



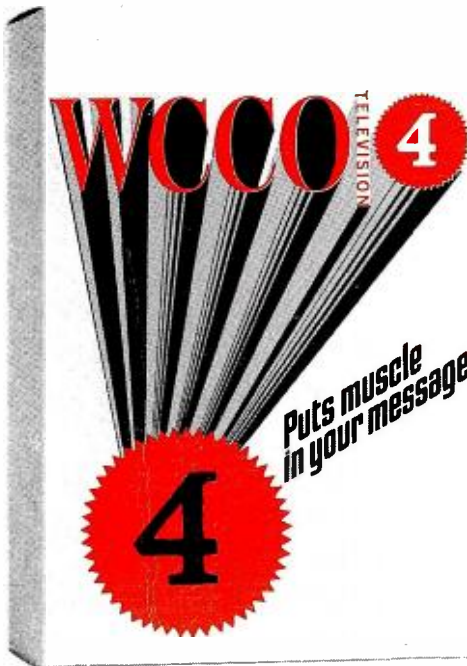
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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

With code boards' actions, has NAB found cigarette answer? p19  
 Now a network—NBC—faces renewal trouble at FCC. p28  
 AFTRA wants to raise its contracts by 10.1%. p41  
 SPECIAL REPORT: Where three-dollar spots are top rate. p54



## the large economy-size medium in Minneapolis-St. Paul

The large-economy-size medium is the best buy in Minneapolis/St. Paul. Best because it's biggest. WCCO Television delivers over 706,800 homes weekly<sup>(1)</sup> in ARB's 58-county Total Survey Area (47 Minnesota counties, 11 in Wisconsin). No other medium even comes close.

That means, of course, you get the most for your media dollar. But value in media—like anything else—is more than cost per ounce. Let's take a closer look at *who* you're buying.

32 Minnesota counties are in the ARB Area of Dominant Influence. Our clients call this area "the key to the Northwest." For this area represents a full 70% of Minnesota's Effective Buying Income and 69% of its Total Retail Sales<sup>(2)</sup>. All the Twin Cities' media compete in these 32 ADI counties. But WCCO-TV dominates.

In fact, WCCO Television delivers the largest net weekly audience in the entire 39 ADI counties (the 32 in Minnesota, plus 7 more in Wisconsin).

	Top Rated	Largest Daily
WCCO-TV <sup>(3)</sup>	Radio Station <sup>(4)</sup>	Newspaper <sup>(5)</sup>
623,100	498,500	414,230

It's obvious WCCO Television far outranks all other media in the Minneapolis/St. Paul market. But the winning margin is all the more significant when we look just at television.

The latest ARB reports that of the 25 TV shows rated most popular in the Twin Cities — 18 are programs aired by WCCO Television.<sup>(6)</sup>

And, if you have any remaining qualms about our product: 5 of the top 10 shows are various nights of THE SCENE TONIGHT, WCCO-TV's own

10 p.m. newscast. And it's the only local show in the top 10.<sup>(6)</sup>

Conclusion: if you can find a better media package, buy it. Otherwise, call Peters, Griffin, Woodward, Inc. Or the WCCO Television Sales Staff. Now.

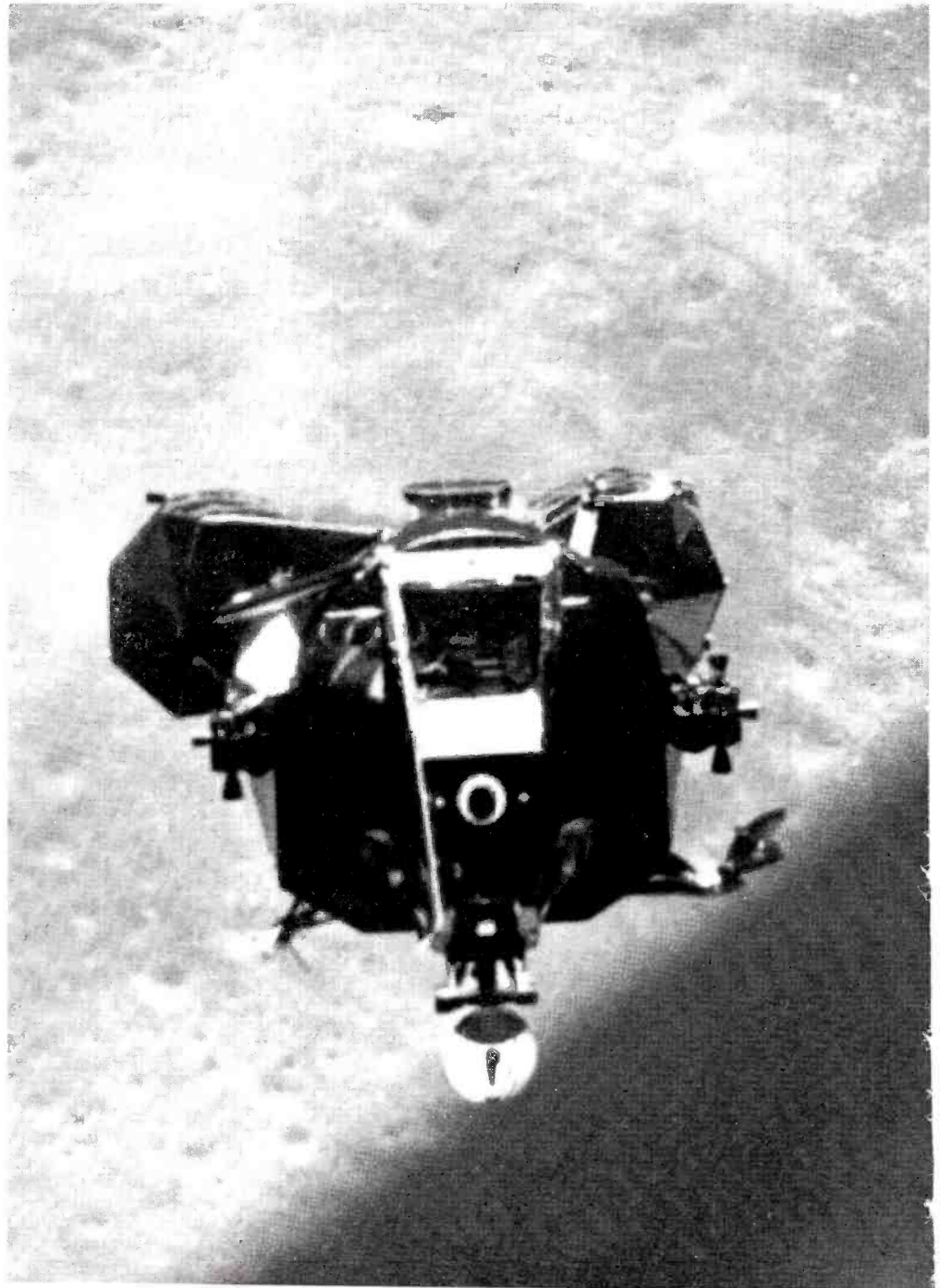
- (1) 1968 ARB Television Market Analysis
- (2) Sales Management Survey of Buying Power, June 1969
- (3) Television Coverage, ARB 1965 (last available)
- (4) Circulation Pulse 1968
- (5) American Newspaper Markets Circulation, 1968
- (6) May, 1969 ARB (Total Homes)

Audience ratings are estimates only, based on data supplied by indicated sources and are subject to the limitations thereof.



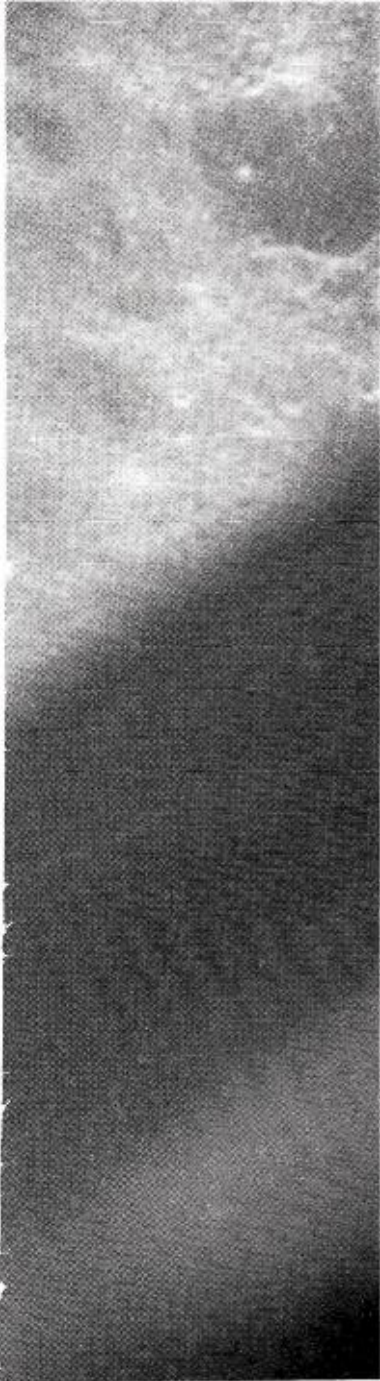
# Talk about

## UPI did-41 minutes



# t Snoopy!

## before anyone else!



"THE APOLLO 10 ASTRONAUTS REPORT THEY ARE HAVING TROUBLE IN THE TUNNEL SECTION BETWEEN THE COMMAND MODULE AND THE LUNAR LANDER."

UPI's broadcast newswire flashed this bulletin and followed up with the details—then rushed word that the problem had been fixed. All of this before the other broadcast newswire got around to reporting anything on the subject.

After all was said—UPI broadcasters had a 41-minute beat.

This kind of immediacy doesn't just happen. It's *planned* to happen. For the Apollo 10 shot, UPI had a *separate* six-man crew of broadcast newsmen in Houston, headed by National Broadcast Editor, Bill Ferguson.

They gave the minute-by-minute immediacy that successful radio news is built on. A far cry from just selling stations a rehash of a newspaper.

And when Apollo 11 makes its voyage to the moon, the same UPI broadcast team will report every history-making moment of the trip—from countdown to splashdown.

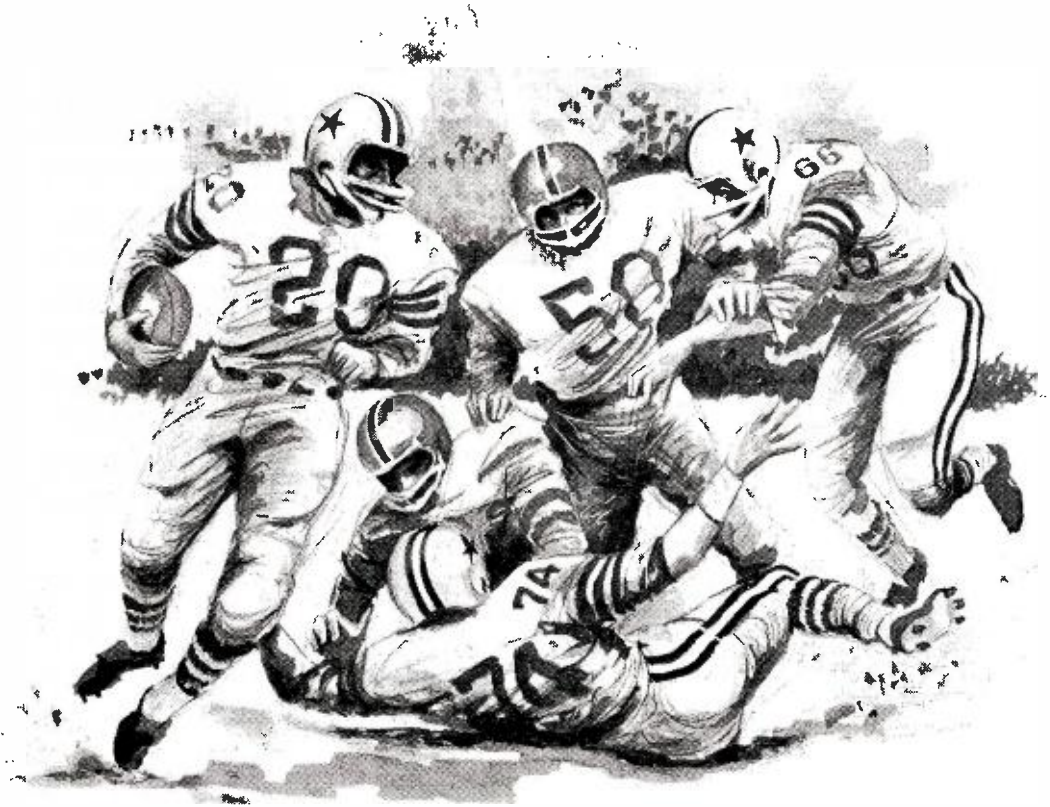
Let us show you how important and profitable it is to work with a news organization that knows its way around radio—one that is itself a broadcaster. For full details contact

Wayne Sargent, UPI's VP for sales.

## UPI—the broadcasters in the News Business

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

# accent on action!



The attention of the Dallas-Fort Worth football televiewer will again be focused on the action-packed KRLD-TV special telecasts of the Dallas Cowboy pre-season games in addition to the CBS-TV/NFL games.

During the respective peak quarter-hour football viewing period last season, Channel 4 reached 494,800 adults compared to 187,600 adults for the station telecasting collegiate football and 58,600 adults for the station telecasting other professional football.\*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

\*November, 1968 ARB  
Television Audience Estimates

**KRLD-TV**



Represented Nationally by 

**The Dallas Times Herald Station**

CLYDE W. REMBERT, President

## Male and female

With discovery that Representative Charlotte T. Reid (R-Ill.) or any other member of Congress is precluded from immediate appointment to FCC by no less authority than Constitution (see page 33), question arises whether President Nixon now will seek another woman for next FCC vacancy that could happen any time. President is committed to naming of more women to high-level government posts and there are several names on FCC candidacy list, including Evelyn Eppley, FCC Broadcast Bureau attorney, and Lorie Molnar, Washington communications lawyer and former assistant to late Commissioner Frieda B. Henneck (these two supported by American Women in Radio and Television in letter to President Nixon from AWRT President Marian Corwell. Ford Motor Co. executive).

But there was whopper of addition to FCC prospect list last week. He is Dean Burch, prominent Tucson attorney, former chairman of Republican National Committee (1964-1965) and key adviser (deputy director) to GOP presidential nominee Barry Goldwater in 1963-1964 campaign. There's question whether 41-year-old conservative would give up lucrative practice even for FCC chairmanship. As for President's commitment to name woman, this could come for any vacancy that might develop and probably no later than end of Commissioner Kenneth Cox's term next June 30.

## All black

Announcement expected soon that for first time hour TV special starring all-black cast and with blacks playing important production roles will be sponsored by black-products company for essentially black audience. Johnson Products Co., Chicago, maker of Ultra Sheen and Ultra Wave hair-care products, will sponsor & *Beautiful* in 18 major spot-TV markets, including New York. Special will feature Della Reese, Wilt Chamberlain and Red Foxx, among other black performers and personalities, producer - director, writer, composer-conductor, and choreographer of program also will be black.

& *Beautiful* will be taped at Hollywood Video Center, with HVC as production company and HVC's Dick Gottlieb as executive producer, for pres-

entation in early fall. In markets beyond 18 where Johnson products will sponsor, program will be offered in syndication by Western Video Productions under Richard Dinsmore. Allen, Anderson Niefeld & Paley Inc., Chicago, is agency for advertiser.

## Johnson questioned

Author and addressee of critical letter in WPIX(TV) New York case dispute statement FCC Commissioner Nicholas Johnson has given as reason for his keeping letter confidential for five months. Commissioner said they had "urgently asked that we not divulge [letter's] contents to anyone" (BROADCASTING, June 23). But Nancy McCarthy, former WPIX staffer who wrote letter alleging station frequently mislabeled its news film, last week said she never made such request. Arthur Alpert, freelance television producer who received letter and referred it to commissioner's office, recalls asking that Miss McCarthy's name be protected. But nothing was said about not divulging contents, according to Mr. Alpert. He said he transmitted letter because it appeared to merit commission investigation.

Meanwhile, WPIX last week was faced with new complaint about mislabeling of news film. FCC staff, acting on "oral" complaint, asked WPIX to hold film and copy for Sunday and Monday (July 6, 7) news programs for commission check. Allegation was that film shown on one or both of those days was represented as being shot on day presented when, complainant says, it was actually taken earlier.

## Revival of radio

Scattered reports indicate Procter & Gamble is beginning to stir in radio again—after virtually total inactivity for many years. Several P&G brands are using radio in number of major markets and others reportedly have been using it in test campaigns in smaller markets. Signs do not yet assure that P&G, long-time number one in TV, will be major power in radio right away, but they do offer more reason for radio-broadcasters' hope than has been apparent in many years.

Just what stirred P&G into radio action is unclear. All involved maintain tight secrecy for which company is

famous, but it is known that Radio Advertising Bureau has been active in presentations to P&G and its agencies. And presumably P&G has not failed to notice that one of its biggest rivals, Colgate-Palmolive, has been returning to radio in style, ranking second in network (\$4.1 million) and seventh in spot (\$7.2 million) last year.

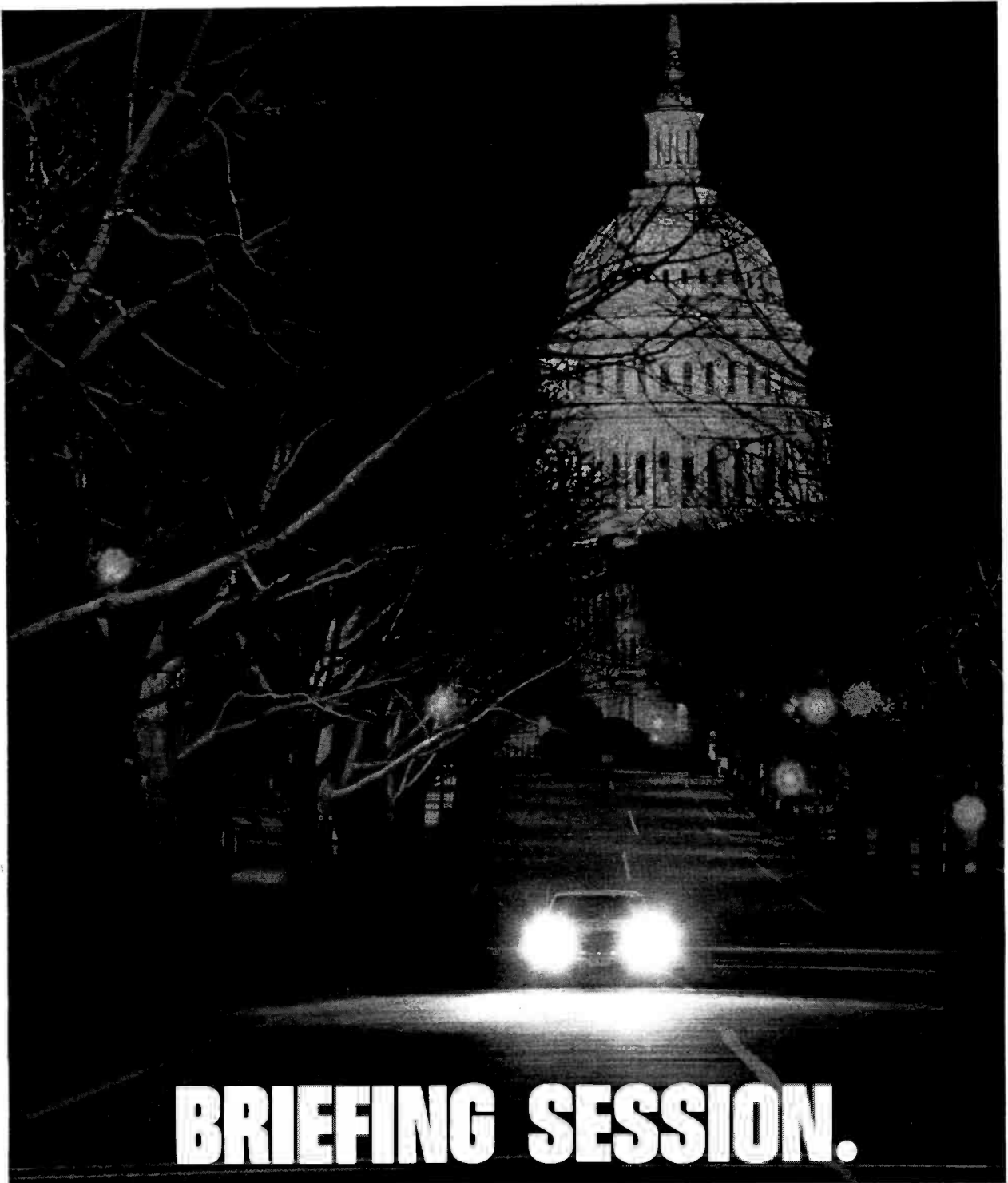
## Wrong night

Baseball centennial banquet has struck out trying to get one-hour television coverage July 21, night before all-star game in Washington. After broaching subject to all three networks, Major League Baseball Promotion Corp. finally lined up stations through Hughes Sports Network that would cover 85% of country, according to Tom Villante, VP of BBDO, agency for baseball account. Then along came Apollo 11, which stations are giving highest priority—and that knocked out HSN line-up. Networks' continuous space coverage is scheduled to end at 6 p.m. that night, and banquet to start at 9 p.m., but stations could not guarantee clearance of banquet special in case of any delay in moon shot. They also wanted to try to recoup some of lost advertising revenue, Mr. Villante noted. NBC-TV will film highlights of banquets for telecast in pre-game show July 22.

## Strike applications

Here's how it works: Lawyer goes into major market where renewals are matter of months away. (In most of those markets, VHF's are principally owned by newspapers or group owners.) It's suggested, ever so blithely, that you get 25 leading citizens of all colors, creeds and religions to put up about \$10,000 each. With that \$250,000, you shoot for facility worth at least \$25 million. And with climate what it is in Washington, those odds of 10,000 to 1 look pretty good.

Federal Communications Bar Association hasn't yet toted membership ballots on position it will take on Pastore bill (S-2004) to outlaw strike applications but it's expected to be in favor of thrust of Pastore resolution in spite of position of minority of executive committee for perpetual "open season" on licensees, described as form of ambulance chasing.



# BRIEFING SESSION.

There's one anytime anybody in Washington wants one. Anytime. WTOP Radio offers the news nonstop, dawn to dawn. It's the most thorough, most up-to-date news available anywhere. That's just the way the most news-conscious city in the world wants it.

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

A Post-Newsweek Station

NAB radio and TV boards, in separate resolutions call for gradual phase-out of all cigarette advertising on stations and networks subscribing to NAB codes. Total elimination scheduled for September 1973. See . . .

## Has NAB found cigarette answer? . . . 19

C. E. Hooper Inc. subjects some of its services to agonizing reappraisal, but denies reports that it will discontinue its new total-audience radio-reports service or work on radio-TV commercial recall. See . . .

## Hooper reviews some of its services . . . 26

NBC is now in ring fighting for license renewal as FCC orders it into comparative hearing for renewal of its KNBC-TV Los Angeles. Another group is vying for RKO General's WNAC-TV Boston. See . . .

## Now a network faces renewal trouble . . . 28

RCA posts record sales and earnings for first six months of year, despite what President Robert W. Sarnoff terms heavy costs for most extended news coverage by any network incurred by NBC. See . . .

## RCA breaks through to new profits . . . 38

AFTRA seeks 10.1% cost of living increase worth "millions," but request is denied on ground it lacks justification and that it should be part of new contract negotiations scheduled for late summer. See . . .

## AFTRA wants to raise its tab . . . 41

Ralph Nader, diversified gadfly, urges presidents of three networks to plump for television coverage of proceedings of U.S. Congress, cites 'censorship' inherent in current restrictions on radio-TV. See . . .

## Nader would expose Congress—to TV . . . 42

Included in networks' Apollo 11 coverage: ABC will answer viewers' questions over air and handle splashdown; CBS will use solar system model, and NBC will attempt first live pictures of spacecraft in orbit. See . . .

## Nets provide front-row moon seat . . . 44

While ABC-TV remains mute, NBC-TV and CBS-TV plan campaigns to promote 1969-70 season. NBC is using animated spots while CBS's "multi-phase" promotion includes publicity for 'Merv Griffin Show' premiere. See . . .

## Network drums start for fall . . . 51

NASA and Comsat will pool hardware, resources to further development of operational domestic-satellite communications system. One-year experiment stems from proposals made at meeting held June 13. See . . .

## NASA, Comsat combine over birds . . . 53

Look at business side of smaller-market radio stations reveals major headaches of keen competition for accounts and uphill battle for community recognition, while station values keep going up. See . . .

## Where three-dollar spots are top-rate . . . 54

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### Broadcasting

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# This time see the bombing of London through British eyes.



There's only one person who could tell you what the London Blitz was really like.

Someone who lived through it.

That's why we asked Londoners like Creswick Atkinson, Reverend Paton, and Lady Streatfield to tell you how it feels to have 15 million tons of bombs fall on you.

The result is an inspiring television special called "The First City: London." It's one of three specials we're presenting in our Cities At War series. This year Group W is presenting 52 prime-time specials on its five television stations.

We're bringing you a different special on a different subject each

week. Some to inform. Others to enlighten. Still others to entertain.

It's time Americans heard the story of the London Blitz. Firsthand.



WESTINGHOUSE BROADCASTING COMPANY

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



## Calls for 'death' sign

Federal Trade Commission Friday (July 11) urged Congress to draft legislation imposing so-called "death" warning on cigarette packages and in all advertising, banning smoking ads on radio and TV and requiring broadcasters to carry "significant amount of time" for programs and spots on health hazards of smoking.

Commission also asked for repeal of 1964 Cigarette Labeling Act, which, if extended, would hamstring FTC from further action against cigarettes; appropriation of more funds to other government agencies to educate public about smoking's health hazards and to seek development of safer cigarette.

Those recommendations were contained in FTC's third annual report to Congress on current practices of cigarette promotion required by labeling act. Report was due June 30 (date on which act expired), but failed to reach Congress until Friday. Commission officials could not be reached for comment on report's delay.

That lapse of several weeks during which cigarette controversy heated up (FTC hearings, National Association of Broadcasters TV and radio code board actions [see page 19]) is ignored in commission's report. But document clearly indicates FTC has made up its mind on need for stronger health hazard warnings in all advertising. (It's first time, too, that commission has supported FCC's proposed ban on radio-TV cigarette ads.)

Commissioner A. Everette MacIntyre, in accompanying statement, said report opens commission to criticism that it has "prejudged" death warning rule still open for public comment until Aug. 4, and case brought against American Tobacco Co. for alleged misrepresentation of tar-nicotine ratings in advertisements, now in adjudicatory status.

Report virtually adopts most of health-hazard claims raised by anti-smoking forces during two days of hearings two weeks ago (BROADCASTING, July 7). But it further delves into and reaches conclusions regarding consumer appeals inherent in various TV commercials of major cigarette manufacturers.

American is scored for attempting "to ease smoker anxiety by emphasizing the efficacy and smooth taste attributable to its filters [Silva Thins' Skyline filter, for example]. . . ."

Other companies cited and their commercial appeals are Brown and

Williamson (taste gives "permanent relief" from physical discomforts of cigarettes), Liggett and Myers ("flight of fancy and the reality concerning the dangers" of smoking), Lorillard ("visceral smoker satisfaction"), Philip Morris ("male virility" established with smoking), and R. J. Reynolds ("springtime, beauty and romance").

More importantly, FTC's report hits at "futility in relying upon voluntary regulation" of cigarette advertising to achieve any significant changes in their meaning.

FTC Chairman Paul Rand Dixon disagreed with commission's support of banning ads on broadcast media, saying it would be more important to have full "death" warning disseminated in every media possible.

## Live TV to Alaska

Alaska TV viewers for first time are going to see live telecasts from Apollo 11 astronauts this week and next—courtesy of U.S. Army and National Aeronautics and Space Administration.

Enroute to Anchorage was 18-foot transportable antenna and earth station, flown from U.S. Army Space Communications Agency (Satcom), Fort Monmouth, N.J., on Friday (July 11).

Astronauts telecasts (see page 44) will be received at NASA earth station at Mojave, Calif., transmitted by landlines to Army Satcom earth station at Fort Monmouth. From there signals will be beamed to Air Force Tactical Satellite 1, hovering over western U.S., which will in turn relay them to station at Anchorage. Alaska TV stations will pick up space color telecasts and black and white lunar broadcasts from that facility.

## Tinker to Wasey

Jack Tinker and Partners has become division of Erwin Wasey in merger announced Friday (July 11) by parent Interpublic Group of Companies. Combined domestic billing of Erwin Wasey, including Tinker's, will total estimated \$75-80 million. There will now be four Interpublic agencies, of which McCann-Erickson is largest. Other two are Marschalk and Pritchard Wood Associates.

Tinker division will be operated as separate entity with its five partners continuing to manage enterprise jointly but they will be responsible to Elliott Plowe, president and chief executive officer of Erwin Wasey, according to an-

nouncement by Robert Healy, Interpublic's president and chief executive officer. Mr. Healy also announced that Erwin Wasey's "medical department" (medical advertising) in New York would be expanded to "full division." Erwin Wasey's headquarters is in Los Angeles.

## Yes to Nader

NBC notified crusader Ralph Nader, Friday (July 11) that it agrees with him that TV-radio should have full access to sessions of U.S. Senate and House and especially to House committee hearings.

In reply to letter addressed by Mr. Nader to networks seeking their support of his effort for broadcast access to congressional sessions, (see page 42), Thomas Ervin, NBC executive vice president, wrote that his company has long advocated equal status with print media for TV and radio, and since as far back as 1954 has repeatedly appealed for right to cover legislative proceedings.

Mr. Ervin pointed out that networks have tried consistently to provide "impetus and leadership" that Mr. Nader is urging. He advised Mr. Nader to consider bringing his views to attention of senate and house leadership.

Late Friday CBS confirmed receipt of letter, but had not replied since Dr. Frank Stanton, president of CBS, was out of town and had not seen it.

## FCC's research grants

FCC obligated more than \$450,000 for research projects in fiscal year that ended June 30, commission announced Friday (July 11).

Projects, for which specialized resources of government and nongovernment organizations are being used, include:

- Broadband communications technology—analysis of technical communications developments and their possible impact on existing communications system. Contractor is Institute for Telecommunications Sciences (Department of Commerce), \$50,000.

- Mathematical model of TV industry—computerization of TV industry data to aid commission in decision making. Contractor is Leasco Systems and Research Corp., \$23,778.

- Frequency assignment techniques for microwave systems—improvement of frequency utilization by computerization of microwave frequency assignments. Contractor is Communications



Mr. Labunski



Mr. Beavers



Mr. King



Mr. James



Mr. Halverstadt



Mr. Lotspeich

**Stephen B. Labunski**, former president of NBC Radio, returns to Straus Broadcasting Group's WMCA New York July 15 as managing director, post he held from 1958 until he moved to NBC in 1965. Mr. Labunski, who had been mentioned as possible appointee to head Voice of America after his resignation from NBC (BROADCASTING, May 12), has been in radio since 1951. He was VP and general manager of WDGW Minneapolis before moving to New York in 1957 as VP of ABC Radio Network. He later headed broadcast division of Crowell-Collier (then licensee of KFWB Los Angeles) before joining WMCA.

**James O. Beavers**, manager of network programs, Leo Burnett Co., Hollywood, and before that with ABC-TV, as director of program development, rejoins Campbell-Ewald Co., Detroit, as VP,

program planner and talent negotiator. He left C-E in 1966. In new assignment he will work chiefly on Chevrolet account.

**Robert K. King** elected senior VP-television by Capital Cities Broadcasting Corp., New York. He was VP and general manager of WKBW-TV Buffalo, of Capital Cities group. He will be succeeded in Buffalo by **Lawrence J. Pollock**, who was VP-television sales at WKBW-TV. Mr. King joined company in 1962; prior to that time he was VP of Illinois broadcast operations for Metromedia Inc., New York. Mr. Pollock joined Capital Cities in 1963 from WABC-TV New York. **William R. James** was also elected by Capital Cities as VP, general manager of WJR-AM-FM Detroit. He formerly was with a De-

troit accounting firm.

**Richard Harris**, general manager, Westinghouse Broadcasting Co.'s KPX(TV) San Francisco, named president, Radio Advertising Representatives, New York, WBC's radio rep firm. He succeeds **Perry Bascom**, who transfers to WBC's headquarters in New York. Mr. Harris, with Westinghouse since 1964, has been general manager of several of its radio stations (WIND Chicago, KYW Philadelphia and WBZ Boston) as well as of WDGW Minneapolis. Mr. Harris's successor at KPX is to be announced.

**Albert N. Halverstadt**, advertising VP of Procter & Gamble, retires July 31. His responsibilities will be assumed by **Edgar H. Lotspeich**, named general advertising manager last week (see page 23).

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

and Science Inc., \$192,000.

- FCC Laboratory — Evaluation of role of laboratory with view to modernizing its facilities. Contractor is A. Earl Cullum Jr., consulting engineer, \$38,960.

- Stationary orbit communications satellite—development of method for coordinating spectrum utilization of communications satellite systems using geostationary orbit. Contractor is Office of Telecommunications Management, \$50,000.

- Foreign attachment interconnection—definition and evaluation of problems involved in connecting customer-owned and telephone company equipment. Contractor is National Academy of Sciences, \$28,060.

- Citizens radio service—analysis of how service is used to eliminate abuses and increase usefulness. Contractor is Bureau of Census, \$21,600.

Commission also has initiated its long-promised study of conglomerate ownerships of broadcast properties

(BROADCASTING, Feb. 17). It has retained Dr. Hyman Goldin of Boston University, former assistant chief of commission's Broadcast Bureau and once commission's chief economist, as consultant to aid commission staff in organizing study.

Commission, in addition, has contracted with Stanford Research Institute for follow-on studies in connection with land-mobile project undertaken year ago and now nearing completion.

## Abrams to Yankees

CBS's appointment of Hal Abrams, West Coast director of sales, CBS National Sales, as VP broadcast affairs, for New York Yankees, CBS-owned professional baseball club, is being announced today (July 14).

Mr. Abrams succeeds D. Thomas Miller, who was named assistant to president of CBS Broadcast Group (BROADCASTING, June 2). Mr. Abrams

joined CBS at owner station WBBM Chicago. He later served as account executive, CBS National Sales, in Chicago and New York.

## No extensions

FCC has denied tobacco companies' request for extension of July 17 deadline for comments on proposal to ban cigarette advertising from radio and television (see page 19).

But commission assured companies it would afford opportunity for comment, if appropriate, on late-breaking developments in controversy over cigarette advertising.

## Margraf services

Funeral services were to be held Saturday (July 12) in Richmond, Va., for Gustav B. Margraf, 54, administrative vice president of Reynolds Metals Co., and former NBC vice president, who died July 10 after short illness.

**Give your  
limiter  
a vacation  
on us.  
Try our  
Volumax free  
for 30 days!**

**Who knows?  
You may retire your  
old limiter altogether!**

**Write or call us collect —  
before your vacation  
(203) 327-2000**



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

# M&H

## DON'T JUST STAND STILL ALL SUMMER

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

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

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

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

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

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

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

# M&H

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

430 N. Woodward Avenue  
Birmingham, Mich. 48011  
Area Code 313  
844-9200

ers workshop. Plaza hotel, New York.

Sept. 26-27—Meeting of *Tennessee Cable Television Association*. Howard Johnson's motor inn. Gatlinburg.

Sept. 26-27—Annual fall meeting of *Utah Broadcasters Association*. Rodeway Inn, Salt Lake City.

Sept. 28-30—Annual fall meeting of *Nebraska Association of Broadcasters*. Holiday Inn, Grand Island.

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—New deadline for reply comments on Part Five of *FCC's* proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.

Oct. 1-3—Annual fall convention of *Tennessee Association of Broadcasters*. Sheraton-Peabody. Memphis.

Oct. 1-7—Japan Electronics Show, *Elec-*

*tronic Industries Association of Japan*. Osaka.

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

■ Oct. 6-9—Annual fall conference, *Electronic Industries Association*. Century Plaza hotel, Los Angeles.

Oct. 7-8—*Association of National Advertisers* workshop. Plaza hotel, New York.

Oct. 9-19—Meeting of *International Film, TV Film and Documentary Market*, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIFED—Largo Domodossola 1, 20145 Milan, Italy.

Oct. 11-12—Annual fall convention of *Texas Association of Broadcasters*. Koko and Villa inns, Lubbock.

Oct. 13-15—Fall convention, *Kentucky Broadcasters Association*. Phoenix hotel, Lexington, Ky.

■ Oct. 16-18—WSM Grand Ole Opry annual birthday celebration. Municipal auditorium, Nashville.

■ Indicates first or revised listing

## OpenMike®

### 'Conflict of interest'

EDITOR: I read with interest the item on your "Closed Circuit" page of the June 30 BROADCASTING that there are officials of the Federal Communications Bar Association who oppose Senator Pastore's bill [to prohibit strike applications against existing licenses]. I think your use of the word "incongruous" is generous in the extreme.

What is really involved, in my judgment, is a serious question of the conflict of interest which must exist between the communication lawyer's certain notion of the correctness of such legislation and the selfish motives of what such chaos as the current situation might generate in fat legal fees if thousands of broadcast properties had to defend their license.—*Stanley N. Kaplan*, president, *WAYS Charlotte, N.C.*

### Gives credit to the crew

EDITOR: I note, gratefully, though perhaps immodestly, your kind and flattering comments about our own personal activities at wvox ("Week's Profile," June 23, 1969). . . .

However, I subscribe to the "no man is an island" theory. Great credit for the dramatic success of wvox must surely go to my earnest and hard-working young colleagues.

We are all grateful for your recognition of our station. BROADCASTING is especially meaningful and significant to us because of your own progressive crusades for independence and freedom which have distinguished our industry.

I think it's significant, too that BROADCASTING not only covers the activities of large urban stations but devotes a great deal of attention to smaller

regional and local stations.—*William F. O'Shaughnessy*, president, *wvox New Rochelle, N.Y.*

### Broker buys time too

EDITOR: I enjoyed your June 16 article, "A Link To Those Blue Chip Food Advertisers," very much. WEEI Boston has long prided itself on its association with food brokers in the Boston area. We are active associate members of many of their organizations and call on them before, during, and after radio campaigns conducted by their principals.

You may be interested to know that the Daniel Mordecai Co., one of the nation's largest food brokers based in Boston, has been sponsoring the *CBS World News Roundup*, 8-8:15 a.m. Monday through Saturday on WEEI for the past three months. They are using it as a vehicle to promote their principals' various products.—*Ronald E. Bain*, general sales manager, *WEEI Boston*.

### The big helping hands

EDITOR: The *wbur(FM)* Boston public affairs staff is studying your excellent report of public service radio (BROADCASTING, June 30) for ideas applicable to the Hub.

We are flattered that our black training/information service, "The Drum," was included. The article, however, left out the two largest underwriters of the project, *wbz* and *wbrk-TV*, both Boston. The uniqueness of "The Drum" is the coming together of commercial broadcasters with the non-commercial broadcaster to help solve a community problem.—*Will I. Lewis*, director of *broadcasting, Boston University*.

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Executive and publication headquarters:  
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D.C. 20036. Phone: 202-638-1022  
Sol Talshoff, *editor and publisher*.  
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# Got a drug problem?

# ?



# Call us!

Eighteen months after airing the first program dealing with teenage drug problems in South Florida, WLBW-TV has gone beyond loaning its major documentary effort to scores of stations in the U.S., Canada and South America.

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# WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY  
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## How a dictionary gets into the limelight

Quick: Where do you advertise books? Books should only be advertised in book sections of newspapers or in very selected literary magazines. Obviously. Why? Because that's the way it's done, old chap. That's the tradition.

Which is exactly why we put "The Random House College Dictionary" on radio. (And soon, on television.)

Radio for a book. Why didn't anyone use it before? When you come to think of it, radio is an ideal medium. The very fact that no other books were on radio gave us a new way to get attention for the dictionary. After all, who ever listened to a dictionary?

As it so happened, our dictionary campaign was absolutely ideal for radio. We had an unusual idea for the dictionary. We wanted to use Random House authors to talk about the dictionary and their own newest book in the same commercial.

You already see the advantages. Random House gets two books advertised in the same commercial. And the dictionary gets the prestige of a famous author talking about it.

Now, the use of authors in print is nothing new. If you look at the book pages, it's not at all uncommon to see photographs of the authors in a book ad. But not many people have ever heard their voices. Ah ha, we thought. The actual voices of these Random House authors will attract even more attention to our commercials. Another reason for using radio.

And so we made commercials. We made commercials with mysterious "Adam Smith," author of the number-one best-seller for over a year, "The Money Game." We used his real voice, but not his real name. We made a commercial with Jules Feiffer. He wrote it himself, which is exactly what we had in mind. We used Rod McKuen, the largest-selling poet in America. He even sang for us. And Herbert Tarr. And Miss Craig and her 21-Day Shape-Up Program.

If some of the authors didn't read the commercials quite so professionally and sounded un-smooth, so much the better. We wanted voices and deliveries that you didn't usually hear on the radio. The fact is these authors made very unusual "announcers." And that was good because their voice quality attracted attention and their honest ama-

teur delivery was exactly that: honest and believable.

With all that famous talent working for us, no wonder some of our commercials won prizes. Jules Feiffer, for example, wrote an absolutely brilliant commercial. He read it and it sounded just great. Here's the commercial:

"Mug. To assault a victim usually with intent to rob. Stab. To pierce or wound with or as with a pointed weapon. Shoot. To hit, wound, damage, kill or destroy with a missile discharged from a weapon. Napalm. A highly inflammable jelly-like substance used in firebombs. Violence. An unjust or unwarranted exertion of force or power. Murder. The unlawful killing of a human being with malice aforethought.

"This has been Jules Feiffer with one minute of readings from the new 'Random House College Dictionary.' Random House has also just published my play, 'Little Murders.' 'Little Murders' opens at the Circle In The Square in Greenwich Village on Dec. 19th."

Rod McKuen wrote a couple, too. Since the younger people really dig him, he was perfect for talking to high schoolers who would buy "The Random House College Dictionary" before they started college.

We wanted to be on some of the all-news stations, and for these we made special 10-second ID's. Again, radio was a natural, because we borrowed a line from the old radio shows and opened our commercials with the great voice of Milton Cross saying: "And now, a word from 'The Random House College Dictionary.'" And a word is exactly what followed. A word that

wasn't in the other dictionaries. A word that most people may have heard, but weren't quite sure what the word was. The ID's have already won one prize in the International Broadcasting Awards of the Hollywood Radio and Television Society. Here's one of the ID's:

"And now, a word from 'The Random House College Dictionary': Savate.

(If your old dictionary doesn't have it, try our new one.)"

So there we were. It was just before Christmas. Random House liked our proposed advertising. Of course radio was right because we could get the spots produced and on the air in a matter of days. Which is just what we did. What happened?

Well, here in New York Random House had the best Christmas yet for the "College Dictionary." But perhaps the best indication of how well radio worked came from Cleveland. The Random House salesman there was happy as a clam. He called up and said that not only was the dictionary selling, but that the other books mentioned by the authors were also selling far ahead of what you'd expect from normal holiday sales. And that could only have been a result of the radio advertising.

Random House is still using radio. Their authors are still being heard rather than seen. The dictionary is still being listened to.

We may even make Random House's big "Complaint" into a commercial: Philip Roth may do one for us. The dictionary, the Random House authors and radio have been synergistic, like mad. Synergistic? Look that up in your "Random House College Dictionary."



*Robert M. Oksner is vice president and co-creative director of David, Oksner and Mitchneck Inc., New York. Mr. Oksner, before he founded his agency with two partners, worked for several leading advertising agencies, including BBDO; Marschalk; Needham, Harper & Steers, and LaRoche, McCaffrey & McCall. He received his first advertising experience in writing for department stores, first in St. Louis and then in New York. Mr. Oksner is a graduate of Washington University in St. Louis.*



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# Has NAB found cigarette answer?

## Scheduled sacrifice of cigarette billings is offered as alternative to government acts

The television and radio code boards of the National Association of Broadcasters moved firmly and drastically last week to restore the initiative to broadcasters in their running clash with government over the cigarette issue. In separate, rapidly adopted resolutions, the boards called for a step-by-step phase-out of all cigarette advertising on stations and networks that subscribe to the NAB codes, culminating in total elimination by Sept. 1, 1973.

First reactions among government officials indicated that the NAB may have bought some time—assuming it adopts the code boards' recommendations. The principle of voluntary abandonment of cigarette commercials was widely endorsed, although some anti-cigarette legislators thought the four-year phase-out was unnecessarily prolonged.

In addition to adopting a phase-out schedule, the code boards authorized their chairmen to appoint separate subcommittees to examine the appeal of cigarette advertising to young people. The subcommittees are instructed to work with the NAB code authority and to establish, "where necessary," new guidelines "to further reduce the unique appeal . . . to youth" of the advertisements.

Additionally, the TV board recommended a ban on cigarette commercials "in or adjacent to any program primarily directed to youth audiences."

The phase-out plan calls for all code subscribers to report to the NAB code authority the total number of minutes devoted to commercials for cigarette advertising. Using the year ending July 1, 1969, as a measuring point, stations and networks would be required to reduce the available number of minutes by 10% as of Jan. 1, 1970; by 25% from the base figure on Sept. 1, 1970; by 50% on Sept. 1, 1971; by 75%, Sept. 1, 1972, and complete elimination as of Sept. 1, 1973.

The plan was sent to the parent NAB boards via telegrams late last week. A favorable vote was hoped for no later

than the middle of this week. The telegrams noted that Senate hearings on a House-passed extension of the Cigarette Labeling Act begin next week (July 21), at which time NAB President Vincent T. Wasilewski is expected to testify—a fact that lends extra urgency to the vote. If the responses evidence substantial unfavorable reaction, which is not expected, the boards will presumably be called into special session.

The code boards acted under obvious pressure to produce workable solutions to the mushrooming cigarette problem. The House-passed bill requires health warnings on cigarette packages while

prohibiting restraints on cigarette advertising, but Senate leaders had made known their inclination to push for, and probably to pass, sterner legislation. Meanwhile, the FCC and the Federal Trade Commission have been waiting in the wings—the former with a proposal to ban all cigarette advertising from the airwaves, the latter with plans to require so-called "death" warnings on packages and in all advertising—although neither agency will act until congressional disposition of the pending legislation.

The broadcasters' only weapon against this government arsenal, their self-regulatory apparatus, has been in some-

## The cost for television and radio broadcasters

For television it would mean giving up about \$200 million a year; for radio it would be 10% of that figure—and maybe even less.

That's what radio and television stand to lose in cigarette billings if the proposed new cigarette advertising rules are added to the National Association of Broadcasters television and radio codes.

Within the past five years cigarette billings have bounced up and down in television and have begun a noticeable drop-off in radio. The table below shows cigarette broadcast billings reaching a five-year high of \$238 million in 1967 and falling off \$20.1 million in 1968. The reduction was almost

wholly in network television, with spot TV going up, spot radio showing a minimal increase and network radio going up.

Spot TV's high point in cigarette billings over the five years was the \$48.6 million in 1968; for network TV it was the \$170.1 million in 1967.

Spot radio hit \$29.5 million in 1966 and fell to half that in the following two years. Network radio's high of \$7.5 million in 1966 showed slight fall-offs in the succeeding years.

In the first quarter of 1969, there seems to be no sizable change in the television billings, but radio is showing signs of a noticeable cut-back in cigarette ad dollars. In the first quarter only \$3 million was spent in radio and that figure is for all tobacco advertising, not just cigarettes.

### Cigarette expenditures in broadcast, 1964-1969 (in millions)

Year	Spot TV	Network TV	Total TV	Spot Radio	Network Radio	Total Radio	Total TV-Radio
1964	\$44.4	\$127.2	\$171.6	\$24.0	\$4.6	\$28.6	\$200.2
1965	43.3	128.8	172.0	24.5	7.2	31.7	203.7
1966	47.3	146.7	194.1	29.5	7.5	37.0	231.1
1967	46.4	170.1	216.6	14.9	6.5	21.4	238.0
1968	48.6	147.5	196.0	14.8	7.1	21.9	217.9
1969 (1st quarter)	11.3	45.3	56.6	1.7*	1.3*	3.0*	59.6*

\*Radio billings for first quarter of 1969 are for all tobacco advertising. Source: Radio Advertising Bureau; Television Bureau of Advertising.

thing approaching disrepute following charges by former code executive Warren Braren that the NAB had "misled" Congress and the public by claiming to have an effective program of self-regulation (BROADCASTING, June 16). The accusations, made during a special House Commerce Committee session in May, led the NAB to call special meetings of the code boards. The two boards were told to meet, come up with solutions, and report back "immediately" to the parent radio-TV boards.

The code boards' sweeping action drew praise—though some of it was rather faint—from a variety of key figures. Senator Frank E. Moss (D-Utah), chairman of the Senate Subcommittee on the Consumer—which is to hold hearings next week on the pending bill—and an advocate of strong cigarette advertising legislation, called the move a "significant response" to his request, made in a telegram sent to code board members last week, that they recommend a total ban. However, Senator Moss said in a statement, several unanswered questions remain:

"Why must we wait four years?" he asked. "What restraints will the broadcasters and the tobacco industry impose upon the content and placement of cigarette advertising? Should ads contain a strong warning, as the FTC proposes? What does this mean to the antismoking commercials now receiving free, public-service time?"

Senator Moss added that he wants to hear from broadcast and tobacco-industry representatives "to explore the full dimension of the proposed voluntary restraints on cigarette advertising, before we proceed any further with the consideration of governmental action."

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee and another backer of tough legislation, is understood to have reacted similarly, remarking that four years is an unnecessarily long phase-out period.

Senate observers anticipate that the length of the proposed phase-out, the

industry's willingness to accept it, and the question of youth appeal will dominate the coming hearings in the Moss subcommittee. The Senate hard-liners are not, however, thought to be strongly disposed to authorize stringent health warnings; their primary concern, according to observers, is with the abandonment of broadcast cigarette advertising.

Representative John Moss (D-Calif.), a determined opponent of the bill passed by the House, said the boards had "aimed in the right direction." But, he said, the move "comes too late to be a meaningful gesture. It's almost an act of desperation, and it does not therefore overly impress me."

The congressman added that in the event the Senate returns a stiffer bill to the House for further action, he will continue to push for tough health warnings on packages and in advertising.

Reaction at the FCC was generally favorable, but the commission is apparently not yet ready to abandon its proposal to ban broadcast cigarette advertising. Chairman Rosel H. Hyde noted that the commission's notice of proposed rulemaking invited voluntary industry action. "I'm very pleased the code boards are undertaking to do something about the problem," he said.

As for what the commission will do with its rulemaking proposal, the chairman said: "There is no finalization of these [code board] recommendations yet. I don't think this is the time for the commission to do anything about this."

Another indication of the commission's attitude was revealed in the order, issued Friday (July 11), denying a number of tobacco companies' request for a three-month extension of the deadline for comments in the rulemaking proceeding. The comments are now due Thursday (July 17).

Commissioner Kenneth A. Cox called the code boards' action an "overdue but constructive step." However, in his

view, the move might not be sufficient to satisfy the Senate. He also thought broadcasters "would have won more public favor if they had acted faster, and less under compulsion, in view of the mounting health hazard."

Henry Geller, the FCC's general counsel, took a totally positive view of the action, calling it "a most commendable and constructive development," which "we heartily endorse."

Commission sources generally are concerned about the possible lack of support for the proposal among non-code stations. They refrain from speculating about future action until the effect of the code boards' action throughout the entire industry becomes clear.

Another side of the coin was noted by some interested parties, including Commissioner Cox, who observed that "it might not be worth the tobacco industry's effort to fiddle around with just noncode members."

The code boards' action raised few ripples at the Federal Trade Commission. FTC sources said the actions are not now under active consideration there, and warded off speculation as to what reception the trade commission might give to broadcast efforts at self-regulation.

However, FTC Chairman Paul Rand Dixon said emphatically that if the trade commission were predisposed to adopt its present proposals to establish graphic health warnings in advertising—and at hearings earlier this month the FTC indicated it might do just that (BROADCASTING, July 7)—then "the only thing that will stop us will be an act of Congress."

The possibility of stringent health warnings or other tough governmental action loomed ominously over the code boards last week. The TV board, meeting on Tuesday (July 8), reportedly discussed the proposal previously advanced by NBC's Peter Kenney, calling for a gradual phase-down of cigarettes by tar-and-nicotine content, until only about



Members of the NAB radio code board are (l-r): Richard E. Adams, WKOX Framingham, Mass.; J. Allen Jensen, KID Idaho Falls, Idaho; E. J. Patrick, KAVI Rocky Ford, Colo.; Robert Wells, KIUL Garden City, Kan.; Thomas Harrell,

WSTP Salisbury, N. C.; John Alexander, WFLA Tampa, Fla., chairman; A. Donovan Faust, WSTX Nashville; Virginia Pate, WASA Havre de Grace, Md.; Martin E. Pinsker, CBS; Grace Johnsen, ABC; George Foulkes, WAAC Terre Haute.



Mr. Ferguson



Mr. Tankersley



Mr. Kasmire



Mr. Shapiro



Mr. Owen



Mr. Michaels



Mr. Bice



Mr. Schneider



Mr. Sandstrom

Members of the NAB's television code board are Robert W. Ferguson (l), WTRF-TV Wheeling, W. Va., chairman; (top l-r): William Tankersley, CBS-TV, New York; Robert D. Kasmire, NBC, New York; Mike Shapiro, WFAA-TV

Dallas-Fort Worth, and Reeve Owen, WTVC(TV) Chattanooga. (Lower l-r): Bill Michaels, Storer Broadcasting, Miami; Max Bice, KTNT-TV Tacoma, Wash.; Alfred Schneider, ABC, New York, and Thad Sandstrom, WIBW-TV Topeka.

the lowest 20% of cigarettes would be permitted to advertise. There was also said to be some discussion of a proposal by Bill Michaels, Storer Broadcasting Co., to ban on-camera smoking in commercials, but that suggestion never came to a vote.

The phase-out proposal was offered by Alfred R. Schneider of ABC and subsequently adopted unanimously.

There was understood to be some feeling among radio code board members that the problem is basically television's, but that its dimensions are of national scope. This led the board to accept a motion by Virginia Pate, WASA Havre de Grace, Md., calling for adoption of the TV board's recommendation. The action was taken with one dissenting vote, reportedly not a network representative.

The radio board adopted language noting that "the relationship between cigarette smoking and health is a problem for our entire society that should be resolved across the board and not just by one segment of one industry—broadcast advertising. Nevertheless, because both Congress and the FCC have recognized the powerful influence broadcasting has on the American public, the radio code board urges all stations to assume a positive role in the promotion of public health cam-

paigns so that the people may be made fully aware of the effects involved in use of cigarettes."

The status of approximately \$220 million in cigarette billings thus becomes clearer than ever: The money is on its way out. Reinforcing the trend is a sampling of representative TV commercial producers, who indicate that cigarette companies may already be cutting back on the number of new commercials for the coming fall.

## Warnings to youth won't satisfy FCC

**Antismoking messages must go in prime time as well as kid shows**

Metromedia Inc.'s WNEW-TV New York can direct the majority of its anticigarette spots at young audiences, if it wishes. But it still has an obligation to make a "greater effort" in the presentation of such spots during periods of "maximum viewing."

This was the FCC's response to Metromedia's argument that broadcasters should be allowed the discretion of carrying the bulk of their anticigarette spots in nonprime time, in order to

educate children to the alleged hazards of cigarette smoking.

Metromedia had made the argument in April in requesting the commission to reconsider its March 20 order calling on WNEW-TV to carry more anticigarette spots during periods of "maximum viewing" (BROADCASTING, April 28).

Metromedia had said the policy it had developed for meeting its obligations under the fairness doctrine was a sound one for its independent stations, and within its discretion to adopt. It also said the commission's order amounted to a drastic revision of the doctrine without the benefit of a rule-making proceeding.

But the commission last week simply stressed that there was a "substantial question" as to whether a licensee is meeting its fairness doctrine obligations when it fails to provide the audience which has been most exposed to its cigarette commercials with a "reasonable opportunity to hear the antismoking side of the issue."

The commission said, as it did in its March 20 order, that it was not criticizing WNEW-TV's over-all performance in presenting anticigarette spots. And it said the concentration of anticigarette spots in children's and teen-agers' programs was commendable, but added it did not "relieve the licensee of the obligation to afford reasonable opportunity

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 29, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 29	Total dollars week ended June 29	1969 total minutes	1969 total dollars
	Week ended June 29	Cume Jan. 1-June 29	Week ended June 29	Cume Jan. 1-June 29	Week ended June 29	Cume Jan. 1-June 29				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.9	\$ 98.4	\$ 2,879.3	\$ 351.6	\$ 8,943.9	85	\$ 450.0	2,201	\$ 11,840.1
Monday-Friday 10 a.m.-6 p.m.	1,437.1	37,109.7	2,758.2	71,872.5	1,992.9	60,796.4	939	6,188.2	23,771	169,778.6
Saturday-Sunday Sign-on 6 p.m.	575.3	25,253.1	836.4	27,626.0	542.8	16,245.5	280	1,954.5	7,385	69,124.6
Monday-Saturday 6 p.m.-7:30 p.m.	265.2	8,464.4	569.1	18,192.0	414.2	16,511.2	94	1,248.5	2,408	43,167.6
Sunday 6 p.m.-7:30 p.m.	110.5	3,700.1	158.4	5,599.6	62.0	5,633.9	17	330.9	552	14,943.6
Monday-Sunday 7:30-11 p.m.	4,153.0	129,253.1	5,788.2	175,311.7	5,555.8	173,656.6	451	15,497.0	11,257	478,221.4
11 p.m.-Sign-off	399.2	10,462.7	32.5	2,032.7	481.4	12,627.4	83	913.1	2,059	25,122.8
<b>Total</b>	<b>\$6,940.3</b>	<b>\$214,270.0</b>	<b>\$10,241.2</b>	<b>\$303,513.8</b>	<b>\$9,400.7</b>	<b>\$294,414.9</b>	<b>1,949</b>	<b>\$26,582.2</b>	<b>49,573</b>	<b>\$812,198.7</b>

to inform the adult audience of the health hazards of cigarette smoking."

The commission said, as it did in its original order, that it was not specifying any mathematical formula for the presentation of anticigarette spots as against cigarette commercials. Furthermore, it said, its ruling was not intended to interfere with the licensee's judgment that a majority of the anticigarette spots should be directed to the young.

The commission order was adopted by a 6-to-1 vote, with Commissioner Nicholas Johnson concurring in the result and Commissioner James J. Wadsworth the lone dissenter.

### FCC asks ASH to follow the proper procedure

The FCC has asked the U.S. Court of Appeals for the District of Columbia to dismiss an appeal of a commission order denying John F. Banzhaf III's petition to revoke the license of WNBC-TV New York.

The commission noted that the license that Mr. Banzhaf and Action on Smoking and Health, the group he heads, had attacked, expired on June 1, and that a renewal application is now pending—against which Mr. Banzhaf and ASH have filed a petition to deny (BROADCASTING, June 16).

If that second petition is denied, the commission said, Mr. Banzhaf and ASH may seek judicial review.

Consequently, the commission added, the pending appeal either has been rendered moot, "since revocation is no longer an appropriate procedure," or is "premature" because of the pending renewal application that Mr. Banzhaf and ASH are opposing.

Both petitions raised essentially the same points. The principal allegation is that the station has not carried enough anticigarette spots to discharge its fairness-doctrine obligation to balance cigarette commercials it carries.

### White election special again backed by Xerox

Theodore H. White's *The Making of the President: 1968*, to be shown on CBS-TV as a 90-minute color special Tuesday Sept. 9 at 9:30 p.m. (EDT) will be sponsored by Xerox Corp., Rochester, N. Y., through its agency, Needham, Harper & Steers, New York.

This will be the third consecutive time that Xerox has sponsored the TV version of the Pulitzer prize-winning author's account of a presidential campaign and election.

Camera crews for the program followed Mr. White around the country for 10 months, following his suggestions about what to cover. Producer-director Mel Stuart for Metromedia Productions Corp., New York, said that the program will focus on Mr. White's explanation of why things happened as they did, rather than merely on what happened.

Mr. White's book is scheduled for publication July 28 by Atheneum Press. He is currently writing the script for the special.

### Cancer society strongly supports FCC's proposal

The FCC proposal to ban cigarette advertising from radio and television received not unexpected support last week from the American Cancer Society. "It

must be within the commission's power to prevent a product whose proper use results only in disease and disability and death from advertising itself over the public airways to the detriment of the public's health," Dr. Sol R. Baker, chairman of the ACS's Committee on Tobacco and Cancer, said in a comment filed with the commission. "It is clearly in the public interest to bar cigarette advertising from the air."

Dr. Baker said efforts to persuade smokers to break the habit and to discourage potential smokers from taking it up are complicated by two factors—One is that cigarette smoking is an acceptable social habit; the other is that cigarettes are sold with little restriction.

And both are "reinforced hourly by cigarette propropaganda" which, he said, persuades young people to start smoking and makes it difficult for those who have stopped to remain as nonsmokers. He said television is the most powerful medium for advertising cigarettes.

Dr. Baker said the commission's application of the fairness doctrine to cigarette advertising "has been most salutary." And while cigarette advertising should be stopped, he said, the spots warning of the health hazards of cigarette smoking should be continued.

### Bates plans move

Ted Bates & Co., New York, will take 12 floors—319,000 square feet in a 54-story building that is being constructed at Times Square. The minimum rental over a 25-year period, starting in 1971, is \$55 million. Bates's move will mark the first such relocation of a major ad agency from the east to the west side of Manhattan. The Bates firm is now at 666 Fifth Avenue.

# Biggest bankroll kept in the family

P&G picks one career man to follow another as Halverstadt—who once told all—retires

Albert N. Halverstadt, who as head of advertising for Procter & Gamble has supervised the spending of more money for television advertising than probably any other man, is retiring July 31.

The new man at the advertising helm of TV's biggest customer will be Edgar H. Lotspeich, who has been managing director of Procter & Gamble Ltd., Great Britain. Mr. Lotspeich was named general advertising manager of P&G effective last Tuesday (July 8) and will take over Mr. Halverstadt's responsibilities Aug. 1.

Mr. Halverstadt has administered TV budgets that have totaled more than \$1.3 billion since he was named general advertising manager in 1960, according to estimates of P&G spending compiled by the Television Bureau of Advertising.

Before that, he was in another key P&G advertising position while the company was spending \$313.7 million in TV in the four-year span dating back to 1956, when TVB started its compilations.

Thus he has been closely involved with more than \$1.6 billion in TV advertising over the past 13 years—\$891 million in network, \$748 million in spot.

Mr. Halverstadt also was prominently identified with P&G advertising in the days when it was a heavy user of radio. He was the company's director of media from 1941 to 1946, when he became manager of the radio and media division. He held that post until 1951,

when he became manager of the advertising production division, the last post before his step-up to general advertising manager in 1960. He was elected advertising vice president in 1962.

P&G, which favors media concentration of its advertising, has used virtually no radio in recent years, but better than 90% of its annual budgets have been going into TV. Its television spending exceeded \$100 million for the first time the year Mr. Halverstadt became general advertising manager and increased each year to \$192 million in 1967 but slipped somewhat to \$182 million in 1968.

Mr. Halverstadt has not only presided over record budgets but also has almost certainly divulged more P&G advertising secrets than any other official in the history of the company, whose bedrock policy regarding its internal operations and plans is virtually absolute secrecy. But it took an FCC hearing to make him talk.

The occasion was a 1961 FCC session in which some 40 leading advertisers were quizzed as part of a continuing investigation of network TV programming. Under questioning, Mr. Halverstadt spent the better part of a day testifying about P&G's program-buying policies and preferences, its use of ratings, its allocation of budgets and its program standards (BROADCASTING, Oct. 2, 1961).

He said P&G's program-buying policy had three objectives in the follow-

ing order of importance: "(1) Our primary objective is the purchase of an excellent show with high audience potential; (2) we want to secure agency control of that show; (3) we want to secure ownership and complete rights to the program."

The third point, he said, applied only to daytime programs but would probably be good for nighttime shows too: "We just happen not to own any" of the latter, he said.

Mr. Halverstadt also made public at the FCC hearing a 21-point set of strict rules known as "editorial policy" that P&G applied to all of its broadcast programs, starting in network radio and carrying over into network TV.

Among other things, the policy provided that "in general the moral code of the characters in our dramas will be more or less synonymous with the moral code of the bulk of the American people"; the "usual taboos on sex subjects will be observed"; detailed information on how crimes are committed "is banned"; the mention of intoxication "will be kept to a minimum"; direct or indirect offense may not be given to "any organized minority group, lodge or other organizations, institutions, residents of any state or section of the country or a commercial organization of any sort," and "material for or against sharply drawn national or regional controversial issues" would not be permitted.

He said ratings were used as only

## Business briefiy:

Six sponsors have signed for NBC Radio's coverage of the July 22 All-Star baseball game: **Chrysler Corp.**, through Young & Rubicam, both Detroit; **Gillette Co.**, Boston, through BBDO, New York; **R. J. Reynolds**, Winston-Salem, N.C., through William Esty Co., New York; **Phillips Petroleum**, Bartlesville, Okla., through J. Walter Thompson, New York; **Hartford Insurance Group**, Hartford, Conn., through LaRoche, McCaffrey & McCall, New York, and **STP Corp.**, Des Plaines, Ill., through Atwood-Richards Inc., New York. Other NBC Radio buys include: **Gulf Oil Corp.**, Pittsburgh, through Y&R, New York, in *News on the Hour*, *Emphasis*. *David Brinkley Reports*, *Chet Huntley and Monitor* and *Florida Citrus Commission*, Lakeland, Fla., through Lennen

& Newell, New York, in *Monitor*, and *Emphasis*.

**National Bowling Council**, Washington, through S. A. Levynne Co., Baltimore, has purchased a fall schedule on ABC Radio's Contemporary and Entertainment networks. **Union Underwear Co.**, through Grey Advertising, both New York, has bought time on newscasts this month on the Contemporary network.

**Purex Corp.**, Lakewood, Calif., through Carson/Roberts/Inc., Los Angeles, is introducing Brillo enzyme laundry detergent in the East with an extensive, but not yet detailed, spot TV campaign. Spot TV advertising is scheduled to start this month and run through the remainder of the year.

**Chesebrough-Pond's**, through William Esty Co., both New York, has purchased sponsorship on NBC-TV's *The*

*Name of the Game*, Monday, Tuesday and Saturday night movies, *The Virginian*, *Ironside* and *Andy Williams Show* for the 1969-70 season.

**Western Publishing Co.**, New York, through Leo Burnett, Chicago, will begin a national television campaign budgeted at more than \$1 million. The promotion will advertise Little Golden Books and other best-selling titles on prime-time network shows including CBS's *Ed Sullivan*, *Carol Burnett*, *Thursday Movies*, *Mannix*, *Merv Griffin* and ABC's *Joey Bishop* and *Frank Reynolds News*.

**Colgate-Palmolive**, through Ted Bates & Co., both New York, will be participating sponsor in ABC-TV's *Wide World of Sports* for 52 weeks during 1969-70 season.

one of several gauges in considering TV buys and told the commission there was "no foundation whatsoever" for reports prevalent at the time that P&G would not buy programs having cost-per-thousands higher than \$1.25 for daytime or \$3 for night.

As for references to the size of P&G's budgets, he did not seriously challenge them but said that instead of trying to decide how much to spend in TV, the company considered how each brand should be advertised most effectively and "our total expenditure is simply the sum total of all those brands."

Mr. Halverstadt's retirement will terminate 38 years—his entire business career—with P&G.

Mr. Lotspeich, his successor, also has been with P&G all of his working years. He started in 1937 as a member of the sales organization. Three years later he transferred to the advertising department, serving as advertising production manager and brand promotion manager before becoming advertising manager of the household soap products division in 1963.

He was named deputy managing director of Procter & Gamble Ltd., Britain, in 1967 and managing director of the subsidiary in January 1968.

## New network buys on NBC for B-W, Howard Johnson

Borg-Warner Corp., Chicago, and Howard Johnson Co., Braintree, Mass., will become major sponsors of specials on NBC-TV next season, a first for both advertisers.

B-W will sponsor a 90-minute Artur Rubenstein special at 8:30 p.m. EDT on Sept. 5, and the first hour of the two-hour *First Tuesday* monthly news-feature series beginning Jan. 6 (for a total of 12 shows). Howard Johnson has signed for *NBC American Rainbow* series of seven one-hour specials Saturday mornings (BROADCASTING, June 23).

Agencies are Grey Advertising, New York, for Howard Johnson. La Roche, McCaffrey and McCall, New York, will handle Borg-Warner's corporate advertising; Al Paul Lefton Co., Philadelphia, for B-W's York division, and Fahlgren & Associates, Parkersburg, W. Va., for B-W's Marbon division, both participating sponsors.

## Rep appointments:

- KTEN-TV Ada, Okla.: Savalli/Gates, New York.
- KCAC Phoenix and WHRL-FM Albany, N.Y.: AAA Representatives, New York.
- WLEE Richmond, Va.: H-R Representatives, New York.

## FCC says yes to spot monitor

### IDC's coded ID system given cautious go-ahead as commission sets rulemaking

International Digisonics Corp., which is testing an electronic monitoring system providing checks on the quality and on-air performance of television commercials (BROADCASTING, May 26), last week received a qualified go-ahead from the FCC to continue its experimental operation.

Digisonics had indicated it felt the system to be completely legal under commission rules, but nonetheless filed a petition June 4 asking for a temporary waiver of any rules, which would prevent further testing of the system, and a rulemaking permitting the inclusion of coded information in television transmissions for program identification.

Questions concerning the legality of the system hinge on its use of coded optical information. Still unresolved is whether the visual symbols constitute "point-to-point" communication not allowed under rules governing broadcast stations.

While not acting directly on the waiver request, the commission said it would allow further limited testing of the system to permit the development of additional information in the matter. It admonished IDC for not submitting proper documentation prior to beginning its original testing and expressed concern that the company had continued extensive testing without receiving proper authority from the FCC. It said that the transmission of coded identification material by TV stations raises "serious legal and policy issues" which should have been "quite evident" to IDC. Former FCC Chairman Newton Minow is a Digisonics board member, and Lee Loevinger also a former FCC member, is IDC associate counsel in Washington.

The commission directed the company to inform all television stations to whom coded information is being furnished, and whose transmissions are being monitored, of such facts. It invited stations participating in the tests to report any comments or complaints received from viewers.

In support of its waiver request, IDC said it would confine its monitoring activities to commercials produced by leading advertisers with coded signals broadcasts only in the top Los Angeles, Chicago and New York markets. It added that no charge would be made for the service during the waiver period, and that it would work with the commission in developing techniques for the FCC's use in monitoring television

transmissions.

The commission, in a notice of proposed rulemaking, invited comments (1) on whether the area of the television screen not seen by viewers and used for transmission of the coded signals could be better used for possible improvement in visual reproduction now or in the future; (2) if so, is the use by IDC of the area sufficiently beneficial to the public interest to justify its continued authorization, and (3) whether adoption of IDC's proposed rule permitting the inclusion of coded information in television transmissions for program identification would inhibit use of a portion of broadcast facilities and primarily benefit a single user.

Comments may be filed by Sept. 18, and reply comments Oct. 17.

## TVB, LNA show six-month network TV up in 1969

Investment in network TV for the first six months of 1969 climbed by 8.9% over the corresponding period last year to \$815,638,600, according to the Television Bureau of Advertising. TVB uses compilations made by Broadcast Advertisers Reports.

The strong performance of network TV in the January-June 1969 period also was reflected in figures released last week by Leading National Advertisers, which placed the total at \$818,540,500, up 9.4% over the first-half 1968 aggregate.

Both LNA and TVB pointed out that the 1968 performance had been hampered by the curtailed advertiser activity in the first week of June because of the extended coverage provided the assassination and funeral of Senator Robert F. Kennedy.

TVB reported that network-TV billings rose by 21.7% in June 1969 over June 1968, but noted that some of the increase was the result of reduced advertising in June 1968.

## New local sales chief at TVB

A change of command in the Television Bureau of Advertising's local sales department was effected last week, with the promotion of Paul Benson to head the department.

Howard P. Abrahams, who set up the department in 1955 and has directed it since that time, is approaching retirement age. However, Mr. Abrahams will remain active as an advisor working with major retailers and retail groups to bring them into television or expand their use of it.

Mr. Benson has been director of local sales since he joined TVB in 1967. He was recently named vice president.

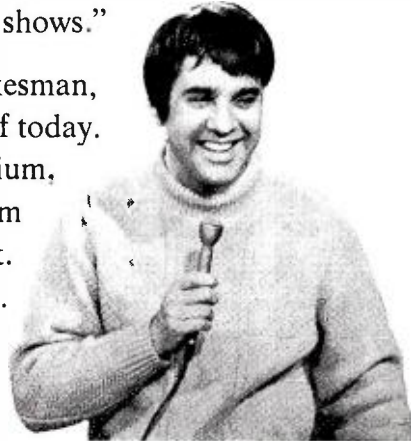
# Stock up on Wholey before the supply runs out!



A viewer says Dennis Wholey is  
“a haircut with words, a space-age Shakespeare  
who makes every subject come alive.”

A TV Critic says he is  
“an excellent interviewer-conversationalist,  
an art that is either lost or overlooked  
in many of the talk shows.”

Dennis Wholey is the new generation spokesman,  
a product of today.  
He’s “groovy”. Born of the television medium,  
he is enjoyed as a charming respite from  
the hum-drum of ordinary entertainment.  
He is honest, meaningful, and unpredictable.  
He is the successor to yesterday’s heroes.  
All he has is talent.



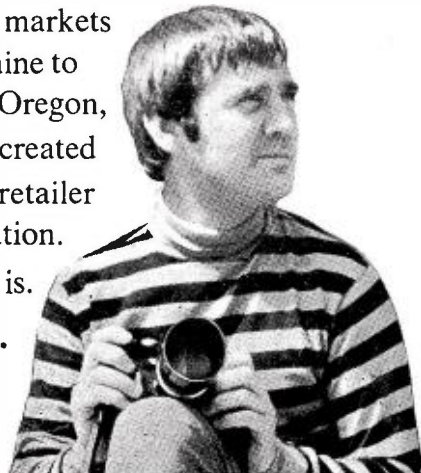
Taft Broadcasting, with skillful, imaginative direction,  
and crisp, demanding production techniques,  
has turned Dennis Wholey into an  
uninhibited 90-minute (and 60-minute)  
five-day-a-week syndicated talk-variety program  
that is a hit even before it premieres.

Already sold in 22 markets  
from Portland, Maine to  
Portland, Oregon,

the Dennis Wholey Show was created  
to bridge the gap between the modern retailer  
and the active 18-49 buying market of today’s generation.

Put your money where the action is.

**The Dennis Wholey Show.**



**Taft Broadcasting Company**

1906 Highland Avenue, Cincinnati, Ohio (513) 421-1750

# Hooper reviews some of its services

## Executives admit delay in radio reports but disavow any plan to abandon them

An official of C. E. Hooper Inc. acknowledged last week that the company was re-examining its new total-audience radio-reports service and its work on TV and radio commercial recall, but denied reports that it had decided to cancel them.

"We are going to study everything we can," Vice President Robert Atkinson told BROADCASTING on Thursday (July 10). "Our intention is to carefully go over what we are doing and going to do, but we have made no decision to cancel."

He was speaking in response to questions prompted by a memo circulated to "friends/clients" by Bill Harvey explaining his resignation as vice president and director of broadcast development for the Hooper company.

In the memo Mr. Harvey said he was told on July 2 by officials of Hooper and Daniel Starch and Staff, which acquired the Hooper firm earlier this year (BROADCASTING, May 19), that production of the new radio reports "was to be discontinued due to slow delivery" (but might be resumed later "for close internal study or for publication") and that "all commercial recall work was cancelled."

He said he was blamed for slow delivery of the radio reports, although, he asserted, management had waited six months before acting on his recommendations that hiring experienced radio-TV production and computer-programming personnel was essential to assure timely production of accurate reports.

Mr. Harvey said management "expressed a disbelief in the client acceptance" of either the new reports or the TV and radio commercial recall work that had been in progress under his direction and felt that "we need more time to study them." He said he was "confident in the success of the new services" and argued for continuing them but this position "was rejected."

In addition to Mr. Atkinson's denials, Hooper President Frank Stisser had indicated earlier—before Mr. Harvey's memo gained wide circulation—that production of the radio reports was behind schedule and that other projects would be curtailed while Hooper concentrated on getting radio-report production back on the track.

He also indicated that Hooper's experimentation on commercial recall would not be expanded, pending further analysis. But he indicated the radio reports would be continued and also said that "we think there is a great future in

recall" but wanted to study the findings thus far before proceeding and "before we put our name on it."

Mr. Stisser was out of town Thursday afternoon (July 10) and unavailable for comment after the existence and contents of Mr. Harvey's memo became known. Oscar Lubow, president of Starch, also was unavailable.

Mr. Stisser's comments came earlier in the week, after he had sent the following telegram to major advertising agencies and newsmen:

"Our staged expansion of the new Hooper total audience radio report is progressing. Technically exciting. Production slow. We plan to stop the expansion until our delivery can be brought to Hooper's traditional level of excellence.

"Our recent radio and TV commercial recall experiments have been highly informative. Expansion of both of these tests will be curtailed until



## The past is prologue for Narragansett beer

A modernized label and a revised ad campaign have been designed for Narragansett beer by the brewer's agency, Needham, Harper & Steers, New York.

Heavy TV and radio in all key markets in six New England states will introduce the new look, starting immediately. Coverage includes an extensive spot schedule and participation in Boston Red Sox baseball television and radio networks which include eight TV and 48 radio stations.

The spot reviews the history of the Narragansett Brewing Co. of Cranston, R.I., and beer packaging changes using vintage newsreel footage. "And now it's time to introduce Narragansett's label . . ." says the voice over. Wylde Films, New York was the production company.

further analysis can be completed.

"We thank you for your support. Will be in touch."

Queried about that telegram, Mr. Stisser said Hooper had used an outside processing firm that was expected to deliver the radio-audience data for the winter reports for some 45 markets in February but could not deliver it until May.

He said all or virtually all of these reports have now been issued. To salvage as much as possible from the delay, he added, data from interviewing done in February and March was added to most of the reports.

He said work on the spring reports—February-May listening—is now in progress and that Hooper had taken over the work formerly handled by the outside firm. In answer to questions, he said he hoped the spring reports would be ready in about a month but that experience had taught him not to discount the possibility that new delays might crop up.

## Yardley first client of new B&B subsidiary

Benton & Bowles, New York, has established Jacqueline Brandwynne Associates, to handle accounts initially in the fashion and cosmetic fields.

Yardley of London is the first Brandwynne client, assigning its complete product line to the new B&B subsidiary. Yardley billings are estimated at \$2.5 to \$8 million. Jacqueline Brandwynne, president and chief executive officer of the new agency, was president and creative director at Yardley.

Benton & Bowles previously handled Yardley's men's line, and an internal group under Miss Brandwynne at Yardley was responsible for women's products. Richard Sutter, Benton & Bowles senior vice president and management supervisor on the Yardley account, joins the subsidiary as executive vice president.

## Electrograph forms its Directors Center

An approach to TV commercial production that may reduce costs and improve quality was taken last week by Electrograph Corp., when it formed the Directors Center, New York.

Sheldon B. Satin, president of the center as well as president of Electrograph's VPI division, said that with the start of the Directors Center on Aug. 1, VPI, long a producer of TV commercials, henceforth will concentrate on post-production services in film and tape.

Mr. Satin said the center will keep its overhead down by eliminating the tra-



ditional production-company system of maintaining its own facilities and keeping directors and salesmen on staff. The center will arrange for all the services required in producing a commercial, excluding the director.

It will maintain a list of independent directors to which agencies have access and agencies may select the individual best suited to a particular assignment. Mr. Satin said he expects to obtain his assignments from advertisers and agencies and from independent directors, who often were engaged by agencies and advertisers for specific commercials.

## N.Y. merchandiser raises its rates

S. J. Reiner Co., New Hyde Park, N.J., merchandising-promotion company, has notified TV-radio station clients that in certain instances it will increase its fee from 15% to 20% effective immediately.

S. J. Reiner, president, explained in a letter to stations that as a reciprocal-exchange company which supplies merchandise in return for time, the company provides not only time-buying functions but also services beyond those of the traditional advertising agency.

He pointed out that Reiner supplies promotional ideas, gift catalogues and shipment of these goods, among other services.

Accordingly, he said, on those transactions in which stations are supplied merchandise at its retail price on a one-to-one basis (value of time equal to the retail price) the company must increase its commission from 15% to 20%. He added that in instances in which merchandise is given on a two-or-more-for-one basis, there usually is no cash commission and this practice will continue.

## W&W gets Rolling account

Rolling International Inc., Dallas, has appointed Wyatt and Williams Advertising, Dallas, division of Lennen & Newell, New York, as its agency. Rolling, which is pioneer in home manufacturing, sales and park development under franchise arrangements, plans to spend approximately \$3 million in next year of which about \$1.5 million will be in broadcast.

## Martin picks Eicoff

Jeffrey Martin Laboratories, Union, N.J., has appointed A. Eicoff & Co., Chicago, for its Psorex products. Commercials are now being tested and Martin anticipates a 1969 broadcast budget in excess of \$400,000.

# ARB offering 'pure' rating averages

Expanded coverage, beginning in fall, will include three national sweeps

Broadcasters and advertisers preparing for the 1969-1970 season are going to have more tools to use, according to the American Research Bureau, Beltsville, Md.

ARB announced last week that its new TV audience measurement reports will include for the first time "pure" program averages, as well as weekly Area of Dominant Influence (ADI) ratings for all time periods in each market. ARB also said that in the 1969-1970 season it will furnish three nationwide "sweep" reports instead of the customary two.

Other new features, announced by ARB President Peter Langhoff, include (1) an expanded Spot Buying Guide which becomes a separate section of the report; (2) product usage ratings to be available for all ADI's, and (3) average station circulation for each day-part to be reported for all stations.

ARB's announcement of its expanded service came three weeks after the A. C. Nielsen Co., Chicago, reported that its new-season Nielsen Station Index reports will have fewer demographics but the coverage will be expanded from the present 23 top markets to 70 in October and 100 in May 1970 (BROADCASTING, June 30).

Explaining the "pure" program average, which he termed an exclusive feature with ARB, Dr. Langhoff asserted: "Until this report was devised the ratings previously offered by all services were an estimate of time period audience only . . . ARB will now report an average audience estimate based on the exact number of quarter hours that a program was actually on the air."

To be included in this section, a program must have been telecast at least two weeks of the survey period. One-time specials and pre-emptions, or periods when the station is off the air, will be eliminated from the average.

The weekly ADI program ratings, which will be listed in a separate section of the report, will require a minimum of 100 in-tab diaries. Also to be reported will be four-week average ADI ratings and total survey area estimates, the ADI share of audience, and seven demographic breakdowns for the ADI and total survey area.

ARB's three nationwide sweeps are tentatively scheduled to be undertaken Oct. 29-Nov. 25, Feb. 11-March 10, 1970, and April 29-May 26, 1970. A Summer Measurement Index is planned for every ADI in July.

In the expanded Spot Buying Guide,

which will occupy a separate section in each report, the ratings and demographics for each station break will be averages of the quarter hour preceding and the quarter hour following the break. Titles and starting times of adjacent programs will also be shown with each break.

In the 13 product-usage columns to be provided in the new season reports, there are four new categories: regular coffee, low-calorie soft drinks, hair coloring and supermarket dollars are the new ones.

ARB issues eight reports annually for the top three markets (New York, Los Angeles and Chicago), and six reports yearly for eight other markets (Boston, Cleveland, Detroit, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington).

Eleven markets will be measured five times annually, 11 four times yearly and the remainder three times yearly.

The improvements in the forthcoming ARB reports, the company said, will be made possible by the introduction of a new computer from ARB's parent company, Control Data Corp. The new Model 3300 computer, ARB said, permits visual monitoring of diary data inputs—with particular emphasis on correlating diary program entries with stations' official schedules. This requires the full cooperation of each station in supplying correct program information for the survey periods, ARB stressed.

## ADA after young adults with syndicated series

The American Dairy Association, Chicago, is going after the 18-34 year-old group by sponsoring a weekly, half-hour syndicated series, *Something Else*, in approximately 100 markets, ("Closed Circuit," July 7).

The musical-variety series will be produced by Robert E. Petersen Productions, Los Angeles, on location in "action" places, including San Francisco, Honolulu, Acapulco, Sun Valley and the Ozarks. The continuing star of *Something Else* will be comedian John Byner.

ADA's sponsorship is part of a recent trend by some major advertisers toward investing in syndicated series on a regional or national basis. ADA, through Compton Advertising, New York and Chicago, will provide stations with *Something Else* free in return for two spots, with the remainder of the announcements to be sold by the stations.

## In TV it's strike three and you're in

Third contender files for WNAC-TV Boston channel as NBC's Los Angeles V is set for hearing

The FCC last week ordered NBC into a comparative hearing in which it will fight for a renewal of license for its KNBC(TV) Los Angeles against the challenge of a Los Angeles group seeking the station's channel 4 for an outlet of its own. The date and place of the hearing will be specified later.

The order, a sign of the new times in the television business, was issued on the same day (Thursday) that the commission announced the filing of an application that, if accepted, will turn an impending two-way fight for channel 7 in Boston into a three-way contest.

That facility is now occupied by RKO General Inc.'s WNAC-TV. An application mutually exclusive with RKO General's renewal was filed by a group of Boston businessmen in March (BROADCASTING, March 10). The new application was tendered by a predominantly black group, called the Dud-

ley Station Corp., which says it intends to remedy what it feels is commercial television's failure to meet the needs of Boston's inner-city residents.

The group that is challenging NBC, Voice of Los Angeles Inc., is also a biracial one that proposes some programming aimed at Negro audiences. In all it intends to fill almost half of its 18-hour day with news, public affairs and other categories exclusive of entertainment shows, with a heavy emphasis on local live programming.

The hearing order issued last week—adopted by a 6-to-0 vote and an inevitability since Voice filed its application in February (BROADCASTING, Feb. 10)—is the first to place in jeopardy the license of a network owned-and-operated station. And, it has critical implications for NBC's entire network operations, since all three networks rely heavily on the revenues of their

owned-and-operated stations. KNBC's market value has been estimated at upwards of \$50 million.

But the order stems from only one of a series of challenges being leveled at existing licensees. Besides those filed for Boston channel 7, competing applications have been filed against Lamar Life Broadcasting Co.'s WLBT(TV) Jackson, Miss. (ch. 3) and the *New York Daily News's* WPXI(TV) New York (ch. 11). In addition, an initial decision is awaited in a four-year-old proceeding in which a group called Fidelity Television Inc. is seeking to wrest Los Angeles channel 9 from RKO General's KHJ-TV (William G. Simon, a Los Angeles lawyer who is president of Fidelity, is local counsel for Voice and helped assemble the group.)

The recent rash of competing applications came in the wake of the commission's decision in January to

## NAB group in Denver names cable committee

The committee appointed last month by National Association of Broadcasters President Vincent T. Wasilewski to continue negotiations with the National Cable Television Association met in Denver last week and selected a five-man subcommittee to carry on the nuts-and-bolts negotiating.

Named to the subcommittee were William Grant, KOAA-TV Pueblo, Colo.,

chairman of both the full committee and the subcommittee; Richard L. Beesemeyer, ABC, New York; Richard D. Dudley, Forward Communications Inc.; Jack Harris, KPRC-TV Houston, and W. Robert McKinsey, WJRJ-TV Atlanta.

The full committee also invited interested broadcasters to contact committee members with suggestions and reactions to the present tangle of cable negotiations. NAB and NCTA staff members completed an agreement late in May that was designed to resolve

long-standing differences over CATV regulation (BROADCASTING, June 2), but the NAB board called for further negotiations (BROADCASTING, June 23).

Other committee members are N. L. Bentson, WLOL Minneapolis; Richard C. Block, Kaiser Broadcasting Co.; Bill Fox, KFMB-TV San Diego; Harold Krelstein, WMPs Memphis; Clair R. McCollough, Steinman stations; Robert L. Pratt, KGGF Coffeyville, Kan., and Peter Storer, Storer Broadcasting Co.

The subcommittee will next meet July 21 in Washington.



Mr. McKinsey



Mr. Harris



Mr. Grant



Mr. Beesemeyer



Mr. Dudley

deny a license renewal to WHDH-TV Boston and to award the contested channel 5 to a competing applicant (BROADCASTING, Jan. 27). That decision led to broadcasters' current effort to persuade Congress to prohibit the commission from considering so-called strike applications until it had found an existing licensee disqualified to continue operating its station.

A new member of the Voice group—and she would be its largest stockholder—is movie and television actress Loretta Young. Miss Young (Loretta Young Lewis in the application) has subscribed for 13.28% of the stock. She is listed as having assets in excess of \$1,030,000 and pretax income the last two years of more than \$50,000.

A Beverly Hills psychiatrist, Dr. Nathan R. Rickles, who has subscribed for 3.12% is president. Norman R. Mamey, who has a real estate, investment, brokerage and loan company, would own 11% of Dudley and is secretary of Voice.

Dr. H. Claude Hudson, president of the Broadway Federal Savings and Loan Co., of Los Angeles and a prominent member of the Negro community in Los Angeles, would own 3.91%. His son, Elbert, an attorney, is vice president of Voice and has also subscribed for 3.91%.

Another of the principals is Charles Marquis Warren, writer and producer of television programs and motion pictures who is the creator and producer of *Gunsmoke* and producer of the initial episodes of the *Virginian*. He would also be a 3.91% owner of Voice.

Besides issues designed to compare the competing applications, NBC will have to contend in the hearing with two rebukes it received from the commission last year. In one, the commission charged NBC with laxity in its supervision of two quiz shows—*Hollywood Squares*, a network offering, and *PDQ*, which is shown on the five NBC-owned-and-operated television stations. The commission said the independent producer of the first had given questions or answers or both to some contestants prior to the show, and indicated that security on the second was inadequate (BROADCASTING, Oct. 14, 1968).

In the other rebuke, the commission asserted that NBC "substantially" misled the public in several presentations of the Gold Globe program, in which the Hollywood Foreign Press Association presents awards for various categories of performances in television and motion pictures (BROADCASTING, May 6, 1968).

The commission had told NBC that both matters would be considered in connection with the next application for the renewal of the KNBC license.

The commission also specified a hear-

ing issue to determine whether Voice is financially qualified to build and operate a station. Voice has estimated construction costs at \$1,832,000 and first-year operating costs at \$2.5 million. It has \$319,000 in new capital, and expects a \$2.5 million bank and deferred credit of \$1,149,000. Voice estimates its first-year revenues will be \$2,750,000.

Dudley can thank the commission's delay in ordering a hearing on the mutually exclusive applications of RKO General Inc., for renewal of WNAC-TV's license, and of Community Broadcasting of Boston Inc., for a new station, for the opportunity to file its application.

The commission two months ago denied Dudley's April 7 request for a "safe" period in which to file for Boston channel 7. Under the rules then in effect, new applications would have been barred as of a day before an order designating the outstanding applications for hearing. Dudley had asked that the channel be kept open for applications until May 28.

Dudley, which in its request for a safe period said it intended to be "representative of the black community of the Boston area," proposed in its application to deal with the problem of "the inner city." It said these problems are the ones receiving "the least attention in the established media."

Dudley also proposed a novel approach to the problem of improving communication among the various ethnic, religious and other groups within the city. It said it would establish "ministudios" throughout the community as a means of providing the public easy access to its station's facilities. Programs developed from interviews with members of the public in the "ministudios" would be edited into half-hour programs broadcast each night in nonprime time. Dudley also proposed to pre-empt two hours of prime time weekly for local programming.

The two largest stockholders in Dudley are Bertram M. Lee, a Boston industrial consultant, and Henry E. Hampton Jr., president and 60% owner of a Boston film production-audio/visual company. Mr. Lee is president and 47% owner of Dudley; Mr. Hampton, treasurer and 20% owner.

Both would also hold full-time jobs with the station if their application is granted—Mr. Lee as general manager and Mr. Hampton as special projects director.

A third principal who would work full time at the station is Thomas J. Brown, now assistant to the president of Polaroid Corp., in Cambridge, Mass. He is a 7% owner of Dudley, would serve the station as advertising and promotion director.

Another of Dudley's principals is

Jerome B. Weisner (7%), who had served as White House science adviser under Presidents Kennedy and Johnson and who is now provost of the Massachusetts Institute of Technology.

Dudley estimates its construction costs at \$2,200,200 and its first-year operating expenses at \$4,870,000. It expects its first-year revenues to be \$7,400,000. Dudley's financing plans are not complete, but the applicant expects credit of \$2 million on equipment.

## FCC, WLBT ask court for rehearing

### They say appeals court lacks the power to take station license

The FCC and WLBT(TV) Jackson, Miss., told the U.S. Court of Appeals for the District of Columbia last week that if it actually intended to strip WLBT of its license in the landmark decision handed down three weeks ago (BROADCASTING, June 30), it overstepped its authority.

The appeals court is limited by statute and precedent to reviewing questions of law, the commission said, in asking that the case be sent back for further consideration. "It is hornbook [elementary] law that reviewing courts have no powers to order the grant or denial of radio television licenses," WLBT added, in arguing that there was no basis for the court's decision.

The commission and WLBT made their assertions in asking for a rehearing or clarification of the court's opinion in the case, which involves the United Church of Christ's appeal of a commission decision granting WLBT a three-year license renewal. The church has accused the station of racial discrimination in its programming.

The court, holding that the commission had improperly assigned to the church the burden of proof in some issues in the hearing on the station's renewal application, and finding no basis in the record to support the commission's decision, ordered the station's license "vacated forthwith." It also directed the commission to invite new applicants for the channel-3 facility involved, but did not rule out WLBT as a new contender.

The decision, adopted unanimously by the three-judge panel, was apparently the last one that Chief Justice Warren E. Burger wrote as a member of the appeals court. He was sworn in as chief justice on June 23, three days after the opinion was filed.

WLBT cited Chief Justice Burger's departure from the appeals court in suggesting that the rehearing it is seek-

ing be before the full Washington appeals court, rather than by the panel that heard the case. The commission also suggested such a rehearing.

The commission and WLBT said the court's opinion was not clear as to whether the court actually intended, as WLBT put it, to set itself up as a "super commission" to strip the station of its license. Both, however, indicated this appeared to be the court's intention.

Besides requesting clarification of this point—"to make it clear that [the court] is not directing denial of the renewal application,"—WLBT argued that there was no basis for reversing the commission. The grounds cited in the opinion—the allocation of burden of proof and the asserted lack of support for the commission's conclusion—"are insupportable both in the face of the opinion and on the record," WLBT said.

The commission did not reargue its position that the station is entitled to a license renewal. Rather, it said that it should be directed to set aside the grant and reconsider the application and the record under an allocation of the burden of proof that accords with the court's opinion.

If it grants renewal after that reconsideration, the commission said, WLBT, whose current license expires June 30, 1970, would be authorized to seek another license renewal—for the 1970-1973 period—"in the proceeding very shortly to be held where new applicants are to be considered." (One competing application for the channel has already been tendered by a racially mixed group called Civic Communications Corp.) If the station is not found qualified on reconsideration, the commission added, it would be barred from further consideration.

The commission said the court's apparent remedy—vacating WLBT's license but not foreclosing WLBT from applying for a new authorization—"represents a wholly illogical inversion of the licensing scheme of the Communications Act." If WLBT is qualified to receive a license renewal, the commission said, it is entitled to compete against newcomers "as a wholly eligible licensee whose license rights continue until it is displaced" by a better qualified applicant. But if WLBT is not qualified to receive a renewal, the commission added, "it makes no sense to recognize any claim to comparative consideration with other applicants."

WLBT found one aspect of the court's opinion particularly puzzling. The court suggested that, if the court authorized the station to operate until a new award were made, it could impound the licensee's net earnings in the interim period.

"This extraordinary suggestion leaves us to speculate as to what would be done with the net profits so impounded if a new party were awarded the li-

cence," WLBT said. "Would they be returned as a rebate to the commercial advertisers over the station? Given to the Community Chest? To the United Church of Christ? Bestowed upon the new licensee as a door prize? No answer is suggested."

## 'Post' cleared of monopoly charge

### Bigness violates no law, says FTC's chairman in all-news WTOP case

The Federal Trade Commission has dropped its investigation into allegations that the Washington Post Co., through its WTOP Washington, is engaging in monopolistic news practices in the Washington area market. In a nearly unanimous vote (4 to 0 with one abstention) the commission said the investigation failed to produce "any evidence of misuse of alleged monopolistic power possessed by the Washington Post Co." in connection with WTOP's change of format to 24 hours of all news last March.

The charges were raised by Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va., a suburb of Washington. Mr. Arundel has been operating WAVA (a daytimer) with all news since early 1962 and went to 24-hour news, adding WAVA-FM's full-time facilities, in early 1968.

In on-air editorials and a letter to the FTC last March, Mr. Arundel said the Washington Post Co. "dominates the news industry here [and] is inexorably suffocating its competition." Mr. Arundel claimed WTOP's all-news format change "would carry this corporate giant over the divide to an effective near monopoly of news in Washington." and he called on the trade commission to investigate the possibility of illegal anti-competitive practices. Mr. Arundel's complaint was supported by Representatives Joel T. Broyhill (R-Va.) and John Dingell (D-Mich.) (BROADCASTING, March 3).

The Washington Post Co., controlled by Katharine Graham and family, owns through Post-Newsweek Stations, WTOP-AM-FM-TV, and WJXT(TV) Jacksonville, Fla. Post-Newsweek has bought, subject to FCC approval, WLWB-TV Miami and WCKY Cincinnati (BROADCASTING, March 10). The Washington Post Co. also owns one of Washington's three daily newspapers as well as *Newsweek Magazine*.

The commission subsequently took up the investigation by a 3-to-2 vote with Commissioners Philip Elman and James M. Nicholson dissenting to the action. Last week the commission not only

found no "misuse of power" but also found "nothing questionable in and of itself of the changeover of WTOP to an all-news station."

Four commissioners agreed to closing the investigation; Commissioner A. Everette MacIntyre abstained because the staff presentation "was not sufficiently informative to make a definite decision in this matter."

Part of the FTC investigation was said to have involved an examination of the total Post-Newsweek advertising revenues and the potential for unfair competition against a daytime-only smaller station in the market with lesser financial resources (BROADCASTING, June 2). But FTC Chairman Paul Rand Dixon said last week that "we can't deal with the potential of the Post revenues" or the potential adverse economic effects in "the very act of entering this field by one small arm" of a large news organization (a proposition, he indicated, the staff had urged the commission to pursue).

"We can't act against someone just because he is big," the chairman said. "We know of no law under which we can act now." If Post-Newsweek in some future time, were to bring to bear its full financial resources against WAVA, the FTC then would probably have cause to act, Chairman Dixon said.

Mr. Arundel said last week that "as a matter of principle," he would consider pursuing the case "if it (WTOP) further abuses this concentration of power." But the WTOP all-news competition hasn't hurt WAVA in the ratings so far, he said. WAVA showed a 40.3% increase in audience between January-February and April-May, according to ARB, which is "very encouraging," Mr. Arundel said, although advertising has "reached a plateau."

Larry Israel, chairman for Post-Newsweek stations, said he "never believed there was any validity in the charges because we're in one of the most competitive markets in the country." In addition to WTOP-AM-FM-TV, the Washington area has 19 AM's, 16 FM's and five commercial TV's and one noncommercial.

## FCC wants files kept for seven-year hitch

The FCC proposed last week a seven-year retention period for local inspection files of broadcast station licensees and applicants. The proposed rulemaking would amend the commission's 1965 rule, which left the retention period indefinite pending experience in the matter.

The National Association of Broadcasters had urged the commission to reassess the idea of a local file and its

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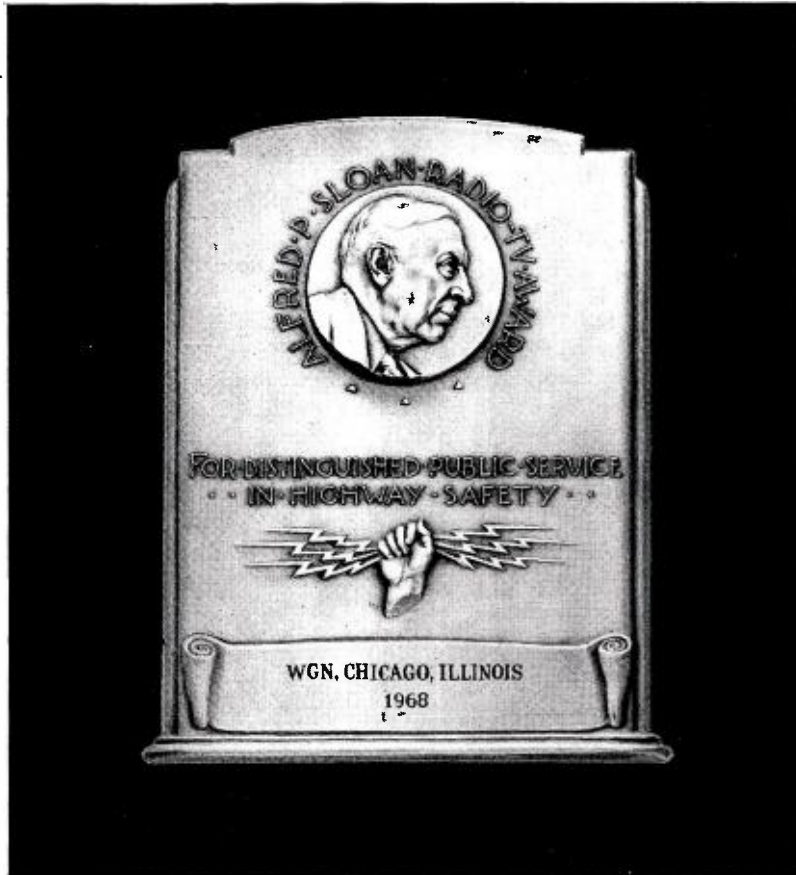
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purposes, and requested a three-year retention period. But the commission said it and the Congress have emphasized the importance of informed public participation in broadcast regulation and that the seven-year period was in keeping with that policy.

Under the proposed amendment licensees or permittees would maintain files during their period of license, and permit public inspection of the file material for as long as it is retained by the licensee.

Material placed in the file would be retained for a period of seven years from the date of filing with the commission, but for whatever longer period is necessary to satisfy these proposed requirements: (1) material shall be retained until final commission action on the second renewal application following the application in question; (2) material relating to a complaint or claim against the licensee shall be retained until notification is received that the material may be discarded, or private claims are satisfied.

Comments on the proposal are due Aug. 20, reply comments Sept. 5.

## Legal hurdle dims hope of a woman on the FCC

A meeting between four congresswomen and President Richard M. Nixon last week prompted further speculation about the possible appointment of a woman—specifically, Representative Charlotte Reid, (R-Ill.)—to the FCC. At the week's end, it appeared that Representative Reid had been vetoed by the U. S. Constitution.

The meeting, which centered around the problems of discrimination against women in government, produced good will, speculation by the President about the possibility of naming a woman to the Supreme Court, and mention in the press of the possibility of a female FCC commissioner. Representative Reid's name had been included among possible contenders for future FCC vacancies ("Closed Circuit," July 7).

However, it was subsequently noted that the 91st Congress has considered, and declined to block, FCC pay raises authorized last year by former President Johnson and effected earlier this year. (Under the law, either house could have blocked the raises.) The possible appointment of Mrs. Reid, it is noted, would therefore contradict Article 1, Section 6 of the Constitution, which states in part:

"No senator or representative shall, during the time for which he was elected, be appointed to any civil office under the authority of the United States, which shall have been created, or the emoluments whereof shall have been increased during such time. . . ."

Representative Reid last week denied having been contacted by anyone from the Nixon administration about the possibility of filling an FCC vacancy. She agreed the Constitution would prohibit her from accepting the office.

The three other congresswomen who met with the President were Representatives Florence Dwyer (R-N.J.); Catherine May (R-Wash.), and Margaret Heckler (R-Mass.).

Meanwhile, the president of American Women in Radio and Television, Marion Corwell, has suggested two women to President Nixon as possible FCC appointees. One is Lorie M. Molnar, Washington communications attorney. The other is Evelyn Eppley, chief of the FCC's renewal branch.

## Nelskog purchases get FCC's OK

### But he's warned about trafficking in radio stations

A three-station-sale package was given approval by the FCC last week—but not without an explicit reminder to one of the buyers about the commission's rules on trafficking in licenses.

In a letter to Walter N. Nelskog—a principal in the groups buying KORD Pasco and KCYS(FM) Richland, both Washington, and KFMX(FM) San Diego—the FCC noted that between 1954 and 1963 he had controlling or substantial minority interest in eight stations, and pointed out that the sale of a station held less than three years requires a hearing. Nevertheless the commission approved the sales by a 4-to-2 vote. Mr. Nelskog, vice president and general manager of KIXI-AM-FM Seattle, is also 25% owner of Everett Cablevision, a CATV in Everett, Wash.

KORD was sold by H. B. Murphy and Harold C. Singleton to Mr. Nelskog and Bjorn Lih for \$24,250, with Wallace K. Reid, KORD's manager, retaining 33⅓%. KCYS was sold by Mr. Lih and others to Messrs. Nelskog and Reid for \$87,000. However, Mr. Lih retained one-third interest in the station.

Messrs. Nelskog, Lih and Reid each will own 33⅓% of the two stations. The licensees of KORD and KCYS felt that a combined operation would help stem their losses.

The San Diego outlet was sold by S. Gerald Mollner and Richard Friedman to Mr. Nelskog and Raymond G. Watson for \$308,750. The sellers own KRCH-FM St. Louis.

Commissioner Robert T. Bartley dissented from approval of the sale and issued a statement in which Commis-

sioner Nicholas Johnson joined. Commissioner Kenneth A. Cox abstained.

In his dissenting statement, Commissioner Bartley said he would set the applications for evidentiary hearing because the transfer of KORD and the assignment of KCYS from separate licenses to a common owner would not be in line with the commission's policy of diversified ownership.

The commissioner also maintained that the ascertainment of community needs of Pasco and Richland by Mr. Nelskog did not appear to comply with the commission's Aug. 22, 1968, public notice, and that there were apparently "serious" questions of trafficking involving both the assignor of KMFJ and Mr. Nelskog.

## Minneapolis Star admitted to hearing

A petition to intervene in the license renewal proceeding of WCCO-AM-TV Minneapolis by Minneapolis Star and Tribune Co., minority (47%) stockholder of licensee Midwest Radio-Television Inc., was granted last week by FCC Hearing Examiner Herbert Sharfman.

Minneapolis Star contended in its May 26 petition that it qualified as a party in the proceeding because some

of its interests did not coincide with those of Midwest. The petition was opposed by the commission's Broadcast Bureau, which maintained that the interests were identical.

But examiner Sharfman agreed with Minneapolis Star's reply, which argued that accusations against the company, such as discrimination in favor of WCCO-AM-TV, warranted an opportunity for defense.

The examiner ruled that a minority stockholder has a right to protect his interests in a proceeding before an administrative agency where an unfavorable decision could "gravely affect the worth of his shares." Minneapolis Star had expressed concern that the proceeding might adversely affect its other broadcast interests. These include, directly or indirectly, six radio and television stations and a CATV system.

The commission set the license renewal applications of WCCO-AM-TV for hearing March 19 on issues including concentration of control of communications media.

Another party in the proceeding, Hubbard Broadcasting Co., licensee of KSTP St. Paul, was ordered by the commission to participate in the renewal proceeding after the station's manager charged in a Senate hearing that WCCO-AM-TV was guilty of anticompetitive

practices (BROADCASTING, April 28). Hubbard asked to be excused from the FCC hearing but was refused.

## Changing Hands

### Announced:

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

■ **KHEY El Paso:** Sold by Mrs. Nancy W. Sleight, Frank C. Napier, Bert E. Wahlen, Jack C. Millis and Roderick O. Matthews to Jimmy Ray Phillips, Charles Jordan Jr. and Gary Ackers for \$630,000. Mr. Phillips is general manager of KRIO McAllen, Tex., which has been sold to Jack R. Crosby for \$725,000 (BROADCASTING, April 14). Mr. Ackers is KRIO sales manager and Mr. Jordan is general manager of KPUR Amarillo, Tex. KHEY is full time on 690 kc with 10 kw. Broker: William T. Stubblefield Co., Aldie, Va.

■ **KBNO(FM) Houston:** Sold by Jerry R. and Robert E. Daniel and others to Culligan Communications Corp., for \$360,000. Matthew J. Culligan is president of Culligan Communications, which owns the *Westport* (Conn.) *Town Crier* and is applicant to purchase WHIM-AM-FM Providence, R.I., and KEIR(FM) Dallas. KBNO(FM) is on 93.7 mc with 25 kw and an antenna 560 feet above average terrain.

■ **WRON Ronceverte, W. Va.:** Sold by Nash L. Tatum to Roy D. Wooster Jr. for \$175,000. Mr. Wooster was formerly southeastern district regional manager of the dairy and services division of the Borden Co. WRON is full time on 1400 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ **Wwcc Bremen, Ga.:** Sold by J. Harold Shedd and Ross Long to Miles Ferguson for \$100,000. Mr. Ferguson owns WRLD Lanett, Ala., and has interests in WDSR Lake City, Fla., and WDOH Opelika, Ala. Wwcc is a day-timer on 1440 kc with 1 kw. Broker: Chapman Associates.

■ **WFNL North Augusta, S.C.:** Sold by Cecil H. Barnes and others to George G. Beasley and associates for \$60,000. Mr. Beasley has interests in WASC Spartanburg, S.C.: WKGX Lenoir and WFMC Goldsboro, both North Carolina; WKYX Paducah, Ky.; WKBY Chatham, Va., and an application to purchase WMOO Mobile, Ala. WFNL is a day-timer on 1600 kc with 500 w. Broker: Chapman Associates.

### Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 62).

■ **KFMX(FM) San Diego:** Sold by S.

## Outstanding Values in Radio-TV Properties

### ARIZONA \$250,000

Excellent AM-FM combination in growing market. Ideal owner-manager opportunity. Good terms available.

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69-19



Gerald Mollner and Richard Friedman from Walter N. Nelskog and others for \$308,750 (see page 33).

### Cable television

▪ Milan and Lexington, Tenn.: Acquired through exercise of option by Milex Inc., 50% owned by American Television and Communications Corp., Denver-based multiple CATV owner, from Clear Vision CATV Services Inc., Meridian, Miss., based multiple CATV owner, for \$900,000 cash. Milex is also half-owned by Industrial Capital Corp., Providence, R.I.

### All-channel radio gets booster group

An FM industry drive to obtain a law requiring that all radio receivers made or sold in the U.S. be capable of receiving both FM and AM now has a formal organization behind it. The newly constituted All-Industry Committee for Radio All-Channel Legislation met Thursday (July 10) in New York.

At the meeting, Jerry Lee, WDVR(FM) Philadelphia, was assigned to fund raising as an "area of responsibility." Other designations: Edward F. Kenehan of Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington law firm, legal; David H. Polinger, WTFM(FM) Lake Success, N. Y., public relations; Arch L. Madsen, KSL Salt Lake City, Washington activities, and Robert Cole, CBS-owned FM stations, New York, engineering.

The committee stated its objectives were to obtain congressional hearings by the end of this year on pending legislation, and passage in early 1970. Bills have been introduced in the Senate by Senator Frank E. Moss (D-Utah) and in the House by Representative Alvin E. O'Konski (R-Wis.).

### Lesson from past hinted in Nixon memo

The White House, in an apparent effort to avoid some of the troubles that befell the last Republican administration, is reported to have warned its staff not to interfere, or even give the appearance of interfering, in matters before federal regulatory agencies.

The warning was in a memorandum from presidential aide Peter Flanigan which reminded staff members that cases before the agencies are extremely important to the people concerned and "involve large amounts of money." As a result, the memorandum added, they are "watched closely for any evidence of improper procedure or influences."

The White House did not release the memorandum, which was dated May 21. But officials did confirm an account

of it that appeared in the *Washington Post*.

The FCC and Federal Trade Commission were among the agencies specifically mentioned in the memorandum. Others were the Civil Aeronautics Board, Federal Maritime Commission, Interstate Commerce Commission and the Securities and Exchange Commission.

The warning called to mind the embarrassment President Eisenhower's chief assistant, Sherman Adams, caused him 10 years ago. Mr. Adams resigned under congressional pressure after he had contacted the Federal Trade Commission on a matter in which a friend, the late Boston industrialist, Bernard Goldfine, was involved.

Mr. Flanigan's memorandum reportedly advised White House staff members that "any expression of interest or any attempt to influence the outcome of any pending case is illegal." It also said that "it is important to avoid even the mere appearance of interest or influence."

The reported guidelines contained in the memorandum would not bar White House staff members from listening to views on cases that are volunteered. But "such visits and the submission of written briefs should not be encouraged—better still, they should be sidestepped

and avoided whenever possible."

The memorandum also tells staff members not to ask agencies about the status of pending cases. The parties who are interested should be advised to contact the agency directly, the memorandum said.

### Media reports:

**New client** ▪ Thomas J. Deegan & Co., New York, has been retained as public relations counsel to WPIX(TV) New York. The FCC recently set aside its license renewal grant to WPIX following a complaint by a former news staffer accusing the station of distorting the news. A rival applicant, Forum Communications, has filed a competing application for the station's frequency (channel 11) (BROADCASTING, June 23).

**New facilities** ▪ Forward Communications Corp. Wausau, Wis., plans a new \$500,000 home for WSAU-AM-FM-TV. The structure will be a complete broadcast facility located at 1114 Grand Avenue, Wausau.

**Testimonial tributes** ▪ KCOR San Antonio, Tex. has published "What Makes a Radio Station Great?" The booklet describes, mostly through listener and community leader testimonials, the Spanish-language station's contributions to public service activities.

## EXCLUSIVE LISTINGS!

**MIDWEST** —Fulltimer in large two station market. Metro area retail sales \$185,795,000. Good equipment. Growing market—excellent potential. Station needs sales oriented management. Price \$450,000. Down payment \$250,000—Balance 7 years.

*Contact Richard A. Shaheen in our Chicago office.*

**ROCKY MOUNTAIN** —Strong fulltimer in large growing market. Extra clean operation. Equipment tip-top shape—good professional staff. Station has good record of profits and CASH FLOW. Price \$550,000—down \$165,000—balance 7½% ten years.

*Contact George W. Moore in our Dallas office.*

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# station wins 3 UPI awards, awards, and is now named Station of the Year",

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And that's WHDH-TV, for you.

First the Massachusetts U.P.I. honors. Then the Boston Press Photographers'. Now the National Press Photographers Association calls us the "Television News Film Station of the Year". You just can't do much better than that.

WHDH-TV competed with almost 700 television stations in the United States and Canada for this latest award, and is the first New England television station to win it.

It wasn't easy as you well know. The 4,000 member National Press Photographers Association represents newspapers, magazines and television stations in every part of the country, and the distinguished members of the panel of judges were described as "the toughest and most demanding of profes-

sionals". Moreover, the award was based not upon a sensational story now and then, but upon the "concept and scope of the WHDH-TV news film coverage during 1968; plus the imagination, ingenuity and creative skills of the Channel 5 news cameramen and editors".

The winning of the coveted NPPA award caps an unprecedented award-winning record on the part of WHDH-TV so far in 1969. A total of 18 sought-after honors have been won by the station in local and national competition. And we wouldn't be surprised if we added a few more before the year ends.

Of course, to Bostonians this new title, "News Film Station of the Year", was no surprise. They've come to expect prize-winning performances by WHDH-TV — Boston's most-honored TV news. So can you.

# WHDH-TV BOSTON



ALWAYS IN COLOR

# RCA breaks through to new profits

Sarnoff reports record six months in '69 with strong showings from NBC, product areas

RCA earnings and sales reached new highs in the first six months of this year: Earnings rose almost 5% and sales increased more than 3% in the period.

The new level in sales for the first six months is \$1.53 billion and for net income the figure is \$66.7 million, or \$1.02 per share.

In his six-month report released last week, Robert W. Sarnoff, RCA president, took note also of new record highs of NBC's sales and earnings. He said the broadcast subsidiary achieved its profit record "despite the heavy costs incurred for the most extended coverage by any network of major news events, including Apollo 9 and 10

moon missions." He said NBC reported a record pace in advance sales for the new fall season.

In viewing the general economy, Mr. Sarnoff said, "the monetary restraints imposed on the economy in recent months are beginning to take hold. There is a sharp slow-down in the growth of money supply, and retail

## The Broadcasting stock index

A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

Stock Symbol	Ex-change	Closing July 10	Closing July 2	Closing June 30	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	60 $\frac{1}{2}$	64 $\frac{1}{2}$	64	76 $\frac{1}{2}$	56 $\frac{1}{2}$	4,796	\$ 306,900
Atlantic States Ind.		O	9 $\frac{1}{2}$	10	9 $\frac{1}{2}$	15 $\frac{1}{2}$	8 $\frac{1}{2}$	1,798	17,100
Capital Cities	CCB	N	31 $\frac{1}{2}$	33	33 $\frac{1}{2}$	37 $\frac{1}{2}$	31 $\frac{1}{2}$	5,748	192,600
CBS	CBS	N	52 $\frac{1}{2}$	53 $\frac{1}{2}$	52 $\frac{1}{2}$	59 $\frac{1}{2}$	44 $\frac{1}{2}$	25,378	1,341,900
Corinthian	CRB	N	25 $\frac{1}{2}$	26	26 $\frac{1}{2}$	37 $\frac{1}{2}$	23 $\frac{1}{2}$	3,384	89,700
Cox	COX	N	41 $\frac{1}{2}$	41 $\frac{1}{2}$	41 $\frac{1}{2}$	59	40 $\frac{1}{2}$	2,891	120,300
Gross Telecasting	GGG	A	18 $\frac{1}{2}$	19 $\frac{1}{2}$	20	24 $\frac{1}{2}$	17 $\frac{1}{2}$	805	16,100
Metromedia	MET	N	21 $\frac{1}{2}$	24	25 $\frac{1}{2}$	53 $\frac{1}{2}$	21 $\frac{1}{2}$	5,507	142,500
Pacific & Southern		O	16 $\frac{1}{2}$	17	17	25 $\frac{1}{2}$	16 $\frac{1}{2}$	1,616	27,500
Reeves Telecom	RBT	A	18 $\frac{1}{2}$	17 $\frac{1}{2}$	17 $\frac{1}{2}$	35 $\frac{1}{2}$	17 $\frac{1}{2}$	2,230	39,000
Scripps-Howard		O	23 $\frac{1}{2}$	24 $\frac{1}{2}$	25	31 $\frac{1}{2}$	23	2,589	64,700
Sonderling	SDB	A	36 $\frac{1}{2}$	37	37 $\frac{1}{2}$	47 $\frac{1}{2}$	32 $\frac{1}{2}$	985	37,700
Starr Broadcasting		O	7 $\frac{1}{2}$	7	6 $\frac{1}{2}$	7 $\frac{1}{2}$	6 $\frac{1}{2}$	338	2,300
Taft	TFB	N	37	36 $\frac{1}{2}$	36 $\frac{1}{2}$	43 $\frac{1}{2}$	34 $\frac{1}{2}$	3,415	124,600
							<b>Total</b>	<b>61,480</b>	<b>\$ 2,522,900</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	25 $\frac{1}{2}$	27 $\frac{1}{2}$	27 $\frac{1}{2}$	49 $\frac{1}{2}$	25	12,872	\$ 352,300
Bartell Media	BMC	A	12 $\frac{1}{2}$	12 $\frac{1}{2}$	11 $\frac{1}{2}$	22 $\frac{1}{2}$	11 $\frac{1}{2}$	2,292	26,900
Boston Herald-Traveler		O	30	30	30	71	28	574	17,200
Chris-Craft	CCN	N	16 $\frac{1}{2}$	16 $\frac{1}{2}$	16 $\frac{1}{2}$	24 $\frac{1}{2}$	15	3,201	53,200
Cowles Communication	CWL	N	11 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	17 $\frac{1}{2}$	12	3,620	43,900
Fuqua	FOA	N	36 $\frac{1}{2}$	39	36 $\frac{1}{2}$	47	34	5,073	185,500
Gannett	GCI	N	37 $\frac{1}{2}$	36 $\frac{1}{2}$	36 $\frac{1}{2}$	42	35 $\frac{1}{2}$	4,736	172,900
General Tire	GY	N	20	22 $\frac{1}{2}$	21 $\frac{1}{2}$	34 $\frac{1}{2}$	19 $\frac{1}{2}$	17,914	387,400
Gray Communications		O	9 $\frac{1}{2}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	12 $\frac{1}{2}$	9	475	4,600
Lamb Communications		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	5	10	4 $\frac{1}{2}$	2,650	13,300
Liberty Corp.	LC	N	15 $\frac{1}{2}$	16 $\frac{1}{2}$	16	23 $\frac{1}{2}$	15 $\frac{1}{2}$	6,743	107,900
LIN		O	10 $\frac{1}{2}$	11 $\frac{1}{2}$	11 $\frac{1}{2}$	33	10 $\frac{1}{2}$	1,890	21,000
Meredith Corp.	MDP	N	41 $\frac{1}{2}$	41 $\frac{1}{2}$	40 $\frac{1}{2}$	59 $\frac{1}{2}$	40	2,762	111,500
The Outlet Co.	OTU	N	20 $\frac{1}{2}$	21	21	30 $\frac{1}{2}$	20 $\frac{1}{2}$	1,332	28,000
Plough Inc.	PLO	N	65 $\frac{1}{2}$	69	68 $\frac{1}{2}$	72 $\frac{1}{2}$	62 $\frac{1}{2}$	6,788	463,300
Post Corp.		O	17	17 $\frac{1}{2}$	18 $\frac{1}{2}$	40	17	566	10,500
Rollins	ROL	N	36	37	36 $\frac{1}{2}$	38 $\frac{1}{2}$	30 $\frac{1}{2}$	7,942	289,900
Rust Craft	RUS	A	30	30	29	38 $\frac{1}{2}$	28 $\frac{1}{2}$	1,169	33,900
Storer	SBK	N	32 $\frac{1}{2}$	36 $\frac{1}{2}$	36	62	32	4,213	151,700
Time Inc.	TL	N	48 $\frac{1}{2}$	50 $\frac{1}{2}$	50 $\frac{1}{2}$	100 $\frac{1}{2}$	48 $\frac{1}{2}$	7,238	363,700
Wometco	WOM	N	18 $\frac{1}{2}$	20	20	23 $\frac{1}{2}$	18 $\frac{1}{2}$	5,860	117,200
							<b>Total</b>	<b>99,910</b>	<b>\$ 2,955,800</b>
<b>CATV</b>									
Ameco	ACO	A	10 $\frac{1}{2}$	11 $\frac{1}{2}$	11	14 $\frac{1}{2}$	10 $\frac{1}{2}$	1,200	\$ 13,200
American TV & Communications		O	14 $\frac{1}{2}$	13 $\frac{1}{2}$	13 $\frac{1}{2}$	15	11 $\frac{1}{2}$	1,775	24,400
Cable Information Systems		O	2 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	5	2 $\frac{1}{2}$	955	3,300
Columbia Cable		O	10 $\frac{1}{2}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	15 $\frac{1}{2}$	10 $\frac{1}{2}$	580	6,700
Cox Cable Communications		O	17 $\frac{1}{2}$	18	18	21 $\frac{1}{2}$	16 $\frac{1}{2}$	3,550	63,900
Cypress Communications		O	13	13 $\frac{1}{2}$	13 $\frac{1}{2}$	23	12	808	10,700
Entron		O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	10	3 $\frac{1}{2}$	607	2,400
H & B American	HBA	A	15 $\frac{1}{2}$	15 $\frac{1}{2}$	16	20 $\frac{1}{2}$	13 $\frac{1}{2}$	5,016	80,300
Sterling Communications		O	7 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	10 $\frac{1}{2}$	6 $\frac{1}{2}$	500	3,800
Teleprompter	TP	A	55 $\frac{1}{2}$	56 $\frac{1}{2}$	52 $\frac{1}{2}$	70 $\frac{1}{2}$	46 $\frac{1}{2}$	1,006	52,600
Television Communications		O	16 $\frac{1}{2}$	15 $\frac{1}{2}$	15	20	12 $\frac{1}{2}$	2,090	31,400
Vikoa	VIK	A	26 $\frac{1}{2}$	28	28 $\frac{1}{2}$	33 $\frac{1}{2}$	23 $\frac{1}{2}$	1,795	51,200
							<b>Total</b>	<b>19,882</b>	<b>\$ 343,900</b>

sales are losing some steam." He added that American business management will be severely challenged in the months ahead to maintain current profit levels.

Mr. Sarnoff credited RCA's record first half to continued strong performances in a broad range of product and service areas. He also reported that "the rate of profit improvement surpassed that of sales." This, he said, reflected "a stringent company-wide cost control program and increased manufacturing and marketing efficiencies."

RCA, he said, maintained its leadership in color-television set sales. He also noted RCA's government business accounts for only 16% of total volume, compared with 30% 10 years ago.

For the six months ended June 30:

	1969	1968
Earned per share	\$1.02	\$0.97
Sales	1,531,100,000	1,479,000,000
Pretax income	128,600,000	123,300,000
Net income	66,700,000	63,500,000
Average shares outstanding	62,704,000	62,606,000

## Kinney National gets W7 for \$350-\$400 million

The long-awaited merger of Warner Bros.-Seven Arts Ltd., Toronto, into Kinney National Service, New York, was completed last Tuesday (July 8).

Kinney took over W7 for two new series of Kinney preferred stock. The transaction is estimated at from \$350 million to \$400 million.

Under terms of the contract, Kinney was to issue to W7 stockholders 0.81 of a share of a new convertible preferred stock and 0.8 of a share of a new series C preferred stock for each common share of W7 outstanding.

The \$1.25 convertible stock was listed on the date of the closing on the New York Stock Exchange and the series C preferred began trading that day on the American Stock Exchange.

Kinney National is a diversified com-

pany with activities in building cleaning and maintenance; the building construction trades, the banking business and the leisure time and communications services, including National Periodical Publications and Panavision Inc. Warner Bros.-Seven Arts is active in motion picture and television production and distribution, and is in the music record and publishing fields.

## Corinthian ad growth seen at 7½-10% yearly

A healthy growth in advertising revenues for Corinthian Broadcasting Corp., New York, TV station group owner, and TV in general, was predicted last Monday (July 7) by C. Wrede Petersmeyer, Corinthian president and chairman, and James C. Richdale Jr., president of the group's TV division.

They told the New York Society of

	Stock Symbol	Ex-change	Closing July 10	Closing July 2	Closing June 30	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
<b>Programming</b>										
Columbia Pictures	CPS	N	31¾	33¼	33¼	42	29¾	5,863	\$ 194,900	
Commonwealth United	CUC	A	9¼	10¾	10¾	24¾	9¾	12,428	132,000	
Disney	DIS	N	76¼	76¾	75	86¾	69¾	4,367	327,500	
Filmways	FWY	A	24¾	26¾	25¾	38¾	24¾	1,120	28,800	
Four Star International	O	O	5	6¾	4¾	10	3¾	666	3,200	
Gulf & Western	GW	N	23½	25¾	26¾	50¾	23	16,061	421,600	
Kinney National*	KNS	N	22	27½	27½	39¾	22	4,120	113,800	
MCA	MCA	N	26½	30¾	31¾	44¾	26	8,059	255,900	
MGM	MGM	N	29¾	29¾	27¾	44¾	26¾	5,762	158,500	
Transamerica	TA	N	25¼	29	29¾	38¾	25¾	61,869	1,817,400	
Trans-Lux	TLX	A	27¼	26¼	23¾	58¾	22¾	979	22,900	
20th Century-Fox	TF	N	19	24¼	22¾	41¾	18¾	8,006	182,100	
Walter Reade Organization	O	O	10	11	10¼	15¾	8¾	2,083	21,900	
Wrather Corp.	O	O	12	12¾	12¾	22¾	12	1,760	22,000	
						<b>Total</b>		<b>133,143</b>	<b>\$ 3,702,500</b>	
<b>Service</b>										
John Blair	BJ	N	24	28	27½	28¾	23¾	2,265	\$ 62,300	
Comsat	CQ	N	45½	50¼	51	55¾	41¾	10,000	510,000	
Creative Management	O	O	14¾	15	15	20¾	13	1,020	15,300	
Doyle Dane Bernbach	O	O	21¾	24¾	25	31¾	21¾	2,104	52,600	
Foote, Cone & Belding	FCB	N	12	12¾	12¾	15¾	11¾	2,147	26,000	
Grey Advertising	O	O	15¾	15¾	15	18¾	14	1,163	17,400	
Movielab	MOV	A	8¾	9¾	9¾	14¾	7¾	1,407	13,400	
MPO Videotronics	MPO	A	10¾	11	11	22¾	10¾	542	6,000	
Nielsen	O	O	32¼	33¼	33¼	37	31¾	5,240	174,200	
Ogilvy & Mather	O	O	23¼	28	28	34¾	21¾	1,090	30,500	
Papert, Koenig, Lois	PKL	A	21	24¼	22¾	30¾	10¾	721	16,100	
J. Walter Thompson	O	O	29¾	29¾	29¾	37	29¾	790	23,100	
Wells, Rich, Greene	O	O	11¾	12¾	12	18	11¾	1,501	18,000	
						<b>Total</b>		<b>29,990</b>	<b>\$ 964,900</b>	
<b>Manufacturing</b>										
Admiral	ADL	N	61¾	18¾	16¾	21¾	15	5,110	\$ 85,600	
Ampex	APX	N	42	43¾	44	44¾	32¾	10,571	465,100	
General Electric	GE	N	85	90¾	90	98¾	84¾	91,025	8,192,300	
Magnavox	MAG	N	44¾	47¾	46¾	56¾	44¾	16,561	776,300	
3M	MMM	N	101¾	103¾	101	112¾	94	54,388	5,493,200	
Motorola	MOT	N	114	120	117	133¾	102¾	6,148	719,300	
RCA	RCA	N	38¾	40¾	41¾	48¾	38¾	62,713	2,594,800	
Reeves Industries	RSC	A	5¾	6¾	5¾	10¾	5¾	3,437	20,200	
Visual Electronics	VIS	A	17¼	18¾	17	37	15	1,326	22,500	
Westinghouse	WX	N	58	60¾	62	71¾	55¾	38,509	2,387,600	
Zenith Radio	ZE	N	43¾	45¾	43¾	58	42¼	18,935	823,700	
						<b>Total</b>		<b>308,723</b>	<b>\$21,580,600</b>	
								<b>Grand total</b>	<b>653,130</b>	<b>\$32,070,600</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>104.12</b>	<b>108.51</b>	<b>107.06</b>	<b>116.85</b>	<b>104.12</b>			

N-New York Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of June 30  
\* Reflects merger of Warner-Seven Arts into Kinney on July 8.

Security Analysts that television will increase its share of advertising dollars because of the expected increase in the number of color TV sets; the breakthrough to new advertisers, particularly major retailers and the increased flexibility in handling commercials. The trend from the 60-second to the 30-second commercial as the basic sales unit was cited as giving the advertiser greater cost-efficiency and the broadcaster more inventory to sell without increasing total commercial time.

Mr. Petersmeyer noted that although television is getting only 18% of the total advertising dollars now, "the year-to-year growth rate of television expenditures since 1958 (with the exception of 1967) has exceeded that of the gross national product."

He added that if the economy is healthy, Corinthian's TV revenues should continue to grow annually from 7½% to 10% and that the rate of profit growth should substantially exceed the revenue growth.

If cigarette advertising is banned on TV, either by the government or broadcasters themselves, Mr. Richdale said, "advertiser demand for television would appear to be sufficient to make up any loss in a relatively short time." He said cigarette advertising now accounts for about 3% of Corinthian's revenues.

More than half of Corinthian's TV revenues, it was reported, come from national spot business, with local spot currently making up about a third, and network, the remainder. Local sales have continually grown; in 1965 they accounted for 22% of the total; in 1969 they were up to 32%.

Earnings for the fiscal year ended April 30 were \$4,215,000 or \$1.25 per share. (BROADCASTING, June 30). During the past nine years, revenues of the company have grown from less than \$11 million to more than \$25 million.

Corinthian moved into publications in 1968 when it acquired Renaissance Editions Inc. (now called Corinthian Editions Inc.), and then added Standard Reference Works, publishers of the Funk & Wagnalls encyclopedia.

## Merger is proposed by Rice, Turner

Rice Broadcasting Co. and Turner Communications Corp. have announced an agreement to merge. Turner President James C. Roddey said Rice will acquire Turner in an exchange of stock, and Rice will change its name to Turner Communications. Through the transaction, however, Turner will own about 75% of the merged corporation, he said.

Over one million shares of Rice stock

will be issued to Turner at the exchange rate of about three and a half Rice shares for each Turner share. Mr. Roddey placed the average price of Rice's stock at about \$7.25 per share since its issue. Rice has fewer than 500,000 shares now outstanding, he said.

Rice owns WJRJ-TV Atlanta, a channel-17 independent. It also owns Atlanta Telemeter Inc., a pay-TV firm. It reported a net loss of \$363,107 in 1968 (BROADCASTING, May 5). W. Robert McKinsey is president of Rice Broadcasting.

Turner, which owns WGOV Chattanooga, is purchasing WTMA-AM-FM Charleston, S. C., and WMBR Jacksonville, Fla., from Charles Smith for \$1 million-plus, subject to FCC approval. It also owns outdoor advertising plants and manufactures electric signs and plastic products.

Turner is principally owned by board chairman R. E. Turner III, Mr. Roddey and Louis Peterson, who owns WABR Winter Park (Orlando), Fla. Turner's latest statement reported earnings of \$219,497 for the six months ending last Feb. 28 (BROADCASTING, June 9).

## Bassett will go public with 100,000 shares

Mort Bassett & Co., New York, radio station representative, has filed a registration statement with the Securities and Exchange Commission offering 100,000 shares for public sale at \$4 per share through E. L. Aaron & Co., New York.

According to the preliminary prospectus dated June 20, the net proceeds to the company are estimated to be \$310,000, of which about \$140,000 will be used to open additional sales offices in major markets. In addition, about \$85,000 will be used for hiring additional personnel for the New York office and the remaining \$85,000 will be devoted to working capital.

The company represents 26 radio stations located primarily on the East Coast. During the year ended Dec. 31, 1968, its three largest clients accounted for about 53% of its revenues and one client accounted for over 29%. According to the prospectus, WPGC-AM-FM Morningside, Md.-Washington is the largest producer of the company's revenues, which amounted to \$21,396 for the three months ended March 31.

The company has 150,000 shares outstanding; Morton G. Bassett, president and treasurer, is sole owner. After the offering he will own 60%.

## Financial notes:

■ Wometco Enterprises Inc., Miami, has declared regular quarterly dividends of 9½ cents on class A stock and 3½ cents on class B stock, both payable Sept. 16 to stockholders of record

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these shares. The offer is made only by the Prospectus.*

July 10, 1969

300,000 Shares



American International Pictures, Inc.

Common Stock  
(\$20 Par Value)

Price \$14 per Share

*Copies of the Prospectus may be obtained from the undersigned only in states where the undersigned may legally offer these securities in compliance with the securities laws thereof.*

C. E. Unterberg, Towbin Co.

Bear, Stearns & Co.

Clark, Dodge & Co.

Francis I. duPont, A. C. Allyn, Inc.

Incorporated  
Robert Fleming

Hayden, Stone  
Incorporated

Hill Samuel Securities Corporation

E. F. Hutton & Company Inc.

Kleinwort, Benson  
Limited

Ladenburg, Thalmann & Co.

G. H. Walker & Co.  
Incorporated

Sept. 2.

▪ Shareholders of Filmways Inc., New York, have approved the merger of the company and Publishers Distributing Corp., New York (BROADCASTING, April 21). PDC will continue as a wholly owned subsidiary of Filmways. PDC's 904,930 outstanding common shares will be exchanged for 212,670 common shares of Filmways.

▪ Doyle Dane Bernbach's negotiations with Senator Frozen Products Inc. and Frose-Mar Corp. for the acquisition of Haagen-Dazs and other ice cream properties have fallen through, according to a report from the agency.

▪ Gannett Co., Rochester, N.Y., has completed the purchases of the Pensacola (Fla.) *Journal* and *Evening News* from Perry Publications Inc. for \$2 million in cash and \$13.5 million in long-term notes.

▪ Lewron Television Inc., a Hollywood-based video-tape production and facilities company, plans to issue \$1 million in stock through Stein Brothers &

Boyce, Baltimore. The infusion of new capital is for expansion of the firm's facilities. Lewron has established its main operating base at Samuel Goldwyn Studios, Hollywood, and also is constructing extensive studios in New York.

▪ The Music Makers Group Inc., New York, has consummated the acquisition of Dell Plastics for an undisclosed amount of MMG stock. Dell is a New York manufacturer of toys, premiums and other plastic products. Music Makers is now operating six movie houses in shopping centers in metropolitan New York and plans to add another six. Music Makers creates and produces music for advertisers and agencies in the commercials field; for radio, TV and movie production; supplies music production packages for radio and TV stations.

### Company reports:

**Chris-Craft Industries**, New York-based diversified company and group broad-

caster, reported a 15% increase in sales and a net income increase of 18% for the nine months ended May 31:

	1969	1968
Earned per share	\$0.97	\$0.83
Revenues	77,720,000	67,377,000
Net income	3,728,000	2,871,000
Average shares outstanding	2,998,570	2,414,478

**Kaufman and Broad Inc.**, Los Angeles, home builder and group operator of CATV systems in the West, reported the best half-year results in its 13-year history, for the six months ended May 31:

	1969	1968
Earned per share	\$0.51	\$0.33
Revenues	41,733,464	25,206,762
Net income	1,897,857	1,085,423
Shares outstanding	3,749,263	3,436,438

**General Instrument Corp.**, New York, which owns Jerrold Corp., Philadelphia, CATV systems operator and equipment manufacturer, reported a substantial dip in net income for the first quarter ended May 30:

	1969	1968
Earned per share	\$0.12	\$0.51
Net sales	60,105,609	60,683,409
Net income	1,100,689	3,461,568

## Programming

# AFTRA wants to raise its tab

## Claims cost-of-living jump justifies 10.1% hike now; opponents of move deny need, would discuss at contract talks

A cost-of-living increase said to represent "millions" of dollars is being sought by the American Federation of Television and Radio Artists under its various television and radio commercial and program production contracts.

AFTRA's request, which seeks a 10.1% increase in minimum fees specified in the contracts, has been refused and the dispute is awaiting arbitration.

A total of 23 AFTRA contracts or "codes" were said to be involved, counting local and regional as well as national agreements. Signatories principally involved in the national agreements were identified as the TV and radio networks, agencies advertisers and program and commercial production companies.

All of these, and apparently other signatories as well, have rejected AFTRA's request on the ground that no increase is justified and that the request should become part of negotiations, due to start later this summer, on new agreements to replace the present ones, all of which expire Nov. 15. Negotiations for the new ones, it

was pointed out, would normally start in September or October.

Sources close to the dispute said they could not estimate the dollar value of the requested 10.1% increase, but that it would come to "millions." One called it "staggering."

The dispute came to light last week when the three TV-radio networks—ABC, CBS and NBC—petitioned the New York State Supreme Court to consolidate arbitrations on the requested 10.1% increase as it applied to one of the codes: the one covering AFTRA members in recorded TV commercials.

Background was contained both in the petition, filed on behalf of the networks by the New York law firm of McGoldrick, Dannett, Horowitz & Golub, and in accompanying affidavits by James F. Sirmons, director of labor relations for CBS, and Emanuel Dannett, partner in the law firm representing the networks.

Under its various contracts, including the recorded commercials code, AFTRA has the right to request an adjustment in minimum fees if the

Department of Labor's cost-of-living index rises as much as 10% above its level of Dec. 15, 1966. If AFTRA and the contract signatories do not agree on an adjustment, AFTRA may submit the issue for arbitration.

In May, according to papers filed in court last week, AFTRA served notice that the cost-of-living index in April was 10.1% higher than on Dec. 15, 1966, and demanded a 10.1% increase in minimum fees. The signatories of the recorded-commercials code met with AFTRA in June and rejected the demand and AFTRA initiated arbitration proceedings.

Following procedures set out in the code, AFTRA named Richard B. Jablow, a New York attorney, as its arbitrator; the networks named William C. Fitts Jr. of CBS as theirs, and the advertiser/agency joint policy committee on broadcast talent union relations named Stanley Plesent, a New York lawyer formerly with Young & Rubicam, as its.

Under a ruling of the American Arbitration Association, however, sepa-

## Rule covers stations airing phone calls

The FCC has proposed a rule that would prohibit a station from recording or broadcasting live a telephone conversation without first informing the party on the line that the conversation is to be aired. Simultaneously, in a notice to all licensees that complaints concerning this had been received, the commission said that licensees "should inform the other party of the station's broadcast intentions," in any event.

Most complaints arose, the commis-

sion said, from situations where a station employe called for a news item and then broadcast the conversation either at that time or on a delayed basis, without informing the other party at the onset that their talk was to be broadcast.

The commission said prior explanation of this may not be required in some cases. "Open mike" programs in which the outside party initiates the call with the knowledge that the conversation will be aired is such a situation, the commission said.

Comments are due Aug. 18, and reply comments by Sept. 2.

rate arbitrations would be held—one between AFTRA and the networks, and one between AFTRA and the advertiser/agency group—unless the parties agreed to consolidate them or, absent that, unless the court ordered consolidation.

The networks' petition said the networks sought the joint policy committee's agreement to consolidate but that the committee refused.

Unless the arbitrations are consolidated, the networks told the court, the different proceedings may reach different settlements, with the result that "signatories to the recorded commercials code may be compelled to pay different rates of pay for identical work performed under the same contract."

Moreover, the petition asserted, since the arbitrations involve identical issues, consolidation would save time without prejudicing any party's rights.

The joint policy committee, which is headed by David Miller of Young & Rubicam and A. L. Plant of Block Drug as co-chairmen, was said to have refused the consolidation request because it had been the primary negotiator of the recorded-commercials contract.

Argument on the networks' petition is slated for today (July 14) in New

York Supreme Court. The networks are seeking to have arbitration stayed pending the court's decision.

Among other contracts in which AFTRA is seeking a 10.1% increase in minimum fees are those covering AFTRA performers in network TV broadcasting, radio network broadcasting, local TV in Chicago, Los Angeles and New York and regional-network TV centered in those cities.

## Nader would expose Congress—to TV

Ralph Nader, the consumer crusader and badgerer of bureaucrats, has a new cause: He wants to get TV cameras into the Congress of the U.S. In this case he has been anticipated.

Mr. Nader made his pitch and call for alliance to the presidents of the three TV networks in a letter dated July 5. In it he cited, "as one of the principal censorships on radio and television in Washington" the restrictions on TV and radio access to House and Senate sessions and House committees.

There is, he said, "no logical or policy reason" for the prohibitions and the time has come, he added, "to give

citizens around the land the eyes and ears with which to follow these proceedings. . . ."

Terming the time propitious for the networks to take the initiative to secure equal access with that of the printed media, Mr. Nader commented that "a continually increasing number of congressmen are in favor of loosening or eliminating altogether the present restrictions on radio and television."

All that is needed, he said, "is leadership and impetus."

He asked for the views of the network presidents on this subject and also whether or not they believe "a sustained effort to secure fuller radio and television access to public deliberations in Congress is in order."

Mr. Nader's letter was written from a New York address. He could not be reached late last week either in New York or Washington.

As of late Thursday (July 10), ABC and NBC reported they had received the letter but had not yet replied. CBS's executive offices reported no knowledge of the letter at that time.

Broadcasters over the decades have tried to persuade Congress to permit unrestricted use of radio microphones and TV cameras at congressional sessions and committee hearings. Microphones and cameras are permitted only during special or joint sessions of Congress, and can be used to cover Senate committee hearings. They are barred, however, from House committees, following a ruling by the late Speaker Sam Rayburn, which was reaffirmed by present Speaker John W. McCormack. In 1965 and again in 1966, efforts to lift this prohibition were made by broadcast newsmen and congressmen, but without success.

## SG plans TV series under Boyce-Hart pact

Tommy Boyce and Bobby Hart have signed a multi-million dollar contract with Screen Gems, Bell Records and Screen Gems-Columbia Music Inc. for television, recordings and music publishing, respectively.

In announcing the agreement today (July 14), Jerome S. Hyams, executive vice president of Columbia Pictures Industries and president of Screen Gems, said the transaction involving the three CPI companies calls for SG to develop and produce a network TV series starring the team; the creation of Messrs. Boyce and Hart's Aquarian records, a new label that will be distributed worldwide by Bell Records, and the renewal by the duo of a long-term music publishing contract with Screen Gems-Columbia Music.

# Hold everything!

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on page 25



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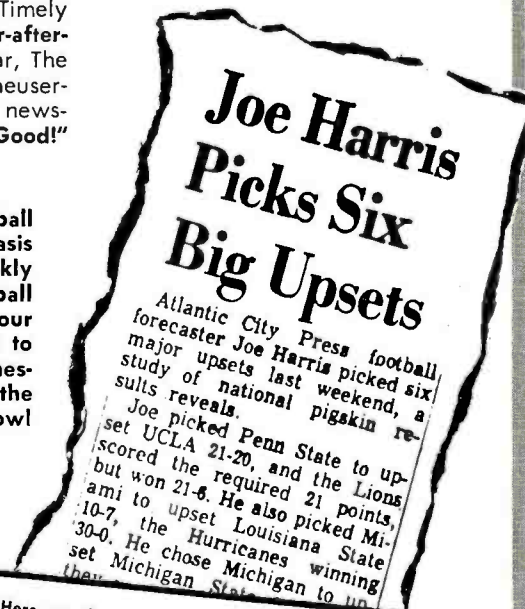
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# You'll be there when men land on moon

If it works, live pickup of astronauts' arrival will feature TV's longest, most elaborate program

When man first steps onto the surface of the moon, a TV camera will be present, beaming the historic moment, scheduled for early next week, back to millions on earth.

Although the pictures will be old-fashioned black and white, the lightweight camera has been fashioned of the newest and most highly sophisticated circuitry and has been specially designed for operation in the vacuum of space.

As soon as Astronaut Neil A. Armstrong begins to descend from the lunar excursion (LEM) module to the moon's surface, shortly after 2 a.m., EDT on July 21, he will stop at the second rung of the ladder to lower a hinged pallet from the side of the LEM. On the pallet will be the camera, positioned to view the bottom of the ladder. This will provide a knothole view of the astronaut as he descends to the surface of the moon.

After reaching the lunar surface, Astronaut Armstrong will place the TV camera on a tripod, about 30 feet away from the lunar module. This will permit the world to watch Astronaut Edwin E. Aldrin Jr. as he climbs down the LEM lander to join Mr. Armstrong.

For the next two-and-a-half hours the tiny camera will peer at the astronauts as they set about their lunar tasks (taking rock and surface samples, setting up instruments). When the astronauts reenter their LEM for the ascent from

the moon to rejoin Michael Collins in the command module 69 miles above the lunar surface, the camera's power will be cut off and terrestrial viewers will say farewell to their first view of men on the moon.

The black-and-white camera, which has been tested time and again for severe shock and vibration, is Westinghouse's 7¼-pound lunar unit, which uses a secondary electron conduction (SEC) imaging tube and permits operation at extremely low light levels. The camera and its SEC tube have been used on previous Apollo flights.

Eighty percent of the camera's 250 components are composed of integrated circuits and thin film circuitry. It draws 6.5 w of power and contains four, fixed-focus lenses—wide angle, telephoto and two general purpose (one for lunar day and one for lunar night).

Arrangements have also been made for the astronauts to erect an umbrella-like high-gain antenna on the lunar surface if the camera's signals are not sufficiently strong. The camera's signals are to be received at the 210-foot diameter radio telescope at the National Radio Observatory in Parkes, Australia. There the TV pictures will be converted to U.S. commercial TV standards, microwaved to Sydney, Australia, and then, via Pacific communications satellite, to Mission Control in Houston. Houston will feed the moon coverage

to U.S. TV networks for broadcast to home viewers, and to overseas TV networks for broadcast to their audiences in Europe and the East.

The lunar telecast, set for July 21 between 2:12 a.m. and 5:52 a.m., EDT, is one of eight scheduled for the moon flight and is the only one to be in black and white. The other seven, all in color from the command module, are set for (all times EDT):

July 17, 7:32-7:47 p.m.; July 18, same; July 19, 4:02-4:17 p.m.; July 20, 1:52-2:22 p.m.; July 21, 1:57-2:07 a.m. (the two-and-a-half hour black-and-white pickup from the moon immediately follows this); July 22, 9:02-9:17 p.m.; July 23, 7:02-7:17 p.m. Splashdown on July 24 near Johnson Island in the Pacific is scheduled for 12:49 p.m., EDT.

The colorcasts from inside the command module will be transmitted by Westinghouse's 13-pound field-sequential camera, using the technique developed by CBS in the late 1940's. A similar color camera was used on the Apollo 10 flight.

The color camera uses a three-inch color wheel, comprising two sets of red, blue and green filters. The wheel rotates at a speed of 600 revolutions per minute. The camera contains a variable-focus zoom lens (12.5mm to 75mm), providing a diagonal field of view from nine degrees to 54 degrees. It also contains the Westinghouse-developed SEC imaging tube and incorporates micro-miniature electronic components.

Part of the accuracy of focusing the color camera will be the companion one-pound, mini-monitor with a 2-by-2¼-inch black-and-white screen, also in the command module.

The color signals will be transmitted to earth stations in Australia, Spain or Goldstone, Calif., for relay to Houston. At Houston they will be reconstituted into standard U.S. color pictures for transfer to U.S. networks and abroad.

The coverage will probably attract the largest audience ever in broadcast history. In fact, the telecast at the early-morning hour of 2 a.m. EDT when astronaut Armstrong begins the descent to the moon's surface, is expected to draw a projected audience of 70 million in the U.S. alone.

The estimate comes from industry sources, based on a Trendex study done for ABC that found 47.5% of U.S. set owners definitely planning to stay up

## LBJ starts CBS series during Apollo 11 coverage

An interview with Lyndon B. Johnson on his role in the U. S. space program will be part of CBS News' coverage of the Apollo 11 mission.

The interview—conducted by Walter Cronkite and to be presented some time between 11 a.m., Sunday, July 20 and 6 p.m., Monday, July 21—is to be the first of a series under an agreement between CBS and the former President that was announced last week.

"We have a general target of three or four interviews per year over a period of several years," CBS News President Richard Salant said. Specific dates and times have not been determined. The first interview is expected to run just under an hour.

Rights costs for the radio and television broadcasts were not disclosed, but were said to depend on how many

broadcasts were taped and used. A CBS subsidiary, Holt, Rinehart & Winston, paid an advance estimated at \$1.5 million for publishing rights to Mr. Johnson's memoirs in a contract announced early this year (BROADCASTING, Jan. 27).

Proceeds from the publishing contract will go to the Lyndon B. Johnson Public Affairs Foundation, but no details have been settled on proceeds from the broadcast contract.

The first program was taped July 5 at the LBJ ranch near Austin, Tex. Topics to be included in future conversations are Mr. Johnson's political career and his Presidency; major issues of his time, such as Vietnam, civil rights and his decision to leave public office; and reminiscences of his youth and his life in Washington.

John Sharnik will produce the series, with Burton Benjamin as executive producer.

until 2 a.m. (EDT) to watch the moon walk. The normal sets-in-use figure for that hour is around 8 %. Viewership outside the U.S. for the entire Apollo 11 mission, July 16 to July 24, is estimated at 305 million.

ABC-TV will take telephone calls from viewers with questions about the moon mission from noon July 20 to 6 p.m. July 21. The most pertinent questions will be answered on the air by co-anchorman Frank Reynolds, science editor Jules Bergman and guest experts. In addition, ABC-TV will provide simulations from its New York studio with elaborate reproductions of the moon, the spacecrafts, the earth, the lunar surface and the galaxy.

ABC News is in charge of the television pool coverage of the splashdown in the Pacific, July 24. Producer Ron Ogle reports that the Apollo 11 recovery will be a little more difficult to broadcast, because of precautions against contamination. "We'll have to telecast the astronauts in glimpses, through windows and while they come aboard ship," he said. "This time there'll be no flight-deck ceremonies to welcome the men home."

Executive producer of ABC-TV's coverage is Walter Pfister Jr., with Robert Siegenthaler producing and Dick Schenkel directing. Sponsors will be the General Foods Corp. (Tang), through Young & Rubicam, and Philco-Ford, through BBDO.

CBS-TV has constructed a 40-foot-diameter model of the solar system at the North American Rockwell plant in Downey, Calif., and a simulated moon-scape at the Grumman Aircraft Engineering Corp. plant in Bethpage, N. Y., as tools for description of the historic flight. CBS also plans to present profiles of 15 men who have contributed concepts and inventions vital to the Apollo program.

Just prior to its 31-hour stint, CBS-TV has scheduled a special, *Nearer to Thee*, a discussion of religious aspects of the flight (July 20, 10-11 a.m. EDT).

Walter Cronkite will be CBS-TV's anchorman, aided by science writer Arthur C. Clarke and former astronaut Walter Schirra. Other guest commentators will be Sir Bernard Lovell, director of the Jodrell Bank Observatory in England, Orson Welles, "Hal" the computer (from "2001: A Space Odyssey") and former President Lyndon B. Johnson (see page 44). Robert Wussler is executive producer, and Joan Richman, Clarence Cross, Frank Manitzas and Jack Kelly are producers.

Sponsors on CBS-TV will be Western Electric, through Cunningham & Walsh; International Paper Co. and General Foods Corp., both through Ogilvy & Mather, and the Kellogg Co., through Leo Burnett Co.



*Renewed interest in field-sequential color TV, sparked by the use of the technique in the Westinghouse camera to be used inside the Apollo 11 command module in next week's flight to the moon (see page 44) prompted CBS, which developed the system in the late 1940's, to present some of the historic apparatus to the Smithsonian Institution in Washington last week. The presentation was made on July 7 by Dr. Peter C. Goldmark (right above), president of CBS Laboratories, to Frank A. Taylor, director general of Smithsonian*

*Institution Museums. At left is an original field-sequential studio color camera used by the network when it commenced commercial color broadcasting in 1951 at the authorization of the FCC. Subsequently the FCC withdrew that grant and adopted the compatible, electronic National Television System Committee standard developed in 1952. Dr. Goldmark, who was instrumental in developing the field-sequential color system, is holding a miniaturized color camera of the type in use today.*

NBC-TV hopes to capture the first live pictures of the spacecraft in orbit through a 36-inch reflector telescope system at the Fernbank Science Center in DeKalb county, Ga. The network has also planned coverage of the Apollo mission during its *Today* show all this week (July 14-18) as well as on launch day.

NBC's chief reporters will be David Brinkley, Chet Huntley and Frank McGee. James W. Mitchell is executive producer. Gulf Oil Co., through Young & Rubicam, will again be the sole sponsor of NBC-TV's space coverage.

NBC's parent, RCA, is also deeply involved with the Apollo flight. RCA systems in the lunar module include an assembly to throttle the descent engine, radar systems, antennas and communications devices, and RCA systems in Australia, California and Spain to convert the "slow scan" TV signals from the cameras aboard the spacecraft to commercial standards.

Splashdown does not signal the end of coverage for the three networks by any means. All will continue to give progress reports during the decontamination period for almost three weeks following the landing.

In addition, splashdown is only the beginning of another major news story—President Nixon's trip to Southeast

Asia and Romania. Mr. Nixon will be on board the recovery ship, the USS Hornet, for the splashdown, and then will continue to Manila, Djakarta, Bangkok, New Delhi, Lahore and Bucharest. The networks plan to provide nightly reports on his journey.

Radio Apollo coverage will be similar to television's. ABC Radio's corps of 20 correspondents will supply information to anchormen Mort Crim and Merrill Mueller for live coverage on all four ABC networks. Executive producer is Joseph F. Keating. ABC Radio will broadcast details of the lunar landing and moon walk, but will not provide continuous coverage.

CBS Radio plans a 28-hour stint during the lunar landing, with Reid Collins, Morton Dean and Steve Rowan as anchormen. Emerson Stone is the over-all supervisor for radio coverage. Sponsors will be GAC Finance Corp., through Lieberman Associates; the B. F. Goodrich Co., the Kitchenaid division of Hobart Manufacturing Co., and the Sherwin Williams Co., through Griswold-Eshleman, and Shell Oil Co., through Ogilvy & Mather.

Mutual has scheduled a total of 15 to 18 hours of live coverage, including continuous coverage the night of the moon landing, plus 66 two-and-a-half minute reports, and a 10-minute high-

# The switch- hitters

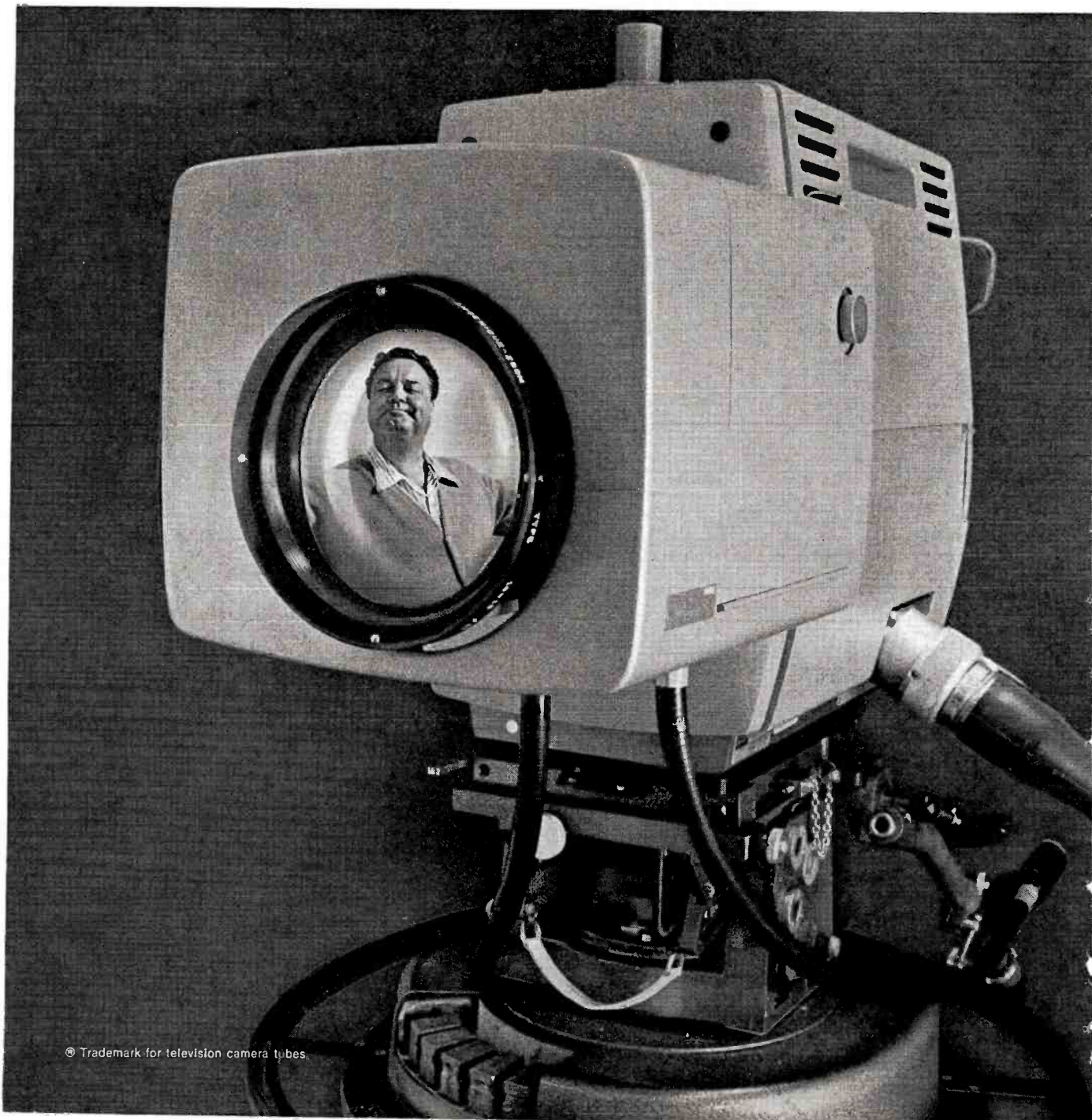
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\*The Philips PC-100, announced at NAB '69, will be available early in 1970.



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light, "First Man on the Moon" on Monday, July 21. Two astronomers from the Hayden Planetarium in New York will be on hand for the continuous broadcast. Mutual is also responsible for the audio pool at splash-down. American Express travelers checks, through Ogilvy & Mather, will sponsor Mutual's coverage. Announcers will be Philip Clarke, Charles A. King, and Stephen J. McCormick.

NBC Radio will also stay in service throughout the night of the lunar landing, and has scheduled 17 special programs and 145 progress reports in addition. Jay Barbree, Dean Mell and Russ Ward will provide the radio reporting, with Albert Burchard as executive producer.

Metromedia Radio News will spend three hours with the astronauts walking on the moon, and will broadcast at least eight live program segments and 78 live inserts. Reporters will be George Engle, Sam Hall and Alan Christian.

United Press International's broadcast service will go live from 2 a.m. to 5 a.m. July 21, and will also provide 16 programs totaling three hours throughout the flight. One-minute reports will be inserted from 5:50 a.m. to 10:50 p.m. daily. Reporters will be Scott Peters and Art Thompson.

The Associated Press broadcast wire

is offering 16 three-and-a-half minute tapes of interviews with the three astronauts, in addition to its live coverage of the critical maneuvers and other material prepared in advance. Reporters will be Bill Fitzgerald and James Wessel, with Gerald Trapp coordinating from New York. Among AP's subscribers is the British Broadcasting Co., which intends to provide seven live segments of its own through the BBC World Service.

## Democrats probe access by media to convention

A Democratic party reform commission, headed by Representative James O'Hara (D-Mich.), has asked major journalistic and academic representatives to testify later this month on whether the 1972 national convention should limit access of the news media.

The commission was set up by a resolution adopted at the 1968 convention.

At its opening session in May, several members spoke in favor of either a sharp reduction or an outright ban on press personnel on the convention floor. Those restrictions were felt necessary because of the unwieldy size of last year's convention, during which many found it almost impossible to move through the aisles.

Other commission members blamed the situation primarily on the large number of delegates—more than 3,000—and the small Chicago hall, rather than on the presence of the press. At the roomier 1968 Republican convention, only 1,333 delegates were on the floor.

Those who have so far agreed to appear before the O'Hara commission include CBS newsman Roger Mudd, testifying in his capacity as chairman of the congressional radio-TV correspondents' gallery; Dr. Kurt Lang, author of several studies on television and politics, and Neil Hickey of Triangle Publications.

## Triangle, CU tie up in motion picture deal

Triangle Stations, now producing its first movie, "Remember Jack Hoxie," is spending about \$24 million in a new three-year feature-film co-production deal with Commonwealth United Corp.

Triangle's investment will be through 1971 and will involve about 15 pictures, three of which are already being filmed. Under the co-production agreement, Commonwealth will have all theater and TV distribution rights.

Pictures now being filmed are "The Magic Christian" with Peter Sellers, Ringo Starr and Raquel Welch; "Viva Max" with Peter Ustinov and Jonathan Winters and "Julius Caesar" with Charlton Heston, Jason Robards, Sir John Gielgud and Richard Chamberlain.

Triangle is also expanding its TV syndication unit with two programs: *Whatever Happened to Law*, a one-hour documentary, and *Dear Julia Mead*, a daily half-hour taped series. *Julia Mead*, now seen only on Triangle's WFIL-TV Philadelphia, will go into syndication in August and the *Law* special will be placed in syndication in the fall.

## More Mudd on CBS-TV to be aired weekends

CBS-TV moves into a seven-day-a-week early-evening network news schedule next Jan. 25 with the introduction of a half-hour Sunday edition of *CBS Evening News with Roger Mudd*, (6 p.m. [EST] in some areas; 6:30 p.m. in others).

Plans for the program, including sponsorship by Standard Oil of New Jersey, were originally disclosed by CBS News President Richard Salant last spring (BROADCASTING, May 26) at the CBS-TV affiliates annual convention in New York.

In releasing details today (July 14), CBS and Standard Oil are noting that the sponsorship will consist of Standard

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Anchorman Mudd will be joined on the broadcast by the same news and production team now used on his Saturday news edition. During coverage of special news events on the world and national scene, the reporting of senior CBS news correspondents, Walter Cronkite and Harry Reasoner, and the analysis of Eric Sevareid will also be used.

The CBS evening news now features Mr. Cronkite Monday through Friday and Mr. Mudd on Saturday.

## NCCB seeks record of program material

### Proposed rule would make texts and tapes available to renewal challengers

The National Citizens Committee for Broadcasting last week asked the FCC to adopt a rule requiring broadcast stations to keep and make available to the public a record of all programming dealing with controversial issues.

Under NCCB's proposed rule, stations would maintain records of the audio portions of all programs broadcast except those in entertainment or sports categories. The records, in written, tape, disc or other permanent form, would be retained until 90 days after license renewal unless the license grant is challenged—then records would be preserved until the proceeding or complaint is resolved.

In moving to make stations "accountable for their programming practices," NCCB said its proposed rule was designed to "put broadcasting on a parity with the print media, which customarily maintain public files of back issues for research and criticism." It also said the rule would help to assure compliance with the fairness doctrine and the First Amendment.

All logs and records would be available to the public at the station's main studios or designated place of public file under the proposed rule. If "unduly" burdensome demands are made upon a licensee, however, it could apply to the commission for a protective order.

Network affiliated stations, the committee proposed, could designate one station as the "station of record" by so notifying the commission; similarly, syndicators could maintain a single record of programs broadcast by more than one licensee. Stations could then

## The Duke is moonstruck

Continuing in the musical vein started by Apollo 10 astronauts, who played a recording of "Fly Me to the Moon" during their flight, ABC News commissioned Duke Ellington to compose and perform an original piece of music to commemorate Apollo 11's accomplishments. Mr. Ellington's work for piano, bass and drums, approximately 10 minutes long, will be performed during ABC-TV's 30-hour continuous coverage of the lunar landing (see page 44). A vocal segment, titled "Moon Maiden," will be sung by Mr. Ellington.

designate the network or syndicated program in their logs in lieu of keeping their own individual records. Network stations of record and syndicators would be required to maintain program records for six years after the last known broadcast. Stations would retain copies of syndicator-supplied programs for at least two weeks after broadcast, and keep copies of network schedules showing which programs were carried.

NCCB also proposed that licensees indicate the subject discussed and the names of persons whose views were expressed on programs judged by the licensee as involving "controversial issues of public importance." Another provision would require that records be kept of the identity of callers on call-in programs to inhibit the "anonymous slander which occurs on some of these programs."

The principal aim of the proposed rule would be to aid groups challenging broadcast license renewals. NCCB argued that such groups are often stymied in their efforts to present evidence of allegedly inadequate or unethical programming because station records are either inaccessible or incomplete. Independent monitoring operations, it said, involve prohibitive costs and logistics. The WLBT(TV) Jackson,

Miss. case, it pointed out, has taken over five years and approximately \$100,000 to prosecute.

The committee claimed its proposed rule would create a simple method of indexing programming concerning controversial subjects and would "stimulate greater effort by management to achieve fair and complete coverage."

## Zenith asks fill-in on pay-TV editorials

Television stations have been given advance notice that Zenith Radio Corp. wants to be notified of any editorials broadcast in opposition to pay television.

Zenith wrote all stations after the National Association of Broadcasters advised its TV members that the FCC's fairness doctrine applies to anti-pay-TV editorializing.

"If your station decides to broadcast any editorial or other program material opposing subscription television," Zenith said, "this letter is a request for immediate notice to the undersigned and for an immediate copy of the tape or script as broadcast." The letter was signed by Philip J. Curtis, secretary and general counsel.

Zenith, principal backer of the 17-year effort that led the commission in December to authorize a nationwide system of pay television, enclosed with its letter a copy of an FCC "Fact Sheet" on pay television and a Zenith-prepared question-and-answer folder on the same subject.

The pay-TV rules became effective June 12. However, implementation of the rules is being held up both by an appeal of the commission order taken by the theater owners and by the commission's failure thus far to issue technical standards for the operation of pay television.

Meanwhile, theater owners are pressing their campaign in Congress for legislation to prohibit the establishment of a pay-TV system.

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## Program notes:

**Signing ahead** ■ Twentieth Century-Fox Television, in association with David Gerber Productions and Century Films Ltd., London, has signed a long-range agreement with ABC-TV for a half-hour Saturday morning children's series, *The Little Ones*, to be produced in England with a cast of British and American actors ranging in ages from 6 to 10. The projected series is scheduled for presentation for the 1970-71 season.

**Copying radio** ■ Ralph Andrews Productions, Hollywood, is lifting a page from the old days of radio with its production for NBC-TV of the *You Don't Say* daytime strip. The production company is video-taping telephone inter-

views with people across the country and inserting the interviews in the national program. In each market where the show is seen, the NBC-TV affiliate chooses a winning contestant who is brought to the local station at the same time *You Don't Say* is being taped in Burbank, Calif. A telephone conversation between the contestant and program host Tom Kennedy is taped with the local outlet sending the tape to Burbank for insertion into the program.

**Urbana to Washington** ■ The National Educational Radio Network, a clearing house for public-service radio programs, has moved from Urbana, Ill., to 1346 Connecticut Avenue, N.W., Washington, the same building housing its parent organization, the National Association of Educational Broadcasters.

**Training black directors** ■ Under a \$15,000 grant from the Corp., for Public Broadcasting, noncommercial WGBH-TV Boston is recruiting black stage directors for a television drama series of 15 one-hour plays under the title *On Being Black*. The series is being financed by a Ford Foundation grant of \$750,000. Additional funds were requested from CPB when the station found a lack of qualified black TV directors and decided to set up a training program.

**Pop-rock special** ■ ABC-TV will present a rock 'n roll special, *Masters of Pop: Innocence, Anarchy and Soul* on Aug. 7 (9-10 p.m. EDT). The program was produced by Yorkshire TV Ltd. of Britain, represented in the U.S. by Edward Bleier Associates Inc., New York.

## Promotion

### How Madison Avenue fights inflation

#### Advertising Council spots offer booklet and urge public to be less 'piggy'

The wraps came off The Advertising Council's newest public service campaign last Wednesday (July 9) and the first of the anti-inflation spots will be dispatched to stations this week. "Inflation can be stopped. Let's all be a little less piggy" is the theme, created as a voluntary service by Benton & Bowles, New York, to combat inflation psychology. Devised with the help of the Joint Council on Economic Education, the new campaign has the interest and support of the new administration ("Closed Circuit," BROADCASTING, May 19).

Spots have been prepared in all lengths for radio and television, with the TV spots in color. In making

the announcement, council President Robert P. Keim said the council hopes for \$8-10 million in donated time and space in the course of the year.

The campaign urges the public to curb impulsive and credit buying and to demand realistic wages. Men and women in humorous pig masks are cast as American consumers in the TV spots. Viewers are encouraged to send away for "Inflation Can Be Stopped.—Steps for a Balanced Economy," a booklet prepared for this campaign by the Joint Council on Economic Education.

This campaign will be the fourth anti-inflation drive sponsored by the council, the first one being in 1945-1946, then in 1950-1952 and in 1959-

1960. According to research, a large segment of the population considers inflation inevitable, and the latest campaign will address itself to that particular problem.

The volunteer coordinator for the council's anti-inflation effort is T. S. Thompson, senior vice president, General Foods Corp.

### CBS, NBC, 3 stations get ABA gavel awards

The American Bar Association last week named three radio and two television productions among the recipients of its 1969 Gavel Awards for "contributing to public understanding of the American system of law and justice." In addition to the broadcasters, five newspapers will receive their silver gavels at Aug. 13 ceremonies in Dallas.

In radio, NBC News won its award for *The Cop and the Court*, a documentation of police problems and new law enforcement methods. WJR Detroit will be honored for *The Rule of Law*, an in-depth discussion of our legal system. A question and answer series, *Law for Laymen*, won an award for KLAC Los Angeles.

The television awards went to CBS News for the *CBS Reports* program, "Justice Black and the Bill of Rights," and WMAQ-TV Chicago for the documentary *The Quality of Justice*, review-

# Hold everything!

Don't make any programming moves  
until you've seen the Wholey Story  
on page 25



ing results of the four-year court reform program in Illinois.

WEVD New York, KGO San Francisco, WTAE-TV Pittsburgh and WDSU-TV New Orleans each won certificates of merit.

## Network drums start for fall

**NBC-TV promotion already underway; CBS-TV to open with barrage for Griffin**

To herald their 1969-70 seasons, NBC-TV and CBS-TV plan nationwide ad campaigns on television and radio and in print media. They disclosed their plans last week, but ABC-TV declined to divulge its strategy.

NBC-TV began its on-air promotion July 7, and will use a total of 60 different TV spots, varying in length from 17 to 60 seconds. Animation by *New Yorker* cartoonist Whitney Darrow Jr. is featured in the spots, as well as special music by Gershon Kingsley, composer, arranger, and Broadway conductor.

NBC-TV also plans a radio campaign in major markets during September.

A cooperative advertising campaign with NBC-TV affiliates will utilize newspapers, with lineage increase of more than 40% over last year's co-op campaign. *TV Guide* will also be used, with many ads in color.

In addition, two-page color spreads in 46 comic books will promote NBC-TV's Saturday-morning schedule of children's programs.

NBC's premiere week is Sept. 14-20.

CBS-TV describes its fall-season promotion as "multi-phase," beginning with mid-summer publicity for *The Merv Griffin Show* premiere. On July 20, following the Apollo 11 moon landing but before splash-down, CBS plans to launch its Merv Griffin promotion and a teaser campaign for the fall. The Griffin show starts Aug. 18.

Aug. 20 marks the start of the second phase, to run through Sept. 22 and emphasize the new season which begins Sept. 27 on CBS. CBS-TV has 136 film spots altogether, varying from 16 to 60 seconds.

Thirty-second radio spots have been prepared for CBS by Mel Blanc to promote Merv Griffin. Other radio spots will concentrate on new shows for the fall.

CBS-TV is also arranging a major co-op campaign in newspapers and *TV Guide* from mid-August to early October. The *TV Guide* campaign includes a special promotion for the Thursday and Friday night movies. A special Merv Griffin co-op campaign will break

## OK, gang, on Saturday stay glued to the tube

In a move that recalls Don Winslow, Jack Armstrong, Tom Mix and other super-heroes of a bygone era, ABC-TV will attempt to build the Saturday-morning audience for its new five cartoon series by offering premiums to its young listeners.

The network will introduce the multi-series line-up with a prime-time special, Thursday, Sept. 4 (7:30-8:30 p.m. EDT) and will then begin to promote its *Supper Saturday Club*. The new cartoon series will start Sept. 6.

For a 50-cent membership fee, club members will receive a badge, membership card, pennant, montage poster showing all the characters in the cartoon series, stamp album, newsletter and premium coupons. The coupons, together with a small fee, can be exchanged for monthly premiums.

in the newspapers Aug. 18. CBS-owned stations are working with the network on "large space" newspaper ads that will publicize every prime-time show twice.

CBS will also run ads in 45 comic

books. Outdoor advertising is being used by the network in New York and Chicago and has been offered to affiliates in other markets.

## Dates set for annual BPA awards competition

The Broadcasters Promotion Association has announced deadlines and rules for the annual competition for BPA Gold Medal Awards of Excellence. Categories for both radio and television promotion are, first, examples of single on-air promotion announcements or a series of not more than four announcements for a single program or series, and, second, a total promotion campaign using any or all media. Entrants need not be members of BPA. Entries must have appeared between July 1, 1968, and June 30, 1969, and must be postmarked no later than Aug. 31.

Winners will be announced at the 1969 BPA seminar in Philadelphia Nov. 9-12.

The BPA currently is circulating a mailing with all the details and suggesting that requests for entry forms and further information is available from BPA Awards, Room 2002, Merchandise Mart, Chicago 60654.

Put the middle of the mitten... in the palm of your hand

# WILX-TV

10 WILX-TV

1. More efficient distribution of circulation.
2. Dominates southern half of circulation. (Lansing and south)
3. Puts more advertising pressure where it's needed most.
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WILX-TV

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Lansing, Michigan 48933

AVCO Represented by RADIO TELEVISION SALES, INC.

## Another bird to wing across Atlantic

### Comsat readies companion satellite that will replace defunct Intelsat 3

Moving quickly to overcome the hole in Atlantic satellite communications, the Communications Satellite Corp. last week announced that it would launch a replacement for the ailing Intelsat 3 satellite Friday (July 18).

The new satellite, a companion to the one that failed, will be capable of carrying 1,200 voice circuits or four TV channels. It was delivered to Cape Kennedy last week by TRW Inc., Redondo Beach, Calif., the Intelsat 3 manufacturer, and will be launched by the National Aeronautics and Space Administration. Comsat will reimburse NASA for the launch. The new Atlantic satellite had been scheduled to be placed in service in October.

The current Atlantic Intelsat 3, which was orbited last December, was taken out of service when its transmitting antenna locked into position, causing it to rotate along with the satellite. The antenna is supposed to spin opposite to the rotation of the satellite itself in order to keep it pointing steadily toward earth. This satellite went out of service June 29, two days before the planned coverage of the investiture of Britain's Prince Charles as Prince of Wales.

Television coverage of the ceremony was sent to the U.S. by beaming the TV signal to the Intelsat 3 satellite over the Indian Ocean, and from the bird to Japan where in turn it was relayed to the Pacific Intelsat 3 and received at Comsat's Jamesburg, Calif., earth station (BROADCASTING, July 7).

The same 91,000-mile route was to have been used by ABC Saturday (July 12) to transmit back to the U.S. final play of the British Open Golf tournament at Lytham St. Annes, with the cost estimated by ABC engineers at \$28,000 for the two hour segment, more than twice as expensive as the originally planned 45,000-mile hop across the Atlantic.

## CBS turns to satellite to syndicate news

### Stations in Australia, Japan will be able to share cost of feeds

A major move in the delivery of news coverage internationally was reported last week by CBS Enterprises, which announced it has arranged for satellite transmission of the CBS Newsfilm service on a regular basis to more than 100 stations in Australia and Japan.

Willard Block, vice president, international sales, CBS Enterprises, said the stations will receive 24 10-minute feeds spread over an indeterminate period, depending on the frequency of news breaks justifying such coverage.

In the past, he explained, individual stations—each requesting separate stories—had to pay individually for the satellite, thus making such coverage economically prohibitive, at least on a reg-

ular basis.

Now, he said, CBS News will decide which event is "sufficiently urgent to be transmitted via satellite" and then the stations can share the satellite cost "if editors at the stations pick the events to be transmitted."

Howard Karshan, director of marketing services for CBS Enterprises, who worked out the arrangements for the project, estimated it costs between \$3,000 and \$4,000 for 10 minutes' use of a satellite over the Pacific, plus land-line charges from the ground stations.

CBS Enterprises said stations in Japan are regular subscribers to its newsfilm service. The company does not profit from the satellite transmission, but generates its profit from the licensing of newsfilm abroad.

CBS Enterprises is now negotiating with the Communications Satellite Corp. for a special rate for the Pacific transmissions. Pacific Intelsat 3 will be used for the delivery of the CBS newsfilm.

## General buys Canadian CATV

General Instrument Corp., parent of Jerrold Corp., Philadelphia CATV manufacturer and group owner, has acquired two privately-owned Canadian cable TV firms—Jerrold Electronics (Canada) Ltd., importer and distributor of cable equipment, and Watkins Electronics Ltd., manufacturer of cable TV equipment. Both are based in Toronto. The acquisitions, for an undisclosed sum in cash, were from various interests of David Louis Harris.

## Abroad in brief:

**Power potential** ■ The Canadian Radio-Television Commission has approved the Canadian Broadcasting Corp.'s request to increase the power of its short-wave transmitters at Sackville, N.B., from 50 kw to 250 kw.

**K&E/Mexico** ■ Kenyon & Eckhardt's Mexican branch has added Anderson Clayton Foods, Houston; Alberto-Culver Co., Melrose Park, Ill., and Schick Safety Razor Co., Culver City, Calif., to its client list.

**International deal** ■ Technicolor Ltd., London, has acquired RCA Film Services Ltd. from RCA Great Britain Ltd. The acquired company will be known as Technicolor Film Services Ltd. Price was not disclosed.

**Pan Am in Africa** ■ Pan American Broadcasting Co., New York, has been appointed U.S. representatives for Radio and Television Kaduna, Kaduna, Nigeria.

# Hold everything!

Don't make any programming moves until you've seen the Wholey Story on page 25

### NASA, Comsat combine over birds

#### They talk of pooling hardware and stations for domestic systems

The future of an operational domestic-satellite communications system loomed brighter last week when it became known that the National Aeronautics and Space Administration and the Communications Satellite Corp. had agreed to join forces.

The impetus for a joint NASA/Comsat team came initially from NASA, whose Willis H. Shapley, associate deputy administrator, wrote to Comsat on July 2 proposing teamwork to consider the proposals that had been made at a June 13 NASA-sponsored meeting (BROADCASTING, June 16).

Replying on July 8, Comsat's president Joseph V. Charyk hailed the suggestion and proposed that the project be implemented in two steps: (1) an inventory of all facilities, satellites and ground stations that could be used in a one-year-long prospective domestic-satellite experiment, to be completed by September, and (2) discussions with all interested parties on how such a system could be inaugurated. Mr. Charyk appointed Robert D. Briskman, manager of Comsat's domestic and special projects office, to represent that organization in working out these details.

At the June 13 meeting, Comsat had proposed establishing a mini-domestic-satellite system, using its Brewster Flat, Wash., and Paumalu, Hawaii, ground stations, and using one transportable 30-foot parabola earth station in Alaska, with a second to be situated in the continental U.S.

Almost 80 representatives of TV networks, public broadcasting, common carrier, and other communication firms attended the NASA meeting last month. NASA had called the meeting to discuss using Applied Technology Satellite spacecraft that were still operating although the experiments for which they had been launched had been concluded (BROADCASTING, May 12 et seq.).

Other proposals at the June meeting: ABC, to provide news and public service TV programs to Alaska; Corp. for Public Broadcasting, to experiment with transcontinental interconnection of non-commercial TV and radio stations, to test communications to six major cities, and to test ability to relay for remote

program and production centers (joining in the CPB proposals were the National Association of Educational Broadcasters, the Ford Foundation, the National Educational Television network and the Joint Council on Educational Broadcasting).

#### Technical briefs:

**CCTV camera** ■ Philips Broadcast Equipment Corp., Montvale, N.J., announces the availability of its solid state Mini-Compact television camera for closed circuit use. Weighing seven-and-a-half pounds, with no external controls except the power switch, the camera's vidicon tube produces 600-line resolution. The Philips Mini-Compact, with tip-up viewfinder window and pull-up eyepiece guide is priced at \$695.

**Start-up order** ■ A \$750,000 order for transmitting and studio gear has been placed with General Electric, Syracuse, N.Y., by WUTR(TV), which has set a fall date for going on the air on channel 20. The order includes live and film color studio equipment, a switcher,

audio console, video-tape units, a 55 kw transmitter, five-bay antenna and guyed tower, supplied by Stainless Inc. WUTR will be the newest station in the Park Broadcasting group.

**Film available** ■ Alden Electronic & Impulse Recording Equipment, Westboro, Mass., has produced a 16mm film describing how its instant facsimile recorded is used by WTVT(TV) Tampa, Fla., in weather broadcasts. The film is now available on a loan basis for private showings.

**Four times better** ■ General Electric, Syracuse, N.Y., announces the development of an ultra high resolution TV camera capable of providing 2,048-line resolution at 30 frames per second on a 40-mc bandwidth. Using a newly developed 1½-inch focus projection and scanning vidicon tube, the camera is thought to have application in airways simulator systems or other large area electronic display devices. Commercial TV broadcast standards are 525 lines resolution at 30 frames a second on a 4.5 mc wide video channel.

## TWA is running their contest again...

TWA's 32nd Annual Writing and Photography Competition for coverage of commercial aviation and air travel.

The Categories: Newspaper, magazine, television-radio and photographic.

The Prizes: Cash and commemorative awards.

Eligibility: Material published or broadcast between September 15, 1968 and September 15, 1969. Postmarked by October 15, 1969. For full details, write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Avenue, New York, N.Y. 10016.

# TWA

Our people make you happy.  
We make them happy.

## Where three-dollar spots are top rate

In smaller-market radio the grind is unrelenting, competition mean—but just try to buy a station

The pace is moderate, the air smog-free. People are friendly without being pushy. Getting dressed to go to business means putting on a clean sport shirt. It would be a great place to be in radio broadcasting—if two or three fewer stations were on the air.

There are hundreds of broadcasters who, given that description, would say it applies to their towns. They would also say that because of intense competition in their field they have to hustle while businessmen in other lines loaf. They would at times complain that rival stations were cutting rates and at other times rail at an FCC that let all those stations go on the air. (They would also lead the applause when a Rotary speaker defended free enterprise.)

Just how tough is it to make a living in smaller-market radio these days? As good a place as any to start searching for an answer to that question is Santa Maria, Calif., which is far enough from bigger markets to have an identity of its own, but close enough to be cut out of most national advertising.

Four AM stations and one FM are now on the air in Santa Maria, and another FM, which has been silent for several months, is about to be reactivated. These are competing for audience and business in a city population of 36,312 (in October 1968) and a market population (Santa Maria, Beteravia, Guadalupe and Orcutt) of some 62,000.

Santa Maria is situated in the central coast region of California, 25 miles south of the nearest seaport terminal of Avila Beach, 168 miles north of Los Angeles, 266 miles south of San Francisco. More precisely, it's in a basin in northern Santa Barbara county, some 70 miles north of the county seat in Santa Barbara. It is a part of what the U. S. government designates as the Santa Barbara standard metropolitan statistical area. And that's a problem.

It is even a problem for the city's only television station, a channel-12 affiliate of NBC-TV. Says Earl E. Morgenroth, general manager of KCOY-TV: "Being a county seat results in surer identification. Santa Barbara, San Luis Obispo, Salinas—these are the names you remember most. And it's

principally because they are county seats. San Luis Obispo, as a result, appears more prominently on the maps and on the highway signs. I met a lot of people in agencies in Los Angeles and San Francisco who didn't even know where Santa Maria is but you say San Luis Obispo and they say: 'Oh yeah, I've been through there.'"

Thomas C. Chace, president of Chace Co.—Advertising, Santa Barbara, backs this line of thinking. "Santa Maria is larger than San Luis Obispo," he says. "But Santa Maria has the problem of being in Santa Barbara county. When a buyer, especially from out of state, is buying markets, he looks at Santa Barbara county and assumes that the city of Santa Barbara covers it.

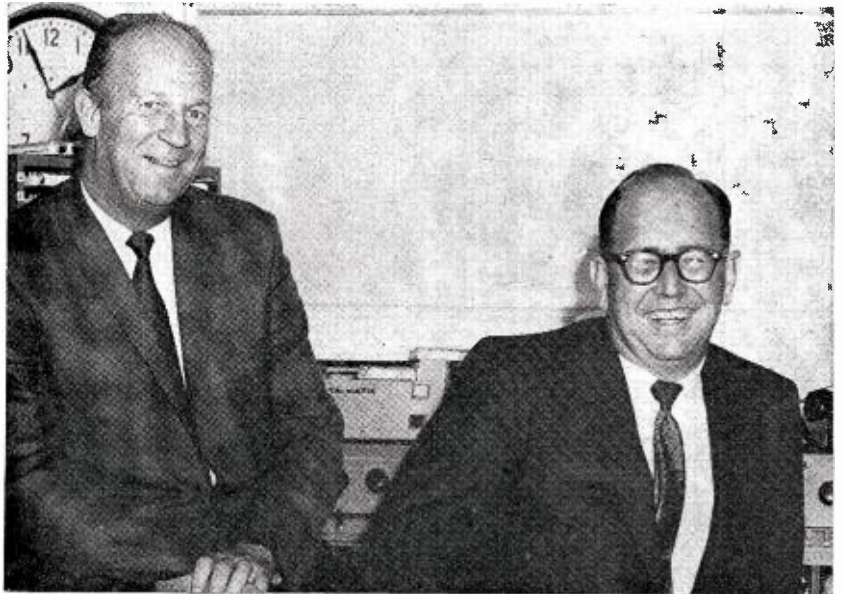
But the fact is that the Santa Barbara stations don't get into Santa Maria because of the San Rafael mountain range, which has peaks of 4,000 feet and higher. Actually, virtually all Santa Barbara radio signals get cut off at Gaviota, on the coast some 20 miles north of their origination.

James M. (Joe) Hagerman has had

some 18 years of dealing with this problem of identity as co-owner and co-general manager of KSMa Santa Maria. "How do we manage to operate under the Los Angeles-San Francisco-Santa Barbara umbrella?" he repeats the questions that BROADCASTING asks.

"We really aren't under any umbrella. While the metropolitan stations claim the area, they don't actually get in here," he points out. "Now this poses some problems when you're dealing with national business. 'Well, heck,' national advertisers and agencies say to him, Mr. Hagerman explains, "'you're under the L.A. umbrella. I don't have to fool around with a little local station.'" Mr. Hagerman estimates that only 10% of the radio billing in Santa Maria comes from outside.

Fighting the uphill battle for recognition, in addition to Mr. Hagerman's KSMa (middle-of-the-road music, news and sports, full time), are KCOY (ABC Information Network, rock music, sports, full time), KSEE (contemporary music, daytimer), KZON (modern country-and-western, daytimer),



Part-owner James H. Ranger (l) will be full owner of KCOY if the FCC approves his application to buy out the interests of Ed. J. Zuchelli & Frank J. Nesmith.

Mr. Zuchelli (r) probably will stay with the station as program talent. Also being sought: a change of call letters to KUHL.

KSMA-FM (duplicates AM affiliate), KXFM(FM) (which, when it goes back on the air, will program upbeat middle-of-the-road) (see page 57).

The local newspaper, *The Santa Maria Times*, lists a total of 23 radio signals received in its circulation area. Included are KMJ and KFRE, both Fresno; KOGO San Diego; KNKS Hanford; KFI, KNX and KABC, all Los Angeles, KVEC, KATY-AM-FM, all San Luis Obispo; KMUZ(FM) Santa Barbara; KLOM, KNEZ and KKOK, all Lompoc; KOAG Arroyo Grande; KCHJ Delano, and KRLA Pasadena.

A visitor listening on a car radio late at night was able indeed to pick up 50 kw, clear-channel KFI Los Angeles, but not without constant fading. Radio operators in Santa Maria maintain that no outside stations of any real impact get into the market for any continuing time with a strong signal. They will admit, however, that KNEZ, KFRE, KVEC, KOAG, and KMUZ(FM) all get into the market with slight effectiveness.

With 90% of their revenues dependent upon local advertising, Santa Maria stations rise and fall with the fortunes of their town. The town has had ups and downs. One of its businesses is only now recovering from a disaster of nearly seven years ago. U.S. Highway 101, the south-north link between Los Angeles and San Francisco, used to run along Broadway, the main street, right through the heart of town. Santa Maria was the ideal stopover point between the two big population centers.

"The motel industry was very fat," recalls a veteran observer of the scene. "And of course this was all fresh money, money that turned over some 17

times before it left the community. They really had a good thing going and then almost overnight the motel industry went to pot."

What happened was that on Sept. 28, 1962, U.S. 101 became a four-lane divided freeway that bypassed Santa Maria some seven miles on the east. The motel industry still has not completely recovered from the move. As of the end of May, the city had 32 hotels and motels offering a total of 1,632 rooms. That's a lot of space to fill. Yet there are definite signs of revitalization. A 125-room Holiday Inn was scheduled to open this month and a 64-room Howard Johnson motel is coming in September.

Without any doubt the greatest impact on Santa Maria's economy is generated by the Vandenberg Air Force Base, approximately 17 miles south of the city via a four-lane highway. In 1967, the total population attributable to Vandenberg was 55,000. This included some 23,000 military personnel and their dependents, 8,000 civil-service workers and their dependents and 24,000 contractors and their dependents. Of the total 55,000 population, more than 41,000 lived off base.

Santa Maria is not a market that's asleep. It's aggressively pushing to broaden its economic base, to develop industry, convention business, tourism. This month alone the market played host to a regional convention of the National Campers and Hikers Association (300 people), a Jaycee event (175 people), a Rotary assembly (450 people), an International Agricultural Exchange Association tour (113 people),

a Mission Trail convention (100 people), a Sportsmen's Council of Central California convention (200 people), a Past Grand Masters of the Redmen of the World state convention (50 people) and the annual Elks rodeo and parade (35,000 people).

Even more significantly, to offset Santa Maria becoming strictly a bedroom community for Vandenberg, to give it proper economic balance, the business community has been striving to seek out and lure new industry. The spearhead of this effort is the Santa Maria Valley Developers, a division of the local chamber of commerce. Since 1961, SMVD, supported by the business community and not by taxes, has spent more than \$140,000 to develop new industry in the Santa Maria valley.

The results appear impressive: In 1963, Columbia Records invested about \$6 million for a 120,000-square-foot facility, which now employs 525. In 1964, Abex Corp., maker of tire molds, invested \$750,000 for a 12,000-square-foot facility now employing 46. In 1965, the Okonite Co., a subsidiary of Ling-Temco-Vought Inc. and a manufacturer of insulated cable and wire, bought 50 acres for construction of a 279,000-square-foot plant and has invested more than \$10 million, while employing 200 people. More recently, Aeroceanic Corp., a marine manufacturer, announced plans for construction of a 60,000-square-foot facility and 20,000-square-foot warehouse on a more than eight-acre site in anticipation of ultimately employing some 300 people (this is only a partial list of new industry that has gone in or



Three years ago Frank Gair Macomber IV bought KSEE. A *New Yorker*, he was impressed by the success of WABC there and has adapted some of its ideas.



Stan Saueressig is president, general manager and 49% stockholder in KZON, which is owned by the Saueressig family. A veteran of the networks in Cal-

ifornia, Mr. Saueressig utilizes a "modern" country-and-western format along with other programming and promotion innovations.

promises to).

The development of private industry has lately become even more imperative. The economic support obtained from the Vandenberg air base has been suddenly curtailed with the cancellation of the manned-orbiting-laboratory project—for which \$675 million had been allocated. The MOL, based at Vandenberg, was to put astronauts in space in a working environment. There are, however, still other space projects on the base—which has launched more than 750 missiles and satellites into space in the past 10 years.

How does the current business climate reflect on the radio stations in the market? One AM has been regularly, and still is, showing a tidy profit. A second AM claims to have just turned the profit corner. The other two AM's apparently are losing money. The one independently owned FM in the market up until now, as of this writing, has been dark because of economic woes.

The AM stations gross from a low of an estimated \$6,000 a month, or \$70,000 a year, to a high of an estimated \$13,000 a month, or some \$160,000 a year. It seems to take gross revenues of about \$100,000 a year for a radio station in Santa Maria to maintain a profit.

However revenues and profits have varied, the values of Santa Maria stations have kept going up. KCOY, sold in 1955 for \$34,000, is awaiting FCC approval for resale at \$250,000. KZON, first sold in 1964 for \$55,000, was resold to its present owners in 1966 for \$92,000. How do these prices compare with those for comparable facilities in comparable markets? Perhaps they would be a little higher if Santa Maria could emerge from the anonymity of being in the Santa Barbara standard metropolitan statistical area. At about the same time that KSEE, a Santa Maria 1-kw daytimer, sold for \$153,750 in 1966, KVEC, a 1-kw daytimer in the separately identified San Luis Obispo, sold for \$360,000.

Santa Maria didn't always depend so heavily on the military for its economics. But then, that was when it was a really small town.

The Santa Maria valley was slow to develop. Supposedly, it was a desert, plagued by raging winds (the 1923 version of Cecil B. De Mille's movie, "The Ten Commandments," was filmed in sand dunes near Santa Maria).

The winds were tamed in 1880 with the planting of some 40,000 eucalyptus trees. First called Central City, the community became Santa Maria in 1885. A year later the population was 600. Cattle raising, from the beginning of the development of the area in 1769, has had a leading impact on the econ-

## The six radio outlets in Santa Maria

KCOY: 1440 kc, 1 kw, DA-N . . . went on in 1946, owned by Santa Barbara News-Press Publishing Co. KCOY, second station in Santa Maria, from start was affiliated with ABC. Station was sold to Ed. J. Zuchelli (38%), James H. Ranger (37%) and Frank J. Nesmith (25%) for \$34,000 in 1955. All were employes at KXOB (now KJOY) Stockton. Jim Ranger was KCOY president but he diverted his interest to TV, helped put KCOY-TV Santa Maria on air in March 1964. Mr. Zuchelli became KCOY station president. Now Mr. Ranger, out of TV, is seeking to buy KCOY from Mr. Zuchelli and others for \$250,000. Station is geared "to reach lot of people in lot of different ways." Affiliated with ABC Information Network, it also carries Los Angeles Dodgers and San Diego Chargers games. Upper middle-of-road, chicken rock, is programmed until 6 p.m. From then to sign-off it's hard rock . . . *Hotline*, telephone talk program (only thing of its kind in market), breaks up music from 11:05 to 11:55 a.m., and from 12:15 to 1 p.m. Mr. Zuchelli, former city councilman, is talk master. Local sports, mainly high school basketball, also carried. News is 20-25% local in nature and station claims four vehicles that can serve as mobile units. It also has AP wire. No real traffic problems in Santa Maria and environs but KCOY "fools around" with air-watch reports with a local gasoline distributor doing the reporting from a Cessna. No rock programming on Sundays. Instead there's a Portuguese language program from 4:30-6 p.m. KCOY is the only station to broadcasting in Portuguese and the only one not using Spanish. There are eight full-time employes; four combination sales and management people, three announcers and one engineer. About 15% of business is reported to

be from national advertisers. Alan Torbert Associates Inc. is rep. Jim Ranger will be new full owner if FCC approves. Ed Zuchelli probably will stay on as program talent. New call letters will be KUHL (again, pending FCC approval).

KSEE: 1480 kc, 1 kw-D. Put on the air with middle-road format in 1961 by Cal-Coast Broadcasters. Edward E. Urner of Cal-Coast sold station to Frank Gair Macomber IV for \$153,750 in 1966. Mr. Macomber, native New Yorker, has considerable experience as program director and announcer since starting in radio in 1957. He had worked in Texas, Kentucky and British Columbia. He and aggressively programmed KSEE represent new blood in Santa Maria. Station promotional material claims more than 50% of listening audience or "three times listening audience of nearest competitor". KSEE is trying to emulate format of WABC New York and is looking for "influenceables," via carefully chosen contemporary music. It uses three classifications of records going from soft to hard rock. Station claims to be heavy on news with both AP and UPI wire services. UPI Audio was used, and supposedly is coming back for repeat try soon. News is programmed counter to competitors at 20 minutes before and 20 minutes after the hour, with one-minute news roundup on hour . . . KSEE is only Santa Maria station editorializing with editorials carried as need arises, maybe two or three times monthly. Local emphasis is placed on everything in news area. This approach is augmented by what is said to be two news-cruisers equipped with two-way radios. Station stages monthly contest with monthly budgets of at least \$50. Promotion is cocky: "K-S-E-E is Tiger Radio—giant of Central California skies—station that all other stations listen to to find out what's happening". Station employs three full-time

omy. Oil operations, now on the decline, were of considerable importance little more than a decade ago. In 1957, \$64 million worth of oil—with 1,775 wells pumping 80,000 barrels a day—was extracted from the Santa Maria valley. That year, the year of Vandenberg's opening, the population of the city was 15,000.

Before Vandenberg, at the same site, was Camp Cooke. It had served as a U.S. Army infantry and armored training base in World War II and the Korean War.

Down through the years, Santa Maria also developed into a lush agricultural area. Sugar beets, strawberries,

artichokes, and lettuce are still important local crops. The area also used to be a prime one for commercial seed companies (still a flourishing activity in Lompoc) and was then known as the "Valley of the Flowers."

What's the outlook now for Santa Maria radio?

Joe Hagerman of KSMA, who has been in the market longer than any other radio operator, says: "One of the real problems here is that there are so many doggone radio stations coming in with salesmen on the street calling on businessmen. Getting businessmen to take the time to talk gets to be a big effort for some stations.

announcers, one part-time announcer, three salesmen, one combination secretary-traffic manager and contract engineer. Mr. Macomber does Saturday remote broadcast . . . Ralph Boe, general manager, has been in market 12 years; Don Sanchez, program director, also works for KSBY San Luis Obispo. Some 10%-15% of business is national. Radio Time Sales is rep. Auto dealers make up about 50% of local business. According to Mr. Macomber, the station just turned profit corner.

**KSMA:** 1240 kc, 1 kw-D, 250 w-N. Put on air in 1945 by Hugh G., Charles A., Mareby Cardella Shurtliff and Cleo Agnes Center of Fresno, Calif. Joe Hagerman, then managing editor of *Santa Maria Times* and sportscaster for KSMA, went in with John I. Groom, KSMA announcer, and bought station for \$27,500 in 1951. Messrs. Hagerman and Groom were co-owners and co-general managers. They went about building something stable and long-lasting and put profits back into station. Station personnel have been there a long time: Hank Yeiggemann, commercial director, 17 years; Don Stiles, program director, 16 years; James Klucker, engineer-announcer, five years. Station is established one in market with good-music, middle-of-road format. Local news is stressed and Bob McGraw is only full-time local radio newsmen in market. He has been with KSMA for three years. Five-minute newscasts presented on hour, 15 minutes at noon, open-end at 6 p.m. Station has UPI wire and some mobile equipment. KSMA takes UCLA college events from KMPC Los Angeles. Spanish-language broadcasts are carried for two hours morning and 90 minutes afternoons on Sundays. There are 10 full-time employees, including Messrs. Hagerman and Groom as combination management and sales personnel. Other people include three salesmen, three announcers, one newsmen, secretary. Local business accounts for

92.8% of all revenues. John C. Butler and Co. is national sales rep. KSMA is part of A-Buy Group, which consists entirely of stations in relatively small markets in California repped by Butler. KSMA has reputation of hewing to established rate. Rate is \$3 non-commissionable, applying to one spot or 1,000 spots, whether spot is syllable or minute long. No station in market has better access to local business houses. Evaluates (non-radio) media competitor grudgingly: "These people at KSMA have taken care of the radio station. They've put some money back into it. They've also put money into people. They have a well-balanced station.

**KSMA-FM:** 102.5 mc, 27.5 kw. It was put on air in 1959 by James M. Hagerman and John I. Groom as affiliate of KSMA . . . FM station duplicates AM 100%. Probably to get stereo soon.

**KZON:** 1600 kc, 500 w-D. It went on air as KHER on June 10, 1962. Owned by Willis R. Harpel and programed as middle-of-road. Raymon C. Curry acquired station in 1964 for \$55,000 and switched format back and forth between good-music and country and western. Hospitality Broadcasters Inc. bought station in 1966 for \$92,000. Hospitality is family-held corporation—Stan Saueressig (49%), Harold Saueressig (5%), Mrs. Harold Saueressig (45%), Joan E. Saueressig (1%) . . . Stan Saueressig, currently president and general manager, worked as CBS announcer, in operations for Santa Barbara station, production manager for NBC radio and television in Hollywood and Burbank. He changed call letters from KHER to KZON and brought in "modern" country format. News, never more than total of five minutes, is presented on hour (national events) and on half-hour (California items). Sports news is at quarter past

hour. Quarter to hour is *Cousin Radio Trading Post*, three or four minutes of classified ads. Clients are charged \$1 per item for week with lost-and-found pets and such thrown in free. One hour on Saturday and more than four hours on Sunday devoted to Spanish language. It also takes direct stock market reports from source in San Luis Obispo and has direct line to California Department of Agriculture for farm reports. KZON is promotion-minded station. It has cross-plugs with local shopper paper, runs contests with as much as \$500 bond as prize or \$1,600 in merchandise, has a "Cousin of day" with listener chosen getting free car wash. There are three full-time salesmen, two full-time and four part-time announcers. The traffic girl doubles as secretary. It is only station in market to have director of Spanish programming. Mr. Saueressig does little bit of everything, particularly selling, and his wife is KZON's bookkeeper. Local to national ratio of business is 90% to 10%. Advertising Sales West is rep. KZON packages its spots at five times weekly. Sunday is biggest sales day.

**KXFM(FM):** 99.1 mc, 3.2 kw. It went on Nov. 4, 1958, as KEYM(FM) owned by Santa Maria Broadcasting Co. Frank J. Nesmith, who had interest in KCOY, was partner and general manager. As KXFM, the station came under control of Clark B. Smith. It has been silent for eight months. In action of last April 22, however, FCC approved sale to Frank G. Macomber IV for \$49,382.70. Mr. Macomber, who already owns KSEE in market, feels saturation point has been reached on AM side of business and hopes FM acquisition will increase his cash flow. He's making it completely FM-stereo using automation system. KXFM expects to be back on air shortly and at outset will broadcast from 6 a.m. until 2 a.m., with up-tempo, middle-of-road music.

"In this market, when you're dealing almost entirely with retailers, there are quite a number of small-business houses in which the people aren't convinced (entirely understandable) that they need advertising to start with. They haven't been educated to the need of advertising. They will invest in quite a number of other things but advertising is a kind of intangible and they don't need to invest in it."

Unqualified, inexperienced radio salesmen are the real villains of this piece, says Mr. Hagerman. They're hired, he claims, as a result of the competition for survival in overcrowded radio markets. "One place to save money," he explains,

"is to take some totally unqualified advertising man and say, 'OK, go sell these people.' And they walk in and say the doggondest things you ever heard. You have inexperienced advertisers to start with and they don't know which radio claim to believe and you can't get to them and when you do, you have terrible problems that have been created by some dumbbell who was there before you."

It's not the programming in Santa Maria that comes in for criticism. The consensus of outside observers is that the programming is "surprisingly good for a small community." According to advertising executive Tom Chace's evaluation,

Santa Maria radio "has a good diverse base with a fairly strong contemporary station, a network operation, a good-music station and a country and western station.

"I think they do a good community service," he says. "I think they are truly local in the sense of having community presence and with good local news. I don't mean good in the professional sense of use of mobile units and such. But they do go in and show the local scene.

"Radio people are very active in the community," Mr. Chace adds. "One of the men is on the city council. I think that's a very healthy thing in a small

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"What I don't know can't hurt me." "Never sick a day in my life." The list of excuses is endless. We don't need any more slogans like these. Annual checkups can help save thousands more every year. Help yourself with a checkup. And others with a check.

**American Cancer Society**

THIS SPACE CONTRIBUTED BY THE PUBLISHER

community to have radio take a physically active part in local activities [James Klucker, on the KSMA staff, as another example of community involvement, is president of the Santa Maria Airport District]."

So the programming comes off with good marks, yet, over and over again, generally, the salesmanship seems to flunk. "I don't think their selling techniques are sophisticated enough," one market observer remarks. "There are no idea salesmen."

This same observer points out that there are markets in this country with 5,000 population, where stations are grossing \$15,000 to \$20,000 a month. "They do it strictly through idea selling," is his premise, "forcing the market. There's very little idea selling in Santa Maria, very little forcing the market."

Another charge frequently made in criticism of Santa Maria is that it is a difficult place for a newcomer to find acceptance, where most former big-town residents are looked upon with suspicion and treated as strangers for the first several years of acquaintance. One radio man remembers that he made his initial business calls dressed in a business suit and was shunned for being "big-time Charlie." Now he wears a cardigan and sport shirt when he goes selling.

Joe Hagerman, admittedly an establishment man, tries to dispel the feeling that new people are given a hard time. "The community goes out of its way to bring people into it," he says. "It's a pretty social community. We like our barbecues and we have a lot of them. We like to drink and we have a lot of drinking going on. We barge out for a steak—well, this is kind of a way of life out here. So people have backyard barbecues and drag people in. Somebody who doesn't get into these things has to deliberately resist it."

All of Santa Maria's selling problems, however, look tidy next to the problem of rate cutting. Some of the stations in Santa Maria, and particularly those in nearby even smaller communities, indulge in flagrant rate cutting, a practice common to small overly competitive radio markets. One radio executive says he encounters it every day. Another radio operator claims that a station comes in from a close community and sells "for a dollar a holler."

Tradeouts of time by stations to advertisers also seem to be prevalent in the Santa Maria market. When that happens, says one local radio man who insists he's not party to the practice, "it pretty well goofs up the account, ruins it for all time."

It is not all that grim, though, for Santa Maria radio. Some see a hopeful tomorrow. A measured opinion is that of Tom Chace.

"I think Santa Maria has an excel-



*John I. Groom (l) and Joe Hagerman, who bought KSMA in 1951, put in a good-music, middle-of-the-road format that has spelled stability and profits.*

lent future because of its geographic location about halfway between Los Angeles and San Francisco," he says. "I think firms that are looking to locate out here will want those two major markets and will locate somewhere in-between. It has a good labor pool," he continues, "and land values are still somewhat depressed and taxes are reasonable." Yet Mr. Chace makes it clear that Santa Maria had been counting on the MOL program at Vanderberg. With that gone, or at least postponed, progress may be slower.

*(The foregoing special report was written by Morris Gelman, senior editor, Hollywood.)*



## Broadcast advertising

**J. Eugene Hart Jr.**, VP and head of promotion and marketing services department, Young & Rubicam, New York, named senior VP.



Mr. Hart

**Hal Luheim**, account supervisor, Benton & Bowles, New York, named VP.

**S. James Coppersmith**, VP and West Coast manager, Metro TV Sales, Los Angeles, named VP and general sales manager for KTTV(TV), that city. He succeeds **Gerald A. Simmonds**, who resigns with no future plans announced.

**Malcolm Gurbarg**, VP and creative director, Ketchum, MacLeod & Grove, New York, appointed to newly created position of associate creative director-corporate. **Walt Kaprielian**, VP and associate creative director, appointed co-creative director, **Mort Scharfman**, copy supervisor, Carl Ally Inc., New York, joins KM&G as VP and co-creative director.

**John Sittler**, national sales manager, KAUZ-TV Wichita Falls, Tex., joins Dallas sales staff of Blair Television.

**Warren Albright**, account supervisor, Cunningham & Walsh, New York, named VP.

**James Cone** and **Frederick Berry**, both account supervisors, Leo Burnett Co., Chicago, named VP's.

**Ray Howard**, senior VP and director, Post-Keys - Gardner, Chicago, elected executive VP.



Mr. Howard

**Bob Warner**, producer, McCann-Erickson, New York, joins Ogilvy & Mather there, as senior TV producer.

**Richard Fielding**, director of marketing, Bauer-Tripp-Hening & Bressler, Philadelphia, named VP.

**Robert Mitchell**, general manager, KUTY Palmdale, Calif., joins sales staff of WTOP Washington.

**J. Gerald Fortis**, **Dale Landsman** and **Keith Reinhard**, all VP's and associate creative directors, Needham, Harper & Steers, Chicago, appointed creative di-

rectors.

**Philip Sabatino**, chief art director, **Michael Atwell**, copy supervisor, **Daniel Rosenthal**, copywriter, and **Fred Sellers**, radio-TV writer and producer, with **Henry J. Kaufman & Associates**, Washington, all appointed creative supervisors of four newly organized creative groups.

**Bob Kaufman**, sales executive, KFWB Los Angeles, joins KDAY Santa Monica, Calif., as sales manager.

**Robert Anderson**, VP-marketing, household products division, Lever Bros., New York, elected executive VP-marketing. He is succeeded by **Robert McGhee**, formerly VP-marketing, personal products division.

**Logan Smiley**, with WCD Inc., New York, TV commercial producers, appointed assistant sales manager.

**William Tinsman**, with Elkman Advertising, Philadelphia, joins Marketing & Advertising Associates there as production manager.

**James Scharnberg**, with Elkman Advertising, Philadelphia, joins Aitkin-Kynett Co., Philadelphia, as art director.

**Albert Makkay**, general manager, WTOA(FM) Trenton, N.J., joins WITH-AM-FM Baltimore, as general sales manager.

**Frank Donino**, media director, Detroit office, Grey Advertising, New York, elected VP.



Mr. Nankin

Mr. Piccolo

**Hal Nankin** and **Jack Piccolo**, art group supervisors, Doyle Dane Bernbach, New York, elected VP's.

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\*Billboard

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**Walter Campbell Jr.**, sales manager, Fuqua Industries Stations' WJBF(TV) Augusta, Ga., named VP-sales for Atlanta-based group owner.

**J. W. Knodel** of Avery-Knodel elected president of Station Representatives Association, succeeding **Francis Martin Jr.** of John Blair & Co. Other officers elected: **Martin L. Nierman**, Edward Petry & Co., VP; **Adam Young**, Young-VM, secretary, and **John Dickenson**, Harrington, Righter & Parsons, treasurer. Elected to board of directors; **Frank Martin**, Blair; **Peggy Stone**, Stone Representatives; **Lloyd Griffin**, Peters, Griffin, Woodward; **Edward Shurick**, H-R Representatives; **Walter Nilson**, The Katz Agency; **Alan Torbet**, Torbet Associates, and **Ralph Guild**, McGavren-Guild PGW Radio.

**Samuel Leiter**, assistant media buyer, Young & Rubicam, Detroit, joins ABC-TV's Detroit sales office as manager of sales service-sales proposals.

**Dale Alexander**, local sales representative, WFAA-TV Dallas-Fort Worth, appointed Fort Worth sales manager.

**Jon Ruby**, salesman, WLS-TV Chicago, appointed sales manager.

**John Anderson**, with RCA Sales Corp., Indianapolis, named VP-advertising services.

**Dick Koler**, with KPIX(TV) San Francisco, joins KUDO(TV) there, as commercial production manager.

## Media

**Philip Nolan**, national radio program manager, Westinghouse Broadcasting Co., New York, appointed general manager, Westinghouse's WIND Chicago. He succeeds **John Williams** who resigns to become associate professor, Medill School of Journalism, Northwestern University, Evanston, Ill.



**Harry Barfield**, VP and general manager, Gay-Bell's WLEX-TV Lexington, Ky., elected president of Gay-Bell Stations. He succeeds late H. Guthrie Bell.

**Harold C. Crump**, VP and director of sales, WLAC-TV Nashville, named VP and station manager.

**Ronald Friedwald**, director, sales planning and research, NBC Radio, New York, appointed director, research and planning for network.

**Mark Handler**, assistant director of research, WABC-TV New York, appointed director of research.

**Richard Ryall**, with KTFI Twin Falls, Idaho, appointed general manager.

**Ron Hickman**, general manager, WKER Pompton Lakes, N.J., joins WKFD Wickford, R.I., in same capacity.

**Robert C. Currie Jr.**, with WNBE-TV New Bern, N.C., named general manager.

**Myron Roth** and **Bernard Gold**, senior attorneys, law department, NBC, New York, appointed assistant general attorneys.

**Alvyn Cohen**, local sales manager, KLAS-TV Las Vegas, joins KHBV(TV) Henderson-Las Vegas, as general manager.

**Terry O'Connor**, with WNEB Worcester, Mass., appointed operations manager.

## Programing

**Tom Bass**, production and assistant program manager, WLWI(TV) Indianapolis, joins WGHP-TV High Point-Greensboro-Winston-Salem, N.C., as program and production manager.



*Mr. Garland*  
not announced.

**Arthur Garland**, promotion manager, WRGB(TV) Schenectady, N. Y., appointed program manager.

**Ted Clark**, program director, WEAM Arlington, Va., resigns. Future plans were

**William Hillier**, public affairs director, WBZ-TV Boston, appointed executive producer.

**Art Singer**, director of development, noncommercial WETA-TV Washington, named manager of newly opened Washington office, production services division of Reeves Telecom Corp., New York. Office is located at 1516 P Street, N.W. **Robert Hofman**, producer of TV public affairs programs, New York University, New York, and **Donald Buck**, with WOR New York, both named sales executives in New York offices of Reeves Telecom, production services division.

**Sanford Sheldon**, programing consultant, Western Video Productions, Hollywood, appointed head of program development.

**James S. Gates**, president of VTP Enterprises, Beverly Hills, Calif., producer of syndicated *The Donald O'Connor Show*, appointed program director, Metromedia's KTTV(TV) Los Angeles. **Jon Ross**, KTTV's program director, appointed executive producer of programs produced in Hollywood for Metromedia-owned stations and for distribution in national syndication by Metromedia organization.

**Robert Horen**, southern division manager, MGM-TV, Atlanta, joins Para-

mount Television's Chicago office, as midwestern division sales manager.

## News

**Gene Pell**, national correspondent, Westinghouse Broadcasting Co.'s Washington news bureau, appointed chief of Westinghouse's foreign news service in London.

**Dave Parker**, with WUC-TV Pittsburgh, joins WFMY-TV Greensboro, N.C., as newscaster and weekday news editor.

**Peter Rehak**, AP correspondent in Prague, transferred to AP bureau, Bonn. He succeeds **Eugene Kramer**, who takes Prague post.

**Charles Berg**, manager of UPI's Lincoln, Neb., bureau, **Michael J. Kaeser**, Milwaukee bureau, **W. Lynn Engles**, Helena, Mont., bureau, **Stephen Morrow**, Baltimore bureau and **Edward DiPietro**, Columbus, Ohio, bureau, appointed UPI managers, Lansing, Mich., Lincoln, Neb., Salem, Ore., Cleveland, and Ohio state bureaus, respectively.

**Richard Bradley**, newsman, NBC Radio, New York, joins WSB Atlanta, as morning news editor.

**Fred Young**, news assignment manager, WTAE-TV Pittsburgh, appointed assistant news director.

**John Wheeler**, newsman, WAVA Arlington, Va., joins WNBE-TV New Bern, N.C., as news director.

**Ted Wesley**, formerly with WCUE Cuyahoga Falls, Ohio, joins WAKR Akron, Ohio, as member of news staff.

## Promotion

**Ilze Kalnins**, with WKYC-TV Cleveland, appointed coordinator of press information.



*Mr. Rhoads*

**Andre Rhoads**, VP - public relations, McCann-Erickson, Chicago, resigns to join American Medical Association there as assistant to director of AMA communications division.

**David Dyer**, PR director, with Four Star International, Hollywood, and **Dan Doran**, publicist, with Metro - Goldwyn - Mayer, New York, both named unit publicists for ABC-TV press relations department, Hollywood.

**George Merllis**, PR manager, ABC News, New York, appointed PR director.

**Edward Pearle**, publicity director, WKBG-TV Cambridge - Boston, joins WHDH-AM-FM-TV Boston, as publicity director.

**Lee Rudnick**, director of sales promotion, WNEW-TV New York, appointed assistant director of advertising and promotion. He is succeeded by **Lew Schatzer**, formerly commercial writer-producer, WANE-TV Fort Wayne, Ind.

**Narva Jeane Bailes**, art director, WGHP-TV High Point/Greensboro/Winston-Salem, N.C., appointed promotion and sales merchandising manager.

### Equipment & engineering

**Stephen Popp**, chief engineer, KIVA(TV) Yuma, Ariz., joins Diocese of Brooklyn Educational TV System, New York, in same capacity. He succeeds **George Sitts**, who joins the Diocese of San Francisco Educational TV System, also in same capacity.

**Harry Jacobs**, chief engineer, KGO-TV San Francisco, takes sabbatical leave to joins Sutro Tower Inc., as chief project engineer. Sutro Tower Inc., independent corporation composed of five broadcasting companies, will construct and maintain new tall transmitter tower to serve San Francisco Bay area. He is succeeded at KGO-TV by **James Von Striver**, technical operations supervisor.

**Bernard Moore**, technical operations and general services supervisor, WBTW-TV Florence, S.C., appointed engineering manager.



**Robert Bertrand**, plant manager, International Minerals & Chemical Corp., San Jose, Calif., joins supplies division, Memorex Corp., Santa Clara, Calif. as director of engineering.

Mr. Bertrand

**Kerry Fox**, assistant and VP-general sales manager, telecommunications, Collins Radio Co., Dallas, named VP, telecommunications marketing.

### Allied fields

**James Saunders**, director of radio-TV school, Ohio University, Athens, takes six month leave to join Kaiser Broadcasting, Oakland, Calif., as planning consultant.

**John Ohliger**, assistant professor of adult education, Ohio State University, Columbus, appointed editor, *Educational Broadcasting Review*, bi-monthly publication of National Association of Educational Broadcasters, Washington, published in cooperation with Ohio State University. **Edward Foote**, producer-director, office of instructional radio and TV, Ohio State's Telecommunications Center, appointed managing editor.

**Richard Hauschild**, director of research and sales development, RKO Television Representatives Inc., New York, and **Terence Cullen**, data processing manager, American Research Bureau, New York, join C. E. Hooper there, as director of marketing-broadcast services and director of systems and programing, respectively. **George Corey**, manager of TV market reports, ARB, Beltsville, Md., joins Hooper as general manager. **Dorothy Jordan**, senior research analyst, RKO Television Representatives, joins Hooper in newly created position of broadcast services assistant.

### Deaths

**Anton Hebenstreit**, 80, founder of New Mexico Broadcasting Co., died June 28 in Albuquerque after long illness. New Mexico Broadcasting now includes KGGM-AM-TV Albuquerque and KVSF Santa Fe, N.M. Mr. Hebenstreit retired December 1963. He is survived by his wife, Goldie, and one son, Bruce, president of broadcasting properties.

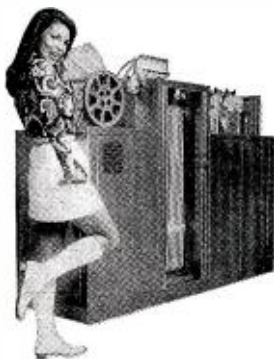
**J. Brown Maloney**, 56, VP McClatchy Newspapers, licensee of McClatchy Broadcasting Stations, died July 8 in Sacramento, Calif. of apparent heart

attack. Mr. Maloney was grandson of late C. K. McClatchy, editor and publisher of McClatchy Newspapers, and great-grandson of James McClatchy, who founded the *Sacramento Bee*. His aunt, Eleanor McClatchy, is president of newspapers and stations. He is also survived by his wife, Betty Lou, son, and two daughters.



**Ben Alexander**, 58, co-star of original NBC-TV *Dragnet* series and of more recent ABC-TV *The Felony Squad* series, was found dead July 5 in his Los Angeles home. Autopsy

report concluded that Mr. Alexander died June 26 of coronary occlusion. Mr. Alexander spent major part of his career in radio as emcee and announcer for such shows as *Father Knows Best*, *Charlie McCarthy Show*, *Queen for a Day*, *Lady Be Beautiful*, *Point Sublime*, *Heart's Desire*, *Noah Webster Sez* and *Adventures in Hollywood*. He is survived by his wife, Lesley, daughter and two sons.



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As compiled by BROADCASTING, July 1 through July 9 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Final actions

■ \*Indianapolis—Metropolitan Indianapolis Television Association Inc. Broadcast Bureau granted UHF channel 20 (506-512 mc); ERP 676 kw vis., 132 kw aur. Ant. height above average terrain 262 ft., above ground 250 ft. P. O. address: c/o I. Lynd Esch, 4001 Otterbein Avenue, Indianapolis 46227. Estimated construction cost \$224,501; first year operating cost \$40,000. Geographic coordinates 39° 53' 59" north lat., 86° 12' 02" west long. Type trans. RCA TTU-2A; type ant. RCA (custom). Legal counsel Cohn and Marks; consulting engineer Kear and Kennedy, both Washington. Principals: Board of trustees. Action June 26.

■ \*Iowa City—State Educational Radio and Television Facility Board, Broadcast Bureau granted VHF ch. 12; ERP 295 kw vis., 29.5 kw aur. Ant. height above average terrain 1,449 ft. P. O. address: 1800 Grand Avenue, Des Moines, Iowa 50307. Estimated construction cost \$594,875.75; first-year operating cost \$56,000; revenue none. Geographic coordinates 41° 43' 14.5" north lat.; 91° 20' 29.5" west long. Type trans. GE TT-530D Type ant. GE TY-53-A. Legal counsel Pierson, Ball & Dows, Washington; consulting engineer Robert V. DeSantis, Alexandria, Va. Principals: Dr. Robert F. Ray, chairman, et al. Action June 26.

### Other actions

■ Review board in Homewood, Ala., TV proceedings. Doc. 15461, 16760-61, 16758, granted petition for leave to amend filed June 10 by Alabama Television Inc. Action July 9.

■ Review board in Washington, TV proceeding. Docs. 18559-18563, granted petition

for extension of time to file opposing pleading, filed June 30, by United Television Company Inc. and United Broadcasting Company Inc. Action July 7.

■ Review board in Jacksonville, Fla., TV proceeding. Docs. 10834, et al., granted motion for stay of return date of subpoena duces tecum pending appeal from denial of examiner's motion to quash, filed June 30 by Antwin Theaters Inc. Action July 2.

■ Review board in Baton Rouge, TV proceeding. Docs. 18555, granted joint petition for extension of time to file oppositions to petitions to enlarge issues and request for immediate consideration filed July 1, by Southwestern Louisiana Communications Inc. and Louisiana Television Broadcasting Corp. Action July 3.

■ Review board in San Angelo, Tex., TV proceeding. Docs. 17541-42, adopted order granting motion to correct transcript filed June 23, by San Angelo Independent School District No. 226-903. Action July 9.

### Action on motion

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co), et al., TV proceeding, granted petition by Dana Communications Corp. for leave to amend application to reflect change in proposed trans. site (Docs. 18295-300). Action June 27.

### Rulemaking petitions

■ Lola Goelet Yoakem, Malibu, Calif.—Requests amendment of rules to assign a UHF-TV channel to Oxnard, Calif. Ann. July 3.

■ KBLI-TV Helena, Mont.—Requests rulemaking to reassign ch. 10 from Helena to Great Falls, both Montana. Ann. July 3.

### Rulemaking actions

■ FCC adopted proposal to assign UHF ch. \*22 as ETV assignment at Annapolis, Md., and its replacement at Seaford, Del., with another reserved UHF channel; proceeding terminated (Doc. 18430). Action July 2.

■ FCC proposed amendment of TV table of assignments to replace ch. \*68 with ch. \*31 at Hagerstown, Md., and to replace ch. 31 with ch. 38 at Altoona, Pa. Action July 2.

## Existing TV stations

### Final actions

■ \*KVIE(TV) Sacramento, Calif.—Broadcast Bureau granted CP to change ERP to 55 kw vis., 11 kw aur.; change trans. location to 0.7 mile northeast of Walnut Grove.

Calif.; redescribe studio location as 2490 Garden Highway, Sacramento, Calif.; change type trans. and type ant.; make changes in ant. structure and ant. system; ant. height to 1,120 ft.; condition. Action July 1.

■ WWOM-TV New Orleans—Broadcast Bureau granted mod. of CP to change ERP to 94.4 kw aur. Action June 27.

■ WNEW-TV New York—FCC denied request by Metromedia Inc., asking that commission reconsider ruling of March 20 calling on WNEW-TV for greater effort in presentation of anti-smoking announcements during periods of maximum viewing.

■ WGTT-TV Philadelphia—FCC denied Bernard Rappaport request for stay of application for extension of time to construct WGTT-TV. Action July 2.

■ WRİK-TV Ponce, P. R.—FCC denied petition by Ponce Television Corp. for reconsideration of commission action refusing permission to identify as Ponce-San Juan station and earlier decision reaffirmed. Action July 2.

■ \*KUED(TV) Salt Lake City—Broadcast Bureau granted CP to make changes in trans. systems; condition. Action June 30.

### Actions on motions

■ Hearing Examiner Millard F. French in Miami, (Coral Television Corp. [WCIX-TV]), TV proceeding, granted petition by Coral Television Corp. and extended to Aug. 4, time for filing reply findings of fact and conclusion of law (Doc. 18335). Actions June 27.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikom Broadcasting Corp., and Ultra-Casting, Inc.), TV proceeding, on Hearing Examiner's motion, scheduled oral argument on petition for leave to file amendment submitted by Ultra-Casting Inc. for July 3 (Docs. 18403-4, 18448). Action June 30.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikom Broadcasting Corp., and Ultra-Casting Inc.), TV proceeding, granted, nunc pro tunc, request by Vikom Broadcasting Corp., to be temporarily relieved of obligation to exchange its proposed hearing exhibits, and postponed indefinitely the dates for exchange of Phase 1 and Phase 2 hearing exhibits, pending submission to, and review board action on, motion for approval of agreement for dismissal of Vikom Broadcasting Corp. applications (Docs. 18403-4 and 18448). Action July 2.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikom Broadcasting Corp., and Ultra-Casting Inc.), TV proceeding, granted motion by Atlantic Video Corp. for leave to file reply to Broadcast Bureau's opposition to Atlantic's petition for leave to amend; granted leave to Broadcast Bureau to file further pleading directed to reply pleading of Atlantic Video; and by separate action granted petition by Atlantic Video Corp. for leave to amend application to show recent changes in officers, directors, and stockholders of Maxfair Atlantic Corp., largest stockholder of Walter Reade Organization Inc., parent company of Atlantic Video Actions July 3; and by further separate action granted petition by Ultra-Casting Inc. for leave to amend application to make changes in financial proposal, with provision for inquiry into matter of cash outlay requirements through first year of operation stemming from revised arrangements with Ampex (Docs. 18403-4 and 18448). Action July 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Incorporated [WLVA-TV]), TV proceeding, on request by Broadcast Bureau, continued further hearing to July 2 (Doc. 18405), Action June 30.

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## Network affiliation

### ABC

■ **WLTV(TV) Bowling Green, Ky.** (Argus Broadcasting Co.). Contract dated March 10, 1969, amends one dated Aug. 24, 1967; effective July 30, 1969, to July 13, 1971. First call right. Programs delivered to studio in Louisville, Ky., or Nashville. Network rate. \$100; compensation paid at 30% prime time. Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

## New AM stations

### Start authorized

■ **WKEX Blacksburg, Va.**—Authorized program operation on 1430 kw, 1 kw-D. Action June 26.

### Final action

■ **New Boston, Tex.**—Bowie County Broadcasting Inc. FCC granted 1530 kc, 1 kw-D. P. O. address: Box 366, New Boston 75570. Estimated construction cost \$37,567; first-year operating cost \$32,814.64, revenue \$48,000. Principals: Andrew Bonham, president (20%), Richard E. Knox, treasurer (30%), et al. Mr. Bonham is defense installation chief of property disposal office in army depot and owns radio-TV repair service. Mr. Knox is also defense installation officer and owns real estate concern. Action July 9.

### Other actions

■ **FCC denied motion asking stay of joint agreement for ownership of AM on 1380 kc, in St. Louis, Mo.** filed by Karin Broadcasting Co., corporation comprising majority of employees of Interim licensee (Docs. 17210-15, 17217, 17219). Action July 3.

■ **FCC denied supplemented motion by Sioux Empire Broadcasting Co., applicant for new AM at Sioux Falls, S. D., for bill of particulars** (Doc. 17174). Action July 2.

■ **Review board in Yorktown, Tex., AM proceeding, Doc. 18528, granted to extent indicated and denied in all other respects petition to enlarge issues, filed May 22 by Cuero Broadcaster Inc.** Action July 7.

### Actions on motions

■ **Hearing Examiner Basil P. Cooper in Graham, Asheboro, Rose Hill and Greensboro, all North Carolina, and Blacksburg, Va.** (Broadcasting Service of Carolina, Inc., RCR, Ltd., Duplin County Broadcasters, WEAL Inc., and Blue Ridge Broadcasting), AM proceeding, granted petition by RCR Ltd. and extended to July 14 time for exchanging portion of engineering exhibits which relate to available FM services (Docs. 18441-5). Action June 26.

■ **Hearing Examiner Basil P. Cooper in Greencastle and Waynesboro, both Pennsylvania** (Greencastle Broadcasting Co. and TV Cable of Waynesboro Inc.), AM proceeding, on request by Broadcast Bureau, scheduled further prehearing conference for July 8 (Docs. 18492-3). Action July 7.

■ **Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey** (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp., and Somerset Valley Broadcasting Co.), AM proceeding, granted petition, together with supplements, by Mid-State Broadcasting Co. to amend application to specify new trans. site, change maximum expected operating values in several directions, and make changes in financial proposal, subject to condition that FAA approval of new proposed trans. site is obtained (Docs. 18251-3, 18256-7). Action June 27.

■ **Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia** (Virginia Broadcasters, Suffolk

Broadcasters, James River Broadcasting Corp.), AM proceeding, granted petition by James River Broadcasting Corp. for leave to amend engineering part of application (Docs. 17605-6, 18375). Action June 27.

■ **Hearing Examiner Isadore A. Honig in Warrenton, N. C.** (Warren County Radio and Radio Voice of Warrenton), AM proceeding, on request by applicants and with consent of Broadcast Bureau, postponed to July 3, date for exchange of applicants' proposed exhibits (Docs. 18501-2). Action June 30.

■ **Hearing Examiner Isadore A. Honig in Warrenton, N. C.** (Warren County Radio Voice of Warrenton), AM proceeding, on joint request by applicants, further postponed date for exchange of applicants' proposed exhibits and lists of witnesses to July 9 and postponed date for notification of witnesses to July 18, pending completion of negotiations between applicants looking toward agreement to obviate comparative hearing; hearing scheduled for July 22, remains unchanged (Docs. 18501-2). Action July 2.

■ **Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina** (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, granted request by Saluda Broadcasting Co. to change certain procedural dates; ordered hearing date on engineering issues scheduled for Aug. 11 remain in effect (Docs. 18503-4). Action July 1.

■ **Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina** (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, scheduled further prehearing conference for July 21 (Docs. 18503-4). Action July 2.

■ **Hearing Examiner Jay A. Kyle in San Antonio, Tex.** (The Walmac Co.), AM-FM proceeding, on request by Walmac, extended to July 9, date for filing proposed findings of fact and conclusions of law (Docs. 18223-4). Action July 7.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah** (New Era Broadcasting Co.), AM proceeding, in order following July 1 prehearing conference, scheduled hearing for July 9 (Doc. 18458). Action July 1.

### Rulemaking action

■ **FCC amended its rules to require reference level against which hum and extraneous noise in AM trans. is measured to be established with sinusoidal tone of 400 cycles per second.** Action July 2.

### Call letter action

■ **Tri-County Broadcasting Corp. of Clemson, Clemson, S. C.** Granted WCCP.

### Designated for hearing

■ **FCC designated for hearing mutually exclusive applications for new AM's on 1190 kc at Mt. Pleasant and Chariton, both Iowa, because of mutual overlap of contours. Also included in designation order was FM application of Mount Pleasant Radio Co. because of common questions concerning it and Chariton AM application.** Action June 25.

■ **FCC set for consolidated hearing applications of K & M Broadcasters Inc., Stirling, and Molly Pitcher Broadcasting Co., Freehold, both New Jersey, for CP's for new AM's.** Action July 3.

## Existing AM stations

### Final actions

■ **WOWW Naugatuck, Conn.**—FCC granted Naugatuck Valley Service, Inc., renewal of license for regular term ending April 1, 1972, but admonished Naugatuck for rule violations. Action July 2.

■ **WLBE Leesburg-Eustis, Fla.**—Broadcast Bureau granted license covering use of former main night trans. as alternate main night auxiliary day trans. Action June 30.

■ **WAYR Orange Park, Fla.**—Broadcast Bureau granted remote control. Action July 1.

■ **WLYV Fort Wayne, Ind.**—Broadcast Bureau granted CP to change nighttime ef-

iciency from 150 mv/m to 170 mv/m, with 250 w, 1 kw-LS; condition. Action June 30.

■ **WSLG Donaldsonville, La.**—Broadcast Bureau granted license covering new station, specify type trans.; studio location same as trans. Action June 30.

■ **WTOW Towson, Md.**—Broadcast Bureau granted license covering change in ant. system. Action June 30.

■ **WTHE Mineola, N. Y.**—Broadcast Bureau granted renewal of license subject to condition that transfer of license be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action June 30.

■ **WRKL New York**—Broadcast Bureau granted renewal of license. Action June 27.

■ **WROC Rochester, N. Y.**—Broadcast Bureau granted license covering changes. Action June 30.

■ **WLIK Newport, Tenn.**—Broadcast Bureau granted license covering changes. Action June 30.

### Other actions

■ **Review board in St. Louis, AM proceeding, Docs. 17210, et al., granted joint petition for approval of agreement, grant of application of Victory, and dismissal of all other applications, filed Dec. 23, 1968, by eight applicants, Action July 9.**

■ **Review board in Alamogordo, N. M., AM proceeding, Docs. 17624-25 and 18537, granted petition for extension of time filed July 7, by Broadcast Bureau. Action July 9.**

### Actions on motions

■ **Chief Hearing Examiner Arthur A. Gladstone in Charlottesville, Va.** (Charles W. Hurt, Welk Inc. (WELK), and WUVA), AM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for Aug. 11 and hearing for Sept. 10 (Docs. 18585-7). Action June 26.

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## Station boxscore

Compiled by BROADCASTING, July 9, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,246 <sup>1</sup>	8	4,254 <sup>1</sup>	67	4,321 <sup>1</sup>
Commercial FM	1,986 <sup>2</sup>	32	2,018 <sup>2</sup>	163	2,181 <sup>2</sup>
Commercial TV-VHF	496 <sup>3</sup>	10	506 <sup>3</sup>	16	522 <sup>3</sup>
Commercial TV-UHF	123 <sup>3</sup>	53	174 <sup>3</sup>	158	334 <sup>3</sup>
Educational FM	368	9	377	47	424
Educational TV-VHF	71	6	77	5	82
Educational TV-UHF	89	11	100	13	113

## Summary of broadcasting

Compiled by FCC, July 1, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,246 <sup>1</sup>	1,986 <sup>2</sup>	619 <sup>3</sup>	368	160
CP's on air (new stations)	8	32	63	7	17
Total on air	4,254 <sup>1</sup>	2,018 <sup>2</sup>	680 <sup>3</sup>	375	177
CP's not on air (new stations)	67	163	174	47	18
Total authorized stations	4,321 <sup>1</sup>	2,181 <sup>2</sup>	856 <sup>3</sup>	422	195
Licenses deleted	1	0	0	0	0
CP's deleted	0	0	3	0	0

<sup>1</sup> Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes one commercial FM operating with STA.

<sup>3</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, scheduled oral argument for July 8 on pleadings on behalf of Morris's Inc. and Wayne Broadcasting Inc. [WLOP] (Docs. 17722 and 18395). Action July 1.

■ Hearing Examiner Herbert Sharfman granted petition to intervene in proceeding for renewal of licenses of WCCO and WCCO-TV Minneapolis, filed by Minneapolis Star and Tribune Co. and company has been made party to proceeding (Doc. 18499). Action July 7.

### Fine

■ WGNV Newburgh, N. Y.—FCC notified of apparent liability forfeiture of \$500 for violations (announcements with respect to certain matter broadcast and for announcement of sponsored programs). Action July 2.

### Call letter application

■ WNUS, The McLendon Corp., Chicago. Requests WXIV.

### Call letter actions

■ KOLD, Old Pueblo Broadcasting Co., Tucson, Ariz. Granted KOPO.

■ KGNU, Barnes Enterprises Inc., Santa Clara, Calif. Granted KEGL.

■ KTLN, Action Radio Inc., Denver. Granted KTLK.

■ WLEH, Southern Radio & TV Co., Lehigh Acres, Fla. Granted WAYK.

■ WHRY, East Pennsylvania Broadcasting Corp., Elizabethtown, Pa. Granted WEPN.

## New FM station

### Application

■ Pocatello, Idaho—Southern Idaho Stereo FM Corp. Seeks 94.9 mc, 100 kw. Ant. height above average terrain 903.5 ft. P. O. address: Suite 215, Shane Building, Idaho Falls, Idaho 83401. Estimated construction cost \$65,180.74; first-year operating cost \$41,543.43; revenue \$53,445. Principals: Eugene A. Piquet, president (51%), Thomas Mitchell, vice president, and Wesley L. Clarke, secretary-treasurer (each 24.5%). Mr. Piquet owns 8.9% of KGVM(FM) Idaho Falls, Idaho. Mr. Mitchell is pathologist. Mr. Clark is appraiser for Bonneville County Courthouse, Idaho Falls. Ann. June 30.

### Starts authorized

■ WRCK-FM Tusculumbia, Ala.—Authorized program operation on 106.3 mc, ERP 3 kw, ant. height above average terrain 86 ft. Action July 1.

■ KEQR(FM) Chico, Calif. — Authorized program operation on 93.7 mc, ERP 5.1 kw, ant. height above average terrain 300 ft. Action June 16.

■ KGIW-FM Alamosa, Colo. — Authorized program operation on 93.5 mc, ERP 2.8

kw, ant. height above average terrain 130 ft. Action June 24.

■ WSEA(FM) Georgetown, Del.—Authorized program operation on 93.5 mc, ERP 2.1 kw, ant. height above average terrain 350 ft. Action June 30.

■ WWRH(FM) Columbus, Ga.—Authorized program operation on 104.9 mc, ERP 3 kw, ant. height above average terrain 49 ft. Action June 30.

■ \*KVPC(FM) Fairfield, Iowa—Authorized program operation on 89.5 mc, TPO 10 w. Action June 30.

■ KDBS-FM Alexandria, La. — Authorized program operation on 100.3 mc, ERP 29.5 kw, ant. height above average terrain 130 ft. Action June 30.

■ KBMO-FM Benson, Minn. — Authorized program operation on 93.5 mc, ERP 3 kw, ant. height above average terrain 160 ft. Action June 24.

■ WMRV(FM) Endicott, N. Y.—Authorized program operation on 105.5 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action June 26.

■ WSEF-FM Seneca Falls, N. Y.—Authorized program operation on 99.3 mc, ERP 3 kw, ant. height above average terrain 235 ft. Action June 27.

■ WGCR-FM Wellsboro, Pa. — Authorized program operation on 97.7 mc, ERP 670 w, ant. height above average terrain 570 ft. Action July 1.

### Final actions

■ Murphy, N.C.—Blue Ridge, Ga.—FCC set aside decision released April 11 which granted application of Cherokee Broadcasting Co. for new FM on ch. 280 at Murphy, N.C., and which denied competing application of Fannin County Broadcasting Co. at Blue Ridge, Ga. In same action, reopened record and remanded proceeding to hearing examiner for issuance of supplemental initial decision (Docs. 17086, 17087). Action July 2.

■ Leighton, Pa.—FCC denied application by Valley Broadcasting Co. for new FM on 103.1 mc; petition by P. A. L. Broadcasters Inc. to reject application as unacceptable for filing has been granted. Action July 2.

### Other actions

■ Review board in Waukegan, Ill., FM proceeding. Docs. 13292, 13940 and 17242, granted petition for extension of time filed June 27 by The News-Sun Broadcasting Co. Action July 1.

■ Review board in Hardinsburg, Ky., FM proceeding. Docs. 17856-57, granted petition for additional time to reply to Bureau's comments filed July 1 by Blancett Broadcasting Co. Action July 3.

■ Review board in Raytown, Mo., FM proceeding. Docs. 18529-30, dismissed petition to enlarge issues filed May 15 by Brinsfield Broadcasting Co. Action July 3.

■ Review board in Palestine, Tex., FM proceeding. Docs. 18531-32, granted to extent

indicated and denied in all other respects, motion to enlarge issues filed May 16 by KNET Inc. and granted Broadcast Bureau's request to file supplementary comments filed June 23. Action July 9.

■ Review board in Williamson, W. Va., FM proceeding, Docs. 18456-57, denied motion to change, and enlarge hearing issues filed March 28 by Harvit Broadcasting Corp. Action June 30.

### Actions on motions

■ Chief, Broadcast Bureau in Brunswick, Md. (Elektra Broadcasting Co.), FM proceeding, on request by Elektra Broadcasting Co., extended to July 21 time to file reply to opposition to petition for rulemaking and issuance of order to show cause directed against WHAG-FM Halfway, Md., in matter of amendment of FM table of assignments (Brunswick, Md.). Action July 7.

■ Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co. and Christian Broadcasting Co.), FM proceeding, on request of Broadcast Bureau, scheduled further prehearing conference for July 2 (Docs. 18241 and 18388). Action June 30.

■ Hearing Examiner Basil P. Cooper in Palestine, Tex. (Vista Broadcasting Co. and KNET Inc.), FM proceeding, granted motion by Vista Broadcasting for leave to amend application to reflect current balance sheets of four stockholders who will provide funds for construction and operation of proposed station (Docs. 18531-2). Action June 26.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, granted motion by Christian Broadcasting Association Inc. and continued certain procedural dates; continued hearing to Oct. 9 (Docs. 18439-40). Action June 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Glendale, Ariz. (Glendale Broadcasting Corp.), FM proceeding on examiner's own motion, continued without date hearing presently scheduled for July 2 (Doc. 18486). Action July 3.

■ Chief Hearing Examiner Arthur A. Gladstone in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc., and Clark Broadcasting Co.), FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Aug. 8 and hearing for Sept. 8 (Docs. 18582-4). Action June 26.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, on request by KAKE, rescheduled hearing for July 7 (Docs. 18515-6). Action July 3.

### Rulemaking petition

■ Albert L. Crain, Millington, Tenn.—Requests amendment of rules to assign ch. 232A to Millington, Tenn.; to substitute ch. 237A for 232A at Senatobia, Miss., and substitute ch. 221A for ch. 237A at Oxford, Miss. Ann. July 3.

### Rulemaking action

■ FCC denied request by Stoneland Corp. of Virginia Beach, Va., for amendment of FM table of assignments to assign ch. 292A to Chesapeake, Va., by substituting ch. 297 for ch. 295 at Elizabeth City, N.C. Action July 2.

### Call letter applications

■ Linton Broadcasting Co., Linton, Ind. Requests WBTO-FM.

■ E. O. Roden & Associates, Gulfport, Miss. Requests WTAM(FM).

■ Charles H. Kobs, Port Arthur, Tex. Requests KTGL-FM.

### Designated for hearing

■ Lawton, Okla.—FCC designated for consolidated hearing applications of Big Chief Broadcasting Co. and Progressive Broadcasting Co. for new FM's on 98.1 mc. Action July 9.

## Existing FM stations

### Application

■ KTCR-FM Minneapolis, Minn.—Requests CP to change ant.-trans. and studio location to 3701 Winnetka-North, New Hope, Minn.; install new trans.; new dual polarized ant.; make changes in ant. system; change TPO

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7.57 kw; ERP: 50 kw; and ant. height above average terrain 229 ft. Ann. July 2.

### Final actions

■ WKOF(FM) Hopkinsville, Ky.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to just north of county fairgrounds, on north-west edge of Hopkinsville; ant. height to 93 ft.; remote control permitted. Action June 30.

■ \*KHUR(FM) Clayton, Mo.—Broadcast Bureau granted CP to change ant.-trans. location to 121 South Meramec, Clayton; make change in ant. system; remote control permitted. Action June 30.

■ WCMF(FM) Rochester, N.Y.—Broadcast Bureau granted renewal of license subject to condition that transfer of license be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action June 30.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., in order following June 26 prehearing conference, set certain procedural dates; scheduled further prehearing conference to rule on matters relating to refusal of adverse party to respond to interrogatories, etc., to be filed by Aug. 15; scheduled further prehearing conference, if requested by counsel, for Aug. 22; scheduled evidentiary hearing for Sept. 3, in Chicago (Doc. 18417). Action June 26.

■ Hearing Examiner Thomas H. Donahue in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc., and WPOW Inc.), FM proceeding, granted joint motion by Functional Broadcasting and WPOW and extended to July 11 time for filing reply findings of fact and conclusions (Docs. 18210-2). Action July 7.

### Call letter applications

■ WNUS-FM, The McLendon Corp., Chicago. Requests WVII(FM).

■ KCNM(FM), Radio Carlsbad Inc., Carlsbad, N.M. Requests KBAD-FM.

■ WEMP-FM, Consolidated Broadcasting Corp., Milwaukee. Requests WNUW(FM).

### Call letter actions

■ WTBC-FM, Tuscaloosa Broadcasting Co., Tuscaloosa, Ala. Granted WUOA(FM).

■ KEBE-FM, Wells, Walker & Ballard, Jacksonville, Tex. Granted KOOI(FM).

■ KFMP(FM), KWEN Broadcasting Co., Port Arthur, Tex. Granted KCAW-FM.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WALK-AM-FM Patchogue, N.Y.; WBEL South Beloit, Ill.; WEEE Rensselaer, N.Y.; WEMT(TV) Bangor, Me.; WJZZ Mt. Holly, N.J.; WNBZ Binghamton, WPDW Potsdam, WRIV Riverhead, and WUFM(FM) Utica, all New York. Action June 26.

■ Broadcast Bureau granted renewal of licenses for following: KDFM(FM) Walnut Creek, Calif.; WADS Ansonia, Conn.; WBCO Bucyrus, Ohio; WCHB Inkster, Mich.; WCHN-AM-FM Norwich, N.Y.; WJRZ Hackensack, N.J. Actions June 30.

### Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KEOS Flagstaff, Ariz., to Aug. 15; KFMV(FM) Magnolia, Ark., to Jan. 2; Radio KYNO Inc., Fresno, Calif., for new FM to Jan. 8; \*KWBI(FM) Morrison, Colo., to Dec. 24; WKKD-FM Aurora, Ill., to Sept. 30; WITT(FM) Tuscola, Ill., to Dec. 15; WAFM(FM) Angola, Ind., to Aug. 30; WMFG-FM Hibbing, Minn., to Dec. 30; WJON-FM St. Cloud, Minn., to Dec. 12; KCJB Minot, N.D., to Aug. 20; WHOK Lancaster, Ohio, to Dec. 24; WHOK-FM Lancaster, Ohio, to Dec. 30; WMNT-FM Manati, P.R., to Jan. 15; \*WVMS(FM); Chattanooga to Oct. 1; KSIX-FM Corpus Christi, Tex., to Jan. 17; \*WHMD(FM) Suring, Wis., to Aug. 30. Actions June 30.

### Other actions, all services

■ FCC designated for hearing application by Tim Timothy Inc., licensee of KBHS-AM-FM Hot Springs, Ark., for full-time operation in consolidated proceeding of George T. Herrreich for new FM on ch. 265 in Fort Smith, Ark. (Doc. 18241) and Christian Broadcasting Co. for new FM on ch. 292 Hot Springs, Ark. (Doc. 18388). Action July 2.

■ Broadcast Bureau granted licenses for following: KTOO Henderson, Nev.; \*WESU(FM) Middletown, Conn. Actions June 30.

### Processing line, all stations

■ Following applications are ready and available for processing: NEW, Yabucoa, P.R., Lucas Tomas Muniz. Req: 840kc, 250w. D: NEW, Yorktown Heights, N.Y., The General Broadcasting Corp. Req: 850kc, 250w. D: NEW, Honesdale, Pa., Peter L. Pratt. Req: 850kc, 250w. DA, D: WRMA Montgomery, Ala., WRMA Broadcasting Co. Has: 950kc, 1kw. D. Req: 950kc, 1kw, DA-N, U. Ann. July 2.

### Translator actions

■ Broadcast Bureau granted licenses covering CP's for new VHF translators: K05DR and K08GI both Ute Park, N.M. Action June 30.

■ Broadcast Bureau granted licenses covering following new VHF translators: K04FN Quartzsite, Ariz.; K07GJ and K12EV Hoopa, Calif.; K12DS and K12DT Mercury and Ranier Mesa and area 12, Nev.; K06FV, K09IY and K11JB Vermelo Park, N.M.; K13JC Whitewood, S.D.; K08GH Arvada, Wyo.; K03DA, K06FW, K08GL and K12HE Wheatland, Wyo. Actions June 30.

■ Broadcast Bureau granted licenses covering changes for following VHF translators: K03AM Canon City, Colo.; K05CW Coffeyville, Kan.; K04EJ and K04DW Coffeyville and Independence, both Kansas; K09IW Kilgore, Neb.; K04DY Tahlequah, Okla.; K11BH and K13BF Diamond Valley and Harney County, both Oregon; K04FD Sheridan and Fort MacKenzie, Wyoming. Action June 30.

■ Broadcast Bureau granted licenses covering changes in following VHF translators: K13JL White Bird, Idaho; K06BJ Farley, N.M. Action July 2.

■ Broadcast Bureau granted licenses covering following new VHF translators: K02EU Roy, N.M.; K02FR LeMoure, N.D.; K13JF Upper and Lower Deschutes River and La Pine, all Oregon; K13JJ Marathon, Tex. Action July 2.

■ FCC granted application for assignment of licenses of K70CJ and K74BI both Trancas, Calif., from R. F. Edouart to Malibu Communications Corp. Malibu will also acquire CATV system which Mr. Edouart owns and operates in Trancas. Consideration: \$150,000 plus 5-year non-competing agreement. Action July 2.

■ Mountain View Junior Chamber of Commerce, Mountain, Mo.—Broadcast Bureau granted CP for new VHF translator to serve Mountain View on ch. 7 and rebroadcasting KFUS-TV Cape Girardeau. Action June 26.

■ K11EE White Pine TV district 1, Mill and Murry Street, Canyon Area, Ely, Nev.—Broadcast Bureau granted CP to change trans. location and make change in ant. system, and type trans. of VHF translator. Action June 27.

■ K09EA and K07DU Ely, Nev.—Broadcast Bureau granted CP's to change trans. locations, make changes in ant. systems, and change type trans. of VHF translators. Action June 27.

■ K70CT, K75AC and K80BH, Farmington, N.M.—Broadcast Bureau granted CP's covering changes in ant. systems of UHF translators. Action July 1.

■ K06FT Penasco, N.M.—Broadcast Bureau granted license covering new VHF translator. Action June 27.

■ Longfellow TV Club, Longfellow, Tex.—Broadcast Bureau granted CP for new VHF translator to serve Longfellow on ch. 11 by rebroadcasting KOSA-TV Odessa, Tex. Action June 27.

### CATV

#### Final actions

■ Pueblo, Colo.—FCC authorized Pueblo TV Power Inc. to begin operation of CATV

system at Pueblo, and Mountain Microwave Corp., Almagre Mountain, eight miles west of Broadmoor, Colo., granted CP to provide microwave service to proposed Pueblo system. Action July 2.

■ Holly Hill, Fla.—FCC authorized Clear Channel TV to carry distant signals of \*WUFT(TV) Gainesville; \*WJCT(TV) Jacksonville; and \*WEDU(TV) Tampa, all Florida. Action July 2.

■ Ormond Beach, Fla.—FCC authorized Florida TV Cable Inc. to carry distant signals of \*WJCT(TV) Jacksonville and WUFT(TV) Gainesville, both Florida. Action July 2.

■ Winter Haven, Fla.—FCC directed Universal Cable Vision, operator of CATV systems at Winter Haven, Auburndale, Engle Lake, Lake Alfred and unincorporated areas of Polk County, all Florida, to comply with non-duplication provisions of rules with respect to signal of WTVT(TV) Tampa, within 30 days. Action July 2.

■ Thibodaux, La.—FCC granted waiver of hearing requirements of rules on CATV to allow Lafourche Communications Inc., CATV operator, to carry distant signals of WWOM-TV New Orleans, KATC(TV) and KLFY-TV both Lafayette. Action July 2.

■ Albion, Mich.—FCC denied petition by Triad Cablevision Inc., operator of 12-channel CATV system, for waiver of carriage requirements and for stay of compliance. Action July 9.

### Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Sault Ste. Marie, Mich. (American Cablevision Co.), request for special relief filed pursuant to rules and cease and desist order, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for Aug. 8 and hearing for Sept. 8 (Doc. 18578). Action June 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Williamsport, Pa. (Citizens Cable Co. and Williamsport TV Cable Co.), cease and desist order, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for Aug. 8 and hearing for Sept. 8 (Doc. 18581). Action June 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Wheeling, W. Va. (V & G Cable Service), cease and desist order, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Aug. 11 and hearing for Sept. 10 (Doc. 18580). Action June 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Platteville, Wis. (Platteville Cable Corp.), cease and desist order, designated Hearing Examiner Herbert Sharfman as presiding officer; scheduled prehearing conference for Aug. 11 and hearing for Sept. 10 (Doc. 18579). Action June 26.

■ Hearing Examiner David I. Kraushaar in Wheeling, W. Va. (V & G Cable Service), cease and desist order directed against CATV system, rescheduled prehearing conference for Aug. 7 (Doc. 18580). Action July 2.

### Ownership changes

#### Applications

■ KSRM Soldotna, Alaska—Seeks assignment of license from Solid Rock Ministries Inc. to KSRM Inc. for \$124,512. Sellers: Donna J. Schultz, secretary-treasurer, et al. Buyers: Walter H. Stephan, president, David Goodwin, vice president, Robert L. Clay, treasurer (each 30%), and John C. Davis (10%). Mr. Stephan is investor and owns 50% of landscaping and excavating firm, Messrs. Goodwin and Clay are investors and each owns 25% of steel fabrication firm and other business ventures. Mr. Davis is general manager of KSRM. Ann. July 2.

■ KMEN San Bernardino, Calif., and KPOI-AM-FM Honolulu—Seek transfers of control of KPOI Broadcasting Co. from Colgreene Broadcasting Co. (100% before, none after and 51% before, none after, respectively) to Valjon Inc. (none before, 51% after). Consideration: \$816,000. Sellers: Orin Lehman and Albert Heit. Sellers own WHUC-AM-FM Hudson, N.Y. Buyers: Victor Armstrong, president (18.18%) et al. Mr. Armstrong is former senior vice president of Ted Bates & Co., advertising firm. New York. Buyers own KDWB St. Paul, Minn. Ann. July 7.

(Continued on page 73)



# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

**Applicants:** If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

**Deadline for copy:** Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted—Management

Operations manager to assume complete responsibility for programing, production, public affairs, etc., on Negro-oriented radio station in major southeastern city. Must have full knowledge of FCC regulations and employ, motivate and direct top staff of community minded dis. Salary commensurate with ability. Mail complete personal and work history with income requirements to Box G-2, BROADCASTING.

A major market group owner is seeking strong sales leadership for its FM flagship. Strict confidence guaranteed. Box G-24, BROADCASTING.

Absentee owner offers excellent opportunity to experienced radio station manager who can sell and become investor in full time AM facility, located in upper midwest. Opportunity now for right man with \$50,000 capital. Reply Box G-90, BROADCASTING.

Pennsylvania powerhouse seeks general manager with strong sales record, ability to handle staff talent. Top station, solid non-metro growth market. Sales up 30% this year. Salary, incentive. This position open only twice in 20 years. Send full background, present earnings, strict confidence. to Box G-93, BROADCASTING.

Small Wyoming station desires mature, sales-minded station manager. Salary & over-ride. Box G-119, BROADCASTING.

Immediate opening in radio department of Back to the Bible Broadcast. Responsibilities: supervise Tape duplication department; part-time board work for music sessions; and tape editing technical knowledge and experience required. Send resume to: Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Manager for radio "Air talent" division. Man selected must develop new station clients and supervise recruiting programs for existing clients. Young Salesman with programing experience can earn \$25,000.00 a year. College degree preferred. Send resume to Ron Curtis, President, Nationwide Management Consultants, 645 N. Michigan Ave., Chicago, Ill. 60611.

### Sales

Successful, pro sales man, preferably RAB trained, salary, bonuses. Ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Experienced, professional salesman for Middle Tennessee station. We've got the product and if you are willing to work you'll make money. Opening exists now. Send all details. Box G-13, BROADCASTING.

Chicago office of major radio-TV rep is adding a salesman in both the radio and television divisions. Applicants should have 2 to 3 years station sales experience and want to increase their present earnings. \$18,500.00 salary plus bonus arrangement. Send resume to Box G-57, BROADCASTING. Completely confidential.

Radio time salesman wanted by KIDD, Monterey. Generous commission, ample guarantee. Permanent spot in ideal market for mature, stable self-starter. Complete details to Robert Sherry, Owner, Box KIDD, Monterey.

Creative salesman needed in booming west Georgia. Very good possibility job could grow into something much bigger. Write: Bob Thornburn, WLBB Radio, Box 569, Carrollton, Georgia.

Salesman for single station market. 5000 watt AM and new 50 kw FM station with separate programming. May advance to management. Guarantee plus commission. Other radio work available. Prefer family man for permanent work. Write to WSLM, Salem, Indiana, phone 812-883-5750.

Automation equipment salesman who want to share unusual compensation plan in number one line, contact L. Wortman, Shafer Electronics, 9119 DeSoto Ave., Chatsworth, Calif. 91311.

## Announcers

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, BROADCASTING.

Morning man. Good wake-up. Some TV work possible. Midwest medium market, modern but not frantic. Send resume, tape to Box F-340, BROADCASTING.

Immediate opening—small station market near New York City. Permanent. Box F-397, BROADCASTING.

Los Angeles . . . Need big-voiced, fast-paced personalities for contemporary non-rock. Experience necessary. Top 40 background helpful. Third phone. AFTRA. Send tape, resume and expected salary to Box G-35, BROADCASTING.

You're probably 25-30 years old, been in radio 5 years or more, sold on personality approach, love Burt Bacharach, in or ready for major market, insist it be done right, happy where you are now but read the ads looking for something better or bigger. You're in up-tempo MOR, or looking for that, you have a major market voice and would go to MOR major market personality station that knows what's happening. Send me your tape, history, and price. Box G-60, BROADCASTING.

Bright, mature voice, fast-paced man. Top forty C/W MOR dj will be considered. Outstanding station. Metropolitan, ideal climate, excellent working conditions. Send tape and resume. Box G-79, BROADCASTING.

Wanted, morning man for middle of the road, small market, western New York State radio station. Salary commensurate with ability. Excellent working conditions. Box G-82, BROADCASTING.

Top 40 announcer with first phone to fill evening shift. Must be strong on production. Salary open, send tape, resume, and salary. Box G-83, BROADCASTING.

Major broadcasting chain has immediate opening in southeastern state, on the number one contemporary station in the area. Need experienced personality on the morning drive show. Must be production oriented, minimum third class ticket, endorsed Pension plan, free insurance, many other free company benefits. Send tape, resume, photo, first letter to Box G-89, BROADCASTING.

Western Penna. Fulltime—needs Housewife audience air personality. Must have experience. Box G-109, BROADCASTING.

Evening announcer for Lake Erie area station. Opportunity for beginner with good voice and reading ability. Box G-110, BROADCASTING.

One exciting opportunity open for one exciting comer who's hooked body and soul on today's and tomorrow's pop music. Send aircheck and complete details to Box G-119, BROADCASTING.

Nightman—for up-tempo MOR. Home station of 6-station group with plenty of opportunities for advancement. On-air and production experience required. Excellent working conditions. Studio design and equipment among finest anywhere. Send aircheck and resume to: Operations mgr. KFOR Radio, P.O. Box 391, Lincoln, Nebraska 68501.

KMHL Radio news needs three experienced announcers for challengin' new mostly talk news-telephone format to replace middle of road music on AM. (Licensee also operates FM/stereo separately programing mostly music.) Applicants must be mature and able to carry on intelligent interviews on wide range of subjects. Midwest men, familiar with rural communities preferred. Must be free of military obligation, 40 hour, five day week rotating shift includes four-day week-end every month. Opportunity to work sixth day at hourly rate, or option to sell on commission for ambitious men who want to make more money. Hourly rate up to \$3.00. Marshall is home of new 4-year State College. Send tape and resume to KMHL Radio, Marshall, Minnesota 56258.

## Announcers continued

Immediate opening for dependable 1st phone announcer to handle night top 40 show. Must be progressive and ambitious. Contact Manager, KOKX, Keokuk, Iowa.

See the orient! Openings now for two experienced, young, top 40/MOR D.J.s with news and commercial copy writing ability, KSBK, 5kw on Okinawa (Island near Southern Japan) English language operation geared to U.S. Troops. Transportation paid. 1 yr. minimum. Send tape, resume and photo attention: Station manager, KSBK, C.P.O. Box 4, Naha, Okinawa.

Experienced sports man to do play-by-play and bright personality music show. Send resume and tape (include postage for return.) Excellent working conditions. Eliot Cohen, KVOR, Box 966, Colorado Springs, Colo. 80901.

Wisconsin AM/FM in Milwaukee metro area. AM combo, MOR. News or sales an asset. Mature voice. Happy air. Midwest roots. WBKV, West Bend.

WBME, Belfast, Me. needs morning man. 3rd phone, MOR format. Send tape, references, resume & photo to Scott Standiford. For interview call 207-338-2277.

Modern country AM-FM operation has opening for right man! Must run tight, bright show, and like country music. Send tape, photo, resume, salary to Jack Rodgers, WDEW, Macon, Georgia.

Top 40 expanding to TV. Experienced personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Wide awake professional dj with interest in news. 50,000 watt religious oriented station. Send resume and tape to Don Bailey, WFCW, Black Mountain, N.C.

Baltimore area! Fulltime modern country music station needs first phone announcer. Opportunity for sales. Call manager, WISZ, Glen Burnie, Md. 301-761-1590.

Creative announcer wanted for small chain. Opportunity is very good in small college town. Write: Bob Thornburn, WLBB Radio, Box 569, Carrollton, Georgia.

Announcer, first, six-midnight shift, 5 day week, benefits. Contact Harry Johnson, WNDB, Daytona Beach, Fla.

Top-rated MOR station in booming 270,000 market needs creative young announcer with flair for copy and commercial production. We pay salaries competitive with Memphis and New Orleans plus profit sharing retirement plan. The man we want must be worth \$8,000 to start. Send resume with strong references and tape to Radio WSLI, Jackson, Mississippi 39204.

Announcer—immediately. Experienced. Excellent salary open. WVOS, Liberty, N. Y. 914-292-5533.

Two top 40 jocks—tape—resume—WWOW, Cincinnati, Ohio.

First phone combo. no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Bustling—MOR AM-FM with TV pending needs experienced 1st phone for air shift and production. Expanding group on east coast. J. Strider Moler, 301-739-5016

First phone announcer for established south Texas daytimer, morning airshift, up tempo, CGW. Sales, if desired. Call: Joe Taylor, 512-325-2112, opening immediately.

## Technical

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM equipment. Good salary plus travel between stations. Box G-23, BROADCASTING.

## Technical continued

**Wanted:** Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere for children. Chance to participate in ownership if desired. Colleges close. No announcing. Familiar with maintaining equipment. Be own boss. Salary negotiable. Box G-48, BROADCASTING.

**Immediate opening** for chief engineer with Class IV contemporary station. Contact John Bomer, WBSR, Pensacola, Fla. An equal opportunity employer.

The University of Michigan has an opening for an experienced studio engineer, radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Full fringe benefit program. Send resume to Kenneth G. Rimmer, Interviewer. The University of Michigan, Personnel Department, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

**Excellent opportunity** available for qualified, experienced engineer with 1st phone. 5kw, located 12 miles from city on main U.S. highway. Two bedroom, unfurnished apt. furnished with heat, electricity and telephone. Location is Fargo, N.D. Call Norris Pederson, person to person, area code 701-237-5245.

**Field service engineers**, full or part time openings throughout U.S. enable you to share in exciting new Automation generation. Write L. Wortman, Shafer Electronics, 9119 De Soto Ave., Chatsworth, Calif. 91311

## NEWS

**Graduate assistantships—News and Public affairs director**, powerful midwest educational station operated by state college of 10,000 students. Earn a livable salary while working on a Master's Degree. Minimum two years broadcast news experience. Positions open September 1. Send tape, resume to Box G-53, BROADCASTING.

**Radio-tv newsmen** needed in top southeastern market. Must be experienced in reporting, writing and on air work. Must have leadership ability and desire to advance. Send complete resume, picture, and audio or video tape first letter to Box G-96, BROADCASTING.

**Excellent opportunity—Immediate opening** for newsmen. Send tape, resume and picture air mail to KEWI, 700 Kansas, Topeka, Kansas 66603.

**Experienced newsmen** with journalism background needed for professional news bureau. Company-paid hospitalization—insurance. Personal interview required. WEOL-WBEA, Elyria, Ohio.

**Need aggressive news director**, September first. 100,000 university town market. New York State. News is our bag if its yours send us resume and air check. Robert Newman, WTKO, Ithaca.

## Programing, Production, Others

**News and sports director** for Maryland AM-FM. Recognized area leader in local news and play-by-play sports. Network affiliate. Excellent opportunity. Send resume, tape, and photo. Box F-398, BROADCASTING.

**Production supervisor** for Michigan FM station. Sophisticated automation. MOR. Must have good voice and be mature. Better than average fringe benefits. Box G-17, BROADCASTING.

**Graduate assistantship—Program director**, powerful midwest educational station operated by state college of 10,000 students. Take charge of programing, monthly program guide, large stereo record library. Earn a livable salary while working on Master's Degree. Must have educational radio background. Position open September 1. Send resume to Box G-54, BROADCASTING.

## Situations Wanted Management

**Increased local volume—national business—better ratings—new format—community involvement—enhanced image—personal relations—cost control.** In 20 years of broadcasting, mostly management. I have coped with most of these problems. My former employers can tell you how well. Character, ability, stability well documented. Available because of sale of radio-tv-newspaper property in which I had interest \$25,000+. Call 612-866-1360 or write Box G-86, BROADCASTING.

**Attention absentee owners**, Experienced general manager—active community leader—first phone—strong sales—family man, age 44—will put your station in the black for 15M salary plus, with option to buy controlling interest or all. Can invest \$10,000 now and \$10,000 later and balance when option exercised. Address Box G-95, BROADCASTING.

## Management continued

**Proven successful FM manager.** Now in top twenty-five market. Desirous of large enough market to pay tops. Thirty-four. Eight years experience in sales, promotion, programing and management. Top references. Box G-100, BROADCASTING.

**Young, professional manager** for small to medium market. College. Thoroughly experienced—all phases. Top record. Midwest preferred. Box G-102, BROADCASTING.

**General manager or general sales manager.** Am now successful in major eastern market. Ethical. Tough. Professional. Exceptionally sales oriented. Creative. Box G-104, BROADCASTING.

## Sales

**Ten years experience**, all phases, with first phone. Presently in small market management. Want advancement? working for equitable employer. Box G-66, BROADCASTING.

**Sales management—Proven ability** to work with reps and national accounts on local level. Presently in management. Seeking national sales manager's job with solid, progressive operation. Excellent references. Nearly nine years experience. Box G-101, BROADCASTING.

**Salesman** presently employed billing between 3-4 thousand dollars monthly plus copy writing and announcing shift. Desire to work in full time sales in the Dakotas or intermountain west. Box G-105, BROADCASTING.

## Announcers

**Experienced New York soul jock** seeking employment. (212) JA 6-5553 or Box F-328, BROADCASTING.

**DJ, tight board**, good news, commercials, 3rd phone. Box G-14, BROADCASTING.

**Soul jock, tight board**, recent broadcast school grad, 3rd endorsed, will relocate anywhere. Box G-18, BROADCASTING.

**Experienced sports director**, play by play, D.J., married, all sports, draft exempt. Box G-22, BROADCASTING.

**Announcer DJ** gospel or jazz format. Telephone (212) 468-5103. Box G-39, BROADCASTING.

**Black soul jock.** New dynamic personality, tight board, creative, military completed. Third endorsed, recent broadcasting school graduate, will relocate. Picture, tape, resume. Box G-49, BROADCASTING.

**Copywriter**, broadcast school graduate MOR operation. 203-658-6196 or Box G-63, BROADCASTING.

**Young, capable, hard-working deejay** with experience as program, news, and music director before age 20, looking for good opportunity with MOR station. 3rd phone, draft-exempt, married. Box G-64, BROADCASTING.

**Ten years experience**, all phases, with first phone. Presently in small market management. Want advancement? working for equitable employer. Box G-65, BROADCASTING.

**Exp. Radio personality**, 3rd endorsed, married, ready for work. Box G-67, BROADCASTING.

**DJ/announcer/newscaster—Broadcast school**, graduate. 3rd phone, tight board, wants to settle, medium market. Box G-69, BROADCASTING.

**Beginner, broadcast school**, age 27, draft exempt, 3rd phone. Box G-72, BROADCASTING.

**Announcer and/or sales position** wanted. Beginner. Broadcast school. 3rd endorsed. Ambitious and reliable. Willing to travel and relocate. Draft exempt. Box G-74, BROADCASTING.

**NYC teacher** wants radio career. Hardworking beginner. 3rd class endorsed: prefer MOR will consider all formats and locations. Box G-76, BROADCASTING.

**Announcer, salesman, newsmen, interviewer, music man, production man—all combined** into one wishes to relocate, prefers southwest. Available Sept. 1. Young, 34 yr old family man with imagination. Box G-81, BROADCASTING.

**Attention Illinois and Indiana.** Personality. 9 years experience, wants air shift. Currently working small market. Need to move up . . . size of market, dollars, too! Family man wants to talk turkey. Box G-84, BROADCASTING.

**Soul jazz dj, newscaster, salesman.** Married, 26. Third endorsed, tight board, draft exempt, dependable, versatile, creative. Will relocate. Box G-88, BROADCASTING.

## Announcers continued

**West Texas, mature, easy-listening voice;** top-notch production and news delivery; long experience; \$150 minimum. Box G-92, BROADCASTING.

**Nine year professional;** college, contemporary music; heavy personality—more music; programmer-music; ARB # one in one million metro; programmed present from 14 to two in five months; dj or pd; top references; top money . . . reply Box G-94, BROADCASTING.

**Professional announcer** seeks professional employer. Object: stimulating work. Prefer MOR; would consider top 40. No screaming. Extensive resume and tape from Box G-97, BROADCASTING.

**Announcer, third phone**, with commercial and educational experience producing talk programs. Desire work in medium or major market. Box G-99, BROADCASTING.

**Experienced first phone announcer** desires position with MOR station in top 50 markets. Currently at 50kw. Relaxed approach. Prefer west. Box G-103, BROADCASTING.

**Soul announcer, dj.** Authoritative news, married, will settle, some experience. Box G-107, BROADCASTING.

**Looking for midwest personality station.** MOR only. Present PD. Third endorsed. Good tight production. Military completed. Box G-113, BROADCASTING.

**Crackerjack, medium-key news reader.** Warm, professional. Eight years top ten market station. Consider anywhere, but prefer remote lakespot. \$200. Box G-117, BROADCASTING.

**9 years experience**, Top 40 mostly, 3rd endorsed. Presently employed making two bills wk. (312) 637-8821, but not collect, please.

**1st phone—Bill Wade graduate.** Veteran, married, ambitious. Jim Price, 444 Grand, #C, Spring Valley, California 92077, 714-479-0514.

**Desires position as sports announcer** for baseball, basketball, and football. Box 13282, Houston, Texas 77019.

**Experienced announcer**, now available, 3rd with endorsement, Don Thursten, 714-367-7036.

**Experienced Negro DJ** available, 3rd phone now, 1st phone soon, tight board, good production man, young and fly ready to try, will relocate anywhere. Jimmie Steward, 1517 Double Branch Road, West Columbia, S.C. 29169, tele. 803-794-9488.

**Versatile, assiduous announcer** with smooth, bright delivery, excellent production, keen music programming sense, adept all formats, best references, army meritorious service award. Medium and major market background, 25, single. 5257 Marwood Rd., Phila. 215-455-4625.

**Experience limited**, but already as good as the better top 40 men around. 3rd ticket, military complete, 27 years old. Permanent Conn. Call: Ed Lewis, 203-225-1453.

**First phone**, 2 years experience Howard Thayer, LaMoille, Illinois 61330.

**Looking for ratings?** Try my nine years top 40 experience. (312) 637-8821.

**Experienced 3rd.** Need 5-k-AM 4½ hour drive St. Louis. Top #40 MOR personality. Writing ability. Harry Donaldson, 321 North West, Princeton, Indiana . . . 385-5501

## Technical

**Chief with experience**, desires change, construction, directional, maintenance, licensed twenty years. Box G-71, BROADCASTING.

## NEWS

**Experienced newsmen** desires Iowa position. Family man. References Box G-4, BROADCASTING.

**College, Broadcasting and Dale Carnegie** diplomas. Mature, 23, experienced, draft exempt . . . Sports minded station wanted . . . news with emphasis on sports news and play-by-play. David Strawn, 1001 Parrish Ave. Apt. 29, Owensboro, Ky. 502-685-3376.

## Programing, Production, Others

**College graduate**, 3rd endorsed, 3½ years experience. Energetic, imaginative, strong on production & creative commercial continuity. Box F-202, BROADCASTING.

**Documentary producer-writer** seeking to relocate for new challenges. Will come supplied with M.A., know-how, major market experience and awards. Can also handle news and sports. Box G-68, BROADCASTING.

## Situations continued

### Programing, Production, Others

Hello Oregon, Colorado-announcer, program director, production, 10 years experience, seeks position, available now, BA, responsible, innovative, community worker, married, family. Box G-77, BROADCASTING.

Male 23—Three years experience in radio programming, serious music direction, library work in Nation's oldest FM station—seeks job in field. Will relocate, Mr. Lied, 733 Oakdale, Chicago 60657.

Need a Girl "Friday"? I'm single, a graduate of a leading Radio-TV college, have 3rd class radio-telephone operator's license. Have worked in a major southern network station. Can announce, run board, direct, write scripts, handle radiologs, act, run camera, audio and lighting engineer, floor director, was film dept. secretary. Salary open. Prefer eastern coast. References. Patricia Thomason, 8828 Lanier Dr. Apt. 4, Silver Spring, Md.

### 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.

Account executive needed to contact radio and TV station owners to develop new clients for our "Executive Search" division. Position ideally suited to a college graduate on his way up to becoming a corporation executive. Experience accumulated with our firm has enabled several former employees to obtain top executive positions with our client stations. Minimum 2 years radio or television sales experience required plus strong interest in all phases of station operation. Limited travel. Base salary plus commission should exceed \$20,000 first year. Send resume in confidence to Ron Curtis, President, Nationwide Management Consultants, Inc., 645 N. Michigan Ave., Chicago, Illinois 60611. All replies acknowledged.

### Sales

Professional local salesman for mid-west metro market. A career opportunity with sales oriented net outlet. Top compensation plan in the market. Send resume including present earnings to Box G-25, BROADCASTING.

### Announcers

Announcer who can direct or director who can announce needed by medium market VHF in mid-west. You will spend most of your time doing whichever you do best but will have to do some doubling. Will consider radio announcer who wants to learn directing. Send photo, audio tape, resume and salary requirements to Box F-369, BROADCASTING. An equal opportunity employer.

California CBS-TV affiliate needs weatherman or weathergirl for two shows daily, Monday-Friday. Primary requirement is bright, loose, extroverted type on-air projection. Meteorology background helpful, but not necessary. No age limitations. Send resume and video tape with first letter, or call to Phil Convo, program director, KXTV, Box 10, Sacramento, Calif.

### Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime radio. Maintenance and operation. All new equipment. Position requires experience in high-band VTR, live color cameras. Southwest area. Excellent fringe benefits. Reply with resume and requirements to Box G-108, BROADCASTING.

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. 712-1122.

Transmitter supervisor, channel 3, Escanaba, Michigan. Transmitter experience necessary, member progressive group operation with liberal fringe benefits. Tired of crowded living conditions? Relocate in ideal hunting, fishing and recreation area. Excellent promotion potential. Contact Harry Hill, WFRV-TV, Green Bay, Wisconsin, Phone 414-437-5411.

Immediate opening: Technician for control room operation and maintenance. 1st class license desirable but not necessary. In Arizona call chief engineer collect 602-782-4151.

## Technical

### continued

ITV field technician—Maintenance and repair of 1" Helical scan video tape recording equipment and ability to instruct in use of equipment. Salary range \$742 to \$902 monthly. Send resume of training and experience by July 21, 1969, to Clark County School District, Classified Personnel Department, 2832 East Flamingo Road, Las Vegas, Nevada 89109.

Senior or Principal television technician—Responsible for operation, maintenance and repairs of all types of studio and CCTV systems, as well as audio visual equipment. Includes such video apparatus as camera chains, monitors, scopes sync and test generators, campus distribution system, as well as audio control board amplifiers, turntables, tape recorders and audio-visual equipment. Operates control room and studio equipment to make live productions, operates, trouble shoots and installs all types of studio and CCTV systems. Salary commensurate with training and experience. Send resume to: Mr. R. E. Scharpen, UCLA, 405 Hilgard, Rm. A-328, Murphy Hall, Los Angeles, California 90024. An equal opportunity employer.

## NEWS

Newscaster-Commentator top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

Opportunity in August for TV newsmen to become an editor-newscaster with a 7-man staff. Must be competent on the air and well grounded in journalism. SOF or VTR, resume and references first letter to News Director, WDBJ-TV, Box 227, Roanoke, Va. 24002.

Combination reporter-photographer. Experienced only, journalism background for WCKT-TV, Miami, Florida. Equal opportunity employer. Phone Gene Strul, News Director, (305) PL 1-6692.

### Programing, Production, Others

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those with such experience will be accepted. Box F-331, BROADCASTING.

Artist midwest network VHF, layout, handletter, hotpress . . . All color, some print and set design. Send resume and salary requirements to . . . Box F-358, BROADCASTING.

Major midwest university owned VHF television station has immediate opening for experienced television artist with some studio staging and lighting capability. Complete color facilities. Must have at least college Bachelor's degree. Salary range \$9,500+. Write Box G-114, BROADCASTING.

Promotion manager—for thriving network-affiliated VHF in Florida. Experience in the use of all media, familiarity with station procedures required, along with ideas. Send complete resume and any supporting material to Director of Personnel, WFTV, Orlando, Florida 32805.

Full color VHF group station needs producer/director for news shows and commercial production. Switching experience desired. Send full resume and salary desired to: Production Manager, WTEN/TV, P.O. Box 10, Albany, New York.

T.V. producer/director, copywriter, marketing manager, art director, interior designer for expanding Alderman Studios. Excellent the byword. Professionals only. Write Personnel, P.O. Box 26, High Point, North Carolina 27260.

## TELEVISION

### Situation Wanted Management

General manager or sales manager-professional broadcast management; outstanding profit & sales performance; sound judgment; good experience; excellent contacts and references . . . Seek opportunity and challenge. Write F-403, BROADCASTING.

Production Manager. New York network pro. film, live and tape. Willing to relocate to work with progressive station. Telephone (212) MU 4-1786. Box G-59, BROADCASTING.

Sales/station management—young, dynamic sales manager seeks new challenge. Top producer, excellent quality experience, research oriented. Box G-61, BROADCASTING.

## Management—continued

Now that you have your UHF CP and you have found that it takes far more money to place it on the air than you thought; why not let me help you save money before you go too far in the hole! I would be interested in vice position, general manager's position with stock options or part of my first two years salary going towards stock. I have twenty years experience; the major portion in UHF since 1953. I know independent UHF operation and I know how to save you money! Write Box G-106, BROADCASTING, or call 1-305-933-1977.

## Announcers

TV staff announcer seeks move after eight years present position. Box G-112, BROADCASTING.

## Technical

Engineering manager, twenty years top experienced, 14 years management. Exceptional references. Looking for top spot with solid organization. Box F-371, BROADCASTING.

Former Chief Engineer Radio-TV; 20 years experience; BSEE. Available short term projects. Contract or per diem basis. Installation; equipment modification. Box G-85, BROADCASTING.

Chief Engineer. Available in August. 10 years experience in all phases of broadcasting. Solid gold references. All inquiries receive a resume. Salary negotiable Box G-91, BROADCASTING.

12 years experience control, studio operations. All current RCA equipment. TR-70, TK-42 and 44A. Currently TD, metro market. Box G-120, BROADCASTING.

First phone. 11 years radio. Desire television where versatility as engineer-announcer is needed. 618-877-2085.

## News

Investigative reporter, expert in film technique seeks position with professional, dedicated news organization of highest caliber. 4 years in a leading market, master's degree, married. Box G-5, BROADCASTING.

Award winning newsmen desires position with station willing to pay for quality work. 11 years experience radio-TV. Presently employed \$0kw. VTR-audio tape-resume available. Prefer personal audition. Box G-70, BROADCASTING.

Veteran Negro newsmen . . . Seeking television news employment. Ten years of radio experience, have qualifications of neat appearance, good voice and aptitude . . . Presently working in South's number one market . . . available in August . . . Box G-78, BROADCASTING.

Ability to express pell-mell quality of environment . . . documentary or hard news. Newspaper-TV background. Producer, cameraman, air experience. No-nonsense journalist. West or Rockies. \$10,500 minimum. Box G-87, BROADCASTING.

Fed up with undirected, salesmen-dominated news operation. Want aggressive, nosy, opinionated colleagues in metropolitan market. Radio/TV. Eight years TV news, medium markets. College and pro football play-by-play. Consider news/sports. Journalism degree, master's work in political science. September 1st. Box G-116, BROADCASTING.

### Programing, Production, Others

Producer/director—young, creative, recent R-TV grad. Know film. Five years TV experience. Now at net OGO in NYC. Prefer northeast. Draft deferred. Salary negotiable. Box G-75, BROADCASTING.

Film editor—Photographer—family man, 5 years television experience desires permanent position with opportunity for advancement. Prefer college town on west coast. Reply to R. K. Bryant, 1139 The Strand, Reno, Nevada 89503.

Need a Girl "Friday"? I'm single, a graduate of a leading radio-TV college, have 3rd class radio-telephone operator's license. Have worked in major southern network station. Can announce, run board, direct, write scripts, handle radiologs, act, run camera, audio and lighting engineer, floor director, was film dept. secretary. Salary open. Prefer eastern coast. References. Patricia Thomason, 8828 Lanier Dr., Apt. 4, Silver Spring, Md.

### 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.

Zoom lens for TK-31 camera—Suitable for sports and remote coverage. WATU-TV, Augusta, Georgia, AC 404-722-9671.



# BROADCAST SALES ENGINEERS

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth. Salary plus commission—with full fringe benefits and travel expenses paid. Send resume or call Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, (217) 222-8200.

**GATES RADIO COMPANY**  
 Division of Harris-Intertype Corporation  
**QUINCY, ILLINOIS 62301**  
 An Equal Opportunity Employer (M&F)

## Help Wanted—Announcers

### WE NEED ANNOUNCERS

Good ones who know they're good. Mature, experienced individuals who are interested in careers, not just jobs. Ideally, from mid-twenties to mid-thirties looking for five-figure salaries.

We're a dynamic, aggressive middle-of-the-road station offering plenty of scope and opportunity, in hospitable northern Ontario: woods, lakes, hunting, fishing; trading area population about 250,000.

Forward resume, photo, comprehensive aircheck and samples of commercial work to:

Reg Madison  
 Program Director  
**CKSO RADIO**  
 P.O. Box 400

Sudbury, Ontario, Canada

### Experienced Newsmen

With strong emphasis on on-air News Delivery for Major Market Network O&O. Rush tape, resume, writing sample & photo to:

Box G-80, Broadcasting.

## NEWS

### TOP RADIO AIR NEWSMAN-WRITER MAJOR MARKET

Must have "Personality" delivery and be strong writer-reporter. A major MOR station in a major market. Tape, resume, writing samples & photo to:

Box G-98, Broadcasting.

## News continued

### OUTSTANDING NEWSMAN

KLEO, Wichita, Kan. Member of growing Swanco Chain has opening for Authoritative News Man, with solid background. Top salary, and excellent added benefits for the right man. Resume and tape to:

Joe Montgomery  
 KLEO  
 Wichita, Kansas

## Situation Wanted—Announcer

# LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.



**Columbia School of Broadcasting**

4444 Geary Blvd., San Francisco 94118  
 Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

## Programing, Production, Others

### SPORTS DIRECTOR/TOP-20 MARKET

10 years in all sports, plus network-packaging & production. Available now. Prefer western states. Inquire:

Sports Director  
 c/o R. J. McLaughlin  
 31120 Marne  
 Palos Verdes Peninsula, Calif.  
 area 213-541-1750 (after 7 PM)

## Programing Situations Wanted

#1#1#1#1#1#1#1#1

#1 MARCH-APRIL '69 #1  
 METRO PULSE Mon.-Fri.

#1 Ten stations listed in report, including one FM'er. The station for which GRAHAME RICHARDS consults is #1  
 #1 = 1 across the board with these shares:

6-10 AM....41% 10-3 PM....40%

#1 3- 7 PM....61% 7-12 Mid...42% #1

#1 More Homes, Men, Women and Teens than next nearest station. If your station(s) can use rating figures similar to these, contact Grahame by phoning collect (615) 291-2685, or write him at 3104 Belmont Blvd., Nashville, Tenn. 37212. #1

#1#1#1#1#1#1#1#1

## TV—Help Wanted—Sales

### General Sales Manager

Midwest VHF, 8 station market, aggressive, knowledgeable national and local business, able to motivate men. Excellent salary and incentive. Send resume and photo to:

Box G-40, Broadcasting.

## Announcers

# SPORTSCASTER TV and Radio

Immediate opening at network owned station. Major League Market.

Box G-125, Broadcasting.

An Equal Opportunity Employer

## NEWS

# TV NEWS ANCHORMAN

Excellent opportunity for individual with TV news air experience to join top news staff. Must have experience as TV news anchor-man, as well as experience in producing own newscasts. If you qualify, send comprehensive resume and V.T.R. to:

Alan Wilson  
 Administrative Assistant  
 Employee Relations Department

### WHAS, Inc.

522 West Chestnut Street  
 Louisville, Kentucky 40202

**RCA**

**MAGNETIC  
PRODUCTS  
DIVISION**

**VIDEO TAPE  
PRODUCT  
PLANNING  
MANAGER**

RCA Magnetic Products Division has an opening for a unique individual with that rare combination of Technical Knowledge coupled with Marketing "know how."

The Video Tape Product Planning Manager will have full responsibility for development and implementation of Market Plans for Quadruplex and Helical Video Tape. He will coordinate with Advertising, Sales, Market Research, Engineering and will make direct contact with key customers to assure specific Marketing goals are met.

The successful candidate will know the broadcast television market and will have had considerable experience with quadruplex broadcast recorders. A knowledge of helical scan recorders is desirable.

This is a Home Office opportunity for an aggressive man. Location: New York City, reporting to the Manager, Marketing.

Please send your resume, in confidence, to Mr. D. C. Creswell, Manager Marketing, RCA Magnetic Products Division, 201 East 50th Street, New York, New York 10022. We are an equal opportunity employer.

**RCA**

**TV Help Wanted News**

continued

**Newscaster-Commentator**

top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact. Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer.

**Box G-124, Broadcasting.**

**For Best Results  
You Can't Top A  
CLASSIFIED AD  
in  
Broadcasting**

**Programing, Production, Others**

**PROMOTION OPPORTUNITY-TV**

Spring into Fall with an exciting new position with one of the nation's most exciting TV Operations. Must be experienced in print, on-air and sales promotion. Please forward complete resume and indicate salary requirements. Network owned station in top ten market.

**Box G-126, Broadcasting.**

*We are an equal opportunity employer.*

**Employment Service**

**THE AMPS AGENCY**

**BY BROADCASTERS • FOR BROADCASTERS**

Serving the broadcasting profession with competent management personnel in these areas: Management, Sales, Engineering, Announcing, Bookkeeping, Traffic, Secretaries. Send us your resume or tape, or visit us if in the area.

★ THE AMPS AGENCY ★

All Media Placement Service  
3924 Wilshire Blvd., Los Angeles, Calif. 90005  
Telephone 213-388-3116

**MISCELLANEOUS**

continued

**HALL OF FAME  
BASEBALL GAME**

from Cooperstown, N.Y.  
MONDAY JULY 28th

available for complete local sale. Morning initiation ceremonies also available. Contact:

**Ray Blomquist  
Empire Sports Productions  
P.O. Box 30  
Keeseville, N.Y.  
phone 518-834-9082**



**When You're Looking  
For People . . . Look to  
IBA Graduates.**

IBA students learn in actual radio stations and are trained in all phases of the industry. We have graduates available.

**IBA**

*The Farm System for the  
Broadcast Industry*

**INSTITUTE OF BROADCAST ARTS**  
6914 West Appleton Avenue  
Milwaukee, Wisconsin 53216  
414-466-2090

**BUSINESS OPPORTUNITY**

**Unusual Opportunity**

20% interest available of new CATV enterprise located in south central state. Prefer individual investor with CATV background. Write:

**Box G-115, Broadcasting.**

**Miscellaneous**

**WESTPORT, CONN.**

Now thru Oct. 1 WALK TO BEACH. Nicely furnished 2 bedroom cottage. 22' screened porch. Privacy. Minutes to R.R. station. 2 adults only. No pets. Asking \$1,300.

**WALLACE REAL ESTATE**  
141 Main St. Westport, Conn.  
(203) 227-5300

**MAJOR MARKET SOUND**

for your LOCAL COMMERCIALS without the MAJOR EXPENSE of a large staff. Add extra commercial voices for about one-fourth the cost of a permanent full-time announcer. Spots tailored to your specifications by well-known professional commercial announcers. Write:

**SPOT SERVICE**

**Box 517  
Gaithersburg, Md. 20760**

**WANTED TO BUY—Stations**

**INTERESTED IN ACQUIRING**

Corporation desires to purchase AM full-time station in progressive small or medium market in N.C., S.C., or Virginia. All replies will be answered and held in confidence. No brokers.

**Box G-73, Broadcasting.**

**For Sale Stations**

**STATIONS FOR SALE**

1. PACIFIC NORTHWEST. Gross \$90,000. Priced at \$150,000 including real estate. Excellent terms to qualified buyer.
2. ROCKY MOUNTAIN STATE. Market of 100,000. Excellently equipped. Priced at \$140,000. 29% down.
3. CALIFORNIA. Serves primary market of 500,000. Priced at \$250,000. Substantial cash down required.

**Jack L. Stoll  
and ASSOCIATES**

6381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

**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**

**CATV SYSTEM  
for sale**

Southeastern United States. Population of city—22,000.

100% financing, no down payment to qualified buyer, low interest rate.

Reply to Box G-51, Broadcasting.

**FOR SALE**

**Stations**

continued

**California AM and FM**

Full time AM and class B FM with excellent coverage of fast growing large market. Highly profitable and well equipped. Priced at six times annual cash flow with very good terms available to qualified buyer.

Box G-121, Broadcasting.

**Station For Sale**

Old age and illness make necessary the sale of an independent radio station in the Chicagoland area. Liberal terms to financially responsible party. Write:

Box G-111, Broadcasting.

**Pacific Northwest**

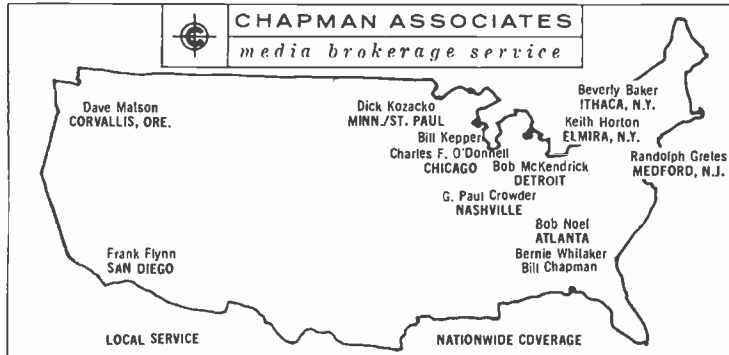
major market AM and FM full time AM and maximum coverage FM available as a package or may be purchased separately. Asking price for both under a million on very favorable terms.

Box G-122, Broadcasting.

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**CHAPMAN ASSOCIATES**  
media brokerage service



Miss.	small	daytime	\$ 65M	terms	N.W.	small	CATV	\$ 40M	nego
N.E.	small	2 fulltime	200M	29%	Minn.	small	profitable	105M	terms
S.W.	medium	fulltime	90M	29%	N.W.	medium	fulltime	135M	SOLD
S.E.	metro	AM	320M	cash	Ks.	metro	FM	65M	50%
N.W.	metro	daytime	150M	terms	N.E.	AM-FM	profitable	315M	29%

**CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 66)

■ KFLI Mountain Home, Idaho—Seeks assignment of license from Mountain States Broadcasting Co. to KFLI Radio Inc. for \$52,500. Sellers: Thomas A. Fairchild, president and general manager, et al. Buyers: John C. Mitchell, president (40%), Pette J. Paul, vice president-secretary, George Peterson, treasurer (each 20%). Athena C. and George C. Mitchell (each 10%). Buyers own KGFV Kearney, Neb. Messrs. Peterson and A. Mitchell have real estate interests. Mr. J. Mitchell is partner in law firm. Mr. G. Mitchell is diplomat for U.S. State Dept. in Mexico. Ann. June 27.

■ WMRO Aurora, Ill.—Seeks assignment of license from WMRO Inc. to Stevens Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Dale A. Stevens, president, et al. Ann. July 3.

■ WCJU Columbia, Miss.—Seeks transfer of control of WCJU Inc. from Lester Williams (71.6% before, 31.6% after) to Marion E. Bullock (10% before, 51% after). Consideration: \$12,500. Ann. July 3.

■ KCHI Chillicothe and KREI Farmington, both Missouri—Seek assignments of licenses from Cecil W. and Jane A. Roberts to Cecil W. Roberts for purpose of corporate reorganization. No consideration involved. Principals: Cecil W. Roberts (50% before, 100% after) and Jane A. Roberts, deceased (50% before, none after). Ann. July 2.

■ WDNL Warren, Ohio—Seeks assignment of license from Daniel Enterprises Inc. to Warren Broadcasting Corp. for \$16,637.25. Sellers: Leon Enken, president, et al. Buyers: John A. Baglier, president-treasurer (90%), L. W. Stauffer, vice president (10%). Mr. Baglier owns 85% of automobile dealership, 70% of leasing company and 33 1/3% of credit firm. Mr. Stauffer owns Niles Suburban Newspapers Inc., Niles, Ohio. Ann. July 3.

■ KWHW Altus, Okla.—Seeks assignment of license from The Altus Broadcasting Co. to KWHW Radio Inc. for \$190,000. Sellers: Frank E. Wimberly, president, et al. Buyers: Hugh Garnett, president (25.3%), and three members of immediate family (each 24.9%). Mr. Garnett is investor and has interest in National Bank of Commerce, Altus, Okla. Ann. July 7.

■ WCFG-TV Birmingham, Ala.—Seeks assignment of CP from Steel City Broadcasting Co. to Freedom Communications Inc. for \$30,000. Sellers: Charles F. Grisham, president, et al. Sellers own WHNT-TV Huntsville, Ala., and 50% of WYEA-TV Columbus, Ga. Buyers: Freedom Industries, 100%. Archie R. Williams, president (60%), and Edward Fredkin (40%). Mr. Williams is attorney. Mr. Fredkin owns investment company and has computer firm interests. Buyers own numerous subsidiaries of Freedom Industries including supermarkets, manufacturing firm, training programs and import business. Ann. July 7.

■ WCOR-AM-FM Lebanon, Tenn.—Seeks assignment of license from The Lebanon Broadcasting Co. to WCOR Broadcasting Corp. for \$150,000. Sellers: Theo F. Ezell Jr., president, et al. Buyers: Andrew Jackson Hendrickson Jr., sole owner. Mr. Hendrickson owns 40% of WCOR-AM-FM. Ann. July 7.

■ KBNO(FM) Houston—Seeks assignment of license from Brier Bayou Corp. to KCCH Inc. for \$360,000. Sellers: Jerry R. and Robert E. Daniel, president and vice president, respectively, et al. Buyers: Culligan Communications Corp., 100%. Matthew J. Culligan, president (16.58%) et al. Buyers own Westport (Conn.) Town Crier, applicant to purchase WHIM-AM-FM Providence, R.I. pending FCC approval, and proposed transferee of KEIR(FM) Dallas. Ann. July 3.

■ WINA-AM-FM-TV Charlottesville, Va.—Seeks transfer of control of Charlottesville Corp. from Donald G. Heyne, et al. (as a group 95.8% before, none after) to Laurence E. Richardson (none before, 95.8% after). Consideration: \$450,000. Mr. Richardson is former president of Post-Newsweek Stations, Capital Area Inc., licensee of WTOP-AM-FM-TV Washington. Ann. July 2.

■ WILA Danville, Va.—Seeks assignment of license from Baron Broadcasting Corp. to WILA Inc. for \$325,000. Sellers: Ralph and Judith Baron (jointly 83.2%), George J. Lund (8.4%), Mr. and Mrs. Baron each own 40% of WENZ Highland Springs, Va., and 25% of WCUM-AM-FM Cumberland, Md. Buyers: Neill McMillan (8.4% before, 50%

(after) and Frances McMillan (none before, 50% after). Ann. July 2.

■ **WDBJ Roanoke, Va.**—Seeks assignment of license from Times-World Corp. to WHBC Inc. for \$775,000. Sellers: M. W. Armistead III, president (1%), E. Ould and George Ellis (executors of Junius Fishburn and Louise Fowlkes estates, jointly 28%), et al. Sellers own WDBJ-FM-TV, sale of which pends FCC approval. Buyers: Joseph K., Jackman S., William H. Vodrey, vice president, assistant secretary-treasurer and secretary-treasurer, respectively (each 12.5%), et al. Jack Vodrey is attorney, William Vodrey is director of First National Bank of East Liverpool, Ohio. Buyers own WHBC-AM-FM Canton, Ohio. Ann. July 2.

■ **WDBJ-FM Roanoke, Va.**—Seeks assignment of license from Times-World Corp. to James L. Gibbons for \$40,000. Sellers: see above. Buyer: James L. Gibbons, sole owner. Mr. Gibbons owns WFMD-AM-FM Frederick, Md., is partner in Chevrolet dealership and has numerous real estate investments. Ann. July 3.

■ **WDBJ-TV Roanoke, Va.**—Seeks assignment of license from Times-World Corp. to WDBJ Television Inc. for \$8,200,000. Sellers: see above. Buyers: South Bend Tribune, 100%. Franklin D. Schurz, president, votes stock for South Bend Tribune. Buyers own WSBT-AM-FM-TV South Bend. *South Bend Tribune, Bloomington Herald-Telephone and Bedford Times-Mail*, all in Indiana, *Hagerstown (Md.) Herald-Mail, Indianapolis News, Braulley News and El Centro Imperial Valley Press*, all California. Ann. July 2.

■ **KOQT Bellingham, Wash.**—Seeks assignment of license from Topdial Inc. to Bellingham Broadcasting Co. for \$18,500. Sellers: Robert Burks, trustee in bankruptcy. Buyers: Ruth S. Waters, sole owner. Mrs. Waters has farmland interests. Ann. July 2.

■ **WKWK-AM-FM Wheeling, W. Va.**—Seeks assignment of licenses from WK Inc. to Publishers Broadcasting Corp. for \$649,000. Sellers: Eugene M. Lang, president, et al. Buyers: Publishers Co., 100%. Donald C. Price, president, et al. Publishers Co. owns applicant to purchase WONS and WBGW-FM Tallahassee, Fla. Ann. July 2.

## Actions

■ **KOLD-TV Tucson, Ariz.**—Broadcast Bureau granted assignment of license from Old Pueblo Broadcasting Co. to Universal Communications Corp. for purpose of corporate reorganization. No consideration involved. Principals: Old Pueblo is wholly owned subsidiary of Universal. Universal is wholly owned by Evening News Association (WWJ-AM-FM-TV Detroit) and also has interest in Scripps-Howard Broadcasting Co., group owners. Warren S. Booth, chairman of board, et al. Action June 30.

■ **KAGH-AM-FM Crossett, Ark.**—Broadcast Bureau granted assignment of licenses from Radio Station KAGH Inc. to Ashley County Broadcasters Inc. for \$130,000. Sellers: Julian F. Haas, sole owner. Buyers: W. Berry Medlin, president-treasurer, W. B. Medlin, secretary, and Thomas E. Baker, vice president (each 33 1/3%). Messrs. W. Berry Medlin and Baker are general manager and commercial manager, respectively, of WLCM-AM-FM Lancaster, S.C. W. B. Medlin is farmer. Action July 2.

■ **KDIA Oakland, Calif.**—WDIA and WTCV-FM Memphis; WOL and WMOD-FM Washington, and WWRL New York—Broadcast Bureau granted assignment of license from KDIA Inc., WDIA Inc., WOL Inc. and WWRL Inc. to Sonderling Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Egmont Sonderling, president (22.2%), et al. Principals own WOPA and WGLD, both Oak Park, Ill., KFOX Long Beach, Calif., KFOX-FM Los Angeles, WLKY-TV Louisville, Ky., and WAST-TV Albany, N.Y. Action June 27.

■ **KFMX(FM) San Diego**—FCC granted assignment of license from Impact Broadcasting Enterprises Inc. to KFMX Inc. for \$303,750. Sellers: S. Gerald Mollner, president (66%), and Richard Friedman, vice president (33 1/3%). Messrs. Mollner and Friedman have respective interests in KRCH-FM St. Louis. Buyers: Walter N. Nelskog (75%), and Raymond G. Watson, vice president (25%). Mr. Nelskog is vice president and general manager of KIXI-AM-FM Seattle and vice president of KYXI Oregon City, Ore. He also owns 25% of aircraft sales, charter and flying school, 52% of land development firm and 25% of Everett Cablevision, Everett, Wash., CATV systems. Mr. Watson is advertising radio station representative. Action July 9.

■ **KDEN-FM Denver**—Broadcast Bureau granted assignment of license and SCA from KDEN Broadcasting Co. to Capitol City Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: KDEN Broadcasting, 100%. Edwin E. Koepke, president, and Frank E. Amole Jr. (each 50%). Action June 30.

■ **KAVI-AM-FM Rocky Ford, Colo.**—Broadcast Bureau granted assignment of licenses from Rocky Ford Investment Corp. to Western Sun Broadcasting Co. for \$82,500. Sellers: H. Lee Sturgeon, president, et al. Buyers: George R. Gregg Jr., president (49%), Donald D. Teets, vice president (47%), et al. Messrs. Gregg and Teets are sales manager and account executive, respectively, for KQEO Albuquerque, N.M. Action July 2.

■ **KLFD-AM-FM Litchfield, Minn.**—Broadcast Bureau granted transfers of control of Litchfield Broadcasting Corp. from Alver Leighton (50% before, none after) to Herbert Gross Jr. (50% before, 100% after). Consideration: Exchange of stock. Principals: Mr. Leighton will pay Mr. Gross \$35,000 for 40% of KDLM Detroit Lakes, Minn., making Mr. Leighton sole owner, and Mr. Leighton relinquishes stock of KLFD-AM-FM to Mr. Gross. Mr. Leighton owns 49% of KLGR Redwood Falls, Minn. Action June 27.

■ **WELZ Belzoni, Miss.**—Broadcast Bureau granted assignment of license from Humphreys County Broadcasting Co. to Humphreys County Broadcasting Inc. for \$50,000. Sellers: Roth E. and Lucille Hook (each 50%). Mr. Hook owns 55% of WRUS-AM-FM Russellville, Ky.; 44% of WRAG Carrollton, Ala.; 58% of WKIZ-AM-FM Key West, Fla.; 55% of WMAG and WQST(FM), both Forest, Mississippi; 57% of CP for new FM at Carrollton, Ala. and sole owner of CP for new AM at Donaldsonville, La. Mrs. Hook owns 5% of WMAG and WQST(FM). Buyers: Arthur E. Wood Jr., president and Herb L. Guthrie, secretary-treasurer (each 49.9%) et al. Mr. Wood is 50% partner in medical practice, owns 40% of hospital-nursing home and 50% of nursing home. Mr. Guthrie is manager of WELZ and WRBC Jackson, Miss. Action June 27.

■ **KQTV(TV) St. Joseph, Mo.**—FCC granted assignment of license from Panax Corp. to Intermedia Inc. for \$3,150,000. Sellers: Michael L. Dow, vice president, Ned S. and Dorothy D. Arbury et al. Sellers own WSWM(FM) East Lansing, Mich. Mr. and Mrs. Arbury own 98.24% of WQDC(FM) Midland, Mich. Buyers: ISC Industries Inc. is sole owner of Intermedia Inc. Paul Hamilton Jr., president, et al. ISC Industries owns finance, leasing and insurance companies. Action July 2.

■ **WYBC Massena, N.Y.**—Broadcast Bureau granted assignment of license from Stoehr Broadcasting Corp. to Twin Tier Broadcasting Inc. for purpose of corporate reorganization. Consideration: \$1. Principals: Twin Tier owns Stoehr Broadcasting. Principals of Twin Tier: Michael J. Desiti (60%), Charles L. Snyder (10%) and Alexander V. Orlando (30%). Principals own WTTC-AM-FM Towanda, Pa. Action July 2.

■ **WTHE Mineola, N. Y.**—Broadcast Bureau granted transfer of control of Bursam Communications Corp. from Selig S. Burrows, Hartley L. Samuels, Margery S. Samuels, Kenneth D. Burrows and Jonathan L. Burrows (jointly 100% before, none after) to Lawrence Brandon, Marvin B. Kosofsky, Howard Warshaw and Harold S. Schwartz (each none before, 25% after). Consideration: \$145,000. Principals: Messrs. Warshaw, Brandon and Kosofsky each own 33 1/3% of WYLO Jackson, Wis., and of WARO Canonsburg, Pa., and 15%, 34% and 51%, respectively, of KUNL Gold Valley, Minn. Mr. Schwartz owns KXEN St. Louis. Action June 30.

■ **WRKL New City, N. Y.**—Broadcast Bureau granted assignment of license from Keith Connes and Betty Spiro, executrix of estate of Albert Spiro, deceased, to Betty Spiro for \$100,000. Principal: Mrs. Spiro is part-time teacher. Action June 27.

■ **KTIX Pendleton, Ore.**—Broadcast Bureau granted assignment of license from Roderick Sound Inc. to Eastern Oregon Broadcasters Inc. for purpose of corporate reorganization. No consideration involved. Principals: Juniper Broadcasting Inc., 100%. Gary Capps, president (16.66%), et al. Juniper owns KGRL Bend, applicant to purchase KFLM-AM-FM Corvallis. 80% of KACI The Dalles, all Oregon. Mr. Capps owns 3.52% of KSRV Ontario and KLBW La Grande both Oregon. Action July 2.

■ **KORD Pasco, Wash.**—Seeks transfer of control of KORD Inc. from H. B. Murphy

(38.89% before, none after) and Harold C. Singleton (22.22% before, none after) to Wallace K. Reid (38.89% before, 33 1/3% after), Walter N. Nelskog and Bjorn Lih (both none before, 33 1/3% after). Consideration: \$24,250. Sellers: Wallace K. Reid, president, et al. Buyers: Wallace K. Reid, president, Bjorn Lih, vice president, and Walter N. Nelskog, secretary-treasurer. Mr. Reid has no other business interests. Mr. Lih is surgeon, owns 25% of clinic and of food processing firm and 27% of cold storage firm. Mr. Nelskog, vice president of KIXI Seattle and KYXI Oregon City, Ore., owns 25% of aircraft sales and charter company and flying school, 25% of office rental firm, 25% of Everett Cablevision, Everett, Wash., and 52% of land development company. Mutually contingent on grant of sale of KCYS(FM) Richland, Wash. (see below). Action July 9.

■ **KCYS(FM) Richland, Wash.**—FCC granted assignment of license from Three Rivers Broadcasting Inc. to KORD Inc. for \$87,000. Sellers: Bjorn Lih, president (35%), et al. Buyers: See KORD Pasco, Wash., above. Mutually contingent on grant of sale of KORD Pasco, Wash. Action July 9.

## Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through July 9. 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*.

■ **Algona, Iowa**—Algona voters have approved a proposal to grant a franchise to Greater Algona TV. The principal interest in the system is held by WMT-AM-FM-TV Cedar Rapids, Iowa.

■ **Bath, Me.**—Coastal Cable and Antenna Inc., Biddeford, Me., has been granted a 10-year franchise. S. E. Ernst is president of the firm. The company will charge \$5 for installation during the first six months, and \$15 thereafter. The firm will charge \$5 per month and \$1 per month for the next three outlets. Initially the system will provide five channels plus broad-band FM. One channel will be made available to the school system.

■ **Lake George, N. Y.**—Amvideo Corp., represented by attorney John Mannix of Miller & Mannix, Glens Falls, N. Y., has applied for a franchise.

■ **Patchogue, N. Y.**—Intercounty Television of Suffolk Inc., owned by Sterling Communications Inc., New York, has applied for a franchise. The system would carry local originations and local advertising. A previous applicant is Suffolk Cable Corp.

■ **Belle Valley, Ohio**—Tower Communications Inc. has been granted a 20-year franchise.

■ **Bellevue, Ohio**—Continental Cablevision of Ohio Inc., Fostoria, Ohio, has applied for a franchise. Subscribers would pay \$10 for installation and \$4.85 monthly. No installation fee would be charged during initial construction.

■ **Clyde, Ohio**—Continental Cablevision of Ohio Inc., Fostoria, Ohio, has applied for a franchise. The firm would provide 11 channels for \$4.85 monthly plus a \$10 installation fee. During initial construction no installation fee would be charged.

■ **Norman, Okla.**—Two firms have applied for a 10-year franchise: Signal Improvement Systems Inc., represented by L. W. Newcomb, and Genco Inc. (multiple CATV owner), a division of Livingston Oil Co., Tulsa, Okla., represented by Roy Bliss.

■ **Hermiston, Ore.**—Columbia Television Inc. of Kennewick, Wash., represented by Clayton D. White, has applied for a franchise. The firm would charge \$15 for installation and \$6.50 monthly. For additional outlets the firm would charge \$6.75 for installation and \$1 monthly.

■ **Chicora, Pa.**—Michael Dobranclin of East Brady Pa., has been granted a franchise. He operates a system in East Brady and has franchises in Bruin, Karns City, Petrolia and Sligo, all Pennsylvania.

■ **New Hope, Pa.**—Telesystems Corp., Glenside, Pa. (multiple CATV owner), has been granted a 20-year franchise. Subscribers will pay \$10 for installation and \$5 monthly. Commercial establishments will pay \$10 per month.



Back in the days when it was customary for offices to be open on Saturday, Arthur Nielsen Jr., then still in grade school, accompanied his father to work to listen in on the weekly conference of A. C. Nielsen Co. executives as they reviewed problems and progress.

By the time he was 13 the boy was buying his own stock in the market research firm, financing the acquisitions by odd chores such as cutting grass and stringing tennis rackets. During high-school years and college Arthur Jr. worked many part-time hours for the company to help enlarge his investment, a practice not in the least discouraged by the shrewd business disposition of Arthur Sr. The father also taught his namesake how to play the game to win as they paired to capture regional and national championships on the tennis court.

The two still have winning on their minds today as they preside at the long executive dining room table during the noon hour at 2101 Howard St., Chicago, the firm's international headquarters, where founding Chairman Nielsen continues active but leaves for President Nielsen the details of vigorously pursuing the development and expansion of Nielsen's broadcast and other services. Among these are the Nielsen Television Index, the Nielsen Station Index, the instantaneous rating service that is operating in New York and soon to be implemented in Los Angeles, plus Telavail, the on-line computer system designed to expedite spot TV buying without changing the traditional relationships between agencies and station representatives.

The challenges of providing useful as well as profitable services for the field of television advertising especially intrigue Mr. Nielsen Jr., whose extensive world travels have made him keenly aware of the relationship between a country's policy regarding commercial television and the standard of living of the people. The cost of distribution is the largest cost in the price today of products of mass consumption such as foods, soaps, toiletries etc., he notes, and television has proved itself to be the most efficient means of distribution.

In countries where TV advertising is forbidden or greatly limited, or where the medium is technically restricted, he says, the alternate means of mass distribution remain so expensive and unproductive that the cost of products remains high, in turn affecting living standards. He is quite concerned about trends in the U.S. to restrict advertising and marketing in various ways.

One area, less publicized but of vital concern, he suggests, involves the U.S. census and current efforts to have certain information supplied voluntarily. Such moves would jeopardize the historic validity of the census, he says, a

## Nielsen has numbers from New York to Nagoya

service too taken for granted. "The census is a mirror of our times," he explains, "and the basic processes of government as well as business need accurate data in order to effectively respond to social problems or changing tastes and needs."

Program ratings are a mirror of public taste too, Mr. Nielsen says, and he is quick to remind the perennial do-gooder that attacks on the rating system are merely efforts to distort the mirror, not change society. TV ratings are like votes, he feels, and they help effect a democracy in programing as part of our system of free competition of networks,

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### Week's Profile

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*Arthur Charles Nielsen Jr.—president, A. C. Nielsen Co., Chicago; b. Berwyn, Ill., April 8, 1919; PhB business administration 1941, University of Wisconsin; U. S. Army 1941-45; joined Nielsen firm 1945 and worked in most departments, becoming president 1957; over years personally has served in consulting roles to government departments and has just completed work with advisory task force to Peace Corps; has served as officer or director many national and local organizations such as American Marketing Association and U.S. Management Executives Society, as well as director of several major corporations; active in numerous local charitable and civic groups; m. Patricia McKnew of Washington, June 24, 1944; children—Arthur III, 23; Christopher, 20. and Elizabeth, 16.*

stations and advertisers. The depth and breadth of this competition provide such a broad range of programs that all tastes are served, he adds, minority as well as majority.

Broadcast services were not always on the profit side of the ledger for the Nielsen firm, now diversified in business index and related service functions in 20 countries. Nielsen lost some \$15 million in broadcast ratings for 17 years after the start of radio ratings in 1942, but has turned the corner with television, Mr. Nielsen relates. Radio was discontinued six years ago.

Television still represents a relatively minor part of the total Nielsen business, a situation Mr. Nielsen hopes to alter through refinement and growth of the U.S. services and growth abroad. Nielsen's TV rating service (minute-by-minute) in Japan is most vigorous now, he says, and the established measurements in Tokyo and Osaka will soon be augmented by Nagoya, that country's third largest city.

Domestically Mr. Nielsen is pleased by initial response to the added short form of NSI reports to be available next season. It limits demographics to five columns instead of 45 and evolves from the expansion of markets to be measured in October and May. These and other features are designed to aid agency first-quarter and summer buying.

Mr. Nielsen is well aware that when the word computer is mentioned in any of the various proposals for rapid spot-availability systems some station reps express alarm. "There is always a need for a salesman to properly represent any product or service," he says, "and the concept that people should think of—and which is inherent in Telavail—is how to assist the sales rep and give him more knowledge quicker so he can do a better job representing his station." To be implemented by stages, Telavail may begin in the Chicago area next spring.

Mr. Nielsen personally also has high hopes for the instantaneous Audimeter system, serving New York since 1959 and to begin next year in Los Angeles. He feels the next step could be a leap frog to a fully national system, "because the networks and their customers could save literally millions of dollars by being able to learn more promptly public reaction to new shows."

Quiet, scholarly and of medium stature, Mr. Nielsen gets quite a chuckle out of ideas to buy time by quantities of target products consumed or the like. "Ideas come the easiest and the technology is usually possible," he says, "but when you figure the costs to produce quality data you know no client could afford it. By comparison TV ratings are simple—and matching up demographics is just as effective, as well as economical."

## Different media

The phasing-out of cigarette commercials on television, as recommended last week by the National Association of Broadcasters' television code board, is probably the best choice broadcasters can make at this time. This is said, of course, on the assumption that self-regulation along these lines will succeed in its purpose of heading off more precipitate action by the government.

It is not so clear, however, that the same sort of phasing-out is radio's best choice of approaches to the cigarette problem. Radio broadcasters, it seems to us, may have been illogically lumped in with television in the rush to arrive at an accommodation that NAB may present at the forthcoming Senate hearings on cigarette advertising.

In quantity and content, cigarette advertising differs radically on television and radio. It accounted for \$196 million on television in 1968 and only \$20 million or less on radio. The cigarette commercials on television have been the principal targets of criticism by antismoking forces. It is television, not radio, that has figured in the fairness-doctrine cases requiring the airing of antismoking messages.

Radio, by inference, has been dragged into the controversy when antismoking forces have talked about outlawing the "broadcast advertising" of cigarettes. Radio could make a case for disengagement from the other medium—which is the one the antismoking forces really have in mind.

## Rigged journalism

If *This Week*, the newspaper supplement, had wished to announce a debasement of journalistic principles, it could hardly have illustrated the announcement more effectively than with a two-page layout that appeared in its July 6 issue under the heading: "TVIOLENCE."

The layout was a three-part package. The longest part was a characteristic attack on commercial television, especially the TV networks, by Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, described by *This Week* as "the law-oriented pressure group."

This was followed by a one-paragraph box headed "What You Can Do About Televiolence," in which someone—inescapably *This Week*, since the item was unsigned—told readers that the Hoving committee "needs your support." The item quoted Ben Kubasik, executive director of the Hoving group, as saying that TV improvement will come only from "legal actions" taken by citizens "challenging stations for not fulfilling the promises under which they obtained their licenses." Then, anonymously again, it said the Hoving committee "stands ready to aid and advise citizens on their rights regarding broadcasting" and told readers to write the committee "for information on how you can help." It was perhaps by oversight that there was no overt mention of the Hoving committee's current fund-raising campaign (BROADCASTING, June 23).

Part three was a short article by Senator John O. Pastore (D-R.I.), head of the Senate Communications Subcommittee. This, for Senator Pastore, was pretty innocuous stuff; nothing in it—not even his conclusion that viewers deserve better than they get—approached in tone or substance many of his public remarks on the subject.

But from the heading *This Week* gave it—"The Senator

Speaks Out"—and especially from its positioning immediately adjacent to Mr. Hoving's article and Mr. Kubasik's call for "legal actions," readers could hardly have failed to associate Senator Pastore with Mr. Hoving's committee and its aims. This was a disservice to both Senator Pastore and *This Week* readers. Nowhere were they told that, to the contrary, Senator Pastore, for all his past bluntness toward broadcasters, is also the sponsor of a bill to block the "strike applications" that Mr. Hoving would like to encourage.

If its performance was not up to broadcast journalism standards, however, *This Week* must be credited with exceptional bravery: Consider how the TV-station owners among the supplement's 40-plus newspaper clients must feel about disseminating in their own papers so one-sided an attack on the medium that, in many U.S. communities if not their own, is all that keeps the papers alive.

## Even a crumb

In this summer of despair for broadcasters even a small favor from an agency of government is welcome news.

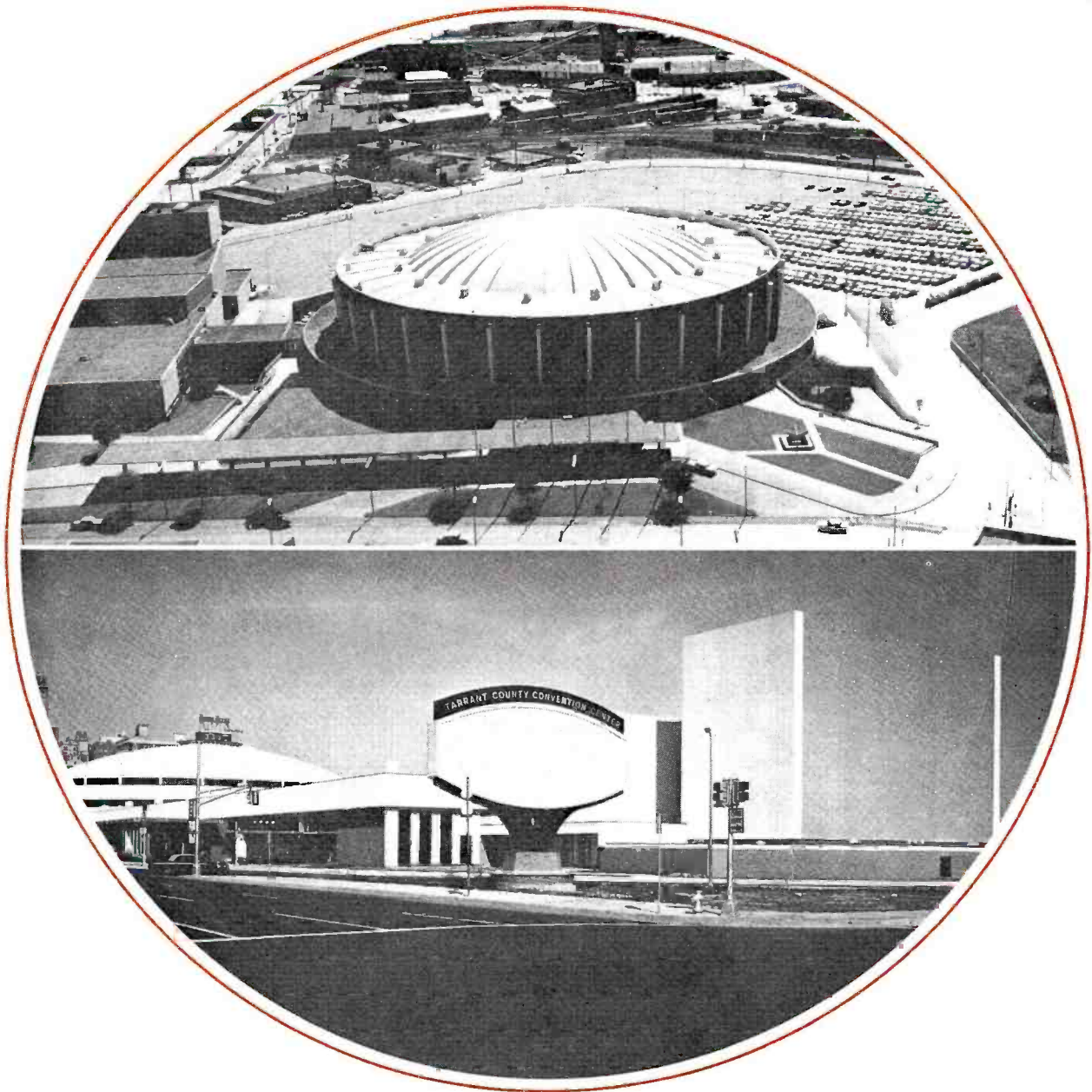
Last week the Federal Trade Commission, usually pretty rough on the media, summarily threw out a complaint of a suburban Washington radio station against a newspaper-owned Washington station which it alleged had purloined its all-news format and threatened to monopolize local news and thereby drive it to the wall.

By a virtually unanimous action (4-0, with the fifth member abstaining) the FTC told WAVA Arlington, Va. it had no case against WTOP Washington, under the same ownership umbrella as the *Washington Post* and *Newsweek*, but operated strictly apart from the publications.

What emerges from this decision is that news cannot be formatted as an exclusive venture and, at least inferentially, that a market with three daily newspapers, some 30 AM and FM stations and seven TV stations is virtually impossible to monopolize. That last observation runs counter to the thinking of the forces for destruction of commercial broadcasting on the FCC, notably top banana Nicholas Johnson and second banana Kenneth Cox.



Drawn for BROADCASTING by Sid Hix  
"Nobody's tying any watches to my rockets . . . and that's final!"



## ... in the 12th U.S. Market

Entertainers often remark that they enjoy the warmth and enthusiasm of audiences in the Dallas Memorial Auditorium and the Tarrant County Convention Center in Fort Worth. Texans appreciate good entertainment.

That same audience is ours on WBAP. We entertain and we sell in over one million television households — households that listen, households that buy.

If you have a product or service to sell, we have the means. WBAP talks a Texan's talk.

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