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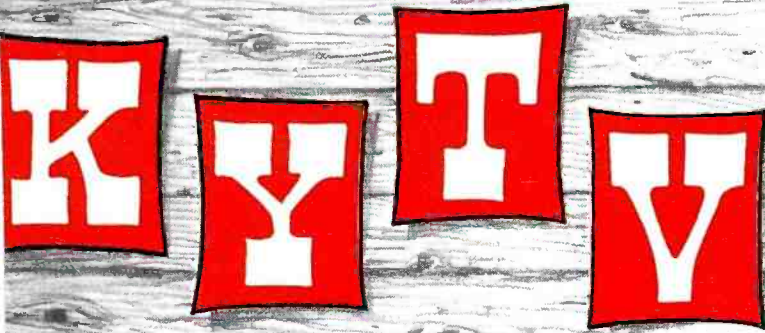
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV is headed for its biggest sales year in '69. p21
Litwin study exposes myths in 1-to-customer. p34
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TRY...



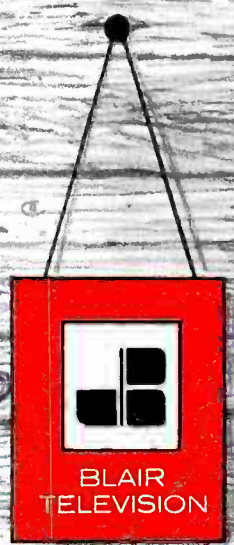
CHANNEL...



MISSOURI'S *Third Largest* MARKET



*IN the OZARKS
...you'll like it!*



Nobody wanted Jimmy..



Since October, 1967, KTTV—the Metromedia Television station in Los Angeles—has helped find parents for more than 100 orphans.

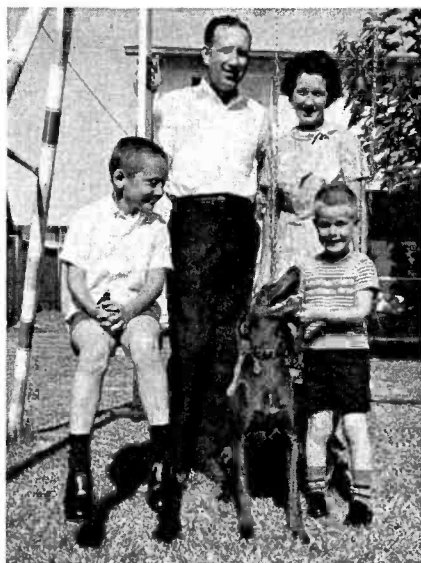
Mr. I. M. Sarmiento, Public Information Officer of the County of Los Angeles Department of Adoptions, said it better than we can:

“Normally it is quite difficult to

find adoptive parents for children with medical problems, or those of mixed parentage, or just older children. Then in October, 1967, KTTV invited us to appear with several of our children on their “*Ben Hunter Show*” every Thursday. The results have been both remarkable and heart warming. Of 206 children who appeared on KTTV

through the end of May, 110 legally adopted and 60 more are in process. Normally, 1% or 2% of adopted children are returned; through Ben Hunter’s program, 10% have been returned of those placed through KTTV. In addition, we have found many more parents and homes for many orphans as an indirect result. This occurs w

until KTTV, Metromedia Television in Los Angeles, told his story.

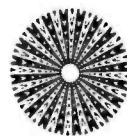


You see, Jimmy was a homeless child with a problem that lessened his chances for adoption. Although he was a bright, appealing child, he suffered from congenital nystagmus, or "roving eye." Then Jimmy appeared on Ben Hunter's program on KTTV, where Mrs. Albert Johnson saw him. Three weeks later, Jimmy had a mother, father, big brother, two dogs and the kind of bright future that a loving family provides.

its who come to meet a child they on KTTV find the youngster dy adopted and choose another instead. We are most grateful to V and Mr. Hunter." Because of KTTV's success, omedia Television stations across ountry now plan to introduce ur programs.

Metromedia Television believes in being totally involved in community and national affairs...in providing help and responsible leadership in a sincere effort to solve the difficult problems of our times.

TV LOS ANGELES / KNEW-TV SAN FRANCISCO
Represented by Metro TV Sales



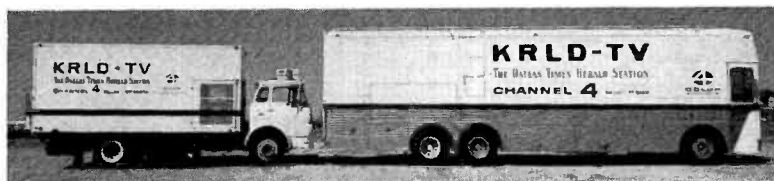
**METROMEDIA
TELEVISION**

THE VITAL NEW FORCE IN BROADCASTING



Technical know-how plus the most sophisticated television equipment available are incorporated in Channel 4's studio facilities and color tele-production cruiser. To keep ahead of the times, KRLD-TV will soon receive the *First* computer-controlled HS-200 Teleproduction System in our area, a marvel that will allow us to perform high band color editing faster, easier and more economically than film. Contact PREMIER TELE-PRODUCTIONS for your next video-tape requirement. You'll enjoy the best!

PREMIER TELE-PRODUCTIONS



**DIVISION
OF KRLD-TV
DALLAS**

(214) 742-5711

Forced bargains

When Congress reconvenes after Labor Day, legislation to call upon television (but not radio) stations to discount rates for political time for candidates for Senate and House by 50% or more prior to general elections, but not in primaries, will be introduced. Spokesman for National Committee for an Effective Congress, voluntary organization behind measure, predicts that 25 to 30 senators and perhaps leadership in House will lend their names to joint endorsement of identical measure, terms of which still are being drafted.

First inkling came last Thursday at hearing on Pastore bill (S-2004) when Senator John O. Pastore said he had been invited to sponsor measure but had declined. He took off on high costs of campaigning and argued no candidate could be elected without TV exposure. NCEC spokesman recalled Storer and NBC stations had cut political rates by 50% last year, but said recommended discounts won't be decided upon until further discussions with proposed endorsers. Among others, FCC Chairman Rosel Hyde has urged political discounts (see editorial, page 78).

Games people play

Holiday Inns of America is entering TV program distribution with new half-hour across-board game show that it has sub-licensed to American Home Products for top-50 markets and plans to syndicate itself in others. Program, *He Said, She Said*, features NBC sports personality Joe Garagiola as host, and in American Home deal is being offered stations on basis that gives American Home six commercial minutes per week, allows stations 22½ per week for local sale, and leaves one and one-half that Holiday Inns may sell to another advertiser. Some 40 stations—among them WBBM-TV Chicago, WJBK-TV Detroit, KOA-TV Denver, WTTG(TV) Washington and WPIX-TV New York—reportedly have already cleared program, usually for afternoon scheduling on network affiliates, in prime time on independents, starting about Sept. 1.

Goodson-Todman, program's producer, is due to begin production in about week. Holiday Inns, which licensed all U.S. syndication rights from G-T—and will provide prizes on program in American Home Deal, which was made through John F. Murray Co., AHP house agency—is reported to have already begun offering series in some markets below top 50. Sources close to

project think it could lead to establishment of Holiday Inns as major factor in TV syndication.

Lee's proposal

Weeks will elapse before FCC comes up with new multiple-ownership policy and by that time there may be one or more new commissioners involved. Only one solid proposal has emerged: Commissioner Robert E. Lee, Republican whose term runs until 1974 is assiduously analyzing data that would separate "audio" and "video" ownership in first 100 markets and allow owners to sell, exchange or otherwise divest on tax-free basis within three-year license period. His plan would allow licensee to own AM-FM combination or TV station in single market, but not both. No consideration is given newspaper or CATV ownership, as not germane, but at least three incumbent commissioners probably wouldn't agree.

Commissioner Lee let word drop in address Aug. 31 in Dallas before group of Texas broadcast executives. He disclosed he had broached his idea at FCC closed meeting preceding Monday, and that it promptly won approbation of FCC Chairman Rosel H. Hyde, expected opposition of waspish Commissioner Nicholas Johnson, with others non-committal. If eventually adopted, educated guess is multiple owners would keep TV stations, swap AM-FM combinations for those in largely comparable markets. Most group owners and networks already are exploring such prospects, anticipating FCC's new "one-to-a-customer" proposal might well emerge as one class to market, along lines of Bob Lee exploration.

In open now

It took hearings on Pastore Bill (S-2004) to bring disclosure that Lee Loevinger, former member of FCC, had been retained by blue-ribbon group of newspaper-owned stations to combat effort to force separation of newspapers from broadcast station ownership (see story page 40). Judge Loevinger, who served on FCC for five years after having been assistant attorney general for anti-trust, has been in private practice in Washington for past year.

From ground up?

White House apparently won't be bound by old ideas as it begins review of domestic-communications-satellite issue. One proposal reportedly being discussed at staff level would provide for

wholly new entity to own and operate system. Communications Satellite Corp., believed pencilled in as manager of system in FCC proposal (BROADCASTING, Aug. 4), would have no ownership or other role; neither would carriers. Idea, apparently, is aimed at providing competition for terrestrial carriers. White House sources decline to comment on report, say only that wide range of ideas will be considered by working group being set up to review satellite issue.

Test of concentration

If research project about to be begun by American Institute for Political Communication, Washington, turns out as expected, there will be definitive measurement of effects, if any, that concentrations of media control can exert in home town. Institute will investigate media influences in matched communities, one with centralized ownership of local media and other with decentralized control.

This is extension of research conducted by same institute in Milwaukee during 1968 political campaigns. In that, institute concluded that other forces had more influence on individuals' political decisions than media had. Milwaukee study was submitted to FCC by National Association of Broadcasters as argument against proposed one-to-a-customer rule (BROADCASTING, March 31), but new one has no NAB connection. Another study commissioned by NAB for same purpose from Sterling Institute was presented to FCC last week (page 34).

TV for USIA

Uncle Sam is seeking unobtrusive non-competitive way of participating in distribution of nonentertainment television to overseas outlets, now that domestic entities are beginning to expand programming via satellite. Mark Lewis, foreign service officer now with United States Information Agency, heads task force exploring project for overseas information agency, with report expected after Labor Day.

It's emphasized that USIA which is shifting bulk of effort from film to television isn't interested in entertainment end or in competing with U.S. companies doing business abroad. Rather it wants to take advantage of modern communications technology by supplying "fast clips" of news and informational programming to supplement that being supplied by commercial corporate entities.

WE'RE WASHINGTON'S MOST POPULAR LUNAR OBSERVATORY.

When men made space history, almost half the TV sets turned on in Washington were tuned to WTOP-TV.

In a city as conscious of quality news coverage as the nation's capital, that's quite a compliment. To CBS for its graphic reporting. And to WTOP-TV, as the station Washingtonians naturally turn to for perceptive news coverage.

WTOP-TV
A POST NEWSWEEK STATION
Represented by TvAR

Television posts record sales in 1968—up 13.1%—and canvass of station reps, network officials and TV sales authorities indicates 1969 sales will be 9% to 12% above 1968 figure of just over \$2 billion. See . . .

TV headed for biggest sales year . . . 21

CBS concedes to release of tobacco advertisers from 1970 obligations if Congress OK's tobacco industry's proposed legislation. ABC, citing "competitive disadvantage," says it cannot afford to follow suit. See . . .

CBS cooperates on cigarette ad ban . . . 30

NAB-commissioned research, spawned by NAB opposition to FCC's 1-to-customer proposal, concludes that officials who express concern over undue influence of multiple media owners operate under false assumptions. See . . .

Myths exposed in 1-to-customer . . . 34

Broadcasters urge Senate Communications Subcommittee to pass bill providing protection from competing applications at renewal time. Majority of subcommittee members feel that bill is needed. See . . .

Anti-strike wins a consensus of sorts . . . 40

In first comment on FCC's inquiry into conglomerate ownership, Golden West Broadcasters and Signal Co.'s urge commission not to adopt rules to bar "diversified" companies from broadcast ownership. See . . .

Cogent comment from a conglomerate . . . 46

Radio programers find selection of records for today's "mixed bag" audience a difficult task due to increasing use of rock blends by middle-of-road and underground FM stations. See . . .

The new respectability of rock . . . 46A

Emergency Broadcast System gets first nationwide test Sept. 13 using interconnection facilities for radio. FCC announces test of two-tone emergency signaling system in home in 10 states. See . . .

EBS gets September shakedown . . . 48

Broadcasting industry and related stocks took 6% dip in July, while CATV plunged 23%, broadcasting dropped 16% and programing was off 12%. MGM, Trans-Lux and Filmways are among few to post gains. See . . .

It was a cold, cold July . . . 50

NBC-TV says schedule calls for over 100 specials—including multi-special nights—during 1969-70 season; cites possible series of specials in TV's future. ABC plans unannounced; CBS plans more specials. See . . .

Something 'special' is due this fall . . . 54

Broadcasters wait for NCTA's acceptance of offer to discuss CATV differences; NAB cable-TV committee and NCTA agree that tentative agreement reached last spring can be used as basis for future talks. See . . .

Cable-copyright maneuvering continues . . . 56

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Broadcasting

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If you've ever tried to stop smoking, you know you need all the help you can get.

And who could be better qualified to help than people who've actually snuffed out their last butt?

You'll see how they stopped smoking, and why in our special, "No Butts About It". A sometimes

funny, sometimes not-so-funny, documentary on the art of not smoking.

It's just one of the 52 prime-time specials GroupW is presenting on its five television stations this year.

Each week we're doing a different special on a different subject. Some to inform. Some to

entertain. Others to enlighten.

And, one because we think people have better things to do with their lives, than watch them go up in smoke.

GROUP



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

Eight things that could add eight years to your life.



Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 21.

TPT, H&B talk merger

Teleprompter Corp., New York-based CATV group operator, announced Friday (Aug. 8) that it has been holding talks with H&B American Corp., Beverly Hills, Calif., multiple CATV owner, looking toward merger of H&B into Teleprompter.

Stock transaction would be worth estimated \$80 million, and would result in Teleprompter serving 357,000 cable customers—almost 10% of estimated 3.6 million total CATV subscribers in U.S.

Spokesman for Teleprompter said proposed acquisition requires approval of stockholders of both companies.

Teleprompter reported revenues of \$7.3 million and net of over \$1.1 million (\$1.02 per share) in 1968. H&B closed fiscal year July 31, 1968 with gross of \$12.3 million and net of \$1.66 million (35 cents a share). Teleprompter's first quarter earnings this year were \$193,588 (18 cents a share) on revenues of \$2.3 million; H&B reported net income of \$928,397 (19 cents a share) on revenues of \$10.4 million for first nine months of fiscal year.

Teleprompter, which recently acquired Filmation Associates, West Coast animation firm (BROADCASTING, June 30), owns 24 cable TV systems in 14 states, including system in New York City. It has 127,000 subscribers, Hughes Aircraft Co. is principal Teleprompter stockholder, with 17% interest. Irving B. Kahn is president and chairman of Teleprompter.

H&B American, which went into CATV business in 1960, last year forged to top of industry in number of customers when it acquired Jack Kent Cooke's cable TV systems and microwave relays in stock transaction that made Mr. Cooke largest stockholder with 32.5% interest. H&B now has more than 60 CATV systems serving over 220,000 customers in 22 states and Canada. It also owns KNEZ Lompoc, Calif., and holds construction permit for UHF channel 16 in Dubuque, Iowa. It has half interest in Television Testing Co. (with Audits & Surveys Inc.), which uses CATV for market research for advertisers and broadcasters. Last November, H&B agreed to acquire Hanover House Industries Inc., mail order firm. William Jennings is chairman and president. Mr. Cooke is chairman of executive committee.

Both Teleprompter and H&B are traded on American Stock Exchange. Teleprompter closed on Friday (Aug. 8), at 59½, up 3½ from 56 day before.

Month ago it stood at 64½, but was down to 49¾ at end of last month. H&B closed at 16½ Friday, up ¼ from Aug. 7 price of 16¾. Early in June H&B stood at 18½, but by end of July it was at 13¾.

Loses court round

U. S. District Court Justice Charles H. Tenney denied Metro-Goldwyn-Mayer's motion for preliminary injunction against Kirk Kerkorian's Tracy Investment Co., Las Vegas, Friday (Aug. 8), permitting Tracy to proceed with its tender offer for 1,740,000 shares (30%) of MGM stock at \$35 per share (see page 52).

Tender offer was scheduled to expire at midnight Friday but spokesman for Tracy in New York said he had no information on how much stock had been tendered and could offer no comment on decision. Official at MGM said Friday company would not comment on Justice Tenney's ruling.

All on up side

Sonderling Broadcasting Corp., New York, reported Friday (Aug. 8) increases in gross revenues, net income and operating income for first six months of 1969, compared to same period in 1968.

For six months ended June 30:

	1969	1968
Earned per share	\$0.71	\$0.60
Gross revenues	8,244,602	6,619,244
Operating income	2,362,081	1,778,839
Net income	698,579	595,660

Agrees to early closeout

NBC's reply to Senator Frank E. Moss (D-Utah) on termination of cigarette advertising will be delivered today (Aug. 11). It reportedly will contain reluctant statement of acquiescence in termination of cigarette contracts, somewhat similar to CBS's letter to senator (see page 30). However, NBC—like other two networks—will state its strong conviction that prohibition of cigarette advertisements should apply in all media, not just broadcasting.

More KOA woes

National Association of Broadcast Engineers and Technicians local representing employees of KOA-AM-FM-TV Denver has filed unfair labor practice suit against licensee, General Electric Co.

NABET suit, in federal district court in Denver, alleges that GE has refused to process employee grievances as provided for in grievance procedure estab-

lished in union contract.

Suit is latest in series of labor problems to afflict GE in Denver. NABET and American Federation of Television & Radio Artists, which also represents employees at stations, filed eleven unfair labor complaints with National Labor Relations Board regional office in Denver, between September and February. All were dismissed.

However, Denver office on Thursday (Aug. 7) issued complaint after investigating AFTRA charge that GE refused to provide information needed to determine payments due AFTRA members. Matter now goes before NLRB trial examiner for hearing.

NABET and AFTRA employees at KOA stations are represented by Walter C. Brauer III, young attorney who heads Committee of Concerned Citizens for a Responsible KOA Inc. Committee was formed by citizens critical of changes made in stations after GE took them over last year.

Radio's great numbers

Results from Radio's All-Dimension Audience Research (RADAR) survey in September 1968, disclosed Friday (Aug. 8) by Brand Rating Research, show "enormous coverage of radio and impressive share of all listening achieved by network radio."

RADAR estimated more than 22 million people aged 12 and over listen to radio during average quarter-hour from 6 to midnight, and over 140 million during course of week.

As in past, study says, about one-third of all radio listening is represented by network-affiliated stations.

RADAR is supported by ABC, CBS, Mutual and NBC radio networks and several advertising agencies. Spring 1969 report is being processed.

Donates \$1.5 million

Grants totaling \$1.5 million to educational television, including \$500,000 to Corp. for Public Broadcasting, are being announced today (Aug. 11) by NBC President Julian Goodman.

NBC's total donation to noncommercial TV stations, including newly-announced and past cash contributions plus equipment and programing assistance, is valued by NBC at close to \$4 million.

Both CPB grant and \$300,000 to KCET-TV Los Angeles, latter to be applied toward costs of stations' color conversion, are to be paid in five equal annual installments; method of payment of remaining \$700,000—to be distrib-

Week's Headliners



Mr. Ashley



Mr. Adams



Mr. Kingsley



Mr. Shapiro



Mr. Maneloveg



Mr. Papazian

Ted Ashley elected chairman and chief executive officer of Warner Bros.-Seven Arts, subsidiary of Kinney National Service Inc., replacing **Eliot Hyman**, who resigned. Mr. Ashley, 47, was president of Ashley Famous Agency, which was acquired by Kinney in 1967 but sold last April to avoid conflicts of interest in connection with Kinney's acquisition of W7. Mr. Hyman will continue as consultant to Warner. His son, **Kenneth Hyman**, who has been executive VP in charge of worldwide production for W7, also has resigned and plans to relocate in England where he is expected to become independent film producer. In realignment at Warner, **John Calley**, executive VP of Filmways Inc., becomes executive VP in charge of production and **W. Spencer Harrison**, administrative aide to Mr. Ashley for seven years and formerly VP in charge of business affairs for CBS-TV for 12 years, named executive VP. **William Sarnoff**, Kinney VP and chairman, long-range planning committee, becomes VP,

administration and finance of W7. He is a nephew of RCA's board chairman **David Sarnoff**.

David C. Adams will return to NBC in September as executive VP on network's corporate staff after one-year leave of absence ("Closed Circuit," Aug. 4). Mr. Adams, senior executive VP from 1959 to last September, took leave to travel abroad and pursue personal projects. He will continue as board member and will report to NBC President **Julian Goodman**. Mr. Adams interest will be in policy and planning and will undertake special assignments at direction of management. Mr. Adams left FCC's legal staff in 1947 to join NBC as assistant general counsel, held various posts at RCA and NBC and became executive VP, corporate relations for NBC in 1956.

Walter Kingsley, executive VP in charge of sales, **Metromedia Producers Corp.**, named executive VP in charge of New

York office. **M. J. Rifkin**, MPC's president, who has split his time between New York and Los Angeles offices, will now be in Los Angeles, supervising MPC's creative staff being based there. Sales staff will continue to have main office in New York.

Marvin L. Shapiro, president of Television Advertising Representatives, appointed executive VP of Westinghouse Broadcasting Co. and president of Westinghouse Broadcasting Station Group. **Howard Marsh** named interim operating head of TVAR and is expected to be named president succeeding Mr. Shapiro (see page 46).

Herbert Maneloveg, VP and media director of BBDO since 1960, named VP and member of agency's advertising strategy review board. Succeeding him as VP and media director is **Edward Papazian**, who has been VP and media manager since early 1969. Mr. Maneloveg has been with BBDO since 1954 and Mr. Papazian since 1955.

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

uted to noncommercial stations in New York, Chicago, Washington and Cleveland—is to be determined. All monies to stations are for capital construction and station improvement. NBC said stations were selected in those cities in which network owns TV outlets.

NBC is second TV network to make grant to CPB, whose funds are virtually all obtained from U.S. government. CBS donated \$1 million at time CPB was created (BROADCASTING, April 1, 1968).

Set to editorialize

NBC-owned TV stations will introduce editorials on regular basis in near future. Project, under overall supervision of President **Raymond W. Welpott** of Owned TV Stations division, will be

handled by editorial boards being created at each station and will be delivered by personality who has no other on-air responsibility. Editorials reportedly will deal with local issues and with national issues as they relate to respective communities, and will not endorse or oppose political candidates.

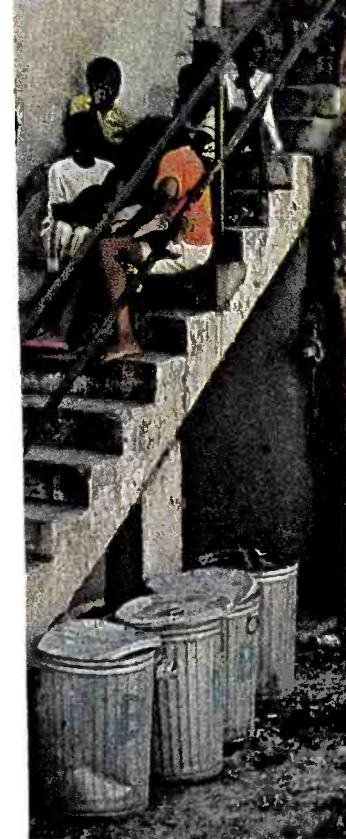
Both CBS and ABC owned radio and TV stations have been editorializing regularly for several years.

Remaining on tube

Smothers Brothers comedy show seems destined to continue in one way or another; show dropped by CBS last spring is being offered to TV stations by **National Teleproductions Inc.**, year-

old Indianapolis program-production firm. Controversial program of April 6, never shown on network, is due to be broadcast in up to 70 markets on Sept. 10, and 90-minute special, to be produced in San Francisco, will be telecast in late November or early December, according to **Harry Zuckerman**, former **WTTG(TV)** Indianapolis program manager who is president of **National Teleproductions**. Programs have been offered to all stations and other **Smothers** shows are under consideration.

National Productions also owns **Scene 70**, contemporary music show, and **Sun Country**, country and western program. **Steven Miller**, investment banker, is chairman of **National Teleproductions**.



Think small...



Concern for human needs on the part of Storer stations with special attention to young people, did not await a governmental "war on poverty". Today's increased needs have merely served as an incentive to increase the emphasis. In Detroit, WJBK-TV's "Sores of Discontent" provides a continuing forum for religious and social workers, students and ordinary citizens who have no other way to speak out. In New York, Milwaukee, Miami, Atlanta and Boston, Storer stations are constantly adding editorial and

documentary ammunition for the continuing campaign to upgrade substandard living conditions. Cleveland's WJW-TV climaxed a comprehensive anti-poverty program with a child-oriented documentary which won "best of year" honors from Ohio's Associated Press. In Toledo, WSPD-TV added a practical bonus to its extensive editorial coverage by donating sports equipment for underprivileged youth. Such all-out involvement in community problems takes a lot of doing. But in the guidelines

provided for Storer stations, things that might be considered very "special" elsewhere are accepted routine. That's why Storer stations stand out . . . and another reason why it's good business to do business with Storer.



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

When you can hear four you're watching

Most people think of ABC first as a television network. But we're a lot more than that. And all of what we are is well worth watching.

Look, for example, at how ABC revolutionized the traditional radio network system. We took network radio out of the dark, pre-television past and into a vital and exciting present. With one imaginative stroke, we divid-

ed our network into four totally separate and distinct program services. Creating the American Contemporary Radio Network, the American Information Radio

Network, the American Entertainment Radio Network, and the American FM Radio Network.

Each of these is a complete network radio service available to local radio stations. Each has its own completely unique identity in sound, pace, personnel and presentation. Each presents new and features tailored to suit a di-

* Audience information based on Radar 1968, subject to qualifications available on request.



sounds from one radio network, ABC.

rent kind of audience. And local stations can affiliate themselves with whichever service best conforms to their audience profile.

Since we inaugurated the our-network concept in January 1968, over one thousand local stations have become affiliated with our network, reaching a combined total of approximately 50 million listeners a week.* These numbers seem to indicate success for the most modern, flexible,

efficient programming idea in radio broadcasting.

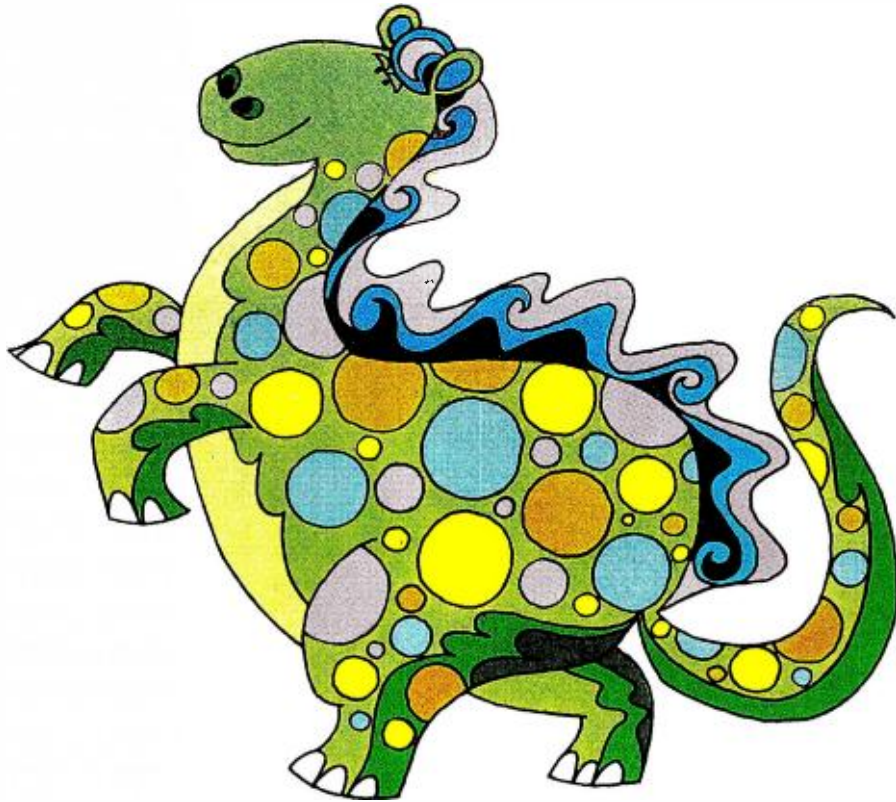
When you're tuned in to one of our four radio services, you're watching ABC. When you ride in a glass-bottom boat at Silver Springs, Florida, you are also watching ABC. When you play a top ten record or read *Prairie Far-*

mer or go to one of our 400 movie theatres, you're watching ABC.

We're many companies doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.

abc American Broadcasting Companies, Inc.





The Care and Feeding of Spot

The care and feeding of Spot isn't easy. For one thing, he's a giant. A giant billion-dollar medium. So, we provide accurate, reliable, well-researched information to minimize risks for those who invest in him. In 69/70, we'll be measuring Spot in the largest 70 markets five times, putting the most data where the most money is spent.

Unlike the proverbial leopard, Spot's spots are constantly changing; by season, for example. That's why our five major measurements will give the most comprehensive seasonal information available for Spot in 69/70. Spot is also famous for changes in programming.

Thus, each NSI 69/70 V.I.P. report provides normal program ratings and audience composition data, excluding pre-emptions for special programs telecast on an irregular basis. (Sample sizes permitting.)

Finally, *buying* Spot is enormously complex. NSI's answer: The introduction of a simplified buyer's report. It's called, **THE TIME BUYER'S FRIEND.**

These are just a few of the new things we'll be doing about The Care and Feeding of Spot in 69/70. Want to know the rest? Call us.



Nielsen Station Index

a service of A. C. Nielsen Company

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Broadcasting

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Sol Taishoff, *editor and publisher*.
Lawrence B. Taishoff, *executive VP*.

EDITORIAL

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Rufus Crater, *editorial director* (New York).
Art King, *managing editor*.
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg, Sherm Brodey, *senior editors*.
Joseph A. Esser, Robert A. Malone, *associate editors*.
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, *staff writers*; Albert N. Abrams, Donna Gallette, Deborah May Nordh, Robert Sellers, John F. Wallace, *editorial assistants*; Gladys L. Hall, *secretary to the editor and publisher*. Erwin Ephron (*vice president, director of media*, Papert, Koenig, Lois) *research adviser*.

SALES

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

CIRCULATION

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Richard B. Kinsey, *subscription and data processing manager*; Michael Carrig, William Criger, Kwentin Keenan, Jean Powers, Suzanne Schmidt, Arbenia Williams, Bertha Williams, Lucy Kim.

BUSINESS

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Sheila Thacker, Kathleen Stanley, *secretary to the executive vice president*

BUREAUS

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

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

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

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*Reg. U.S. Patent Office.
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OpenMike®

A \$220-million question

EDITOR: Your editorial, "\$220 Million up in Smoke" (July 28), contains a statement—which I have also seen used quite freely elsewhere: "... withdrawal from broadcast advertising will have no effect whatever on total cigarette sales" and you cite experience in other countries as proof of this assertion.

If true, why has the cigarette industry bothered to spend \$220 million a year in a medium which has "no effect whatever" on their sales?—Kenneth F. Small, *general manager*, WRUF Gainesville, Fla.

(Cigarette makers have used broadcast advertising to persuade smokers to switch brands, not to recruit new smokers. The effectiveness of broadcast advertising is not in question. No company has taken the risk of staying out of broadcast advertising while rivals stayed in.)

A \$50-million question

EDITOR: Your editorial, "\$220 Million Up in Smoke" [July 28] dealt forcefully with the discrimination in eliminating cigarette advertising from the broadcast media. However, it dealt almost not at all with the complete hypocrisy of the move.

This same government, presumably, that is forcing the elimination of advertising of a completely legal product spends millions each year to promote and subsidize smoking. Strangely enough, we do not resent the need for replacing the revenue anywhere near as much as we resent being "had."—Eugene McCurdy, *station manager*, WFIL-TV Philadelphia.

(The Department of Agriculture averages \$50 million a year to subsidize tobacco production and sales, BROADCASTING, March 3.)

Mullen suggests compromise

EDITOR: I have a suggestion for the National Association of Broadcasters. In looking through my old files I found a letter from Herbert Hoover, thanking me for my attendance at the Fourth Radio Conference. The letter is dated Nov. 16, 1925. He stated: "Your work on the committee on advertising contributed to the conference success and I greatly appreciate your willing service." As I recall, we labored all week drafting a resolution calling for nothing but indirect advertising on radio, and banning the direct sales pitch. It was passed unanimously.

This might be a good compromise for the industry right now in connection with the cigarette situation. We could go back to simple sponsorship ala the *Atwater Kent Hour*, the *RCA Victor Hour*, the *Clicquot Club Eskimos*, the

M&H

RIPS YOU APART

Our job is to take your station apart, piece by piece . . . to find out what makes it tick on the air and tell you how to fix whatever isn't ticking!

It's not done with mirrors or mysticism . . . it's done by probing your audience in depth, through in-person interviews, and finding out WHY things are as they are—individual by individual, program by program.

Does it work? . . . Well, some of our clients have retained an association with us for seven years and they are noted for getting a fair return on their investments.

We'd like to tell you about our company. Just call, we'll come . . . no obligation, of course.

M&H

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Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

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A & P Gypsies, etc. The tobacco companies could keep their time and national exposure, while the broadcasting companies could keep at least a portion of the revenue. Anyway it would be fun to try. This is my contribution to the industry.

It seems to me that no one is thinking about the fate of the poor Southern tobacco farmer. They should ban corn flakes also and ruin the Iowa corn and hog farmer while they are at it.—*Frank Mullen, 2641 Hutton Drive, Beverly Hills, Calif.*

(Mr. Mullen was NBC's agricultural expert when network was formed in 1926. He instituted the "National Farm and Home Hour" in 1928. He served subsequently as vice president of NBC's parent RCA and concluded his career as executive vice president of NBC, second-in-command under Niles Trammell.)

The good things to come

EDITOR: Thank you very much for your editorial (July 28) supporting NAB's plans for celebrating the 50th anniversary of broadcasting during 1970. We hope to disclose the details of an exciting year-long promotional campaign during the next two or three months. BROADCASTING certainly focused on an important aspect when it noted the need to emphasize the future of radio and television as well as the past. While we honor tradition and recognize the

value of nostalgia, we know that what counts in broadcasting are the good new days. Our 50th anniversary observance will reflect this.—*John M. Couric, vice president for public relations, National Association of Broadcasters, Washington.*

In the beginning

EDITOR: CBS Radio, with many other broadcasters, is looking forward to celebrating a vital milestone in radio's 50th year in 1970—the saga of our great medium. Your editorial July 28 on the importance of the event was timely.

In all this, I hope we don't lose sight of an important fact. The actual beginning of radio broadcasting as we know it today predates 1970 not by 50 years but by 61. Dr. Charles D. Herrold put the first radio broadcasting station on the air in San Jose, Calif., in 1909. The station that Doc Herrold built was the direct predecessor of KCBS in San Francisco.—*Maurie Webster, vice president, CBS Radio, New York.*

EDITOR: KCBS San Francisco some years ago successfully established its continuous service from April 1909.—*Eric G. Norberg, program director, KMBY Monterey, Calif.*
(As the editorial pointed out, there is dis-

pute over the origins of radio broadcasting. There are those who question the continuity of service that KCBS claims [BROADCASTING, Feb. 16, 1959]. In 1920, the date being celebrated by the NAB, both KDKA Pittsburgh and WWJ Detroit began regular service.)

Missing from 'two-way street'

EDITOR: In the lead story of the July 21 issue you covered the subject, "Worldwide TV Programs a Two-Way Street." Apparently you were unaware that United Artists is a heavy and frequent traveler on that street.

We have coproduced and financed series production overseas. We are a subsidiary of a highly respected and world-famous motion-picture company, United Artists Corp. In that capacity we have been and continue to be sole and exclusive international TV distributors of UA features.

Because the photographs of my colleagues as they appeared in the story ranged from rogue-like to ominous, I do not feel it is necessary for you to publish mine. I do think, however, your omission from the story of UA's activities was an extremely serious oversight, and I would be greatly relieved for both of us if you were to acknowledge this and bring it to the attention of your readers.—*Marvin Goodman, vice president, International Division of United Artists Television, New York.*

Datebook

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

■ Indicates first or revised listing.

August

Aug. 11—Program on "Mass media—rights of access and reply," during annual meeting of *American Bar Association*. Speakers include FCC Commissioner Kenneth A. Cox; CBS Vice President Richard W. Jencks and *New York Times* Managing Editor Clifton Daniel. Memorial auditorium, Dallas.

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

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

Aug. 18—Deadline for comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Aug. 18—Deadline for reply comments on FCC's proposed rule that would ban radio-TV cigarette advertising. Previous deadline was Aug. 7.

Aug. 19—Deadline for comments on FCC's inquiry on applications by telephone companies for channel facilities furnished to affiliated CATV systems.

Aug. 20—Deadline for comments on FCC's proposed rulemaking on seven-year reten-

tion period for local inspection files of licensees and permittees.

Aug. 20-21 — Meeting, board of directors, *National Cable TV Association*. America hotel, Washington.

Aug. 22—Deadline for comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

Aug. 22-24—Annual fall meeting of *West Virginia Association of Broadcasters*. Speakers include Vincent Wasilewski, National Association of Broadcasters president. Greenbrier, White Sulphur Springs.

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

Aug. 26 — Annual stockholders meeting, *Rollins Inc.* Atlanta.

Aug. 28-29—Annual summer meeting of *Arkansas Broadcasters Association*. Velda Rose Towers. Hot Springs.

September

Sept. 2—Deadline for reply comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand of the recording process.

Sept. 5—New deadline for comments on Part Five of FCC's notice of proposed rule-

making dealing with CATV policy. Previous deadline was Aug. 1.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comments was July 2.

Sept. 5—New deadline for reply comments on FCC's further notice of proposed rulemaking issued May 16. In which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif. For information contact Jules Dundes, Redwood Hall, Stanford, University, Stanford 94305.

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

Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Annual fall meeting of *Minne-*

Combined workshop-management conference sessions, Radio Advertising Bureau
Sept. 3-4—Hilton Inn, Atlanta.
Sept. 10-11—Hotel Pontchartrain, Detroit.
Sept. 29-30—Sheraton Palace, San Francisco.
Oct. 2-3—Marriott motor hotel, Dallas.
Nov. 10-11—Continental Plaza, Chicago.

sota Broadcasters Association. Holiday Inn, Duluth.

Sept. 12-14—Annual fall meeting of Maine Broadcasters Association. Sebasco Lodge, Sebasco Estates.

Sept. 16-18—Annual conference, Institute of Broadcasting Financial Management. Hilton Inn, San Diego.

Sept. 17-19—Fall convention of Michigan Association of Broadcasters. Boyne Highlands, Harbor Springs.

Sept. 18-20—Annual broadcasting symposium, sponsored by Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 23—FCC newsmaker luncheon, International Radio & Television Society. Waldorf-Astoria, New York.

Sept. 23-25—Annual fall meeting, Pennsylvania Community Antenna Television Association. The David Mead, Meadville.

Sept. 23—Annual meeting of Radio-Television News Directors Association of Canada. Statler-Hilton hotel, Detroit.

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

Sept. 23-27—Annual National Broadcast Editorial Conference. Statler-Hilton hotel, Detroit.

Sept. 24-25—CBS Radio 16th annual affiliates convention. Waldorf Astoria hotel, New York.

Sept. 25—Association of National Advertisers 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. 3—New deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Aug. 4.

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

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

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.

Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor inn, Portland, Ore.

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BECAUSE WE CONSIDER THE BROADCASTER #1

That's right, the CCA philosophy of catering to your wishes, has resulted in our becoming the *2nd largest AM & FM broadcast equipment supplier!!*

All equipments normally work, but when they don't—*you want to be sure of support!!* When you want a replacement part or accessory equipment—*you want immediate delivery!!*

No other company has a better performance record in supporting the broadcaster. (Even those that don't have CCA transmitters.)



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BUY WHERE YOU CAN BE SURE
OF SERVICE AND STOCK IN DEPTH

Advertising helps keep a good thing going

Advertising—and TV advertising in particular—has proved so profitable for its users that success stories are becoming clichés.

But our experience, the story of Rit household dyes, is unusual in that it's the story of a miracle. For a household dye has no more reason to be alive today than does the Model T have a right to be the most popular car on the road in this year of 1969. And yet, through over 50 years of continuing waves of obsolescence, Rit has moved across retail counters in vast volume and profitability, year after year—the number-one seller in the country.

How did we do it? By a strategy of innovation, backed by television, print, publicity and merchandising.

In 1915, when Charles C. Huffman invented Rit, he was faced with the happy situation of a dye-starved market. The U.S. supply of coal tar dyes from Germany was shut off by the British blockade.

An instantaneous success, Rit was a boon to the economy of its time—the era of non-synthetic fabrics; of low wages; and, therefore, of “do-it-yourself” housewives; of a large rural population, where home sewing and dyeing were not hobbies; they were musts.

World War II changed all that to a startling degree. Synthetic fabrics came into being with a bang; laundromats sprang up everywhere, for those who didn't have their own washing machines; textiles were manufactured in a myriad of colors instead of a mere handful of hues.

But, most important of all, the entire economy had changed. The war years, with their heavy employment of women, had given them an income beyond their dreams. It also had made them demand more luxury and less household drudgery.

Home-dyeing, with its pots of boiling water, its small selection of colors, its inability to contend with either the new fabrics or the washing machine, its lack of appeal for the young consumer—seemed doomed.

But Rit refused to bow out gracefully. It was decided by Best Foods to meet the problems head-on. Rit would stay alive and dye.

Vital innovations were made: new formulas, to enable Rit to be used with

virtually any fabric; a large economy-size package in concentrated form for automatic washers; a dramatic breakthrough—liquid Rit, the first home dye you just uncap and pour. New colors were created to give Rit its present spectrum of 18 shades for the liquid, 35 for the powdered form. And to give the product the best possible supermarket display, Best Foods designed what became award-winning “Rit racks.”

But, of course, the story of Rit's “rebirth” had to be told, not only to the housewife who had used it herself, or had seen her mother use it, but also to an entirely new generation, today's young American woman—a truly tough customer.

She has been exposed to all the new appliances, including a life-time of TV. She expects to push a button and to have her work or fun happen instantaneously and effortlessly. She has been exposed to college and travel. She doesn't live 50 miles from her folks. She married a salesman and she has lived in Los Angeles, Atlanta and Westport, Conn. She doesn't have room in her closets or bureaus to save old clothes—some of which aren't very old, just a bit seasonish. Make do? Why? If her husband's budget won't buy it, her's will—at least in from six to 18 installments. She has the money, she's alert to fashion changes, she demands top performance from her purchases—reliable results without mess or inconvenience. In short, she's a difficult customer for Rit.

To reach her, Rit turned principally to TV. Color television, of course, might have been deliberately designed

for the product, but it also is very effective on black-and-white TV, since the commercials offer ideas rather than attempting to limn a literal message.

With the homemaker as our target audience, we buy (through our agency, Sullivan, Stauffer, Colwell and Bayles), a heavy semiannual schedule of network and spot, daytime and prime. Our spot campaign, of course, is in specially selected markets. Our nighttime network buys have included such shows as *Beverly Hillbillies*, *Hogan's Heroes*, *Lassie*. On daytime network, our commercials were seen on *Edge of Night*, *Dream House*, *Search for Tomorrow*, *Art Linkletter Show*.

In the print side, we purchased full-color pages in the principal women's and shelter magazines.

Behind both the TV and print advertising is a publicity, promotion and merchandising campaign rarely, if ever, rivaled in its potency for a product of this type. TV programs, magazines and newspapers were utilized in a broad campaign to promote not the virtues of the product itself, but what it could do creatively. Virtually every top magazine ran editorial features on the fantastic possibilities of home dyeing; TV programs from coast to coast—even including the mighty *Tonight Show*, did segments on Rit's latest innovation—the Surf Stokers campaign, or the gypsy look; tie-dye fabrics; new jewelry fashions from Rit.

With all the aces stacked against us, and after 50 years, we are still the leading home dye on the market.

To paraphrase a successful TV slogan—“We must be doing something Rit.”



Maurice F. Healy Jr. is vice president and marketing director of Best Foods U.S.A.-CPC International, Englewood Cliffs, N.J. Mr. Healy was director of marketing for Personal Products Co., a Johnson & Johnson Co. He joined CPC International in 1960 as executive assistant to the senior vice president for corporate development. Mr. Healy was elected a vice president in 1961. He graduated from Harvard College, served in the U.S. Navy in the Pacific during World War II and lives in Princeton, N.J.

One of the nation's newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big, rich Southern markets of Albany, Georgia . . . Panama City, Florida . . . Monroe, Louisiana . . . and El Dorado, Arkansas . . . with the ever-expanding Gray Communications Cablevision Company, and one of the South's best known newspapers, The Albany Herald.

this is Gray Communications

Although Gray Communications is new, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets . . . sell it better. Contact your representative and Gray Communications with confidence!

Gray Communications Systems, Inc., James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.



GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)
Albany, Georgia

WJHG-TV (7)
Panama City, Florida

KTVE-TV (10)
El Dorado, Ark.-Monroe, La.
Represented by Adam Young-VTM

WALB-TV, WJHG-TV and KTVE-TV
Represented in the South
by James S. Ayers, Company Inc.
Atlanta, Georgia-Charlotte, N. C.

The Albany Herald, Inc.
Albany, Georgia
Represented by
Ward-Griffith Company

Gray Cablevision, Inc.
Albany, Georgia



On top of it all.

The John Hancock Mutual Life Insurance Company is owner-developer of John Hancock Center.

The John Hancock Center. Soaring 1,000 feet above the city. Tall testimony to Chicago's restless, daring drive to innovate. Elevate. Get things done in a big way. This, in all ways, is the credo of WGN Television. No wonder,

then, that our transmitting antenna will top the Hancock Building. No wonder we continuously search for new ways to serve our city even better. So in the future, as in the proud past, we can say with pride . . .

WGN IS CHICAGO
the most respected call letters in broadcasting

A WGN Continental Group Station

TV headed for biggest sales year

Rate of gain continues after a hot 1968 that is now officially measured as best yet

Television appeared last week virtually assured of putting two more record sales years back to back, with 1969 time-sale gains expected to approach the 13% over-all advance posted in 1968.

The full extent of the 1968 surge became known for the first time last Wednesday (Aug. 6) with the FCC's release of its complete TV financial report for 1968. It showed total TV time sales up 13.1% from 1967, with gains of 23.9% in local sales, 14.5% in national and regional spot, and 4.4% in network time sales (see below).

A BROADCASTING canvass of leading station-representation firms, network officials, other TV sales authorities and key TV billings indicators found estimates of 1969 advances in total time sales ranging from about 9% to about 12% above the 1968 figure.

Almost without question, time sales for national and regional spot advertising will have their first billion-dollar year this year. A gain of less than 0.3% would put them over that mark.

Harvey Spiegel, vice president and director of sales and marketing for the Television Bureau of Advertising, predicted "conservatively" that spot time

sales for 1969 would rise by about 10% to a total of \$1.1 billion, and that local would advance 15% to about \$520 million.

These advances would add up to a gain of \$169.5 million, or 11.7% in spot and local time sales.

TVB has no estimates for network time sales, because network selling practices lump time and program charges into a single sum. But Mr. Spiegel anticipated an increase of approximately 9% in network time-and-program revenues.

If the portion attributable to network time had a comparable rise, network time sales would reach about \$694 million for the year, bringing total time sales for all three segments—network, spot, local—to \$2.314 billion for an over-all gain of almost 11%.

If network time sales added no more than their 1968 advance of approximately 4%, they would reach \$662.6 and the over-all total would be \$2.282 billion for a 9% rise.

Network billings, in terms of net revenues for both time and programing, were up 8.9% for the first half of 1969 (BROADCASTING, July 14), and an 11.3%

increase in July—achieved despite heavy revenue losses in the massive coverage of Apollo 11—put them 9.2% ahead for the first seven months, according to estimates compiled for TVB by Broadcast Advertisers Reports (see page 32).

Spot-TV billings estimates for the first half are not yet available but would not be comparable with 1968 figures in any event, because TVB switched to BAR—and a new system of compiling spot figures—at the beginning of this year. But it is generally accepted that Spot-TV sales this year have been running well ahead of the 1968 rate.

For the first quarter, the TVB/BAR estimates put spot-TV expenditures at \$260,217,900 (BROADCASTING, July 28).

Although reps canvassed last week agreed without exception that 1969 spot business is up in total, many emphasized that the gains are uneven from market to market and that many stations accordingly are sharing only minimally in the boom and some are sharing not at all.

One leading rep said spot advertisers' concentration on big markets at the expense of smaller ones had reached the

What happened to TV's dollars in 1968

TV networks			15 network-owned stations			627 other TV stations		
REVENUE	\$1,355,900,000	100%	REVENUE	\$ 347,900,000	100%	REVENUE	\$1,417,400,000	100%
Network time sales	633,700,000	46.7%	From networks	40,500,000	11.6%	From networks	207,100,000*	14.6%
Talent and program sales	669,100,000	49.4%	National-regional spot	257,100,000	73.9%	National-regional spot	741,000,000	52.3%
Sundry other sources	53,100,000	3.9%	Local time sales	42,300,000	12.1%	Local time sales	410,400,000	29.0%
			Talent and program sales	700,000	0.2%	Talent and program sales	8,700,000	0.6%
			Sundry other sources	7,500,000	2.2%	Sundry other sources	50,200,000	3.5%
EXPENSES	\$1,299,435,000	100%	EXPENSES	\$ 225,454,000	100%	EXPENSES	\$1,101,400,000	100%
Paid to owned stations	40,500,000	3.1%	Commissions to agencies and representatives	56,300,000	25.0%	Commissions to agencies and representatives	204,400,000	18.6%
Paid to affiliates	203,700,000	15.7%	Technical expenses	23,736,000	10.5%	Technical expenses**	127,737,000	11.6%
Agency commissions	95,200,000	7.3%	Program expenses	90,055,000	39.9%	Program expenses**	359,105,000	32.6%
Technical expenses	40,667,000	3.1%	Selling expenses	26,557,000	11.8%	Selling expenses**	101,527,000	9.2%
Program expenses	816,301,000	62.8%	General and administrative	28,806,000	12.8%	General and administrative**	282,618,000	25.7%
Selling expenses	27,528,000	2.1%						
General and administrative	75,539,000	5.8%						
PROFIT	\$ 56,465,000	4.2%†	PROFIT	\$ 122,446,000	35.2%†	PROFIT	\$ 316,000,000	22.3%†
(before federal tax)			(before federal tax)			(before federal tax)		

* Includes revenues from regular and special networks.

** Excludes expenses of satellites, part-time stations and stations with less than \$25,000 of time sales.

† Of gross revenue

Broadcast revenues, expenses, and income of television networks and stations, 1967-1968 (in millions of dollars)

	1968	1967	% Change 1967-1968
BROADCAST REVENUES			
3 networks	\$1,016.4	\$ 953.3	6.6
15 network owned and operated stations	291.5	263.3	10.7
All other stations			
473 VHF	1,122.1	989.9	13.4
154 UHF	90.9	68.9	31.9
Subtotal	1,212.9	1,058.8	14.6
INDUSTRY TOTAL	\$2,520.9	\$2,275.4	10.8
BROADCAST EXPENSES			
3 networks	\$ 960.0	\$ 897.5	7.0
15 network owned and operated stations	169.2	159.0	6.4
All other stations			
473 VHF	776.5	717.7	8.2
154 UHF	120.4	86.6	39.0
Subtotal	897.0	804.3	11.5
INDUSTRY TOTAL	\$2,026.1	\$1,860.8	8.9
BROADCAST INCOME (before federal income tax)			
3 networks	\$ 56.4	\$ 55.8	1.1
15 network owned and operated stations	122.4	104.3	17.4
All other stations			
473 VHF	345.6	272.2	26.9
154 UHF	(29.5)	(17.7)	—
Subtotal	316.0	254.5	24.2
INDUSTRY TOTAL	\$ 494.8	\$ 414.6	19.6

Note: Data are for three networks and 619 stations (486 VHF, 133 UHF) in 1967, and 3 networks and 642 stations (488 VHF, 154 UHF) in 1968.

Number of television stations reporting profit or loss by amount of profit or loss, 1968¹

Item	Total		Network Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	452	118	422	81	30	37
Number of stations reporting profits	387	53	367	51	20	2
Profitable stations as percent of total	85.6	44.9	87.0	63.0	66.7	5.4
Number of stations reporting profits of:						
\$5,000,000 or over	22	—	20	—	2	—
3,000,000-5,000,000	16	—	15	—	1	—
1,500,000-3,000,000	53	—	48	—	5	—
1,000,000-1,500,000	31	—	30	—	1	—
600,000-1,000,000	33	—	29	—	4	—
400,000-600,000	34	2	33	2	1	—
200,000-400,000	85	11	83	10	2	1
100,000-200,000	45	8	44	8	1	—
50,000-100,000	34	18	32	17	2	1
25,000-50,000	19	6	18	6	1	—
Less than 25,000	15	8	15	8	—	—
Number of stations reporting losses	65	65	55	30	10	35
Unprofitable stations as percent of total	14.4	55.1	13.0	37.0	33.3	94.6
Number of stations reporting losses of:						
Less than \$10,000	7	3	7	3	—	—
\$ 10,000-\$ 25,000	4	2	4	2	—	—
25,000-50,000	9	6	9	5	—	1
50,000-100,000	12	11	11	8	1	3
100,000-200,000	16	14	14	8	2	6
200,000-400,000	10	12	6	2	4	10
400,000 and over	7	17	4	2	3	15

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

Broadcast expenses of 3 networks and TV stations in 1968¹ (in thousands of dollars)

	3 Networks	15 network owned and operated TV stations	551 other TV stations	Total 3 networks and 551 TV stations
Technical	\$ 40,667	\$ 23,736	\$127,737	\$ 192,140
Program	816,301	90,055	359,105	1,265,461
Selling	27,528	26,557	101,527	155,612
General and administrative	75,539	28,806	282,618	386,963
Total broadcast expenses	960,035	169,154	870,987	2,000,176

¹ Excludes satellite stations, part-time stations, and those with less than \$25,000 of time sales.

point where, according to an analysis by his firm, the top-30 markets are doing 76% of all the spot business.

"Sure," he said, "spot business as a whole is up, but a lot of markets aren't getting it. In small markets, it's pure, utter agony."

In his own shop he estimated sales in total to be running 8% to 10% ahead of year-ago levels, with virtually all of his stations getting some of the gain but by margins ranging from a few thousand dollars to several hundred thousand.

In many cases, reps indicated their 1969 estimates, although optimistic, were consciously or unconsciously depressed by the knowledge that cigarette billings—which represent an estimated 3.8% of all spot-TV business—will be withdrawn by September 1970.

For the most part, however, reps tended to take a positive attitude toward the impending loss, although one evaluated the prospects of recouping it this way: "Damned if I know where. Booze is the only big, untapped revenue source I know of."

At the other extreme was this attitude: "What is everybody crying about? We get a 14% increase in spot in 1968 and we've got a 10-12% gain going for '69, and yet everybody's worried that they can't make up that loss of 4%. Sure, cigarettes are a lot of money, but they can be absorbed."

TV network officials, to whom cigarettes represent about 9.5% of billings, are generally conceded to face the toughest job in recouping cigarette losses. But for 1969, at least, their attitude was confident.

Frank M. Smith Jr., CBS-TV vice president, sales, said 1969 would be a "record year of billings" for his network and that the fourth quarter—the opening quarter of the 1969-70 program year—"already has reached record [sales] levels."

NBC-TV officials also emphasized that their sales are up and that the full-year outlook is bright. ABC-TV's assessment took a similar line.

Everything is up in 1968 TV

Television recovered its momentum in 1968, after a sluggish 1967, and posted records in sales, expenses and—just barely—profits.

Revenues in 1968 rose 10.8% over those of 1967 to reach \$2.5 billion. Expenses went up 8.9% to just over \$2 billion. Profits of \$494 million before federal tax were 19.3% bigger in 1968 than in 1967 but only marginally ahead of the \$492 million scored in 1966.

These were highlights of the annual financial report for television issued

Broadcast financial data of 3 national television networks and 642 TV stations, 1968 (in millions of dollars)

Item	Networks	% Change from previous year	15 Owned and operated TV stations	% Change from previous year	627 Other TV Stations	% Change from previous year	Total 3 networks and 642 stations	% Change from previous year
A. Revenues from the sale of time:								
1. Network time sales to advertisers	633.7	4.4	—	—	—	—	—	—
2. Deductions from network revenue from sale of time to advertisers:								
a. Paid to owned and operated stations	40.5	(0.5)	—	—	—	—	—	—
b. Paid to affiliated stations	203.7 ¹	0.7	—	—	—	—	—	—
Total participation by others (excluding commissions) in revenue from sale of network time	244.2	0.5	—	—	—	—	—	—
3. Total retentions from sale of network time	389.5	7.0	40.5	(0.5)	207.1 ¹	0.9	637.1	4.5
4. Nonnetwork time sales:								
a. National and regional advertisers	—	—	257.1	12.4	741.0	15.3	998.0	14.5
b. Local advertisers	—	—	42.1	12.6	410.4	25.2	452.5	23.9
Total nonnetwork time sales	—	—	299.1	12.4	1,151.4	18.6	1,450.6	17.3
5. Total time sales	389.5	7.0	339.6	10.7	1,358.5	15.5	2,087.6	13.1
6. Deduct—Commissions to agencies, representatives, etc.	95.2	4.8	56.3	11.9	204.4	18.6	355.9	13.5
7. Net time sales	294.3	7.8	283.4	10.4	1,154.0	15.0	1,731.8	13.0
B. Revenues from incidental broadcast activities:								
a. Talent and programs	669.1	5.0	0.7	(33.5)	8.7	(6.5)	678.4	4.8
b. Sundry broadcast revenues	53.1	22.1	7.5	31.4	50.2	9.4	110.7	16.4
Total from incidental broadcast activities	722.1	6.1	8.2	21.3	58.8	6.5	789.1	6.3
C. TOTAL BROADCAST REVENUES	1,016.4	6.6	291.5	10.7	1,212.9	14.6	2,520.9	10.8
D. TOTAL BROADCAST EXPENSES	960.0	7.0	169.2	6.4	897.0	11.5	2,026.1	8.9
E. BROADCAST INCOME (before federal income tax)	56.4	1.1	122.4	17.4	316.0	24.2	494.8	19.3

¹ Total retentions from the sale of network time of \$207.1 million by 627 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the three national TV networks.

Number of VHF television stations reporting profit or loss, by volume of total broadcast revenues, 1968¹ (in thousands of dollars)

	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:										Number of stations reporting losses	Number of stations reporting losses of:						
			\$5,000 and over	\$3,000 to \$5,000	\$1,500 to \$3,000	\$1,000 to \$1,500	\$600 to \$1,000	\$400 to \$600	\$200 to \$400	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over		
Revenues of:																				
Over \$10,000	30	29	22	4	3									1						
\$8,000-\$10,000	7	7		5	2															
\$6,000-\$8,000	19	19		6	11	1														
\$4,000-\$6,000	46	46		1	30	12														
\$3,000-\$4,000	29	29			6	11	11													
\$2,000-\$3,000	51	49			1	7	16													
\$1,500-\$2,000	47	44					3													
\$1,000-\$1,500	79	70																		
\$800-\$1,000	37	32																		
\$600-\$800	33	24																		
\$400-\$600	36	23																		
\$200-\$400	24	10																		
\$100-\$200	9	3																		
Less than \$100	5	2																		
Totals	452	387	22	16	53	31	33	34	85	45	34	34	65	3	20	12	16	10	1	7

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

Number of UHF television stations reporting profit and loss by volume of total broadcast revenues, 1968¹ (in thousands of dollars)

	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:					Number of stations reporting losses	Number of stations reporting losses of:											
			\$300 and Over	\$200 to \$300	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and Over							
Revenues of:																				
Over \$2,000	3	1	1																	
\$1,000-\$2,000	29	23	6	5	5	6	1													
\$800-\$1,000	12	8		1	1	4	2													
\$600-\$800	9	3			1	2														
\$400-\$600	20	8			1	5	2													
\$200-\$400	24	6				1	5													
\$100-\$200	6	1					1													
Less than \$100	15	3																		
Totals	118	53	7	6	8	18	14	65	11	11	14	12	17	1	2	4	4	1	1	1

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

Selected expense items of VHF stations classified by volume of revenues, 1968¹ (in thousands of dollars)

Broadcast revenues	Total expenses		Selected expenses ²							
			Salaries and wages		Film		Talent		Royalties and license fees	
	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount
\$7,500 & over	39	\$338,450	39	\$101,309	39	\$ 71,742	39	\$ 15,036	39	\$ 19,784
5,000-7,500	35	133,020	35	50,362	35	18,445	34	3,910	35	6,652
4,000-5,000	28	79,949	28	29,989	28	12,074	28	1,995	28	3,789
3,000-4,000	29	68,374	29	24,806	29	9,392	28	1,297	29	2,979
2,000-3,000	51	91,572	51	35,526	51	10,838	48	1,116	51	3,491
1,500-2,000	47	66,273	47	24,758	47	6,645	36	661	47	2,327
1,000-1,500	79	81,846	79	33,161	78	6,670	70	810	79	2,620
800-1,000	37	27,995	37	11,867	37	1,922	33	323	37	821
700- 800	13	8,885	13	3,868	12	440	9	52	13	273
600- 700	20	13,059	20	4,880	19	766	16	167	19	222
500- 600	20	11,480	20	4,243	20	828	10	88	20	284
400- 500	16	6,506	16	2,708	15	296	13	68	15	306
300- 400	11	3,968	11	1,489	11	270	7	19	11	85
200- 300	13	4,120	13	1,605	13	350	9	35	10	56
100- 200	9	2,119	9	932	7	241	7	9	7	15
Under 100	5	979	5	280	5	110	3	6	4	7
Total VHF	452	\$938,602	452	\$331,789	446	\$141,037	390	\$ 25,600	444	\$ 43,719

¹ Excludes part-time stations, satellite stations, and stations reporting less than \$25,000 in time sales.

² Not all expense items are shown, therefore the sum of the selected items does not equal total expenses. The number of stations reporting selected items are in some cases less than the number of stations reporting total expenses, since not all stations incurred all expense items.

Selected expense items of UHF stations classified by volume of revenues, 1968¹ (in thousands of dollars)

Broadcast revenues	Total expenses		Selected expenses ²							
			Salaries and wages		Film		Talent		Royalties and license fees	
	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount	Stations reporting	Amount
\$2,000-3,000	3	\$ 8,417	3	\$ 2,552	3	\$ 1,574	3	\$ 139	3	\$ 466
1,500-2,000	10	20,662	10	7,690	10	2,404	8	495	10	2,523
1,000-1,500	19	23,170	19	8,980	19	3,126	16	245	19	717
800-1,000	12	12,273	12	4,454	12	1,467	12	197	12	417
700- 800	5	5,210	5	1,837	5	778	4	64	5	198
600- 700	4	2,693	4	1,189	4	303	2	26	4	34
500- 600	13	8,102	13	3,281	13	807	9	70	12	185
400- 500	7	4,121	7	1,494	7	426	6	42	7	109
300- 400	8	4,803	8	1,485	8	667	6	40	8	101
200- 300	16	7,512	16	2,559	16	856	10	19	15	288
100- 200	6	2,004	6	749	4	285	5	34	6	24
Under 100	11	2,566	11	839	9	370	7	36	10	17
Total UHF	114	\$101,539	114	\$ 37,115	110	\$ 13,070	88	\$ 1,413	111	\$ 5,085

¹ Excludes part-time stations, satellite stations, and stations reporting less than \$25,000 in time sales.

² Not all expense items are shown, therefore the sum of the selected items does not equal total expenses. The number of stations reporting selected items are in some cases less than the number of stations reporting total expenses, since not all stations incurred all expense items.

Multiple ownership and newspaper affiliation of television stations¹ Dec. 31, 1968 (revenues in millions of dollars)

	TOTAL ALL MARKETS		TOP 10 MARKETS		TOP 25 MARKETS		TOP 50 MARKETS		TOP 100 MARKETS	
	Stations	Revenue	Stations	Revenue	Stations	Revenue	Stations	Revenue	Stations	Revenue
Total All Stations	666	\$1,504	67	\$ 605	128	\$ 879	218	\$1,116	379	\$1,337
Multiply owned—total	349	1,174	50	547	94	762	156	950	247	1,092
Newspaper affiliated	108	285	13	84	26	148	40	195	73	252
Non-newspaper affiliated	241	589	37	464	68	615	116	755	174	840
Singly owned—total	317	330	17	58	34	117	62	166	132	245
Newspaper affiliated	52	133	6	53	12	86	15	96	29	116
Non-newspaper affiliated	265	197	11	5	22	31	47	70	103	128
Network Affiliated Stations—Total	561	\$1,325	30	\$ 461	76	\$ 718	149	\$ 941	300	\$1,161
Multiply owned—total	303	1,015	24	407	60	611	115	792	205	934
Newspaper affiliated	95	230	4	35	14	94	27	140	60	197
Non-newspaper affiliated	208	485	20	373	46	518	88	652	145	737
Singly owned—total	258	310	6	53	16	106	34	149	95	227
Newspaper affiliated	48	131	6	53	11	84	14	94	28	114
Non-newspaper affiliated	210	170	0	0	5	22	20	55	67	112
Independent Stations—Total	105	\$ 179	37	\$ 145	52	\$ 162	69	\$ 175	79	\$ 176
Multiply owned—total	46	159	26	140	34	151	41	158	42	158
Newspaper affiliated	13	55	9	49	12	34	13	55	13	55
Non-newspaper affiliated	33	104	17	91	22	97	28	103	29	103
Singly owned—total	59	20	11	5	18	11	28	17	37	18
Newspaper affiliated	4	2	0	0	1	2	1	2	1	2
Non-newspaper affiliated	55	18	11	5	17	9	27	15	36	16

¹ Stations licensed to owner of more than one TV station are designated "multiply owned". Stations licensed to a newspaper or newspaper affiliated company are designated "newspaper-affiliated". All TV stations, in operation during 1968, including satellites are tabulated. Markets are ranked by size of market revenue.

last week by the FCC.

The three TV networks registered a 6.6% increase in revenues last year—a little over \$1 billion in 1968 vs. \$953.3 million in 1967—and their pretax income rose 1.1% to \$56.4 million in 1968 from 1967's \$55.8 million.

The 15 network-owned stations boosted revenues 10.7%—\$291.5 million in 1968 compared to \$263.3 million in 1967. Expenses amounted to \$169.2 million in 1968, a 6.4% increase over 1967's \$159 million, and pretax income jumped 17.4% to \$122.4 million.

The 642 other stations had revenues of \$1.2 billion last year, a 14.6% increase over the 1967 figure of \$1.05 billion. Expenses totaled \$897 million in 1968 vs. \$804.3 million in 1967, up 11.5%; pretax income jumped 24.2% to \$316 million in 1968, compared to \$254.5 million the year before.

In time sales, the industry total in 1968 was \$2.08 billion—with network sales accounting for \$637.1 million, up 4.5%; national spot, \$998 million, up 14.5%, and local \$452.5 million, up 23.9%.

The 154 UHF stations posted a 31.9% increase in revenues, but a 39% increase in expenses continued to drive losses higher. Revenues in 1968 amounted to \$90.9 million vs. \$68.9 million in 1967. Expenses were \$120.4 million (compared to 1967's \$86.6 million), with a resulting loss of \$29.5 million. Losses suffered by UHF's in 1967, when there were 133 stations, were \$17.7 million.

Of the 440 stations reporting profits in 1968, 387 were VHF, with 367 of these affiliated with a network. Of the 53 UHF stations reporting a profit, 51 were network affiliated.

There were 22 stations—all VHF—reporting profits of \$5 million or more last year. Of these, 20 were network affiliated.

The 130 stations reporting losses in 1968 were split evenly between VHF's and UHF's—65 apiece. Fifty-five of the VHF stations and 30 of the UHF outlets were affiliated with networks. Of the 45 independents reporting losses, 10 were VHF and 35 were UHF.

Twenty-four stations reported losses of \$400,000 or more in 1968, of which seven were VHF and 17 were UHF. Four VHF and two UHF stations were network affiliates; three VHF and 15 UHF stations were independents.

There were 30 VHF stations reporting revenues of over \$10 million, with 22 of these reporting profits before federal income tax of \$5 million or more.

Of the 23 UHF stations with revenues of \$1 million to \$2 million that reported profits in 1968, six reported income of \$300,000 or over; five, \$200,000 to \$300,000; five, \$100,000 to \$200,000; six, \$50,000 to \$100,000, and

Mighty close

BROADCASTING's January estimate of total television time sales for 1968 came within two-tenths of one percent of the FCC's official figure released last week. The estimate, published in the Perspective '69 report (BROADCASTING, Jan. 27), forecast time sales of \$2,082,670,000, while the final FCC figure came to \$2,087,600,000. BROADCASTING expected network time sales in 1968 to reach \$624,200,000 (increase of 2.4%); FCC's final figure was \$637,100,000 (increase of 4.5%). BROADCASTING estimated national spot would be \$1,012,600,000 (up 16.2%); FCC reported that figure was \$998,000,000 (up 14.5%). Local time sales, BROADCASTING said last January, would reach \$445,870,000 (gain of 22.1%); the commission official figure was \$452,500,000 (gain of 23.9%).

one, less than \$50,000. Six UHF's in that same revenue classification had losses, of which four posted losses of \$400,000 or more.

Expenses were up in all categories, with total expenses exceeding last year's by over \$150 million—\$2,000,176,000 in 1968 vs. \$1,845,794,000 in 1967. Technical expenses reached \$192,140,000 compared to \$181,528,000 last year, and program expenses climbed to \$1,265,461 from the 1967 level of \$1,168,018,000. Selling expenses amounted to \$155,612,000, up from 1967's \$145,246,000, and general and administrative costs soared to \$386,963,000 from \$351,002,000 in 1967.

Original investment in tangible broadcast property for 642 stations came to \$1,306,790,000; the depreciated figure was \$706,866,000. The networks and their 15 owned stations showed \$256,555,000 as original cost and \$147,962,000 as the depreciated cost. The 488 VHF stations had original costs of \$896,061,000 and depreciated costs of \$454,696,000; the 154 UHF stations amounted to \$154,174,000 at original cost and \$104,208,000 at depreciated cost.

There were 55,199 people employed by the three networks and 640 TV stations as of Dec. 31, 1968, of whom 47,533 were full-time employees. In 1967 total employment was 51,718.

In markets with four or more stations, the 112 VHF's reporting profits had median revenues of almost \$5.5 million and the 15 VHF's reporting losses had median losses of about \$900,000. Median means 50% of the stations had more revenues; 50% less.

In the same market category, the 10 UHF stations reporting profits had median revenues of about \$1,061,000 and the 34 UHF's reporting losses had

median losses of nearly \$370,000.

There were 361 stations reporting \$15,387,946 in payments to proprietors, partners or stockholders (excluding dividends and other payments from surplus). Of these, one station paid over \$300,000 and 41 paid under \$5,000. The largest number—81—fell in the \$25,000-to-\$49,999 range and paid a total of \$2,794,270.

There were 130 stations reporting losses totaling \$36,100,196 in 1968. Sixty-five reported payments totaling \$2,021,774 to proprietors, partners or stockholders and 126 reported depreciation expenses totaling \$15,562,098. Nine of the losing stations reported payments that alone exceeded the amount of their losses, while 54 reported payments and depreciation expense that individually or combined exceeded the amount of their losses.

The top-10 markets in revenues were New York, eight stations, with \$147.3 million; Los Angeles, 11 stations, \$106.7 million; Chicago, six stations, \$83.4 million; Philadelphia, six stations, \$50.1 million; San Francisco-Oakland, eight stations, \$48.6 million; Boston, five stations, \$42.5 million; Detroit, five stations, \$38 million; Cleveland, five stations, \$34.7 million; Washington, six stations, \$29.2 million, and Dallas-Fort Worth with seven stations and \$24.7 million nudged Pittsburgh (\$24.3 million) out of the tenth slot.

There were eight markets where profits were over \$15 million: New York, \$53.8 million; Los Angeles, \$36.9 million; Chicago, \$26.4 million; Boston, \$18.5 million; San Francisco-Oakland, \$17.3 million; Detroit, \$16.6 million; Philadelphia, \$16.2 million, and Cleveland, \$15.017 million.

Markets where profit before federal income taxes amounted to 33⅓% or more of revenues included Atlanta, Baltimore, Birmingham (Ala.), Boston, Buffalo (N. Y.), Charleston-Oak Hill-Huntington (W. Va.), Cincinnati, Cleveland, Columbia (S. C.), Columbus (Ohio), Dayton (Ohio), Detroit, Grand Rapids-Kalamazoo (Mich.), Greenville-Spartanburg (S. C.)-Asheville (N. C.), Hartford-New Haven-New Britain-Waterbury (Conn.), Indianapolis-Bloomington (Ind.), Kansas City (Mo.). Los Angeles, Miami, New York, Pittsburgh, and San Francisco-Oakland. Birmingham was the only market where profits were 50% of revenues.

There were, however, over a dozen markets where expenses exceeded revenues: Amarillo, Tex.; Anchorage; Bakersfield, Calif.; Fresno-Hanford-Visalia, Calif.; Honolulu; Idaho Falls-Pocatello, Idaho; Las Vegas-Henderson, Nev.; Lexington, Ky.; Odessa-Midland-Monahans, Tex.; Reno; Salinas-Monterey-San Jose, Calif.; Santa Barbara, Calif.; Sioux City, Iowa, and Tulsa, Okla.



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FCC's reports of TV market revenue for 1968 compared to 1967¹

Markets	No. stations re- porting	Total 1968 revenues ² (000)	Total 1968 expenses (000)	Total 1968 income ³ (000)	Network			Spot ⁴			Local ⁵		
					1968 (000)	1967 (000)	Gain or (Loss) (000)	1968 (000)	1967 (000)	Gain or (Loss) (000)	1968 (000)	1967 (000)	Gain or (Loss) (000)
Albany-Schenectady-Troy, N.Y.	3	\$9,300	\$6,201	\$3,100	\$2,118	\$2,113	\$5	\$6,194	\$5,553	\$641	\$2,501	\$2,226	275
Albuquerque, N.M.	3	3,707	3,367	339	829	852	(23)	1,220	1,136	84	2,104	1,741	363
Amarillo, Tex.	3	3,097	3,799	(701)	606	603	3	886	866	20	1,748	1,484	264
Anchorage	3	1,277	1,379	(102)	240	191	49	182	156	26	893	593	300
Atlanta	4	17,353	11,031	6,322	2,220	2,220	—	12,076	9,986	2,090	6,110	4,419	1,691
Augusta, Ga.	3	3,170	1,947	1,223	1,276	—	—	759	—	—	1,236	—	—
Bakersfield, Calif.	3	2,057	2,218	(160)	564	573	(9)	647	544	103	833	749	84
Baltimore	4	18,276	11,378	6,898	2,577	2,618	(41)	13,718	11,336	2,382	4,989	4,349	640
Bangor, Me.	3	1,784	1,741	43	659	659	—	473	400	73	734	648	86
Beaumont-Port Arthur, Tex.	3	2,710	2,309	401	701	706	(5)	1,137	959	178	1,224	1,046	178
Binghamton, N.Y.	3	3,116	2,221	895	1,018	1,002	16	1,128	1,093	35	1,297	1,196	101
Birmingham, Ala.	3	8,766	4,040	4,726	2,515	2,564	(49)	4,993	4,696	297	2,368	2,105	263
Boston	5	42,549	24,046	18,502	4,826	4,899	(73)	37,741	30,911	6,830	9,192	9,096	96
Buffalo, N.Y.	3	18,665	10,380	8,285	2,647	2,798	(151)	15,938	12,437	3,501	3,694	4,039	(345)
Burlington, Vt.-Plattsburg, N.Y.	3	2,589	2,063	526	993	—	—	1,005	—	—	728	—	—
Cedar Rapids-Waterloo, Iowa	3	4,380	3,773	607	1,069	1,071	(2)	2,077	2,062	15	1,650	1,275	375
Charleston, S.C.	3	2,596	2,352	244	763	777	(14)	673	569	104	1,382	1,146	236
Charleston Oak Hill-Huntington- Ashland, Ky.	4	7,536	4,354	3,182	2,184	2,175	9	3,149	2,507	642	2,851	2,205	646
Charlotte, N.C.	4	9,934	7,257	2,677	2,012	2,261	(249)	5,335	4,401	934	2,897	2,254	643
Chattanooga	3	3,351	2,515	837	837	859	(22)	1,497	1,170	327	1,355	1,130	225
Chicago	6	83,362	56,917	26,446	7,546	7,770	(224)	73,149	64,664	8,485	13,013	13,031	(18)
Cincinnati	4	15,653	9,986	5,667	2,545	2,651	(106)	9,941	8,439	1,502	4,508	3,493	1,015
Cleveland	5	34,749	19,732	15,017	4,659	4,636	23	23,342	20,856	2,486	9,783	7,516	2,267
Colorado Springs-Pueblo, Colo.	3	2,289	2,136	152	550	552	(2)	995	942	53	1,052	847	205
Columbia, S.C.	3	3,388	2,232	1,156	735	688	47	1,685	1,492	193	1,246	989	257
Columbus, Ohio	3	13,742	8,498	5,243	1,723	1,749	(26)	8,892	7,691	1,201	5,282	4,501	781
Corpus Christi, Tex.	3	2,442	1,996	446	568	591	(23)	727	682	45	1,376	942	434
Dallas-Fort Worth	6	24,696	17,203	7,493	2,772	2,888	(116)	15,822	13,507	2,315	8,866	6,611	2,255
Davenport, Iowa-Rock Island- Moline, Ill.	3	4,485	4,129	356	1,502	1,550	(48)	2,330	2,132	198	1,074	1,017	57
Dayton, Ohio	5	10,673	6,498	4,175	2,296	2,291	5	5,142	4,344	798	4,657	3,753	904
Denver	4	13,224	10,516	2,708	1,638	1,597	41	8,103	7,447	656	4,823	3,382	1,441
Des Moines-Ames, Iowa	3	5,411	4,520	891	1,153	1,164	11	3,094	2,775	319	1,830	1,606	224
Detroit	5	38,035	21,455	16,580	5,133	8,254	(3,121)	27,190	23,371	3,819	11,917	7,194	4,723
Duluth, Minn.-Superior, Wis.	3	3,274	3,188	86	1,086	1,032	54	1,213	1,143	70	1,057	828	229
El Paso	3	3,167	2,878	289	517	531	(14)	960	821	139	1,920	1,455	465
Erie, Pa.	3	2,549	2,282	267	907	902	5	716	754	(38)	1,157	914	243
Evansville, Ind.	3	3,380	2,947	433	878	842	36	1,179	1,180	(1)	1,594	1,385	205
Fargo-Valley City, N.D.	3	3,374	3,265	109	920	877	43	984	876	108	1,482	1,238	244
Flint-Saginaw-Bay City, Mich.	3	6,682	4,884	1,798	1,332	1,373	(41)	3,749	3,279	470	2,578	2,042	536
Fort Wayne, Ind.	3	3,842	3,023	820	790	817	(27)	1,738	1,641	97	1,766	1,353	413
Fresno-Hanford-Visalia, Calif.	5	4,741	4,783	(42)	963	969	(6)	2,665	2,400	265	1,791	1,550	241
Grand Rapids-Kalamazoo, Mich.	3	9,900	6,085	3,815	2,077	2,121	(44)	6,022	5,224	798	2,103	1,890	213
Green Bay, Wis.	3	4,819	4,005	814	1,153	1,188	(35)	2,179	1,839	340	1,600	1,249	351
Greensboro-High Point- Winston Salem, N.C.	4	6,571	4,917	1,655	1,511	1,554	(43)	3,424	2,899	525	2,440	1,737	703
Greenville-Washington- New Bern, N.C.	3	3,158	2,562	596	876	906	(30)	1,386	1,069	317	1,041	959	8
Greenville-Spartanburg, S.C.- Asheville, N.C.	4	6,195	3,793	2,402	1,253	1,337	(84)	4,173	3,235	938	1,607	1,445	16
Harrisburg-Lancaster-York- Lebanon, Pa.	5	6,640	4,667	1,973	1,754	1,737	17	3,735	3,403	332	2,149	1,882	26
Hartford-New Haven-New Britain-Waterbury, Conn.	5	17,373	10,461	6,912	2,507	2,532	(25)	13,623	11,819	1,804	3,942	3,194	748
Hilo, Hawaii	—	—	—	—	—	—	—	—	—	—	—	—	—
Honolulu	4	5,981	6,863	(882)	677	687	(10)	1,673	1,687	(14)	3,984	3,117	86
Houston-Galveston, Tex.	5	19,243	12,705	6,538	2,199	2,359	(160)	13,609	11,628	1,981	6,171	4,324	1,84
Huntsville-Decatur, Ala.	3	1,537	1,319	217	421	302	119	591	515	76	6,777	6,728	4
Idaho Falls-Pocatello, Idaho	3	1,196	1,217	(22)	498	—	—	428	—	—	353	—	—
Indianapolis-Bloomington, Ind.	4	18,855	11,053	7,801	2,236	2,221	15	11,756	10,763	993	7,319	6,209	1,11
Jacksonville, Fla.	3	6,596	5,324	1,272	1,302	1,315	(13)	4,416	3,933	483	1,897	1,590	30
Johnstown-Altoona, Pa.	3	4,221	2,776	1,445	1,529	1,531	(2)	1,851	1,827	24	1,060	926	13
Joplin, Mo.-Pittsburg, Kan.	3	2,508	1,808	700	912	610	302	1,134	894	240	578	449	12
Kansas City, Mo.	3	14,841	8,531	6,310	2,064	2,201	(137)	10,951	9,688	1,263	4,476	3,336	1,14
Knoxville, Tenn.	3	4,427	3,268	1,159	1,107	1,064	43	2,404	2,110	294	1,400	1,168	23
Lafayette, La.	3	2,343	2,179	164	376	—	—	667	—	—	1,416	—	—
Las Vegas-Henderson, Nev.	4	3,180	3,408	(227)	379	279	100	762	290	472	2,145	1,359	78
Lexington	3	2,379	2,415	(36)	553	—	—	956	—	—	1,018	—	—
Lincoln-Hastings-Kearney, Neb.	5	3,428	2,849	579	944	955	(11)	1,445	1,222	223	1,263	1,178	8
Little Rock, Ark.	3	5,392	4,789	603	958	931	27	2,350	1,966	384	2,626	1,901	72
Los Angeles	11	106,771	69,794	36,977	8,086	8,175	(89)	90,923	82,824	8,099	29,067	20,460	8,60
Louisville, Ky.	3	9,241	7,027	2,214	1,997	1,950	47	5,461	4,396	1,065	3,005	2,675	33
Lubbock, Tex.	4	3,173	2,810	363	809	—	—	886	—	—	1,541	—	—
Madison, Wis.	3	3,121	2,448	672	728	757	(29)	1,835	1,593	242	881	822	6
Memphis	3	9,498	5,447	4,050	1,880	1,901	(21)	5,420	4,376	1,044	3,124	2,585	53
Miami	5	18,559	12,782	5,777	2,195	2,143	52	13,102	11,430	1,672	5,401	4,034	1,3
Milwaukee	4	16,404	11,411	4,993	2,556	2,501	55	10,785	9,502	1,283	5,715	4,744	9
Minneapolis-St. Paul	4	21,170	15,130	6,039	2,663	2,710	(47)	12,111	10,467	1,644	8,691	7,277	1,4
Mobile, Ala.-Pensacola, Fla.	3	4,054	3,231	822	1,045	1,052	(7)	1,815	1,650	165	1,678	1,277	4
Monroe, La.-El Dorado, Ark.	3	2,470	2,268	202	721	—	—	860	—	—	1,039	—	—
Montgomery, Ala.	3	2,531	2,017	514	671	654	17	1,053	916	137	995	880	1
Nashville	3	8,371	6,275	2,096	1,601	1,607	(6)	4,241	3,556	685	3,510	2,926	5
New Orleans	4	11,547	9,282	2,265	1,787	1,797	(10)	6,361	5,971	390	5,120	4,336	7
New York	8	147,316	93,485	53,831	15,726	11,552	4,174	133,048	115,708	17,340	17,965	14,201	3,7
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	7,057	5,654	1,403	1,585	1,632	(47)	3,196	2,473	723	3,028	2,575	4
Odessa-Midland-Monahans, Tex.	3	2,123	2,151	(28)	496	502	(6)	832	726	106	832	753	—

Markets	No. stations reporting	Total 1968 revenues ¹ (000)	Total 1968 expenses (000)	Total 1968 income ² (000)	Network			Spot ¹			Local ¹		
					1968 (000)	1967 (000)	Gain or (loss) (000)	1968 (000)	1967 (000)	Gain or (loss) (000)	1968 (000)	1967 (000)	Gain or (loss) (000)
Oklahoma City-Enid	3 [‡]	8,813	6,778	2,035	1,728	1,782	(54)	6,140	5,572	568	2,229	1,820	409
Omaha	3	6,916	5,274	1,642	1,701	1,694	7	3,484	3,351	133	2,229	1,894	335
Orlando-Daytona Beach, Fla.	3	5,595	4,023	1,573	1,103	1,158	(55)	2,801	2,551	250	2,518	1,698	820
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	3,269	2,222	1,047	1,039	1,026	13	1,678	1,524	154	777	641	136
Peoria, Ill.	3	3,989	3,641	347	914	910	4	1,556	1,447	109	1,884	1,618	266
Philadelphia	6	50,145	33,909	16,236	6,532	6,491	41	41,551	36,389	5,162	11,678	10,414	1,264
Phoenix-Mesa	5	9,860	7,756	2,104	1,121	1,108	13	5,482	4,695	787	4,509	3,323	1,186
Pittsburgh	3	24,274	14,648	9,627	4,042	4,060	(18)	18,183	16,981	1,202	6,585	5,805	780
Portland, Ore.	4	12,720	9,464	3,256	2,006	1,997	9	8,645	7,126	1,519	4,108	3,055	1,053
Portland-Poland Springs, Me.	3	3,964	3,738	226	1,104	1,145	(41)	1,961	1,932	29	1,304	1,145	159
Providence, R.I.-New Bedford, Mass.	3	10,102	7,716	2,386	2,066	2,111	(45)	6,946	5,983	963	2,797	1,949	848
Raleigh-Durham, N.C.	3 [‡]	5,608	3,615	1,994	2,000	—	—	2,834	—	—	1,465	—	—
Reno	3	1,866	2,061	(195)	427	366	61	446	292	154	1,095	829	266
Richmond-Petersburg, Va.	3	5,277	4,442	835	1,249	1,253	(4)	2,621	2,116	505	1,993	1,785	208
Roanoke-Lynchburg, Va.	4	4,235	3,682	553	1,137	1,167	(30)	2,087	1,427	660	1,445	1,288	157
Rochester, N.Y.	3	6,486	5,294	1,192	1,530	1,551	(21)	3,115	2,783	332	2,572	2,250	322
Rochester-Austin, Minn.-Mason City, Iowa	3	2,334	1,840	494	728	696	32	639	618	21	1,060	897	163
Rockford-Freepport, Ill.	3	3,888	3,278	610	1,201	1,216	(15)	1,026	918	108	1,788	1,329	459
Sacramento-Stockton, Calif.	4 [‡]	12,348	9,252	3,096	1,743	1,752	(9)	8,953	7,266	1,687	3,792	3,037	755
Salinas-Monterey-San Jose, Calif.	3	2,792	2,989	(197)	695	—	—	1,294	—	—	1,079	—	—
Salt Lake City-Ogden-Provo	3	7,219	6,262	957	1,185	1,224	(39)	3,475	3,031	444	3,259	2,550	709
San Antonio, Tex.	4	7,482	5,686	1,796	1,358	1,403	(45)	3,912	3,377	535	3,400	2,788	612
San Diego	3	8,688	6,957	1,731	1,307	1,277	30	4,835	4,064	771	2,699	1,874	825
San Francisco-Oakland	8 [‡]	48,582	31,255	17,327	4,273	4,377	(104)	39,944	34,985	4,959	12,864	8,657	4,207
San Juan-Caguas, P.R.	4	9,841	8,861	981	2,311	1,826	485	4,537	3,804	733	2,121	1,472	649
Santa Barbara, Calif.	3 [‡]	1,080	1,217	(137)	348	—	—	395	—	—	454	—	—
Seattle-Tacoma	5	17,469	12,115	5,354	2,223	2,304	(81)	12,472	10,091	2,381	5,877	4,783	1,094
Shreveport, La.-Texarkana, Tex.	3	4,269	3,541	728	1,194	1,113	81	2,082	1,954	128	1,562	1,390	174
Sioux City, Iowa	3	2,668	2,680	(11)	1,074	958	116	816	760	56	956	722	232
South Bend-Elkhart, Ind.	3	3,295	2,854	441	732	750	(18)	1,394	1,314	80	1,477	1,139	338
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	4	6,086	4,621	1,466	1,276	1,275	1	2,700	2,591	109	2,656	2,329	327
Spokane, Wash.	3	4,207	3,857	350	1,048	1,078	(30)	2,550	2,125	425	1,266	1,119	147
Springfield, Mo.	3 [‡]	2,381	1,963	418	558	—	—	1,054	—	—	938	—	—
St. Louis	4	22,006	14,833	7,173	3,100	3,109	(9)	17,177	15,289	1,888	5,448	3,773	1,675
Syracuse, N.Y.	3	8,339	5,584	2,756	1,911	1,855	56	5,903	5,431	472	2,007	1,781	226
Tampa-St. Petersburg, Fla.	5 [‡]	10,700	7,567	3,132	1,714	1,723	(9)	6,801	6,066	735	3,802	2,886	916
Toledo, Ohio	3	8,164	6,403	1,761	2,641	2,210	431	4,123	3,849	274	2,466	2,361	105
Tucson, Ariz.	4	3,148	3,609	(461)	561	539	22	1,030	952	78	1,898	1,381	517
Tulsa, Okla.	3	6,365	5,275	1,090	1,335	1,315	20	3,035	3,327	(292)	2,787	1,888	899
Waikuku, Hawaii	2	•	•	•	•	•	•	•	•	•	•	•	•
Washington	6	29,202	22,057	7,145	2,954	3,065	(111)	22,393	19,049	3,344	6,449	4,137	2,312
Wichita Falls, Tex.-Lawton, Okla.	3	2,634	2,216	418	620	650	(30)	799	651	148	1,386	1,188	198
Wichita-Hutchinson, Kan.	3	5,378	4,115	1,263	1,153	1,206	(53)	2,457	2,116	341	2,264	1,855	409
Wilkes Barre-Scranton, Pa.	3 [‡]	4,293	3,859	435	1,146	1,170	(24)	2,150	1,908	242	1,518	1,449	69
Youngstown, Ohio	3	3,073	2,735	338	748	755	(7)	1,555	1,301	254	1,028	828	200
Yuma	3 [‡]	•	•	•	•	•	•	•	•	•	•	•	•
TOTALS													
Markets of three or more stations	126	\$1,385,291	\$966,226	\$419,065	\$213,753	206,962	6,791	\$955,157	825,732	129,425	\$403,049	315,102	87,947
Markets of less than three stations	159	\$119,193	\$99,858	\$19,336	\$33,865	38,919	(5,054)	\$42,879	46,009	(3,130)	\$49,255	49,706	(451)
All Markets	285	\$1,504,484	\$1,066,084	\$438,400	\$247,618	245,881	1,737	\$998,036	871,741	126,295	\$452,304	364,807	87,497

¹ Before commission to agencies, representatives and others.

² Total time sales less commissions, plus talent and program sales.

³ Before federal income tax.

[†] One station operated for only part of the year.

* Data withheld to maintain confidentiality of individual station figures. Figures in parentheses indicate loss.

Another nasal spray revises its ad claims

For the second time in a month the Federal Trade Commission has received an assurance from a drug manufacturer that it will discontinue TV commercials that exaggerate the "free breathing" properties of its nasal spray.

Menley & James Laboratories, Philadelphia, makers of Contac Nasal Mist, told the commission that it had already withdrawn TV commercials that pitted Contac against another nasal spray in a penetration test. The commercials show an application of Contac covering more surface area of a sheet of paper than a similar application from another spray;

the voice-over states that Contac puts more decongestant "where the sinus congestion is."

The commission said the commercials could mislead the public into believing Contac is superior in its penetrating abilities.

"There is no equivalence in the paper and its ability to penetrate the various recesses of the nose to promote free breathing," the commission said.

The Menley & James withdrawal promise was accepted by the commission under what it calls "an assurance of voluntary compliance." Last month Richardson-Merrell Inc. made a similar assurance for one of its Vicks Sinex nasal spray commercials (BROADCASTING, July 7).

Cigarette comments due in October now

The broadcast and cigarette industries last week were given a 60 day extension of the deadline for filing reply comments in the FCC's proposed ban of broadcast cigarette advertising.

The commission extended the deadline from Aug. 10 to Oct. 17 in view of the cigarette industry's announced intention to ban all broadcast advertising by September 1970.

The commission extended the deadline on its own motion so that the comments "may more concretely reflect [important recent] developments."

Heavying up before going out

Cigarette advertisers, heading for complete abandonment of television and radio by September 1970, stepped up their network TV spending in the first half of 1969 by almost 10% over the same period a year ago.

Network television investments by 37 cigarette brands totaled \$81,971,400, according to estimates compiled by Broadcast Advertisers Reports. In the first half of 1968, cigarette spending on the TV networks totaled \$74,615,600.

Comparable figures on spot-TV spending are not yet available.

Cigarette advertisers this year have also increased the number of their network commercials—from 3,526 in the first half of 1968 to 4,243 in the comparable period of 1969, a gain of about 20%.

There was no way to ascertain, however, to what extent, if any, the increase in dollars reflected rate increases or what share of the boost in commercial units might have come from greater use of piggybacks.

The 1969 cigarette figures were drawn from a BAR ranking of the expenditures of all network-TV advertisers during the first half of the year. In all, BAR counted and ranked 1,914 brands with network-TV expenditures totaling \$815,350,400.

The 37 cigarette brands and their \$81,971,400 outlay thus represented 2% of the brands using network TV and

10% of network-TV billings for the period.

Winston filter cigarettes was the number-one brand of all 1,914 brands on network-TV. Its expenditures exceeded \$8.6 million. Tareyton filters ranked second with \$5.8 million, Salem menthol filters followed with almost \$5.7 million, and Kent filters also made the \$5-million class with money to spare.

The 37 brands were ranked as follows in the BAR compilation:

Winston filters	\$8,655,600
Tareyton filters	5,817,100
Salem Menthol filters	5,691,400
Kent filters	5,337,900
Silva Thin 100's filters	4,797,200
Pall Mall Gold filters	4,641,800
Virginia Slims 100's filters	3,530,200
Benson and Hedges 100's filters	3,361,100
Marlboro filters	2,810,500
Marlboro extra-long 100's	2,765,500
Camel filters	2,344,500
Newport menthol filters	2,328,200
Kool menthol filter lonks	2,276,600
Kool menthol filters	2,276,600
Viceroy filters	2,028,300
Belair menthol	1,917,100
Raleigh filters and plain L&M filters	1,917,100
Winston super king filters	1,890,700
Viceroy extra-long 100's	1,822,800
Parliament filters	1,727,300
Old Gold filters	1,669,100
True filters	1,604,200
Pall Mall menthol filters	1,568,800
L&M Golden 100's	1,390,200
Salem super king size	1,332,600
Camel regular	1,313,400
True menthol filters	1,278,500
Silva-Thin 100s menthol filters	1,137,700
Winston super king size	979,000
Doral filters	610,400
Doral menthol filters	228,200
L&M menthol tall	228,200
Virginia Slims 100's menthol	206,700
Spring menthol filters 100's	181,000
Kent deluxe length	150,900
Newport deluxe length	78,100
TOTAL 37 brands	76,900
	\$81,971,400

CBS will let cigarettes go

But ABC tells Moss no, and both say broadcasters are discrimination victims

CBS told Senator Frank Moss (D-Utah) last week that it will release tobacco advertisers from their 1970 commitments if the permissive legislation sought by the Tobacco Institute is enacted by Congress, but ABC said it would be unable to take similar action.

Both statements came in reply to a request by Senator Moss, who had called on the networks to terminate existing contractual arrangements with cigarette manufacturers by the end of the year. As of Thursday (Aug. 7), NBC authorities said, their reply to the senator was still being drafted.

Senator Moss's letter followed the tobacco industry's offer last month, in

testimony before the Senate Consumer Subcommittee, to drop all radio-TV cigarette advertising by September 1970, and sooner if broadcasters agreed to terminate the contracts. The industry asked only that it be given an exemption from the antitrust laws, to insure that neither government nor industry would challenge its move (BROADCASTING, July 28).

The senator's letter to the networks said: "I am not unmindful of the economic disruption which would be caused by such abrupt termination of cigarette advertising. But weighing the public health imperatives in the light of your strong traditions of social responsibility, I would hope that you would find it possible to adopt the time-table adopted by the cigarette manufacturers."

In its reply, CBS—while giving tentative acquiescence—made clear it did not consider the legislation to be in the public interest. Dr. Frank Stanton, CBS president, said: "If the public interest should require legislation in this area,

should not the legislation deal with the problem as a whole and not direct its restraints only against the television and radio media?"

Mr. Stanton contended in the letter that CBS's record of responsible concern regarding the issue of smoking and health has been "at least the equal of that of any other mass medium in the U.S., whether print or broadcast." He added that the proposed legislation, as it now stands, would make possible the transfer of broadcast cigarette money to print, and would thus offer "no assurance of any decrease in total expenditures for cigarette advertising. We fail to see how it can be defended as sound public policy."

ABC President Leonard H. Goldenson, echoing Dr. Stanton's call for an across-the-board elimination of cigarette advertising, said that ABC-TV is simply "not in a position to release cigarette companies as of Jan. 1, 1970. . . ." He noted that although the network has made "substantial progress," it "still remains at a competitive disadvantage with the two larger networks in certain important respects such as the number of affiliated stations and revenues."

Because of this, Mr. Goldenson said, an abrupt cut-off of cigarette advertising could mean "a substantial cutback in our news and public affairs operations almost immediately and would also call for a complete re-examination of our other program commitments to see whether or not a full schedule of the present magnitude could be maintained."

He added: "We do not believe that the Congress would look with much favor on any such forced curtailment of network service to the American public—particularly since available evidence indicates that the elimination of broadcast advertising alone does not reduce cigarette consumption."

Senator Moss has also sent a letter to major newspaper and magazine publishers, asking: "Can you tell me what the policy of your publication is with respect to cigarette advertisements? Will you accept public service smoking education advertisements offered under the auspices of such organizations as the Public Health Service and the American Cancer Society?"

Senator Moss told the publishers that in his view, "if the only result of this withdrawal [of broadcast cigarette advertising] will be to spawn massive promotion of cigarettes in other media, then the public will have secured an empty victory." He urged them "to adopt policies that will minimize the impact of cigarette advertising upon the American public."

"Serving people and nations everywhere" starts with serving somebody somewhere.



To Han Chong Li, exporter in Taipei, ITT means worldwide telex and cablegram communications.

To Henry Taggart, commercial jet pilot, ITT means the computer-based air traffic control system at Arlanda Airport, Stockholm.

To Graham Rohrer, Swiss advertising executive in London, ITT means Avis and a new Hillman Hunter.

To Grandfather Read, a former employee, ITT means carefree retirement years and a walk in the woods with his grandsons, Paul and Andrew.

Our continued growth

Originally we operated telephone systems and manufactured telecommunications equipment almost entirely in Latin America and Europe. That's the origin of our name.

Today, we serve the needs of people in 126 countries with thousands of products and services. You know some of them, like the Sheraton chain of hotels and motor inns, and Rayonier, tree farmer extraordinary and producer of cellulose.

In a different way we serve our 185,000 stockholders throughout the world. Their investment helps make possible our sustained rate of growth. Last year our sales passed the \$4 billion mark and net income was up 17% to \$180 million. It was the ninth consecutive year that we were able to report new sales and earnings records.

Other people we serve are our employees, almost 300,000 of them worldwide. As a result of long-standing recruiting and training programs, the percentage of minority groups among our U.S. employees is significantly higher than the reported national minority employment rate.

International training program

Recently we were presented with a Citation for Significant Contributions to International Education by the Institute of International Education and the Reader's Digest Foundation, in recognition of our international educational training program—the largest of any U.S. company—which each year trains 200,000 people from sixty countries in some technical field.

In many countries, we serve people collectively—that is, as entire nations. We maintain the Hot Line between Washington and Moscow. We were the prime contractor for Mexico's nationwide microwave communications system. We are building a new satellite-communication earth station for Indonesia.

Better service for you

In all the fields we have entered, our resources and capabilities have resulted in increased competition. That means more efficient use of material and manpower. And better service for you as well as Messrs. Li, Taggart, Rohrer, and Read—and people and nations everywhere.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.

SERVING PEOPLE AND NATIONS EVERYWHERE

ITT

Golf tournament backer buys time on its show

Dow Jones & Co., New York, which will sponsor a \$300,000 professional golf tournament next year, will also partially sponsor network television coverage of the event.

The "Dow Jones Open", tentatively scheduled on the Professional Golfers Association tour for Aug. 27-30, 1970, at the Upper Montclair Country Club, Clifton, N.J., may be included in the PGA package on ABC-TV. Negotiations are in progress to set up next year's schedule. ABC signed a two-year contract with the PGA last year (BROADCASTING, June 17, 1968).

In buying time on the tournament it sponsors, Dow Jones follows the practice of such tournament backers as Eastern Airlines, National Cash Register Co., Firestone Tire & Rubber Co. and the Buick division of General Motors Corp.

Networks to solicit personal products

ABC-TV officials said last week they had reversed their position and were actively seeking advertising for feminine-hygiene products.

They said the move was made "for competitive considerations" because the CBS-TV network had similarly reversed its position on the issue (BROADCASTING, Aug. 4).

They emphasized that personal-products commercials would be "subject to review by our standards department, as all commercials are," and that programs and time periods to carry such commer-

cial would be chosen carefully.

CBS-TV officials also had stressed that their acceptance and scheduling of personal-products messages would be on a "selective" basis.

Meanwhile NBC-TV, which had accepted network campaigns for two such products shortly after the TV commercial code's ban on them was lifted earlier this year, reportedly was reviewing the question last week. It had planned to discontinue acceptance of intimate-products advertising on the network upon expiration of the current contracts—for FDS (feminine deodorant spray) and Feminique—primarily because of complaints and "uneasiness" among some affiliates ("Closed Circuit," June 30; BROADCASTING, July 7).

The decision to discontinue had not been changed last week, but it was evident that the question was under study in light of the CBS-TV and ABC-TV moves. Not at issue is intimate-products advertising on the NBC-owned TV and radio stations and the NBC radio network, which, officials said earlier, will continue to accept such advertising on a case-by-case basis.

DuPont buy on ABC

DuPont Co., Wilmington, Del., through N. W. Ayer & Son, Philadelphia, has purchased minute commercials on all alternate newscasts on ABC's American FM Network. The total number of minutes comes to about 50 a week, with the purchase extending from Sept. 29 through Nov. 23. The time buy is said to be worth more than \$100,000. Commercials will advertise DuPont "501" certification of carpets.

Proposed ad tax rejected in D.C.

A proposed 2% tax on advertising expenditures in the District of Columbia went down to defeat last week in the House District Committee.

The tax had been proposed as part of a new revenue package for the District, but was removed from the bill that was reported out last week by the committee.

Broadcast and advertising interests fought the tax at committee hearings two months ago (BROADCASTING, June 16), arguing that it would be unfair and possibly unconstitutional, and that it would force advertisers to do business with stations in suburban Maryland and Virginia, where there is presently no ad tax. The final committee vote on the proposal was understood to be "quite close."

Radio antismoking spots produced by Westinghouse

Westinghouse Broadcasting Co. has produced a group of anti-cigarette radio commercials that began on WBC outlets last week and will be distributed nationally to other stations, starting next month.

The series of one-minute and 30-second spots were produced by Westinghouse in cooperation with the National Tuberculosis and Respiratory Disease Association. The radio announcements will be distributed without charge to stations throughout the country by more than 1,400 local affiliates of NTRDA. No credit is given to Westinghouse in the spots.

Another B-M account switch

Bristol-Myers continues to switch product assignments between Foote, Cone & Belding and Doyle Dane Bernbach. The latest is Bristol-Myers products division's Softique bath oil and bath beads, with billings estimated between \$1 million and \$2 million, which goes from DDB to FC&B effective immediately. Previously, the Clairol division of Bristol-Myers moved its Nice 'n Easy hair coloring to DDB and Creme Toner to FC&B in a double switch (BROADCASTING, April 7).

New ANA booklet

Key facets of the fee method of agency compensation are analyzed in a new booklet that has been published by the Association of National Advertisers. The report, titled "Fee Method of Agency Compensation," provides a description and comparison of various fee methods and offers an appraisal of various compensation arrangements. The booklet

Network TV gains in 1969

Advertising expenditures in network television increased by 11.3% during July and by 9.2% during the first seven months of 1969 over the comparative periods last year, it was reported last Thursday (Aug. 7) by Television Bureau of Advertising/Broadcast Advertisers Reports.

The 11.3% gain in net time and pro-

gram billing during July was achieved despite the extensive coverage given by the TV networks to the Apollo 11 coverage, it was noted.

The largest percentage gain by day-parts was during Saturday-Sunday daytime, which registered a 30.1% gain during July and a 14.2% gain during the first seven months of the year over the respective periods of 1968.

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

	July			January-July		
	1968	1969	% Chg.	1968	1969	% Chg.
Daytime	\$29,284.0	\$34,619.4	+18.2	\$266,048.2	\$286,495.8	+ 7.7
Mon.-Fri.	23,332.2	26,874.2	+15.2	198,746.6	209,626.0	+ 5.5
Sat.-Sun.	5,951.8	7,745.2	+30.1	67,301.6	76,869.8	+14.2
Nighttime	63,007.2	68,100.2	+ 8.1	574,886.6	631,862.4	+ 9.9
Total	\$92,291.2	\$102,719.6	+11.3	\$840,934.8	\$918,358.2	+ 9.2

	ABC	CBS	NBC	Total
January	\$37,044.6	\$56,289.5	\$56,790.1	\$150,124.2
February	38,408.0	50,452.9	49,184.0	138,044.9
March	41,552.8	53,035.1	52,308.5	146,896.4
April	36,284.3	53,770.5	49,952.9	140,007.7
May	31,762.4	47,196.1	47,835.6	126,794.1
June	29,956.1	44,078.8	39,736.4	113,771.3
July	26,929.6	39,197.1	36,592.9	102,719.6

Source: Broadcast Advertisers Reports (BAR).

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 27, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 27	Total dollars week ended July 27	1969 total minutes	1969 total dollars
	Week ended July 27	Cume Jan. 1-July 27	Week ended July 27	Cume Jan. 1-July 27	Week ended July 27	Cume Jan. 1-July 27				
Monday-Friday Sign-on-10 a.m.	\$ 36.5	\$ 101.9	\$ 162.6	\$ 3,357.8	\$ 366.4	\$ 10,298.9	114	\$ 565.5	2,563	\$ 13,758.6
Monday-Friday 10 a.m.-6 p.m.	1,193.2	42,295.8	2,057.5	81,083.6	2,161.4	67,827.1	706	5,412.1	26,898	191,206.5
Saturday-Sunday Sign-on 6 p.m.	409.9	27,339.3	1,006.2	31,147.0	559.6	18,383.5	271	1,975.7	8,446	76,869.8
Monday-Saturday 6 p.m.-7:30 p.m.	345.7	9,564.5	507.5	20,190.0	459.0	18,402.6	99	1,312.2	2,795	48,157.1
Sunday 6 p.m.-7:30 p.m.	59.7	4,013.4	118.4	6,112.8	69.9	5,973.6	20	248.0	629	16,099.7
Monday-Sunday 7:30-11 p.m.	3,748.0	143,555.6	4,798.4	194,339.6	4,296.0	192,188.3	429	12,842.4	12,987	530,143.5
Monday-Sunday 11 p.m.-Sign-off	285.0	11,678.8	102.1	2,482.5	408.1	14,388.9	86	795.2	2,438	28,550.2
Total	\$6,078.0	\$238,549.3	\$8,752.7	\$338,773.3	\$8,320.4	\$327,462.8	1,725	\$23,151.1	56,756	\$904,785.4

was published under the auspices of the ANA advertising administrative and cost control committee. It is available at \$5 per copy to ANA members and \$7.50 per copy to non-ANA members from ANA's publications department, 155 East 44th Street, New York 10017.

D-F-S gets Hardee account

Hardee's Food Systems Inc., a Rocky Mount, N.C., fast food franchise organization with an estimated \$1 million in billings, has selected Dancer-Fitzgerald-Sample, New York, as its national advertising agency.

D-F-S will handle the overall creative strategy and national media placement including radio and TV for Hardee's specialty menu restaurants and Yogi Bear honey fried chicken restaurants. Hardee currently has 175 outlets, mainly in the Southeast.

D-F-S replaces Henderson advertising, Greenville, S.C. Hardee will continue to use regional agencies for local market activities, with D-F-S responsible for over-all coordination.

Agency appointments:

- Florsheim Shoe Co., Chicago, women's shoe division, has named Firestone and Associates Inc., New York, to handle its account.

- Sauter Laboratories, Division of Hoffmann-LaRoche Inc., Nutley, N. J., named Delehanty, Kurnit & Geller to handle its approximately \$2-million Zestabs account. Former agency was BBDO, New York.

Anheuser-Busch, St. Louis, has named Campbell-Mithun, Minneapolis, to handle brewery's new line of table wines.

Rep appointments:

- Minnesota Star Network (15 radio stations): Walton Broadcasting Sales Corp., Chicago.

- WZIP-AM-FM Cincinnati: Savalli/Gates, New York.

- WTHD Milford, Del.: AAA Representatives, New York.

- KATY-AM-FM San Luis Obispo, Calif.: Adam Young VTM Inc., New York.

- WORC Worcester, Mass., and WCME-AM-FM Brunswick, Me.: Eckels & Queen, Boston.

- KENT Prescott, Ariz.: KMUZ(FM) Santa Barbara and KWXY-AM-FM Cathedral City, both California: Advertising Sales West, San Francisco and Los Angeles.

- WTAX-AM-FM Springfield, Ill., and WDLA Walton, N. Y.: Grant Webb & Co., New York.

Also in advertising:

Spreading research ■ Tele-Research Inc., Los Angeles, which conducts advertising pre-testing and concept testing, has undertaken a major expansion. The company plans to conduct its pretests of TV, radio and print advertising in 22 cities in the East, Midwest and West. On the West Coast, T-R has an exclusive contract with more than 1,500 supermarkets and drugstores. Under its expansion plans, the company reportedly has been given access to all the stores of 10 of the country's major retail food and drug chains, said to represent an aggregate of more than 2,800 drugstores and supermarkets.

Moving time ■ Bernard Howard & Co., New York-based station representative, has moved to larger quarters at 345

Park Avenue.

"Television and . . ." ■ Westinghouse Broadcasting Co.'s marketing department has produced a video-taped series of case studies on retail advertising for its five television stations to use in aiding local retailers. The 80-minute presentation, titled "Television and . . ." describes experiences of eight department stores in markets outside the Westinghouse broadcast areas.

Program syndication is new Timebuying venture

Timebuying Services Inc., New York, last week said it plans to expand into the TV program-syndication field.

Sam Wyman, president of Timebuying, said his firm is in final negotiations, expected to be completed within 60 days, for acquisition of an established TV program-syndication company. He called this purchase "a natural progression," pointing out that Timebuying now negotiates spot TV-radio purchases on behalf of 90 clients located at 17 agencies and provides clients with analyses of their spot buys through Dynatech Data Services, in which Timebuying has a 40% interest.

Ad pollution

Representative Leonard Farbstein (D-N.Y.) last week introduced a bill that would require a health warning in all advertising for gasoline containing lead. The bill (H.R. 13281) would add these words to advertisements: "This gasoline contains lead. Lead fumes are poisonous. Prolonged exposure can be fatal." The congressman's proposal is part of a three-bill package, relating to the effect of automobiles on air pollution.

Myths exposed in 1-to-customer

NAB-sponsored Litwin study claims rule would put program controls in fewer hands

FCC and other government officials are pursuing a myth when they express concern over possible undue influence that multiple media owners can wield. While competition among media is important, multiple owners actually make a greater contribution to the public, in terms of news and informational programing, than do single-station owners, at least in major and medium-sized markets.

These were among the principal findings and conclusions of a research project commissioned by the National Association of Broadcasters in connection with its opposition to the commission's so-called one-to-a-customer rulemaking proposal. The proposed rule would bar owners of a full-time station from acquiring another full-time outlet in the same market.

The study—"The Effects of Common Ownership on Media Content and Influence"—argues against across-the-board rules limiting common ownership. It says such limitations are likely to concentrate control of programing in fewer rather than more hands—contrary to their intention. The study recommends, instead, the development of flexible guidelines which take various factors into account, including existing and expected competition.

The study was prepared under the supervision of George H. Litwin, assistant professor of the Harvard Business School, and William H. Wroth, research director of Intermedia Systems Corp. They were assisted by Neil M. Moss, managing director of the Motivation Research Group, a division of the Behavioral Science Center of the Sterling Institute.

The study, ordered in January, about a month before the expiration of the oft-postponed deadline for reply comments in the proceeding, was filed with the commission last week. That was a week after the commission began the task of fashioning its policy in light of the comments that have been filed. Commission officials indicated the new study would be summarized, as were the other comments, and submitted to the commissioners.

The commission's proposal is aimed at creating a greater diversity of voices in individual markets. And the Depart-

ment of Justice has not only endorsed it but suggested that the commission go beyond it to break up existing multibroadcast and broadcast-newspaper holdings in a market. The department, like the commission, expressed concern over the control over public opinion held by multiple owners.

But the new study, whose findings follow an outline sketched in an interim report submitted to NAB in June (BROADCASTING, June 30), squarely attacks the notion—"a 20th century myth"—that media have a direct and immediate effect in influencing public attitudes and behavior.

Modern behavioral-science research has rejected that idea, the study says, and instead views the mass media "as a complex social communication system functioning within and as an integral part of the socio-cultural and economic institutions of the society." Indeed, current research finds audience reaction as having an influence on media content, the study says, adding: Media are "more likely to reflect and reinforce existing attitudes than to change them."

The bulk of the study is based on interviews with media personnel—owners, managers and staff members of broadcasting stations and newspapers—and business and community leaders in six markets. The markets, selected as being representative of markets generally throughout the country, included two large cities (1.8-2 million population), two medium-sized cities (1.1-2 million) and two smaller ones (300,000). Each of the pairings includes one city with a high degree of concentration of media control and one with a low degree of it. (The cities are identified

only by pseudonyms—Bigtown and Gallon are the large cities, Ranch City and Oceana the medium-sized ones, and Carterville and Farmtown, the small.)

The study concludes that diversity and validity of news and information are related to market size; much greater diversity and validity are seen in the larger markets. It also holds that while there may be "slightly less diversity" of news sources in cities of high concentration, "there is greater validity and depth to what is actually broadcast" in those cities because of the resources of the multiple owners.

This factor was regarded as of controlling importance by the authors. The study says that diversity of sources is important only insofar as it represents responsible differences in viewpoint based on in-depth reporting and differences of opinion based on accurate reporting. And commonly owned media have larger news staffs, do more news programing and are less dependent on the wire services and networks than singly owned media, according to the study.

Commonly owned media, it adds, are perceived by business and community leaders as providing greater validity and depth of news coverage, better quality programs, more public service, and as having higher business ethics than singly owned media.

The study also says that multiple media owners are much less involved in the day-to-day operations of their properties than are single owners, and are more likely to hire and delegate responsibility to professionals of proven ability.

In addition, single media owners were found to be more concerned with short-term profits than were multiple owners, who are said to be more concerned with service. One of the major findings of the study was that, as expressed by news media personnel involved, news coverage ranked first among the goals of the commonly owned media, and public service second. Sales and market share were counted third, entertainment fourth, and profits fifth. Among singly owned media, profits were the first ranked goal and news coverage ranked second, followed by sales and market

Dates for log analyses

The FCC has issued dates for composite week use in preparation of program log analyses submitted with applications for AM, FM and TV licenses terminating in 1970. The following are for use as representative days: Sunday, Jan. 26, 1969; Monday, July 7, 1969; Tuesday, March 18, 1969; Wednesday, Nov. 13, 1968; Thursday, May 8, 1969; Friday, Dec. 13, 1968; Saturday, Feb. 8, 1969.

share, public service and entertainment.

However, the report notes that the finding regarding multiple-owners' superiority in valid and in-depth coverage applies only to medium and large markets. In smaller markets, commonly and singly held media are "roughly equal on that point," possibly because of the relative lack of resources available to either.

The report also provides evidence that, whatever their economic worries, singly owned stations involve themselves more deeply in controversial issues than do multiple owners. Their stations editorialize more on such matters than do commonly owned stations, according to the study, and win respectable marks for the fairness with which they handle such issues. (Somewhat surprisingly, in view of the commission's encouragement to broadcasters to editorialize, the authors have doubts about the wisdom of that practice. Editorializing on the part of owners personally involved in the operation of their station, the study says, could result in "a potentially dangerous situation" in which media content would be affected.)

The study came up with "only" one case (out of 38 common-ownership companies studied in the six markets) in which common ownership was found to be potentially detrimental to the public interest. This involved the smallest and most isolated city studied, "Carterville," where the "Carter" family owns the only two daily newspapers, the most successful of three television stations, and an AM-FM combination, as well as downtown real estate and a large manufacturing company.

The situation is completely different in the other small community studied, "Farmtown." The ownership is competitive and diffuse, and the market "has the poorest quality of news coverage and least public-service broadcasting of any of the six selected markets," according to the study.

In arguing against cross-the-board limitations on ownership, the authors say that such a rule would achieve an effect contrary to what was intended. For while more voices would be introduced into a community, they would lack the resources to provide their own news service and would be "forced to rely very heavily on the same few news and program sources (networks, wire services) . . . whose influence is already enormous."

The study recommends the adoption of flexible guidelines which would take into account particular market conditions, the nature and balance of present and anticipated competition, and economic and organizational resources of media owners.

It suggests the development of statistical indices as an aid in determining when common ownership would be in

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



"Miami Press Conference"

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



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the public interest (as in the case of Farmtown, for instance). The study includes an index for measuring media influence and media concentration, in which television, newspapers and radio are given various weights on the basis of previous studies that yielded comparable data.

The study acknowledges that the index is "fairly crude," but says that so long as statistics are viewed as tools—to be used, criticized, and improved—they cannot help but provide a more systematic basis for analysis and comparison of widely varying situations."

WCRP outlets sold for over \$1 million

An agreement was reached in principle last week for Capital Cities Broadcasting Corp. to acquire WCRP-AM-FM Philadelphia from group-owner Rust Craft Broadcasting of Pennsylvania Inc., subject to FCC approval.

The price was not revealed but is estimated to be in excess of \$1 million. The transaction was negotiated through La Rue Media Brokers Inc., New York.

WCRP-AM is a daytimer on 1540 kc with 50 kw. WRCF-FM operates on 104.5 mc with 26 kw.

The Capital Cities broadcast properties are WROW-AM-FM and WTEN(TV) Albany, N.Y.; WKBW-AM-TV Buffalo,

N.Y.; WTVD(TV) Durham, N.C.; WSAZ-AM-TV Huntington, W. Va.; KTRK-TV Houston; WJR-AM-FM Detroit; KPOL-AM-FM Los Angeles; WPRO-AM-FM Providence, R.I., WPAT-AM-FM Paterson, N.J., and WCDC(TV) Adams, Mass.

Since the purchase of WRCF would put Capital Cities over the limitation of seven AM's under the same ownership, the company is expected to sell off one of its AM's. A spokesman indicated Friday (Aug. 8) that Capital Cities is considering the sale of WSAZ Huntington for compliance.

Changing Hands

Announced:

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

■ WRCF-AM-FM Philadelphia: Sold by Rust Craft Broadcasting of Pennsylvania Inc. to Capital Cities Broadcasting Corp. Price was not disclosed but is believed to be in excess of \$1 million (see this page).

■ KBEA Mission, Kan., and KBey(FM) Kansas City, Mo.: Sold by Victor, Morris and Harry Lerner; Jack H. Glenn and others to ISC Industries Inc. for \$750,000. ISC Industries is a diversified holding company whose subsidiary, Intermedia Inc., owns KQTV(TV) St. Joseph,

Mo. Paul Hamilton Jr. is president of ISC Industries and Mark L. Wodlinger is president of Intermedia. KBEA is on 1480 kc with 1 kw day and 500 w night. KBey(FM) is on 104.3 mc with 100 kw and an antenna height of 450 feet above average terrain.

■ WDVH Gainesville, Fla.: Sold by Thomas R. Hanssen and Robert A. Vaughn to Raymond Danner and Larry D. Edwards for \$325,000. Mr. Danner is a Nashville businessman and Mr. Edwards formerly was a vice president of LIN Broadcasting Corp. WDVH is a daytimer on 980 kc with 5 kw. Broker: Blackburn & Co.

■ WTRE-AM-FM Greensburg, Ind.: Sold by Mr. and Mrs. Lloyd E. Kanouse to William C. Clay Jr., Robert V. Doll and R. J. and W. R. Reynolds for \$170,000. Buyers own WFKY and WKYW(FM) Frankfort and WMST-AM-FM Mount Sterling, all Kentucky. They also own WDLR Delaware, Ohio, but are selling it to John L. Sinclair and John B. Deacon for \$190,000, subject to FCC approval (BROADCASTING, Aug. 4). WTRE is a daytimer on 1330 kc with 500 w; WTRE-FM is on 107.3 mc with 3.5 kw and an antenna height of 270 feet above average terrain. Broker: Chapman Associates.

Tacoma TV loses IRS case over films

KTNT-TV Tacoma, Wash., which became a heavy user of feature and syndicated film after losing a network affiliation in 1958, has lost to the Internal Revenue Service in a fight over the deductions it claimed for film-licensing agreements.

The station had written off the films under a method it said related costs to use. It said it negotiated film-payment schedules to coincide with the projected life of the film acquired, then deducted each year the same amount it paid to licensors. The method resembles one used by KIRO-TV Tacoma and approved by the U. S. Tax Court last year.

But Judge William Fay of that court held that the KTNT-TV version was not proper. He said he did not think that, "in actual practice," the station's schedule of payments coincided with exhaustion of the value of its films. He said the periods of payment were generally shorter than the permitted periods of use.

Principally at issue were the station's tax returns for the years 1957, 1958 and 1959, in which KTNT-TV deducted for film-licensing agreements \$128,154.12, \$235,868.88 and \$335,435.09. The IRS had disallowed, respectively, \$49,770.57, \$87,234.16, and \$41,404.70. The station and IRS were directed by the ruling to calculate the exact amount of money owed the government.

In the KIRO-TV case that formed the backdrop for the KTNT-TV proceeding,

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the court approved a write-off method in which the station allocated the cost of each film package limited to a certain number of films to the individual showings of each film. The reallocation was done on a sliding scale which provided higher rates to earlier showings.

Judge Fay's decision gave consideration to the hard life of an unaffiliated television station, although not in a way that benefited KTNT-TV. After losing its CBS affiliation to KIRO-TV, KTNT-TV had acquired large numbers of films which it needed to fill time.

Judge Fay referred to this situation in holding that KTNT-TV had erred in estimating the value of the films to the station over a period of time. While films lose appeal with each run, he said, the KTNT-TV films had not been run so often as to hold only "minimal value" at the end of the payment period. "Petitioner," he noted, "fails to consider that the films were of significant value as 'fill' during the years in issue."

Judge Fay also found faults with the KTNT-TV plan on other grounds. He found that several licensing agreements called for increased payments as license periods progressed, even though the value of films is believed to diminish on each successive showing. And he noted that payments under some contracts sharply fluctuated. "It would demand considerable imagination to say that such fluctuation in payments reflected fluctuation in usage," he said.

WCCO defends license with programing data

Midwest Radio Television Inc., which faces a hearing on the renewal of its licenses for WCCO-AM-TV Minneapolis, will be able to rely on the programing service of those outlets in attempting to hold on to them.

The commission's review board last week granted Midwest's petition to enlarge the hearing issues to include one on whether the stations' performance has been of such high quality as to counterbalance any adverse findings that may result from resolution of the other issues in the case.

The issues include questions as to whether Midwest and its owners have an undue concentration of media control in the market, whether Midwest has used its newspaper connections to obtain broadcast rights to sporting events, and whether newspaper ownership of broadcast facilities in the area has resulted in reciprocal advantages to Midwest to the disadvantage of competing broadcast licensees.

Midwest is 53% owned by Mid-Continent Radio-TV Inc., which in turn is 50% owned by the publisher of the *St. Paul Pioneer Press*. The remaining 47% is owned by the *Minneapolis Star and Tribune*.

While successful in getting a programing issue added, Midwest was turned down on its request to have the burden of proof on the issues shifted from it to the commission's Broadcast Bureau and Hubbard Broadcasting Co. The hearing grew out of allegations made by the manager of Hubbard's KSTP-TV Minneapolis.

Boston UHF awarded in initial decision

FCC Hearing Examiner Jay A. Kyle has recommended that a construction permit for a new Boston UHF be awarded to Boston Heritage Broadcasting Inc. The initial decision granting Boston's application for channel 68 followed hearings on the financial qualifications of Boston's stockholders.

Examiner Kyle found that all of Boston's 17 stockholders—including 13 whose financial qualifications were questioned—appear to be "individuals of substantial financial means" and have sufficient resources to meet their stock subscription agreements or to secure bank loans.

The 13 stockholders whose qualifications were tested are William Carmen, Pasquale Franchi (each 9.53%); Albert Feldman, William Fitzgerald, Daniel J. Hourihan, Edward H. Mank, Roger

Samet, Theodore Shoolman (each 7.14%); Harry M. Boon, Standish Bradford Jr., Katharine C. Parker, Irwin Jacobs (each 3.5%), and George Roberts (2.4%).

Mr. Franchi is in the construction business and Messrs. Carmen, Mank, Roberts and Shoolman are in real estate. Mr. Feldman is a TV producer, writer and director, and Messrs. Bradford, Sullivan, Fitzgerald and Hourihan are lawyers. Mr. Boon is with the Harvard Business School and Mr. Samet supplies television and other communications systems to hospitals and other institutions. Mr. Condakes is a fruit and vegetable produce distributor, Dr. Sheffer is a dentist and Mr. Grogan is a certified public accountant.

Financial issues were not directed to other Boston stockholders, George P. Condakes, Joseph Sheffer (each 7.14%); James D. Gregan, and Robert E. Sullivan (each 3.5%).

In the original hearing order, the commission in September 1967 designated Boston's application for hearing with the mutually exclusive application of Patriot State Television Inc. Hearing issues at that time included financial qualifications of each applicant, and, for Patriot, an issue to determine whether the corporation was, or could be, authorized to do business in Massachusetts.

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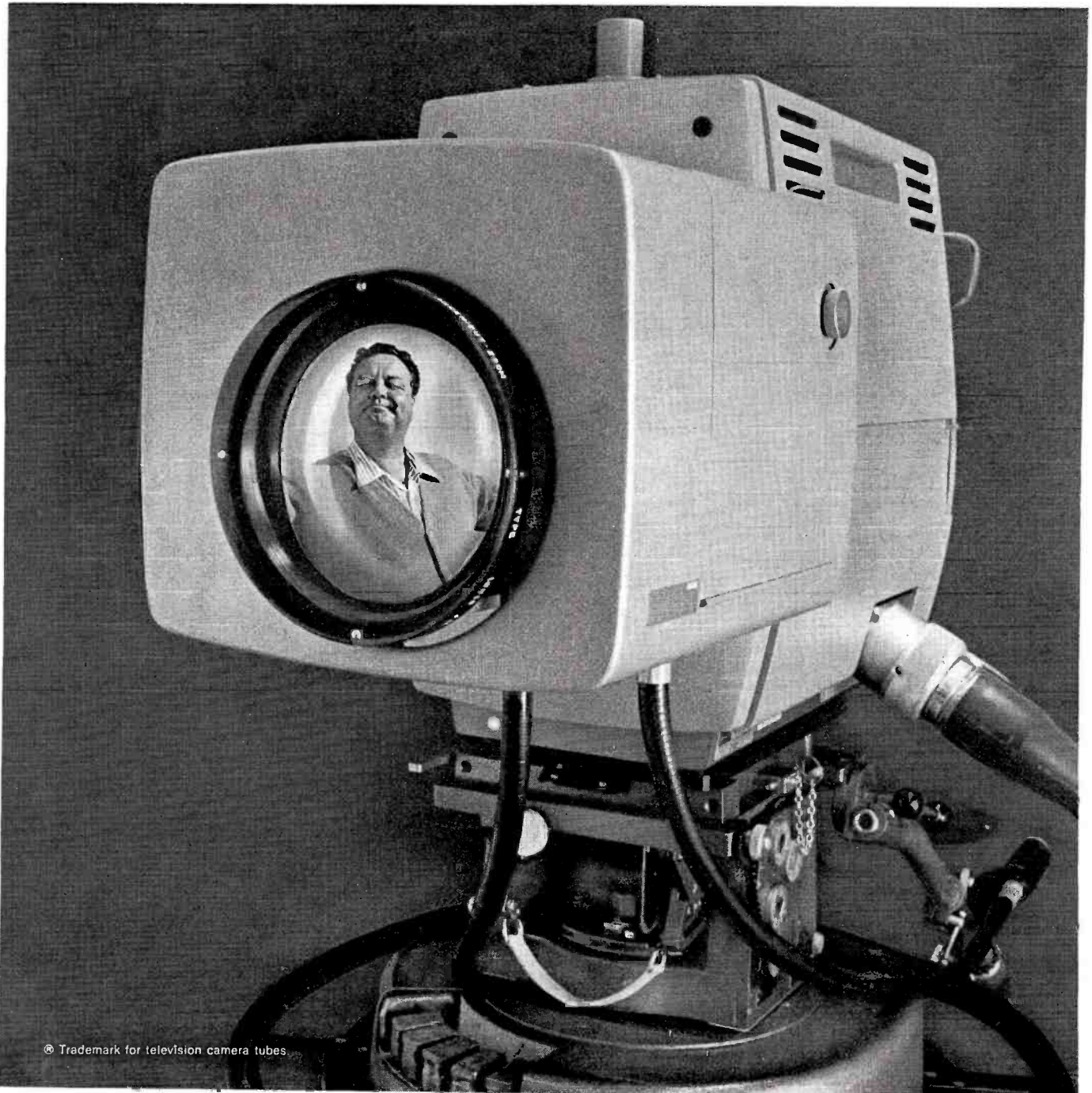
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Anti-strike wins a consensus of sorts

Pastore cites the need for broadcast stability;
Hart, NCCB provide opposition in Hill hearing

It was almost chummy. Broadcasters and their Washington representatives gathered to urge the Senate Communications Subcommittee to pass a bill that would provide a measure of protection from competing applications at renewal time; the subcommittee chairman, Senator John O. Pastore (D.-R. I.), who introduced the bill, backed their arguments; and a majority of the subcommittee members seemed to share the senator's feeling that "orderly procedures for the renewal of broadcast licenses" are a clear and present necessity. For broadcasters, plagued by troubles in Washington during the past several months, last week's hearing was quite a switch.

As a roomful of interested parties watched the proceedings, Senator Pastore debated, cajoled, quipped, philosophized and engineered his way through three days of hearings, during which he in effect challenged all comers to provide a desirable alternative to his bill (S. 2004), which would bar competing applications for existing facilities until after the FCC had turned thumbs down on the incumbent licensee. Most of the witnesses and subcommittee members didn't try; they came to support the measure, which has also been co-sponsored by 19 senators. Those who opposed it clearly made little dent in the bill's march through the subcommittee.

The Pastore measure was scheduled

for three days of spirited two-way discussion with a mixed bag of supporters and critics of the bill slated to testify. However, the critics disappeared one by one, with the exception of two representatives from the National Citizens' Committee for Broadcasting, John F. Banzhaf III, the anticigarette activist, and the Rev. Dr. Everett C. Parker, of the United Church of Christ, were unable to appear and will probably testify when the hearing resumes in September. Lawrence K. Grossman, president of a firm competing for the license of WPIX(TV) New York, and Anthony R. Martin-Trigona, of now-dark WTAF(TV) Marion, Ind., were squeezed out of Thursday's session when time ran out on the subcommittee. They also may reappear in September, along with former FCC Commissioner Lee Loevinger, a supporter of the bill and another Thursday casualty. The absence of these voices from last week's hearings led to an almost totally one-sided atmosphere of support.

Senator Pastore repeatedly reminded his audience that this good cheer and goodwill were not to be taken as an unqualified celebration of the broadcast industry itself, but only as an affirmation of the competent broadcasters' right to enjoy a stable business environment. The senator noted that radio and television had received a fair share of criticism from him in the past, and would probably hear more in the fu-

ture. "I put this bill in not because I'm a friend of the broadcasters or an enemy," he said. "I did it because it's the only way to be fair." At another juncture, he elaborated: "Any individual who puts money in a station and does a good job and cultivates a viewing audience—I don't think that person ought to be harassed by someone coming in and saying: 'You've done a good job, now let me in on it'."

Eight witnesses marched to the stand during the first two days of hearings to agree with Senator Pastore from several different vantage points. Broadcasting, the legal profession, and publishers each got at least one representative in the spotlight.

The lone note of senatorial opposition during those two days came from Senator Philip Hart (D-Mich.), who attended the hearings only briefly prior to Thursday. Other senators made some attempts to play "devil's advocate" in order to explore the opposing viewpoint, but made it clear that they supported the bill.

The more typical note was struck by the very first witness, Frank P. Fogarty, vice president of Meredith Corp. It might as well have been a keynote speech:

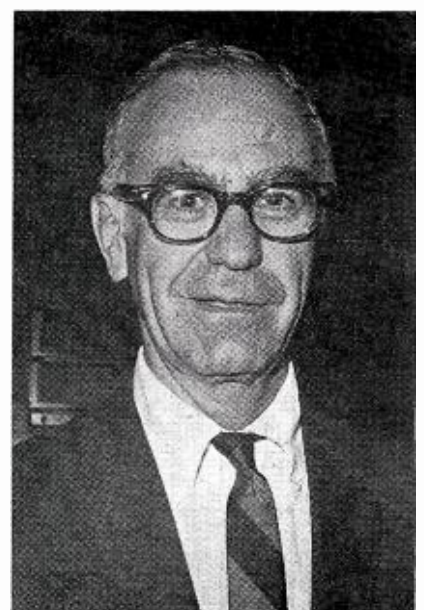
"Today . . . the spirit of enterprise in broadcasting faces a threat in the form of the so-called "strike application." It is perfectly understandable that at peri-



FCBA's Wilner



ANPA's Smith



Former FCC Commissioner Loevinger

odic intervals we broadcasters should render an account of our stewardship. . . Now, however, we face the prospect of one or more competing applications at renewal time. These applicants may be devoid of broadcasting background. They may have no investment to protect, no employees to worry about, no responsibility of any kind. They can promise anything. They are in a position to point up the real or imagined deficiencies of the licensee's record, whereas the licensee can attack only their promises."

Mr. Fogarty then pinpointed what he saw as the weakness of competing applicants: "They need not, in fact can not, give any assurance of quality because they have no track record. Even if the licensee has performed outstandingly, he runs the risk of losing his license because his record may not match the glib promises of his adversary."

The effect of continuing this state of affairs, he said, would be an inability and unwillingness on the part of broadcasters to make "forward commitments" in program materials, staff development and equipment. "It is folly to keep ploughing money into an operation or to employ better people if a competing applicant may secure your license tomorrow," he said. And if the applicant is successful, Mr. Fogarty added, he can give the old licensee a "take-it-or-leave-it offer" for the latter's facilities.

Most of the subcommittee members seemed content with this outlook, but Senator Hart was not persuaded. "Why shouldn't a citizen go to you and say 'unless you upgrade your performance I'll file against you?'" he asked. The senator likened a broadcaster's situation to that of a legislator who has to run for public office.

When Mr. Fogarty responded that a broadcaster, unlike a senator or congressman, must make substantial investments—which are jeopardized by competing applicants—the senator remained unconvinced. "Nobody compels me to run for office and nobody compels you to go into the television business," he replied. "I think there is some analogy."

Senator Hart also took issue with Mr. Fogarty's arguments concerning the "promises" that are pitted by a competing applicant against a licensee's performance. "As a businessman," the senator said, "you know there are means of determining the reliability of promises." And, he said, the arguments about long-term commitments were not entirely persuasive. "You've never had more than three years anyway," he noted.

Later Senator Hart qualified his position to a small extent by saying: "I'm not unsympathetic with the fact that you've got a lot of money, a cap-



L-r: Subcommittee Chairman Pastore listens along with Nicholas Zapple, subcommittee counsel, and Senators Frank Moss and Philip Hart.

ital investment, riding on the outcome" of a comparative hearing. However, the senator stuck to his support for the competing application.

Other broadcasters seconded Mr. Fogarty. Richard C. Block, vice president-general manager of UHF-oriented Kaiser Broadcasting Corp., told the subcommittee that competing applicants could simply reap the benefits of long years of unprofitable struggle by UHF owners. He noted that Kaiser and other UHF broadcasters have poured money into the establishment of UHF facilities during times when few others were interested in the channels. But because of those pioneers, Mr. Block said, "many would be interested in obtaining the UHF licenses we hold, if they could do so for the relatively minimal costs of preparing an application and fighting a comparative hearing."

E. Berry Smith, wtvw(tv) Evansville, Ind., and president of the Indiana Broadcasters Association, held that "broadcasting could not have grown to the advanced position in technology and service it holds today if the present-day threats to a license existed in the past." Robert J. Crohan, wjar-tv Providence, R. I., and president of the Rhode Island Broadcasters Association, noted that many competing applicants base their applications on multiple ownership among existing licensees rather than the licensee's past performance. He argued that the renewal process was established only to deal with the latter question. Frank McIntyre, vice president of KLUB-Kwic Broadcasting Inc. and president of the Utah Broadcasters Association, had another angle: "Most broadcasters are so proud of their product they have no fear of losing their license in competitive hearing. They do shudder at the thought of the time—and the money—to be spent in proving they have been responsible caretakers of their frequency."

Senator Pastore welcomed those arguments, but sought to base the case on more than just monetary considera-

tions. He noted on several occasions that the intent of the bill was to "serve the public interest" and "establish orderly procedures," not just to protect broadcasters' investments. After all the broadcast witnesses had appeared, the senator noted at one point: "I don't tolerate these crocodile tears about how tough it is. I haven't seen a guy come in here this week wearing less than a \$300 suit."

The communications bar contributed its part to the snowball of support for the bill. Morton N. Wilner, president of the Federal Communications Bar Association, noted that a licensee who seeks to transfer his facility is "in a far more favorable economic position than is a licensee who seeks renewal and the privilege of continued operation in the public interest." The reason, he said, is that a proposed transfer involves no question of allowing competitors, whereas renewals are presently governed by the uncertainty stemming from the FCC's WHDH decision, in which the commission lifted the license of WHDH Inc. to operate on Boston channel 5, in favor of a competing applicant.

Mr. Wilner also noted that the communication bar has voted, by almost a 2-to-1 margin, to support S. 2004.

Newspaper publishers—mindful of their considerable broadcast interests—also took up the cause. Stanford Smith, president of the American Newspaper Publishers Association, noted with concern the emphasis on concentration of media control in many competing applications. ANPA's position, he said, is not that newspapers should receive special treatment, but that "newspapers and persons associated with newspapers are entitled to equal consideration with others in the granting and renewal of broadcast licenses."

Mr. Smith also noted that an analysis of television's Peabody Awards showed that the ratio of those winning the awards is two-and-a-half times greater among newspaper-oriented stations than

among all individual stations.

Another representative of publishing interests was former Commissioner Loevinger, who appeared on behalf of 10 newspaper publishers with broadcast interests who allied themselves for this special presentation. The publishers and their interests, as identified by Mr. Loevinger in his statement, were: *Baltimore Sun* and WMAR-TV; *Buffalo* (N.Y.) *Evening News* and WBEN-TV; Oklahoma City *Daily Oklahoman* and *Times* and WKY-TV; Fort Worth *Star-Telegram* and WBAP-TV; the Gannett Newspapers and WHEC-TV Rochester, N. Y., and other stations; Greenville, S. C., *News* and *Piedmont* and WFBC-TV Greenville, WBIR-TV Knoxville, Tenn., and WMAZ-TV Macon, Ga.; *Milwaukee Journal* and WTMJ-TV; San Angelo, Tex., *Standard-Times* and KCTV(TV); Norfolk, Va., *Virginia Pilot* and *Ledger Star* and WTAR-TV; Washington *Evening Star* and WMAL-TV.

Time prohibited Mr. Loevinger from presenting his statement, which was simply inserted into the hearing record, but it seconded Mr. Smith's argument and went well beyond that position. One of Mr. Loevinger's central arguments was that the competing application threatens to "destroy any semblance of free press and free speech in the broadcasting media."

So long as licenses are subject to renewal "at the unfettered discretion or whim of the commission every three years," the former commissioner said in his statement, "no broadcaster can possibly be free in his news programing, news reporting or editorial expression." If the commission is displeased with a broadcaster's efforts in these areas, he said, it "need not overtly censor, but can readily find reasons for failure to

renew his license."

As these views paraded on and on, it began to appear that opponents of the bill had been collectively ambushed in some dark alley. The questions from the subcommittee grew fewer and more perfunctory. Finally, on Thursday, the National Citizens' Committee for Broadcasting struck a dissenting note.

Earle K. Moore, counsel for NCCB, based his opposition to the bill and advocacy of competing applications primarily on the concentration-of-control issue. "If S. 2004 is adopted," he said, "there will be virtually no way in which the public interest in broadcast channels can be protected by the commission, and the small group of monopolists who now hold licenses for the most valuable channels will be free to exploit public resources as they please." These large owners, Mr. Moore said, are the ones most affected by competing applications; "the small, less profitable, locally owned stations are not being threatened and have not been threatened," he claimed.

When Mr. Moore launched into a catalogue of programing abuses, Senator Pastore interrupted him. The senator expressed agreement with many of the complaints, but wondered how they related to the bill. "How does your method correct your grievance?" he asked. The NCCB spokesman replied that the FCC lacks resources to examine public-interest abuses and needs public assistance. Senator Pastore was unmoved. "Do you perform best when you're scared to death? Do you perform best when you're at the edge of the abyss?" he asked.

This sort of dialogue went on for two hours, interrupted by an exchange between Senator Robert Griffin (R-Mich.) and NCCB executive director

Strike hearing shifts the subject to NCCB

Ben Kubasik, executive director of the National Citizens' Committee for Broadcasting, is a gentle, principled, professorial-looking man who detests commercial broadcasting. Senator Robert Griffin (D-Mich.) is a youthful-looking, politically rather conservative man who wanted to know a little about NCCB, which is youthful but not particularly conservative.

Mr. Kubasik, who had been sitting quietly at last week's Senate Communications Subcommittee hearing on the bill to prevent "strike" applications (see page 40) while NCCB attorney Earle K. Moore sparred with the subcommittee, decided that he should be the one to answer Senator Griffin's question. Mr. Moore agreed.

So, Mr. Kubasik leaned forward and recited a few facts about the organization, its origin as a committee for public television, its illustrious membership, and its resolve to push for better broadcast service.

Then suddenly, the questioning began to get out of hand.

For the record, Senator Griffin wondered what were the "political leanings" of NCCB's 190 members?

"I don't know, sir, I don't think it's any of my business," Mr. Kubasik replied.

Ben Kubasik over the background, goals and motives of NCCB (see above). When it became apparent that the length of the committee's testimony and the press of other Senate business would combine to cut off testimony by the re-



Mr. Martin-Trigona



Mr. Grossman



Mr. Moore



Senator Griffin



Mr. Kubasik

"You could research it," Senator Griffin said.

Mr. Kubasik shook his head. "I wouldn't research it," he said, rather testily.

"All right, then, we'll research it," the senator said.

"All right."

Next question: Where, Senator Griffin wanted to know, did the organization get its money?

Mr. Kubasik enumerated several foundations and spoke of NCCB's plans to broaden its financial base. He spoke of the organization's projected role as a "law-oriented" opponent of questionable broadcast service. He agreed to submit names of members, sources of

funds, and other information to the committee.

Then the mood began to shift again. "Yes, we'd like to raise \$5 million over the next five years," Mr. Kubasik said. "If the National Association of Broadcasters, which is a rather shoddy, shabby organization [somebody, one lone soul, emitted an indiscreet guffaw] can have \$2.9 million annually. . . ."

Mr. Kubasik never raised his voice, but he began to speak more quickly. The networks, the group owners, the violence. . . .

But no, the senator had a new tack. Perhaps, he suggested, there should be a publicly financed organization to do the kind of work NCCB is trying to do

—a "broadly representative" organization.

And perhaps NCCB stands in the way of realizing that goal, Senator Griffin suggested.

The dialogue then began to veer, somehow, toward the subject of left-wing folksingers on educational television, but Chairman Pastore intervened, soothed both sides, and returned things to normal. Mr. Moore re-entered the discussion and, in response to a question, said NCCB plans to file petitions to deny license renewals but not to file or to support competing applications. "It's important for us not to take the part of one station against another," he said.

maining witnesses, two critics of the bill lost, at least temporarily, a chance to appear.

Lawrence K. Grossman, president of Forum Communications Inc.—a challenger for the license of WPIX(TV) New York—was to argue for a compromise plan which would require that all challenges by a "bona fide applicant" be designated for FCC hearing, with the new applicant as a party. If the challenged licensee is found to have met the needs of the community, Mr. Grossman said, his renewal should be granted regardless of the challenger's worth. If the performance is found to be questionable, he said, then the challenger's future proposals and other evidence would be considered. Then, if the challenger won the license, he "should understandably be required to pay the former licensee a reasonable price for his station facilities and usable program inventory," Mr. Grossman said.

He also challenged broadcasters' assertions that competing applications would lead licensees to offer only minimal service. "In every case where a station's license has been challenged," Mr. Grossman argued, "the licensee has risen to that challenge by expanding his facilities, increasing his service to the community and improving his program-

ing. The impulse of a challenged station owner is to do whatever is necessary to protect his valuable franchise. It makes him a better broadcaster, not worse."

Anthony R. Martin-Trigona, of now-dark WTAF(TV) Marion, Ind., attacked the bill as "scare legislation," introduced despite the fact that "the FCC has not taken any radical steps or introduced any new procedures which threaten licensees who do a good job." As an alternative program, he proposed 10-year, nonrenewable licenses; prohibition of "transfers of licenses for consideration," and "maximum earning ceilings" in broadcasting.

In the course of his philosophizing, Chairman Pastore, with opposition witnesses on the stand Thursday, made these observations:

The FCC made a "terrible mistake" in the WLBT-TV Jackson, Miss., case, implying that the commission should have revoked the station's license, as the appellate court has now instructed it to do.

The FCC erred in not revoking the licenses of FM stations in New York and Los Angeles operated by the Pacifica Corp. Mr. Pastore objected to the alleged use of obscenities on the air.

Television is an indispensable means of political campaigning, but its cost is appalling. A candidate may have to spend \$2 million on television to win a Senate seat paying \$42,500 a year.

Whether the alternatives to S. 2004 provoked the flamboyance of a Martin-Trigona, the relative moderation of a Grossman, or the work-with-what-we've-got stance of NCCB, nothing seems yet to stand seriously in the way of its passage by the subcommittee. This situation may change later, since some opponents are yet to be heard from and others are certain to be working to drum up support for their opposing views.

If the bill finds its way to the House, it will encounter more vocal opponents of broadcasting than are in evidence in the Senate. For the moment, however, broadcasters can savor an apparent exception to their recent Washington experiences.

CPB money bill moves on

The House Commerce Committee last week reported out a recommended \$20-million authorization for the Corp. for Public Broadcasting, as well as \$15 million for each of the next three years in grants for construction of facilities.

A preview of land-mobile rules?

Cox speech hints FCC may move on broadcast frequencies

FCC Commissioner Kenneth A. Cox sees the solution to land-mobile radio's spectrum-shortage problems as lying, in part, in more sophisticated spectrum management—but only in part. He indicates he feels that land-mobile radio will still need additional spectrum space—presumably from that portion of the spectrum now assigned to broadcasting.

There were indications that the commissioner's views, expressed last week in a speech to the Associated Public Safety Communications Officers, meeting in Des Moines, Iowa, foreshadow the conclusions of the Stanford Research Institute's final report on land-mobile allocations problems.

Stanford Research, in an interim report in April, said that improved spectrum engineering could "eliminate" most of the current channel-congestion problems (BROADCASTING, April 7). This delighted broadcasters worried about a "raid" on broadcast spectrum space. But commission officials report that Stanford Research staffers, in subsequent briefings, have indicated that even if management is improved, additional space will be needed in major urban areas to accommodate land-mobile radio's future needs. They anticipate the inclusion of that view in the final report, which is expected to be delivered "shortly."

Commissioner Cox, who has long been sympathetic to land-mobile users in their plea for additional spectrum space, last week foresaw the phasing out of voluntary user groups that over the years have played a major role in coordinating the use of the land-mobile radio users' share of the spectrum. The commission must play a larger role in the frequency-selection process, he said, adding that "channel assignment techniques will have to be employed that go beyond those which reasonably can be expected of voluntary groups."

He notes that Stanford Research, in its interim report, suggested the use of spectrum monitoring to sample and select the frequency to be licensed. This would involve the establishment of regional and perhaps local monitoring and assignment offices, whose cost, he said, could be borne only by the federal government. (And he indicated he wasn't entirely sure that Congress would be willing to appropriate the necessary funds. If it were not, he said, "other techniques" would have to be devised.)



Commissioner Cox

Furthermore, he said, "substantial departures" from the present block-allocation system—assigning of blocks of frequency space to a particular service in all parts of the country (including, for instance, taxi service to Idaho and forestry service to New York City)—will be required.

Broadcasters have long argued that both steps are needed if land-mobile's spectrum problems are to be solved. But Commissioner Cox said they constitute only one of two approaches. The other "is to allocate additional frequencies to accommodate the expanded, and still expanding, demand for land-mobile facilities."

And the commissioner indicated he felt additional frequencies are needed when, in discussing the plight of frequency-coordinating committees in urban areas, he said that coordination "is adversely affected when the frequency advisor has no more channels to recommend—none unoccupied, none unused, and all congested."

The commission has two proposals pending for making space available to land-mobile users. One provides for sharing of the lower seven UHF channels in the 25 largest urbanized areas. The other, designed to accommodate long-range needs, provides for reallocation of 115 mc of additional spectrum space in the 806-960 mc range, which includes channels 70-83.

The commissioner used his speech—the fifth he has made to the police land mobile group—to allude to his expected departure from the FCC. He noted that he has in the past suggested that the group invite other commissioners to meet with the safety officers and learn their problems. "Next year," he added, "I think you'll be forced to do so, and should therefore start laying

your plans early."

The commissioner's term expires June 30. Since he is a Democrat, and since his departure would give the Nixon administration its first opportunity—barring a prior resignation—to give the commission a Republican majority, he does not expect reappointment.

Students thumbing through FCC files

They're checking records of renewal applicants, readying agitation campaign

For two groups of college and law-school students with a cause to pursue and research muscle to exercise, the FCC this summer has become a laboratory and broadcasting a study project.

One group, assembled by the Institute for Policy Studies, a six-year-old center for research, education and the study of social and public-policy problems, is studying the programing performance of radio and television stations in Maryland, Virginia, West Virginia and the District of Columbia. As it happens, those stations come up for license renewal on Oct. 1.

The other group, working on a project assigned by the Robert F. Kennedy Memorial, is preparing a "how to" report—how members of the public can file complaints against stations they feel are not serving the public interest.

Both the institution and the RFK Memorial are privately financed organizations located in Washington. The latter organization, funded in part by the Kennedy family, was established to further the aims of the late Senator Kennedy, and generally works through fellowship programs to aid minority groups. The FCC-project students, however, are volunteers.

Ralph Stavins, a visiting fellow at IPS and director of its study on broadcasting, indicated he felt it was premature last week to discuss the project in detail. But he said the study will compare the performance of the mid-Atlantic stations with one another and with stations in the top-25 markets across the country.

And the comparison will not only be quantitative, as in the amount of news and public-affairs programing the stations will provide. It will also be qualitative, according to Mr. Stavins. He said stations are being monitored, and that standards have been developed to permit comparisons of programing quality.

He also indicated that performance will be measured against standards used

by the commission in determining the "public interest." In that connection, Mr. Stavins, who is a lawyer, said he expects the project to result in recommendations to the commission as to how that phrase may be defined.

The "public interest" is the pole star that the Communications Act directs the commission to follow. But, Mr. Stavins said, the commission merely quotes it without defining it. "We will analyze that concept," he said.

The IPS project was originally conceived of as part of a three-step study of the question of how the broadcasting industry and the commission, in their relationship to each other, serve the public interest (BROADCASTING, May 25). A second step was to be completed in the fall and the third next spring.

But Mr. Stavins, who expects his part of the study to be completed next month, said plans for the study's future "are still under discussion." He said a decision on the future direction of the project will be made when the present study is completed, early next month.

Peter Edelman, associate director of the RFK Memorial, said its FCC project developed in part out of the memorial's concern for minority groups and their relationship to media. Also, he said: "We didn't want to overlap what others were doing" in research involving the commission.

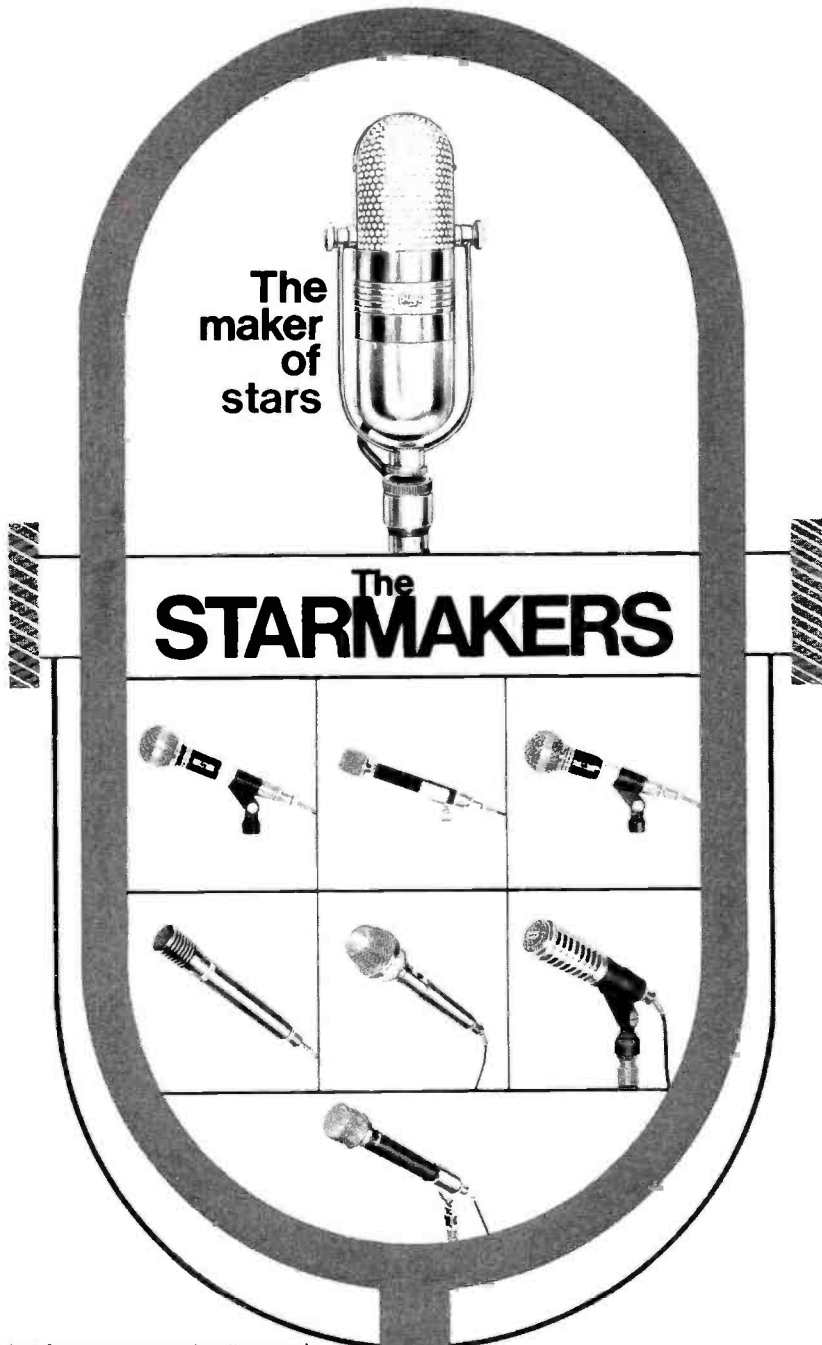
The students—two from college and three from law school—are preparing a report on what citizens "need to know" in filing complaints against broadcasters—"in general a handbook for citizens' access to FCC proceedings," Mr. Edelman said. The researchers have been checking commission complaint files and interviewing commission personnel.

But the students apparently are ready to recommend procedures short of a formal complaint to the commission. Mr. Edelman said they have talked to licensees in Washington to determine the reception broadcasters are likely to give viewers' or listeners' suggestions on programming.

This report is expected to be completed next month.

Both may be forerunners of a study next year by students working under the direction of consumer-protection advocate Ralph Nader. Last year, a group of so-called Nader's Raiders blistered the Federal Trade Commission after a summer of study. And this year another contingent is in Washington studying a number of government agencies, exclusive of the FCC.

The commission was bypassed, according to one of the group's leaders, principally because none of those working on the project had the expertise to serve as a project director. Next year, he indicated, when a third flight of student-researchers is expected in Washington, that deficiency may be remedied.



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Shapiro number-two at Westinghouse

Takes over duties relinquished last summer by Israel; Marsh likely to move up to presidency of TVAR

Marvin L. Shapiro, president of Westinghouse Broadcasting Co.'s Television Advertising Representatives, is being named today (Aug. 11) to the newly reconstituted dual position of executive vice president of WBC and president of the Westinghouse Broadcasting Station Group.

The post, number two in the wide-ranging WBC organization, is being announced by Donald H. McGannon, WBC president and chairman. It was last—and first—held by Larry H. Israel, who had it from 1966 until he resigned a year ago to join the Washington Post Co. as its top broadcast officer (BROADCASTING, Aug. 5, 1968).

James E. Allen and Joel Chaseman, who were elected presidents of the Westinghouse Broadcasting Television and Radio Station Groups following Mr. Israel's departure, will continue in those posts but will report to Mr. Shapiro as president of the combined groups.

Mr. Shapiro's successor as president of TVAR, television station representa-

tion firm, was not announced, but Howard Marsh, a TVAR vice president, is serving as interim operating head and there was widespread speculation he would get the nod for the presidency. Before he became a TVAR vice president last year, Mr. Marsh was a vice president of WBC's radio-station rep firm, Radio Advertising Representatives, and also had served as national sales manager for WBC.

There was also speculation that TVAR would reactivate two management positions, vice president and general sales manager and vice president and eastern sales manager, with Robert G. Baal mentioned for promotion to the former and Peter Raman the latter. Mr. Baal is a general executive of WBC, working directly with TVAR. Mr. Yaman is TVAR's New York sales manager.

Mr. Shapiro's rise to WBC's number-two position has been swift, particularly in the past three years. He joined TVAR in 1961 and served successively as eastern sales manager, vice president

and general sales manager and executive vice president. Then, in 1966, he was named president of RAR. Last year he became TVAR's president.

Now 46, Mr. Shapiro entered broadcasting more than 20 years ago at WSR Syracuse. He subsequently was with CBS-owned WCAU-TV Philadelphia and with CBS-TV spot sales in Chicago and New York, interrupting the spot-sales stints for a return to WCAU-TV in 1956-58 as national sales manager and later general sales manager.

Westinghouse Broadcasting owns WBZ-AM-FM-TV Boston, WINS New York, KYW-AM-TV Philadelphia, WJZ-TV Baltimore, KDKA-AM-FM-TV Pittsburgh, wowo Fort Wayne, Ind., WIND Chicago, KPX(TV) San Francisco and KFWB Los Angeles, as well as program production and syndication subsidiaries, CATV interests and the TVAR and RAR rep firms.

No FCC bars on conglomerates urged

Signal, Golden West see virtue in diversified holdings

The FCC, which recently set in motion its long-stalled inquiry into conglomerate ownership of broadcast stations, was urged last week not to adopt any rules or policies to bar "large, diversified companies" from entry into broadcasting.

The request came in a joint comment filed by Golden West Broadcasters and The Signal Companies, a large diversified company that owns 49.9% of GWB and has an option to acquire the remainder of that licensee's stock.

They said that the entry of such companies must be allowed if an "unhealthy degree of internal concentration is not to develop in the industry" and if the benefits they feel such companies can bring to broadcasting are not to be denied.

The commission inquiry, designed to cover "the possible social, economic, and political consequences in the broadcast field of the conglomerate trend" and of the licensing of stations to entities "with other large-scale interests," was announced six months ago (BROADCASTING, Feb. 17). But there was no visible movement until last month, when the commission disclosed that Dr. Hymin Goldin of Boston University, once the commission's chief economist, had been retained as a consultant to help organize the study (BROADCASTING, July 14).

The commission did not specifically invite comments from the industry, but it said interested parties "may, of

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course," submit information and opinion. The GWB-Signal comment was the first to be filed.

GWB, which owns KMPC and KTLA (TV), both Los Angeles, KSFO San Francisco, KEX Portland, Ore., and KVI Seattle, is 50.1% owned by Gene Autry. Signal's option to acquire that interest becomes exercisable on Mr. Autry's death.

Signal would appear to be the kind of company the commission will study in its inquiry. It is in petroleum exploration, drilling, refining and marketing: owns 49% of American President Lines, and has interests in various manufacturing companies, including Mack Trucks, as well as in banking, steel fabrication and real estate. It had total assets as of Dec. 31, 1968, of \$1,227,476,000, with income that year of \$51,525,000 (before an "extraordinary item" not described).

GWB and Signal acknowledged that the concentration of diverse business enterprises under one corporate roof is subject to abuse. But so far as the commission is concerned, they concluded, its "traditional policies and licensing procedures" provide sufficient protection in cases where a corporation's other interests or operating practices "would be inimical to a high standard of performance as a broadcast licensee."

Furthermore, GWB and Signal said, consideration of an anti-conglomerate rule carries with it, as a practical matter, the question of whether the commission is prepared to protect conglomerates now holding licenses against competition from new broadcast en-

terprises beyond a certain size and degree of diversity. Such protection, they added, could foster "a climate in which an adverse degree of concentration would come into being."

The only way out of that problem would be to force existing conglomerates—including the networks and many large, publicly held corporations—to sell off their broadcast properties. But GWB and Signal said they did not think the commission would take that step because of the "unprecedented dislocation and even chaos" it would cause in the industry.

GWB and Signal also pointed to positive benefits they feel accrue from permitting large, diversified companies to operate broadcast properties. Such a company, they said, stakes "a large part of its corporate prestige on the performance of the stations" it owns. And, with diverse sources of revenue, it is in a better position to weather temporary setbacks in broadcasting than is a less-diversified company. They also said it has the management resources—in financial analysis, computer operations, for instance—to aid its broadcasting properties to serve the public interest.

The GWB-Signal comment was aimed not only at the conglomerate question in general but at Signal's situation in particular, for it drew distinctions between "so-called 'acquisitive conglomerates' and balanced, diversified and conservative companies such as Signal." They said that, in evaluating mergers, Signal is concerned primarily with excellence of management and growth prospects of the corporation and the

industry in which it competes—not "an immediate increase in earnings."

They also said Signal has invested capital in subsidiaries to help them develop, almost always retains existing management of acquired companies, and permits subsidiaries to operate "with the largest degree of autonomy consistent with stockholder responsibility."

And they said that Signal's financial history provides evidence that the company's policies are consistent with responsible operation of broadcast facilities. They noted that the company's growth over the past decade "has been generated in substantial part by internal expansion of the divisions and subsidiaries" rather than through acquisition.

The comment also attempts to put distance between Signal and the kind of conglomerates that have received considerable publicity in recent months, not all of it favorable. Signal, they said, has not used offerings of unsecured and unsecured debt, warrants or other convertible nonequity securities to acquire properties. All of its principal acquisitions have been either for cash, common stock or preferred stock, they said.

They also said Signal "has maintained a responsible, sound financial posture and is not heavily loaded with the type of debt securities that certain congressional and other critics have characterized as undesirable consequences of the conglomerate merger movement." The company's long-term debts as of Dec. 31 were \$158,837,000, compared to its more than \$1.2 billion in assets.

SpecialReport

The new respectability of rock

Once played only by 'the bad guys down the street,' it moved uptown after running away with the ratings

In the '50's, when it was still called rock 'n' roll and when the over-25's still had a clear majority, the death of rock was predicted with some regularity. A surprising number of songs were written and recorded defending rock as a music style. Danny and the Juniors' "Rock and Roll Is Here to Stay," was only one of many songs produced in rock's defense.

The battle lines were more clearly drawn in those days. If you were 15, you tuned to rock and roll; if you were 35, you did not. But if you were 15 in 1954, you are 30 now, and maybe you still like rock. And, since rock

proved to have a viability none of the experts could foresee, the audience for rock today is quite a mixed bag, as radio programmers throughout the country are painfully aware.

What has insured rock's survival is its adaptability. Rock has passed through a rapid succession of changes in its brief history. "The damn thing moves so fast," says one over-30 program director, "that you can't leave it for a month." The early suggestion that rock and roll was a fad was prompted by the short attention span of rock fans. But the music has survived, and some of the more flexible

members of the audience have survived.

The Beach Boys, a group that seems undecided about which direction it will move in, is a classic example of long-lived artists who adapted. Originally, the Beach Boys turned out a kind of California teen-age surfing music like "Fun, Fun, Fun" and "California Girls." But Beach Boys fans grew up and so did rock, and the group began to update its material with songs like "Good Vibrations."

"The damn thing" does move fast, and despite a general uplifting of the standards of musicianship in rock, a

program director has an enormous weeding job to do, with some 300 new records released a week. A top-40 station can enlist the aid of charts and local record sales, but the increasing use of rock blends in middle-of-the-road stations and underground FM demands new criteria. The program director of a major FM progressive-rock station admits that his research consists of determining who is appearing at the Fillmore, the San Francisco rock showcase, and asking around among college students.

WABC New York keeps tabs on music trends by surveying 530 retail record outlets in the WABC listening area. About 10% of the stores on program manager Rick Sklar's list are polled weekly, with a random system of rotation "to prevent the recording companies from loading the stores." A written record and a taped record of phone conversations with store managers are kept "so no one can phony it up," affirms Mr. Sklar. "If you ask why we played a record three years ago, we could show you," he says.

"The biggest trend today is the trend away from trends. There is a tremendous diversity," he feels. A glance at a recent music-trade top-singles list bears him out. The list includes lots of rhythm and blues, several movie themes, a sprinkling of folk, a television theme, and a song from a Broadway show. Elvis Presley is on the chart with an uncharacteristic social-protest song called "In the Ghetto." The Beatles are up there with "The Ballad of John and Yoko." Sergio Mendes is on the list with a vaguely Latin version of a basically rhythm-and-blues song, "Dock of Bay." Country-and-western fans will find Johnny Cash among the top 100 with "A Boy Named Sue."

Even more telling are the middle-of-the-road or "easy listening" charts which carry many of the same titles as the rock charts. Rock has found a new respectability. People are writing books about it. High-brow publications have hired rock critics. The same audience that was tuned into classical or jazz programming on FM now provides the hard-core, very loyal listenership for "underground" progressive-rock FM radio.

"Underground began with the germ of a great idea. It was the first really new programming idea in 10 years," says Chuck Blore, of Chuck Blore Creative Services in Hollywood. The progressive rock format as it developed on underground FM stations is characterized by the more avant-garde contemporary music, the use of album cuts rather than singles, and an intimate almost middle-of-the-road disk-jockey style. Mr. Blore calls underground the first radio programming innovation since all-news radio.



They started in Liverpool, England, and it wasn't long before they were reverberating in every corner of the world with a sound and look that drastically restructured music in the 60's. The Beatles tremendously influenced

American music, principally because of their musicianship and lyrical inventiveness, and were tremendously influenced by earlier American rock (They were once called The Foreverly Brothers, after "The Everly Brothers.")

But he fears that the new format, like the new music, may go astray for lack of discipline and direction. He recalls acid-rock musicians who would destroy instruments, equipment and assault producers in recording sessions. The FM format, as it developed on the West Coast, could be equally disorderly. "No one knew really where to put the limit," he notes. A disk jockey would play a 20-minute album cut "because he liked it or because he knew the drummer." Tom Donahue, who is credited with being one of the originators of FM underground in California, is cited by Mr. Blore as one "so super hip that he ruled out a lot of people."

Toni Donahue, an ex-top-40 disk jockey, launched the underground format of KMPX(FM) San Francisco and he claims it took him only seven months to put operations in the black. At first the station was literally underground, operating out of somebody's basement. "I'd had the idea for a while, but was unable to sell it, that there was a whole body of music not being played, but being bought," says Mr. Donahue. KMPX—like KPCC-FM Pasadena, KMET(FM) Los Angeles and KSAN(FM) San Francisco, which were to follow as Donahue projects—programmed a blend of rock (about 60%), blues, folk, classical, jazz and foreign music. Mr. Donahue's format, which he describes as "one-to-one communication" and "old-time radio," was just as

important and totally integrated with the music. Jingles, call-letters and time signals were out. Commercials are a "groovy part of your programming," according to Mr. Donahue, who kept overhead low by hiring what he calls "Haight people" (from the San Francisco hippy commune, Haight Asbury) partly because he felt they had a special enthusiasm and ability, and partly because "that's all I could afford."

The West Coast stations under the direction of Tom Donahue experimented with thematic programming. He would play an uninterrupted series of album cuts, maybe three in a row, on black history, for example.

Mr. Donahue, like many people involved in progressive rock, approaches it as something of an art, and something of a religious experience. He regards disk jockeys as "artists creating a perfect kind of pop art because it disappears as soon as they do it." But he never gets too far afield of the economic realities of his projects. Of all the FM stations, he says "there's maybe 25 of them making money and at the same time doing something meaningful." The "hippy milieu" in which he works offers him "people with a real love of music."

Critics of Mr. Donahue and the underground experiments dismiss underground FM as more self-conscious than significant and something less than salable. One top-40 AM broadcaster says "underground music is what they



Elvis Presley, in his earlier days, caused indignant mothers to fear for their daughters, and alarmed the media and legislators. Nonetheless, Elvis Presley gave broad appeal to r&b and country strains.



Blood, Sweat & Tears have been roosting on the top-40 charts in recent weeks with a single called "Spinning Wheel." Both AM and progressive-FM have shown interest in this group. Their albums include "The Child is the Father

of the Man" released in 1968, and "Blood, Sweat & Tears," released this year. Cash Box magazine's 1969 Disk Jockey Poll called "Blood, Sweat & Tears" the second most programmed album after the "Beatles."

call a record until it gets popular." And there is no doubt some truth to that. Commercial success could be the kiss of death for an underground station if by achieving it the station alienated its anti-establishment audience.

One station that has been programming progressive rock with some success has been WNEW-FM New York. George Duncan, that station's general manager, says it has been some time since he last had to reassure a media buyer that WNEW-FM listeners were not "penniless, shoeless hippies," but educated, affluent young adults. Mr. Duncan is highly aware of a specific demographic audience, one to whom "rock music has become the manner and means of expression, but they [the audience] are turned off by all the radio clichés."

When WNEW-FM's underground format was established two years ago, Mr. Duncan recalls, "we were very much aware that out of the rock-and-roll milieu there was evolving some excellent musicianship." People were paying five dollars three nights in a row, he remembers, to see Richie Havens at the Fillmore East, "and yet there was no radio station for them."

WNEW-FM's everyman is 22 years old and college educated. "Rock is the medium of communication for this age group. In the 1950's it was literature, like Jack Kerouac," says Mr. Duncan. "We played 'Mrs. Robinson' because 'Mrs. Robinson' was saying lyrically

what this generation was saying," while other stations played it because it was on the charts. "Our strength is not so much the exclusivity of our music, but what goes on around it," he explains.

WNEW-FM, like most underground FM, appeals to a largely white rock audience, closer to the hippy movement and psychedelic rock than to the kinds of rhythm and blues that dominate the top-40 charts. But it is a purist audience, says Mr. Duncan, with a great interest in the rhythm and blues of a B.B. King or any kind of message-rock. He is reluctant to program "black artists that are doing slick performances," or the kind of formula-rock that is the staple of top-40 stations. This excludes some of the output of groups like the Supremes or the Temptations.

When the WNEW-FM format was initiated in the fall of 1967, the station relied heavily on acid rock and the protest music of artists like Joan Baez and Phil Ochs. Mr. Duncan has since seen rock move through a period of "art rock" with flamboyant groups basing songs on such unlikely subjects as Paul Klee paintings. "There was a foreign influence for a while with sitar," he says, followed by a re-emphasis on country music. He expects next a reversion to the heavy back-beat of earlier rock, with a strong blues influence.

Norman Wain, general manager of top-40-station wixY Cleveland, says the "tremendous fractionalizing of audience taste" has made it more difficult to pro-

gram for the broad audience he is after.

"While there are simple guidelines as to what country-and-western music is," Mr. Wain gives as an example, it has become increasingly difficult to pin down pop music. A top-40 station today, he says, runs the risk of alienating its R & B audience while serving its "bubblegum" or "kid" audience. But, he adds, it is a situation that is correcting itself as listeners become more musically tolerant and sophisticated. These days the top-40 survey includes something for everyone, and if you do not like what a station is playing now, wait a minute. "Right now we are playing 'Sing a Simple Song of Freedom' by Tim Hardin, which is a protest thing," says Mr. Wain. "In a few minutes we may play 'Mother Popcorn' which is a rhythm-and-blues thing."

Station Manager Wain says he has seen underground FM come and go in Cleveland and he was somewhat unimpressed. While he concedes "we always need an avant garde," he adds that "part of staying popular in the mass market is staying with music that people are ready to accept." Underground is doomed in most markets, he concludes, because it is too far ahead of the average person.

In very large markets, he is willing to admit, it might work. In a major market, one that can support a station with a small market-share, underground can be successful. "You could find

fans in New York to start a Chinese zither music club," he jokes, but he adds, more seriously, "I think in very major markets there is room on the dial for everything."

Underground programing may still be a little frog in a big pond, but the splash it made has been felt all over the music industry. "If we did nothing else, we created a new market for the record industry," says one progressive FM programer, explaining that the record people were "losing their shirts" with singles. The almost exclusive use of album cuts on these stations has undoubtedly done good things for album sales. Groups like the Cream had best-selling albums before they had best-selling singles.

Chuck Blore recalls that Mason Williams's "Classical Gas" was released as an album first, and the single came as an afterthought. "But the album sold more than the single, and that would have never happened a few years earlier," he remarks.

Either principles or hard times caused many underground stations to severely limit the number of spots aired per hour, affording them the opportunity to run cuts as long as 20 minutes. When these songs find their way into the top-40 charts, as they often do these days, they cause quite a stir at the hard-rock AM stations. The Doors' seven-minute version of "Light My Fire" made some top-40 stations uneasy, as did "MacArthur Park" by Richard Harris and the Temptations' "Cloud Nine."

Elements of the more rarefied underground style have been absorbed and adapted by both middle of the road and top 40, and the music has crept into the most unlikely formats. WNEW-FM's George Duncan observes that two years ago, when they launched their underground format, they seldom consulted the top-40 charts. In their first months of operation, they played only two records that were listed on *Billboard's* "Hot 100" chart. At last count, he says, WNEW-FM was playing 68 out of the top-100. The programing philosophy had not changed, but the kinds of songs that made the charts had.

The demographics of rock in general appear to be changing. The population is getting younger. Much of the contemporary sound is more melodic and in possession of more acceptable lyrics than earlier rock, with its heavy backbeat and unapologetic teen-age appeal.

Many observers sense a trend toward a "soft rock," a rock more palatable to the over-30 set. The Cowsills and the Association are two groups that produce such an inoffensive, contemporary sound. George Duncan sums it up: "From my position, I would say the advances in musicianship and the advances in lyric content, and with the

AT&T finds rock appeals to collegians

Acid-rock and folk-rock songs carried an image-building message on radio this spring for AT&T to college students in a six-city test-market area. And the campaign results provided some interesting insights into the listening preferences of collegians.

The 60-second rock-music commercials, through N. W. Ayer and Son, New York, were placed on 15 stations in Dallas, Boston, Cincinnati, St. Louis, Philadelphia and New Orleans, at the rate of 30 a week, in an eight-week campaign. The commercials, according to AT&T, were tailored to influence those college students who "frequently lack the desire to understand our business."

A subsequent survey conducted for the agency showed heavy listening patterns and a high preference for rock-popular music. Of 1,215 interviews conducted at nine colleges 26.9% of the students said they listened to radio between five and 10 hours a week, and 25.3% said they listened between 10 and 20 hours a week. Musical preferences ran to popular/top-40/pop-rock music, named by 50.7%, and hard or acid rock, named by 18.7% of the respondents.

exposure on TV—on Ed Sullivan and the Smothers Brothers—it is becoming acceptable to older people."

Another trend-watcher in the music industry says: "The thing that the Beatles did was get themselves exposed on middle-of-the-road stations. This opened the way for a lot of writers who couldn't get arrested before that." What it also opened the way for is what he calls disapprovingly "chicken rock." "What it meant was you played all the top-40 except the ones you didn't like," he explains. Chicken rock was meant not to offend and "it doesn't work," he says.

WOR New York is an AM station with an almost all-talk policy during the week frankly appealing to a mature audience. Weekends, however, WOR switches to music, easy-listening music, which general manager Bob Smith says attracts the same mature crowd.

The songs that crop up on WOR with increasing regularity are very telling; recently, they included records by Blood, Sweat and Tears, Stevie Wonder, Elvis Presley, and Booker T. and the M.G.'s. One New York radio consultant, who has been watching this happen, says: "If you had been Rip Van Winkle and went to sleep 10 years ago, you would swear it was a rock station."

Chuck Blore feels that what was

once a yawning gap between what young people liked in music and what the general public went for is closing. Partly because "music that is popular today is much more valuable musically than a few years ago," and partly because of the "adult appeal" of entertainers like Sergio Mendes, the Beatles, Herb Alpert and Glen Campbell, rock has found a new respectability, according to Mr. Blore.

The more progressive rock forms have had their effect on the conventional middle-of-the-road and top-40 formats, if only to give program directors additional ulcers. A long-time broadcaster, who has worked in both M-O-R and top-40, recalls the changes in recent years: "There was a time not very long ago when hit-tune music was insulated on the one or two stations that carried it in the market." Top-40 was considered "those bad guys down the street," and the M-O-R stations reacted by getting even more conservative. The stations that programed rock became defensive, avoiding the "rock-and-roll" label and calling themselves "contemporary." The polarization was complete "and almost always to the competitive advantage of the top-40 station," he says. The bad guys down the street were getting the ratings.

When M-O-R stations first "stuck their toes in," he claims, it was with a sense of wounded pride and great apprehension. By way of compromise, a station would program a bright, middle-of-the-road show on a Saturday afternoon, but such half-hearted efforts did not work, says this radio man. And even today, he adds, "there are some disk jockeys, not many, but a few, who consider it a criticism of their impact if music is selected by any mechanical means." If such air personalities have a strong hold on a station, he claims, the effects can be disastrous.

In the early 60's, the rigidity of labeling music began to ease. While it was still a bitter pill for some M-O-R stations, programing more contemporary sounds was less difficult because the definitions began to blur.

"Adults are swept up in youth craze despite all the criticism of the long hair and the short skirts and the pot-smoking," this broadcaster continues. The polarization in music has all but dissolved and music can often be the bridge for that proverbial generation gap.

Dick Carr, general manager at Metromedia's WIP Philadelphia, sees his station becoming more contemporary and still staying within the bounds of its adult demographics. "The Fifth Dimension is now a standard act, whereas a year ago, outside of 'Up, Up and Away,' some of their stuff was a little tough." He sees WIP's listenership becoming more broad-minded about current music, and, while he does not be-

lieve rock is softening, he believes higher standards of musicianship account for its wider popularity.

KOY Phoenix is a middle-of-the-road station that prefers to hire disk jockeys with a top-40 background. Program Director William Bosse describes KOY as a "family compromise"; adults like it and kids do not object to it. He senses that the alterations in M-O-R programming have occurred in the last five years and at an accelerated pace in the last two years. Performers like Andy Williams and Dean Martin got "into a contemporary bag" and M-O-R stations added Simon & Garfunkel, the Association and the Fifth Dimension to their playlists, he explains.

Mr. Bosse credits the youth cult with precipitating these changes. People over 30, he asserts, are likely to accept the musical taste of the youngsters, while the under-30's are very unlikely to accept the old favorites of middle-aged music fans.

At KOY Mr. Bosse employs the charts to make sure he has not overlooked anything, but he must rely heavily on his own judgment. While KOY management dictates firm criteria, they are subject to a great deal of interpretation. "Number one, it has to have melody," says Mr. Bosse. "A piece of rhythm material does not last." The stature of the performer is also important: "While we are staying away from hard-rock material, per se, we would probably be inclined to play a piece of hard material by Andy Williams." As an example, he offers Andy Williams's version of "The Girl Watcher's Theme," which he describes as "pre'ty hard by some people's standards," but adds that it is "more acceptable than if it is done by Joe and the Eskimos."

One broadcaster with many years of M-O-R experience calls middle-of-the-road the hardest to program because of the lack of such objective evidence as record sales. In addition he says that M-O-R is "much more subject to whether the boss likes it, or whether the client likes it." He suggests that the margin for error in programming judgment increases as these stations move into the unfamiliar contemporary-music fields.

While pressure from the top-40 stirred some of the M-O-R programmers into action, top-40 seldom qualifies for the avant-garde any more. Long success has made many top-40 broadcasters older and more conservative. And as one observer put it, with the new sounds "the tired top-40 man is nervous."

One major-market top-40 broadcaster admits to being slow to accept the newer sounds. He regards his station as a medium of entertainment, not education "like some of the FM's," and his primary concern is broad acceptance. "I can remember a time when it was dan-

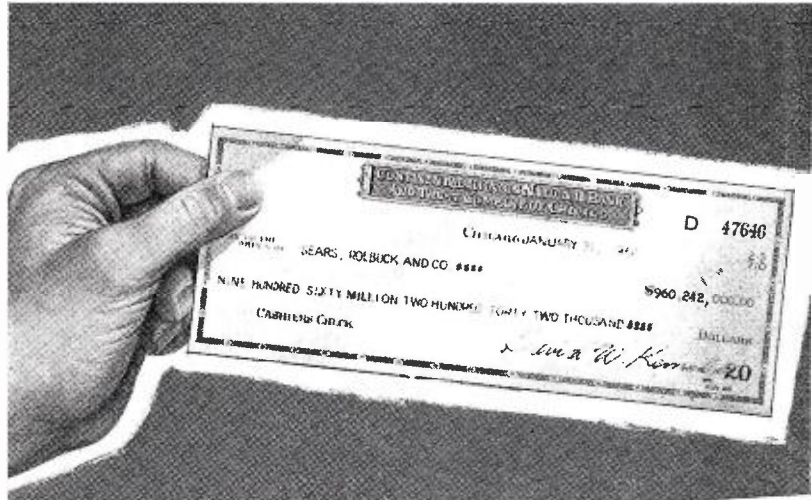
gerous to play too much of Herb Alpert and the Tijuana Brass," he remarks. Like many top-40 programmers, he is coping with fragmented audience tastes by softening the rock in certain day parts and toughening up when the kids get home from school. But he is reluctant to play those long album cuts; he feels he cannot afford a six- or seven-minute play if the song does not have broad appeal.

Album sales are deceptive, he claims. Progressive-rock albums are bought by young adults in a large volume that does not reflect the limited general acceptance of the music. Disk jockeys, too, are unreliable, he says; they are

too hip. His disk jockeys love the Blind Faith, he says, but across the street from their studios is a factory and "the guys with the lunch buckets, they could care less."

Top-40 stations that refuse to experiment with the new sounds are in a peculiar position. Top-40 has a long tradition of one-upmanship. It has always been important to top-40 to be first in the market with the new releases. The new caution in top-40 and the new experimentation in middle of the road have put programmers everywhere in a sweat.

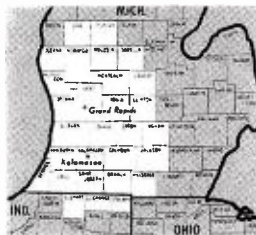
Dan Chandler is program director of WQAM Miami, a top-40 station with an



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 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WRTV CALENDAR-BATTLE CREEK
 WMRP-TV SHARL GTE. HOLLAND
 KALB-TV LINDOLEN, NEWPARK
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"adult presentation." He notes that, while the average record WQAM played used to be two and a half minutes in length, three and a half minutes are now the average, and it is not unusual for records to come much longer. Record companies used to be very timid about the length of a release. Now, reinforced by strong album sales, they are getting bolder. Mr. Chandler says the longer records threaten to eat into commercial time and the number of records being played. When the number of records that can be played is cut back by almost one-third, he says, "you had better be very sure of each record."

Another top-40 broadcaster points out that many stations, though not his own, still have arbitrary restrictions against album cuts. And longer cuts have clashed with theories of "audience impatience levels," he says. "There is a kind of negative feeling which I don't share which has to do with the hazard of tune-out rather than tune-in," he explains. Too many broadcasters credit their audiences with listening with one hand on the dial, but he dismisses such theories as overrated.

One reason that has been offered for the higher standards of musicianship in current rock is that rock's newly found respectability has improved the lot of songwriters and producers. In addition to being able to hold their heads up when people ask them what they do for a living, they make more money than they ever did before, and they have become more particular and more experimental with their product.

An area of current experimentation is electronically produced sound or

"studio rock." Once a gimmick for improving deficient voices, electronic effects have lately come into their own as legitimate techniques. Amplification and even feedback were essential to acid rockers, but lately very serious attention has been paid to composing for the Moog synthesizer and other electronic gadgets. Walter Carlos's "Switched on Bach" and The Beatles' "Revolution" are recent examples.

Current experimentation with progressive-rock formats reminds Chuck Blore of the early days of top 40 when Gordon McLendon and Todd Storz were fumbling around with the initial idea. With certain compromise and adjustment, Mr. Blore thinks there is a promising future for progressive-rock programing.

A New York radio consultant sees the progressive programing "building, but not by any astronomical numbers." But the tremendous loyalty of a progressive-rock audience, he adds, cannot be dismissed. The need, he says, is for sensitive programing, "feelers into the community," rather than feelers in the trade. "Underground music is like any specialized format—you have to be extra sharp."

Russell Sanjek, a vice president of Broadcast Music Inc., says: "I think that a reason a lot of stations flounder around is that they can't afford to go for a single audience." But he finds some of the underground "exciting," and has been encouraged by recent musical developments. Progressive rock "has added techniques" such as the extended solo, and "expanded the sensibilities" of rock artists and fans, he explains.

Mr. Sanjek does not talk about a generation gap the way people in music so often do, but talks about a series of gaps, of a new audience continually being introduced to this music without any roots or sense of pop-music history. The English musicians had a much greater awareness of early American rock, says Mr. Sanjek: "A lot of American kids think rhythm and blues was developed by the English." There has always been a cultural awareness lag, he explains, "it's true of a lot of American art. Baudelaire had to translate Edgar Allen Poe." Mr. Sanjek talks about "art" and "rock" in the same breath without hesitation, but he admits that "for every meaningful painter there are probably 500 that are bad and that sell." Up until World War II, popular American music found its basis in European music, explains Mr. Sanjek. After the war New York lost its position as center of the recording industry. People began to cut records in their garages. Mr. Sanjek points out that "the number-one record today was recorded in Lincoln, Neb.," referring to "In The Year 2525" by Zager and Evans, two relative newcomers.

Mr. Sanjek calls recent musical developments the only meaningful changes in American music history. He accounts for the resistance rock has met from more conservative music-lovers by noting, "the nonacceptance of the unfamiliar has always troubled art. And it's unfamiliar to a lot of guys responsible for programing."

(The foregoing special report was written by Caroline H. Meyer, staff writer, New York.)

Equipment & Engineering

EBS gets September shakedown

FCC starts TV two-tone tests for emergency warnings in home

The first nationwide test of the Emergency Broadcast System, involving an estimated 3,000 radio stations, is scheduled to be held at 12:40 p.m., Sept. 13.

The 10-minute test, one of a series of bimonthly checks to determine how well EBS is working, will not be broadcast. For the first time, however, all EBS radio broadcasters who wish to be interconnected, whether or not they are network affiliates, will be permitted to do so. Interconnection will be provided by AT&T on a free basis, although sta-

tions will be required to provide a local program loop.

Meanwhile, the FCC announced that it was carrying out a test of a two-tone emergency signaling system in 10 states, with TV tests scheduled to begin in New York today (Aug. 11).

The commission has 300 specially designed radio receivers and 50 TV sets, built by Zenith Radio Co., in distribution. The receivers use electronic filters to detect the dual tones—853 cps and 960 cps—that activate a home radio

receiver that may not be "on" at the time an emergency warning is broadcast. The two tones are broadcast by cooperating EBS stations.

Originally, the developmental receivers used mechanical reeds to recognize the two emergency tones. Following difficulties in the reception of the alerting signals, the sets were modified to use electronic filters.

The TV tests are to be made in four cities, with the following stations cooperating: WNBC-TV (ch. 4) New York,

WFIL-TV (ch. 6) Philadelphia, WBAL-TV (ch. 11) Baltimore and WTOP-TV (ch. 9) Washington.

The radio tests began in June and are taking place in Iowa, New York, Indiana, Illinois, California, Louisiana, Florida and Tennessee.

The alerting signal development is designed to provide an automatic alarm to the public whose radio sets or TV receivers are not turned on at the time an emergency message is being broadcast. If the alerting sets are successful, the FCC is expected to propose and adopt standards which will then permit radio and TV manufacturers to incorporate devices that will respond to the alert tones. The alerting system was recommended by the National Industry Advisory Committee, which tested various systems proposed to the FCC. NIAC is a voluntary organization of broadcasters and other nongovernment licensees organized to help the commission in organizing and operating the EBS.

The TV test signals are to be broadcast twice each day, in the morning and afternoon; the radio test signals, three times daily. All the tests are to run for 14 days.

The EBS is a voluntary system by broadcasters and other nongovernment licensees to provide emergency communications in time of war, disaster or threats to public safety.

FCC flips switch on SCA music pirates

The FCC last week said that Lafayette Radio Electronics Corp., New York, a national catalog distributor and retailer of electronic equipment, has agreed to stop advertising and selling to the general public stereo receivers capable of receiving Subsidiary Communications Authorization (SCA) transmissions.

The commission said it had received numerous complaints from business firms providing background music to paying subscribers. The complaints followed Lafayette's catalog advertisement of a decoder-equipped stereo receiver making available "background SCA music programs in your home with no commercials."

SCA is available to FM broadcasters to permit them to increase operating revenues by providing, on a multiplex subcarrier, background music to specific customers on a lease basis.

Buyers of Lafayette's modified stereo receivers were able to pick up for free the subcarrier frequency, without the originating FM's authorization. Home use of SCA adaptation devices without such permission is a violation of the Communications Act, the commission said.

B&W to color is on market

Process to be marketed focuses on applications for television news

ABTO Inc., formed by Technical Operations Inc. and ABC Inc., will continue to develop and begin marketing a system creating color images from scenes filmed in black and white.

The process, initially developed by ABC-TV and Technical Operations of Burlington, Mass., was shown publicly by ABC in New York in the spring of 1967 (BROADCASTING, May 15, 1967). ABTO was formed by the developers of the process, each with equal ownership. Frank L. Marx, ABC vice president, has been serving as ABTO's president.

Last winter (BROADCASTING, Dec. 16, 1968) WNAC-TV Boston began using the system to telecast news film. This was the system's first test in the field. Several months later, it was reported that ABTO was about prepared to license the process and offer the system in the market place.

Backers of the development stress the system's value as a short-cut in color processing of news film. The technique retains color information on standard black-and-white film in three registered overlapping images via a tri-colored filter attached to the camera or incorporated on the film.

The company is now assembling a staff, and a New York office will be opened soon. ABTO will concentrate initially on television-news applications of the system, but future plans call for the company to extend use of the process into other areas of television as well as in commercial motion pictures.

New Philips camera

Philips Broadcast Equipment Corp., Montvale, N.J., announces a multi-purpose TV camera, designed for educational, broadcasting, CATV, science and industry uses. Camera is \$3,200, including Plumbicon tube and rack-mounted control units.

Goldmark, Gabor get patents on EVR

Dr. Peter C. Goldmark, president of CBS Laboratories, and Dr. Dennis Gabor, a staff scientist, last week were granted a patent on the system that is regarded as the heart of CBS Labs' Electronic Video Recording (EVR) and Broadcast EVR. The patent, covering 62 claims, is for the system used to record and reproduce high-resolution color pictures on black-and-white film.

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It was a cold, cold July

Bleak condition of market hits broadcasting and allied stock; MGM's 21% gain bright spot

Broadcasting and broadcasting-related stocks took a beating in the month of July as the general market, according to the Standard & Poor Industrial Average, declined 6%. CATV issues in the BROADCASTING index of selected stocks again, as in June, paced the losers with an over-all drop of 23%. Despite a

brief end-of-the-month rally, the general market continued its long bearish retreat evident since May (BROADCASTING, June 9, July 7) as nearly all stocks in the six index categories suffered heavy losses. Only six issues posted gains, mostly modest.

Broadcasting issues dropped 16%

while broadcasting-with-other-major-interests stocks declined 10%. Programming stocks were off 12% with the service group down 8% and the manufacturing category down 4%. Over-all the 85 companies listed declined 7% over June.

The few bright spots in the index

The Broadcasting stock index

A weekly summary of market activity in the shares of 86 companies associated with broadcasting.

Stock Symbol	Ex-change	Closing Aug. 7	Closing July 31	% chg. Month of July	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
					High	Low		
Broadcasting								
ABC	N	51 $\frac{1}{4}$	51 $\frac{5}{8}$	-20	76 $\frac{1}{2}$	49	4,796	247,474
Atlantic State Ind.	O	7	6	-37	15 $\frac{1}{2}$	6	1,798	10,788
Capital Cities	N	29	29	-14	37 $\frac{1}{2}$	26 $\frac{1}{2}$	5,804	168,316
CBS	N	47 $\frac{1}{4}$	45 $\frac{1}{2}$	-15	59 $\frac{1}{2}$	42 $\frac{3}{8}$	25,378	1,145,055
Corinthian	N	21	21 $\frac{1}{2}$	-19	37 $\frac{1}{2}$	20 $\frac{3}{8}$	3,384	72,756
Cox	N	39 $\frac{3}{8}$	38 $\frac{1}{2}$	-6	59	37	2,891	112,026
Gross Telecasting	A	16 $\frac{1}{2}$	15 $\frac{3}{8}$	-21	24 $\frac{3}{8}$	15 $\frac{1}{2}$	805	12,751
Metromedia	N	19	19 $\frac{3}{8}$	-14	53 $\frac{1}{2}$	18	5,507	107,937
Pacific & Southern	O	17	14 $\frac{1}{2}$	-15	26 $\frac{1}{2}$	14 $\frac{1}{2}$	1,616	23,432
Reeves Telecom	A	15 $\frac{1}{2}$	15 $\frac{3}{8}$	-10	35 $\frac{3}{8}$	13	2,253	35,688
Scripps-Howard	O	22 $\frac{1}{2}$	21	-16	31 $\frac{1}{2}$	21	2,589	54,369
Sonderling	A	34	32	-15	47 $\frac{1}{2}$	31 $\frac{1}{2}$	985	31,520
Starr Broadcasting	O	6 $\frac{1}{4}$	7 $\frac{1}{4}$	+7	7 $\frac{1}{2}$	6 $\frac{3}{4}$	338	2,451
Taft	N	31 $\frac{1}{4}$	29 $\frac{1}{4}$	-18	43 $\frac{1}{4}$	27 $\frac{1}{2}$	3,437	102,251
						Total	61,581	\$ 2,126,814
Broadcasting with other major interests								
Avco	N	26	24 $\frac{1}{4}$	-10	49 $\frac{3}{8}$	23 $\frac{1}{4}$	12,872	318,582
Bartell Media	A	10 $\frac{1}{4}$	9 $\frac{3}{8}$	-18	22 $\frac{1}{2}$	8 $\frac{1}{4}$	2,292	22,003
Boston Herald-Traveler	O	32	27	-10	71	27	574	15,498
Chris-Craft	N	13	12	-18	24 $\frac{1}{2}$	12	3,201	38,412
Cowles Communication	N	11 $\frac{1}{4}$	11 $\frac{3}{8}$	-7	17 $\frac{3}{8}$	10	3,620	41,123
Fuqua	N	32 $\frac{1}{2}$	31	-15	47	31	5,073	157,263
Gannett	N	36 $\frac{3}{8}$	34 $\frac{1}{2}$	-6	42	33	4,738	162,277
General Tire	N	19 $\frac{3}{8}$	18 $\frac{3}{8}$	-16	34 $\frac{3}{8}$	17 $\frac{1}{2}$	17,914	328,901
Gray Communications	O	9	9	-6	12 $\frac{3}{4}$	8 $\frac{3}{8}$	475	4,275
Lamb Communications	O	4 $\frac{1}{2}$	4 $\frac{1}{4}$	-15	10	4 $\frac{1}{2}$	2,650	11,263
Lee Enterprises	O	16 $\frac{1}{2}$	16 $\frac{1}{4}$	-17	21 $\frac{5}{8}$	16 $\frac{1}{4}$	1,957	31,547
Liberty Corp.	N	15	15 $\frac{3}{8}$	-5	23 $\frac{3}{4}$	14 $\frac{1}{2}$	6,743	103,572
LIN	O	8 $\frac{1}{4}$	8	-18	32 $\frac{3}{4}$	7 $\frac{3}{4}$	1,890	15,120
Meredith Corp.	N	36 $\frac{3}{8}$	35 $\frac{1}{2}$	-12	59 $\frac{1}{4}$	32 $\frac{1}{2}$	2,762	98,051
The Outlet Co.	N	17 $\frac{1}{4}$	17 $\frac{3}{8}$	-15	30 $\frac{3}{8}$	17 $\frac{1}{4}$	1,332	23,763
Plough Inc.	N	60 $\frac{1}{2}$	60 $\frac{1}{2}$	-13	72 $\frac{3}{8}$	57 $\frac{1}{2}$	7,892	477,466
Post Corp.	O	18	14 $\frac{1}{2}$	-22	40	14 $\frac{1}{2}$	566	8,207
Rollins	N	34 $\frac{1}{4}$	34	-7	38 $\frac{3}{8}$	30 $\frac{1}{2}$	7,981	271,354
Rust Craft	A	27 $\frac{1}{4}$	26	-10	38 $\frac{3}{8}$	25 $\frac{3}{4}$	1,168	30,368
Storer	N	27 $\frac{3}{8}$	28 $\frac{1}{2}$	-21	62	24 $\frac{1}{2}$	4,220	120,270
Time Inc.	N	44 $\frac{3}{8}$	39 $\frac{1}{2}$	-22	100 $\frac{3}{8}$	36 $\frac{3}{8}$	7,238	283,151
Wometco	N	17 $\frac{3}{8}$	17 $\frac{3}{8}$	-12	23 $\frac{3}{8}$	16 $\frac{1}{2}$	5,680	99,968
						Total	139,039	\$ 2,662,434
CATV								
Ameco	A	10 $\frac{1}{4}$	8 $\frac{3}{4}$	-20	14 $\frac{1}{2}$	7 $\frac{1}{4}$	1,200	10,500
American TV & Communications	O	13 $\frac{1}{2}$	12 $\frac{1}{2}$	-8	15	11 $\frac{1}{4}$	1,775	22,631
Cable Information Systems	O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	-	5	2 $\frac{1}{4}$	955	3,343
Columbia Cable	O	9 $\frac{1}{4}$	9 $\frac{1}{4}$	-15	15 $\frac{1}{2}$	9 $\frac{1}{4}$	580	5,655
Cox Cable Communications	O	14 $\frac{1}{4}$	14	-23	21 $\frac{1}{4}$	14	3,550	49,700
Cypress Communications	O	10 $\frac{1}{2}$	10 $\frac{1}{2}$	-21	23	10 $\frac{1}{2}$	808	8,484
Entron	O	3 $\frac{1}{4}$	3 $\frac{1}{4}$	-6	10 $\frac{1}{4}$	3 $\frac{1}{2}$	607	2,185
H & B American	A	16 $\frac{3}{8}$	13 $\frac{3}{8}$	-15	20 $\frac{1}{4}$	11 $\frac{3}{8}$	5,016	68,218
Sterling Communications	O	6	5 $\frac{1}{4}$	-23	10 $\frac{1}{2}$	5 $\frac{1}{4}$	500	2,875
Teleprompter	A	56	49 $\frac{1}{4}$	-5	70 $\frac{1}{2}$	46	1,006	50,049
Television Communications	O	13	12 $\frac{1}{2}$	-17	20 $\frac{1}{4}$	11 $\frac{1}{4}$	2,090	2,613
Vikoa	A	23 $\frac{1}{2}$	21 $\frac{5}{8}$	-24	33 $\frac{1}{2}$	20	1,795	38,772
						Total	19,882	\$ 265,025

were provided by Metro-Goldwyn-Mayer which posted a healthy 21% increase, attributable, in part, to a \$35-million tender offer by financier Kirk Kerkorian (BROADCASTING, July 28, Aug. 4). Trans-Lux in the same programming group was also up 4%, while Filmways scored a 1% rise.

Group-owner Starr Broadcasting, among broadcasting issues, registered a 7% increase. And 3M Co. and Motorola in the manufacturing category posted modest 1% and 2% gains respectively. Holding their own with no percentage change were Cable Information Systems, Four Star International and Reeves Industries.

Elsewhere, it was down, down, down.

In the broadcasting category Atlantic States Industries plummeted from a 6% increase in June to a 37% decline in July. Gross Telecasting registered a 21% loss, followed by ABC (20%).

Corinthian Broadcasting (19%) and Taft Broadcasting (18%).

Both Time Inc. and Post Corp. scored 22% losses in the broadcasting-with-other-major-interests group. Storer posted a 21% decline, followed by Bartell Media, Chris-Craft Industries and LIN Broadcasting, each at 18%.

CATV stocks remained depressed still uncertain over the fate of the copyright negotiations between the National Cable Television Association and the National Association of Broadcasters (see page 56). Vikoa lead the losers with a 24% decline. For the second straight month Sterling Communications suffered another large drop, 23%. Cox Cable also was at 23%, with Cypress Communications posted at 21% and Ameco at 20%.

MCA's proposed merger into Firestone Tire & Rubber Co. (BROADCASTING, July 21) failed to move the issue;

it was down 25%, followed closely by Wrather Corp. (24%) and Commonwealth United (23%).

Despite a record 46% increase in net income for the first six months of 1969 John Blair & Co. lead the service category with a 30% decline. Ogilvy & Mather and Papert, Koenig, Lois both posted 27% decreases. Visual Electronics, which had reported a slump in sales and net earnings for the fiscal year ended March 31, was down 25% in July.

A new addition to the stock index is Lee Enterprises, group broadcast and newspaper owner, which will be traded over-the-counter.

\$5 million figures in abandoned deal

Commonwealth United Corp., Beverly Hills, Calif., active in the fields of entertainment and leisure-time prod-

	Stock Symbol	Ex-change	Closing Aug. 7	Closing July 31	% chg. Month of July	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
Programming										
Columbia Pictures	CPS	N	31 ³ / ₄	29 ⁵ / ₈	-12	42	25	5,863	172,138	
Commonwealth United	CUC	A	8 ¹ / ₂	8 ¹ / ₂	-23	24 ³ / ₄	8 ¹ / ₂	12,428	100,915	
Disney	DIS	N	81	75 ³ / ₄	+1	86 ³ / ₄	69 ³ / ₄	4,381	331,861	
Filmways	FWY	A	26 ³ / ₈	23 ¹ / ₄	-10	38 ³ / ₄	19 ¹ / ₄	1,219	28,342	
Four Star International	O	O	5	4 ³ / ₄	-	10	3 ³ / ₄	666	3,164	
Gulf and Western	GW	N	21 ³ / ₄	20 ⁵ / ₈	-22	50 ¹ / ₄	19	16,426	338,376	
Kinney National*	KNS	N	25 ¹ / ₄	22	NA*	39 ³ / ₄	19	5,940	130,680	
MCA	MCA	N	26	23 ³ / ₈	-25	44 ¹ / ₄	23 ¹ / ₄	8,059	200,186	
MGM	MGM	N	34 ³ / ₄	33 ¹ / ₄	+21	44 ¹ / ₄	25	5,762	193,027	
Transamerica	TA	N	27 ³ / ₄	24 ³ / ₈	-15	38 ³ / ₄	23	61,869	1,536,826	
Trans-Lux	TLX	A	24 ³ / ₈	24 ³ / ₂	+4	58 ³ / ₄	21 ¹ / ₄	979	23,985	
20th Century-Fox	TF	N	20 ³ / ₈	18 ³ / ₄	-19	41 ³ / ₄	16 ¹ / ₄	8,155	150,868	
Walter Reade Organization	O	O	10	8 ³ / ₄	-17	15 ³ / ₈	8 ¹ / ₄	2,083	18,226	
Wrather Corp.	O	O	9 ³ / ₄	9 ³ / ₄	-24	23	8 ³ / ₄	1,760	16,720	
								Total	135,590	\$ 3,245,314
Service										
John Blair	BJ	N	20 ³ / ₄	19 ¹ / ₄	-30	28 ³ / ₄	17 ³ / ₄	2,265	43,601	
Comsat	CQ	N	48 ¹ / ₄	45 ¹ / ₄	-10	55 ³ / ₄	41 ¹ / ₄	10,000	457,500	
Creative Management	O	O	13 ¹ / ₂	13 ¹ / ₂	-10	20 ¹ / ₂	8 ³ / ₄	1,020	13,770	
Doyle Dane Bernbach	O	O	22 ³ / ₈	22	-12	32 ¹ / ₄	21 ³ / ₄	2,104	46,288	
Foote, Cone & Belding	FCB	N	11 ³ / ₈	11 ³ / ₈	-4	15 ³ / ₄	11	2,147	24,905	
Grey Advertising	O	O	14 ¹ / ₂	14 ¹ / ₂	-3	18 ³ / ₄	13	1,163	16,864	
Movielab	MOV	A	8 ¹ / ₄	8	-16	14 ¹ / ₂	7 ³ / ₄	1,407	11,256	
MPO Videotronics	MPO	A	10 ⁵ / ₈	8 ¹ / ₄	-26	22 ³ / ₄	8 ³ / ₄	548	4,450	
Nielsen	O	O	29 ¹ / ₂	28 ³ / ₄	-14	37 ³ / ₄	28 ³ / ₄	5,240	150,650	
Ogilvy & Mather	O	O	19	20 ³ / ₈	-27	35	17 ¹ / ₂	1,090	22,192	
Papert, Koenig, Lois	PKL	A	16 ¹ / ₄	16 ¹ / ₄	-27	30 ³ / ₄	10 ³ / ₄	721	11,716	
J. Walter Thompson	O	O	30 ¹ / ₄	24 ³ / ₈	-15	41	24 ³ / ₄	2,778	69,006	
Wells, Rich, Greene	O	O	9 ¹ / ₄	9	-25	18	8 ³ / ₄	1,501	13,509	
								Total	26,744	\$ 885,707
Manufacturing										
Admiral	ADL	N	15 ³ / ₈	15 ¹ / ₂	-7	21 ³ / ₈	14 ¹ / ₂	5,110	79,205	
Ampex	APX	N	38 ¹ / ₂	38 ¹ / ₂	-12	44 ³ / ₄	32 ¹ / ₂	10,571	406,984	
General Electric	GE	N	84 ³ / ₄	86 ¹ / ₄	-4	98 ¹ / ₄	83 ¹ / ₄	91,025	7,839,073	
Magnavox	MAG	N	45 ¹ / ₂	42 ¹ / ₄	-10	56 ³ / ₄	41	16,561	599,702	
3M	MMM	N	104 ³ / ₈	102	+1	112 ¹ / ₄	94	54,388	5,547,576	
Motorola	MOT	N	122 ¹ / ₄	119 ³ / ₄	+2	133 ¹ / ₂	102 ³ / ₄	6,148	736,223	
RCA	RCA	N	37 ¹ / ₄	39 ¹ / ₈	-8	48 ¹ / ₄	35 ¹ / ₄	62,713	2,453,333	
Reeves Industries	RSC	A	5 ³ / ₄	5 ³ / ₄	-	10 ¹ / ₂	4 ¹ / ₂	3,437	20,072	
Visual Electronics	VIS	A	14 ¹ / ₂	12 ¹ / ₄	-25	37	12	1,326	16,907	
Westinghouse	WX	N	56 ¹ / ₂	56	-10	71 ¹ / ₄	55 ³ / ₈	38,647	2,164,232	
Zenith Radio	ZE	N	40 ¹ / ₂	40 ¹ / ₄	-7	58	35 ³ / ₈	18,935	766,868	
								Total	308,861	\$20,730,175
								Grand total		\$29,915,469
Standard & Poor Industrial Average			103.09	100.48		116.85	89.48			

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

Shares outstanding and capitalization as of July 31.
* Warner-Seven Arts merged into Kinney July 18; percent change not available.



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ucts, was told last week that it would lose the \$5 million it paid earlier this year as an initial installment in the purchase of the Rexall retail and franchise drug stores.

Dart Industries Inc., Los Angeles, formerly Rexall Drug & Chemical Co. (The Rexall name was sold to Commonwealth United along with the drug operations), announced that it intends to keep the \$5 million even though the plan for Commonwealth to purchase Rexall has been aborted. The plan was for Commonwealth to acquire the Rexall operation for \$62.5 million in cash and stock (BROADCASTING, Jan. 20). The deal was terminated when Commonwealth was unable to make a \$10-million cash progress payment by a deadline date, July 15.

Trading in Commonwealth's stock has been halted twice in the last several weeks, first by the American Stock Exchange and subsequently by the Securities & Exchange Commission.

Commonwealth United Corp., through Commonwealth United Entertainment Inc., a subsidiary, is prominently engaged in syndicated television sales and motion-picture production and distribution. Earlier this year the parent company made a determined but vain bid to acquire Warner Bros.-Seven Arts Ltd.

Kerkorian ups MGM stock ante

Tender offer expands
to \$62 million; new checks
on takeover are sought

Metro-Goldwyn-Mayer Inc. took a second legal step last Thursday (Aug. 7) to thwart industrialist Kirk Kerkorian's bid to wrest control of MGM through a tender offer that he expanded last week from an original \$35 million to \$62 million (BROADCASTING, July 28, et seq.).

MGM moved to supplement its complaint for an injunction to restrain the tender offer of Mr. Kerkorian's Tracy Investment Co. of Las Vegas after Mr. Kerkorian announced that he had obtained new sources for financing his offer in Europe.

Mr. Kerkorian had to find another finance outlet after a U.S. district court, acting upon the original MGM motion for an injunction, issued the order on Aug. 2. The order restrained Tracy from proceeding with its bid until a loan arrangement Mr. Kerkorian had made with Transamerica Financial Corp. was terminated, or amended to provide that MGM shares acquired by Tracy would not be delivered or

pledged with Transamerica Financial. (Transamerica Financial is a subsidiary of Transamerica Corp., which also controls United Artists Corp., a leading competitor of MGM.)

MGM's move to supplement its complaint came after Mr. Kerkorian reported on Tuesday (Aug. 5) that he was expanding his tender offer for 1 million shares to 1,740,000 shares and that he had completed agreements for obtaining loans totaling \$62 million (\$30 million from Burkhardt & Co., Essen, Germany, and \$32 million from Burkhardt, and Burston & Texas Commerce Bank Ltd., London, combined).

MGM's supplement charged that "illegal, and, accordingly, the tender offer is invalid." MGM claimed that Tracy's arrangements violate the margin requirements of the Securities Exchange Act and certain Federal Reserve Board Regulations. "These regulations require collateral five times the loan and Tracy's new financing agreements require it to provide collateral which is only one and one-half times the loan," MGM asserted.

A show-cause order was signed by U.S. District Court Judge Charles H. Tenny and a hearing was set for last Friday (Aug. 8) in New York.

The Tracy tender offer was for \$35 per share. If tenders of all 1,740,000 shares were received as sought, Mr. Kerkorian would own about 30% of the outstanding shares of MGM. In his original tender offer, he had sought 17% of MGM or "working control."

Mr. Kerkorian stressed last week that the announcement was an expression of the intent and commitment of Tracy to accept an increased number of shares and should not be construed as a new tender offer. The tender offer was scheduled to expire at midnight last Friday (Aug. 8).

Rahall plans financing for FM-TV operations

Rahall Communications Corp., St. Petersburg, Fla., group broadcaster, is seeking a public offering to underwrite the cost of improvements in its television station and the cost of operating an FM for which it is seeking a construction permit.

The registration statement Rahall has filed with the Securities and Exchange Commission covers an offering of 242,852 common shares, of which 200,000 are to be offered for public sale by the company and 42,852 outstanding shares are to be sold by company stockholders. The offering is being made through underwriters headed by Dean Witter & Co., San Francisco, at \$14 per share maximum.

Rahall Communications owns WKAP Allentown, Pa.; WLCY St. Petersburg, Fla.; WLCY-TV (ch. 10) Largo-Tampa,

Fla., and WWRN Beckley, W. Va.

Of the net proceeds of its sale of additional stock, \$500,000 may be used to construct a new television antenna tower if the FCC approves a relocation of WLCY-TV's existing antenna tower. Some \$120,000 will be used to purchase the necessary equipment and provide initial operating funds in the event the FCC approves Rahall's application for a new FM station at St. Petersburg.

Rahall Communications has 800,030 common shares outstanding, of which N. Joe Rahall, board chairman and president, owns 29% and management officials, including Mr. Rahall, 88%.

A time broker goes public

Marketing Resources & Applications Inc., New York, broadcast time broker, has filed a registration statement with the Securities and Exchange Commission, offering 200,000 shares for public sale at \$5 per share maximum.

The offering is being handled through Axelrod & Co., New York, which has purchased 19,950 shares for \$199.50.

Marketing Resources was organized in May 1966 and is primarily engaged in buying individual radio and television station time and print space for resale as a package to advertisers and advertising agencies.

Of the stock sales' net proceeds, \$330,000 will be used for hiring additional personnel and expanding the company's media and marketing promotion activities.

Another \$165,000 will be used to establish, furnish and staff two additional offices in Chicago and Los Angeles, and \$130,000 will go toward hiring additional personnel and buying equipment for publication of its youth newspaper.

The company has 494,950 common shares outstanding, of which Barrie Morrison, president, owns 89.2%.

Company reports:

3M Co., St. Paul, magnetic-recording tape manufacturer, reported a 12.6% increase in sales and a 10.7% increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$1.54	\$1.40
Net sales	762,882,000	677,256,000
Net income	83,722,000	75,653,000
Shares outstanding	54,520,984	54,181,854

J. Walter Thompson Co., New York advertising agency, whose stock has been traded over-the-counter for almost four months, reported a 13.4% increase in gross billings and a 20% increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$1.30	\$1.05
Gross billings	338,883,000	298,629,000
Net income	3,091,000	2,579,000

Transcontinental Investing Corp., New York, record distributor, music producer and publisher and packager of television programs and motion pictures, reported a 62% increase in net income and an increase in gross revenues for the six months ended June 30:

	1969	1968
Earned per share	\$0.39	\$0.29
Gross revenues	48,007,000	42,015,000
Pretax income	5,477,000	3,008,000
Net income	3,139,000	1,942,000
Average shares outstanding	8,148,000	6,720,000

Cowles Communications Inc., New York, publisher and group broadcaster, reported record gross revenues and an increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.40	\$0.13
Revenues	\$4,014,000	\$2,964,000
Net income	1,443,000	466,000
Average shares outstanding	3,619,650	3,619,650

Cox Cable Communications Inc., Atlanta, group CATV operator and 56.3%-owned subsidiary of Cox Broadcasting Corp., reported a 15% increase in revenues and a 16% increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.20	\$0.20
Revenues	4,606,446	4,007,283
Pretax income	974,482	728,418
Net income	701,482	604,300
Shares outstanding	3,550,000	3,000,000

Notes: Operating results include operations of Telesystems Corp., which was acquired in May 1969, on a pooling-of-interests basis. 1968 figures include extraordinary gain of \$114,975, or 4 cents per share, resulting from sale of a CATV system by Telesystems.

Financial notes:

■ ABC Inc. has declared a third quarterly dividend of 40 cents per share on common stock, payable Sept. 15 to holders of record on Aug. 22.

■ Cox Cable Communications Inc., Atlanta, intends to file a registration statement with the Securities and Exchange Commission in early fall covering a secondary offering of about 250,000 common shares. The offering involves shares to be sold by stockholders of Telesystems Corp. under terms of the acquisition agreement between the stockholders and Cox Cable. Cox Cable acquired Telesystems, operator of CATV systems, in May for 1 million shares of Cox Cable common stock (BROADCASTING, May 26).

■ Post Corp., Appleton, Wis., newspaper owner and group broadcaster, is making a tender offer for 50,062 common shares (\$5 par value) of All-Star Insurance Corp., Milwaukee, at \$9.50 per share. The offer is being made through a subsidiary, Crandon Corp., which already owns 55% of All-Star. If Crandon acquires the 50,062 shares, it will own over 80% of All-Star. Post also reported revenues of \$366.810 or 62 cents a share for the six months ended June 30, compared to \$219.879 or 45 cents a share for the same 1968 period.

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Something 'special' is due this fall

NBC-TV unveils record 100-plus shows, more specials scheduled on CBS-TV

The 1969-70 television program season is rapidly shaping up as a sea of specials surrounding islands of series. More specials—the most in NBC history—and more multi-special nights will be part of NBC-TV's upcoming schedule. And CBS-TV promises more specials this season than ever before. ABC-TV has not yet announced its intentions.

Plans for more than 100 specials were outlined for newsmen last week by NBC-TV President Don Durgin, who iterated his belief that "the future of TV may be a series of specials rather than series interrupted by specials" (BROADCASTING, May 19). Mr. Durgin reported that the network's experiment in presenting more than one special on a given night last year worked well thus there will be 10 to 20 multi-special nights this season. "Most of the hour specials have been bought by one or two advertisers," he said, "and the 90-minute or two-hour units more often by multiple sponsors."

Mr. Durgin included in the over-100 total NBC's monthly news series, *First Tuesday*, sports championships, football bowl games, and those programs placed in "star," drama, informational/cultural, children's and "event" categories.

NBC has pumped up the guest lineup on the *Tonight Show* for the next two weeks in an effort to ward off the

new late-night competition from Merv Griffin on CBS-TV starting Aug. 18. The *Tonight Show* producers so far have signed Bob Hope, Dean Martin, Bill Cosby, Rowan and Martin, Lucille Ball, Debbie Reynolds, Phyllis Diller, Raquel Welch, Bob Newhart, Ozzie & Harriete, Bob Darin, Sarah Vaughn, Jill St. John, Carl Reiner, Flip Wilson, Don Knotts, Red Buttons, Tiny Tim, Eva Gabor, Kaye Ballard, Wally Cox, Gene Barry, Judy Carne, Rosemarie, Shecky Green and John Byner for two weeks on the West Coast starting Aug. 11.

Many of these same stars will appear in NBC entertainment specials later in the year. Bob Hope will have nine shows, sponsored by Chrysler, and Bill Cosby, Rowan & Martin, Flip Wilson, Debbie Reynolds and Johnny Carson will each have a special. Additional specials will feature Herb Alpert, Julie Andrews, Anne Bancroft, Jack Benny, Tony Curtis, Ernie Ford, Mitzi Gaynor, Lena Horne, Diana Ross and the Supremes, Perry Como, Bing Crosby, Peggy Fleming, Roy Rogers and Dale Evans, Arte Johnson and Goldie Hawn.

In the drama category, *Hallmark Hall of Fame* and *Prudential's On Stage* will return with five presentations each, along with a repeat of *Heidi*, which will again follow a football game (see below). Topics in the informa-

tion/cultural group are mainly environmental—pollution, the development of man, mountain climbing, the desert, the prairie—plus others on pianist Artur Schnabel and young film-makers. *Experiment in Television* and *Project 20* will return, and General Electric will sponsor a new series in this area, the *G-E Monogram* series.

Specials aimed at children include animations of Babar the Elephant, Magoo and Winnie the Pooh and repeats of *Pogo*, *The Wizard of Oz*, *The Little Drummer Boy* and *Rudolph, the Red-Nosed Reindeer*. Event specials included *The Miss America Pageant*, the Tony awards, *The Best on Record*, parades and Ice Capades.

Multi-special nights scheduled—all in 1969—will be Sept. 6, 8, 22, Oct. 13, Nov. 6, 12, 24, and Dec. 18.

Among the advertisers on NBC specials are Borg-Warner; Toni; Oldsmobile; Frigidaire; Mrs. Paul's Kitchens; Miles Laboratories; Standard Brands; Eastern Airlines; American Gas Association; Campbell Soup; AT&T; Libby, McNeill & Libby and Eastman Kodak.

Among the CBS-TV specials scheduled this season are *CBS Playhouse* with four productions; National Geographic with four; *Children's Hour*, three, and Danny Thomas with two. There will be two *Dr. Seuss* programs and five *Charlie Brown* shows. The royal family of England will be the topic of another special.

Personalities with their own specials on CBS-TV include Woody Allen, Frank Sinatra Sr., Frank Sinatra Jr., Ann-Margret, Don Adams, Don Knotts and Andy Griffith.

Among sponsors on CBS are Sears-Roebuck; Anheuser-Busch; Libby, McNeill & Libby; Florists Transworld Delivery; Interstate baking; Coca-Cola, and Bristol-Myers.

ABC head-start program for fall TV season

ABC-TV is altering its plan of starting all of its new-season programing during the week of Sept. 21-27. The network will go with eight of its night time series a week earlier.

Of the eight shows, three are new to the network and five are returning

'Heidi' could give NBC more trouble

NBC-TV's two-hour special, *Heidi*, will be repeated on Oct. 19 from 7 to 9 p.m., and the network is hoping it will not have all the unfortunate circumstances that beset last year's original presentation (BROADCASTING, Nov. 25, 1968). But the way things are shaping up, *Heidi* may be on a collision course again with the world of sports.

The network's plan last year was to cut away from a scheduled football game (New York at Oakland, Nov. 17) if it ran into the 7 p.m. starting time of the *Heidi* special, which it did. No one expected the teams to score three touchdowns in the last minute.

NBC has possibly let itself in for even more complications this year, though. Aside from the doubleheader American Football League games (Houston at New York, Buffalo at Oakland) planned to start at 1:30 p.m. and 4 p.m. EDT, NBC may also have to schedule the final World Series baseball game if the series goes to seven games.

"Flexibility" is the guiding philosophy at the network. "We will not say that we will definitely stay with the [football] game," an NBC official stated, "but if the score is in reasonable doubt, we will not cut away."

If the World Series is on, NBC's football schedule will be adjusted to suit the baseball game, with times depending on where the baseball game is played.

series. *The FBI* and *ABC Sunday-Night Movie* (motion picture is "The Endless Summer") on Sunday, Sept. 14; *The Flying Nun* on Wednesday, Sept. 17, and *That Girl* and *Bewitched* on Thursday, Sept. 18, are the returning shows, and *The Courtship of Eddie's Father* and *Room 222* on Wednesday and *The Ghost and Mrs. Muir* on Thursday are the new shows.

All other prime-time series on the network will be introduced in the following week, as originally planned. The eight shows will compete against NBC-TV's starters—the week of Sept. 14-20 is "premiere week" for NBC—and will give ABC a one-week jump on CBS-TV's programs.

ABC, officials said, decided on the move-up when it was apparent the shows would be ready earlier and that the network could achieve a competitive edge. One result of the change that week will be to pit ABC's 7:30-9 comedy blocks on Wednesday and Thursday against CBS reruns. The three new ABC shows, starting earlier, are in those blocks. (NBC has no comedy programming in the periods.)

Joan Baez gets to do her thing

Joan Baez, the singer who ran into censorship problems at CBS-TV when she attempted on the Smothers brothers show to dedicate a song to her husband following his conviction for draft evasion, appeared on the *Dick Cavett Show* on ABC-TV last week and discussed her husband's—and her own—political views at length.

Far from being censored, she was encouraged by Mr. Cavett, who also challenged many of her views. She read from a letter written by her husband, David Harris, from the jail where he is serving a three-year term, telling of "guards beating on the prisoners in the hole," and spiritedly defended her and his concept of nonviolent revolution.

She quoted her husband's letter as saying that in the jail "you see the logical conclusion of American society . . . not really different in kind, only in quantity." Mr. Cavett found this conclusion "rather gratuitous," but Miss Baez clearly did not.

Her blue-penciled appearance on CBS-TV was on the *Smothers Brothers Comedy Hour* program that finally led to CBS's decision not to renew that series for next fall. The cancellation followed a series of highly publicized disputes between the Smotherses and CBS officials over issues of taste and failure of the stars to deliver program tapes to the network in time for pre-screening for affiliates before broadcast (BROADCASTING, April 7, et seq.).

Johnson shares rap-in with Smothers

State of TV program controls, creativity subject of Hollywood talks with producers

FCC Commissioner Nicholas Johnson culminated a three-day visit to the Los Angeles area on Aug. 1 by meeting at lunch with some 20 members of the local creative community engaged in television production.

According to a spokesman for the Tom Smothers organization, which reportedly arranged but did not sponsor the meeting, "Commissioner Johnson wanted the chance to have an exchange of views. He wanted to meet and rap with producers, directors and people involved in the creative side of television. He wanted to answer any questions they had about the FCC and about the state of television, especially from the point of view of whether and, if so, where and how creativity gets stifled by economics or by networks."

What the commissioner discovered, in the view of some people who attended the meeting, is that Hollywood's creative people seem to feel that it really doesn't make much difference whether the networks own 50% or more of the prime-time television shows. Evidence along these lines was given by Tom Smothers who pointed out that he and his brother Dick owned 100% of the now defunct *The Smothers Brothers Comedy Hour* series, and yet this control didn't seem to help in the final showdown about the program's fate.

There was little enthusiasm at the meeting for the FCC's 50-50 rulemaking proposal. In marked contrast, there was considerable enthusiasm for the alternative plan by Westinghouse Broadcasting Co. to prohibit stations in major markets from carrying more than three hours of network programming between 7 and 11 p.m. (BROADCASTING, July 28).

In answer to a statement from a TV producer about the lack of enough access to media for relatively divergent or avant-garde views, Mr. Johnson indicated that maybe this situation will change with the growth of cable television. The commissioner noted that the TV networks as they are now situated will not be situated in the same form several years from now. He hinted that possibly with the growth of cable television and its ability to provide 20, 30 or 40 channels of communications, the extent of the network's hold on viewer impressions in prime time may well be weakened.

Mr. Johnson was introduced at the meeting by Tom Smothers. Mr. Johnson spoke extemporaneously for about 10



Commissioner Johnson

minutes and then answered questions. Before the luncheon, which was held at the Beverly Hills Hotel, Mr. Johnson had private meetings with an estimated 10 to 12 Hollywood producers and executives (BROADCASTING, Aug. 4). In all, some 30 to 32 members of the Hollywood creative community were invited to attend the luncheon on short notice.

Everybody attending paid his own way, including news media. The charge was \$7 a person. According to a SmoBro Productions spokesman, "Tommy Smothers acted as a friend to the creative community in Los Angeles and as a friend to Nick Johnson. Tommy thought that the occasion of Nick's visit to L.A. would be a nice time to try to get Nick and creative people together. We went out of our way to make it an unsponsored event."

Working-together theme keynotes NATRA meeting

The results of moves in March to strengthen the National Association of Radio and Television Announcers along regional lines (BROADCASTING, March 31) will be clarified this week at the annual convention of the black-oriented association to be held Aug. 14-17 at the Washington-Hilton hotel in Washington.

Del Shields, program host, WLIB New York, executive secretary of NATRA, said that a "record attend-

ance" is expected with advanced registration last week already over the 500 mark. He added that "tight security measures" will be in effect to avoid a repetition of attempts by outside militants who tried to disrupt the convention in Miami (BROADCASTING, Aug. 28, 1968).

The convention theme is "The Time is Now—Let's Work Together." The agenda includes discussions of such subjects as whether or not unions are good for black announcers; community-action programs and citizens' rights, and whether or not black management can succeed.

Almost certain to be discussed—formally or informally—are some of

the problems that NATRA has focused on before: the association's concern about the lack of black management; a desire that the Office of Economic Opportunity look into discriminatory practices on the management level at black-oriented stations, and the association's concern about raising funds for a new black broadcasting college.

Government officials, including FCC Commissioner Nicholas Johnson, who is expected to address the convention on Thursday (Aug. 14) on FCC rules and changes, will play a prominent role. They include James Farmer, former civil-rights leader and now an official with the U.S. Department of Health,

Education and Welfare; William H. Brown, chairman, and Clifford L. Alexander, formerly commissioner, Equal Opportunity Employment Commission; Walter E. Washington, mayor of Washington, and Arthur A. Fletcher, assistant secretary, U.S. Department of Labor. Speaking also will be the Rev. Jesse Jackson, of Operation Breadbasket, and Stanley M. Gortikov, president of Capitol Records Distributing Corp., Hollywood.

At an awards dinner Aug. 16, Charles Evers, mayor of Fayette, Miss., will be honored as man of the year, and Representative Shirley Chisholm (D-N.Y.) will be honored as woman of the year.

Cable-copyright maneuvering continues

NAB group draws its negotiating lines; NCTA studies them; McClellan separates CATV issue from general revision bill

Broadcasters were waiting word late last week whether their offer to discuss differences on CATV will be accepted by the National Cable TV Association.

They did have word that the NCTA is inclined to continue the talks, begun last Tuesday (Aug. 5), but had not received a firm commitment regarding the membership of the NCTA negotiating committee or the date for a meeting.

During the week, however, broadcasters seemed buoyed by the fact that the Aug. 31 deadline for agreement between broadcasters and cable TV operators, set by Senator John L. McClellan (D-Ark.), chairman of the Senate copyright subcommittee last month, seemed to have evaporated. Senator McClellan now proposes to separate the CATV question from the remainder of the omnibus copyright bill.

The five men on the NAB cable-TV negotiating committee found themselves facing three NCTA staff members at last week's meeting. Although obviously taken aback at finding themselves dealing not with cable operators but with Bruce Lovett, general counsel; Wally Briscoe, managing director, and Gary Christiansen, assistant general counsel, all of NCTA's Washington headquarters, the broadcasters proceeded to outline the subjects they felt should be negotiated. They agreed, it was learned, that the tentative agreement worked out early last spring by the staffs of NAB and NCTA could be used as a basis for further parley.

Although tight security was clamped on details of the meeting, indication of the broadcasters' viewpoints became known: opposition to the staff-suggested approval for CATV systems to be permitted to carry six TV stations, three

network affiliates, and three independents; origination of entertainment programs and different treatment for major and minor-market CATV's.

Indicative of what is termed by some CATV sources as the NAB committee's "hard line" were these reported suggestions by the broadcast group: CATV systems to be permitted to carry only four TV signals, three network affiliates and one independent; prohibition on the origination of any entertainment programs, but approval of the origination of purely local public-service programs, with advertising permitted, and absolutely no distinction between major and minor markets.

Members of the NAB subcommittee who attended last week's meeting in Washington were Bill Grant, KOAA-TV Pueblo-Colorado Springs, Colo., who is also chairman of the full 12-man committee; Jack Harris, KPRC-TV Houston; Richard L. Beesemeyer, ABC; W. Robert McKinsey, WJRJ-TV Atlanta, and Bill Fox, KFMB-TV San Diego, sitting in for Richard D. Dudley, WSAU-TV Wausau, Wis.

Considered "hardliners" as far as CATV is concerned are Messrs. Grant, Harris, Beesemeyer and Fox. Mr. Grant has just lost a year-long battle to prevent the introduction of CATV into his market; Mr. Harris is president of the Association of Maximum Service Telecasters, a long-time foe of present-day large-scale CATV; Mr. Beesemeyer's network has consistently opposed the growth of big-city CATV and Mr. Fox's station went through a grueling contest with San Diego CATV systems that was only partially successful.

The NAB committee was appointed last June, following the rejection by the

NAB joint board of the spring staff agreement. Other members are C. Richard Block, Kaiser Stations; Peter Storer, Storer Stations; Clair McCollough, Steinman Stations; N. L. Benton, BFR Stations; Harold Krelstein, Plough Stations and Robert G. Pratt, KGGF Coffeyville, Kan. The last two represent radio stations.

Exemplifying the unstable nature of the preliminary negotiations that occurred last week is the history of official announcements on the meeting. At the conclusion of the Tuesday seven-and-a-half-hour meeting, it was announced that a joint release was being prepared. The next morning it was announced that copies of correspondence between Mr. Grant, and Frederick W. Ford, president of NCTA, were to be released in lieu of the joint announcement. On Thursday, it was announced that nothing was going to be released.

But, late Thursday afternoon the NAB issued a one-page release that noted that the meeting had taken place, and that the subcommittee had outlined various portions of the staff proposal "which the NAB membership had indicated were of serious concern to them". NAB also said that following the meeting, Mr. Grant had written to Mr. Ford urging that he appoint a counterpart committee empowered to negotiate an agreement for NCTA and announcing that the NAB group was prepared to reconvene in Washington at the earliest convenient date to begin discussions.

The NAB release did not say whether Mr. Ford had responded. NCTA sources would only acknowledge that he had, but were mum on what he said. It is believed, however, that Mr. Ford called the NAB's attention to the NCTA dele-

gates' orders: to determine whether there was a reasonable basis for further discussions, and that following a study of their report of the meeting by the NCTA executive committee, a decision will be made whether or not to continue.

Credence was lent to this interpretation by an earlier NCTA statement, published in the association's membership bulletin under date of Aug. 4—the day before the NAB-NCTA get-together. This stated that the NCTA executive committee had instructed its staff team to represent the association with instructions to attempt to discover the specifics of the NAB committee's objections to the staff proposal. It added that following this meeting, the NCTA trio was to submit a full report with comments to the NCTA executive committee.

M. William Adler, Weston, W. Va. cable owner and new chairman of NCTA, was quoted in the bulletin as referring to Mr. Ford's July 2 letter to Senator McClellan. Mr. Ford said then that the NCTA board had endorsed the staff agreement on condition that the principles enunciated there were to be accepted as a package, subject only to clarification and implementation. Mr. Ford also said in his letter to Senator McClellan that the NAB board's rejection of the agreement "does not appear to be responsive to this condition."

Mr. Adler concluded by stating: "Nevertheless, NCTA's executive committee stands ready to respond rapidly with assignment of a qualified industry committee once the issues are clarified and evaluated by those who have participated thus far. Once the points at issue are stated, we will be able to select people knowledgeable in the unresolved areas to participate in refinement of the package."

Late in the week, NCTA sources stated unequivocally that this was still the position of the organization. It was presumed that Mr. Adler, who was in Washington last Thursday and Friday, was communicating with members of his executive committee and that they were considering the report of their staff officials on the Tuesday meeting.

Early in the week the aura of urgency that has surrounded the CATV copyright question—the request of Senator McClellan that some sort of an agreement by broadcasters, cable TV industry and copyright holders be submitted to his committee by Aug. 31—seemed to disappear when Senator McClellan on Tuesday (Aug. 5) introduced a resolution on the floor of the Senate that would keep in existence until Dec. 31, 1970, existing copyrights that were on the verge of expiring. The resolution (S. J. Res. 143) was referred to the Senate Judiciary Committee; it is the third such extension since Congress be-

September start for violence probe?

Dr. Rubinstein promises outlines for TV-behavior study, after panel meets

That \$1 million government-sponsored study into TV and violence, being handled by the National Institute of Mental Health, may shift into high gear next month after the second meeting of the surgeon general's 12-member Scientific Advisory Committee on Television and Social Behavior.

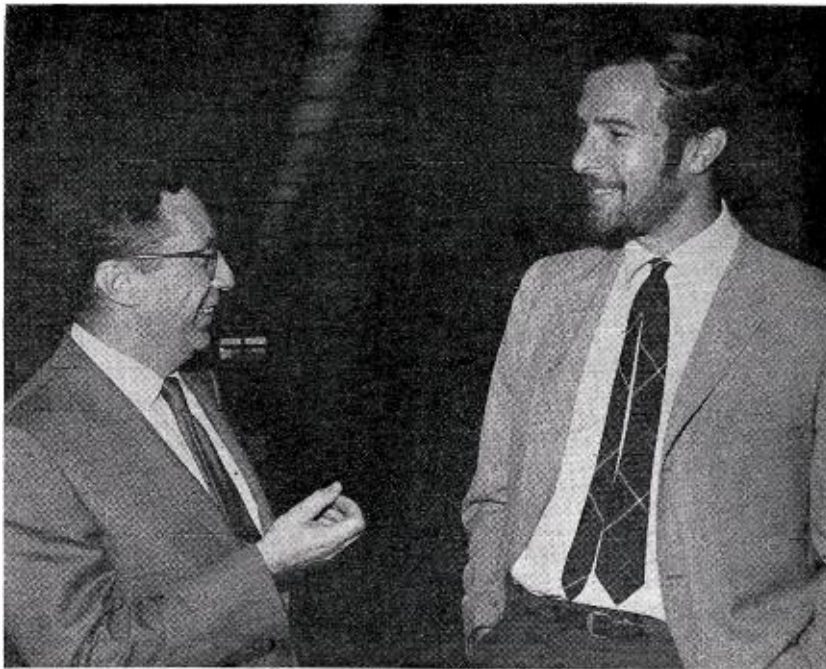
The committee, according to Dr. Eli A. Rubinstein, NIMH assistant director who is in charge of the project, will take up "substantive proposals" for research Sept. 24-25. Dr. Rubinstein reported this last week to Senator John O. Pastore (D-R. I.) and the Senate Communications Subcommittee, as the lead-off witness in the hearings on the senator's bill to revise FCC procedures on license renewals (see page 40).

Dr. Rubinstein told the Senate committee of the appointment of the advisory committee ("an imposing roster,"

Senator Pastore commented), and the decisions taken at its first meeting last June. Those decisions included the proposal that the study on television and social behavior be conducted in two phases: a short-term objective of a year or two to try to reach immediate answers, and a long-term goal of developing "a continuing comprehensive examination of the process of child development that is influenced by the impact of television and social behavior" (BROADCASTING, June 23).

Senator Pastore reminded Dr. Rubinstein that a status report is expected next month. He also expressed the hope that the NIMH study won't duplicate other studies, like the one undertaken by the President's Commission on the Causes and Prevention of Violence, or get bogged down in a "bureaucratic hassle."

Dr. Rubinstein announced last week the appointment of the two senior staff members for the project. They are Dr. Douglas A. Fuchs, University of California, a specialist on mass communications, and Dr. John G. Robinson, University of Michigan social psychologist. A third senior staff member is still being sought, according to Dr. Rubenstein.



Dr. Rubenstein (l.) and Dr. Fuchs.

gan working on a revision of the 60-year-old copyright law.

But it was Senator McClellan's comments about CATV that took the drive to meet the Aug. 31 deadline out of high gear. The Arkansas senator, stating that the CATV problem was a major item holding up progress on the copyright bill, said he was not optimistic that

an agreement could be reached by the end of this month or even, he added, "at an early subsequent date." Even if that happened, he noted, there would still have to be additional discussions with other parties, like music performing-rights societies, educational broadcasters, professional baseball and football leagues, and a review of the agree-

ment by the Senate Commerce Committee, whose jurisdiction includes television and CATV.

"Under these circumstances," he said, "I am now reluctantly prepared to support the separation of the cable-television issue from the general copyright-revision bill so that the substance of the CATV question would be dealt with in a separate bill."

He noted, however, that the revised copyright bill without CATV would still have to include a provision upholding the present status quo in that area. This was taken to mean that he intended to free CATV from liability for copyright infringement, since this was the result of the U.S. Supreme Court's decision last year in the Fortnighly case.

Senator McClellan invited organizations and individuals to let him know what they thought of his idea for separating the CATV question from the omnibus copyright-revision bill. He said that after the August recess (scheduled to begin Aug. 13 and last until after Labor Day), he would consult with other members of the subcommittee.

The senator's plan coincides with the previous history of the CATV provisions and the copyright law. In 1967 when the House passed the revised copyright bill, the section on CATV was withdrawn at the request of Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee.

One CATV source said, however, that he does not consider the Senator's action as relieving NCTA from its promise to report on negotiating attempts by Aug. 31.

Quaker Oats-Wolper pact includes TV specials

Quaker Oats Co., Chicago, and David L. Wolper Productions, Hollywood, last week announced a new venture to produce entertainment and educational films for families with young children. The films include both feature movies and television specials. Merchandising rights for Quaker are included.

A major TV advertiser for its cereal and other products, Quaker initially will finance Wolper-produced full-length movies. The first of these will be "Charlie and the Chocolate Factory," to be adapted by Roald Dahl from his children's book. Quaker and Wolper would share in profits and Quaker will have full merchandising rights to the films.

A number of one-hour TV specials also are planned in which Quaker and Wolper will share in ownership. Details on these, however, have not yet been set.

Quaker president Robert D. Stuart

Jr. said the agreement with Wolper stems from Quaker's interest in diversifying into growth areas which are logical extensions of the company's current business.

"We expect the association with Wolper to produce exceptionally high quality entertainment and educational films for the groups with whom we communicate most," Mr. Stuart said. "Since we will be involved in sponsorship, promotion, merchandising and possibly new products related to the films," he added, "we believe we will benefit in a variety of ways."

Wolper in addition to TV documentary and specials production also now has feature movies in distribution. Quaker brands using TV are Quaker Oats, Cap'n Crunch, Aunt Jemima, Ken-L Ration and Puss'n Boots.

CBS again gets pro-hockey TV rights

Professional hockey will appear on CBS-TV again in 1970 under a new one-year agreement with the National Hockey League.

CBS has carried weekly games for the past three years, reportedly paying \$1.5 million for the rights last year (BROADCASTING, July 8, 1968). Rights costs in the new contract were not disclosed.

The network plans to broadcast Sunday games for a minimum of 13 weeks starting early in January, and will include a game each Sunday during the Stanley Cup playoffs. During the last two weeks of the season, CBS has an option to choose among three games each week. In addition, CBS retains first negotiation rights to the broadcast of any international games that may be scheduled between the NHL and teams in such countries as Russia, Czechoslovakia and Sweden.

The average Nielsen rating for the hockey season in 1969 was 4.5, up from 4.3 in 1968. Ratings have shown increases since hockey was first televised nationally in 1966.

Logistics set for airing Apollo astronauts' trip

The networks are taking to the air to cover the triumphal parades of the three astronauts Wednesday (Aug. 13), following their release from quarantine.

The flying machines are a little more conventional than the astronauts' Columbia or Eagle vehicles, however. In New York—where the astronauts are scheduled to arrive at 10 a.m. to start the caravan to city hall, then to the United Nations and back to the airport by motorcade—color cameras will follow them in a CBS News helicopter, on loan to the pool organized by NBC-TV.

The pool will use 22 cameras, including one in a taxicab following the astronauts' car.

In Chicago, where the pool is handled by ABC-TV, air coverage will be handled by a color camera in a Goodyear blimp. The parade there, scheduled to begin at 3:30 p.m. EDT, will be telecast with the aid of 24 cameras, including one placed on top of the 100-story John Hancock Center. Following a trip up Michigan Avenue and around the Loop and ceremonies at the Civic Center Plaza, the astronauts and their entourage will head for O'Hare airport and the journey to Los Angeles.

Pool coverage of the state dinner in Los Angeles will be handled by CBS-TV. The dinner is expected to start around 11 p.m. EDT.

The networks will resume regular programming while the astronauts are flying from city to city.

On the day before the tour begins all the television and radio networks plan to cover the astronauts' news conference Tuesday (Aug. 12) from Houston at 11 a.m. EDT.

Even before the Apollo 11 mission is officially concluded, one network has announced plans for coverage of Apollo 12. ABC News reported last week that it will devote more than 12 hours of programming to the mission during the time that the astronauts are on the moon. If the launch goes on schedule, Nov. 14, this 12-hour period should occur on Wednesday, Nov. 19, when two moon walks are slated. Live color-television pictures of the moon are expected on that trip.

ABC has planned more than 20 hours of coverage from launch to splashdown. CBS and NBC declined to reveal coverage plans for Apollo 12.

Public radio center proposed for D.C.

The formation of a National Public Radio Center, for the production of programs for educational radio stations, has been recommended by the board of the National Educational Radio division of the National Association of Educational Broadcasters.

The NPR, to perform for radio what the National Educational Television Center does for educational TV, would be located in Washington, the NER board recommended, and would be governed by a 12-man board. NPR also would handle live interconnection for public radio. There are at present an estimated 4,000 noncommercial, educational radios on the air.

The NER board suggested that NPR be established by the Corp. for Public Broadcasting. CPB at present has a committee working on establishing criteria for public radio; Saul Haas, former

broadcaster, is chairman of this committee. Its recommendation will be considered by the CPB board at its meeting next month.

Program notes:

Doubling up ■ Regis Philbin, Joey Bishop's sidekick on the late-night ABC-TV *Joey Bishop Show*, has been signed by KHJ-TV Los Angeles to host a weekly 90-minute talk show, *Philbin's People*. The series is to start Aug. 16, and will be shown simultaneously on KHJ-TV and WOR-TV New York, both RKO General Broadcasting stations. Plans are for the show to go into national syndication later. Production will be at KHJ-TV.

Dozen for distribution ■ Filmways Presentations Inc., Hollywood, last week taped the first two programs in a proposed series of 12 hour musical variety specials titled *After Hours*. The series of specials is projected for national syndication. Blues singer Sarah Vaughn stars in the first program and Bill Russell, retired player-coach of the Boston Celtics, is the host for the second show. The series, produced by Ken Johnson and Dan Kibbie, will be distributed by Filmways syndication sales through Firestone Film Syndication Ltd., New York.

Intro of intro-time ■ Starting this month, RCA Records will list on the label of radio station singles the amount of introduction time on its singles where a music-lead-in exists. "Intro-time" was added in response to numerous requests from disk jockeys, RCA said.

Peacock in color only ■ NBC International will distribute color prints only of its new properties for the 1969-70 season to its offices and clients abroad. A spokesman said that this step has been taken because most of the major world markets are telecasting in color or planning to change over in the near future. The new properties NBC International is distributing in color are *The Bill Cosby Show*, *My World and Welcome to It*, *H. R. Pufnstuf*, *Bonanza*, *The High Chaparral* and *The Challenging Sea*.

Violence study ■ ABC News will examine the causes and effects of violence in a special, *The Violent Americans*, Friday, Aug. 15 (8-9 p.m. EDT). The documentary, with Frank Reynolds and Peter Jennings, ABC News correspondents, will study violent behavior on the campus, and in the underworld and the urban ghetto.

Christmas special ■ Poole Productions Inc., Greenville, S. C., announced com-

pletion of a Christmas TV special designed for prime-time viewing. The one-hour special, available for syndication, is entitled *The Jimmy Wakely Christmas Show*. Some of the stars on the show are Homer and Jethro, Johnny Tillotson and Jimmy Wakely. Address is Suite 11-A, Lawyers Bldg. 29601.

Daily black history ■ A new audio series entitled *365 Days of Black History*, spotlights a different achievement of the Negro race for each day. The 365 30-second programs have been prepared by Master Radio Service, Delmar, N. Y. 12054.

New names of the games ■ Two new game shows, *Sale of the Century* and *Name Droppers*, will appear on NBC-TV starting Sept. 29 in the 11-11:30 a.m. and 12:30-12:55 p.m. slots, respectively. They will replace *Personality* and *Eye Guess*. *Sale of the Century*, produced by Jones/Howard Enterprises, and with Jack Kelly as host, features a panel of three housewives answering general-knowledge questions to build up a cash supply to buy merchandise at low prices. *Name Droppers*, a Merrill Heatter-Robert Quigley production, utilizes three celebrity panelists. Hosts are Al Lohman and Roger Barkley.

BookNotes

"*The Regulators: Watchdog Agencies and the Public Interest*," 1969, by Louis M. Kohlmeier Jr. Harper & Row, New York. 339 pp. \$8.95.

Bombs are seldom dropped so gently. After nearly 300 pages of informed, crisply written discussion of the federal regulatory agencies. Louis Kohlmeier—who, as a veteran *Wall Street Journal* reporter and winner of a Pulitzer Prize, can hardly be accused of subversive or even quixotic tendencies—calmly stands conventional thought on its ear: "The independent regulatory agencies as they presently exist, should be abolished, and the powers of each should be carefully re-examined. . . . There is no constitutional solution to the problem of the regulators other than to abolish them."

The idea is not entirely new, of course, but it still jolts the mind, which is presumably the author's precise intention—to jolt, and then to rearrange, easy assumptions. Mr. Kohlmeier does the job in cool and cogent fashion, and should win readers and plaudits, if not necessarily converts.

The bulk of his book is devoted to a critical examination of the history and role of the regulators. In Mr. Kohlmeier's view, the agencies have failed

because of their uncertain constitutional status, which affords them no power base (the legislators have their constituents, the President has all the people, the judiciary offers life tenure, the agencies—which combine all these functions—cannot logically have any of these bases, he says, and don't).

Because of their unique character, he says, the agencies have developed special constituencies—the industries they are supposed to regulate. This fact in turn puts them at the odds with one another and with the rest of government, he argues, by placing the agencies in the position of spokesmen for special interests and advocates of protectionist exemptions from antitrust law and other broad government policies.

One of the classic failures of regulation, according to Mr. Kohlmeier, is the FCC's "master plan" of television allocations, which he says "was not required by the laws of science or the laws of Congress." He adds: "The FCC could have followed the essentially free-enterprise approach to TV that had been taken to radio."

The author's argument for redistribution of agency powers rests heavily on a faith in considerably jacked-up antitrust enforcement, and on the conten-

tion that agency powers can acquire a better constitutional foundation in the traditional three branches of government—primarily through the creation of specialized courts, the extension of executive power, and the outright abolition of some present regulatory functions, such as certain kinds of rate-fixing. Whatever questions these proposals may raise in the reader's mind, "The Regulators" will persuade many that the agencies not only do not serve the "public interest," but cannot.

"*Religious Television Programs: A Study of Relevance*," by A. William Bluem. Hastings House, New York. 220 pp. \$4.95 hardcover, \$2.50 paperback.

Using data compiled in a Television Information Office survey, Dr. William Bluem describes over 700 religious programs broadcast during a year and makes recommendations for further development of religious broadcasting. He discusses the relevance of such programming and cites guidelines for the religious program planner. The book also contains a short history of religious broadcasting by William F. Fore, executive director, Broadcasting and Film Commission, National Council of Churches.

Broadcast advertising

Julius Harburger, Toby Sacher and Jack Willett, copy group heads, creative department, Compton Advertising Inc., New York, named VP's.

Bruce Montgomery, co-creative head, Kenyon & Eckhardt Advertising, New York, named VP. **Charles Jones**, with K&E, Chicago, appointed manager of Chicago office and VP. He succeeds **Robert Shirey**, who resigns. **David Anderson**, group supervisor, Norman, Craig & Kummel, New York, joins K&E, New York, as account supervisor.

Don Trevor, VP and director of TV-radio production, TV-radio department, Doyle Dane Bernbach, New York, appointed director of special TV projects for agency. He is succeeded by **Lee**



Mr. Trevor

Tredanari, producer. **Phil Worcester**, VP and TV commercials group supervisor, also TV-radio department, appointed administrator of department.

David Lowe, account supervisor, Leo Burnett Co., Chicago, named VP.

Richard Gideon, director of research, station division, Blair Television, New York, named VP. He will be responsible for research in both station and market divisions of Blair Television. **Briggs Palmer**, also with Blair Television, named VP and sales manager of New York station division. West team.

Kenneth Teason, VP and creative supervisor, Warwick & Legler, New York, appointed associate creative director. He is succeeded as creative supervisor by **Jerry Prestomburgo**, art director.

John Dundas, account supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, named VP.

Pat Duley, manager of office operations, Benton & Bowles, New York, elected VP.

Charles Dunkin, director of marketing/media/research, Bloom Advertising Agency, Dallas, named VP.

James Brown, program analyst, new York Human Resources Administration, joins Dancer - Fitzgerald - Sample there as associate program coordinator for agency's Job Opportunities in the Business Sector (JOBS) program. Pro-

gram provides for hiring of hard core disadvantaged persons to be trained for middle-management positions.

James Fagan and George Karalekas, assistant media directors, Grey Advertising, New York, named VP's.

Paul Seabrook, account executive and PR coordinator, Henderson Advertising Agency, Greenville, S. C., appointed account supervisor in addition to PR functions.

Howard Zwick, with KFRC San Francisco, joins Tele-Rep there as sales manager.

Stan Vogin, with WIP Philadelphia, appointed local sales manager.

Edward Bliznick, writer-producer, D. P. Brother & Co., Detroit, joins Zimmer, Keller & Calvert there in same capacity.

Norm Goldsmith, with KGO San Francisco, appointed to newly created position of national sales manager.

Robert Chickering, account supervisor, Cunningham & Walsh, New York, named VP. **Milton Sherman**, VP-director of creative research, Sullivan, Stauffer, Colwell & Bayles, New York, joins Cunningham & Walsh as creative research director.

John Plain, TV account supervisor, Young & Rubicam, New York, joins Needham, Harper & Steers there in network relations and programming department, as network supervisor.

David Morison, industrial show and film producer for Sales Communication Inc., division of Interpublic Group of Companies, New York, joins Frank B. Sawdon Inc. there as radio-TV production manager.

John Kuhn Jr., sales manager, WDOX Oneonta, N. Y. joins WTOA Trenton, N. J., in same capacity.

Lloyd Knight, public affairs director, WGAN-AM-FM-TV Portland, Me., appointed merchandising-marketing manager of WGAN-TV.

William Boden, Chicago sales representative for *Life* magazine, joins Earle Ludgin & Co. there as VP-client services and account management.

Media

William Kopta, VP and assistant general manager, Fawcett Publications Inc., New York, joins Capital Cities Broadcasting Corp. there as VP-finance and treasurer.

Dale Cowle, KASI Ames, elected president, Iowa Radio Network. Others

elected: **Ron Westby**, KOKX Keokuk, VP; **Dale Low**, KSMN Mason City, secretary; **C. Ross Martin**, treasurer and manager.



Mr. McKinsey

W. Robert McKinsey, president of WJRJ-TV Atlanta, elected chairman and head of All-Channel Television Society, Washington. He succeeds **William Putnam**, president of WWLP-TV Springfield-Hartford, Mass. **Leonard Stevens**, VP of WPHL-TV Philadelphia, elected vice chairman.

Joel Samuelsohn, general sales manager, WIP Philadelphia, appointed to newly created position of VP and general manager, WMMR(FM) there. Both are Metromedia stations.

William Paine, president and part owner of KIPA Hilo, Hawaii, also joins Maui Publishing Co. there as executive VP. Company owns KMVI-AM-TV Wailuku, Hawaii.

Walter Stein, research director, ABC Owned Television Stations, New York, named to new position of VP-planning.

Richard Surprenant, president of National Teline Corp., multiple CATV owner, named president of Aurovideo Inc., multiple CATV owner that is subsidiary of Adams-Russell Co., Waltham, Mass. National Teline also is owned by Adams-Russell. Mr. Surprenant succeeds **John T. Wilner**, who will continue with Aurovideo in consulting capacity.

Elmer Smith, executive VP of Roy H. Park Broadcasting of the Midwest Inc. (WNAX Yankton, S. D., KRST-AM-FM St. Louis Park, Minn.; WEBC Duluth, Minn.) and general manager of WNAX, resigns effective Sept. 1. Future plans not announced. **Rick Messersmith**, commercial manager, appointed acting general manager of WNAX.

Kenneth Melgren, production manager, WJIB(FM) Boston, appointed operations manager.

Dr. Michael Sommer, assistant professor, University of Southern California, Los Angeles, appointed general manager of university's noncommercial KUSC-FM.

John Linn, VP and general manager, WDBN(FM) Medina, Ohio, joins WSPD Toledo, Ohio, as general manager.

Dick Herzog, promotion director, KFMB-AM-FM-TV San Diego, appointed to newly created position of operations manager, KFMB-TV.

Max Balotin, with WBAL-TV Baltimore, appointed operations director.

Don Thomson, president and general manager, KPAZ-TV Phoenix, joins KGSC-TV San Jose, Calif., as general manager and part-owner.

Joseph Farrar, general sales manager, WHAM Rochester, N. Y., also appointed to newly created position of station manager. **Bill Givens**, program director, appointed operations manager. He is succeeded as program director by **Dave Sennett**, formerly with WPTR Albany, N. Y.

D. E. Kilgore, sales manager, KVSF Santa Fe, N. M., appointed general manager.

Richard Riggs, president of WKTR-TV Kettering-Dayton, Ohio, resigns. He will continue as general manager and co-owner of WCIT Lima, Ohio.

John Leer, personnel manager, instructional systems division, RCA, Palo Alto, Calif., appointed manager of personnel administration, West Coast, NBC, Burbank, Calif.

Ralph J. Swett, controller of Beneficial Standard Life Insurance Co., Los Angeles, named VP, cable television division, Times Mirror Co. (*Los Angeles Times*). Times Mirror Co. owns Coaxial Engineering Co., which operates CATV's in Tustin, San Clemente and Palo Verdes, and holds permit for San Juan Capistrano, all in California.

Programing

Bill Scott, VP-news, WMCA New York, named VP-programing.

Petar Sardelich, formerly production coordinator, KNBC(TV) Los Angeles, appointed manager of KNBC productions.

Charles Gance, with KTVK(TV) Phoenix, appointed program director.

Mike Barents, newscaster and reporter, WWJ-AM-FM-TV Detroit, joins Oopsy Productions Inc. there. producers of syndicated *Oopsy the Clown*, as sales manager.

Pat Shanahan, operations manager, WBZ Boston, named program manager.

Douglas Shafner, associate program director, Benton & Bowles, New York, joins ABC Films Inc. there as director of special projects.

Leanna Levy, formerly casting director, Erwin Wasey, Los Angeles. joins Charles H. Stern Agency, talent representatives, there as director of children's and young adults departments.

Irwin Greenfield, formerly with ABC, NBC and CBS, joins Creative Management Associates, New York talent agency, as executive in TV division.

Dean Tyler, with WIP Philadelphia, appointed music director.

Steve Palmer, free-lance director. joins Paradigm Films, division of Tele-Tape Productions, New York, as director.

Howard Zieff, commercial director, joins Screen Gems, New York, in same capacity as part of Screen Gems acquisition of Zieff Films. He will head new Zieff division there.

James Sieger, executive news producer, WBBM-TV Chicago, joins KYW-TV Philadelphia, as program manager. **Don Knox**, formerly with KYW-TV, re-joins programing staff as documentary supervisor.

News

Ralph Lapp, physicist involved in Manhattan Project and Bikini bomb tests, joins WTOP-TV Washington, as science news consultant. **Tim O'Brien**, formerly with WKBD-TV Detroit, joins WTOP-TV as reporter and weekend newscaster.

Lowell Newton, newsmen, WXYZ-TV Detroit, elected editorial director, WXYZ-AM-TV.

Joe Nevens, news desk editor. KABC Los Angeles, named editorial and community relations director.

Robert O'Neil, formerly with the State Department's foreign service, joins WCBS-TV New York, as editorial associate.

Neil Currie, reporter, Westinghouse Broadcasting Co.'s KYW Philadelphia, appointed news correspondent in company's Washington news bureau.

Ken Booth, with KEEL Shreveport, La., elected president, Louisiana-Mississippi AP Broadcasters Association.

Johnny Holliday, sportscaster, KTVU(TV) Oakland-San Francisco, appointed sports director.

Dick Williams, reporter, WCBS New York, joins WTEW(TV) Albany, N. Y. in same capacity.

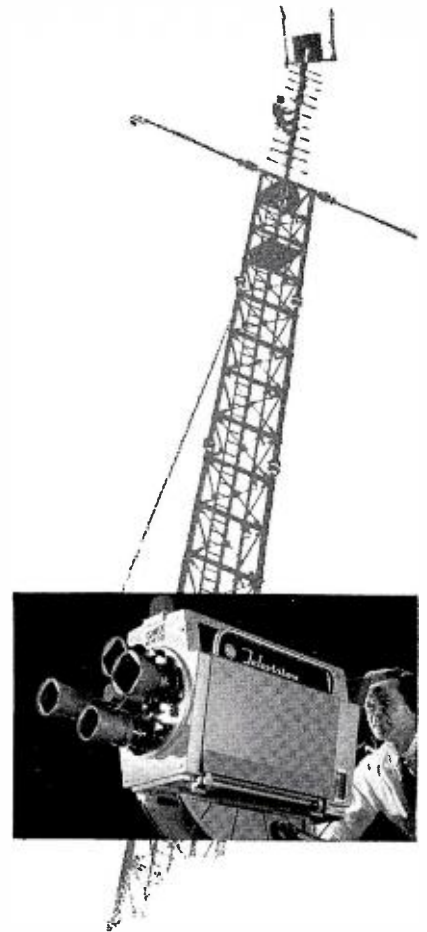
Dick Shoemaker, political editor, KNBC(TV) Los Angeles, joins ABC News there as West Coast correspondent.

Eileen Winston, with KNX Los Angeles, appointed reporter.

Don Rockwell, newscaster, KTVU(TV) Oakland-San Francisco, joins KHVH-TV Honolulu, in same capacity.

Bill Hall, with KWYZ Everett, Wash., appointed news director.

Jim Gallagher, sports director, WEAT-AM-FM-TV West Palm Beach, elected president of Florida Sportscasters Asso-



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ciation. Others elected: **Milt Spencer**, WFLA Tampa, VP; **Buck Kinnaird**, WPTV(TV) West Palm Beach, secretary and **Bernie Rose**, WTVJ(TV) Miami, treasurer.

William Shermer, with WEEI Boston, appointed assistant news director.

Promotion

John Feeney, promotion manager, West Coast, NBC, Burbank, Calif., appointed director of promotion for NBC. He will be headquartered in New York.



Mr. Feeney

Walter Carlson, PR director, Ted Bates & Co., New York, resigns. **Jo Yarnow**, PR staff member there, appointed press-relations manager.

James Capone, advertising and sales promotion manager, KYW-TV Philadelphia, appointed creative services director.

Jerome Evans, executive in charge of publicity and promotion, eastern advertising and publicity department, Universal Pictures, New York, appointed head of department.

Gordon Peil, with WRGB(TV) and WGY, both Schenectady, N. Y., appointed manager of promotion for both stations.

Both are General Electric Broadcasting Co. stations.

Equipment & engineering

John J. Kowalak, VP and on board of directors, Movielab Inc., New York, named executive VP in charge of engineering and over-all plant operations.

Arthur F. Jennings, production manager, General Analine & Film Corp., New York, joins CBS electronic video recording division there as plant manager, EVR cartridge products manufacturing.

Paul Arvidson, director of engineering, WOC-AM-FM-TV Davenport, Iowa, retires. He is succeeded by **Coy Bullard**, assistant to director of engineering.

John North, director of marketing, data products division, Lockheed Electronics Co., Los Angeles, joins Data Memory Inc., Mountain View, Calif., manufacturer of magnetic disc recording systems, as VP-marketing.

Jean Caffiaux, manager of engineering department, Electronics Industries Association, Washington, also appointed business manager. **Allen Wilson**, engineering manager of EIA's government products panel, also appointed assistant manager of engineering department.

Edwin Levine, senior field engineer, and **Robert Bass**, supervisor of training and service projects, Philips Broadcast Equipment Corp., Montvale, N. J., appointed customer service manager and supervisor of logistics and service projects

respectively in audio-visual systems division.

Allied fields

Ralph Hardy Jr., with Dow, Lohnes and Albertson, Washington law firm, appointed associate attorney.

Boris Frank, special projects supervisor, noncommercial WHA-TV Madison, Wis., University of Wisconsin Television Center, appointed project director for rural adult basic education demonstration project, supported by U. S. Office of Education grant. **Stephen Udvari**, specialist in extension education, appointed associate project director.

Deaths

Stafford Clark, 42, VP in charge of communications for marketing and communications division of Dick Clark Enterprises, died Aug. 1 in Los Angeles, of heart attack. Mr. Clark started as a publicist for ABC-TV. He publicized such TV shows as *I Love Lucy*, *The Burns and Allen Show*, *Bob Cummings Show* and *The People's Choice*.

John Othus, 51, AP Oregon broadcast editor, died Aug. 4 at his home in Portland of apparent heart attack.

William Dean, 61, program manager of WIBC and station manager of the commonly owned WNAP(FM) both Indianapolis, died July 28 at his home of heart attack. He is survived by his wife, Mary, two daughters and one son.

ForTheRecord®

As compiled by BROADCASTING, July 29 through Aug. 5 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—direction-

al 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

Initial decision

■ Boston—Boston Heritage Broadcasting Inc. Hearing Examiner Jay A. Kyle in initial decision granted UHF ch. 68: ERP 883 kw vis., 88.3 kw aur. Ant. height above average terrain 317 ft., above ground 338 ft. P.O. address: c/o William Carmen, 54 Lewis Wharf, Boston 02110. Estimated construction cost \$1,531,656; first-year operating cost \$700,000; revenue \$700,000. Studio and trans. both to be located in Boston. Geographic coordinates 42° 19' 21" north lat., 71° 07' 00" west long. Type trans. RCA TTU-30A(LA): type ant. RCA TPU-30J. Legal counsel Flv. Shuebruk, Blume and Gagulne, consulting engineers, George C. Davis, both Washington. Principals: William Carmen, Pasquale Franchi (each 9.53%), George P. Condakes, George Fritzing, William Fitzgerald, Daniel J. Hourihan, Edward H. Mank, Roger Samet, Theodore Shoelman, Joseph Sheffer, (each 7.14%), Harry M. Boon, Standish Bradford Jr., James D. Cregan, Irwin Jacobs, Amory Parker, Robert E. Sullivan (each 3.57%) and George Roberts (2.4%). Mr. Boon is with Harvard Business School. Mr Bradford is lawyer. Mr. Carmen is in real estate development. Mr. Condakes is distributor of fresh fruits and vegetables. Mr. Cregan is certified public accountant. Mr. Franchi

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is in construction business. Mr. Fitzgerald is lawyer with real estate interests. Mr. Hourihan is lawyer. Mr. Mank is real estate developer. Mr. Parker is with Salzburg Seminar in American Studies in Cambridge, Mass. Mr. Roberts is in real estate. Mr. Samet is engaged in supplying TV and other communications media to hospitals and other large institutions. Mr. Shoolman is in real estate management. Mr. Sullivan is lawyer. Dr. Sheffer is dentist. Action Aug. 4.

Other actions

- Review board in Washington, TV proceeding, Docs. 18559-63, granted petition for extension of time to file opposing pleading. filed July 29 by Washington Community Broadcasting Co. Action July 30.
- Review board in Pocatello, Idaho, TV proceeding, Docs. 18401-02, granted motion to enlarge issues filed June 5 by Post Co. and motion to accept late filed opposition filed June 19 by Eastern Idaho Television Corp.; granted to extent indicated and denied in all other respects, motion to strike, or in alternative, consider supplemental affidavit filed July 10 by Eastern Idaho Television Corp. Action Aug. 4.

Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone in Sante Fe, N.M. (Sante Fe Television Inc.), TV proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Sept. 8 and hearing for Oct. 6 (Doc. 18608). Action July 29.
- Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, on request of Viking Television Inc., continued hearing to Aug. 13 (Docs. 18381-2). Action July 31.

Rulemaking petitions

- KBLI-TV Helena, Mont.—Amended rule-making petition to specify use of ch. 10, if reallocated to Great Falls, as satellite or semisatellite TV. Ann. Aug. 1.
- WNCL-TV Columbus, Ohio, Ohio State University and Board of Education of Newark, Ohio. *WGSF-TV Newark, Ohio—Request rulemaking to change TV table of assignments and mod. outstanding permit of WNCL-TV and *WGSF-TV to conform with amended table. Ann. Aug. 1.

Call letter application

- Southern Colorado State College, Pueblo, Colo. Requests *KCPT-TV.

Call letter action

- KFPW Broadcasting Co., Fort Smith, Ark. Granted KFPW-TV.

Existing TV stations

Final actions

- Broadcast Bureau granted licenses covering permits for changes in following: KXLF-TV Butte, Mont.; WCPO-TV Cincinnati; WTMJ-TV Milwaukee. Action July 25.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: WMGZ-TV Mayaguez, P.R., to Oct. 25; WPSJ-TV Ponce, P.R., to Oct. 25. Action July 25.
- WHMA-TV Anniston, Ala.—Broadcast Bureau granted mod. of CP to change ERP to 174 kw vis., 34.7 kw aur.; make changes in ant. system, ant. height to 880 ft. Action July 30.
- KHAR-TV Anchorage—Broadcast Bureau granted license covering permit for new station. Action July 24.
- KEMO-TV San Francisco—Broadcast Bureau granted mod. of CP to change ERP to 1590 kw vis., 238 kw aur., change type trans.; condition. Action July 25.
- KCOY-TV Santa Maria, Calif.—FCC denied petition by Central Coast Broadcasting Inc. for waiver of rules prohibiting reconsideration of orders denying applications for review without specifying reasons; petition for reconsideration of commission action June 4 denying request for review of review board decision dismissed. Action July 29.
- WSNS-TV Chicago—Broadcast Bureau granted mod. of CP to extend completion

date to Jan. 1, 1970; granted mod. of CP to change type trans.; make changes in ant. system; specify studio location; ant. height to 1420 ft.; condition. Action Aug. 5.

- KRNT-TV Des Moines, Iowa—Broadcast Bureau granted CP to install precise carrier frequency control equipment. Action Aug. 5.
- KTIV-TV Sioux City, Iowa—Broadcast Bureau granted CP to make changes in aural trans. Action July 29.
- WSMW-TV Worcester, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 29, 1970. Action July 29.
- KPLR-TV St. Louis, Mo.—Broadcast Bureau granted license covering permit for installation of auxiliary ant. system. Action July 29.
- KCND-TV Pembina, N.D.—Broadcast Bureau granted license covering permit for installation of auxiliary trans. Action July 24.
- WKEF-TV Dayton, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 24, 1970. Action July 24.
- KVDO-TV Salem, Ore.—Broadcast Bureau granted mod. of CP to change studio location to 3010 Portland Avenue, Northeast, Salem; change type trans.; ant. height to 1070 ft. Action Aug. 5.
- KZTV-TV Corpus Christi, Tex.—Broadcast Bureau granted CP to install auxiliary ant. at main trans. location; condition. Action July 25.
- KTAL-TV Texarkana, Tex.—FCC granted application of KCMC Inc., for renewal of license for period ending Aug. 1, 1971. Licensee was cautioned that performance will be carefully examined at end of license term to determine whether it has made "affirmative and diligent effort to serve needs and interests" of Texarkana. Action July 29.
- WACO-TV Waco, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 25. Action July 25.
- WISC-TV Madison, Wis.—Broadcast Bureau granted CP to install frequency control system at main trans. Action July 25.

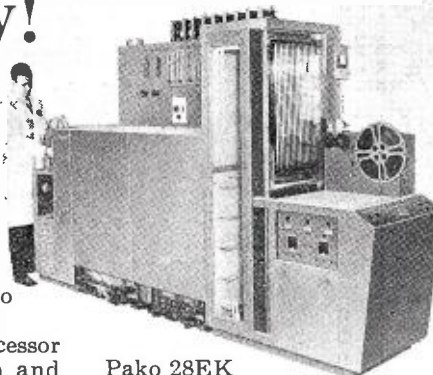
Actions on motions

- Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP-TV]), TV proceeding, on request of Integrated Communications Systems Inc. of Massachusetts, continued evidentiary hearing to Sept. 30 (Docs. 18338-9). Action July 28.
- Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart Of The Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, on motion of Broadcast Bureau, extended to Aug. 15 time for filing response to applicant's request to reopen record (Docs. 18358-9). Action July 29.
- Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV-TV]), Vikom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, on examiner's own motion, scheduled further prehearing conference for July 30 (Docs. 18403-4 and 18448). Action July 28.
- Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV-TV]), Vikom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, by separate actions, postponed further hearing to Aug. 19; granted petition for leave to file amendment and supplement to petition for leave to amend, both filed by Atlantic Video Corp. and accepted amendment tendered with petition, supplemental amendment tendered with Atlantic Video's reply to Broadcast Bureau's June 11 opposition, and further supplemental amendment also identified as statement tendered with supplement to petition for leave to amend; and on joint request of applicants, advanced further hearing to Aug. 12 (Docs. 18403-4 and 18448). Action July 30-Aug. 1.
- Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Incorporated [WATR-TV]), TV proceeding, granted motions by WATR and respondents, Connecticut Television Inc. and Impart Systems Inc. and ordered hearing transcripts appropriately corrected (Doc. 18376). Action July 24.

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Station boxscore

Compiled by BROADCASTING, July 9, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,246 ¹	1,986 ²	619 ³	368	160
CP's on air (new stations)	8	32	63	7	17
Total on air	4,254 ¹	2,018 ²	680 ³	375	177
CP's not on air (new stations)	67	163	174	47	18
Total authorized stations	4,321 ¹	2,181 ²	854 ³	422	195
Licenses deleted	1	0	0	0	0
CP's deleted	0	0	3	0	0

¹ Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes one commercial FM operating with STA.

³ Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, granted motion of applicant and reopened record to receive in evidence applicant's exhibit No. 12, and again closed record (Doc. 18376), Action July 29.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)]), Eastern Idaho Television Corp.), TV proceeding, rules commission's decision in Television Co. of America Inc. is not res judicata against Howard Johnson or KBLI Inc. Examiner further rules Eastern Idaho has responsibility of independently presenting probative evidence in connection with questions raised in Television Co. of America Inc. (Docs. 18401-2), Action July 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P.R. (WSTE-TV Inc. [WSTE-TV]), TV proceeding, granted request by Broadcast Bureau and extended to Aug. 29 and Sept. 15 time for filing proposed and reply findings, respectively (Docs. 18048-9), Action July 28.

Call letter application

■ WIBF-TV, WIBF Broadcasting Co., Philadelphia. Requests WPIQ-TV.

Call letter action

■ KSJV-TV, Spanish International Broadcasting Co., Hanford, Calif. Granted KFTV-TV.

Network affiliations

ABC

■ 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.

■ KAIT-TV Jonesboro, Ark. (George T. Hearnreich). Contract dated June 4, 1969, replaces one dated May 19, 1967; effective Sept. 1, 1969, to Sept. 1, 1971. First call right. Programs delivered to Memphis studios. Network rate, \$100. Compensation paid at 30% prime time.

■ WALB-TV Albany, Ga. (Gray Communications Systems Inc.). Contract dated June 30, 1969, replaces one dated Oct. 19, 1967; effective Sept. 1, 1969, to Sept. 1, 1971. First call right on certain programs. Network rate, \$575. Compensation paid at 30% prime time.

■ WLKY-TV Louisville, Ky. (WLKY-TV Inc.). Contract dated July 2, 1969, replaces one dated June 30, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$500 (\$600 as of Sept. 1, 1969). Compensation paid at 30% prime time.

■ KTBS-TV Shreveport, La. (KTBS Inc.). Contract dated July 2, 1969, replaces one dated June 30, 1967; effective Sept. 3, 1969, to Sept. 3, 1971. First call right. Programs delivered to station. Network rate, \$775. Compensation paid at 30% prime time.

■ KCND-TV Pembina, N.D. (McLendon Corp.). Amendment dated June 25, 1968,

amends contract dated May 21, 1968; effective Oct. 1, 1968, to Oct. 1, 1969. First call right. Programs delivered to AT&T testboard in Minneapolis and picked up from KTHI-TV Fargo, N.D., at KCND-TV's expense. Network rate, \$100. Compensation paid at 30% prime time.

■ KMED-TV Medford, Ore. (Radio Medford Inc.). Amendment dated July 1, 1969, amends contract dated June 1, 1966; renewed from June 15, 1968, to June 15, 1970. No first call right. Programs delivered to AT&T testboard in Medford and picked up at KMED-TV's expense. Network rate, \$300 (\$350 as of Jan. 1, 1970). Compensation paid at 30% prime time.

■ WTAE-TV Pittsburgh (The Hearst Corp.). Contract dated July 3, 1969, replaces one dated Aug. 21, 1967; effective Sept. 1, 1969, to Sept. 1, 1971. First call right. Programs delivered to station's control board. Network rate, \$2,800. Compensation paid at 30% prime time.

■ WTVK(TV) Knoxville, Tenn. (South Central Broadcasting Corp.). Amendment dated March 1, 1969, amends contract dated July 6, 1967; effective July 2, 1967, to July 2, 1969, and extended to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$300. Compensation paid at 30% prime time.

■ KFBC-TV Cheyenne, Wyo. (Frontier Broadcasting Co.). Amendment dated July 4, 1969, amends contract dated Dec. 1, 1967; effective Dec. 25, 1967, to Dec. 25, 1969. First call right. Programs delivered to KBTV(TV) Denver and picked up by KFBC-TV at its own expense. Network rate, \$325 (\$375 as of Jan. 4, 1970). Compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KFSA-TV Fort Smith, Ark. (American Television Co.). Amendment dated July 4, 1969 amends contract dated Feb. 28, 1968; effective April 24, 1968, to April 23, 1970. First call right. Programs delivered to station. Network rate, \$375 (\$425 as of Jan. 4, 1970). Compensation paid at 32% prime time. Weekly deductions are 60% network rate.

■ KTHV(TV) Little Rock, Ark. (Arkansas Television Co.). Amendment dated April 21, 1969, amends contract dated Nov. 12, 1966; effective Nov. 1, 1966, to Jan. 26, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$700 (\$725 as of Oct. 26, 1969). Compensation paid at 32% prime time.

■ KTXL-TV Sacramento, Calif. (Camellia City Telecasters Inc.). Contract dated June 16, 1969; effective July 4, 1969, to Aug. 31, 1971. No first call right. Programs delivered to station. Network rate, \$90. Compensation paid at 30% prime time.

■ WCEE-TV Rockford, Ill. (Rock River Television Corp.). Amendment dated June 24, 1968, amends contract dated July 9, 1965; effective from date WCEE-TV began operation to either two years from that date or Feb. 8, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$325. Compensation paid at 30% prime time.

■ KCMO-TV Kansas City, Mo. (Meredith Corp.). Amendment dated July 4, 1969, amends contract dated Aug. 26, 1968; effective Sept. 11, 1968, to Sept. 10, 1970. First

call right. Programs delivered to station. Network rate, \$1,500. Compensation paid at 32% prime time. Weekly deductions first year are 87% network rate, 205% thereafter.

■ WOW-TV Omaha (Meredith Corp.). Contract dated July 2, 1969; effective Jan. 1, 1970, to Dec. 31, 1972. First call right. Programs delivered to station. Network rate, \$950. Compensation paid at 32% prime time. Weekly deductions first year are 87% network rate, 205% thereafter.

■ KHOU-TV Houston (Gulf Television Corp.). Amendment dated July 4, 1969, amends contract dated Sept. 25, 1966; effective Oct. 2, 1966, to March 29, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,475 (\$1,500 as of Jan. 4, 1970). Compensation paid at 32% prime time.

■ KKBC-TV Lubbock, Tex. (The Double H Corp.). Contract dated June 16, 1969; effective July 4, 1969, to Aug. 31, 1971. No first call right. Programs delivered to station. Network rate, \$30. Compensation paid at 30% prime time.

■ KAEC-TV Nacogdoches, Tex. (Fredonia Broadcasting Corp.). Contract dated April 6, 1969; effective from date KAEC-TV begins operation for two years and self-renewable for a two-year period. Expires Oct. 6, 1969, if not in effect. First call right. Programs delivered to station. Network rate, \$10. Compensation paid at 32% prime time. Weekly deductions are 60% network rate.

■ KFBC-TV Cheyenne, Wyo. (Frontier Broadcasting Co.). Amendment dated July 4, 1969, amends contract dated Dec. 8, 1967; effective Dec. 3, 1967, to June 24, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$325 (\$375 as of Jan. 4, 1970). Compensation paid at 32% prime time. Weekly deductions are 60% network rate.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KWVL-TV Waterloo, Iowa (Black Hawk Broadcasting Co.). Amendment dated June 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967 for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$525 for full-rate periods (\$625 as of Jan. 1, 1970). Compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WDAM-TV Hattiesburg, Miss. (Chapman Television of Tuscaloosa Inc.). Amendment dated July 7, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to May 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$350 for full-rate periods (\$375 as of Sept. 1, 1969). Compensation paid at 30% of all equivalent hours over 24 hours weekly, multiplied by prime-time rate.

■ KMED-TV Medford, Ore. (Radio Medford Inc.). Contract dated June 26, 1968, replaces one dated Dec. 1, 1967; effective Oct. 1, 1967, to Oct. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$300 for full-rate periods (\$350 as of Jan. 1, 1970). Compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ KGNS-TV Laredo, Tex. (Southwestern Operating Co.). Amendment dated July 1, 1969, amends contract dated Jan. 15, 1968; effective June 15, 1968, to June 15, 1970, and self-renewable for two-year periods thereafter. First call right. Programs delivered to AT&T testboard in San Antonio, Tex., and picked up at KGNS-TV's expense. Network rate, \$125 for full-rate periods. Compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ KFBC-TV Cheyenne, Wyo. (Frontier Broadcasting Co.). Amendment dated July 23, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to July 1, 1968, and self-renewable for two-year periods thereafter. No first call right. Programs delivered to KOA-TV Denver and picked up by KFBC-TV at its own expense. Network rate, \$325 for full-rate periods (\$375 as of Feb. 1, 1970). Compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

New AM stations

Applications

■ New Bern, N.C.—P & C Broadcasting Co. Seeks 1380 kc, 5 kw-D. P.O. address: 4605 Country Club Road, New Bern 28560. Estimated construction cost \$45,000; first-year operating cost \$45,000; revenue \$47,500. Principals: J. D. Conner and Giles Carl Parker (each 50%). Mr. Conner owns two supermarket corporations and 50% of another. Mr. Parker owns one supermarket and four convenience stores. Ann. July 23.

■ Oak Ridge, Tenn.—Radioak Inc. Seeks 1550 kc, 1 kw DA-D. P.O. address: Box 87, Norris, Tenn. 37828. Estimated construction cost \$26,600; first-year operating cost \$53,600; revenue \$40,000. Principals: John W. Pirkle, president (40%), Creed A. Daniel, secretary, and Cecil H. Butcher Jr., treasurer (each 30%). Mr. Pirkle is talent booking agent and announcer for WNOX Knoxville, Tenn. Mr. Daniel is attorney. Mr. Butcher is chairman of board of Unlon Co. Bank and of First Union Finance Corp., both Maynardville, Tenn., and president of insurance agency. Ann. July 23.

Starts authorized

■ KCUZ Clifton, Ariz.—Authorized program operation on 1490 kc, 250 w-U. Action July 30.

■ WLOT Marinette, Wis.—Authorized program operation on 1300 kc, 1 kw-D. Action July 25.

Initial decision

■ Cedar City, Utah—New Era Broadcasting Co. Hearing Examiner Chester F. Naumowicz Jr. in initial decision granted 940 kc, 10 w-D. P.O. address: c/o Charles F. Hunter, 397 West 400, South Cedar City, 84720. Estimated construction cost \$45,500; first-year operating cost \$41,160; revenue \$1,600. Principals: Charles F. Hunter (20%), Eloyd T. Merchant, Dixie L. Leavitt, Reed B. Berrett and L. Veri Broadbent (each 7½%), et al. Action Aug. 4.

Other actions

■ Review board in Sumiton, Ala., AM proceeding. Docs. 18204-05. granted request for extension of time filed July 28 by Sumiton Broadcasting Co. Action July 30.

■ Review board in Anderson, Ind., AM proceeding. Doc. 18450. granted petition for extension of time filed July 28 by Eastern Broadcasting Corp. Action July 30.

■ Lorain, Ohio—FCC denied requests for review and rehearing in review board decision granting application by Lorain Community Broadcasting Co. for AM in Lorain (Docs. 16876, 16877 and 16878). Petitions filed by Allied Broadcasting Inc. and Midwest Broadcasting Co., both Lorain. Action July 29.

Actions on motions

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, to formalize ruling made on record at July 29 hearing. granted petition by Suffolk Broadcasters for leave to amend application to update financial showing of applicant (Docs. 17605-6 and 18375). Action July 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Co.), AM proceeding. granted petition by K & M Broadcasters for leave to amend application to show change in ownership interests of Mr. Herbert P. Michels (Docs. 18292 and 18593). Action July 28.

Rulemaking action

■ FCC granted waiver of minimum separation requirements to Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay. Fajardo Broadcasting is applicant for new AM on 1090 kc, 10 kw, DA-D, in Fajardo, P.R.

Carlos A. Lopez-Lay is applicant for AM on 1090 kc, 500 w, DA-D in Frederiksted, St. Croix, V.I. Action July 29.

Call letter application

■ Radio Collinsville, Collinsville, Va. Requests WFIC.

Existing AM stations

Final actions

■ WAQY Birmingham, Ala.—Broadcast Bureau granted remote control. Action July 31.

■ KVRC Arkadelphia, Ark.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; conditions. Action July 30.

■ KWAK Stuttgart, Ark.—Broadcast Bureau granted CP to increase daytime power to 1 kw, and install new trans.; conditions: remote control permitted. Action July 30.

■ KREO Indio, Calif.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw; condition. Action July 30.

■ KPRO Riverside, Calif.—FCC granted petition by KPRO Inc. for reconsideration of April 28 grant by Chief, Broadcast Bureau, of application by Southwest Broadcasting Co. licensee of KCAL Redlands, Calif., for extension of time to construct changed facilities. Also granted was KPRO's request for stay of construction by KCAL. Action July 29.

■ KRDO Colorado Springs—Broadcast Bureau granted remote control. Action July 23.

■ KSKI Hailey, Idaho—FCC granted license renewal application of Radio Sun Valley Inc. for period ending Aug. 1, 1970. License expired Oct. 1, 1968. Action July 29.

■ WPRC Lincoln, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1970. Action July 30.

■ WRSV Skokie, Ill.—Broadcast Bureau received data filed June 18, in accordance with commission report, memorandum opinion and order in Doc. 15771, released June 16, 1966. For license (Doc. 15771). Action July 25.

■ WTIM Taylorsville, Ill.—Broadcast Bureau granted remote control; conditions. Action Aug. 5.

■ WCEN Mt. Pleasant, Mich.—Broadcast Bureau granted license covering changes. Action July 28.

■ KYSM Mankato, Minn.—FCC dismissed application of Southern Minnesota Supply Co. for CP to change facilities with prejudice for failure to prosecute, and competing application of The Waseca-Owatonna Broadcasting Co. for CP for new AM at Waseca, Minn., has been denied in decision by review board (Docs. 18075, 18078). Action July 31.

■ WPAC Patchogue, N.Y.—Broadcast Bureau granted license covering installation of auxiliary trans. Action July 29.

■ WIRY Plattsburgh, N.Y.—Broadcast Bureau granted CP to change from 1340 kc, 250 w, 1 kw-LS, DA-D, U, to 1340 kc, 250 w, 1 kw-LS, U. Action July 25.

■ WEEZ Chester, Pa.—Broadcast Bureau granted license covering changes. Action Aug. 5.

■ WQIZ St. George, S.C.—Broadcast Bu-

reau granted CP to install new ant.; condition. Action July 24.

■ KKRB Sioux Falls, S.D.—Broadcast Bureau granted CP to install new ant.; con- of auxiliary trans. at main trans. location. Action Aug. 5.

Other action

■ Review board in Lebanon, Mo., FM-AM proceeding. Docs. 17899, 18043-44, scheduled oral argument before panel of review board for Sept. 16. Action July 31.

Actions on motions

■ Chief, Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, granted petition by Midwest Radio-Television and extended to Aug. 15 time for filing petition under rules for reconsideration and grant (Doc. 18499). Action July 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, on examiner's own motion, continued hearing to Aug. 6 (Docs. 17624-5). Action July 28.

Fines

■ WSME Sanford, Me.—Broadcast Bureau notified of apparent forfeiture liability of \$100 for violation of rules in that renewal application was not timely filed. Action Aug. 1.

■ WLYN-AM-FM Lynn, Mass.—Broadcast Bureau notified of apparent forfeiture liabilities of \$100, each, for violation of rules in that renewal applications were not timely filed. Action Aug. 1.

■ WBNP Newburyport, Mass.—Broadcast Bureau notified of apparent forfeiture liability of \$100 for violation of rules in that renewal was not timely filed. Action Aug. 1.

■ WPEP Taunton, Mass.—Broadcast Bureau notified of apparent forfeiture liability of \$100 for violation of rules, in that renewal application was not timely filed. Action Aug. 1.

■ WTNL West Springfield, Mass.—Broadcast Bureau notified of apparent forfeiture liability of \$100 for violation of rules, in that renewal application was not timely filed. Action Aug. 1.

■ KIVAD Wadena, Minn.—FCC notified of apparent liability forfeiture of \$500 for violation of rules, by failing to have properly licensed operator on duty at trans. Action July 29.

■ WLTN Littleton, N.H.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for violation of rules by failing to provide data concerning equipment performance measurements as required. Action July 28.

■ WNIK Arecibo, P.R.—Broadcast Bureau notified of apparent forfeiture liability of \$100 for violation of rules in that carrier was being modulated in excess of 10% on negative peaks. Action July 28.

Rulemaking applications

■ WNUS McLendon Corp., Chicago. Requests WUUU.

■ WMKT, South St. Paul Broadcasting Co., South St. Paul, Minn. Requests KRSO.

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Designated for hearing

■ **KTYM-AM-FM** Inglewood, Calif.—FCC designated for hearing applications of Trans America Broadcasting Corp. for renewal of licenses. Licenses expired Dec. 1, 1968, and renewal deferred pending field inquiry into operation. Action July 29.

Presunrise service authority

■ FCC adopted amendment allowing class II stations, with PSA to begin operation with 500 w. at 6 a.m. local time (or sunrise at dominant station if located east of class II station whichever is later). Class II stations located east of dominant co-channel class I-A station continue to be prohibited from pre-sunrise operation (Docs. 17562, 18023 and 18036). Action July 29.

■ Broadcast Bureau granted following AM's PSA from 6:00 a.m. of sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: **KWSR** Rifle, Colo. 9 w. Action Oct. 31, 1967; **KEXS** Excelsior Springs, Mo. 250 w. Action May 5; **KT XO** Sherman, Tex. 500 w. Action May 26; **WPDF** Corydon, Ind. 250 w. Action June 13; **WC SJ** Morris, Ill. 250 w. Action June 18; **KWDR** Del Rio, Tex. 30 w. Action July 7; **KATQ** Texarkana, Tex. 12.45 w. Action July 22; **KROB** Robstown, Tex. 500 w. Action July 25; **KQYN** Joplin, Mo. 120 w. Action July 25; **WEKJ** Jackson, Ky. 500 w. Action July 31; **WEDO** McKeesport, Pa. 500 w. Action Aug. 1; **KICM** Golden, Colo. 500 w. Action April 25; **WONW** Defiance, Ohio. 500 w. Action May 2; **WBNT** Onelda, Tenn. 500 w. Action May 7; **KSEN** Shelby, Mont. 400 w. Action July 8; **WKEX** Blacksburg, Va. 500 w. Action July 15; **KSTB** Breckenridge, Tex. 250 w. Action Aug. 1.

New FM stations

Applications

■ ***Lincoln**, Neb.—The University of Nebraska. Seeks 90.3 mc. TPO 10 w. P.O. address: 1600 R Street. Lincoln 68508. Estimated construction cost \$4,211.74; first-year operating cost \$500; revenue none. Principals: Board of Regents; Richard E. Adkins, president, et al. Principals control ***KUON-TV** Lincoln. Ann. July 15.

■ **Beckley**, W. Va.—Waldron Broadcasting Co. Seeks 103.7 mc. 50 kw. Ant. height above average terrain 355 ft. P.O. address: Box 1063. Beckley 25801. Estimated construction cost \$46,637.90; first-year operating cost \$20,000; revenue \$35,000. Principals: Thomas Marion and Maxine N. Waldron, president (99%) and secretary-treasurer (1%), respectively. Principals own **WCIR** Beckley. Ann. July 31.

Starts authorized

■ **WRLJ** (FM) Jacksonville, Fla.—Authorized program operation on 96.9 mc, ERP 100 kw, ant. height above average terrain 230 ft. Action June 19.

■ **WKVI-FM** Knox, Ind.—Authorized program operation on 99.3 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action July 17.

■ **KDEX-FM** Dexter, Mo.—Authorized program operation on 102.3 mc, ERP 2.35 kw, ant. height above average terrain 51 ft. Action July 3.

■ ***WUHS** (FM) Urbana, Ohio—Authorized program operation on 91.7 mc, TPO 10 w. Action July 30.

■ ***WUVT-FM** Blacksburg, Va.—Authorized program operation on 90.7 mc, TPO 10 w. Action July 29.

Final actions

■ ***Fort Myers**, Fla.—Riverside Baptist Church of Fort Myers Inc. Broadcast Bureau granted 95.3 mc, 1.52 kw. Ant. height above average terrain 186.5 ft. P.O. address: c/o O. L. Jarvis, Box 36, Fort Myers 33902. Estimated construction cost \$9,195; first-year operating cost \$2,400; revenue none. Principals: Board of Deacons, Second Baptist Church of Fort Myers. Rev. E. S. Anderson, president, et al. Action July 28.

■ **Estherville**, Iowa—Emmet Radio Corp. Broadcast Bureau granted 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Barry R. Huntsinger, Box 706, Estherville 51334. Estimated construction cost \$31,649.44; first-year operating cost \$5,000; revenue \$15,000. Principals: Daniel D. Sanderson, president (25%), and Robert D. Ray, vice president (75%). Mr. Sanderson is attorney and has various in-

terests in manufacturing companies. Mr. Ray is governor of Iowa. Messrs. Ray and Sanderson own 75% and 25%, respectively, of **KILR** Estherville. Action July 30.

■ **Marksville**, La.—Avoyelles Broadcasting Corp. Broadcast Bureau granted 97.7 mc, 3 kw. Ant. height above average terrain 212.5 ft. P.O. address: c/o Chester J. Coco, Esq., Box 7, Marksville 71351. Estimated construction cost \$500; first-year operating cost \$3,000; revenue \$1,000. Principals: Guy C. Billups Jr., president (99.2%), et al. Mr. Billups owns **KAPB** Marksville, **KWRG** New Roads and **WLBI** Denham Springs, all Louisiana. Action July 23.

■ **Greenville**, Miss.—Greenville Broadcasting Co. Broadcast Bureau granted 97.9 mc, 26.5 kw. Ant. height above average terrain 120 ft. P.O. address: 618 Washington Avenue, Greenville, Miss. 38701. Estimated construction cost \$24,202; first-year operating cost \$32,713.44; revenue \$36,000. Principals: Paul C. Artman and Robert H. May (each 50%). Mr. Artman is co-manager of **WESY** Leland, Miss. Mr. May is owner of real estate, construction and property development company. Action July 23.

■ **Holdrege**, Neb.—W. W. Broadcasting Co. Broadcast Bureau granted 97.7 mc, 3 kw. Ant. height above average terrain 165 ft. P.O. address: 613-4th Avenue, Holdrege 68949. Estimated construction cost \$6,000; first-year operating cost \$6,200; revenue \$6,000. Principals: William C. Whitlock, president (51%), et al. Mr. Whitlock owns 51% of **KUVR** Holdrege, 30% of **KTTT** Columbus, Neb., and 32.5% of **KGEK** Sterling, Colo. Action July 28.

Initial decisions

■ **Port Jervis**, N.Y.—Port Jervis Broadcasting Inc. Hearing Examiner Forest L. McLenning in initial decision granted 96.7 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 920, Neversink Drive, Port Jervis 12771. Estimated construction cost \$31,592.67; first-year operating cost \$9,713.46; revenue \$12,000. Principals: Oscar Weir, president-treasurer, and Sidney Sakofsky (each 50%). Principals own **WDLC** Port Jervis. Mr. Weir is general manager of **WDLC**. Mr. Sakofsky is Mayor of Port Jervis. Action Aug. 4.

■ **KZAP** (FM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Aug. 5.

Actions on motions

■ Chief, Broadcast Bureau on request by Lawrence Broadcasting Corp., extended to Aug. 29 time to file replies to opposition to petition for rulemaking in matter of amendment of FM table of assignments (New Castle, Pa.). Action Aug. 4.

■ Hearing Examiner Basil P. Cooper in Ocean City, N.J. (Lester H. Allen and Salt-Tec Radio Inc.), FM proceeding, granted motion by Lester H. Allen and rescheduled hearing for Aug. 5 (Docs. 18408-9). Action July 28.

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, on examiner's own motion, continued hearing conference to Aug. 6 (Docs. 18437-8). Action July 28.

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding, on examiner's own motion, changed prehearing conference to hearing and scheduled for 10:00 a.m., Aug. 8 (Docs. 18582-4). Action July 30.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, on examiner's own motion, rescheduled hearing for 11:00 A.M., July 31 (Doc. 18529). Action July 28.

Rulemaking petitions

■ **WISK** Americus, Ga.—Requests rulemaking to amend FM table of assignments to assign ch. 249A to Americus. Ann. Aug. 1.

■ **Michael Brown**, Metairie, Jefferson Parish, Louisiana—Requests amendment of FM table of assignments to substitute ch. 221A for ch. 275 at Crowley, and add ch. 275 to Gretna, both Louisiana. Ann. Aug. 1.

Rulemaking actions

■ FCC amended FM table of assignments to assign ch. 244A to Heber Springs, Ark.; ch. 284 to Mariposa, Calif.; ch. 280A to Flora, Ill.; ch. 260 to Barnstable, ch. 240A and ch. 270 to Falmouth and ch. 228A to Nantucket, all Massachusetts; ch. 278A to Preston, Minn.; ch. 249A to Doniphan, Mo.;

ch. 288A to Auburn, Neb.; ch. 240A to Sallisaw, Okla.; ch. 257A, 264, 286 and 300 to Abilene and ch. 240A to Mineral Wells, both Texas, and ch. 240A to Princeton, W. Va. Action July 29.

■ FCC denied petition by **Batavia Broadcasting Corp.**, licensee of **WBTA** Batavia, N.Y. for rulemaking to assign ch. 269A to Batavia, with requests for waiver of either separation requirements or trans. location requirements. Commission also denied **Batavia Broadcasting's** alternative request, that ch. 269A be assigned to West Batavia, N.Y. Action July 29.

Call letter application

■ **Bemidji** State College, Bemidji, Minn. Requests ***KBSB** (FM).

Call letter actions

■ **Geneva** County Broadcasting Co., Geneva, Ala. Granted **WGEA**-FM.

■ **Barton City Community Junior College**, Great Bend, Kan. Granted ***KBJC** (FM).

■ **Lexington Broadcasting Co.**, Lexington, Mo. Granted **KLEX**-FM.

Designated for hearing

■ FCC set for hearing applications by Z. Denzel King and Virginia A. King for new FM in Paoli, and Charles N. Cutler and Warren Ventress for new FM in Jeffersonville, both Indiana. Action July 29.

Existing FM stations

Final actions

■ **KNIX** (FM) Phoenix—Broadcast Bureau granted mod. of CP to change ant.-trans. location to South Mountain Park, 8.3 miles South of Phoenix Post Office, Phoenix; ant. height to 1,620 ft.; remote control permitted. Action July 25.

■ **KFMR** (FM) Fremont, Calif.—Broadcast Bureau granted CP to install circular polarized ant.; make changes in ant. system. Action July 29.

■ **KBIG-FM** Los Angeles, Calif.—Broadcast Bureau granted CP to install circular polarized ant.; change vert. ERP to 105 kw. Action July 25.

■ **KZAP** (FM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Aug. 5.

■ ***KCSB-FM** Santa Barbara, Calif.—FCC granted waiver for facility change to permit Regents of University of California to move trans. site and to use DA to provide coverage over Santa Barbara, and limit radiation in sparsely populated mountainous areas. Action July 29.

■ **KXFM** (FM) Santa Maria, Calif.—Broadcast Bureau rescinded April 22 grant of renewal of license, and reverted application to pending status. Action July 25.

■ **KDFM** (FM) Walnut Creek, Calif.—Broadcast Bureau granted CP to install new ant.: ERP 3 kw, ant. height of 89 ft. Action July 25.

■ **KGIW-FM** Alamosa, Colo.—Broadcast Bureau granted license covering new station. Action July 28.

■ **WBBM-FM** Chicago—Broadcast Bureau granted remote control. Action July 31.

■ **WSMJ** (FM) Greenfield, Ind.—Broadcast Bureau granted CP to add separate ver. polarized ant.; condition. Action July 25.

■ ***WSAE** (FM) Spring Arbor, Mich.—Broadcast Bureau granted CP to install new trans. and new ant., make changes in ant. system. ERP 1 kw, ant. height 135 ft.; condition. Action July 23.

■ **KWOA-FM** Worthington, Minn.—Broadcast Bureau granted CP to install new trans.; ERP to 100 kw, ant. height to 650 ft. Action July 29.

■ **KFMU** (FM) Kansas City, Mo.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 29.

■ **KSRN** (FM) Reno—Broadcast Bureau granted CP to install auxiliary ant. at main trans. location. Action July 25.

■ **WFPG-FM** Atlantic City—Broadcast Bureau granted CP to install new auxiliary trans. and ant. at main trans. location; remote control permitted; condition. Action July 29.

■ **WHLI-FM** Hempstead, N.Y.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action July 25.

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- **WNBC-FM** New York—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action July 29.
- **Murfreesboro Broadcasting Corp.**, Murfreesboro, N.C.—Broadcast Bureau granted mod. of CP of FM to change type trans. Action July 25.
- **KDKA-FM**, Pittsburgh—Broadcast Bureau granted CP to install new trans., install circular polarized ant., ERP to 47 kw, ant. height 890 ft. Action July 25.
- **WKTM(FM)** North Charleston, S. C.—Broadcast Bureau granted CP to operate by remote control; install new trans. and circular polarized ant.; ERP 59 kw, ant. height 195 ft. Action July 30.
- **KLEF(FM)**, Houston—Broadcast Bureau granted request for SCA on subcarrier 67 kc. Action July 29.
- ***KMIH(FM)** Mercer Island, Wash.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action July 25.

Other action

- Following FM's notified FCC of stereophonic operations (supplements previous listing): **KABC-FM**, Los Angeles; **KGRG Hannibal**, Mo.; **KNNU**, Tulare, Calif.; **WADB** Mount Pleasant, N.J.; **WCOV-FM** Montgomery, Ala.; **WDAF-FM** Kansas City, Mo.; **WESC-FM** Greenville, S.C.; **WGCR-FM** Wellsboro, Pa.; **WHLS-FM** Port Huron, Mich.; **WLOP-FM** Jesup, Ga.; **WSLU** Canton, N.Y.; **WTGR-FM** Myrtle Beach, S.C. Ann. Aug. 5.

Action on motion

- Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of **WFMT(FM)** from Gale Broadcasting Co. to **WGN Continental FM Co.**, denied motion by Lorraine Perman, Harry R. Booth, et al., requesting Hearing Examiner to cancel order calling for prehearing conference and postpone said conference until after Hearing Examiner issues orders. Denial is without prejudice to right of petitioners to request information as they deem to be relevant to resolution of proceeding which has not previously been made available to them in response to previous interrogatories or by evidence now in record (Doc. 18417). Action July 28.

Fines

- **WHRB-FM** Cambridge, Mass.—Broadcast Bureau notified of apparent forfeiture liability of \$100 for violation of rules in that renewal application was not timely filed. Action Aug. 1.
- **WCOF-FM** Hyannis, Mass.—Broadcast Bureau notified of apparent forfeiture liability of \$25 for violation of rules in that renewal application was not timely filed. Action Aug. 1.

Call letter applications

- **WRAG-FM**, Pickens County Broadcasters, Carrollton, Ala. Requests **WWAG(FM)**.
- **KDHI-FM**, Hi-Desert Broadcasting Corp., Twenty Nine Palms, Calif. Requests **KQYN(FM)**.
- **WNUS-FM**, McLendon Corp., Chicago. Requests **WPHD(FM)**.

- **KCYS-FM**, KORD Inc., Richland, Wash. Requests **KORD-FM**.

Call letter action

- **KKLP(FM)**, **KLOH** Inc., Pipestone, Minn. Granted **KLOH-FM**.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following UHF and VHF transmitters: **K75CL** rural area around Forsyth, **K74BL** Lewistown, **K08FP** Warm Springs, **K11HT** Anaconda, **K10BK** and **K12BJ**, both Big Sandy, **K10AH** Paradise Valley, Miner Basin and Emigrant, **K09EN** Eagleton, Illiad, Hopp and Spring Coulee, **K07AL** and **K13AC** Fort Benton, **K06EZ** Evaro, **K08FD** Missoula, **K09HZ** Havre, **K08GE** Jackson and rural area northwest of Jackson, **K06EA** Butte, **K11J** East Missoula and Upper Rattlesnake area, **K07GH** Geraldine, **K05BL** and **K13DF**, both Lame Deer, **K07AM** and **K11AD**, both Loma, **K13IX** Lewistown, all Montana; **K06CD** Sayle, Quietus, Otter, all Montana and Pasaic, Wyo.; **K09CP**, **K11CW** and **K13DJ**, all Livingston, **K07CH** and **K09BN**, both Plains, **K07FS** Plevna, Fallon Creek area, Lame Jones area and Willard area, **K10AB** Sidney, **K13IG** Sidney and Fairview, all Montana. Actions July 31.

- Broadcast Bureau granted renewal of licenses for following UHF and VHF transmitters: **K07HZ** Rosebud, **K06BG** Fargo Armells area, Indian Butte area, rural area east of Roy, and Bear Creek area, **K09CB** Horse Ranch area and Roy, **K11HN** Horse Ranch area, area west of Fergus, Moberge area and Roy, **K08AI** St. Regis, **K10BP** Upper Shields River, Porcupine Bench, Clyde Park and Flat Head Creek, **K11GE** and **K13FW**, both Cooke City and Silver Gate, **K06AC** and **K11EK**, both Volborg, **K09AU** Sula, **K07GM** Condon, **K10AS** and **K13BD**, both Big Timber and Boulder Creek area, Otter Creek, Big Timber Creek area and Melville, **K07FL**, **K09FQ** and **K11FQ**, all Thompson Falls and Thompson River area, **K10BO** Trident, **K08BG**, **K10AF** and **K12AA**, all Troy, **K07FV** Darby and Conner, **K04DU** DeBorgia, **K10DA** and **K12FD**, both Winnett, **K06AV** Wolf Point, **K12DJ**, **K10DX** and **K08DT**, all Conrad, **K05AH** Hot Springs and rural area east of Hot Springs in Sanders county, **K11IL** Bitterroot, Camas Prairie, Hot Springs and Niarada, all Montana. Actions July 31.

- Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: **KTRB-FM** Modesto, Calif.; **WBRL** Berlin, N.H.; **WCAT** Orange, Mass.; **WCNL** Newport, N.H.; **WEIM** Fitchburg, Mass.; **WGIR** and **WNHS(FM)**, both Manchester, N.H.; **WNYR-AM-FM** Rochester, **WOLF** Syracuse, and **WPAC** Patchogue, all New York; **WREN** Topeka, Kan.; **WSYB** Rutland, Vt. Actions July 29.

- Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: **WBCB** Levittown-Fairless Hills, **WESB** Bradford, **WLEM** Emporium, **WLOA-AM-FM** Braddock, **WRIE** Erie, **WSAN** Allentown, **WWRB** Windber, **WDVR(FM)** Philadelphia, **WFBG-FM** Altoona, **WGTF-FM** Gettysburg, ***WBMR(FM)** Telford, **WDAU-TV** Scranton, **WICU-TV** Erie, **WJAC-AM-FM-TV** Johnstown, **WPEN-AM-FM** Philadelphia and **WTAE** Pittsburgh, all

- Pennsylvania; **KCEE** Tucson, Ariz.; **WBNC-AM-FM** Conway, N.H.; **WEEZ** Chester, Pa.; **WEGP** Presque Isle and **WPST-AM-FM** Caribou, all Maine; **WVGN** Newburgh, N.Y.; **WKNE** Keene, N.H.; **WKOW-TV** Madison, Wis.; **W TSA** Brattleboro, Vt. Actions July 31.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: **WLEH** Lehigh Acres, Fla., to Dec. 1; **WEAT-FM** West Palm Beach, Fla., to Sept. 30; **WCTW** New Castle, Ind., to Jan. 25, 1970; **WNLA-FM** Indianola, Miss., to Oct. 20; **WCKL** Catskill, N.Y., to Sept. 30; **WBIV-FM** Wethersfield, N.Y., to Oct. 1; **WKOK** Sunbury, Pa., to Jan. 25, 1970; **WANS-FM** Anderson, S.C., to Oct. 13; **WLBG-FM** Laurens, S.C., to Sept. 30; **WHWB-FM** Rutland, Vt., to Jan. 25, 1970; **WVOW-FM** Logan, W. Va., to Jan. 27, 1970. Actions July 28.

Other actions, all services

- Chief, Broadcast Bureau, on request by Hubbard Broadcasting Inc., extended to Aug. 25 time to file comments, and to Sept. 25 time to file reply comments in matter of AM clear channel broadcasting (Doc. 6741). Action July 31.
- FCC advised Plains Television Corp., Springfield, Ill., owner of **WICS(TV)** Springfield and **WICD(TV)** Champaign-Danville, both Illinois, that forced combination rate sales practices are anticompetitive in nature and against public interest. Action July 29.

Translator actions

- Broadcast Bureau granted renewal of licenses for following VHF translators: **K07CR** Seminee and Kortes Dam Camps, both Wyoming; **K12HC** Burke and Gregory, both South Dakota. Actions Aug. 5.
- **K70BA** Lewiston, Idaho—Broadcast Bureau granted CP to change type trans. of UHF translator. Action July 25.
- **K80CQ** Mason City, Iowa—Broadcast Bureau granted CP for UHF translator to change frequency from ch. 72, 818-824 mc, call sign **K72DG**, to ch. 80, 866-872 mc, call sign **K80CQ**; change input channel to ch. 72, Austin, Minn.; change type trans. Action July 18.
- Twin City Area Educational Television Corp., Owatonna, Myrtle and Rochester, all Minnesota—Broadcast Bureau granted CP's for new UHF TV translators to serve Owatonna and Havana, both Minnesota, on ch. 77 by rebroadcasting **KTCA-TV** St. Paul; Austin, Albert Lea and Myrtle, all Minnesota, on ch. 73 by rebroadcasting **KTCA-TV** St. Paul; and Eyota, Minn., on ch. 80 by rebroadcasting **KTCA-TV** St. Paul. Action July 16.
- **K77BT** Rushford, Minn.—Broadcast Bureau granted CP to change input channel of UHF translator to chan. 80, Eyota, Minn., and change type trans. Action July 18.
- Phillips County TV Translator District, Loring, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Loring, Turner, north rural, and east rural, all Montana, on ch. 9 by rebroadcasting **KRTV(TV)** Great Falls, Mont. Action July 16.
- Gypsum Communications Co., Empire, Nev.—Broadcast Bureau granted CP for new VHF TV translator to serve Empire on chan. 12 by rebroadcasting **KTVN(TV)** Reno. Action July 16.
- **W70AW** Utuado, P.R.—Broadcast Bureau granted mod. of CP to change trans. location of UHF translator to north side of road 622, 2 miles northwest of center of Utuado, and to make changes in ant. system. Action July 25.

CATV

Final action

- FCC granted supplemented petition by Hornell Television Service Inc., to carry three distant New York City independent

(Continued on page 76)

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Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. 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

Group owners—northeast single—sales experience. Management experience not necessary. Box H-44, BROADCASTING.

Texas single-station 1 kw: seeking mature, sales minded station manager. Salary plus override and plenty of security. Stock option to right man. Box H-80, BROADCASTING.

Excellent opportunity to experienced manager or sales manager who can sell, manage and invest in semi-classical daytime serving a major, lower mid-west market, in nation's top 40 radio markets. Good ARB, Pulse, and Hooper. Latest: ARB 6th among 17 AM and FM. Station is on its way. Real opportunity for right man with 35M to 45M to invest. Box H-89, BROADCASTING.

General manager AM-FM in major New England market. Heavy sales background. Send resume and salary desired. Box H-100, BROADCASTING.

Selling sales manager. Challenging opportunity for experienced pro with drive and ability. Right man will have opportunity for part ownership in FM independent in growing Oklahoma community. All replies answered. Strictly confidential. Box H-109, BROADCASTING.

Immediate opening for sales manager for 100 kilowatt FM stereo. Excellent draw with unusually high income potential. Must be top salesman with ability to motivate others and interested in the community in which you live. Upper midwest location. Please mail complete personal and work history including present earnings. Strict confidence guaranteed. Box H-126, BROADCASTING.

Opening new station near Springfield, Mo. Need a good solid manager. 3 station operation. Good future for right person. Box H-133, BROADCASTING.

Sales

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Major midwest market station offers modest salary plus percentage of station gross. Big money for producer. Box G-268, BROADCASTING

Young, aggressive, experienced radio salesman wanted for top station in major southeastern market. Send complete resume first letter including rate card and commission statements for past three months. Strong chance for advancement for right man. Box H-18, BROADCASTING.

We have challenging sales position with our FM affiliate in midwest city 100 miles from Chicago. Here is an opportunity for a radio salesman to launch a career with unlimited earning potential leading to management. Send resume including salary requirements in strict confidence to Box H-72, BROADCASTING.

Salesman-newsman or salesman-sportscaster. \$125 and plenty opportunity. WMST AM & FM. Mt. Sterling, Ky.

Automation equipment salesman who wants to share unusual compensation plan in number one line, contact L. Wortman, Shafter Electronics, 9119 DeSoto Ave., Chatsworth, Calif. 91311.

Announcers

Bright, mature voice, fast-pacer 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.

Maryland station. First phone announcer. Some transmitter work but mostly announcing, must be willing to work any shift. Tape, photo, and resume to Box H-8, BROADCASTING.

Mature and experienced announcer for 10,000 watt CBS affiliate MOR. State qualifications and salary requirements. Box H-56, BROADCASTING.

Afternoon drivetime announcer immediately. Contemporary format, northeast \$125. Tape and resume to Box H-74, BROADCASTING.

Announcers—continued

Telephone talk man. Top ten market for the communicator on the way up! This is a big market break—don't apply unless you're tops. East coast. Send resume and tape to Box H-75, BROADCASTING.

If you can talk intelligently, maybe even humorously, about what's happening around us. If you can do this brightly—around up-tempo middle-of-the-roar records—let's get together. We're one of the south's most respected stations—who are you. Tape and resume to Box H-110, BROADCASTING.

First phone combo. Some maintenance. Religious emphasis station. Midwest. Box H-112, BROADCASTING

University FM Classical music announcer first phone—maintenance—border state—good pay—many benefits. Box H-132, BROADCASTING.

1st phone announcer to do part-time board shift plus sports, news. Great opportunity with successful station in beautiful California valley. Send tape, resume. KVON, Napa.

Five kilowatt fulltime needs experienced top 100 announcer with third endorsed. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

Morning man MOR format. Send photo, tape, resume, references. WBNM, Belfast, Me. 04915 in Beautiful Seaport resort area.

Rock dj—WEAM, Arlington, Va. Send tape, resume and current pic to Dick Hudak, WEAM, Box 589, Arlington, Va.

Top 40. Experienced personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Immediate opening for experienced announcer for stable newspaper owned station. Seek person looking for permanent position that offers excellent earnings and benefits. Send tape and resume to J. W. Poole, Manager, WFLS Radio, Box 597, Fredericksburg, Virginia 22401.

Immediate opening—announcer relaxed non-screamer contemporary format. Football, basketball play-by-play ability mandatory. Good pay, hospitalization, other generous benefits. Tell all, send tape: Manager WFVA, Fredericksburg, Va. phone (no collect calls accepted) 703-373-721.

First phone announcer for established Wisconsin AM/FM operations prefer experienced announcer who wishes to settle in small southwest Wisconsin community. Send complete resume and audition tape to WFWW, P.O. Box 1, Platteville, Wis.

First phone announcer . . . No maintenance . . . nighttime top 40/MOR . . . \$600 area . . . send resume, tape to: Ritchie Haney, WINA, Charlottesville, Virginia. Equal opportunity employer.

"New York State!" Progressive group owned station looking for bright up and coming MOR announcer. Immediate opening. Send tape and brief resume, program director, WINR AM-TV, Binghamton, New York 13902.

Madison, Wis.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up—strong on creativity. Six station Mid-West Group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis.—A Mid-West Family station.

Announcer . . . commercial experience necessary for a 40 hour day shift. Want pleasant, non-rock personality. Start around \$110 with regular raises. Send resume and tape which will be returned to WPAM P.O. Box 629 Pottsville, Pa.

Leading Radio-TV operation has opening for top flight announcer for radio, with some television if qualified. Send tape. WSAV Radio and Television. Savannah, Georgia.

Combination announcer-copywriter . . . Good pay . . . Send audition tape to manager, WTWA, Thomson, Georgia.

Announcers—continued

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.

Wanted for major market a modern C&W dj with 1st phone, with strong production background. Must be able to come-on strong. Call 919-724-5081. Salary . . . \$130 plus bonus and sales opportunity.

Seldom offered bright futures. Top-40. Several positions open in good markets. Experienced only. Call Tom McMurray, Program Director for the Knight Stations or send your tape and resume to P.O. Box 927, Fall River, Mass.

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.

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Responsible chief engineer needed to maintain extensive Schafer automation system. Brand new equipment. You'll be in charge . . . pleasant living and working conditions with a 24 hour commercial AM operation. Good pay for the right man. Salary between \$10,000 & \$12,000 yearly, and the more you can do, the more you can make. Reply to Box H-45, BROADCASTING.

Wanted: chief engineer. Minimum 5 years experience. Able to maintain all equipment in 5 kw directional. No announcing. Salary open. Medium-size mid-western market. Send resume, photo to BROADCASTING, Box H-48.

Our chief engineer wishes to reduce schedule in lieu of retirement. Has served this station for 21 years. We are now looking for another qualified man seeking permanency. Send resume including salary requirements to Box H-73, BROADCASTING.

First class engineer wanted to work in completely adult atmosphere in adult programed station. Devote full time to maintenance, repair, experimentation. No announcing or board duties. Box H-94, BROADCASTING.

Chief engineer wanted for 1000 watt AM station in southeast Office and workshop at both studio and transmitter. NBC affiliate. No announcing required. Good working conditions. Salary and benefits based on ability and experience. Call or write W. Ray Ringston, WBIA Radio, 404-724-2421, P.O. Box 129, Augusta, Georgia.

Immediate opening for dependable first phone as news/engineering combo. Some board work. Contact chief engineer WCSM, Celina, Ohio. 419-586-5134.

Wanted—first class engineer for fast growing midwest U. Write or call Mr. Lou Woosley, C.E. WKEF, Dayton, Ohio.

Wanted: First phone engineer to assist chief and handle background music sales and service. Announcing ability helpful. Full company benefits. Call or write Bob Templeton, WMKC-FM, Oshkosh, Wisconsin. 414-233-3030.

First class licensed engineer morning shift for automated good music station, announcing ability helpful but not essential. Fringe benefits. Send resume with first reply (no collect phone calls) to: Irv Lains, WQTE, P.O. Box 306, Monroe, Michigan 48161.

First class engineer wanted for University FM radio station and close circuit TV station. Opportunity to acquire number 1 spot. Contact The University of Akron, Akron, Ohio 44304.

Technical—continued

Field service engineer, full or part time openings throughout U.S. enable you to share in exciting new Automation generation. Write L. Wortman, Shafer Electronics, 9119 DeSoto Ave., Chatsworth, Calif. 91311.

NEWS

News director for well oiled medium operation. Tired of chasing rainbows? Ready to settle down in small but growing community in Pennsylvania? \$175 for a professional radio journalist interested in doing a job on the local scene. Not a rip and read position for a clock watcher. Box H-43 BROADCASTING.

Newsmen who can tell it like it happens. Freedom to develop style and serious reporting competency. Experience helpful . . . desire and perception more important. Pittsburgh area. Box H-86, BROADCASTING.

Fast-growing New York suburban station needs experienced newsmen with strong air delivery also strong on news preparation. Good salary and benefits for the right man. Box H-92, BROADCASTING.

News director—immediate opening contemporary station, East Coast. Number one for ten years. Winner dozens of top news awards. Salary commensurate with talent and ability. Position permanent. Excellent working conditions and benefits. Station extremely stable with almost no turnover. Rush details and tape showing air delivery. Box H-98, BROADCASTING.

One of south's most respected stations needs aggressive dedicated newsmen. Swinging, middle-of-road format—local news effort strong on beepers. Send tape and resume plus salary requirements to Box H-111, BROADCASTING.

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director for AM-FM station in mid-Wisconsin recreation area. Excellent salary, profit sharing, extra pay for sports. Call General Manager, WDUX, Waupaca: 715-258-5528.

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.

Young men on way up. Experienced only. Good salary at No. 1 Top-40. Call Tom McMurray, Program Director for the Knight Stations, or send your tape and resume to P.O. Box 927, Fall River, Mass.

Programing, Production, Others

Program director-deejay-first ticket-no maintenance. Knowledgeable-pop contemporary music, games and contests A central Pennsylvania top rated station. Need references. \$7,500 to 10,000 to start. Great opportunity. Letter and tape first time. Box G-263, BROADCASTING.

Creative program director for separate AM-FM Good music operations, eastern major market. 5 figure salary. Start immediately. Send resume to Box H-95, BROADCASTING.

Promotion/Publicity director for independent AM-FM stations, major eastern market. Ideas a must. Send full particulars to Box H-96, BROADCASTING.

Need young, personable air/production man for 24 hour modern country station. 3rd phone. Send tape, photo, resume, and salary to J. Graham Findlay, KRZY Radio, P.O. Box 3280, Albuquerque, N.M. 87110.

Situations Wanted Management

General manager: 12 years experience. Strong on sales and administration. Excellent reputation. Community minded, family man. Can invest. Prefer small or medium market, midwest or west. Box H-55, BROADCASTING.

Young experienced general manager seeks bigger challenge in medium or large southeastern market. Small and large market sales experience. Solid background in AM-FM programing, promotion, engineering and station construction. 4 years college—community involvement—first phone. Box H-103, BROADCASTING.

Manager-financial officer, successful non-media industry, with broad broadcast background seeks responsibilities with growth oriented radio-TV or CATV Co. able to recognize and reward initiative & results. Prefer association with organization with eye to future & conscious of public obligations. Extensive experience, cost controls, labor & public relations. Award winning record in news, AM-FM stereo programing & production. 34, degree, family, community oriented. Present salary high teens. Box H-113, BROADCASTING.

Management—continued

Aggressive sales manager, 32, ten years experience in all phases of radio and television sales and sales management. Presently employed; however, seeking association with operation desiring a loyal knowledgeable hard-working motivator who will commensurate accordingly in salary and benefits. Strictest confidence, Box H-123, BROADCASTING.

Hard working, reliable professional. Results not promises. Present station sold. Box H-137, BROADCASTING.

Do you need a good common sense manager with a good credit rating? Married, 27 years to the same wife. Promotional minded, with a good track record, best references. Presently in medium midwest market. Prefer southern states, will answer all inquiries. Box H-147, BROADCASTING.

Great \$1,000,000 or more! Proven good music format I can establish will do this for AM full-timer in top 50 market. Presently announcer at one of America's leading stations seeking a challenge. \$15,000 minimum. Age 27, married, first phone. 618-451-7511.

Sales

19 years experience. Solid background sports announcing and station management. Box H-138, BROADCASTING.

Announcers

DJ/newscaster—experienced, creative and versatile with genial personality. Articulate, authoritative news delivery. Tight board, DJ technique. Seeks progressive MOR station in major market. Veteran, 28 years old. Resume and tape on request. Box G-221, BROADCASTING.

Experienced play by play, news, air shift 3rd endorsed. Military exempt. Willing to relocate. Box H-10, BROADCASTING.

Soul, disc jockey, newscaster, announcer, dependable, creative writer/salesman, tight board, third endorsed. Will relocate. Box H-17, BROADCASTING.

Exp. DJ announcer newscaster, 3rd endorsed, tight board, married. Box H-31, BROADCASTING.

Announcer/newscaster, 25, 3rd class license, 3 years experience, military obligation terminated. Bilingual, N. Y. metropolitan area. Box H-41, BROADCASTING.

Negro. Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere. Broadcasting school professional training. Dependable family man. Box H-58, BROADCASTING.

First phone, five years experience, former chief engineer, production manager, sales. Announcing is my game, and I've always played it well. Middle, mood or rock. Box H-71, BROADCASTING.

Ambitious broadcasting school graduate—draft exempt, desires Indiana area. Box H-79, BROADCASTING.

Beginner: Need first big break. Hard worker. 3rd ticket. Any place. Box H-82, BROADCASTING.

"Go west CGW dj!" Working small market in east. Des. pos. San Fran area MOR, CGW. Box H-83, BROADCASTING.

Looking for T-40 station in the top 25 market areas. Currently working for the no. 1 station in the 56th market. 413-739-6889. Box H-88, BROADCASTING.

Experienced first phone announcer, program director, top-40, up tempo MOR, all sports play-by-play, desire larger market, married, draft exempt, will relocate. Box H-91, BROADCASTING.

Professional 1st phone, bright, creative, top 40 boss or personality jock; available with 3 years experience. 23-draft exempt looking for reasonable offer. Call 203-677-1204 or write Box H-107, BROADCASTING.

Negro jock, Soul or Rock. Experience, first phone. Box H-108, BROADCASTING.

Disc jockey—military completed, NYSAS Grad., creative, witty personality. Top 40 MOR, Third phone endorsed. Box H-114, BROADCASTING.

Broadcast instructor works back into radio, 3rd phone. Any format, any location. Tape and resume. Box H-120, BROADCASTING.

Beginner: would like opportunity in small station. Have 3rd ticket. Box H-121, BROADCASTING.

Experienced announcer, tight board. Locking for play by play sports and newscasting. Veteran married, mature, third endorsed. Box H-128, BROADCASTING.

Announcers—continued

First phone announcer, limited experience, broadcast school graduate, draft exempt. Box H-129, BROADCASTING.

Good Moon rising! Top 40! If you want a community conscious mature, creative communicator; invest 6¢ in—Box H-141, BROADCASTING.

Want to wake up smiling? You could sleep with a coat hanger in your mouth. Or listen to my show, number one in state's number one market with great demographics. I have a wife, five years experience (one as P.D.), imagination, college, first, and an \$8500 income. Shall we make music together? Box H-142, BROADCASTING.

1st phone, mature, professional sounding voice. some experience, excellent salesman, can write copy, strong on news, sports! Creative, tactful, dependable, will do a solid job. Telephone 212-451-2296 or write Box H-143, BROADCASTING.

Negro/dj - newscaster - announcer. Recent broadcast school graduate. MOR/jazz format. Third endorsed. Tight board. B.S. degree, mature, dependable. Box H-144, BROADCASTING.

Professionally trained announcer—DJ. Strong on news and sports. Polished performer educated in New York City. College grad., 3rd endorsed. 212-641-5316 or Box H-148, BROADCASTING.

First phone. 2 years experience. Howard Thayer, LaMoille, Illinois 61330.

Dynamic soul dj; broadcasting school graduate . . . 3rd phone, will relocate to south or midwest. Art Shelton—137-38 174th St., Springfield Gardens, N.Y. 11413.

First phone combo man. D.J., news, sports reliable performer with solid technical education. Trained in New York City. June broadcasting grad. Available for relocation, contact Arnold Koehnig, 73-50 Bell Blvd. Bayside, N.Y. Phone 212-463-5267 after 7 p.m.

Want a top 40 jock with 5 months experience as a heavy night man plus 3 months experience as a top flight music director with a system designed to make you #1? Call (212) 672-6955 after 6 P.M. and ask for Arty Simon. My references include New York City P.D.'s and Music Directors.

1st phone, top 40-contemporary dj, experienced. Very tight board—Creative personality. Contact "Dave" 312-446-4497.

Young announcer wants opportunity, versatile, likes sports, third endorsed, draft exempt. Will relocate anywhere, call Jim collect 312-921-5482.

Negro jock—talented, dependable, tight board, third, top school graduated. Relocate anywhere. Hucert Tatum, 2101 Telegraph Ave., Oakland, California 94612. 415-451-5711, Ext. 621.

Boston area—Award winning newspaperman moving soon to Boston for graduate work at Harvard. Wishes part-time work as talk show moderator, interviewer or newsmen—radio or television. Special fields: Religion, the arts, politics. Professional and personal references readily supplied. Married, 29 years of age. L. D. Harris, P.O. Box 3587, Harrisburg, Pa. or call 717-239-6850 or 717-239-5251.

Experienced announcer, 3rd endorsement, now available, very cooperative, Don Thursten, 714-367-7036.

DJ/announcer. Former Michigan resident would like to return to that market. Experienced. Available September first. Air check, resume. Tom Stephens, 812-346-8381 after 4.

Technical

Engineer ten years, radio, CCTV, parttime only in south-west Ohio. Box H-11, BROADCASTING.

First phone 19 yrs.—46 yrs. of age—varied background—combo morning man-AM-FM CATV-Chief. Out of broadcasting past two years. Available in about 3 weeks. Box H-101, BROADCASTING.

Engineer; mature, now Chief 5 kw. DA-2 in Philadelphia metro area. Desire to relocate. Box H-105, BROADCASTING.

Experienced chief engineer; directional systems, studio engineering AM, FM stereo equipment. No announcing, family man, prefers south. Box H-124, BROADCASTING.

Chief engineer—automation—AM, FM, major market experience. Heavy maintenance. Cali-Write: James Campbell, 2362 11th. N. St. Paul, Minn. 55109—612-777-9753—good references.

Experienced engineer/chief available.—\$140. Midwest, northwest. 215-386-2550.

NEWS

3-year experienced man seeks news position. Have been solely responsible for gathering, editing, and airing local news. Draft exempt, married and willing to relocate . . . Age 26. Box H-81, BROADCASTING.

Working newsman desires return to the northeast. College graduate, draft deferred. Box H-84, BROADCASTING.

Newsman wants news directorship. Age 25, married, 3 children, 5 years broadcast experience. Radio and TV. Will promise hard work, good organization, and in depth news. Will not promise to avoid controversy, commercial or otherwise. Box H-131, BROADCASTING.

Former network news production manager, newscaster, announcer, former station owner, seeks administrative position, newsroom supervisory post. Southern California only. Box H-139, BROADCASTING.

Programming, Production, Others

Radio/TV sports director seeks position with heavy play-by-play schedule. Box H-22, BROADCASTING.

Program director/DJ; top 40 only; complete charge late August, employed 500,000 4th market; age 27, 3rd class; married; draftfree. Box H-97, BROADCASTING.

Presently in top ten market as top 40 personality. Seek position in medium or major market with solid successful organization. Eight years experience in all phases radio including programming. Married, 28. Want to settle. Box H-102, BROADCASTING.

Young, experienced producer-director, Canadian, wishes to locate in United States. Public affairs specialist. Also experienced in variety and drama production. Box H-122, BROADCASTING.

Storz, McLendon, Drake. Imagine your name there. Beat boss radio. Box H-135, BROADCASTING.

All phase man for your team! I'll program your station—up MOR or T-40. 14 years experience including 50 kw top 5 market. Background: DJ/sales/production/promotion/engineering. Will consider working partnership smaller market. Married. Resume, tape, photo. D. Thompson, 8325 Hubbard, Livonia, Michigan 48150. 313-422-9051.

"North Carolinian coming home!" 1st phone major market morning drive announcer wants program director slot with MOR or adult personality rock. Excellent references. Successful format. Call Bob Walker, 919-330-4236.

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.

Sales

Professional local salesman for CBS affiliate in central Pennsylvania. Top commission compensation plan in market. Send resume including present earnings to Box H-85, BROADCASTING.

Announcers

TV weatherman—excellent salary and opportunity in midwest for proven TV weatherman. Will also perform announcer duties including on-camera commercials. Send resume and VTR to Box H-66, BROADCASTING.

KOMU-TV, Columbia, Missouri, needs morning announcer. Will train radio man with potential for advancement. Medium market college town. Prefer midwest applicants as interview is required. Call or write Program Director with full information.

Seeking announcer for radio and television. Great opportunity for young experienced announcer with long range potential. Send complete resume, picture and air check to Marvin R. Chauvin, Program Director, WOOD-TV 120 College Ave. Se., Grand Rapids, Michigan 49502.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Junior Film editor: Excellent chance to learn about the commercial side of television in film department of moderate sized New York company. Work closely with internal sales department and outside companies. Some previous editing experience necessary. Please submit resume with minimum salary requirement. Box H-70, BROADCASTING.

Technical—continued

Well equipped New York state VHF station requires one first class licensed technician for transmitter and one for master control. Salary commensurate with experience. Box H-78, BROADCASTING.

Maintenance man for studio, color tape and cameras needed by VHF network station. Equal opportunity employer. Self starter. First class license. Send resume, salary requirement to: Julian Kanter, G.M., WAST-TV, Box 4035, Albany, N. Y. 12204.

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

TV studio technicians. Two years operation and maintenance experience. Color TV studio and maintenance experience. Color TV studio equipment and Videotape. Salary range \$159 to \$224 for 40 hour week. Regular six months increases plus numerous fringe benefits. Write Director of Engineering, WCCO-TV, Minneapolis 55402.

Wanted: Engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. AMPEX, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College St., New Haven, Conn. 06510.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625, Tel.: 312-583-5000.

Immediate openings for television engineers with maintenance and operation experience. Needed for control operation of computerized statewide television network in Indiana. FCC 1st phone. \$8000 plus university benefits. Call Jim Potter, 317-639-7945.

Video operator-switcher with first phone. New station southwest Florida. Future good in either production or engineering. Call chief engineer, 813-936-0195.

NEWS

News-caster-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.

Immediate opening for radio-television newsman. Radio news experience necessary but we'll train you for television, photography, etc. Good salary and other company benefits including retirement program. Call Richard V. Taber, V.P. & Gen. Mgr., KAUS AM-FM-TV, Austin, Minnesota.

Newsman, handle 16 & 35mm; on-air ability helpful. To head new department. Write or call, Ed Peiss, KXLF-TV, Butte, Montana. 406-792-9111.

Midwest NBC affiliate needs TV newscaster. Must be confident on the air and well rounded in journalism. Send VTR or tape and picture and resume to Jack Hoskins, Program manager, WCIS-TV, 2680 E. Cook, Springfield, Illinois.

Photographer, Processor operator for growing news operation in Shenandoah Valley. News experience helpful, good photography background a must. Contact N. Doyle Satterthwaite, WSVA News Dir., Harrisonburg, Virginia 22801.

Versatile newsman-gather, write, deliver. Experience with SOF & documentary helpful, not necessary. Florida location. Call news director or program manager 813-935-0195.

Programming, Production, Others

Sports director, strong on air, good repertorial and play-by-play background needed. For medium sized Midwestern market. Please send air check, resume and salary requirements to Box H-19, BROADCASTING.

Group owned station in Major southeast market seeks creative aggressive director. Must do own switching. Send resume and full details to Box H-34, BROADCASTING.

West Coast network VHF need sharp program director for station in a top twenty-five market. Should be creatively interested in local prod. Most interested in an individual with a record of outstanding performance under competitive conditions regardless of size of present market you're working in. Include full details first letter and reply immediately to Box H-68, BROADCASTING.

Continuity director-announcer. Idea man who can manage 3-man staff. Good future in Florida with new station. Write Box H-127, BROADCASTING.

Programming, Production, Others continued

Film director: Experienced with knowledge of booking and scheduling and complete department supervision. Send resume to Mr. Chuck Olson, KEMO TV, 2500 Marin St., San Francisco, Calif.

Crew chief—experienced studio cameraman with knowledge of staging, lighting, and set construction. Excellent working conditions and liberal fringe benefits. Contact Mr. Sherperd, WDCN-TV, Box 12555, Nashville, Tennessee 37212.

Art director for ETV station in Nashville, Tennessee. Experienced in graphic art (including layout, design and finished art for offset printing), set design, and staging. Excellent working conditions and liberal fringe benefits. Rush portfolio, resume and salary requirements to R. L. Sherperd, General Manager, WDCN-TV, Box 12555, Nashville, Tennessee 37212. (Portfolios will be returned.)

TELEVISION

Situation Wanted Management

Television station manager with VHF experience in sales, programming, production and operations available soon. Prefer West Coast VHF station, ad agency or film production in sales, programming or production. Box H-115, BROADCASTING.

TV program manager desires relocation to California. Arizona or Nevada due to health of children. Eighteen years with three major VHF stations. Impressive record and references, Box H-116, BROADCASTING.

University coordinator of television with twenty years commercial TV experience and five years with major university, desires teaching position with university or college. Available fall, 1969. Box H-119, BROADCASTING.

Sales

Due to expiration of television consulting contract, former TV station manager with twenty years diversified experience in sales, programming, production and promotion desires local or national sales position with California television station. Excellent references. Box H-117, BROADCASTING.

Announcers

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box H-54, BROADCASTING.

First phone. Dependable. No prior television. Permanency a must. 618-877-2055.

Technical

Experienced film lab technician. Can set up and manage color or b/w newfilm and production operation. Background includes television news photography and journalism. Box G-255, BROADCASTING.

Engineer. BSEE, P.E., 15 years experience in military RGD with 5 years as engineering manager. Broad communications background including CATV and micro-wave systems. Desire responsible systems engineering position in CATV. Box H-105, BROADCASTING.

News

Shot at, tear-gassed while filming or reporting that something extra. Want head or join documentary unit or quality news operation. Pay own interview trip if start soon. Box H-27, BROADCASTING.

Anchorman-reporter desires permanent position in major mountain of southwest state market. Must be with first class news station with a future for a young, experienced, newsman. College graduate, married, draft free. Presently employed. Call: 1-312-827-4563, evenings.

Programming, Production, Others

Production manager, top 10 market—producer/director (sports, remotes, commercials) and administrative experience. MA, 29, married. Seeking new production/programming challenge, preferable with major market group station. Box H-9, BROADCASTING.

Comes on like a Carson (and we don't mean "Kit") 42 year old producer, writer, singer, MC, interviewer moving up. Currently in third year writing-producing-hosting daily hour-long TV Talk-Music show plus many specials. A real professional in every category. Box H-90, BROADCASTING.

Program director or production manager. 16 years as a TV producer-director including 7 on west coast. Currently in top three market. Will consider station of any size, but prefer west. Complete resume with best references on request. Box H-93, BROADCASTING.

Programing, Production, Others

continued

Grad., M.S. in R-TV, ETV production experience, good writer, veteran, good references, wishes job in cable television origination, promotion or development, with potential. Avail. now. Reply Box H-104, BROADCASTING

Television operations manager with sixteen year record in TV programing, production and VTR film operations available soon. Box H-113, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need BGW film chain, multiplexer, and good quality switcher. Send quotes to Herb Schoenbohn, Director of Engineering, WSVI-TV, 31A King Cross Street, Christiansted, St. Croix, U. S. Virgin Islands.

1000 watt transmitter, Gates or RCA. Must be excellent condition less than 1 1/2 years old. Or 500 or 250 watt. Glenn Tryon, V.QB3, Box 9986, San-turce, Puerto Rico 00908.

FOR SALE—Equipment

Coaxial-cable—Hellax, Shyroflex, Spirolene, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551

TV transmitting tower, guyed excellent—available 30 days dismantled on the ground ready to ship. Johnny Andrews 772'-44" face-square, includes guys, ladder, hardware, complete with lighting. Presently supports the following: 1-G.E. 8 bay VHF TY70B Ch. 13 antenna; 1-G.E. 2 bay VHF TY70B Ch. 13; 1-12 bay RCA FM-BTF-12/ERI horiz. & vert. antenna, 2-12' x 15' microwave screen; 1-6' x 8' rotating microwave screen; TV transmitting antenna, Ch. 13 VHF G.E. batwing TY70B dismantled and available in 30 days. Unbelievable price. Contact: Mr. Sid Grayson, KLBK-TV, P.O. Box 1559, Lubbock, Texas 79408, Phone: 806-744-2345.

30,000 feet #10 soft drawn, non-insulated new copper wire for antenna ground system. Cost us a Grand. Make offer. KOLY, Moberidge, S.D.

Collins "C" Band weather radar, "WP-101" 150 mile range, "Daylite Tube." Excellent Condition. \$4,900.00 Avionic Inc., Terminal Building, Lunken Airport, Cincinnati, Ohio. 513-871-6222.

1963 Ford (5) 3/4 ton trucks. 3 utility body & 2B hydraulic aerial ladder. 1966 International mobile TV van. National Cable TV Systems, P.O. Box 100, Avalon, N.J. 08202, 609-967-3011.

Equipment for sale: Schafer Ampex 800-4 stereo automation system original price \$27,190. Two years old, but in use only one year. Priced for quick sale at \$17,500. 1 Schafer all Ampex 800-4 system with random access spot locator and audio clock includes: 1 Schafer CU-8 control unit w/rack, 1 Schafer TRU-8S record unit w/rack and Ampex AG-440-2, 4 Schafer special Ampex AG-445-2 tape playbacks, 1 RC-4 rack for above, 1 Schafer SA 100-8 random access spot locator w/rack, M-50-B Memory and Ampex AG-440-2, 1 Schafer TM-8-B-445-2. Audio Clock w/rack and 2 Schafer special Ampex AG-445-2. Call or wire Bob Sobelman, KSIQ Radio, P.O. Box 5190, San Jose, Calif. 95150. Phone 246-6060. Area code 4031.

For sale . . . One 16 MM Mitchell SSR-16 single system reflex camera; 15 to 120 Anemieux lens. Arrri mount; RCA magnetic sound amplifier; 12 volt DC constant speed motor plus 120 volt sync motor; filter holders; filter cutter; case and connecting cables. Best offer. Contact Norman L. Bacon, Director of Business Affairs, KMOX-TV, One Memorial Drive, St. Louis, Missouri 63102

Two towers—Self supporting. 180 feet. Presently in use in Chicago. \$1,000 each standing. \$2,000 each ready for shipment. WEAW, Evanston, Illinois.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00 Unconditionally guaranteed. Comedy catalog free Edmund Orrin, Mariposa, Calif. 95338.

Coverage Maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and cost write Ed Felker, Box 141, Ambler, Pa. 19002.

Miscellaneous continued

Third class license instruction booklet, reviews all phases necessary for license, also contains sample test. \$1.00 each. Order from: Baker Publishing, 443 S. 13th Street, Lincoln, Neb. 68508.

3 station I.D.'s \$5.00. You write the script or we supply. 3 dj jingles \$10.00. Send check to: Bill Shirk, Mid-America Promotions, Box 2812, Muncie, Indiana.

Financial statements or reports late? Billings inaccurate? Contact: Radio Accounting Service, 214-674-2775.

Get your "First!" Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License. —plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26343, San Francisco 94126.

The Kay Karter Show . . . for small and medium market radio News and entertainment for women. Customized to your format. As low as \$10 per week. Write or call for sample tape, Jolly Roger Productions. Box 355, Salem, Ohio 44460. 216-337-7930.

Voice drop-ins: Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. FOW Broadcast Associates, 6158 Debs, Woodland Hills. Calif. 91364.

Thirty-five bucks a year for a complete one-liner service? Happy Huffman, 4213 Riverdale, Anaheim, Calif. Have I ever lied to you before?

Is your hobby identical to mine? I would like to hear from air check collectors, anywhere, who have tapes of music and news stations from 1952 to the present. Quality of recordings is not important. Drop me a note. Box H-125, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street. Atlanta, Georgia 30309.

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Announcing, programing, production, newscasting, sports casting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools Sept. 8 and Oct. 13 Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Cillham Rd., Kansas City, Mo. 64109 Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

INSTRUCTIONS continued

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W. 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Follow The Leader to a fast first phone with T.I.B. . . . offering the nation's original four week accelerated course with results guaranteed . . . tuition: \$295.00 . . . free placement.

T.I.B. in the south . . . V.A. approved . . . class starts September 2. Tennessee Institute of Broadcasting, 2106-A Eighth Ave. South, Nashville, Tennessee 37204, (615-297-8084.)

T.I.B. in New England . . . classes start: August 25, September 22 . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Connecticut 06118, (203-289-9400).

T.I.B. in sunny Miami . . . classes starting Sept. 8, Oct. 6th . . . Technical Institute of Broadcasting, 283 Krome Ave. S., Homestead, Florida.

Fun in the Sun and a first phone too at TIB in Sunny Miami . . . 4 week accelerated course with results guaranteed . . . tuition \$295.00 . . . next classes Sept. 8, October 6. Technical Institute of Broadcasting, 283 S. Krome Avenue, Homestead, Florida. Phone 305-247-1135.

No: Tuition, rent. Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License. —plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

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Corporations use our modern "search" techniques to locate executives, air talent, and other key employees.

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Nationwide Management Consultants, Inc.

Programing, Production, Others

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B. Marc Sommers

Nationally recognized Programmer and Air Personality with #1 track record seeks challenge with organization that's ready to make money.

Box H-42, BROADCASTING

"Programer"

Young talk and news programing/comm. relations expert desires relocation. Nat. awards, proven ratings. Presently in major market. B.A. degree. Married. Excellent references.

Box H-130, Broadcasting

TELEVISION—Help Wanted

Management

TELEVISION

V.P. & GENERAL MANAGER

Our V.P. and General Mgr. will reach retirement at the end of this year and we are seeking a replacement to start this fall. This is our only television property and the man selected will be given complete authority for all decisions. The station is located in a top 50 market and has a network affiliation. Previous management experience helpful but qualified Sales Managers and Program directors will be considered for this opening. Young executive preferred due to ages of other management personnel. Base salary of \$40,000 per year plus benefits and bonus arrangement. Stock purchase plan available after two years. Send history or work record to

Box H-140, Broadcasting

We will contact you for a confidential interview.

Programing, Production, Others

Need help?

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CLASSIFIED AD**

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION—Help Wanted Technical

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If you like hunting and fishing and the outdoors and a Small station operation. A congenial staff and a stable financial operation and the advantages of living in a small town free of strife and turmoil (yet only 100 miles from Denver) and HAVE HAD AT LEAST ONE YEAR EXPERIENCE maintaining RCA TR-70 Tape Machines, Contact:

William C. Grove

KFBC-TV

(an equal opportunity employer)
Cheyenne, Wyoming, 307-634-4461

**BROADCAST
TECHNICIAN**

KTSB-Television, the NBC affiliate in Topeka, the State Capitol of Kansas, is seeking broadcast-oriented technicians capable of maintenance and operation of a television station maintaining rigid technical standards.

The Studio Broadcasting System is a TOTAL color operation with RCA TK-43 five color cameras and RCA TK-27 film chains. Video tape is high-band Ampex VR-2000 and VR-1200's. Elaborate special effects, video tape animation, chroma key, and front screen projection are available.

An FCC first-class radio-telephone license is desirable. A strong electronic background is a prerequisite. Growth is unlimited as The Studio Broadcasting System evolves into a five-station group operation.

Submit resume, with salary requirements, to Mr. Jerry L. Ayers, Studio Broadcasting System, P.O. Box 2700, Topeka, Kansas 66601. Telephone 913-582-4000.

**SECOND CHANCE
for
Producer Director**

If you're the aggressive and talented Producer Director you think you are, Why haven't you sold yourself to us?

The most exciting television station in the top five markets needs a creative professional who is big enough for the job we are offering.

If you're not sure, you are not the person. If you are, contact:

Box H-69, Broadcasting

**OVERSEAS
OPPORTUNITY**

Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia. Openings exist in the following cities: Dhahran, Jeddah and Riyadh.

● BROADCAST ENGINEERS

Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonus—per diem or housing—equal to \$18,500.00 plus transportation and all company benefits—liberal vacation policy.

Please send resume in confidence to R. E. Weirich, Manager, Industrial Relations.

Avco
Field Engineering
P.O. Box 41300
Cincinnati, Ohio 45241
(An equal opportunity employer)

**NEW NBC-TV AFFILIATE NEEDS
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CHIEF ENGINEER—ANNOUNCER**

A new East Coast NBC affiliate needs professional, dynamic men to form a nucleus of a strategically-located TV station serving 325,000 within a 25-mile radius, and over 1,000,000 with Grade B coverage.

Our Operations Manager must be a creative, capable, and experienced person with strong leadership qualities. He must be able to handle all aspects of TV programing: VTR—Film—Camera—Lighting—Staging—Production. This is an outstanding opportunity for growth and advancement. \$15,000 starting salary. We will require a full resume and snapshot first letter. Chief Engineer: A man of exceptional technical skills to. Announcer: Experienced; must be able to do radio and television. First phone is required. Contact:

J. STRIDER MOLER

Box 481

Hagerstown, Md. 21740

Miscellaneous

RADIO SPOTS & PROGRAMS

to promote mobile home and travel trailer dealers. Send \$1.00 for auditions to:

**MOBILE HOME & TRAVEL TRAILER
AGENCY, INC.**

**P. O. Box 285
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(801) 295-8172**

Miscellaneous continued

PERSONALIZED JINGLES!!!

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1. PACIFIC NORTHWEST. Gross \$90,000. Price \$150,000 including real estate.
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3. FLORIDA. Exclusive. Growing market. Price \$105,000. Excellent terms.
4. CALIFORNIA. Major. \$450,000. Terms.

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and ASSOCIATES**

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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 H-77, Broadcasting

STATION FOR SALE

Upper Midwest-expanding community in excess of 30,000. Gross 170,000. Price \$350,000.

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St. Paul, Minn. 55101
Area Code 612-227-7577.

Will Sell
KFLD

for \$85,000

Good terms. Daytimer . . . 900 kc.
Alma Holmes, Floydada, Texas

FOR SALE—Stations

continued

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Unique opportunity. Fulltime AM grossing \$175,000. \$50,000 cash flow. Land, building worth \$75,000. Lots of leverage for fast dollar growth. Priced at \$425,000. About \$250,000 to handle. Tax free merger plan possible.

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Two stations located in colorful Southwest State for sale as a package or singly. Need active owner managers for development of full potential. Good markets with minimal competition. Fulltime—\$225,000. Daytime—\$140,000 on excellent terms.

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Two interesting situations radio and television. Growth area. Alaska and Hawaii.

FM top 10 will do \$200,000 this year. Class B stereo 50 kw. Price \$650,000 on terms.

UHF top 10 low channel. Owner cannot sell at profit. Investment approximately \$800,000 on terms.

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FOR SALE—Stations

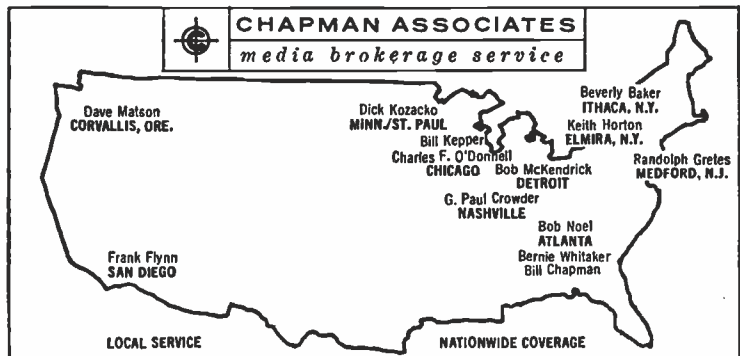
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(Continued from page 68)

signals on CATV system in Canisteo, N.Y. Hornell proposes to carry signals of WNEW-TV, WOR-TV and WPIX-TV. Action July 29.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Rensselaer, Ind. (TV Cable Co. of Rensselaer, Inc.) request for issuance of cease and desist order following July 25 prehearing conference, scheduled further prehearing conference for Aug. 13 and continued hearing pending further order (Doc. 18575). Action July 25.

Designated for hearing

■ FCC designated for consolidated hearing nine applications by New York Telephone Co., wholly-owned subsidiary of American Telephone and Telegraph Co., for authority under communications act to provide channel facilities for CATV systems in various communities in New York State (Docs. 17441, 18525). Action July 29.

Ownership changes

Applications

■ KVIP Redding, Calif.—Seeks assignment of license from Shasta Broadcasting Corp. to Northern California Communications Corp. For \$45,000. Sellers: William B. Nystrom, treasurer, et al. Buyers: Non profit organization: Arta B. Nead, president, David L. Morrow, vice president, and Ronald E. Marland (each one member vote). Mr. Nead owns 25% of mining corporation. Mr. Morrow is attorney. Mr. Marland is research analyst. Ann. July 25.

■ KFMW(FM) San Bernardino, Calif.—Seeks assignment of license from Chester Coleman (50% before, none after) to Frederick Cote (50% before, 100% after) for \$15,500. Seller: Mr. Coleman owns 70% of applicant for new FM at Camarillo, Calif. Buyer: Mr. Cote is general manager of KFMW(FM). Ann. July 25.

■ WCAT Orange, Mass.—Seeks assignment of license from Tri-State Radio Inc. to Berkshire Broadcasting Co. for \$150,000. Sellers: Ralph Mellon, president, et al. Mr. Mellon owns 22 1/2% of WPAA Pottstown, Pa., and 7% of WTTM Trenton, N.J. Buyers: Donald A. Thurston, president (51%) and William H. Vanderbilt (49%). Buyers own WMNB-AM-FM North Adams and WSBS Great Barrington, both Massachusetts. Ann. July 30.

■ WUSJ Lockport, N.Y.—Seeks transfer of control of Lockport Union-Sun and Journal Inc. from Katharine W. Corson, trustee (24% before, none after) to Peter Corson, Catharine C. McLean, Antoinette C. Rothfuss and Caroline C. Bell (each none before, 6% after). No consideration involved. Ann. July 30.

■ KZYX Weatherford, Okla.—Seeks assignment of CP from James J. Craddock to Paul H. Buening for \$15,000. Sellers: James J. Craddock, sole owner. Buyer: Paul H. Buening, sole owner. Mr. Buening is former 50% owner of KARE Atchison, Kan. Ann. July 31.

■ KCTX Childress, Tex.—Seeks transfer of control of Golden West Broadcasting Co. from Fanny Hagan, executrix of estate of Malone Hagan, deceased (50% before, none after), to George Morey (50% before, 100% after). Consideration: Not indicated. Ann. July 30.

■ WRIC Richland, Va.—Seeks transfer of control of Clinch Valley Broadcasting Corp. from J. F. Royall Jr., John C. Gillespie (each 25% before, none after) and Opal Horne (12.5% before, none after) to Jessie W. Rusinko, Rebecca W. Boothe (each none before, 20.78% after) and Mary W. Lawson (none before, 21.08% after). Consideration: \$142,500. Principals: Mary Lawson, Jessie Rusinko and Rebecca Boothe have real estate interests. Mary Lawson and Jessie Rusinko are school teachers. Ann. July 30.

■ KODI Cody, Wyo.—Seeks assignment of license from KODI Inc. to WYCOM Corp. for \$100,000. Sellers: Lyle Ellis, president, et al. Buyers: William R. Slms, president-treasurer (64%), and Thomas F. Stroock, vice president-secretary (36%). Mr. Slms owns 8% of KATI and KAWY(FM) both Casper, Wyo. Mr. Stroock has oil and gas leasing interests and is director of Security Bank and Trust Co., Casper, and life insurance company. Ann. July 31.

Actions

■ KSPR-AM-FM Springfield, Ark.—Broadcast Bureau granted transfer of control of Johnson Communications Inc. from Autus Johnson, deceased, to Ethel Johnson, administratrix of estate (jointly owned by Mr. and Mrs. Johnson before, Ethel Johnson now sole owner). No consideration involved. Action July 25.

■ KNAC Long Beach, Calif.—Broadcast Bureau granted assignment of license from International Cities Broadcasting Corp. to Harden Broadcasting Co. for \$97,500. Sellers: H. Chester Moore, vice president, et al. Buyers: James E. Harden, president (65%), Howard Griesbach, vice president (20%), and William Varecha, vice president (15%). Mr. Harden is freelance radio-TV news producer employed by NBC in Burbank and owns 38 1/2% of election news service. Mr. Griesbach is sales manager. Mr. Varecha is broadcast consultant for Nationwide Broadcast Consultants. Action July 31.

■ KTRB-AM-FM Modesto, Calif.—Broadcast Bureau granted transfer of control of KTRB Broadcasting Co. from William H. Bates Jr., deceased (100% before, none after), to Crocker Citizens National Bank, executor of estate of William H. Bates Jr. (none before, 100% after). No consideration involved. Action July 25.

■ WJOE Port St. Joe, Fla.—Broadcast Bureau granted assignment of license of Big Joe Radio from Roy E. Bradford (45% before, none after) to Thomas M. Donaldson, (55% before, 100% after). Consideration: \$4,000. Action Aug. 5.

■ WLCY-AM-TV St. Petersburg and Largo, respectively, Fla.; WKAP-AM-TV Allentown and Bethlehem, respectively, Pa., and WWNR Beckley, W. Va.—Broadcast Bureau granted transfers of control of WLCY Inc., WKAP Inc., and Rahall Broadcasting Co. from N. Joe Rahall, Sam G. Rahall, Farris E. Rahall, et al., to Rahall Communications Corp. for purpose of corporate reorganization. Consideration: Exchange of stock. Principals of Rahall Communications Corp.: Sam G. Rahall, vice president and secretary (25.38%), N. Joe Rahall, president (23.95%), Farris E. Rahall, vice president-treasurer (23.93%), et al. Action July 25.

■ KAIN Nampa, Idaho—Broadcast Bureau granted assignment of license from KAIN Inc. to Elizabeth L. Cain and Howard Nafziger for purpose of corporate dissolution. No consideration involved. Principals: Elizabeth L. Cain and Howard Nafziger (each 50%). Action Aug. 5.

■ WPRC Lincoln, Ill.—Broadcast Bureau granted assignment of license and CP from Prairie Radio Corp. to The Virginia Broadcasting Corp. for \$472,000. Sellers: Ray F. Knochel, president, et al. Buyers: James A. Mudd, president (20%), Richard E. Flister, vice president, Richard K. Holt, secretary-treasurer (each 27 1/2%), and F. M. Webb (25%). Mr. Mudd owns 12 1/2% of WILY Centralia and of WRAM Monmouth, both Illinois. Mr. Flister has banking interests. Mr. Holt is CPA, owns 25% of water treatment equipment manufacturing firm and has other business interests. Mr. Webb is retired insurance agent. Action July 30.

■ WQIC Meridian, Miss.—Broadcast Bureau granted assignment of license from Stanleigh O. Torgerson to Torgerson Broadcasting Co. for purpose of incorporation. No consideration involved. Principal: Stanleigh O. Torgerson, sole owner. Action July 25.

■ KCHI Chillicothe and KREI Farmington, both Missouri—Broadcast Bureau granted 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). Action July 25.

■ KOKO Warrensburg, Mo.—Broadcast Bureau granted transfer of control of Johnson County Broadcasters Inc. from Avis G. Tucker, executrix of estate of William C. Tucker (51% before, none after), to Avis G. Tucker (44% before, 95% after). No consideration involved. Action Aug. 5.

■ WALY Herkimer and WOTT-AM-FM Watertown, both New York—Broadcast Bureau granted transfers of control of RMC Productions Inc. and RBG Productions Inc. from Robert W. Robb (27.3% before, 8.6% after) to Daniel Marc Bernheim (43.9% before, 55.2% after). Consideration: Exchange of stock. Mr. Bernheim's increase in control due to decrease in total shares outstanding after divestiture by Mr. Robb. Principals: Reach, McClintone and Co., Inc. owns various advertising agencies and 100% of RMC

Inc. RMC Inc. owns RBG Inc. Action Aug. 5.

■ WNIO Niles, Ohio—Broadcast Bureau granted transfer of control of The Niles Broadcasting Co. from Stephen Conti (50% before, none after) to Frank Bevilacqua (50% before, 100% after). Consideration: \$29,500. Action Aug. 5.

■ KLAD Klamath Falls, Ore.—Broadcast Bureau granted assignment of license from Ogden Knapp to 960 Radio Inc. for \$106,000. Seller: Ogden Knapp, sole owner. Buyers: Cyrus L. Smith, president (28%), Nellie E. Smith, secretary (20%), Norman H. Rogers (11%), et al. Mr. and Mrs. Smith own TV and radio programming and production firm. Mr. Rogers owns 62.15% of educational audio tape production company. Action July 30.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Aug. 5. 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.

■ *Fremont, Calif.*—Fremont Cable Television has been granted a 20-year franchise. The firm will provide 16 to 20 channels including three public-service channels: a news-and-weather channel, a channel for city use, and a channel for school-district use. Subscribers will pay \$5.70 per month. The firm will pay \$10,000 plus 5% of the gross annual income. The city will have the option to purchase the system at the end of the 20-year franchise period.

■ Santa Clara, Calif.—San Jose Cable TV Service, represented by attorney Austen D. Warburton, has requested a nonexclusive franchise.

■ Eustis, Fla.—Lake County Cablevision of Leesburg, Fla. has applied for a franchise.

■ *Haines City, Fla.*—TM Communications Co. has been granted a nonexclusive franchise. The franchise must gain final approval in a special referendum on CATV at some future date.

■ Madeira Beach, Fla.—Teleprompter Corp., New York (multiple CATV owner), represented by attorney Herman Goldner, has applied for a franchise.

■ *Mountain Lake, Minn.*—Mid Continent Group Companies of Alachua, Fla., has been granted an exclusive 20-year franchise. The franchise will become null and void if the firm has not begun operation within 18 months of the effective date of the franchise. The company which will operate as Mountain Lake Cable TV Inc., will pay 3% of its gross revenues after the first year of operation and for the following five years. The company will charge \$10 for installation and \$5 monthly.

■ Montvale, N.J.—Sterling Communications Inc. has applied for a franchise. The estimated cost of installation would be \$10 to \$25 per set.

■ Warwick, N.Y.—Warwick CATV Co., owned by Edward Klein and John Bradner, has applied for a franchise.

■ Prineville, Ore.—Rowan TV Inc. of Madras, Ore. has applied for a nonexclusive franchise. Subscribers would pay \$10 for installation and \$4.95 monthly.

■ Lower Millford, Pa.—Charles Sager of Emmaus, Pa. has requested a franchise.

■ *Mount Pleasant, Pa.*—WHJB Cable Vision Inc., Greensburg, Pa. (multiple CATV owner), has been awarded an exclusive 25-year franchise. Subscribers will pay \$10 for installation and \$4.75 monthly.

■ *Bryan, Tex.*—Community Cablevision Corp., represented by attorney Stephen Salch of Houston, has been granted a franchise.

■ *Culpeper, Va.*—American Telecable Services Inc. of Silver Spring, Md., has been awarded a franchise. The firm will pay \$10,000 over a 20-year period plus 10% of its gross annual revenues.

■ Wisconsin Rapids, Wis.—Community Vidco Inc. of Wisconsin Rapids, a corporation including local business and professional men, has applied for a franchise.

Pittsford, a comfortable suburb of Rochester, N.Y., is a long way from Paris, Bombay and Addis Ababa—places that figured in the remarkable career of a remarkable advertising executive. Ted Genock must be in possession of a sinuous life-line, such that he progressed from French-speaking 7-year-old war-orphan in London to world-travelling war correspondent to director of advertising for Eastman Kodak Co.

"I suppose I am one of the displaced children of this world," Mr. Genock reflects on his origins. Born in Paris of a German father and English mother, he bears the given name Edouard Paul, a name that seems to make him vaguely uneasy, compared to the more familiar "Ted". His German-born father, interned during the First World War, died in prison. His mother died shortly after the war, and young Ted was sent to London to be reared by an aunt and educated by the English.

Mr. Genock studied at London University, receiving a bachelor's degree in physics and chemistry in 1927. Much later, in 1951, when his wanderings had brought him to New York, he earned a masters degree in mathematics from Columbia University. "It's what I call a 'hobby degree,'" he says, since he was never to use his physics or math background in any direct sense.

After graduating from London University he turned down a physics research job because it offered too little money, "and then learned the facts of the Depression," he says.

For two years, he worked as a sound engineer for Brunswick Balke Co. and Decca Co. in London before joining Paramount News and Short Features. From 1930 to 1942, Mr. Genock was a very footloose young man, travelling widely in Europe, North Africa and the Far East on assignment for Paramount News, the March of Time, briefly, and during the early war years, the *London News Chronicle*.

His first big assignment, he recalls, was the coronation of Haile Selassie in Ethiopia in 1930, at which he represented all U.S. news services, because of close associations he had developed with the emperor. Less history-making, but no less colorful, was a hippopotamus hunt on Lake Zwai, south of Addis Ababa. "In order to do it, we had to line up a bunch of papyrus boats to put our cameras on. I never realized this was so historic," he says referring to explorer Thor Heyerdal's recent expedition in the same type of craft.

It was on his way from Ethiopia to New York that he met his future wife, Eva Beckman, on a boat on the Red Sea. She was a nurse, had been working in the Middle East, but was then on her way home to Providence, R.I.

Other assignments during his years as

From Paris to Pittsford via the newsreel route

correspondent took him to Germany for Hitler's Olympic games, to Spain in the Spanish civil war, and to the South Pacific theater during World War II. In 1932, he and other reporters accompanied Mahatma Gandhi to India—"we were travelling first class and he was travelling steerage." But Mr. Genock was one who "got the first sound interview with him, which was difficult since he was against all mechanical equipment."

Week's Profile



Edouard Paul Genock—director of broadcast advertising, Eastman Kodak Co., Rochester, N.Y.; b. March 7, 1908; Paris; BS, London University, 1927; sound engineer with Brunswick Balke Co., and Decca Co., London, 1928-1930; sound engineer, cameraman, reporter for Paramount News, 1930-1936; returned to Paramount News, London, as production manager, 1937-1939; joined London News Chronicle as war correspondent, 1939-1942; rejoined Paramount Pictures, New York, as news editor, 1942-1944; and production manager, short features and news, 1944-1952; received MA, Columbia University, New York, 1951; named editor-in-chief with Telenews, 1952-1954; joined Eastman Kodak as manager of television programming, 1954; appointed to present post 1965; m. Eva Beckman of Providence, R.I., September 1936; has two married children—Robert Paul and Ann Patricia.

Having seen the birth and death of the newsreel, Mr. Genock was then witness to the birth of television. Still working for Paramount, in 1942 he went to New York where because of Paramount's association with DuMont, his interests turned to television. He became involved in research for that early network and in 1947 was responsible for the development of high-speed TV projection equipment for theater use.

"When it was evident that motion-picture news was fading out, I became editor with Telenews," which supplied newsfilm to CBS-TV, ABC-TV and stations across the country. He remembers his disappointment as he came to realize in those days the mistrust the motion-picture industry had for television. When he recognized he could never persuade film people to move into television, he made his decision to defect.

People are always resistant to change, he explains, adding, "things are changing in television right now and people are trying to hold on to the past." He cites the struggles in the cable-TV industry as an example.

Mr. Genock joined Eastman Kodak in 1954 as manager of television programming, a title that was later changed to manager, television advertising. His career at Kodak reflects the changes in the TV industry in the 50's, when the emphasis went from program buys to scatter buys ("scatter is fine in terms of efficiency, but it's specials that give character to a company," he adds for the record). In 1965 he was appointed to his present post.

In June of this year, he was named chairman of the television advertising committee of the Association of National Advertisers. One problem of primary importance, in his view, that is now before that committee is fuzzy thinking in the ratings area. "Many of the complaints are from sheer lack of understanding of statistics," he says, like a true mathematician. "You use a tape measure when you are going to make curtains or draperies. You don't use a micrometer." He feels that with so many important government and industry decisions being made on the basis of statistics, someone had better understand their proper use.

He is equally concerned that the pool of talent from which television draws is getting low. He regrets the shortage of locally produced programs that might expose new talent. "We are falling back into this spiral of the same talent because it's difficult to take a risk with the high cost involved," he warns.

He still considers TV's influence nothing short of overwhelming, citing as evidence the fact that the government "zeroed in on television" in the matter of cigarette advertising—"that and the use of television by presidential candidates."

No let-up now

By all external signs, chances look good for passage of the Pastore bill to protect incumbent licensees against the triennial threat of comparative contests with blue-sky promoters.

At the hearings last week before the Senate Communications Subcommittee, Chairman John O. Pastore took personal charge. Plainly he has chosen to put his considerable prestige behind the measure that he authored.

In the House the surface evidence indicates a warm reception once the Senate acts. Some 80 congressmen have put their names to House versions of the Pastore bill. With so large a body of commitments, favorable House action would seem easy to attain.

But wait. For all the good signs, there is reason to believe that the broadcasters' battle has only begun. Senate action must await another set of subcommittee hearings that cannot be scheduled until the early fall. The delay gives opponents a chance to propagandize individual senators.

It is unlikely that the House will begin to consider its bills on the subject until the Senate acts. The longer the action is postponed, the more chances opponents will have to work on the House membership.

There are clever and resourceful interests who oppose this legislation, and they are already at work. When the *New York Times* closes its news story of the opening day of last week's hearings with a quotation from Nick Johnson, who wasn't even in town, broadcasters have little reason to feel confident that their case is being heard.

For the second round of hearings the broadcasters must prepare a brilliant case, and meanwhile they must exercise maximum ingenuity in getting their position understood on the Hill. In this situation the public's interest and the broadcasters' so clearly coincide that the broadcasters will have only themselves to blame if they blow it.

As the smoke lifts

Now that they have been dropped on their heads by those public-spirited tobacco people, broadcasters can be presumed to be fair game for all breeds of crusaders.

The warning signals are up on the likely next move—in advance of later-to-be-organized assaults against products that might be labeled as injurious to the nation's health when advertised on the air but not in print, simply because broadcast advertising is more potent.

Last week ("Closed Circuit," Aug. 4) we ran an item stating that among recommendations to be made by a panel studying the 1968 election campaigns will be the reduction in rates for political candidates. Now there's nothing really new in this except for the timing and perhaps the auspices. The Twentieth Century Fund subsidized it, and the panel is headed by former FCC Chairman Newton Minow whose skills in politics and publicity as well as the law are not unknown to broadcasters.

The theory must be that with all their troubles, broadcasters won't have the stomach to resist efforts to save a buck by those seeking to perpetuate themselves in public office. Of course political campaigning like everything else, costs more. But the rewards are commensurately greater too. We're not privy to requests that newspapers, which are free to charge premium rates for political space, or billboards or airlines or button makers cut their rates for political candidates.

Under the law (Section 315 as amended) broadcasters cannot charge premium rates for political advertising. Yet its effect is to discriminate against broadcasters in favor of other media, as does the coercive cigarette embargo. Political business is harder to handle, forces pre-emptions and often creates difficulties in collections.

Like those anticigarette fairness-doctrine noncommercials, political advertisements tend to drive away audiences. That logically raises the question whether they really serve the public interest.

It would be far better to give qualified candidates exposure voluntarily, where it can be done within reason, rather than sell at half-rate. The time that is sold should go at full rate as long as Section 315 is in the statute.

It's there for the looking

Once again, viewers in 1969-70 will have a wide, if not the widest yet, diversity of specials to spice their hours in front of the tube. Some idea of the volume and range came last week when NBC-TV announced plans for more than 100, surpassing even its own record of 90-some this season.

The other TV networks were not ready to make comparable disclosures of their own plans, but it will be more surprising if they reduce their output than if they expand it. With few exceptions, the trend has been running the other way, and in the opinion of NBC-TV President Don Durgin, at least, the time may come when specials are interrupted by series, instead of the other way around.

In scope as well as number, specials have come a long way since NBC put Betty Hutton in *Satin and Spurs* 15 years ago and launched "spectaculars." From entertainment they have expanded into virtually every field that commands any significant level of viewer interest—news, information, current affairs, drama, history, music, exploration and, of course, sports, special events and children's programming.

Even the most carping critics of television's regular fare can find much to interest, entertain and inform them in the diversity of special programming that has developed over the years—if they will only look. Whatever they think of the meat and potatoes, the desserts get richer all the time.



Drawn for BROADCASTING by Sid Hix
"Let's face it, Al, the kid's grown up . . . we've got to get another model!"



...in the 12th U. S. Market

Less than 30 miles separate Dallas and Fort Worth.
As a market, Dallas and Fort Worth are solidly one.
One market of over one million television households.
One market eager to buy what's good.

If you have a product or service to sell, use WBAP-TV.
When we talk, both cities listen.



Represented Nationally by Peters, Griffin, Woodward, Inc.

The projector that doesn't care what order the slides are in



That's the beauty of the Sarkes Tarzian DSP-80 Slide Projector. Just load the machine with up to 100 slides . . . the largest capacity of any projector in the field. Then punch them up in sequence—or skip around, selecting any slide at random. The DSP-80 takes it all in stride. And never misses a cue.

Replacing slides is easier, too. Change one at a time, or set up a completely new slide program simply by interchanging pre-loaded drums.

Color slides always project true and brilliant, because the DSP-80 has a 500 watt quartz lamp that maintains a constant color temperature . . . no matter how long it's running. And forced air cooling eliminates buckling.

The DSP-80 contains its own DC power supply and can be operated locally or from a variety of standard remote control panels. Contact your Sarkes Tarzian sales engineer now or write direct: Sarkes Tarzian Systems, Bloomington, Ind.

SARKES TARZIAN SYSTEMS

