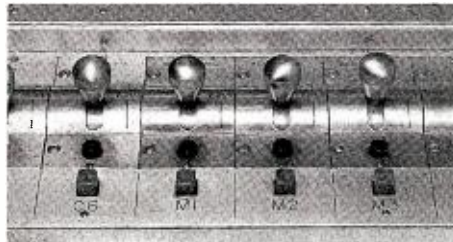
With Joy Stick, one video operator can monitor and adjust one or many cameras. Because all controls are within easy reach, a single operator can respond immediately to a rapidly changing video situation — such as uncontrollable lighting conditions in remote operations. That means the best possible on-air picture quality is constantly at his fingertips!

Equally at home in Master Control or a Mobile Van, Joy Stick can be used with either color or monochrome cameras. For color cameras, a Paint Control unit is available for quick and easy "repainting" of the color picture.

Price? Only \$375 for Joy Stick assembly. Just \$740 for Joy Stick assembly plus Paint Control. Small price to pay for so much self-control!

Write. Or better yet, call us collect: (203) 327-2000.

Joy Stick is so easy to use! Works like a pilot's joystick. Just move the stick backwards or forwards to control video level (iris). Turn the knob on top of the stick to control black level (set-up). Press the knob to switch a particular camera signal to a single monitor (individual monitors can be eliminated). Joy Stick Assembly or Joy Stick and Paint Control Assembly comes in a compact modular unit ready for installing — console style.



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

# ONCE IN A WHILE A PROGRAM COMES ALONG THAT SHAKES THE WORLD A LITTLE

It was a quiet, sensitive one-hour special on our five Television Stations. But it electrified the television screen for 60 highly-charged minutes.

And the positive viewer response—thousands of letters from parents, teenagers, doctors, educators and clergymen—told us we'd hit a nerve.

The program, "Sex and The Search for Adventure," was the first in our new series, "A Visit with Franz E. Winkler, M.D."\* which explores in depth, the real, no-nonsense questions that trouble Americans today.

What made it so powerful?

We call it a whole new unique approach to television. Instead of programming for people, we let people program for us. Eight of our correspondents in cities all over the country establish a dialogue with viewers and serve as a sounding board for the issues that trouble them most.

The questions our correspondents asked Dr. Winkler in this first program reflected the anxieties of many people toward changing sexual standards in our society. And Dr. Winkler responded with provocative, candid and totally unexpected opinions on pre-marital sex, parent-child conflict and sex education.

The dialogue continues and on the basis of our mail and correspondent reports, the next program will concern itself with marriage and all its ramifications.

We expect to shake the world a little again. And again. And again.

And that's good.

Because maybe we might just help shake it back into shape.

\*Dr. Winkler is President of the Myrin Institute, Medical Adviser to the Waldorf School at Adelphi University, and author of "Man—the Bridge Between Two Worlds," published by Harper and Row.

A VISIT WITH FRANZ E. WINKLER, M.D.  
Produced by Milton A. Fruchman \*\*  
Programming Executive Charles G. Pogan



A Production of  
Capital Cities Broadcasting Corporation  
24 East 51st Street, New York, N.Y. 10022  
(212) 421-9595

\*\*Recently received 5 major awards including the Peabody for producing and directing Capital Cities' "The Secret of Michelangelo: Every Man's Dream" which appeared on the ABC TV Network.

"One of the best organized and most informative talks I have ever heard. . . . A most enlightening evening."

William J. Carey, M.D.  
Dalton, Mass.

"The finest program I have had the pleasure to view in all my years of watching television. Dr. Winkler has the most astounding depth of knowledge and understanding. . . . Please produce more programs of this nature!"

C. L. Robbins  
Houston, Texas

"This kind of program is the type of thing I thought television was primarily going to be."

The Rev. David E. Jelliff  
Gowanda, N.Y.

"I recently heard a young mother remark that she had a great relationship with her small children and she wonders what happens when they reach adolescence. I'm sure she would have found a few answers in this program."

Mrs. Jesse P. Orsini  
Buffalo, N.Y.

"It's the first time in years we have heard sensible answers to the questions that are bothering parents and young people."

Mrs. S. D. Mullane  
Ridgeway, Ont.



"This was informative, adult viewing. We need more of it. As a school teacher, housewife, and minister's wife I praise you."

Judith A. Herrmann  
Ripley, W. Va.

"Your manner in talking on the subject of sex is so delicate and beautiful that we feel it should be required listening for all, young and old..."

Mrs. John Scheeler  
Buffalo, N.Y.

"You are filling a tremendous need for providing this type of program for all to benefit from, but especially for those parents who are truly concerned about their children and how to best guide them in these restless times."

Mrs. N. B. Elling  
Latham, N.Y.

"I found it very enlightening and quite relevant to my generation's problems with drugs and sex."

Peggy Junge  
Albany, N.Y.

"It really gave us new hope for and a new insight into our world, and you told our children what they ought to know and believe... you "tell it like it is."

Brooks Squires  
Henderson, N. C.

"... Practical, scientifically correct, and straightforwardly presented. ... This has been the very best program that I have ever viewed on television."

John D. Larson, Jr., M.D.  
Sanford, N. C.

"I have seldom if ever been as enthused and encouraged by a TV program!"

Robert M. Topp  
Toronto

"The best program I have seen on television in years. I would like to see this program repeated."

Rev. Stanislaus J. Swierzowski  
Albany, N.Y.

"One of the finest programs we have ever seen. In bringing freely to great numbers of people this intimate contact with such a splendid man you are rendering a great public service. And you are helping to realize the potential of television for good leadership."

Mr. & Mrs. Donald Douds  
Ripley, N.Y.

"After listening to your broadcast, I now have hope for the younger generation."

Mrs. Gerald Benninger  
Williamsville, N.Y.



owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous deadline was April 14.

June 18—Annual stockholders meeting, *MovieLab Inc.* New York.

June 18-20—Spring meeting of *Montana Broadcasters Association*. Prince of Wales hotel, East Glacier.

June 18-20—Annual meeting of *Virginia Association of Broadcasters*. Holiday Inn, Afton Mountain.

June 19-21—Annual convention of *Maryland/District of Columbia/Delaware Broadcasters' Association*. Kenlopen hotel and motor lodge, Rehoboth Beach, Del.

June 22-25—Annual convention, *National Cable Television Association*. San Francisco Hilton, San Francisco.

June 22-25—Spring meeting of *Alabama Association of Broadcasters*. Tutwiler hotel, Birmingham.

June 22-25—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Philadelphia Marriott, Philadelphia.

June 23-26—Annual convention, *Electronic Industries Association*. Ambassador hotel, Chicago.

June 24—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Dedham, Mass.

June 26-July 2—National convention, *American Advertising Federation*. Waldorf-Astoria hotel, New York.

June 26-28—Instructional media research conference, *Indiana University*. Bloomington.

#### July

July 2—New deadline for reply comments

### TVB meetings

*Television Bureau of Advertising* regional sales clinics:

May 19—Sheraton-Peabody hotel, Memphis.

May 20—Pick Congress hotel, Chicago.

May 21—Royal New Orleans hotel, New Orleans.

May 23—Sheraton-Biltmore hotel, Atlanta.

May 26—Sheraton-Gotham motor inn, Syracuse, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton hotel, Cleveland.

June 13—Howard Johnson motor inn, Detroit.

on all portions of FCC's proposed CATV rules, except those dealing with questions of program origination and diversification.

July 6-18—Twelfth annual seminar in marketing management and advertising, *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

July 7—New deadline for comments on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.

July 21—New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date was May 12.

#### August

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. North Shore Motor hotel, Coeur d'Alene.

Aug. 7—New deadline for reply comments on FCC's proposed rule that would ban cigarette advertising on radio and television.

Previous deadline was July 7.

Aug. 14-16—Annual convention, *Rocky Mountain Cable TV Association*. Durango, Colo.

Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

#### September

Sept. 8-11—1969 *National Premium Show* International Amphitheater, Chicago.

Sept. 22-23—Annual *National Broadcast Editorial Conference*. Detroit.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*. Detroit.

Sept. 23-27—1969 International conference of *Radio-Television News Directors Association*. Statler-Hilton hotel, Detroit.

#### October

Oct. 1-7—Japan Electronics Show, *Electronic Industries Association of Japan*. Osaka.

Oct. 5-8—1969 conference, *UPI Editors and Publishers*. Princess hotel, Bermuda.

Oct. 19-23—Annual board and membership meetings of *Television Bureau of Advertising*. Shoreham hotel, Washington.

Oct. 20-23—Fall conference *Electronic Industries Association*. Century Plaza hotel, Los Angeles.

#### November

Nov. 9-12—Fourteenth annual seminar of *Broadcasters Promotion Association*. Marriott motor hotel, Philadelphia.

# Once the salesman has your signature, what have you got? Product, yes. Good prints? Maybe.

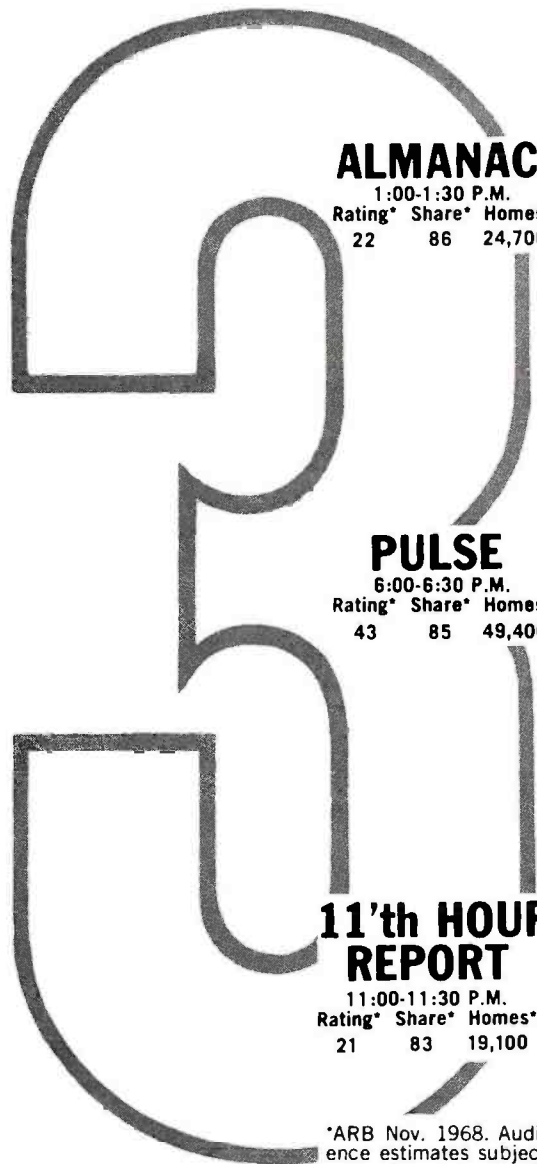
MGM-TV's recent survey of our customers asked them this question: "How do you rate the quality of our prints— poor, fair, good or excellent?" The answers from the over 120 replies showed 86% considered our prints good to excellent.

Not perfect. But who is? We do try and take pride in the effort. This poll does tell us that the pride pays off in customer satisfaction after the sale is made. Something you can count on whenever you deal with **MGM TELEVISION.**



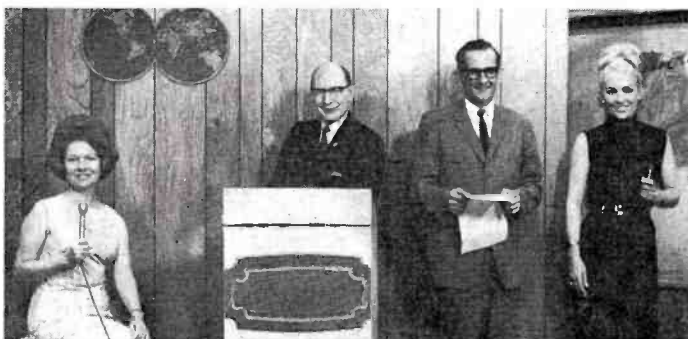
# 3 GOOD REASONS TO CHOOSE WMAZ-TV

Three highly informative daily local news programs, bringing top news, weather and sports to the largest news audiences in Georgia outside Atlanta. Presented by eight experienced news, weather and sports personalities . . . backed up by a team of seven full-time news reporters and photographers.



## ALMANAC

1:00-1:30 P.M.  
 Rating\* Share\* Homes\*  
 22 86 24,700



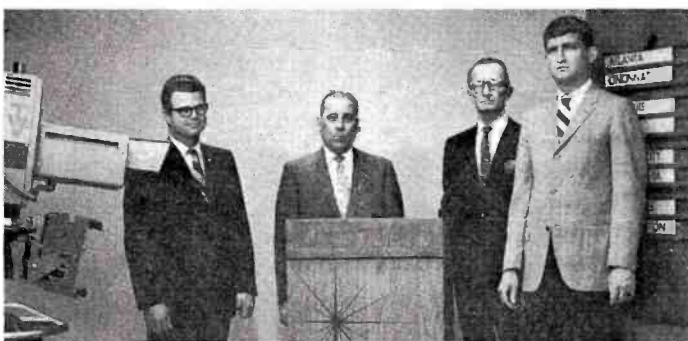
## PULSE

6:00-6:30 P.M.  
 Rating\* Share\* Homes\*  
 43 85 49,400



## 11'th HOUR REPORT

11:00-11:30 P.M.  
 Rating\* Share\* Homes\*  
 21 83 19,100



\*ARB Nov. 1968. Audience estimates subject to qualifications available on request.

# wmaz-tv

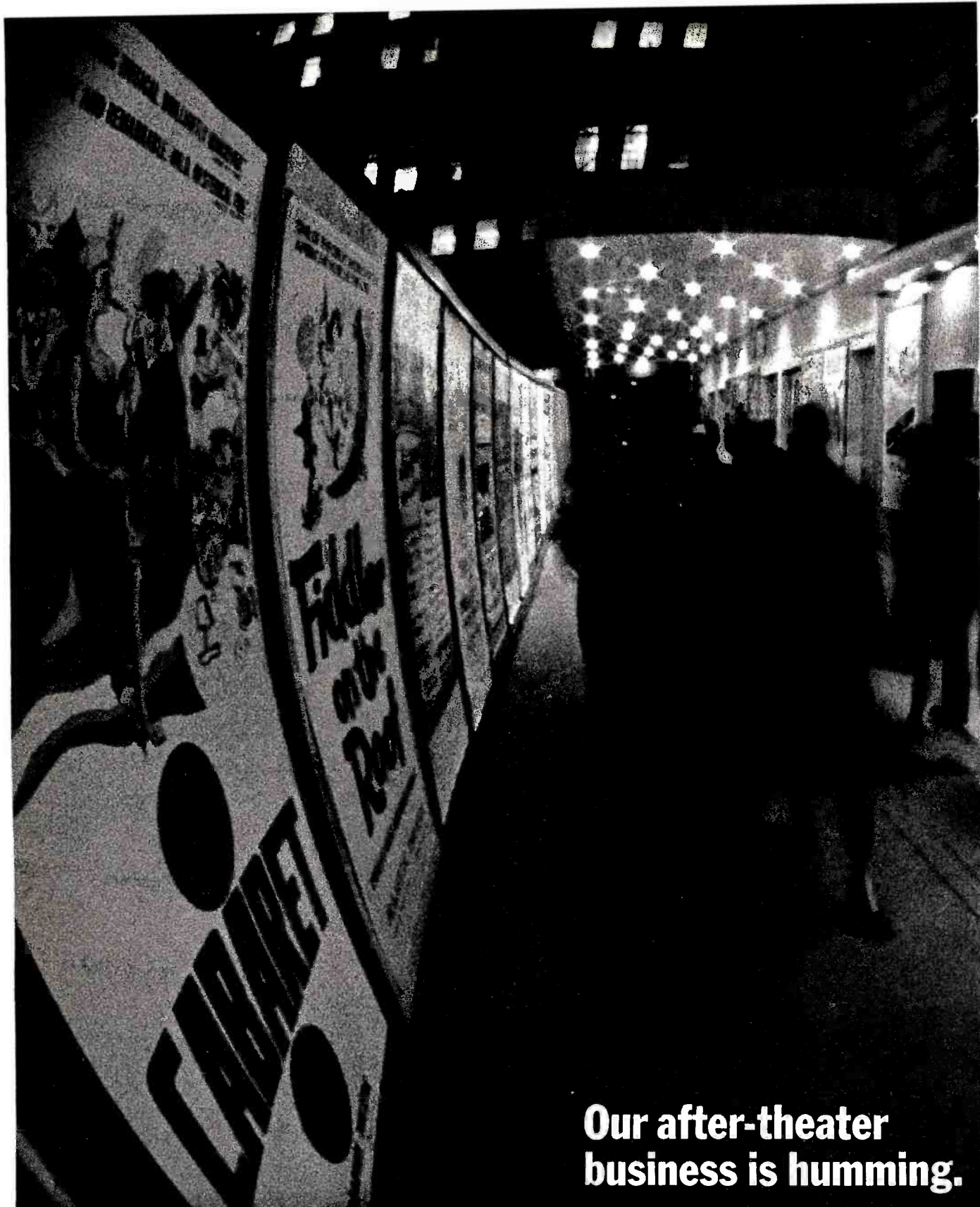
MACON, GA. CHANNEL 13



MULTIMEDIA

A Multimedia Station / Represented by Avery-Knodel, Inc.





## **Our after-theater business is humming.**

Now it's Broadway that's coming to life, as theatergoers pour from the playhouses lining those legendary 10 or 12 blocks. The performance is still fresh in their minds and they are humming the music. A hum that starts on the sidewalk and rides home in the cab... that continues over coffee, in the shower. It gives life to music that will remain popular for years.

At Broadcast Music Inc. we number many





of the writers and composers of the new musical theater among those thousands whose performing rights we administer.

BMI licenses much of Broadway's most-performed music, from such with-it creators as John Kander and Fred Ebb (CABARET and ZORBA)... Jerry Bock and Sheldon Harnick (FIORELLO! and FIDDLER ON THE ROOF)... Anthony Newley and

Leslie Bricusse (STOP THE WORLD I WANT TO GET OFF)... Jim Wise, George Haimsohn, and Robin Miller (DAMES AT SEA)... Jacques Brel, Mort Shuman, and Eric Blau (JACQUES BREL IS ALIVE AND WELL AND LIVING IN PARIS).

It's because original cast albums, other recordings, and sheet music keep their music alive that BMI's after-theater business is humming.

All the worlds of music for all of today's audience.

**BMI**

BROADCAST MUSIC INC.

## Keeping in touch with the times

Take a few moments with me, if you will, to explore "what's happening out there." I simply want to present for your review a few items of interest that might depict the changing times in our world and our business.

- Staid J. Walter Thompson, the world's biggest advertising agency, forks out a 10-year \$1-million contract to a Doyle Dane Bernbach copywriter and turns over one-fifth of its New York billings to him, with instructions to hire the wildest creative talent he can find. Comes the revolution.

- Hollywood goes to classification of its films and uses such symbols as X and M for adults and mature audiences only, and G for general. Only they stop making general pictures. Almost.

- Three creative types strike out on their own and in three years, after going public, Wells, Rich and Greene are billing over \$100 million, and each of the principals is a millionaire. The trade keeps waiting for them to fall on their faces, and the clients keep waiting to get in. Their house is built on ideas, not service, and if it's a house of cards, a lot of people are getting rich in the shuffle.

- Five of the top 10 Madison Avenue agencies are headed by creative people, one just barely old enough to become President of the United States. Creative salaries run wild, as 23-year old boys earn \$60,000 a year—plus fringes. The clothes they wear, the shoes on their feet, and the hair on their faces, heads, and necks make them look like freaks—to everyone but their bankers and their clients.

- San Francisco, bored with topless waitresses, goes bottomless. And the customers are still bored.

- A West Coast airline lays it on the line, and admits its pilots are as scared as its passengers. To help allay the fears, the airline plans to distribute security blankets and play records of train noises. The public goes all out in its reaction to this very human campaign, and the airline promptly folds.

- George Lois grows bored of being a rich agency principal, and forms a new hot shop with two eager chums. Their plan is simple: they'll have all the ideas and they'll farm out the execution to a bright crew of helpers. Media plans and research they'll buy

like produce at a supermarket. They courageously face the obvious failure of this crazy scheme, and in their first year of operation manage to scrape together \$22 million in billings—before Braniff brought in its \$10 million.

- A Beatle and his girl friend pose in the nude for his latest record album and it sells fairly well. Another album with nothing on its cover save the word "Beatles" sells more than \$6 million worth, and half the people who buy it don't understand a word of it.

- Television joins the revolution. Flushed with the success of *Laugh-In* and *Smothers Brothers*, TV ushers in *Turn-On*, a collection of the more offensive material rejected from *Laugh-In*. The public decrees that enough is enough, and the show doesn't answer the bell for round two.

- On campus after campus young people are passing along a message: Times have changed, and they'll never be the same again. And on television, millions upon millions of dollars are still being poured into commercials that demonstrate how a mouthwash changes the entire sex life of an unhappy young beauty, and how a world in strife can save itself with underarm deodorant. Kids are asking adults to tell it like it is, and our commercials tell it like it never was. Thanks to Katy Winters, Mrs. Folger and the Man from Glad, an adman's teen-age son has to wish his father had the proverbial job of playing piano in a bordello. And the generation gap goes on.

- The colleges integrate. Not black and white but boys and girls in the same dorms. And every loyal son of

fair alma mater is kicking himself for not being born 20 years later. The moral revolution doesn't seem to show, however. Industry has never paid more to the college graduate, and the future of science in this country has never been brighter. The kids of today are writing and playing the nation's music, and the sons and daughters of Hollywood's stars are directing and acting in first-rate movies. If the country isn't going to the dogs, it certainly has gone to the kids.

- Hershey chocolates, after 66 years in successful oblivion, elects to spend \$10 million on advertising this year, thus becoming more of a shocker than love-ins, LSD trips and nude movies by Andy Warhol.

- Speaking of Andy Warhol, the great cinematographer has turned to TV commercials, and has lent his inestimable talents to a one-minute film portrait of a Schrafft's soda melting. Philippe Halsman announces a liaison with a TV production house, joining such other greats as Avedon, Penn and Stern to lend their photographic talents to TV commercials.

- Today black is beautiful. Bach is beautiful. The body is beautiful. The swing callope is in. Money is in, but not as a life plan. But the biggest in is revolution. Never before has change so dominated a society. And change seems to be on the side of honesty. Tell it like it is. The phrase may be out of date already, but the rule isn't. What you are going to say to the people of today has got to be clean and simple and true. Advertising has never been so challenging. Or so much fun.



*Richard M. Miller is advertising manager for United States Borax & Chemical Corp., Los Angeles. He has held this position since November 1962. Currently, he is also president of the Advertising Club of Los Angeles. He was born in El Paso and grew up in Southern California. He received a bachelor of science degree from the University of Southern California. Prior to his affiliation with Borax, he spent four years with Erwin Wasey Inc., Los Angeles, as senior media buyer.*



THE GREAT SCOTT STATIONS ARE GREAT BECAUSE  
 THEY HAVE GREAT MANAGEMENT...GREAT PROGRAMMING  
 GREAT PERSONNEL...GREAT ENGINEERING  
 AND THEY HAVE HERB SCOTT!



*The Great Scott Stations are hosts to the International Broadcasters Idea Bank Convention, May 18 - 21, at the Holiday Inn, Pottstown, Pa.*

- |           |                                 |                                  |                                |                                  |                                  |                                   |           |  |                                       |                                |
|-----------|---------------------------------|----------------------------------|--------------------------------|----------------------------------|----------------------------------|-----------------------------------|-----------|--|---------------------------------------|--------------------------------|
| <b>AM</b> | <b>WPAZ</b><br>Pottstown<br>Pa. | <b>WFEC</b><br>Harrisburg<br>Pa. | <b>WTTM</b><br>Trenton<br>N.J. | <b>WKST</b><br>New Castle<br>Pa. | <b>WTIG</b><br>Massillon<br>Ohio | <b>WJWL</b><br>Georgetown<br>Del. | <b>FM</b> | <b>WSEA</b><br>Rehoboth<br>Beach<br>Del. | <b>WFEM</b><br>Ellwood<br>City<br>Pa. | <b>WCHR</b><br>Trenton<br>N.J. |
|-----------|---------------------------------|----------------------------------|--------------------------------|----------------------------------|----------------------------------|-----------------------------------|-----------|--|---------------------------------------|--------------------------------|

P.S. they also have  
 CCA Electronics  
 Equipment.

**CCA ELECTRONICS CORPORATION**  
 716 JERSEY AVE., GLOUCESTER CITY, NEW JERSEY 08030



# Judd did it.



When the case is stated, JUDD is a winner anyway you look at it. Here's the evidence:

**EXHIBIT A:** JUDD is the key to programming leadership with top stars, adult stories and quality production—combined for award-winning results.

**EXHIBIT B:** The competition can't hold a candle to Judd. In two successful seasons on ABC, JUDD delivered 30+ average shares (NTI & MNA) and a big share (64%) of the young adult audience—the highest rated group in the consumer ranks.

**EXHIBIT C:** Winning cases by a long shot or losing by a hair's breadth, Judd objectively confronts the complex issues of contemporary life.

**EXHIBIT D:** The full picture includes three important personalities: CARL BETZ as Judd, STEPHEN YOUNG as Judd's assistant, and executive producer PAUL MONASH who brought "Peyton Place" to television.

**EXHIBIT E:** 50 significant hours in color, JUDD FOR THE DEFENSE is solid as a rock.







Exhibit D

Exhibit E

WBTV's Jim Patterson presented the very first television show in the Carolinas. The test pattern. That was 20 years ago. Today, Jim Patterson and ten other top announcers present programs that earned WBTV ARB's recognition for the top 25 shows in the market.

WBTV is also first in the nation's Top 50 markets in share of total homes.\* It was great to be first in the market. And we've got the talent to stay there. WBTV.





## Pro football on three networks?

That's an idea in back of Pete Rozelle's mind if CBS, NBC don't ante up for his 26-team plan

(Copyright Broadcasting Publications Inc. 1969)

Professional football, now a two-network, \$35-million a year product, may become a three-network, \$40-million commodity even before the 1969 football season gets underway.

Long before the new 26-team, two-conference, six-division National Football League begins play in 1970, Pete Rozelle, commissioner of pro football, has reportedly set his mind on getting \$1.5 million each for the teams on a three-year contract. He is also intent on reducing, and eventually eliminating, the Sunday afternoon doubleheaders, and replacing them with nationally televised games in Monday night prime time.

The current thinking by Mr. Rozelle calls for three packages.

Two of them would be for the regular Sunday afternoon games of the two conferences and the third would be for 14 Monday night telecasts. The third package could be made more attractive with the addition of about a half dozen preseason games.

Having dealt with CBS and NBC for years, as the long-standing holders of rights to the National and American Football League games, respectively, Mr. Rozelle would prefer to limit future dealings to those two networks. But if both officially turn down the Monday-night concept, he will quickly turn to ABC or Hughes Sports Network to deliver both station clearances and rights dollars.

At the moment, everything is up in the air. All that is certain is this:

When the NFL and AFL effect their merger for the 1970 season, there will be two conferences—American and National—within a reconstituted National Football League; each conference will have 13 teams; each conference will have three divisions.

The move of the Baltimore Colts, Cleveland Browns and the Pittsburgh Steelers to the American Conference in 1970 has created a two-fold situation for NBC, which has "first negotiation, first refusal" rights to American games as does CBS to the realigned National

Conference. It gives NBC a more salable product, but it also will probably force the network to pay more for rights.

At present the 10 AFL teams receive \$900,000 each from NBC's \$9 million annual payment. The 16 members of the NFL have been collecting some \$1.25 million each from the \$20 million CBS has been paying for the rights to present the regular-season games. However, under the merged league, all 26 teams will share equally in the rights, regardless of which conference they are in, which network they are carried on and how much that network is contributing to the over-all figure.

What Mr. Rozelle would like to have is \$1.5 million for each of the teams, and that means \$39 million in rights from television.

Still uncertain is whether such games as the interconference All-Star game and NFL championship game will be

included in any package being offered or whether they will be held out as specials, which would be alternated among the participating networks—for a price.

Both CBS and NBC have already had preliminary talks with the commissioner's office but the hard-line negotiating hasn't begun, although the phone lines between William McPhail, CBS-TV vice president for sports, and Mr. Rozelle's offices were busy last week. Carl Lindemann, NBC-TV vice president for sports, was at the network's affiliate meeting in Los Angeles and he expected to be in a huddle with Mr. Rozelle upon his return to New York.

CBS and NBC have repeatedly spoken out against Monday-night games, and both have said they don't want them. For both networks, the Monday prime-time schedule is a strong one with NBC's *Laugh-In* and movie, and CBS's situation-comedy line-up.

The desire of Commissioner Rozelle to eliminate the Sunday doubleheaders and institute a full-season schedule of Monday-night games is no secret. Last October he told the International Radio and Television Society in New York that he wanted to hit a mass market and to reach people that were not already "hooked" on football (BROADCASTING, Oct. 7, 1968). Several months later, he told newsmen in Miami Beach, during one of the many owners' meetings that led to the two-conference arrangement, that Monday-night games could be the answer to overexposure on Sunday afternoons.

For several years Mr. Rozelle has been on the same soapbox, preaching the potential of the prime-time game and denouncing the danger of the Sunday doubleheaders. Although his words generally fell on deaf ears at the networks, he was able to get CBS to commit itself to two night games last year and will get at least one from CBS this year.

The commissioner, disturbed by the network's reaction to the prime-time



Mr. Rozelle  
A \$40-million pitch

plan, has been reluctant to force them to reduce the number of doubleheaders since the two-game Sundays have been financially successful, whereas the networks over-all have not shown much, if any, profit on pro football. It is a status item that draws certain sponsors and satisfies affiliates, but it generally does not please network accountants.

Last year, for example, CBS had a general rate-card price of about \$70,000 for its regular-season NFL games. In October its average game minute, however, was estimated to be going for about \$59,000. CBS's asking price for the NFL this year is believed to be about \$73,000.

NBC, which had a rate-card price of \$28,000 a minute for last year's AFL schedule, was reportedly getting about \$21,000 a minute in October.

The pricing structure should be a little different this fall, with NBC, capitalizing on Joe Namath's ability to throw a football, asking \$40,000 a minute for its 1969 AFL schedule. The rate-card increase is not based on expectation of getting three new teams in 1970. It is based on the form of instant parity the AFL achieved with the NFL when the New York Jets defeated Baltimore last January in the Super Bowl.

NBC will be seeking the increased rate even though it is still 11.4 million TV homes behind CBS in league cities. The Area of Dominant Influence (as calculated by the American Research Bureau) of the present 16 TV markets of the NFL teams contains 23,514,700 TV households. The ADI count for the present 10 AFL markets is 12,121,200 TV homes.

When Baltimore, Cleveland and Pittsburgh move into the American Conference in 1970, the spread will shrink to 5.8 million households, about half of what it is now. In 1970 the ADI count

## Here's how it stands today

Though most of the concentration now is on the 1970 realignment of professional football and its television lineups, there's still one more season to go under the old system, starting in August.

The TV schedules have not been announced, but CBS-TV expects its National Football League lineup to comprise five preseason telecasts, 27 regular-season telecasts and five post-season games—plus the Super Bowl between the champions of the NFL and the American Football League—while NBC-TV's still-tentative AFL schedule anticipates 33 regular-season telecasts, an all-star game and one or more pre-season games (see page 27).

Only schedule announced thus far is for the NFL preseason games on CBS. Made public last week, it provides for three prime-time and two early evening games (all times EDT): Sunday Aug. 10 at 6 p.m., Cleveland Browns vs. San Francisco 49ers at Seattle; Saturday Aug. 16 at 9:30 p.m., Green Bay Packers vs. Chicago Bears at Milwaukee; Saturday Aug. 30 at 6:30 p.m., Washington Redskins vs. Detroit Lions at Tampa, Fla.; Saturday Sept. 6 at 9:30 p.m., New York Giants vs. Minnesota Vikings at Minneapolis; Sunday Sept. 14 at 9 p.m., Baltimore Colts vs. Dallas Cowboys at Dallas.

of TV households (based on current ARB figures) will be: American Conference—14,945,700; National Conference—20,690,200. The American Conference will be represented in five of the top 10 TV markets and the National Conference will be in seven of the top 10 (see chart below).

Based on those figures, CBS will still be expected to pay more for its Na-

tional Conference schedule than NBC will be expected to pay for its American Conference line-up. However, if CBS and NBC remain adamant about refusing to carry a full schedule of Monday-night games, and if a third network does get in the picture, then the exclusivity of pro football will be passe and the rights for the Sunday games of both conferences will have to be reworked in light of how much a prime-time, 14-game national schedule will produce for pro football's coffers.

At CBS the feeling is that the loss of the three teams and the TV homes they command is less important than the number of telecasts that will be available. Until that figure is set everything is speculation and "nobody can tell whether the price will go up or down or stay the same."

CBS this year is paying \$20 million for the regular-season NFL games, \$2 million for the NFL championship, \$700,000 for the Pro Bowl (all-star) and \$500,000 for the Runner-Up Bowl for a total NFL bill of \$23.2 million. Additionally, the network has Super Bowl rights this year for the standard \$2.5 million. Thus, CBS's commitment to pro football for the 1969-70 season runs \$25.7 million.

NBC's \$9 million outlay this year includes all AFL games, preseason, regular-season and post-season.

The number of Sunday doubleheaders scheduled for CBS this year will be eight, one more than it carried in 1968. It also will carry the traditional Thanksgiving Day doubleheader. NBC has not listed its planned schedule or number of doubleheaders it has on tap, but last year the network scheduled 13 doubleheaders, 12 of them on Sundays.

It is understood Mr. Rozelle's office would like to limit the doubleheaders to about four per year.

The 1970 schedule of all teams will

## NBC expects gain in football audience

Football fans, like all sports fans, are home-town followers whether the team is good or bad. If that ages-old practice does not change, NBC should gain viewers in at least three markets when the American and National Football Leagues merge next year.

The new American Conference, which NBC will probably get rights to, is acquiring the Cleveland Browns, Pittsburgh Steelers and Baltimore Colts. In the Area of Dominant Influence of those three markets there are 2,824,500 TV households. At present the 16 NFL teams, including those markets, have home-market TV households totalling

Number of TV households in Area of Dominant Influence of home-team markets in realigned National Football League

American	ADI TV households	National	ADI TV households
New York	5,682,800	New York	5,682,800
Boston	1,432,800	Los Angeles	3,182,000
Oakland-San Francisco	1,372,600	Chicago	2,466,200
Cleveland	1,227,100	Philadelphia	2,070,000
Pittsburgh	959,000	San Francisco	1,372,600
Baltimore	638,400	Detroit	1,368,700
Houston	633,300	Washington	978,800
Miami	567,800	St. Louis	834,000
Cincinnati	560,400	Dallas	798,500
Buffalo	553,800	Minneapolis-St. Paul	702,200
Kansas City	514,400	Atlanta	615,300
Denver	422,900	New Orleans	398,200
San Diego	380,400	Green Bay	220,900
	14,945,700		20,690,200

Source: American Research Bureau

23.5 million, while the present 10 AFL teams show TV households of 12.1 million. The spread of 11.4 million TV households will shrink to 5.7 million

next year. The conference breakdown will give the American 14,945,700 TV households compared to 20,690,200 for the National.



include interconference as well as intra-conference games, and a Monday-night package will have both types.

Although ABC will probably talk to the Rozelle office about the Monday-night package, that network is expected to continue its collegiate football package at about \$10 million a year. Thus the best bet to pick the games up—if the package is firm and if CBS and NBC stick by their guns—is Hughes Sports Network.

Hughes moved into the pro football arena this year when it signed with AFL/NFL Films to produce and syndicate a weekly one-hour series *This Week in Pro Football*, the first series to combine action from both leagues (BROADCASTING, March 10).

Since Howard Hughes has acquired Sports Network Inc., money is literally

no object and if Richard Bailey, president of HSN, can get the rights to a Monday-night package, it could be the start of viable fourth network.

While football on Sunday and Monday may seem like a lot of pigskin passing and punting, the TV fan may find the end result of the league merger will provide him with more interesting and meaningful, if not fewer, post-season games.

At present CBS and NBC each carry their respective playoff games and all-star game. Additionally, CBS has been carrying the NFL's Runner-Up Bowl. The two networks have been alternating coverage of the Super Bowl, which, after merger, should return to the title of NFL Championship game.

Under the merged NFL, there will be three-game conference playoffs fol-

lowed by a championship game. There will also be an interconference all-star game.

Although still speculative, the championship and all-star games could be built into the right packages and alternated among the two or three networks involved in NFL coverage.

At the moment, everything for the 1970 season, except the alignment of the American Conference, is still up in the air. Mr. Rozelle's office has set no official prices for pro football and won't—at least until sometime in mid-June. At that time, hopefully, the 13 members of the National Conference, who meet June 2-3, will have reorganized. After that, it is Pete Rozelle versus the networks and, traditionally, Mr. Rozelle comes out smiling.

---

## Broadcast Advertising

---

### K.C. agency's thing: department stores

#### Valentine-Radford producing tailored campaigns in anticipation of even greater retailer use of TV

The surge in retailers' use of television has sparked the entry of a Kansas City, Mo., advertising agency, Valentine-Radford, into the business of offering a tailored TV campaign for large "quality" department stores.

As described last week by Herbert S. Valentine Jr. of the agency, who screened commercials for newsmen in New York, the agency helps map the TV strategy for stores and purchases the time on the stations. Earlier screenings were held for a group of Television Bureau of Advertising executives.

Mr. Valentine explained the concept was developed as the result of a successful use of the commercial approach that was designed by his agency for the Jones Store Co., Kansas City, the largest store of the 18-member Mercantile Stores Co. chain.

The approach uses a "quick-flick" technique, mixing or "reconciling" the merits of soft sell and hard sell, "price-and-item advertising and institutional advertising."

The commercial (in both a 30- and a 60-second version) is filmed, with integration of other specific messages produced on tape. Mr. Valentine said the service is being offered for a minimum six-month use exclusive in a market.

First step in the approach, he said, is for the store to use the image commercial, establishing the store visually on television and then proceeding to

special events whose messages are then threaded within the institutional commercial. Events which the store must schedule in the TV campaign—and report results to the agency—include Father's Day and back-to-school promotion plus pre-Christmas selling.

Mr. Valentine said the Jones store spent around \$15,000 in television last year, mostly in "co-op opportunities," but this year could be expected to be spending in the vicinity of \$75,000 to \$100,000. He said Joslin's in Denver, Ronzone's in Las Vegas and Fruog's in Tulsa, Okla., were the most interested and were purchasing the V-R concept and services.

He said: "We are not selling or syndicating commercials, but a concept. We see a breakthrough in the retail-department store advertising field in about six quick months. The TV channels will be saturated with retail advertising."

Mr. Valentine said that retailers are no longer asking: "Should I go into television or when I should go in, but how should I go into TV?"

#### Free gets National Airlines

F. William Free & Co., New York, has been appointed agency for National Airlines effective Aug. 1. The account bills between \$8 million and \$8.5 million, 60% of it in broadcasting. It re-

cently was removed from Papert, Koenig, Lois Inc. (BROADCASTING, May 5). F. William Free & Co., though is only a year old, had built its billings to almost \$12 million, exclusive at National Airlines. Other major accounts include B. V. D. (underwear), Heublein (cocktail mixers) and Schrafft's (restaurants).

#### Kendall is keynoter for AAF convention

Donald M. Kendall, who rose from a Pepsi-Cola syrup salesman to president of the diversified parent company Pepsico, will be the keynote speaker at the annual American Advertising Federation convention, June 29-July 2 in New York.

Leading off the agenda, along with Mr. Kendall, will be advertising workshops which will focus on basic principles and current thinking of advertising's various disciplines. These include creative, Shirley Polykoff, vice president and chairman of the creative board, Foote, Cone & Belding, New York; media, Herbert Maneloveg, vice president and director of media information services, BBDO, New York; sales promotion, Austin Johnson, vice president and director of merchandising and promotion, Benton & Bowles, New York, and research, Paul Gerhold, president, Advertising Research Founda-

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending May 4, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 4	Total dollars week ended May 4	1969 total minutes	1969 total dollars
	Week ended May 4	Cume Jan. 1-May 4	Week ended May 4	Cume Jan. 1-May 4	Week ended May 4	Cume Jan. 1-May 4				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 4.9	\$ 102.2	\$ 2,022.6	\$ 351.9	\$ 6,119.7	87	\$ 454.1	1,469	\$ 8,147.2
Monday-Friday 10 a.m.-6 p.m.	1,463.9	25,628.1	2,755.2	50,078.4	2,488.2	44,374.8	964	6,707.3	16,113	120,081.3
Saturday-Sunday Sign-on-6 p.m.	495.2	20,049.1	1,277.4	21,193.9	651.0	11,572.1	285	2,423.6	5,134	52,815.1
Monday-Saturday 6 p.m.-7:30 p.m.	452.6	6,117.6	783.4	13,639.5	494.5	12,620.1	101	1,730.5	1,642	32,377.2
Sunday 6 p.m.-7:30 p.m.	71.0	2,805.6	249.5	4,357.6	213.5	4,215.3	18	534.0	392	11,378.5
Monday-Sunday 7:30-11 p.m.	4,474.9	95,695.1	7,425.5	128,626.9	6,669.3	126,819.1	447	18,569.7	7,694	351,141.1
Monday-Sunday 11 p.m.-Sign-off	301.3	7,103.0	39.1	1,077.3	481.6	8,837.4	81	822.0	1,368	17,017.7
<b>Total</b>	<b>\$7,258.9</b>	<b>\$157,403.4</b>	<b>\$12,632.3</b>	<b>\$220,996.2</b>	<b>\$11,350.0</b>	<b>\$214,558.5</b>	<b>1,983</b>	<b>\$31,241.2</b>	<b>33,812</b>	<b>\$592,958.1</b>

tion, New York.

Gail Smith, general director of advertising and merchandising, General Motors, Detroit, will moderate the Wednesday, July 2, morning session "The World of Advertising/the World of Ideas." On the panel will be Ralph Carson, chairman and chief executive officer, Carson-Roberts, Los Angeles, with innovations in advertising; Carl Ally, chairman and chief executive officer, Carl Ally Advertising, New York, on political advertising, and Duke Marx, vice president, Marx Advertising Agency, Milwaukee, with retail advertising.

Thomas Dillon, president, BBDO, New York, will be on the "Future and Advertising" panel Tuesday morning, July 1, with leading authorities in the fields of education, economics and media.

Other special convention features include the club management trading posts and the Advertising Woman of the Year brunch.

### FCC takes stern stance on tradeout loggings

In a public notice last week the FCC slapped the wrists of broadcasters who fail to log as commercial matter announcements for which goods and services are paid.

The FCC said some licensees have not been including these "tradeouts" in making out logs or filing applications as required by Section 317 of the Communications Act.

Singled out in the commission's notice was the situation "in which a network, program producer or station receives free transportation, prize merchandise or other goods or services" for a com-

mercial spot.

Sections 317 and 508 of the act taken together, the FCC said, require the broadcast disclosure of such consideration—whether it is received by the licensee, his employees, the network or production personnel. "Accordingly," the commission said, "all networks will be expected to report such matter to their affiliates as commercial for purposes of computing commercial time, and all licensees will be required to compute such messages as commercial time in their applications."

### N. W. Ayer sets up internal production group

A new special projects group that will work considerably in the broadcast media, including packaging of programs, has been formed in the Chicago office of N. W. Ayer & Son.

To be headed by Terry Galanoy, the new Ayer group has been assigned projects for several new Alberto-Culver Co. products, public communication for the American Medical Association and programs for Radio Bible Class, Grand Rapids, Mich. Radio Bible, a \$2 million account, named Ayer as agency last month after many years with J. M. Camp & Co., Wheaton, Ill.

Radio Bible has a radio show of the same name on some 600 stations and has been using the medium for 35 years. Its TV effort is a weekly color half-hour video-tape series, *Day of Discovery*, started last fall as a musical and inspirational show, now carried on 59 stations. The Ayer group plans packaging of another new radio series for the interdenominational group plus new contemporary format ideas for the existing radio-TV shows.

### S.F. stations charged with ad copy lockout

The executive vice president and creative director of a West Coast advertising and public relations agency charged last week that several radio stations in the San Francisco area had refused to carry commercials for a group of Oldsmobile dealers on the ground that they would offend the competition.

Martin D. Rockey, a principal in Gross, Pera & Rockey, San Francisco and Los Angeles, claimed its commercials for Metro Olds, an association of 17 Bay Area Oldsmobile dealers, had been rejected because they stressed price comparisons with other makes. He claimed KNBR, KCBS, KGO and KSFO, all in San Francisco, and KABL Oakland, Calif., had turned down the campaign for Metro Olds.

"They said we were 'knocking' the competition," Mr. Rockey stated. "What they meant was: 'Our station is afraid of offending Ford, Chevrolet, Pontiac, Mercury, Buick, etc.' Some started re-writing our copy for us. Others forced us to re-record the spots."

Mr. Rockey said the commercials were aimed at new-car-buyer prospects. Prospects were asked to check the comparable model in the Oldsmobile line with specific new car prices named for Oldsmobile and other makes. "In attempting to get with it," Mr. Rockey said, "the radio industry has made quite a thing of its effort to bring 'truth' to listeners. It would follow that this philosophy should extend to commercial content."

He said stations always should have the right to refuse commercials that are in bad taste, obscene or libelous, but said that "when they refuse honest copy



**Sink your line  
into California . . .**



**Beeline<sup>®</sup> Radio is stocked with listeners.**

Beeline Radio's unique news feature — Capitol Report — guarantees Beeline listeners news that relates to them. Interviews, criticism, historical shows, analysis of key problems — this is the type of program that gets the attention of California's Inland Valley and Western Nevada listeners. A special Sacramento correspondent gets the news while it is fresh — Beeline gets it to the people — and your message reaches this \$7.8 billion market. Fishing is good in California with the Beeline.

Data Source: Sales Management's Survey of Buying Power—June 1968 (Effective Buying Income)

**McClatchy Broadcasting**

KATZ RADIO • NATIONAL REPRESENTATIVE



## Bandito tries shakedown to get into the chips

Scheduled soon after this week's Apollo 10 space mission is a shot to the moon by the Mexican bandit, Frito Bandito, in new 30-second commercials for Frito Corn Chips.

Produced for Foote, Cone & Belding, New York, by Pelican Films, that city, the commercials will be shown in Frito's network (all three networks) and spot schedules, starting later this month or in early June.

For the "moon set," the production studio built a reproduction of a U.S. space ship and used space suits for the two "astronauts." In the rotoscoped—combination of live action and animation—sequence, the animated character, "Bandito," and his burro greet the astronauts as they arrive on the moon. Bandito announces he has the "parking concession" and demands payment—in Frito Corn Chips. Geoffrey Kelly produced the commercial for the agen-



cy; Jack Zander (shown in picture) was director, and David Hogoboom produced for Pelican.

just because a competitor may not like it, it's time for a review of ethics, standards and morals."

Officials of the stations in San Francisco could not be reached immediately for comment.

## Broadcast-minded Sears adds network TV special

The disclosure last week that Sears, Roebuck & Co., Chicago, has signed for a 90-minute special on CBS-TV next September points up the giant retail chain's expansion into network television. Sears is already an established local-TV user and national-spot investor (\$12 million last year). The department store advertiser put almost \$5 million in network TV last year.

The CBS-TV show is a prestige color special that will picture Britain's royal family in official and unofficial roles. Titled *The Royal Family* and set for Sept. 21 (7:30-9 p.m. NYT), the program, placed through Ogilvy & Mather, New York, will depict Queen Elizabeth II as wife, mother and queen. The film is a joint project of the British Broadcasting Corp. and the independent (commercial) TV companies of Britain, and will also be telecast over their facilities in the United Kingdom.

## Disclaimers on picture quality due Oct. 1

TV set makers are going to have to use phrases like "simulated TV reception" or "TV reception simulated" when they show ostensibly operating TV sets in TV

commercials.

A new regulation from the Federal Trade Commission is effective Oct. 1 with orders that a disclosure must remain visible at all times that the advertised set appears with a picture on its screen.

The effective date of the rule and the agreement on phraseology was ordered in response to a request for clarification by the Electronic Industries Association, which followed an FTC announcement last February on the subject of mock-up pictures on TV sets. The FTC requirements apply to "all television advertisements that purport to demonstrate, directly or by implication, the quality of reception attainable by an advertised television set," FTC said.

Advertisements now being used without such disclaimers were approved for continued use until the October deadline. Catalogues now in distribution without explanations may be continued until normal replacement, the FTC said.

## FC&B's O'Toole urges lengthy blocks of spots

Bunching of as many as 10 or 12 commercials at one time in TV movies as presently done in Europe would be a good way to cut clutter and lessen program interruptions, John E. O'Toole, president, Foote, Cone & Belding, Chicago, said last week.

Talking to communications students at Northwestern University as part of a seminar conducted there by the Chicago chapter of the National Academy of Television Arts and Sciences, Mr. O'Toole felt each commercial would

stand or fall on its own merits in competition with other spots. The process, he thought, would help weed out banal or ineffective commercials.

Mr. O'Toole also suggested that television stations and station groups should declare publicly their editorial policy "since their point of view is already implicit in their programing." He felt they also should "openly persuade toward their views."

## Arlans happy with test, will go into 60 markets

The growing affinity between retailers and broadcast was underlined last week by an announcement that Arlans department stores, New York, a discount chain with 90 outlets in 70 cities, has tested TV and radio in three markets and intends to start campaigns in about 60 other markets before year's end.

Arlans tested spot radio-TV in three markets during March and April to promote the opening of new stores in Madison, Wis.; Wilkes-Barre, Pa., and Rochester, N. Y. The commercials, which feature Rocky Graziano, were produced by Don Purcell Productions, New York, in association with Herb Smithline, director of broadcast for Arlans.

Arlans' future time buys will be made by Mr. Smithline. They will feature new store openings and co-op campaigns.

## A newsman solicits advertiser pressure

Former Los Angeles police chief Tom Reddin, a radio and TV newscaster on KTLA(TV) and KMPC both Los Angeles since May 6, last week suggested to the Southern California advertising community that it apply economic sanctions against broadcast stations, newspapers and magazines as a means of indicating displeasure over editorial positions taken by media.

Discussing the nation's urban problems at a luncheon meeting of the Advertising Club of Los Angeles, Mr. Reddin stressed the necessity of first restoring order in the country and then restructuring our society. Among the things he suggested that the advertising community can do collectively and individually to make its voice heard in restoring order were the possibility of economic and vocal pressures.

"When you disagree with the editorial position of a station—television, radio—of a newspaper or a magazine," sanctions could be used, he pointed out. "You represent major advertisers. It would appear that your advertisers should be supporting publications and other segments of the media where you have some type of philosophical agreement," Mr. Reddin said.



# Now you can own a Chuck Barris original.

It's called "The Game Game." And it's the new creation of Chuck Barris, producer of "The Dating Game" and "The Newlywed Game," long-running network hits. Now it's your turn. Chuck's latest game sensation with the super-successful young look is available to stations as a first-run syndicated release.

And "The Game Game" is sensational, judging from initial sales. Given first crack at a unique personality game show especially crafted for today's young audiences by a proven master of the game, stations



and reps are jumping at it. Naturally.

Five taped color half hours of "The Game Game" a week. Better call quick.



**CBS Enterprises Inc.**

New York, Chicago, San Francisco, Dallas, Atlanta

## B&B disputes rating-service data

Information reaps confusion, agency finds, as it reports testing of new spot formats

Benton & Bowles is questioning the proliferation of data supplied by the TV rating services on the local level, claiming that much of it may be "wasteful, confusing or unreliable."

In the latest issue of its newsletter, *Impressions*, B&B cites studies in which 95% of the media buyers said that of 56 columns of information in rating books, only six were found useful in considering a buy. In another study, according to B&B, of the 31 columns of data common to all local-market reports, 24 columns of the data were never requested by media buyers.

"From the current profusion of available data a challenge emerges for the local television rating services," the B&B newsletter stated. "Let them develop a basic combination of meaningful audience data that is broadly useful

to media buyers in general. For those who would seek additional refinements, have them pay a flat sum of money, say \$500, for each additional column. The rating services then could take these funds and invest them in even more reliable data. What would result would be sudden contraction in 'column clutter,' but in any event, we would also see more meaningful, reliable and usable research."

The May issue of *Impressions* said also that network feature-film periods have declined to average share of audience of 34% from 37% last season. It attributed this decline in part to a departure this year from a practice of "front-loading" in a previous season, that is scheduling movie "block-busters" in the fall and early winter. Another factor cited by B&B was heavier reliance by networks on movie reruns and made-for-TV features.

The newsletter also analyzed the new rate card for Blair-represented TV stations under which the 30-second commercial became the basic unit. B&B said its analysis of a number of the new rate cards versus the old ones shows that, in general, "there has been a deterioration of approximately 10%

in 60-second efficiencies and a 4% improvement for the 30-seconds."

Benton & Bowles also reported on several innovations developed for an unidentified major client in spot-TV advertising formats. These formats include 70-second positions (a 30 and a 40-second commercial) and a predominant use of 120-seconds for several brand combinations (50/30/40, 40/40/40 or 60/20/40). The advantages of the 120-second position, B & B said, are that it minimizes the possibility of pre-emption (when the spots are placed at pre-emptible prices) since the station must sell two 60-seconds at the full rate; it reduces commercial clutter on the station; it often provides isolated locations and affords "a corporate override by matching three compatible products with each product identified under a corporate logo."

### Another ad tax

A bill proposing a 4% tax on advertising has been introduced in the Michigan legislature and referred to the House Taxation Committee, the Michigan Broadcasters Association alerted its members last week. House Bill No.

## Virginia Slims, 'give a damn' take top honors

A television commercial selling cigarettes took top honors last week at the Annual American Television Commercials Festival in New York.

A Philip Morris Virginia Slims commercial ("you've come a long way, baby" campaign created by Leo Burnett) was selected to share the "best over-all campaign" designation with a public service effort, the New York Urban Coalition's "give a damn" series created by Young & Rubicam. Virginia Slims also won awards for "best" in the categories of cigarettes and cigars, and of jingle techniques.

Other multiple winners were the American Motors' Rebel "driving school" commercial created by Wells

Rich, Greene ("best automobile," "best use of humor," and "best direction" categories); Purina canned meats "park bench" commercial by Gardner Advertising, St. Louis ("best pet products" and "best spokesman" for Pat Paulsen who appears in the message); Volvo's "attack of the car dogs" by Scali, McCabe, Sloves, New York ("best copywriting" and "best animation design"), and Monsanto wear dated fabrics "psychedelic" commercial by Doyle Dane Bernbach-Gemini Films and the Optical House ("best optical effects" and Movie-lab award for "best film editing").

Y&R was involved in the most winning commercials with 10; BBDO had five; Doyle Dane Bernbach had four: Foote, Cone & Belding, Leo Burnett and Wells, Rich, Greene each won three.

Eastman Kodak's award for the best cinematography was won by a public

service commercial, "starve a rat today," created for the Urban America Organization by Geer, Dubois Advertising, New York, and filmed by Bill Storz for Wylde Films.

NBC's award for effective use of color by an advertiser was presented for a Pepsi-Cola series of spots ("surf football," "rope swing" etc.) created by BBDO New York, and filmed by B.F.B. Productions.

A 3M Co. award for Electrophography (video tape used creatively) went to a Chrysler message ("fuselage") by Y&R, Detroit, and produced by Advertel, Canada.

A total of 58 statuettes were presented at the ceremonies. A special award also was given to the Advertising Council, which accepted on behalf of the advertising industry, for public service activities.



Best over-all campaign: Philip Morris's Virginia Slims



Best pet products/spokesman: Purina meats for dogs



Best 8-10 second ID: NSC's 'Baby Shoes'



# Dick's putting the squeeze on Perry Mason.

Sales prove it. "The Dick Van Dyke Show" is the hottest release to enter syndication since our "Perry Mason."

Crowding the all-time champ proves that Dick Van Dyke is as popular as ever. Further proof: his latest CBS Television Network special, reuniting him with series co-star Mary Tyler Moore, stood 'em in the aisles. It drew a mighty 49% share of the prime time audience. With a 31.2 rating.

Call us for more on Dick Van Dyke. If you like,



we'll fill you in on "Perry Mason." too.



**CBS Enterprises Inc.**

New York, Chicago, San Francisco, Dallas, Atlanta

## Pet food TV buying in 1967-68

As reported by Television Bureau of Advertising and based on figures from Leading National Advertisers

	1967			1968		
	Network	Spot	Total	Network	Spot	Total
Ralston Purina	\$5,601,200	\$3,607,500	\$9,280,700	\$6,273,800	\$4,608,800	\$10,882,600
General Foods	5,659,800	3,926,300	9,586,100	4,854,400	4,982,100	9,836,500
Carnation Co.	1,391,600	694,200	2,085,800	4,380,800	672,500	5,053,300
Quaker Oats	3,563,300	3,673,200	7,236,500	1,578,500	3,355,600	4,934,100
Liggett & Myers	2,927,500	910,500	3,838,000	3,284,000	362,800	3,646,800
Loews Theatres	244,700	—	244,700	1,456,900	71,300	1,528,200
Hartz Mountain Products	—	636,300	636,300	—	1,420,000	1,420,000
National Biscuit	329,300	427,800	757,100	256,100	955,600	1,211,700
Associated Products	—	1,708,200	1,708,200	—	1,187,100	1,187,100
H. J. Heinz	465,300	460,200	925,500	459,800	722,900	1,182,700
U. S. Tobacco Co.	—	184,900	184,900	—	958,500	958,500
Mars Inc.	—	351,600	351,600	534,400	132,400	666,800
Standard Brands	—	360,000	360,000	—	469,100	469,100
National Can	—	1,316,200	1,316,200	—	385,300	385,300
Perk Dog Food Co.	—	—	—	—	368,700	368,700
Doric Corp.	—	—	—	—	363,800	363,800
Borden Inc.	—	818,400	818,400	8,700	349,400	358,100
Savannah Sugar Refining	—	110,900	110,900	—	192,000	192,000
Armour & Co.	—	255,100	255,100	—	98,300	98,300
<b>tc. (add 000)</b>	<b>\$20,212.7</b>	<b>\$19,441.3</b>	<b>\$39,624.0</b>	<b>\$23,087.4</b>	<b>\$21,656.2</b>	<b>\$44,843.6</b>

3870 also would tax other services including such things as hotel accommodations and nudist camps. The MBA urged members to contact state representatives promptly as legislative action could come at any time.

## McAn leaves DDB for Mitchell-Morrison

Mitchell-Morrison Inc., small 11-year-old New York agency, has acquired its first television account, with the advertising for Thom McAn Stores Division.

McAn, which bills between \$3 million and \$4 million a year, announced it will move from Doyle Dane Bernbach July 1. Almost 75% of McAn's billings have been in radio and television.

Mitchell-Morrison, which has specialized in such things as record company advertising and currently handles the ABC Records Division, has had previous radio campaigns but this will be the agency's first major television account, according to Chairman Barrie Morrison. The account about doubles the agency's business.

The shoe company account was the second major loss of Doyle Dane Bernbach within week, coupled with its "mutual agreement" with Avis-Rent-a-Car to dissolve their six-year, \$5 million-a-year relationship (BROADCASTING, May 12).

## K&E Chicago obtains new creative service

John E. Matthews Ltd., specialized creative service firm with the Chicago office of Kenyon & Eckhardt signed as exclusive agency client, has been established by John E. Matthews, former

senior vice president of Leo Burnett Co. there. Concept is to form a catalytic agent for the entire agency creative staff rather than to create an internal think tank or "boutique" type operation often used now.

The Matthews firm also will take clients in other fields. The assignment with K&E runs for one year with renewal options. Apart from working regularly with K&E people on specific projects, Mr. Matthews also will conduct a monthly creative regeneration conference. New firm is at 268 Cumnor, Glen Ellyn, Ill. 60137; phone (312) 469-9195.

## Ad Council uses media to fight inflation trends

Members of the Advertising Council, the Joint Council on Economic Education and the U.S. Chamber of Commerce met with President Nixon last Thursday (May 15) to outline a voluntary action program to help develop understanding and action to control inflation. The Advertising Council has begun a public-service advertising campaign requested by the Joint Council calling for \$8 million to \$10 million worth of donated media time and space in 1969.

The Ad Council board of directors agreed to undertake the task of combating inflation psychology and arranged for Benton & Bowles, New York, to handle the campaign. Vic Bloede, member of the Advertising Council and president of B&B, said that shortly B&B would unveil "a hard-hitting advertising campaign which will dissuade the current public attitude that inflation is inevitable." The Ad Council's Industries Advisory Committee has agreed to raise

the necessary funds to defray the costs of campaign materials such as films and recordings.

President Nixon, in a statement expressing his administration's commitment to curb inflation, welcomed the joint educational program of the three groups. "Only with a better informed public can we build a sound basis for prosperity in the months and years ahead," he said.

## Also in advertising:

**SIN's Chicago office** ■ Spanish International Network, sales rep for seven Spanish-language TV stations, has opened an office at 8 South Michigan Avenue, Chicago. George Colon, of SIN's New York sales staff, is midwestern sales manager.

**New volume** ■ The Association of National Advertisers has published a new book, "How Much to Spend for Advertising," which was compiled and edited by Dr. Malcolm A. McNiven, vice president and manager, marketing research department, Coca-Cola U.S.A. Copies for ANA members are \$5 each and for nonmembers \$7.50 each, through the publications department, ANA, 155 East 44th Street, New York.

**School support** ■ Campbell-Ewald Co., Detroit, has adopted a tuition refund plan to encourage employes to get more education and keep up with changing conditions. Employes making under \$12,000 get full refund, those earning over that figure get partial refund.

## Agency appointments:

■ Horlicks Corp., Racine, Wis., names Kenyon & Eckhardt, New York, to handle \$1-million account. Former agency was Sid Stone Advertising, Milwaukee.

■ Samsonite Corp., Denver, has moved its \$2-million account from Grey Advertising to Wells, Rich, Greene, both New York. Samsonite has been spending better than 60% of its budget in broadcast.

## Rep appointments:

■ KATU(TV) Portland, Ore.: Katz Television, New York.

■ WRNC Raleigh, WSSB Durham, WFNC Fayetteville, all North Carolina; WWGO Erie, Pa., and WMAY Springfield, Ill.: Stone Representatives, New York.

■ WABX(FM) Detroit; KSHE(FM) St. Louis; KARD-FM Wichita, Kan.; KRBE(FM) Houston, and KFNB(FM) Oklahoma City: Gert Bunchez & Associates, St. Louis.

■ WCCM Lawrence, Mass., and WBBX Portsmouth, N. H.: Harold H. Segal & Co., Boston.

■ WADV(FM) Buffalo, N. Y.: AAA Representatives, Brooklyn, N. Y.



# There's no mystery to the new "What's My Line?"

It's unmistakable. A clear-cut, no-risk winner.

Now in its second year of first-run production, the new "What's My Line?" has racked up a spectacular record of 100% renewal. That means, in every first-year market cross country, buyers signed up for a second year. Plus lots of new sales in the bargain.

When a television series has everyone — repeat everyone — coming back for seconds, you know it's got to be great. 'Nuff said.



Five color half hours a week, on tape.



**CBS Enterprises Inc.**

New York, Chicago, San Francisco, Dallas, Atlanta

## Nash dashes off couplets for AT&T

Ogden Nash, famous for his sophisticated light verse, has composed two poems for two new American Telephone and Telegraph TV commercials. The spots, one 30- and one 60-second, will be introduced in September as part of AT&T's fall network participation buy.

Mr. Nash's verse discusses the emotional rewards of the long distance call, as a sample from the 60-second spot shows:

"What summons up familiar faces,  
And feels like hugs and warm embraces?

What's like a cozy newsy visit?  
That's not a difficult riddle, is it?

If any riddler needs assistance,

The answer is, of course, long distance."

The spots are scheduled to run through November on all three TV networks in daytime and prime time. They will also be made available to the 23 companies in the Bell System for local use.

## Feminine ad touch honored with Lulu's

Janet Boden, copy chief of Doyle Dane Bernbach, Los Angeles, won three of the so-called "Lulu" awards (golden statues) and four of the 45 certificates of merit presented May 9 at the 23rd annual achievement awards program of the Los Angeles Advertising Women, held at the Sheraton-Universal hotel, North Hollywood.

The competition was open to crea-

tive professional women from the 13 Western states and Western Canada in the categories of copywriting; advertising art and design; sales promotion and merchandising; public relations, and radio, television, motion pictures, filmstrip and slides. Following is a list of Lulu winners in broadcast categories:

Radio: Terry McFadden (Dailey & Associates), Bea Shaw (Bea Shaw Productions), Peggy Lancaster (Gumpertz, Bentley & Dolan).

Television, motion pictures, filmstrips and slides: Sandra Lynn Shuman (Sachs, Finley & Kaye), June R. Gader (Young & Rubicam), Janet Boden (Doyle Dane Bernbach), Jill Asher Murray (Carson/Roberts), Jane Meyer/Veronica McLaughlin (Eisaman, Johns & Laws), Mariella Voorhees (Carson/Roberts), Bette Lou Maybee (Carson/Roberts), Patricia Wright (International Communications Films-Doubleday), Florence H. Fowler (Vista Productions), Betty Hopkins (United Crusade), Dorothy Marootian (KCET[TV] Los Angeles).

## Reverse psychology

CBS Radio has prepared an advertising campaign to begin May 16 that encourages advertisers to "buy NBC or Mutual or ABC" in addition to CBS Radio. The copy in the ad parenthetically explains this as "a nudge from the Number One radio network to add a second." The ad says that with a total of 40 announcements a week on CBS and NBC radio networks, the advertiser can "reach 62% more people than you do with an average prime night-time network TV minute," reach them almost three times a week "and the cost is about 13% less."

## Hamm's bear will be upstaged

It's back to the woods most of the time for the friendly bear that sold Hamm's beer on TV in recent years.

J. Walter Thompson Co., as the new agency on the multimillion dollar account replacing Campbell-Mithun, has come up instead with a company signature featuring an old-style script used by the brewery at the turn of the century.

A sea chanty also will underscore the broadcast commercials which stress Hamm's "104-year-old tradition of quality."

Hamm's bear? Considered by the company one of the nation's best identified advertising personalities, he'll still pop through the trees long enough to appear in collateral advertising and merchandising.

## Business briefly

**Alberto-Culver Co.**, Melrose Park, Ill., assigns a \$6 million budget for a one-year introduction campaign for new European Naturals hair coloring line. Most of budget will go into network TV. Agency: J. Walter Thompson, Chicago.

**Anheuser-Busch**, St. Louis, has signed with Sinatra Enterprises to sponsor a fifth Frank Sinatra TV special on date and network to be set. A four-year contract calling for four specials with reruns has been completed by the singer for the brewery. Agency is D'Arcy Advertising, St. Louis.

**BankAmerica Service Corp.**, through D'Arcy Advertising, both New York, will sponsor Herb Alpert and the Tijuana Brass's third network special on NBC-TV Wednesday (Oct. 29) 9-10 p.m. EST.

**North American Philips Corp.**, New York, plans a three week pre-Father's Day spot TV campaign in the Chicago area for Norelco tape cassette equipment.

**Corning Glass Works**, Corning, N.Y., is advertising its "counter that cooks," with 30-second spots on five Chicago television stations and 30 radio stations in the Chicago area. Rumrill-Hoyt Inc., Rochester, N.Y., is the agency.

Several purchases on NBC Radio include: **Lincoln-Mercury Division of Ford Motor Co.**, Dearborn, Mich., through Kenyon & Eckhardt, Detroit, on *News of the World*; **Greyhound Corp.**, Chicago, through Grey Advertising, New York, and **American Laundry Machinery Industries**, through Ralph H. Jones Co., both Cincinnati, on *Monitor* and AT&T, through N. W. Ayer & Son, both New York, on *Empasis*.

## Network-TV billings show 13.5% increase in April

The highest percentage gain of any month in more than two years was scored in network billings last month, when advertisers invested \$140,007,700 on the three TV networks. The increase was 13.5% over April 1968 but the Television Bureau of Advertising noted

that last year's figures were deflated because of coverage of the death of Martin Luther King.

For the first four months of this year, network-TV billings totaled \$575,073,200, up 8% over the same period in 1968. Weekend day time showed the biggest increase (18.3%), according to the TVB/Broadcast Advertisers Reports compilation.

Network television net time and program billings by day parts and by network (add 000)

	April			January-April		
	1968	1969	% Chg.	1968	1969	% Chg.
Daytime	\$ 36,730.1	\$ 42,072.8	+14.5	\$166,467.7	\$175,744.1	+5.6
Monday-Friday	27,237.0	30,847.0	+13.3	120,278.0	125,352.6	+4.2
Saturday-Sunday	9,493.1	11,225.8	+18.3	46,189.7	50,391.5	+9.1
Night time	86,619.1	97,934.9	+13.1	366,092.6	399,329.1	+9.1
<b>Total</b>	<b>\$123,349.2</b>	<b>\$140,007.7</b>	<b>+13.5</b>	<b>\$532,560.3</b>	<b>\$575,073.2</b>	<b>+8.0</b>

	ABC	CBS	NBC	Total
January	\$37,044.6	\$56,289.5	\$56,790.1	\$150,124.2
February	38,408.0	50,452.9	49,184.0	138,044.9
*March	41,552.8	53,035.1	52,308.5	146,896.4
April	36,284.3	53,770.5	49,952.9	140,007.7

\* Revised. Source: TVB/BAR



# Warning: laughter is contagious on "Candid Camera."

Millions have caught the habit of roaring at the spontaneous high-jinks of "Candid Camera." And it's still spreading.

As long as people laugh at people and themselves, "Candid Camera" will attract huge audiences. Like during its seven sold-out seasons on prime-time CBS (in the Top 10 four out of seven seasons). And again in market after market as a daytime strip on CBS. Now there are more great guffaws in store as "Candid Camera" enters syndication. Early sales are impressive. So make sure you get in on the laughter. And profits.



Come on, laugh it up.  
Give us a call.



**CBS Enterprises Inc.**

New York, Chicago, San Francisco, Dallas, Atlanta

# FCC amends its CATV proposals

## New revisions would protect CP's, alter market listings, and clarify zone areas

After struggling with it for weeks, the FCC last week issued a notice of rule-making revising proposals contained in the proposed overhaul of its CATV rules that it issued on Dec. 13 (BROADCASTING, Dec. 16, 1968). The commission also issued interim procedures designed to "simplify and expedite" CATV processing while action on that major rulemaking and inquiry is pending.

Under the proposed revision of its CATV rulemaking, the commission would accord zone protection to construction permits as well as to operating television stations, change its market listings in some respects and modify the manner in which the 35-mile radius is determined.

In its Dec. 13 notice of rulemaking, the commission proposed to require CATV systems within 35 miles of the post office of the major city in any of the top-100 markets to obtain permission of a distant station before importing its signals.

The new proposal is to accord the same protection to stations not on the air, but authorized by construction permits, for a period of 18 months from the date of the CP grant or until Feb. 15, 1970, whichever is later.

The commission also proposed to change the listings in five markets, to eliminate some cities that do not have television service and add cities that do. It would also attribute additional cities to the listed community in 12 others, but only for the purpose of the rule barring the importation of signals from one major market into another. Oakland, for instance, would be included among those San Francisco-market stations whose signals could not be carried in another major market. But the San Francisco market would have only one 35-mile zone, with San Francisco at its center.

The commission proposed to clear up what it said was confusion about zones by making clear that every station—whether or not one of the top-100 markets—has a specified zone. And it proposed adopting a suggestion of the National Cable Television Association that it use, in measuring the circles, the coordinates contained in a U.S. Department of Commerce publication, *Air-Line Distances Between Cities in the United States*. The document

lists 492 cities, and NCTA prepared a list based on post-office locations for cities not included.

The list would include cities with authorized stations that are not operating. And in another refinement, the commission would extend the zone from the community of license rather than of assignment.

The commission would also modify its proposals as they relate to educational stations in markets below the top 100. Under the original proposal, small-market CATV systems within 35 miles of any station would be required to obtain retransmission permission to import a distant signal if it were already carrying three full-network services, an independent and an educational station.

Under the proposed revision, the zone restriction on distant signals would apply only to distant educational signals for CATV systems located within 35 miles only of an educational station and outside the 35-mile zone of any commercial station.

The new procedures the commission

will follow pending the completion of the rulemaking proceeding are designed to meet the complaints of CATV systems that the start of their proposed service is being delayed unduly by the commission in its processing of their requests for rule waivers or protests by stations.

The commission said that in cases where the proposed service would be consistent with the proposed rules, it would endeavor to act within 60 days after the filing or reply findings.

The commission also said parties who instituted proceedings before the rulemaking was initiated should file supplemental pleadings if they want to make use of the new "expenditures processing." Some 35 to 40 cases are said to be involved.

Broadcasters who challenge proposed CATV service as being inconsistent with the proposed rules need not discuss the merits of the case, unless the only issue is leapfrogging—that is, the by-passing of the signal of a closer station than the one to be carried—or un-

## Full week ahead on CATV hearing

An overflowing list of witnesses has been tentatively assembled by the House Commerce Communications Subcommittee, under the chairmanship of Representative Torbet H. Macdonald (D-Mass.) for this week's hearings into cable television and the FCC and its CATV regulations.

Testimony begins today (May 19) with Representative Samuel S. Stratton (D-N. Y.) and other interested congressmen, plus members of the FCC. Tuesday's session will feature communications experts from the Commerce Department and Frederick Ford, president, National Cable Television Association, Washington.

On Wednesday (May 21) Eugene Rostow is tentatively scheduled to testify. Mr. Rostow, who led President Johnson's Task Force on Telecommunications Policy, is expected to face intensive questioning on the contents of the task force report which has been in the hands of President Nixon

for some time under a veil of secrecy. Also scheduled for Wednesday are several mayors and city representatives who have a stake in CATV legislation as it affects city revenues.

On Thursday (May 22) West Virginia Governor Arch Moore is scheduled, along with spokesmen for the National Association of Broadcasters, and Lester Lindow, executive director, Association of Maximum Service Telecasters, Washington. Several mayors will also testify.

Friday's session will be open to various witnesses with diverse interests, both for and against CATV legislation. These include cable operators, commercial and educational broadcasters, equipment manufacturers, utility representatives and private citizens.

Because there are so many witnesses who want to testify before the subcommittee, hearings will probably be scheduled again in early June. They cannot be scheduled next week because the parent House Commerce Committee is meeting in executive session to consider legislation on cigarette advertising.



less some other party claims the proposal consistent. But broadcasters who do not discuss the merits in a close case, the commission warned, will be proceeding at their own risk.

The commission, whose action was in response to petitions for reconsiderations filed by trade associations, CATV operators and broadcasters, rejected the contention that the interim procedures are in effect rules adopted without interested parties having a chance to comment. The commission said that it is

acting essentially under existing rules and its interim procedures are within its discretion.

It also denied the petitions for substantive changes in the proposed rules. It said it would not consider such requests until it had reviewed the comments being filed in the proceeding (see page 57).

The new interim procedures and the further notice of proposed rulemaking have caused considerable controversy

within the commission since April 9, when they originally were placed on the agenda for discussion. And the vote indicates that not all of the differences were resolved.

Commissioners Robert E. Lee and James J. Wadsworth voted for the package, with Chairman Rosel H. Hyde concurring in the result. Commissioner Kenneth A. Cox concurred in part and dissented in part. Commissioners Robert T. Bartley and H. Rex Lee dissented, and Nicholas Johnson abstained.

## NBC analyzes vote switching

### Opinion Research study shows TV has no marked effect on which way votes are cast

A study of last November's presidential election commissioned by NBC concludes "with a high degree of confidence that television election broadcasts have no detectable influence on voting behavior," the network reported last week ("Closed Circuit," May 12).

Undertaken to settle the oft-repeated question of whether election-night broadcast returns of East Coast voting affect balloting at still-open West Coast polls, the survey concluded that such broadcasts exert no "statistically significant" influence on either voter turnout or candidate switching by voters.

A 16-page report on the study was to

be presented Saturday (May 17) during the four-day annual conference of the American Association for Public Opinion Research at Lake George, N.Y. NBC President Julian Goodman had outlined highlights of the findings at the NBC-TV affiliates convention in Los Angeles earlier in the week (see page 44).

The network commissioned the Opinion Research Corp. of Princeton, N.J., to select interview samples of voters and conduct field work through an Opinion Research subsidiary, Market Dynamics Inc., also of Princeton.

Dr. Thomas E. Coffin, NBC vice president, research and marketing, and Dr. Sam Tuchman, NBC manager, marketing and management research, were to present the study report at the Public Opinion Research convention.

They noted four previous studies of the 1964 presidential election, including ones conducted by personnel of the University of Michigan and the University of California at Berkeley, all of which showed there were no measurable effects of TV on voting.

But the two NBC researchers also acknowledged that in the 1964 elections there was a clear-cut difference between the two candidates [incumbent Lyndon Johnson, challenger Barry Goldwater], enabling people to make up their minds on which man to vote for well in advance of election day, whereas the close 1968 campaign made likely "the very kind of election in which, if TV election broadcasts did indeed have any effects, these effects should be the most apparent and detectable."

Following review of the new data, they stated: "When the results of this study on the 1968 election are examined in the perspective of the prior four studies on the 1964 election, we can conclude with a high degree of confidence that television election broadcasts have no detectable influence on voting behavior—in close elections, as well as in landslide contests."

As the NBC experts described the study, two groups of sample voters were selected for before- and after-election interviews to determine, first, voting plans and, second, actual voting behavior. Personal at-home interviewing was used to avoid problems concerning telephone ownership or nonownership.

As a control group, 517 registered voters were selected in the eastern time zone, and as a probability sample, 1,455 registered voters were selected in the Pacific time zone, giving a total interview group of just under 2,000 persons.

According to the report, re-interviews after the election were completed with



Mr. Goodman



Dr. Coffin

91% of the persons interviewed before the election.

Respondents were broken down into sub-groups of those who had been exposed to TV election broadcasts before voting or deciding not to vote, and those unexposed.

In the West, 94 respondents—or 6% of the total—were exposed to the broadcasts before deciding whether or not to vote. The researchers explained that the seemingly low 6% figure came because the bulk of western voters—62%—went to the polls before network broadcasts began at 3 p.m. (PST).

Of the remaining 38% that could have watched the broadcasts before voting, 17% did, according to the study. From this it was concluded that “while relatively few voters were exposed to the election broadcasts before voting, they were potentially a large enough group to have affected the outcome of the close 1968 presidential election.”

In the East, less than 1% of the voting sample was exposed to televised returns before balloting, which the report said gave a “minimal potential for television affecting the election results in the East.”

Comparing voting turnout plans from pre-election interviews with actual results from post-election interviews with voters unexposed to television, the researchers found that 41 out of the 1,361

unexposed voters in the West—3%—changed their turnout plans. According to the report, this indicated that even if there were no TV broadcasts, 3% of the voters in the West could be expected to make changes in their turnout plans.

Interviews with voters in the West who had been exposed to TV coverage showed that four out of 94—4.3%—had changed their turnout plans. The researchers said the difference between the 3% unexposed and the 4.3% exposed was not statistically significant.

In fact, the study also found that among unexposed voters in the East, 7% changed their turnout plans—a significant difference apparently indicating that geographic location, far more than television, influenced last-minute decisions on whether or not to vote.

Next, the researchers studied voters who switched their votes from the preferences they had expressed in interviews before the election. It was found that 6.1% of the unexposed voters in the West switched candidates, and this was accepted as the “normal” level of candidate switching in the West, without television as a factor.”

Of the exposed western voters, it was found that 6.7% had switched candidates, again ruled “not significantly different” from the 6.1% of the unexposed western candidates.

Among unexposed voters in the East,

5.6% switched candidates, also considered not statistically different from the other two figures.

To summarize their data, the researchers totaled all switching done by the interviewed voters, whether in turnout or in candidate choice.

They found that in the group of unexposed western voters, 8.9% made some change, which was taken as the “normal level.” Among exposed voters, the total level of change was 10.6%, which also was ruled not statistically significant in difference from the control percentage.

In the eastern group, 12.1% of the unexposed voters changed their voting plans—which the researchers ruled was “statistically significantly different” from the level among the western unexposed group and which the surveyors said again “reflects the fact that the eastern voters were more likely to change their voting turnout plans.”

The researchers also noted that the total number of exposed voters in the West who registered any change in voting plans amounted to only 10 voters—0.7% of the total sample of registered western voters. They pointed out that President Nixon’s actual victory margin in the West was 2.8%.

From this the NBC authorities concluded that “in this context it is evident that even if all the exposed voters who changed voting plans were caused to do so by the TV election broadcasts, and even if their changes were all in Humphrey’s direction—both assumptions not true—there were still far too few of these people to have affected the outcome of the election in the West.”

## Profits up in '68 for typical TV

NAB survey shows 19% earnings ratio on total \$1.5 million in revenues

The National Association of Broadcasters’ annual survey of financial data for the typical television station shows revenues and profits increased for the median station last year.

The report, based on revenue and expense figures submitted by stations in the nationwide survey, shows that the profit margin of the average station increased from 18.14% in 1967 to 19.86% in 1968. Total broadcast revenues amounted to \$1,452,000 last year, compared to \$1,346,600 in 1967—an increase of 7.8%. Total broadcast expenses amounted to \$1,102,300 in 1967 and increased to \$1,163,600 last year. Pretax income was also up—\$288,400 for the median station in

## Appraisals that Command respect . . .

What is that broadcast property really worth? As a buyer or a seller, your opinion cannot mean as much as ours. For Blackburn has a proven record of appraisals, based on accurate market surveys and analysis, potential and projected as well as actual earnings, knowledge of the ever-changing market, and other factors. Can you afford to hazard the market without guidance from a reliable broker?

69-2

### BLACKBURN & Company, Inc.

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

#### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
Frank H. Nowaczek  
1725 K St., N.W.  
333-9270

#### CHICAGO

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

#### ATLANTA

Clifford B. Marshall  
Robert A. Marshall  
Harold Walker  
MONY Building  
1655 Peachtree Rd. N.E.  
873-5626

#### BEVERLY HILLS

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



1968 compared to \$244,300 the previous year.

Total time sales rose from \$1,465,200 in 1967 to \$1,577,700 last year. Although time sales from networks declined from \$372,200 in 1967 to \$358,100 in 1968, sales to national and regional and local advertisers registered increases. National and regional sales amounted to \$645,300 last year compared to 1967's \$593,400, and sales to local advertisers rose from \$499,600 in 1967 to \$574,300 last year. Total salaries also registered an increase—\$487,900 in 1968 as compared with 1967's \$461,700.

Responding stations expect a 7.2% increase in revenues in 1969.

The NAB report will be mailed in June to all NAB television members and responding stations.

### Changing Hands

The following station sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 79):

■ **KPOI-AM-FM** Honolulu and **KMEN** San Bernardino, Calif.: 51% of Hawaii stations and 100% of California station sold by Orin Lehman and Albert Heit to Victor Armstrong and others for \$800,000. Sellers own WHUC and construction permit for WHUC-FM, both Hudson, N. Y. Mr. Armstrong, formerly senior vice president of Kenyon & Eckhardt and Ted Bates & Co., both New York, owns KDWB Minneapolis-St. Paul. KPOI is full time on 1380 kc with 5 kw. KPOI-FM is on 97.5 mc with 35 kw and an antenna height of minus 185 feet above average terrain. KMEN is full time on 1290 kc with 5 kw. Broker: LeRue Media Brokers.

■ **WIFI(FM)** Philadelphia: Sold by Melvin Gollub and others to General Cinema Corp., Boston, for \$750,000. Buyer, headed by Richard A. Smith, owns a movie chain in 27 states; bottling plants in seven states, and a chain of bowling lanes. WIFI(FM) is on 92.5 mc with 50 kw and an antenna height of 420 feet above average terrain. Broker: Blackburn & Co.

■ **WCME-AM-FM** Brunswick, Me.: Sold by Maurice L. Goulet and Roland G. Fortin to A. Abbott Coblenz for \$232,000. Mr. Coblenz owns 25% of WORC Worcester, Mass. WCME is a daytimer on 900 kc with 1 kw. WCME-FM is on 98.9 mc with 80 kw and an antenna height of 205 feet above average terrain.

■ **WFBF** Fernandina Beach, Fla.: Sold by Harold J. Mann to Charles C. Scovill and others for \$70,000. Mr. Scovill was formerly general manager of WAAG Adel, Ga. WFBF is a daytimer on 1570 kc with 1 kw. Broker: Chapman Associates.

## Tougher rules proposed on employment

### FCC general counsel would put burden on stations to prove no discrimination

An FCC-proposed rule to bar broadcasters from discriminating in employment on the basis of race, which had been expected to clear the agency easily, may yet generate controversy within the commission. The reason is a surprise proposal by the commission's general counsel's office that, reportedly, would switch the thrust of the rule.

The commission last July, acting at the request of the United Church of Christ, proposed a rule under which it would move—in renewal hearings—against stations accused of job discrimination (BROADCASTING, July 8, 1968). Hearings would be held only after complaints had been referred to appropriate federal or state equal-employment opportunity commissions and a "substantial" question of discrimination had been found to exist.

But under the general counsel's office proposal, as reported, the commission would abandon the plan to rely on complaints; instead, it would require stations at renewal time to demonstrate they had not discriminated in employment practices. This would be in

line with recommendations of civil-rights groups that filed comments in the rulemaking proceeding.

The general counsel's office is also said to have drafted a new notice of proposed rulemaking that would make the commission an even tougher guarantor of equal-employment opportunities in the broadcasting business. Among other things, it would require broadcasters to follow a specific program for assuring equal-employment opportunity at their stations.

Commission members, including Chairman Rosel H. Hyde, had not seen the document containing the proposed rule and notice of rulemaking, although a published report purporting to describe it appeared on Monday. But if it is accurate, commission members said, it appears to go beyond anything they had considered.

As a result, there was no indication last week whether the commission would adopt the general counsel's package. Some officials appeared hostile to at least portions of it. The commission is expected to consider the matter with-

### EXCLUSIVE LISTINGS!

**NORTH CENTRAL** —Old established regional fulltimer AM & FM, low frequency, good power, that has excellent growth history. Operation profitable and has good cash flow. Price \$750,000—29% down—balance to be negotiated. Transmitter real estate included.

Contact Richard A. Shaheen in our Chicago office.

**HAWAII** —10,000 watt non-directional fulltimer that essentially covers the Islands. Now under absentee ownership. An excellent opportunity for owner-manager who is sales oriented and accustomed to working with advertising agencies. Price \$400,000—29% down—Balance 7% 10 years.

Contact Don C. Reeves in our San Francisco office.

*Hamilton-Landis*  
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties  
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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

CHICAGO  
1507 Tribune Tower 60611  
312/337-2754

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

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

in two weeks.

The change in direction reportedly contained in the general counsel's office document was surprising since, as several commissioners said, the staff had not been given instructions on how the rule was to be drafted.

It is customary for staff members responsible for a rulemaking to draft a rule, based on the notice of rulemaking and the comments that were filed in the proceeding, without instructions, and then submit the finished product to the commission. But commission members last week said that, unless instructed to take a different approach, staffers normally draft the rule along the lines blocked out in the notice of rulemaking.

## The problem of getting candidates on cable TV

Milton Shapp, chairman of the Shapp Corp., a cable TV company, urged CATV operators to expand their facilities to provide political candidates and public officials with the means to present their views to the public.

Mr. Shapp, founder of the Jerrold Corp., Philadelphia, a major CATV equipment manufacturer and cable TV group owner, and unsuccessful candidate for governor of Pennsylvania in the 1966 election, stressed that CATV systems are in a unique position to provide exposure for local and state offices be-

cause of the local nature of CATV systems. In fact, he added, CATV systems can offer political candidates "virtually unlimited time on local origination channels."

He emphasized that cable systems must be non-partisan and he added: "We of the CATV industry have a golden opportunity to serve the public interest."

Mr. Shapp made his remarks at the Pennsylvania Community Antenna TV Association meeting in Allentown, Pa., earlier this month.

The Shapp Corp. owns four cable systems in Pennsylvania; at Williamsport, Greensburg, Reading and Coraopolis.

# Warnings sounded on federal intrusion

## Sarnoff, Scott tell NBC-TV affiliates to strengthen public relations effort, point to TV's achievements

The president of RCA and the chairman of its broadcasting subsidiary warned last week that attacks against the broadcasting system will intensify before they abate. Both urged broadcasters to take the initiative in turning back the assaults.

Robert W. Sarnoff and Walter D. Scott, speaking to a convention of NBC-TV affiliates, defended the present U.S. system as the best in the world, but they pointed out that it could be radically changed by proposals now under active consideration by the government.

Mr. Sarnoff made his remarks in introducing Mr. Scott, who was the principal speaker at last Monday's luncheon session of the convention.

Mr. Sarnoff said that the broadcaster "occupies just about the most exposed position in a free society that delights in taking pot shots at any visible target." But lately, he said, "the quality of criticism seems to have undergone a significant change."

He spoke of "far-reaching proposals which call into question the very structure of commercial broadcasting."

"Basic changes have been sought or proposed in the standards that are applied in deciding who should own and operate television and radio stations," the RCA president said. "Doubts have been raised as to whether performance or promise is more important in weighing rival applications for television channels."

In the past year, Mr. Sarnoff said, "the integrity of broadcast news has come under attack. Overt attempts have been made both locally and nationally to impose official judgments and standards upon television news coverage."

"Proposals have been advanced for a government-sponsored panel of leading citizens to review and evaluate both broadcast news and entertainment," Mr. Sarnoff said. "You have heard its proponents argue that such a body could function as a private pressure group, free of government influence. But could it? I am reminded of a cartoon which shows a tycoon advising his staff: 'Of course, it's only a suggestion—but don't forget who made it.'"

Mr. Sarnoff told the station men that there was a flaw in a fundamental argument used by advocates of government control. The argument is that control is justified because the airwaves belong to the public.

"The airwaves have no meaning to

the public apart from the broadcasting services they carry," Mr. Sarnoff said. "And the bulk of those services would not exist if station owners had not taken the initiative and the risk of investing in the development of facilities and program commitments to provide them."

Mr. Sarnoff told the station men it was up to them "to continue proving by your own performance that the present system of commercial broadcasting can do the best job in providing a free and diversified service to the public."

Mr. Scott found it paradoxical that criticism of television has never been more shrill while audiences of television have never been larger or more atten-



Mr. Scott



Mr. Sarnoff

tive. "We must be satisfying somebody," said Mr. Scott, "even if it only happens to be the overwhelming majority of the people who own sets."

The NBC chairman told the affiliates that broadcasters have failed in their public relations. "We have responded defensively to criticism rather than taken a positive view of our achievements, which have been many and significant," he said.

"Where, for example, has a service expanded as rapidly across the country as American television has done in the last 20 years? We were the first to make color a practical reality. We have brought the moon and space directly into the living room, and this July we will show the first lunar landings live in color. We have entertained and we have informed. We have reported the facts. We have done a job we can rightly be proud of."

He urged the broadcasters to tell "the broadcasting story" to their own communities, by use of their own facilities and others. "There are few things more important today than a clear and accurate picture of the contributions that television is making, nationally and in every community your stations serve."

The commercial system, Mr. Scott said, seeks to provide a total service.

In that mission the commercial system will find no rivalry from the noncommercial system that is developing."

"Certainly noncommercial television is not a substitute for our commercial network-affiliate system," Mr. Scott observed. "They are specialists, we are generalists, and the issue is not who is serving the public interest better, but how we can both serve that interest best."

## FCC flunks in trafficking report

### House group says commission should have held hearings on D. H. Overmyer transfers

In a report that hits hard at the FCC's procedures in dealing with transfers of construction permits, the House Investigations Subcommittee has recommended a series of FCC reforms and an elimination of the amendment to the Communications Act that keeps the commission from considering competing applications during station or CP transfers.

The report was one of two cleared for publication and submission to the House by the subcommittee's parent Commerce Committee. The other dealt with fairness-doctrine problems (see page 58). The chairman of the full committee and the subcommittee is Harley O. Staggers (D-W. Va.).

The trafficking report stemmed from a series of hearings that followed FCC approval of the transfer of five UHF CP's from D. H. Overmyer interests to the U.S. Communications Corp., a subsidiary of the AVC Corp. In the report the subcommittee makes harsh judgments about the activities of the principals in the case and even harsher judgments about the commission's handling of the matter.

The FCC in general is charged with "abdication of its statutory responsibility." Mr. Overmyer's CP applications "were patently deceptive" in the first place, the subcommittee says. Extensions of the CP's may or may not have been necessary, it is held, but Mr. Overmyer's failure to amend his CP

extension application to reflect changes in his financial status and report that the sale of the CP's had been negotiated amounted to a violation of the FCC's rules that was overlooked by the commission, the subcommittee says.

And the loan and stock-option agreements negotiated by Mr. Overmyer and AVC pursuant to the transfers, the report charges, "violated the Communications Act and the commission's out-of-pocket expense policy." In the transfer agreements, Mr. Overmyer kept a partial interest in the permits, and gave AVC an option to purchase his remaining interest. The subcommittee holds that the option agreement, despite a choice of methods for determining the price to be paid for the remaining interest, in effect guaranteed Mr. Overmyer a profit on the CP's. "The choice of option methods was a sham," the report says.

The details "should have immediately raised the specter of trafficking and called for a full-fledged review in a public hearing of Mr. Overmyer's activities," the report charges.

The report focuses its heaviest artillery on the lack of public hearings. "The most enigmatic aspect of Mr. Overmyer's CP history—from acquisition to transfer—has been the FCC's failure to hold public hearings. . . . This singularly important fact in and of itself demonstrates the shocking abdication of regulatory responsibility

## Affiliates back NBC against FCC inroads

NBC-TV affiliates voted last week to join their network in opposing FCC proposals to restrict network program ownership and the amount of evening time stations may clear for networks.

The action was taken at a closed meeting of affiliates during last week's convention of NBC-TV stations in Los Angeles. In addition to the case against the FCC's so-called 50-50 rulemaking, the affiliates board of delegates was also instructed to intercede in opposition to pending legislation that would circumscribe network-station relations. A particular target of attack will be a bill submitted by Representative Jake Pickle (D-Tex.) to provide for direct regulation of the networks under the Communications Act (H.R. 6030).

In the picture above members of the

affiliates board posed before starting a strategy session. Left to right: Robert E. Kelly, KCRA-TV Sacramento, Calif.; Harold Froelich, WTVO(TV) Rockford, Ill.; Stanley S. Hubbard, KSTP-TV St. Paul; Walter E. Bartlett, Avco stations; Howard H. Fry, KFDX-TV Wichita Falls, Tex.; Harold Grams, Pulitzer stations (chairman of the affiliate board); M. E. Greiner Jr., WMC-TV Memphis; Frank Gaither, Cox stations, and William R.

Roberson, WITN-TV Washington, N.C.

Messrs. Froelich, Greiner and Roberson were elected to the board last week to replace the retiring Robert J. Rich, WDSM-TV Superior, Wis.-Duluth, Minn.; William Thomas Hamilton, WNDU-TV South Bend, Ind., and Ralph Jackson, WAVE-TV Louisville, Ky.

Absent from the meeting were Harold See, KRON-TV San Francisco, and Douglas Manship, WBRZ(TV) Baton Rouge.



The NBC-TV affiliates board



and disregard for the public interest which have characterized commission performance under the Communications Act and its own rules and policies," the report holds.

In August 1968, the subcommittee notes, the commission issued a notice of proposed rulemaking, "apparently as a result of the special subcommittee's hearings," that would require hearings on transfers involving loans, options or other forms of retained interest. The rules were adopted in March (BROADCASTING, March 10).

Certain proposals for FCC reform call for some of the steps the commission has already taken. But other proposals are new. The subcommittee would require the FCC to amend its application forms for new stations and transfer of licenses or CP's to require CP applicants to submit copies of their federal income-tax returns for the two years immediately preceding the date of application.

Also required would be "written, legal commitments of all credit or funds that an applicant says will be used in station construction or operation."

Holders of CP's would be required to submit certified financial information to the commission annually and keep the FCC posted on "substantial and significant changes."

In codifications of its out-of-pocket-expense policy, the commission should define the expenses that a permittee could be reimbursed for in the event of a transfer, the subcommittee says.

The panel would also have the Communications Act amended to eliminate the restriction against the commission's consideration of competing applications for facilities for which transfers were being sought. The prohibition was added in an amendment to Section 310(b) of the act in 1952.

An amendment to the act is also urged to require hearings in cases where CP extensions are being sought, once two extensions have already been granted. Another amendment would require the commission to conduct independent investigations of all material facts in applications "and provide for the record a detailed, written analysis of the finding of such investigation."

A new subsection of the act would prohibit transfers of CP's for more than out-of-pocket expenses. And Section 310(b) would be amended to require separate findings for each CP or license being transferred, in each market; require an evidentiary hearing for each transfer application, to be held in the station's community, and require all reasons and conclusions be presented in the record.

## Tighter deadlines for renewal opponents

### Cutoff date of first day of last month on station's license is set by FCC

Competing applications for existing broadcast facilities, and petitions to deny license renewal, have in the past been accepted by the FCC long after the date for action on the renewal has come and gone. With the adoption of new rules last week, the commission relegated that practice to history.

Under the new rules, opponents of a renewal will have to submit their filings no later than the first day of the last full month of the license period. In effect, this means that competing parties have 60 days from the filing of a renewal application to submit their petitions or applications, since renewal applications are due 90 days before a license expires.

In cases where the licensee's application is not filed on time, opponents of renewal will have 60 days to file after the commission announces its acceptance of the renewal application.

The new rules also set new requirements for public notice at renewal time. Instead of giving such notice after the filing of his application, the licensee must make the announcement within six weeks of the date when the renewal application is due. Proof of the public notice must accompany the application.

The new deadlines for renewal opponents are somewhat tighter than the commission's original proposal, issued two months ago (BROADCASTING, March 24). At that time, the suggested cutoff date was 75 days.

However, the rules strike a balance between the suggestions filed in subsequent comments by broadcasters and citizens' groups. The broadcasters asked that the cutoff date be the same date that renewal applications are due, but the commission said it is "questionable" whether later filing gave competing applicants a "significant advantage." Two citizens' groups, the United Church of Christ Office of Communication and the National Citizens' Committee for Broadcasting, opposed the establishment of cutoff dates, but the commission responded that 60 days is "adequate" time for opposition to a renewal. It also noted that a cutoff on formal petitions to deny would not preclude submission of informal complaints.

"The programing services of the existing station are matters of public knowledge, as are the dates when the license term expires and when renewal applications are due to be filed," the commission said. "We think that the cutoff date we now adopt reasonably bal-

The name, Farm Journal,  
has been registered for over  
sixty years.

That's why our well-known  
trademark — Farm Journal —  
shouldn't be used as the title  
or part of the title for farm  
radio or TV shows.

Thank you.

**Farm Journal**

The Magazines of American Agriculture

ances all the pertinent considerations of the public interest, administrative practicality and reasonable notice to prospective applicants, complainants and licensees."

Voting for the rules were Chairman Rosel Hyde and Commissioners Robert T. Bartley, Robert E. Lee, James J. Wadsworth and H. Rex Lee, Commissioner Kenneth A. Cox concurred in part and dissented in part; Commissioner Nicholas Johnson dissented. Both Mr. Cox and Mr. Johnson plan to issue statements, but these had not been made public as of last Thursday (May 15).

All stations whose licenses expire on or after Aug. 1 fall under the provisions of the new rules. June 25 is the cut-off date for stations with applications still pending for renewal of licenses expiring on or before June 1.

On the day the rules were adopted the commission was informed that a prospective competing applicant is preparing to oppose the renewal application of WPX(TV) New York (see page 52).

## Pay-TVers strike back at theaters

Court argument on rules gives Zenith forum to fight owners' 'Free TV' campaign

The nation's theater owners' anti-pay-TV campaign, pegged to a "Save Free TV" theme, was not designed with the plight of the poor in mind, the U. S. Court of Appeals in Washington was told last week. Rather, the theater owners are worried about pay television "successfully competing with them" by bringing programs to the public at prices lower than those charged in theaters.

Zenith Radio Corp. and its affiliated company, Teco Inc., prime movers in the 17-year campaign that resulted in the FCC decision last December to authorize pay television on a permanent basis, made the argument in urging the court to uphold that decision. The commission action has been appealed by the National Association of Theater Owners, and the Joint Committee Against Toll TV (BROADCASTING, April 14).

And the commission, in a separate brief, said the theater owners "are in the anomalous position of seeking to prevent [pay-television] service entirely by claiming a denial of the rights of free speech of broadcasters who wish to furnish such service."

One of the main points in the theater owners' brief was the argument that the commission's order violates the constitutional right of poor people to equal protection of the laws by conferring

"second-class" citizenship upon them in regard to the use of broadcast frequencies. Another argument was that, in limiting the kinds of programing which pay-television licensees could provide, the order violates their right of free speech.

The theater owners' basic argument was that the commission lacked authority to establish a pay-television system. But that question, both Zenith-Teco and the commission said, was decided by the court when, in 1962, it upheld the commission's order authorizing a pay-television test in Hartford, Conn. They noted that the court held that the commission has broad power to issue station licenses under the public-interest standard of the Communications Act.

And since then, the commission added, the Supreme Court "has confirmed the validity of interpreting the comprehensive powers conferred upon the commission so as to enable the agency to deal effectively with new developments in the use of radio."

Zenith-Teco, in arguing that the commission's authorization of pay television does not discriminate against the poor, said that no commission authorization of a new service has yet been held to be unconstitutional on the ground that not

all members of the public could afford it. "Otherwise," the brief said, "all technical improvements and new electronic service in the dynamic field of broadcasting would have to be predicated upon the financial capacity of the most impoverished members of the public to utilize them."

Both the commission and Zenith-Teco argued that the restrictions on the kinds of programing pay-television licensees would be permitted to provide do not violate the constitutional guarantee of free speech so long as they are related to the public interest. And the restrictions are designed "to insure that [pay television] would serve as a beneficial supplement to 'free' television, i.e., to bring program diversity.

The restrictions apply to certain motion pictures and sports events, and to series-types of programs with interconnected plots. The rules also forbid pay-television stations from devoting more than 90% of their total pay-television time to feature films and sports events.

In any event, the commission added, free-speech questions raised by the rules must await an actual case in which their application to affected persons may be fully considered. Since no broadcaster may feel any deprivation of his

## There are two sides to every program deal:

- 1) Negotiation before signing
- 2) Service after signing

This aftermath matter can get troublesome in some places. MGM-TV, taking pride in its service but not taking things for granted, surveyed the customer.

For instance: "In general, what do you think of our film service?" The answer from 120 replies was excellent: 57%. That's satisfaction to us that we are thought of so well by so many.

(In case you wonder if any thought the service "required an improvement," 7% did. We're working on that now!)

We're happy to see as many successful sales negotiations as possible. Keep in mind that you can also look forward to satisfactory service to make your investment in our product as productive as possible.

**MGM TELEVISION**



right of free speech, the commission said, "the question of the extent of such rights and the impact of the commission's rules upon them thus remains purely hypothetical at this point."

The commission, in answer to another charge of the theater owners, said it had "reasonably determined not to undertake rate regulation at this time." The theater owners had argued that the commission's failure to adopt such regulation in connection with a pay-television system was "arbitrary and capricious."

But the commission said it had no evidence that rates would be exorbitant. It said it had concluded that it has ample authority to prevent abuses in charges under its licensing.

## White House wants to foster competition

What direction will the Nixon administration take in regulating the communications industry? Herbert G. Klein, President Nixon's director of communications, last week said he was aware that many people in broadcasting are concerned about this question.

Addressing a Hollywood Radio and Television Society luncheon meeting, Mr. Klein explained that all government policies affecting broadcasting, falling in the jurisdiction of the U. S. Department of Justice, "are under review." The administration is "not by all means negative" towards the industry, he re-

assured. It doesn't mean to "harass" business "unnecessarily." Instead, the Nixon administration wants to be "fair in all respects" to all people; it's out to "foster" competition.

Earlier, in a news conference, the former San Diego newspaper editor indicated that Mr. Nixon would continue to use the television techniques that proved successful for him in last year's presidential campaign. Mr. Klein said, in part, this means a continuation of communicating to the public through replies to questions asked by panels of leading citizens from various communities. He also indicated at the HRTS meeting that the President is likely to make increasing use of communications satellites.

## Nick caught with hand in inkwell

### Maryland delegate questions why FCC takes 'official' notice of nonbroadcast subject

FCC Commissioner Nicholas Johnson, no stranger to controversy in matters affecting communications, has involved himself and the commission in a dispute with a blunt-spoken woman member of the Maryland House of Delegates by criticizing her vote on a civil rights bill in the state legislature.

What bothered the delegate, Elaine Lady of suburban Chevy Chase, in Montgomery county, was not only his comment on her opposition to the bill, which would have prohibited discrimination in private clubs in Maryland—she felt he suggested it was based on political expediency—but the form in which it was presented: He wrote to her on official FCC stationery and signed himself "commissioner."

Commissioner Johnson last week said Mrs. Lady had misunderstood his letter, and expressed confidence the matter would be amicably resolved.

Mrs. Lady, a first-term Republican member of the legislature, last week said she saw "a vague threat" in an "official" letter of criticism from a member of the agency that regulates radio and television. "I may run again," she said, "and politicians are very dependent on the media."

Accordingly, she wrote FCC Chairman Rosel H. Hyde on May 6 asking for "formal repudiation" by the commission of the commissioner's letter, "for it clearly violates federal policies." She also sought assurance that her protest will not result "in reprisals by the commission, its members, employees or licensees."

That's not all. She asked for the names of any FCC officials who in any way indicated approval of the commis-

sioner's letter, and a list of all persons who received copies of it and of all files where copies were placed. She also asked for copies of all commission resolutions or other material relating to "the commission's [sic] . . . letter to me or to this letter to you."

As for Commissioner Johnson, she wrote him that her position was "not based on political expediency, as you apparently inferred, but on the principle that government has limited powers and responsibilities—which do not include the authority to disrupt, disband or expand, private, voluntary social associa-

tions." The bill in question was defeated.

Commissioner Johnson wrote Mrs. Lady on March 21. Her response, a copy of which was sent to Chairman Hyde, was dated May 5. She noted that she was answering Commissioner Johnson's "official" letter after it was forwarded to her home in Chevy Chase from the state capitol in Annapolis. She made copies of her correspondence with the commissioner and with Chairman Hyde available last week.

Commissioner Johnson's home is located in the area of suburban Maryland that Mrs. Lady represents. So is the Kenwood Golf and Country Club, to which the commissioner belongs and whose segregationist guest policy he and other members have recently gone to court in an effort to overturn. (BROADCASTING, March 10). They had been unsuccessful in an effort to achieve a voluntary change in policy through petitions and appeals to the club's management.

The commissioner, who referred to this intra-club controversy in his letter to the Maryland delegate, said he was "writing in the belief that you would want to know there are substantial numbers of people in Montgomery county who do not share your views on [the private-club bill] and believe they are inimical to the best interests of our area."

Commissioner Johnson said that the citizens Mrs. Lady represents are undergoing a change and added: "The time may have already arrived when doing the right thing may prove to be the politically expedient thing as well." He urged her to "reconsider" her posi-



Elaine Lady



tion.

Mrs. Lady, in her response, noted she did not know if the commissioner was a constituent, since his letter was "written on official Federal Communications Commission stationery." But whether he was or not, she said, she wanted to correct the "mistaken inference" he drew from her vote.

She also lectured the commissioner. She suggested that he should have determined his rights and obligations as stated in the by-laws before joining the Kenwood club. And she said she could not agree that, having failed to enlist enough petitioners to change the club's by-laws, Commissioner Johnson should expect the state legislature "to impose" his views on his fellow club members by statute. "This seems to me to go beyond being a hard loser."

Commissioner Johnson, who is preparing a reply to Mrs. Lady, said that the delegate wrote him in the apparent belief "that my letter represented some form of official commission action. Obviously, the commission has no jurisdiction over matters of this kind, and the letter simply represented a personal communication from a resident of Montgomery county to an elected public official representing that county."

He said he had not yet been able to reach Mrs. Lady, but was "confident that this matter will be resolved to her satisfaction." He said Chairman Hyde has asked him to handle the matter for him.

## Laxity opens door for censor—R. Lee

### Reminds that free speech doesn't give carte blanche for sexual frankness on TV

FCC Commissioner Robert E. Lee, who on several occasions has expressed concern about the growing sexual frankness of the movies being made available to television, returned to that theme last week, this time with a warning.

"I believe the broadcasting industry is close today to inviting censorship even though the courts may later strike it down, if the broadcaster does not daily practice self-regulation in direct relationship to the public he serves," the commissioner said.

Commissioner Lee, who spoke Friday (May 16) before the Ohio Association

of Broadcasters, in Dayton, recalled that five years ago he had expressed apprehension about the future television use of movies then being produced. And he said the present public and congressional reaction "to an overkill of sex and violence" can be traced to the televised presentation of movies released to theaters several years ago.

As to what will happen four or five years hence, when television acquires the rights to films now being made, he said—as, he noted, George Bernard Shaw did when asked what he thought of television—"I am afraid to look."

Commissioner Lee's call for self-regulation on the part of broadcasters comes in the wake of criticism by Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, of television for what he regards as an excessive use of sex and violence.

And the senator's expressional concern has been endorsed by President Nixon, (BROADCASTING, March 31), who, observers were quick to point out last week, is looking for a replacement for FCC Chairman Rosel H. Hyde, who is scheduled to retire June 30. Like the President, Chairman Hyde and Commissioner Lee are Republicans.

Commissioner Lee, in his Dayton speech, put himself in the category of those who believe the commission was not created to sit in judgment on what the American public may receive on its radio and television sets.

He said he regards his duty in the field of programing to be a "passive" one in which licensees are expected to determine and meet the programing needs of their communities.

But he also noted that the courts have upheld the commission's authority to review past programing.

And after warning that broadcasters may be inviting censorship — even though it may not be able to stand judicial review—Commissioner Lee said that "the best defense against censorship is an understanding of the freedom which you now enjoy."

The commissioner, who believes the drafters of the Constitution did not equate freedom with license—"they felt that true freedom was obedience to moral laws"—Commissioner Lee said, "free speech, like other rights, has definite limits." If a broadcaster "invades the rights of a listener," he said, the listener can turn on the offending station, boycott the sponsor's product, or complain to the station, the commissioner or his representatives in Congress.

"Over a period of time, if enough people object by the various means open to them, the broadcaster must eventually get the message that he has missed the mark," Commissioner Lee said. "He simply is not responsive to the public



*If entertainment can cement network affiliations, NBC-TV has its string of stations firmly set. Last week's convention of affiliates in Los Angeles opened with a Sunday-night reception at the Century Plaza hotel, attended by many of the featured performers in NBC series. The next night the affiliates went to a sit-down dinner on the \$3-million*

*"Hello Dolly" set at 20th Century-Fox where Dean Martin (in picture above), Andy Williams, Debbie Reynolds, Bill Cosby and Diahann Carroll performed. On the next night they were bussed to Universal Studios where dinner was served in an elaborately decorated sound stage and dancing was to the music of a rock group and Les Brown.*



**Name another business magazine that's quoted oftener than we are.**



Come up and look at our scrapbooks some time. Or better yet, come up and help us paste clippings. We fall behind. It's hard to keep up when they're coming from points as far-flung as the "Chicago Tribune" and "Los Angeles Times," "The New York Times" and "The Birmingham News," "The Wichita Sunday Eagle and Beacon" and the "Battle Creek Enquirer and News"—to drop a few names from a page picked at random in our current scrapbook.

We regard these clippings as endorse-

ments of our editorial quality. And so may you, if you're an advertiser looking for an environment that will add importance to your message.

Take our word for it. Just as journalists everywhere take our word for what is going on in your business.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



The ideal environment for your public service advertising—June 23 for TV, June 30 for Radio



he serves. The duty connected with his freedom as a broadcaster is calling for adjustment."

The commissioner said that, in judgments he is required to make in programming, he relies heavily on the standards set by broadcasters in the code of the National Association of Broadcasters and the commitment of each individual broadcaster. If all broadcasters lived up to the standards of the code and their programming commitment, he said, his job would be easier, "and the growing number of skeptics would be obliged to concede that ours is the best broadcast system in the world."

"But," he continued, "as you know, all broadcasters do not live up to the code, and I am afraid some few treat the public with an 'I know-what-is-best-for-you attitude, or simply do not care.'"

## Can ETV fill bill as national net?

### Cox contends noncommercial operations can make up 'different' fourth choice

FCC Commissioner Kenneth A. Cox says noncommercial broadcasting offers the "best hope for a really different fourth national television program service." There don't appear to be allocations enough or sufficient advertiser support for a fourth commercial network, he says. And if one were created, it would probably provide only more of the same kind of programs—situation comedies, westerns and police dramas.

But if noncommercial broadcasters can develop national coverage approaching the 98% achieved by CBS and NBC, he says, they "can not only provide a fourth choice for the entire country, but can make it a significantly different one as well."

The commissioner discussed his view of noncommercial broadcasting's potential in a speech before a joint regional meeting of the National Association of Educational Broadcasters and Southern Educational Communications Association in Lexington, Ky., on May 9. Early in his speech he noted that ETV broadcasters have two functions—to provide in-school instructional programming to meet the country's soaring educational needs and to meet, as well, the overall programming needs of their communities. But he focused most of his remarks on the latter function.

He said noncommercial broadcasters' independence from the pressures their commercial counterparts feel in trying to attract the widest possible audiences in prime time, provide them with the flexibility to meet the needs of those

elements of the audience whose tastes are different.

And he said noncommercial broadcasters have an obligation to meet all of the programming needs of their communities—including entertainment needs not met by commercial broadcasters. These could include not only good music, serious drama, ballet and art commentary, he said, but also movies—"whether they be classics or unusually good shows presented uncut and without the high level of commercial interruptions which makes watching most movies on television so frustrating."

The commissioner said noncommercial broadcasters were not doing enough to meet the public's entertainment needs. He recalled that CBS President Frank Stanton several years ago had said he was looking forward to the stimulation and competition noncommercial broadcasting could provide commercial broadcasting.

But, Commissioner Cox added, "I don't think you have given them a great deal of such stimulation as yet."

He also suggested that noncommercial broadcasters were not doing all they might—or as well as they should—in helping the nation solve its pressing problems of race and poverty. He said "there are recurring reports that some educational broadcasters trim their sails and avoid 'controversial issues' which are likely to annoy significant groups in the community—or even a single member of the station's governing board or a particularly generous contributor to its budget."

In discussing his view that the nation's educational broadcasters offer the best hope for a fourth television program service, he noted that such a service will require "a significant interconnection capability." He hopes that capability will be one of the first fruits of

---

## Senate passes CPB bill to House for approval

Appropriations for the Corp. for Public Broadcasting of \$20 million have won unanimous Senate approval along Senate Commerce Communications Subcommittee recommendations.

Subcommittee hearings held last month (BROADCASTING, May 5) considered the \$20 million authorization in connection with a long-term financing proposal, squelching an effort by the Nixon administration to reduce the subsidy to \$10 million.

The bill (S. 1242), which also provides for grants for construction of educational television and radio broadcasting facilities, now goes to the House for approval.

the Public Broadcasting Act, which authorizes the provision of reduced-rate or free interconnection service for non-commercial broadcasters.

## Carriers approve idea of special ETV rates

Three common-carrier firms last week expressed support in principle, if not yet in fact, for a proposal to provide reduced-rate interconnection facilities for noncommercial radio and television stations through the use of special-service common carriers and CATV microwave systems.

New York-Penn Microwave Inc., Garden State Micro Relay Inc., and Western Microwave Inc., in separate petitions filed with the FCC, agreed that the first step leading to possible implementation of the proposed service is for interested common carriers to meet, without participation by the commission, and to discuss ways of setting up such an operation.

The proposal under consideration was submitted to the commission late last year by Microwave Communications Inc., as a petition for rulemaking (BROADCASTING, Dec. 23, 1968). Microwave said that special-service carriers and CATV microwave facilities could interconnect both public broadcasting stations and university facilities at substantially lower rates and with greater convenience than AT&T has provided in its trial service, which went into effect last December.

## Rival group applies for WPIX(TV) channel

Another would-be competing applicant for an existing facility surfaced last week. Its name: Forum Communications Inc. Its target: WPIX(TV) New York.

In a petition filed with the FCC, Forum asked deferral of action on the WPIX renewal application, until the station's current term of license expires on June 1, in order to give Forum a "reasonable opportunity" to file its application for the channel 11 facility.

The newly formed company said its application "has been under preparation for some time," but cannot be completed and filed before May 29. Noting that renewals are sometimes granted within seven days of the expiration date of the station's license, which would make its competing application ineligible, Forum said such action would be "contrary to the public interest" in this instance, since it would prevent Forum from offering its "preferable alternative to the present licensee and method of operation of WPIX."

The firm's alternative, it said, would

## Martin-Trigona fails to stop ABC meeting

U.S. District Court Judge J. Sam Perry in Chicago Thursday (May 15) denied requests by Anthony Martin-Trigona to postpone the May 20 annual stockholders meeting of ABC Inc. and to suspend the "We're Not Quite as Simple as ABC" institutional campaign now aired by ABC stations.

The court, however, gave Mr. Martin-Trigona 20 days to answer a motion by ABC to dismiss the complaint (BROADCASTING, May 12). Mr. Martin-Trigona had sought the annual meeting

delay so he could wage a proxy fight for election as a director of ABC in which he holds one share of stock. He also had termed the corporate advertising "controversial" and wanted air time to answer issues he claimed were raised about conglomerate firms in entertainment and communications. Complaints also were filed with the FCC, Federal Trade Commission and Securities and Exchange Commission.

ABC told the Chicago court that the protest was without merit because it was part of Mr. Martin-Trigona's "calculated campaign of harassment" designed to force ABC-TV to affiliate with WTAF(TV) Marion, Ind., a now dark

UHF station in which he is principal stockholder.

The information given in the Chicago litigation by ABC also showed that a complaint filed earlier by Mr. Martin-Trigona with the U.S. District Court for the Southern District of Indiana has been stayed by that court pending selection of an attorney by the WTAF group. The Indiana suit named CBS, Corinthian Broadcasting and Avco Broadcasting as well as ABC.

ABC noted Mr. Martin-Trigona had signed the Indiana complaint as "attorney" but said he is not a member of the bar. Mr. Martin-Trigona is a law student.

be "marked by substantial integration of ownership into the day-to-day operation of the proposed station; total avoidance of ownership ties with other communications media; long-standing local residence representing diverse segments of and extensive participation in New York City community life; and superior public-service programming designed to serve the particular interests of New York City and the surrounding area." Details would be presented in the application itself, Forum said.

The general thrust of these objectives resembles that of other recent competing applications in its emphasis on integration of ownership and management, local orientation and lack of other media ties—all factors in the decision earlier this year to lift the license of WHDH Inc. in favor of a competing applicant for Boston's channel 5 (BROADCASTING, Jan. 27 et seq.).

The proposed application also reflects the generally harder attitude being taken by the commission toward multiple and cross-ownership of broadcast stations.

WPXI is owned by the *New York Daily News*, which has interlocking ownership with Chicago's Tribune Co., which has numerous radio-television and newspaper holdings.

Principals of Forum Communications include Lawrence K. Grossman, president; Irwin (Sonny) Fox, Mrs. Ronnie Eldrige, and entertainer Harry Belafonte. Mr. Grossman is president of Lawrence K. Grossman Inc., a New York advertising agency. Mr. Fox is a television producer.

## Dudley gets Senate nod

The nomination of Guilford Dudley Jr. to be ambassador to Denmark has won unanimous Senate approval. Mr. Dudley is president of Life and Casualty Insurance Co. of Tennessee, owner of WLAC-AM-FM-TV Nashville. He succeeds Angier Biddle Duke in the post.

## CBS-TV affiliates get two-day fill-in in N.Y.

A topic-crammed agenda is set for the CBS-TV network affiliates annual two-day general conference that opens Tuesday (May 20) at the New York Hilton in New York. Listed are subjects scanning the broadcast field from programming to the Washington regulatory scene, along with closed business sessions.

Richard W. Jencks, president of the CBS Broadcast Group, is expected at tomorrow's luncheon to discuss programming from the viewpoint of taste and network/broadcaster responsibility. Another featured speaker—at the Wednesday luncheon—will be the Rev. Theodore M. Hesburgh, C.S.C., president of the University of Notre Dame.

Other leading roles during the conference will be taken by Robert D. Wood, president of the CBS-TV network, who will address the group tomorrow morning; David M. Blank, vice president, economics and research, CBS Broadcast Group, who will discuss the broadcast economy; Jay Eliasberg, director, CBS-TV network research, who will talk about network performance; Michael H. Dann, senior vice president-programing, CBS-TV, who will introduce the fall schedule; Fred Silverman, vice president, daytime programs, CBS-TV, who will report on daytime and Saturday-morning program plans.

A sales "progress" panel, also scheduled for tomorrow morning, will be led by Frank M. Smith Jr., vice president, sales, CBS-TV. A panel session on "Washington and the broadcaster" in the afternoon will have as participants CBS Inc. vice presidents Robert V. Evans, (also general counsel) and Theodore F. Koop, and CBS-TV network vice presidents William B. Lodge (affiliate relations and networking) and William H. Tankersley (program practices). Mr. Wood will be moderator.

A news session Wednesday morning will be led by Richard S. Salant, presi-

dent, CBS News; Bill Leonard, vice president, news programming, and Gordon Manning, vice president, news; and a sports presentation afterward will be handled by William C. MacPhail, CBS-TV vice president, sports.

A question-and-answer closed session is set for Wednesday afternoon attended by Messrs. Wood, Salant, Blank, Dann, Evans, Koop, Lodge, MacPhail, Smith, Tankersley and Carl S. Ward, CBS-TV vice president and director, affiliate relations, and John P. Cowden, CBS-TV vice president, information.

Also on Tuesday's agenda are screenings of three new CBS-TV fall shows, *The Governor and J. J.*, *To Rome, with Love* and *Medical Center*.

The conference ends Wednesday evening with a reception and banquet followed by entertainment supplied by Merv Griffin as master of ceremonies with Leslie Uggams, Glen Campbell and George Carlin.

## ABC-TV affiliates meet next week on the coast

More than 450 executives are expected to attend the annual meeting of ABC-TV affiliates at the Fairmont hotel in San Francisco May 25-28.

Network executives will report on their plans for the 1969-70 season in the areas of prime-time, news, sports, and daytime programming, sales, advertising promotion and press relations. Affiliate executives will be welcomed by Richard L. Beesmyer, newly named vice president in charge of affiliate relations for ABC-TV (BROADCASTING, May 5).

The conference agenda includes a meeting of the affiliates board of directors on May 25, followed by presentations by network officials on May 26, 27, and 28. The conference will end on May 28 with a meeting of the affiliates and the ABC-TV management.

The network contingent will be headed by Elton H. Rule, president of ABC-TV. Network executives who will address the affiliates include I. Martin

Pompador, vice president and general manager; Martin Starger, vice president in charge of programing; Edwin T. Vane, vice president in charge of nighttime program production; Marshall Karp, vice president, daytime programing; James E. Duffy, vice president in charge of sales; Warren Boorum, vice president and national sales manager; Frederick Pierce, vice president in charge of planning; Don Foley, vice president in charge of advertising and promotion, and Ellis O. Moore, vice president in charge of public relations. Other speakers will be Roone Arledge, president of ABC Sports Inc. and Elmer Lower, president of ABC News.

## Chicago area U goes into operation

WLXT(TV) (ch. 60) Aurora, Ill., was to go on the air Sunday (May 18) with a three-hour live color dedication program including Illinois Governor Richard Ogilvie and other dignitaries.

Although much of its programing will be live color, WLXT will be an economical operation, according to Ray L. Sherwood, manager of the suburban Chicago outlet. WLXT has a full-time staff of 11 people, plus part-timers and volunteers. Initial local business signed is \$150,000, he said.

WLXT has leased a former dance studio in downtown Aurora and its transmitter is in nearby Warrenville, Ill. WLXT is using one of International Video Corp.'s Model 100 studio color cameras for live work. Another IVC color camera is in the film chain.

WLXT was to go on the air at a total cost much less than the expected, Mr. Sherwood said, because of such fortunate finds as a bargain General Electric transmitter purchased from noncommercial WCET(TV) Cincinnati.

WLXT has a 400-foot tower and effective radiated power of 217 kw.

## Lower sees media problem in bridging generation gap

Both "establishment and anti-establishment would-be-censors of broadcast news" were assailed last week by Elmer W. Lower, president of ABC News.

Calling newsmen "one of the few communications links" between rebels and the establishment, Mr. Lower urged youth to strive for greater communication across the generation gap, both in direct talks and through the mass media. He addressed his plea to some 800 preparatory school students in a speech at Phillips Academy in Andover, Mass., Thursday (May 15).

Mr. Lower objected to attempts at hobbling broadcast journalists from both rebels and establishment figures. While he criticized "those government-

al and private-sector critics who want electronic newsmen 'directed'—a nicety for 'muzzled'"—he also deplored what he termed a tendency of radical students to "do their own thing to censor us—by excluding us from their demonstrations, by shouting obscenities to hinder our interviews with their opponents, and by other—sometimes violent—actions."

Mr. Lower asked of the would-be censors: "Do they really fear public disclosure of their points of view? If so, then they can't have very much faith in the rightness of their cause." At the same time, he acknowledged that "the generation gap often seems unbridgeable," and expressed his opinion that "the current variance in viewpoints of the old and young is one of the most complex, difficult stories I have encountered in 36 years as a newsmen."

He exhorted his audience: "If you differ with members of an older generation philosophically, talk to them, not at them; and talk to the media, too . . . but talk." Without communications, he said, "rebellion could easily boil over into anarchy and resistance into repression."

## Modified newspaper bill set for June hearing

Chairman Philip A. Hart (D-Mich.) announced last week that hearings have been set for June 12-13 for Senate Judiciary Antitrust and Monopoly Subcommittee consideration of a bill to give certain newspaper joint operating arrangements exemptions from antitrust laws.

The bill (S. 1520), known last year as "the failing newspaper bill," but modified and retitled this year, would allow joint printing facilities, advertising and circulation rates for newspapers that would otherwise be forced out of business for economic reasons.

The proposed antitrust exemption would apply to newspapers that maintained separate and independent editorial facilities. Such joint arrangements have been under Justice Department and legal attack, which came to a head earlier this year when the U.S. Supreme Court decided against joint agreements in the key Tucson, Ariz., newspaper case (BROADCASTING, March 17).

The court decision added steam in the Congress for passage of remedial legislation, which Senator Hart had shown no interest in bringing to a subcommittee vote. The present hearings, on the ramifications of the court decision, were assured when senators favoring the legislation threatened to bypass Senator Hart.

One criticism raised at earlier hearings was that the antitrust exemption did not take into consideration subsid-

iary nonnewspaper operations—broadcasting stations in particular—the profits of which could be used to bolster a "failing" newspaper or be used to subsidize a drive by a strong newspaper to reduce a competitor to "failing" status in, say, an advertising rate war.

## Schwartz calls for more social concern from media

Broadcasters and advertisers are being unfairly criticized today. But by stepping up efforts to "come to grips with the things that are threatening our communities, we will avoid future Indian hand-wrestling matches with [FCC] commissioners and congressmen," Walter A. Schwartz, president of ABC Radio, told the Seattle Advertising Club last week.

Mr. Schwartz said "advertising continues to be blamed for all the weaknesses inherent in politicians, doctors, dentists, lawyers, commercials, producers and people in general," and that broadcasters are "under the gun" of more aggressive government regulation.

He countered that "the decay of our cities, the ghettos, the wanton destruction of our natural resources, pollution of our atmosphere and pollution of our minds and morals, crime in the streets, and wars around our globe are not directly related to broadcasting or advertising. A violent performance on TV or so-called sensual rhythms on the radio—even plays, books, pictures are but chroniclers of what is already there. They only mirror our society; they cannot sculpture it."

He added: "Some of the winds of change that are blowing up from Washington were fanned by unscrupulous people within our industry. There are 'schlock' broadcasters who forget they have a public trust—as there are 'schlock' advertisers. Every industry has its share of 'robber barons'—but they are a vanishing breed."

To counteract action against the industry, Mr. Schwartz said, "the stream of social consciousness that runs through our business must widen and deepen so that it touches on every port of trouble and concern."

## Double-billing charges earn WLAS hearing

An alleged fraudulent billing charge against WLAS Jacksonville, N. C., could cost licensee Seaboard Broadcasting Inc. up to \$10,000 or revocation of its license.

The FCC, in directing Seaboard to show cause why the license of WLAS should not be revoked, cited the commission's rules against double billings. Double-billing involves issuance of two





**There are some parts of the U.S.A.  
where you can't ship by  
Greyhound Package Express  
(...but not many!)**

GPX does go to 25,000 cities, towns and villages in the U.S.A. every day.  
Can we drop something off for you?  
It's there in hours and costs you less, when you ship by Greyhound Package Express.



For Example	Buses Daily	Running Time	10 lbs.	30 lbs.	50 lbs.
ATLANTA— BIRMINGHAM	9	3 hrs. 30 mins.	\$2.05	\$2.60	\$3.40
ST. LOUIS— KANSAS CITY	11	4 hrs. 20 mins.	2.35	2.95	3.65
SEATTLE— PORTLAND	22	3 hrs. 10 mins.	2.20	2.70	3.50

Other low rates up to 100 pounds. Lot shipments, too.  
For complete information call Greyhound, or write Greyhound Package Express, Dept. 8-E, 10 South Riverside Plaza, Chicago, Illinois 60606.



separate statements at varying rates—one at a lower rate, the rate actually paid by a local advertiser, and a second, at a higher or national rate—passed on to a national company by the local firm for reimbursement to that local firm.

In setting the matter for hearing the commission ordered that should the hearing examiner not propose revocation, he should then determine whether "an order of forfeiture of \$10,000, or some lesser amount, should be issued."

The proposed hearing would resolve questions as to whether the licensee knowingly issued affidavits of performance containing false information concerning the amount actually charged for broadcast advertising; whether these affidavits were knowingly issued for the purpose of misrepresenting the nature, content or quantity of advertising, and whether the licensee intentionally violated the fraudulent-billing prohibition rules.

Other questions the commission intends to raise concern Seaboard's candor before the commission, and whether or not Seaboard possesses the qualifications to remain a licensee.

The hearing, to be held within 30 days, was prompted by information made known to the commission since the last renewal of license for WLAS.

## FCC pressure yields vacant UHF channel

The permittee of KWID-TV Tulsa, Okla., will give up its construction permit in the face of FCC pressure to build the station or vacate the channel.

Counsel for Beacon Television Corp., citing technical and financial difficulties, made that announcement last week in the course of FCC oral argument on requests by 11 UHF permittees for additional time to construct their stations. The permittees had been told that unless they had demonstrably been prevented from completing construction by matters beyond their control, and unless they made it clear that they wished to prosecute construction further, their CP's would be canceled. The permits were granted in the period between Nov. 17, 1965, and Oct. 11, 1967.

The other UHF grantees sought to persuade the commission that they merited more time. Most cited technical problems, CATV threats, attempts to secure network affiliation, or a combination of those factors, as a basis for their requests.

The remaining 10 UHF's are KHER (TV) Longview, Tex., (Radio Longview Inc.); WTML (TV) Miami (Tele-Americas Corp. of Florida); WMLK (TV) Janesville, Wis., (WBEJ Inc.); WONH (TV) Syracuse, N. Y., (Onondaga UHF-TV Inc.); WFNT (TV) Elgin, Ill., (Elgin Television); WPCT (TV) Melbourne,

Fla., (Custom Electronics); WPDT (TV) Florence, S. C., (Rovan of Florence Inc.); WPNG-TV Springfield, Ill., (Illinois Broadcasting Co.); WROA-TV Gulfport, Miss., (Charles W. Dowdy), and KTOV-TV Denver (Comet Television Corp.).

## Gencoe buys six CATV's for over \$1 million

Gencoe Inc., Tulsa, Okla., a multiple CATV owner, has announced an option to acquire a group of six Kansas and Missouri cable TV systems.

The firm said it had entered into a substantial financing agreement, believed to be over \$1 million, with General Communications Inc., Iola, Kan. The agreement also provides that Gencoe will provide management services and includes an option to purchase an 80% interest after three years.

General Communications' systems, serving a total of 10,500 subscribers, are at Iola, Coffeyville, Eureka, Madison and Yates Center, all Kansas, and Hannibal, Mo. Also included is South East Kansas Microwave Inc., which provides TV signals to a number of cable systems in Kansas.

The Hannibal system was activated only last March, and is expected to have 4,000 subscribers in a short period; it opened with 3,600 customers. The General Communications systems were founded by Larry Hudson and associates.

Earlier in the week, Gencoe announced the acquisition of the 800-subscriber Weatherford, Okla., cable TV system from Clifton H. Gardner and Charles L. Cain. Price was not disclosed.

Gencoe is a subsidiary of Livingston Oil Co., also Tulsa. Including General Communications systems and the Weatherford acquisition, Gencoe serves more than 72,000 subscribers in 38 communities in 11 states. Gene W. Schneider is president of Gencoe.

## Nevada PUC leaves cable grant up to contestants

The two winning CATV applicants for greater Las Vegas have until June 11 to decide how to divide up that city; otherwise, according to the Nevada Public Service Commission, there will have to be further hearings to make the division on an equitable 50-50 basis.

The Nevada PSC, following hearings in March 1968, gave the nod to two out of the seven applicants for Las Vegas in an order issued May 5. The two are Nevada Cablevision Co., principally owned by Donald W. Reynolds, chain newspaper owner and a group broadcaster who counts the *Las Vegas Review-Journal* among his newspaper holdings, and Community Cable TV,

owned by Jack Kent Cooke and H. M. Greenspun. Mr. Cooke sold his CATV group in 1968 to H&B Communications Corp., and became a 30% H&B stockholder. Mr. Greenspun, editor and publisher of the *Las Vegas Sun*, at one time owned KLAS-TV (ch. 8) there; he sold it in 1968 to Howard R. Hughes for \$3.65 million.

Denied by the PSC were Time-Life Broadcast Inc., Central Telephone Co., Nevada Utilities Inc. and Nevada Cable Systems Inc. One applicant, Clark County Cable TV, withdrew.

Responding to arguments that both Mr. Reynolds and the Cooke-Greenspun applications should be denied because of their newspaper ownership in Las Vegas, the three-man board said: "We view such contentions as being wholly inappropriate," noting that there is nothing in the Nevada statute that requires them to consider the question of concentration of control of the media of communications.

## Lamb, Lee halt WKBT(TV) sale talk

Lamb Communications Inc., Toledo, Ohio, which four months ago announced plans to buy WKBT (TV) (ch. 8) La-Crosse, Wis., from group-owner Lee Enterprises and others for \$5.7 million (BROADCASTING, Jan. 20), has terminated its negotiations with WKBH Television Inc., WKBT's licensee.

Arthur Ingram, Lamb president, said the negotiations for the CBS-TV affiliate were called off "because of the inability of the parties to agree on the definitive terms of the final contract."

Lamb, a publicly held corporation, operates WICU-TV Erie, Pa., a channel 12 NBC-TV affiliate, and operates CATV systems in Flint, Hillsdale and Jonesville, all Michigan.

## Media reports:

**Journalism fellowships** ■ The Washington (D. C.) Journalism Center has awarded three fellowships for its fall 1969 program to television reporters. Charlotte A. Ackerley, KVOA-TV Tucson, Ariz.; Charles T. Royer, KOIN-TV Portland, Ore., and Johnny R. Smith, KREM-TV Spokane, Wash., each will spend 16 weeks in Washington attending seminars and working as interns with Washington news bureaus and will receive \$2,000.

**New service** ■ Logos Ltd., Arlington, Va., has announced a new specialized service in closed-circuit television. A new division, Logos Video Consultants, is equipped to offer assistance to government, industrial and educational organizations in the design, procurement, installation and operation of television facilities tailored specifically to individual needs.

## Broadcasters-CATV rap cable rule

### Near accord reached as opposition to proposed retransmission-consent requirements mounts

The FCC's proposed "retransmission consent" rule, which would inject copyright considerations into the business world of cable television, is becoming a rare source of near unanimity among broadcasters and CATV interests. Virtually nobody likes it.

This mass consensus descended upon the commission last week in the form of further comments in the complex and crucial CATV rulemaking proceeding. The comments dealt with all portions of the proposed rules except the sections on program origination and diversification, which were covered separately last month (BROADCASTING, April 7).

The proposed retransmission-consent rule would require CATV operators to obtain permission from distant stations before importing their signals—which would, in effect, require the cablecasters to deal with copyright owners. For different reasons, but with roughly equal force, most broadcasters and cable interests found the proposal a poor response to existing needs.

Typical of broadcaster response was a joint filing by 18 TV stations, in which it was warned that retransmission-consent requirements would actually lead to an unchecked increase in distant-signal importation. The stations argued that control over importation of many programs would be placed in the hands of program suppliers—"whose stated interest is in maximizing profits by broadening the number of persons paying exhibition fees." The individual distant stations themselves wouldn't hinder this relationship, it was argued, because their audiences and consequently their advertising revenue would be increased.

Other broadcasters extended the attack and contended that the retransmission proposal would fail for other reasons to achieve its avowed purpose of enhancing broadcast-CATV competition.

Taft Broadcasting Co. argued that any one of several undesirable situations might develop: For example, stations forced to compete with signals from a distant market might retaliate by, in turn, authorizing importation of their signals into that market, Taft said. The company advocated far more economic

analysis, testing and study of the proposal, and noted that the commission itself has acknowledged the impossibility of predicting, at the present time, just what result a retransmission-consent requirement might bring.

The National Association of Broadcasters and the Association of Maximum Service Telcasters launched their often-stated wholesale attack on the entire concept of distant-signal importation. NAB argued that "the element of unfair competition would remain" even if CATV systems were required to pay copyright fees, since "costs involved in procuring the rights to programming are but a small portion of the over-all expense incurred by the television broadcaster in disseminating his programs to the public. The ability of CATV to provide its service at a fraction of the television station's operating costs will always favor the CATV system," NAB said.

AMST argued that the retransmission-consent proposal "does not deal

with the basic problem posed by distant-signal carriage"—namely, audience fragmentation. The proposal would "in no way impede the carriage of the multiple distant signals that would fragment the audiences of, and ultimately destroy, the public's local free broadcast television service."

The argument that relaxation of distant-signal requirements will enhance "competition" was rejected by AMST because "the issue is not one of stifling or frustrating competition . . . [but] rather one of choosing the competitive system that best serves the public interest."

ABC, which characterized the proposal as inconsistent with the commission's stated goal of maintaining local service, suggested that the commission allocate signals which may be carried by CATV systems. CBS said that retransmission consent would offer "limited, interim relief," but prescribed for the future a major reworking of copyright policies—by Congress, not by the

### TV science awards

Special awards for the best scientific and technical television network programs during the past season were made last week in Washington by the Society of Technical Writers and Publishers. The awards: *The 21st Century* (CBS), for best regular series; *The Underseas World of Jacques Cousteau* (ABC), produced by Metromedia Producers Corp., for best special program or short

series, and the NBC News space unit and *Today* (NBC), for best regular news or general interest series.

Shown below after receiving the awards are (l-r): Gunther Marx, STWP, who made the presentations; William Small, CBS News; Frank McGee and James Kitchell, NBC News, New York; John Lynch, ABC News; A. Frank Reel, Metromedia Producers, New York, and Dr. Louis E. Garner, STWP.





FCC. The commission lacks authority to deal with the basic issues, CBS said.

One broadcast source of support for the proposal was NBC, which said retransmission would eliminate unfair competition "between CATV and all other means of distributing programs."

Leading the parade of CATV filings, the National Cable Television Association characterized retransmission consent as "unrealistic," for a reason not offered by broadcasters. "The consent is simply not obtainable on a program-by-program basis, and is unlikely to force the copyright accommodation for which it was designed," NCTA said. "The regulation requires CATV operators to do that which is impossible, and thereby turns over control of one segment of an industry to a more favored one. Because the commission has determined that CATV systems compete unfairly with broadcast stations, it does not follow that control over CATV must be handed over gratuitously to the competing broadcasters."

Instead, NCTA proposed abandonment of all "artificial boundaries," such as the 35-mile zone of protection from unrestricted importation which the commission has proposed to adopt in ma-

ior markets, retention of carriage and nonduplication rules, and adoption of a new hearing requirement.

The hearings would be ordered, according to NCTA, when a broadcast station alleges that it is failing as a result of CATV competition, and when the cable system and the station cannot reach an agreement. If the commission upheld the station's complaint, it could then order the deletion "of such distant signals as are found to be the cause of such failure," NCTA said.

Another filing—submitted on behalf of 100 cable firms, including such multiple owners as Teleprompter Corp. and Genco Inc.—repeated an argument adduced by many broadcasters—the commission is without authority to deal with copyright problems. The CATV's also contended that no "unfair competition" exists between cable and broadcasting—not, at least, as the words have previously been defined by the Federal Trade Commission. Any interpretation of "unfair competition" must be undertaken by the FTC rather than the FCC, the cable operators said.

In any case, they argued, the alleged lack of "fairness" really relates only to "the fact that CATV markets the prod-

ucts of the broadcast industry more productively than the industry itself."

Comments on other rulemaking proposals mirrored absolutely the natural division of economic interests. For example, CATV's rejected the proposed 35-mile zone of protection for broadcast stations as unduly restrictive; broadcasters argued that it would provide insufficient protection. Many urged that, if a zone is to be adopted, it should be set at 60 or 75 miles.

Also filed last week were replies to last month's filings on origination and diversification. Many of these focused on comments submitted by the Justice Department, which last month urged a ban on CATV cross-ownership with newspapers and TV stations in a market. Justice also called for liberal rules on distant-signals and origination (BROADCASTING, April 14).

Several respondents charged that the department had presented no evidence to support its conclusions. NAB went further; it said Justice "either ignored or overlooked the most essential aspect of CATV operation . . . without free television programs broadcast to the public, there would be no CATV systems. . . ."

## Report recommends fairness reforms

### House committee suggests classifying candidates for equal-time purposes

A long-pending report of the House Investigations Subcommittee on fairness-doctrine problems was approved for release last week by the parent Commerce Committee. The report, in final form, recommends that the FCC codify the fairness doctrine in clearly spelled-out terms, suggests that the commission's personal-attack rules be replaced by broader requirements to be written into the Communications Act and recommends that Section 315 be amended to provide for two categories of candidates, major and minor, to be entitled to equal time during campaigns.

The recommendations generally follow the ideas presented in an early draft of the report for subcommittee consideration (BROADCASTING, Nov. 25, 1968), but the tenor of the current recommendations is more moderate in tone, stressing that the proposals are suggestions that require further refinement. Missing from the present conclusions is a tentative suggestion that the Congress and the commission take a closer look at multiple broadcast ownership in the event that the U.S. Supreme Court should invalidate all or part of the fairness doctrine.

The draft recommendation suggested that diversity of ownership might help

conserve diversity of broadcast opinion in the absence of the fairness doctrine.

In final form, the report simply lists three conclusions, then in more-detailed analyses indicates some of the remaining decisions that would have to be made by the committee and the Congress. The three basic conclusions are:

- The equal-time requirements of Section 315 should be amended so as to allow for a differential degree of access for major as opposed to minor political candidates.

- The FCC should conduct definitive rulemaking hearings on the entire subject of the fairness doctrine in order to promulgate comprehensive rules covering the extent and administration of the doctrine.

- The right of an individual to respond to derogatory or defamatory statements broadcast over the air should be definitely established by statute.

"A rational and fair method of distinguishing among candidates and parties can be developed," the report notes after ruling out a proposal, sought by broadcasters, that the equal-time requirements be eliminated in their entirety. The subcommittee concludes that a two-tiered method be perfected under which broadcasters would be required

to give equal time (or offer equal time for sale) to major candidates whenever one of them was given (or sold) broadcast exposure. Minor candidates would have similar rights, but use of the medium by a major candidate would not trigger requirements for equal time for minor candidates, or vice versa.

The subcommittee leaves details to be worked out during consideration of specific legislation. Classification could, it is noted, be based on previous support at the polls, or on petitions, or, in the case of national candidates, ballot positions in a certain percentage of jurisdictions.

The report notes that a fair method of distinguishing major and minor candidates might make it possible to require broadcasters to donate time for candidates' appearances. Such a requirement under a blanket equal-time rule, it is noted, could exhaust the time available for broadcasting and exceed the attention span of viewers.

Under a reform of Section 315, the report adds, "reduced rates for candidates might also be more practical."

The fairness doctrine itself, the report notes, is held to be actual legal standard of conduct, yet "is nevertheless so ephemeral as to defy comprehensive



## Willing to spend a little less to see a better looking commercial?

Here are three Kodak improvements in color-film technology to save a little time, a little money, and add a lot of quality to your color-film commercials.

In the camera you've got new EASTMAN Color Negative Film 5254. One stop faster than 5251, but it hangs in there with all the quality you've counted on for years. Result?

A chance to do creative things in color that you could only do in black-and-white before.

Then, in the lab you've got new EASTMAN Color Reversal Intermediate Film 5249. Cuts out a master positive generation when 16mm release prints are made for spot distribution. Result? Color release prints with better video quality.

Also in the lab you've got a new machine called the EASTMAN 1635 Video Color Analyzer. This compact, solid-state, sock-it-to-any-wall-socket package shows a positive video color image directly from nega-

tive or positive film frames. Result? This image lets the operator determine color printing data that makes the first release print commercially acceptable every time. How does that grab your tight deadlines?

That's what Kodak's done for you lately to keep your spots on top.

### EASTMAN KODAK COMPANY

Atlanta: 404/351-6510 Chicago: 312/654-0200  
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131  
New York: 212/MU 7-7080  
San Francisco: 415/776-6055

Kodak

# How come heart transplants are big news?

Actually, the mechanics of the surgery have been well-defined for years. Why, then, did it take until now to try? Obviously, as you have already noted in stories that have come across your desk, the major problem has been that of creating the right environment for the acceptance of the new organ. Probably one of the most dynamic research projects in the history of medicine is in progress right at this moment: the search for immunosuppressive agents which will make the host's rejection less likely. Many major pharmaceutical companies, ourselves included, are involved.

Another major factor contributing to a hopeful future for this operation has been the availability of antibiotics to stave off infection when it counts the most. Lederle, incidentally, is a pioneer in this area.

Heart transplants, dramatic as they are today, only suggest the sophistication of how life may be sustained in the future. Meanwhile, giving a man new heart to live must be considered good news.





description." The commission should (as the Congress originally intended, the report holds) spell the doctrine out clearly so that broadcasters can determine for themselves whether they are clearly operating in compliance with it.

"Perhaps the central issue," the report says, "is the concept of a 'controversial issue of public importance.' The limits of this term mark the frontiers of the fairness doctrine; yet they have never been surveyed."

One advantage to a rulemaking proceeding to define the doctrine is that it would provide a vehicle for a direct legal challenge. "Despite the present judicial consideration of the doctrine," the report says, "important areas may not be resolved by the courts. . . . We should not have uncertainty in this area of the law; the proceedings recommended in this report will bring that uncertainty to an end."

The final section dealing with broadcast personal attacks is less specific than the original draft language, which opted for a law that would make replies a

matter of right if the matter aired was both derogatory and untrue, without regard to the type of programs on which the material was aired (the commission's rules exclude news programs, the subcommittee notes), but limit the reply time granted to a maximum of 10 minutes.

The final recommendations discuss all the options but presents them as questions "that will have to be answered before such a law can be written."

The subcommittee's report stemmed from a series of panel discussions held March 5-6, 1968. The report was approved by the House Investigations Subcommittee on Feb. 26 and passed by the full committee last Thursday (May 15).

Also on Thursday the full committee approved another Investigations Subcommittee report, one on trafficking in licenses and construction permits that stemmed from a subcommittee investigation of transfers of UHF-TV CP's from D. H. Overmyer interests to the U.S. Communications Corp. (see page 45).

## NBC programs score with young America

### Durgin cites competitive edge over CBS, points to 'specials' as the future format

NBC-TV affiliates meeting in annual convention in Los Angeles last week were told that NBC-TV programming is with it—tuned-in to the changing times, thrust forward to meet contemporary America, turned-on by more of those in the national audience who are more affluent and better educated. The emphasis during the highlight business event of the three-day meeting (May 11-13) was on quality demographics of the NBC audience and programing developments for the decade ahead.

In a hard-hitting, 34-minute address that was followed by an elaborate and imaginative, audio-visual presentation (see page 62), NBC-TV President Don Durgin pinpointed the affirmatives in NBC's current and upcoming prime-time programing and forecast a direction programing might take in the future. Special programs, he said, "represent the future" more than any other programing form. Indeed, he is of the opinion that "the future of television . . . may more nearly be series of specials than, as now, series interrupted by specials."

Mr. Durgin challenged rival CBS-TV and the characteristics of its network audience. "If you were CBS and faced with both their success and their problems, what would you do in the 70's? Renew or cancel *Lucille Ball*, *Red Skelton*, *Ed Sullivan*, *Jim Nabors*, *Jackie Gleason*, *Green Acres*, *Beverly Hillbillies*, *Petticoat Junction*, etc.?" was

the rhetorical question he threw out to his overflow audience of some 700 network affiliate executives. "If you say renew," he pointed out, "you face in the 70's a perpetuation of an audience profile slanting toward the oldest adults living in the smallest counties, with the least education and the lowest income. If you say cancel," he continued, "you face a Herculean program development job and a major turnover in your program schedule."

In another clear and equally negative competitive reference to CBS-TV, Mr. Durgin asked: "Why do you suppose that the two major national network night-time program schedules each pull about 20% of all U.S. TV homes per average minute but that the 20% one of them attracts is largely centered in the major markets and in color homes and has primary appeal among affluent young and middle-aged adults whose education, income and occupation is upper, while the other program service has primary appeal outside the urban centers and enjoys its greatest popularity in homes without a color set and where adults are older and have lower income, less education and less responsible jobs?"

NBC-TV is in synchronization with the audience that counts, Mr. Durgin contended, because "the character of the program service determines the character of the audience." NBC's goal, he said, is to build a program structure

**DO YOU  
TELL OFF  
YOUR BOSS  
EVERY  
MORNING  
AT 3 AM?**

If you know the feeling, maybe your job is getting you down. Maybe it's time to get out—and get going on a *real* career.

At Equitable, we offer a new career concept. As an Equitable agent, you can look forward to a position with challenge. Selling an established product and service in which you have confidence, pride, conviction. And being a part of one of the country's great prestige companies.

We'll train you rigorously—and pay you a regular salary, plus commissions, during your initial three-year training period. And you'll enjoy an excellent fringe benefit program, including a company-paid pension plan.

You'll get all the help you need from your manager, from home-office consultants—people who know the business inside out. Once you learn the business, it's up to you: there's no limit to your territory, your sales, your income.

For a personal interview in one of our nearby offices, just mail the coupon below or send us a copy of your resume.

The Equitable Life Assurance Society  
Dept. D, G.P.O. Box 1170  
New York, New York 10001

I'm interested in receiving more information about the sales career opportunities at Equitable.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

© The Equitable Life Assurance Society of the United States, N.Y., N.Y. 1969  
An Equal Opportunity Employer, M/F

"that would at once be an all-family mass national broadcast service but at the same time de-emphasize dependence on old-fashioned formulas" in favor of the development of new programming forms and ideas.

To this end, Mr. Durgin recalled that NBC division heads—under the urging of NBC President Julian Goodman—prepared (starting in September 1966) and delivered (in September 1967) a 13-chapter, 213-page forecast of what the network's business and program service would amount to over a 10-year period. While not detailing this massive forecast, Mr. Durgin indicated that the future would be colored by "new approaches and experimentation in program development," and in "risk-taking and multimillion dollar investment in creative exploration and on-the-air testing."

Risk-taking and experimentation are why NBC-TV is so prominently involved in the production and presentation of special programs, Mr. Durgin pointed out. "We are not afraid of specials—their cost, their complications, their risk, their enormous demands on the creative side," he said. "We are not afraid to interrupt our regular schedule to present them." Specials, he stressed, "may be the future form of TV."

(In an interview after his presentation, Mr. Durgin explained to BROADCASTING that he was not suggesting a revolutionary trend towards specials. He explained that his prediction about spe-

cial perhaps achieving predominance in television programming is not likely to be borne out much before the latter years of the coming decade. He also indicated that such an eventuality would be of an evolutionary nature—with much of NBC-TV's current programming already turned in this direction—and would encompass not only series of specials, such as *World Premiere* features, *Name of the Game* segments, *Prudential's On Stage*-type productions, but also regular slotting of "pure" special programs that would have no connection with any other programs. Such flexibility in programming, such constant variety of entertainment, he suggested, would be vital to attracting and holding the young and important audiences of the future.)

In detailing NBC-TV's fall prime-time schedule for the 1969-70 season, Mr. Durgin placed considerable emphasis on a new half-hour comedy, *My World and Welcome To It*. Singling out this live-animation series about the late humorist James Thurber, Mr. Durgin said it represented a specific example of the experimental things the network is trying to accomplish.

Other promising programming newcomers, according to the man who has to approve of them all: a Universal TV-produced hour series, *The Bold Ones* ("something different each week but presented in series form"), 20th Century-Fox TV's *Bracken's World*, and MGM-TV's *Then Came Bronson* (more than \$1.5 million already invested in it

—on-screen performance was "disappointing," but test results have been good, Mr. Durgin claimed.)

Program development is the key to NBC-TV's current state of well-being, Mr. Durgin made clear. He also assured affiliates that the network and its stations "are well positioned to take further advantages of the trends and the growth of the 70's than any other broadcaster."

## KDBS weathers unfairness charge

### FCC says owner of Louisiana AM hadn't favored son-in-law; WENR gets clean bill too

An Alexandria, La., mayoralty candidate's complaint to the FCC that the part owner of KDBS Alexandria, La., had used the station to aid the campaign of a son-in-law who is in the race was rejected by the FCC last week. The commission, in a staff action, said in effect that the complainant had not supplied any information to suggest that, where FCC rules are involved, family ties are stronger than commission red tape.

John K. Snyder had charged that KDBS part owner Irving Ward-Steinman, on his daily program, praises his candidate-son-in-law, Ed Karst, and dis-

## NBC shows off its 'Creative Quest'

### TV affiliates in L.A. view a variety of audio-visual techniques

It's doubtful that any of the hundreds of NBC-TV network affiliate representatives who saw the special 100-minute show, "The Creative Quest," that was presented for their benefit at the affiliates meeting in Los Angeles last week, came away more sold on the network than they already were. TV network president Don Durgin had covered much of the same ground in his aggressive speech that immediately preceded the affiliates show (see page 61). But what the affiliates could not fail to be impressed with—in the audio-visual presentation that used a compilation of film, video-tape, slide and live production techniques—was the dazzling display of how creativity can be

used to entertain as well as inform.

The affiliates show reviewed innovations in NBC's history, explained what relevancy in network programming means in terms of the contemporary audience, stressed the importance of timeliness in programming. It presented a fast-moving series of *Laugh-In* clips (including the then presidential candidate Nixon's unabashed "sock it to me" appearance), and filmed previews of *The Bold Ones*, *And Then Came Bronson*, *My World and Welcome To It* and *Bracken's World* series. It covered the area of sports, news, children's programming, and specials.

Andy Williams, Bill Cosby and Debbie Reynolds came on stage live to talk about their respective forthcoming programs. Mr. Williams was introduced via an ingenious revolving eight-panel creation, four panels on each side of the stage. The white-sided portion of the panels was covered by a fine screen for projection; the back portions were black felt causing the panels—they can hold a 250-pound man—to revolve silently. Mr. Cosby was on for some 15 minutes

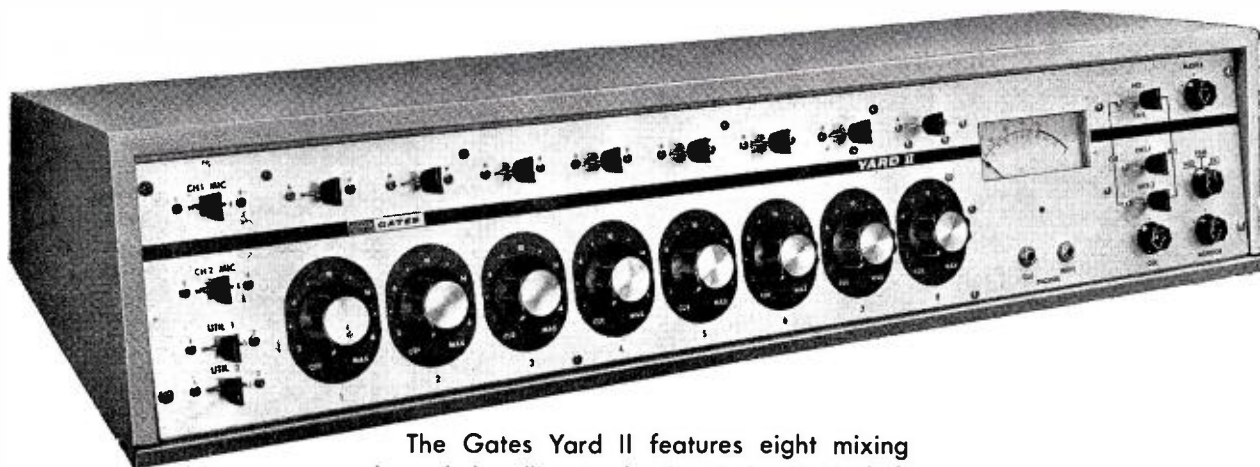
and rendered a hilarious, joke-by-joke situation report about one of the segments in his new series.

Featured in the show, too, was a striking "time module" segment. Point of this creative effort was to show how many visual images could be presented in a minute's time.

Key to the production were eight Eastman Kodak slide carousels programmed by Charisma Productions, New York firm that specializes in industrial shows. The affiliates show was a project of NBC-TV sales planning, and Dean Shaffner, who heads that operation as director, was executive producer of "The Creative Quest." It took more than two months and some 20 people (exclusive of personnel involved in the filmed portions) and a five-figure budget to produce the show.

"The Creative Quest" was presented for the first and possibly only time to the affiliates convention. The entire hour and 40 minutes (it was supposed to last 85 minutes but the live portions ran over) was taped, however, for any possible future use.

New from Gates...  
the Yard II eight channel  
all silicon transistorized  
audio console.



The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

Let us tell you more about the Yard II. Write or call Gates Radio Company, Quincy, Illinois 62301. Telephone (217) 222-8200.



**GATES**  
A DIVISION OF HARRIS-INTERTYPE



parages all who oppose Mr. Karst. Mr. Snyder also charged he wasn't given the same opportunity as other mayoralty candidates to appear on the station, and requested equal time to debate Mr. Ward-Steinman and/or his son-in-law on KDBS.

In all, Mr. Snyder accused the station of violating the commission's fairness doctrine, the equal opportunities provisions of Section 315 of the Communications Act and the commission's editorializing rules.

The commission's complaints and compliance chief, William B. Ray, in his letter rejecting the complaint, noted that the station had denied all of the allegations concerning the licensee's any candidate. The station had also said that Mr. Karst had appeared on the station only once, as had Mr. Snyder. Both appearances were in response to "oral" invitations.

Furthermore, Mr. Ray said, Mr. Snyder's letter contained "only general allegations" concerning the licensee's purported endorsement of Mr. Karst or disparagement of Mr. Snyder, and fails to provide specifications as to Mr. Snyder's further requests for opportunity to appear on the station. The licensee said no further request for time was made.

Mr. Ray, in disposing of another Section 315 matter last week, told the general manager of WENR Englewood, Tenn., and prospective candidate for political office, that the broadcast of announcements using his voice would not obligate the station to provide equal-time to all of his opponents.

Frederick A. W. Davis, who intends to run for city councilman in Athens, Tenn., said he has never broadcast a regularly scheduled program on WENR, although he has done play-by-play sports events in which he was identified. He plans to broadcast commercial announcements—but without identification—during the campaign. He says that only personal acquaintances would be able to identify the voice.

Under the circumstances, Mr. Ray said, "It does not appear that the broadcast of announcements using your voice without identification or your voice being generally identifiable would constitute a use under Section 315."

## NBC airs antismoking clinic

TV's programming attention to the smoking "problem" is mounting. NBC News has scheduled a segment dealing with a communal attempt "to kick the tobacco habit" in its *First Tuesday*, two-hour news-feature show on June 3. The 9-11 p.m. (NYT) program will include the five-day plan smokers' withdrawal clinic, held at Hewlett High School in Long Island, N. Y.

## Closest moon view yet due from Apollo 10

A real color TV spectacular is set for broadcast this week as the three Apollo 10 astronauts flash back to earth TV viewers scenes of the earth, the moon and their activities inside the spacecraft.

One of the most vivid of the color TV transmissions—the first from space—will be the May 22 shot of the command ship flying in formation with the lunar module (LEM). This will be just before the two astronauts in the LEM descend to within 10 miles of the moon's surface.

The Apollo 10 launch was scheduled to have taken place yesterday at 12:49 p.m. (NYT).

Aboard the spacecraft are two, lightweight TV cameras. One is a 10-pound Westinghouse camera adopted for color by the addition of a small, scanning disc using the CBS field-sequential color system as well as a tiny monitor (BROADCASTING, April 28). Also aboard is an RCA-designed slow-scan, black-and-white TV camera, previously used in the Apollo 8 mission, which is to be employed only once when the astronauts are sending TV pictures to the National Aeronautics and Space Administration's Honeysuckle Creek tracking station in Australia. The Australian earth station is not equipped to handle color TV. The RCA camera also will be used in the 10 other TV telecasts if the color camera fails to function properly.

The schedule of telecasts from the astronauts, in addition to the one yesterday (all NYT): May 19, 4:03 p.m.; May 20, 6:48 p.m.; May 21, 1:08 p.m. and 9:33 p.m.; May 22, 3:01 p.m.; May 23, 1:23 p.m. (when the LEM is finally discarded to orbit around the moon until its fuel is exhausted) and 7:08 p.m.; May 24, 6:33 p.m. (in black-and-white only) and 9:33 p.m.; May 26, 7:38 p.m.

## Mendelson, NBC expand working arrangements

Producer Lee Mendelson, best known for his CBS-TV cartoon specials about the "Peanuts" characters, has signed a long-term exclusive services agreement with NBC-TV. It gives NBC exclusive TV rights to all future properties and formats developed by Lee Mendelson Film Productions Inc.

The new contract expands the agreement Mr. Mendelson signed with NBC-TV more than a year ago that called for the joint development of television specials. Announcement of the expanded association was made last week by NBC-TV President Don Durgin at the annual affiliates convention in Los Angeles.

Mr. Mendelson, a writer-producer-director for KPIX(TV) San Francisco, opened a three-man independent production company in 1963. His first network production was *A Man Called Mays*, an hour special about Willie Mays. He subsequently co-produced and sold a series of "Peanuts" specials and such other specials as *Children's Letters to God*, *Rod McKuen: the Loner*, and *The Wonderful World of Pizzazz*.

## 16 pick 'Mothers-in-Law'

Initial sales on *The Mothers-in-Law* have been made to 16 major-market TV stations. The United Artists Television series, which ends a two-year run on NBC-TV in September, consists of 56 half-hour episodes, and is offered as strip programming for a fall start. The purchasing stations, which include the five Metromedia outlets, are WNEW-TV New York; KTTV(TV) Los Angeles; WGN-TV Chicago; KPLR-TV St. Louis; WGR-TV Buffalo, N. Y.; KNEW-TV San Francisco; KOOL-TV Phoenix; KOMO-TV Seattle; KMBC-TV Kansas City, Mo.; WTEV(TV) Providence R. I.-New Bedford, Mass.; WTTG(TV) Washington; WPHL-TV Philadelphia; KHTV(TV) Houston; KOLD-TV Tucson, Ariz.; KOIN-TV Portland, Ore., and KOVR(TV) Stockton-Sacramento, Calif.

## Dodd criticizes NBC for lack of ABM coverage

Senator Thomas J. Dodd (D-Conn.) last week charged NBC with unfair coverage of the ABM hearings before the Senate Subcommittee on International Organizations and Disarmament Affairs. In a letter to NBC President Julian Goodman, Senator Dodd urged the network to "reconsider" its decision not to telecast testimony of Dr. Edward Teller supporting the ABM system "in the interest of fair presentation on both sides of this highly complex and controversial subject." The senator was concerned that "TV coverage has thus far been heavily on the anti-ABM side."

Senator Dodd's charges were answered in a telegram by Donald Meany, vice president, NBC News, on behalf of Mr. Goodman who was in Los Angeles at an NBC affiliate convention. Mr. Meany explained that NBC had "heretofore considered at length whether to carry these hearings live and had reached the judgment that in view of NBC News's previous coverage of the ABM controversy, today's hearing would adequately be handled within existing news programming."

Mr. Meany concluded after reviewing "our decision in the light of your telegram" that NBC "continued to feel that our earlier conclusion remains appropriate."

## Program notes:

**Black history program** ■ A free series of one-minute statements on the history of black heroes and events are available to radio stations from the Columbia University black identity project in New York. The series is called "black encyclopedia of the air."

**A royal telecast** ■ The investiture of Prince Charles as Prince of Wales on July 1 will be covered by CBS-TV with a live satellite broadcast 8-11:30 a.m. EDT. A half-hour special report of the event will be carried that evening.

**Daytime strip** ■ Back episodes of *That Girl* will be inserted in ABC-TV's daytime lineup at 12:30-1 p.m. EDT starting June 30. The series continues in the night time schedule. The new week-day strip replaces *Funny You Should Ask* (and also the *Children's Doctor* aired Tuesday, Wednesday and Thursday, at 12:55 p.m.).

**Golf Special** ■ A regional network of television stations is being organized by TMI Sports (division of Transmedia International Corp., New York) for coverage of the New York State PGA \$40,000 golf championship Sept. 20.

**Pooh on NBC** ■ NBC-TV has acquired the rights to the Walt Disney animated features, "Winnie the Pooh and the Blustery Day" and "Winnie the Pooh and the Honey Tree," for broadcast as two half-hour specials during the 1969-70 season.

**New for fall** ■ Spangler Television, New York, plans to produce a one-hour musical-variety series, *The Sounds of Today, Tomorrow and Yesterday* for distribution to TV stations starting this fall. The program will feature singer Lloyd Price as host.

**Triple-threat deal** ■ Talent Associates Ltd. and SSS Cinema International plan to develop and produce TV specials and series and feature films. The first project is a TV series based on the hit record, "Harper Valley PTA." Negotiations are underway with NBC-TV to schedule the series in 1970.

**Horoscope specials** ■ Two Hollywood firms, Western Video Productions and SpectraMedia Television, will produce 12 one-hour musical-comedy specials, *Signs of the Zodiac*. Each of the specials, designed for monthly presentations, will be pegged to the month's zodiac sign with hosts and guest stars selected accordingly.

**New entry** ■ NBC-TV will replace *Hidden Faces* (Monday-Friday, 1:30-2 p.m. NYT) with a celebrity panel comedy program, *You're Putting Me On*, on June 30. The panel will consist of three regular celebrities and three guest personalities. The producer is Bob

Stewart, who also does *Personality* and *Eye Guess* game shows on NBC.

**Scenic division** ■ Hollywood Video Center, West Coast video-tape facility, has formed a division to design and construct sets and scenery.

**Upbeat break-up** ■ WEWS(TV) Cleveland and Broadcasters Television System Inc. have terminated their agreement whereby BTS Inc. distributed *Upbeat*, a contemporary music show originating from WEWS in conjunction with Herman Spero Productions. WEWS will distribute the one-hour program directly to stations.

**New games** ■ Bob Barker Productions, Hollywood, is currently developing *The Bob Barker Show*, an audience participation program; *The News Game*, a program based on the day's news; and a radio series featuring children but designed for adult listeners. Bob Barker, head of the firm, is host of the syndicated *Truth or Consequences*.

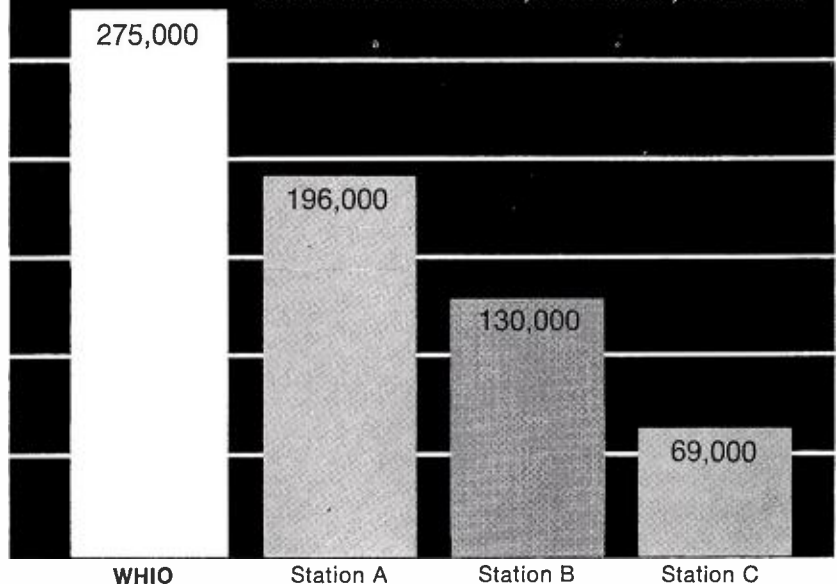
**Another from Clark** ■ Dick Clark Productions, Hollywood, has sold *Music Bag*, an hour musical variety series, to Metromedia Television. The syndicated series will feature popular music talent, with Dick Clark as host.



# Dayton's Adult Station

WHIO AM reaches 40% more Dayton adults\*, 18 and over, than any other Dayton station. Another reason why WHIO continues to be your best advertising buy in the Dayton market.

MONDAY THRU FRIDAY, 6 AM-10 AM, 3 PM-7 PM



\*Source: ARB, Oct., 1968, Cume Persons, total survey area. Survey results subject to qualifications in said reports.



CBS Affiliate / Represented by Edward Petry & Co., Inc.  
Cox Broadcasting Corporation Stations: WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WSB AM-FM-TV, Atlanta; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

## Shake-out among the station reps

The bigs get bigger, the littles disappear  
as costs climb and computers cloud future

The day of Willie Loman is over in the station-representation business, but the age of Buck Rogers is still some distance off.

That is probably the quickest summation of the status of one of the broadcast industry's most vital, yet volatile, functions. The broadcast-rep business has just gone through the greatest decade of change in its less-than-40-year history. Yet it now stands on the brink of even greater upheaval. There are some prophets who predict the total eradication of repping in favor of rows of buttons and computer displays.

Practically all experts in the field surveyed by BROADCASTING remain confident that the rep will never be completely replaced by robots, but few also doubt that the business is, at best, only at a mid-point in a sweeping physical and technological change.

The most noticeable over-all restructuring of the rep field in the decade has been the weeding out of small, independent reps. "The big get bigger and the small just disappear," is the way an executive of one major rep describes the situation.

Although there are myriad individual factors—from the salaries of secretaries to the rise of group reps—that have been at work to cause this, they can all be divided into two major forces: economics and marketing sophistication.

The rep business always has been, and will continue to be, one of salesmanship and personal contact. But in an increasingly complex and impersonal society, there has long been little room left for what one observer describes as the "three-martini-he's-a-friend-of-mine" rep, the small operator who enjoyed a pleasant living selling national spot for a couple of small strings of stations, making sales over long luncheons with agency personnel and going out to dinner with the station owners when they came to town once or twice a year.

"The old basis of buying on personality alone has 90%-95% disappeared because of the increased demand for information," says Edward P. Shurick, president of H-R Television and treasurer of both H-R Television and H-R Representatives.

"I wouldn't say this has been a coun-

try club type of business at any time," Mr. Shurick added, "but there once was more freedom because the business was personalized—the rep was expected to go out on parties at night. Now it is closer to 'closet buying.'"

With this demand for information and with greater station needs, many see the rep business as having become almost as much of a service as a sales industry. All note the explosion in demographic data now demanded by ad agencies.

In television, Marvin L. Shapiro, president of Television Advertising Representatives, notes that as recently as 1964, American Research Bureau books carried only 11 columns of data; now there are 49. "You just can't service a client without having this," he says.

On the other side of their business, reps cite the much greater reliance placed upon them for aid and advice by client radio and television stations. The major reps all note their expenditures in setting up special departments to provide research assistance to stations on everything from programing to local promotion.

"Our service areas today not only include highly sophisticated marketing research, but an expansion of local services as far as making sales presentations which are adaptable for use (by the stations) on the local, as well as (by us) on the national level," says Martin L. Nierman, president of Edward Petry and Co.

It is the willingness to provide—and ability to afford—service functions that have sustained the "good reps," in the view of Tod Moore, executive vice president of the Katz Agency. "This is indicated by the mergers of the smaller reps. They couldn't provide the ancillary services. Today you need the size and financial resources to provide various service departments."

Arriving hand-in-glove with the mergers and consolidations in the rep business has been the creation of the group rep. In June, Westinghouse will celebrate the 10th anniversary of the formation of its TVAR and Radio Advertising Representatives (RAR), generally considered to be the opening of the

floodgates to self-representation (although Avco—then Crosley—and CBS and NBC already were self-repped; NBC last year closed down its Radio Sales).

The trend has continued steadily, right up to the FCC's recent crackdown on rep activities by multiple-station owners (BROADCASTING, March 17). As recently as last August, Chris-Craft formed its Tele-Rep with ex-Petry officials, thus joining such other major self-repping group radio and television broadcasters as Metromedia and RKO General. Despite the FCC's pending proposal for new rulemaking on group representation, most people in the business expect that this is the one area where more new rep shops will open for business—if the reps are correct in their general assumption that there will be no particularly stringent restrictions on group repping in the FCC action.

Seven years ago, the emergence of the group rep was regarded as the greatest shock to hit the business since the advent of television. There is no question that it has been a key factor in the restructuring of the rep field. But it also worked in concert with other developing trends within the whole broadcast and advertising industries, perhaps, in some instances, almost as a catalyst to hasten basic changes that were evolving.

The group reps took away from the independents many of the remaining lucrative major-market stations (with the network owned-and-operated television stations all self-repped since ABC swung over in 1961, and CBS Radio also self-repped). These group stations provided the gravy for several of the larger independent reps: Blair: H-R: Katz and Peters, Griffin. Woodward, and the adjustment to get along without them was uncomfortable.

But even if the group-repped stations had remained with the independents, it would not have prevented consolidations of many of the smaller reps and probably would have only slowed the need for evolving changes at the larger independents.

Under the basic pressures of the past decade—spiraling costs and the demand for greater services—the responses of





Mr. Shurick



Mr. Shapiro



Mr. Moore



Mr. Kellner



Mr. Nierman



Mr. Eastman

reps have been growth and specialization.

Among independents, the increase in length of station lists has probably been more significant than the growth of dollar volume, as almost everyone in the field admits to carrying more stations now than anticipated a decade ago. Aside from the largest independent reps who needed the increased volume to make up for dollars lost to group reps, everyone in the field needs greater volume today simply because rising costs have put a heavy squeeze on profit margins, as commission rates charged by the reps have remained virtually unchanged.

This is not to say that dollar volume has not also increased quite noticeably. National nonnetwork television time sales, after all, have gone from \$345.2 million in 1958 to an estimated \$1.012 billion last year; radio national nonnetwork time sales from \$171.9 million in 1958 to an estimated \$340.5 million last year.

The president of one major rep firm recalls:

"About eight years ago it was quite an announcement when one rep [Blair] hinted he was in the \$100 million category. Today we know at least two [Blair and Katz] and probably three [Petry] that qualify for this."

Blair—now publicly owned and somewhat diversified—recently reported record gross revenues for the first quarter of this year of \$8.9 million, up more than \$1.87 million over the same 1968

period (BROADCASTING, May 5).

At the other end of the scale, one veteran rep estimates that "to have a good station rep firm, you need at least \$20 million in billings."

M. S. Kellner, managing director of the Station Representatives Association, estimates that in the past 10 years the number of national broadcasting reps has declined by about 30, with a national rep being defined as one who maintains offices in New York and at least two other cities. This would put the number of national reps today somewhere between 50 and 65, depending upon how they are counted (that is, the various divisions of one rep company as separate reps or as one).

The group reps have moved in to fill some of the holes left in the list, and there are rumors of more to come. "It's a matter of simple arithmetic for a group owner," says one veteran independent. "It would be tempting for many people to start new rep houses except that it is an extremely expensive business that can't be banked. Just to open you have to have offices across the country and get good salesmen. This is something you have to do out-of-pocket; you can't get a loan. Then you have to get a list of good stations.

"A group operator already has the stations—and generally the cash available. For him it's simply a matter of adding up his dollar volume and looking at the number of offices and salesmen required to sell them. It's just deciding if it would cost more or less to

do it himself.

"This has been particularly prevalent in television," the rep added, "because with the much greater dollar volume, the commissions add up faster and you do not need a very long list of good stations."

Conversely, in radio, where the dollar volume of individual stations is much smaller, a rep must maintain a considerably longer list of stations to bring in the same gross.

"It would be uneconomic to rep radio with only seven or eight stations, unless they were the seven or eight biggest in the country," says Robert E. Eastman, president and chairman of Robert E. Eastman & Co., now an all-radio rep.

Storer quickly and without complaint sold back its 20% interest in Major Market Radio (which it controlled with Golden West Broadcasters) when the FCC began its clampdown on activities of self-owned group reps in March. And even NBC, as previously noted, found it to its advantage to close its radio rep shop and turn the business over to outsiders, Henry I. Christal Co., Eastman and Katz, which observers say has been "a highly successful move on their part." An ABC Radio sales official says the network continued to find it good business to have its owned-stations repped by Blair.

"Independent reps have the prod of insecurity, which serves as a very successful motivation," comments Mr. Eastman. This too, adds to the need for

bigness in radio reps, he says.

"A few—but not many—radio reps can do a short list," he concedes. These are generally group reps handling their own, and other, multiple stations, such as Metro Radio, which at the moment has 18 stations, six of them its own. On the other side of the balance, there's Blair's 58 radio stations, Katz's 56, Petry's 102 and McGavern-Guild-PGW's list of 119.

Acknowledging the lengthened lists of most major reps, Mr. Eastman points to his own firm's 92 stations and observes: "When we first went into the business, we were going to rep no more than 20 top stations a year. But the last three top stations we had went to house reps. So you do something to stay in business. There's a metamorphosis that takes place that pretty much determines your method of doing business."

As much as lengthened station lists, a very significant factor of recent years has been the decision of reps such as Eastman to offset their spread in size by specializing in areas or types of stations.

One of the most dramatic periods of this revolution was the year from January 1967 to January 1968. During this period:

- Peters, Griffin, Woodward Inc. decided to concentrate only on television and transferred its radio list to McGavern-Guild, to form McGavern-Guild-PGW.

- John C. Butler, the former vice president for radio of PGW, set up his own shop and bought the radio list of the Hollingbery Co. (Early this year, H-R Television and Hollingbery's television list were merged).

- Venard, Torbet & McConnell split into Alan Torbet Associates, with the radio list, and merged the television list into Adam Young Inc., to form Adam Young-VTM.

- Eastman dropped its television list to concentrate on radio.

- NBC closed its radio spot sales division.

"What it has amounted to," says Mr. Eastman, "is each rep doing his thing and doing it well. You try to fulfill the specific function for your customer. That is what has been pretty much settling the business."

For Mr. Eastman, "My personal bias was that selling spot radio and TV advertising are quite different worlds. One can detract from the other." In this media concentration, he cites the success of his company and McGavern-Guild-PGW in radio, and PGW and Harrington, Righter & Parsons specializing in television.

Many reps also have specialized in types of stations or market size. At H-R Representatives, for example, Mr. Shurick recalls that "three years ago we had to decide whether to go after medium metropolitan market size (stations) or add to our list. We only have

a small number of stations we can pitch for in the top 25 markets. But in the next 25, there is a lot you can pitch for because of high profits versus the overhead."

H-R Television now has 68 television stations and H-R Representatives about 45 radio stations. "We started as a limited-list rep with only 25 stations," says Mr. Shurick. "But this is a limited risk business. If you lose one or two major stations you are crippled. But if you have 50 stations, it doesn't rock the boat too much."

On the other hand, there is the problem of becoming too big to handle clients' individual needs: "We could add 25 more stations with only the addition of a few more people," Mr. Shurick says. But most reps have struck a compromise based on necessary size to meet costs and the number of clients available in the area of specialization.

Another major development of the past 10 years is the key method that the major reps have hit upon to maintain their needed large lists while still countering the short-list arguments of the group reps. That is the subdivision of the lists into geographic areas for compartmentalized attention.

Since Katz initiated this "split-list" concept in 1957, most major independent reps have taken it up, in one form or another, including Avery-Knodel, Blair, Petry, PGW and H-R Representatives.



Mr. Nunan



Mr. Kizer

As it continued to grow, Katz in 1965 further subdivided its East-West two-team operation into a four-team setup. The firm now reps 59 television stations, a 22% increase in the past five years (its 56 radio stations represent a growth of 41%). Yet Katz claims that out of its New York office, there are only a dozen to a dozen-and-a-half stations per team.

"Of course we have had to hire more salesmen, and that has been expensive," says Katz's Mr. Moore. "But it enables us to give more attention and care to individual stations."

Avery-Knodel, which has added 23 stations in the past two years for a cur-

rent total of 51 television stations, recently split the country into halves, east and west sales divisions. "While the number of stations [a rep should handle] is very difficult to decide, we take the position that nothing is constant and if you are not moving forward, you are going backward," says Robert J. Kizer, administrative VP, Avery-Knodel Inc. However, he adds, "there is a need to service individual stations, and once you have reached an agreed-upon number of stations, then you must set up a division to service them at maximum value."

"As the expenses of doing business increase, if the universe in which these reps can sell is not also increasing as the costs do, they are going to feel a further squeeze and a likelihood of more consolidations," says the SRA's Mr. Kellner.

Reps unanimously agree that despite the growth in spot dollars, it has not been enough to meet the staggeringly increased costs of doing business.

Most observers would average out the rates for the entire industry at about 6%-7% for television and around 11% for radio. Says one independent rep: "We adjust our rates every Feb. 1 and June 1—and often we have revised them downward. It isn't just a matter of our costs, but what is happening in the marketplace."

Everyone from the smallest rep to the largest complains of the combina-

tion of spiraling costs, from the general inflationary increase in the cost of living to the expenses of elaborate computer technology to provide stations and agencies with increased services.

To help meet future escalation Petry's Mr. Nierman speculates that perhaps reps should attempt some sort of shared-cost operation of charging compensation for any additional services they may be called upon to provide, as foreign reps do.

Katz's Mr. Moore notes that while his company has enjoyed substantial increases in the dollar volumes of its radio, television and newspaper rep services in the past decade, it also has

doubled the number of employees in the period, doubled the amount of its office space in 1967, and has invested over \$1 million in computer operations since 1962.

The industry spokesmen point out that the smaller the rep, the more acute this dollar squeeze becomes.

Some industry representatives, such as H-R's Mr. Shurick, have been lobbying for educational institutions offering television courses to encourage more emphasis on training personnel for business areas such as repping, rather than only production.

With the competition among reps for aggressive, knowledgeable salesmen, one rep says, "I can still bring a young, inexperienced fellow in to start below \$15,000, but I'd better quickly move him up to \$25,000-\$30,000 or someone will come along and take him." Most observers agree that senior rep salesmen these days usually make between \$30,000 and \$50,000 a year, and earnings above \$50,000 are not great rarities for key salesmen at the biggest houses.

Almost everyone in the rep field believes that the age of the computer in the business still is only dawning, that the next five years will see a computer takeover far outstripping any small strides made up to now. At the same time, almost all also dismiss predictions that their entire function soon will be made obsolete by the computer, as suggested recently at the American Association of Advertising Agencies annual meeting (BROADCASTING, April 28).

Most rep houses are still in the process of shaking out their computer operations. Katz, which has heavily invested in pioneering work in this field, recently created the post of vice president for systems to explore wider and more efficient ways of using data processing to handle the flood of paper work that passes through it daily—a situation probably more crucial at Katz than at any other rep, since it follows through to billing and collection.

Katz's Mr. Moore says: "In the past five years our amount of internal paperwork has tripled."

Most reps still are experimenting. Some are sinking funds into acquisition of computer equipment. Many are finding it more efficient to farm out the work. Avery-Knodel, for example, is now using the facilities of Quality Data Processing in Englewood, N. J., on a time-sharing basis. H-R has hired Cybernetics, Inc. to handle much of its software operations.

Many see the paper-handling functions of the time-shared computer as already having rescued some of the smaller reps from being "at a distinct disadvantage."

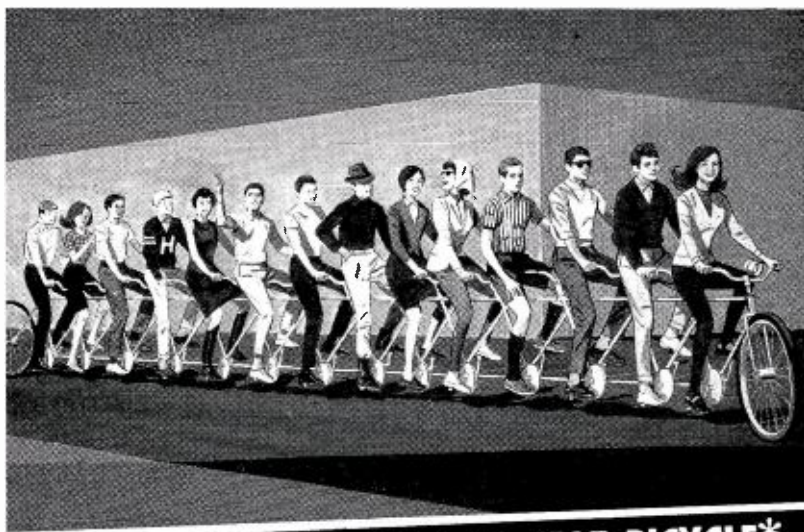
At this point, to make the computer

more effective in shuffling the routine paperwork of the business, the reps must continue to seek standardization of forms for such things as availabilities, rate-card formats, contracts and affidavits of performance.

Most reps agree with one's observation that "After 25 years of talking about this, we finally are beginning to get something done." There has been a gradual acceptance of such things as the Television Bureau of Advertising "Systems of Spot." Both the SOS standard availabilities and standardized confirmation forms are now being phased in as various reps use up their old ones, a

move that has come after much discussion and some modification. ("It has been difficult because not everyone's parochial interests can be satisfied with standardization," notes one rep, "but even the old-line individualists who didn't want to change have come to realize it does save tremendously.")

The frustration felt by reps now in the process of computerizing probably is best expressed by TVAR's Mr. Shapiro: "We're a middleman. At one end of a tunnel we have the suppliers of information—basically ARB and Nielsen—all computerized. At the other end, we have the agency, which will use



**YOU MAY NEVER SEE A 14-SEAT BICYCLE\***

**BUT...in the 38th TV market you'll see the biggest audience share on WKZO-TV**

WKZO-TV gives you one of the lowest costs-per-thousand in the

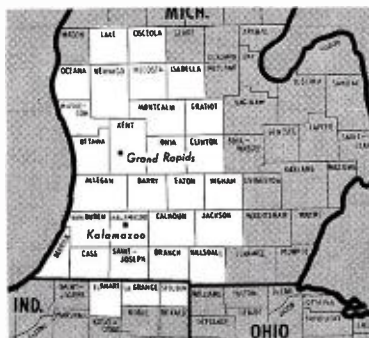
top 50 markets. A 49% prime-time share in this giant 3-station Grand Rapids-Kalamazoo market makes WKZO-TV a top 50 best buy.

Ask Avery-Knodel how to become a big wheel in this 2¼ billion dollar retail sales market.

Source: SRDS and ARB, 1968.

\*A 14-seat tandem bicycle 31 feet long was made in England in 1967.

**WKZO-TV MARKET COVERAGE AREA • ARB**



**The Folger Nations**

**RADIO**  
 WKZO KALAMAZOO-BATTLE CREEK  
 WFLY GRAND RAPIDS  
 WJFM GRAND RAPIDS-KALAMAZOO  
 WWW/AM-TV-FM CAGILLAC

**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
 WHTV CAGILLAC-TRAVERSE CITY  
 WWSB-TV SABLE STE. MARIÉ  
 WJAN-TV LINCOLN, NEBRASKA  
 WJIN-TV GRAND ISLANDS, NEB.

**WKZO-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER  
 Studios in Both Kalamazoo and Grand Rapids  
 For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



the computer to interpret this data. In between there is the rep, whose function is and will continue to be to make the sales presentation. Computerized, he should be able to quickly go to any of the figures."

Petry's Mr. Nierman calls agencies' station data requirements to this time minimal—"they have never asked 'how is my client's product moving?' They only wanted to know the size of audience and if they are getting the best spot." Or, as it is described by Thomas R. Nunan, vice president for planning, Avco Radio Television Sales: "So far we've just been counting heads. In the future there will be more product usage data and behavioral and motivational research—what kind of programing is attracting a particular kind of buyer?"

What other long-range developments do reps see coming? Most anticipate further fragmentation of larger markets, most quickly with the emergence of the UHF stations. Avco, with the Kaiser U's, already has divided its television sales into two groups: one for UHF and the other for VHF.

Some, such as TVAR's Mr. Shapiro, see television eventually traveling the same route through which radio has just come: "Fragmentation, calls for greater demographics, the splitting into finer and finer lines."

Mr. Shapiro—who recently returned to TVAR after three years at RAR—has "no doubt in my mind that television is going to be much more selective in the future, with specialized programing and selective audiences. It is going to throw it back to the reps to tell what the station can do."

What are reps expecting in more immediate pressures for change in their business? Both the independent and group reps are confident that the FCC's proposed rulemaking to further restrict groups "will resolve itself" (BROADCASTING, April 14).

Of course, it is impossible at this time for anyone to predict what action the FCC may take on rep regulations. The commission is still awaiting staff recommendations before even issuing a notice of proposed rulemaking, although most Washington observers expect it to come within the next few weeks.

Allowing time for the filing of comments and replies, it would be about the end of the year before any changes in rep rules could go into effect. In the meantime, group reps appear relatively sanguine about the possibility of stiff revision in the regulations, although changes could range up to some sort of ban on a group's repping and program production, or an outright prohibition of group reps handling any stations but their own, as the FCC did to the television networks 10 years ago. There also could be limits set on radio net-

work repping in the new FCC action.

The FCC's limitation on television network repping a decade ago came as the result of independents' complaints, just as the March group rep action came as the result of petitions filed by the SRA. "We didn't do anything but say to the FCC 'Here's the rules,'" protests the SRA's Mr. Kellner.

The fact that the SRA did initiate the action points up the continuing conflict between the independents and the groups, and the apparent concern among the independents that their woes from the groups will continue to grow, although Mr. Kellner maintains: "We only called to the FCC's attention violations of cross-interest rules that have been in effect for some time. After all, the networks are group licensees, and we thought it would be advisable to apply rules applicable to the networks to any other group licensees.

"If Metromedia or Avco are repping and are in the programing business, as are the networks, then they should ad-

---

## Computerized buying aid to be shown next month

CBS Radio Spot Sales is preparing to unveil next month a new computer service to advertisers and agencies that will serve as both research tool and salesman for the rep organization.

The plan, titled "Computerized Buying Service," will use the IBM 360/50 computer in New York that is the main processor for CBS's data center.

Initially the service, which is free, will be offered only for the 12 markets in which CBS represents radio stations. Under the plan, advertisers will provide basic facts on the type of campaign they wish to conduct and possible station buys. CBS will provide audience demographic data directly from American Research Bureau. The system is designed to handle up to eight station combinations in one market.

CBS sources say the computer will be able to provide the advertiser with comparisons of efficiencies by stations and demographics, with cost-per-thousand comparisons both for total audience and for target audience.

The computer also is to provide what CBS sources term an "attention index" for possible buys, with data weighted in favor of news and talk shows on the theory that they provide more attentive audiences. However, the sources said that if the advertiser wishes, data also can be fed through "straight" or with any other weighting which the potential client cares to provide.

Full details of the system are to be announced June 16.

here to the network rules. The issue didn't come up earlier because in 1958 the groups were not in the programing business as they are these days."

The group reps' weapon in firing back at the independents either at the private bargaining table—or, if necessary, before the FCC—is the almost equally-mixed interest of many independent reps, such as McGavren-Guild-PGW, owned by Atlantic States Industries Inc., radio station group owner. There also are some cross-links between independent reps and group broadcasters, such as Sonderling Broadcasting Corp.'s buy of Bernard Howard & Co. in February.

Should they be seriously threatened, the groups also reportedly have considered, as an ultimate weapon, asking the FCC to require that all rep-station contracts be made public—a situation that would range from deeply embarrassing to disastrous for the independents, who negotiate individually with their clients.

With the cross-interest charges made by the SRA to the FCC against group reps apparently settled (BROADCASTING, March 17, 24), the lingering worry of the independents continues to be what one rep describes as "rumors we have heard" that some groups that produce their own programing "might" have been using the programing as leverage to obtain rep clients, or vice versa.

SRA members and group reps reportedly are in or near agreement to ask the FCC to bar joint group repping and programing production only if one was dependent upon the other. But at least one veteran rep sales official now with a major syndication company finds the influence wielded by any reps on programing to be exaggerated.

"While some veteran rep salesmen still influence programing, stations these days generally are much more sophisticated and don't depend as much on reps for advice as they once did, although the reps like to feel they have been influential in this area," he said.

The loss of cigarette advertising would seem to be a much more serious concern of all reps at this time.

Few reps voice objection to independent media buying services, and most agree that, at least from the reps' standpoint, it has been healthy for the business in general because it has made buying more competitive, and, therefore, salesmen more important.

From the clients' point of view, radio reps generally are regarded as having become more aggressive in the past five years, as the call for more research data has been somewhat answered and as radio itself has sprung back as an advertising medium. Television clients generally seem to find reps having done a good job in keeping up with their home-

work as TV spot buying has become far more complex. The reps themselves show little fear of the day predicted when an ad agency man will push a button and see displayed on a desk-top screen all the availability data on stations across the country. "Someone still has to interpret the data and make the sales presentation, and that will continue to be a rep's job," says one.

A lone rep sees "the possibility all of us can be replaced by a computer, because the only value of a rep is what he can be adding to the transaction, and if he can be replaced, maybe he'd better sell something else." But he is challenged by a chorus with such answers as "a machine only presents data without emotion. . . . This is a service business and a people business."

Perhaps what the reps can expect in the future is best summed up by Avco's Mr. Nunan: "On the one hand, you have people who say there will be computers spewing out all the data anyone will need to know, so a station can use monkeys or St. Bernards for salesmen. The other extreme says that with the timebuyers given more time and data a company will have to devote more personal attention to the buyer.

"The real situation probably will be somewhere in between, with the companies who keep the best salesmen on the street the ones who will stay in business."

*(The foregoing special report was written by Walter Troy Spencer, associate editor, New York.)*

## Equipment & Engineering

### Satellites probed in House hearing

Zablocki's concern with propaganda usage of birds discounted as witnesses urge Intelsat accord

A congressman's fears of direct broadcast satellites being used for "propaganda warfare" were allayed last week as the House Foreign Affairs Subcommittee on National Security Policy and Scientific Developments heard testimony from experts in the field.

In his opening statement, Chairman Clement J. Zablocki (D-Wis.) expressed the concern which prompted him to introduce House Concurrent Resolution 236 urging the President to take specific actions with regard to space broadcasting (BROADCASTING, May 5). He called satellite broadcasting "an awesome power—a power which may be used for the good of mankind, or for his degradation and enslavement."

It was the power of broadcasting for the good that got the most attention, however, during the hearings. W. L. Pritchard, director, Comsat Laboratories, Washington, called satellite broadcasting "one of the most exciting [applications of space technology] because of its imminence and its startling potential for the improvement of human welfare."

This view was seconded by Arnold W. Frutkin, assistant administrator for international affairs, National Aeronautics and Space Administration, who detailed an experiment in satellite broadcasting now being formulated in India under the direction of the U.S. government and NASA. The project itself, hardware and software included,

is being financed by the Indian government, which will decide program policy of the educational project. It is hoped that this one-year project will serve as a model for future ventures in the field of international educational broadcasting.

Another important use of international satellites, that of creating national integration, was emphasized by all the witnesses, including Samuel DePalma, assistant secretary of state for international organization affairs, who stressed the importance of national leaders being able to communicate directly to their people in times of national emergency.

The international political impact of communications satellites was examined during the subcommittee hearings by Richard N. Gardner, professor of law and international organization, Columbia University, New York, who presented an eight-point program to start the ball rolling on an international basis. In addition, he suggested that Intelsat facilities be made available without charge to the United Nations for radio and television programs produced by the U.N. and also for the U.N.'s own internal communications needs.

The political picture from a national standpoint was presented by Leonard Marks, former director, U.S. Information Agency, who pointed out that there is no international authority to regulate direct satellite broadcasting and that the

## Your Blair Man Knows . . .

*A message from Robert W. Ferguson, Exec. VP and Gen. Mgr., WTRF-TV and WTRF-FM, Forward Group Stations in Wheeling, West Virginia.*

FORWARD, Indeed! WTRF-TV's new, ultra-modern, million dollar communication center, Central Seven, is conducting tours daily for school, church, civic and business groups in and beyond coverage areas credited to the Wheeling-Steubenville Market. Raves are rampant as more and more keep coming. The design, layout and broadcasting facilities of our 'new home' defy description . . . you must see it! Do just that the next time you're near or in Wheeling . . . this is your invitation.

BLAIR TELEVISION

Representative for

# WTRF-TV

And WTRF-FM Stereo  
FORWARD GROUP STATIONS

Color Channel 7-NBC  
Wheeling, West Virginia



## Not everybody gets M.S.

## Most often it's mummies and daddies.

**Give to fight Multiple Sclerosis. The greatcrippler of young adults.**

NATIONAL MULTIPLE SCLEROSIS SOCIETY  
257 Park Ave. South, N. Y., N. Y. 10010

U.S. has no established policy in this area. He recommended that the various involved agencies such as the State Department, FCC and others form an interdepartmental working group to establish policy after investigating all the aspects of the problem.

Chairman Zablocki's concern about the possibility of Communist propaganda invading U.S. homes was answered by Leonard Jaffe, director of NASA's space applications programs office, who assured the subcommittee that such a possibility is a technological impossibility, at least for another 10 or 15 years. Mr. Jaffe explained that the cost of developing such a technology, plus the engineering and spectrum problems, would deter any nation from broadcasting programs directly into homes against the wishes of the recipient.

The chairman's concern was not shared, however, by subcommittee member James G. Fulton (R-Pa.) who stated that he felt that the government should adopt a freedom of information policy on this point, that the American public should be able to hear all sides of an international question and that the government shouldn't be able to tell a private citizen what he could or could not watch on television.

This view was also expressed by the Rev. John M. Culkin, S.J., director of the Center for Communications, Fordham University, New York, who noted that "we live in a time when what we don't know may kill us." Father Culkin emphasized that "we have nothing to lose" by the exchange of opinions and "anything that we can do to make this a two-way street" between the U.S. and either its allies or its adversaries should be done.

## RCA buys by Christian

Christian Broadcasting Network Inc., Portsmouth, Va., has placed a \$2.5 million order with RCA for seven TK-44A color cameras for its new WHAE-TV Atlanta (Ch. 46) and WYAH-TV Portsmouth (ch. 27), and for RCA trans-

mitters with solid-state exciters for its New York station group: WEIV(FM) Ithaca, WBIV(FM) Weathersfield, WIOV DeRuyter, WJIV(FM) Cherry Valley and WMIV(FM) Bristol Center.

## CBS will expose color EVR in '69

### Goldmark also reports speed-up in duplication of EVR films

The color version of CBS electronic video recording (EVR) is working well in the CBS Laboratories and will be shown publicly before the end of this year, Dr. Peter Goldmark, president of CBS Labs and key figure in the development of both EVR and its broadcast counterpart (BEVR), said last week.

The black-and-white version of EVR, which records program material on film that is cartridge and played back through an attachment to regular TV sets, was first demonstrated last December (BROADCASTING, Dec. 16, 1968). For color programming, the color signals are encoded electronically on the film—which is black-and-white—alongside images imprinted photographically.

Dr. Goldmark, who made the disclosures in an address at the annual luncheon of the New York Film Council last Thursday (May 15), also reported that Ilford Ltd., a subsidiary of CBS's British partners in marketing EVR in Europe, has developed a high-speed processing system that can duplicate a half-hour black-and-white EVR program in 15 seconds.

He estimated that when quantity production of EVR playback units for home use is achieved, the price will drop considerably below \$800. That was the figure estimated by Motorola Inc. as the likely price area for the first units Motorola will produce, which are due to reach the market by mid-1970 in black-and-white form, with a color

model expected to be in production during the last half of 1971.

Motorola's initial production, Dr. Goldmark explained, will be in relatively limited quantities and the units will be individualized, heavy-duty models for industrial and educational use. It has been estimated that it will be three to five years before EVR moves into the home-entertainment market with less-expensive, mass-produced units.

Dr. Goldmark's talk dealt primarily with "technology and the future," with emphasis on urban problems. He said a National Academy of Engineering study group under his direction is conducting studies to show that "technology has reached the point where it would be profitable" for companies to scatter their plants and offices around the countryside, near small cities and towns but away from the big urban centers.

If this were done on a big enough scale, he said, "traffic congestion, crime, social and other typical urban problems" would be more manageable, and other advantages, such as better air and social environment and lower living costs, "could result in a better working force and reduced operating costs" for the companies involved.

But how could the various components of a company communicate with one another if they were scattered over hundreds of square miles? Technology, Dr. Goldmark said, has already reached the point where "all inventions needed to communicate among these scattered locations, and to perform the necessary business functions, have been made. . . ."

"We have the technology to interconnect today any business facility with sound and picture—in black-and-white or in color, for individual or conference use. We can transmit printed pages, documents, handwriting—in single or multiple copies—and have them reproduced on anybody's desk. We can have them filed, and we can withdraw them from the files.

"All of these functions can be done electronically with systems which we know how to design, and they would be quite economical. . . ."

As for social and cultural life in such communities, Dr. Goldmark said some would have their own theaters, operas and museums, and that "television service for such a community by individual cable or wireless link to the homes could provide far more cultural and other enjoyment than is actually possible under today's living conditions."

He called TV "our most powerful tool of communication" but said that educational TV programs would attract bigger audiences if they were made more entertaining, as, he asserted, they could be.

Please send

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

**SUBSCRIBER SERVICE**

1 year \$10  
 2 years \$17  
 3 years \$25  
Canada Add \$2 Per Year  
Foreign Add \$4 Per Year

1969 Yearbook \$11.50  
January Publication

Payment enclosed  
 Bill me

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



## CBS, NBC make ready earth eye-view of Apollo

Both NBC-TV and CBS-TV plan to use ultra-sensitive electronic equipment hooked to observatory telescopes in an attempt to show pictures from earth of the Apollo 10 moving through space this week.

The systems were tried with questionable success during the Apollo 8 moon flight in December.

Since then, CBS says, it has made "significant improvements" in its apparatus that "gives us a better than even chance of being able to show viewers the first live pictures of an Apollo spacecraft on its way to the moon."

CBS will use what it calls an "experimental image-orthicon photography technique," with a camera hooked to 24-inch and 12-inch reflector telescope lenses at the Corralitos Observatory near Las Cruces, N.M. Pictures will be taken directly off the monitor and transmitted live to New York for broadcast. The system was first tried on the second, third and fourth days of the Apollo 8 mission, with some limited success.

With the expectation of "far superior" pictures this time, CBS says it hopes to be able to show a number of objects in space, including the docked command and lunar modules, the jettisoned third stage of the rocket and panels from the spacecraft lunar model adaptor that will be blown away in the docking process.

NBC will return again to the Gates Planetarium of the Denver Museum of Natural History to use its celestial telescope. NBC's pictures will be recorded, with sensitive electronic gear amplifying time exposures taken through the telescope lens with a TV camera and fed to a video disk recorder for playback (BROADCASTING, Dec. 16, 1968).

On the Apollo 8 flight, NBC used this same system to attempt broadcast views of the capsule in orbit around the moon, although there was both on-air and off-air disagreement as to whether the white dot of the space ship could be seen moving above the moon's surface.

## NA Philips TV camera dispels the darkness

North American Philips Corp. demonstrated for newsmen last week its TV camera that can see in the dark and three-dimensional motion pictures that were described as a "first step toward 3-D television."

The demonstration was held at Philips Laboratories in Briarcliff Manor, N.Y., where company scientists unveiled its new vidicon tube for TV cameras, which provides an image in total darkness. Philips officials said its new camera has applications in the medical,

military surveillance, industrial security and TV newscasting areas.

The working demonstration for three-dimensional motion pictures used laser beams to project a 3-D image. A spokesman said later that Philips Laboratories has taken "important steps" toward the development for television of "a true, three-dimensional image indistinguishable from the real-life 3-D object."

## Land-mobile probe dates set by House

Although the witnesses and program are somewhat indefinite, the dates have been firmed for House Small Business Subcommittee hearings on the land-mobile controversy ("Closed Circuit," Feb. 10).

The subcommittee, under the chairmanship of Representative John D. Dingell (D-Mich.), will meet June 9-11. Opening the sessions will be a demonstration of portable land-mobile equipment, including personal communications gear, followed by a news conference.

Tentative witnesses include Martin Firestone, general counsel, All-Channel Television Society, and spokesmen for broadcasting, land mobile operators and equipment suppliers. Subcommittee sources were still unclear about the scheduling of National Association of Broadcasters and possibly Association of Maximum Service Telecasters witnesses. Set for the final day of testimony are FCC representatives.

## IBEW ends 43-day strike against stations

A memorandum of agreement signed by Metromedia Radio and International Brotherhood of Electrical Workers, Local 45, has ended a 43-day strike against KLAC and KMET(FM) by 14 IBEW engineers. The strike began on March 28 and ended on May 10. The engineers, who walked off the job after negotiations for a new contract reached an impasse, were joined by

members of the American Federation of Television and Radio Artists, including air personalities and newsmen (BROADCASTING, March 31). The new agreement, if ratified by IBEW members, would be for four years, retroactive to Jan. 1, 1969.

Key issue in the labor dispute was over jurisdictional control of turntables and cartridges for news reports. Reportedly, the stations gained unlimited use of turntables in the studio and use of up to four individual cartridges in the news room. The apparent settlement of the strike allows KLAC to fully implement its switch in formats from all-telephone talk to mostly music.

## Magnavox takes another step toward perfect color

The Magnavox Co. claims to have automated color-TV reception so as to insure continuously monitored color and picture. According to Magnavox, which demonstrated its system in New York last week, "total automatic color" eliminates constant picture adjustments regardless of program or channel changes, and compensates for inconsistencies that originate at the broadcasting station.

The set maker's TAC is a combination of three automatic circuits. Two had been introduced in previous years: one for fine tuning that keeps station signals locked in and precisely tuned; another, for chroma control, which limits variations in color intensity in all pictures broadcast on all channels. Their use now with the company's latest device, "automatic tint control," which keeps flesh tones consistent at all times and compensates for other color variations, constitutes "total automatic color," according to the company.

In addition to making a "fixed" adjustment for flesh tone, TAC also corrects for deficiencies or errors at the TV station and for some reception difficulties in the home. It can minimize the red and green bands across the picture, caused by improperly adjusted

Suggestion: Clip this ad and file for future reference

### WHEN YOUR BANK SAYS "NO" . . .

Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

1. The purchase of notes and other negotiable paper resulting from the sale of a station.
2. Short and long term loans to owners of radio, TV and CATV properties.
3. General financing.

Communications Capital will be pleased to analyze and make constructive recommendations for solutions to the financial problems of broadcasters. Preliminary services without obligation. All inquiries are confidential.

### COMMUNICATIONS CAPITAL CORP.

3948 Time and Life Building, New York 10020 212-CI 5-2870

During NAB Convention Phone 659-3961 for appointment.

video-tape recorders at the studio, and remove or reduce objectionable green or purple "shadows" or unnatural "wrinkles" on faces caused by ghosting or improperly oriented antennas. The firm said the feature would be incorporated in a variety of models in the new color-set line.

### Technical briefs:

**Big deal** ■ Ampex Corp., Redwood

City, Calif., has sold \$1.2 million in color television equipment to Transmedia International Corp., Rochester, N.Y., audio/visual communications firm. The Ampex equipment purchased includes high-band disk color recording system, portable broadcast video-tape recorder, hand-held broadcast color camera, high-band video-tape recorders and Marconi Mark VII broadcast studio color cameras.

**New sales rep** ■ Chrono-log Corp., Broomall, Pa., manufacturer of switching automation systems, has appointed Gravco Sales Inc. as sales representative in the U.S. and Mexico.

**Audio console** ■ Gates Radio Co., Quincy, Ill., has introduced a solid-state monophonic audio console (Yard II) that features 12 inputs into eight mixing channels. It also includes two unwired utility keys for operational flexibility.

---

## International

---

# CRTC puts tight leash on CATV

## Commercials, network prospects are banned; rate regulation, carriage priorities instituted

The Canadian Radio-Television Commission issued guidelines last week banning commercials on CATV systems and also barring the formation of networks by cable operators.

During the past year the CRTC has been considering what policy to adopt in regard to the two-year licenses it issues to cable operators and the guidelines announced last week are the result of its deliberations. In addition to barring commercials and blocking the formation of networks, the new policy will be to encourage local programming or origination by cable systems and to examine and regulate rates CATV systems charge their subscribers.

The decision to ban advertising on cable systems was explained last week in a speech in Quebec City before the Canadian Cable Television Association by the CRTC's Chairman Pierre Juneau. He said the CRTC thought the cost of local origination should be covered by subscriber revenues. Left open by Mr. Juneau was the possibility of a policy switch on cable advertising as the CATV industry grows.

The new guidelines establish priorities as to what programming cable systems may carry. The systems are required to carry, unless otherwise approved by the CRTC, programming produced by the following sources: the French and English networks of the Canadian Broadcasting Corp.; private Canadian networks; independent Canadian TV stations; local and educational programming; non-Canadian TV stations, and "duplicate stations" (for example, network programming carried on two or more stations). In other words, cable operators must first supply the CBC to their subscribers with private Canadian networks being the next priority.

If systems carry FM signals, they must now carry all available Canadian FM stations in both official languages as a priority. (The CRTC is now considering the future of FM broadcasting in Canada and will hold a public hearing on the subject June 10 at the Hotel Bonaventure in Montreal.) Under its new guidelines the CRTC may also require cable systems to carry, at the discretion of the agency, AM signals where they are needed in special circumstances.

The CRTC also believes cable systems should produce local and educational programming, and give exposure to Canadian films on their systems. The agency added, however, that CATV should complement, rather than compete with, programming already available to the community through TV stations and movie theaters.

The prohibition against formation of cable networks does not extend to adjacent community CATV systems which may still team up to present local programming. But the new rules do effectively forestall formation of any network similar to a U. S. national TV hookup.

Rates subscribers are charged will now be a factor in the awarding of cable licenses by the CRTC, and the rates will also be considered at renewal time. A system's rate structure now may be changed only with the approval of the commission. Under the new guidelines the cable operator, will also be required to fully wire his area in the two-year period of his license.

The new guidelines also oblige cable systems to meet Canadian-ownership requirements. At least four-fifths of the voting shares in a cable licensee must now be held by Canadians, and the

chairman and all the directors of a CATV licensee must be Canadian (BROADCASTING, April 7).

The CRTC is currently considering over 100 applications for cable licenses. The agency will consider several applications for CATV undertakings in Quebec and Ontario at a public hearing in Montreal on June 10.

## BBC moves to dump regional radio outlets

The British Broadcasting Corp. has announced that it will shortly be releasing details of a plan to replace the country's regional radio system with 40 VHF local radio stations. If the plan wins government approval, it could effectively forestall commercial broadcasting, whose introduction in Britain is one of the declared aims of the Tories if they are returned to power.

The present system which functions in seven regions—Scotland, Wales North Ireland, Midlands, and North, South and West England—has been operating ever since the corporation began broadcasting 47 years ago. The BBC now proposes that every county have its own station, in addition to which listeners would receive national programs.

One of the main reasons for the change is that BBC chiefs feel that Radio 1-4, and the eight experimental local stations are not meeting the public's requirements.

Financing for the new stations would come from reallocation of regional expenditures and increased income from license dodgers—an estimated \$18 million a year is currently being lost from nonpayment of license fees.

Paul Bryan, spokesman on broadcast-

ing for the Tories—who are expected to give the plan hot opposition in parliament—said: “Local broadcasting on a national scale is coming, and it is important that any scheme for it is successful. Stations must operate on a sound financial basis.”

A more forceful comment came from John Gorst, secretary of the Local Radio Association, which represents more than 100 prospective commercial broadcasters: “The government-backed BBC conspiracy is now moving into a phase which is clearly designed to pre-empt any future developments in radio by anyone else. This sinister attempt . . . to determine the future of sound broadcasting will be strenuously opposed by us.”

## Pirate in the sky due British viewers

Ronan O’Rahilly, former chief of Britain’s pirate station Radio Caroline (named after Caroline Kennedy), said in London that he will be introducing pirate television into Britain early next year.

Adopting the system used for transmitting TV to U.S. forces in Vietnam, Caroline TV will be operated from two Super Constellations flying over international waters and, claims O’Rahilly, will reach the whole of Britain. “Only this time,” he says, “they can’t stop us—there are no legal loopholes. If they ban our advertising they’ll have to ban independent TV too.”

Mr. O’Rahilly raised \$600,000 from unnamed backers to launch Radio Caroline. Although Caroline TV has required substantially more, Mr. O’Rahilly says he has managed it without much difficulty.

London pundits predict that O’Rahilly may give British TV the same shakeup that the radio pirates gave the BBC, which inaugurated continuous “pop” music programs after the pirates were outlawed.

## CINE selects 22 films for worldwide exposure

Twenty-two television documentaries have been chosen by the Council on International Nontheatrical Events to be shown as U.S. entries in more than 60 film festivals around the world.

Receiving six acclamations was NBC News followed by National Educational Television with three and CBS News and ABC with two awards each.

A total of 225 motion pictures produced as television documentaries, educational, government, business, experimental, avant-garde and documentary films received CINE’s recognition, the

## Pope notes media influence on family

The “ever-growing expansion” of radio, television, the print media and motion pictures and their “immense influences” on the family was the subject of a message by Pope Paul VI as he marked the Third World Communications Day yesterday (May 18).

The Pope, in designating “Social Communications and the Family” as the theme of this year’s observance, called on families “not simply to make known their wishes and criticisms, but also to show understanding for those who, often at the price of strenuous effort, provide them day by day with so many

elements for their culture and entertainment.”

And, he pointed out, this must be met with “a high sense of responsibility” on the part of the mass media. “The communicators must, in their turn, know and respect the needs of the family,” he said.

The Pontiff explained that the media should “exclude on the one side all that can damage the family in its existence, its stability, its order and its happiness, for every attack on the true fundamental values of the family—whether it be eroticism or violence, the defense of divorce or antisocial attitudes among young people—is an attack on genuine human welfare and the good of society.”

Golden Eagle for professional motion pictures or the CINE Eagle awards for amateur productions.

The 334 finalists had been recommended by 27 regional and subject-specialist juries across the country who had viewed 769 entries in three major areas—theatrical short subjects, TV documentaries and nontheatrical films.

The number of winners was increased 32% over last year’s, an increase judged by Reid H. Ray, CINE president, to be due to improved quality and creativity in all categories.

Producers and sponsors of the awarded films receive their certificates Nov. 14 in Washington at the National Education Association and National Geographic Society buildings.

Honored television documentaries are: *The Big Little World of Roman Vishniac*, sponsored by Eastman Kodak Co., Rochester, N.Y.; *Cities Have No Limits*, sponsored by AT&T, New York; *Down to the Sea in Ships*, sponsored by Electric Co.’s Advertising Program, New York; *Music from the Land*, sponsored by New York Life Insurance Co. and J. B. Williams Co., both New York; *Man, Beast and the Land*; and *Somehow It Works*, sponsored by New York Life, Lever Bros. Co., both New York, and Abbott Laboratories, Chicago, all produced by NBC News, New York; *Appalachia: Rich Land. Poor People*; *Margaret Mead’s New Guinea Journal*, and *What Harvest for the Reaper*, all produced by National Educational Television, New York; *Great American Novel: Babbitt* and *The Strange Case of the English Language*, both produced by CBS News, New York; *Hemingway’s Spain—A Love Affair*, sponsored by B. F. Goodrich, New York, and *The Pursuit of Excellence—The Vienna Choir Boys*, both sponsored by Goodrich, both produced by ABC News, New York; *Assignment: The Young Greats*, sponsored by Philadelphia Gas Works, produced by WFIL-TV both

Philadelphia; *Beggar at the Gates*, produced by WBZ-TV Boston; *Jazz: The Intimate Art*, sponsored by AT&T, produced by Drew Associates Inc., both New York; *Lincoln’s Last Day*, produced by WMAL-TV Washington; *My Childhood: Part I Hubert Humphrey’s South Dakota and Part II James Baldwin’s Harlem*, produced by Metromedia Inc.; *Whales*, sponsored by Goodrich, produced by Metromedia Producers Corp., Hollywood; *Pull the House Down*, sponsored by Philadelphia Gas Works, produced by WCAU-TV both Philadelphia; *Sense of Wonder*, sponsored by 3M Co., Minneapolis, produced by Jules Power International Producers, New York; *The Walls Come Tumbling Down*, produced by WCBS-TV New York.

## Abroad in brief:

**New office** ■ Doyle Dane Bernbach plans to open an office in Paris before the end of the year. DDB currently has five other offices outside the U.S.

**Taiwan color** ■ RCA is shipping \$450,000 in equipment, including a TK-27 color film chain, to Taipei, Taiwan, for a new station being built by China Television Co. The station plans to begin color telecasts later in the year.

**New partner** ■ A Dutch advertising agency, F. Vellema, N. V., has merged into Publiccontrol/Benton & Bowles N. V., Amsterdam, bringing billings of the combined agencies to more than \$3 million.

**CPI in Toronto** ■ Colodzin Productions Inc., New York, commercial production house, has acquired Sin-Cin-Kin Film Co., Toronto. Andrew Welsh is president of the new CPI office.

**Very south affiliate** ■ XEHL-FM Guadalajara, Mexico, became a CBS Radio affiliate on May 12. The English-language station is owned and operated by Radio Melodia, S. A.; Victor Diaz is president.



## Comeback for Metromedia earnings

**After weak first quarter, Kluge forecasts strong second half; IRS clears MM merger**

John W. Kluge, president and board chairman of Metromedia Inc., told stockholders of the diversified group broadcaster last week that he expects earnings in the second half of 1969 to be "better than last year's" despite the "deeply disappointing" first quarter of this year and an expectation that the entire first half will "be less than last year." He added that "all indications point to a great year in 1970."

At the annual shareholders meeting in New York May 13, Mr. Kluge reiterated previous views that the sharp drop in first-quarter income (BROADCASTING, April 21) is "not necessarily indicative of the entire year" and said that present earnings already "are in an upswing from the past three or four months."

He said: "The first quarter of this year resulted really because we are in some

new businesses." In response to shareholders' questions on his view of chances for consummation of the proposed Metromedia-Transamerica merger, Mr. Kluge would say only that "if we didn't think there was a chance, we wouldn't have gone ahead with negotiations." However, he also stressed that "we are operating the company with the idea of going ahead whether the merger goes through or not . . . if the merger does

## The Broadcasting stock index

A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock Symbol	Ex-change	Closing May 15	Closing May 8	Closing April 30	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	73 $\frac{3}{4}$	71 $\frac{1}{2}$	68 $\frac{1}{2}$	76 $\frac{1}{2}$	56 $\frac{1}{2}$	4,709	\$ 322,600
Atlantic States Ind.		O	10 $\frac{1}{4}$	10	9 $\frac{3}{4}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	1,798	17,500
Capital Cities	CCB	N	76 $\frac{1}{4}$	75	76 $\frac{1}{2}$	79	62 $\frac{3}{4}$	2,811	214,000
CBS	CBS	N	58 $\frac{1}{4}$	54 $\frac{1}{2}$	54 $\frac{1}{2}$	58 $\frac{1}{2}$	44 $\frac{1}{2}$	24,138	1,315,500
Corinthian	CRB	N	30	29 $\frac{1}{2}$	28	37 $\frac{1}{2}$	25 $\frac{3}{4}$	3,384	94,800
Cox	COX	N	46 $\frac{1}{2}$	45 $\frac{1}{2}$	46 $\frac{1}{2}$	59	42 $\frac{1}{2}$	2,884	133,000
Gross Telecasting		O	18 $\frac{1}{4}$	18	19	20	16	798	15,200
Metromedia	MET	N	37 $\frac{1}{2}$	38 $\frac{1}{2}$	38	53 $\frac{1}{2}$	35 $\frac{1}{2}$	5,408	205,500
Pacific & Southern		O	17	22	22	25 $\frac{1}{2}$	16 $\frac{1}{2}$	1,616	35,600
Reeves Telecom	RBT	A	20 $\frac{3}{4}$	23	21 $\frac{1}{2}$	35 $\frac{1}{2}$	18 $\frac{1}{2}$	2,091	45,200
Scripps-Howard		O	27	27 $\frac{1}{2}$	27 $\frac{1}{2}$	31 $\frac{1}{2}$	27	2,589	70,600
Sonderling	SDB	A	43 $\frac{1}{2}$	43	38 $\frac{1}{2}$	45 $\frac{1}{2}$	32 $\frac{1}{2}$	963	37,100
Taft	TFB	N	42 $\frac{1}{2}$	41 $\frac{1}{2}$	39	43 $\frac{1}{2}$	34 $\frac{1}{2}$	3,363	131,200
						<b>Total</b>		<b>56,552</b>	<b>\$ 2,637,800</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	32 $\frac{1}{2}$	33 $\frac{1}{2}$	34 $\frac{1}{2}$	49 $\frac{1}{2}$	32 $\frac{1}{2}$	12,535	\$ 434,000
Bartell Media	BMC	A	17 $\frac{1}{2}$	16 $\frac{1}{2}$	17 $\frac{1}{2}$	22 $\frac{1}{2}$	14	2,101	36,500
Boston Herald-Traveler		O	34	38	38	71	33	574	21,800
Chris-Craft	CCN	N	42 $\frac{3}{4}$	44 $\frac{1}{2}$	44 $\frac{1}{2}$	58 $\frac{1}{2}$	38 $\frac{1}{2}$	1,395	61,900
Cowles Communication	CWL	N	15 $\frac{1}{2}$	15 $\frac{1}{2}$	14 $\frac{1}{2}$	17 $\frac{1}{2}$	13 $\frac{1}{2}$	3,620	52,500
Fuqua	FQA	N	43 $\frac{1}{2}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	47	34	5,073	223,800
Gannett	GCI	N	41 $\frac{1}{2}$	38	36 $\frac{1}{2}$	40 $\frac{1}{2}$	35 $\frac{1}{2}$	5,322	192,900
General Tire	GY	N	79	26 $\frac{1}{2}$	25 $\frac{1}{2}$	34 $\frac{1}{2}$	24	17,402	437,200
Gray Communications		O	10 $\frac{1}{2}$	10	10	12 $\frac{1}{2}$	9	475	4,800
Lamb Communications		O	5 $\frac{1}{2}$	5 $\frac{1}{2}$	6	10	5	2,650	15,900
Liberty Corp.	LC	N	17 $\frac{1}{2}$	17	18 $\frac{1}{2}$	23 $\frac{1}{2}$	17	7,036	131,900
LIN		O	15 $\frac{1}{2}$	16	15 $\frac{1}{2}$	33	13	1,415	21,600
Meredith Corp.	MDP	N	52	55	49 $\frac{1}{2}$	59 $\frac{1}{2}$	47 $\frac{1}{2}$	2,762	137,100
The Outlet Co.	OTU	N	23 $\frac{1}{2}$	24 $\frac{1}{2}$	24 $\frac{1}{2}$	30 $\frac{1}{2}$	21	1,229	30,600
Plough Inc.	PLO	N	70 $\frac{1}{2}$	70 $\frac{1}{2}$	69 $\frac{1}{2}$	72 $\frac{1}{2}$	62 $\frac{1}{2}$	6,761	469,000
Post Corp.		O	22	21 $\frac{1}{2}$	22	40	17	566	12,500
Rollins	ROL	N	37	37 $\frac{1}{2}$	36 $\frac{1}{2}$	38 $\frac{1}{2}$	30 $\frac{1}{2}$	7,942	288,900
Rust Craft	RUS	A	31 $\frac{1}{2}$	32 $\frac{1}{2}$	33	38 $\frac{1}{2}$	29 $\frac{1}{2}$	1,169	38,600
Storer	SBK	N	42 $\frac{1}{2}$	43 $\frac{1}{2}$	43	62	41 $\frac{1}{2}$	4,194	180,300
Time Inc.	TL	N	66 $\frac{1}{2}$	69 $\frac{1}{2}$	71	100 $\frac{1}{2}$	61 $\frac{1}{2}$	7,211	512,000
Wometco	WOM	N	22 $\frac{1}{2}$	23 $\frac{1}{2}$	22 $\frac{1}{2}$	23 $\frac{1}{2}$	19 $\frac{1}{2}$	5,723	129,500
						<b>Total</b>		<b>97,155</b>	<b>\$3,433,300</b>
<b>CATV</b>									
Ameco	ACO	A	10 $\frac{1}{2}$	12	12	14 $\frac{1}{2}$	10 $\frac{1}{2}$	1,200	\$ 14,400
American TV & Communications		O	11 $\frac{1}{4}$	11 $\frac{1}{2}$	12 $\frac{1}{2}$	15	11 $\frac{1}{2}$	1,775	21,500
Cable Information Systems		O	5	5	5	5	5	955	4,800
Columbia Cable		O	13 $\frac{1}{4}$	14 $\frac{1}{4}$	14 $\frac{1}{4}$	15 $\frac{1}{4}$	13 $\frac{1}{4}$	580	8,400
Cox Cable Communications		O	19 $\frac{1}{4}$	19 $\frac{1}{2}$	18 $\frac{1}{4}$	20	16 $\frac{3}{4}$	2,500	46,900
Cypress Communications		O	15	15	15	23	12	808	12,100
Entron		O	5	5 $\frac{1}{4}$	5 $\frac{1}{4}$	10	5 $\frac{1}{4}$	607	3,500
H & B American	HBA	A	16 $\frac{1}{2}$	17 $\frac{1}{2}$	15 $\frac{1}{2}$	20	13 $\frac{1}{2}$	4,973	78,300
Sterling Communications		O	8	8	8	10	6 $\frac{1}{2}$	500	4,000
Teleprompter	TP	A	54 $\frac{1}{2}$	57	54 $\frac{1}{2}$	66 $\frac{1}{2}$	46 $\frac{1}{2}$	995	54,200
Television Communications		O	18 $\frac{1}{2}$	17 $\frac{1}{2}$	15	20	12 $\frac{1}{2}$	2,090	31,400
Vikoa	VIK	A	24 $\frac{1}{2}$	29 $\frac{1}{2}$	26	33 $\frac{1}{2}$	23 $\frac{1}{2}$	1,573	40,900
						<b>Total</b>		<b>18,556</b>	<b>\$ 320,400</b>

not go through, we are not going to fall on our face."

Mr. Kluge opened the meeting by announcing that Washington sources indicated a favorable Internal Revenue Service ruling on the merger could be expected within the next two days. (Subsequently, the Internal Revenue Service reported the predicted "favorable" ruling to Metromedia on Thursday, May 15. It stated, in effect, that the IRS had declared the merger would not result in any reportable income gain or loss for income tax purposes.)

In response to other questions, Mr. Kluge said the Justice Department "has made inquiries to which we have responded," but Metromedia has not been questioned by the FCC on the proposed merger and the company "expects the FCC to look to Justice for their action," before making any comment, although FCC approval is expected before the end of the year.

Asked about possible bans on broadcast cigarette advertising, Mr. Kluge said, "we have no plans at this time other than to accept [cigarette advertising] and run antimoking commercials as required." He said that it "would be the height of hypocrisy [for Metromedia] to ban cigarettes from radio and television and accept them in our other advertising divisions." He also noted that Metromedia's broadcast cigarette revenues "are less than one-third those of the networks on a percentage basis."

A proxy statement and notice of the stockholders meeting showed that an obligation of the Metromedia-Transamerica Corp. merger contract is payment by Metromedia of an aggregate fee of \$500,000 to Kuhn, Loeb & Co. and Eastman Dillon, Union Securities & Co. if the merger goes through and \$250,000 if it does not.

The statement also showed that last year Mr. Kluge received aggregate di-

rect remuneration from Metromedia of \$204,136, plus \$89,340 in contributions to profit-sharing plans. It also said Mr. Kluge owns 451,565 shares of common stock in Metromedia.

## TIC files for offering to raise \$750,000

Transmedia International Corp., New York, has filed a registration statement with the Securities and Exchange Commission offering 100,000 common shares for public sale through Leonard Brothers Inc., New York, at \$7.50 per share.

Transmedia will sell Leonard Brothers, for \$100, five-year warrants to purchase 10,000 shares.

The company plans to engage in furnishing equipment, personnel, and studio and mobile facilities for produc-

Stock Symbol	Ex-change	Closing May 15	Closing May 8	Closing April 30	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Programming</b>									
Columbia Pictures	CPS	N	35 $\frac{3}{4}$	35 $\frac{3}{4}$	35 $\frac{3}{4}$	42	29 $\frac{3}{4}$	5,113	\$ 179,600
Commonwealth United	CUC	A	14	13 $\frac{3}{4}$	14 $\frac{1}{2}$	24 $\frac{3}{4}$	12 $\frac{3}{4}$	10,627	148,900
Disney	DIS	N	80	82 $\frac{3}{4}$	82 $\frac{3}{4}$	86 $\frac{3}{4}$	69 $\frac{3}{4}$	4,346	359,600
Filmways	FWY	A	32 $\frac{3}{4}$	33 $\frac{3}{4}$	34	38 $\frac{3}{4}$	28 $\frac{3}{4}$	1,079	36,700
Four Star International		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	10	4 $\frac{1}{2}$	666	3,000
Gulf & Western	GW	N	31 $\frac{3}{4}$	31 $\frac{3}{4}$	33 $\frac{3}{4}$	50 $\frac{1}{4}$	28 $\frac{3}{4}$	15,700	526,000
MCA	MCA	N	38 $\frac{3}{4}$	37	37 $\frac{3}{4}$	44 $\frac{3}{4}$	34	8,059	299,200
MGM	MGM	N	35 $\frac{3}{4}$	35	33 $\frac{3}{4}$	44 $\frac{3}{4}$	32	5,762	193,700
Transamerica	TA	N	36 $\frac{3}{4}$	37	34 $\frac{3}{4}$	38 $\frac{3}{4}$	32	60,937	2,087,100
Trans-Lux	TLX	A	33 $\frac{3}{4}$	32 $\frac{3}{4}$	34	58 $\frac{3}{4}$	30 $\frac{3}{4}$	856	29,100
20th Century-Fox	TF	N	34 $\frac{3}{4}$	32 $\frac{3}{4}$	33 $\frac{3}{4}$	41 $\frac{3}{4}$	31 $\frac{3}{4}$	7,072	235,100
Walter Reade Organization		O	12	12 $\frac{1}{2}$	12 $\frac{1}{2}$	15 $\frac{3}{4}$	11 $\frac{3}{4}$	2,248	27,800
Warner-Seven Arts	WBS	A	55 $\frac{3}{4}$	54 $\frac{3}{4}$	52 $\frac{3}{4}$	64 $\frac{3}{4}$	39 $\frac{3}{4}$	3,816	201,800
Wrather Corp.		O	16 $\frac{3}{4}$	17 $\frac{3}{4}$	13 $\frac{3}{4}$	22 $\frac{3}{4}$	13 $\frac{3}{4}$	1,760	23,300
						<b>Total</b>		<b>128,041</b>	<b>\$ 4,350,900</b>
<b>Service</b>									
John Blair		O	26 $\frac{3}{4}$	26 $\frac{3}{4}$	28 $\frac{3}{4}$	30	22 $\frac{3}{4}$	2,271	\$ 64,200
Comsat	CQ	N	49	49 $\frac{3}{4}$	45 $\frac{3}{4}$	55 $\frac{3}{4}$	41 $\frac{3}{4}$	10,000	457,500
Creative Management		O	13 $\frac{3}{4}$	12 $\frac{3}{4}$	13	20 $\frac{3}{4}$	13	581	7,600
Doyle Dane Bernbach		O	28 $\frac{3}{4}$	32 $\frac{3}{4}$	28 $\frac{3}{4}$	31 $\frac{3}{4}$	28	2,104	60,500
Foote, Cone & Belding	FCB	N	15	14 $\frac{3}{4}$	13 $\frac{3}{4}$	15 $\frac{3}{4}$	13 $\frac{3}{4}$	2,159	30,000
Grey Advertising		O	16 $\frac{3}{4}$	17 $\frac{3}{4}$	17	18 $\frac{3}{4}$	14	1,199	20,400
MovieLab	MOV	A	10	10	10	14 $\frac{3}{4}$	9	1,407	14,100
MPO Videotronics	MPO	A	15 $\frac{3}{4}$	15	14 $\frac{3}{4}$	22 $\frac{3}{4}$	13 $\frac{3}{4}$	536	7,600
Nielsen		O	36	35 $\frac{3}{4}$	32 $\frac{3}{4}$	37	31 $\frac{3}{4}$	5,240	171,600
Ogilvy & Mather		O	33	30 $\frac{3}{4}$	29 $\frac{3}{4}$	32 $\frac{3}{4}$	21 $\frac{3}{4}$	1,090	31,900
Papert, Koenig, Lois	PKL	A	19	22 $\frac{3}{4}$	15	30 $\frac{3}{4}$	10 $\frac{3}{4}$	721	10,800
Wells, Rich, Greene		O	15 $\frac{3}{4}$	16	15 $\frac{3}{4}$	18	13	1,501	23,600
						<b>Total</b>		<b>28,809</b>	<b>\$ 899,800</b>
<b>Manufacturing</b>									
Admiral	ADL	N	19 $\frac{3}{4}$	19 $\frac{3}{4}$	20 $\frac{3}{4}$	21 $\frac{3}{4}$	15	5,110	106,000
Ampex	APX	N	43 $\frac{3}{4}$	43 $\frac{3}{4}$	41 $\frac{3}{4}$	44 $\frac{3}{4}$	32 $\frac{3}{4}$	10,571	442,700
General Electric	GE	N	96 $\frac{3}{4}$	95 $\frac{3}{4}$	97 $\frac{3}{4}$	98	85 $\frac{3}{4}$	90,578	8,854,000
Magnavox	MAG	N	53 $\frac{3}{4}$	55 $\frac{3}{4}$	53 $\frac{3}{4}$	56 $\frac{3}{4}$	47 $\frac{3}{4}$	15,446	832,200
3M	MMM	N	110 $\frac{3}{4}$	108	04 $\frac{3}{4}$	112 $\frac{3}{4}$	94	54,110	5,641,000
Motorola	MOT	N	125 $\frac{3}{4}$	126	26 $\frac{3}{4}$	133 $\frac{3}{4}$	102 $\frac{3}{4}$	6,122	776,000
RCA	RCA	N	47 $\frac{3}{4}$	46 $\frac{3}{4}$	47 $\frac{3}{4}$	48 $\frac{3}{4}$	41 $\frac{3}{4}$	62,612	2,950,600
Reeves Industries	RSC	A	8	8 $\frac{3}{4}$	7 $\frac{3}{4}$	10 $\frac{3}{4}$	7 $\frac{3}{4}$	3,415	26,900
Visual Electronics	VIS	A	20 $\frac{3}{4}$	22 $\frac{3}{4}$	20	37	19	1,233	24,700
Westinghouse	WX	N	64 $\frac{3}{4}$	65	63 $\frac{3}{4}$	71 $\frac{3}{4}$	58 $\frac{3}{4}$	38,239	2,442,500
Zenith Radio	ZE	N	49 $\frac{3}{4}$	52 $\frac{3}{4}$	52 $\frac{3}{4}$	58	48 $\frac{3}{4}$	18,935	998,800
						<b>Total</b>		<b>306,371</b>	<b>\$23,095,400</b>
						<b>Grand total</b>		<b>635,484</b>	<b>\$34,737,600</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>115.83</b>	<b>115.08</b>	<b>113.50</b>	<b>116.85</b>	<b>106.36</b>		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of April 30

tion of video-taped television programs and commercials. In addition, it intends to develop, purchase and produce radio and television programs and commercials.

Of the net proceeds of the stock sale, Transmedia will use \$150,000 in buying additional television production equipment and \$200,000 for the development, production and purchase of television programs and theatrical films. The balance will be added to working capital.

Transmedia has 418,167 shares outstanding, of which Stuart R. Ross, president, owns 41.3%. For \$750,000 purchasers of the 100,000 shares will receive a 19% interest in Transmedia.

## Downe set to offer 1-million-plus shares

Downe Communications, New York, has filed a registration statement with the Securities and Exchange Commission offering 1,033,700 common shares for public sale.

The offering is being made through Smith, Barney & Co., and Cogan, Berlin, Weill & Levitt Inc., both New York, at \$30 per share maximum. Of the shares being registered, 650,000 are being offered by Downe and 383,700 are being offered by stockholders.

Downe Communications publishes the *Ladies' Home Journal*, *American Home* and *Family Weekly* magazines and has 32% interest in Bartell Media Corp., magazine and book publisher; owner of WADO New York, KCBQ San Diego and WOKY Milwaukee, and operator of CATV systems in Plattsburgh, N. Y., and Waterville, Me. In addition, the company is engaged in the sale of watches, cosmetics and pet products, in the mail-order sale of books and in advertising representation.

Of the net proceeds from the stock sale, \$10 million will be used for planned increases in working capital and \$1,250,000 will complete an office warehouse in Opa Locka, Fla., for the company's mail-order operations. The balance will be added to general funds and will be available for additional working capital and possible acquisitions.

Downe Communications has 4,020,078 common shares outstanding, of which Edward R. Downe Jr., board chairman and president, owns 48.8%.

## Blair elects two to board

Shareholders of John Blair & Co. approved two proposals during the company's annual meeting in New York last week. The first raises the number of authorized shares from 2.5 million to 7 million and the second concerned the election of two outside board direc-

tors. The new directors are Edward A. Henry, senior vice president, Manufacturers Hanover Trust Co., and Harry M. Sibley, treasurer of International Business Machines Corp. Incumbent directors re-elected to serve on the board are: Francis Martin Jr., president of Blair; Thomas C. Harrison, James R. Theiss, Harry B. Smart and Jack W. Fritz, all vice presidents of the company; Wallace W. Weinress, president of American Printers & Lithographers Inc., a subsidiary, and John P. Blair, the company's founder.

## Glowing first quarter reported by CBS

CBS Inc. last week reported first-quarter results showing net income up 8% from last year's period and net sales up about 10%. Estimates were first disclosed by board chairman William S. Paley, CBS board chairman, at the company's annual stockholders meeting (BROADCASTING, April 21).

The CBS board on May 14 declared a 35-cent cash dividend on each share of common stock, payable June 13 to shareholders of record at the close of business May 29, and a 25-cent cash dividend on each share of preferred stock payable June 30 to holders of record May 29.

For the 13 weeks ended March 29, 1969, compared to that period ended March 30 in 1968:

	1969	1968
Earned per share	\$0.51	\$0.47
Net sales	58,608,000	236,091,000
Operating income	24,724,000	25,620,000
Pretax income	26,216,000	25,831,000
Net income	13,451,000	12,418,000

### Financial notes:

■ Gannett Co., Rochester, N. Y., has declared a regular quarterly dividend of 16¼ cents per share, payable July 1 to stockholders of record June 13. Gannett directors also formally authorized the acquisition of the *Pensacola* (Fla.) *Journal* and *News* from Perry Publications Inc. (BROADCASTING, April 14).

■ Filmways Inc., New York, and Sears Point International Raceway Inc. have approved in principle a plan for the acquisition of the raceway by Filmways. Terms were not disclosed. Sears Point International, a championship motor sports racing complex at Sears Point, Calif., was organized in February.

■ Electronic Data Systems Corp., Dallas, whose exchange offer for Collins Radio Co. stock was formally rejected (BROADCASTING, April 21), has withdrawn the proposed tender offer, attributing the withdrawal to "significant revisions" in Collins' debt arrangements. A Collins spokesman said that early in April the company negotiated to increase its revolving bank credit from

\$40 million to \$75 million. In connection with the increase, he said, the eight lending banks had insisted on including in the agreement a clause defining a change in control of Collins as a default under terms of the loan.

## Company reports:

**MCA Inc.**, Los Angeles, motion picture and TV series producer, reported earnings and revenues increased in the first quarter ended March 31:

	1969	1968
Earned per share	\$0.57	\$0.56
Revenues	66,631,000	60,222,000
Net income	4,533,000	4,341,000
Shares outstanding	7,951,869	7,433,003

Note: First quarter of 1968 restated to reflect three-for-two stock split, acquisition of Spencer Gifts Inc. on a pooling of interests basis, and provision for 10% income-tax surcharge.

**Warner Bros.-Seven Arts Ltd.**, Toronto, reported almost doubled net income and a substantial increase in net sales for the nine months ended March 29:

	1969	1968
Earned per share	\$2.57	\$1.40
Net sales	177,875,000	137,662,000
Net income	10,135,000	5,264,000
Shares outstanding	3,937,324	3,753,443

**Vikoa Inc.**, Hoboken, N. J., CATV group operator and manufacturer of CATV equipment, reported a 12% increase but a slight decline in net income for the three months ended March 31:

	1969	1968
Earned per share	\$0.20	\$0.25
Sales	5,800,000	5,190,000
Net income	340,000	361,000
Average shares outstanding	1,719,000	1,445,000

**Bartell Media Corp.**, New York, publisher, group broadcaster and group CATV operator, reported a 66% advance in net income and a 14% increase in revenues for the first three months of 1969. E. H. Tiffany, Bartell president, noted that in the first quarter the broadcasting division posted a record revenue gain of 141%. For the first quarter ended March 31:

	1969	1968
Earned per share	\$0.091	\$0.055
Revenues	9,306,778	8,145,147
Net income	207,764	125,420

## NGC talks with Perfect Film

In the wake of termination of discussions on a possible merger between Commonwealth United Corp., Beverly Hills, Calif., and Perfect Film & Chemical Corp., New York, new discussions reportedly have been held concerning the possible takeover of Perfect Film by National General Corp., Los Angeles. National General, engaged in television production and distribution among diverse interests, acknowledged that talks have been held with Perfect Film and that further discussions are likely. Perfect Film, also diversified, is involved in book publishing photo finishing and production of musical instruments. Commonwealth, which earlier had reached an agreement in principle to



merge with Perfect Film before breaking off negotiations because of unfavorable market conditions, is heavily engaged in entertainment and leisure-time products.

## Movielab set to buy Teletronics firm

An agreement has been signed under which Movielab Inc., New York, will acquire Teletronics International Inc., New York, for Movielab stock.

The transaction will involve the issuance of 225,000 to 450,000 shares of Movielab stock, based upon the earnings of Teletronics following the acquisition. Movielab, which is headed by Saul Jeffee, president, is listed on the American Stock Exchange and it has been selling recently at \$9 to \$10 per share. Teletronics, a producer of taped commercials and entertainment TV programs, is directed by George Gould, president. Its stock is privately held.

The transaction has been approved by shareholders of Teletronics. It will be submitted for approval to stockholders of Movielab, a leading processor of films for TV and theaters, during its annual meeting in New York on June 18.

## Who traded stock during April

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

- Ampex Corp.—E. E. Prince exercised option to buy 1,950 shares, giving him a total of 2,150. William E. Roberts exercised option to buy 4,500 shares, giving him a total of 17,182 held personally, 5,350 held by wife and 7,268 held in trusts.
- Avco Corp.—John R. Gosnell exchanged 17,838 shares for 8,919 \$3.20 convertible preferred shares, giving him a total of 471 shares and 18,099 \$3.20 convertible preferred shares held personally and 11 shares and 6,358 \$3.20 convertible preferred shares held by wife. W. D. Gaillard bought \$6,000 of 5½% convertible subordinated debentures. O. F. Grahame bought 460 \$3.20 convertible shares, giving him a total of 4,680 \$3.20 convertible preferred shares held personally and 2,290 \$3.20 convertible preferred shares held by members of family.
- Boston Herald-Traveler—George E. Akerson bought 1,195 shares, giving him a total of 11,777. Harold E. Clancy bought 1,895 shares, giving him total of 15,315 held personally and 18 held by wife.
- Capital Cities Broadcasting Corp.—Thomas S. Murphy exercised option to buy 2,926 shares, giving him a total of 39,318.
- Commonwealth United—B. F. Breslauer exercised option to buy 3,000 shares, giving him a total of 12,500.
- Corinthian Broadcasting—Harry A. Watkins bought 100 shares.
- Cox Broadcasting—Raymond J. Tucker exercised option to buy 800 shares, giving him a total of 1,202.
- Cypress Communications—Robert P. Gambill sold 500 shares, leaving none. David Graham as trading account bought 4,255 shares and sold 4,348 shares, leaving 48,866 held as trading account and 1,193 held personally.
- Doyle Dane Bernbach—Robert Fine and

wife sold 600 shares, leaving none. Jason R. Grace sold 100 shares leaving 250.

- Fuqua Industries—N. Strawbridge exchanged 6,500 series B cumulative convertible preferred shares for 52,000 shares. Mrs. N. Strawbridge and children exchanged 136 series B cumulative convertible preferred shares for 1,088 shares.
- Grass Valley Group—Hazel A. S. Hare sold 100,000 shares, leaving 281,400.
- Gross Telecasting—D. E. Simpson as trading account bought 405 shares and sold 902 shares, leaving 310 held as trading account and 100 held personally.
- Gulf & Western Industries—Mr. and Mrs. Philip J. Levin bought 45,000 shares, giving them a total of 56,001. Mr. and Mrs. Levin and son bought \$8,000 of 5¼% convertible debentures. Mr. and Mrs. Levin bought 60,000 warrants.
- Kansas State Network—Mary M. Brown as custodian bought 17,690 shares, giving her a total of 17,965 shares held as custodian and 13,300 shares held personally. Doorth Coombs bought 150 shares giving him a total of 18,608. Greg Camer bought 600 shares, giving him a total of 1,000.
- LIN Broadcasting—Peter J. Solomon exchanged \$4,100 of 6% convertible subordinated debentures for 410 shares, giving him a total of 5,250 shares held personally and 300 shares held by wife. David Steine through company sold 5,600 shares, leaving 7,900 held as company and 8,000 held personally. T. I. Unterberg as partnership trading account bought 17,445 shares and sold 17,575 shares, leaving none held as partnership trading account, 7,102 held personally, 100 held by wife and 100 held by daughter. Mr. Unterberg as partnership bought 2,500 shares.
- Metromedia Inc.—R. L. Geismar exercised option to buy 6,762 shares, giving him a total of 19,728 held personally, 584 held by wife and 12 held by children.
- MGM—B. Meiniker bought 10,000 shares, giving him a total of 21,213.
- Motorola Inc.—John F. Mitchell sold 500 shares, leaving 308. Walter B. Scott sold 300 shares, leaving 7,390.
- National General Corp.—Seymour F. Simon bought 200 shares, giving him a total of 3,104 held personally, 104 held by wife and 2,521 held as partnership.
- A. C. Nielsen Co.—George E. Blechta sold 200 class A common shares, leaving 1,376 class A common shares. Arthur C. Nielsen Jr. sold 200 class A common shares, leaving 12,150 class A common shares held personally, 1,000 class A common shares held in trust and 2,000 class A common shares held by wife and children. A. C. Nielsen disposed of 55,574 class A common shares, leaving 462,186 class A common shares held personally, 92,437 class A common shares held in trust and 1,250 class A common shares held by wife. T. Breitenmoser sold 100 class B common shares, leaving none. Maurice E. Goodin sold 2,575 class B common shares, leaving 25,000 class B common shares.
- Ebert Koenig, Loeb Inc.—John Collins bought 300 class A common shares, giving him a total of 305 class A common shares. Peggy Prag bought 1,000 class A common shares and sold 1,000 class A common shares, leaving none. John S. Shlma bought 100 class A common shares.
- Reeves Broadcasting—H. E. Reeves sold 20,000 shares in private sale, leaving 535,894 shares held personally and 92 held by wife.
- Rollins Inc.—John W. Rollins sold 25,050 shares, leaving 939,340 held personally, 3,250 held by wife and 7,494 held as custodian.
- Sonderling Broadcasting—Mason A. Louny sold 1,000 shares, leaving 47,500. Egmont Sonderling sold 1,000 shares in private transaction, leaving 195,450.
- Teleprompter Corp.—Monte E. Livingston exercised option to buy 1,000 shares. J. D. Weather Jr. sold 1,000 shares pursuant to option, leaving 59,026.
- Tele-Tape Productions—R. E. Riedel sold 640 shares, leaving 78,626.
- Time Inc.—Mrs. Jerome S. Hardy sold 450 shares, leaving none held personally and 4,250 held by husband.
- 20th Century-Fox Film Corp.—David Brown bought 800 shares, giving him a total of 3,804. W. T. Gossett bought 1,000 shares. Harry J. McIntyre bought 1,000 shares.
- Vikoa Inc.—Theodore Baum sold 4,000 warrants, leaving none.
- Walter Reade Organization—S. J. Highleyman bought 10,500 shares and 1,008 warrants. Walter Reade Jr. as corporation sold 10,000 shares in private sale, leaving 1,022,714 held as corporation and 32,000 held personally.
- Zenith Radio Corp.—Jesse E. Brown exercised option to buy 3,000 shares, giving him a total of 22,400. Jack M. Ferren exercised option to buy 2,400 shares, giving him a total of 8,424.

**LOOKING FOR**

# FOOD SALES?

**The Roanoke-Lynchburg Television Market**

**Delivered an estimated**

## \$358,262,000\*

**in Food Sales**

**During 1967**

For more information call us, or your PGW Colonel.

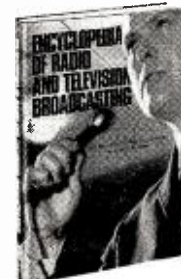
## WDBJ-TV



## ROANOKE

\*Sales Management's Survey of Television Markets 1968

## NOW AVAILABLE The ENCYCLOPEDIA of RADIO and TELEVISION BROADCASTING by



noted author,  
correspondent  
and lecturer  
**ROBERT  
ST. JOHN**

**\$1695**

"A thorough and convenient reference work that should be helpful to anyone starting in broadcasting!" — David Brinkley, NBC News

"For anybody who wants to break into the field of communications . . . it should be a *must* reading!" — Irv Kupcinet, Chicago Sun-Times

Check with order — No C.O.D.'s

**CATHARINE SQUARE PUBLISHING COMPANY**  
825 N. Jefferson St., Studio 618 Milwaukee, Wis. 53202

Please ship \_\_\_\_\_ copies of Robert St. John's  
Encyclopedia of Broadcasting @ \$16.95 per copy.

Name \_\_\_\_\_

Address \_\_\_\_\_

City 07N181205 State \_\_\_\_\_ Zip \_\_\_\_\_

Check enclosed

Note: full 10 day return privileges

### WETA-TV auction puts big names on the block

Where else in the world but Washington could Art Buchwald auction off James Symington (D-Mo.) for \$65.

Only in Washington will you find auctioneers like John Macy, president of the Corp. for Public Broadcasting; Mrs. George Romney; Mark Evans, vice president of Metromedia Inc.; Mrs. Gerry Van der Heuvel, news secretary for the First Lady; Winton Blount, postmaster general; former Vice President Hubert Humphrey; Adam Clayton Powell (D-N.Y.); Bill Monroe of NBC News and the *Today Show*; Bud Wilkinson, special assistant to the President; Reverend Channing Phillips, and Nancy Dickerson of NBC News amassed for one purpose: to help non-commercial WETA-TV Washington in its sole and exclusive fund raising effort.

Disguised as its second annual TV auction, WETA-TV's on-the-air happening

began Monday, May 12, and continued through Saturday evening (May 18) into early Sunday morning. The fund-raising goal is \$120,000.

### WBC men get Hillman award

Sidney Hillman Foundation awards for "outstanding achievements in mass communications" were presented last week to two Westinghouse Broadcasting Co. producers, and four writers in print media.

William E. Osterhous, executive producer, and Dick Hubert, writer-senior producer of WBC's *One Nation, Indivisible* documentary, were cited for their work on the three-and-a-half-hour program on the racial crisis in America.

### Promotion tips:

**By the people** ■ WBZ Boston is looking to its audience for a new station identification jingle. Listeners are being asked to call in and sing their compositions,

which are recorded for later judging. The best five jingles will be selected by the station's program department, then played on the air for final selection by the audience. The winner will be sent to Hollywood to supervise production of the ID with full orchestra and choral accompaniment.

**Fast pitch strikes home** ■ WBAP-TV Fort Worth-Dallas, demonstrated its new market pitch on May 8, to over 400 New York agency executives at the New York Hilton. The six-minute promotion depicting its market growth will be shown in Chicago, Los Angeles, San Francisco and other major markets in the U.S. Keitz and Herndon Productions, Dallas, created the film termed "the fastest pitch in the West."

**Lucky numbers** ■ KTTV(TV) Los Angeles is sponsoring a "ratings estimate contest" with agency media buyers guessing what the station's ratings will be in the May 1969 American Research Bureau or Nielsen Station Index books.

## Fates&Fortunes

### Broadcast advertising

**Philip J. Bliss**, office manager, BBDO, New York, elected VP.

**Michael Galusza**, VP-management supervisor, J. Walter Thompson, New York, joins Sullivan, Stauffer, Colwell & Bayles there as VP and account supervisor.

**Montgomery N. McKinney**, with Doyle Dane Bernbach, New York, named senior VP.

**Benjamin DeSio**, president and co-founder of Trim Telefilm Service Corp., New York, joins Modern Teleservice Inc., division of Sonderling Broadcasting Corp there as president and chief operating officer.

**Charles R. Allen**, account executive, Clinton E. Frank Inc., Chicago, named VP and account supervisor.

**F. Richard Olsen**, acting media director, Colgate spot broadcast buying unit, Ted Bates & Co., New York, named VP and media director in charge of unit.

**Sebastian Sisti**, VP and associate group creative director, Grey Advertising, New York, joins Knox Reeves Advertising, Minneapolis, as VP and creative director. **Ron Anderson**, Knox Reeves VP, also appointed creative director.

**Edward A. Langan**, VP-account supervisor, Clinton E. Frank Inc., Chicago, joins Needham, Harper & Steers there as VP-senior account director.

**Richard-George Pedicini**, executive broadcast director with MacManus, John & Adams, Bloomfield Hills, Mich., joins Campbell-Ewald Co., Detroit, as VP and special creative assistant for broadcast. He will work on special projects for Chevrolet.

**David M. Tabin**, associate media director, LaRoche, McCaffrey and McCall Inc., New York, named VP.

**James M. Spero**, VP and media director, Edward H. Weiss and Co., Chicago, joins Carson/Roberts/Inc., Los Angeles, as media director.

**James S. Burne**, accounts coordinator, and **Alan B. Watts**, media manager and account executive, Bauerlein Advertising Agency, New Orleans, become managing partners of newly formed advertising agency, Byrne and Watts Advertising. Address: 320 Board of Trade Place, New Orleans. (504) 522-1104.

**Lil Fisher**, copy chief; **Curt Fields**, executive art director, and **Brian Lee**, promotion director, Gross, Pera & Rockey, San Francisco, named VP's.

**Frank X. Daly**, with WFLD-TV Chicago,

named national sales manager.

**Jim Anderson**, production manager, KHVH-TV Honolulu, joins Fawcett-McDermott Associates Inc. there as director of radio-TV department.

**Jack Harris**, with sales department, KREM-AM-FM-TV Spokane, Wash., appointed sales manager.

**Homer Lee**, with WYOU Tampa, Fla., appointed local sales manager.

**Greg Fabos**, with WVT(TV) Milwaukee, appointed local sales manager.

### Media

**Percy F. Smith**, manager, advertising standards, NBC, New York, retires after 25 years of NBC service. **Jack Mitchell**, with NBC, appointed senior editor, broadcast standards. **Eric Wessman**, casting associate in talent department, Screen Gems Inc., New York, joins NBC as commercial editor, broadcast standards.

**Ted Lehne**, manager of KFRB Fairbanks, Alaska, also named manager of KTVF (TV) there. He succeeds **John Griffin**, who resigns, as manager of KTFV(TV). Both stations are owned by Northern Television Inc.

**Marvin C. Whatmore**, president, Cowles Communications Inc., New York, re-



elected president and named chief executive officer. He succeeds Gardner Cowles, re-elected chairman of board and editorial board, as chief executive officer.



Mr. Van Hook

**Paul E. Van Hook**, with Television Communications Corp., New York, named VP for corporate affairs.

**Richard D. Lindheim**, director of program research, Audience Studios Inc., subsidiary of

Screen Gems, New York, joins NBC as administrator, research, West Coast. He will be based in Los Angeles.

**Edward Adams**, general sales manager KDKA-TV Pittsburgh, joins WCIX-TV Miami, as general manager.

**Richard L. Beesemyer**, ABC-TV VP in charge of affiliate relations, named National Association of Broadcasters TV board member for network, succeeding **John O. Gilbert**, who resigned from ABC-TV affiliates position (BROADCASTING, May 5).

**Kenneth H. MacQueen**, general manager, WABC-TV New York, elected VP.

**John S. Porter**, president and general manager, noncommercial WXXI(TV) Rochester, N. Y., named executive director of Eastern Educational Network, Cambridge, Mass. **William J. Pearce**, general manager, noncommercial WLIW-TV Garden City, N. Y., succeeds Mr. Porter at WXXI.

**Donald W. Hocks**, with WTCN-TV Minneapolis-St. Paul, appointed business manager.

**Alan R. Harmon**, with Daniels & Associates Inc., Denver, named executive VP. **Richard Zell** named president of Daniels Management Co., subsidiary. **Jerry Buford** named VP in charge of brokerage, Daniels & Associates, and **Tom Johnson**, director of advertising and PR, appointed assistant to president.

**Ken Headrick**, program director, KFAB Omaha, appointed station manager.

**Joel P. Smith**, assistant to president of Jerrold Corp., Philadelphia, joins Nation Wide Cablevision Inc., Los Angeles, as executive VP.

**Jim D. Kime**, business manager and personnel director for King Broadcasting stations in Oregon, appointed station manager of King's KGW Portland.

**John D. Chapman**, VP and general manager, Woko Albany, N. Y., joins KTLN Denver, as general manager. Both are Welcome Radio stations.

**George W. Bland**, general sales manager, WVA Wheeling, W. Va., also ap-

## NAB PR committee set

Nine board members of National Association of Broadcasters have been appointed to 1969-70 Public Relations Committee; **Don C. Dailey**, KGBX Springfield, Mo. (chairman); **John L. Vath Sr.**, WSBM New Orleans; **James M. Caldwell**, WAVE Louisville, Ky.; **Simon Goldman**, WJTN Jamestown, N. Y.; **J. R. Livesay**, WLBH Mattoon, Ill.; **Al Ross**, KNAB, Burlington, Colo.; **Harold Essex**, WSJS-TV Winston-Salem, N. C.; **Arch L. Madsen**, Bonneville International Corp., Salt Lake City, and **A. Louis Read**, WDSU-TV New Orleans.

pointed station manager.

**W. Richard Martin**, with WMAS Springfield, Mass., appointed assistant VP and general manager.

**George A. Lovejoy**, with WBBX Portsmouth, N. H., appointed general manager.

**Carl W. Vandagriff**, general manager, wowo Fort Wayne, Ind., elected VP.

**Wayne F. McNulty**, KXLY-AM-FM-TV Spokane, elected chairman of Washington State Association of Broadcasters. **Wally Nelskog**, KIXI Seattle, elected vice chairman, and **Cal Watson**, with Washington State University, Pullman, elected secretary-treasurer.

**Nino L. Pipitone**, operations director, KSBY-TV San Luis Obispo, Calif., joins KBAK-TV Bakersfield, Calif., in same capacity.

**Ron Chapman**, operations director, KVIL-AM-FM Dallas, named VP in charge of operations of parent Sovereign Broadcast Inc. there.

## Programing

**Harry P. Mynatt**, national director, creative products division of Capitol Records, Hollywood, joins Official Creative Productions Inc., New York, as president and chief operating officer of newly formed subsidiary of Official Films Inc.

**Herb Berman**, eastern sales manager, Mark Century Sales Corp., New York, named general sales manager for radio division, covering U. S. and Canada.

**Joe Finian**, with WIXY Cleveland, re-joins KTLN Denver, as program manager.

**Tom Johnson**, staff announcer, KFAB Omaha, appointed program director.

## News

**Norman Ross**, London correspondent, Metromedia Radio News, New York, named to newly created position of chief European correspondent.

**Ted Landreth**, reporter/assignment edi-

## RADIO

## TELEVISION

## CATV

## MEDIA

IF YOU WANT TO SELL —

BUT NOT LIST . . . . .

We handle every transaction on a personal, customized basis which assures an absolutely private, confidential relationship between buyer and seller.

If you'd like to chat with us—off the record—with privacy—regarding buying, selling, financing or going public, call us for an appointment—or a preliminary discussion.

*Walliser-Tice, Inc.*

TELEVISION RADIO CATV MEDIA

*3948 Time Life Building*

*New York, N. Y. 10020*

THIS SPACE CONTRIBUTED BY THE PUBLISHER



What's one life to a guy who thinks he has nine.

You only have one life to live. Don't treat it lightly. Annual checkups are the first line of defense against cancer. It's nice to find out you're as healthy as you feel. Help yourself with a checkup. And others with a check.

American Cancer Society



tor, CBS News, New York, appointed assistant foreign editor. **Andrew R. Doctoi**, administrator, adviser, Israel Television Authority, Jerusalem, joins CBS News as newsmen.

**Gary S. Franklin**, with ABC News, New York, joins WIND Chicago, as news director. He succeeds **Jim Slade**, who becomes chief aerospace correspondent for parent Westinghouse Broadcasting Co. He will be based in Washington.

**Pat McGuinness**, newscaster with KABC Los Angeles, joins KBIG Avalon-Los Angeles, as news director.

**Edmund Scott**, assistant news director, WTC New Brunswick, N. J., appointed news director.

**Walt Kavanagh**, news editor, KFAB Omaha, appointed manager of news and syndicated services.

**Jack Ogle**, newsmen, WKY-TV Oklahoma City, appointed assistant news director.

**Ambert Dail**, WGH Newport News, Va., elected president of Virginia AP Broadcasters. **Vincent R. Clephas**, Washington news bureau, Evening Star Broadcasting Co., elected VP; **Arch Harrison**, WJMA Orange, Va., elected treasurer, and **Robert S. Gallimore**, AP bureau, Richmond, Va., elected secretary.



**Blaine Littell**, producer for NBC News, New York, appointed correspondent. Following three-month assignment with NBC's Saigon bureau, he will become roving correspondent in Africa.

**Dan Allison**, sportscaster, KMOX-TV St. Louis, joins WDAF-TV Kansas City, Mo., as sports director.

## Promotion

**Barbara Sheehan**, with Metromedia Producers Corp., New York, appointed to newly created position of director of PR-East Coast.

**Raymond D. Barath**, assistant to creative planning director, wsoc-TV Charlotte, N. C., appointed director of promotion and merchandising. He succeeds **Jon T. Caudle**, who joins WJXT(TV) Jacksonville, Fla., in same capacity.

**Donald Kennedy Jr.**, with sales staff, WSPA Spartanburg, S. C., appointed director of promotion and sales development.

**Joel R. Feldstein**, with Quaker Oats Co., Chicago, joins Herbert H. Rozoff Associates, PR firm there as VP.

**Charles W. Stump**, chief meteorologist, WESH-TV Daytona Beach-Orlando, Fla.,

joins WFTV(TV) Orlando, as director of PR and personnel. He will also serve as meteorologist.

## Equipment & engineering



Mr. Jeffers

**Michael F. Jeffers**, director of engineering division, Jerrold Corp., Philadelphia, named VP, engineering.

**Robert G. Page**, chairman and managing director, International General Electric Co. of New York Ltd., London, joins General Instrument Corp.'s F. W. Sickles division in Chicopee, Mass., as VP-general manager.

**Robert W. Faulkner**, chief engineer, WTAF(TV) Marion, Ind., joins Central Dynamics Corp., Cherry Hill, N. J., as regional sales manager. He will be based in Chicago.

**John W. Dixon**, VP-corporate plans, Ling-Temco-Vought Inc., Dallas, elected president, chairman and chief executive officer of subsidiary LTV Electrosystems. He succeeds **E. F. Buehring**, who becomes president of Greenville Division of Electrosystems and vice chairman of its board. **James O. Weldon** resigns as chairman of LTV Electrosystems but continues as president of its subsidiary, Continental Electronics Co.'s., and as member of board of LTV Inc.

**Devlin M. Gualtieri**, technical supervisor, WTLB Utica, N. Y., joins F.B.N. Productions there as production director.

**E. N. Rauland**, director, Zenith Radio Corp., Chicago, and president of The Rauland Corp., Zenith division which produces television picture tubes, elected chairman of division. **Robert S. Alexander**, VP of manufacturing,

purchasing, material control and handling functions for Zenith and subsidiaries, succeeds Mr. Rauland as president of Rauland. **Karl H. Horn**, VP in charge of consumer products for Zenith, elected executive VP of Rauland. **Jack B. Anger** and **James T. Trumbull**, with Zenith Sales Co., appointed western and eastern sales managers, respectively; **Alex R. Stone**, appointed marketing manager-TV products. **Robert T. McCarthy**, with Motorola Inc., Franklin Park, Ill., and **John V. Wilson**, with General Electric Co., New York, joins as marketing manager-audio products, and marketing manager-radio, respectively.

## Allied fields

**George Sacks**, VP and director of sur-

vey division, and **Richard F. Hess**, research group head and client services executive, Audits & Surveys Inc., New York, become president and executive VP, respectively, of newly formed Datamize Corp., New York, research and data service.

**Allan Schwarz**, free-lance film editor for various TV organizations, and **Robert V. Rominiecki**, microwave and TV technician with U. S. Armed Forces, appointed manager of program coordination and EVR demonstration engineer, respectively, with CBS Electronic Video Recording Division, New York.

**C. J. McDevitt**, with University Computing Co., New York, named president of ComputerPix Corp., New York, newly formed to develop Comfax system of facsimile information retrieval by way of radio stations (BROADCASTING, March 31, Aug. 12, 1968).

## Deaths

**Joseph M. Troesch**, 56, director and second VP of Rust Craft Broadcasting Co., Steubenville, Ohio, died May 9 in Steubenville after long illness. Before being taken ill Mr. Troesch had served as assistant general manager of Rust Craft's wstv-TV Steubenville, Ohio-Wheeling, W. Va.

**Jack Jurey**, 45, senior correspondent for WTOP-AM-FM-TV Washington, died May 11 there, of cancer. Mr. Jurey had been with station since 1958. He originated its editorials and in 1963 won Radio-Television News Directors Association Award. He was named news director in 1968, but in December of year asked to be relieved of his administrative duties to devote full time to reporting. He is survived by his wife, Philomena, and daughter.

**James L. Middlebrooks**, 62, veteran communications engineer-architect, died May 13 in Vista, Calif., of heart attack. Following World War II, Mr. Middlebrooks became director of engineering for National Association of Broadcasters. Previously he served as engineering director of Field Enterprises stations, Chicago, and spent 15 years with CBS Radio supervising construction of transmitters and studios. After leaving NAB he worked for ABC and King Broadcasting Stations, Seattle. He is survived by his wife, Dorothy, and son.

**Harold J. Power**, 76, retired president of old Power Condenser and Electronics Corp., died May 10 in Lakewood, N. J., of heart ailment. Mr. Power founded one of first commercially licensed radio stations in U.S., WGI, on campus of Tufts University, Boston. After working as consulting engineer, he founded electrical components manufacturing firm bearing his name. He retired in 1958. He is survived by his wife, Gwendolyn.

As compiled by BROADCASTING, May 7 through May 14 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

■ FCC denied application by KBLI Inc., licensee of KTLE(TV) Pocatello, Idaho, for review of order by review board which added issue dealing with KBLI's qualifications to be licensee to comparative hearing involving renewal of KTLE's license (Docs. 18401-2). Action May 14.

### Other actions

■ Review board in Pocatello, Idaho, TV proceeding. Docs. 18401-02, denied motion to enlarge hearing issues filed Jan. 13 by The Post Co. Action May 13.

■ Review board in Minneapolis, TV proceeding. Docs. 18381-82, granted to extent indicated and denied in all other respects. petition to enlarge and modify issues and further petition to enlarge issues filed Dec. 16 and Feb. 28, respectively, by Calvary Temple Evangelistic Association. Action May 9.

■ Review board in Minneapolis, TV proceeding. Docs. 18381-82, denied motion of Control Data Corp. to enlarge hearing issues and motion of Control Data Corp. to intervene, both filed Dec. 16, 1968. Action May 12.

■ Review board in Minneapolis, TV proceeding. Docs. 15841-43, 16782-83, board members Slone, Pincock and Kessler adopted memorandum opinion and order denying petition for partial reconsideration or addition of protective condition filed Nov. 15, 1968, by Control Data Corp. and petition to dismiss Control Data petition filed Jan. 9 by Twin City area Educational Television Corp. and Midwest Radio-Television Inc. Action May 12.

■ Review board in Newark, N. J., TV proceeding. Docs. 18403-04, 18448, denied motion to enlarge issues filed March 3 by Atlantic Video Corp. Action May 7.

■ Review board in San Angelo, Tex., TV proceeding. Docs. 17541-42, scheduled oral argument before panel of review board for June 12. Action May 13.

### Actions on motions

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, on request by Viking Television Inc., continued all procedural dates including commencement of hearing, pending further order (Docs. 18381-2). Action May 8.

■ Acting Chief, Broadcast Bureau, on request by A. Earl Culum, Jr. and Associates, extended to May 23 time to file reply comments in matter of amendment of rules governing operation of TV's by remote control (Doc. 18425). Action May 9.

■ Broadcast Bureau, on request by Sollicom Inc., extended to June 2 time to file reply comments in matter of amendment of commission's rules and regulations to add VHF channel to Mount Vernon, Ill. (Doc. 18453). Action May 8.

### Call letter action

■ WKAP Inc., Bethlehem, Pa. Granted WKAP-TV.

## Existing TV stations

### Final Actions

■ WDBO-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action May 7.

■ WBBM-TV Chicago—Broadcast Bureau granted CP to change ERP to 35.4 kw vis., 7.08 kw aur.; change trans. location to John Hancock Center, 875 North Michigan Avenue; change type trans., type ant.; ant. height to 1,350 ft.; condition. Action May 6.

■ WTTV(TV) Bloomington, Ind.—Broadcast Bureau granted CP to change type trans.; condition. Action May 6.

### Action on motion

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, set certain procedural dates; scheduled hearing on financial, air menace and comparative coverage issues for July 8; scheduled hearing on comparative issue matters (except coverage) for Aug. 5; further ordered general areas of anticipated testimony be furnished to other parties and hearing examiner in connection with exchange of exhibits on June 20 and July 14 respectively (Docs. 18403-4, 18448). Action May 12.

## New AM stations

### Applications

■ Bellaire, Tex.—V. M. Preston seeks 1170 kc, 250 w-D, P.O. address: Box 267, Bellaire 77401. Estimated construction cost \$24,194.34; first-year operating cost \$48,000; revenue \$70,000. Principals: V. M. Preston, sole owner. Mr. Preston owns 60% of KANI Wharton, Tex., *The Wharton (Tex.) Journal*, newspaper printing firm and owns suburban weekly newspaper publishing firm in Houston. Ann. May 12.

### Final action

■ Fort Lauderdale, Fla.—Lauderdale Broadcast Inc. FCC granted 1190 kc, 5 kw-D, P.O. address: 712 Dade Federal Building, Miami 33131. Estimated construction cost \$141,000; first-year operating cost \$150,000; revenue \$155,000. Principals: Lee Ruwitch, secretary, Gordon Sherman, president and Jesse D. Fine, vice president (each 33 1/3%). Mr. Sherman owns WORJ-AM-FM Orlando-Mount Dora, Fla. Messrs. Sherman and Ruwitch each own 50% of WMMB and WYRL (FM) both Melbourne, Fla. Mr. Ruwitch publishes *Miami Review and Daily Record* and *Broward Review and Business Record*. Action May 7.

### Other actions

■ Review board in Elmhurst, Ill., AM proceeding. Docs. 16965-66, scheduled oral ar-

gument before panel of review board for June 3. Action May 9.

■ Review board in Kettering, Ohio, AM proceeding. Docs. 17243-45, 17247, 17249-50, granted to extent indicated and denied in all other respects petition to enlarge issues filed March 5 by The Gem City Broadcasting Co. Action May 7.

■ Review board in Kettering, Ohio, AM proceeding. Docs. 17243-17250, granted motion for extension of time to file opposition to petition to reopen record and enlarge issues filed May 9 by Kittyhawk Broadcasting Corp. Action May 13.

■ Review board in Kettering, Ohio, AM proceeding. Docs. 17243-17250, granted motion for extension of time to file replies to exceptions filed May 9 by The Gem City Broadcasting Co. Action May 13.

■ Review board in Parma, Ohio, AM proceeding. Docs. 18368-69, granted joint request for dismissal of application; approval for reimbursement of expenses; and waiver of publication, filed Feb. 10 by Sundial Broadcasting Co. and Howard L. Burris; agreement approved; application of Sundial Broadcasting Co. Inc. dismissed with prejudice; application of Howard L. Burris retained in hearing status. Action May 7.

■ Review board in Lawton, Okla., AM proceeding. Docs. 18392-94, granted request for extension of time filed May 7 by Chief, Broadcast Bureau. Action May 9.

■ Review board in Freeland, Pa., AM proceeding. Docs. 18489-91, granted motion for extension of time to file reply filed May 5 by Summit Broadcasting. Action May 7.

■ Review board in Greenwood, S. C., AM proceeding. Docs. 18503-04, granted petition for extension of time to file opposition to petition to enlarge issues, filed May 6 by Saluda Broadcasting Co. Action May 8.

### Actions on motions

■ Hearing Examiner Isadore A. Honig in Wanchese and Midway Park, both North Carolina (Outer Banks Radio Co. and Onslow County Broadcasters), AM proceeding, granted petition by J. M. Farlow and William D. Mills and dismissed with prejudice application for new AM in Midway Park; and by separate action, on examiner's own motion, cancelled certain procedural dates for hearing on various issues concerning applications heretofore scheduled in examiner's order following further prehearing conference (Docs. 17886-7). Actions May 7.

■ Hearing Examiner Isadore A. Honig in Wanchese, N. C. (Outer Banks Radio Co.), AM proceeding, on examiner's own motion, ordered hearing in application, which remains in hearing status following dismissal of conflicting application of Onslow County Broadcasters, will be convened on May 15 (Doc. 17886). Action May 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co., Radio Boynton Beach Inc. and Boynton Beach Community Services

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017  
212-687-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950  
408-375-3164



Inc.), AM proceeding, granted petition by Radio Boynton Beach Inc. for leave to amend application to show location of trans. site (Docs. 18310-2). Action May 12.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc., Broadcasters 7 Inc.), AM proceeding, on request by Summit Broadcasting rescheduled prehearing conference for June 27 (Docs. 18489-91). Action May 12.

#### Call letter action

■ Near-North Broadcasting Co., Marinette, Wis. Granted WLOT.

### Existing AM stations

#### Applications

■ KREO Indio, Calif.—Seeks CP to change to 1400 kc, 250 w, 1 kw-LS, U. Ann. May 5.

#### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WLLS Hartford, Ky., to Nov. 11; WXLN Potomac-Cabin John, Md., to Oct. 15; WAMY Amory, Miss., to Aug. 31, condition: KGNS Laredo, Tex., to Oct. 1: WPMH Portsmouth, Va., to Aug. 29. Actions May 12.

■ Broadcast Bureau granted licenses covering changes in following: KLOM Lompoc, Calif.; WKEN Dover, Del. Action May 12.

■ WJRD Tuscaloosa, Ala.—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans.; remote control permitted. Action May 12.

■ KBLU Yuma, Ariz.—Broadcast Bureau granted renewal of license. Action May 6.

■ KCHJ Delano, Calif.—Broadcast Bureau granted CP to install new trans. at main trans. location as main night-time and auxiliary daytime trans. Action May 6.

■ KSOM Ontario, Calif.—Broadcast Bureau granted license covering increase in daytime power to 1 kw, 10 kw DA-2 U; install new trans. Action May 12.

■ KSRO Santa Rosa, Calif.—Broadcast Bureau granted mod. of CP to operate trans. by remote control. Action May 7.

■ KVML Sonora, Calif.—Broadcast Bureau granted license covering installation of auxiliary trans. Action May 6.

■ KBRB Leadville, Colo.—Broadcast Bureau granted license covering changes, specify type trans. and granted license covering use of former main trans. for auxiliary purposes only. Action May 12.

■ FCC denied petition for reconsideration by United Broadcasting Co. and application for review by Paul F. Cory (secured creditor of licensee) of action by Chief, Broadcast Bureau, dismissing application by United for renewal of license for KOLR Sterling, Colo., and deletion of call letters and action confirmed. Action May 7.

■ KUAD Windsor, Colo.—Broadcast Bureau granted license covering new station, specify studio and remote control location as 206 5th Street. Action May 12.

■ FCC denied KHVH Honolulu request for rule waiver and to expedite processing; application for power increase returned. Western Telestations Inc. is licensee of KHVH (1040 kc, 5 kw, U.). Action May 7.

■ KSKI Halley, Idaho—Broadcast Bureau granted CP to replace expired permit for changes. Action May 6.

■ WAIT Chicago—Broadcast Bureau granted license covering change in ant. system. Action May 12.

■ WJBM Jerseyville, Ill.—Broadcast Bureau granted license covering changes. Action May 6.

■ WEKG Jackson, Ky.—Broadcast Bureau granted license covering new station; specify type trans. Action May 12.

■ Complaints and compliance division notified John K. Snyder, candidate for mayor of Alexandria, La., in second primary runoff that KDBS Alexandria has not violated fairness doctrine, equal opportunities provisions or commission's editorializing rules. Action May 8.

■ KPBC Port Sulphur, La.—Broadcast Bureau granted license covering increase in power. Action May 6.

■ WHOU Houlton Me.—Broadcast Bureau granted license to use former main trans. for auxiliary purposes only. Action May 9.

■ WABJ Adrian, Mich.—Broadcast Bureau granted license covering use of former main

trans. as alternate-main trans. Action May 12.

■ KXLW Clayton, Mo.—Broadcast Bureau granted CP to change from 1320 kc, 1 kw-D to 1320 kc, 5 kw, DA-D; make changes in ground system; conditions. Action May 8.

■ KXXX Bozeman, Mont.—Broadcast Bureau granted remote control. Action May 1.

■ WBVM Utica, N. Y.—Broadcast Bureau waived provisions of rules to extent of permitting relocation of main studio beyond corporate limits of Utica and granted mod. of license covering change in studio and remote control location to 1720 Burrstone Road, New Hartford. Action May 6.

■ WBNS Columbus, Ohio—Broadcast Bureau granted license to use former main trans. as alternate-main trans. Action May 12.

■ WEOL Elyria, Ohio—Broadcast Bureau granted remote control. Action May 14.

■ KPNW Eugene, Ore.—Broadcast Bureau granted license covering changes; specify type trans. Action May 9.

■ WJAR-FM Darlington, S. C.—Broadcast Bureau granted mod. of licenses covering change in name of licensee to Rebel Radio Inc. Action May 6.

■ KOBH-FM Hot Springs, S. D.—Broadcast Bureau granted mod. of licenses covering change in name of licensee to Ponderosa Broadcast House. Action May 6.

■ WENR Englewood, Tenn.—Chief, Complaints and Compliance Division, notified Frederick A. W. Davis, general manager of WENR and prospective candidate for office, that broadcast of announcements using his voice does not require that WENR afford equal opportunity to all other candidates for office. Action May 8.

■ WIZO Franklin, Tenn.—Broadcast Bureau granted license covering new station, specify type trans. Action May 12.

■ KMOR Murray, Utah—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action May 6.

■ WGH Newport News, Va.—Broadcast Bureau granted remote control from main and auxiliary trans. (daytime). Action May 8.

■ KOOD Lakewood, Wash.—Broadcast Bureau rescinded grant of renewal of license. Action May 6.

■ KTAC Tacoma, Wash.—Broadcast Bureau granted license covering use of main daytime trans. as main trans. day and night; granted license covering main night-time trans. for auxiliary purposes only. Action May 12.

■ WIBA Madison, Wis.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action May 8.

#### Other actions

■ FCC deferred supplemental renewal applications of Progress Broadcasting Corp. and United Broadcasting Co. of New York Inc., licensees of WHOM and WBNX, both New York, pending criminal proceedings against employees of stations for alleged perjury and "payola." Action May 7.

■ FCC granted request by American Civil Liberties Union, Greater Philadelphia Branch (ACLU) to file brief in license renewal hearing of WXUR-AM-FM Media, Pa. ACLU's request to participate in oral argument was deferred. Action May 14.

#### Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, extended to May 19 time for filing proposed findings and conclusions and to May 26 time for filing replies (Doc. 18391). Action May 7.

■ Chief Hearing Examiner Arthur A. Gladstone in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, granted request by Broadcast Bureau and ordered record corrected accordingly (Doc. 18391). Action May 12.

#### Fines

■ KAHU Waipahu, Hawaii—FCC notified of apparent liability of \$500 for willful or repeated violations of rules by failing to make equipment performance measurements, failure to make inspections of transmitting equipment or failure to log inspections, failure to log half-hourly trans. readings and failure to log station identification announcements. Action May 7.

■ WKZI Casey, Ill., and WPFM Terre Haute, Ind.—FCC notified of apparent liability forfeiture of \$500 for willful and re-

peated violation of rules in that neither station had in proper operating condition equipment capable of adequately alerting operators on duty of emergency action notification and terminations and failure to make various entries in program logs, including classification of programs as to source and type, as well as duration of commercial announcements. Action May 7.

#### Call letter application

■ KGNU, Barnes Enterprises, Santa Clara, Calif. Requests KEGE.

### New FM stations

#### Applications

■ Versailles, Ky.—Woodlander Broadcasting Co. Seeks 100.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o William K. Alexander, 311 Douglas Avenue, Versailles 40383. Estimated construction cost \$22,751; first-year operating cost \$31,000; revenue \$36,000. Principals: William Kenneth Alexander, president, James W. Hatcher, vice president, James T. Alexander, treasurer, and George F. Harris, secretary (each 25%). Mr. W. Alexander is purchasing director for St. Joseph's Hospital, Lexington, Ky. Mr. Hatcher is chief engineer for WSAC-AM-FM Ft. Knox and WIEL Elizabethtown and is consulting engineer, Hodgenville, all Kentucky. Mr. J. Alexander owns furniture company. Mr. Harris owns oil-gas distribution firm. Ann. May 9.

■ Dowagiac, Mich.—Dowagiac Broadcasting Co. Seeks 97.7 mc, 3 kw. Ant. height above average terrain 108 ft. P.O. address: c/o William Kuiper, Marcellus Highway, Dowagiac 49047. Estimated construction cost \$7,350; first-year operating cost \$3,000; revenue \$5,000. Principals: William and William E. Kuiper (each 50%). Messrs. Kuiper each own 50% of WKJR Muskegon Heights, of WKPR Kalamazoo and of WDWOW Dowagiac and 58% and 41.4%, respectively, of WFUR Grand Rapids, all Michigan. Ann. May 9.

■ East DeWitt, Mich.—Carmine Broadcasting Co. Seeks 92.1 mc, 2.20 kw. Ant. height above average terrain 336 ft. P.O. address: c/o David Allen Carmine, 303 Park Street, Plymouth, Mich. 48170. Estimated construction cost \$23,050; first-year operating cost \$27,000; revenue \$36,000. Principals: David Allen Carmine, Dale Edgar Carmine and Frances Ward Carmine (each 33%). David Carmine is announcer-news director for WEXL Royal Oak and announcer-newsman for WOMC-FM Detroit, both Michigan. Dale Carmine is comptroller for General Motors Corp., Ypsilanti, Mich. Frances Carmine is registered nurse. Ann. May 9.

#### Starts authorized

■ KEEY(FM) St. Paul, Minn.—Authorized program operation on 102.1 mc. ERP 100 kw, ant. height above average terrain 360 ft. Action May 2.

■ KSVP-FM Artesia, N.M.—Authorized program operation on 92.9 mc. ERP 50 kw, ant. height above average terrain 1,090 ft. Action May 5.

■ KCHF-FM Sioux Falls, S.D.—Authorized program operation on 93.5 mc. ERP 3 kw, ant. height above average terrain 120 ft. Action May 6.

#### Final actions

■ FCC denied reconsideration of partial grant to Iowa State University of Science and Technology to increase power and original grant affirmed. Action May 7.

■ \*Fairfield, Iowa—Parsons College. Broadcast Bureau granted 89.5 mc, 1 w. P.O. address: c/o Norman E. Jorgensen, Campus Radio Station, Fairfield 52556. Estimated construction cost \$1,000; first-year operating cost \$1,000; revenue none. Principals: Board of trustees. William E. Weiss Jr., chairman, et al. Action May 7.

■ Moncks Corner, S. C.—William T. Friddell Sr. Broadcast Bureau granted 105.5 mc, 3 kw. Ant. height above average terrain 265 ft. P.O. address: 102 Jolly Lane, Moncks Corner 29461. Estimated construction cost \$17,150; first-year operating cost \$12,000; revenue \$12,000. Principal: William T. Friddell Sr., sole owner. Mr. Friddell owns drive-in theater and engineering company. Action May 13.

#### Other actions

■ Review board in Gordon, Ga., FM proceeding, Docs. 18278-79, scheduled oral argument before panel of review board June 3. Action May 9.



# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 <i>Member AFCEE</i></p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash., D. C. 20004 Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCEE</i></p>	<p><b>GEORGE C. DAVIS</b> CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 <i>Member AFCEE</i></p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 <i>Member AFCEE</i></p>	<p><b>A. D. Ring &amp; Associates</b> 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON, D. C. 20006 <i>Member AFCEE</i></p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington, D. C. 20004 <i>Member AFCEE</i></p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington, D. C. 20004 <i>Member AFCEE</i></p>
<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20006 <i>Member AFCEE</i></p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCEE</i></p>	<p><b>GUY C. HUTCHESON</b> 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFCEE</i></p>
<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 <i>Member AFCEE</i></p>	<p><b>WALTER F. KEAN</b> CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFCEE</i></p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFCEE</i></p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 716, Associations Bldg. 1145 19th St., N.W.. 659-3707 Washington, D. C. 20036 <i>Member AFCEE</i></p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 <b>DENVER, COLORADO</b> <i>Member AFCEE</i></p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</p>
<p><b>PETE JOHNSON &amp; Associates</b> CONSULTING am-fm-tv ENGINEERS P.O. Box 4818 304-925-6281 Charleston, West Virginia</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 317 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 <i>Member AFCEE</i></p>	<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>
<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCEE</i></p>	<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</p>

## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, LaCade 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>Telecommunication Consultants International, Inc. (TCI)</b> Offers Consulting Services in Telecommunications &amp; Electronics Data Handling Systems Gerald C. Gross, President 1028 Conn. Ave., NW, Wash. 20036 Phone (202) 659-1155</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</p>
<p><b>TELCOM, INC.</b> Offering The Services Of Its Registered Structural Engineers 8027 Leesburg Pike McLean, Va. 22101 (703) 893-7700</p>			

## Summary of broadcasting

Compiled by BROADCASTING, May 14, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,242 <sup>1</sup>	11	4,253 <sup>1</sup>	58	4,311 <sup>1</sup>
Commercial FM	1,953	37	1,990	171	2,161
Commercial TV-VHF	496 <sup>2</sup>	10	506 <sup>2</sup>	14	520 <sup>2</sup>
Commercial TV-UHF	126 <sup>2</sup>	51	175 <sup>2</sup>	159	336 <sup>2</sup>
Educational FM	363	8	371	36	406
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

## Station boxscores

Compiled by FCC, April 1, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,236 <sup>1</sup>	1,946	618 <sup>1</sup>	358	144
CP's on air (new stations)	10	36	62	9	32
Total on air	4,246 <sup>1</sup>	1,982	678 <sup>2</sup>	367	176
CP's not on air (new stations)	62	167	171	38	13
Total authorized stations	4,308 <sup>1</sup>	2,149	841 <sup>2</sup>	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

<sup>1</sup> Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

■ Review board in Donelson, Tenn. FM proceeding, Docs. 18517-18, granted petition for extension of time, filed May 8 by Hendersonville Broadcasting Corp. Action May 12.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Ocean City, N.J. (Lester H. Allen and Salt-Tee Radio Inc.), FM proceeding, on request of Broadcast Bureau, scheduled further pre-hearing conference for May 14 (Docs. 18408-9). Action May 12.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, on request by Three States Broadcasting Co., rescheduled certain procedural dates; hearing on engineering issue rescheduled for June 17, hearing on nonengineering aspect rescheduled for June 30 (Docs. 18456-7). Action May 12.

■ Hearing Examiner Isadore A. Honig in Kenedy-Karnes City, Tex. (Camel Co.), FM proceeding, granted request by Camel Company and dismissed with prejudice application for new FM at Kenedy-Karnes City; terminated proceeding with amendment information submitted in affidavit of Camel's president concerning filing of assignment application concerning KZFM(FM) be associated with dismissed application and retained in docket (Doc. 18362). Action May 9.

### Rulemaking petitions

■ Francis C. Kegel, Riviera Beach, Fla.—Requests institution of rulemaking proceeding to assign ch. 232A to Riviera Beach. Ann. May 12.

■ WTRI Brunswick, Md.—Requests institution of rulemaking proceedings to amend FM table of assignments to add ch. 240 to Halfway and ch. 244A to Brunswick, both Maryland. Ann. May 12.

### Call letter applications

■ Almaridon Inc. of Florida, Pompano Beach, Fla. Requests WRBD-FM.

■ Tiprad Broadcasting Co., Lafayette, Ind. Requests WXUS(FM).

■ Charles H. Chamberlain, Bellefonte, Ohio. Requests WOGM(FM).

■ Tri-Cities Broadcasting Corp., Gate City, Va. Requests WGAT-FM.

■ Mercer Island Sr. H. S., Mercer Island, Wash. Requests \*KMIH(FM).

■ Voice of Puerto Rico Inc., Ponce, P.R. Requests WPRP-FM.

### Call letter actions

■ Youngstown State University, Youngstown, Ohio. Granted \*WYSU(FM).

### Designated for hearing

■ FCC set for hearing mutually exclusive applications of Erwin O'Connor and Norman A. Thomas for CP's for new FM's on ch. 285 (104.9 mc) in Dayton, Tenn. Action May 7.

## Existing FM stations

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KPER-FM Gilroy, Calif., to Oct. 28; KERR(FM) Salinas, Calif., to Aug. 11; WTYD(FM) New London, Conn., to Nov. 15; WNGE(FM) Danville, Ky., to Oct. 8; KAWL-FM York, Neb., to Nov. 12; WFME(FM) Newark, N.J., to Aug. 11; KWOF-FM Clinton, Okla., to Aug. 19; WVNY(FM) Burlington, Vt., to Nov. 15. Action May 9.

■ WENN-FM Birmingham, Ala.—Broadcast Bureau granted mod. of CP to change trans. location to top of Red Mountain, Birmingham; change trans. and ant.; make changes in ant. system, ERP to 58 kw, ant. height to 600 ft.; remote control permitted. Action May 8.

■ WRCK-FM Sheffield, Ala.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; condition. Action May 13.

■ KARK-FM Little Rock, Ark.—Broadcast Bureau granted CP to install new trans.; change ERP to 95 kw; ant. height to 1510 ft. Action May 13.

■ KWST(FM) Los Angeles—Broadcast Bureau granted license covering station and granted request for SCA on subcarrier frequency of 67 kc. Action May 9.

■ KXOA-FM Sacramento, Calif.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 49 kw, ant. height 140 ft. Action May 13.

■ W'ANM(FM) Tallahassee, Fla.—Broadcast Bureau granted mod. of CP to change ant. trans. and studio location to State Road 364, 1.5 miles east of city limits, Queen Chapel, Fla.; remote control permitted, make changes in ant. and ant. system; ant. height 440 ft.; ERP to 38 kw. Action May 13.

■ WKLO-FM Louisville, Ky.—Broadcast Bureau granted remote control. Action May 1.

■ WBMD-FM Catonsville, Md.—Broadcast Bureau waived provisions of rules to permit location of main studio beyond corporate limits of Catonsville; granted mod. of license covering change in studio location to 2901 Moravia Boulevard, Baltimore. Action May 12.

■ WAAF(FM) Worcester, Mass.—Broadcast Bureau granted CP to change remote control location to 636 Salisbury Street, Halden; make changes in ant. system; ERP to 1.75 kw; ant. height to 283.5 ft.; install new ant. Action May 13.

■ KORK-FM Las Vegas—Broadcast Bureau granted waiver of provisions of rules to extent of permitting relocation of main studio beyond corporate limits of Las Vegas and granted mod. of license to change location of studio and remote control to 1950 Sanhill Road. Action May 6.

■ KKMA(FM) Pryor, Okla.—Broadcast Bureau granted CP to replace expired permit for new station. Action May 9.

■ WIBF-FM Jenkintown, Pa.—Broadcast Bureau granted license covering changes; specify type trans. Action May 7.

■ \*WRIU(FM) Kingston, R.I.—Broadcast Bureau granted license covering changes. Action May 13.

■ KEFC(FM) Waco, Tex.—Broadcast Bureau waived provisions of rules to permit location of main studio beyond corporate limits of Waco; granted mod. of license covering change in studio location to Elk, 6 miles due east of Waco; remote control permitted. Action May 12.

■ WGH-FM Newport News, Va.—Broadcast Bureau granted remote control from main and auxiliary trans. Action May 8.

### Call letter applications

■ KKLP(FM), KLOH Inc., Pipestone, Minn. Requests KLOH-FM.

■ KVCW(FM), Thompson Broadcasting Co., Bartlesville, Okla. Requests KYFM(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses to following stations and their co-permitting auxiliaries: KBCH Lincoln City, Ore.; KBOP Pleasanton, Tex.; KCHV Coahuila, Calif.; KDHL Faribault, Minn.; KGNC Amarillo, Tex.; KPNW Eugene, Ore.; KSRO Santa Rosa, Calif.; WBMI(FM) Hartford-Meriden, Conn.; WCCM-AM-FM Lawrence, Mass.; WDLM East Moline, Ill.; WHAV-AM-FM Haverhill, Mass.; WHOU Houlihan, Me.; WLBE Leesburg-Eustis, Fla.; WMKR Millinocket, Me.; WMMM Westport, Conn.; WOCB-AM-FM West Yarmouth, and WPLM Plymouth, both Massachusetts; WQDY Calais, Me.; \*WRTC-FM Hartford and WTOR Torrington, both Connecticut; WTSN Dover, N.H. Action May 9.

## Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KOY (main and alternate main/auxiliary) Phoenix to Aug. 15; KXOA Sacramento, Calif., to Nov. 1; KPRI(FM) San Diego to Nov. 7; KVSF(FM) Vacaville, Calif., to July 1; WMYR Fort Myers, Fla., to June 28; WKKD-FM Aurora, Ill., to June 30; KVDB Sloux Center, Iowa to Oct. 28; KDBS-FM Alexandria, La., to June 27; WRKO Boston to July 5; WDGY Minneapolis to Aug. 15; \*KIOS-FM Omaha to Oct. 21; KRWL-FM Carson City, Nev., to Sept. 15; WTNS Coshocton, Ohio to Sept. 22; WCED-FM Dubois, Pa., to Oct. 10; \*WUVT-FM Blacksburg, Va., to July 6; WAGO Oshkosh, Wis., to Aug. 1; WEVR River Falls, Wis., to July 30. Actions May 6.

## Other actions, all services

■ WLDM(FM) Detroit; KXXX Dallas; KMOD Tulsa, Okla.; KXLS Oklahoma City; WMHE(FM) Toledo, Ohio; KIOI(FM) San Francisco, and WQAL(FM) Philadelphia—Request institution of proceedings to amend rules to prohibit use of common call letters (e.g. WXXX and WXXX-FM) by commonly owned AM's and FM's. Ann. May 12.

## Translator actions

■ Broadcast Bureau granted licenses covering following new UHF translators: K71BF, K78BL, K75BJ, K82AU and K73BD, all South Lake Tahoe, Calif. Action May 9.

■ Broadcast Bureau granted CP's to replace expired permits for following new UHF translators: K76CS Hanford and K80CN Mariposa, Cathey's Valley and Hornitos, all California. Action May 9.

■ Broadcast Bureau granted CP's to replace expired permits for changes in following VHF translators: K11BH and K13BF, both Diamond Valley, Harney County, both Oregon. Action May 9.

■ Broadcast Bureau granted licenses covering following new UHF translators: K63AA Waihalua, Hawaii; W72AN Gary, Ind.; K77CE International Falls, Minn.; K73CA Kabetogama, Minn. Action May 12.

■ Broadcast Bureau granted licenses covering following UHF translators: W73AI Fort Myers, Fla.; W70AM Fort Myers, Fla.; W79AM Immokalee and Lehigh Acres, both Fla.; W77AC Immokalee and Lehigh Acres, both Fla.; K79AI Hood River, Ore. Action May 12.

(Continued on page 89)

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

## RADIO

### Help Wanted—Management

Washington, D.C.—Our three young men handling local sales earn considerably more than most managers (including major market managers). These men are true professionals selling direct and to agencies. We'd like to add one more experienced young man who is successful selling contemporary (top 40) radio. Full 15% commission, liberal draw, plus expenses and fringe benefits. Applications welcome from managers, sales managers and account execs in all size markets. Bob Howard, WPCO, Box 8550, Washington, D.C. 20027.

### Sales

Successful, pro salesman, preferably RAB trained, salary, bonuses. Ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Opportunity, Kansas small market, young salesman-announcer. Commission, monthly guarantee. Live accounts, prospects. Business growing. County seat, college town, agriculture, industry. Exclusive in trade area. Box E-120, BROADCASTING.

Small market Colorado AM-FM proven producer, good incentives, write Box E-212, BROADCASTING.

Experienced, energetic self-starter who enjoys being creative. Chance to move into management. \$12,000 start. Airmail resume, photo to KSEW, Box 258, Sitka, Alaska 99835.

Announcer-Salesman, rural Virginia small market. Will consider experienced announcer wanting sales. Commission and salary. Resume and salary requirements to WODI, Brookneal, Va.

Experienced—who wishes to go into management. Medium sized market. Write Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

Small market salesman—Eager to move up to Top 50 Market! Honest, persuasive, service-oriented family man! Call me today. Roy Tobin, 219-844-1230.

Broadcast sales engineer—CCA Electronics is expanding—Additional sales personnel are needed to cover active leads—Sales territories have been re-adjusted—Two areas are now open for aggressive representatives. The first covers Ohio and West Virginia; The second Nebraska, South Dakota, North Dakota, Minnesota and Iowa. We require experienced equipment salesman or station managers with a following in these areas. Advance against commission with realistic anticipated income of \$25,000.00. Mail complete resume to: CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

## Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Afternoon drive slot. No. 1 station top-30 market. Salary open. 1st phone helpful. Send tape, resume. Box E-35, BROADCASTING.

Announcer and/or engineer needed. Southeastern Michigan. Resort college town. Box E-39, BROADCASTING.

Experienced DJ. Expert in news delivery, board operation, (very tight), commercials, ad libbing limited. 3 to 5 years in successful top 40 would be ideal. Box E-95, BROADCASTING.

Young, sales oriented announcer to pioneer local origination channel on midwest CATV system. Box E-159, BROADCASTING.

Announcer, first phone, with interest in news. Day-time station fastest growing county New York State. Ideal living conditions. Box E-168, BROADCASTING.

Experienced announcer needed immediately at established MOR ABC Virginia station. \$125.00 weekly. Send tape and resume or telephone 703-886-3010. Box E-193, BROADCASTING.

Announcer needed by middle-music network station in Texas resort city. Do not send tape. Box E-199, BROADCASTING.

## Announcers continued

All around staff announcer . . . needed by top-rated station in excellent market. Salary open. First ticket but no maintenance . . . university town. Excellent opportunity for right man. Box E-206, BROADCASTING.

Wanted: Experienced, mature morning announcer who is tired of moving and is ready to settle in one place. Salary open. Contact Fred Hepner, KCNO, Alturas, California.

Wanted: Experienced radioman. Must be able to announce, write, sell. Good salary. Apply at KOLT, Scottsbluff, Nebraska.

5,000 watt daytimer needs experienced afternoon man. No collect calls. Tape and resume required. KOLY, Moberg, S.D.

Rock DJ—WEAM, Arlington, Va. Call Harry Averill, (703) 534-8300.

Bright & alive morning man needed for 5000 watt MOR top-rated CBS affiliate upstate New York near Vermont skiing, & Montreal—Lake Champlain area. Tape & resume to WEAV Radio, Plattsburgh, N.Y. or call 518-561-0960. Mr. Bissell or Mr. Squires.

Experienced, professional, production-minded personality needed by midwest modern MOR station. Finest staff, facilities, beautiful community in which to live and work. Above-average wage for above-average afternoon drive-time announcer. Send tape, resume to WFIN, Findlay, Ohio 45840. 419-422-4545.

I challenge you! To be a bright, happy personality. Take pride in being a true professional. To work hard for opportunity with a young, fast-growing, dynamic broadcast corporation. To do above average air work & production. To receive above average wages & fringe benefits. To work at Wisconsin's most effectively powerful station. To send tape & resume immediately, or to call me today 9-11 AM and 2-5 PM at 414-324-4441 or 414-921-1170. Jack Davison, P.D., WLKE, P.O. Box 550, Waupun, Wisconsin 53963.

"Station In the heart of Long Island's Hamptons has opening for a personality that's alive!" A guy who really loves radio, music, production, news, etc. Send non-returnable tape, etc. to: Paul Sidney, Program Director, WLNG AM & FM, Box 815, Sag Harbor, L.I., New York.

1st phone announcer. This 5000 watt MOR station needs an experienced airman. No maintenance. Company benefits include life insurance, hospital and medical insurance, pension plan. Contact Jack Speech, WNAM, Neenah, Wisconsin.

Columbus, Ohio. Immediate opening for experienced announcer, 40 hours, 5 day week with MOR air shift and production duties. WRFD, Columbus, Ohio 43085.

WSBT, South Bend has immediate opening for experienced staff announcer at 5kw full time CBS station established in 1921. Will host MOR DJ shows plus opportunity for TV experience on full color CBS TV affiliate. Send resume, picture and audio tape to Program Director, WSBT, South Bend, Indiana.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales position available immediately. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

MOR operation in pleasant midwest, single station market. Looking for a dj who knows music & production. P.O. Box 385, LaPorte, Indiana 46350.

Immediate opening, first phone announcer-d.j. Will consider beginner, prefer some experience. Car necessary. 203-489-4181.

## Technical

Tired of responsibility? Join our engineering staff. Pleasant Ohio community, excellent working conditions and good pay. Write Box E-84, BROADCASTING.

## Technical continued

Chief Engineer. \$250.00 weekly. East Coast. Pleasant living conditions. Must have strong directional background and be thoroughly experienced in antenna, transmitter and audio work. Send resume, references and picture. Box E-90, BROADCASTING.

Wanted for U.S. Caribbean Island station: A combination engineer announcer, single man preferred. Send tape, resume and recent photo. A fair employment station. Reply to Box E-160, BROADCASTING.

Chief Engineer wanted for northeast 1kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance, contact Box E-184, BROADCASTING.

Qualified engineer of good character for network radio station in southwest. Box E-198, BROADCASTING.

Technical supervisor, mature and experienced, with first class license for studio and transmitter operations. 5kw AM directional and stereo FM. Write J. Hall, WRR, Dallas, Texas 75226.

Studio technician experienced, with first class license for 5 kw AM and stereo FM. No announcing. Write J. Hall, WRR, Dallas, Texas 75226.

Transmitter technician experienced with First class license for 5kw AM directional and stereo FM. Write J. Hall, WRR, Dallas, Texas 75226.

Suburban Detroit daytimer has immediate opening for chief. Must know directional two way maintenance. Permanent position for young eager, engineer on way up. Grow with us. WSDS Ypsilanti, 313-484-1480.

## NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and noon newscast. Direct reporters. Excellent for pro. Box D-58, BROADCASTING.

Experienced newsmen—for vacancy on 3-man news staff of Virginia network affiliate. Write Box E-134, BROADCASTING outlining news experience

News Director to gather, write, and air local and regional news. Near St. Louis, \$125 to \$150 depending upon experience and training. Airmail tape, resume, photo to Box E-179, BROADCASTING.

Wanted: Local newsmen. One short boardshift. Basic salary plus incentive commission on sale of newscasts. Applicant must be active in community life. Should be able to conduct newsworthy interviews and edit same. Good opportunity for someone interested in electronic news. Contact Buddy Deane, KOTN, Pine Bluff, Arkansas.

Michigan. Experienced newsmen. Gather, write and read. ABC affiliate. Usual benefits. Tapes, resumes to Leo Jylha, WBCM, Bay City, Michigan 48706.

News director—Solid experience all phases including broadcasting paramount. Send tape, resume, WCVU, 1 Commercial Place, Norfolk, Va. 23510.

News minded CBS affiliate in New York's Finger Lakes region seeks experienced newsmen for position opening in July. Write qualifications and experience to WHCU, P.O. Box 69, Ithaca, N.Y. 14850.

## Program, Production, Others

PD for Rock/Up-Tempo MOR station in Metropolitan Washington, D.C. Send resume, references and current pic. Box E-89, BROADCASTING.

Program director/morning man for east coast medium market in contemporary station. Must be good announcer, productive and capable of supervising people. Excellent opportunity for ambitious, hard-working person. Send tapes and resume to Box E-121, BROADCASTING.

Needed, take charge program director for southeastern Michigan 24 hours a day highly commercial AM station. Network affiliate. Schaefer automation. Excellent fringe benefits. Salary open. Box E-213, BROADCASTING.



## Programing, Production, Others

(continued)

Need young man who writes, produces selling commercials. News experience also necessary. Send tape, resume, WCVU, 1 Commercial Place, Norfolk, Va. 23510.

Wanted: Good production man, adult voiced and swingin' D.J., with 1st phone for immediate opening. . . salary \$130.00 and up. . . call 919-724-5081.

## Situations Wanted Management

Presently Mgr. of suburban radio station in small market. 16 yrs. experience, 7 as manager. Good track record. Can furnish good references. 15 years married with three children. Favors small market in the south. Box E-18, BROADCASTING.

Seeking California management challenge. Successful 18 year leadership background. Employed. Major group references. Box E-102, BROADCASTING.

Young radio administrator seeks management position in educational radio. Experienced all phases of commercial and educational radio, including top management, programing, production, news, promotion, announcing, and development. Seeking a position at a small-to-medium sized school, and opportunity to pursue post-graduate education. Excellent references, full details in resume. Box E-108, BROADCASTING.

Desire management in small to medium radio market in midwest. Good background, excellent credit, 14 years experience, 1st ticket, sales. Sincere, no phony. Will consider station that is having trouble with its operation. Box E-155, BROADCASTING.

Award-winning young pro. On air 7th market. Solid diversified 10-year major market background. Plus computer, teaching. College, family. Desire D.C. region. Full responsibility position. Minimum 20M. Box E-164, BROADCASTING.

St. Louis broadcaster seeks managers-salesman position. Box E-195, BROADCASTING.

Want assistant manager, P.D. post—eight years experience & first phone. Box E-196, BROADCASTING.

General manager—twenty years experience, proven record. Prefer major market but will consider other, salary open. Box E-201, BROADCASTING.

Confidential to contemporary radio stations: Did you know your present sales manager could be your biggest competitor? Professional radio salesman seeking radio sales manager's position can create 50% more sales as he makes you a firm no. 1. Excellent references. Proven record. Excels and outwits in: Supervising, sales, commercial promotions, creative station ideas and copywriting. Must be major market. Box E-215, BROADCASTING.

Working partnership wanted for well qualified jockette—fight board—local news. Invest for profits and/or exchange present partnership. 219-563-4426.

Ambitious Marketing graduate desires working partnership in small progressive southwest station. Experienced in all operational phases. Third phone plus endorsement. Resume and follow-up on request. Write George W. McClarin, 7307 Dunhill Drive, No. 111, Dallas, Texas 75228.

## Sales

Award-winning young pro. Sales-continuity-promotion background plus. Would consider sales-program development. See "Management".

## Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, BROADCASTING.

Announcer-DJ, top 40, first phone, married, draft exempt. Desires major market, but all replies considered. Box E-16, BROADCASTING.

Relocate anywhere. Recent broadcasting school grad. MOR or CGW preferred. Also news oriented. 3rd endorsed. Box E-71, BROADCASTING.

Negro jock—Tight board, good news, commercials and sales. Box E-76, BROADCASTING.

Experienced first phone announcer available for immediate employment, 914-452-2838 or Box E-117, BROADCASTING.

I am a beginner with a first phone, ethnic personality. Can do RGB very well. Have a well rounded background in broadcasting. Can change my voice to fit your format. I am a jock and have the ability to sell the hair off the back of a dog. Box E-133, BROADCASTING.

## Announcers continued

DJ, tight board, production, solid news, 3rd phone. Box E-140, BROADCASTING.

Excellent work guaranteed. Mature, versatile college graduate eager to work in any phase of broadcasting. Recent broadcasting school graduate. Third endorsed. Will relocate. Call mornings 415-454-6204 or Box E-141, BROADCASTING.

Family man employed at kilowatt station in mid-west seeking employment as MOR personality or T-40. Good news, tight board. Box E-142, BROADCASTING.

First, tape, MOR or adult top 40. Western states or near ski areas. Box E-144, BROADCASTING.

Announcer-music director, 10 years experience. Top rated ARB, Pulse and Hooper in 10 station market. 5 years at current top 100 market station. Want to work for any format that realizes the importance of music research. Desire move up. Box E-145, BROADCASTING.

Experienced jock . . . 3½ yrs., 3rd. endorsed, married, 26. Desire permanent position in major market "Drake" or tight format. Box E-146, BROADCASTING.

Experienced DJ-announcer—newscaster. 3rd endorsed, married. No prima donna. Available immediately. Box E-147, BROADCASTING.

Energetic, experienced salesman/dj desires part-time air shift, D.C., Balto area. 3rd, college, married. Box E-152, BROADCASTING.

Broadcasting can be exciting, informative, entertaining, important! Agree? College, phone, 9 years experience: Interviews, talk, news, music, production. Assets: Head, humor, 33, married. Interested radio, TV. Currently major market production. Desire return broadcasting. Box E-153, BROADCASTING.

Soul dj formerly with WWRL. Now available. Box E-157, BROADCASTING.

Beginner, hard worker. Travel anywhere. 3rd endorsed, NYSAS graduate. Box E-165, BROADCASTING.

Top 40-MOR D.J., 4 years experience. Great production and news. 25 years old. Completed military service. Box E-166, BROADCASTING.

Announcer—First Phone—8 years—Married—desires position with challenge. Good knowledge of CGW & MOR. Mature voice—strong commercials & news. Employed now major market 50 kw. Available July 15. Box E-169, BROADCASTING.

Major markets only. Five figure minimum, black announcer with number one credits, pragmatic, modern, talented. Box E-170, BROADCASTING.

Beginner—third endorsed, presently enrolled in Broadcast school. Family man, age 30. Box E-172, BROADCASTING.

Experienced—D.J.—Announcer, tight board, third endorsed. Early 30's, versatile entertainer for 15 yr. Married, 2 children. Will relocate, prefer warm climate. Box E-173, BROADCASTING.

Seven years d.j., news, some TV. Married, 31, college degree, 3rd. Prefer TV news, large market d.j.ing in that order. \$150. minimum. Box E-174, BROADCASTING.

Big voice . . . big personality!! Five years major market experience, tight-fast format. 1st phone . . . married . . . college grad, journalism. Best references. Box E-175, BROADCASTING.

Sports announcer—17 years experience, including major market. Radio and/or TV play-by-play. Solid commercials. Top references. Good work record. Reliable. Box E-185, BROADCASTING.

First Phone, experienced announcer-production-Music Director-DJ, twenty-six years old, desires MOR position in New England. Replies from other areas will be considered. Box E-186, BROADCASTING.

Imaginative CGW personality. Is there a Country station in the West or South willing to pay \$8500. annually to a polished announcer who knows and loves CGW? My bag is big audiences. No form letters please. Box E-189, BROADCASTING.

Top 40 jock, experience, first phone, draft exempt, 23. Will relocate. Box E-191, BROADCASTING.

Announcer, newsman, salesman, PD—Can fit into your operation. Prefer southeastern coast. 3rd, available immediately. Box E-205, BROADCASTING.

DJ, tight board, good news, commercials, ready now. Box E-208, BROADCASTING.

Beginner; Announcing school, TV training, 3rd endorsed. Interested in news. Bill White, 703-588-0117.

## Announcers continued

1st phone combo man, 2 years experience announcing, no maintenance exp., will relocate, available immediately, tape and resume on request. Richard Moore, Bolivar, Tennessee. 901-658-3378. Very Eager.

Disc jockey—Broadcast school graduate, draft exempt, dependable, experienced in all phases of radio broadcasting, tight board control; third class endorsed. Willing to relocate for the right opportunity. For inquiry, write Harold Robinson, P.O. Box 752, Newark, N.J.

Country DJ—third class ticket special endorsement. \$125.00 per week to start. Country western only. Joe Reeves—area 319-372-8548.

Announcer 1 yr. experience. W. Sanders, Box 1087, White Plains, N.Y.

Radio announcer. Top forty personality, King 205-845-4158.

1st class. Attending Don Martin Broadcasting School needs job at station near or in Los Angeles. Kevin Stern, 1311 Bassett St., North Hollywood 91605.

First phone, Broadcast and T.V. School graduate. AM-FM-TV. Reliable, middle age. Edd Howard, 714-737-3285 (after 6:00 pm or 925 Lincoln, Corona, California) Foreign considered.

## Technical

Experienced engineer desires employment for transmitter watch available immediately. Box E-180, BROADCASTING.

Chief Engineer for Christian station FM/AM construction, maintenance, experience. Box E-216, BROADCASTING.

First phone seeking station where primary duty will be engineering and maintenance. Send information to Ed Jurich, 6017 South Komensky, Chicago, Illinois 60629.

## NEWS

Experienced newsman wants small Iowa market, family man, Iowa native. Box E-149, BROADCASTING.

Newsman: 8 years radio, 6 years wire service, 4 years newspaper experience; last radio job at 50kw station. As authoritative off the air as on. Security a must. Box E-161, BROADCASTING.

Experienced newsman seeks employment in university town for 2-4 years while acquiring Ph.D. Salary not of the greatest moment. Independence and flexibility vital. Available in September. Write box E-162, BROADCASTING.

Newscaster-announcer desirous of augmenting News Department; authoritative news and spot delivery; good typist; 3rd endorsed bcst. grad.; married, personable; prefer Northeast. Box E-183, BROADCASTING.

I tell, I don't yell—\$150 minimum. If your news is traffic tickets and funeral notices, don't bother. Box E-203, BROADCASTING.

Experienced, dedicated newsman. Gather—write—deliver. Authoritative, responsible, excellent references. West only. P.O. Box 3142, Hollywood, Calif. 90028. Phone: 213-463-8374.

Award-winning young pro. Former news director. Would consider directorship or editorship. See "Management".

Strong in news; married, one child. College. Broadcasting school. Prefer Northeast. 203-242-5449.

## Programing, Production, Others

Managers: Sick of getting clobbered by top-40? Want to compete without going top-40? I can get you large numbers in 18-35 group. If you're in market over 200,000 and need a PD, then I'm your man. Professional, College grad, first phone. Experienced, good airman too. I can do it! Box E-125, BROADCASTING.

How's business? Another format change? All you really need is someone with a real knowledge of music. Ex-professional musician, experienced in radio, college; seeks music director or Asst. east. Air shift and/or sales, too. Box E-151, BROADCASTING.

First phone family man—engineering experience. Seeks position as operations manager-program director-news and sports director. Strong play by play—good rewrite and air man. Can handle tight board. Excellent references—brochure on request. One hundred and fifty plus talent. Box E-178, BROADCASTING.

## Programing, Production, Others

(continued)

11 years radio & TV—seeking permanency—top sports. College Degree—married—family—reliable. Interested in management or PD. Box E-182, BROADCASTING.

Top 40 personality, P.D. with 1st phone, eight years experience. Box E-197, BROADCASTING.

Award-winning young pro. Programing-production-administrative background plus. Would consider program directorship. See "Management".

## TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

Manager-Sales Manager-experienced, loyal, sober, reliable, UHF TV. Real challenge, top wages and benefits. Position now open, please apply to Box D-311, BROADCASTING.

## Sales

Major eastern metropolitan market station has opening for experienced, local salesman. Excellent potential. Good fringe benefits. Send background and picture to Box E-158, BROADCASTING.

Sales manager wanted. Challenging opportunity for good man. Medium size southern market. Must be experienced television salesman. Position now open. Send resume and photo to Box E-210, BROADCASTING.

Wanted: Young college graduate currently selling radio or TV in a small market. KREX-AM-FM-TV needs self-starting salesman to join our rapidly expanding broadcasting organization. Send your resume to Dick Maynard, Sales Manager, KREX, P.O. Box 789, Grand Junction, Colorado 81501.

## Announcers

Major market midwest TV station has immediate opening for staff announcer. Radio or TV experience essential. Outstanding opportunity for dependable person in college community. Full details, including salary requirements in first letter to Box E-214, BROADCASTING.

WSBT-TV needs sports personality capable of producing and delivering nightly TV sports cast on full color CBS affiliate. Other duties include MOR afternoon drive-time record show on 5kw radio affiliate. Send photo, resume, audio tape or VTR if available to Program Director, WSBT-TV, South Bend, Indiana.

Immediate opening for two (2) experienced announcers able to handle any on camera assignment. Good starting salary. Excellent fringe benefits. Send VTR or film, audition to: John Mackin, Program Director, WJEX-TV 8, Richmond/Petersburg, Virginia. Telephone 703-733-7876.

## Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Wanted CATV engineer for new major system in southeast. Graduate engineer preferred but will consider experienced CATV man. Reply to Box E-65, BROADCASTING.

Immediate opening. Technician wanted for central New York CATV system. Good salary and company benefits. If limited experience, must be willing to learn. Send resume to Box E-194, BROADCASTING.

We have immediate opening for assistant chief engineer at new UHF in sportsman's paradise. Exciting ground floor opportunity for experienced man. Growing organization. Excellent pay and benefits. Send resume to Will Darch, KFIJ-TV, Fond du Lac, Wisconsin 54935, or phone 414-921-3770.

VHF, full color, newest, best equipped station in the market needs experienced studio and transmitter engineers for permanent positions. Presently constructing UHF satellite and intercity microwave system. Write Chief Engineer, KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78411.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

## Technical continued

TV Technician for permanent position. Experienced in video tape, film and live color. Will pay \$200 plus per week. Excellent fringe benefits and retirement, three weeks vacation after one year. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Ave., Cincinnati, Ohio 45219.

TV Transmitter technician, permanent position. Experienced with RCA TT50AH desirable. Will pay \$200 plus per week. Excellent fringe benefits and retirement, three weeks vacation after one year. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Ave., Cincinnati, Ohio 45219.

Wanted—Engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, G.E. and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHCh, 135 College St., New Haven, Conn. 06510.

Arizona VHF has immediate permanent opening for capable first phone transmitter engineer with maintenance experience. Call L. Wheeler, collect 602-782-4151.

## NEWS

An established Pennsylvania VHF station is now auditioning candidates for news anchor position with a progressive active television news department. Individual selected must have solid background in broadcast news. Television experience is preferred, but candidates with extensive background in radio news will be given equal consideration. Send complete resume, videotape or audiotape with photograph with first letter. Equal opportunity employer. Box E-33, BROADCASTING.

Opportunity for alert Newsmen who can gather, write and deliver news, Texas, VHF. Box E-188, BROADCASTING.

News director with experience and editorial skills for station in Texas Gulf coast city. Box E-207, BROADCASTING.

Working newsmen to handle on air anchor position on expanded newscast. Fast growing CBS affiliate needs combination writer-performer. Box E-211, BROADCASTING.

WAAY-TV, NBC, Huntsville, Third largest city in Alabama looking for assistant TV news director in this three TV station market. Will be doing his own 10:00 news, Monday thru Friday, and assigned cameraman to work under him. News experience necessary, but not necessarily in TV. Starting salary \$140 per week and up depending on experience and ability . . . Send VTR or Audio tape and picture with resume when making applications. Mail applications to M. D. Smith, Manager, WAAY-TV, Huntsville, Alabama 38501 or phone 205-539-1783.

Anchorman-writer—immediate opening with group-owned, network affiliated VHF. On camera delivery and writing ability of equal importance. Send resume and photo . . . no tapes or film . . . with salary requirement in first letter; to Ellis Marvin, News Director, WAST-TV, P.O. Box 4035, Albany, New York 13204.

TV Newsmen, for top-rated Washington Post-Newsweek Station, Florida. Good at reporting, writing, on-air. Contact Bill Grove, WJXT-TV, Broadcast House, Jacksonville, Florida 32207. An equal opportunity employer (M/F)

One combination reporter-photographer. Experienced only, journalism background. For Miami TV station. Equal Opportunity Employer. Phone News Director—305 PL 4-8243.

Sharp young news photographer for major Northeastern market. Call Phil Keirstead, 203-278-6097.

## Programing, Production, Others

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply. Box D-170, BROADCASTING.

Promotion assistant—to be in charge of broadcast media promotion for major Washington, D. C. television station. Must have strong experience in copy writing and production. Please send full resume, salary requirements and samples or writing to Box E-7, BROADCASTING.

TV Farm Director for educational unit producing and presenting programs on commercial stations. Major Midwest university, good salary, and benefits; college degree required, position open now. Send resume to Box E-107, BROADCASTING.

Director-producer for VHF-station in southern New England. Minimum 3 years experience. Send resume and salary requirements to Box E-148, BROADCASTING.

## Programing, Production, Others

(continued)

Immediate opening, experienced, Director/Switcher, evenings, 40 hrs., All color, news oriented, fast-growing Rocky Mt. area. Contact Lee Snipes, KRDO-TV, Box 1457, Colorado Springs, Colorado, 303-632-1515.

Studio crewman (cameraman, floorman, break-director) for ETN Station. \$7000 to \$7800 depending on experience. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

## TELEVISION

### Situations Wanted Management

Experienced general manager strong on sales and production. College graduate in broadcasting. Young family man in mid 30's. Fourteen years in television. Looking for a good challenge with a future. Not afraid of work and long hours. Knows national and local sales. Am able to lead people and get the most out of them. Write Box E-15, BROADCASTING.

Sales Manager presently employed desires new challenge as General Manager or Sales Manager larger market. Experienced in all phases of the business. Excellent references. Box E-139, BROADCASTING.

## Sales

T.V. Sales Manager—Eastern market preferred. 11 years experience as sales manager, account executive. College degree. Family man. Box D-291, BROADCASTING.

Local salesman, top earner major group seeks sales management. Mature, presently employed, finest references. Box E-204, BROADCASTING.

## Technical

Seeking chief engineer or director of engineering position in the Rocky Mountain area. Presently chief engineer with major network in the east. Box E-82, BROADCASTING.

BSEE with broadcast and design experience wants to be a pro, not a hack. Need opportunity to learn business, top to bottom, from professionals in a quality station. Can do quality work while learning. Resume upon request. Box E-143, BROADCASTING.

Experienced TV engineer, studio operation, film projection, color cameras, lighting, transmitter. Box E-202, BROADCASTING.

First phone, 2-years technical graduate, experienced, Gulf states preferred. Box E-217, BROADCASTING.

## News

Dynamic duo—ready made news block. News-news; news-sports. Management qualified. Stable proven pros seek challenge in progressive organization. Box E-156, BROADCASTING.

15 year broadcast veteran. Married, mature, 8 years radio and TV news. Seeks TV anchor spot. Major market. Strong delivery, sharp on air. Call 216-788-3834 or Box E-187, BROADCASTING.

## Programing, Production, Others

Director 9 yrs. experience, hard worker, able to handle other personnel, complete and vast experience in all phases of television production—public relations experience, ABC Wide World of Sports—NBC Sports and TVI Sports network experience. Top references. Personal interview may be arranged. No floater. Box E-176, BROADCASTING.

Production, programing management, or producer-director position sought by young married man with B.A. and M.S. degrees in television. Six years commercial experience. Excellent references. Box E-181, BROADCASTING.

Producer-writer-director. 15 years experience. Expert live, VTR, film. Prefer Washington, D.C., but open to good offer elsewhere. Box E-200, BROADCASTING.

Film Editor/Photographer/Production Man—available June 15—now earning \$650.00 per month—desires permanent position with security and opportunity for advancement—prefer college town in Idaho, Colorado, Nevada, Utah or Southern California coast. Call 702-329-7907 or Box E-209, 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.

Seeking a good used 1kw transmitter, meeting the FCC requirements. Box E-78, BROADCASTING.

## Wanted to Buy—Equip.—cont'd

Private youth educational institution seeking contributions of new or used radio and television equipment (any condition) for the establishment of a complete CCTV production facility for broadcast training. Need studio cameras, VTR, film, lighting and all other equipment for CCTV production. Have no equipment at this time. Contributions tax deductible. Send description of equipment to Box E-83, BROADCASTING.

FM—equipment for 3KW ERP Mono, need everything from mike to antenna. Box E-92, BROADCASTING.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, WSBC, 2400 W. Madison St., Chicago, Ill. 60612.

## FOR SALE—Equipment

Coaxial cable—Helix, Styroflex, Spiroline, 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.

Jack Panels and patch cords. Audio and video, new and used. Precision video coax cable and connectors (Belden 8281). Write for catalog. Gulf Electro-Sales, Inc., 6325 Beverly Hill, Houston, Texas 77027, Phone 713-781-3066.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonable. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas. AC 512-478-8521.

RCA TR-11 videotape machine, excellent condition. new air headwheel, solid state processor, set up and check out. available southeast. 703-272-6071.

1 Westinghouse FM-10 10-KW FM transmitter. Operational when removed from service last year. 10 20-foot lengths of 3-inch Andrews 51-ohm coax transmission line. Various shorter lengths of 3-inch line. 5 90-degree elbows of 3-inch Andrews 51-ohm coax transmission line. 2 45-degree elbows of 3-inch Andrews 51-ohm coax transmission line. Several mounting brackets with "U" bolts for 3-inch line. Box E-113, BROADCASTING.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

Five Ampex Cue-Matic tape "cartridge" machines. Used two years. Record-playback \$200.00 each; one playback only \$150.00. Package price \$800.00. KSJR-FM, Collegeville, Minnesota 56321, c/o Mr. King.

Collins 37-M-6 FM antenna, 6 bay with deicers, tunable 105.1 + 1 Mhz, 176 feet. Andrews Helix H-1, 1 1/2 cable, 21-R terminators. Excellent condition. \$850.00 for lot. WQRS-FM, 901 Livernois Ave., Ferndale, Michigan 48220. Phone: 313-548-2500.

New Collins TT 400/200 turntables. Due to the acquisition of QRK by CCA Electronics, it has been mutually agreed, QRK will no longer manufacture these turntables for Collins. QRK has available a limited number of these turntables at 10% discount, with full warranty. QRK will maintain a complete inventory of parts for Collins TT 400/200 turntables. Contact QRK (209) 251-4213 or your CCA area representative: CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey (609) 456-1716.

1 used 280' S.S. Blaw Knox AM tower, A-3 lighting & transformer on ground. Immediate shipment. Drawings available. A.T.E.C., 3747 W. Berridge Lane, Phoenix, Arizona 85019, phone 602-939-0177.

Sportmaster, Scully, Magnecord, Crown, Amega, Infonics Duplicators. Lease, finance, trade. Audiovox, Box 7067-55, Miami, Florida 33155.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"365 Days of Laughs." Only Daily Radio gag service . . . prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

Complete audio service—We provide 24 hour air checks from all media and specialized programs—Music for automated systems, public service. Feedback Productions, 520 5th Ave., N.Y. 10036.

"Sock it to me" with sexy Rosemary. "International Hecklers" with six voices. Sample of both, D.J. Productions, Box 281, Auburn, Washington 98002.

Deejay Lines—by top comedy writers. 3 recent samples—\$5.00. Humor Originals, Box 86, East Meadow, N.Y. 11554.

Copies of audio tapes—from 1 to 1,000 copies. Write for more information. Brinson Audio Service, Suite 208—1524 South Blvd., Charlotte, N.C. 28203.

## 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.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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-week Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 Institute in 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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programming, production, newscasting, sportscasting, console operation, disc 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.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools May 26 and June 30. 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.

What are the needs of the broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight board, able to write & produce good commercial material, help develop good sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write, Don Martin School of Radio & TV, (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

First class license, quickly. If time is essential to you, enroll today in M C A first class license in less than a month. \$250.00 guaranteed. Further information write Music City Academy of Broadcasting & Electronics, 114 4th Ave. South, Nashville, Tennessee, John Lashlee, Director.

Since 1946. Original course for FCC First Class Radiotelephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 10600, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

First Class License in 4 weeks guaranteed! \$225.00. Dixie Radio Institute, c/o Diplomat Inn, Huntsville, Alabama, 205-539-9582.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results. April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams. New programed methods and earn while you learn job opportunities. Contact AT5, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo men and announcers.

Follow the leader to Hartford, Connecticut . . . the nation's original four week accelerated first phone course with results guaranteed . . . Tuition \$295.00, next class June 9th . . . Technical Institute of Broadcasting, 65 Weathersfield Avenue, Hartford, Connecticut . . . Phone 203-246-4443. (Associated with TIB, Nashville, Tennessee).

Follow the leader to a fast first phone . . . The nation's original four week accelerated course with results guaranteed . . . Tuition \$295.00. GI approved, next class June 9th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee . . . Phone 615-297-8084.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins June 16, 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

## Help Wanted—Management

Due to sudden death of manager, WGNL, Wilmington, N.C., needs a general manager experienced in sales. Applicant must be experienced, have good credit rating, bondable, native of southeastern states and a strong salesman. Apply in own handwriting to E. D. Baydush, WLPM Radio, 967 Windsor Road, Suffolk, Va.

## Radio Group V.P.

Expanding group broadcaster has an exceptional opportunity for a broadcast executive capable of assuming total responsibility for 7 radio stations. Our client wants an individual under 40 years of age with a proven record of achievement. Southeast base and a minimum \$35,000.00.

Call Ron Curtis  
312 337-5318

**Nationwide Management Consultants**  
645 North Michigan Avenue, Chicago, Illinois 60611  
**Specialists in Executive Recruitment**



## Help Wanted

### BROADCASTING

Young dedicated broadcaster for position in quality control department in the home office of progressive 11 station chain. To include station monitoring, license renewal preparation, general administrative duties. Degree desired. Candidate must enjoy detail work. Above average knowledge of FCC rules essential. Send resume and salary history to: Industrial Relations Department; P.O. Box 647, Atlanta, Georgia 30301.

**ROLLINS, INC.**

### Announcers

#### -COUNTRYPOLITAN WIOD, TOLEDO-

Expanding staff by two on the air and production prosl First helps, but not essential. Top dollar for right men. Rush tape, resume and photo to:  
Donn Williams, PD

WTOD RADIO

3225 Arlington Ave., Toledo, Ohio

#### Number One

Top 40 outlet in major northern market has immediate opening for a heavy jock with production experience. Only pros in Top 20 markets need apply. Send tape and resume to:

Box E-105, Broadcasting.

#### MATURE, PROFESSIONAL, TOP-RATED AIR PERSONALITY

Colorado . . . Denver . . . 24th market . . . 50KW Clear Channel . . . KOA is interested in hearing from you if you are currently in a major market station. Our format . . . Aggressive Middle-of-the-Road. If you understand Contemporary Adult Radio and have Something Meaningful To Say . . . Rush a recent air-check (music telescoped), complete resume . . . in confidence . . . to:

**Dan Tucker**  
Program Manager  
KOA Radio  
Box 5012 T.A.  
Denver, Colorado 80217

*Do not call.*

### Sales

#### CHICAGO BASED CO.

Wants Ex-Announcer, Time Salesman or men interested in selling Radio Time by telephone. Willing to live in Chicago and travel 5 day week. Home week ends. Good opportunity for management advancements. As we represent 83 of the best Mid-West AM Radio Stations,—we sell on the Telephone exclusively with our own proven success formula. Many repeat sales year after year. We train you to sell our proven way. Exceptionally high earning for hard workers. Call Mr. Singer, Area Code 312-275-9200 or write Roberts Advertising, Inc., 2717 West Peterson Avenue, Chicago, Illinois 60645. Clip this Ad. You may want to call later.



## Sales—(continued)

### RCA

#### BROADCAST ANALYST

The candidates we are seeking should have 3-5 years experience in marketing of broadcast audio/AM-FM transmitter equipment plus several years in broadcast engineering.

Educational background should include a college degree or related technical training.

Position responsibilities include liaison with engineering, marketing and customers; and analysis of products and competitive broadcast product lines.

To arrange a confidential interview, send your resume, including salary information, to Mr. M. H. Kessler, Manager, Administrative Engineering and Employment, RCA, Bldg. 3-2, Camden, N.J. 08102. We are an equal opportunity employer.

### RCA

### Technical

- \* INSTRUCTORS
- \* SYSTEMS ANALYSTS
- \* FIELD ENGINEERS

World leader in systems for automated radio station operation now adding creative-technical staff for new Digital Computer System. Heavy travel. Growth Opportunity. Contact Leon Wortman, V.P.

**SCHAFFER ELECTRONICS**  
9119 De Soto Avenue  
Chatsworth, Calif. 91311  
(213) 882-2000

### Programing, Production, Others

#### Program Director

—Major market tight format contemporary needs a heavy PD with Top Forty experience. Must be able to do air show on relief basis. Must know music, promotion, and be a good administrator for top-flight professional air staff. State salary requirements and include tape or air check with resume. This is a major career opportunity for a young aggressive man with the right background.

**Box E-97, Broadcasting.**

## Programing, Production, Others

### (continued)

#### SALES PROMOTION WRITER

AVCO Broadcasting is seeking a writer for its Advertising and Promotion department in Cincinnati. Person should be skilled at writing both advertising and sales promotion copy, have some knowledge of print production and graphics. Duties will include copy for ads, brochures, flyers and special promotion campaigns for corporate programs. Excellent working conditions in the group headquarters offices, many fringe benefits. Position open due to promotion of former employee in the job.

Contact Joe Costantino, Director of Advertising and Promotion, AVCO Broadcasting Corporation, 1600 Provident Tower, Cincinnati, Ohio 45202. Send resume with application and salary requirements. An equal opportunity employer.

### Situations Wanted

#### Management

#### CONSULTANT

Retired Manager and Owner of Radio Stations with 35 years experience available for Private Consultation on Evaluation or Operation of Radio Stations. Box E-171, Broadcasting.

#### BROADCAST EXECUTIVE

Seeking corporate position with group ownership or general managership, major market radio with investment potential. Successfully involved in ownership and management of large and small market stations for 15 years. Experienced in all phases of radio as a doer, doing executive and talent. Under 40, college graduate, married, children. Presently G.M. top 30 market, but immediately available due to pending station sale. Excellent references, resume on request.

Box E-190, Broadcasting.

### Programing, Production, Others

#### SPORTS DIRECTOR

A man who pays his freight. A skilled, seasoned announcer who's spent 10 years polishing his trade to where he's now one of Midwest's best callers: Documentaries, Telephone-talk, Play-by-Play Football, Basketball, Baseball, Hockey. Worried between seasons? Seven years radio sales news, some TV. College graduate, civic leader, under 30. Five years here.

Box E-167, Broadcasting.

#### ICONS BEWARE!

#### The Flamboyant-Styled

#### SPOONS KAPU and

"THE GREAT SPOONFEED"  
The story of a mouth and the spoon it never had!

Looking to situate hybrid novelty music show in a metro New York weekend slot. 1st. Phone.

Box E-192, Broadcasting.

# LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

**Columbia School of Broadcasting**  
4444 Geary Blvd., San Francisco 94118  
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)



## We May Have The Man or Woman You Need!

- Announcers • Disc Jockeys
- Newscasters • Sportscasters

Our placement department is ready to serve you . . . internationally! Tell us the qualifications you seek and we'll send you the Career graduate who can meet them. We have filled thousands of positions for stations coast-to-coast and across the oceans. We can do the same for you!

**CAREER ACADEMY**  
International Placement Center  
Career Building, 611 E. Wells Street  
Milwaukee, Wisconsin 53202  
Phone: (414) 272-4822



**For Best Results You Can't Top A CLASSIFIED AD in Broadcasting**

### SPORTSCASTER

The Most Exciting Hockey and Football Play-by-Play announcer in the United States, Major League experience and references in both sports. Seeks immediate and permanent affiliation. Tapes on request.

Box E-163, Broadcasting.

### TELEVISION—Help Wanted—Management

#### TELEPRODUCTION

We are looking for qualified experienced personnel to join a dynamic, young East Coast teleproduction company in the following capacities:

- Senior Maintenance Engineer
- Production Manager
- Production Sales
- Facility Sales

If you are a highly motivated "PRO" looking for an exceptional opportunity, contact us immediately.

Box E-177, Broadcasting.

#### Sales

#### MAJOR TV REP

Expanding Atlanta Office, covering Southeast. Wants young, ambitious, hard-running TV or Radio Salesman now working in area. Excellent opportunity in top group operations. Write details:

Box E-150, Broadcasting.

#### BROADCASTING TV STATION ADMIN COMMERCIAL DIRECTOR SYSTEM ENGINEER PRODUCER

Capable of working completely in French language —to organize and operate modern partially commercial TV system overseas and train counterpart personnel. Reply with full resume indicating source of French proficiency, salary requirements & date of availability.

Box E-154, Broadcasting.

#### Announcers

#### WANTED

Announcer/Director. Must be strong on Camera and have Directing Background. California.

Write Box E-111, Broadcasting.

### Television Help Wanted

#### NEWS

#### WANTED

News Ratings Tell Us How You Can Do It!  
West Coast

Box E-112, Broadcasting.

#### Programing, Production, Others

#### WANTED

Excellent TV Promotion Director, California.

Box E-110, Broadcasting.

#### Situations Wanted Management

#### ATTORNEY

Seeks position—Experienced (5 years) in major phases of broadcasting and entertainment industries (television, radio, records and talent)—Prior corporate and private practice background—Please submit details of position available.

Box E-104, Broadcasting.

#### Employment Service

### THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS

Serving the broadcasting profession with competent management personnel in these areas:

- |             |             |
|-------------|-------------|
| Management  | Announcing  |
| Sales       | Bookkeeping |
| Engineering | Traffic     |
|             | Secretaries |

Send us your resume or tape, or visit us if in the area.

★ THE AMPS AGENCY ★

All Media Placement Service  
3924 Wilshire Blvd., Los Angeles, Calif. 90005  
Telephone 213-388-3116

### 1969 GRADUATES

MALE AND FEMALE  
TRAINED by PROFESSIONALS in all facets of Broadcasting, Film, Television, and Radio. All hold Bachelor of Fine Arts degrees.

#### AVAILABLE FOR

#### IMMEDIATE EMPLOYMENT

Apply to Professor Lee Morrison, Chairman, Dept. of Communication Arts.

**NEW YORK INSTITUTE OF TECHNOLOGY**  
N.Y.C.: 135 West 70 St. • EN 2-9100  
Old Westbury, L.I.: Wheatley Road • (516) MA 6-3400

### FOR SALE—Equipment



#### ED RIES AND ASSOCIATES

FOR SALE: 3 camera one VTR Mobile unit in excellent condition. Large supply Tektronix 453 solid-state dual trace battery operated scopes, 528 Vectorscopes. Alma color switcher w/effects, colorizer and chroma-key. Many other exceptional values in used equipment.

414 NO. ALFRED ST., LOS ANGELES / CALIF. 90048 / U.S.A.  
CABLE ADDRESS: EURIESTV, LOS ANGELES / (213) 451-5080

**FOR SALE—Equipment**

(cont'd)

**SOLD TO THE FIRST BIDDER**  
Offering \$1,500 (or the best price over \$1,000) a Dresser 240-ft. self-supporting tower plus 60 ft. top mast for overall height of 300 feet. Comes with a complete FAA top and side lighting kit. Tower now on ground, dismantled, ready for shipment. Buyer pays shipping costs. For detailed plan or additional information call Art Silver, Dir. of Engineering at (609) 924-3600. All bids must be received by June 1st at 12 Noon.  
Nassau Broadcasting Company  
221 Witherspoon Street  
Princeton, N.J. 08450

**WANTED TO BUY—Stations**

**Qualified Individuals**

would like to obtain radio station in small to medium Southeast or Southern market. All replies in confidence.

Box E-60, Broadcasting.

**FOR SALE—Stations**

**Tu Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**STATIONS FOR SALE**

1. SOUTH ATLANTIC. AM-FM. Exclusive Price \$125,000. 29% down.
2. SOUTHWEST. Daytimer on excellent frequency. Price \$100,000. Terms.
3. DEEP SOUTH. Major market. Price \$250,000. Terms.
4. OTHERS. May we submit our offerings to you?

**Jack L. Stoll  
and ASSOCIATES**

6361 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

**GULF COAST**

Major market 1-KW Daytimer, profitable operation with excellent equipment and valuable real estate. \$250,000 with 29% down.

Box E-91, Broadcasting.

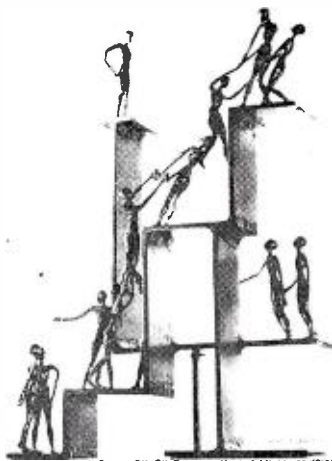
Midw.	small	fulltime	\$ 75M	cash	Wyom.	small	fulltime	\$ 70M	nego
S.W.	small	fulltime	60M	nego	Oreg.	small	fulltime	75M	29%
S.E.	major	daytime	265M	29%	N.Y.	medium	AM & FM	700M	cash
S.E.	major	fulltime	925M	merger	Midw.	major	FM	135M	50%
Carrib.	major	fulltime	2MM	cash	Midw.	major	FM	475M	cash

**CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

**OPEN**



(photo courtesy of Sundry OX Oil Company Karl Addison, sculptor)

your MIND  
your HEART  
your HAND  
to the MENTALLY ILL

support your  
**MENTAL  
HEALTH  
ASSOCIATION**

**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**

(Continued from page 82)

■ Broadcast Bureau granted licenses covering following new VHF translators: K04CM Weed, Calif.; K02FF Lakehead, Calif.; K13AM Gateway, Colo.; W08BG Iron Mountain, Mich.; K12GR Wauneta, Neb.; K11JD Garita, N.M.; K04DV Navajo, N.M.; K13GX Navajo, N.M.; K09GU Tohatchi Area, N.M.; K11CV Tohatchi, N.M.; K05CT Silver Lake, Ore.; W05AN Ellerslie, Md., and Hyndman, Pa. Action May 12.

■ Broadcast Bureau granted licenses covering changes in following VHF translators: K04DL Gastineau Channel Airport Area, Auke Bay and Mendenhall Glacier, all Alaska; K13EH Ainsworth, Neb.; K09FH Ainsworth, Neb.; K13IJ Odessa, Wash. Actions May 12.

■ K07DA Casa Adobes, Ariz.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action May 9.

■ Noe Enterprises Inc., El Dorado, Ark.—Broadcast Bureau granted CP for new UHF translator to serve El Dorado on ch. 18 by rebroadcasting KNOE-TV Monroe, La. Action April 30.

■ Big Sandy TV Club, Big Sandy, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Big Sandy on ch. 7 by rebroadcasting CJLH(TV) Lethbridge, Alberta, Canada. Action May 8.

■ FCC granted Harriscope Broadcasting Corp., Lewistown, Mont., CP for new UHF translator with 100-w on ch. 70 to rebroadcast KFBB-TV Great Falls, Mont. Action May 7.

■ K04AK McDermitt, Nev.—Broadcast Bureau granted CP to change type trans. of VHF translator and make changes in ant. system. Action May 8.

■ Joe B. Fallini Jr., Warm Springs, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Hot Creek Valley and Stone Cabin Valley on ch. 9 by rebroadcasting KOLO-TV Reno. Action May 8.

■ K07AS Cliff and Gila, both New Mexico—Broadcast Bureau granted mod. of license of VHF translator to change primary station to KOLD(TV) Tucson, Ariz. Action May 8.

■ K03CU Folsom, N.M.—Broadcast Bureau granted license covering new VHF translator. Action May 13.

■ Wometco Skyway Broadcasting Co., Murphy, N.C.—Broadcast Bureau granted CP for new VHF translator to serve Murphy on ch. 5 by rebroadcasting WLOS-TV Asheville. Action April 30.

■ W10AK Spruce Pine, N.C.—Broadcast Bureau granted CP to make changes in ant. system and to specify name as Multimedia Inc. and granted license covering new VHF translator and to specify name as Multimedia Inc. Action May 13.

■ K71BY Bend, Ore.—Broadcast Bureau granted license covering permit for new UHF translator. Action May 13.

■ K05DG Christmas Valley, Ore.—Broadcast Bureau granted CP to change frequency from 76-82 mc to 60-66 mc, change call sign to K03DB; make changes in ant. system of VHF translator. Action May 8.

■ K04FM Gold Hill, Ore.—Broadcast Bureau granted CP to change frequency from 66-72 mc to 54-60 mc; change call sign of VHF translator to K02FT. Action May 8.

■ Boise Valley Broadcasters Inc., Huntington, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Huntington on ch. 10 by rebroadcasting KBOI-TV Boise, Idaho. Action May 8.

■ Carbon County, Castle Gate, Utah—Broadcast Bureau granted CP's for new VHF translators to serve Castle Gate on ch. 2 by rebroadcasting KUTV(TV); ch. 4 by rebroadcasting KCPX-TV and ch. 5 by rebroadcasting programs of KSL-TV, all Salt Lake City. Action April 30.

■ K06DI Lynndyl and Oak City, both Utah—Broadcast Bureau granted license covering new VHF translator. Action May 13.

**CATV**

Applications

■ Valley Vision Inc.—Requests addition of KTVU-TV Oakland-San Francisco to Placerville, Calif. (Sacramento-Stockton, Cal. ARB 25). Ann. May 8.

■ Midcontinent Broadcasting Co.—Requests distant signals from KCAU-TV Sioux City,



Iowa; WTCN-TV Minneapolis; WVTV(TV) Milwaukee and KWGN-TV Denver to Madison, S.D. (Sioux Falls, S.D. ARB 93). Ann. May 8.

### Final actions

■ Dublin, Pittsburg, Antioch and Pleasanton, all California—FCC denied Tele-Vue Systems Inc., operator of three 12-channel CATV systems serving about 12,100 subscribers, for waiver of program exclusivity requirements. Action May 14.

■ WAU-26 Lake Worth, Palm Springs, Riviera Beach and West Palm Beach, all Florida—CATV Task Force granted CP for new community antenna relay to bring distant signals of WCKT(TV), WLBW-TV, WTVJ(TV), WTHS-TV, and WAJA-TV, all Miami, to CATV systems in Lake Worth, Palm Springs, Riviera Beach and West Palm Beach; condition. Action May 5.

■ Natchez, Miss.—FCC denied Natchez Cable TV Co., operator of 12-channel CATV system at Natchez for waiver of program exclusivity requirements with regard to KNOE-TV Monroe, La. Action May 14.

■ FCC granted request of Telerama Inc., for authority under rules to import distant signals on its CATV system in Euclid, Ohio. Grant limited to distant signals, which have been carried on Telerama's CATV systems in Shaker Heights, Warrensville Heights and Warrensville township prior to Feb. 16, 1966. These signals may be carried on CATV system in Euclid on feeder and distribution cable which had been constructed on or before date of release of decision. Only local signals may be provided to subscribers in Euclid served from feeder and distribution cable constructed after release date. pending further order of commission. Action May 7.

■ FCC waived rules and granted applications of The South Dakota State University for a six-hop, two-way TV intercity relay system between Brookings, S.D., and Appteton, Minn. Action May 7.

## Ownership changes

### Applications

■ KNWA(FM) Fayetteville, Ark.—Seeks transfer of control of Kessler Mountain Broadcasting Co. from Peter J. Harkins (36.15% before, none after) to Maupin Cummings (36.15% before, 72.3% after). Consideration: \$26,000. Principals: Maupin Cummings, president, Harold R. Lindsay, vice president (becoming secretary-treasurer), and Peter J. Harkins, secretary (retiring). Ann. May 2.

■ WFLA-AM-FM-TV Tampa, Fla., and WRNL-AM-FM Richmond, Va.—Seeks transfers of control of The Tribune Co. and WRNL Inc., respectively, from Richmond Newspapers Inc. (100% before, none after) to Media General Inc. (none before, 100% after). No consideration involved. Principals: Media General Inc., owns Richmond Publishing Co. (surviving corporation formed from Richmond Newspapers). D. Tennant Bryan, chairman of board, Alan S. Donahoe, president. Andrew J. Brent, general counsel-secretary, et al. Tribune Co. publishes Tampa (Fla.) *Tribune and Times*; owned 52% by Richmond (Va.) *Times Dispatch and News Leader*, published by Richmond Newspapers Inc. Ann. May 4.

■ WTAF(TV) Marion, Ind.—Seeks assignment of license from Geneco Broadcasting Inc. to R. David Boyer, trustee in bankruptcy. No consideration involved. Principals: Anthony R. Martin-Trigona (81% before, none after), et al. Mr. Trigona is sole owner of real estate firm. Mr. Boyer appointed by court. Ann. May 8.

■ WCME-AM-FM Brunswick, Me.—Seek assignment of licenses from Central Maine Broadcasting System Inc. to WCME Inc. for \$232,000. Sellers: Maurice L. Goulet, president, and Roland G. Fortin, treasurer (each 50%). Buyer: A. Abbott Coblentz, sole owner. Mr. Coblentz owns 25% of WORC Worcester, Mass. Ann. May 8.

■ KYSM-AM-FM Mankato, Minn.—Seek assignment of licenses and FM SCA from Southern Minnesota Supply Co. to F. E. Clements & Co. for purpose of corporate reorganization. No consideration involved. Principals: Durant F. Clements, Charles R. Butler, James F. Madden, Charles C. Butler, et al (as a group, 100%). Ann. May 9.

■ WBCO-AM-FM Bucyrus, Ohio—Seek transfers of control of Brokenword Broadcasting Co. from Elfrieda Mercier (20.6% before, none after) to Thomas P. Moore and Orville

J. Sather (each 39.7% before, 50% after). Consideration: \$50,000. Ann. May 8.

■ KUAB(TV) Houston—Seeks assignment of CP from United Artists Broadcasting Inc. to Houston Broadcasting Co. for \$61,728. Sellers: Transamerica Corp. owns United Artists Corp., parent of United Artists Broadcasting, Robert S. Benjamin, chairman of board, Arthur B. Krim, president (jointly 19% under management trust agreement), et al. Sellers own WUAB(TV) Lorain-Cleveland. Buyers: Glendon E. Johnson, Orsen C. Clay, Robert K. Franklin and Franklin D. Johnson (each 25%). G. E. Johnson is president of Great Southern Life Insurance Co. Mr. Clay is executive assistant for Pennzoil United Inc. Mr. Franklin is president of RFK Industries Inc. F. D. Johnson is partner in law firm. KUAB(TV) sale contingent on FCC approval of WFLD-TV purchase and Metromedia-Transamerica merger. Ann. May 7.

■ WRVA-AM-FM Richmond, Va.—Seek transfers of control of WRVA Radio Inc. and WRVA-FM Radio Inc., respectively, from Larus Investing Co. (100% before, none after) to Southern Broadcasting Co. (none before, 100% after). Consideration: \$3,075,000. Sellers: W. Brooks George, president, et al. Buyers: James W. Coan (11.15%), Earl F. Slick (22.21%), Albert L. Butler (11.95%), John G. Johnson, president (9.24%), et al. Buyers own 50% of Jefferson Cablevision Corp. Birmingham, Ala., CATV systems; own WSGN Birmingham, Ala.; WTOB Winston-Salem, N.C.; WKIX-FM Raleigh, N.C.; KOY Phoenix; KTHT Houston, 33 1/3% of WBMG(TV) Birmingham. Buyers own applicant for new TV at Cincinnati and own permittee of KTVJ(TV) Stockton Calif. Mr. Slick owns 25% of manufacturing firm and is partner in oil production firm. Mr. Butler owns 25% of textile firm and is director for numerous businesses. Ann. May 9.

■ KBKW Aberdeen, Wash.—Seeks assignment of license from KBKW Inc. to Quincy Valley Broadcasters Inc. for \$155,000. Sellers: Archie Taft Jr., president, et al. Buyers: John R. DiMeo, president (60%), Don Downing, vice president, and Donald R. Nelson, secretary (each 20%). Messrs. DiMeo and Downing own 80% and 20%, respectively, of KENE Toppenish, Wash. Messrs. DiMeo, Downing and Nelson own 65%, 25% and 10%, respectively, of KXLE Ellensburg, 56 2/3%, 33 1/3% and 10%, respectively, of KPOR Quincy, both Washington. Sale of KPOR pending FCC approval. Mr. DiMeo is general manager of KAYO Seattle. Ann. May 8.

### Actions

■ WDCA-TV Washington—Broadcast Bureau granted transfer of control of Capitol Broadcasting Co. from Milton Grant, A. Dana Hodgdon, Edward Mernone, Alan I. Kay et al. (as a group, 100% before, none after) to Superior Tube Co. (none before, 100% after). Principals of Superior: Clarence A. Warden Jr., chairman (21.5%), Paul E. Kelly, president (1.4%), Richard H. Gavel, executive vice president (20%), et al. Superior Tube is sole owner of several tube companies and manufacturing concerns. Consideration: \$4,864,527 including liabilities and agreement not to compete. Action May 7.

■ WIOS Tawas City-East Tawas, Mich.—Broadcast Bureau granted assignment of license from Airway Broadcasters Inc. to Carroll Enterprises Inc. for \$120,000. Sellers: S. Franklin Horowitz, president, et al. Buyers: John J. Carroll, president (60%), Vernard D. Hanna, secretary-treasurer (20%), et al. Messrs. Carroll and Hanna formerly held interests in WKMF Flint, Mich. This entry updates previous listing. Action April 25.

■ KOAT-TV Albuquerque, N.M.—Broadcast Bureau granted assignment of license from WGAL Television Inc. to KOAT Television Inc. for \$5 million. Sellers: John F. Steinman, chairman of board, Clair R. McCollough, president, et al. Sellers own WGAL-AM-FM-TV Lancaster, WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del.; and WTEV(TV) New Bedford, Mass. (Providence, R.I.). Buyers: Joseph Pulitzer Jr., president, et al. Buyers own Pulitzer Publishing Co., publisher of St. Louis *Post-Dispatch*. Buyers also own KSD-AM-TV St. Louis and KVOA-TV Tucson, Ariz. Action May 7.

■ KLFB Lubbock, Tex.—Broadcast Bureau granted assignment of license from La Fiesta Broadcasting Co. to La Fiesta Broadcasting Inc. for \$30,000. Principals: J. R. Earnest and John A. Flache (each 50% before, 37.5% after) and Ernest F. Barton (none before, 25% after). Action May 6.

■ KJAC-TV Port Arthur, Tex.—Broadcast Bureau granted transfer of control of Texas Goldcoast Television Inc. from Jefferson Amusement Co. (100% before, none after) to Robert H. Park, (none before, 50% after), Carl D. Levy (none before, 39.34% after), Gayle Ann Gordon Greenwood and Lynn Gordon Jones (each none before, 5.33% after) as individuals. No consideration involved. Action May 1.

## Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through May 14. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

### Franchise grants shown in *italics*.

■ San Luis Obispo county, Calif.—New Concept CATV Inc., a subsidiary of Plastoid Cable Corp. of America, has applied for a nonexclusive franchise.

■ Aurora, Ill.—Consolidated Cable Utilities Inc., Aurora, has applied for a franchise.

■ Chisman, Ill.—Tele System Service Corp., represented by Chuck Strebini of Westville, Ill., and Max Scot of Paris, Ill., has applied for a franchise. The company would pay an annual license fee or franchise tax equal to 2% of the company's gross income.

■ Hartford City, Ind.—Hartford City Cable TV Inc. has been awarded a 20-year franchise. The firm will initially charge \$5 for installation, and later \$18.50; the firm will charge \$5 monthly. After the first three years, the company will pay 3% of its net profits.

■ Mount Pleasant, Iowa—Two firms have applied for a franchise. Iowa Video Inc. and Continental Transmission Corp. Iowa Video, seeking a 15-year franchise, would charge \$5.25 monthly and would pay 2% graduating to 3% of its profits. Continental, seeking a 25-year franchise, would charge \$5.50 monthly.

■ Walkill, N. Y.—Walden Video Corp. has applied for a franchise. Alan Geary is owner of the company. The firm would provide free service to schools, the library, town board and fire house. Installation would be initially \$10 (and later \$19.95) with a monthly charge of \$5.

■ Vale, Ore.—General Communications & Entertainment Co., Tulsa, Okla. (multiple CATV owner), has been awarded a franchise.

■ Salem, Va.—Booth-American Corp., Detroit (multiple CATV owner), has been awarded a franchise. Booth-American will pay \$1,000 a year until the system is in operation, then \$3,000 a year or 3.5% of gross revenues up to \$125,000. Over \$125,000 the firm will pay 4.5% of its gross revenue.

■ Idaho Falls, Idaho—Four firms have applied for a franchise: Upper Valley Telecable Co., Benay Corp., Idaho Falls Cablevision Inc., and Idaho Falls Cable TV Inc. Officers of Upper Valley are Robert W. Bauchman, president; James M. Brady, secretary-treasurer; J. Allen Jensen, vice president, and George C. Hatch, director. Principal stockholders are Mr. Bauchman, The Post Co. of Idaho Falls, KID-AM-FM-TV Idaho Falls, and Community Television Inc., Denver. Upper Valley would charge \$5.75 monthly. Benay Corp. officers are Leo Higham, president; Keith Clarke, vice president, treasurer; and Mel Erickson, secretary. Benay would charge \$4.75 monthly and \$14.95 for installation. Officers of Idaho Falls Cablevision, a subsidiary of H&B American Corp. (group CATV owner), are Raymond E. Lundahl, president; William J. Bresnan, executive vice president, Los Angeles; Ruland E. Williams, secretary; Ray F. Archibald, treasurer; and Charles J. Just, assistant secretary. Idaho Falls Cablevision would charge \$4.95 monthly and would waive the installation fee during construction of the system. Officers of Idaho Falls Cable TV are W. Thomas Davis, president and chairman of the board; William Lloyd Davis, secretary; and Jerris D. Burge, executive vice president. Idaho Falls Cable TV is a corporation formed by the shareholders of Pala Mesa Cablevision, a CATV firm with systems in northern Idaho, California and South Carolina.

When Dick Chapin isn't attending to the many official and unofficial duties that already crowd his 25-hour days, he's apt to be out looking for even more to do. A staff member says "he thrives on long hours." If that's true, and it seems to be, he must be thriving indeed. A look at the list of his current on- and off-the-job activities suggests a man whose schedule wouldn't leave time even to listen to the radio, much less run six AM stations.

But as executive vice president of Stuart Enterprises, Lincoln, Neb., run them he does—with the aid of tight organization and as head of a flying squad operating out of a company airplane, which permits visits to the five Stuart Broadcasting stations at an optimum of once every 10 days.

Mr. Chapin doesn't fly the company plane himself—a full-time pilot allows him to convert time aloft to productive time. In a flight to Oelwein, Iowa, last week, where Stuart Broadcasting operates KOEL, he and a secretary managed to get out a dozen letters.

Checking on things at the Lincoln station, KFOR, is easier. It's just an elevator ride away from Mr. Chapin's corporate office in the Stuart building. Keeping on top of the other stations, in Oelwein, Sioux City, Iowa (KMNS); Salina, Kan. (KSAL); Springfield, Ill. (WMAV), and Grand Island, Neb. (KRG1), however, demands a circuit-rider's schedule.

But the activities that focus on the Lincoln corporate headquarters also make a formidable list. For Stuart Enterprises he is in charge of the following companies: Stuart Broadcasting with its six stations; Imperial Outdoor Advertising, with plants in Omaha, Sioux City and Lincoln; newspapers in Wahpeton, N. D., and Breckenridge, Minn.; Stuart Insurance Co., Lincoln, and real estate holdings, including shopping centers and the Stuart Building, largest office structure in Lincoln.

Where business leaves off, civic projects begin. He was appointed a member of Lincoln's Pershing Auditorium advisory council and later elected chairman, a position he still holds. He has also served on numerous fund-raising campaigns and on state-wide governor's councils. Can all of this leave time for radio? Apparently so. In fact, says Mr. Chapin, "I spend most of my time on it. Radio is what I know and like." The record of his broadcasting activities, which extends beyond the immediate interests of the Stuart stations, bears him out.

He has long been active in state and national broadcasting matters. He was president of the Nebraska Broadcasters Association in 1956, later serving as board member and then as secretary-treasurer of the NBA for eight years. He was re-elected this year to a second

## Keeping on top of things for six scattered AM's

term as National Association of Broadcasters radio board member at large for class B stations. In 1960-63 he was NAB director for district 10 and was vice chairman of the radio board in 1963-64.

As chief executive officer of a thriving group of medium-to-smaller market radio stations he necessarily pays close attention to the advertising side of the business—"but not to the detriment of programing," he quickly adds.

He left a promising career with the chamber of commerce for a job as a radio salesman in 1953. After graduation from the University of Nebraska in 1947 he worked for the Atlantic, Iowa, and Lincoln Chambers of Com-

merce. As chamber opportunities seemed to lie elsewhere, he opted to stay in Lincoln by joining KFOR in 1953 as an account executive. In the same year he was named general sales manager for KFOR and KFOR-TV.

The next year he was made general manager of the stations. (The television station was sold later that year.) In 1958 he was made an officer of the parent corporation, then Stuart Investment Co. The company was reorganized as Stuart Enterprises in 1966. Under Mr. Chapin's guidance four more radio outlets were added to KFOR and KRG1 Grand Island, which was acquired in 1957.

The experience in adding the stations and finding personnel for them has added to his extracurricular burdens. Now he finds himself advising other broadcasters facing similar problems. The Stuart group isn't necessarily complete, either, he notes, so the cooperation he extends to others helps him keep his hand in.

Personnel development has become a Chapin specialty. Bringing young people into broadcasting and seeing them succeed brings him his greatest satisfactions. Aware early in his career of the value of personnel development, he helped found and then managed for eight years a personnel placement bureau, at first independently and later affiliated with the state association.

If tapping the creativity of youth gives him his greatest rewards, some of the work he finds his young talent obliged to do gives him his greatest headaches, he adds. The constantly increasing flow of government paperwork he regards as a burden for all broadcasters and an onerous one for smaller stations.

And one advantage that group operation can bring to smaller stations is that resources can be brought to bear on the state and national political fronts. He reports that a proposed advertising tax for Nebraska was killed in committee two weeks ago. And, with two stations in Iowa, he's in the front lines of a bellwether attempt to repeal the ad tax already on the books there.

On the national level, he keeps close tabs on the congressional delegations. Currently he's solidly behind Senator John O. Pastore's (D-R.I.) bill to tighten FCC procedures to reduce vulnerabilities of licensees to competing renewal applications. A five-year license would also help with the paperwork, he adds.

Keeping all the balls in the air requires an office at home, as well as one on the company plane. "And I'm in it every night," he says, and often on Sunday. "Sometimes it might seem confusing," he cheerfully admits, "but we believe in organization and we're well organized."

### Week's Profile



*Richard Wallace Chapin—executive vice president, Stuart Enterprises, Lincoln, Neb., b. March 20, 1923, Lincoln; BS (business administration), University of Nebraska, served with secretary, Atlantic, Iowa, and Lincoln Chambers of Commerce, 1947-1953; joined KFOR Lincoln, in March 1953; general sales manager, KFOR-AM-TV, then general manager of stations, 1953-54; elected vice president and assistant secretary-treasurer of Stuart Investment Co., parent of Stuart Broadcasting Co., 1958; became executive vice president of Stuart Investment in 1964, which became Stuart Enterprises in 1966; married Jacqueline Beech of Atlantic, Iowa, 1949; children — Debora, 17, and Richard, 14.*

## Six weeks to go

In six weeks the term of Rosel H. Hyde as a member and chairman of the FCC will expire. If President Nixon does not name a new member or select a chairman from among present members, the chairmanship by tradition will be inherited by Commissioner Robert T. Bartley, Texas Democrat.

So far there is no official word from the White House. One thing, however, is certain: the administration wants its own man heading the independent agencies and the FCC is the most sensitive of them.

Chairman Hyde, who will be 70 next April, has no more dragons to kill. He was more effective under the last administration because his colleagues knew he had the President's backing. With no support from the new President, Mr. Hyde's colleagues have been less cooperative.

If Mr. Bartley becomes chairman by seniority, it would pose new problems. There would then be four Democrats and only two Republicans. Mr. Bartley espouses hard regulation of multiple owners. He would have a hearing on every multiple transfer and there probably aren't enough hearing rooms in Washington in which to hold them. He finds himself voting with such crackdowners as Commissioners Cox and Johnson more times than not. Even with Chairman Hyde presiding, the dissidents have been able to muster a needed fourth vote on renewals. Without him and on a six-man commission, chaos could escalate into anarchy, with newspaper owners probably disposed to sell out rather than face the contrived strike applicants before what might be a stacked commission.

It is imperative that President Nixon select a successor to Mr. Hyde with due regard for the importance of the position and the need for a strong, take-charge executive who will be able to contain the trouble-makers and keep the processing lines moving.

If the President is unable to make the selection by June 30 he should prevail upon Mr. Hyde to continue in office until the new man is found and ready to take over.

## Who pays whom for what?

A new argument for elimination of the 15% commission media pay to agencies may be found in the growing use, described here last week, of outside commercial production specialists by agencies themselves. Increasingly they are calling in the specialists, who say they can—and apparently do—turn out commercials less expensively than the agencies' own production departments can do.

And how do agencies pay these specialists? By a fee, of course.

The fee system apparently makes sense in such cases, and yet most agencies still insist that the media commission should provide the bulk of their own revenues—and lately there has been talk that spot television, because it is so complex, ought to pay 20% instead of 15% (BROADCASTING, April 28, et seq.). The system has been out of date since the days, long before radio emerged, when agencies stopped representing media.

Protests against the media-commission system go back at least to 1915 and have been heard as recently as two weeks ago, when George Comte of WTMJ-AM-FM-TV Milwaukee renewed the call for its abandonment—(BROADCASTING, May 12). Over the years this magazine has repeatedly challenged the system while also recognizing that the problem

is almost as complicated as the commission is unjustified.

The growing practice of advertisers' paying their agencies supplementary fees suggests that, if the 15% is ever replaced, the change will be made by evolution. Whatever happens, broadcasters should—as we said more than a dozen years ago (BROADCASTING, June 18, 1956)—maintain an informed and continuing interest. After all, it is their money that advertisers and agencies are arguing over.

## The plausible patsy

When trouble strikes there's the search for the cause. When no cause is readily isolated, there comes a desperation effort to find a plausible patsy.

That is the dilemma of television in this era of mass hysteria on the campuses, rioting in the streets and drug addiction among juveniles. Why TV? Because today's youth grew up with it; because politicians ruthlessly attack it; because it's government-licensed.

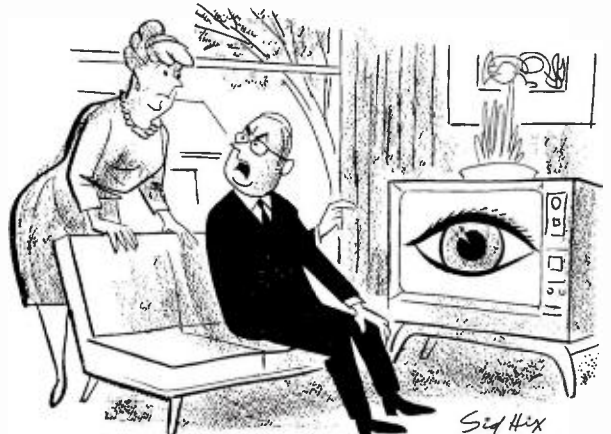
This "patsy" hypothesis tends to explain why members of Congress attack "sex and violence" on TV but not in movies, magazines or newspapers. They can "reach" TV, even though the "violence" complained of is principally in product supplied by the motion picture industry. But they can't reach magazines or newspapers or even the movies, which are not directly licensed by Congress.

This also may explain the built-in bias of many educators toward TV evidenced in questionnaires from students bucking for credits and degrees.

A new questionnaire from a major university, for example, seeks information on "viewers' complaints or hostile reactions to television programs and content." Not a single question about viewers' praise of programs; just the negatives.

The student who dispatched this rigged questionnaire probably had little to do with its preparation. It is one of many—the anti-TV syndrome.

Everyone in broadcasting wants to encourage young people, whatever their origins or backgrounds, to look to careers in broadcasting. But the young people should approach the broadcast media, not as the "villians" they're made out to be by some teachers and politicians, but as the most exciting, progressive, creative and remunerative of the communications arts.



Drawn for BROADCASTING by Sid Hix  
"I did NOT switch to CBS . . . that's an eye-drop commercial!"





## ...in the 12th U. S. Market

From every state they come to explore the excitement of Six Flags Over Texas, a multi-million dollar entertainment complex recreating Texas history under six rules. This nationally known amusement center in Arlington, between Dallas and Fort Worth, reflects the vitality of the affluent North Texas metropolitan area, an area of over one million television households eager to accept a good product or service.

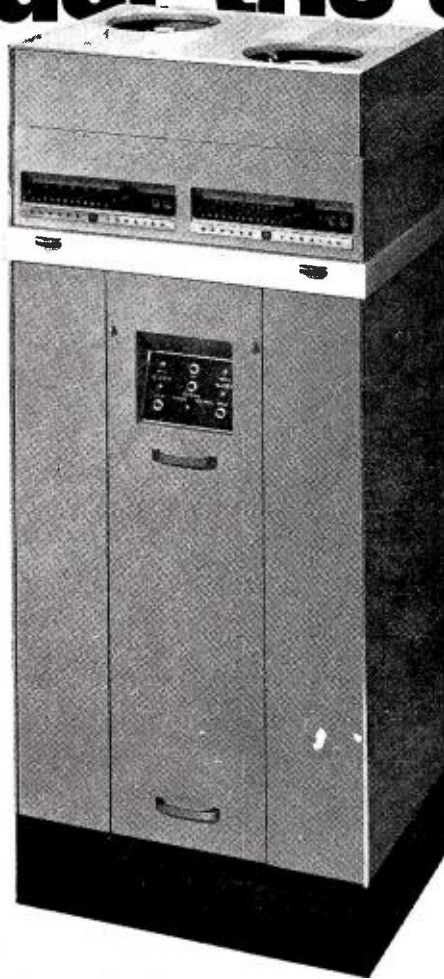
If you have either of these to offer, WBAP can make sure it's offered to more people.

If you have something to sell, put WBAP to work for you.

*Represented Nationally by Peters, Griffin, Woodward, Inc.*



# The projector that doesn't care what order the slides are in



That's the beauty of the Sarkes Tarzian DSP-80 Slide Projector. Just load the machine with up to 100 slides . . . the largest capacity of any projector in the field. Then punch them up in sequence—or skip around, selecting any slide at random. The DSP-80 takes it all in stride. And never misses a cue.

Replacing slides is easier, too. Change one at a time, or set up a completely new slide program simply by interchanging pre-loaded drums.

Color slides always project true and brilliant, because the DSP-80 has a 500 watt quartz lamp that maintains a constant color temperature . . . no matter how long it's running. And forced air cooling eliminates buckling.

The DSP-80 contains its own DC power supply and can be operated locally or from a variety of standard remote control panels. Contact your Sarkes Tarzian sales engineer now or write direct: Sarkes Tarzian Systems, Bloomington, Ind.

SARKES TARZIAN SYSTEMS

