



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

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FTC moves in like a lion on all cigarette advertising. p30
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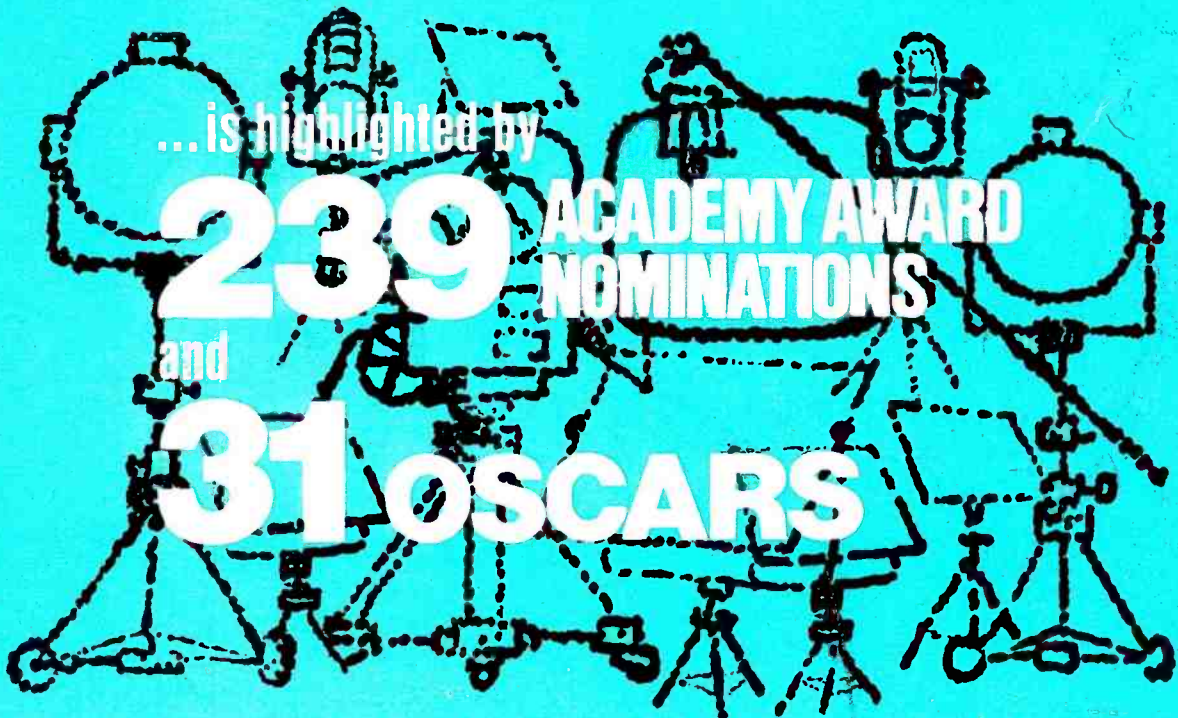
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Incomparable!

**Warner Bros.-Seven Arts Television Movie Library
Now Playing from Coast-to-Coast...**



Warner Bros.-Seven Arts' "Films of the 50's and 60's"...
Television's finest entertainment and
an extraordinarily profitable feature film investment.

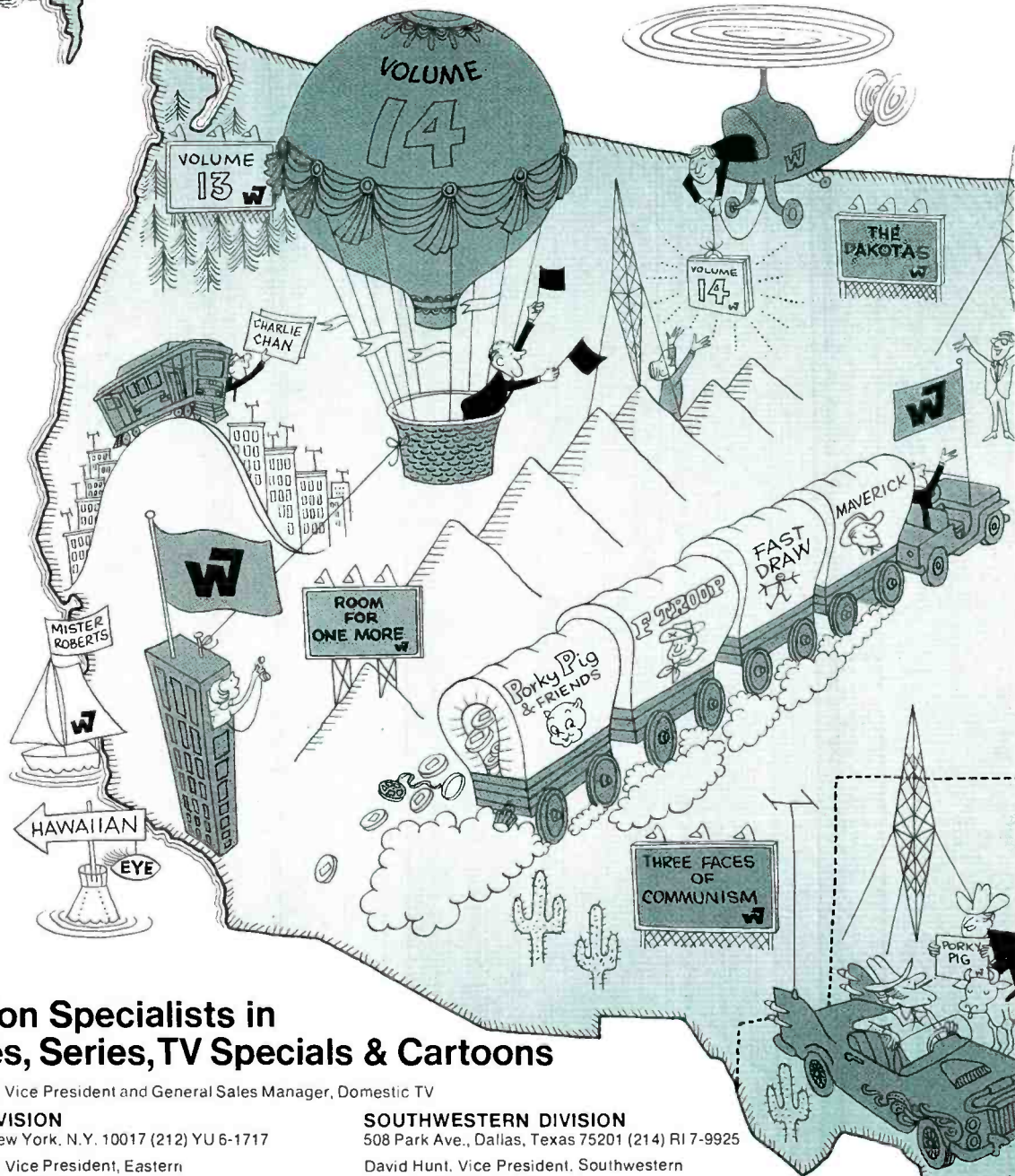


WARNER BROS.-SEVEN ARTS

NEW YORK · CHICAGO · DALLAS · LOS ANGELES · TORONTO · LONDON
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Television Specialists in Features, Series, TV Specials & Cartoons

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- Ira Kleinman, Syndication
- Burton Rosenberg, Syndication

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- William Wineberg, Features
- Dick Deitch, Syndication
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Regional Sales Directors:

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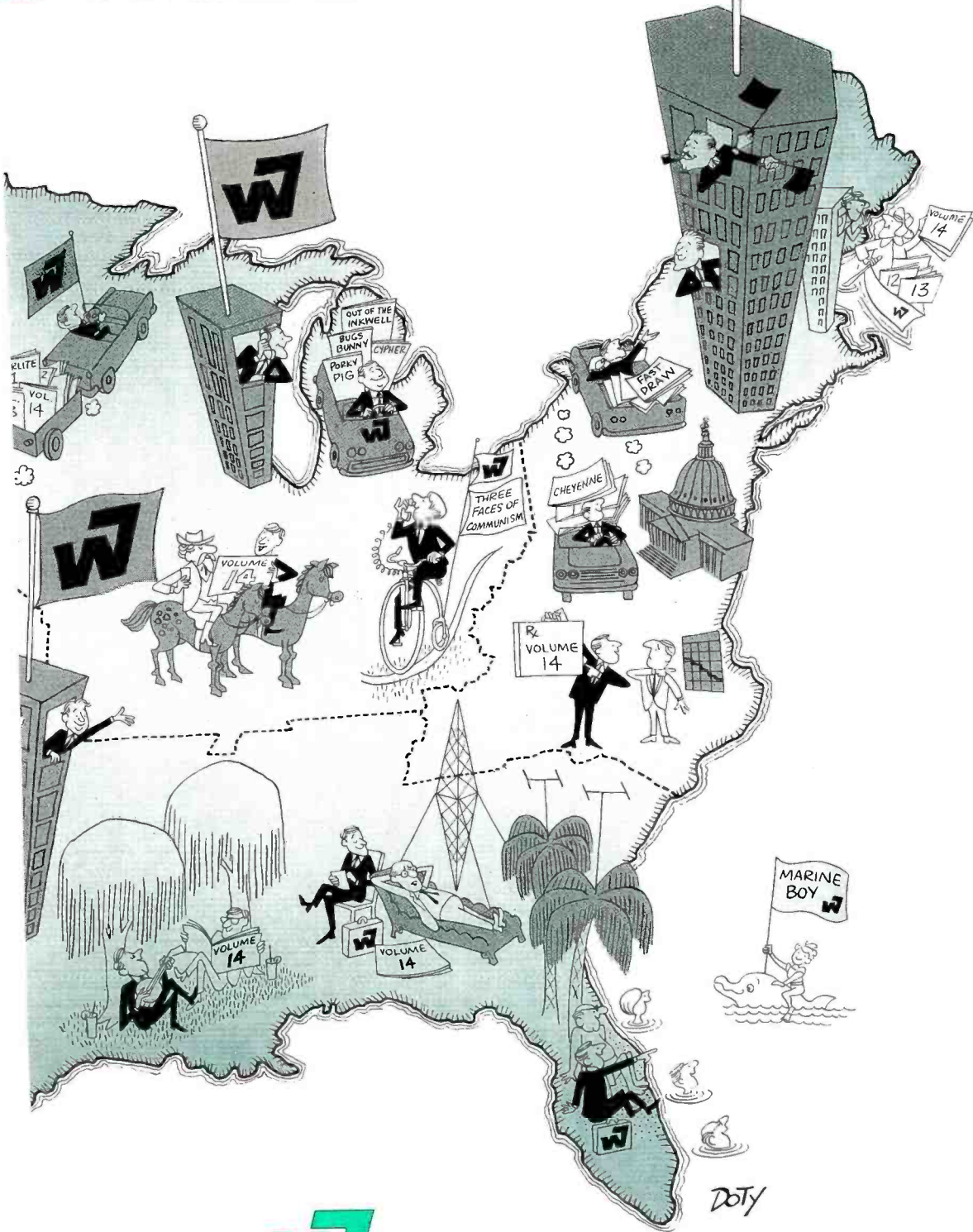
291 South La Cienega Blvd., Beverly Hills, Calif. 90211 (213) 657-1771

Robert Hoffman, Vice President, Western
Division Television Sales

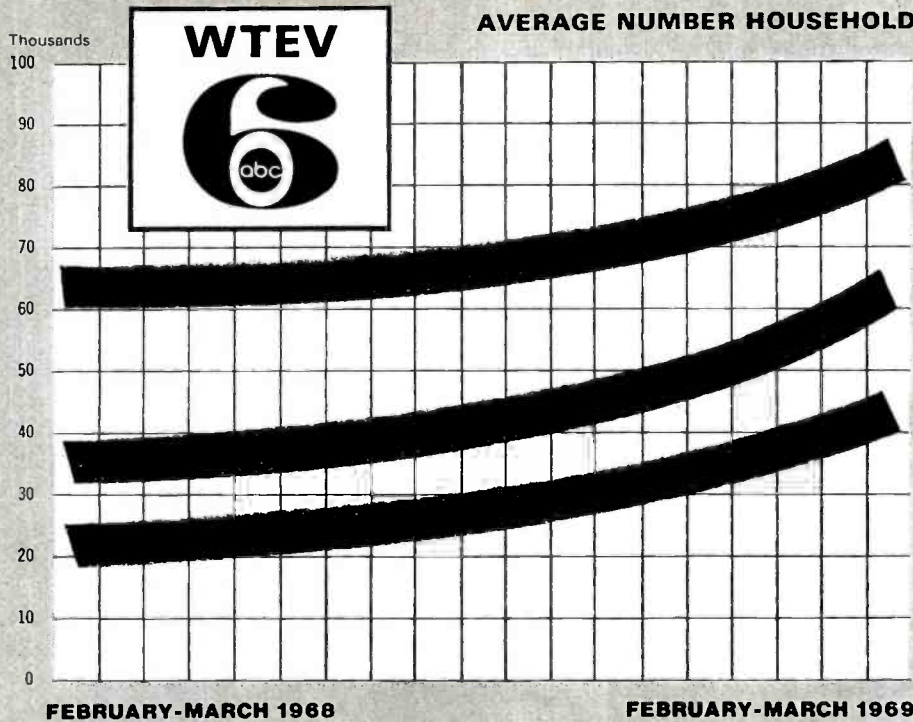
Regional Sales Directors:

- Al Adolph, Features
- Sid Cohen, Features
- Alex Horwitz, Syndication
- Peter Brooks, Syndication

COAST Service



WARNER BROS.-SEVEN ARTS
TELEVISION



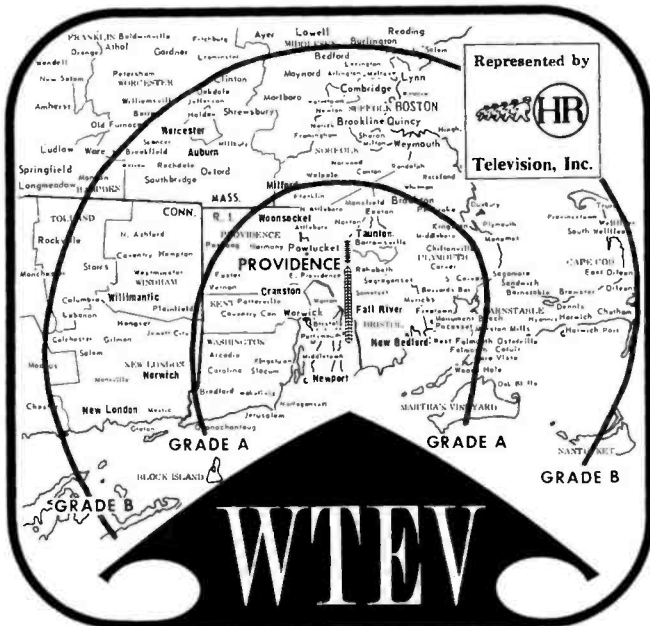
UP 29%
7:30 p.m. to 11:00 p.m.
Sunday through Saturday

UP 34%
9:00 a.m. to midnight
Sunday through Saturday

UP 77%
noon to 5:00 p.m.
Monday through Friday

*Based on Feb.-Mar. 1969 ARB estimates as compared with Feb.-Mar. 1968 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WTEV grows greater in the greater Providence TV area



Channel 6 ratings in average number of homes reached prove that its audience share of the greater Providence market is definitely on the up and up. The installation of a new 1,049-foot tower provides more reach, more penetration. Programming with the feel of TODAY and specific appeal for all demographic groups attracts and holds viewers. With such spectacular growth, WTEV is far better for advertisers.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



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

Meter readers

TV stations in New York have retained engineering firm of Jansky & Bailey to study electronic capabilities of meters used by A. C. Nielsen Co. in its New York instantaneous rating service, and they are lining up another firm for similar study of meters in American Research Bureau's rival instantaneous service. It's all part of five-year-old project—conducted through New York TV stations rating committee, headed by Dick Owen, research director of WCBS-TV—to get to bottom of discrepancies between ARB and Nielsen/New York ratings. In effort to track down reasons for discrepancies, rating committee conducted study of respective survey samples and made recommendations before launching hardware investigation. Station sources say rival ratings are not as glaringly at odds as they were before but that differences still exist and are still “disturbing.”

Nielsen cooperation with stations represents turnabout from position company took year or so ago when Broadcast Rating Council undertook own hardware study. ARB cooperated, but Nielsen refused (though it did permit BRC auditors to make validation checks to determine whether tuning was being accurately recorded). Station authorities say Nielsen cooperation now may stem from rating committee's decision to assign different engineering firm to each rating service and thus avoid concentrating competitive information in single source.

Running scared

Government threats to break up multi-media ownerships got to another media combine last week. Time-Life Broadcast decided to withdraw 33 applications for CATV franchises in Chicago suburbs as well as one for franchise in city itself. Decision followed parent Time Inc.'s purchase of Hollister chain of weeklies in area (see page 48) and earlier acquisition of other group of weeklies around Chicago.

Several weeks ago word got out that Triangle Publications had decided to get out of cable business (“Closed Circuit,” May 5). As of last week it was still looking for buyer for 16,000-subscriber system in Binghamton, N.Y., and several smaller systems.

Two ways

During closed business session at their convention in New York last week CBS-TV affiliates moved in opposite direc-

tion from position taken by NBC-TV affiliates only week before. At NBC convention, stations voted down resolution that would have asked NBC to relinquish 30 minutes of monthly two-hour *First Tuesday* for local public affairs (“Closed Circuit,” May 19). At CBS closed meeting, network officials—who currently relinquish 30 minutes of *60 Minutes/News Hour* every four weeks—asked whether stations would like to yield that time back to network. In response reported to be virtually unanimous, they said they wanted to hold onto it.

Back burner

They aren't saying so in public, but some officials in Nixon administration favor creation of executive-branch agency to allocate spectrum and participate in making communications policy. This view coincides with one of main recommendations in report submitted to President Johnson last December by his Task Force on Telecommunications Policy but never released until Nixon administration put it out last week (see page 24). Officially, White House is withholding endorsement of task-force findings.

Strong start

Twentieth Century-Fox will announce this week what it will claim is biggest syndicated-TV sale ever—514 episodes of *Peyton Place* to Metromedia's WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles and KMBC-TV Kansas City. (Metromedia's San Francisco U is not included.) Last week Fox announced that *Peyton Place* would come off ABC for fall start in syndicated showings (see page 58).

Modern public service

Advertising Council is undertaking test of 30-second spots for its voluntary campaigns and is considering public-service piggybacks for future. Its 1969 traffic-safety kit will be mailed to broadcasters with 30's (plus traditional 60's and 20's) and questionnaire enclosed. Films are in labs now and will be sent out next month in time for Independence Day weekend safety drive. Questionnaire-post card will canvass stations on estimated number of times each length will have been aired. Council hopes short spots will increase volume of donated air time. Voluntary agency for National Safety Council Inc. is Needham, Harper & Steers, Chicago.

Ad council also is giving thought to approaching networks through its radio-TV committee on possibility of piggybacking public-service spots. Council would like to see such campaigns as forest-fire prevention and keep-America-beautiful running back to back.

Mission uncertain

Success of *Mission: Impossible* has created monster for Paramount TV, which produces show, and CBS-TV, which carries it. Real mission impossible has been to get production rolling for next fall in face of actors' demands for salary increases ranging up to 100%. (Production costs have already been going over \$175,000 budget.) As situation now stands, Peter Graves, Greg Morris and Peter Lupus of regular cast will be back for fall. Martin Landau may not, and his real-life wife, Barbara Bain, will stay or go with him.

Leonard Nimoy, recently of *Star Trek*, has been signed as guest star in opening two-part segment of *Mission* for fall, with options for several additional appearances. He's tagged as Mr. Landau's successor. Actress Dina Merrill may substitute for Miss Bain.

Matter of principle

Some CBS-TV affiliates think *Merv Griffin Show* has been turning blue too often since impending move to CBS has made it lame-duck production at Westinghouse Broadcasting. Their concern surfaced during closed session with network officials at annual convention last week. According to participants, this led to bantering exchange that appeared to satisfy as well as amuse. Inside account of exchange: When affiliates expressed hope network's program-practices people will keep eye on show's content and clean it up if necessary, program vice president, Mike Dann, said: “I won't let them.” President Robert D. Wood replied: “I will.” Mr. Dann countered that “I never argue with the network president,” but Mr. Wood had last word: “Whoever the network president may be.”

First dip

Reports persist that Hershey Foods, Hershey, Pa., may be planning its first use of TV next fall by buying regionally. Account people at Ogilvy & Mather, New York, Hershey's agency, say they cannot confirm reports, but neither will they deny them.

**You support
eight million people
on welfare.**

**And the way things
are going, your children
will be supporting theirs.**

Originally, welfare was a solution to a problem. Today it's a problem in itself.

It has reached the point where, if a person is born on welfare, he will probably die on welfare.

And ten years from now, things could be worse.

That is why Group W's Urban America Unit prepared the 90 minute documentary, "The Shame of Welfare."

First, it clears up some popular misconceptions. For instance, the majority of Americans on welfare are not black. They're white.

Then, the documentary shows how the present system has become obsolete over the years. How billions of dollars are spent every year merely to keep millions of people living in abject poverty.

But we do more than show the ugly side of welfare. Much of the program is spent discussing solutions

to the problem. The kind of solutions that would replace our disintegrating welfare system before it disintegrates totally.

"The Shame of Welfare" is just one of 52 prime time specials Group W is presenting on its five television stations this year.

Each week, we're trying something different. A special on culture and the arts. A special on the news. A special to make you laugh. A special to make you think. And, perhaps, act.

We've undertaken this kind of programming because there are a lot of problems facing this country.

And we believe a broadcaster's responsibility is to be part of the solution.



WESTINGHOUSE BROADCASTING COMPANY
WBZ - WBZ-TV BOSTON - WINS NEW YORK - KYW - KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE - KDKA - KDKA-TV PITTSBURGH - WOWO FT. WAYNE
WIND CHICAGO - KPIX SAN FRANCISCO - KFWB LOS ANGELES

Cable television industry's push to ease present and proposed FCC regulation opens on Capitol Hill, with new legislation a possible result, and task-force report looming in background. See . . .

Will task-force report help CATV's? . . . 19

Five months after its completion, Johnson administration's task force report on communications policy is released—but White House withholds endorsement, says report was issued to promote "discussion." See . . .

Task force study finally reaches Hill . . . 24

Automated monitoring service to verify quality and on-air performance of television commercials is a near-reality, with International Digisonics Corp., as prime mover. Next question: Can system get FCC approval? See . . .

IDC looks for FCC green light . . . 28

On same day that Cigarette Labeling Act expires, Federal Trade Commission will meet to establish toughest "death warning" yet—to appear not only on packs, but in all advertisements. See . . .

FTC moves in like lion on cigarettes . . . 30

CBS affiliates' convention in New York features upbeat reports on sales, programs and growth prospects of television, with only one dark element on horizon: prospect of tougher government regulation. See . . .

Prosperity is theme at CBS-TV . . . 34

Federal courts are now last hope for WHDH Inc., in its bid to keep Boston's channel 5, as FCC denies petitions for reconsideration of its unprecedented decision to grant facility to competing applicant. See . . .

FCC closes the door on WHDH . . . 42

FCC approves nearly \$9 million in sales: Starr Broadcasting acquires WBOK New Orleans, WLOK Memphis, KYOK Houston and KXLR North Little Rock, Ark.; Taft Broadcasting gets WIBF-TV Philadelphia. See . . .

Five station sales win FCC nod . . . 46

Rising costs will keep CBS-TV away from 1972 Summer Olympics and may keep it from renewing National Hockey League games—but costly pro football is still on for 1970, according to William MacPhail, network's vp-sports. See . . .

CBS will have football in 1970 . . . 52

ABC will enjoy record second-quarter earnings and generally better year in 1969, with O & O's leading broadcast-division revenue, ABC President Goldenson tells affiliates at company's annual meeting. See . . .

ABC earnings soar into 1969 . . . 59

Striking new station architecture, reflecting television's uniquely contemporary identity, begins to appear as broadcasters abandon old, cramped studios and look for newer quarters. Special report tells the story. See . . .

Radio-TV builds image into the skyline . . . 64

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Broadcasting

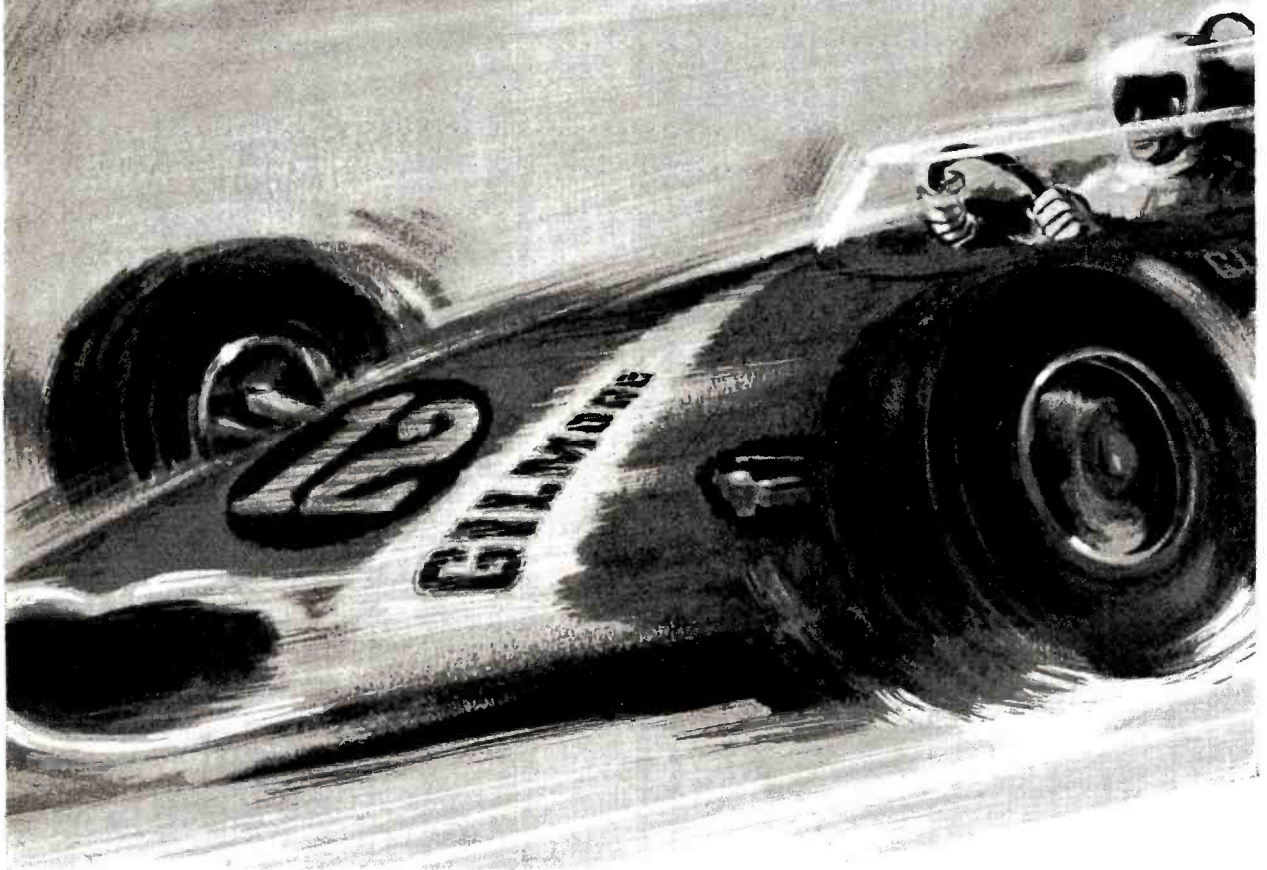
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GILMORE

Where the excitement is!



For the third thrill-packed year Gordon Johncock and Gilmore Broadcasting are partners on the championship car racing trail. Johncock, one of the nation's leading drivers, has been setting records across the country in his Gilmore Broadcasting Specials. Linked to trackside reports for race after race, the Gilmore stations are fanning the enthusiasm of the fans at home.

Building audience excitement to the thrills of America's fastest growing spectator sport is characteristic of the Gilmore spirit in broadcasting. In Harrisonburg, Evansville and Joplin viewer loyalty grows. Advertiser support flourishes.

In sports as in all programming, the Gilmore stations build their success on involvement. *That's where the excitement is.*



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

Commissioners fume

Citizens group's effort to take channel 11 away from WPIX(TV) New York is generating considerable controversy within commission.

Chairman Rosel H. Hyde, in unusually strong statement, accused Commissioner Nicholas Johnson of having attacked integrity of his fellow commissioners in statement on case.

Commissioner Johnson denied it and, in turn, suggested commission's staff had acted on WPIX license renewal with unusual haste (see page 41).

This, in turn, produced unusual retort from member of staff. George Smith, chief of Broadcast Bureau, said suggestion staff had proceeded in unusual manner on WPIX case was "untrue."

Meanwhile, commission on Friday (May 23) released public notice announcing renewal by staff, under delegated authority, of WPIX and other New York and New Jersey stations, whose licenses expire May 31.

Forum Communications Inc., composed of New York area residents, filed its application for channel 11 on Thursday, same day staff action was actually taken. Question as to whether Forum application was thus filed too late has not yet been resolved at commission.

Chairman Hyde made his statement Friday in concurring in commission's Thursday decision to deny Forum's petition for "safe period" in which to file application. Forum had said it would not be able to complete application until May 29 (BROADCASTING, May 19), but filed it May 22.

Chairman Hyde said that Commissioner Johnson, in dissenting to that commission action, had attacked integrity of commission members after failing to persuade commission "to defer orderly renewal of a broadcast station license" so that competing application could be filed.

Chairman Hyde also defended commission's decision to adhere to cut-off date on filing of competing applications. To grant waiver in case where no reasons for it are advanced would mean there is presumption in favor of encouraging competing applications—"that our cutoff procedures are meaningless," he said.

Commissioner Johnson, who in dissent said commission had denied Forum petition in order "to serve the economic interests" of favored broadcast licensee, responded to chairman in "addendum" to that dissent. He said he "never—certainly never intentionally—engaged in

ad hominum arguments or hinted at lack of personal integrity."

He also disputed argument that granting Forum's petition would amount to "encouraging competing applicants. To suggest that any commissioner has encouraged such applicants," he added, "is, most charitably, misleading."

He said that commission's Broadcast Bureau had "flouted" instruction to process WPIX in normal course of commission business.

Mr. Smith, however, said it was "not true" processing of June 1 renewals was unusual. He said batches of renewal applicants in last four renewal periods had been granted before license-expiration date.

Mr. Smith said that by May 14 bureau had completed processing of 175 New York and New Jersey renewal applications, and found them to qualify for grants.

"I reported to the commission on May 21 [Wednesday] that those 175 applications had been or were in process of being granted," he said. "And of the 175 applications, WPIX's was one."

Cable impact shown

UHF operator gave House Communications Subcommittee facts and figures Friday (May 23) about inroads on audiences and income caused by CATV penetration. At hearing earlier in week cable spokesmen held damage by cable to broadcasters was unproved and at worst only potential (see page 19).

David Baltimore, vice president and general manager of WBRE-TV Scranton-Wilkes Barre, Pa., said his area's TV market had slipped in rankings from 44th, during early '60's, when cables offered five channels, to 58th in 1967, when cables expanded to 12-channel capacity. "Viewer surveys," he said, "indicate that loss of rank is attributable to impact of cable television."

Area's stations are competing in cable homes with New York and Philadelphia TV programs, he explained, adding that if those homes were all to watch network fare on local affiliated stations which offer full service, ARB rank of market would change from 59th to 45th, worth "a 50% difference in revenues."

Furthermore, he said, "Elimination of this type of fragmentation not just in the Area of Dominant Influence, but throughout the areas within the stations' grade A contours, could deliver another 50,000 homes, and raise the market to 34th."

Hearing's last-day session for week

also heard James E. Kolls, director and 15% stockholder of cable system serving Owensboro, Ky., say "all but 80 of system's subscribers disconnected" when system stopped carrying Louisville, Ky., signals as result of FCC regulation.

Financially pressed system attempted to gain retransmission consent, as contemplated in FCC interim rules, he said, but got flat turnaround from one station (WAVE-TV Louisville), jointly owned with Evansville, Ind.

Another station for which retransmission rights were asked, WSPD-TV Paducah, Ky., Mr. Kolls testified, said it couldn't give consent because it didn't understand commission's rules. Two other Louisville stations, WLKY-TV and WHAS-TV, he said, expressed desire to cooperate and referred cable system to "some 33 separate organizations."

Closes Telesystems buy

Cox Cable Communications Inc., Atlanta, reported Friday (May 23) that it has formally completed acquisition of Telesystems Corp., Philadelphia, cable system with around 58,000 subscribers in 29 communities. Acquisition brings total subscribers to 165,000, Cox said. Cox bought Telesystems for one million shares of common stock, with market value of about \$19 million. Agreement in principle was reached in March.

Challenges hunger show

CBS-TV documentary, *Hunger in America*, which has triggered congressional criticisms and praise since its first showing in May 1968, was taken apart practically frame by frame in report of investigators for House agriculture appropriations subcommittee. Probe was conducted by FBI agents on loan to panel (BROADCASTING, Dec. 16, 1968).

Subcommittee Chairman Jamie L. Whitten (D-Miss.) released secret report Friday (May 23) "to indicate complete lack of objectivity in these TV programs on alleged hunger conditions."

CBS News President Richard S. Salant late Friday entered strong rebuttal, charging focus on expensive investigation should have been on underlying problem, not news coverage of it.

In report on recommended appropriation, congressional panel said malnutrition exists and should be countered, but challenged assertions that "Americans went to bed hungry."

Sore point with hunger-district congressmen was CBS sequence showing baby "dying of starvation." Principals in filming of sequence were tracked

Week's Headliners



Mr. Russell



Mr. Birn



Mr. Day

Edward T. Russell, executive VP, Doyle Dane Bernbach, New York, named president of Doyle Dane Bernbach International. Post is newly created. In addition to his overseas title and responsibilities, he will continue as executive VP of parent company, as well as management supervisor and member of board and executive committee.

Jerome F. Birn, executive VP and creative director of Tatham-Laird & Kudner, New York, given additional duties as chief executive officer of agency's New York office. In latter capacity, he assumes responsibilities of **C. R. Standen**, board chairman, who will concentrate on future growth, diversification and client activities. Mr. Birn, with TL&K for 13 years, was elected to board of directors in 1961, executive

committee in 1965 and executive VP in 1968.

James Day, president of noncommercial KQED(TV) San Francisco, to become president of National Educational Television. Mr. Day will succeed John F. White, who announced his resignation in March to become president of Cooper Union for the Advancement of Science and Art in New York (BROADCASTING, March 17). Dr. Day has been general manager of KQED since 1953 and became president in 1967. He began broadcasting career in 1946 with NBC-owned KPO (now KNBR) San Francisco. He later served as civilian radio specialist with allied occupation forces in Japan from 1949 to 1951, and as deputy director of Radio Free Asia, San Francisco, for two years.

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

down, report notes, and "underlying cause of death" was identified as "prematurity." Parents indicated mother had no nutrition problem; felt that premature delivery was triggered by mother's fall.

Mr. Salant cited praise of program and results it engendered by Democratic secretary of agriculture and Republican President Nixon, and said CBS would reinvestigate accuracy of charges, "which on their face seem to be minor."

CBS News president said he was "deeply distressed as a citizen to note that the resources of a congressional subcommittee and of FBI agents on loan to the subcommittee have been devoted to an attempt to attack our broadcast and to minimize the problem of hunger in America, instead of to a solution to the problem. . . ."

On side of angels

FCC Commissioner Nicholas Johnson, in dissenting statement made public Friday (May 23), said that commission's conclusions in controversial

WBBM-TV Chicago pot-party case were "at least journalistically unwise, and may even be unconstitutional." He said commission "should bend over backwards to encourage courageous investigative journalism—not reach out to stifle it."

Mr. Johnson dissented to decision issued earlier this month in which commission ruled that two-part film of Northwestern University students smoking marijuana, *Pot Party at a University*, should not have been presented because it involved "inducement of the commission of [a] crime. Commission took no action against CBS, station's licensee, but called for stronger policies to govern investigative reporting (BROADCASTING, May 19).

In 46-page dissent, Mr. Johnson said commission has failed since its inception to "evolve rules and standards for proper licensee behavior in the area of investigative reporting."

Although he denied that government is forbidden from any actions involving verbal expression, Mr. Johnson said any guidelines to be formulated on in-

vestigative reporting should begin with "clear" principle that "freedom of the press covers all aspects of newspaper and broadcast journalism—from the initial process of news gathering, to the eventual printing and dissemination of that news."

Radiation call

Failure of Department of Health, Education and Welfare to establish standards to control radiation from color television sets brought criticism from House Commerce Subcommittee on Public Health and Welfare in hearing Friday (May 23).

Representative Paul G. Rogers (D-Fla.), who presided, told Chris Hansen and Dr. Robert Elder, witnesses representing HEW's Environmental Control Administration, that "you can't move until you set standards, and industry does not have to do anything until those standards are set."

Congressman Rogers accused HEW representatives of "not protecting the American people according to the law" and urged them to establish advisory council quickly to establish guidelines. Law is Public Law 90-602, Radiation Control for Health and Safety Act of 1968, result of earlier congressional hearings.

Mr. Hansen testified that progress has been made, especially in establishment of standards for testing. He said he saw no need for additional government action because of success of voluntary enforcement.

J. Edward Day, special counsel to Electronic Industries Association, Washington, told subcommittee that television manufacturers have "for an extended period of time been producing sets which are well within recommended standards of permissible radiation," and that they are expanding their efforts to "perfect technical improvements which will further minimize any possibility of significant radiation."

New pact approved

Major film producers in both television and motion pictures and American Federation of Musicians have new three-year labor contract. Results of vote on new motion picture/TV film agreement showed 349 AFM votes for contract and 33 votes against it.

As result of new contract, which runs through April 30, 1972, wage scales for AFM members increase 12%, effective May 1. Additional 5% increase becomes effective May 1, 1971. Contract calls for guarantees against musical variety shows to be produced under film agreement. Instead, musical variety shows will be governed by AFM's contract with major TV networks, which was ratified late last year.



HUEY'S HEROES

A. J. Foyt
Dan Gurney
Mario Andretti
...and Hal Mayfield

Ward Huey, WFAA-TV's general sales manager, isn't really a hero worshipper. It's more a matter of respect for ability, and admiration for spirit of competition.

Hal Mayfield comes closest to being a hero at WFAA. Driving his Alfa Romeo Giulia Sprint GTA, he's competed at Sebring, Marlboro and a number of other Trans America Endurance SCCA races.

People with ability and competitive spirit are winners. It shows in everything they do. Like Hal Mayfield, WFAA-TV Regional Sales Manager.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News. Represented by Edward Petry & Co., Inc.

Datebook

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

■ Indicates first or revised listing.

May

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

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 6-8—*North Dakota Broadcasters* spring meeting. Medora.

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

■ June 7—*Radio-Television News Directors Association* regional conference. North Court, Seattle Center, Seattle.

■ June 7—*Radio-Television News Directors Association* regional conference. KLZ Radio-TV Communications Center, Denver.

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 Bureau of Advertising, New York; Milton Fruchtman; executive producer, Capital Cities Broadcasting, New York; 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 11-13—*Montana Broadcasters Association* annual convention. Many Glacier hotel, Glacier National Park.

■ June 11-12—Spring meeting of *Montana Broadcasters Association*. Speakers include Elmer Lower, ABC News, president; George Bartlett, vice president for engineering, National Association of Broadcasters; Roger Mudd, CBS News correspondent. Prince of Wales hotel, East Glacier.

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 Vail, Vail.

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—*Radio-Television News Directors Association* regional conference. WTVJ (TV) Miami studios.

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. Bart-

ley; 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 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—Annual meeting of *Virginia Association of Broadcasters*. Holiday Inn, Afton Mountain.

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

■ June 21—*Radio-Television News Directors Association* regional conference. AP Building, New York.

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*

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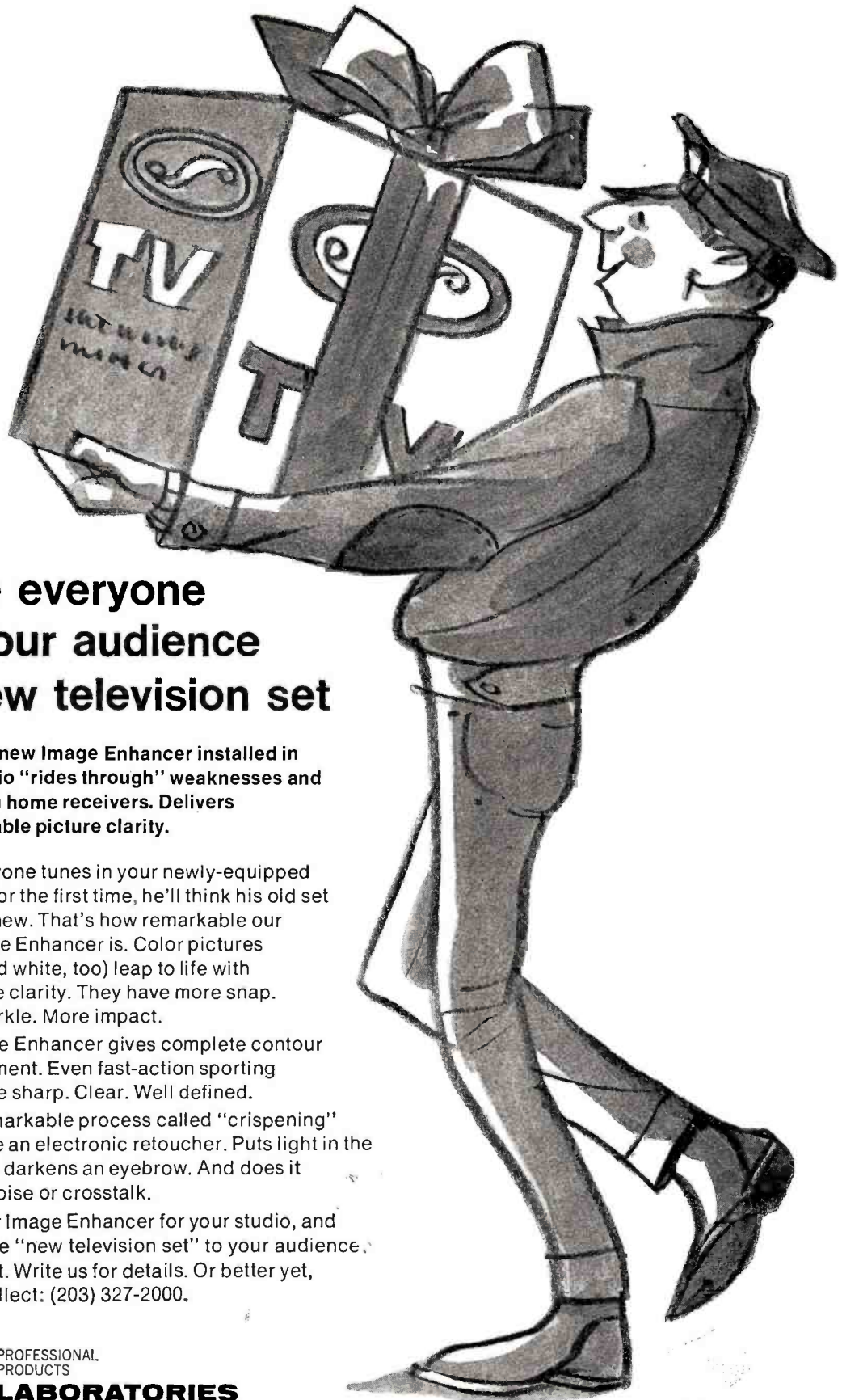
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Television Bureau of Advertising regional sales clinics:

- 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.

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.

June 28—*Radio-Television News Directors Association* regional conference. Koma Kai Club, San Diego, Calif.

June 28—*Radio-Television News Directors Association* regional conference. WAVE-AM-TV Louisville, Ky., studios.

June 29-July 2—*American Advertising Federation* convention. Speakers include Donald M. Kendall, president of Pepsi Co. and AAF Chairman Walter Terry and President Howard Bell. Waldorf-Astoria hotel, New York.

July

July 2—New deadline for reply comments 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 19—*Radio-Television News Directors Association* regional conference. Duluth, Minn.

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.* Speakers include FCC Commissioner H. Rex Lee. 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

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of Radio-Television News Directors Association. Statler-Hilton hotel, Detroit.

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of Society of Motion Picture and Television Engineers. Century-Plaza hotel, Los Angeles.

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.

ing. Shoreham hotel, Washington.

Oct. 20-23—Fall conference Electronic Industries Association. Los Angeles.

November

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

Nov. 19-21—Convention of Television Bureau of Advertising, Statler Hilton. Detroit.

December

Dec. 7-10—Sixtieth annual meeting of Association of National Advertisers. Camelback and Mountain Shadows Inn, Scottsdale, Ariz.

BookNotes

"National and International Systems of Broadcasting: Their History, Operation and Control," by Dr. Walter B. Emery. Michigan State University Press, East Lansing, Mich. 752 pp. \$12.50.

Written by a long-time student as well as professor of international broadcasting, this volume represents the author's attempt to analyze in some depth the important broadcasting systems in all parts of the world, and to explain their origin, development and present operation. A global study with emphasis on managerial and regulatory aspects of radio and television, both national and international, it also covers the quan-

titative dimensions of the media and describes in detail their programming.

Leading off with a "rationale" of the American broadcasting system, the author compares U.S. and Mexican systems. He then explores the important aspects of the media in each country in relation to its historical, economic, social and political developments. In a foreword FCC Chairman Rosel H. Hyde says this well-documented book, "the result of four years of research and writing by a recognized scholar, contains much information that should be of value to broadcasters and students of broadcasting throughout the world."

OpenMike

Thanks from Red Cross

EDITOR: Your help during this year's campaign is more than appreciated. Your [full-page ad in BROADCASTING May 5] serves as a reminder to radio and television people of the work of the American Red Cross. This year's financial requirements have reached a record high of \$128 million. It is through the assistance of this industry that we are able to reach our contributors so effectively.—James F. Collins, office of the president, The American Red Cross, Washington.

Three superfluous words

EDITOR: A minor case of whiplash resulted when I turned from page 25 to page 26 of your May 12 issue and found the story didn't carry over.

Please complete the printing of this article ("A Middleman to Cut Commercial Costs"). I found it fascinating . . . and the suspense is killing me.—Lieutenant William B. Lenz, chief, radio-TV branch, office of information Tactical Air Command, Langley Air Force Base, Va.

(The article was to have ended on the pre-

ceding period. However, in making the correction, the printer picked up the extra three words that hang at the end of the line.)

A 'perceptive' look

EDITOR: Please accept my compliments for an exceptionally well done special report, "A Look at Those Broadcast Reformers" (BROADCASTING, May 5). Steve Millard, your staff writer whose name appears at the end, is to be congratulated on a very interesting article. His conclusions seemed most perceptive. I hope to see more of this kind of interpretive work in BROADCASTING.—F. Leslie Smith, assistant professor, University of West Florida, Pensacola.

Putting the record straight

EDITOR: In connection with the May 5 article on the American Women in Radio and Television, Dorothy Richey was not elected southwestern area vice president; she is a director-at-large for the southwestern area. Mrs. Mary Denman, KENS-TV San Antonio, Tex., is the area vice president and has another year to service.—Flo Jamison, AWRT, San Antonio chapter.

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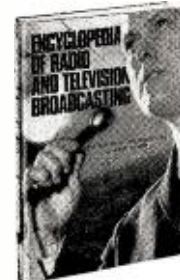
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Syndication as a source of innovation

As a programmer in an agency deeply involved in syndication (*The All-American College Show* in 60 markets for Colgate, plus other projects in development), I've been interested in recent trade articles regarding the upsurge of new programming for syndication.

The emphasis in these pieces is on advertiser interest and involvement. It is informative, in addition, to analyze why it's happening and what the significance is, not only to advertisers but to stations, program packagers and producers, and even networks.

This rebirth of original programming for syndication—practically dormant for about 10 years—is attributable to a combination of circumstances:

- The proliferation of stations with the emergence of many strong UHF outlets across the country.

- The programming by the networks of seven movies per week, skimming the cream off what was once an exclusive syndicated program form.

- The desire on the part of many advertisers to control their own programming destinies—not possible on network because of cost and/or network policies.

- The giving back by ABC to its affiliates of an hour of prime time plus an hour and a half of daytime.

- The dearth of off-network hit shows with enough episodes to allow a local station to strip them, a la *Perry Mason*, *Run For Your Life*, etc.

- The general sameness and dullness of network programs, outside of specials, sports and news, giving the independents an opportunity to reach for larger shares in their markets.

The combination of these and other factors has created a demand for new syndicated ideas, and I guarantee that the buyer will soon have much to choose from.

What I'm looking forward to is the return of independent producers, most of whom disappeared when the networks went largely to film, and therefore to deficit financing. This has forced out, to a great degree, the independent and strengthened, as a program source, the big studio operations—Universal, 20th Century-Fox, etc.

I'm all for the guy with the idea he created and believes in. If he gets the opportunity to go on the air, he gives the show tender loving care, all of his

time—some of his blood—and that's how hits are made.

Right now I notice quite a few old network game shows being revived for the syndicated market. Freshened up, they may do all right, but I don't think this is the way syndicated programming should or will evolve.

As more new material becomes available to the market, I think stations will become more selective and reject the retreats in favor of new ideas and new forms.

As long as the demand is there, there are people with ideas to fill the vacuum. Budget limitations will not inhibit, but stimulate, innovations in programming. The audience really doesn't care how much a show costs; it just wants to be entertained or informed.

If, as I predict, syndication breeds program innovations, it's bound to have some influence on the networks. The move of *Merv Griffin* from syndication to network is the kind of thing I see happening with more frequency in the future—and perhaps by design.

Why not use syndication as a farm system for network programming? Why not develop new forms, new stars, and new creative people where the pressures are less and where experimentation in format, time period, promotion, etc., is possible?

Early television programming, when it was live, had the tremendous advantage of being fixable from week to week. Today, with film, your fate is sealed in the cans with the 10 episodes you've shot before you go on the air.

The critics of the television medium keep asking the networks to make it

better. The networks respond by making it longer or bigger and more expensive.

The whole process of program development is currently under the complete control of the networks. No producer in his right financial mind would dream of making a pilot without at least partial network financing. He then has their money and their "involvement."

As bright and as nice and as talented as the programming people are at the networks, they are not infallible. It goes without saying that with another big customer—syndication—the producer has another crack at getting a show on the air; and if the market grows, he may start financing his own pilots as he did when he had network clients and stations as prospects.

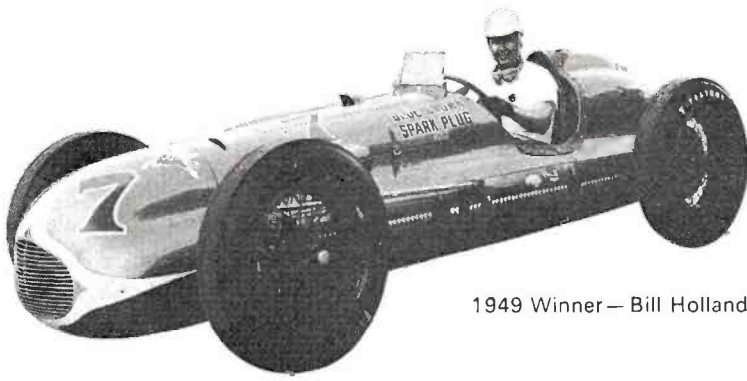
When, and if, that happens we'll see a variety of programming ideas. Much of it will be another version of *I Love Lucy* or whatever the model is for a program category, but every once in a while there will be a gem—a new personality, a new format, or an old format with a new twist—that makes it all worthwhile.

The viewing public casts its vote when it makes *Laugh-In* the number one show. They're saying: "Make it different."

I believe that the next "different" programming will come from syndication. It's less structured and will demand more creativity to overcome budget and competitive problems. When the successful shows emerge, they will feed back into network and, lo, a new cycle will have begun.



Mitchell (Mickey) Johnson was an actor in vaudeville and in night clubs who entered radio in 1945 as a writer and moved to writing for movies (Hal Roach Studios) one year later. He joined William Esty Co., New York, as a programming executive and eventually became vice president-director of programming in a 14-year Esty association; spent two years with MCA-TV as vice president in charge of New York production and sales, and 18 months ago joined Norman, Craig & Kummel, New York.



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When you want in on Indy.





Closer to home

Assuming its share of the responsibilities for informing the public on the status of black people, the Fetzer television station in Kalamazoo produced a timely documentary. The program explored the current and future opportunities in employment, housing and education for black citizens in five major cities served by the station. Programmed in sequence with the network series "Of Black America," it did what no network program could do: focused on the problem right at home.



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WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

Will task force report help CATV's?

**Neither Johnson nor Nixon endorse study;
Macdonald vows hearings will result in new legislation**

The CATV industry's big push to cut down to size the FCC's cable TV regulations—and what it considers even harsher, the proposed new rules—opened up on Capitol Hill last week before Representative Torbert Macdonald (D-Mass.) and his House Commerce Subcommittee on Communications.

The opening skirmishes saw few casualties and little blood. The hearings are expected to resume next month, either the week of June 9 or 16, with CATV's heavy artillery promised, as well as some counterfire by broadcast groups, particularly the Association of Maximum Service Telecasters.

At the week's end, Chairman Macdonald insisted that some sort of legislation will result from the hearings, although he would not suggest what direction the legislation might take.

Even so, he declared that there will be a bill following the conclusion of the hearings and that he will submit it and fight for passage by the parent committee and by the House.

Despite CATV's expectations heralding the release of the communications policy study by the task force appointed by President Johnson (see page 24) and its highly sympathetic approach to CATV, Eugene V. Rostow, former undersecretary of state and chairman of the task force, told the subcommittee that he accepted "at face value" FCC Chairman Rosel H. Hyde's declaration of intent to encourage the development of cable television, while making sure CATV's growth does not harm free, over-the-air broadcasting. But, Mr. Rostow added, he and the task force consider some of the commission's policies for cable "unnecessarily restrictive."

The task force report, which CATV proponents had hoped would produce a breakthrough in their favor, was finally released officially, to little fanfare. The report, produced by a 15-man board of sub-cabinet government officials after almost two years of work, never received any acknowledgement by former President Johnson, who

commissioned it, and carried a strong disclaimer of any backing by President Nixon.

Mr. Macdonald had announced at the start of the hearings last week that he had wired President Nixon asking release of the report. The report actually was released to Representative James T. Broyhill (R-N.C.), ranking Republican member of the subcommittee.

In his testimony Mr. Rostow said he would go even further than the task force in some regards. Personally, he added, "I am attracted to the notion of using some formula involving a target number of stations, perhaps three network affiliates and one independent, and where that target is met, then CATV should be allowed to operate with no special restrictions."

Much of the discussion revolved around the point of whether broadcast

stations, especially UHF outlets, needed protection from cable systems importing signals. Mr. Rostow said he couldn't agree with some who hold that there is no problem and that the matter should be left totally to the marketplace. "But the anxiety [expressed by broadcasters] has been exaggerated," he remarked. "There is a potential problem, but it's not a major problem at this point," he added.

Congressman Macdonald and Mr. Rostow agreed on the danger that temporary solutions can tend to become permanent solutions. Vested interests can be created by "temporary" rules, such as imposed by the FCC, Mr. Rostow said, and once established it is unfair to destroy them.

Congressman Lionel Van Deerlin (D-Calif.) asked Mr. Rostow if he "was surprised" that the commission issued its December CATV rulemaking proposals, which the congressman termed "180 degrees counter to the task-force proposals." Mr. Rostow said he wasn't surprised, that FCC Chairman Rosel Hyde had said the commission was moving along the lines suggested by the task force, of which Mr. Hyde was an ex officio member. But, Mr. Rostow repeated that he thought the restrictions were excessive.

CATV industry representatives agreed, hammering hard at what they termed the harsh limitations placed on CATV, which they described as a virtual freeze on cable TV growth.

Frederick W. Ford, president of the National Cable Television Association, in an outspoken criticism of FCC actions, focused on a charge that the FCC was attempting to apply Section 325(a) of the Communications Act, concerning "rebroadcasting consent," to the cable industry, in contravention of its own prior opinions and judicial rulings.

The idea that cable systems gain permission of stations whose signals they carry has a long history of repudiation, he charged. "It is my opinion," he said, "that the commission knows CATV cannot get program-by-program clearance, as the commission specifically requires,



Task Force Chairman Eugene Rostow (l) consults with Harley O. Staggers (D-W. Va.), chairman of the parent Commerce Committee before testifying for the first time on newly released report.

and, therefore, the CATV industry is solidly frozen."

Distant signals, he said later during questioning, "are the name of the game." By offering them, systems can grow by signing up news subscribers. Without them, the growth rate is slowed or stopped, he explained.

A purpose of the proposed rules, which are already in force he noted, may be to force CATV systems "to try to become fully competitive broadcast stations. That could be the purpose of all the confusion. That could be why CATV has been made so complicated. It is very difficult to regulate an entire industry when an agency has only negative authority and the courts are willing to give it all the rope it needs in which to become hopelessly entangled in a regulatory mess."

NCTA supports legislation, he said, that would give the FCC authority to require carriage of local signals and protect them against simultaneous duplication; to set technical CATV standards, and provide authority to ban the import of distant signals "upon a finding that a local station was failing as a direct result of such reception and distribution of such distant signals." All other regulations should be nullified, he said.

The record of the FCC's regulation of cable systems to date, he said, has proved that the commission "has forfeited the normal deference a congressional committee accords one of its agencies, and that Congress should peremptorily revoke the FCC's jurisdiction over cable television."

The commission, he added, "undoubtedly regards broadcasting as its major concern and of necessity considers

CATV as an interloper. We fear it always will." The FCC's regulatory functions should, he recommended, be transferred to the Commerce Department.

Subcommittee members immediately made it clear that they would not favor such a Draconian solution. Chairman Macdonald hinted that he could not go along with the Commerce Department suggestion. Representative James Harvey (R-Mich.) remarked that if "you don't like the decision of a judge, you don't say cancel the jurisdiction of the judge."

Much of the questioning dealt with copyright, although that matter is before the judiciary committees of the Congress. The cable industry is willing to pay a reasonable fee, based on a compulsory license, Mr. Ford told the subcommittee, but once a system pays copyright it should be able to do what it wants with the program material, including importation into any size market.

Irving Kahn, president of multiple-CATV-owner Teleprompter Corp. which serves more than 120,000 customers in 60 cable TV systems, called on the subcommittee to limit the FCC in its regulation of CATV, to permit multiple ownership of CATV on a national basis (but he approved the move to ban cross-ownership of CATV and broadcasting in the same market), and to insist that no limitations be imposed on origination or the sale of commercial time.

In sometime caustic comments about the FCC—"arbitrary," "presumptuous," "fumbling, unenlightened and uneven regulatory morass"—Mr. Kahn stressed that CATV should be permitted to

measure its success or failure in the marketplace "as an effective new competitive force." This last he used in referring to cable TV vis-a-vis telephone companies.

Mr. Kahn also charged that the FCC, through its Dec. 13, 1968 proposals, was attempting "to utilize regulatory machinery . . . to circumvent the copyright question."

In urging that CATV systems be allowed to originate local programing and to sell time to advertisers, Mr. Kahn commented, "commercial advertisements on cable TV channels can perform a public service if they permit these small merchants or businessmen to reach their own publics."

Responding to subcommittee members, Mr. Kahn emphasized his belief that the FCC should establish broad, general guidelines, but let local municipalities specify the details of the CATV service they want.

Mr. Kahn also foresaw the possibility of delivering newspapers to homes over cable. He emphasized that this would result in no added expense to the subscriber; the newspaper channel would be leased to the newspaper which would bear the cost, he said.

Moses Shapiro, vice chairman and chief executive officer of General Instrument Corp., parent of Jerrold Inc., a CATV equipment manufacturer and multiple CATV operator, said the commission's rules "are killing us." Jerrold has laid off employees, cut back production and has on the presses this week a lengthy stockholders report explaining why earnings have not kept pace with revenues.

In his testimony he charged a complete absence of proof that any television station has been harmed by the operation of a cable system. Despite the lack of proof, he said, the FCC has told CATV to stay out of the top-100 markets.

"Look at how topsy-turvy this is," he said. "In the smaller markets where the local stations are presumably least financially secure or profitable, CATV has been in existence in force . . . but over these years there is no evidence of unfair competition, adverse impact or competitive disadvantage. None."

The major issue affecting the construction of new CATV systems is whether or not distant signals can be imported, he said. "That's the name of the ball game."

The FCC majority attitude and approach, he concluded, "makes it mandatory for the Congress to act."

Representative Samuel S. Stratton (D-N.Y.) told the subcommittee that his district had no TV station but gets marginal TV service from Syracuse and Rochester. Most of the TV in his area, he noted, comes via CATV.

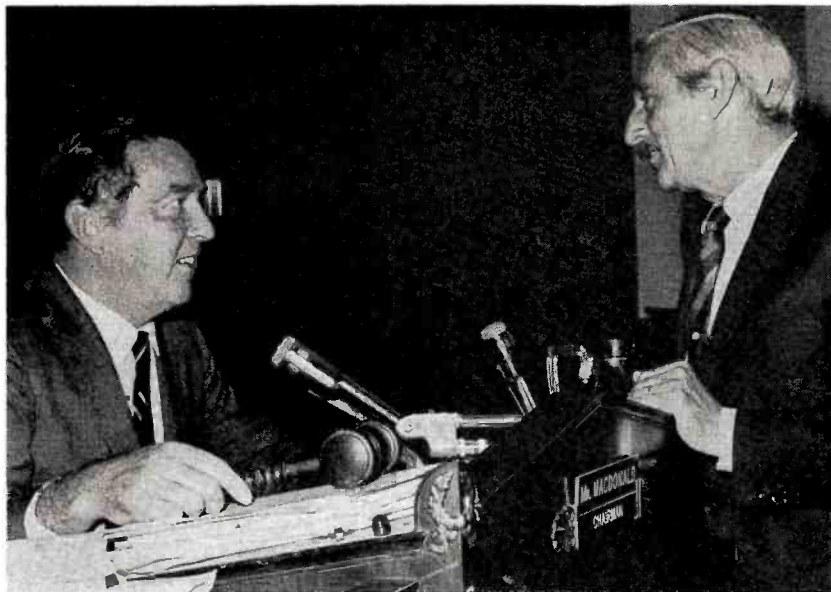


FCC Chairman Rosel H. Hyde (r) appeared before the subcommittee on

Monday with commission counsel, Henry Geller, as the panel began probe.



Irving B. Kahn, president of Teleprompter Corp., testified on big-city cable.



Subcommittee Chairman Torbert H. Macdonald (D-Mass.) gets a preview of testimony from president of General Instrument Corp., Moses Shapiro (r).

Also in his district, he said, was Taco Inc., at Sherburne, N.Y., which found it necessary to release half of its 1,000 employes when the FCC issued its proposed new rules last December. Taco is owned by Jerrold.

Mr. Stratton is the author of three bills—H Con. Res. 205 and HR-10268—which would rescind the FCC's December proposals and its interim procedures, which the congressman called "incredibly almost exactly the same as the proposed permanent rules"—and HR-10510 which would limit FCC regulation in CATV field, by (1) establishing "reasonable" standards for technical operations and reporting by CATV systems; (2) require CATV systems to carry programs from all TV stations in its "immediate" area; (3) prevent CATV systems from carrying programs outside its area that duplicate programs being carried simultaneously by local TV stations, and (4) provide procedures to protect a local TV station which feels threatened with "bankruptcy" at the importation of distant signals by CATV into its area. HR-10510 would also nullify existing FCC rules and regulations dealing with CATV.

The proposed new rules for CATV, Mr. Stratton said, would in practice result in either halting all further growth or would give broadcaster "free rein" in setting his fee for individual CATV systems. Also, he termed the proposed new rules as "clearly biased against CATV and in favor of the broadcasters."

Among the dozen mayors and city officials who testified to their need for the unleashing of CATV by the FCC, two made significant points.

Charles E. Barnhart, vice chairman of the Albuquerque, N.M., city commission, testified that the city stood to realize an estimated \$575,000 a year from the tax on gross receipts of the franchised CATV system. The cable TV system is stymied, he said, because the FCC's rules forbid the importation of Los Angeles programs. Mr. Barnhart agreed that Albuquerque TV viewers can see off-the-air, without problems, that city's three commercial and one educational TV stations.

The need for local TV communications to city residents during racial unrest was stressed by Trenton, N. J., Mayor Carmen J. Armenti. Trenton, 30 miles north of Philadelphia and 60 miles south of New York, does not have a local TV station. After making a grant to Teleprompter Corp. last year, and providing in the ordinance that both Philadelphia and New York signals be carried, two Philadelphia stations objected. Also the FCC's Third Report proposals would limit Trenton to Philadelphia signals only. Under this condition Teleprompter told the city it could not market a service that provides only what Trenton viewers already receive off the air.

Mayor Armenti noted that the CATV franchise with Teleprompter provides free channels to schools, hospitals and municipal agencies and an emergency warning channel. It was this type of facility, permitting immediate confrontation between city officials and city residents, that was absent during the racial disorders in the city last year.

"Even now," the mayor said, "we are experiencing agonizing racial strife in our high schools requiring nearly my full time in negotiations. But I have no

means of reaching the homes and families of these students, except by routine parents meetings. . ."

Dr. Harold J. Barnet, professor of economics at Washington University, St. Louis, testifying as a consultant for NCTA, told the subcommittee, that because of the key role of television in society, "we cannot be satisfied with the present U.S. television service." The reason for "program deficiencies" is not because of broadcaster incompetence, he said. "The difficulty is that, under present arrangements, there are too few television signals being delivered to homes."

He said that the FCC had been asking the wrong question: "How can we freeze the television situation so that over long-standing and long-frustrated hopes and plans for development of UHF and a fourth network may have opportunity of some day being fulfilled?"

The proper question for the commission, he suggested, is: "Is there any reason for obstructing development of a television phenomenon that immediately and still more, in prospect enlarges the volume and diversity of television services and for which benefits the beneficiaries are happy to pay?"

Witnesses defending the FCC's regulations aimed their arguments at two principal issues: that the commission's regulations and proposed rules are necessary to combat the unfair position TV broadcasters find themselves in, in competition with CATV, and the fear that CATV could easily turn into a gigantic, national pay-TV network.

FCC Chairman Rosel H. Hyde stressed that the basic purpose of the commission's regulations is to "inte-

N.Y. CATV, Garden make sports deal

Manhattan Cable Television and Madison Square Garden Center, New York have signed an estimated \$300,000, one-year contract for presentation of 125 sports events on the CATV's New York City system starting in the fall.

Principals of the two companies refused, however, to discuss the rights costs paid by Manhattan Cable for the package. Charles Dolan, Manhattan Cable president, said last week that revealing the rights costs "might set precedents that wouldn't be applicable in the future," for the contract is essentially experimental. Other sources estimated rights costs at \$300,000.

The programs will include home games of the New York Rangers hockey team and the New York Knickerbockers basketball team, college basketball games, boxing and wrestling matches, horse and dog shows, and ten-

nis and karate tournaments. Home play-offs of the Knicks were carried by Manhattan Cable in an "experiment" earlier this year (BROADCASTING, Feb. 3). The new contract does not interfere with WOR-TV and WHN broadcasts of the Knicks and Rangers games.

"No additional charge is made for the bonus programs," Mr. Dolan emphasized. The monthly service charge of \$5 plus \$1 for the use of the converter will remain the same, he said, and the company cannot seek advertising support. Under present city regulations governing cable franchises, the CATV operators are not allowed to carry commercials.

Manhattan Cable hopes to recoup the added costs through an increase in subscribers. Currently 13,000 homes are connected, with service available on request in 50,000 homes. Mr. Dolan projected subscriptions of 25,000 by October and 40,000 by April 1970, with a service potential of 150,000.

Manhattan Cable, 55% owned by

Sterling Communications Inc., also plans to microwave the Madison Square Garden presentation to other Sterling-owned systems now under construction on Long Island.

A new control room and four color cameras will be installed in the Garden by Manhattan Cable by September.

The CATV principals acknowledged they were negotiating with New York football officials to carry home games of the Giants or Jets. "Contracts with the network now preclude cable," Mr. Dolan reported, "but that may change in 1970." New pro football contracts will be written starting with 1970.

Four other cable systems outside New York City, and Teleprompter Corp., franchised in the northern half of Manhattan, also expressed interest in the sports package, a Garden spokesman noted. The terms of the contract with Manhattan Cable leave the Garden free to make similar arrangements with other cable companies in the New York area.

grate" CATV into the national television structure "in a manner which does not undermine television broadcast service and at the same time secures for the American people the greatest benefits of diversity which the new service offers." Mr. Hyde, flanked by Henry Geller, FCC general counsel, at the witness stand, time and again used the term "unfair competition" in explaining why the FCC must require CATV's to carry local stations and forbid them to duplicate the same program from distant markets. Also in the same vein, he referred to the fact that CATV could bring programs in from distant stations that local or nearby stations had bought from copyright holders—and that CATV pays nothing.

On a pro-CATV basis, he said, the commission proposes in its Dec. 13 rulemaking and inquiry to require CATV to originate local programs to serve as an additional or only outlet for local expression.

Also, he said, the FCC proposes to establish a "go-no-go" system on the importation of distant signals—such as 35-mile rule, and the prohibition on leapfrogging (CATV must take the nearest signal in a state or region, in preference to a distant signal far away).

In major markets, the whole thrust of the proposed rules is to protect UHF, he said.

Also the FCC must consider, he said, those who are not on the cable and cannot be at present—those who cannot afford payments, and those outside concentrated population areas.

Mr. Hyde said that after a couple of years of experience, the commission

decided to issue revised rules; the Dec. 13, 1968, proposal is the result. Basically, he declared, the new rules are designed to eliminate the unfair competition resulting from importing distant signals in the top-100 markets by requiring CATV's to secure permission of the station originating a program in order to carry a program within 35-mile radius of the principal market. This parallels, Mr. Hyde said, the retransmission rule (Section 325[a]) of broadcast regulations.

On interim procedures, Mr. Hyde claimed they provide a basic approach for handling requests for waivers under existing regulations. This is premised on the experience the FCC has had, he contended.

Chairman Macdonald noted that the May 16 revision had only four favorable votes, two dissents and one abstention. He asked: "How long will this report remain in effect?"

Mr. Hyde assured the subcommittee chairman that he expects the next step will be adoption of substantive regulations, following commission consideration of comments and replies.

Mr. Geller, in reply to questions about the charge that the Dec. 13, 1968 proposal and interim procedures did not permit interested parties to participate before issuance, claimed that technically, CATV operators and broadcasters are still operating under the Second Report and Order, but that the FCC's experience has given it the expertise to handle matters according to the outlines of Dec. 13, 1968 proposal.

Douglas A. Anello, general counsel of the National Association of Broad-

casters and the first broadcast industry witness, coupled CATV and pay TV as the ultimate result if cable TV is not rigorously regulated.

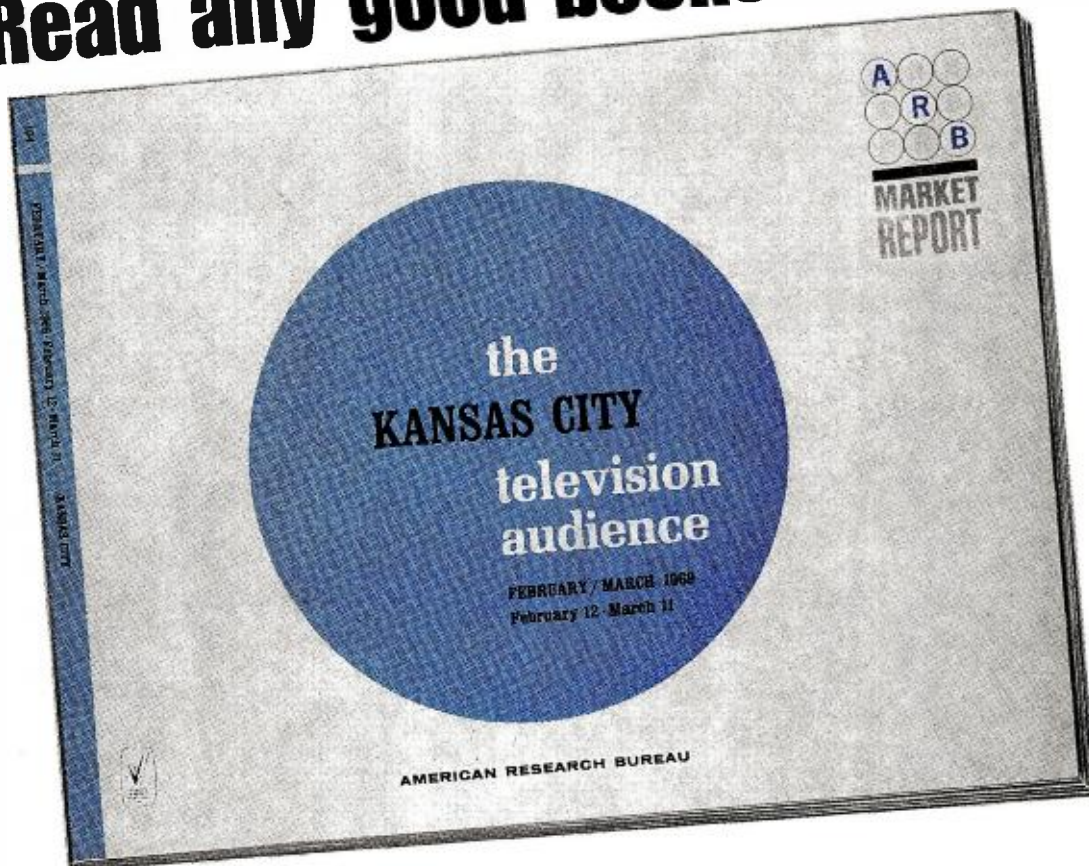
"The NAB believes, without qualification," he said, "that if either advertising or mass appeal programming is permitted to be originated by CATV systems, the inevitable result will be a system of CATV-pay TV which will cause a significant decline in the amount and quality of free radio and television on broadcasting available to the American public. If both advertising and mass appeal programming are allowed, the impact on free broadcasting service will be felt in the American home much sooner and with much more devastating effects."

He also stressed that CATV is using the very product [TV signals] that it wants to compete against. "We are not dealing here," he said, with an entity which produces its own commodity and strives to compete in the marketplace for that product. Rather, we are confronted with the unique case of an entity which uses the product of the very medium against which it is competing." And, again: "Broadcast television programs are the indispensable ingredient for CATV operation. If there were no television, there would be no CATV."

And he continued: "While we do not believe any form of pay TV to be in the public interest, to permit it to be built upon the back of free TV would constitute the most extreme form of unfair competition."

The commission, he declared, must keep a rein on distant-signal importation, otherwise the national table of TV

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allocations would be subjected to "abrupt and disruptive" influences.

"At its ultimate," Mr. Anello said, "the issue could well be whether service will be limited to programs originated in a handful of large cities and distributed by wire to those who can afford to pay or whether as many communities as possible should have the opportunity of enjoying the advantages that derive from having financially sound local outlets serving all the people."

Broadcasters, he stated, disagree with the FCC's plans to require CATV systems to originate programs. Origination should be voluntary, not mandatory, he said, and shall be on an unsponsored basis. And, he added, such originations must be limited to programs of a local public-service nature. He also termed "extremely premature" the FCC proposal that CATV systems be permitted to operate as a common carrier on those channels not used in bringing TV programs to subscribers.

"When the day comes when CATV has 10 million subscribers," Mr. Anello

told Representative Macdonald in reply to a question from the subcommittee chairman, "and it is getting \$5 a month from each customer (that's \$50 million a month), then the dangerous potential arises where CATV can outbid free television for sporting events, first-run movies and other entertainment programming."

At another point he told Representative Clarence J. Brown Jr. (R-Ohio) that he was sure that broadcasters, copyright owners and the CATV industry would be able to get together on copyright payments that would be agreeable to all. At that point, he said, the two most important issues between broadcasters and cable TV could become academic; they are, he said, the question of importing distant signals and the right of exclusivity for a program.

Among other critics of CATV was Judge Nat Allen, president of the National TV Translator Association, who not only inveighed against CATV ("cables are a regression; it's like General Motors advocating that we go back

to the horse and buggy"), but who was also sharp with television broadcasters. He claimed broadcasters should be filling in underserved areas or extending TV through translators.

"Of course," he said, "stations don't want to" because, he said, many have an interest in CATV systems and have "found out that there is more money to be made in cables than in broadcasting. . . ." He called on the committee to prohibit the common ownership of cable TV and stations.

Harold E. Wigren, educational television consultant for the National Education Association and president of the Joint Council on Educational Telecommunications, asked the subcommittee to approve legislation requiring cable systems to make 20% of their channel capacity available for educational uses. He said that some of the capacity that might be involved could be provided in areas of cable spectrum that would not interfere with regular viewing channels in the home, such as signals below channel 2.

Task force study finally reaches Hill

But White House withholds support, issues report to promote 'discussion'

Twenty-one months after it was commissioned and five months after it was completed, the Johnson administration's task force report on communications policy was released by the White House last week.

But the release was in response to insistent demands from Congress and was unaccompanied by any endorsement from the new Nixon administration. White House news secretary Ronald L. Ziegler said the release of the document was simply to provide a basis for "further discussion" of communications policy matters.

He said the report would figure in an "over-all review" of communications matters that has been undertaken by Dr. Lee DuBridge, the President's science adviser, and James D. O'Connell, director of the Office of Telecommunications Management.

The administration's position on the report was made even more emphatic in a letter Clay T. Whitehead, a White House aide, sent to Representative James D. Broyhill (R-N.C.), of the House Communications Subcommittee, along with a copy of the document. "I must emphasize that the administration in no way endorses the recommendations of the task force or its analysis of the issues," Mr. Whitehead said.

The release of the report provided

no new information. The document had leaked to the press, and was the subject of extensive coverage (BROADCASTING, Dec. 16, 1968). An early draft of the report had been available since September (BROADCASTING Sept. 9, 1968).

Congressional pressure for its official release, which has been building for months, reached a climax on Monday, when Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, wired President Nixon.

Representative Macdonald requested release of the document prior to the scheduled appearance before his panel on Tuesday of Eugene V. Rostow, former under secretary of state for political affairs, who was chairman of the task force (see page 19). Word that the report would be released was received shortly before 10 a.m. Tuesday. (The actual release of the report to Representative Broyhill left Representative Macdonald visibly annoyed. He felt it was "petty" of the White House to look for a Republican to whom it would send the document.)

The task force made a number of far-reaching, and controversial proposals:

It called for the creation of a cabinet-level agency with broad powers to

allocate the spectrum to both government and nongovernment users, a function now divided between the director of telecommunications and the FCC, to coordinate government research in spectrum problems and to provide technical assistance in connection with regulatory policy. Mr. Rostow, in his appearance before the Communications Subcommittee, said he would rank that recommendation as first in his order of priorities.

It said CATV can provide an "abundance" of channels, at relatively low cost, and suggested, without being explicit, that the FCC loosen some of its restrictions on CATV growth. CATV representatives have seized on this portion of the report in opposing commission proposals to regulate their industry.

It urged the commission to authorize the start of a pilot domestic satellite system and recommended that the Communications Satellite Corp. be authorized to operate it. But it said no commitment should be made as to who would eventually operate a permanent system. The commission has been struggling with the question of who should be authorized to operate a domestic system since 1965. Comsat two years ago proposed that it be allowed to establish a pilot program (BROADCAST-

**50 of television's toughest judges
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A hardnosed program manager does not lightly part with his money.

Nevertheless, 50 of these skeptics have already bought The David Frost Show. Making it the most successful talk-variety entry in the history of television.

They have good reasons for being open-handed.

For one thing, David Frost has passed the cruellest test an entertainer can face: making the British laugh.

But funny isn't all the man is.

As the world's consummate interviewer, he regularly corrals people you'd never dream of

seeing on a talk show. And gets them to say in public the kind of things they think in private.

Those talents have made

Frost number one on the English telly.

Now, The David Frost Show will be produced on this side of the Atlantic by Group W Productions.

Starting July, Frost and his extraordinary guests will be available in 250 new shows a year. In living color. For 60 or 90 minutes.

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You'll see how your tight-fisted compeers are getting their money's worth.

GROUP W PRODUCTIONS **GROUP W PROGRAM SALES**
WESTINGHOUSE BROADCASTING COMPANY

ING, April 10, 1967).

The task force, in a section that caused some concern among broadcasters, also suggested that executive branch agencies participate in commission proceedings involving the grant or renewal of broadcast licenses. The report said that agencies responsible for such matters as health, education and the improvement of race relations have a "legitimate interest" in the programming practices of licensees. The medium, the report noted, "offers significant potential as a support to a variety of governmental missions. . . ."

The general view on Capitol Hill was that the report would wind up as footnotes to studies still to be made. No hearings are even contemplated in the Senate on any aspect of the report. And congressional sources said that, as a practical matter, no substantive legislation could be enacted without strong administration backing—which is plainly lacking.

Mr. Rostow, however, in a private meeting with Representative Macdonald, offered his assistance to any effort to translate the report's recommendations into law.

But regardless of the fate of the report, he expressed pleasure publicly at the official release of the document, which has circulated privately all over Washington for months. Representative Macdonald put the same sentiment in a quip: "It no longer needs to be circulated in a plain brown wrapper."

Here's the record on FCC and CATV

Cable regulation came inch by inch to present status

Here's what all the CATV scrapping is about:

In 1958, following importuning of a number of television broadcasters who fearfully foresaw possible deleterious effects on their TV operations, the FCC considered and rejected the assumption of regulatory control over the burgeoning cable TV industry. The commission's reasoning was premised on its finding that CATV was not broadcasting, and therefore it (the FCC) had no legal jurisdiction. The following year, the U.S. Senate, by a single vote, failed to pass a bill that would have authorized the commission to assume jurisdiction over CATV.

Matters rocketed back and forth between broadcasters and CATV systems in various proceedings before the FCC for the next six years. In 1965, the commission, announcing that it had finally

determined that it did have authority to regulate CATV, issued what is now called its First Report. This applied only to those CATV systems that receive their TV programs by microwave relay—which, of course, had to be licensed by the commission.

In the First Report, the commission established what was to be the first of a series of requirements on CATV, principally that the CATV systems must carry local TV stations on the cable and that they must not duplicate, for at least 15 days, any program from a distant station that the local station also carried or planned to carry.

A year later, the FCC, asserting jurisdiction over all CATV, whether or not fed by microwave, issued its Second Report. This set of regulations that is still the foundation for CATV regulation—although a new proposal is outstanding—requires cable TV systems to carry the programs of (1) all stations providing a principal city grade signal to all or part of the CATV area, (2) those providing a Grade A signal to such area, (3) those providing a Grade B signal to the area, and (4) all 100-w translator stations in the CATV's community—in that order.

The 1966 rules also provide that no cable system operating within the Grade A contour of any TV station in the top 100 markets may bring in the signals of any station that would extend that station's coverage beyond its Grade B contour, unless, after a hearing, the commission decides that this is in the public interest. CATV systems operating before Feb. 15, 1966, were exempted from this rule, as were those systems serving fewer than 50 subscribers or those serving one or more apartment houses under common ownership.

Last year, following a U. S. Supreme Court decision upholding its authority to regulate cable TV, the FCC in mid-December issued what is now known as its proposed Third Report. At the same time it instituted certain of these proposals into what is called interim procedures which, according to CATV proponents, in effect put a freeze on CATV growth.

In this latest proposal, which has been the subject of written comments and reply comments as well as one oral argument before the commission en banc, the FCC plans to require cable TV systems that are within 35 miles of the major city in any of the top-100 markets to obtain permission of distant stations whose signal they wish to carry. In effect, this would require cable operators to deal with copyright holders and this, the FCC said, should put CATV on the same basis as TV stations in bargaining in the market place for programs, thus eliminating what the commission has called the unfair competitor that exists.

In markets below the top 100, the commission said CATV systems could import as many distant signals as necessary to provide three full network services, and the programs of one independent and of one educational, non-commercial station. In all cases, however, the cable system must take the signals of those stations nearest to its community. The cable system could also carry other distant signals but, like those in the top-100 markets, must secure retransmission rights from those stations. They would also be prohibited from "leapfrogging," carrying a program from a distant station when that same program is being carried by a nearer, but still "distant" station.

As part of these proposals, the FCC also proposed to require CATV's to originate programs, but it left for later determination the question of whether the cable TV operator could sell commercials.

Concurrently with the issuance of the proposed Third Report, the commission asked for comments on a series of other questions—whether it should bar cross-ownership of CATV's and TV in the same market, whether the multiple ownership rules that apply to broadcasters should apply to cable TV, whether CATV systems should be brought under the umbrella of such broadcast requirements as the equal-time provisions for political candidates, the fairness doctrine, and the rules on sponsorship identification.

And it also raised the question whether it should encourage CATV systems to operate as a common carrier by leasing unused channels to private customers.

Other proposals would require CATV operators to file annual reports and would prescribe technical standards for cable TV systems.

Just two weeks ago, the FCC issued clarifications and revisions of its Third Report proposals. It proposed to require CATV systems to count outstanding construction permits for TV stations in the proviso that requires CATV systems to secure retransmission rights from distant signals where the cable system is within 35 miles of a top-100 market. It also proposed to revise the market listings to take care of overlap markets (such as San Francisco and Oakland, Calif.), to delete some cities that do not have TV service and add others that do.

It also proposed to use Department of Commerce geographical coordinates in determining the center of each city, so that the 35-mile radius can be determined. It also would add a requirement for CATV systems that are outside the boundaries of a commercial TV station but within such a zone of an educational station that would apply the

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the facts.

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reach and frequency* in the market. It's just a matter of fact.

*Based on October 1968 ARB

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retransmission requirement to additional educational stations only.

To cable TV operators the most controversial element of the proposed new regulations was the FCC's decision to

implement some of the proposals immediately. This has raised the cry of freeze. In order to meet these objections, the FCC also two weeks ago stated that it would try to act within 60 days on

petitions for waivers of the rules if it is shown that the waiver petitions comply with the proposed rules. It also made several other clarifications of the interim procedures.

BroadcastAdvertising®

A critical eye on commercials

Minow, Loevinger will seek rulemaking favoring automated monitoring service

Automatic electronic monitoring and central computer read-out to verify the quality and on-air performance of television commercials took a step closer to reality Thursday (May 22) as engineers put the finishing touches on a compact package of unattended equipment at West Covina, Calif.

The monitoring system, situated within easy range of the Mount Wilson transmitters of Los Angeles television stations, began "reading" the commercials of 10 major advertisers bearing a unique optical "code" not seen on the home screen. Data concerning the performance of each spot will be relayed daily to a computer in New Jersey leased by International Digisonics Corp. of Chicago and New York.

Similar monitoring systems will begin within a few weeks in New York and Chicago. Other major markets will follow shortly.

A possible legal question is yet to be resolved, however. Does the system fully meet the requirements of the FCC? Opinion within the commission reportedly is divided, but two former members of the FCC are said to consider it proper and will so argue before the commission in pleadings for rulemaking to be filed soon.

International Digisonics also is the parent firm of Talent of Residuals Inc., New York and Chicago, a young company that is fast becoming a major paperwork service center and "paymaster" for agencies in handling talent and residual payments for commercials.

IDC is headed by its founder, Jordan Ross, still the largest single stockholder, but also includes on its board of directors Chicago attorney Newton Minow, one-time FCC chairman, and has as an associate counsel in Washington another former FCC member, Lee Loevinger.

Mr. Minow is a minor stockholder in IDC. Mr. Loevinger is not. Mr. Ross said both Messrs. Minow and Loevinger consider the IDC system wholly legal under the present rules of the FCC.

But just to be sure, the Minow firm,

Leibman Williams Bennett Baird and Minow of Chicago, is preparing a petition for rulemaking to be filed shortly. Mr. Loevinger, of Hogan & Hartson, Washington, recently retained to represent IDC before the Securities and Exchange Commission, is expected to assist in the FCC filing. The petition would ask the commission to amend its technical rules in television specifically to allow optical coding within the TV picture.

The IDC code is a sequence of visual symbols put in each commercial to fall within the masked-out raster area of the TV picture, specifically in the upper left and right corners. They are not seen on the home screen but they are "visible" to the digital recorder at the monitoring positions.

Mr. Ross said the system has been field tested on the air for several months in New York and San Francisco, and he reported Thursday that the Los Angeles installation is performing as expected. He said talks have been held with the FCC informally over the past two years as the system was developed.

He admitted there is a "split" in opinion within the commission staff on the legality issue but expressed confidence in the system's approval when formally considered. The issue appears to hinge on whether the addition of the visual symbols amounts to "point-to-point" communication not allowed under the rules governing broadcast stations.

Significance of the electronic monitoring and computer tabulating system was first raised in the fall of 1967 when the IDC and two other proposed systems were previewed before a joint committee of the American Association of Advertising Agencies and the Association of National Advertisers (BROADCASTING, Sept. 11, 1967). The others proposing similar techniques then were Amps Services Inc. and Broadcast Advertisers Reports Inc.

Mr. Ross said that since that time his firm has continued to work closely with the AAAA and the ANA as well

as Television Bureau of Advertising and others such as individual agencies and advertisers and the various talent unions to perfect the IDC system. It has been given the trade name of Teleproof I.

Mr. Ross, before forming IDC, which is also known simply as Digisonics, for a number of years was an attorney and accountant dealing largely with talent in a variety of fields including TV commercials. He also was a producer of live presentations, "covering everything except Broadway," he said. He also for a time was executive director of the former American Record Manufacturers and Distributors Association.

Another attorney on the Digisonics board is Maxwell Rabb, who was a member of President Eisenhower's cabinet. Executive vice president of the firm is Glen DeKraker, formerly with Sangamo Electric Co., and vice president is Edgar White, previously marketing and research vice president of the Hollingbery Co., station representative.

Sangamo Electric initially was coventurer in Digisonics with Mr. Ross and the original developer and producer of the technical equipment but its rights have been acquired. The equipment now is being produced by I/O COM Inc., Sunnyvale, Calif., a new electronics firm made up partly of former Sangamo personnel.

Among the commercials being monitored now on Los Angeles stations are those of Colgate, Trans World Airlines, Bristol-Myers, Block Drug, Best Foods, Brown & Williamson tobacco and Carling Brewing. The complete read-out will tell these clients when the spot went on and off the air, which spot ran, whether it was color or black and white, the audio signal, the video level and certain other quality checks. Each client receives a monthly report.

Teleproof I is but the first step in the capabilities of the system, Mr. Ross said. In final planning stages now are additional services for individual stations. These would include confirma-

tions and billing as well as affidavits of performance, plus logging (programs as well as spots) and spot availabilities. The logging services would be tailored to meet FCC requirements while the spot-availability function would tie in directly with station representatives.

IDC's talent & residuals subsidiary has been growing faster than the monitoring service division, at least up to this point. T&R presently services 76 clients including agencies such as Leo Burnett Co., Ted Bates, Young & Rubicam, Foote, Cone & Belding, Wells Rich Greene, BBDO, Ogilvy & Mather and Campbell-Mithun.

T&R now claims to be the largest single employer of talent for TV commercials in that it supplies the central paperwork pool for all functions including tax and union payments, as well as accounting for residuals and paying the talent. Mr. Ross said T&R handles today about 40% of all TV commercial talent residuals being paid.

All of the various services have "nominal" sliding scales of fees, Mr. Ross said. The commercial monitoring service, for example, has fees ranging from \$1,000 to \$60,000 depending on size of total advertising spent in TV (BROADCASTING, March 17).

Digisonics presently is leasing time on an IBM computer at Fort Lee, N.J., but will have its own computer installed in Chicago by the end of the summer.

Prestone commercial heats up FTC

The Federal Trade Commission has cited Union Carbide Co. for alleged deceptive advertising practices in its television commercials for Prestone antifreeze, and says it plans to issue a complaint unless the company agrees to a consent order in the case.

The commercial in question shows two strips of metal, one coated with Prestone and one with another antifreeze, dipped in acid. The strip protected by Prestone is unharmed while the other is destroyed.

The FTC claims that, among other things, the acid solution and metal strips used in the demonstration are not the same kind as those found in automobiles. Union Carbide said the demonstration was performed exactly as it was shown on television, but according to a spokesman, the company had already planned to discontinue the commercial before the FTC complaint.

Rep appointments:

- WUFM (FM) Utica, WFSR Bath, both New York; WKTJ Farmington, Me., and WNTQ Norway-Paris, Me.: AAA Representatives, Brooklyn, N.Y.
- WCSS Amsterdam, WPS Ticonderoga, both New York: Grant Webb & Co.

WLBW-TV's "Miami Press Conference" may not be seen across the state but no other TV program makes more news...



"Miami Press Conference"

... the most talked about, the most written about, and the most listened to program in South Florida, is also the oldest, and one of the most stimulating and informative TV panel-discussion-interview programs in the state. Its moderator, Bill Bayer, is as colorful and controversial as he is knowledgeable and he has managed to schedule exclusive interviews with such outstanding and often controversial local and national political figures as President Richard Nixon, former Vice President Hubert Humphrey, Senator Edmund Muskie, Governor Nelson Rockefeller, Billy Graham, Robert Kennedy, Jimmy Hoffa, Dave Beck, and Secretaries of Labor (George Schulz), Commerce (Maurice Stans) and Interior (Walter Hickey).



WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI OHIO



FTC moves in like a lion on cigarettes

If it makes 'death warning' in ads stick, antismoking forces foresee early end of advertising

The Federal Trade Commission, having been once outmaneuvered by Congress on the question of cigarette advertising, sounded the bell for round two last week and simultaneously came out fighting. In a move that struck sparks of outrage on Capitol Hill, the FTC announced its intention of meeting at 10 a.m. on the morning that constraints on the agency in the Cigarette Labeling Act are due to expire, with the expressed intention of requiring the strongest "death warning" yet proposed for cigarette packages and in all advertisements.

The timing of the FTC announcement provoked considerable antagonism among House Commerce Committee members. But the anticipated FTC action served to bolster anticigarette forces in the Senate who hailed the move as a prelude to the end of all cigarette advertising by 1970. And the FTC's action, if taken, could render moot a proposal by the FCC to ban broadcast cigarette advertising. Tobacco-industry witnesses agreed with FCC Chairman Rosel Hyde, during the House hearings, who said that requiring a strong warning in advertisements would be tantamount to banning commercials outright.

The House Commerce Committee is poised to begin closed sessions on pending cigarette legislation this week. Extensive hearings have already been held on a spread of bills ranging from measures that would continue the freeze

on contemplated FTC and FCC anticigarette actions to proposals that would instruct the regulatory agencies to do what they are planning to do anyway.

The committee had already been considered fertile ground for the protobacco forces and last week's action by the FTC is expected to stiffen the committee's opposition to regulatory moves against cigarettes.

But the FTC, by its timing of last week's notice and the timing of the announced meeting on the morning of July 1—the labeling act provisions expire at midnight June 30—made it clear that nothing less than a definitive enactment by the Congress could reverse its intended action.

Several FTC members did indicate the FTC would have to pay close heed to Congress. "If Congress requests us to postpone action, the commission would have to give it due notice," said FTC Chairman Paul Rand Dixon. "We have no desire to and know better than to go against the Commerce Committee," said Commissioner Mary Gardner Jones, although both emphasized that the committee had been warned of pending FTC action last month (BROADCASTING, April 28).

The new proposal would require all cigarette advertisements and packages to list death, cancer, coronary heart disease, chronic bronchitis, and pulmonary emphysema among the hazards of smoking. According to Chairman

Dixon, the more limited 1964 Cigarette Trade Regulation Rule, suspended by the Cigarette Labeling Act, would also go back into effect after June 30 "unless Congress acts on the question or extends the moratorium."

The FTC approved last week's notice on a 4-1 vote. The dissenter was Commissioner Everette MacIntyre, who objected on grounds that Congress has the matter under consideration and that the commission should await congressional deliberation.

The FTC followed its action by charging the American Tobacco Inc. later in the week with misrepresenting the amount of tar and nicotine in Pall Mall Gold 100's, Pall Mall Menthol 100's and Lucky Strike filter cigarettes. As part of a continuing crackdown on television commercials, the FTC said that the cigarettes, advertised as lower in tar than another best-selling brand, actually contain "five times the amount of tar" found in some of the other brands tested by the agency.

Commerce Committee reaction to the July 1 meeting notice came straight from the top. "The FTC is an arm of Congress," snapped Commerce Committee Chairman Harley O. Staggers (D-W. Va.). "I don't see how they would dare do anything while Congress is in session."

"This is just another instance of the very high-handed manner of dealing typical of some of our regulatory

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending May 11, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 11	Total dollars week ended May 11	1969 total minutes	1969 total dollars
	Week ended May 11	Cume Jan. 1-May 11	Week ended May 11	Cume Jan. 1-May 11	Week ended May 11	Cume Jan. 1-May 11				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 4.9	\$ 119.0	\$ 2,141.6	\$ 352.0	\$ 6,471.7	97	\$ 471.0	1,566	\$ 8,618.2
Monday-Friday 10 a.m.-6 p.m.	1,463.0	27,091.1	2,753.1	52,831.5	2,119.5	46,492.5	976	6,335.6	17,089	126,415.1
Saturday-Sunday Sign-on-6 p.m.	832.5	20,881.6	556.0	21,749.9	583.5	12,155.6	277	1,972.0	5,411	54,787.1
Monday-Saturday 6 p.m.-7:30 p.m.	266.1	6,383.7	569.7	14,209.2	494.7	13,114.8	94	1,330.5	1,736	33,707.7
Sunday 6 p.m.-7:30 p.m.	61.0	2,866.6	158.5	4,516.1	203.9	4,419.2	20	423.4	412	11,801.9
Monday-Sunday 7:30-11 p.m.	4,598.4	100,293.5	5,806.8	134,433.7	6,483.4	133,302.5	441	16,888.6	8,135	368,029.7
Monday-Sunday 11 p.m.-Sign-off	665.1	7,768.1	32.5	1,109.8	435.9	9,273.3	86	1,133.5	1,454	18,151.2
Total	\$7,886.1	\$165,289.5	\$9,995.6	\$230,991.8	\$10,672.9	\$225,229.6	1,991	\$28,554.6	35,803	\$621,510.9

Now listen to this. WOHO, Toledo, Ohio has appointed Blair Radio.



Glass capital of the world. Leading inland port. Rail center. Industrial complex. Major U.S. market. Educational and cultural center. Toledo is all these and more. And in this bustling, burgeoning area, nothing's growing faster than WOHO. Thanks to aggressive, dynamic programming, WOHO has become a dominant voice in a highly-competitive, radio-conscious market. Now Toledo's fastest-growing station has joined forces with the nation's fastest-moving broadcast representative firm, John Blair & Company. So if you want to get to the top in Toledo, you know where to go.



agencies," said Representative David Satterfield III (D-Va.). "This type of arrogant action runs contrary to the representative system of government."

Representative Paul Rogers (D-Fla.) predicted that the timing of the proposal "will make the Commerce Committee want to look closely at the actions of the commission in general. They must not have very much to do over there if they insist on duplicating the action being considered by Congress," he added. "If they weren't aware of the effect their proposal would have on Congress, then they aren't very perceptive."

"I don't think we were even aware of the timing of the notice," said FTC Commissioner Mary Gardner Jones.

"We considered postponing the proposal," commented FTC Chairman Paul Rand Dixon. "However, we have an obligation to enforce Section 5 of the Federal Trade Commission Act." (Section 5 outlaws "unfair or deceptive acts or practices in commerce.")

During Thursday's session of the House, Representative Don Fuqua (D-Fla.) called the FTC action "a slap at Congress . . . not in keeping with the proper function of our two governmental bodies."

The determination shown by the FTC may indicate that the days of broadcast cigarette advertising are numbered—and with a lower number than many who have expected the ultimate demise of the messages might have guessed a week earlier. Prior to the FTC's full-speed-ahead announcement, many Washington observers expected a more-cautious and long-standing pattern to hold—that the regulatory agencies would observe any sign of legislative activity on the Hill with appropriate inaction.

Between now and July a hard core of cigarette opposition will be standing by in the Senate to keep any House bill from advancing. Leading the Senate anticigarette forces is Senator Frank Moss (D-Utah), who has vowed to mount a filibuster to block an extension of the labeling act provisions.

Last week Senator Moss hailed the FTC announcement and said the action could mean the end of all cigarette advertising by the end of the year. The senator reaffirmed his commitment to block any protobacco legislation.

Agency appointments:

- Burrus Mills Inc. has named Bloom Advertising, Dallas, to handle its Light Crust products, a new line of convenience food mixes.

- California Cannery and Growers, San Francisco, cooperative group, has appointed D'Arcy Advertising to succeed Cunningham & Walsh, both San Francisco. The \$1.5 million account is primarily in network and spot TV.

How to make new brands sell

Ultra-Brite and Chips Ahoy successful introductions explained to ANA workshop

The steps required to launch a new product successfully were outlined by speakers during an Association of National Advertisers workshop in New York last Thursday (May 22).

The workshop on "New Products Introductions" included a talk by John E. Grimm, vice president and general manager, Toilet Articles Division, Colgate-Palmolive Corp., on the market development and introduction of Ultra-Brite toothpaste. He noted that C-P invested \$700,000 and three years of preparation "to get to the most successful new toilet article product introduced by anyone . . . ever."

One element of that preparation, he also noted, was production of alternative commercials promoting the brand.

Starting in 1963, Colgate-Palmolive conducted field tests that showed consumers were interested in a toothpaste that "brightens your teeth and freshens your breath"; favored one particular flavor, and liked the name Ultra-Brite. In 1966, the company tested advertising and the product itself (through free samples) in Kansas City, Mo., and Spokane, Wash., and later that year expanded its test-marketing to Denver and Fort Wayne, Ind.

Mr. Grimm pointed out that by the beginning of 1967, C-P had learned from its test marketing that Ultra-Brite was exceeding the share objective it had set; its sampling was most effective and it had created advertising awareness but admittedly this "was only average."

Before launching a national advertising campaign on television and in newspapers in 1967, he added, several commercials were tested and the one finally selected has been on the air since that spring. During the latter part of that year, television expenditures were increased substantially and radio advertising was added to the total marketing plan.

"As of the last Nielsen [Brand Index] Ultra-Brite had exceeded 11% of the dentifrice market," Mr. Grimm said. "This translates approximately to \$30 million in sales."

Richard Baird, director of marketing, New Product Division, National Biscuit Co., discussed the successful introduction of a new cookie product, Chips Ahoy. He noted that this name could be used effectively on children's TV shows and for mass merchandising displays in stores.

Mr. Baird said the national advertising program planned for Chips Ahoy

took into account the sizeable impact children have on cookie purchasing, particularly new items. He reported that 75% of the budget was allocated to children's TV programs and TV magazines, with TV commercials appearing on 15 Saturday and Sunday children's TV shows. Before launching the national advertising effort, Mr. Baird related, the company conducted a test in several areas that proved that Chips Ahoy offered value to consumers and the trade.

After six months of testing, Nabisco implemented its national advertising program. According to Mr. Baird, the cookie now represents "the second largest selling variety in Nabisco's sweet-goods line."

B-M to put TV 'Opry' in 50 major markets

One of the hardy perennials of broadcasting, *Grand Ole Opry*, will be sponsored by Bristol-Myers Co., New York, on TV in 50 major markets.

The B-M buy typifies a trend in syndication under which advertisers acquire rights to syndicated series for direct placement in the markets they select (BROADCASTING, Feb. 24).

Bristol-Myers is sponsoring one-half of the TV programs in the selected markets, with the station selling the remainder. The half-hour color series has been on TV since 1965 but a radio version has been on WSM Nashville since 1925 and for many years on NBC Radio. The TV program is produced by WSM Inc.

The placement on behalf of Bristol-Myers is being made by Doyle Dane Bernbach, Ted Bates & Co., Ogilvy and Mather, Foote, Cone & Belding, and Young and Rubicam, all New York.

Fischer, Turner receive top awards from SRA

The Station Representatives Association last week presented its Gold Key Award to Louis T. Fischer, senior vice president and media director of Dancer-Fitzgerald-Sample, New York, and its Silver Nail Timebuyer of the Year Award to Robert L. Turner, media supervisor of McCann-Erickson, New York.

Mr. Fischer's award was for "outstanding leadership in advertising." Mr. Turner has been with M-E since 1963 and he has been responsible for media purchases for such advertisers as Coca-Cola, Cott beverages, Utica Club, General Foods, American Home Products and Miles Laboratories.

The featured speaker at the 12th annual awards luncheon of SRA in New York was Theodore W. Kheel, New York lawyer and mediator. Mr.

Kheel called on the mass media, including television and radio, to give considerable thought on how they may improve communication between established segments of our life and the various dissident special-interest groups, such as university students and civil rights demonstrators.

In a separate ceremony in Chicago, Kenlyn Wells Zschunke, media buyer for Kenyon & Eckhardt, was given the SRA Chicago Timebuyer of the Year Award. The presentation was made by Joseph Hogan, president of the Chicago chapter of SRA and sales manager of Katz Television in that city.

Ayer splits units to form regional setup

N. W. Ayer & Son, Philadelphia, has consolidated four of its units into a functional "region" headed by Norman H. McMillan, senior vice president for marketing and development.

The region will comprise Ayer public relations; Ayerdirect, the marketing division; the agency's marketing group; and the Ayer directory of newspapers and periodicals.

The main mission of the new region, according to Ayer President Neal W. O'Connor, will be corporate develop-

ment and growth working from the present base. Succeeding Mr. McMillan as manager of the marketing group will be Frank W. Krum, vice president and marketing director.

Business briefly:

Fuller-O'Brien Corp., paint manufacturer, through Dailey & Associates, both San Francisco, is making its first TV debut with a color campaign in 30 major markets in 11 Western states. Approximately half of the 1969 advertising budget is going into a series of 60- and 30-second spots featuring Andy Devine.

American Trucking Association, Washington, through Van Sant Dugdale and Co., Baltimore, has purchased participations in NBC Radio's *Monitor* for 39 weeks.

Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., Detroit and New York, has renewed *The FBI* on ABC-TV (Sunday 8-9 p.m.) NYT, marking the fourth year of Ford's full sponsorship and the fifth year of its association with the program.

Bottlers Fruit Juice Corp., Los Angeles, will launch a heavy radio-TV spot campaign in June to back up regional distribution of Sunkist carbonated beverages and fruit drinks in Louisiana

and Texas. Geyer Oswald Inc., New York, is the agency.

Borden Inc., New York, will spend over \$1 million in the New York area during the next year to advertise milk, ice cream and yogurt products. Spot television is being used for all products, and yogurt is also promoted on spot radio. Agency is Tracy-Locke, Dallas and New York.

Smith, Toback & Kanzer is new NY agency

Robert K. Smith and Harvard E. Toback, of Smith & Toback Inc., New York, and Charles H. Kanzer, vice president and principal of Slesar & Kanzer Inc., New York, have formed a new advertising agency: Smith, Toback & Kanzer. The new agency officially opens for business June 1 with \$3 million in billings and 16 employes. Among the clients of Smith, Toback & Kanzer are Alpha Portland Cement Co., Easton, Pa., Houbigant Inc., New York, and Williamson-Dickie Manufacturing Co., Fort Worth.

Mr. Toback will be president, Mr. Kanzer executive vice president, and Mr. Smith senior vice president of the new shop, which will be at 880 Third Avenue, New York.

There are two sides to every program deal:

- 1) The negotiation before signing
- 2) The 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.



Prosperity is theme at CBS-TV

Only dark spots at affiliates convention come in talks about government restraints

Upbeat reports on sales, programs and the growth prospects of television were laced with warnings against government censorship, concern over taste and responsibility in programming and worry about rising sports costs last week as CBS-TV network affiliates held their 15th annual conference in New York.

The sessions, held Tuesday and Wednesday (May 20-21) at the New York Hilton, drew executives from virtually all of the network's approximately 200 continental U.S. affiliates and produced these highlights:

- The responsibilities as well as the rights of broadcasters in controlling their programming were underscored by Richard W. Jencks, president of the CBS/Broadcast Group, and Robert D. Wood, president of the CBS-TV network, and in another context—news reporting—by Richard S. Salant, president of CBS News (stories pages 56 and 34).

- An economic forecast assured the broadcasters that nothing is in sight that seems likely to pull the long-term growth trend of television business below—or at least not seriously below—its historic rate of 10% a year, even if cigarette advertising disappears.

- The affiliates got a preview of the 1969-70 prime-time schedule, an outline of daytime schedule changes to be made next fall and a recap of rating successes during the past season.

- Plans were revealed for a seventh night of half-hour evening newscasts to

be launched in January—a 6-6:30 p.m. EST report on Sundays—along with word of other CBS News programs plans for the coming season (story page 53).

- Sports rights and production costs were reported further out of hand than ever before, responsible for CBS-TV's loss of the 1972 summer Olympics and at least threatening renewal of its hockey games, but officials said that when professional football gets squared away on 1970 plans they expect CBS to still be prominently in the game (story page 52).

- A closing, closed session reportedly produced frank questions—and frank answers—on a wide range of subjects, from the chance of affiliates being given longer station breaks (nil, said the network, at least for now) to the likelihood that the *Merv Griffin Show's* basic format will be changed when it moves to CBS-TV in August (also nil, but officials said they do hope to get bigger guest stars for it).

The two days of meetings were described by both affiliate and network participants as harmonious to a degree almost without precedent.

David M. Blank, vice president for economics and research, CBS/Broadcast Group, added to the optimism with an economic analysis that foresaw an "extraordinarily bright" prospect for the economy over the long haul. He thought there might be some slow-down in the economy's rate of growth by late fall

but found "considerable evidence that we will get through this period with much less difficulty than we experienced early in 1967."

Reminding the affiliates that in his last appearance before them he had correctly predicted the late-1967 turnaround, Dr. Blank said he sees nothing now—as he saw nothing then—"to suggest that the long-term growth trend of television should fall seriously below our historic rate of increase of 10% per year, even if there is a loss of cigarette advertising along the way."

After the 1967 decline in TV growth rate to 5½%, he said, sales bounced back with a 10½% increase in 1968, and "I am certain that this year will see an even larger increase."

"This growth trend," Dr. Blank continued, "clearly implies that television advertising will continue to take an increasingly larger share of all advertising revenues. In 1963, television accounted for 15½% of all advertising. In 1968 this fraction has risen to almost 18%. By 1973, I am sure that television will account for 19½% or more of all advertising. So I would expect that advertising expenditures on television would be approaching \$5 billion in 1973."

Sales, the 30-second commercial, cuts and the upcoming *Merv Griffin Show* were prime topics of a Tuesday-morning panel of CBS-TV sales officials. Mr. Wood was moderator, reading questions he said were representative of those being asked by affiliates.

Frank M. Smith Jr., vice president, sales, briefly summarized the network's sales position as "pretty good" this past season despite revenue losses incurred in the coverage of such special events as President Nixon's inauguration, space flights and the Eisenhower funeral. Sales for the third quarter are "excellent," he said, adding that this augurs well for station's sales, too. The current position, he added, should be maintained well into the fourth quarter on the basis of "acceptance of our [fall] night-time schedule" by advertisers.

Panel executives referred to the network's current drive for station clearances for the late-night *Merv Griffin Show*, set for an Aug. 18 start. They noted that while sales and acceptances

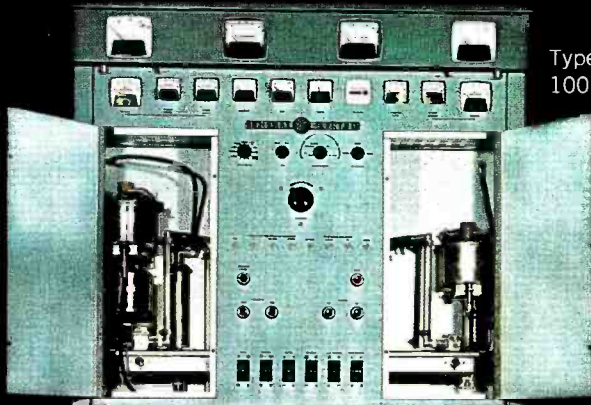


Taking part in a Tuesday sales panel at the CBS-TV affiliates session were (l-r): Robert Jamieson, director, sales administration; Robert F. Stolfi, vice

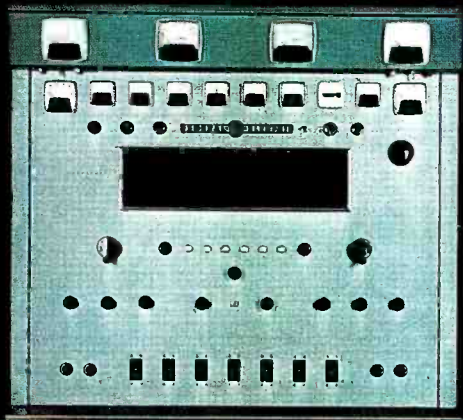
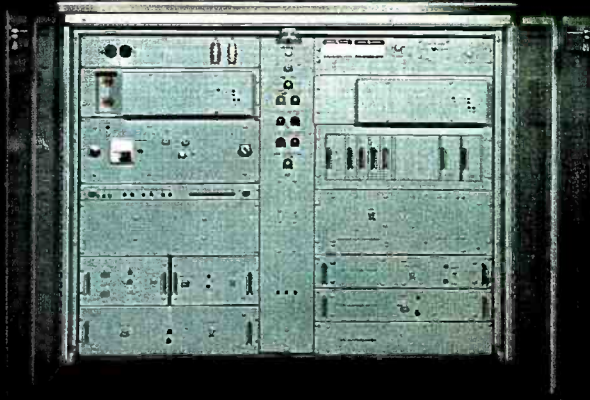
president, daytime/sports sales; Carl Tillmanns, vice president and general manager, sales, and Frank M. Smith Jr., vice president, sales.

The General Electric
guide to explaining
your unfair advantages
over
competition





Type TT-55-B
100 Watt UHF Driver



Type TT-49-C/D
1 KW VHF Driver

Part 2: transmitters

At the next cocktail party, when you rub elbows with your fellow broadcaster, he's going to want some information. Like why you never miss a minute of air time. Why you're sending crisper color. Why your color-signal transmissions are so stable.

Be cool. Be casual. Tell too much about your General Electric transmitter and your unfair advantage could be gone. But because you're a customer, here are our suggestions on how to parry.

QUESTION: What do you know about this new solid-state stuff?

ANSWER: "Well, it's still pretty new. A lot of companies don't even have it." No need to rub it in by adding ". . . but everyone will eventually." Don't even tell him that GE has replaced 34 out of 40 tubes in its UHF driver and 57 out of 63 in its VHF driver. Or that every one of its 12 VHF packages has a solid-state driver. *Above all*, don't stress the savings to be had in maintenance and reliability.

QUESTION: You probably had to do a lot of rebuilding when you boosted power, huh?

ANSWER: "Oh, about what you'd expect." A good, incomplete answer. Why add ". . . with GE"? That might tip him off to our standardized cubicles that let you buy what you need now, uprate later at low cost without a major rebuilding. Skip the cubicles and you don't have to go into their

features like complete prewiring, or built-in blowers that eliminate ductwork.

QUESTION: You been having a lot of trouble with phase and gain distortion?

ANSWER: "Boy, can't that be a problem!" This is the old reverse-question ploy. Chances are he'll just nod sadly and go on. Then you won't have to talk about the new GE Differential Phase and Gain Correction Unit that gives you brighter colors, better hues, and more uniform color transmission. Or about the total of 15° of differential phase compensation in three steps. If you don't talk, he might never know he could have had a unit installed with his present transmitter. And if he doesn't know—your point, advantage in.

If by some chance it's *you* who're asking the questions, get with it. We've got a lot more answers to questions such as how our conservative power ratings mean economy and give you added protection at minimum cost.

Your General Electric Broadcast Sales Representative will give you straight answers. And he might make it possible for you to pick up an unfair advantage of your own. Call him. Or write for brochure GEA-8058 (VHF) or GEA-8721 (UHF).

General Electric Company,
Visual Communication Products
Department, Electronics Park,
Syracuse, New York 13201.

GENERAL  ELECTRIC

by agencies were excellent there are still major advertisers holding up on the show because the network has not finished clearance reports. It had been disclosed earlier that some affiliates in major cities have yet to clear the show live ("Closed Circuit," April 28).

Carl W. Tillmanns, vice president and general sales manager of the television network, emphasized that the "unit of sale at CBS is one minute and not 30 seconds" and there is no indication of a change in that policy. Affiliates also were told that CBS-TV has no pricing policy for 30's "because we don't sell them."

Affiliates curious as to whether the network had altered its policy against the sale of isolated 30's because of their appearance in hockey telecasts this season were told that isolated 30's were used to fit brief interruptions that occur in hockey.

Other points touched upon during the panel discussion:

CBS-TV does not permit two different advertisers to "sell" two different products in one commercial; a commercial may mention more than one product if only one advertiser uses "sell

copy" and the other appears only incidentally in the message.

The network attempts to provide stations with an additional 30 before or after specials in which the middle station break is eliminated at the request of the sole sponsor of the show. As explained by the panelists, an advertiser who spends \$750,000 to obtain the right stars, the right time period and the time of the year to accomplish specific marketing objectives should be entitled to "exclusivity" in the program.

The new prime-time schedule as offered by CBS-TV next fall was reviewed by Michael H. Dann, senior vice president-programs, and several changes to be made in the weekday daytime and Saturday-morning schedules, also effective next fall, were disclosed by Fred Silverman, vice president, daytime programs.

Episodes from three new nighttime programs—*To Rome, with Love, The Governor and J.J.* and the one-hour *Medical Center* (working title)—were screened for the affiliates. Mr. Dann reported that *Medical Center* was the only program scheduled out of five one-hour story possibilities developed

at a cost of \$3 million.

In explaining schedule changes made for the 1969-70 season, he said *Hogan's Heroes* was being moved from Saturday at 9-9:30 p.m. to Friday at 8:30-9 to "keep [NBC's] *Name of the Game* from getting started" at 8:30. And he offered to bet that *Family Affair* moving to Thursday at 7:30, would "kick hell" out of NBC's hard-to-beat *Daniel Boone* at that hour.

In the daytime, Mr. Silverman told the affiliates, CBS is back in front in the ratings in a turn-about from the situation a year ago, when, he acknowledged, NBC was ahead. Part of the strategy in engineering the turn-around, he noted, was to load the noon-to-4-p.m. period on weekdays with seven serials, starting last Sept. 18. Because of the success with this formula CBS has bought control of *Secret Storm* and *Love of Life* from outside packagers.

In the weekday changes, *House Party* (Art Linkletter) will be dropped at 4-4:30 and be replaced by *Gomer Pyle, U.S.M.C.*, which goes off the nighttime schedule in the fall; *Love of Life* moves to 11:30-noon (replacing *Dick Van Dyke*, which is going into syndication) and a new serial drama, *Where the Heart Is*, is to be slotted at 12-12:30 p.m. CBS will then be producing four half-hour TV serials daily, Mr. Silverman said, placing CBS "second to Procter & Gamble in producing serial dramas."

CBS-TV's new daytime weekday schedule starting at 10 a.m. will be: *I Love Lucy*, *Beverly Hillbillies*, *Andy of Mayberry*, *Love of Life*, the new *Where the Heart Is*, *Search for Tomorrow*, and resuming at 1:30 p.m. (1-1:30 p.m. is station time), *As the World Turns*, *Love is a Many Splendored Thing*, *Guiding Light*, *Secret Storm* and *The Edge of Night*, with *Gomer Pyle* at 4-4:30 p.m.

The Saturday-morning revision, as presented by Mr. Silverman, entails a five-hour block of comedy programs. Four of the shows are animated color cartoon features—*Dastardly & Muttley in their Flying Machines*, *The Perils of Penelope Pitstop*, *Scooby-Doo, Where Are You!* and *The Archie Comedy Hour, Featuring Sabrina The Teen-Age Witch*. The other shows new to the schedule are *The Jetsons*, formerly a cartoon series on nighttime TV, and *The Monkees*, also a rerun of a former network nighttime series (on NBC-TV) in which, Mr. Silverman said, there will be new musical numbers to update the episodes. Holdovers from this season: *Superman*, *Johnny Quest*, *The Bugs Bunny/Road Runner Hour* and *Wacky Races*.

CBS-TV, he noted, had previously announced plans for another major Saturday-morning project, *The CBS Children's Playhouse*, a series of origi-

WFAN-TV survives rump protest

Wearing his sunglasses and nothing else, a 25-year-old college student last week climbed a 339-foot television tower on his way to the moon. When an Army helicopter rescued him from the perch after four-and-a-half hours in the 80-degree Washington heat, W. Bruce Willis found his lunar journey detoured to a local hospital.

Mr. Willis, an architectural student at Washington's Howard University, had gone to the studios of Wook and WFAN-TV seeking a former part-time disk jockey. Unsuccessful in his quest, the student went to the base of the adjoining TV tower, stripped down and started up. At the top of the tower, he proclaimed he was "going to the moon" and that he was "sitting on top of the world."

He unscrewed one of the tower lights and sat in the bowl. The power supply was quickly turned off. Mr. Willis was pulled from his perch at 5:05 p.m., enabling WFAN-TV to finally get on the air, 95 minutes later than usual. The episode was extensively covered by radio-TV and newspapers, including the alleged dialogue between station personnel and the police.

When a station employe called the police to report Mr. Willis's ascent, the police asked for a description. "He's the only naked man on our tower," was the reply.



nal drama series especially designed for children. Mr. Silverman said the network already has plans for four original hours, three of which are "Toby," "Summer is Forever" and "J.T." He said these dramatic productions cost an average \$250,000 apiece to put on the air.

The Saturday schedule: *Jetsons* at 8, *Bugs Bunny* at 8:30, *Dastardly* at 9:30, *Perils* at 10, *Scooby-Doo* at 10:30, *Archie* at 11, *Monkees* at noon, *Wacky Races* at 12:30, *Superman* at 1 and *Quest* at 1:30. CBS, he said, also has under development a "Harlem Globetrotters" series for possible future consideration in the Saturday daytime line-up.

Along with the look-ahead at fall programing, the affiliates also got a look back at this year's program performance.

Jay Eliasberg, director of CBS-TV research, acknowledged that CBS's prime-time lead over NBC this past season—which he put at 2% for the full season, 4% since the start of the "second season" in January—was "not the largest we've ever had." But, he said, "most so-called experts" didn't expect CBS to lead at all, because "they were sure that NBC's superbly creative programing strategy of adding a third night of movies and dropping all their low-rated regularly scheduled news programing would put NBC into the lead."

CBS won anyway, he said, primarily because "we were successful this season with our news programs, and the other two networks were not." CBS, he noted, is returning six of eight news programs next fall while NBC is returning two of seven and ABC five of 14. "I might add," he continued, "that some of ABC's five are returning only out of desperation."

Mr. Eliasberg told the affiliates that the Cronkite news program has led NBC's *Huntley-Brinkley Report* for 23 straight months, with ratings over the past season 8% ahead of NBC and 169% ahead of ABC's Frank Reynolds news report, while "the best available national ratings" on the last six news events covered live by both NBC News and CBS News gave CBS leads ranging from 9% to 30% and averaging 13%.

He also told the affiliates that, although *CBS Saturday News with Roger Mudd* had averaged 22% better than NBC's Saturday counterpart over the past season, NBC has pulled ahead since *Huntley-Brinkley* took over the show from Frank McGee—because, Mr. Eliasberg asserted, NBC clearances for *Huntley-Brinkley* have improved sharply. He estimated that when CBS affiliates clear the Mudd show as well as NBC stations clear H-B, the Mudd report will have a rating advantage of about 10%.

He acknowledged, too, that over a period of several years NBC narrowed

CBS's daytime lead to less than 10%—"NBC and ABC had no place to go but up," he contended—but he said revisions made by CBS last fall turned the tide and "in April, the most recent month for which we have ratings, our lead was back up to 40%. And we expect it to go higher."

Papers unite to fight CATV ownership curbs

Organization of a newspaper-CATV group to battle against restrictions and to prevent what it called "class discrimination" against newspaper ownership of cable TV systems was announced last week.

The newly formed Newspaper Committee for Cablevision is headed by Wayne G. Current, *Toledo (Ohio) Blade*. Other members of the executive committee are Jack W. Gallivan, *Salt Lake Tribune*; Arthur O'Neil, *South Bend (Ind.) Tribune* and David R. Bradley, *St. Joseph (Mo.) Gazette and News Press*.

Other members of the committee: *Buffalo (N. Y.) Courier-Express*; Cox Enterprises Inc., Field Enterprises Inc., McClatchy Newspapers of California, Newhouse Newspapers, *Northern Virginia Sun* (Arlington, Va.), *Los Angeles Times*, *Tacoma (Wash.) News Tribune* and *Waukegan (Ill.) News-Sun*.

All have interests in operating or prospective CATV system in their areas. All except the *Northern Virginia Sun* and the *Los Angeles Times* also have interests in radio and/or TV stations.

In comments submitted last month to the FCC, the Department of Justice recommended that ownership of CATV in the same community where its newspaper is published should be prohibited (BROADCASTING, April 14). The subject of CATV-newspaper ownership is one of a number of issues raised by the FCC in its current inquiry into CATV.

Moss, Dingell enter antitrafficking bill

Representative John E. Moss (D-Calif.) has introduced legislation for himself and Representative John D. Dingell (D-Mich.) which would "prohibit the transfer, assignment or other disposition of a construction permit."

The bill (H.R. 11544) would provide that whenever a holder of a construction permit was unable to fulfill the obligations of that permit, it would revert back to the FCC. This would prohibit a CP being included in any transfer of ownership actions.

The bill has been referred to the House Commerce Committee, of which both Mr. Dingell and Mr. Moss are members.



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The New Left zeroes in on FCC

Raskin task-force probe of broadcasting may provide basis for more strike applications

A task force of law-school and graduate students is being assembled to study the question of how the broadcasting industry and the FCC, in their relationship to each other, serve the public interest. But though the underlying purpose of the study appears to be academic, the results could prove unsettling for the FCC as well as the broadcasting industry.

The group is being put together by Marcus Raskin, one-time adviser to President Kennedy, now a figure in the New Left movement, who is a codirector of the Institute for Policy Studies in Washington.

He is undertaking the project, an outgrowth of his own studies of major national institutions, through the IPS, a six-year-old center for research, educational and social problems.

"Broadcasting," Mr. Raskin said last week, "gives people their culture, their information and their values. Not to look at it is to not look at a central part of what America is about."

But the study will be more than an exercise in theory. He noted that the study might provide the basis for criticism of the commission's licensing policies.

And it might provide as well material that could be used by parties interested in protesting license renewals or filing competing applications "on top of" renewal applications. However, he did not expect such activities to be undertaken personally by his task force.

"One purpose of the study is to talk through the issues of what is the definition of public interest and of ownership," Mr. Raskin said. The channels of communication "belong to the public," he added, "and we want to find a way of making them available to the public."

The study project has not yet been fully organized. Mr. Raskin this week will hold the first of several meetings with students who will participate. They will be drawn from colleges and universities in various parts of the country,

but principally in the Washington area.

The study, which Mr. Raskin said may provide material for a book, is expected to be completed by next year. But the work will be done in stages, with one to be finished by summer, and another by fall.

One interesting aspect of Mr. Raskin's projected study is that it will involve interviews with members of the broadcasting industry — entertainers, newscasters, producers as well as higher-placed industry members.

"We want to see what they think of broadcasting now, to see if it is fulfilling the objectives they think it should and whether they think it is meeting the objectives of the Communications Act; whether they think there should be changes in the law and in the industry."

In examining the question of "getting the community into the act of broadcasting," he said, the group would "work back to the FCC as the licensing agency." He expects the group to confer with the FCC "in a formal way to see what help they can give."

The IPS is financed largely by private foundations, such as the Edgar Stern Family Fund, the Fontaney Corporation through James P. Warburg and the Ford Foundation. And its board of trustees includes a number of prestig-

Regulators get friend at the top

Nixon's choice for chief justice has favored hard-line FCC policy

Judge Warren E. Burger, nominated by President Nixon last week to be the next chief justice of the U.S., is generally regarded as a conservative. But those in government who favor a hard line approach to the regulation of business will probably find no cause for complaint in the appointment.

For 13 years, Judge Burger has sat on the Circuit Court of Appeals for the District of Columbia. In that time, he has accumulated considerable familiarity with laws relating to the regulation of the nation's business. For the Washington court hears most of the appeals taken from actions of the FCC and other regulatory agencies.

And in accumulating that knowledge, he has gained a reputation among government lawyers as a good man to have on the bench when an agency action is under challenge. "He's been good to the commission," said one FCC attorney. "We're content to see him up there—he's pleasant, fair and not abusive."

He doesn't always wind up on the commission's side. But in some of the

more important opinions he has written—for the court or as separate statements—he has indicated he favors a strong, activist FCC that holds its licensees to high standards.

He wrote the March 25, 1966, opinion for a unanimous court that overturned a commission decision and held that representatives of a station's audience should be permitted to participate as parties in license-renewal proceedings. The decision, in a case involving the renewal application of WLBT(TV) Jackson, Miss., was a landmark. Previously, standing was accorded only those who would suffer economic injury as a result of an order or who could establish that an order would result in electrical interference to their stations.

The decision went on to criticize the commission for having granted WLBT a one-year renewal without a hearing. The United Church of Christ, which appealed the case, had accused the station of one-sided presentations on the race question. Judge Burger, noting that the commission said it had granted the renewal so that the station could

demonstrate its willingness to serve the needs of its entire service area, observed that the commission had "elected to post of wolf to guard the sheep in the hope that the wolf would mend its ways. . . ."

Even that wasn't his last word on the case. Three months later he issued an order correcting several lines in the decision, and added a sentence that stunned broadcasters. "After nearly five decades of operation the broadcast industry does not seem to have grasped the simple fact that a broadcast license is a public trust subject to termination for breach of duty" (BROADCASTING, June 20, 1966).

The commission later granted the station a full renewal after holding the court-ordered hearing. But the church asked the court to review that action also, and a decision is now pending.

A year earlier, in May 1965, he issued a separate opinion criticizing the commission's decision in 1963 reaffirming its 1956 award of Jacksonville channel 12 to WFGA-TV. The commission, which acted after *ex parte* charges involving the case were aired by a congressional committee, had disqualified one of the original contestants on the channel, Jacksonville Broadcasting Co., on the ground it knew of *ex parte* activities in its behalf; but it held that

ious names, including Thurman Arnold, of the Arnold & Porter law firm; Arthur Larson of Duke University, U.S. Information Agency director under President Eisenhower, and David Riesman, of Harvard University.

IRTS picks president: Pinkham of Ted Bates

Richard A. R. Pinkham, senior vice president in charge of media and programming, Ted Bates & Co., New York, was installed last Thursday (May 22) as president of the International Radio & Television Society in New York.

Mr. Pinkham succeeded Edward P. Shurick, president and treasurer, H-R Television, as president of IRTS.

Other newly elected officers of IRTS are Max E. Buck, vice president and national sales manager, NBC-TV, first vice president; John C. Moler, president and general manager, WHN New York, and Maurie Webster, vice president, division services, CBS Radio Division, vice presidents; Jerome Feniger, vice president—TV programming, Grey Advertising, secretary, and Stephen C. Riddleberger, until recently, vice president and general manager NBC-owned radio stations, treasurer.

Court could be asked to rule on WPIX

Station obtains routine license renewal while Forum files for channel 11

Forum Communications Inc., a group of broadcasting executives, performers and community leaders seeking to replace WPIX(TV) New York as the occupant of channel 11 there, filed its application with the FCC late Thursday afternoon. Forum thus beat by a week a deadline it had set for itself.

But the question that immediately arose—one that may ultimately land in court—is whether Forum was fast enough. For earlier Thursday, the commission's Broadcast Bureau routinely granted the processed renewal applications of WPIX and some 175 other New York and New Jersey stations whose licenses were to expire May 31.

Commission rules specify that new applications for an occupied facility must be filed a day before the commission acts on the renewal application. However, another rule dealing with staff actions under delegated authority says that such actions become effective on release of the public notice announcing them. The renewals had not

been announced as of Thursday.

The staff's routine grant of renewal and the filing of the application were two in a series of rapid-fire developments concerning the incipient contest for the New York property—which has an estimated value of more than \$40 million—that began on May 14.

Forum on that day filed a petition with the commission asking that it defer action on the WPIX renewal application until June 1, to give Forum "a reasonable opportunity" to file a competing application. Forum said it could not complete its application before May 29 (BROADCASTING, May 19).

A day later, WPIX filed an opposition to the petition. And on Wednesday, by a 5-to-1 vote, the commission denied the petition. The commission, noting that the renewal application had been filed on Feb. 28, said Forum had had "ample time to file a mutually exclusive application" and had not shown why it had not been able to do so.

Commissioner Nicholas Johnson, the

Florida Georgia Television Co., licensee of WFGA-TV, and city of Jacksonville were not involved in off-the-record contacts designed to aid them. City of Jacksonville later withdrew.

The court overruled the commission's decision and directed the agency to open the hearing to new applicants. But Judge Burger, who concurred in part and dissented in part, rebuked the commission for applying what he said was a double standard. "Under a single standard of conduct," he said, both Jacksonville Broadcasting and WFGA-TV—or neither—should have been disqualified.

Last month, he wrote the decision for a unanimous court that upheld the commission's authority to require common carriers to seek commission approval before building channel facilities to serve CATV systems (BROADCASTING, May 5). The decision, couched in sweeping language, left no doubt as to the court's opinion that the commission has the broad authority to regulate CATV.

A commission lawyer, looking back over these and other cases in which Judge Burger participated, said: "I can't see that he's particularly conservative in any sense. He looks like a Midwest Populist"—the chief justice-designate was born in Minnesota—"who



Chief Justice-designate Warren Burger and President Nixon

likes to see government regulate the railroads, communications and other industries like them.

"He's no mouthpiece for the vested interests or the establishment when it comes to economic regulation."

lone dissenter, was sharply critical of the majority. He said it had "built, from a scaffold of gossamer technicality, a ruling that results in the door of this public agency being firmly slammed, once again in the face of public representatives—to serve the economic interest of one of the FCC's favored broadcast licensees."

Preparation for the next development in the WPIX story were underway late Thursday. As soon as word reached him that the WPIX renewal had been granted, Michael Finkelstein, counsel for Forum, began drafting a petition he hopes will persuade the commission to set the grant aside, accept Forum's application, and designate the matter for a comparative hearing.

He was preparing to argue that, since there had been no public notice of the grant, the Forum application had been "timely filed." But if these efforts fail, he said, "we'll go to court."

The Forum application represents another in a series of efforts on the part of citizens groups seeking to wrest valuable television properties away from a multiple-owner licensee. WPIX is owned by the *New York Daily News*, which has an interlocking ownership with the Tribune Co. of Chicago. The Tribune Co., in turn, has numerous broadcast and newspaper holdings.

The Forum application indicates that the company plans to employ a number of its principals in the day-to-day operation of the station. It also shows that the ownership is drawn from a wide spectrum of New York city life, including the Negro and Puerto Rican communities.

And it plans to offer a heavy budget of news (8 hours and 54 minutes, weekly)—and 70% of it areawide, rather than national and international—and public affairs (9 hours and 21 minutes). In all, it proposes to offer 48 hours of local programming.

Forum, which plans a news staff of 66, said it will concentrate on "in-depth" coverage of local news in New York and the surrounding areas of New Jersey, Pennsylvania, southeastern New York state and southern Connecticut. It also said it would make its "news presence felt" in ghetto areas with storefront news headquarters equipped for on-the-scene telephone reports.

Forum said it based its programming proposals on a survey of hundreds of area residents. The first two listed in the application were Fred W. Friendly, former chief of CBS News now with the Ford Foundation (he saw a need for bridging the gap between residents of the inner city ghetto and suburban families) and Norman Cousins, editor of the *Saturday Review* (he said there was a need for discussion of relevant

issues and for more imaginative and engrossing presentation of the arts).

President and 17.3% owner of Forum is Lawrence K. Grossman, who had been vice president of NBC in charge of advertising from 1962 to 1966. He is now owner of the Lawrence K. Grossman Inc. advertising agency of New York City. If Forum succeeds in its effort to acquire the channel, he would be general manager of the station.

Irwin Sonny Fox, the producer, who owns 12.4% and is vice president, would be director of children's programs. Ronnie Myers Eldridge, formerly with CBS and a vice president of Forum with a 7.5% interest, would be director of community affairs. In addition, Harry Belafonte, the singer, who owns 2.5%, would conduct a Sunday night 90-minute variety and talk show.

Other stockholders who would have a role in the station's operations are Mrs. Amalia Batanzos (0.6%), execu-

tive director of the Puerto Rican Community Development project in New York City; Jack Kunej (0.8%), former national television program manager for Westinghouse Broadcasting Co. and now a free-lance producer; Martin Steadman (0.8%), a former investigative reporter for WCBS-TV New York who is now a press and public relations consultant; and Carl McCall (0.6%), who is associated with the Metropolitan Applied Research Center of New York.

In addition, Forum's principals include Paul Roebing (24.3%), a partner in a Denver mining company and a majority stockholder in a New York film and theatrical production company; the Oppenheimer & Co. (14.9%).

Forum expects to finance its construction with \$2,100,000 in new capital, \$2 million in loans and \$1,785,000 in deferred credit. It anticipates first-year expenses of \$9,886,900, and revenue of \$11 million.

FCC closes door on WHDH

Reconsideration denied, but commission notes Boston renewal case is 'out of the ordinary'

The federal courts loom as WHDH Inc.'s last hope for hanging on to the license for channel 5 Boston, on which it has operated since 1957.

The FCC last week denied petitions for reconsideration—including WHDH's—of its unprecedented decision of Jan. 23 to deny renewal of license for WHDH-TV, and to grant the competing application of Boston Broadcasters Inc. (BROADCASTING, Jan. 27). In all, four parties are contesting for the channel.

At the same time, the commission sought to ease the fears of broadcasters who saw the original decision as, potentially, only the first of many in which renewal applications would be denied in favor of competing applications for new stations. The commission said the history of the proceeding, which began in a comparative hearing that got underway in 1954 and which became one of those tainted with ex-parte scandal, differs in significant aspects from the "ordinary" renewal case.

The commission dismissed a WHDH petition for a stay of the order pending judicial review if an appeal is taken. The commission said the request was premature. It also denied BBI's request for a specific termination date of WHDH-TV's operation, noting that the U.S. Court of Appeals for the District of Columbia has jurisdiction over aspects of the complex case.

WHDH's Washington counsel, William Dempsey, said "eventually" that court

would be asked to overturn the decision. But he said he was still studying the commission's latest order in an effort to determine whether it raises any questions that the commission should be asked to resolve before a court appeal is filed.

The commission vote last week was virtually a carbon copy of the 3-to-1 vote by which the Jan. 23 action was taken. Commissioners Robert T. Bartley (who was credited with writing the original decision and last week's order denying reconsideration), James J. Wadsworth and Nicholas Johnson constituted the majority, and Commissioner Robert E. Lee dissented. Chairman Rosel H. Hyde, who had abstained from voting in the original decision, was listed as not participating last week. So were Commissioners Kenneth A. Cox, who had been chief of the commission's Broadcast Bureau when the case was in hearing, and H. Rex Lee, who did not join the commission until November, more than a year after oral argument in the case. Commissioner Lee was listed as "absent" at the Jan. 23 meeting.

The commission denied WHDH's renewal application and granted the application of BBI, made up largely of Boston area businessmen, principally on grounds of diversification of ownership of mass media and integration of ownership and management. WHDH, which is also the licensee of WHDH-AM-FM, is

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owned by the Boston Herald-Traveler Corp., a publicly held company that publishes daily and Sunday newspapers in Boston.

WHDH's underlying argument for reconsideration was that the commission, in reaching its decision, applied the standards in its 1965 Policy Statement on Comparative Broadcast Hearings—which was not adopted until after the hearing record in the channel 5 case was closed and which is designed to foster diversification of ownership of media and integration of ownership with management. WHDH said this procedure barred it from submitting pertinent evidence.

But the commission said that although the statement "restricted somewhat the scope of existing factors and explained their importance more clearly, no new criteria were adopted which would call for the introduction of new evidence." Accordingly, the commission said, "we did not not decide this proceeding upon issues different from those which were specified for hearing."

WHDH had protested the commission's contention that its programing was no more than "within the bounds of average" and did not reflect an "unusual attention to the public's needs and interests."

The commission acknowledged that what is within the frames of reference

it uses "cannot be spelled out with precision so as to have general applicability to all proceedings." But, it added, the terms "take on meaning as we consider past performance records in light of our experience in this area, and in the context of particular proceedings."

And the commission, in rejecting a WHDH argument that it applied the diversification-of-mass-media issue illegally, said it does not discriminate against newspaper interests.

Its decision, the commission said, does not "do violence" to representations it has made to Congress that legislation prohibiting anti-newspaper policies on the part of the commission is not necessary.

The commission also denied petitions for rehearing filed by the two other losers in the case, Charles River Civic Television Inc. and Greater Boston TV Co., as well as by the winner, BBI.

BBI, while not quarreling with the decision, urged the commission to add a conclusion to its order that would provide for WHDH's "absolute disqualification." The proposed conclusions relate to what BBI said was an unauthorized transfer of legal control of WHDH.

The commission rejected this—although it adhered to an original conclusion that an unauthorized transfer of *de facto* control had occurred with two

changes in the presidency. And it rejected, also, BBI's argument that WHDH was not a regular renewal applicant but, actually, a new applicant. BBI based this contention on commission and court decisions in the long and involved history of the case.

This argument was interpreted in the industry as an effort on the part of BBI to avoid having the channel 5 case become a precedent that new applicants could use in competing against renewal applicants.

Broadcasters' concern on this score has led to the introduction of a number of bills in Congress to accord licensees some protection at renewal time; they would require the commission to hold that renewal would not be in the public interest before entertaining new applications for the channel.

The commission last week left no doubt it intended to regard the WHDH application as one for a renewal of license. But it sought to do its own nerve-soothing in this regard in a closing paragraph, in which it noted that it was dealing with a case that differs "from the ordinary situation of new applicants contesting with an applicant for renewal of license, whose authority to operate has run one or more regular license periods of three years."

The commission pointed out that WHDH's 12-year operation has been conducted for the most part under temporary authorizations while its right to operate as a regular licensee was under challenge.

WHDH received its license in 1962, but then only for a four-month period. The original grant, issued in 1957, had been remanded by the appeals court because of the off-the-record contacts that the late Robert D. Choate, president of WHDH, had with the then commission chairman, the late George McConaughy.

What's more, the commission said, after WHDH filed its renewal application, it invited the filing of new applications for channel 5. "Those unique events and procedures, we believe, place WHDH in a substantially different posture from the conventional applicant for renewal of broadcast license," the commission concluded.

However, there is no indication as to how the case would have turned out differently if WHDH had been a conventional renewal applicant. In rejecting WHDH's argument that it had applied

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the integration-of-ownership-with-management criterion illegally, for instance, the commission made clear that renewal applicants are given no special consideration in connection with that issue.

WHDH had argued that since it had an operating record on the basis of which whose basis it was seeking renewal, it was academic whether the quality of the record could be attributed to integration or other factors. But, the commission said, "evaluation of the integration of ownership with management factor serves an important function even though one of the applicants happens to be a renewal applicant with an operating record.

"The importance of that factor has been stressed too many times—most recently in our Policy Statement [on comparative criteria]—to discard it as inconsequential simply because a renewal applicant is contesting with new applicants."

Changing Hands

Announced:

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

▪ **WEBH (FM) Chicago:** Sold by Buddy Black, Paul Wasserman and Solomon Bolnick to James H. Rich for \$325,000. Mr. Rich owns 25% of the Dynamic Broadcasting stations — **WAMO-AM-FM** Pittsburgh, **WILD** Boston, **WLTO** Miami and **WUFO** Amherst, N.Y.—and Dynamic Cablevision Inc., Pittsburgh CATV system. Sale of the Dynamic stations to Cypress Communications for \$2.5 million is pending FCC approval (BROADCASTING, Oct. 21, 1968). **WEBH (FM)** is on 93.9 mc with 35 kw and an antenna height of 240 feet above average terrain.

▪ **WBSR Pensacola, Fla.:** 75% sold by Donel J. Lynch, Janet Prince and Abe D. Waldauer to George P. Mooney for \$290,000. Mr. Mooney, who already owns 25% of **WBSR**, also owns **WKGN** Knoxville and **WMAK** Nashville, both Tennessee, and **WPDQ** Jacksonville, Fla. **WBSR** is full time on 1450 kc with 1 kw day and 250 w night.

▪ **WGEZ** Beloit, Wis.: Sold by Raymond W. Grandle and Wilmer Grabau to F. W. Woodward and family for \$240,000. Buyers own the *Dubuque* (Iowa) *Telegraph-Herald* and **KDTH** and **KFMD** (FM), both Dubuque. **WGEZ** is full time

on 1490 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

▪ **Kroo** Henderson, Nev.: Sold by Henry V. Crosby, Samuel Komsky, Reginald P. Newmann and Harold Newman to Thomas H. Redman and Cy Newman for \$175,000. Mr. Redman is president of Bankers Acceptance Corp., Indianapolis, and owner of the Continental Football League's Las Vegas Cowboys. Mr. Newman formerly owned 41.1% of **KSJV-TV** Hanford, Calif. **Kroo** is a daytimer on 1280 kc with 5 kw. Broker: Wilt Gunzendorfer & Associates, Los Angeles.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 71).

▪ **WBOK** New Orleans, **KYOK** Houston and **WLOK** Memphis: Sold by Jules J. Paglin and Stanley W. Ray Jr. to Starr Broadcasting Group Inc. for \$3,440,000 (see page 46).

▪ **WAME** Miami: Sold by Stephanie Wyszatycki to Jack Roth for \$1 million (see page 46).

▪ **WRIZ** Coral Gables, Fla.: Sold by Jack Roth to Robert W. Sudbrink for \$481,666 (see page 46).

▪ **KERV** Kerrville, Tex.: Sold by Albert

F. Mason and Clyde Jones to Jack D. Slack, John J. Jacquemine and Raymond O. Johnson for \$220,000. Mr. Slack owns 92% of a construction company and Mr. Johnson is secretary-treasurer of that company. Mr. Jacquemine owns 44.75% of a pipeline coating contracting business and 50% of a pipeline equipment rental company. **KERV** is full time on 1230 kc with 1 kw day and 250 w night.

▪ **KIMO** Hilo, Hawaii: Sold by Hugh Garrabrant and others to Kerby Confer, Colonel John C. Hooker, Charles Dawson, Max Shurkin and Marvin H. Schein for \$112,000. Mr. Confer (Kerby Scott) is personality for **WBAL-TV** Baltimore. Colonel Hooker is an information research analyst for National Security Agency, Greenbelt, Md., and Mr. Dawson is employe of General Telephone & Electronics, Williamsport, Pa. Mr. Shurkin is a Baltimore bakery executive and Mr. Schein is a Baltimore attorney. **KIMO** is full time on 850 kc with 1 kw.

▪ **KZIN** Yuba City, Calif.: Sold by James A. Burke and others to Gerald D. McLevis and James A. Fosdick for \$100,000. Mr. McLevis is general manager of **KOWN-AM-FM** Escondido, Calif., and Mr. Fosdick was formerly an automobile dealer. **KZIN** is full time on 1450 kc with 100 w.

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FCC approves group purchases

In split decisions it OK's Taft's U buy and Buckley's collection of four AM's

Five station sales aggregating nearly \$9 million won FCC approval last week. Starr Broadcasting Group Inc., acquired four AM's: WBOK New Orleans, for \$700,000 from WBOK Inc.; WLOK Memphis, for \$900,000 from WBOK Inc.; KYOK Houston, for \$1,390,000 from KYOK Inc., and KXLR North Little Rock, Ark., for \$450,000 from Little Rock Great Empire Broadcasting Inc.

Also announced, in a separate order, was the sale of WIBF-TV Philadelphia from WIBF Broadcasting Co. to Taft Broadcasting Co. for \$1.4 million subject to adjustments and assumptions of debt that may bring the total to \$4.5 million (BROADCASTING, May 12).

Starr is controlled by William F. Buckley Jr., columnist, TV commentator and owner of the weekly *National Review*, with Peter H. and Michael Starr holding minority interests. The company has proposed to sell 73.3% of its stock to the public as part of its financing plan for acquisition of the four AM's. After the public issue, Mr. Buckley will own 16.9%, Peter Starr 8.4%, and Michael Starr, 1.4%.

WBOK, WLOK and KYOK presently have Negro-oriented formats, which will be continued under the new ownership. The three stations had been commonly

owned by Jules Paglin and Stanley Ray, each 50%. Messrs. Paglin and Ray also own wxok Baton Rouge and wkok Mobile, Ala. KXLR was under sole ownership of Mrs. Bernice Lynch, who owns KBYE Oklahoma City and has a construction permit for a new FM in that city.

The Starr group also owns KOZN and KOWH-FM, both Omaha; KUBL, Fairway, Kan; KCJC-FM Kansas City, Kan., and KISD Sioux Falls, S.D.

Sale of the four AM's was approved by a vote of 5-to-2, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting and issuing statements. Mr. Bartley said in a one-page statement that he believes "a serious question exists as to concentration of control." The commissioner also raised questions about Starr's financial qualifications (the group lost over \$168,000 last fiscal year), and about its plan to go public.

Mr. Johnson's much longer dissent also dealt with the questions raised by Commissioner Bartley, and introduced other considerations as well. According to Mr. Johnson, there is no "hard evidence that multiple ownership of these four Southern stations will not violate the commission's strong policies

against concentration of control. . . ." He also charged that the majority had failed to consider "the public-interest implications involved" in handing to one owner "more than 50% of the Negro-oriented audiences" in three large Southern cities.

However, the commission majority found no concentration-of-control problem. It noted that the four AM's are geographically separated from Starr's other stations and from each other. Additionally, the commission said that a grant of the transfers would serve to decrease concentration of control by Messrs. Paglin and Ray. The fact that WBOK, WLOK and KYOK serve a specialized market "further dispels any suggestion of concentration of control," the commission said.

The last point led Commissioner Johnson to a diametrically opposite conclusion. As he saw it: "The preliminary effort in excessive concentration of control is always to delimit the particular 'line of commerce' involved . . . we cannot ignore the fact that WBOK, WLOK, and KYOK have successfully specialized their programming to serve the specific needs and interests of their communities' black radio audiences in three major cities." This "quasi-monopolistic concentration of control over a programming format" raises issues which, the commissioner said, "are particularly unfortunate in light of the lessons drawn by the Kerner Commission report on civil disorders." That report, Mr. Johnson said, attributed the "alienation and helplessness" felt by many black Americans partly to failures on the part of mass media—failures which could be reversed to some extent by "diverse and local ownership and control of community broadcast stations," the commissioner said.

Taft purchased WIBF-TV from William L. Fox, Irwin C. Fox, Dorothy Kotin, Benson Apartment Corp. and Fox Brothers Management Corp. They retain WIBF-FM Jenkintown, Pa.

Grant of the transfer required waiver of the commission's duopoly rules, which prohibit common ownership of stations with overlapping grade B contours, because Taft owns WNEP-TV (ch. 16) Scranton, Pa. And, since Taft already owns five stations in the top-50 markets, it had to make a "compelling public-interest showing" to acquire a sixth. (WNEP-TV, Taft's seventh sta-

Rule waiver permits Roth to trade up

Jack Roth last week got permission from the FCC to trade up his Miami market AM. The commission approved his purchase of full-time WAME Miami for \$1 million; at the same it approved sale of his daytime WRIZ in suburban Coral Gables for \$481,666.

Mr. Roth, a group owner, sold WRIZ to another group operator, Robert W. Sudbrink. WAME was purchased from Stephanie Wyszatycki.

In granting the mutually contingent applications, the commission waived the three-year holding rule for the WRIZ sale on grounds that Mr. Roth's substantial investments in the station demonstrated his intention to serve the Miami market.

Mr. Roth's stations are KONO and KITV(FM), both San Antonio, Tex., and wwok Charlotte, N.C. He owned KONO-TV (now KSAT-TV) San Antonio, but sold the channel 12 ABC-TV affiliate to the Outlet Co. in November 1967.

The Sudbrink properties are WRMS

Beardstown, Ill., and KYND Burlington, Iowa. Mr. Sudbrink, who three months ago sold his WRTH Wood River, Ill. (St. Louis), to Avco Broadcasting for about \$3.3 million (BROADCASTING, Feb. 17), is applicant to purchase KLV(FM) Pasadena-Houston from Felix H. Morales for \$150,000.

Commissioner Nicholas Johnson dissented on the WAME assignment of license. Commissioner Robert T. Bartley in a dissenting statement said he would set the WRIZ and WAME assignment applications for evidentiary hearing on issues of trafficking by Mission East Co. (licensee of WRIZ) and Mr. Sudbrink; compliance by both parties with the commission's public notice on ascertainment of community needs; whether Mission East's request for waiver of the three-year rule should be granted, and "how our consent to the transactions here involved would serve the public interest."

WAME, established in 1958, is full time on 1260 kc with 5 kw; WRIZ, which went on the air in 1967, is a daytimer on 1550 kc with 10 kw.

tion, is not in the top 50 markets.)

Further complicating the transfer was a discovery earlier this month that a Cleveland bank with 3% interest in Taft apparently was also trustee for a beneficial owner of more than 1% of KTNT-TV (ch. 11) Tacoma-Seattle—which would have put Taft over the commission's multiple-ownership limit of seven television stations and five VHF's ("Closed Circuit," May 12). The voting interest in KTNT-TV was later transferred to an attorney for the beneficial owner.

Additionally, the transfer prompted opposition from four CATV firms: Teleprompter Corp.; North Penn Cablevision Inc.; General CATV Inc., and Norristown Distribution Systems Inc. They identified themselves as prospective CATV owners within the grade-A contour of WIBF-TV. The commission found that they lacked standing because they are not "actual" or current competitors in the market, but it considered the "important public-interest questions" they raised.

Despite these questions and qualifications, the commission approved the transfer by a vote of 3-to-2. Chairman Rosel H. Hyde and commissioners James J. Wadsworth and Robert E. Lee voted for the sale, with Mr. Lee issuing a concurring statement. Commissioners Kenneth A. Cox and H. Rex Lee abstained from voting, and Commissioners Bartley and Johnson again dissented, with the latter issuing another lengthy statement.

The commission rejected arguments that the permittee (which put the station on the air in May 1965) would make an "unconscionable profit" on a \$310,000 investment. It stated that the station has consistently lost money since its inception, and said that the permittee's \$500,000 profit on the transfer would be pared by expenses.

A major factor in the grant was "Taft's willingness to underwrite losses while the station is being made competitive," the commission said. It noted that WIBF Broadcasting had approached several local firms in its attempts to sell the station, but had met with no success.

The request for waiver of the duopoly rule, according to the commission, "must be judged against the background of the Philadelphia television market. It is certain the station cannot continue on its present unprofitable course and its end is near unless it can obtain a capital infusion sufficient to make it competitive with entrenched Philadelphia stations owned by other multiple owners."

Noting that the overlap between WIBF-TV and WNEP-TV amounts to 14.5% for the former and 13.3% for the latter, the commission said that the

overlap is based on propagation curves, which, although prescribed by commission rules, "may not accurately reflect propagation of UHF signals and . . . the commission has proposed to adopt a different set of curves." Taft and the commission agreed that under the proposed curves, there would be no overlap.

According to the commission, "the demonstrated public interest in the survival of WIBF-TV and promotion of the growth of UHF broadcasting justifies use of the proposed curves here."

Commissioner Johnson, in dissent, argued that the FCC majority was

"forced to create out of whole cloth a new a priori doctrine of television market structure which can only have catastrophic consequences for the future of independent television in this country. This a priori rule apparently postulates that independent stations have such difficulty surviving in markets where the other stations are owned or controlled by multiple-station owners that the UHF allocations not so owned must be turned over to multiple-station, mixed-media, or conglomerate corporations. . . . I find this hypothesis completely unsupported by logic or fact. . . ."

In reaching this conclusion, Mr.

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Station	Station Circulation*	Sunday thru Saturday †	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	439,000	524,000
Station B	33 counties	398,000	457,000
WHIO-TV Advantage	+9 counties	+41,000	+67,000

*Source: NSI = TV Weekly Cumulative Audiences—November, 1968

†Source: ARB = Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WICF-TV, Pittsburgh

Twenty years of responsible service to the Miami Valley

Twenty years of responsible service to the Miami Valley

Johnson said, the majority failed to deal with the well-known fact that new television stations in almost any market, whether VHF or UHF, almost always sustain rather substantial operating losses during the first few years of their existence. . . . The fact that WIBF-TV sustained operating losses after only a few years of operation cannot support the proposition that an independent station not held by a multiple owner cannot survive in the Philadelphia market.

Antistrike bills gain more support on Hill

The prospects for passage of Senator John O. Pastore's (D-R. I.) bill to prohibit competing applications for renewal of licenses are brightening as Senate Communications Subcommittee spokesmen report that a good number of senators personally have expressed their approval to Chairman Pastore. Hearings are expected to be held in the near future, but as of late last week no dates had been set.

Senator Wallace F. Bennett (R-Utah) boosted the Senate drive with a May 13 floor speech decrying FCC policies that allow new "blus sky" entrants to apply for an existing station's frequency without consideration of the licensee's past record. The bill (S-2004) would require the FCC to first deny a renewal before accepting other applications for the allocation.

Meanwhile, eight bills introduced in the House during the past two weeks brought the House strike application bills to 53. Representatives Wendell Wyatt (R-Ore.), H.R. 11230; Lawrence G. Williams (R-Pa.), 11294; Graham Purcell (D-Tex.), 11376; Lawrence J. Hogan (R-Md.), 11323; Ray Blanton (D-Tenn.), 11309; William L. Scott (R-Va.), 11467; William R. Anderson (D-Tenn.), 11509, and James A. Byrne (D-Pa.), 11518, were the latest to introduce legislation.

Time buys another Chicago newspaper chain

Time Inc. last week reached agreement to buy its second chain of suburban newspapers in the Chicago area—Lloyd Hollister Inc., Wilmette, Ill., and two affiliates, North Shore Publishing Co. and the Press Publishing Co. Purchase price was not disclosed, but was believed to be about \$5 million. Hollister publishes 10 semi-weekly newspapers in communities north of Chicago. The papers have a combined circulation of about 65,000.

In March, Time agreed to buy the 22 weekly papers of Pioneer Publishing Co., which serve suburbs north and west of Chicago.

Delay in pay-TV service

FCC to stay authorizations but process applications pending court settlement

The FCC last week agreed to defer any authorization of pay-TV service until 60 days after a decision has been rendered in the pending court challenge to the new pay-TV rules.

The ruling was in response to a request by the National Association of Theater Owners and the Joint Committee Against Toll TV, both of which have appealed the commission's pay-TV order of last December that established a limited nationwide system of subscription TV. The two groups had asked the commission to stay the effective date of its rules until all avenues of judicial review had been exhausted, or as an alternative, to grant no authorizations of service until completion of judicial review.

The commission found "no merit" in the first request. It said that the two petitioners had failed to demonstrate that a stay of the effective date was required to protect either their private interest or the public interest. (The date was set at June 12—six months after issuance of the pay-TV order—to provide for congressional and judicial review.)

In partially granting the theater owners' alternative request, the commission noted that "practical considerations" involved in the issuance of pay-TV technical standards and in processing the applications might well have precluded grants of service in any event. Its action would serve as an "assurance" that the status quo will be maintained, the commission said.

The commission said it will issue technical standards as soon as possible, though not necessarily before June 12, and that it will begin accepting and processing applications even though none are to be granted until after court action.

The theater owners' groups have appealed the pay-TV order in the U. S. Court of Appeals for the District of Columbia. Oral argument in that court is to be held on June 9.

The cry against pay television was again sounded by the National Association of Broadcasters as it warned that pay TV would mean "the destruction of the present system of free television in the United States."

In a letter sent last week to all commercial television stations, NAB President Vincent T. Wasilewski said broadcasters have two courses of action that they can take:

- To persuade Congress that legisla-

tion is needed immediately to prevent the establishment of pay TV, whether over-the-air or by wire.

- To engage in an on-the-air effort to generate viewer response so the Congress will know that "the people reject the concept of pay television in the United States."

If the latter action is taken, "because of the personal and financial interest broadcasters have in the pay-television issue," Mr. Wasilewski warned, "the responsibility of the licensee under the Fairness Doctrine assumes special significance. Accordingly, if you engage in an over-the-air program on your station you must be prepared to present the other side of the controversy even though no local proponents can be found."

Another voice from the anti-pay-TV forces, the Joint Labor and Management Committee to Save Free TV, New York, reported progress last week in its campaign to get Congress to overrule the FCC.

A spokesman said protest mail was flooding into the committee's Manhattan headquarters and congressional offices in Washington as the result of an ad in the last two issues of *TV Guide*. The committee is made up of labor unions in the television industry and a number of business organizations including theater owners, who claim that pay television will "siphon off the best entertainment programs, sports, movies and cultural events now on free TV."

Sharing this view are several congressmen who have introduced a bill that would prohibit the granting of authority to broadcast pay-television programs.

Representative James G. O'Hara (D-Mich.) called the bill (H.R. 11488) an effort to "protect American television viewers from the threat of a financial whirlpool" in which "we will be paying for the same programs which we are now watching free of charge."

Joining Representative O'Hara in introducing legislation prohibiting FCC authorization for pay TV are Representatives Henry Helstoski (D-N.J.), Mario Biaggi (D-N.Y.) and Clarence E. Miller (R-Ohio).

KRON-TV faces new challenge

A firm organized under the name Bay Area Telecasters Inc. has announced its intention to file a competing application for the facility now occupied by



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KRON-TV San Francisco. The firm has also asked to intervene in KRON-TV's license renewal hearing—but the commission's Broadcast Bureau has taken a dim view of that request.

In a petition submitted last week, the bureau noted that Bay Area is required to show it will "assist the commission in determination of the issues in question" if it is to be admitted as a party to the KRON-TV hearing. However, the bureau said, Bay Area merely asserted that it would provide "valuable evidence" and would be "of great assistance to the commission in evaluating same." The bureau described these arguments as "conclusionary" and "insufficient."

Additionally, the bureau said, Bay Area failed to submit an affidavit by a person with knowledge of the facts set forth in its petition.

In its petition to intervene, Bay Area made known its intention to file a competing application.

The firm is represented by Charles Cline Moore, who is also counsel for Blanche Streeter and Albert Kihn, the two former KRON-TV employees whose complaints led to a designation for hearing of that station's renewal application (BROADCASTING, March 24).

FCC stands pat on '68 Worcester sale

A charge by WORC Worcester, Mass., that owners of WAAB-AM-FM there concealed or misrepresented facts about their ownership in a recording company was denied by the FCC last week as it affirmed its assignment of licenses of the stations from Waterman Broadcasting Corp. to WAAB Inc.

After the FCC grant of the \$675,000 sale on March 27, 1968, WORC appealed to the Circuit Court of Appeals for the District of Columbia, alleging that Ahmet Ertegun, Neshui Ertegun and Gerald Wexler, principals of WAAB Inc., had failed to disclose to the commission their interest in Atlantic Recording Corp., which had been sold to a subsidiary of Warner Bros.-Seven Arts Ltd. The commission asked the court to remand the matter to it for restudy.

A December 1967 amendment to the sale application stated that Messrs. Ertegun and Wexler no longer had interests in Atlantic Recording. After its review the commission said that the principals of WAAB did have an indirect interest in Atlantic because they had obtained a number of shares in W7, which owned 100% of Atlantic.

The FCC noted, however, that minority interest in a record company was not, in itself, a disqualifying factor and said that WAAB had reported that its principals would continue as officers and directors of Atlantic. It also considered

an amendment filed by WAAB May 12, 1969, stating that, when WAAB principals had sold Atlantic to W7, they sincerely believed they had divested themselves of all interest in the company.

Commissioner Nicholas Johnson dissented and Commissioner H. Rex Lee did not participate.

New foothold for renewal opponents

An outer defense thrown up by Bonneville International Corp. (the Mormon Church) to protect the license renewal given its KSL Salt Lake City has been knocked down by the U.S. Court of Appeals for the District of Columbia.

Bonneville had asked the court to dismiss an appeal that had been taken by two Salt Lake City residents from the FCC action granting renewal. Bonneville said that the individuals—Ethel C. Hale and W. Paul Wharton—lacked standing as parties in the case.

The court, however, in a brief order, has denied this motion. It also said the case will be sent back to the commission if the agency decides to grant the petitioners' request for a hearing on the license-renewal application. If the commission rejects the request, the appeal will go forward in court.

The court also said it would hold the petitioners' appeal in abeyance for 30 days, to await commission action on the second petition that Miss Hale and Mr. Wharton filed for reconsideration of the decision to renew the KSL license. This is in accord with a motion by the petitioners.

Miss Hale and Mr. Wharton have been seeking denial of the KSL license renewal since last summer. They say the case involves issues of concentration of control of media, antitrust-law violations and distortions of news coverage. The commission originally granted renewal in October, and denied a petition for reconsideration on Jan. 15, on a 3-to-3 tie vote.

Robert N. Levin, a Washington lawyer acting without a fee, appealed this action in February (BROADCASTING, Feb. 24). But then, after the commission designated the renewal applications of KRON-FM-TV San Francisco and WCCO-AM-TV Minneapolis for hearings on issues similar to those that the Salt Lake City residents sought to raise in the KSL case, Mr. Levin filed the second petition for reconsideration.

The court's action in dismissing the KSL motion to throw out the appeal appears to broaden the grounds on which individuals can claim standing in opposing license renewals.

Until recently, the courts had granted

standing in commission cases only to persons who would suffer economic injury as a result of an order or who could demonstrate that an order would cause electrical interference to their stations.

Although it did not elaborate on its order in the KSL proceeding, the court now appears to be saying that standing can be given to individuals as well.

The commission has before it several procedural questions raised by KSL that will have to be resolved before the merits of the second petition for reconsideration are reached. One is the argument that the commission has no jurisdictional basis on which to grant such a petition.

Hill hanky-panky?

Broadcasters' bingo was introduced to Michigan's congressional delegation last Wednesday (May 21). The Michigan Association of Broadcasters, at its annual congressional dinner in Washington, awarded prizes of a dozen RCA AM-FM transistor radios and a midget RCA television receiver (grand prize) to congressional winners or their wives.

There were whispered allegations of "rigging" when Senator Robert Griffin, Republican stalwart who has been in the news as opposition leader in the Abe Fortas affair, or his wife, "bingoed" the first six times in a row. But MAB President Franklin Sisson, WWJ-TV Detroit, settled the controversy by sustaining bingo caller Edwin Huse (MAB vice president and general manager of WKHM Jackson) that the "one-to-a-customer" rule applied.

National Association of Broadcasters President Vincent Wasilewski, who was declared ineligible, was heard to mutter that the game obviously was a form of payola which was being accorded congressional immunity.

Michigan Association of Broadcasters Annual Legislative Dinner				
ENTERTAINMENT	10	20	2	NEWS
ELECTRONICS	4	13	23	SPORTS
3	14	INTER- COMMITTEE	25	IMPACT
12	PUBLIC SERVICE	16	8	17
22	6	26	27	DISCERN- TARY
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schools in over 400 cities in 28 countries, teaching "Speedwriting" shorthand in 8 languages. It offers home-study courses, too.

Through "Nancy Taylor" teaching programs, The Speedwriting Company has broadened also into a comprehensive educational system for women with studies ranging from make-up and grooming to fashion merchandising.

Another example is Transportation Displays, Inc. (TDI). This company sells a specialized advertising medium that reaches the rail commuters and air travelers market. Today, TDI handles advertising sales for commuter railroads and terminals in New York, Chicago and Philadelphia, as well as terminals in Cleveland, Boston, Washington and other major markets along the Northeast Corridor. It also sells the advertising displays in more than 50 airports throughout the U.S., and in Puerto Rico and Mexico.

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Money is the name of the games

CBS tells how it lost Olympics to ABC bid, why it will try for pro football in 1970

Rising costs kept CBS-TV from getting the 1972 Summer Olympics and may keep it from renewing its National Hockey League games, but the network still hopes to have professional football in 1970 even though football's cost spiral is "the granddaddy of them all."

That was the word from William C. MacPhail, vice president in charge of sports for CBS-TV, at the annual meeting of the network's affiliates last week (see pages 34, 53, 54, 55, 56).

He also offered some speculation about what sort of TV packages the merged National and American football leagues may offer for 1970—including the "not inconceivable" possibility that one network may wind up carrying the Sunday-afternoon games of both National and American Conference teams.

"Despite all the question marks, we intend to be involved in professional football in 1970 and despite the awesome problems of rights and production costs we have every expectation of remaining the dominant network in professional football," Mr. MacPhail asserted in a draft of his speech distributed to newsmen at the meeting.

In his talk, however, he did not make the flat statement. This omission, coupled with CBS-TV President Robert D. Wood's earlier reference to "tough decisions where the return doesn't justify the investment" (see page 57), led some newsmen to wonder whether he had had second thoughts on the subject.

But associates said the omission had no significance and should not be construed as a change of position. Other sources noted that, apparently in a move to save time, Mr. MacPhail had also curtailed or omitted other portions of the text.

Mr. MacPhail emphasized that the two leagues have not completed their realignments under the merger and said that as a result "there have been practically no discussions regarding television."

In the realm of speculation, he thought the most likely approach would be to offer three basic TV packages: a National Conference package of Sun-

day games, an American Conference package of Sunday games, and a combined package of Monday-night games, with doubleheaders severely restricted or eliminated and "overlapping" avoided as much as possible (BROADCASTING, May 19).

But Mr. MacPhail saw "inherent problems" in elimination of Sunday doubleheaders and overlapping: If that happened, he said, "then presumably one network would telecast only early games and the other would do only late games. On the surface it would appear impossible to eliminate all regional competition for either the early or the late telecasts, not to mention the problem of how you arrive at an equitable division of early and late telecasts between the networks."

Still speculating, Mr. MacPhail thought Commissioner Pete Rozelle might seek to have the Monday-night package—if one is offered—consist "primarily or solely" of interleague games. "There are," he said "apparent rights difficulties in including the interleague games in either one or both of the Sunday packages."

But, he continued, "the three-package approach is not the only possibility. It is not inconceivable that the entire schedule of Sunday games might be put up for bidding; this would result in one network carrying 15 weeks of doubleheaders.

Earlier, football sources had indicated to newsmen that CBS, which currently has the NFL games, would get first crack at the National Conference pack-

age and that NBC, for the same reason, would have first go at the American package.

Mr. MacPhail reiterated that CBS-TV would not be interested in a 14-game package of Monday-night football but said it would consider "three or four" Monday-night games.

He said he hoped the decision on 1970 football could be reached by mid-summer, before the 1969 football season gets underway.

It was at approximately this point that Mr. MacPhail said in his speech draft that CBS intends to be involved, hopefully as the dominant network, in pro football in 1970. The draft continued:

"No league proposal, including Monday night, will be rejected out of hand."

On the increase in sports rights and productions costs, Mr. MacPhail said CBS-TV spent a great deal of time and money preparing a bid for the 1972 Summer Olympics in Munich, Germany, and submitted a bid that "involved a substantial financial risk to CBS" but that it fell several million dollars short of the \$12-million bid that obtained the rights for ABC-TV (BROADCASTING, April 7).

Rights and productions costs for the Olympics, he said, have risen from \$600,000 in 1960 to \$1.3 million in 1964, to \$7.7 million in 1968 and over \$13,750,000 for 1972.

He said CBS is engaged in extensive research on the 1972 Winter Olympics, to be held in Sapporo, Japan, but that he could not tell whether its competitive position would be better than in the Summer Olympic bidding, though he felt there were some "encouraging signs." He assured the affiliates, however, that CBS would make "a representative bid," but added that it's hard to tell "what a representative bid is" any more.

He said CBS is in serious negotiations with the National Hockey League and the outcome seemed a 50-50 bet. He said CBS wants hockey but that problems in ratings, clearance and sales limit the investment that can be made in air-time and money. He urged affiliates not only to clear time but also to actively promote the sport if hockey is renewed.

Lorimar set for CBS series

Lorimar Productions, Beverly Hills, Calif., has signed to develop a half-hour situation comedy series for CBS-TV with a target date of September 1970. The projected series would have a contemporary theme with the leading characters played by "young adults." It's the third project in development between Lorimar and CBS-TV. Lorimar also is set to produce a *World Premiere* feature in association with Universal TV for NBC-TV.

Salant lashes out at FCC

CBS News president deplores approach commission took to question Chicago convention coverage

CBS News President Richard S. Salant last week accused the FCC of "inhibiting . . . free journalism" by its "blunderbuss approach" of requiring networks to answer all complaints the agency received about coverage of the Democratic national convention last August.

Mr. Salant used the most pointed language he has employed in some eight months of post-convention campaigning against would-be broadcast censors.

His speech was the keynote of a special CBS News presentation at the CBS-TV affiliates convention Wednesday morning (May 21) in New York. Other features of the presentation:

- Plans were disclosed for introduction of a Sunday-evening news report in January, to be presented in the 6-6:30 p.m. EST period now occupied by *21st Century*. Anchorman for the program has not been determined, but the sponsor has—Standard Oil of New Jersey.

- Scheduling of *Challenge*, a program that would deal with such events as auto races and an around-the-world sail in a ketch, is now undecided, since the Sunday-night news report has preempted it as the replacement for *21st Century*. In a closed session later, CBS officials reportedly said that *Challenge* might become a replacement show, be expanded into a series of one-hour specials or be integrated into the Tuesday-night *60 Minutes* program.

In his address, Mr. Salant called the FCC's Sept. 13, 1968, order "a dragnet letter," and accused the commission of being "careless and imprecise" in writing it.

Mr. Salant told the affiliates in the Sept. 13 letter ordering the networks to respond to complaints within 20 days, "the commission exercised no editing or selection judgment whatever. . . . It embodied no reference to the 'sharp limits' on its right to inquire, which it later emphasized."

Describing the letters to the FCC as "accusing us of bias, inaccuracy, unfairness, subversion, acne and halitosis," the news executive complained that "a vast number of these 'hundreds' of complaints didn't refer to 'fairness' in the sense of providing an opportunity for the expression of all significant viewpoints at all—the only issue which, long after, the FCC said it could properly inquire into. Rather, the complaints raised issues of fairness in the sense of truth and accuracy; they raised questions whether we devoted too little attention to the formal speeches at the podium and whether what we reported

was merely rumor. These are the very issues which the FCC, four and a half months later, said the First Amendment put beyond its power to inquire into."

Mr. Salant charged that although there were too many letters for the FCC "to summarize, or even to discriminate among," the networks were required "to read and consider every one, whether or not dealing with fairness in the narrow sense." This requirement, he said, sent "shockwaves through the entire organization."

He added: "There is the real threat, no matter how hard we try to fight it, that as a result some newsman, somewhere, somehow in some news organization will play it safe—and not report it as he sees fit. And then the battle is lost. The government is affecting what is reported, and how. And as I understand it, that's precisely what the First Amendment forbids."

Mr. Salant, a lawyer himself, praised the CBS law department for providing what he described as a "superb and comprehensive reply" to the Sept. 13

letter, which, he said, "gave the FCC a stunning lecture on its incursions on the First Amendment."

Coupled with his criticism of the Sept. 13 FCC letter, Mr. Salant also attacked the portion of the commission's Feb. 28 report on its investigation of the Chicago convention coverage in which the FCC said it was puzzled by the charges of First Amendment infringement. Mr. Salant said the "FCC rather disingenuously" ignored the point of the charges about selectivity and limits on the FCC's right of inquiry.

Mr. Salant did acknowledge, that "I take some, but hardly complete, comfort from the FCC decision which disposed of the issues" in the controversy over convention coverage."

Bill Leonard, vice president for news programming, and Gordon Manning, news vice president, shared honors with Mr. Salant in a panel session after his speech.

Mr. Leonard reported plans for, among other news specials, a follow-up to the award-winning "Hunger in America" program, a report on the U-2 flight in which Francis Gary Powers was shot down by the Russians, with Mr. Powers assisting in the program, and a study of foundations, in addition to the *Challenge* program.

Producers and anchormen of *CBS Evening News with Walter Cronkite*,

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CBS Morning News with Joseph Benti and *CBS Saturday News with Roger Mudd* also participated in the presentation in an apparent effort to cement—and wherever possible increase—station clearances of their programs. Mr. Cronkite volunteered as he has before, that although he had not been authorized to say so, he hoped his program would some day be the first network evening news report to expand to an hour.

New ASCAP contract being sent stations

No new delays over proposed TV contract are in prospect

Copies of the proposed new contract between television stations and the American Society of Composers, Authors and Publishers were due to be mailed to stations almost momentarily late last week, following removal of what appeared to be the last in a series of last-minute hitches.

Charles Tower of Corinthian Broadcasting, chairman of the All-Industry TV Stations Music License Committee, which represented TV broadcasters in negotiating new terms for their use of ASCAP music, said the mailings would start as soon as printing could be completed—possibly by last Friday (May 23) and by today or tomorrow (May 26-27) at the latest.

Copies had been set to go into the mails two weeks ago, following resolution of another last-minute snag (BROADCASTING, May 12). But then ASCAP officials became entangled in a dispute with an unidentified broadcaster over interpretation of a section in ASCAP's radio—not TV—contract, and since the new TV forms contained similar

language, ASCAP held up the TV deal until the radio issue was settled ("Closed Circuit," May 19).

The issue was between ASCAP and one broadcaster, not ASCAP and the TV committee, and apparently it was resolved to ASCAP's satisfaction. Participants said no substantive matter was at stake.

During the delay one change in procedure was adopted, however, and that is why the forms explaining the next steps to stations had to be redrafted.

Plans for a court-issued show-cause order to be issued after the contract has been approved by a majority of the 375 stations directly represented by the committee—a technical step to give dissident stations, if any, an opportunity to try to show that the new contract is significantly defective—have been dropped. Instead of a show-cause order, a "settlement notice" will be issued.

If stations don't like the new contract, they will still have a chance to oppose it. Traditionally, however, stations have tended to accept their committee's recommendation in such cases. Their alternative is to try individually to get a better deal, which could mean duplicating the time and effort spent by the committee—in this case almost eight years—with no assurance that they will succeed in bettering the terms already negotiated by the committee.

The court—the U.S. Southern District Court in New York—is involved because the all-industry committee filed a law suit asking the court to establish reasonable fees back in 1961, when its initial efforts to negotiate a new ASCAP contract failed. Assuming the court approves the new deal, it will sign an order terminating the suit.

Committee leaders have estimated that, if TV-station revenues increase by 6% annually, station payments to ASCAP over a 10-year period would be \$53 million less under the new contract than under the one it is to replace.

after the publication's issue date," president Robert D. Wood, CBS president, told a meeting of the network's affiliates last week (see page 56). He said the extension was effective immediately.

Mr. Wood made the announcement in urging affiliates to "put your maximum effort" into setting up local screenings and urging local critics to attend.

Mr. Wood reported that the preview policy had met with "great enthusiasm by many of the nation's most responsible critics" but had also encountered "pockets of resistance." Some TV editors and critics in important cities, he said, opposed it on such grounds as that "it would take the fun out of reviewing," would "take the opening-night excitement out of television," or would make it necessary for the paper to enlarge its TV staff.

Klein urges more effective public service from media

President Nixon's communications director, Herbert G. Klein, urged broadcasters last week to more carefully match their public service efforts to current local needs for greater impact and effectiveness.

"Too often," he told a joint luncheon meeting of communications media groups in Chicago last Tuesday (May 20), "the free time or public service time is filled by those who want to satisfy an obligation to the FCC and who pay too little attention to the actual content or the direction they might take for this type of program."

Mr. Klein said he hoped that all media and their respective organizations would work together "to see what you could do on a combined basis to be more effective in the public service that you give." He suggested, for example, special support for the government programs that seek to involve people more deeply in their own local problems on a volunteer basis.

Explaining his role to help get top government officials into more active contact with the public personally and through the media, Mr. Klein said the challenge to both government and media "is whether we can keep the American people informed at the same pace science is gaining." As government gets more complex and technology advances, he agreed, the reporting job becomes more difficult and interpretive too.

Western Video absorbs North American TV

North American Television Associates, Hollywood-based television film distribution company, has acquired by another Hollywood firm, Western Video Industries Inc. Details of the acquisition were not revealed. Western Video Industries is the parent company of Hollywood Video Center, a two-year-old, \$3 million, color video-tape facility in the center of Hollywood. Another subsidiary of Western Video Industries is Western Video Productions, the production arm of Hollywood Video Center.

North American Television is headed by Richard Dinsmore, a veteran TV sales executive. Under the new agreement, Mr. Dinsmore, formerly for six years vice president and general manager of now-merged Desilu Sales, will join Hollywood Video Center as a vice president and director of program sales. North American TV was formed in the summer of 1966. Among other products, NATA distributes the King Family Specials. Mr. Dinsmore is business manager for the King family.

CBS 'pre-review' privilege extended

CBS-TV announced last week that it was extending to weekly magazines and newspaper supplements its policy of permitting publication of "pre-reviews" of its programs.

The policy was initiated for newspapers a little over a month ago (BROADCASTING, April 21). It permits critics of newspapers to prescreen CBS-TV programs and publish their reviews on the same day the programs are to be shown on the network.

Now, in addition, weekly magazines and newspaper supplements "will be able to attend our prescreening and publish reviews of programs scheduled for broadcast during the seven days

Networks, affiliates lambaste 50-50

FCC finds little industry support for proposed restrictions on networks

The three major networks and the television-affiliate groups of two of them, their armories replenished with a fresh batch of statistics, resumed their attack last week on an FCC proposal to limit their ownership of or interests in programming. They said it was unwarranted, unwise and illegal.

Their ranks were not solid, however, in opposition to an alternative plan advanced by Westinghouse Broadcasting Co. in what has become known as the 50-50 rulemaking proceeding. ABC said that if the commission concludes some regulatory action in the programming field is necessary, it supports the Westinghouse plan as an interim measure.

But this was the closest thing to an endorsement the commission received for any proposal to limit network activities in programming, as the deadline passed for comments in the four-year-old rulemaking that was reopened in September for fresh comments and an updating of information (BROADCASTING, Sept. 23, 1968).

The commission had hoped that members of the industry—such as film producers—might offer support for its proposal in the reopened proceeding. Endorsement was minimal in the original round of filings. But the only industry support came from the Writers Guild of America, which saw the 50-50 proposal as a means of restoring "creativity and diversity" to television programming (BROADCASTING, March 31).

The Department of Justice's anti-trust division filed a brief letter endorsing a combination of the WBC and FCC proposals. It said the two would "encourage the development of independent sources of programming" (BROADCASTING, May 5).

It was to promote diversity of program sources—and to prevent networks from "crowding out" advertiser supplied programs from their schedules—that the commission had originally proposed its so-called 50-50 rule, in March 1965 (BROADCASTING, March 29, 1965). The proposal would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming and bar them from acquiring subsidiary rights and

interests—including those in syndication and merchandising—in independently produced programs. It would also prohibit them from engaging in domestic syndication and permit them to syndicate abroad only those shows they produce themselves.

The WBC proposal, which the networks pointed out has been advanced—and rejected by the commission—on two previous occasions, would prohibit stations in the top-50 markets having at least three stations from carrying more than three hours of network programs, other than news, between 7 and 11 p.m. Networks now generally provide three-and-a-half hours per week-night, and four hours on Sunday night.

The proposal, thus, is designed to carve out a period of prime time for independent producers like WBC. And NBC, in its comment last week, called it an option time plan for the syndicator—and as such, a reversal of commission policy in outlawing network option time as an improper curb on licensee's choice of programming.

The three networks and the NBC and CBS television affiliates argued that there was no need for either plan four years ago, and even less need today. To support that position, they cited the 210-page statistical report on the production, procurement, distribution and scheduling of television programming that was prepared by the Arthur D. Little Co., the Cambridge, Mass.-based research organization (BROADCASTING, April 28). The report was an updating of material in a report the Little company prepared for the first round of comments, three years ago.

The comments last week argued that, although the proposals are aimed at opening the production market to independent producers, the market for such

product is continuing to grow—not only in terms of the number of new stations but in the number of nonnetwork programs that affiliates substitute for the offerings of their networks.

NBC, noting that nonclearance has increased more than 60% in the 7-11 p.m. time period and 100% between 7:30 and 11 p.m., said: "The freedom of choice in the selection of sources of programs envisioned by the commission when it abolished option time [in 1963] has indeed been exercised by affiliates."

ABC agreed with CBS and NBC and the affiliate groups that these developments were reason enough for rejecting both proposals now pending. But ABC said a question remains as to whether the developments are transpiring fast enough to satisfy the public interest in a greater diversity of program sources. If the commission feels they are not, it added, the WBC proposal is "the most effective and least offensive means" to bring about change "during an interim period."

ABC suggested that the rule, if adopted, be retained only for five years. In that time period, ABC said, present developments leading to diversity in program sources, including the increasing number of UHF-equipped sets, "will have matured."

The commission, in issuing its proposed 50-50 rule, expressed concern over the fact that networks owned or controlled more than 90% of their prime-time programming—the figure is now 97%. The commission suggested that the networks were refusing advertiser-supplied programs in which they could not obtain subsidiary rights and interests.

The networks—as they did three years ago—said it would be foolish for them to base their selections of programs on whether they could obtain rights in them. Networks negotiate on the rights in return for financial assistance.

"The networks have less risk with advertiser-supplied programs than they do with network-supplied programs and



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should, if anything, prefer the former to the latter," CBS said. "From a network's point of view, the most significant risk is that a program will not have a successful network run."

The networks said market trends—not network cupidity—were responsible for the declining number of advertiser-supplied programs. They cited as reasons for a trend to multiple sponsorships soaring costs of program production and advertiser desires to spread messages over a number of series to avoid the danger of wasting money on a series that proves to be a ratings failure.

CBS noted last week that the second

Little report shows that advertisers now spread their purchases over more program series than ever before. "In 1968," CBS said, "even the smallest advertisers used an average of 19 series."

NBC and the CBS affiliates group also challenged the commission's authority to adopt the proposed rule. The commission, in a departure from past pronouncements, declared it has authority under the Communications Act to regulate networks directly (BROADCASTING, Sept. 23, 1968). Previously, it had sought to regulate them through their owned-and-operated or affiliated stations.

The CBS affiliates also disputed the

legality of the WBC proposal. All those commenting said it was undesirable on the ground, among others, it would restrict the licensee's freedom of choice of programing. The CBS affiliates group went further to assert this restriction would amount to an unconstitutional abridgement of the right of free speech.

The NBC group was caustic in its comment on the likely effect of the WBC proposal. To the extent the charge that networks are "overcautious" and afraid to take chances on new types of programing, the affiliate group said, "it will be even more true for an under-financed, small producer trying to peddle his own product through syndication.

CBS affirms network editorial control

Jencks, Wood defend 'Smothers' decision, cite responsibilities to public, affiliates

Two of the top broadcast officials of CBS presented the television network's side of the *Smothers Brothers* cancellation case to affiliates last week in terms that included "crisis" and a "tough" but "unavoidable" decision.

In separate speeches at the New York meeting (see pages 34, 52), both Richard W. Jencks, president of the CBS/Broadcast Group, and Robert D. Wood, president of CBS-TV, defended the cancellation of the *Smothers Brothers Comedy Hour* as a necessary exercise of the network's responsibility for what it carries.

Calling it a "crisis which we wish we could have avoided," Mr. Jencks used the Smothers brothers controversy as a springboard into the general problems of network responsibility, standards of broadcast programing, taste in a "permissive society" inflammatory "free speech" on public media and violence on television.

Mr. Jencks said the Smothers brothers controversy "has raised underlying issues as to our responsibility to the public—and to you [the affiliates]—with respect to broadcast material." He said: "Few people, friend or foe, seemed to credit our explanation for the cancellation, namely, that necessary standards with respect to taste in broadcast programing cannot be met unless those who work with us are willing to observe certain reasonable procedures." Reviewing the changes of American standards in the past few years that have allowed movies, books and magazines to "delve into everything from lesbianism and drug addiction to the psychology of racial hatred," Mr. Jencks also noted differences of other media from TV in that they have primarily adult audiences, "have no obligation to serve the larger public interest" and "require payment as a condition of access by the public."

He concluded that "television clearly

has a responsibility in matters of taste different than that of any other medium," and that, while the almost ubiquitous presence of our medium is television's great strength, yet [it is] also its greatest problem when it comes to taste and what we show our audience."

Mr. Jencks added that "our critics are simply wrong in interpreting the recent controversy to mean that we are putting an embargo on topical satire, parody or other similar programing that pokes fun at contemporary figures and events." To "those who express an honest concern that the application of our standards gets in the way of the expression of views on controversial issues," Mr. Jencks answered that "someone has to be the judge of the difference between entertainment and propaganda . . . unless entertainment programs are to be brought under the full sanction of the commission's fairness doctrine, and entertainers are to be chosen, not on their merits, but because of the diversity of their politics."

He also assailed as "begging the question" a concept which he ascribed to FCC Commissioner Nicholas Johnson: "that the theory of free speech not only permits, but compels, the dissemination of antisocial material." Challenging Mr. Johnson's position, Mr. Jencks said: "No medium of communication should be regarded as especially virtuous for providing a forum for the expression of hateful views." He said that while the concept of free speech "means that everyone has a right to speak to whatever audience he can command," it does not mean that he has a right to an audience or "should be able to compel access to broadcast media or that a station which irresponsibly broadcasts such views should be praised as performing a public service."

On the problem of violence on television, Mr. Jencks recounted the network's traditional position that violence in programing "should not occupy a disproportionate part of the television schedule" and added that "what we must also seek to do is see



Messrs. Jencks (l.) and Wood.

to it that violence, when presented, is meaningful and engages the viewer's concern and sympathy."

Mr. Jencks said that "no mass medium has ever been so buffeted by criticism as television is at the present time." And he concluded that "in the final analysis, we have no choice but to exercise our responsibility as we see it."

Mr. Wood, making his first appearance before the affiliates as president of the network, reviewed the Smothers cancellation as a "tough" decision but "unavoidable" because "what it all really boils down to is something quite simple and fundamental: Who is running the CBS television network."

The affiliates applauded as he continued: "Let me assure you, gentlemen, there was never any doubt in my mind—it isn't Tommy Smothers."

Subsequent charges that CBS had engaged in "censorship" or was "cracking down on creativity," Mr. Wood said, were unsupportable and served only to cloud the real issue of network responsibility. He said he realized when he was named president last February that he faced a tough job in trying to top the CBS-TV record of being "first in news, first in entertainment, first in billings" for 14 straight years.

"There is only one way to top it," he said, "by continuing to inject new excitement, new energy, new vitality into every facet of the operations and, most important, getting it onto that picture tube. For that's the only place it counts—up front where everybody can see it. In the process of getting this ruby-dust on the tube, I intend to get more than a dollar back for every dollar we spend, even if it means facing the tough decisions where the return doesn't justify the investment."

This last statement caused some observers to wonder—since networks generally tend to make little profit, if any, on their multimillion-dollar football packages—whether CBS-TV was prepared to forego pro football after this year if it is unable to get a new contract at a price it seems reasonably likely to recover. It is paying approximately \$25.7 million for rights for the 1969-70 season (see page 52).

But football was not the example Mr. Wood gave for his reference to returns that don't justify the investment. The example he did give: "I am going to say 'no' to four cameras for a program that needs only two. On the other hand, I am going to insist on 20 cameras when they are needed."



NBC-TV to test six series ideas

Pilots to be shown on Monday nights during summer season

Six pilots, all part of NBC-TV's program development of possible future series, will be on this summer on Monday nights.

The titles, dates of telecast, time periods and other data: *Pioneer Spirit*, July 21, 8-8:30 EDT, a story about three couples who leave suburbia for Alaska. Jay Sommers is the creator and producer and Mr. Sommers and Dick Chevillat are the writers. Filmways is the studio.

Doc, July 28, 8-8:30 EDT, with Forrest Tucker as an indispensable small-town doctor whose patients won't let him retire. It also is a vehicle by Mr. Sommers, and the Sommers/Chevillat writing team. Ralph Levy is director. Filmways is the studio.

The Best Years, Aug. 4, 8-8:30 EDT, in which Walt Randolph plays a widower charged with the responsibility of raising his three daughters. Sidney Sheldon is creator, writer and producer with James Sheldon the director. Paramount Television.

Tiger! Tiger!, Aug. 18, 7:30-8:30 EDT; a story about a veterinarian (Peter Jason) and his young bride (Marilyn Devin) who share a household with a menagerie that includes a 500-pound tiger. Ivan Tors is executive producer, Andy White is producer and Earl Hamner Jr. is the writer. Ivan Tors Films.

The Flim-Flam Man, Sept. 1, 7:30-8 EDT, in which Forrest Tucker stars as a "fast-moving con man who victimizes only the greedy." Don Scardino is co-star. Alan Rafkin directed and James Bridges wrote the pilot. 20th Century-Fox.

A Country Happening, Sept. 8, 7:30-8 EDT, featuring Roy Rogers and Dale

Evans in song, dance and conversation with guest stars. Greg Garrison is executive producer and Don Van Atta the producer, through Garrison-Van Atta Productions.

The first four shows will precede extended versions of Monday night movies. *Flim-Flam* will be followed by baseball, and *Country* by a special and a movie.

Quality color comes from outer-space show

Television last week again proved itself the most dramatic communications medium of the age as it provided a planet rapidly becoming accustomed to technological leaps with unparalleled and awe-inspiring views of itself, its natural satellite and man's efforts to bridge the void between.

Most broadcast observers—and millions of private viewers—found color television pictures beamed from the Apollo 10 moon mission the most spectacular show yet put on in the United States's multibillion-dollar space program.

The three astronauts of the Apollo craft provided citizens of the world with even lengthier space broadcasts than planned and highly refined color equipment produced pictures startling in clarity and crispness.

During the first five days of the flight the astronauts broadcast not only the first live color views of the earth and moon, but allowed home audiences to actually watch parts of critical maneuvers, including the first docking of the command and lunar modules and jettisoning of the booster rocket on Sunday (May 18), and movement of the command module away from the lunar excursion module in moon orbit as men prepared to descend for the first time to within 10 miles of the lunar surface on Thursday (May 22).

The new miniaturized Westinghouse camera and CBS field-sequential color system (BROADCASTING, April 19) pro-

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vided both black-and-white and color pictures of far greater clarity and resolution than those of the slow-scan RCA vidicon camera used on the Apollo 8 flight. Most home viewers found the color pictures of particularly surprising quality. Network technicians reported the pictures provided by color conversion slightly clearer than the black-and-white pictures.

From the first live capsule broadcast only three hours after lift-off Sunday (May 18), astronauts Stafford, Cernan and John W. Young displayed an eagerness to share their space views beyond what their schedules called for.

Colonel Stafford was reported to have been responsible for pressing NASA to provide the color coverage to encourage public support of the space program.

All three TV networks stood by to cut in any new transmissions from the space craft or other developments throughout the flight. NBC once again appeared to be leading in bulk of coverage, from the launch itself, when the network pre-empted regular programming continuously from 11:30 a.m. to 5:06 p.m. ABC and CBS cut back in and out as space activities dictated.

In addition to special broadcastings, on Tuesday (May 20) *The CBS Evening News with Walter Cronkite* was extended to one hour to include one of the live space transmissions. Today, NBC was to extend its *Today* show to three hours to concentrate on pre-splash-down activities.

Although the most spectacular aspects of the flight's first five days were the picture transmissions, all major radio networks also covered throughout. They were on equal footing with TV through many crucial moments of the flight when no live pictures were available.

RTNDA wants complaints on ethics violations

The Radio-Television News Directors Association at a meeting in Chicago Saturday, May 10, began procedures for investigating "documented and well-founded" complaints of violations of its Code of Ethics.

The Ethics and Standards Committee of RTNDA, chaired by Mitchell V. Charnley, professor emeritus of the University of Minnesota, formulated the plan to set up procedures for considering and acting on such complaints. Of particular concern to the committee are recent allegations of staged news coverage by television newsmen.

Mr. Charnley said the committee will also be alert to the possibility that some complaints may reflect an unwarranted desire to suppress news. Documented complaints may be addressed to Mitchell V. Charnley, University of Minnesota, Minneapolis.

Can 'Peyton Place' find happiness off-network?

Twentieth Century-Fox Television is placing the most successful soap opera carried on prime-time television, *Peyton Place*, into syndication for a fall start.

In announcing this development last week, Alan Silverbach, vice president in charge of syndication, noted that *Peyton Place* is completing a five-year cycle on ABC-TV. The series contains 514 half-hour episodes, of which 274 are in color. It is being offered to stations as a daily strip. Mr. Silverbach declined to reveal the price structure set for *Peyton*, but said it would be sold for "top dollar."

He also announced initial sales on two other off-network properties, *Felony Squad* and *Judd for the Defense*, also off ABC-TV. He said *Felony Squad* has been bought by WPIX(TV) New York, KCOP(TV) Los Angeles, KEMO-TV San Francisco, KIRO-TV Seattle and WATL-TV Atlanta and *Judd for the Defense* by KCOP, WPIX, WKRC-TV Cincinnati, KOA-TV Denver and WTCN-TV Minneapolis-St. Paul.

ITC has four-series, 54-unit package out

Independent Television Corp. has released an *Adventure-Suspense Theater*, all-color package of four series with 54 hours of off-network programming and 47 hours of first-run programming.

ITC President Abe Mandell said the package has been presold in 22 markets, including seven of the top 10, and they bring the company's total U.S. syndication sales in the past two months to \$2.5 million. The announcement followed ITC's three-day national sales meeting in New York.

In the package are: *The Champions*, starring Stuart Damon, Alexandra Bastedo and William Gaunt, 20 hours new, 10 first-run off NBC-TV; *The Baron*, starring Steve Forrest and Sue Lloyd, 14 new, 12 first-run off ABC-TV; *Man in a Suitcase*, starring Richard Bradford, 13 new, 15 first-run off ABC-TV, and *The Prisoner*, starring Patrick McGeehan, 17 first-run off CBS-TV.

CBS sets policy on syndication rights

Concern over allegations that networks pressure program producers into surrendering to network subsidiary rights, including syndication, in their programs, led CBS last week to announce its policy regarding the acquisition of such rights.

If a producer requests financial as-

sistance in the preparation of a program, CBS said, it will ask, in addition to network broadcast rights: (1) "an unconditional and credit-worthy promise to repay, on terms generally available from financial institutions," or (2) "a negotiated participation in subsidiary interests and/or rights."

If the producer chooses an option under which he retains all subsidiary rights and interests, CBS said, it may subsequently seek to acquire "some of those interests and/or rights." But it will defer negotiations for them "until after the arrangement to acquire the network broadcast rights has been made."

NAB, RIAA name liaison committees

A liaison committee to provide a channel of communications between the record and radio industries has been named by the National Association of Broadcasters and the Record Industry Association of America.

Representing NAB will be Robert L. Pratt, KGGF Coffeyville, Kan.; Dan Hayslett, KIXL Dallas; Lester M. Smith, KJR Seattle, and Erny Tannen, Media-america stations, Silver Spring, Md.

RIAA representatives will be Stanley M. Gortikov, Capitol Records, Hollywood; Jac Holzman, Elektra Records, New York; Hal Neely, Starday Records, Hendersonville, Tenn., and Jerry Wexler, Atlantic Records, New York.

Empire bases new series on Levy, Wylie ideas

Empire Productions, Hollywood, has completed arrangements to develop two new comedies for the 1970-71 season.

The first contract is with Screen Gems for a comedy based on an original idea by David Levy, executive producer of Empire Productions, entitled *This Town of Ours*. The production is being supervised by Stephen Blauner, Screen Gems vice president for program development.

The second program is in association with 20th Century-Fox. It is based on an idea by Max Wylie and is entitled *The Bridegroom*. Production supervisor is Grant Tinker, Fox's vice president in charge of programming.

Clark's young approach

Dick Clark Productions, Hollywood, is developing four special programs for prospective sale to networks in the fall. Theme of all four shows—*Up, Up and In Orbit*; *It's a Young, Young, Young World*; *The Biggest Little Show on Earth*, and *Operation Workout* — is young people in today's world.

ABC earnings soar into '69

Profits from O&O's more than compensate for losses in radio and TV networking

ABC will enjoy record second-quarter earnings and can expect a level of earnings for the entire year higher than those of 1968, President Leonard H. Goldenson told stockholders at the company's annual meeting in New York last week.

Mr. Goldenson declined to estimate earnings for the year when questioned by a shareholder about a *Wall Street Journal* story last month that quoted Simon B. Siegel, ABC executive vice president, as predicting that the company could "reach or surpass" per-share earnings estimates of \$3.50 to \$3.75 for the year.

However, following the meeting, an ABC executive said privately that had Mr. Goldenson been asked directly by a stockholder if he disagreed with Mr. Siegel's estimate, he was prepared to say he would not dispute it.

ABC earnings last year were \$2.66 per share. Earnings for the second quarter of last year were 92 cents a share.

In response to questions at the meeting, Mr. Goldenson also said that both the ABC radio and television networks are continuing to operate in the red, but the owned-and-operated stations are doing well enough that the over-all broadcast division is showing a profit.

He said that the five owned television stations had record sales last year, that first-quarter sales this year were the highest in the stations' history and that the trend is continuing. He said the radio stations division "is at a record sales level for the year to date."

Of the television network, Mr. Goldenson reported that "very significant progress has been made since the first of this year in the daytime period. The network's daytime schedule is in the strongest competitive position in its history . . . aided by the substantially improved daytime ratings and by the continuing strong advertiser demand, the entire network schedule is virtually sold out for this current quarter."

Of the over-all television network situation, he said, "sales for the third quarter are currently well ahead of last year's level" and "sales for the fourth quarter are ahead of last year's level at this time." In other broadcasting operations, Mr. Goldenson said,

"ABC International and ABC Films have performed satisfactorily."

Among major nonbroadcast activities, he said the theater division "showed substantial earnings improvement in 1968; the best level since 1950," and were "good" for the first quarter of this year, although he acknowledged they were "not equal to last year's first-quarter results when several exceptionally popular motion pictures were in release." He said "ABC Records has continued to make fine progress."

Mr. Goldenson also said that "with the strongest cash and working-capital position that we have ever had, we are in a most favorable position to grow and expand."

The meeting was stretched to two

hours length by the repeated questioning of Mr. Goldenson by two minor stockholders, Mrs. Evelyn Y. Davis and Mrs. Wilma Soss, who habitually attend shareholders meetings of major firms. Although his patience at times appeared strained by the repetitive questioning, Mr. Goldenson did provide answers—among them: that ABC paid dues of about \$100,000 to the National Association of Broadcasters last year, that it paid Price Waterhouse & Co. \$385,000 for auditing services and that it is the company's position that it will continue broadcasting cigarette commercials as long as they are not declared illegal.

Shareholders overwhelmingly voted down an annual proposal by Mrs. Davis that the company be banned

Do you get headaches along with the programming you've just bought?

We at MGM-TV hate to have them and so we try to avoid giving any. It's part of our professional pride in servicing customers well in bookings, prints and promotion. Checking on our promotion material with the promotion managers is a good idea if you want to be practical about professional pride. So we recently sent them a questionnaire. It covered various uses of materials supplied (like trailers, slides,

photos, etc.) and then asked for their rating of our promotion material/service on a scale from 1 to 5.

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from making any charitable or educational contributions, and Mr. Goldenson rejected as irrelevant a motion that the company withhold charitable contributions to schools that "give in to educated hoodlums" creating campus disorders.

Robert V. Hansberger, president and chief executive officer of the Boise Cascade Corp., was elected a director of ABC. Chester Gersten and Robert Hinckley retired from the board, and all other present directors were re-elected.

A proxy statement issued for the meeting showed that directors of the company holding major blocks of stock were Mr. Goldenson, 70,061 shares; Mr. Siegel, 11,937 shares, and Everett H. Erlick, 8,066 shares.

Among salaries of top officers of ABC, the statement showed that last year Mr. Goldenson was paid \$125,000 with \$53,000 in deferred compensation; Mr. Siegel, \$100,214 plus \$44,000 in deferred compensation; Samuel H. Clark, group vice president, \$75,000 plus \$17,500 in additional compensation; Mr. Erlick, a group vice president and general counsel, \$72,600 plus \$15,000 in additional compensation, and Thomas W. Moore, group vice president who resigned Aug. 30, 1968, \$67,165. (The proxy statement also showed that Mr. Clark received a new contract, effective the first of this year and running until Dec. 31, 1973, raising his salary to \$100,000 a year plus deferred compensation.)

Bottom drops out of Fox's 1st quarter

Zanuck tells stockholders revenues fell \$9.2 million over comparable '68 period

The annual meeting of stockholders of the 20th Century-Fox Corp. in New York last week was a boisterous affair that was not calmed by the news that first-quarter 1969 earnings had declined sharply from the 1968 level.

Darryl F. Zanuck gave no explanation in his prepared remarks or in answer to a stockholder's question on the earnings drop. He told stockholders that earnings had fallen to \$2,464,000 in the 1969 first quarter (equal to 31 cents a share) from \$3,363,000 in the 1968 first quarter (equal to 52 cents a share). Revenues dropped to \$35,295,000 from \$44,590,000 in the 1968 first quarter.

After the meeting, Mr. Zanuck, nettled by a newsman's query, replied: "What do you expect us to do, hit a home run every time we go to bat? Babe Ruth hit more home runs than anyone else, but he struck out more

times. Next year it may go like this [pointing upward] and the next year it might go like this [pointing downward]."

During the meeting Mr. Zanuck acknowledged that two Fox pictures now in distribution, "Star" and "Dr. Doolittle," have proved to be disappointments. But he denied reports that "Dr. Doolittle" has meant a loss of more than \$20 million to the company.

Fox has been the target of take-over attempts by several companies in recent months. Mr. Zanuck said that there have been discussions in the past with a limited number of companies and added, "I prefer to go it alone. But should a proposition come along that would be beneficial to Fox stockholders, then I would certainly be in favor of discussing it in detail."

Taft registers rise in revenues, income

Radio sales are up 16% while pretax profit for group climbs 19%

Taft Broadcasting Co. has reported a 14.3% increase in net revenues and an 8.7% increase in net income for the fiscal year ended March 31.

Net revenues amounted to \$41,810,685, or \$2.02 per share vs. \$1.88 per share for the previous year. Operating income rose 18.1% to \$17,712,733 and pretax income was up 19.1% to \$14,786,344. Net income was \$6,889,344 compared to the prior year's \$6,335,060 before the gain on the sale of WKYT-TV Lexington, Ky.

The financial figures were revealed at a meeting last Tuesday (May 20) of Taft officers and members of the New York City Entertainment Analysts Group at Taft's headquarters in Cincinnati. Lawrence H. Rogers II, Taft president, said the company expects to end its first fiscal quarter "comfortably" ahead of last year in broadcasting. In 1968 Taft radio sales advanced 16% and operating profit increased 19%, said Mr. Rogers, who added that Taft's Buffalo, N.Y., radio outlet—WGR—has finally gone into the black. "I look for WGR to make a countable contribution to net earnings by the end of this fiscal year," he said.

Turning to a discussion of Taft's TV production activities, Mr. Rogers said it is too early for Fouad Said Productions to show major sales and earnings gains, but the quarter beginning in July should have a telling effect. Taft is concerned about the short supply non-network programs, he said, and is engaged in a project to launch a daily

syndicated video-taped show for Taft stations and as many other stations as can be sold. *The Dennis Wholey Show* would replace the syndicated *Merv Griffin Show*, since Mr. Griffin is going to CBS-TV, Mr. Rogers said. He added that financing the cost of the show—\$35,000 a week—would require six major market sales outside of its own.

The New Adventures of Huckleberry Finn on NBC-TV this year and produced by Taft's Hanna-Barbera Productions, he said was "a disappointing and expensive failure. We hope eventually for it to pay off from residual uses. . . ." H-B's *Wacky Races* on CBS-TV will not be renewed (although reruns of the show on CBS have been scheduled) and *The Banana Splits* has been renewed by NBC—largely for reruns. ABC has bought an hour show based on the success of *The Banana Splits*, Mr. Rogers said, and it will be called *The Cattanooga Cats*. Altogether, he said, H-B will have its biggest year in new network sales.

Mr. Rogers also revealed that Taft has been investigating the formation of a sales agency for its Hanna-Barbera and will soon make an announcement in this regard.

Commenting on cigarette advertising, Mr. Rogers said Taft is "not particularly concerned" about a loss in revenues should an FCC-suggested ban be imposed on such advertising. Taft's cigarette revenues have dropped from over 8% in 1966 to only 4% in 1968, he said.

Last week the FCC announced its approval of Taft's purchase of WIBF-TV (ch. 29) Philadelphia (see page 46). Taft intends to finance the \$4.5-million purchase with a \$5 million loan from two local banks and anticipates repayment in three years at the most. According to Taft executive vice president John L. McClay, the station will be managed by Robert C. Wiegand, Taft vice president and general manager of WGR-TV Buffalo.

LM&M is latest agency to seek public sale

LaRoche, McCaffrey and McCall Inc., New York, is about to become the 13th advertising agency to go public.

LM&M has filed a registration statement with the Securities and Exchange Commission offering 185,000 outstanding common shares for public sale by LM&M stockholders. The offering is being made through G. H. Walker & Co., St. Louis, at \$19 per share maximum.

The company has 625,140 shares outstanding, all owned by officers and employees. Both James J. McCaffrey, chairman and chief executive officer, and David B. McCall, president, each intend to sell 37,720 of their 125,307 shares, and Myron C. McDonald, ex-

ecutive vice president, will sell 15,050 of 50,000 shares held. The balance of the shares being registered are to be offered by 27 other stockholders.

LM&M billed about \$42 million in 1968, of which \$17 million were broadcast billings.

Ad agencies already public include Foote, Cone & Belding; Papert, Koenig, Lois; Adams, Dana, Silverstein; Doremus & Co.; Doyle Dane Bernbach; Grant Advertising International; Grey Advertising; Ogilvy & Mather; Wells, Rich, Greene, and the Lampert Agency. J. Walter Thompson and Herbert Arthur Morris Inc. are awaiting SEC approval.

Sonderling sees record year; buys Pix Inc.

Egmont Sonderling, president of Sonderling Broadcasting Corp., predicts record earnings for 1969 on the basis of a 22% increase in revenues and profits for the first quarter of the year (BROADCASTING, May 12).

He made the prediction at the annual stockholders meeting in Chicago May 14. Mr. Sonderling also announced acquisition of Pix Inc., a New York-based photography firm with a four-million picture library of celebrities, government leaders and world scenes. The purchase was made through Sonderling's Modern Teleservice Inc. for an undisclosed sum.

Two new members were elected to the Sonderling board: Alan Henry, executive vice president of the company, and George A. Katz, partner in the New York law firm of Wachtell, Lipton, Rosen, Katz & Kern. Five present board members were re-elected.

CBS establishes CIRPC to aid investor relations

CBS has established a CBS Investor Relations Policy Committee to improve the financial information provided by the company to the investment community.

In a memorandum last week to officers and department heads, CBS President Frank Stanton said that the functions of CIRPC will be to (1) develop and recommend investor-relations policies and guidelines to corporate management; (2) to publish and issue these guidelines upon the approval of the president of [CBS], and (3) conduct

regular evaluations of investor relations objectives and current activities. The committee will determine its own schedule of meetings.

The chairman of CIRPC, Dr. Stanton said, will be Ralph Briscoe, vice president, finance, CBS. The committee also will include E. K. Meade Jr., vice president, corporate affairs; Kenneth W. Hoehn, treasurer; Julius F. Brauner, secretary; representatives of the four CBS Groups on an ad hoc basis, and the director of investor relations, who will serve as secretary of CIRPC.

Haskell P. MacCowatt has been appointed CBS director of investor relations, corporate affairs staff (see page 68) and will be responsible for day-to-day aspects of the company's financial public relations and will work with the financial press and with security analysts.

Teleprompter revises 1968 earnings report

The annual report of Teleprompter Corp. issued last week showed 1968 earnings somewhat lower than those originally reported by the firm (BROADCASTING, April 7).

A Teleprompter spokesman said the financial statement was revised after accounting procedures on 1968 earnings were modified at the request of the Securities and Exchange Commission when Teleprompter filed a registration statement for the recent sale of \$10 million in 20-year convertible subordinated debentures (BROADCASTING, April 7, et seq).

The spokesman said the first set of 1968 earnings figures involved elimination of an entry for amortization of goodwill on its CATV systems. At the SEC's request, the company restored this entry, changing net operating income for 1968 from the previously reported \$554,020 to \$478,020. Per-share earnings were reduced from 56 cents to 45 cents. The originally reported gross revenues of \$7,270,094 remain unaffected.

W7, Kinney merger goes to stockholders June 10

Shareholders of Warner Bros.-Seven Arts Ltd. and Kinney National Service Inc. will vote on the proposed acquisition of W7 by Kinney in separate meetings to be held in Toronto and New York on June 10.

The boards of directors of both companies have approved the transaction (BROADCASTING, March 18), which is estimated to be worth from \$350 million to \$400 million in an exchange of stock.

In a joint proxy statement issued



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last week by W7 and Kinney, stockholders of Kinney were notified they also will be asked to increase the authorized common stock of the company from 20 million to 40 million shares.

Company reports:

Columbia Pictures, New York, showed a sharp drop in gross income and earnings for the first nine months of the fiscal year. The loss was said to be attributable to "the slow pattern" of road show releases for "Funny Girl" and "Oliver!" Screen Gems, Columbia's television division, "did quite well during the period," a spokesman said. For the 39 weeks ended March 29:

	1969	1968
Earned per share	\$0.82	\$1.38
Net income	4,593,000	7,211,000
Gross income	153,205,000	186,000,000

National General Corp., Los Angeles, leisure-time and financial services company with interests in television pro-

duction and distribution, reported sharply higher revenues and net income for the first half of fiscal 1969 ended March 25:

	1969	1968
Earned per share	\$1.40	\$0.74
Revenues	212,232,000	46,997,000
Net income	6,213,000	2,758,000
Shares outstanding	4,431,000	3,728,000

Notes: Net income and earned per-share figures include extraordinary gain of \$659,000, or 15 cents a share, in 1969 and \$319,000, or nine cents a share, in 1968.

Publishers Co., Washington-based printer and publisher and applicant to purchase WONS and WBGW(FM), both Tallahassee, Fla., reported a 27% increase in net income and an increase in sales for the first quarter of 1969:

	1969	1968
Earned per share	\$0.20	\$0.15
Sales	8,810,859	7,096,423
Net income	279,172	219,923

Reeves Telecom Corp., (formerly Reeves Broadcasting Corp.) New York,

last week reported record revenues but loss in net income for the first quarter of 1969. A major reason for the decline, Reeves said, was the shutdown of newly acquired video studios during January for union negotiations. For the quarter ended March 31:

	1969	1968*
Earned per share	—	\$0.07
Revenues	4,751,400	3,156,000
Operating income	649,600	803,000
Net income	(151,600)	155,500

*Restated to reflect inclusion of certain acquisitions on the basis of pooling of interest.

Movielab Inc., New York, processor of films for television and theatrical release, reported a decline in net sales and income for the first quarter ended March 28:

	1969	1968
Earned per share	\$0.06	\$0.14
Net sales	2,561,987	2,857,760
Net income	82,751	197,903*
Shares outstanding	1,407,266	1,404,481

*Adjusted for 10% federal surcharge on earnings.

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 22	Closing May 15	Closing May 8	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	71½	73½	71½	76½	56½	4,709	\$ 322,600
Atlantic States Ind.		O	9½	10½	10	15½	9½	1,798	17,500
Capital Cities	CCB	N	74½	76½	75	79	62½	2,811	214,000
CBS	CBS	N	55½	58½	54½	59½	44½	24,138	1,315,500
Corinthian	CRB	N	30½	30	29½	37½	25½	3,384	94,800
Cox	COX	N	47	46½	45½	59	42½	2,884	133,000
Gross Telecasting		O	18½	18½	18	20	16	798	15,200
Metromedia	MET	N	35½	37½	38½	53½	35½	5,408	205,500
Pacific & Southern		O	20	17	22	25½	16½	1,616	35,600
Reeves Telecom	RBT	A	21½	20½	23	35½	18½	2,091	45,200
Scripps-Howard		O	27½	27	27½	31½	27	2,589	70,600
Sonderling	SDB	A	46½	43½	43	47½	32½	963	37,100
Taft	TFB	N	40½	42½	41½	43½	34½	3,363	131,200
						Total		56,552	\$ 2,637,800
Broadcasting with other major interests									
Avco	AV	N	32½	32½	33½	49½	31½	12,535	\$ 434,000
Bartell Media	BMC	A	17½	17½	16½	22½	14	2,101	36,500
Boston Herald-Traveler		O	28	34	38	71	28	574	21,800
Chris-Craft *	CCN	N	20½	42½	44½	24½	20½	1,395	61,900
Cowles Communication	CWL	N	15½	15½	15½	17½	13½	3,620	52,500
Fuqua	FQA	N	43½	43½	43½	47	34	5,073	223,800
Gannett	GCI	N	41½	41½	38	42	35½	5,322	192,900
General Tire	GY	N	24½	79	26½	34½	24	17,402	437,200
Gray Communications		O	10½	10½	10	12½	9	475	4,800
Lamb Communications		O	5½	5½	5½	10	5	2,650	15,900
Liberty Corp.	LC	N	16½	17½	17	23½	16½	7,036	131,900
LIN		O	13½	15½	16	33	13	1,415	21,600
Meredith Corp.	MDP	N	53½	52	55	59½	47½	2,762	137,100
The Outlet Co.	OTU	N	23½	23½	24½	30½	21	1,229	30,600
Plough Inc.	PLO	N	70½	70½	70½	72½	62½	6,761	469,000
Post Corp.		O	20½	22	21½	40	17	566	12,500
Rollins	ROL	N	37½	37	37½	38½	30½	7,942	288,900
Rust Craft	RUS	A	34	32½	33	38½	29½	1,169	38,600
Storer	SBK	N	39½	43½	43	62	39½	4,194	180,300
Time Inc.	TL	N	64½	69½	71	100½	61½	7,211	512,000
Wometco	WOM	N	22½	23½	22½	23½	19½	5,723	129,500
						Total		97,155	\$3,433,300
CATV									
Ameco	ACO	A	11	12	12	14½	10½	1,200	\$ 14,400
American TV & Communications		O	12	11½	12½	15	11½	1,775	21,500
Cable Information Systems		O	4½	5	5	5	4½	955	4,800
Columbia Cable		O	13½	14½	14½	15½	13½	580	8,400
Cox Cable Communications		O	19	19½	18½	20	16½	2,500	46,900
Cypress Communications		O	14½	15	15	23	12	808	12,100
Entron		O	5	5½	5½	10	5	607	3,500
H & B American	HBA	A	16½	17½	15½	20	13½	4,973	78,300
Sterling Communications		O	10½	8	8	10½	6½	500	4,000
Teleprompter	TP	A	60	57	54½	66½	46½	995	54,200
Television Communications		O	18½	17½	15	20	12½	2,090	31,400
Vikoa	VIK	A	26½	29½	26	33½	23½	1,795	46,700
						Total		18,778	\$ 326,200

Adams-Russell Co., Waltham, Mass., electronics equipment manufacturer and group CATV owner, reported a 20% increase in net sales and net income for the six months ended March 30:

	1969	1968
Earned per share	\$0.36	\$0.30
Net sales	4,207,000	3,542,000
Pretax income	598,000	500,000
Net income	299,000	251,000
Shares outstanding	826,107	832,550

Figures reflect operating results of companies acquired during 1968 and 1969 on a pooling of interests basis.

Teleprompter Corp., New York, multiple CATV owner, reported a 73.8% increase in net income and a 15.5% increase in revenues for the three months ended March 31:

	1969	1968
Earned per share*	\$0.18	\$0.11
Revenues	2,325,348	2,013,726
Net income*	193,588	111,366

*Before extraordinary items of \$117,216 in 1968, equivalent to 10 cents per share, and after provision for federal income taxes of \$74,000 and \$42,000, respectively, including provision for surtax.

Financial notes:

■ **Avco Corp.**, New York, reported an increase in net income for the first quarter ended Feb. 28. Earnings were \$13.7 million, or 86 cents per share, compared with \$12.8 million, or 82 cents per share, in 1968. First-quarter earnings include those of Seaboard Finance since its acquisition on Jan. 21, 1969 (amounting to 9 cents per share), and a net profit of 18 cents per share realized on the sale of Avco's 50% interest in Meredith-Avco, CATV company.

■ **Cox Broadcasting Corp.**, Atlanta, has declared a regular quarterly dividend of 12½ cents per share, payable July 15 to stockholders of record June 20.

■ **Downe Communications**, New York, has filed with the Securities and Exchange Commission seeking registration of 577,800 common shares which may

be offered for public sale by Downe stockholders at \$32 per share maximum. Registration of the shares will not become effective until 90 days after the effectiveness of the registration of additional 1,033,700 common shares (BROADCASTING, May 19).

■ **Oak Electro/Netics Corp.**, Crystal Lake, Ill., manufacturer of television tuners and other electronic components, has acquired Win-West Plastics Inc., Wauconda, Ill. Terms of the purchase were not disclosed. Win-West, a producer of plastic molded products for electronics, will be operated as a division of Oak.

■ **National General Corp.**, Los Angeles, heavily engaged in TV and movie production among other interests, is negotiating to take over Parvin-Dohrmann Co., Los Angeles, hotel supply firm and operator of several Las Vegas hotels and casinos.

	Stock Symbol	Ex-change	Closing May 22	Closing May 15	Closing May 8	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	34¾	35¼	35¼	42	29¾	5,113	\$ 179,600
Commonwealth United	CUC	A	14¼	14	13¾	24¾	12¾	10,627	148,900
Disney	DIS	N	82¼	80	82¾	86¾	69¾	4,346	359,600
Filmways	FWY	A	32	32¾	33¾	38¾	28¾	1,079	36,700
Four Star International		O	4¾	4½	4½	10	4¾	666	3,000
Gulf & Western	GW	N	31¾	31¼	31¼	50¼	28¼	15,700	526,000
MCA	MCA	N	35¾	38¾	37	44¾	34	8,059	299,200
MGM	MGM	N	36¾	35¼	35	44¾	32	5,762	193,700
Transamerica	TA	N	35¼	36¾	37	38¾	32	60,937	2,087,100
Trans-Lux	TLX	A	33¾	33¾	32¼	58¾	30¼	856	29,100
20th Century-Fox	TF	N	32¾	34¾	32¾	41¾	31¾	7,072	235,100
Walter Reade Organization		O	11¾	12	12½	15¾	11¼	2,248	27,800
Warner-Seven Arts	WBS	A	55¾	55¾	54¾	64¾	39¾	3,816	201,800
Wrather Corp.		O	15	16¼	17¾	22¾	13¾	1,760	23,300
						Total		128,041	\$ 4,350,900
Service									
John Blair		O	27	26¾	26¾	30	22¾	2,271	\$ 64,200
Comsat	CQ	N	50	49	49¾	55¾	41¾	10,000	457,500
Creative Management		O	10¾	13¾	12½	20¾	13	581	7,600
Doyle Dane Bernbach		O	30¾	28¾	32¾	31¾	28	2,104	60,500
Foote, Cone & Belding	FCB	N	14¾	15	14¾	15¾	13¾	2,159	30,000
Grey Advertising		O	17¾	16¾	17¾	18¾	14	1,199	20,400
Movielab	MOV	A	9¾	10	10	14¾	9	1,407	14,100
MPO Videotronics	MPO	A	14¾	15¾	15	22¾	13¾	536	7,600
Nielsen		O	36	36	35¾	37	31¾	5,240	171,600
Ogilvy & Mather		O	34¾	33	30¾	34¾	21¾	1,090	31,900
Papert, Koenig, Lois	PKL	A	20¼	19	22¾	30¾	10¾	721	10,800
Wells, Rich, Greene		O	14¾	15¾	16	18	13	1,501	23,600
						Total		28,809	\$ 899,800
Manufacturing									
Admiral	ADL	N	19¼	19¼	19¾	21¾	15	5,110	106,000
Ampex	APX	N	42¼	43¾	43¾	44¾	32¾	10,571	442,700
General Electric	GE	N	96	96¼	95¾	98¾	85¾	90,578	8,854,000
Magnavox	MAG	N	52¾	53¾	55¾	56¾	47¾	15,446	832,200
3M	MMM	N	108¾	110¾	108	112¾	94	54,110	5,641,000
Motorola	MOT	N	118¼	125¼	126	133¾	102¾	6,122	776,000
RCA	RCA	N	45¾	47¾	46¾	48¾	41¾	62,612	2,950,600
Reeves Industries	RSC	A	7¾	8	8¾	10¾	7¾	3,415	26,900
Visual Electronics	VIS	A	20¾	20¾	22¾	37	19	1,233	24,700
Westinghouse	WX	N	63¾	64¾	65	71¼	58¾	38,239	2,442,500
Zenith Radio	ZE	N	49¾	49¾	52¾	58	48¾	18,935	998,800
						Total		306,371	\$23,095,400
						Grand total		635,706	\$34,743,400
Standard & Poor Industrial Average			114.49	115.83	115.08	116.85	106.36		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of April 30
* Denotes two-for-one split



Search for status in station design

Image-building is the new aim of broadcasters who used to want functionalism at least cost

Broadcasting, as a communications form peculiar to the 20th century, has begun to look the part. Striking new facades reflecting the medium's "now" presence are appearing across the country as time, money and local circumstances are impelling broadcasters to abandon old, cramped 20-plus-year-old studios in hotels and jerry-rigged structures and to look for newer quarters.

There is evidence that, in the search for new locations, broadcasters, who have striven to achieve an audio or visual identity for their stations, are increasingly paying more attention to what sort of architectural face they are going to present to the public and what that face means to the community they serve. As C. Wrede Petersmeyer, president and board chairman of Corinthian Broadcasting Corp., notes of Corinthian's new Sacramento, Calif., studios for KXTV(TV): "A building ought to say something about the people who

own it. It should reflect some commitment to the community, and most important, it should be a contribution to the community."

The emergence of broadcasting's "new look" is emphasized by architect Raymond A. Bowers of Fulmer & Bowers, Princeton, N.J., who designed Time-Life Broadcast's new KLZ-AM-FM-TV Denver facility and who has had extensive experience in station design. "It used to be that broadcasters were concerned solely with economics," he says, "How much can we get for the least?" Now, the trend appears to be seeking an 'image in the community,' a palatable, comfortable image, to make their presence known. There appears to be a new concern for visual identification in the community as well as on the air."

Mr. Bowers notes that the "new look" trend is exemplified in the KLZ project in that "here is a client that had the money and the desire to create a shape in its community." The ques-

tions facing broadcasters—and they are bound to be raised more frequently as existing structures fail to cope with a growing amount of broadcast machinery and personnel and diversification into, say, commercial production—are what price image and what direction architecture?

Of three new facilities which have opened in the last year, broadcasters might choose to carve out a prominent architectural niche for themselves as WRVA-AM-FM Richmond, Va., did when it hired internationally known architect Philip Johnson to design its \$700,000 building. Or they might try a hand at renovating an older, nonbroadcast building for \$1.1 million, and making it indigenous to local surroundings, but at the same time infusing it with a corporate identity, as KXTV achieved in Sacramento. Or they might approach a major multi-story \$2.6-million project on the scale of KLZ.

Despite their strikingly different

facades, all three buildings share a traditional interior layout of broadcast functions and studios based on years of experience and need. Some of these station officials express concern that they have overdesigned their studio space, that some unforeseen technological breakthrough in equipment or lighting will obviate the elaborate, large stages for smaller accommodations. But, all three have been constructed with an eye toward ample storage space and possible future internal expansion.

"The same problems are still there," Mr. Bowers says, in referring to acoustics and sound-producing equipment, such as air-conditioner compressors, "but the (problem-solving) approaches are still the same." "Nothing's new," was the inevitable reply when all three stations were queried about technical innovations and interior design problems.

What is new is the look, the image. As John Tansey, WRVA general manager, notes about his station's new community identity: "We could have built a 19th century building, and we would have been a nonentity. Now, we're somebody."

When the state evinced an interest in the Hotel Richmond as an office building, WRVA found itself out of its 33-year-old headquarters. Searches for a new location led eventually to several rubble-strewn acres atop historic Church Hill overlooking a panorama of the Richmond skyline and in the neighborhood of American landmarks and 19th century rows of ghetto townhouses.

The site at 22d and Grace proves convenient to WRVA newsmen. As Mr. Tansey notes: "We're at the core city, readily accessible to Interstate 95 [the beltway around Richmond], the state house and financial districts."

But the location also thrust the station in the midst of a 32-block preservation renovation project being conducted by the Historic Richmond Foundation, and on to the horns of an architectural dilemma: whether or not to build a structure that would blend in with the surrounding community or to go it alone with a modern building.

In a way, the decision was made for the station. At the urging of Dr. Bruce English, president of the foundation, architect Philip Johnson was encouraged to examine the Church Hill area with a view toward designing the WRVA building. Mr. Johnson has earned an international reputation for such achievements as the New York City landmarks of the Museum of Modern Art, the New York State Theater in the Lincoln Center and the Four Seasons Restaurant in the Seagram Building.

The area and the project proved a perfect match; in a consulting capacity, Mr. Johnson undertook the exterior design—but not without some misgivings on the part of station officials. "We



WRVA-AM-FM Richmond chose services of internationally known architect Philip Johnson to design its new building on historic Church Hill. Mr. Johnson decided not to try to copy surrounding 19th century architecture, but instead cast a modern building out of raw concrete because "broadcasting is a product of the 20th century." Since station opened its doors last May it has become minor tourist attraction (see layout, page 64) and has proved valuable addition to Historic Richmond Foundation's efforts to renovate area.



The new home of KLZ-AM-FM-TV Denver is a cantilevered five-story octagonal-shaped tower connected to two-story conventionally shaped rectangular box which serves primarily as main TV studio area. Building best reflects architect Raymond Bowers's contention that broadcasters are showing new concern for "visual identification in the community as well as on the air."

were scared to death at the beginning," Mr. Tansey frankly admits. "We didn't know what was going to happen."

The Johnson design was a 130-foot-by-70-foot white concrete one-story flat box with rounded rectangular porthole-like windows of equal height and varying width—what he called "punched holes" or "skip-stop holes" of dark gray glass—and an adjacent 78-foot square tower with the window effect reversed.

The design was in accord with Mr. Johnson's other work; however since it was a marked contrast to the sur-

rounding 19th century building, it required some hard selling on the part of station officials to members of the foundation and the city council. Initial council reaction caused plans to be abandoned that would have placed the entire facility on one sprawling floor, instead, a basement addition was adopted.

"We decided early not to try to make [WRVA] fit with the older buildings on Church Hill, not to copy the old bricks, the old iron work trim," Mr. Johnson says, principally because such craftsmanship, he indicated, could not now



An abandoned egg warehouse provided basis for new KXTV(TV) Sacramento, Calif., studios. Renovation of dilapidated property into a "Spanish design indigenous to the Sacramento community" cost \$1.3 million.



Loading dock of egg warehouse (above) serves now as arched brick portico to KXTV(TV) Sacramento, Calif.



"Sleek, efficient, machine-like" look of typical KXTV(TV) office with formica-top tables, vinyl wall coverings, and drapeless windows blends with over-all interior touches of 16th and 17th century Spanish decor.

be duplicated. "Broadcasting is a product of the 20th century and the building should express this." Concrete was used, he says, because "we wanted to use something typical of our day."

The Johnson design called for construction work, particularly the raw concrete pouring, that proved to be unheard of in Richmond. Stainless steel forms were used to prevent rusting on the exposed concrete face along the windows. In addition, Mr. Johnson called for a "bush-hammering" machine technique on the concrete surfaces of both the building and tower, to lend a stippled textured appearance to the white concrete similar to that of the rough surface of heavy matte photographic paper. The building base employs a distinct gray-colored concrete, which gives the whole structure a semblance of floating in space.

The tower was designed by Mr. Johnson solely as a piece of sculpture, representative of a church steeple or bell tower. Inevitably, aesthetics in the broadcasting business must often give way to practicality. Mr. Tansey says that "our one major problem with the city council and the foundation was what to do with our antenna gear." WRVA is currently using the tower as a device for its relay antennas, which provide hookups with the station's main transmitter about 12 miles away and

ground-to-air communications with WRVA's traffic-report helicopter.

Although the interior design was the product of local architects, Budina and Freeman, Mr. Johnson stipulated certain aspects of the main lobby. The 12-foot wide lobby, which runs the width of the building, provides from the public entrance on East 22d Street a view towards the Richmond skyline. The lobby also serves practical functions: a recessed folding door can be extended to form out of a section of the lobby a conference room with a similar view, and the lobby serves as a showcase for sculpture and painting provided by a nearby art gallery.

The interior of the 17,000-square-foot building was designed along traditional groupings of station function. On the first floor the broadcasting booths and two studios—17 foot by 12 foot and 23 foot by 12 foot—are isolated from extraneous noise by the 12-inch outside concrete walls, angular interior walls forming a "sound lock" corridor, and their location at the farthest point from East 22d Street. Traffic patterns flow around an "island" which contains a 23-foot-by-16-foot music library and continuity department. All rooms are given a sense of spaciousness by 14½-foot ceilings.

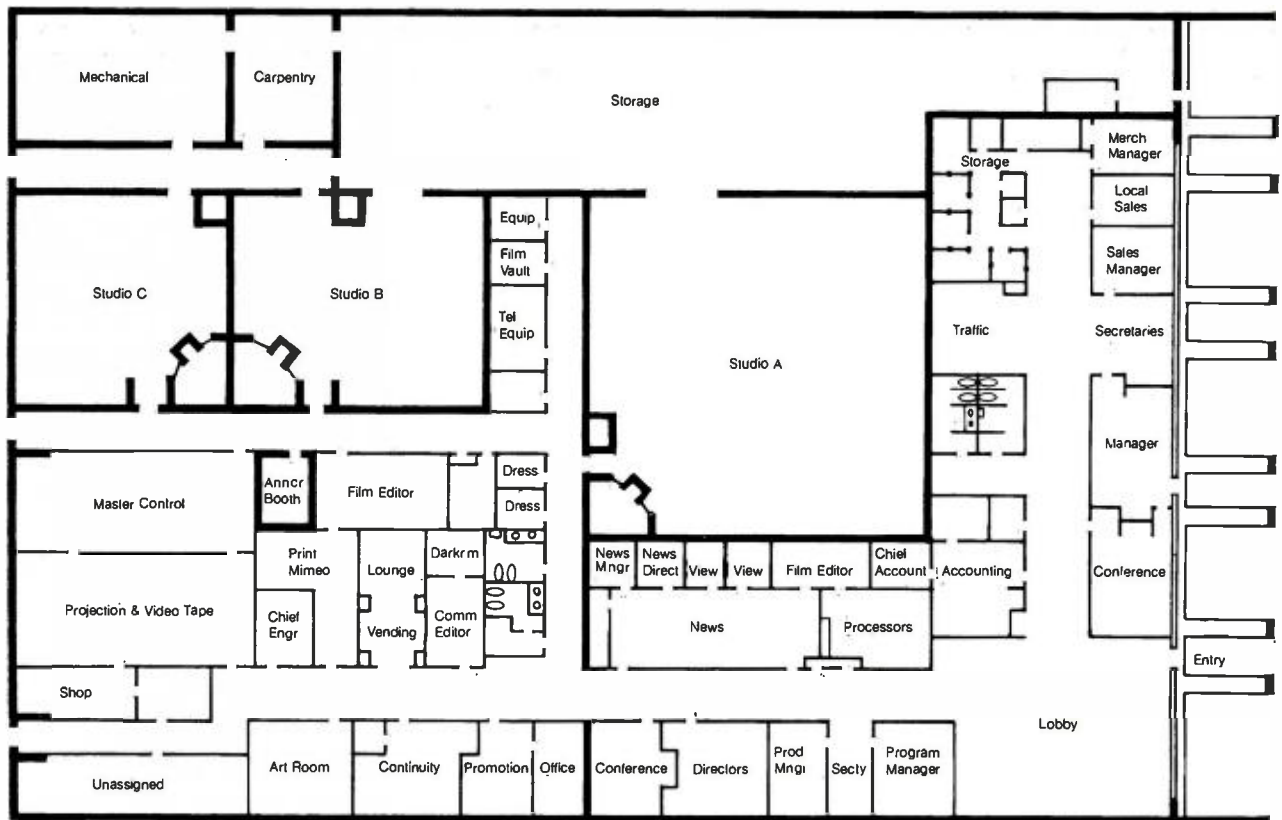
A basement level houses technical storage, maintenance shop, employees

cafeteria and over 4,000 square feet of storage space. Special air-filtration units were required when soft-coal dust spread from the surrounding tenements and seeped into the building. Both units are on the basement level. The cold air compressors with their assorted whines and rackets are completely isolated from the building in a separate and adjacent below-ground facility.

Since WRVA opened its doors last May it has become a minor tourist attraction. Heavy "We're your new neighbor" promotion has established the station's ties with the local community (and it's hoped the new building will spur redevelopment in the community), but, 20,000 persons as school tours, visiting architects and dignitaries have made the trek to Richmond to see the Philip Johnson creation—and, in doing so, have helped make WRVA the "somebody" that Mr. Tansey foresaw in the modern design.

KXTV(TV) Sacramento, Calif., found itself in much the same predicament as WRVA. The old KXTV studios on Seventh Avenue were found to be inappropriately situated in the middle of a proposed freeway project, and thus, the search for new premises, which centered on the unlikely of prospects—an abandoned egg warehouse.

Corinthian's Petersmeyer directed the search operations, and lent both his per-



"Nothing's new" in technical innovations or interior design problems, but broadcasters are building with an eye toward plenty of storage space. KXTV(TV) has 5,000 square

feet of storage contained in its 33,000 square foot plant, which is designed along traditional groupings of station activity.

sonal (and corporate) style and imprimatur to Sacramento architects Starks, Jozens & Nacht's design of the building, and its interior decoration. What he chose to do with the KXTV facility serves as a prime example to other like-minded broadcasters of the promises—and perils—of renovating an older structure not primarily designed for broadcasting.

Such a venture costs money; the vital question is whether the expenditure on an older building is worth it. KXTV spent over \$178,000 for its nearly two acres of land, of which 33,000 square feet is contained in the warehouse. About \$1.1 million went into its renovation, turning what was a dilapidated property into an attractive structure with a "Spanish design indigenous to the Sacramento community." Of that \$1.1 million, \$80,000 alone was designated for landscaping and an enclosed 54-car parking lot.

But Mr. Petersmeyer feels the project was worth the expenditures, because he says "you can't duplicate the building at the costs involved." (In time, he feels, the KXTV facility by its presence may aid efforts to redevelop the run-down warehouse area.) And perhaps, more important, he feels "it was a challenge" to rework the warehouse.

The warehouse held its share of surprises for the contractors. The

wooden roof above the 30-foot high ceilings was found to be structurally unsound. Original cost estimates of installing reinforced joists were from \$10,000 to \$20,000, and were abandoned in favor of a new roof. Subsequent construction destroyed an already serviceable concrete floor which had to be laid again; interior partitions, as expected, had to be removed, and one wall was replaced to permit a former loading dock to serve as a portico at the entrance of the facility. The structural renovation left only the foundation, footing and three exterior walls intact.

Access to the three interior studios can be effected from a rear area which opens into the loading dock at its farthest point from the main entrance and which serves as storage space with approximately 5,000-square-foot floor capacity. Studios A and B are, respectively, 64 foot-by-54-foot and 52-foot-by-40-foot in size; studio C, as yet unused but designated for eventual commercial production, is 36-foot-by-41-foot. Ten-foot-by-11-foot directors' booths jut out into each studio area.

Careful attention is paid to interior appointments, in accordance with the corporate style of Corinthian Broadcasting.

This "sleek, efficient, machine-like" appearance, which Mr. Petersmeyer

seeks of all the Corinthian stations, is integrated with regouted and sandblasted red brick contained in the original warehouse walls, polished redwood ceiling beams, doors and several antique desks and tables with a flavor of 16th and 17th century Spanish decor. More than \$42,000 was spent on interior furnishings, and another \$5,800 on paintings of local California artists, each of which must be approved by Mr. Petersmeyer before display.

Mr. Petersmeyer is quick to emphasize that he isn't interested in placing a personal stamp on one building and "putting it all around the country." But he does suggest that there are certain attributes which should be present in all Corinthian structures. "I'm embarrassed by monuments that smack of inefficiency and bad taste," he says. And he suggests that a tasteful and efficient building serves to "substantially increase employe morale."

As part of an expansion program KLZ chose to raze its old building at the corner of Speer Boulevard and construct a new facility with three times the former working space on that site for a total 85,000 square feet. Part of the old structure ultimately may form the basis of a multi-story parking facility and commercial building, designed to complement the KLZ structure.

KLZ's striking exterior is a cantilevered

five-story octagonal-shaped tower connected to a two-story conventionally shaped rectangular box which serves primarily as the main studio area. The building was designed, architect Bowers notes, as a "local kind of building, to fill in with the Rocky Mountains in both shape and color."

The first floor of the tower at street level serves as a massive lobby with two adjoining 17-foot-by-12-foot conference rooms. A ramp leads down into the studio area, which does double duty for KLZ-TV and Time-Life 7 Productions, a subsidiary film-tape production house for commercial, educational and sales product. On this level there is a 30-foot-by-27-foot stage with fixed set for newscasts, and two separate studios of 48-foot-by-38-foot and 68-foot-by-48-foot dimensions. The usual eight-inch solid concrete block walls provide acoustical insulation. Prop storage on this floor

alone conservatively runs over 2,800 square feet.

On the second floor of the studio area there are two more stages with control rooms of comparable dimensions to those on the first level. In addition there is a 40-foot-by-22-foot spot screening and film preparation room, and a 34-foot-by-27-foot film and tape storage area. The second floor of the tower is devoted solely to news preparation and contains separate news rooms with broadcast capability.

The third tower floor contains sales personnel, traffic, promotion, and art and commercial film production facilities. A fourth floor is devoted to AM and FM broadcasting, with two all-transistorized combination studio control areas, the largest of which is, 16-foot-by-10-foot, also acoustically sealed off by eight-inch concrete block walls, and a 14-foot-by-20-foot music library. The fifth tower floor houses management

and serves as an entertainment headquarters with a 19-foot-by-17-foot kitchen, bar and a 23-foot-by-20-foot clients room.

The KLZ facility was designed for 25 years liveability, notes Peter Hopkins, Time-Life building manager, who coordinated the KLZ project. But he expresses some nagging doubts that both Messrs. Tansey and Petersmeyer held about their new buildings and the planning that went into their design. "We don't know in this business how equipment is going to change," Mr. Hopkins says, and he ventures, "perhaps buildings in the future may become smaller as increased miniaturization takes effect on equipment. But then," he adds, "who knows what we'll need tomorrow."

(The foregoing special report was written by Robert A. Malone, associate editor, Washington.)

Fates & Fortunes®

Broadcast advertising



Carleton F. Loucks, director of regional sales, Radio Advertising Bureau, New York, named VP-director of regional sales.

Thomas Counihan, art director; **Dorothy Schwartz**, member network relations and programing department; **Joseph Sollish**, creative group head, and **Grace Van Dyke**, account supervisor, The Marschalk Co., New York, elected VP's.

Mr. Loucks

John H. Rolfs, controller and office manager, Lennen & Newell, New York, elected VP.

Carl V. Abrams and **Howard L. Karp**, creative directors, McCann-Erickson, New York, elected VP's.

Clark M. Brink, account supervisor, William Esty Co., New York, joins Cunningham & Walsh there as VP and account group supervisor.

Charles Smith, financial VP, Henderson Advertising Agency Inc., Greenville, S. C., named VP and treasurer.

John C. Compton, senior accountant, Peat, Marwick, Mitchell & Co., Greenville, joins Henderson as business manager.

Richard C. Pickett, senior VP and director of marketing services, Post-Keyes-Gardner, Chicago, joins Edward H. Weiss & Co. there as VP and media director.

Jack Amon, managing director of creative services; **Phil Dangerfield**, creative director, and **Charles Ewart**, account director, Campbell-Mithun Inc., Chicago, named VP's.

Marvin Gold, **Lee Hall**, **Donald McKenna** and **Norman Saxer**, creative supervisors; **Robert Faust**, account supervisor; **Jack Eyler**, senior account executive, and **Elmer Dapron**, with creative staff, Gardner Advertising Co., St. Louis, elected VP's.

CBS-TV names new men to information posts

New appointments in CBS's corporate and CBS-TV network press information areas: **Haskell P. MacCawatt**, CBS director of corporate affairs for past three years, named director of investor relations, new post on corporate affairs staff. **Leonard Spinrad**, executive editor of public information, CBS-TV, becomes director, corporate information, on corporate affairs staff.

Harry J. Feeney, associate director, press information, CBS-TV, appointed director of press information. Mr. Feeney succeeds **Hank Warner**, who becomes general executive in press information. **Charles S. Steinberg** is VP, public information, CBS-TV. **Harry V. Cohen**, head of magazine division and feature editor, succeeds Mr. Spinrad; **Edward Reynolds**, assistant director, succeeds Mr. Feeney, and **Gerald S. Collins**, manager, photo unit, succeeds Mr. Reynolds. **Sid Garfield** adds assignment of coordinating special projects involving program department and talent to his duties as director of special projects and planning.



Mr. Stolzoff

Jerome Stolzoff, executive VP, Smith/Greenland Co., New York, joins Sullivan, Stauffer, Colwell & Bayles there as senior VP and management supervisor.

Marshall H. Pengra Jr., senior VP, Houston office of Aylin Advertising Agency Inc., named senior VP-account services.

Wynn Alby, general sales manager of Basic Communications's WYDE Birmingham, Ala., named general sales manager for all group's stations, which also include WWVA-AM-FM Wheeling, W. Va., and WIGO Atlanta. **Larry V. Davidson**, with sales staff of WWVA, appointed sales manager.



Mr. Bordley

Robert A. J. Bordley, sales manager, WTOP-TV Washington, named to newly created position of national sales manager for Post-Newsweek Stations. He will supervise sales operations for group's WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.

Jim Collins, executive assistant to president of Pepper-Tanner Inc., Memphis, joins Spot Productions, Dallas, as VP and national sales manager.

Al Porte, account supervisor, Ted Bates & Co., New York, joins Clyne Maxon Inc. there as VP and account supervisor.

Ronald M. Gilbert, manager of Detroit office, Major Market Radio Inc., New York, rejoins New York sales office. He is succeeded by **Thomas Tiernan**, with Detroit sales staff. **David K. Winston**, sales manager, WWJ Detroit, succeeds Mr. Tiernan.

William P. McFarland, advertising director, Campbell Soup Co., Camden, N. J., named to newly created position of director-corporate marketing services.

Churchill B. Young, with Noble-Dury & Associates, Nashville, appointed director of media.

James Hooker, with Robert L. Eastman Co., Chicago, joins WJPS Evansville, Ind., as general sales manager.

Richard H. Albitz, local sales representative, KHTV(TV) Houston, appointed local sales manager.

Tom Saxton, research director, Metro Sales, New York, joins The Meeker Co. there as director of research and promotion.

Media



Mr. Wisniewski

Robert C. Wisniewski, program manager of Cosmos Broadcasting's wis-TV Columbia, S. C., appointed general manager of Cosmos Cablevision Corp. and Cox-Cosmos Inc. He will have headquarters in Charlotte, N. C.

Joel Roth, with Gulf and Western Industries Inc., New York, elected VP for corporate planning and development. **Norman R. Forson**, treasurer, elected VP.

Frank Fogarty, Meredith Broadcasting, elected chairman of Broadcast Rating Council, succeeding **Donald H. McGannon**, Westinghouse Broadcasting, who remains on council. **Richard Montesano**, research director, Radio Advertising Bureau, named assistant treasurer of BRC to replace **Phil Harding**, formerly assistant research director of National Association of Broadcasters, who has moved to CBS office of social research. **Kenneth H. Baker**, BRC executive director, re-elected secretary-treasurer, and **Douglas Anello**, NAB general counsel, re-elected assistant secretary.

William J. Hubbach, VP-station manager, KATU(TV) Portland, Ore., named VP-general manager. **Thomas R. Dargan**, station manager, KING-TV Seattle, succeeds Mr. Hubbach as station manager of KATU.

Jane Cohen, WPHL-TV Philadelphia, named national VP for mid-east area of American Women in Radio and Television.

Robert M. Reed, director of Hawaii Educational TV Network, named director of Educational Television Stations' Program Service, operated by Indiana University Foundation, Bloomington, Ind. ETS is division of National Association of Educational Broadcasters. Mr. Reed succeeds **David Leonard**, who became general manager of the Pennsylvania Public Television Network.

Gale H. Sullivan, operations director, WGER-FM Saginaw, Mich., appointed general manager.

Allen Athearn, business manager, WJAS-AM-FM Pittsburgh, joins WTEN (TV) and WROW Albany, N.Y., in same capacity.

James E. Wahley Jr., operations director, WKIP and WSPK(FM) Poughkeepsie, N. Y., and WEEB Albany, N. Y., all Star Group stations, joins WBAZ Kingston, N. Y., as general manager.

Harold S. Greenberg, general sales manager, KDWB St. Paul, Minn., named VP and general manager.

Thad M. Sandstrom, general manager, WIBW-AM-FM-TV Topeka, Kan., elected VP-broadcasting of parent Stauffer Publications Inc.

Kirby Brooks, with WGBS Miami, appointed station manager.

Ronald Wright, general manager, WINF Manchester, Conn., named to newly created position of executive VP. He is succeeded by **Phil Burgess**, local sales manager.

Programming

Ernest Everett, supervising film editor of Herb Golden Productions, Hollywood, named to added position of production manager for Hollywood-based GRS Films International.

Robert S. Finkel, NBC-TV producer, elected president of Producers Guild of America, Hollywood. He succeeds producer **Leonard Freeman**. **Robert F. Blumofe** elected VP; **William Froug** and **Aubrey Schenck** re-elected secretary and treasurer, respectively.

Franklin Konigsberg, VP for Artists Agency Corp., Los Angeles, joins Marvin Josephson Associates and Ashley Famous Agency there as VP in charge of TV packaging, West Coast. At Ashley, he succeeds **Joel Cohen**, who joins Arwin Productions Inc., Los Angeles, as

programming executive in charge of development of new TV series and motion pictures.

Larry Hilford, VP, general manager of broadcast EVR, CBS/Comtec Group, New York, rejoins Screen Gems there as VP, international sales.

Jack Gordon, head of 16mm department, MGM International, New York, named VP and regional director for Far East. **Mel Edelstein**, supervisor of sales activities in Latin America, named VP and regional director for all of Latin America, and **Lee Lobel**, special assistant to first VP, named head of 16mm department, succeeding Mr. Gordon.



Mr. Neary

Bernard Neary, VP and general manager, WGBS-AM-FM Miami, joins Woroner Productions there as director of marketing.

Robert Curtiss, with research staff, Westinghouse Broadcasting Co., New York, appointed to newly created position of research manager for Group W Productions and Group W Program Sales there.

Melville Shavelson elected president of Writers Guild of America, West, succeeding **Michael Blankfort**, who retires. Elected as officers for TV-radio branch of guild, to serve two-year terms: **David Karp**, president; **Christopher Knopf**, VP, and **Oliver Crawford**, secretary-treasurer.

Douglas S. Fletcher, manager of marketing, commercial and educational division of Technicolor Inc., Hollywood, appointed general manager of division.

Dean Alexander, program director, WBAY Green Bay, Wis., appointed program manager of WBAY-AM-FM.

Promotion

Joseph W. Curran, with RCA, New York, appointed staff VP, advertising and sales promotion.



Mr. Magarick

Barry Magarick, creative director, WPHL-TV Philadelphia, named promotion director.

Richard H. Gleick, assistant promotion director, WBAL-TV Baltimore, joins broadcast/CATV group, Reeves Telecom Corp., New York, as director of promotion/PR.

Harry Savage, PR specialist, Griswold-Eshleman Co., Cleveland, moves to Chicago to head firm's newly formed

financial PR division as VP and Chicago director of PR.



Mr. Shilan

Louis, resigns. No future plans announced.

Jerry Shilan, director of PR and publicity for KMPC Los Angeles, joins KTLA (TV) there in same capacity.

Judd Choler, director of promotion and information services, KMOX-TV St. Louis, resigns. No future plans announced.

News

Richard Richter, executive producer, Public Broadcast Laboratory, New York, and **David Buksbaum**, PBL producer, join *ABC Evening News with Frank Reynolds*, as staff producers.

Robert Morse, news director, WALA-TV Mobile, Ala., joins WHAS-AM-TV Louisville, Ky., in same capacity.

Tom Powell, with WDAU-TV Scranton-Wilkes Barre, Pa., elected president of Pennsylvania AP Broadcasters Association.

Julian Barber, newsman, WTOP-TV Washington, joins WRC-TV there in same capacity.

Robert F. Edgington, with WJAS Pittsburgh, appointed newsman.

Frank Tracy, anchorman, KSBW-TV Salinas-Monterey, Calif., joins KBAK-TV Bakersfield, Calif., as news director and anchorman.

Joe Goodpasture, news director, WDBJ Roanoke, Va., joins WKIX Raleigh, N. C., in same capacity.

Mary J. Kyle, editor and publisher of *Twin Cities Courier*, Minneapolis, joins KMSP-TV Minneapolis-St. Paul, as editorialist.

Steven B. Stevens, newsman, KXOK St. Louis, joins WLWT(TV) Cincinnati, as reporter.

Jim Ruppert, news editor, WIOD Miami, joins news staff of WKYC Cleveland.

Robert Nelson, sports reporter, WMT-TV Cedar Rapids-Waterloo, Iowa, and **Tony Pepper**, sports editor, KOVR(TV) Stockton-Sacramento, Calif., join KBTV (TV) Denver, as reporters.

Arthur Olszyk, WTMJ-AM-FM-TV Milwaukee, elected president of newly formed Milwaukee Broadcast News Association.

Tom Hawkins, with Los Angeles Lakers basketball team, joins news department of KNBC(TV) Los Angeles, as sports commentator and reporter.

Hugh Gannon, news writer-reporter, WCAU-TV Philadelphia, joins station's sports department as sportscaster.

George E. Lexzotte, newscaster, WTEN(TV) Albany, N. Y., joins WTRY Albany-Troy, N. Y.

Equipment & engineering

Eugene E. Broker, VP and general manager of parts division, Sylvania Electric Products Inc., New York, elected VP and appointed general manager of electronic tube division. **Harold T. Bright**, general manufacturing manager, parts division, named VP and appointed general manager of parts division, succeeding Mr. Broker.

Ronald C. Ballentine, **Donald V. Hall**, **E. Peter Larmer**, all Chicago-based division managers of Ampex Corp., named VP, general manager of educational and industrial products division; VP, general manager of stereo tapes division, and VP, general manager of consumer equipment division, respectively.

James C. Barnard, president of J. C. Barnard and Associates, St. Louis, subsidiary of Telcom Inc., McLean, Va., elected VP of Telcom. **James S. Stotsky**, head of Telcom's field and plant engineering activities, elected VP.

Robert M. Bruinbaugh, president of Peripheral Systems Corp., subsidiary of Memorex Corp., Santa Clara, Calif., named VP of Memorex. **D. James Guzy**, managing director of international operations for Memorex, also named VP.

Joseph N. Tawil, eastern marketing manager, Berkey-Colortran Inc., Burbank, Calif., named president of lighting and production equipment firm.

Robert K. Morrison, manager of standard tape laboratory, audio engineering department, Ampex Corp., Redwood City, Calif., joins Taber Manufacturing and Engineering Co., Oakland, Calif., as owner and operator of Standard Tape Laboratory division.

Lawrence A. Wilkinson, chief engineer, WCBM Baltimore, joins KNEW Oakland, Calif., in same capacity. Both are Metromedia stations.

Allied fields



Mr. Ordovery

eral Trade Commission, named general counsel.

Harry J. Skornia, professor of radio-TV at Urbana-Champaign campus of University of Illinois, named professor in speech and theater department at

Chicago Circle campus of university. He will continue to concentrate on broadcast media.

International

John William Middendorf II, president of WBNO and WWMS-FM Bryan, Ohio, nominated by President Nixon to be ambassador to Netherlands.

Gordie Williamson, news director, CJVI Victoria, B. C., retires. He is succeeded by **Lorne Cunningham**.

Jerrold Beckerman, research consultant, J. Walter Thompson Ltd., Toronto, appointed director of research and corporate development.

Fred G. Sheratt, VP and general manager, CJCH Halifax, N. S., named VP in charge of program operations at CHUM Toronto. **Bill Ozard**, in charge of PR for Scotia Square redevelopment program in Halifax, appointed CJCH station manager.

Deaths

Robert W. Goodman, 54, president of Pacifica Foundation, died May 20 at Mount Sinai hospital in New York, of stroke. He became president of Pacifica, owner of three nonprofit, listener-financed FM stations, in 1967 after serving on foundation's board for year and half. Pacifica's stations are WBAL(FM) New York, KPFA(FM) Berkeley, Calif., and KPFK Los Angeles. Mr. Goodman was also president of Grow Construction Co., New York. He is survived by his wife, Carolyn, and two sons.



Mr. Wolverton

died May 16 in Camden, N.J. In 1959, as ranking Republican member of old House Special Subcommittee on Legislative Oversight, he charged Democratic majority with putting partisan slant on subcommittee report. Subcommittee hearings were prologue to resignations of Sherman Adams, assistant to President Eisenhower, FCC Chairman John C. Doerfer and FCC Commissioner Richard Mack. Mr. Wolverton retired in 1959. His son, Donnell, survives.

DeLacy R. Thorne, 54, manager of music operations, CBS-TV, New York, died May 18 at King's County hospital, Brooklyn, N. Y., of heart attack. Mr. Thorne had been with CBS since 1941. He is survived by his wife and three sons.

As compiled by BROADCASTING, May 14 through May 21 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

Applications

- *Louisville, Ky.—Kentucky State Board of Education seeks UHF ch. 68; ERP 1,035 kw vis., 207 kw aur. Ant. height above average terrain 826 ft.; ant. height above ground 565.9 ft. P.O. address: c/o Mr. O. Leonard Press, 600 Cooper Drive, Lexington, Ky. 40502. Estimated construction cost \$313,470.45; first-year operating cost \$25,000; revenue none. Geographic coordinates 38° 22' 02" north lat.; 85° 49' 53" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30JDAS. Legal counsel Krieger & Jorgensen, Washington; consulting engineer none indicated. Principals: Kentucky Authority for Educational TV. O. Leonard Press, executive director, et al. Principals control *WKLE(TV) Lexington, *WKAS(TV) Ashland, *WKGB(TV) Bowling Green, *WKON(TV) Owenton, *WKZT(TV) Elizabethtown, *WFPK(TV) Louisville, *WCVN(TV) Covington, WKHA(TV) Hazard, *WKMA(TV) Madisonville, *WKMR(TV) Morehead, *WKMU(TV) Murray, *WKPI(TV) Pikeville and *WKSQ(TV) Somerset, all Kentucky. Ann. May 15.

Other actions

- Review board in Panama City, Fla., TV Proceeding, Doc. 18301, denied motion to enlarge issues filed Jan. 17 by Gray Communications Systems Inc. Action May 19.
- Review board in Terre Haute, Ind., TV proceeding, Docs. 18321-22, denied petition to enlarge issues filed March 26 by Terre Haute Broadcasting Corp. Action May 16.
- Review board in Lynchburg, Va., TV proceeding, Doc. 18405, dismissed request for commission to reconsider designation order on own motion or before Jan. 26 or, in alternative, request for waiver of rules to accept pleading as petition for reconsideration filed by Association of Maximum Service Telecasters Inc. Jan. 13; dismissed as moot motion to dismiss AMST request, filed by WLVA Inc. on Jan. 31 and granted contingent motion to review board for modification of designation order filed Feb. 6 by Association of Maximum Service Telecasters Inc. Action May 15.

Action on motions

- Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp., TV 9 Inc.). TV proceeding, granted petition by Florida Heartland Television Inc. for leave to amend application to update program proposal to reflect current ABC network schedule and to delete erroneous report of sale of stock by William K. Brown (Docs. 11083, 17339, 17341-2, 17344). Action May 13.
- Hearing Examiner Forest L. McClenning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, granted motion by Idaho Television Corp. and extended to May 22 date for filing proposed findings of fact and conclusions of law and to June 6 date for filing reply findings (Docs. 18379-80). Action May 14.

- Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, reopened record and scheduled further evidentiary hearing for May 22 (Doc. 17743). Action May 15.

- Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, scheduled further prehearing conference for June 3 (Docs. 18381-2). Action May 19.

Call letter application

- WFRV Inc., Escanaba, Mich. Requests WJMN(TV).

Existing TV stations

Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for WJMR-TV New Orleans; KBMA-TV Kansas City, Mo.; KAEC-TV Nacogdoches, Tex.; KXIX(TV) Victoria, Tex., all to Nov. 19. Actions May 19.
- KNEW-TV San Francisco—Broadcast Bureau granted CP to change ERP to 1016 kw vis., 203 kw aur.; change studio location to 1011 Bryant Street, San Francisco; change type of trans. Action May 19.
- WMCN-TV Macon, Ga.—Broadcast Bureau granted mod. of CP to change ERP to 430.6 kw vis., 86.1 kw aur.; change trans. and ant.; granted mod. of CP to extend completion date to Nov. 15. Action May 14.
- WMAQ-TV Chicago—Broadcast Bureau granted CP to change ERP to 42.7 kw vis., 8.5 kw aur.; change trans. location to John Hancock Center, 875 North Michigan Avenue, Chicago; change type trans., type ant.; ant. height to 1290 ft.; condition. Action May 14.
- WJYY-TV Jacksonville, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 15. Action May 14.

- WLEX-TV Lexington, Ky.—Broadcast Bureau granted license covering changes. Action May 16.

- WMAR-TV Baltimore—Broadcast Bureau granted CP to install precise carrier frequency control system at main trans.; granted CP to install precise carrier frequency control system at auxiliary trans. Action May 15.

- WCBS-TV New York—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 14. Action May 14.

Other actions

- FCC granted application by Midwest Television Inc. for renewal of license for KFMB-TV San Diego. In same action petition by Mission Cable TV Inc. to deny renewal

was dismissed on grounds that it lacked standing as party in interest. Action May 14.

- FCC concluded film, "Pot Party at a University," shown on WBBM-TV Chicago, on Nov. 1 and 2, 1967, should not have been presented because inducement of commission of crime was involved and licensee failed to set out written general policies to guide its station managers in field of investigative journalism (Doc. 18101). Action May 13.

- FCC denied request by WHDH Inc., licensee of ch. 5, Boston, for rehearing of decision of Jan. 23 denying WHDH's application for renewal and granting ch. 5 license to Boston Broadcasters Inc. Commission dismissed WHDH Inc.'s request for stay; denied rehearing petitions by Charles River Civic Television Inc., Boston Broadcasters Inc. and Greater Boston TV Co.; and denied requests for joint operation and specification of termination date filed by Charles River and Boston Broadcasters, respectively. Action May 19.

- FCC denied petition by Joaquin Baez Jr. requesting consideration of the commission's action released Oct. 8, 1968, denying petition for rulemaking to reassign ch. 13 from Fajardo to Mayaguez, P. R., for third commercial VHF outlet in west coast area of Island. Ch. 13, only available VHF channel not yet in use in Puerto Rico, is assigned to Fajardo-East Coast area. Action May 14.

Call letter actions

- KMBO(TV), Marbro Broadcasting Co., San Bernardino, Calif. Granted KIHQ-TV.

- KCRL(TV), Circle L Inc., Reno. Granted KCRL-TV.

- WBAU-TV, Beta Television Corp., Buffalo, N. Y. Granted WBBU-TV.

New AM stations

Start authorized

- WWDA Wisconsin Dells, Wis.—Authorized program operation on 990 kc, 500 w-D. Action May 9.

Final actions

- Crowley, La.—Rice Capital Broadcasting Co. FCC granted 1560 kc, 1 kw, DA. P.O. address: c/o Edmond M. Keim, Box 801, Coos Bay, Ore. Estimated construction cost \$18,064.65; first-year operating cost \$48,000; revenue \$60,000. Principals: Barton W. Freeland Sr. (50%), Leon Oscar Freeland and Edmond M. Keim (each 25%). Mr. Freeland has interests in First National Bank, agricultural irrigation firm and farming operations, all Crowley, La. Action May 9.

- Sterling, N. J.—K & M Broadcasters Inc. FCC granted 1070 kc, 250 w-D. P.O. address:

EDWIN TORNERG

& 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

c/o Herbert P. Michels, 51 Winchester Road, Livingston, N. J. 07039. Estimated construction cost \$17,966; first-year operating cost \$40,000; revenue \$75,000. Principals: Herbert P. Michels, vice president, and Kel Broadcasting Co. (each 50%). Mr. Michels is sales engineer for engineering representatives. John L. Kelly Sr. and Jr. control Kel Broadcasting Co., applicant for new AM at Watchung, N. J. Action May 9.

Initial decisions

■ Boynton Beach, Fla.—North American Broadcasting Inc. Hearing Examiner Chester F. Naumowicz Jr. in initial decision granted facilities of WZZZ Boynton Beach: 1510 kc, 1 kw-d. P.O. address: 3251 Spears Road, Nashville 37207. Estimated construction cost \$23,700; first-year operating cost \$36,272; revenue \$60,000. Principals: Marquis C. Prichard Jr., president and treasurer, Noel Ball and Richard P. Huneycutt, vice presidents (each 33 1/3%). Mr. Prichard is assistant vice president of programming for WLAC-AM-FM Nashville. Mr. Huneycutt is account executive for WMAK Nashville. Mr. Ball owns stock and is announcer at WMAK and owns 50% of music publishing company. Action May 16.

■ Wanchese, N. C.—Outer Banks Radio Co. Hearing Examiner Isadore A. Honig in initial decision granted 1530 kc, 250 w-d. P.O. address: Box 632, Leaksville, N. C. Estimated construction cost \$32,630; first-year operating cost \$42,000; revenue \$45,000. Principals: Douglas L. Craddock and Lacy P. Wicker (each 50%). Mr. Craddock owns WLOB-AM-FM Leaksville. Mr. Wicker owns 55.83% of theater equipment supplier. Action May 20.

Other actions

■ Review board in Blue Ridge, Ga.. AM proceeding, Docs. 18526-27, denied petition for additional time to file motions to enlarge change or delete issues filed May 13 by R-J Co. Action May 19.

■ Review board in Elmhurst, Ill. AM proceeding, Docs. 16965-66, granted petition for rescheduling of oral argument filed May 13 by DuPage County Broadcasting Inc.; rescheduled oral argument for June 17. Action May 15.

■ Review board in Freeland, Pa.. AM proceeding, Docs. 18489-91, granted motion for extension of time to file reply filed May 14 by Summit Broadcasting. Action May 16.

■ Review board in Greencastle, Pa.. AM proceeding, Docs. 18492-93, granted petition for extension of time to file opposition to petition to enlarge issues filed May 12 by Greencastle Broadcasting Co. Action May 14.

■ Review board in Yorktown, Tex.. AM proceeding, Doc. 18528, denied motion for extension of time filed May 13 by Cuero Broadcasters Inc. Action May 19.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, granted request by Broadcast Bureau and continued evidentiary hearing to May 22 (Docs. 18198-9). Action May 19.

■ Hearing Examiner Thomas H. Donahue in Warren, Ohio (Howard L. Burris), AM proceeding, in order following May 19 conference, set certain procedural dates and scheduled hearing for July 28 (Doc. 18369). Action May 19.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, granted petition by Virginia Broadcasters for leave to amend application to reflect that one partner has become stockholder, officer and director of another corporation (Docs. 17605-6, 18375). Action May 19.

■ Chief Hearing Examiner Anthony A. Gladstone in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, because of unavailability of presiding examiner due to illness, scheduled further prehearing conference for May 19 (Docs. 17605-6, 18375). Action May 16.

Call letter application

■ Seashore Broadcasting Co., Orleans, Mass. Requests WVLC.

Existing AM stations

Final actions

■ FCC granted application of Mel-Lin Inc., for CP to operate WOBS Jacksonville, Fla., nighttime on 1360 kc, 5 kw, at another site, subject to condition in decision by review board (Doc. 17474). WOBS presently operates daytime only on 1360 kc, 5 kw, nondirectional, and proposes to continue daytime operation at present site. Action May 21.

■ WGH Newport News, Va.—Broadcast Bureau granted license covering changes in auxiliary daytime trans. Action May 19.

Other actions

■ FCC directed Seaboard Broadcasting Inc. to show cause why license for WLAS Jacksonville, N. C., should not be revoked for willful or repeated failure to observe provisions of rules which prohibits fraudulent billing practices. Commission also ordered that if hearing on matter does not warrant an order revoking WLAS license, it shall also be determined whether licensee has willfully or repeatedly violated rules and, if so, whether an order of forfeiture of \$10,000 or some lesser amount, should be issued. Action May 9.

■ FCC granted motion by Greater Philadelphia Council of Churches, et al., intervenors in license renewal hearing of WXUR-AM-FM Media, Pa., for acceptance of late filed exceptions to initial decision and late filed brief in support of exceptions and exceptions and brief have been accepted for filing (Doc. 17141). Intervenors' motion was opposed by Brandywine-Main Line Radio Inc., licensee of WXUR-AM-FM. Action May 7.

Actions on motions

■ Chief, Broadcast Bureau, on request by Hubbard Broadcasting Inc., extended to Aug. 8 time to file comments, and to Sept. 8 time to file reply comments in matter of clear-channel broadcasting in AM band (Doc. 6741). Action May 15.

■ Hearing Examiner Charles J. Frederick in San Antonio, Tex. (The Walmac Co.), renewal of licenses of KMAC and KISS(FM), granted motion by Broadcast Bureau for extension of time from May 19 to June 4 for filing findings of fact and conclusions of law; further ordered, on examiner's own motion, replies be filed by June 16 (Docs. 18223-4). Action May 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Media, Pennsylvania (Brandywine-Main Line Radio Inc.), renewal of licenses of WXUR and WXUR-FM, certified to commission for consideration and action a motion by Greater Philadelphia Council of Churches, et al., to correct transcript (Doc. 17141). Action May 19.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBM]) and Joseph Julian Marandola, AM proceeding, on request of 1400 Corp. and Joseph Marandola, postponed further hearing to June 9 pending further review of records and exploration of stipulation agreements to permit closing of record (Docs. 16813-4). Action May 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier for CP and renewal of license of KXXI, and Sierra Blanca Broadcasting Co. for CP), AM and FM proceeding, ordered hearing conference to convene June 3 as necessary to establish hearing schedule for newly designated issues, and convenience of parties may warrant some modification in the existing hearing schedule on previously designated issues (Docs. 17624-5, 18537). Action May 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah (New Era Broadcasting Co. and Southern Utah Broadcasting Co. [KSUB]), AM proceeding, ordered that further prehearing conference shall convene on May 12 for purpose of clarifying situation and determining whether grant of requested relief will serve public interest (Docs. 18458-9). Action May 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah (New Era Broadcasting Co. and Southern Utah Broadcasting Co. [KSUB]), AM proceeding, ordered procedural dates heretofore established set aside, and scheduled further prehearing conference for May 22 (Docs. 18458-9). Action May 12.

Fine

■ WUFE (formerly WHAB) Baxley, WJEM Valdosta, WNGA Nashville, and WFPM Fort Valley, all Georgia—FCC notified of apparent liability of \$2,000 each for willfully or repeatedly failing to observe terms of licenses by operation with full power prior to local sunrise. Each licensee granted PSA at 250 w or 500 w beginning at 6 a.m. Action May 16.

Call letter application

■ WLOS, Greater Asheville Broadcasting Corp., Asheville, N. C. Requests WKKE.

New FM stations

Applications

■ Ludington, Mich.—Raymond A. Plank seeks 100.1 mc, 3 kw. Ant. height above average terrain 137 ft. P.O. address: Box 609, Ludington 49431. Estimated construction cost \$14,500; first-year operating cost \$10,000; revenue \$5,000. Principal: Raymond A. Plank, sole owner. Mr. Plank owns WKLA Ludington, 50% of WLRC Whitehall and 12% of Ludington Cablevision, Ludington. CATV system, all Michigan. Ann. May 20.

■ *Hastings, Neb.—Area Vocational Technical School #1 seeks 88.1 mc. TPO 10 w. Ant. height above average terrain 55 ft. P.O. address: Box 1024, Hastings 68901. Estimated construction cost \$4,989; first-year operating cost \$250; revenue none. Principals: Board of Trustees, Ken Wortman, president, et al. Ann. May 20.

■ Delaware, Ohio—Delaware-Gahanna FM Radio Broadcasting Station seeks 104.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Charles J. Gordon, 8080 Central College Road, New Albany, Ohio 43054. Estimated construction cost \$33,954.47; first-year operating cost \$31,500; revenue \$40,000. Principals: Charles J. Gordon (21.2%), Rocky Fork Enterprises (21.2%), LeRoux Mentz (2.12%), et al. Mr. Gordon owns advertising firm and industrial and product design company. LeRoux Mentz votes stock for Rocky Fork Enterprises and is editor of *Rocky Fork Enterprise*, weekly newspaper in Gahanna, Ohio. Ann. May 15.

■ *Lincoln University, Pa.—Lincoln University seeks 89.7 mc. TPO 10 w. Ant. height above average terrain 40 ft. P.O. address: c/o Austin H. Scott, Lincoln University, Pa. 19352. Estimated construction cost \$2,225; first-year operating cost \$4,000; revenue none. Principals: Board of Trustees, George D. Cannon, chairman, et al. Ann. May 15.

■ Aguadilla, P. R.—Ricardo Vega seeks 92.9 mc, 5.92 kw. Ant. height above average terrain minus 207 ft. P.O. address: Box 647, Aguadilla 00603. Estimated construction cost \$9,839.01; first-year operating cost \$19,928; revenue \$22,800. Principal: Ricardo Vega, sole owner. Mr. Vega is electronic engineer for Commonwealth of P. R., Department of Health. Ann. May 20.

Start authorized

■ WWGO-FM Erie, Pa.—Authorized program operation on 103.7 mc, ERP 50 kw, ant. height above average terrain 500 ft. Action May 14.

Final actions

■ Hilo, Hawaii—Mauna Kea Broadcasting Co. FCC granted 97.9 mc, 30.74 kw. Ant. height above average terrain minus 177 ft. P.O. address: 6505 Wilshire Boulevard, Suite 617, Los Angeles 90048. Estimated construction cost \$24,983; first-year operating cost \$30,000; revenue \$30,000. Principals: Mount Wilson FM Broadcasters Inc., 100%. Principals of Mount Wilson FM Broadcasters: Saul Levine, president (80%), and F. E. Wilson, vice president (20%). Principals own KBCA(FM) Los Angeles. Mr. Levine is attorney. Action May 14.

■ *Chicago—Chicago Boys Clubs Educational Corp. Broadcast Bureau granted 88.7 mc, 10 w. Ant. height above average terrain 68 ft. P.O. address: c/o Fred C. Lickerman, 304 West Randolph Street, Chicago 60606. Estimated construction cost \$15,570; first-year operating cost \$5,000; revenue none. Principals: Chicago Boys Clubs, W. Clement Stone, president. Action May 16.

■ Linton, Ind.—Linton Broadcasting Co. Broadcast Bureau granted 93.5 mc, 3 kw.

Ant. height above average terrain 240 ft. P.O. address: c/o Harrison D. Boardman, Box 231, Linton, Ind. 47441. Estimated construction cost \$12,609.50; first-year operating cost \$6,000; revenue \$12,000. Principals: Harrison D. and Geraldine Boardman (jointly 100%). Principals own WBTO Linton. Action May 14.

■ Lexington, Mo.—Lexington Broadcasting Co. Broadcast Bureau granted 106.3 mc, 3 kw. Ant. height above average terrain 205 ft. P.O. address: c/o Ralph E. Meador, Box 188, Lexington, Mo. 64067. Estimated construction cost \$7,319.92; first-year operating cost \$3,000; revenue \$15,000. Principal: Ralph E. Meador, sole owner. Mr. Meador owns KLEX Lexington. Action May 16.

■ Linesville, Pa.—Arthur W. Cervi. FCC granted 101.7 mc, 3 kw. Ant. height above average terrain 220 ft. P.O. address: 208 Pheasant Drive, Penn Hills, Pa. 15235. Estimated construction cost \$5,555; first-year operating cost \$22,200; revenue \$35,000. Principal: Arthur W. Cervi, sole owner. Mr. Cervi is staff announcer for WVSC Somerset, Pa., and owns 50% of applicant for new FM at Penn Hills, Pa. Action May 9.

■ Centerville, Utah—Howard W. Pingree. Broadcast Bureau granted 105.5 mc, 3 kw. Ant. height above average terrain minus 921 ft. P.O. address: 444 Jeri Drive, Bountiful, Utah 84010. Estimated construction cost \$16,240; first-year operating cost \$18,000; revenue \$36,000. Principal: Howard W. Pingree, sole owner. Mr. Pingree owns 49.6% of KBBC Centerville. Action May 16.

Initial decision

■ Commission gives notice that initial decision released Feb. 26 proposing grant of CP to Warsaw Broadcasting Co., Virginia, Minn., for new FM on 107.1 mc, became effective April 17 pursuant to rules (Doc. 18215). Action May 21.

Other actions

■ Review board in San Clemente, Calif., FM proceeding, Docs. 17648-49, granted joint request for approval of agreement and dismissal of South Coast application filed April 3 by El Camino Broadcasting Corp. and South Coast Broadcasting Co.; agreement approved; application of South Coast dismissed with prejudice; application of El Camino retained in hearing status. Action May 16.

■ Review board in Hardinsburg, Ky., FM proceeding, Docs. 17856-57, adopted order granting petition for stay filed May 16 by Breckinridge Broadcasting Co. Action May 19.

■ Review board in London, Ky., FM proceeding, Docs. 18200-01, action on joint request for approval of agreement filed Feb. 12 by H. & C. Broadcasting Co. and London Broadcasting Co. held in abeyance for 15 days from release date of order pending receipt of further information. Action May 16.

Actions on motions

■ Chief, Broadcast Bureau, on request by counsel for Bankhead Broadcasting Co., extended to May 22 time to file reply comments in matter of amendment of table of assignments (Fayette, Hartselle and Talladega, Ala.) (Doc. 18476). Action May 16.

■ Hearing Examiner Forest L. McClenning in Glendale, Ariz. (Glendale Broadcasting Corp.), FM proceeding, granted motion by Broadcast Bureau and continued to June 5 date for hearing and to June 2 date for giving notification of witnesses to be called for cross-examination (Doc. 18486). Action May 14.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding, on request of Broadcast Bureau, scheduled conference for May 20 (Docs. 18264-5). Action May 19.

■ Hearing Examiner Charles J. Frederick in Donelson and Hendersonville, both Tennessee (Great Southern Broadcasting Co. and Henderson Broadcasting Corp.), FM proceeding, set certain procedural dates and rescheduled hearing for Oct. 21 (Docs. 18517-8). Action May 19.

■ Hearing Examiner Millard F. French in Huntington, W. Va. and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, set certain procedural dates and rescheduled hearing to July 7 (Docs. 18439-40). Action May 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Dayton, Tenn. (Erwin O'Conner

and Norman A. Thomas), FM proceeding, designated Hearing Examiner Ernest Nash as presiding officer, scheduled prehearing conference for June 26 and hearing for July 24 (Docs. 18547-8). Action May 15.

Rulemaking action

■ FCC adopted proposal to assign ch. 300 to Albuquerque, N. M., in report and order (Doc. 18451). Action May 14.

Call letter applications

■ Parsons College, Fairfield, Iowa. Requests *KVFC(FM).

■ Oklahoma Broadcasting Co., Ada, Okla. Requests KTEN-FM.

■ Southern State College, Springfield, S. D. Requests *KSTI(FM).

Existing FM stations

Application

■ *WRDL(FM) Ashland, Ohio—Seeks CP to change to 89.5 mc. Ann. May 15.

Final actions

■ KCHV-FM Coachella, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 13. Action May 14.

■ WMMM-FM Westport, Conn.—Broadcast Bureau granted CP to install new trans.; install circular polarized ant.: ERP to 50 kw. ant. height to 79 ft.; remote control permitted: condition. Action May 13.

■ WOUR(FM) Utica, N. Y.—Broadcast Bureau granted renewal of license subject to conditions that: assignment of license be consummated within 45 days and commission be notified of consummation within one day thereafter; assignee resume broadcasting within 30 days following consummation; assignee notify commission in writing of date and hour of resumption of broadcasting within 24 hours; station be inspected as soon as possible after broadcasting is resumed; and if station is found technically deficient or below standard in any material aspect of operation, renewal will immediately revert to pending status. Action May 14.

■ WPOS-FM Holland, Ohio—Broadcast Bureau granted CP to change ant.-trans. location to 6505 Old Angola Rd., Holland; make changes in ant. system; install new ant.: ERP 3 kw. ant. height 250 ft.; remote control permitted. Action May 16.

■ KTXN-FM Victoria, Tex.—Broadcast Bureau granted mod. of CP to change frequency to ch. 254 (98.7 mc); change ant.-trans. location to 100 South Main, 1st Victoria National Bank Building, Victoria; make changes in ant. system; ERP to 40 kw, ant. height to 150 ft.; remote control permitted. Action May 13.

Actions on motions

■ Chief, Office of Opinions and Review in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted motion by Chronicle Broadcasting Co. and extended to May 26 time for filing petition for reconsideration or supplement to April 16 petition (Doc. 18500). Action May 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, denied petition by Blanche Streeter and Albert Kihn for order that prehearing conference be held in San Francisco (Doc. 18500). Action May 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, in order following prehearing conference of May 19, ordered parties having burden of coming forward with introduction of evidence may present their direct, affirmative cases partly in form of sworn, written exhibits and partly in form of oral testimony; that such exhibits be exchanged on or before Oct. 21; and that if any testimony is to be presented orally a list of witnesses together with succinct précis of direct testimony be exchanged on or before Oct. 21; further ordered if any party wishes to call for cross-examination sponsor of any written exhibit notice thereof shall be given to all parties on or before Nov. 25; scheduled hearing for Dec. 2 in San Francisco at location to be specified in later order (Doc. 18500). Action May 19.

Call letter applications

■ WTBC-FM, Tuscaloosa Broadcasting Co., Tuscaloosa, Ala. Requests WUOA(FM).

■ KPAK(FM), Rio Grande Broadcasting Co., El Paso, Tex. Requests KSET-FM.

Call letter actions

■ WJBI(FM), Pacific & Southern Co., Cincinnati. Granted WSAI-FM.

■ WRCL(FM), Clinton Broadcasting Co., Palmyra, Pa. Granted WCTX(FM).

Other actions, all services

■ Electronic Industries Association—FCC granted amendment of rules: to provide that for TV receivers, limit shall be 500 uv/m. Interpreted as requiring: measurements made at 10 frequencies uniformly spaced over UHF band; average of 10 measurements shall not exceed 500 uv/m, and no measurement shall exceed 750 uv/m. Effective time will become applicable on TV receivers at point of manufacture or importation Jan. 1, 1970; to provide that for TV receivers, limit 500 uv/m is temporarily increased to 1,000 uv/m until Jan. 1, 1970. Action May 2.

■ Sar'kes Tarzian Inc., Bloomington, Ind.—FCC granted amendment of rules as follows: to provide that for TV broadcast receivers, limit 500 uv/m be temporarily increased to 1,000 uv/m until Jan. 31, 1970; or to provide that temporary limitation of 1,000 uv/m be extended, and that 500 uv/m limitation become applicable; to TV tuners at point of manufacture on May 1, 1969; on TV receivers at point of manufacture or assembly on Sept. 1, 1969; and on TV receivers at point of sale on Feb. 1, 1970. Action May 2.

■ It has come to attention of commission that some broadcast licensees have not been logging as commercial, or computing as commercial time in filing applications, certain kinds of announcements broadcast in return for receipt of money, service or other valuable consideration, as required by Communications Act of 1934, as amended. Accordingly, all networks will be expected to report such

**"An FM Transmitter
that's heard
but not seen"...**



CCA FM 10000D
10 KW FM

That's the comment of CCA FM users. These popular transmitters require no constant adjustments, no "Super Technical Staffs" and are reliable beyond expectations. Contact your CCA representative or, better yet, — your "Relaxed" fellow broadcaster.



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456 1716

Summary of broadcasting

Compiled by BRADCASTING, May 21, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,242 ¹	11	4,253 ¹	65	4,318 ¹
Commercial FM	1,965 ²	31	1,996 ²	172	2,168 ²
Commercial TV-VHF	496 ³	10	506 ³	17	523 ³
Commercial TV-UHF	126 ³	51	175 ³	159	336 ³
Educational FM	363	8	371	42	413
Educational TV-VHF	71	6	77	0	77
Educational TV-UHF	88	12	100	12	112

Station boxscores

Compiled by FCC, May 1, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,241 ¹	1,962 ²	619 ³	363	159
CP's on air (new stations)	9	31	61	7	18
Total on air	4,250 ¹	1,993 ²	678 ³	370	177
CP's not on air (new stations)	66	169	179	43	12
Total authorized stations	4,316 ¹	2,162 ²	849 ³	413	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes one commercial FM operating with STA.

³ Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

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. Action May 14.

■ Competing applicants and parties wishing to file petitions to deny broadcast license renewals have to submit filings no later than first day of last full month of license period under new license renewal rules adopted by FCC. Rules also require licensee to announce publicly he is filing for renewal within six weeks of date when renewal application is due. Renewal applications must be filed ninety days before license expires. Action May 14.

■ United Press International Inc., New York—Broadcast Bureau granted extension of authorization to June 1, 1970, to transmit programs by leased wireline over foreign program station to AM, FM, and/or TV stations operated or authorized by governments of Canada and Mexico. Action May 12.

■ Westinghouse Broadcasting Co., New York—Broadcast Bureau granted extension of authority to June 1, 1970, to deliver programs by leased wireline over foreign program station, to AM, FM, and/or TV stations operated or authorized by the government of Canada. Action May 12.

■ FCC, acting on request by National Association of Theater Owners and Joint Committee Against Toll TV, ordered that no applications for subscription TV service will be granted until 60 days after decision has been issued in appeal of STV rules brought by NATO. Commission adopted STV rules Dec. 13, 1968, and they were scheduled to go into effect June 12, 1969. Oral argument in NATO appeal scheduled for June in U.S. Court of Appeals for District of Columbia Circuit. Action May 21.

Translator actions

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K70CF, K72CB and K74BF Canadian, Higgins and Lipscomb, all Texas, and Arnett, Okla.; K76BD, K78BI and K80AY Booker, Darrowzett and Follett, all Texas; K72BE and K76BC Walker and K70EU, K72DJ, K74DN, and K76CU Olivia, all Minnesota; K02DF Grafton, N.D. Action May 19.

■ Table Rock Lake Rebroadcast Co., Kimberling City, Mo.—Broadcast Bureau granted CP's for new VHF translator to serve Kimberling City on ch. 6 by rebroadcasting KODE-TV Joplin; ch. 8 by rebroadcasting KYTV(TV) Springfield; and ch. 13 by rebroadcasting KTTS-TV Springfield, all Missouri. Action May 19.

■ K09CP Livingston, Mont.—Broadcast Bureau granted license covering changes in VHF translator. Action May 16.

■ K11HO and K07HG Polson, Mont.—Broadcast Bureau granted licenses covering changes in VHF translators. Action May 16.

CATV

Applications

■ Lafourche Communications Inc.—Requests distant signals of WWOM-TV New Orleans, KATC(TV) and KLFY-TV, both Lafayette, all Louisiana to Thibodaux, La. (Baton Rouge. ARB 84). Ann. May 15.

■ Red Bank-White Oak TV Cable Co.—Requests distant signals of WHNT-TV, WHIQ(TV), WAAY-TV all Huntsville, Ala., WAGA-TV, WSB-TV, WQXI(TV), WJRJ-TV all Atlanta; WDCB-TV, WSM-TV, WLAC-TV, WSLX-TV, WMCV(TV) all Nashville; WATE-TV, WBIR-TV, WTVK(TV) all Knoxville, Tenn. to Red Bank-White Oak, Tenn. (Chattanooga. ARB 91) Ann. May 15.

Final actions

■ FCC denied request for waiver of program exclusivity requirements of rules by Southwestern Video Co., operator of five-channel CATV system at McGehee, Ark. Action May 21.

■ FCC directed Vic's TV Cable Service, Carmel Valley, and Alarm Corp., Carmel and Pebble Beach, all California, to comply with program exclusivity requirements of rules and told to provide protection to KNTV(TV) San Jose, Calif. Action May 14.

■ FCC granted unopposed request of Lake Shore Master Antenna Corp. for interim authority to import distant signals to its CATV system in Columbus, Ga. TV market, with waiver of requirements of rules. Action May 14.

■ FCC denied request by Allied Video Transmission Corp., owner and operator of CATV systems at DeKalb and Sycamore, both Illinois, for waiver of program exclusivity requirements of rules. Systems carry signals of Chicago, Freeport and Rockford, all Illinois. WREX-TV and WTVO(TV) both Rockford and WCEE-TV Freeport place predicted grade A contours over DeKalb and Sycamore whereas Chicago stations carried place predicted grade B contours over communities. WREX-TV requested program exclusivity. Action May 14.

■ FCC denied request by Kentucky Cable TV Inc., operator of 12-channel CATV system at Richmond, Ky., for waiver of program exclusivity requirements of rules. Kentucky Cable directed to comply within 30 days. Kentucky Central Television, licensee of WKYT-TV Lexington, Ky., requested FCC to order Kentucky Cable to cease and desist from violation of program exclusivity requirement. Action May 21.

■ FCC directed Louisiana CATV Inc., operator of CATV system at Monroe, La., to comply with program exclusivity provisions of rules and provide protection to KNOE-TV Monroe. Louisiana CATV's petition for waiver of rules was denied. Petition opposed by Noe Enterprises Inc., licensee of KNOE-TV. Action May 14.

■ FCC denied request by KNOC TV Cable

Co., operator of five-channel CATV system at Natchitoches, La., for waiver of nonduplication requirements of rules and KNOC has been directed to afford program exclusivity to KNOE-TV Monroe and KABL-TV Alexandria, both Louisiana, within 30 days. Action May 14.

■ FCC denied petition of Cotton Hill Cablevision Inc., operator of 12-channel CATV system at Malden, Mo., for waiver of program exclusivity requirements of rules. Paducah Newspapers Inc., licensee of WPSD-TV Paducah, Ky., opposed request. Action May 21.

■ FCC ordered Ogallala Community TV Co., operator of 12-channel CATV system at Ogallala, Neb., to provide nonduplication protection to KHPL-TV Hayes Center and KNOP-TV North Platte, both Nebraska. Ogallala cable system directed to comply with program exclusivity requirements within 30 days. Action May 21.

■ FCC denied request by H & B Communications Corp., operator of five-channel CATV systems at Reno and Sparks, Nev., for waiver of the single-channel carriage requirement of rules. H & B directed to comply with rule within 30 days. Action May 14.

■ FCC ordered Community TV Corp., operator of 12-channel CATV system at Franklin N.H., to provide nonduplication protection for WMUR-TV Manchester, N.H. Community TV ordered to comply with program exclusivity provisions of rules within 30 days. Action May 21.

■ FCC denied request for waiver of program exclusivity requirements of rules by Punxsutawney TV Cable Co., operator of 12-channel CATV system which carries signals of Pennsylvania TV's in Altoona, Clearfield, Johnstown and Pittsburgh. Waiver request opposed by Triangle Publications, licensee of WFBC-TV Altoona. Action May 14.

■ FCC directed National Cable Television Corp., operator of CATV system at Connellsville, Pa., to comply with program exclusivity provisions of rules within 30 days, providing protection to WIIC(TV) Pittsburgh. Action May 21.

■ FCC denied request of Municipal TV Corp. for waiver of requirements of rules. Municipal TV petition opposed by Taft Broadcasting Co., licensee of WNEP-TV Scranton, and WBRE-TV Inc., licensee of WBRE-TV Wilkes-Barre, both Pennsylvania. Petition for issuance of order to show cause and initiation of judicial proceedings filed by WBRE-TV against CATV operator, dismissed. Municipal's request was for waiver of carriage and program exclusivity requirements. Action May 14.

■ FCC denied request by Carbon Cable Television Inc., operator of CATV systems in Eastern Pennsylvania for waiver of program exclusivity requirement of rules. Request by Blue Ridge Broadcasters Inc., operator of CATV system in Pennsylvania, for waiver of carriage requirements of rules and waiver of program exclusivity requirement of rules has also been denied by commission. Action May 14.

■ FCC denied requests by Jefferson Cable Corp., operator of CATV systems at Charlottesville and Waynesboro, both Virginia, for waiver of program exclusivity provisions of rules. Gilmore Broadcasting Corporation of Virginia, licensee of WSAV-TV, Harrisonburg, Va., sought program exclusivity on both CATV systems and opposed Jefferson Cable waiver requests. Action May 14.

Other action

■ FCC adopted interim procedures to simplify and expedite CATV processing while CATV rulemaking and inquiry in Doc. 18397 is pending. Commission also issued further notice of proposed rulemaking revising original proposals in several areas. It asked for comments on zone protection for CP's for limited time, changes in listings in five markets and methods for determining radius of zone, among other issues. Action May 14.

Actions on motions

■ Hearing Examiner Herbert Sharfman in Morrisville, N.Y., petition by Dimension Cable TV Inc., to stay construction or operation of CATV system near Plattsburgh, N.Y. (Ausable Valley Telephone Co. and Ausable Communications Inc.), on request of Ausable Communications Inc. rescheduled further prehearing conference to May 27 (Doc. 18435). Action May 15.

(Continued on page 81)

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Payable in advance. Check or money order only.

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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.

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Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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RADIO

Help Wanted—Management

We will pay a good salary and bonus (based on profits) to an experienced, smart general manager who can supervise a small market station in his spare time and sell most of the time. We want someone with a "community touch" and a "program feel" and the ability to hire and guide salesmen. Part of a larger corporation with plenty of room to progress. Reply with full experience and salary information to Box E-228, BROADCASTING.

Regional Sales Manager for a group of large, medium and small market stations. Salary's good. Incentive's good. Profit sharing's great. So are our other fringe benefits. Please tell us all about yourself, including what you've been making. Box E-283, BROADCASTING.

Why buy a station—will share profits with a top sales-station manager. Call VanderPlate, 201-827-6500.

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.

Have opening for aggressive salesman-announcer with fast growing station in college town. Send resume to Box E-255, BROADCASTING. Up Tempo MOR. First phone helpful.

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.

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.

Announcer needed by middle-music network station in Texas resort city. Do not send tape. Box E-199, BROADCASTING.

1st phone, light maintenance, must have sales ability. Single market, northern California. Box E-220, BROADCASTING.

Need two top flight jocks with first phone at top county programed station in the south. Pay is excellent . . . great staff . . . in one of the finest markets in the country. Applicants must be strong on air salesmen, do some production and run modern top 40 country format. Only experienced pro's need apply. Send short bio, recent picture, and air check. Openings begin the first of June. Box E-226, BROADCASTING.

Immediate opening for announcer-salesman, up tempo, college town—fast growing company. Send resume to Box E-256, BROADCASTING. First phone helpful.

Announcers continued

Top 40 staff announcer. Resume, audition tape with news. Box E-280, BROADCASTING.

Wanted: DJ with news background, 1st phone. Opportunity for sales. Eastern Pennsylvania. Send tape, resume to Box E-281, BROADCASTING.

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, Mobridge, S.D.

Experienced announcer, light contemporary music, opportunity for sales, contact Manager, WAFB, Staunton, Va. 703-886-2377.

Experienced announcer for 5 kw MOR operation. Immediate opening for qualified applicant with 3rd endorsed. Permanent position. Good conditions. Fringe benefits. Send tape, resume to WASA, Havre de Grace, Md.

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Some countrywestern. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

College town of 18,000. Need announcer-sports announcer. Morning shift plus play-by-play of over sixty College arc High School games. Send tape etc. to Chuck Anthony, WCEN, Mt. Pleasant, Michigan 48858.

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 and versatile announcer needed immediately. Good pay with fringe benefits. Opportunity for advancement in progressive organization. Resume and tape to Art Martin, WMRN, Box 518, Marion, Ohio.

Announcer—must be experienced for fast paced MOR radio station. Good commercial voice with authority; no screamers. Salary \$100 weekly up, depending on how good you are. Vacation and sick leave with pay. Send photo, air check and complete resume (we'll return). J. A. Callimore, WSNW, Radio, Seneca, S.C.

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.

Immediate opening, first phone announcer—d.j. Will consider beginner, prefer some experience. Car necessary. 203-489-4181.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Fulltime network. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Technical

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.

Technical continued

Qualified engineer of good character for network radio station in southwest. Box E-198, BROADCASTING.

Assistant Chief and 1st class engineers needed to build and maintain new UHF ABC affiliate. State experience and salary. Immediate openings. Box E-222, BROADCASTING.

Chief engineer who likes production as well and can, in a pinch, do very light air work. All news and information station with brand new studios and latest, sophisticated equipment. Midwest market of over one million. Excellent living and working conditions with beautifully situated studios. Box E-257, BROADCASTING.

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.

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.

Needed . . . Radio news man with a minimum of two years experience gathering, writing and editing and on-the-air delivery of news. ABC affiliate, one of a growing group of stations in a progressive, fast-growing market. Good salary, excellent fringe benefits, and all-new facilities. Send tape and resume to Allen Carstens, KATE, Albert Lea, Minnesota, or contact Hart N. Cardozo, Jr., W-1152 First National Bank Building, St. Paul, Minn.

News Director for Stuart group station KMNS, Sioux City, Iowa. The best facilities, professional team effort has made us number 1 in the market. Sleepy town for 30 years has come alive in the past four. If you want a job, don't bother, if you want an opportunity to prove yourself contact Frank Gunn, 712-258-0628.

Immediate opening—Staff announcer/newsman—commercial experience only. Collect and type local news and deliver authoritative newscasts. Do professional MOR music show. Excellent opportunity for advancement within station and Ottaway group. Salary open, liberal benefits. AM-FM station serving year-round Pocono Mts. resort and Delaware Water Gap Nat'l Recreation Area. College town. Two hours from New York and Philadelphia. Call Bill Trieble, Operations Manager, 421-2100 (717) or write WVPO AM/FM, Stroudsburg, Pa. 18360.

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.

Needed, take charge program director for south-eastern Michigan 24 hours a day highly commercial AM station. Network affiliate. Schaffer automation. Excellent fringe benefits. Salary open. Box E-213, 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 WRNC, Raleigh, N.C.

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.

Teacher for broadcasting. Five years experience in broadcasting. Starting up to \$10,000.00. International Broadcasting School, 1212 East Stroop Road, Dayton, Ohio, 294-1486.

Situations Wanted Management

Seeking California management challenge. Successful 18 year leadership background. Employed. Major group references. Box E-102, BROADCASTING.

St. Louis broadcaster seeks managers-salesman position. Box E-195, BROADCASTING.

Management continued

General manager—Twenty years experience, proven record. Prefer major market but will consider other, salary open. Box E-201, BROADCASTING.

Manager: 20 years experience, very strong in personal selling, programming—station operation. Age 40. Box E-259, BROADCASTING.

Losing ratings? . . . and money? Poor management or poor programming? I'll give you the number one Top 40 station in your market . . . if you'll stay out of my hair. Have you got the guts . . . to increase ratings . . . and count your money? Box E-278, BROADCASTING.

Program Executive, presently in top 5 market looking for new management challenge. 16 years experience in AM-FM-TV. Excellent references. Box E-282, BROADCASTING.

\$10,000 a year to a consultant? \$17,000 a year to a program director? \$28,000 a year to an operations mgr.? Still can't figure out why ratings and business are down? I'll take \$35,000 and tell you. Too many cooks . . . etc. This programmer will give you what counts . . . ratings . . . and revenue. Things are changing . . . are you? Box E-287, BROADCASTING.

Working partnership wanted for well qualified jockey—tight board—local news. Invest for profits and/or exchange present partnership. 219-563-4426.

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.

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.

DJ, tight board, production, solid news, 3rd phone. Box E-140, BROADCASTING.

Experienced DJ-announcer—newscaster. 3rd endorsed, married. No prima donna. Available immediately. Box E-147, BROADCASTING.

Major markets only. Five figure minimum, black announcer with number one credits, pragmatic, modern, talented. Box E-170, 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.

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.

First phone—salesman-announcer. Western New York preferred. Large-medium market. Mature adult. Call Morris, 716-266-5277 or Box E-233, BROADCASTING.

Looking for bright young talent? How about a draft-exempt, married college grad with a first phone? How about one who's now working major market MOR but wants to relocate for good opportunity in MOR or Top 40 regardless of market size? You can get all this and more if you act quickly! Box E-235, BROADCASTING.

Experienced disc-jockey, talkmaster, newsman in major market seeks more challenging major market position in any one or combination of jobs. Box E-236, BROADCASTING.

Experienced disc jockey, newscaster, dependable, creative writer/salesman, 3rd endorsed, tight board, will relocate, South Carolina preferred. Box E-240, BROADCASTING.

Eager beginner: will travel, hard worker, give me a chance. 3rd endorsed. Box E-241, BROADCASTING.

Top-40 air personality—PD, teen bopper or soul, knows music, 3rd-class, 27, eight years experience, now. Box E-243, BROADCASTING.

DJ—Newscaster. School graduate beginner. Mature voice, tight board. Draft exempt, 3rd endorsed, will travel. Box E-245, BROADCASTING.

Boss jock. Top 30 only . . . air checks available. Box E-247, BROADCASTING.

First Phone: Experienced, Broadcast School Graduate, Top 40, tight board, good personality, will relocate, will be record spinner in major market (no maintenance). Box E-248, BROADCASTING.

Announcers continued

1st phone—top 40—experienced—draft exempt(vet)—will travel. Will send tape etc. on request. Write Box E-251, BROADCASTING.

For \$200 a week you can hire a 28 yr. old family man with college degree in Political Science and Economics, offering 8½ years in all areas of Radio and TV on-the-air. Network quality voice—news emphasis. Experienced in telephone talk shows, writing and music. Want stability, responsibility, and permanence. Call 605-225-7214 or write Box E-262, BROADCASTING.

Very experienced DJ, four years college, broadcasting school, live discoteque, tight board, top 40 or MOR draft exempt, 3rd phone. Box E-263, BROADCASTING.

Beginner—will relocate. All phases broadcasting. Third class endorsed. Box E-270, BROADCASTING.

1st Ticket—MOR—light experience—looking for good situation—steady w/opportunities. Send for tape & resume. Box E-285, BROADCASTING.

"Automation", says the boss, alright, but leave me out of this ABC/FM 70,000 watt Stereo major market operation. Seeking well-run, community-minded station—anywhere. Immediately. Opportunity to develop top-notch air personality of prime importance; news and sales secondary. Vietnam PIO veteran. 216-247-4463 or Box E-290, BROADCASTING.

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.

Seasoned broadcaster. Eight years experience. 38, single. Bob Cole, 234 Crescent Street, New Haven, Conn. UN 5-3528.

San Francisco & Bay Area! I'm comin' home! When I left California I was in the service. Now seven years later I want top 40 (preferably), or MOR D.J. work in my home state. I quit radio two months ago (I thought I could live without it . . . I did . . . but it was a rather dull existence.) My last station: Detroit's WKNR. P.D.: Paul Cannon (Please call him, he'll say nice things about me . . . won't you Paul?). I work happily with an annual five figure salary. My name is Richard Hancock (air name for Detroit: "Rick Stewart") and you can reach me after May 21st at 1-415-328-1180 (Please Call).

Need a good summer man? I'm it. Student, experienced, super heavy sound wants work in top 30 or up tempo MOR. Let me convince you. Box 568, E. Lansing, Mich.

Young family man with two years all around radio experience seeking to relocate in Mid-New York State area. Prefer rock or progressive rock announcing. Jack Brady, 32 Fairmont Street, Cambridge, Mass.

Technical

Unemployed 1st phone, fully experienced chief/combo/staff engineer—something operational at \$140, 40 hours. Prefer Ohio, midwest. Box E-237, BROADCASTING.

Radio-Television engineer, 15 yrs. maintenance experience in all phases broadcasting—prefer Gulf Coast area. Box E-252, BROADCASTING.

Chief Engineer, experienced, dependable, plus bright drive time talent, seeks major opportunity. Box E-254, BROADCASTING.

18 years electronics experience. All phases AM-FM-TV, Chief or supervisory only. Presently employed. Box E-274, BROADCASTING.

Electronics Instructor available for summer relief. First phone, radar endorsement, radio amateur, experienced. Phone 414-342-5981 or write Box 78, Milwaukee, Wisconsin 53201.

Single female. First phone. No experience. Will relocate. Transmitter watch only. Loretta Dover, Route 3, Canton, Texas 75103. (214) 848-7235.

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.

College grad, 2 years experience, responsible, good voice, copy, interviewing. Major market experience with 2 big college stations. Go to any size market. Box E-244, BROADCASTING.

News continued

D.C. & Md area. Heavy news/DJ, third endorsed, dependable—full or part time. 301-292-2606.

Gregarious—versatile, news-program director, first phone, radio-TV fulltime—vacation. Upstate or N.E. W. C. Handy, 212-691-4615.

Announcing School; 3rd endorsed, TV training, interested in news, William White, 703-587-0117; 703-622-3016.

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.

Program Director—Announcer. Mind for organization, administration, detail. Currently CGW announcer, major market. MOR, classical, jazz, plus strong administrative, business background. Single. First phone. Box E-219, BROADCASTING.

Is your station looking for a top notch children's program? Well look no further. Three dynamic young personalities wish to produce and star in a kiddies show custom tailored to fit the needs of your station. Experienced in all phases of production and children's programing. Medium or major market. For full information write Box E-231, BROADCASTING.

Program Director—I am your man if your station is losing money. Willing to grow with you. 10 years R&B broadcasting experience. Available immediately. Warm climate only. Box E-253, BROADCASTING.

Production Director for major market station—chain or production company. Box E-272, BROADCASTING.

Need a program director? Nine years experience in modern controlled MOR radio, five years programing a #1 station that beat Drake. I'm married & have two great children, I am now assistant PD at 50kw OGO in a top ten market. I am now looking for a good company that would like to share success. Michael Button, 415-924-5719.

Aspiring writer-producer wants job requiring some intelligence, not just following routine. Experience—television traffic, broadcast advertising production, copywriting, college news reporting. Degree in Broadcasting—journalism. Will consider any position, location. Box 25, Lanesboro, Pennsylvania 18827.

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.

Network-owned station in Midwestern major market seeking Public Affairs Manager. Expected to manage department, maintain community relations, create and produce public affairs series. Must know budgets and assist on License work. Ability to write copy, and reportorial narrative is helpful but not requirement. Prior broadcast experience and salary requirements should be stated in reply. An equal opportunity employer. Box E-266, BROADCASTING.

Sales

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.

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.

Technical continued

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.

Immediate opening for right man in number two engineering slot. TV serving large Southern market, member of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

Chief Engineer. East Coast mobile video equipment leasing and production company seeks experienced color-qualified "Chief" to take charge expanding operations. Exciting ground-floor opportunity with substantial growth potential. In addition to competitive starting salary, we offer stock options and liberal fringe benefits. This is an exceptional opportunity for a highly motivated "pro"; if you want to grow with us, write in confidence to Box E-289, BROADCASTING.

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.

Immediate opening—Engineer with first phone, experienced in switching, projection, and general control room-transmitter operation. Maintenance experience not required but helpful. Write or phone Phil Witt, Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, Alabama 36105.

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.

Arizona VHF has immediate permanent opening for capable first phone transmitter engineer with maintenance experience. Call L. Wheeler, collect 602-782-4151.

NEWS

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.

Midwest network affiliate needs versatile young newsmen able to write news, shoot film and do some on-air news and sports. Send resume and tape to Box E-269, 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.

Combination reporter-photographer. Experienced only. Journalism background for WCKT-TV, Miami, Florida. Equal opportunity employer. Phone Gene Strul, News Director, (305) PL 1-6692.

TV Newsmen for top-rated Washington Post News week Station, Florida. Good at reporting, writing, on-air. Contact Bill Grove, WIXT-TV, Broadcast House, Jacksonville, Florida 32207. An equal opportunity employer (M/F)

Sharp young news photographer for major Northeastern market. Call Phil Kellestead, 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.

Programing, Production, Others

continued

Director-producer for VHF-station in southern New England. Minimum 3 years experience. Send resume and salary requirements to Box E-148, BROADCASTING.

Midwest TV Station seeking production man. Would be directing commercials and shows, and in charge of Production people. Must have ability to lead people and produce great commercials. Send resume and salary desired to Box E-224, BROADCASTING.

Photo technician—full charge of color movie processor and complete photo lab at VHF station in Florida. Box E-229, BROADCASTING.

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.

Promotion Director—Creative professional in TV Station, sales, copywriting and research. Send resumes to Milton Grant, WDCA-TV, Washington, 16, D.C.

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.

Thirty years experience much supervisory including video tape desires supervisory position in warm climate. First class license. Box E-246, BROADCASTING.

Program Executive, presently in top 5 market looking for new management challenge. 16 years experience in AM-FM-TV. Excellent references. Box E-288, BROADCASTING.

Sales

TV Sales: Two years experience as account executive in large Southwestern market. College background. Family man. Box E-265, BROADCASTING.

Technical

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.

First phone, 2-years technical graduate, experienced, Gulf states preferred. Box E-217, BROADCASTING.

First fone engineer; experienced, available for Washington, D.C. area. Prefer TV but will consider radio. Married. Part or full time while attending school. Available immediately. Box E-239, BROADCASTING.

I have a first phone and would like to break into technical end of T.V., on the West Coast. Box E-242, BROADCASTING.

TV Engineer, supervisory, Chief on down; College Engineering; 15 years experience, maintenance, installation, Ohio, Michigan area. Box E-271, BROADCASTING.

Experienced TV engineer first phone, UHF & VHF studio operation, film projection, operated color cameras, UHF transmitter, remote. Box E-273, 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.

Newsmen, 10 years radio and television including television network affiliate news director. Box E-230, BROADCASTING.

Sports-News—Prefer sports but extensive experience in both. Good feature writer. Box E-258, BROADCASTING.

Programing, Production, Others

TV Art Director/Graphic Artist. Eight years experience; color production, set design, animation, illustration, graphics. Resume and portfolio on request. Box E-225, BROADCASTING.

Professional meteorologist. Twenty two years experience all phases of Meteorology including one year on camera as number two Meteorologist in medium market. Box E-232, BROADCASTING.

Programing, Production, Others

continued

Female TV talent. Copywriting ability. Degree. Box E-261, BROADCASTING.

New Station? Experienced production head will hire versatile team, organize department, and train in color videotape and film production. Box E-275, 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.

FM—equipment for 3KW ERP Mono, need everything from mike to antenna. Box E-92, BROADCASTING.

RCA BTA-1L transmitter—any condition—state, price and condition. Box E-223, BROADCASTING.

Need sound effects record library reasonably priced Box E-268, BROADCASTING.

Wanted to buy 250 or 1 KW FM transmitter, reasonable. Box E-286, BROADCASTING.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, WSBC, 2400 W. Madison St., Chicago, Ill. 60612.

Wanted—5KW transmitter in good condition. Reply to: Radiodifusora, X.E.U., Independencia No. 1656, Veracruz, Ver., Mexico.

Telemet Electronic Pointer or equivalent. Mr. Perkins, WJW-TV, 216-861-6080.

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.

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.

G.E. 8T11B 10 Watt FM Xmr. tuned 89.3 MHz with spare exciter . . . \$750.00. Ampex 403C Console & Portable Carrying Case . . . \$450.00. Magne-cord PT61 . . . \$100.00. Box E-234, BROADCASTING.

Complete UHF TV station equipment package for sale. RCA TTU 30 transmitter, colorfilm chain, all transistorized switching system, 2 color VTR's, color lighting, BGW remote control studio cameras and many other ingredients too numerous to mention. \$200,000. for entire package, as is, where is. Write Box E-260, BROADCASTING.

McMartin TBM 4500—A stereo monitor includes remote modulation meter. Like new \$1650. CE BMI-A FM frequency/modulation monitor. Excellent condition \$400. KBIQ-Seattle 98133. 206-546-3128.

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. Kling.

Medium size studio trailer, consol, heater, air-conditioned ready to make money, first \$1500. Tom Talbot, WJL Radio, Niagara Falls, N.Y.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonably priced. Will consider donating to bona-fide non-profit organization. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. AC512-478-8521.

Shure mixers and Microphones, Turner, AKG, Vega, Fairchild, Langevin, Pultec, Universal, Audio, Best deals. Audiovox, Box 7067-55, Miami, Florida 33155.

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.

FOR SALE—Equipment

continued

I 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.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

TV Program Salesman. Carry our new, exciting syndicated "game" show with you, and make an easy, profitable sale in every market. Liberal commissions. Write, telling what territory you cover. Box E-277, BROADCASTING.

Deejay Manual is a collection of funny radio one-liners, bits and gimmix. \$3.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept B) 1735 East 26th Street, Brooklyn, N.Y. 11229.

Can't find it? —You need "Radio Broadcaster's Source Book". Up-dated names—addresses of companies selling: One liners . . . Jingles . . . Programming . . . Services . . . Promotions . . . plus "hundreds" more! Only \$4.95. "Free" brochure. Command, Box 26348, San Francisco 94126.

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, programing, 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 June 30, and Aug. 4. 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.

INSTRUCTIONS continued

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 Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Gden, 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, 1060D, 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 ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo men and announcers.

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.

Go First Class!! First class license in four weeks or less. Total cost \$295.00. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 Fairfax Av., Nashville, Tennessee 37203. 615-297-3213 or 889-2480.

See our display ad under instruction on page 80. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

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.

Help Wanted

Sales

BROADCAST MEDIA BUYER

Capable of analyzing & researching individual markets—nationwide—and buying, scheduling, and policing a program of commercial advertising, will control budgets and process cooperative adv. claims. Should have at least 2 years exp. in media buying. Prefer 24 to 30-year-old with some college. Send resume, picture, and salary requirements to:

Box E-227, Broadcasting.

All Replies Confidential

Announcers

ATTENTION: RADIO PERSONALITIES SAN DIEGO CALLING

Somewhere there's a highly creative, talented topical, intelligent radio personality who has the ability to keep top numbers as the morning man with San Diego's leading adult station. If you feel you're the man and you're ready to move to the most exciting city on the coast, send photo, resume, and tape to:

Box 1071, San Diego, Calif. 92112

Situations Wanted

Management

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.

Help Wanted—Management

GENERAL MANAGER MICHIGAN RADIO STATION \$20,000.00 Plus!

Excellent full-time frequency in competitive market. Strong sales background required.

Call Ron Curtis
312-337-5318

Nationwide Management Consultants

645 North Michigan Avenue, Chicago, Illinois 60611

Specialists in Executive Recruitment

Management continued

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.

GENERAL MANAGER

Over twenty years of experience in Radio and TV Station management, sales, sales promotion and programming. *Salary requirements high.* Also want option to buy percentage after a period of time.

Write Box E-267, Broadcasting or Phone Mr. M. 212 TR-3-0810 after 6 P.M.

Announcers

Des Moines JAZZ HOST available for your market with **REASONABLY PRICED TAPE SERIES.** Quality production — knowledgeable host — custom-taped for you. Ideal for educational or soul stations. *Bonus — big band series — at no additional charge.*

Box E-238, Broadcasting.

Programming, Production, Others

Stars—Glamour

For your RADIO STATION

"Wally's World"

Star-studded DJ show from HOLLYWOOD priced to fit your budget

STATION I.D.'s
by Top Stars

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Hollywood Hit Parade

For info write:

WALLY GEORGE PRODUCTIONS

516 San Vincente Blvd.
Suite 308

Santa Monica, California 90402
Phone: (213) 451-1603

STATION FOR SALE?
**You Can't Top A
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in
Broadcasting**

Television Help Wanted

Technical

FAR EAST ASSIGNMENT

International broadcasting organization seeking a **MECHANICAL ENGINEER** familiar with television operations.

Applicant must be specialist in the operation and maintenance of generators. Also must be able to train others.

Separation from dependents is requirement of position. However home leave included as condition of contract. Salary and overseas allowance commensurate with position.

Box E-249, Broadcasting.

NEWS

INTERNATIONAL ASSIGNMENT

International broadcasting organization seeking qualified television **PRODUCER/DIRECTORS** for challenging assignment in the Far East.

Five years' minimum television experience required in such categories as producing, directing, lighting, scenic design, show budgeting and studio utilization.

Assignment requires separation from dependents. However periodic home leave included as condition of contract. Salary and overseas allowance commensurate with position.

Box E-284, Broadcasting.

**TV—Situations Wanted
Management**

GENERAL MANAGER

Over twenty years of experience in Radio and TV Station management, sales, sales promotion and programming. *Salary requirements high.* Also want option to buy percentage after a period of time.

Write Box E-276, Broadcasting or Phone Mr. M. 212 TR 3-0810 after 6 p.m.

Employment Service

527 Madison Ave., New York, N.Y. 10022



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Sherlee Barish, Director

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1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

Miscellaneous

WANTED

Advertising Agency wants TV game with audience involvement for supermarket or drug chain.

Box E-279, Broadcasting.

ATTENTION M-O-R P.D.'s

Let a team of top MOR broadcasters program your music. Our weekly play-list is ahead of the charts, saves you time and builds ratings. Write for free sample and details. "The Music Director", Box 177, Chestnut Hill, Massachusetts 02167.

QUIZ QUESTIONS

FROM ORIGINATOR AND PRODUCER of
"KLASSROOM KWIZ"®—High Schools
"KIDDIE KOLLEGE"®—3rd Graders
"KLUB KWIZ"®—Civic Clubs

All nationally syndicated.

Thousands of interesting, fully researched questions and answers available for your local television and radio programs. Reasonable rates.

FREE SAMPLES.

Let us furnish your quiz question needs, or one of the above quiz programs. For complete information—Phone—703-342-2170 or write:

Hayden Huddleston Adv. Agency
305 Shenandoah Building
Roanoke, Virginia

FOR SALE—Equipment

SOLD TO THE FIRST BIDDER
Offering \$1,600 (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

Substantial Interest or Partnership

in radio station in Central Florida. Assume working role in news dept. Will invest to \$100,000. All info in strict confidence. Will consider outright purchase. Write to:

Box E-250, Broadcasting.

FOR SALE—Stations

Tix Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

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.

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

NORTH CAROLINA DAYTIMER

Attractively located. Excellent cash flow. Cash needed; \$50M, bal. in 8 yrs. Be sure include financial proof.

Box E-264, Broadcasting.

N.H.	small	fulltime	\$ 60M	SOLD	S.C.	small	daytime	\$ 75M	29%
La.	small	profitable	89M	29%	Wash.	small	daytime	98M	SOLD
N.Y.	medium	AM & FM	700M	cash	Minn.	metro	daytime	155M	50M
West	major	AM & FM	425M	29%	N.W.	metro	daytime	70M	29%
S.E.	major	fulltime	925M	merger	N.E.	major	FM	140M	cash



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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

6341 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

TEXAS STATIONS

250-w Daytimer in West Texas. \$85,000. Ideal for owner-manager. 1,000-w D, 250-w N, small market station in growing market, producing cash flow over \$60,000 on \$160,000 gross. Selling for \$380,000, 29% down. New equipment and valuable real estate.

Joe M. Leonard, Jr. Broker
Gainesville, Texas 76240
Phone 817-465-4076

New York Metro Growth Area

Modern FMer station encircles over 15,000,000 people, outreach exceeds 100 miles, with a 50 mile sales area. Profitable. Terms arranged. Consider merger or active part sale.

Box E-221, Broadcasting.

(Continued from page 74)

Ownership changes

Applications

■ **KYAK-AM-FM Anchorage**—Seek transfers of control of KYAK Inc. from Richard C. Cruver (51% before, 33½% after) and Glenn S. Miller (47.1% before, 33½% after) to Robert W. Fleming (1.9% before, 33½% after). Consideration: \$17,000. Ann. May 15.

■ **KPPC-AM-FM Pasadena, Calif.**—Seek assignment of licenses from Crosby-Avery Broadcasting Co. to The National Science Network Inc. for \$40,000 and assumption of liabilities. Sellers: Leon Crosby (60%) and Louis Avery (40%). Mr. Crosby owns 50% of KMPX San Francisco (see KMPX(FM) below) and is applicant to purchase KTW-FM Seattle. Buyers: L. W. Frohlich, sole owner. Mr. Frohlich owns WNCN(FM) New York and WDFH(FM) Chicago, advertising agency, market research firms throughout world and real estate firm. Ann. May 20.

■ **KJML(FM) Sacramento, Calif.**—Seeks assignment of license from Town & Country Broadcasters Inc. to Kula Broadcasting Corp. for \$50,000. Sellers: Louis and Betty E. Gerlinger, president and secretary-treasurer, respectively. et al. Buyers: A. J. Krisik, president (51.05%), Theodore J. Wolf, secretary (29.02%), A. Judson Sturtevant Jr., vice president (10%), and H. W. Dustin, treasurer (9.93%). Buyers own KGMS Sacramento, Calif., KFAX San Francisco and KAGO Klamath Falls, Ore. Ann. May 20.

■ **KMPX(FM) San Francisco**—Seeks assignment of license and SCA from Crosby-Pacific Broadcasting Co. to The National Science Network Inc. for \$226,000. Sellers: Leon A. Crosby, Marilyn Crosby, Walter Samulski and Franklin Mieuil (jointly 100%). Mr. Crosby owns 60% of KPPC-AM-FM Pasadena, sale of which pends FCC approval. See KPPC-AM-FM above. Ann. May 20.

■ **KDEN-FM Denver**—Seeks assignment of license from KDEN Broadcasting Co. to Capitol City Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: Edwin E. Koepke, president, and Frank E. Amole Jr. (each 50%). KDEN Broadcasting owns Capitol City Broadcasting. Principals own KDEN Denver. Ann. May 15.

■ **WMBR Jacksonville, Fla., and WTMA-AM-FM Charleston, S.C.**—Seek transfers of control of The Atlantic Coast Broadcasting Corp. of Charleston from Charles E. Smith (100% before, none after) to Turner Communications Corp. (none before, 100% after). Consideration: \$7,500 plus \$630,000 in Turner stock in exchange of all Atlantic Coast stock plus \$95,000 in Turner stock in satisfaction of note owed Smith by Atlantic. Sellers: Charles E. Smith, sole owner. Mr. Smith continues as president of Atlantic, which will be a subsidiary of Turner subsequent to consummation of transaction and FCC approval. Mr. Smith owns Smithco Broadcasting Inc., licensee of WMBR. Buyers: Estate of R. E. Turner, deceased (61.9%), R. E. Turner III, chairman of board (5.1%), et al. R. E. Turner III is engaged in outdoor advertising. Ann. May 15.

■ **WVGT Mount Dora, Fla.**—Seeks assignment of license and CP from David A. Rawley Jr. to Cherry Hill Broadcasters Inc. for \$35,000. Seller: David A. Rawley Jr., sole owner. Mr. Rawley owns 33½% of KWON Bartlesville, Okla., 11.1% of WKJK Granite Falls, N.C., and 33½% of applicant for new AM at Graham, N.C. Buyers: Leon Ganapol, president (29.5%), Alfred Becker, vice president (42.6%), et al. Mr. Ganapol is retired drug store owner. Mr. Becker is movie theater owner, Horseheads, N.Y. Ann. May 15.

■ **WBSR Pensacola, Fla.**—Seeks assignment of license from WBSR Inc. to Mooney-WBSR Inc. for \$290,000. Sellers: George P. Mooney, president, Donel J. Lynch, vice president, Janet Prince and Abe D. Waldauer, secretary (each 25%). Buyers: Mooney Broadcasting Corp., 100%, George P. Mooney votes stock for Mooney Broadcasting, licensee of WKGN Knoxville and WMAK Nashville, both Tennessee, and WPDQ Jacksonville, Fla. Ann. May 20.

■ **WEBH(FM) Chicago**—Seeks assignment of license and SCA from Buddy Black Broadcasting Co. to Rich Communications Corp. for \$325,000. Sellers: Buddy Black, president, Paul Wasserman, secretary (each 31%), and Solomon Bolnick, vice president-treasurer (36%). Buyers: James H. Rich, sole owner. Mr. Rich owns majority of stock of general equipment leasing firm, 25% of WAMO-AM-FM Pittsburgh, 100% of WILD Boston, WLTO Miami, WUFO Amherst, N.Y., and

of Dynamic Cablevision Inc., CATV systems, Pittsburgh, Ann. May 15.

■ **KMCD Fairfield and KBUR-AM-FM** Burlington, both Iowa—Seeks transfers of control of RF Inc. and RB Inc., respectively, from John P. Harris, deceased (52.45% before, none after; 56% before, none after, respectively) to John G. Harris, Peter M. McDonald and First National Bank of Hutchinson, Kan., co-executors of estate (none before, 52.45% after; none before, 56% after, respectively). No consideration involved. Messrs. Harris, McDonald and First National Bank of Hutchinson, as trustee, have interests in KIUL Garden City and KTOP-AM-FM Topeka, both Kansas, WJOL-AM-FM Joliet, Ill., and KFKA Greeley, Colo. Ann. May 15.

■ **WTAK Garden City, Mich.**—Seeks transfer of control of WTAK Inc. from Charles Wolpin and Walter Wolpin (each 33½% before, 16¾% after) to Sylvia Wolpin and Marilyn Wolpin (each none before, 16¾% after). Consideration: \$25,000. Ann. May 15.

■ **KTOO Henderson, Nev.**—Seeks transfer of control of KTOO Broadcasting Co. from Henry V. Crosby, Harold Newman, Reginald Newman and Samuel Komsky (as a group 100% before, none after) to Cy Newman (none before, 20% after) and Bankers Acceptance Corp. (none before, 80% after). Consideration: \$175,000. Principals: Cy Newman owns 43% of WSJV(TV) Hanford, Calif., sale of which pends FCC approval. Thomas H. Redmond is president of Bankers Acceptance. Ann. March 20.

■ **WCBT Roanoke Rapids, N.C.**—Seeks assignment of license from Halifax Broadcasting Co. to WCBT Radio Inc. for \$200,000. Sellers: A. Fuller Sams Jr., sole owner. Halifax is owned by Statesville Broadcasting Co., licensee of WSIC and WFMX(FM), both Statesville, WIST Charlotte, WFRS Reidsville, all North Carolina, and WQXL Columbia, S.C. Mr. Sams votes stock for Statesville Broadcasting. Buyers: William W. Jefferay, president (59.23%), Audrey D. Jefferay, treasurer (36.93%), et al. Mr. Jefferay owns and Mrs. Jefferay is secretary-treasurer for WRNB New Bern, N.C. Ann. May 15.

■ **WJEH-AM-FM Gallipolis, Ohio**—Seeks assignment of licenses from Ohio Valley On The Air Inc. to Wagner Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Paul E. Wagner, president, et al. Ann. May 20.

■ **WKMC Roaring Spring, Pa.**—Seeks transfer of control of Fort Bedford Enterprises Inc. (parent corporation and 90% owner of Cove Broadcasting Co., licensee) from William A. Jordan, Carl W. Amick, Charles M. Mackall Jr., et al (as a group 100% before, 47.5% after) to Louis J. Maierhofer (none before, 52.5% after). Consideration: not indicated. Principals: Louis J. Maierhofer is financial planning consultant. Ann. May 15.

■ **WLSL-AM-FM-TV Roanoke, Va.**—Seeks transfers of control of Shenandoah Life Stations Inc. from Shenandoah Life Insurance Co. (100% before, none after) to Roy H. Park Broadcasting of Roanoke Inc. (none before, 100% after). Consideration: \$700,000. Sellers: G. Frank Clement, president of Shenandoah Life Insurance Co., et al. Buyers: Roy H. Park Broadcasting Inc. 100%. Roy H. Park, sole owner. Mr. Park owns WTVR-AM-FM-TV Richmond, Va., WNCT-FM-TV Greenville, N.C., WUTR-TV Utica, N.Y., WDEF-AM-FM-TV Chattanooga, Tenn., WJHL-TV Johnson City, Tenn., WNCT Greenville, N.C., KRSI-AM-FM St. Louis Park, Minn., WEBC Duluth, Minn., and WNAX Yankton, S.D. Ann. May 2.

■ **WBON(FM) Milwaukee**—Seeks transfer of control of Industrial Sound Corp. from John E. Kay L. and Mary L. Dieringer, et al (as a group 100% before, none after) to Greater Milwaukee Youth for Christ Inc. (none before, 100% after). Consideration: not indicated. Sellers: John E. Kay L. and Mary L. Dieringer, et al. Buyers: nonstock, nonprofit corporation, Ralph Studemann, president, et al. Mr. Studemann owns 50% of musical instrument manufacturing firm and majority of stock of musical equipment center. Ann. May 15.

Actions

■ **KZIN Yuba City, Calif.**—Broadcast Bureau granted assignment of license and CP from Northern Capital Land Investment Co. to General Broadcasting Co. for \$100,000. Sellers: James H. Burke, general partner, et al. Buyers: Gerald D. McLevis, president, and James A. Fosdick, secretary (each 50%). Mr. McLevis is general manager of KOWN Escondido, Calif. Mr. Fosdick is former automobile dealer. Action May 14.

■ **KIMO Hilo, Hawaii**—Broadcast Bureau granted assignment of license from Garrabrant Inc. to Kerby Scott Productions Inc. for \$112,000. Sellers: H. V. Garrabrant, president, et al. Buyers: Kirby E. Confer, president (73¼%). John C. Hooker, vice president, Charles Dawson (each 5%), Marvin H. Schein, secretary-treasurer (15%), et al. Mr. Confer is on-air-talent for WBAL-TV Baltimore and WYRE Annapolis. Md. Mr. Hooker is research analyst for National Security Administration. Mr. Dawson is tool inspector and machinist. Mr. Schein is attorney and CPA. Action May 14.

■ **WKAN Kankakee, WIRL-AM-TV Peoria and WQUA Moline, all Illinois**—WIRE Indianapolis, and KIOA Des Moines, Iowa—Broadcast Bureau granted transfers of control of Mid America Media from Kankakee Daily Journal Co. (100% before, none after) to Burrell L. Small, et al. (as group none before, 100% after). Consideration: Exchange of stock. Principals of Kankakee Daily Journal Co.: Len H. Small (33.5% before, 68.32% after), Burrell L. Smith (33.5% before, none after) et al. Kankakee Co. owns 70% of WQUA and KIOA. Messrs. Small each own 13.65% of WQUA and KIOA. Principals own Kankakee TV Cable Co., Kankakee, CATV systems. Kankakee Daily Journal Co. publishes the *Kankakee* (Ill.) *Daily Journal*, the *Ottawa* (Ill.) *Daily Times* and the *La Porte* (Ind.) *Herald-Argus*. Action May 14.

■ **WXTO(FM) Grand Rapids, Mich.**—Broadcast Bureau granted assignment of license from Aquinas Broadcasting Society of the Roman Catholic Diocese of Grand Rapids Inc. to WXTO Broadcasting Co. for \$51,000. Principals: Aquinas Broadcasting Society, Alastair B. Martin (each 49%), et al. Mr. Martin owns cattle ranch and has interest in WPIC-AM-FM Sharon and WMGW-AM-FM Meadville, both Pennsylvania, WTRU Muskegon and WGRD Grand Rapids, both Michigan, and WOLF Syracuse and WKNY Kingston, both New York. Principals of Aquinas Broadcasting: Msgr. Hugh Michael Beahan, president, et al. Rev. Beahan is general manager of WXTO(FM). Action May 16.

■ **WKBK Keene, N. H.**—Broadcast Bureau granted transfer of control of Monadnock Broadcasting Corp. from Albert L. Auclair (52% before, none after) and Joseph Maltais (20% before, none after) to David F. Shurtleff (20% before, 71.4% after) and Talbot R. Hood (8% before, 28.8% after). Consideration: \$106,079.87 and 48% of stock of WEMJ Laconia, N. H. See below. Action May 14.

■ **WEMJ Laconia, N. H.**—Broadcast Bureau transfer of control of Belknap Broadcasting Corp. from Joseph Maltais and David F. Shurtleff (each 20% before, none after) and Talbot R. Hood (8% before, none after) to Albert L. Auclair (52% before, 100% after). Consideration: 25% of stock of WKBK Keene, N. H. See above. Action May 14.

■ **KPAR Albuquerque, N. M.**—Broadcast Bureau granted assignment of CP from Frank Quinn to Sun Country Radio Inc. for \$4,187.12. Seller: Frank Quinn, sole owner. Buyers: Fred T. Hervey, chairman of the board (40%), Lawrence M. Daniels, president, Glen Randle, vice president-secretary and Hilary J. Sandoval Jr., vice president-treasurer (each 20%). Messrs. Daniels, Randle and Sandoval respectively own 27.2%, 5.4% and 11.5% of KINT El Paso, and have the same interest in a CP for a new FM station in that city. Mr. Hervey owns 79.62% of KSET and KPAK(FM), both El Paso; and of KDOT-AM-FM Scottsdale and Kent Prescott, both Arizona. Action May 14.

■ **WOUR(FM) Utica, N. Y.**—Broadcast Bureau granted assignment of license and SCA from Carleton H. Freedman to Brinsfield Broadcasting Co. for \$20,000. Seller: Carleton H. Freedman, sole owner. Buyers: J. Stewart Brinsfield Sr., president, and J. Stewart Brinsfield Jr., vice president-secretary-treasurer (each 50%). Messrs. Brinsfield own WHRN Herndon, Va.: 45% of WCIR Beckley, W. Va.; are applicants for new AM's at Corry and Oil City, both Pennsylvania, and Naples, Fla.; and are applicants for new FM's at Peoria, Ill., Raytown, Mo., and Oil City. They also have 66¾% interest in applicant to purchase WSMD-FM La Plata, Md., and own 50% of real estate holding company. Action May 14.

■ **KVMC Colorado City, Tex.**—Broadcast Bureau granted assignment of license from Colorado City Broadcasting Co. to Ledrew L. Ballard for \$65,000. Sellers: Eldon B. and John B. Mahon. Buyer: Ledrew L. Ballard, sole owner. Mr. Ballard is general manager of KVMC. Action May 14.

■ **KMCO Conroe, Tex.**—Broadcast Bureau

granted transfer of control of Montgomery County Broadcasting Co. from Eunice Hardy Smith (as executrix to estate of F. Reagan Smith, deceased, 100% before, 53¼% after) to John W. Neathery (none before, 10% after), James O. McCorquodale and Robert Allen Smith (each none before, 13¼% after) with 10% going to treasury stock, as distributed in last will and testament. No consideration involved. Principals: Mr. Neathery is lab technician. Mr. McCorquodale is salesman of printed products. Mr. Smith is employe of Dow Chemical Co. Action May 14.

■ **KERV Kerrville, Tex.**—Broadcast Bureau granted transfer of control of Kerrville Broadcasting Co. from Albert F. Mason Jr. and Clyde Jones (jointly 100% before, none after) to KERV Inc. (none before, 100% after). Principals: Jack D. Slack and John J. Jacquemine, vice presidents, and Raymond O. Johnson, secretary-treasurer (each 33¼%). Mr. Slack owns 92% of construction company. Mr. Johnson is secretary-treasurer of that company. Mr. Jacquemine owns 44.75% of pipeline coating contracting business and 50% of pipeline equipment rental company. Consideration: \$220,000. Action May 16.

■ **KPOR Quincy, Wash.**—Broadcast Bureau granted assignment of license from Quincy Valley Broadcasters Inc. to KPOR Broadcasting Co. for \$62,500. Sellers: John R. and Catherine M. DiMeo, et al. Mr. and Mrs. DiMeo own 80% of KENE Toppenish and 65% of KXLE Ellensburg, both Washington. Buyers: Robert H. and Shirley M. Larmore, each 50%. Mr. and Mrs. Larmore have held various jobs with KVSL Low, Ariz. Mrs. Larmore was in charge of traffic and sales for KRIZ Phoenix. Action May 16.

■ **KYCN Wheatland, Wyo.**—Broadcast Bureau granted transfer of control of Pioneer Broadcasting Inc. from William R. Jones (100% before, none after) to Grover D. and Charles M. Allen (each none before, 50% after). Principals: Mr. Allen is former salesman and general manager for KWAL Osburn, Idaho. Mrs. Allen is former accountant. Consideration: \$70,000. Action May 14.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through May 21. 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*.

■ **Long Beach, Calif.**—Cable Communications Co. of Long Beach has been granted a 35-year nonexclusive franchise. The firm will pay 2% of its revenues, subject to renegotiation at the end of three years, or in any year when gross revenue exceeds \$1 million.

■ **Napa county, Calif.**—Two firms have applied for a franchise in unincorporated areas of the county: Storer Cable Television and Community Cable Television of Walnut Creek, Calif.

■ **Harford county, Md.**—American Telecable Services Inc., a Maryland-based company, has applied for a franchise. The firm would charge \$9.95 for installation and \$4.95 monthly. Multiview Cable Co. of Havre de Grace, Md., already holds a nonexclusive franchise in the county.

■ **Hamilton, N. J.**—Teleprompter Corp., New York (multiple CATV owner), has been granted a 15-year nonexclusive franchise.

■ **Paterson, N. J.**—Sterling Communications, New York, has applied for a 20-year franchise. Subscribers would pay \$6 a month plus \$25 for installation. The company would pay \$5,000 for the right to operate plus 5% of its revenues until 1972 and 6% after 1972.

■ **East Canton, Ohio**—CATV Construction Co. has applied for a franchise. The firm would charge \$10 for installation and \$5 a month plus \$1 for each additional set. The firm would pay 2% of its gross revenue.

■ **Lodi, Ohio**—Lodi Cable TV Inc. has been granted a franchise. Rates will be \$19.95 for installation and \$6.45 monthly.

■ **Derry township, Pa.**—Highland Video Inc. of Altoona, Pa. has applied for a 10-year franchise. The company would pay \$1,000 annually.

Frank Marx is a walking chronicle of the broadcasting industry and a reminder that the business is young.

He can remember when one of the principal functions of a now defunct major-market radio station was to broadcast coded messages to the rum-running fleet during Prohibition. He was an engineer in the days when broadcast engineering was largely improvisation. He believes he was the first to file an application for a commercial television station in New York, although that application was denied.

Mr. Marx, who is now vice president in charge of real estate and construction at ABC Inc., says he got into the infant industry at a very tender age himself: "At the age of 6 I met a scientist who was with Westinghouse Electric Co., and he offered to give me a dollar if I learned Morse Code."

Science, and in particular medical science, has always run a very close second for his interest, and he adds, "I have always assumed that it was that dollar held in front of me that kept me from becoming a doctor." Lucky for the industry, because Mr. Marx went on to make invaluable contributions to broadcast engineering. Among his accomplishments are pioneer work in the development of video and audio tape, antenna systems and the slow-motion video-tape process.

In addition to anecdotes about the early days of broadcasting, Mr. Marx has collected letters and scientific papers warning him he'd never get off the ground. Of one of his successful projects he recalls: "I have four letters from major research laboratories in the U.S. and one from Europe proving conclusively that this thing would never work."

One episode in his career that he counts as a landmark was establishing the first multiple tower atop the Empire State Building. He was working for WMCA New York, located then in the Hotel Pierre, and RCA had exclusive rights to the Empire State for broadcast purposes.

"My mouth watered every time I looked at the Empire State Building," he recalls. Mr. Marx suggested to the building's owners that a lot more rent could be collected if all the New York stations could use the tower. By planting that idea, Mr. Marx was instrumental in breaking RCA's exclusivity.

Mr. Marx was not always an engineer, but was one of the first disk jockeys in a day when spheres of responsibility were not clearly defined "disk jockey" or "engineer." In 1928 he worked on one of the first 50-kw radio stations, KWKH Shreveport, La. KWKH would stay on the air at night until it had received a telegram from a listener in every one of the then 48 states.

KWKH's mainstay sponsor was Hello World Coffee, and the station would

His projects range from color processes to a new ABC home

sign on every morning with "Hello World, doggone it!" At that point in his career, Mr. Marx reminisces, his picture was packed in every can of Hello World Coffee.

He was always more than an engineer, and now that his work is principally real estate and construction, he has not stopped being an engineer either. Over the last few years he has been involved in the development of an

Week's Profile



Frank Louis Marx—vice president in charge of real estate and construction, ABC Inc.; b. Jan. 31, 1910, Birmingham, Ala.; operated WPAB and WRCV Norfolk, Va., 1925; chief operator, WSEA Virginia Beach, Va., 1926; engineer, KLRA Little Rock, Ark., 1927; assistant chief engineer, KWKH Shreveport, La., 1928; chief engineer, WPCH and WMCA New York, 1929-1943; joined the Blue Network as director of engineering, 1943; was appointed director of engineering, ABC Inc., 1945; named VP in charge of general engineering, 1948; VP in charge of engineering for ABC, 1952; president of ABC Engineers, 1962; assumed present post, 1965; current president of Sutro Tower Inc. and ABTO Inc.; member, Joint Technical Advisory Committee on Satellites; m.—Dorothy Wallerstein, Aug. 30, 1958; children (by former marriage)—Geoffrey, John, Steven, Gerald, Michael; and two married daughters, Mrs. David Eschelbacher and Mrs. Edmond Gicewicz.

optical system that creates full-color images from black-and-white film. Mr. Marx is president of ABTO Inc., which is half-owned by ABC Inc. and which is developing this process.

Mr. Marx is also hard at work on the development of a multiple tower in San Francisco. He is president of Sutro Tower Inc. and supervising the project that will put a tower 1,400 feet above sea level on top of Mount Sutro. The Sutro tower will house all TV and FM in San Francisco. Scheduled for completion in 1970, the tower, he expects, will become a San Francisco landmark.

Perhaps the biggest of Mr. Marx's projects, and one that does not yet have a timetable, is projected construction of the ABC Inc. corporate headquarters in Manhattan's west 60's. Mr. Marx was responsible for the design and construction of broadcast and administrative facilities in New York, Hollywood, San Francisco, Detroit and Chicago. He remembers when ABC acquired the property off Central Park that will become its headquarters. The property had housed the New York Riding Academy, and the way Mr. Marx tells it, it took some months to clear out the pigeons and horse flies. "We had fumigator after fumigator."

Mr. Marx describes himself as a non-conformist. Among his hobbies he numbers flying—he keeps his plane handy, 10 minutes from his home in Harrison, N.Y., so he can "fly as often as I possibly can." He also likes to keep up with the field of medicine, mostly by reading. He says he doesn't watch television much anymore, though when he does, he prefers sports or specials. "I don't consider television as particularly interesting in the last year or so," he adds.

"I have seven youngsters, including a few oldsters," he says of his family. Two of his children are responsible for nine grandchildren, and there is "a 10th one being developed," he says.

It should come as no surprise that a few of Mr. Marx's children chose medical professions and that Mrs. Marx is a biochemist. His son Mike is in high school in Harrison and Jerry is a student at Ohio Wesleyan. Steve and Johnny are studying at the University of California at Berkeley, "one with and one without long hair." Daughter Connie, a nurse, is married to a surgeon and living in Buffalo, N.Y. Francine is married and living in Long Island. Jeff, in his third year of medical school, married and is awaiting that 10th grandchild.

The demands of so large a family have not kept Mr. Marx from an impressive number of professional accomplishments. He serves on the editorial review board of the Institute of Electrical and Electronics Engineers and is a member of the Joint Technical Advisory Committee "devoting its blood, sweat and tears to satellites."

No relief

The three-man FCC "majority" tried to put a new face on its WHDH-TV decision in affirming it last week. As reported elsewhere in this issue, the commissioners went out of their way to state that this case was "unique" and to imply that it did not necessarily set a precedent on which other challenges to incumbent licensees would be decided.

The new face is as false as the reasoning behind it. In no way did the commissioners alter their original decision, which gave the Boston channel 5 facility to a rival applicant on two principal grounds: diversification of media ownership and integration of management and ownership. Those two criteria remain to plague others whose rights to stay in business will be attacked at renewal time.

More than ever legislation is needed to give reasonable security to worthy licensees. The Pastore amendment in the Senate and similar bills in the House would require the FCC to disqualify an incumbent before putting his license up for grabs. Broadcasters must not relax their efforts to get action.

Less than meets the eye

There is some comfort—but not much—to be taken in the FCC's decision in the WBBM-TV Chicago pot-party case. True, the commission indulged in some high-sounding references to the First Amendment, and, true, it imposed no sanctions on the licensee, CBS. But the First Amendment would have been better served if the FCC had admitted it had no business going into this case in the first place.

Chances are the commission would not have made so much of it if an overstuffed and underdirected House Investigations Subcommittee had not seized upon the pot-party story as the subject of a full-scale hearing last spring. The subcommittee tried, but failed, to prove that WBBM-TV staged the party as a sensational device to inflate the ratings of its news programing. It then turned to the FCC with the demand that the agency prosecute a victim that the subcommittee had been unable to convict. As a creature beholden to the Congress, the FCC complied.

Its final judgment, as described in this publication last week, is a marvel of bureaucratic logic. One key finding goes as follows: "While the pot party was authentic in many respects and thus cannot be deemed a flagrantly staged event or outright fraud on the public, it would appear that it was misleading in that the public was given the impression that WBBM-TV had been 'invited' to film a student pot gathering which was in any event being held, whereas, in fact, its agent had induced the holding of the party." That chain of reasoning was even hard for the FCC to swallow, as its next sentence in its decision makes clear: "There is some ambiguity with respect to the situation leading to the foregoing conclusion."

But ambiguity is no deterrent to the FCC, which concluded that "the film should not have been made because inducement of the commission of the crime involved, as the licensee recognizes, is improper and inconsistent with the public interest." On that finding the FCC criticized CBS for inadequate management of its newsmen and ordered it to institute tighter controls.

In this sequence can be seen the application of governmental pressures that the First Amendment was intended to prevent. CBS may have retained its Chicago television license, but only after enduring more than a year of in-

vestigation and huge legal expense. The example can hardly serve as an inducement to other broadcast managements to encourage investigative reporting by their staffs.

In such circumstances there is a hollow ring to such FCC statements as this, which was in the WBBM-TV decision: "Broadcasting is, of course, no less entitled to First Amendment protection than the print media." And the ring is even less sincere when the commission adds: "Rather, broadcasting is the press, and something more—the 'more' being the requirement, because of the system of federal licensing which excludes all others from use of the frequency, that the broadcast operation be consistent with the public interest in such respects as the fairness doctrine and that the licensee eschew deliberately slanting the news or staging news events."

Score another for the regulators who believe in federal control of programing.

Force that fizzled

In its issue of last Dec. 16, this publication presented a 6,500-word report on the recommendations of the Task Force on Telecommunications Policy and an editorial decrying them as a blueprint for a government takeover of the television system of this country. Now that the report has been officially released, we have no reason to change our judgment of it. We are, however, relieved to note that it has been disavowed by both the administration that created it and the one that inherited it.

The report was submitted to President Johnson before he left office. He never acknowledged its existence.

The report has made no more favorable an impression on President Nixon. The aide who supplied it to Congress last week went out of his way to avoid implying an endorsement.

The report is bound to surface on occasions, as it did last week during the House Communications Subcommittee hearings, but not with the splash it would have made with presidential support.



Drawn for BROADCASTING by Sidney Harris
"It can't miss. We won't call them reruns. We'll call them revivals."



**Who
answers the
cry for help?**

WRC-TV TAKES THE TIME

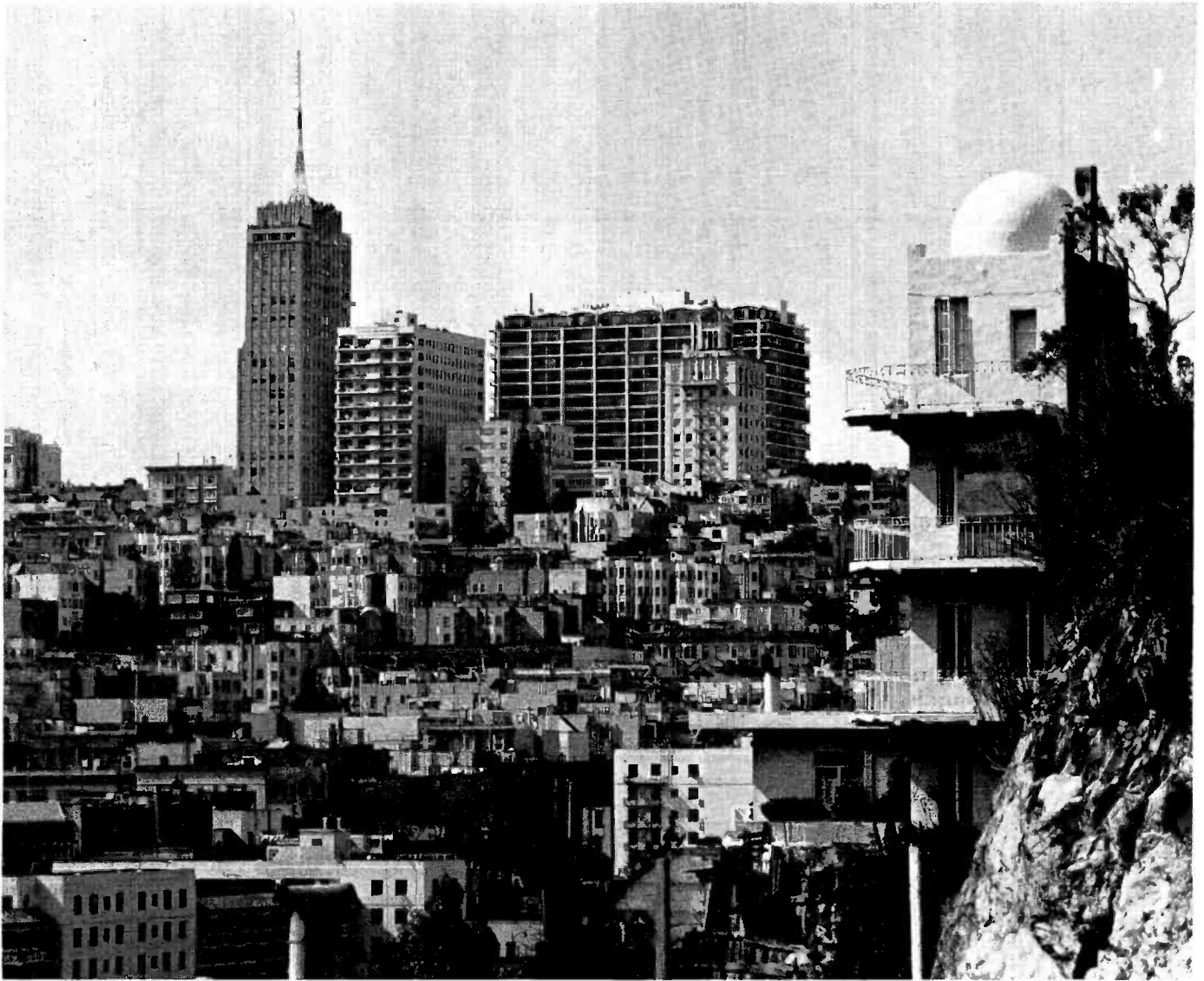
. . . prime time, if necessary

Our most recent prime time documentary probed the forbidding topic of suicide. The program brought seldom disclosed facts about the nation's tenth largest killer before the public for the first time. Narrator Peter Hackes and the WRC-TV documentary unit talked with patients who had attempted self-destruction, and with specialists in the field of Suicidology. They learned that suicidal tendencies are detectable and that help for troubled persons is available in the Washington area at any hour of the day or night. If their findings prompted a single potential suicide to seek guidance from those who answer the cry for help, it was well worth our taking the time.

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