



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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FCC told to be more definitive on lottery rules. p20  
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56560  
COUNCIL ON A CABLE  
C. B. YLIVISAKI  
MILWAUKEE  
56560  
C0356HJK<DHC/59

CARL B. YLIVISAKI  
MILWAUKEE

8/18



## a better delivery boy...

Sure, timebuyers like good numbers, realistic cpm's and specific demographics, but there are more ways to make buying easier and WBAY-TV is the station that delivers them — —

instant confirmation - fast service, efficient handling of paper - IBM systemized traffic and avails - market research and merchandising - courteous direct response from career personnel in Traffic, Operations.

Then, to instill confidence, there's the station image - second to none in the industry - tops in the communities we serve - plus WBAY-sponsored civic events and the energetic personal contacts of over 100 professional

staff members on the social-economic life in Northeastern Wisconsin.

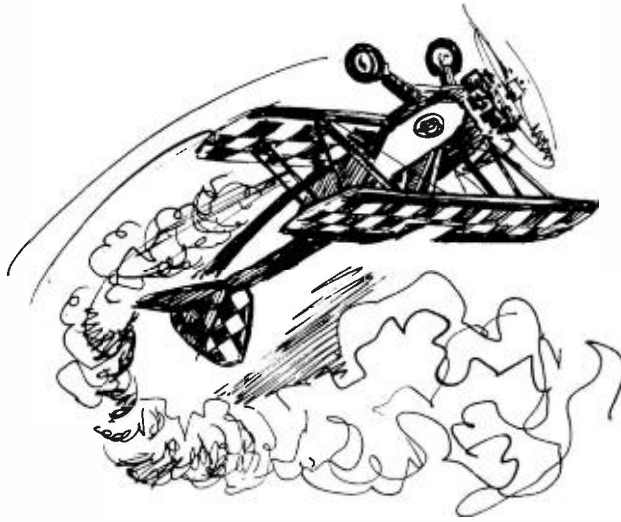
When you buy the best you expect these important extras. Timebuyers tell us TV-2 is a better delivery boy. We invite you to try our service.

*The Resultstation*

**WBAY**  
**GREEN BAY**



 BLAIR TELEVISION



## ***The sky was the limit***

Last summer, the Fetzer radio station in Cadillac, Michigan, went all out for handicapped children. The radio station brought people out — and dollars in — by the thousands with a benefit air show for handicapped children. Attendance topped the resident population of the city. It was the largest and most successful event in the history of the community . . . and by far the most successful effort ever made on behalf of the area's handicapped children.



## ***The Fetzer Stations***

**WKZO**  
Kalamazoo

**WKZO-TV**  
Kalamazoo

**KOLN-TV**  
Lincoln

**KGIN-TV**  
Grand Island

**WJEF**  
Grand Rapids

**WWTV**  
Cadillac

**WWUP-TV**  
Sault Ste. Marie

**WJFM**  
Grand Rapids

**WWTV-FM**  
Cadillac

**WWAM**  
Cadillac



## With this ghost you get great reception.

Casper the Friendly Ghost and his company of funny friends have been getting great reception in every market they've ever played in . . . in over 35 countries around the world.

Produced by Harvey Cartoon Studios for theatrical distribution, this series of 170 color cartoons is ready for the '69-'70 television season.

Casper and his friends, Little Audrey, Baby Huey, Herman, Wendy, Spooky and the rest salute these stations that have joined their station line-up:

WRGB	Albany	WTPA	Harrisburg	WTMJ	Milwaukee
WLOS	Asheville	KGMB	Honolulu	WAVY	Norfolk
WQXI	Atlanta	WJXT	Jacksonville	WOKR	Rochester
WBTV	Charlotte	KMBC	Kansas City	KTVI	St. Louis
KLZ	Denver	KATV	Little Rock	KTUL	Tulsa
WSJS	Greensboro	WCKT	Miami		

Clear up your daytime schedule . . . join 'em too!

**Harvey Cartoons**

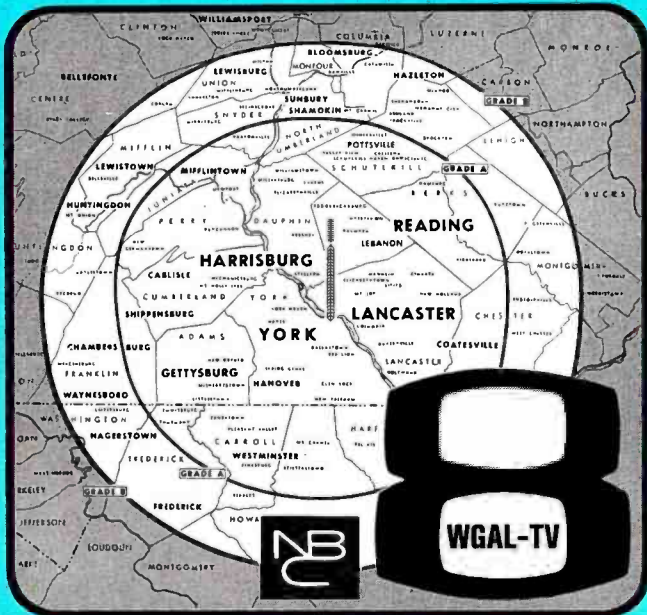
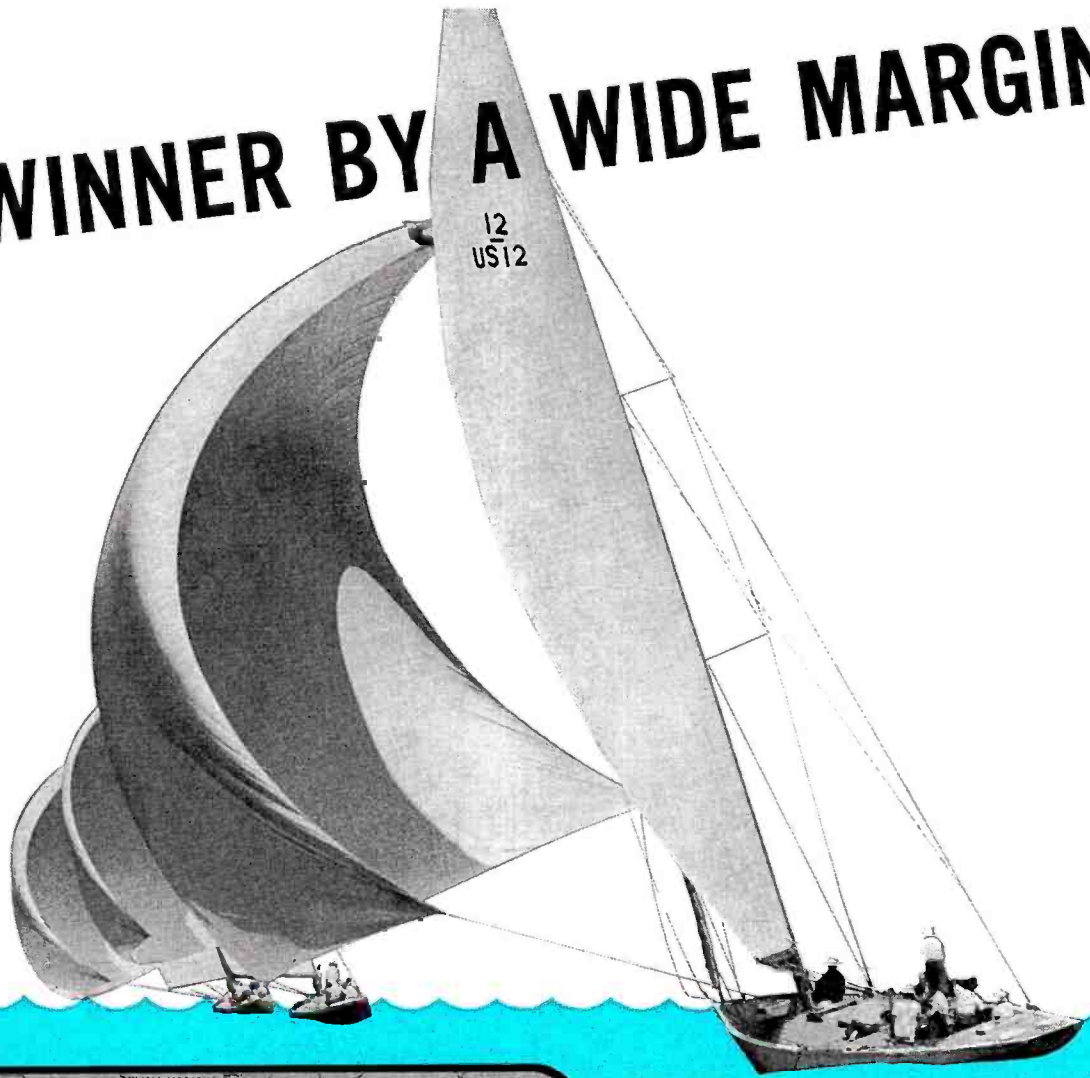
**170 Cartoons—in Color**

**6-8 Minutes**

**abc** ABC  
**FILMS**



# WINNER BY A WIDE MARGIN



Alert and running, Channel 8 should be the first choice in this high-ranking market. It delivers more viewers than all other stations in the market combined\*. Its out-front 40% color penetration\* rounds out its splendid sales potential for your products.

## WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

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

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

## Ready to move

White House is getting close to selection of new members of FCC, and it wouldn't shock insiders if first appointment went to Dean Burch. Tucson attorney and formerly key advisor to Barry Goldwater. Mr. Burch, 41, former chairman of Republican National Committee (1964-65), is believed in line for seven-year term of veteran Chairman Rosel H. Hyde, with latter to take over for Commissioner James Wadsworth who is slated to return to diplomatic corps for upcoming Intelsat treaty conference. Mr. Burch, said to be less conservative than former boss, would be tagged for FCC chairmanship. He would learn ropes under Chairman Hyde who would retire in few months, opening second vacancy.

Talk of practical broadcaster for FCC appointment is still heard. Supported for second FCC vacancy after departure of Mr. Hyde is Robert Wells, president-general manager of KIUL Garden City, Kan., and minority stockholder in Harris newspaper-radio group (KBUR-AM-FM Burlington, Iowa; KMCD Fairfield, Iowa; KTOP-AM-FM Topeka, Kan.; WJOL-AM-FM Joliet, Ill., and KFKA Greeley, Colo. Mr. Wells, who has endorsement of Kansas GOP delegation, would sell stock to take FCC job, even for short term.

## Sponsored syndication

Colgate-Palmolive Co. is launching TV project that may lead to series of quality dramatic programs placed on market-by-market basis. It has signed for one-hour film version of W. Somerset Maugham's "A Casual Affair" for full sponsorship in prime time in top-50 markets—before new network season starts in mid-September, if possible. Buying, through Ted Bates & Co., is said to be on straight card-rate basis—no barter. Film was co-produced in England by Howard & Wyndham Films & Television Ltd. and BBC. Edward Bleier Associates, New York, collaborated with H&W on project and is working with Colgate and Bates in setting it up.

## New tune

New FCC crackdown majority, which had planned to testify against Pastore bill (S-2004) which would crimp epidemic of strike applications, will have to tone down its pitch in light of events since Senate hearings were recessed until after Labor Day. Commissioners Bartley, Cox, Johnson and Rex Lee, now

bracketed as foes of "bigness," had planned to accuse broadcasters of dreaming dire things when there wasn't really anything to worry about and no need for bill.

But since Aug. 7 recess, FCC has received examiner's recommendation to give KHJ-TV's Los Angeles channel 9 to rival applicant (see page 17). Examiner cited WHDH-TV Boston case as precedent. Not only that, four-man majority voted to set for hearing \$4.4-million sale of ch. 10 KTVH(TV) Hutchinson-Wichita, Kan. from group-owning Cowles family to group-owning Gaylord interests, in effect killing deal (see page 9). Presumably Chairman Hyde and Commissioners Robert E. Lee and Wadsworth (if still there) will testify before Senator Pastore that broadcasters need some protection against extreme position of antibigness forces and will also suggest longer (five-year) license term.

## Status quo in print

Magazine and newspaper publishers' responses to inquiries by Senator Frank E. Moss (D-Utah), concerning their present and future cigarette-advertising policies, have so far produced no offers to drop advertising. Most are either guarded statements about "need to review policies," assurances—none from larger publishers—that company presently accepts no cigarette advertising and supports Senator Moss's anticigarette position; or statements of intent to maintain existing quotas on cigarette ads.

## Rubbing it in

Cost of doing business with FCC is going up, and probably sharply. Commission last week named staff committee to review application-fee schedule with view to turning it into bigger fund raiser. No hard decisions have yet been made, but commission is reportedly acting on theory, forwarded by Budget Bureau from Congress, that agencies should recoup 100% of budget through fees. Commission operates on budget of some \$21 million; normally takes in about \$4 million annually. There was even talk at meeting of taking in "110%" of budget.

## Spread of barter

Quaker Oats Co., Chicago, has licensed King Features' children's cartoon package that it will syndicate to TV stations on basis company described as "cash and bartering of film." Quaker reportedly is aiming for 75 markets, with schedules starting in early January. Though

officials with Quaker and its agency, Compton Advertising, Chicago, are reluctant to disclose details, it was indicated each deal will be "fitted" to individual market. Deal was described as possibly along approach of Kellogg's for its *Skippy, the Bush Kangaroo*, which takes any one of several routes including offer to give series to stations free provided Kellogg is given specified number of commercial minutes, with stations selling rest of minutes to other advertisers (BROADCASTING, Feb. 24). Quaker Oats will advertise children's cereals on program.

New company, Media/Syndication Systems, New York, formed by Lawrence O'Daley, formerly with Ideal Toy, and Roger Hudson, who is resigning as account executive at WPXI(TV) New York, will handle syndication arrangements, including program promotion. Compton is handling placement of programs on stations.

## Pacifica's pals

Bitter controversy is raging within FCC and staff over Pacifica Foundation and its application for educational FM station in Washington. Commissioners Cox and Johnson are accusing Broadcast Bureau Chief George Smith of stalling processing of application filed in April 1968 by foundation, whose other stations have been subject of complaints about four-letter words and Negro anti-Semitism. Delay in processing, say Commissioners Cox and Johnson, enabled rival applicant, National Educational Foundation, twice denied as unqualified, to get back into contest.

Messrs. Cox and Johnson are also furious at fellow commissioners for adding hearing issue as to whether Pacifica, as well as NEF, is qualified to operate on educational channel. If FCC found against Pacifica on that issue, Pacifica's four other noncommercial licenses might be in jeopardy. Mr. Johnson has drafted blistering dissent in which Mr. Cox joins. Case comes up for final action next Wednesday.

## Big roll

Universal Television, which leads other TV producers in upcoming season with nine hours of weekly prime-time programming, is concerned over risk it faces on Thursday nights. On this night Universal has *It Takes A Thief* on ABC-TV and *Ironside*, followed by *Dagnet* on NBC. All face stiff competition. Thus in one night, Universal's production supply could be cut in third.

George Devine did for the London theatre what Henry Ford did for the horse and buggy.

He produced plays that dealt with a subject never before seen on the stage. Real life.

And, as if that weren't enough, he cast actors in parts they normally wouldn't even get to audition for. For instance, he had Laurence Olivier, of all people, play a second-rate entertainer.

In their tribute to George

Devine, Sir Laurence Olivier, Sir Alec Guinness, Vanessa Redgrave, as well as a stage full of others, repeat performances originally done for him.

You'll see them all in our special, "David Frost Presents... The London Theatre After the Revolution."

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

Each week we're doing a

different special on a different subject.

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

And this one, because we think it's about time the spotlight was on someone other than the actor.

**GROUP**



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



**Sir Laurence Olivier  
would like to pay tribute to  
the man who made him  
a down-and-out entertainer.**



Despite "serious shortcomings" of both applicants, FCC Hearing Examiner Thomas Donahue recommends denial of license of KHJ-TV Los Angeles and grant of competing application filed by Los Angeles businessmen. See . . .

## Another case to chill TV licensees . . . 17

Appeals court decision upholds FCC prohibitions against lottery advertising and other "direct" promotion, but says commission went too far in banning broadcast of virtually all lottery news and editorials. See . . .

## Lottery rulings bucked back to FCC . . . 20

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## Next season's make-or-break show . . . 38

Network pool coverage of ceremonies honoring Apollo 11 astronauts amounts to 22 hours of network-TV air time, out-of-pocket expenses totaling over half million dollars and audience of estimated 60 million viewers. See . . .

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Las Vegas financier Kirk Kerkorian gains 24% of MGM stock, making him largest company stockholder—ahead of combined total of 21% held by MGM chairman Edgar Bronfman and Time Inc. See . . .

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### Broadcasting

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# SUSAN...

## interviews in Belgrade.

Susan White, WMAR-TV news reporter, stood in a public square in Belgrade, Yugoslavia, on Sunday, July 20th, just before the American astronauts prepared to touch down on the moon. In color, sound-on-film, she interviewed Yugoslavs to learn if they would have preferred that a Soviet cosmonaut be the first to land on the moon. They said it was enough to have a man on the moon, the specific nation notwithstanding. That was Sunday. The following night, back in Baltimore, Susan White was on Channel 2 NEWSWATCH, The 7 P.M. Report, and NEWSWATCH, The 11 P.M. Report with another exclusive!

But then — viewers of Channel 2 have become accustomed to “exclusives” by the NEWSWATCH girl-on-the-go.



*In Maryland*

Most People Watch **COLOR-FULL**

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION



## KTVH sale faces hearing

FCC has set for hearing \$4.4 million sale of KTVH(TV) (ch. 12) Wichita-Hutchinson, Kan., from Minneapolis Star & Tribune Co. to WKY Television System, Inc.

Issues, which include questions relating to concentration of control of mass media, include some that would appear appropriate in comparative hearing in which applicants compete for frequency. Others, which appear to break new ground, involve question of family trusts as corporate licensees.

Commission vote was 4-to-2, with Commissioners Robert T. Bartley, Kenneth A. Cox, and H. Rex Lee (who concurred) in majority. Chairman Rosel H. Hyde and Commissioner Robert E. Lee dissented, and Commissioner James J. Wadsworth was absent.

Commission noted that both buyer and seller have important media interests. WKY Television is owned by Oklahoma Publishing Co., which is licensee of five TV stations and one AM, and publishes Oklahoma's two largest newspapers. Commission said that if 33.4% of Kansas population served by KTVH is added to Oklahoma Publishing's total coverage, Oklahoma Publishing will have potential political and media influence reaching 6,607,060 people, almost half combined population of Texas, Oklahoma and Kansas.

Minneapolis Star & Tribune Co. is substantially controlled by John Cowles family, whose broadcasting and publishing influence, commission estimates, extends to 27 million people, more than 10% of U. S. population. Commission counts Cowles' holdings in 10 AM, FM and TV stations and two newspapers, as well as newspaper and broadcast holdings of Ridder Publications Inc., which has proprietary interest with Cowles in ownership of WCCO-AM-FM-TV Minneapolis.

Commission will explore in hearing whether approval of sale would result in greater concentration of control of mass media regionally or in Wichita-Hutchinson area than now exists.

Another issue that might be found in comparative hearing is which of applicants can be expected to better serve community and programing needs of Wichita-Hutchinson area. Commission will weigh this on basis of applicants' past broadcast records, contributions to program diversity, fairness in media presentations of controversial issues, and programing dollar expenditures as percentage of gross revenue and net in-

come.

Issues regarding effects of family trusts as corporate licensees grows out of commission concern with their role in broadcast affairs of both buyer and seller. Commission will look into such questions as whether trusts siphon off money from programing, and whether, for tax purposes, income has been diverted from corporate needs to trust estates. Related issue is whether WKY failed to file trust instruments involving ownership interest in Oklahoma Publishing Co.

Commission will look into financial arrangements of sale. WKY plans to finance it in part with \$3.6 million bank loan. But commission said manner of repayment might have adverse impact on WKY's assets and ability to carry out program proposals at KTVH.

## NAB-NCTA closing gap

Broadcasters and cable TV operators inched closer Friday (Aug. 15) to serious talk about their respective differences with negotiations scheduled to continue this Thursday (Aug. 21).

Negotiating subcommittee of National Association of Broadcasters and committee of National Cable TV Association are due to meet in Washington then.

Meeting two weeks ago between NAB broadcasters and NCTA staff trio failed to resolve question of continuing negotiations (BROADCASTING, Aug. 11).

In joint release last Friday, both organizations said new meeting was for purpose of "further clarification" of last spring's NAB-NCTA staff proposals and to determine whether additional meetings will be fruitful.

Statement expressed hope that "good-faith efforts" will lead to recommendations for legislative solution at early date.

At two-hour Washington meeting last Friday (at NAB headquarters), broadcast organization was represented by Vincent T. Wasilewski, NAB president; William Grant, KOAA-TV Pueblo-Colorado Springs, Colo., chairman of NAB cable TV negotiating committee, and Jack Blume, Washington lawyer, counsel to NAB group.

Present from NCTA were Frederick W. Ford, president of cable organization; Alfred Stern, president of Television Communications Corp., who is also chairman of NCTA's copyright committee, and Bruce Lovett, NCTA general counsel.

Besides Mr. Grant, other members of NAB cable negotiating subcommit-

tee are Jack Harris, KPRC-TV Houston; Richard L. Bessmeyer, ABC-TV; W. Robert McKinsey, WJRJ-TV Atlanta, and Richard D. Dudley, WSAU-TV Wausau, Wis.

Named to represent NCTA, in addition to Mr. Stern were Robert Beisswenger, president of Jerrold Corp. and former NCTA chairman; Irving B. Kahn, president-chairman of Teleprompter Corp.; Ralph Demgen, William, Minn., and M. William Adler, Weston, W. Va., chairman of NCTA. Messrs. Beisswenger, Kahn and Demgen are members of Mr. Stern's copyright committee.

## Giddens to head VOA

Kenneth E. Giddens, WKRG-AM-FM-TV Mobile, Ala., and former National Association of Broadcasters board member, will be new head of Voice of America, it was announced Friday (Aug. 15).

He succeeds Richard Cushing, acting director of VOA since 1968, who will remain as Mr. Giddens's deputy.

Mr. Giddens, 60, was once unofficial "ambassador" for NAB to Latin America, returning earlier visit to United States by Latin American broadcasters. Among his other past accomplishments was stint as chairman and director of New Orleans branch of Federal Reserve Bank of Atlanta.

## KMEG to Fetzer approved

FCC approval of sale of KMEG(TV) Sioux City, Iowa, was announced Friday (Aug. 15) and sale of KXAB-TV Aberdeen, S. D., subject to FCC approval, was also announced.

KMEG (ch. 14) CBS-TV affiliate, was sold by Medallion Broadcasters Inc., to Fetzer Broadcasting Co. for \$930,065. Medallion is principally owned by Carter W. Dennis and Edgar F. Pechacek (each 10.16%) and E. R. Monson (9.5%). Medallion will retain KMEG-FM.

Fetzer properties are WKZO-AM-TV Kalamazoo, WWAM and WWTV-FM-TV Cadillac, WJEF and WJFM(FM) Grand Rapids, all Michigan; KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. Fetzer also owns CATV system in Kalamazoo, 50% of systems in Battle Creek and Albion, all Michigan, and also owns background music service. Principals of Fetzer Broadcasting include John E. Fetzer, board chairman and president (89.68%), and Carl E. Lee, vice president (4.15%). Mr. Fetzer also owns Detroit Tigers baseball

club.

KMEG, which is Fetzer's first UHF station, has 380 kw visual and an antenna height of 1,152 feet above average terrain. It has been on air since September 1967. Vote on KMEG sale was five-to-one with Commissioner Nicholas Johnson dissenting.

KXAB-TV is being sold by KSOO-TV Inc. to South Dakota Television Inc. for about \$700,000. Gordon H. Ritz is board chairman of KSOO-TV Inc., which owns KSOO-AM-TV Sioux Falls, S. D., and has construction permit for KSOO-FM that city.

South Dakota Television is controlled by John Boler, who has majority interest in KXJB-TV (ch. 4) Valley City-Fargo, and KXMB-TV (ch. 12) Bismarck, both North Dakota.

KXAB-TV, which went on air in November 1958, is NBC-TV affiliate on channel 9 with 304 kw visual and an antenna height of 1,390 feet above average terrain.

## NATRA has troubles

Second session of National Association of Television and Radio Announcers convention Friday (Aug. 15) saw public chastisement of association's members for not attending closed meetings and angry speech, endorsing equal opportunity for all blacks, that contained put-down of television networks in their coverage of racial problems.

Glimpse was also provided privately by NATRA sources of "heavy politicking" going on behind scenes over what steps organization should take to halt what it calls "exploitation of black announcers by white station managers." According to these sources, association is prepared to take legal action to see that blacks get "equal chance" at stations, particularly some say in management and programing.

But these sources emphasized that it wasn't NATRA's intent or in its best interests to put stations "out of business." Politicking that was going on among hierarchy of NATRA was said not to be of sort that nearly wrecked meeting in Miami last year (BROADCASTING, Aug. 28, 1968).

No firm association position was evident Friday. And press continued to be barred from closed sessions (see page 34). One NATRA official said association was very concerned about "bad press" generated in Miami, and that sessions were closed to permit members to "talk things over among themselves."

Some consensus among participants was said to have been reached at these sessions. "Black management" was considered high on list of possible NATRA goals. "Most definitely" was one reaction from NATRA official who said organization should seek "by all ave-

## Week's Headliners



Mr. Marsh



Mr. Ephron

Howard Marsh, who was named interim operating head, Television Advertising Representatives, two weeks ago (BROADCASTING, Aug. 11), elected president of TVAR. He succeeds Marvin L. Shapiro, who was earlier named executive VP of Westinghouse Broadcasting Co. and president of Westinghouse Broadcasting Station Group. Mr. Marsh was previously a TVAR VP and has held various executive posts in sales in the WBC operation.

Erwin H. Ephron, VP and media and market research director, Papert, Koenig, Lois, New York, joins Carl Ally there as VP, director of media, programing and media research. Previously, Mr. Ephron had been associate media director, media analysis and computer applications for BBDO in New York. He also serves as research adviser for BROADCASTING magazine.

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

nues possible" to get Negroes into management positions. "We don't say that we should walk right into these positions," he said, but that Negro announcers shouldn't have to be at station for 40 years and thus, be too old to move up. What avenues NATRA would seek were not spelled out.

There was said to be some sentiment for association support against Senator John O. Pastore's bill protecting station licenses. "That's what we don't want," said one source. Tracey Watson, legal assistant to FCC Commissioner Nicholas Johnson, answered questions about commission's rule against discrimination in employment, but reportedly refused to discuss Pastore bill.

Clifford L. Alexander Jr., former commissioner of Equal Employment Opportunity Commission and now partner in Washington law firm of Arnold and Porter, keynoted Friday luncheon by calling on white Americans, particularly businessmen, to wake up to reality of blacks. "There's no ceiling on black em-

ployment and talent, and it doesn't take a decade to change [discrimination]; it could happen overnight."

## America faces decision

One of radio's venerable advertising and programing institutions has a problem. It's American Airlines' *Music till Dawn*, feature developed 16 years ago by CBS President Frank Stanton and American's then-President C. H. Smith and which still runs on 10 major-market stations six hours per night, six nights per week. Problem is that four of five CBS-owned stations carrying it are cancelling to go all-news when *Music* contracts expire Dec. 31. CBS Radio reportedly has given American first refusal on converting those stations' *Music till Dawn* to *News till Dawn*, but American is still undecided.

Among alternatives American and agency Doyle Dane Bernbach, reportedly are considering are these, in no particular order: moving *Music* from news stations to other AM's in markets involved; accepting offer of *News till Dawn* in those markets; moving *Music* from news stations to their FM affiliates, as it did in Washington when WTOP went all-news (though CBS-FM's emphasis on *Young Sound* could get in way of that alternative).

## Lee looks for assurance

FCC Commissioner Robert E. Lee is calling on commission to give broadcasters assurance that it will bar direct satellite-to-home broadcast system, which would reduce need for terrestrial broadcasting system and eliminate many UHF stations.

Commissioner is issuing call in statement this week in which he concurs in commission action issuing fifth notice of inquiry in preparation for World Administrative Radio Conference of International Telecommunication Union. Conferences, on radio and astronomy and space services, will be held in June 1971.

Commission in notice indicates it is standing by previous proposal to recommend that frequency band 614-890 mc—UHF channels 38 through 83—be set aside for direct satellite broadcasting, subject to policy decision by individual nations as well as to coordination among affected nations (BROADCASTING, Feb. 2). Commission recommendations are being forwarded to State Department as preliminary step in formulation of U. S. position.

Commissioner Lee does not oppose reservation of frequencies for direct-satellite broadcasting. But he says it would be unfair of commission to establish system that would cause UHF stations to lose millions they have invested at commission's urging.



# For the first time...

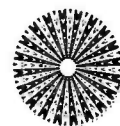


**... an independent group broadcaster —  
Metromedia Television — joined ABC, CBS  
and NBC in providing live TV news coverage  
of an event of this magnitude ... the historic  
eight-day Apollo 11 space voyage.**

In addition to telecasting all major events of Apollo 11, Metromedia Television stations in New York, Washington, D.C. and in Los Angeles programmed exclusive features tailor-made to the local interests of each community. Each Metromedia Television station maintained a 24-hour watch for up-to-the-minute progress reports. In New York on WNEW-TV, Bill Jorgensen and Jack Cole anchored the news team. In our

nation's capital on WTTG, Alan Smith and John Goldsmith presented comprehensive Apollo reports and in Los Angeles on KTTV, George Putnam and Jack Latham presented full reports at noon, 4:30 and 10 PM.

Apollo 11 coverage marks another new, major programming step forward for Metromedia Television in a continuing effort to better serve our viewers and advertisers.



**METROMEDIA  
TELEVISION**

THE VITAL NEW FORCE IN BROADCASTING

WNEW-TV NEW YORK/KTTV LOS ANGELES/KMBC-TV KANSAS CITY/WTTG WASHINGTON, D.C./KNEW-TV SAN FRANCISCO

Represented by Metro TV Sales



Q R K

Announces a  
Break Thru!!

AN EQUALIZED  
PRE-AMPLIFIER  
WITH HEAD ROOM!



That's right, QRK, now offers a line of mono and stereo equalized pre-amplifiers, which can achieve +10 dbm output without distorting or clipping. Normally, the output of a pre-amplifier is only -20 dbm, but with loud passages, "head room" is required!! Only with the QRK "Ultimate" pre-amplifiers, can you be sure of true reproduction of your loud passages. Other features -0.1% distortion; -75 db noise; built-in rumble filter; self contained power supply; balanced output transformer.

Contact the QRK Plant or your CCA Area Representative for details:

**QRK ELECTRONIC PRODUCTS, INC.**

1568 NORTH SIERRA VISTA, FRESNO, CALIFORNIA 93703 • Phone: 209 251-4213

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## Datebook®

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

■ indicates first or revised listing.

### August

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 retention 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—Annual stockholders meeting, *Visual Electronics Corp.* Hotel St. Moritz, New York.

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 rulemaking 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 *Minnesota 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—Annual stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

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

■Sept. 18—"Public Relations and the Media," annual luncheon-symposium sponsored by *Wagner International Photos Inc.*, moderated by CBS News correspondent Walter Cronkite. Plaza hotel, New York.

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. 25-Oct. 1—Semi-annual management conference of the *Intermarket Association of Advertising Agencies*. Chatham Bars Inn, Chatham, Mass.

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.

**OpenMike**®

## Looking for old friends

EDITOR: As you know, WOC Davenport, Iowa, is one of the older stations in the nation. Paul Tesdell (WOC, vintage early 1940's) decided that a WOC "family reunion" for employees of the late 30's the 40's, and early 50's was long overdue. The first reunion is scheduled for Oct. 4-5 in Davenport.

Response has been great, but we're afraid we're missing some of our old friends who have scattered throughout the world. We would like everyone who worked at WOC in those "golden days" of radio to contact Paul Tesdell, 212 American Court, Des Moines, Iowa. Even if they can't come to the reunion, we want to know where they are . . . what they're doing . . . and what they've been doing since we last saw each other.—*Evelyn Montgomery Smith (WOC '45 '47), Springfield, Ill.*

## On-air intrigue

EDITOR: I was interested in the article concerning the possibility of losing one's license if it was determined that one was a foreign agent [BROADCASTING, Aug. 4].

While only the Soviet Union was mentioned, I am certain that this would apply to stations which broadcast programs from other nations. Since WMSF-FM schedules fine-music and cultural programs from Canada, Australia, and The Netherlands, etc., I am afraid that my reputation would be somewhat tarnished if the Harrisburg community leaders discovered that I was an agent for the above-mentioned governments. They all know that Canada, for example, does not wish us well. Otherwise it would not continually send down that "cold Canadian air."

Actually I received some fine-music audition tapes from the USSR and would like to add them to the schedule. Of course one must take care to fade out before the conclusion of the tape, as the last four bars of the Shostakovich violin concerto contain a coded message for the countless Russian agents operating in the greater Harrisburg area.

I would not schedule the *Russian Press Reviews* and similar programs, as they do not fit into our format. On the other hand, they would be worth hearing as they give an idea what the other side is thinking. And since the reports come directly from the source, the listeners would not have to sift through the usual newspaper distortions.—*Roy J. Humphrey Jr., general manager, WMSF-FM Harrisburg, Pa.*

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

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## TELEVISION

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# WHBF

*the call  
letters of  
public service  
since 1925*



Maurice

Corken, *vice pres. & gen. manager*

"Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide."



Ted

Arnold, *vice president, sales*

"First we must serve, then may we sell" has been our motto for years. We urge the staff to serve family, community and client to the best of his ability."



George

Koplow, *TV program director*

"We're judged by program quality. When Cork, Ted and I plan schedules, 90 years' experience in this market is working to insure public acceptance."

# WHBF

CBS for the No. 2 market in Illinois-Iowa (Rock Island, Davenport, Bettendorf, Moline)



## Looking at agency-client relationships in a new light

In 1965, not a particularly hectic year in our business, about 300 American advertisers switched from one agency to another, business amounting to some \$300 million.

During the first six months of 1968, 308 accounts either fired their old agencies or, perish forbid, were fired, and found new homes. The 1968 total score runs well over \$500 million.

By Washington standards, past and present, \$500 million does not seem like a lot of money. In our business, however, it is headed for 10% of the total. And the velocity of change seems to be accelerating. Last year alone, the total was much as though J. Walter Thompson had gone out of business!

It is a large volume. And it says to me, at least, that there may be something basically sick in many agency-client relationships. When a major account changes hands, as you know, a great many polite euphemisms are banded about in the trade press and around the bar at 21, or wherever it may be. Neither the people at IBM nor God, their western distributor, have yet imagined a computer that could begin to deal with the infinity of variable factors that finally affect the success of marketing communication and the final judgment rendered by The Archangel, Nielsen.

I believe one basic problem is misunderstanding of the true relationship between agency and client. I'm not at all sure that the antique agency-compensation system may not be at the root of some of the trouble. What we really need between the agency and client is professional partnership. What our compensation system says about us, basically, is that we are commission agents, working within the narrow limits of a fixed range of income and dependent for our total on how much advertising we can "sell" the client.

And the whole time, of course, nine cases out of ten, the nitty gritty is that the relationship produced a flop, a dud, a turkey. The agency and the client did not make great music together. As all of us know, there can be a million reasons for failure.

What the maximally successful agency-client operation really needs is unbounded freedom on the part of the agency to make the investments in time, talent and money to help the

marketer solve his problems . . . problems that long ago became more intricate and more sophisticated than the 15% commission system.

What we get, all too many times, is a basic tug of war between the agency and client over the amount of service 15% will pay for. Too often, this deteriorates into squabbles over how many men the account is entitled to, who pays for this, who pays for that, who makes the investment in new products . . . et cetera et cetera et cetera until the original fine focus of agency and client on the mutual marketing communication problem is lost. The approach to agency compensation is hysterical rather than rational. And it is not even on a clean-cut financial basis.

I suspect that the financial pressures of the super-heated commercial world in which we now live will force certain basic changes in agency structure, in agency-client relationships and in methods of compensation. The present system is irrational. It asks agencies to share the increasing risks of entrepreneurship but allows them none of the rewards of the entrepreneur's success. We get 15% on a flop—temporarily—and we get 15% on a howling success. Of course, the 15% of a success is a larger piece of action; but still it's a 15% top.

On the other hand, the system may over reward agencies irrationally, too. I once ran a single commercial in \$7-million worth of TV time. And every agency has book-kept losses running into the hundreds of thousands on the free development of new pro-

ducts. I cannot be so philosophic as to dismiss these incongruities with an "Oh, well, it all washes out."

I have only two pieces of advice and they are so general I almost, but not quite, hesitate to give them. One of them is philosophical:

If you are an advertiser, try to take your agency into professional partnership, eye-to-eye, man-to-man, brain-to-brain. Many medium-sized and larger agencies are populated by men and women who have had experience that can be valuable to you . . . if you will use it. Many of these people know much more about the real reasons for failure than usual agency-client relationships permit them to tell. You can usually spot such agencies. The principals are still working at their trade. They have not yet succumbed to Professor Peter's law which is that "American business tends to promote the successful man again and again until it succeeds in finding him a job he cannot do."

If you are an agency, my advice is simple: Try 24 hours a day, and with all your liver and lights, to deserve this professional partnership!

The second piece of advice is professional. One of the identifiable and chief reasons for failure of the joint agency-client effort is the absence of contemporaneity in their finished work.

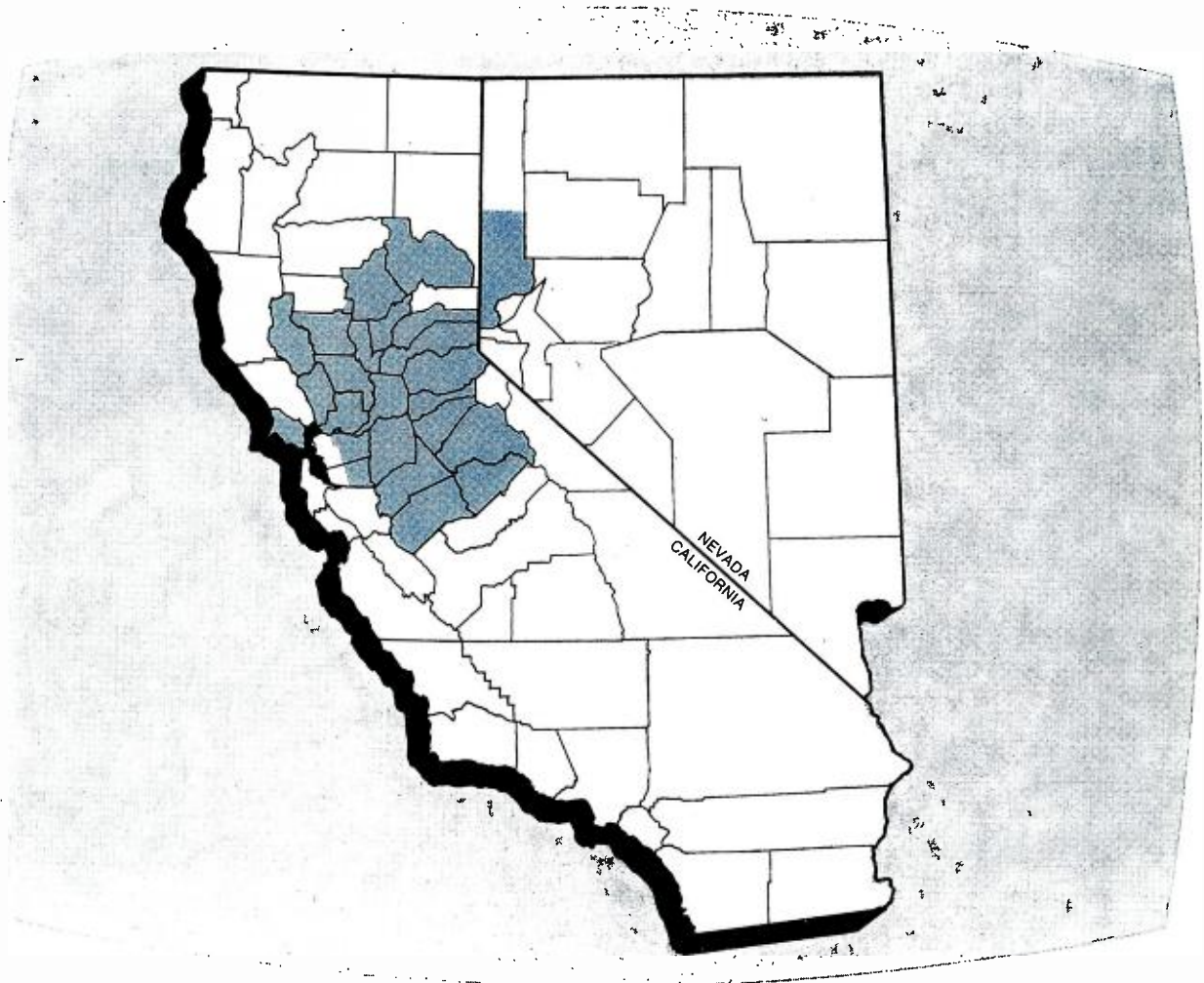
What is contemporaneity? The stuff multi-million dollar businesses are made of these days . . . contemporaneity . . . the fine art of being enough ahead of your competitors so the audience who is tired of the dull drag of me-too . . . will join you just to stay alive!



Myron C. McDonald is executive vice president and chairman of the strategy board of LaRoche, McCaffrey & McCall Inc., New York. Previously he was one of the founders of Jack Tinker & Partners, New York, where he became chairman of the strategy board. He was also managing director with Tinker. Mr. McDonald worked on such national accounts as Buick's Riviera, Bulova's Accutron, and Coca-Cola's Tab. Before joining Tinker, he spent 15 years with McCann-Ericson in Cleveland and New York.



# KOVR Stockton-Sacramento 19th in Drug Sales ...bigger than Houston



## 25th TV Market in the Nation . . .

The Stockton-Sacramento Market is big . . . and growing rapidly. This rich television market also ranks:

- 25th in Consumer Spendable Income . . . bigger than Memphis
- 25th in Total Retail Sales . . . bigger than Nashville
- 23rd in Food Sales . . . bigger than Kansas City
- 21st in Passenger Cars . . . bigger than Buffalo

The total KOVR coverage area contains 1.7 million TV homes, and where KOVR has 50% or more coverage there is an effective buying income of more than \$5.1 billion. Any way you look at it, this is one big market.

Data Source: SRDS, Areas of Dominant Influence, June, 1969;  
Sales Management's Copyrighted Survey of Buying Power, June, 1969; and ARB Television Coverage/65.

# McClatchy Broadcasting



REPRESENTED NATIONALLY BY KATZ TELEVISION



# WE JUST HEARD FROM THE LAWYERS

And it was a pleasure.

For the message was that WMAQ-TV had earned one of this year's Gavel Awards from the American Bar Association—the *only TV station in the nation to be so honored.*

The trophy, given to communications media for "contributing to public understanding of the American system of law and justice," was bestowed in recognition of the WMAQ-TV special program, *The Quality of Justice.*

A 90-minute, prime-time review of judicial reform in Cook County, the program was written and narrated by Jim Ruddle of NBC News, Chicago, and produced by WMAQ-TV's Scott Craig.

We're proud of them and proud, too, that *The Quality of Justice* is typical of the many different ways in which this NBC Owned Television Station serves the Chicago community day after day.

And you can believe us.

We have millions of witnesses.

**WMAQ-TV**   
OWNED

## Another case to chill TV licensees

**Examiner finds rival applicant poorly qualified but proposes to give it KHJ-TV's channel anyway**

The foundations of the broadcasting establishment, already weakened by challenges to licenses of a number of its members, appeared even shakier last week following an FCC hearing examiner's initial decision in a case involving Los Angeles channel 9. The examiner, Thomas Donahue, recommended denial of multiple owner RKO General Inc.'s renewal application for KHJ-TV and the grant of a competing application by an untried group of Los Angeles area businessmen operating as Fidelity Television Inc.

Examiner Donahue held his nose in making the decision. He said neither applicant was "any bargain as a broadcast licensee" and that "both have serious shortcomings." But RKO General's, he found, were "more serious."

The decision will be reviewed by the commission. And that "final decision" will probably be appealed to the courts, however it goes.

Nevertheless, the Donahue decision provides broadcasters with fresh evidence, if any were needed, that licenses are vulnerable to challenge.

It came seven months after the commission stripped WHDH-TV Boston of its license and awarded it to a competing applicant. That case, which Examiner Donahue cited as one of the bases of his decision, preceded a number of challenges to renewal applications—those of KNBC(TV) Los Angeles, WPIX(TV) New York, WNAC-TV Boston (another RKO General station) and WLBT(TV) Jackson, Miss.

Those challenges, in turn, led broadcasters to seek passage of legislation that would afford them some protection against competing applications at license-renewal time. The pending bill would require the commission to judge a licensee disqualified before accepting new applications for the channel.

The KHJ-TV case, which is bound to give new impetus to the fight for passage of that bill, is actually the first in which a self-starting applicant chal-

lenged a television licensee. In the complex Boston case, the commission in 1962 had invited new applicants to challenge WHDH-TV for renewal of its license after an original grant had been remanded by the court because of ex-parte activities charged to a WHDH-TV principal.

Examiner Donahue based last week's decision primarily on KHJ-TV's failings—the station's "poor record." He also cited the "reciprocal trade practices" in which he said RKO General's parent, General Tire and Rubber Co., engages with firms with which it does business as a matter tarnishing General Tire's record as a broadcast owner.

His decision was based, "secondarily," on Fidelity's "marked superiority" in

areas of local ownership, diversification of ownership of mass communications media, and favorable survey and poll support—factors, he said, that "the commission sets great store by."

Fidelity, he felt, had nothing more to recommend it—no broadcast experience, no contributions to the art of broadcasting, no proof of license answerability for stewardship or of ability to withstand economic setbacks, "and no demonstrated ability to conceive and present programs of high quality."

Fidelity's own program proposals did not figure in the decision, since the applicant was unable to have them admitted into evidence—a fact, the examiner said, that was no compliment to

### Donahue, 17-year veteran of commission hearings

Thomas H. Donahue, the FCC hearing examiner who "without much enthusiasm" last week recommended that a group of Los Angeles businessmen be given a crack at the channel on which RKO General Inc. has been operating its KHJ-TV, has been angering one side or another in commission hearings for 17 years.

Not all cases he has heard in that time approach the Los Angeles channel 9 case in importance. But there have been some important ones among them—the 1962 Palmetto Broadcasting Co. case, as an example. In that he recommended a denial of renewal of WDKD Kingstree, S.C., on the ground that the station broadcast obscenities. The commission later affirmed the decision (BROADCASTING, July 30, 1962).

Mr. Donahue, who was born in Lincoln, Neb., 60 years ago, has been in government service since 1938, when he got a job with a congressman on



Mr. Donahue

Capitol Hill. He later worked for the Treasury Department and the Office of Price Administration, spent three years in the Army in World War II. He joined the FCC in 1948.



Fidelity's qualifications. The announced purpose of the commission's 1965 policy statement excluding routine program showings from evidence, he noted, "is to keep records free of 'immaterial clutter.'"

He even gave Fidelity a demerit for proposing to integrate some of its owners with management of the station. Normally the commission considers such integration a plus. But the examiner pointed to Fidelity stockholders' complete lack of broadcasting experience, and said that Fidelity's operation would, "at best, be signalized by confusion and, at worst, by chaos." He called the proposal "a foolish bit of business."

In reaching his conclusions, the examiner, who found much for which to commend RKO General in its history as a broadcaster, appeared to blame the commission itself almost as much as the licensee for the fate he was proposing for KHJ-TV. If there were standards for on-the-air operation—set by the commission, although he does not refer to it specifically, in that context—KHJ-TV would undoubtedly have met them and stayed out of its present predicament, the examiner said.

Examiner Donahue referred to the WHDH-TV decision "as the only contemporary precedent governing the disposition of competing applications for renewal of television station licenses." He noted that, although the facts in the

KHJ-TV and WHDH-TV cases differ, the WHDH-TV decision, "viewed in its entirety and measured against these facts, leaves little room for doubt that it stands for the proposition that the present licensee of KHJ-TV ought to be replaced by Fidelity."

The concentration control of mass media of WHDH-TV's licensee, the Boston Herald Traveler, and the local ownership of the winning applicant in that case, Boston Broadcasters Inc., were among the chief factors in the commission's decision.

RKO General is one of the major elements in broadcasting. Its parent corporation is one of 100 largest corporations and controls about 125 companies. And RKO General's properties include WOR-AM-FM-TV New York, WNAC-AM-TV and WROR(FM) Boston, KHJ-AM-FM-TV Los Angeles, KFRC and KFMS(FM) San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington, and WHCT(TV) Hartford, Conn. It also owns CKLW-AM-TV Windsor, Ont. (Detroit), but is under Canadian government orders to sell.

Fidelity, which plans to move the station to Norwalk, about 15 miles south of Los Angeles, is owned by 18 stockholders, none of whom have interests in broadcasting. It is headed by William G. Simon, an attorney, owning 20.62%; he is also the local counsel for a group seeking to supplant NBC's KNBC(TV) as occupant of Los Angeles

channel 4. Other principals are Walter B. Chaffee and Henry Duque, both attorneys; Emmett H. Jones, president of an engineering and equipment company; motion-picture producer and director Mervyn LeRoy, and Louis J. Cella Jr., a surgeon. All own 10.30%.

The examiner noted that if the commission "were to employ its 'sudden death' rationale" and hold that any RKO General comparative advantage is outweighed by Fidelity's lack of communications-media ties, there would be no point in considering other factors. But, he said, "the commission's concern over media diversification, as far as implementation is concerned, is a sometime thing, and the examiner is not clairvoyant."

Through much of his decision, the examiner was complimentary to General Tire and its subsidiary, RKO General. He said that they had made "significant contributions" to broadcasting, both at the technical and program levels, referring specifically to RKO General's experimentation with pay television (at its WHCT(TV) Hartford, Conn.) and the company's leading role in persuading motion-picture producers to sell their product to television. He also noted that the station—unaffiliated when General Tire acquired it in 1951 and still independent—initially lost money.

And he gave KHJ-TV, which RKO General has operated since 1951, high marks for its ability to conceive and present programs and for the "experienced, well-trained and doubtless able men" who operate the station. But he appeared to feel such resources were squandered, so far as the public interest is concerned.

He noted that the station "supinely bowed out of competition with network news." A station with its resources would have welcomed the challenge of such competition if "the touchstone of its operation" were the public interest, he said.

What appeared to disturb Examiner Donahue most was the heavy diet of old movies that, he said, KHJ-TV fed its public—old movies and commercials. He found this particularly depressing "in a community that teems with talent and has its full share of social, economic and political problems. . . ."

To broadcast, as he said KHJ-TV does, "a bit-of-old-movie, a plea-for-the-sale-of-goods-or-services, a bit-of-old movie . . . hour after hour, day after day, week after week, month after month, year after year, ad infinitum ad naseum . . . serves well the interests of the station and the advertiser. As the record amply demonstrates, it barely touches service to the public, much less service in the public interest."

The crime-and-violence content of many of the films also figured in the examiner's criticisms. He made no

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## In a dark week one small bright spot

RKO General Inc. was probably thinking some uncomplimentary thoughts about the FCC last week, in the wake of a hearing examiner's initial decision in the KHJ-TV Los Angeles case (see page 17). But things could have been worse. The commission might have acted on a Department of Transportation letter regarding the renewal application of RKO General's WGMS Bethesda, Md.-Washington.

The Department of Transportation?

Yes. The department's acting director, Robert Brenner, wrote FCC Chairman Rosel H. Hyde last month, noting that the department in February had asked General Tire and Rubber Co., RKO General's parent corporation, to recall two different sets of its tires. The department said the tires did not comply with safety standards.

Since tire retailers do not keep track of purchasers, Mr. Brenner wrote, the only means of alerting the public is through the mass media. Then he added:

"As part of your consideration of the renewal of the WGMS license I believe it would be appropriate for you to in-

quire as to whether WGMS, in any of its newscasts or broadcasting time, publicized the recall notification campaigns conducted by General Tire and Rubber in February and March 1969."

The commission, however, demurred. The commission, replied Acting Chief of the Complaints and Compliance Division Arthur H. Ginsberg, recognizes DOT's concern about the success of the recall campaign.

But, he said, the commission is prohibited by law from censoring broadcast material or substituting its judgment for that of licensees in the selection of material. Furthermore, he said, there is no statute or commission rule or policy that would require announcements of the recall campaign.

Ronald Ruth, the station manager, told BROADCASTING that if the item, which received press coverage, was carried by the wire services, WGMS probably used it. "We would have gone out of our way" to broadcast it, to avoid the appearance of suppression, he said. But he said he would not know definitely if the item was carried without reviewing the broadcast tapes of news shows during the months of February and March.

## Shaping up: a new way to challenge licensees

A petition asking that McClatchy Newspapers be forced to divest itself of the four AM, three FM and two TV stations that it owns began circulating last week in central and northern California. The petition seeks between 150,000 and 200,000 signatures to be presented to the FCC.

The petition charges that the McClatchy Newspapers maintain domination over mass-media advertising in the central valley and northern counties of California through the group's ownership and control of daily newspapers and radio and television outlets. In part the petition reads: "Please sign this petition to present to the Federal Communications Commission in Washington, D.C., a demand that McClatchy Newspapers be required to divest itself of its interest in Sacramento: KOVR television, KFBK-AM radio, KFBK-FM radio; Modesto: KBEE-AM radio, KBEE-FM radio; Reno: KOH-AM radio; Fresno:

KMJ television, KMJ-AM radio and KMJ-FM radio. McClatchy ownership of these mass media in addition to ownership of the daily newspapers, the *Sacramento Bee*, *Modesto Bee* and *Fresno Bee* tends to create an unwholesome monopoly."

There was strong indication that the petition is a direct follow-up to a federal antitrust suit filed against McClatchy earlier this summer by McKeon Construction Corp., San Francisco and Sacramento, which is headed by developer George McKeon. The suit, filed in U.S. District Court in San Francisco, asked that the 1964 acquisition of KOVR(TV) Stockton-Sacramento by McClatchy be voided as in violation of antitrust law (BROADCASTING, July 7).

Joe Robinson, president of Robinson and Co., the San Francisco-based firm that is handling circulation of the petition, identified Mr. McKeon as one of the financial sponsors of the project. "Of course, he's not alone in financing the deal," Mr. Robinson said. "There

are other people involved with it." He made no further identifications.

The petition is signed by a group called Citizens Committee against Monopoly. Reportedly included on the committee are a former city councilman from Modesto, an "automobile mogul," a "cattle baron," two insurance-agency and real-estate executives from Fresno and a member of the Republican Central Committee in the state.

According to Mr. Robinson, whose firm specializes in handling state initiatives, "We're building up quite a staff of people that are going to lend their names to this committee." The petition campaign will run for about 60 days. Plans are for it to cover all of the ground from Kern County, which starts at Bakersfield, "to the Oregon line." Full-page newspaper ads stating the case of the petition committee are expected to be placed in newspapers in Fresno, Modesto and Sacramento.

A pamphlet that depicts the McClatchy organization as an "empire" also is being circulated with the petition.

judgment on whether or not such films should be shown—he said such considerations raise First Amendment problems—but he said the objections to such programing "by a respectable and substantial body of public opinion . . . fell on deaf ears." Among those expressing disapproval, he said, was Representative Lionel Van Deerlin (D-Calif.).

And he said that the crime-and-violence movie was not the only basis for viewer criticism of the station. He said the results of a poll and the comments of the National Association for Better Radio and Television, "an organization of knowledgeable and concerned viewers," and of other viewers indicate that "the station fails by a good deal to enjoy the respect and support of the audience it serves."

The issue of General Tire's reciprocal trade practices was a byproduct of an antitrust suit that the Department of Justice is prosecuting against General Tire and several of its subsidiaries, including RKO General. It involves General Tire buying goods or services on the understanding the supplier makes use of General Tire's goods and services, including the services of its broadcast properties.

The issue could have repercussions beyond the present proceeding, for Examiner Donahue held that the practice reflects adversely on RKO General as a licensee, and two competing applications have been filed against the renewal of WNAC-TV.

The examiner found that the recipro-

cal trade practice relegates a government-licensed facility "for use as small change in inter-corporate deals." He also said it gives the station an advantage over competitors not having access to the same "mysterious marts of inter-corporate exchange." And he said the practice tends "to stultify incentive to good programing" since there is no need to gamble on quality service "when all concerned know that the advertising with which the programing is to be associated can be disposed of through inducements largely irrelevant to program quality."

Examiner Donahue expressed his comments on what he feels is the need for standards for broadcasters to follow in their on-air operations, in the somewhat wistful concluding paragraph of his 110-page decision. He said the record demonstrates that General Tire could run "a good, even an excellent, public-interest television operation" in Los Angeles. But he said that it probably never would, in the absence of rules setting minimum standards for air-time utilization, because of "obligations" to stockholders.

Citing RKO General's record for operating within the law, the examiner said the station probably would not be "be in the pickle that it is in now" if there were rules governing the amount of time stations could devote to a particular type of programing, limiting commercial time, and prohibiting sales by stations of advertising time for other than monetary consideration and under terms spelled out in rate cards.

Proposals for setting standards on programing have been advanced, notably by Commissioners Kenneth A. Cox and Nicholas Johnson. But some members of the commission feel such standards would constitute censorship. Examiner Donahue, however, said that standards properly drafted and intelligently implemented would not breach the First Amendment or exceed the commission's authority.

## Coalition obtains jobs and reviews job market

About 20 jobs in the communications industry have been filled by members of minority groups through the efforts of the New York Urban Coalition, which used its communications skills bank set up this spring (BROADCASTING, June 9).

Stuart Dim, who directs the program, said the jobs range from desk assistant to television research writers. He added that what is needed are more entry-level jobs and on-the-job training programs. Currently, there are over 120 people in the "bank" who have been prescreened for communications skills.

Meanwhile, the coalition is launching a nationwide survey of radio and television stations, newspapers and advertising agencies to find out about training positions and requisite experience for jobs. The goal is to match applicant with position, and the plan calls for a directory of such job openings to be published.



# Lottery rulings bucked back to FCC

## Court approves bans on lottery promotions but decries limitations on news coverage

The FCC's prohibitions on the broadcasting of lottery news and editorials were substantially loosened by a federal court decision last week, but were kept tight against lottery advertising and other "direct" promotion.

The advertising and promotion ban was considered certain to be taken to the U. S. Supreme Court on the ground that it violates the free-speech guarantees of the First Amendment to the Constitution.

The decision, handed down in New York by the U. S. Court of Appeals for the Second Circuit in a case brought by Metromedia and the New York State Broadcasters Association (BROADCASTING, Dec. 2, 1968; March 31), was viewed as a partial victory for both sides.

While it upheld the FCC on the advertising issue, it said the commission had gone too far in prohibiting the broadcast of virtually all lottery information and not far enough in specifying what is and what is not banned under the antilottery law.

The FCC's attempt to set up guideposts in this previously uncharted area, made in a declaratory ruling that was requested by Metromedia and NYSBA and is now the basis of their appeal, was held by the court to be inadequate and remanded to the commission for review "in conformity with this opinion."

The opinion, written by Circuit Judge Wilfred Feinberg for a unanimous three-judge panel, held that Section 1304 of the U. S. Criminal Code, which forbids the broadcasting of "any advertisement or information concerning any lottery," should be construed in the following light:

- Although it seems to ban all "information concerning" lotteries, the phrase was not meant to be interpreted literally: "Otherwise there would have been no need to make certain [in Section 1304] that lists of winners not be broadcast."

- The "information concerning" phrase "refers only to information that directly promotes a particular existing lottery" and, in this construction, the law "neither improperly restricts broadcasters to an official government view nor inhibits the free expression of ideas."

- A news report about a lottery is not banned even if it has "the incidental effect" of promoting the lottery.

- But a commercial or a direct promotional announcement for a lottery is banned even if it contains news.

- In general, editorials about lotteries are banned "only if the editorial format is used as a sham to avoid the prohibition on direct promotion of the lottery."

The opinion also held that the FCC went too far in a 1963 case when it indicated to broadcasters in New Hampshire, who were seeking to broadcast "legitimate news" about their state's lottery, that Section 1304 permits only news that is "incidentally connected with a lottery."

"We believe," the appeals court said, "that any such implication should be disclaimed by the commission and that Section 1304 prohibits only so-called news that directly promotes the lottery, e.g., broadcasting lists of winners."

The court offered some hypothetical examples to clarify the distinctions it drew.

"Congress has already made the reasonable determination that [broadcasting lists of winners] would be direct promotion of the lottery," it said. "On the other hand, an interview by a television reporter with an excited winner—the counterpart of a newspaper feature story—would seem to us to be legitimate news and an indirect promotion at best."

At another point the court said:

"An announcement that a specified number of schools had been built with funds from the lottery might generally 'encourage' the conduct of the lottery, but we would not think that it directly promotes it.

"However, the contrary would be true if there were coupled with the announcement a plea to buy tickets or information as to when and how to make a purchase.

"There is a difference between information directly promoting a lottery and information that is simply 'news' of a lottery. If a 'news' item has the incidental effect of promoting a lottery, it is not banned; but if a lottery advertisement or announcement contains 'news', such as the amount a lottery realized for education, it would nonetheless be banned.

"We are aware that at times the line drawn may be thin, but this will be the unusual rather than the common case because advertisements and announcements will ordinarily be more direct and exhortative. We would expect the commission to apply its expertise to the problem.

"In any event, although we think that even under our narrow construction

of Section 1304 the commission's ruling [against lottery advertising] would in almost every instance be correct, we believe that [broadcasters] are entitled to more specific guidance as to [unpaid announcements about lottery tickets, drawings, etc.] and the assurance that as to both items the commission is applying the proper test."

Metromedia and NYSBA had asked the commission to pass upon a number of different situations in its declaratory ruling.

The court, noting that in many cases the commission had answered in general rather than precise terms, expressed "hope" that it would now "rule specifically on all or most of petitioners' requests—including whether sample newspaper reports or stories submitted to it by petitioners would be permitted on radio and television—with whatever qualifications are appropriate in the light of this opinion."

Broadcasters "in all fairness should be informed of the scope of the prohibition [Section 1304] as specifically as possible," the court said, adding that "the commission apparently agrees."

The court rejected NYSBA/Metromedia's contention that lottery advertising qualifies for the constitutional protection that the Supreme Court, in a case involving the *New York Times*, said should be accorded advertising for "a movement whose existence and objectives are matters of highest public interest and concern."

What NYSBA and Metromedia seemed to have in mind, the court said, was "advertisements or announcements of the usual lottery promotion type," and "to the extent that information of public interest and concern was to be conveyed, it was wholly incidental and subordinate to the promotion and thus properly prohibited."

In any event, the opinion continued, broadcasters are free to seek specific rulings if matters do arise that meet the test of "highest public interest and concern" cited in the *New York Times* case. If that happens, the court said, "we believe and the government agrees that nothing in Section 1304 or the commission's declaratory ruling prohibits such broadcasts."

Ephraim London, noted constitutional lawyer, who represents NYSBA in the case, and Robert Dreyer, consultant to and former general counsel of Metromedia, left little doubt that they would appeal the decision, although they liked the new freedom it gave to lottery news



# SNEAK PREVIEW:

	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>	<b>S</b>	
<b>7:30</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>
<b>8:00</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>
<b>8:30</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>
<b>9:00</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>
<b>9:30</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>
<b>10:00</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>
<b>10:30</b>	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	FIRST-RUN COLOR	<b>PM</b>

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Miss Miller, The Famous Audience.

**MISS MILLER'S  
PERSONAL  
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PREMIERES  
TONIGHT ON CBS.**



Tonight, Woody Allen, John V. Lindsay, Moms Mabley, Joe Namath and Leslie Uggams will be trading chitchat with Merv. And scheduled for the rest of the week are: Penelope Ashe, Joan Baez, Wayne Cochran, Walter Cronkite, Rodney Dangerfield, Phyllis Diller, Ronnie Dyson, Aliza Kashi, Hedy Lamarr, Muhammad Ali, Len Schultz, Dinah Shore, Sonny & Cher, and Miss Miller.

**THE MERV GRIFFIN SHOW CBS** 



and editorials. The question was mainly one of timing.

Normally, the Supreme Court will not hear an appeal from an order that is not final. In this case, that would mean waiting until the FCC revises its declaratory ruling in line with the appeals court's decision.

But Mr. London and Mr. Dreyer both indicated they were thinking of petitioning the court to hear a direct appeal without waiting for the FCC to act, since the issue they are challenging—the ban on broadcasting advertising and promotion for a lottery—will not be affected by the FCC's revisions.

The case originated after New York state voters in 1966 approved a state-sponsored educational lottery, which began operation in June 1967. Its success has been far below expectations, and the state government as well as broadcasters have felt that radio-TV advertising and promotion could give it the punch it needs.

The state filed a friend-of-the-court brief in behalf of Metromedia and NYSBA, and the city of New York—which is a licensed broadcaster (non-commercial WNYC-AM-FM-TV) in addition to having governmental and fiscal interests in the case—participated in the FCC phase but has taken no formal part in the court review.

## Teleprompter, H&B boards approve deal

**3 1/8 shares of H&B worth 1 share of TPT in \$80-million merger**

Teleprompter Corp., New York-based CATV operator, last week moved closer to an estimated \$80-million merger with H&B American Corp., Beverly Hills, Calif. (BROADCASTING, Aug. 11).

The boards of Teleprompter and H&B both approved the agreement, which now will go before the stockholders of both firms.

The merger of H&B American, a cable operator since 1960, into Teleprompter calls for the exchange of one Teleprompter share of common stock for three and one-eighth shares of H&B common, a swap that will require Teleprompter to issue additional shares to bring it up to the total of 1,591,000 needed. (Teleprompter as of July 31 had 1,058,324 shares issued and outstanding to H&B's 4,972,589, thus falling 532,676 shares short for the exchange.) Both stocks are traded on the American Stock Exchange.

Teleprompter said that as the surviving company it would become the

largest U. S. operator of cable systems. The addition of H&B's 62 systems, 243,000 subscribers to TPT's 24 systems, 130,000 subscribers will bring a total operation of 86 systems with 373,000 subscribers.

It was noted that the merger will create a CATV company with other diverse businesses, including broadcasting. An H&B subsidiary, which is included in the merger, operates KNEZ Lompoc, Calif. (The radio station in Santa Barbara County was acquired by H&B communications a year ago.) H&B also is an applicant for UHF channel 16 in Dubuque, Iowa. FCC approval of the transfer of ownership of H&B's broadcast properties to Teleprompter will be required before the proposed merger can take place.

Irving Kahn, Teleprompter president and chairman, said the firm is pursuing additional mergers or acquisitions "which will give us a capability for developing and distributing programing to complement our increased stature as a CATV systems operator."

Teleprompter last month acquired a programing source in Filmation Associates, Hollywood, which produces animated cartoon series and commercials. Mr. Kahn said this was a first move toward establishing Teleprompter as a "program source for television and CATV."

Teleprompter last week also ended reported merger talks with Filmways.

Filmways, it was noted, though heavily diversified in recent years through a series of acquisitions of companies in both related and unrelated fields, has major interests in motion picture and TV production, and has recently acquired the Cascade Broadcasting TV properties in Washington and Idaho. Teleprompter for the past year has been mentioned frequently as acquisition or merger hungry and at times had confirmed reports of aborted talks with such corporations as CBS and Metro-Goldwyn-Mayer. What caused Filmways to be added to that list last week was not disclosed.

Teleprompter is also in master-antenna TV and closed-circuit systems design and installation, and is a major provider of facilities for large-screen telecasts for business meetings, sports and special events. In addition to broadcasting, H&B has holdings in the mail-order business through its agreement last November to acquire Hanover House, and in market research through its half interest with Audits & Surveys Inc. in Television Testing Co., which uses CATV for market research for advertisers and broadcasters.

Jack Kent Cooke, sportsman and industrialist, is the largest single stockholder in H&B, holding a 32.5% interest, and Hughes Aircraft Co. is the

principal stockholder of Teleprompter with a 17% interest.

Teleprompter also reported last week that record earnings were achieved in the first half of the year, almost doubling 1968 figures.

For the six months ended June 30:

	1969	1968
Earned per share	\$0.32	\$0.16
Revenues	4,290,324	3,655,618
Net income	365,574	182,978

Note: 1969 figures do not include revenues or income from Filmation Associates, acquired in July.

## Broadcasters blast call for more records

A petition by the National Citizens Committee for Broadcasting asking the FCC to require stations to retain certain program records for a specified period (BROADCASTING, July 14), was criticized last week by the National Association of Broadcasters and several broadcasters as unreasonable and superfluous.

The NCCB proposal would require stations to retain a record of the audio portion of all programs aired (except sports or entertainment) until 90 days after license renewal, and make them available for public inspection. NCCB maintained that groups challenging license renewals find it difficult to obtain access to program records in order to support their complaints.

NAB said it opposes allowing the public to obtain programing records from the stations themselves, saying that the FCC itself doesn't require such information for regulatory purposes. The FCC "is not a private legislature for individual groups seeking the enactment of rules designed for their narrow areas of interest," NAB added.

Several broadcasters, including WGN Continental Broadcasting Co., Doubleday Broadcasting Co. and Mid-America Broadcasting Corp., also denounced the proposal. They said present procedures are adequate and that the requirement would impose enormous administrative burdens and expense on broadcasters.

The broadcasters said that stations are required to have copies of program logs in their local file at the time of license-renewal application and that in most cases the logs are readily available for public inspection upon request.

## Lack of payment called reason for sale switch

Counsel for David Rawley Jr., owner of wvgt Mount Dora, Fla., and defendant in a breach-of-contract suit charging him with renegeing on an agreement to sell the station, says that no formal contract ever existed for the sale of the station to Terrence Gladden, owner of wTID Piedmont, Ala. (BROADCASTING,

Aug. 4).

Mr. Gladden filed the suit in a Greensboro, N.C., court, claiming that Mr. Rawley sold out to Cherry Hill Broadcasters Inc. at the last minute, dishonoring the previous sales agreement. He has also filed a complaint with the FCC.

Mr. Rawley's attorney maintains that the only agreement reached between Mr. Rawley and Mr. Gladden was dated Feb. 24, 1969, and was to expire 10 days from that date if Mr. Gladden failed to satisfy initial payment terms on the \$35,000 sale price. When Mr. Gladden did not meet payments, the attorney said, the agreement became null and void.

It was not until May that Mr. Rawley entered into his present sale agreement with Cherry Hill, the attorney added. The sale is pending FCC approval.

### FCC board upholds Medford UHF grant

The FCC review board last week upheld an initial decision issued last February and granted a construction permit for Medford, Ore., channel 8 to Liberty Television.

The decision handed down by board members Donald J. Berkemeyer, Horace E. Slone and Sylvia D. Kessler dismissed the application of Medford Printing Co. (KYJC Medford and the *Medford Mail Tribune*) for failure to further prosecute its application, which was designated for consolidated hearing with Liberty Television's application in September 1967. The application of a third party—the state Board of Higher Education—was also included in the consolidation, but was dismissed at its own request in May 1968.

Liberty Television is a joint venture comprising Liberty Television Inc., licensee of KEZI-TV Eugene, Ore., and Siskiyou Broadcasters Inc., a group of residents and former residents of the Medford area. Principals of Liberty Television Inc. include Richard E. Miller, a Eugene attorney, and Donald Tykeson, a former sales manager for KPTV(TV) Portland, Ore.

Major stockholders in Siskiyou include Fayette I. Bristol, owner of a Rogue River, Ore., mining business; Richard L. Swanson, a physician and chairman of the joint operating board of Siskiyou and Liberty Television Inc., and Edward Branchfield, a Medford attorney and administrative assistant to Oregon governor Thomas McCall.

Oregon Broadcasting Co., licensee of KOB-TV Medford, opposed the review board's grant on the duopoly issue against Liberty, but the board accepted Liberty's contention that there would be no grade B overlap.

Congratulations, Jules Bergman!

Your clear, concise comments on the Flight of Apollo Eleven made it possible for us earthlings to follow and understand this historic and remarkable technical accomplishment.

We were indeed proud to carry this outstanding coverage. You stand ahead of your competitors by many moons.



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# Newhouse sued for antitrust

'Denver Post,' resisting takeover,  
calls him biggest multimedia owner

S. I. Newhouse, publisher and station-group owner, is depicted in an anti-trust suit pending against him as holding "the greatest concentration of power over the dissemination of news, ideas and advertising which has ever been placed in the hands of one person in the U.S."

The suit, plans for which were disclosed last month (BROADCASTING, July 28), asks the U.S. Southern District Court in New York to hold that Mr. Newhouse and assorted Newhouse interests have conspired to lessen competition in and monopolize the business of news dissemination and advertising, and are threatening to lessen competition for the printing of locally edited rotogravure newspaper supplements.

More specifically, it asks that Newhouse interests be enjoined from acquiring additional stock in Denver Post Inc. and be required to get rid of the interest they already hold. This interest is described as "in excess of 15%."

The suit was filed Aug. 8 by the Post company, whose management has been engaged in a legal struggle with the Newhouse interests for several years. The Post company publishes the *Denver Post*, is permittee of KHBC(TV) Denver (ch. 20), and owns and operates rotogravure facilities for printing locally edited newspaper supplements.

Among other things, the Post complaint says, Newhouse ownership of six other TV stations means that under FCC rules the Post cannot expand its TV-station ownership as long as Mr. Newhouse owns his interest in the Post.

The complaint charges that Mr. Newhouse puts pressure on Newhouse newspapers to obtain news from the Newhouse News Service and to use the rotogravure printing facilities of Newhouse-owned Art Gravure Corp. It claims that, when two or more Newhouse newspapers are located in the same area, they put pressure on advertisers by offering substantial discounts to those that buy space in two or more of the papers.

Mr. Newhouse, the complaint charges, has gained newspaper monopolies "by funding Newhouse newspapers out of profits from his monopoly position in other markets," and has discouraged new competition because potential rivals know they must face not only the competition of the local Newhouse paper but also "the massed economic power of Newhouse."

If Mr. Newhouse gains control of the

*Post*, the complaint asserts, "the largest daily newspaper in the Rocky Mountain area will no longer be editorially independent," competition between the *Post* and Newhouse-owned media for advertising will be eliminated, competition between the *Post's* and the Newhouse-owned rotogravure facilities will be eliminated, the *Post's* "reputation and value as a leading independent voice for the Rocky Mountain states will be irreparably impaired," and "because newspapers controlled by Newhouse have had a past history of poor employe relations," the "excellent relationship" between the *Post* and its employes "may be seriously and irreparably impaired."

The complaint says the various Newhouse properties were obtained through acquisitions of "formerly independent and existing enterprises" rather than by "founding new businesses," and that they include substantial or complete ownership of some 22 newspapers, seven TV stations, at least four FM and three AM stations, 20 CATV operations, 20

## Brewery sells Celtics to Trans-National

Trans-National Communications, a New York-based firm with broadcasting and sports holdings, has brought the Boston Celtics professional basketball team into its operation for an estimated \$6 million in cash and stock. The Celtics were acquired from P. Ballantine & Sons brewery.

Since its founding in 1967, Trans-National has purchased WUDQ Lewisburg, Pa.; East West distributors, a film and TV commercial distribution company; Broadway Recording Studios, and East West Films, a production company. In addition, it operates the New York Giants and Jets football radio networks and a Syracuse University football network. Earlier this year it acquired 80% of the Oakland Seals professional hockey team for \$4.5 million. Trans-National has also purchased WADS Ansonia, Conn., for \$275,000 and WQVA Geneva, N.Y., for about \$300,000, both pending FCC approval (BROADCASTING, June 30, 23). Other Trans-National properties include Florida farms and a Philadelphia bank. Ellis E. Erdman, chairman and president of Trans-National, also controls WTKO Ithaca, N.Y.

nationally distributed magazines and a leading producer of newsprint as well as the Art Gravure printing facilities.

In addition, the complaint asserts, the Newhouse interests have attempted to acquire all the newspapers in the Hearst chain, *Newsweek* magazine, Curtis Publishing Co. and "many other independent newspapers" besides the *Post* including the *Honolulu Star Bulletin*, the *Omaha World Herald*, the *Baltimore Sun*, the *Houston Post*, the *Dallas Times-Herald*, the *Buffalo Courier-Express*, the *Boston Herald-Traveler* and the *Houston Chronicle*.

The suit is the latest round in a battle between Mr. Newhouse and Helen G. Bonfils, surviving daughter of the *Post* founder, for control of the paper.

Last year Mr. Newhouse's Herald Co., of Syracuse, N.Y., which holds the Newhouse interest in the *Post*, filed suit in Denver charging the paper's management with improper use of company funds and seeking public sale of stock held in the company treasury and its employe stock fund. The Post company denied the charges and counter-sued on antitrust charges.

Former U.S. Supreme Court Justice and U.S. Ambassador to the United Nations Arthur Goldberg, whose New York law firm represents the *Post*, said in disclosing plans for the current suit a few weeks ago that the Denver court had suggested the counter-charge could be handled more appropriately in a separate suit. Mr. Goldberg viewed the suit as the "first real challenge to newspaper and television monopolies that have been building up over the last decade."

Mr. Newhouse, reached last Thursday (Aug. 14) at his country home in New Jersey, said he had no comment.

Named as defendants with him were Advance Publications Inc., said to be wholly owned by him; and Advance subsidiary, the Long Island Daily Press Publishing Co., and its subsidiary, the Herald Co., plus the Art Gravure Corp.

Newhouse broadcast interests, not named in the suit or identified in the complaint, are WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira, N.Y.; WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM-TV Harrisburg, Pa.; KTVI(TV) St. Louis and 50% of KOIN-AM-FM-TV Portland, Ore.

The complaint was signed on behalf of the Post Company by Jay H. Topkis of the law firm of Paul, Weiss, Goldberg, Rifkind, Wharton & Garrison.





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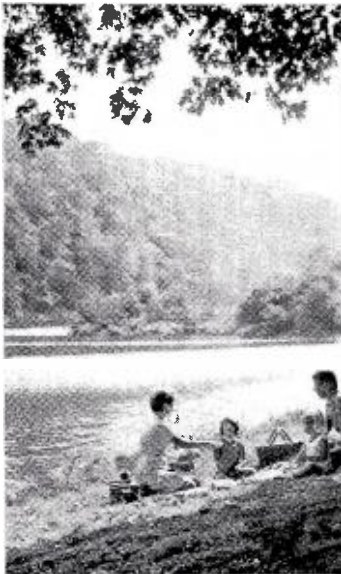
It's really the people who count when you start adding up the advantages for film. Sure, at Eastman Kodak we help film stay on top with new products. But, it's people like you who really keep film the vital, fresh medium it is. So why build boundaries for your talent? Remember, the people who go everywhere in this business are film people.

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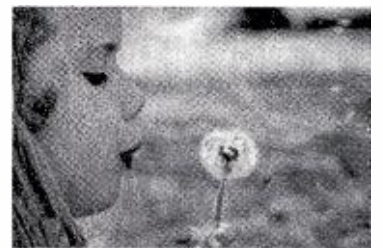
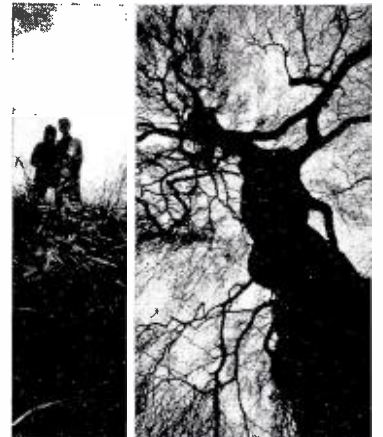
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# Bright side to fairness ruling?

If all views must be given access to air, are multimedia concentrations harmless?

The recent Supreme Court decision upholding the FCC's fairness doctrine—acknowledging as it did the public's "right" of access to the widest possible variety of ideas and experiences—has added a new element to the ongoing debate on the question of concentration of control of media.

Two FCC commissioners last week were joined in debate on that element.

Commissioner H. Rex Lee said that "right of access partially qualifies the effect of the antitrust laws in the formulation of communications policy."

Commissioner Nicholas Johnson said it does not—at least not yet.

The two commissioners expressed their views in separate statements on the commission's decision three weeks ago to renew the license of KTAL-TV Texarkana, Tex. (BROADCASTING, Aug. 4). Both concurred in that decision.

One of the factors the commission considered was the concentration of media control of the station's principals—the W. E. Hussman-B. M. Palmer family—who own or control a number of newspaper and broadcasting properties in and around Texarkana. The commission said the concentration raised no question that would warrant denial of the station's license-renewal application.

But the principal basis of the commission's decision was the agreement the station reached with 12 Negro groups which had originally petitioned the commission to set the renewal application for hearing. The commission noted that the agreement provided for a resolution of the group's complaints regarding programming and service.

The agreement was also central to the positions of Commissioners Lee and Johnson, but for different reasons.

Commissioner Lee viewed it against the background of the Supreme Court's fairness-doctrine decision which, he feels, permits a distinction to be drawn between the responsibilities of the commission and the Justice Department on questions of concentration of control.

He said that while a broadcaster's multimedia holdings may properly concern the department on antitrust grounds, the commission may find that the protection the licensee "affords to the public's right of access" overcomes, in part, "condemnation of the combination as an undue concentration."

The commission, he said, acknowledged this in renewing KTAL-TV's license. "It believes the public interest will be served by allowing the broadcast licensee to enter into agreement with

'community-oriented groups' to insure the presentation of local programming as a condition of the broadcaster's license."

In making his argument, the commissioner indicated he felt the Supreme Court's decision has blotted out the notion that a licensee, in terms of control over his product, is in any way comparable to a newspaper publisher.

He said that in regulated industries like broadcasting the actual effect of an economic concentration of control is considered of more importance than the "potential probability of anticompetitive effects." And "because of the public's right to suitable access," he said, "no licensee is permitted a control in broadcast programming superior to that of its listening audience. For that reason," he added, a licensee may be able to show that anticompetitive effects are not produced by the economic concentration of its media interests."

Commissioner Lee feels the agreement between the citizens groups and KTAL-TV eliminated the need of a license-renewal hearing. Where groups that had opposed a renewal applicant enter into an agreement with the licensee "which, in effect establishes new management relations" apart from his other media holdings, the commissioner said, the commission cannot consider its hearing processes a better way "of correcting deficiencies in the operations" of the station.

Commissioner Johnson found nothing in Commissioner Lee's statement that convinced him the commission should

take a less rigid approach to antitrust considerations in matters of concentration of control. "If anything," he said, "the commission's responsibilities toward the broadcasting industry and the public go far beyond the antitrust laws."

He said the public's "right of access" does not eliminate a number of dangers he sees arising from concentrations of media control—among them, that it places in the hands of a few "dangerously excessive 'political' power over the minds, thoughts of, and information available to, citizens and politicians alike," and reduces competitive incentives to produce more and better programming.

He said that "someday" a "common carrier concept" may be applied to a national CATV system. And at that time, he said, whoever wants it will have access to a channel in a major community to communicate his views to those who choose to watch. Such a system, he said, might alter present concerns about the potential dangers of concentration of control of mass media.

But such a system is not yet working, he said. And whatever the high court's fairness doctrine decision "ultimately may come to mean," he said, "it has not yet operated in a manner comparable to [such a] common carrier cable system. . . ." Accordingly, he added, "any thought of loosening the already feeble bonds of antitrust protection surrounding the broadcasting industry is, in my judgment, very premature."

Thus, Commissioner Johnson supported the majority's decision in the

## FCC upholds bureau on WPIX suspension

An application by WPIX Inc. for review of a June 18 Broadcast Bureau order, setting aside the renewal grant for its WPIX(TV) New York, was denied last week by the FCC.

The WPIX renewal was withdrawn by the commission in June (BROADCASTING, June 23) because of an investigation into a complaint of news distortion against the station by Nancy McCarthy, former WPIX news staff member.

WPIX Inc. contended that the Broadcast Bureau chief's order should be rescinded or modified to "avoid manifest injustice and unfairness" to it and to "assure against subversion" of the FCC's procedures for processing renewal applications. It further requested that the commission stay the effective-

ness of the June 18 order, pending decision on the request to rescind or modify the order. WPIX Inc. argued that it would be placed in "double jeopardy" and might be irreparably prejudiced if the order was allowed to stand. It termed "grossly unfair" the fact that it may be subject to a comparative hearing if the FCC later decides that the complaint against WPIX does not reflect on its qualifications as a licensee.

In response, the FCC said it could not consider the request for stay of the effectiveness of the June 18 order because it was not filed as a separate pleading, as required by commission rules. It added that it could not agree that the order was unfair or would result in subversion of the processing of renewal applications because it was in keeping with precedent and sound administrative policy.



KTAL-TV case not because the agreement between the station and the citizens' group provided for a right of the public's access, but "because it represents a first effort at a commendable innovation in the process of public participation in the license-renewal process."

However, he also indicated he was less than enthusiastic about the commission's action in renewing the license on the basis of the agreement. Licenses "should not be granted automatically because a certain group of once-protesting citizens has for some reason withdrawn its objections," he said.

He also said that his decision to accept the agreement does not foreclose his subsequent investigation into the KTAL-TV or any other case that comes before the commission. "It is the FCC's ultimate responsibility to find that the 'public interest' will be served by a license grant," he said.

## Study discounts smoking-TV link

### Indiana U. survey points to other factors that encourage smoking habit

It's probably too late, but a study conducted at Indiana University has provided new support for broadcasters' arguments that televised cigarette commercials have virtually no effect on the smoking behavior of young Americans.

Dr. Eugene F. Levitt, chief of the psychology section of the medical center of Indiana University at Indianapolis, said last week that his study of 453 students—123 smokers and 330 nonsmokers—revealed that television commercials had no effect on their decisions to smoke or not to smoke, the amount they smoke, or the ages when they began to smoke.

"Whatever else a ban on cigarette commercials might accomplish, censorship will not eliminate the factors which encourage young people to smoke," Dr. Levitt said.

The survey, supported by a grant from the Indiana Regional Medical Program, hinged upon an extensive computer analysis of questionnaires completed by the students. The study began with a list of factors assumed to be important, such as smoking behavior of friends, sex and age of the children, and commercials. The computer then determined to what extent these assumed factors represent the totality of all actual factors involved in smoking behavior. Generally, Dr. Levitt found, the assumed factors account for no more than one-half of all total fac-

tors; thus, something more than the behavior of friends, the commercials and other assumed factors is an important part of the decision to smoke—something as yet unknown.

The computer analysis then determined the relative importance of the assumed factors. It found that the behavior of friends and relatives is by far the most important determinant of whether an adolescent chooses to smoke, and that age is the most significant determinant of the number of cigarettes smoked per week. In these and all other instances, Dr. Levitt reported, television commercials had so little influence upon the children that the result was not measurable.

The logical fallacy of television's "censors", he said, is that "the youngsters don't seem to pay any attention to the cigarette commercials they see. It is other factors—none of them related to television commercials—that influence their smoking behavior," he said.

Dr. Levitt also argued that removal of cigarette commercials would not only be ineffective in the battle against smoking, but also would result in a drop in the number of antismoking announcements. He said there is some preliminary and tentative evidence that the antismoking messages do influence young people not to smoke.

"These commercials are excellently done and some of them are aimed at young people—which the cigarette commercials are not—and at least some of them are listening," Dr. Levitt said.

He added that a ban on broadcast cigarette advertising might "be received as a message that we have solved the problem" of smoking, and would therefore "make it difficult to generate public support for programs directed at the factors which really do influence young people to smoke."

## Court denies cable plea for nonduplication waiver

For the second time in a month, the U.S. Court of Appeals for the Ninth Circuit, in San Francisco, has affirmed an FCC order denying a CATV system a waiver of the nonduplication rule.

The court upheld the commission in an action involving Port Angeles Telecable Inc., which carries the signals of eight television stations including four Seattle outlets, to some 3,000 subscribers in Port Angeles, Wash.

The system had sought a waiver of the nonduplication rule as it would apply to KVOS-TV Bellingham, Wash., which puts a grade A signal over Port Angeles. KVOS-TV had asked protection against duplication of its programming by the signals of KIRO-TV Seattle. Both stations are CBS affiliates.

The commission had denied the Port

Angeles Telecable petition for waiver on two grounds—its allegations were conclusory and not supported by recitals of fact, and it did not allege, even generally, a prima facie case for waiver. The court supported the commission on both grounds.

Port Angeles Telecable had argued that Port Angeles has a greater community of interest with Seattle than with Bellingham because Seattle is more easily accessible and that its subscribers have a greater preference for KIRO-TV signals than those of KVOS-TV.

Port Angeles Telecable argued in court that if the commission felt more specific allegations were necessary, it could have requested them. But the court said the commission—which, it noted, set up summary procedures for dealing with what it expected to be a "deluge" of nonduplication-rule waiver requests—could "properly" require petitioners to allege specific facts in their initial pleadings.

The court's earlier action upholding a commission order denying a waiver of the nonduplication rule involved Great Falls Community TV Cable Co. of Great Falls, Mont. (BROADCASTING, Aug. 4). The court in that case rejected a contention that the rule violates the First Amendment, noting that issue has been resolved in the FCC's favor in a number of decisions by other courts.

## Another charge placed in KRON-TV hearing

KRON-FM-TV San Francisco will have to answer to charges that it harassed and intimidated two adverse parties in its pending license renewal hearing. The FCC's review board last week granted a motion to add the issue of harassment to the proceeding.

A petition requesting the addition of the issue was filed last month by Albert Kihn, former KRON-TV cameraman, and Blanche Streeter, former employe of licensee Chronicle Broadcasting Co. They have charged that Chronicle hired investigators who followed them, questioned their associates and probed their backgrounds and personal lives.

The two have charged that KRON-AM-TV manipulated its news coverage to favor the interests of Chronicle. The licensee also operates San Francisco's *Chronicle* and *Examiner* under a joint (noneditorial) operating agreement. The complaint led to the designation of the station's license renewal for hearing.

Chronicle contended that it had a right to investigate Mr. Kihn and Mrs. Streeter to help defend itself against "false and unfair charges." It said information was obtained through "customary" means by licensed investigators and was intended for use only at a hearing or trial.

The review board said it did not dis-



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WPIX-TV NEW YORK

pute KRON's "right" to investigate Mr. Kihn's and Mrs. Streeter's backgrounds, but said that "there are limits to the permissible scope of an investigation of adversaries; carried too far, the investigation becomes a method of harassment and attempted intimidation." Harassment occurs, the board said, not only when a witness or party is directly threatened but also when "unreasonable and abusive" investigations are made.

In granting the motion of Mr. Kihn and Mrs. Streeter, the board ordered the addition of issues to determine the circumstances surrounding their investigation and to determine what effect the alleged harassment has on the qualifications of Chronicle as a licensee.

The board agreed with KRON that the motion was untimely—the harassment charges were first made in May but were not formally presented to the commission until July—but said that since the renewal hearing has not yet begun and the motion raises a "question of substantial magnitude," the addition of the issue is warranted.

Board member Joseph Nelson issued a dissenting opinion to the order, finding it untimely and concluding that the petitioners had failed to substantiate their charges of harassment. "There is a big difference between a party feeling harassed and being harassed," Mr. Nelson concluded.

## Pacific & Southern goes east to Jersey

**WJRZ, AM in Hackensack, is sold for \$6.1 million; WAPE sold for \$2 million**

Pacific & Southern Broadcasting Co. announced last week it was buying WJRZ Hackensack, N.J. (New York), for \$6.1 million and WAPE Jacksonville, Fla., is being sold for an aggregate \$2 million. Both sales are subject to the usual FCC approval.

Announcement of the WJRZ sale came six months after the WJRZ's management terminated its contract to sell the station to LIN Broadcasting for \$5.5 million after waiting 11 months for FCC approval (BROADCASTING, Feb. 24).

Lazar Emanuel, chief executive officer and principal stockholder of the selling corporation, WJRZ Inc., will become a vice president of Pacific & Southern. He is currently general manager of WJRZ.

Pacific & Southern owns WQXI-AM-TV Atlanta; WQXI-FM Smyrna, Ga.; WSAI and WJBI(FM), both Cincinnati, and KHON-TV Honolulu, KHAW-TV Hilo and

KAH-TV Wailuku, all Hawaii.

DeSales Harrison Jr. is board chairman and 11.2% owner of Pacific & Southern and his wife, Paulette B. Harrison, owns 11.8%. Through a trust she also owns 5.65% of the Gold Seal Stations—KSTP-AM-FM-TV Minneapolis-St. Paul; KOB-AM-FM-TV Albuquerque, N.M., and WGTQ Cypress Gardens, WOTG-TV Ocala and WTOG(TV) St. Petersburg, all Florida.

WJRZ, a daytimer on 970 kc with 5 kw, went on the air in 1924 and was purchased by Mr. Emanuel and others in 1962 for \$2.5 million. It programs country music and originates broadcasts of the New York Mets baseball team.

WAPE is being sold by Mrs. Frances U. Brennan to Stan and Sis Atlass Kaplan for \$980,000 plus \$500,000 over a period of time for an agreement not to compete and assumption of liabilities which will bring the total price to around \$2 million.

Mrs. Brennan owns WBAM Montgomery, Ala., and Mr. and Mrs. Kaplan own WAYS Charlotte, N.C.

WAPE is full time on 690 kc with 50 kw day and 10 kw night. Broker handling the Jacksonville sale was William T. Stubblefield Co., Aldie, Va.

### Changing Hands

#### Announced:

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

- WJRZ Hackensack, N. J. (New York) Sold by Lazar Emanuel and others to Pacific & Southern Broadcasting Co. for \$6.1 million (see this page).
- WAPE Jacksonville, Fla.: Sold by Mrs. Francis U. Brennan to Stan and Sis Atlass Kaplan for about \$2 million (see this page).

#### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70).

- WCBT Roanoke Rapids, N. C.: Sold by A. Fuller Sams Jr., G. M. Allen and others to William and Audrey D. Jefferay for \$300,000. Sellers own WSIC and WFMX(FM) Statesville; WIST Charlotte and WFRC Reidsville, all North Carolina, and WQXL Columbia, S. C. Buyers own WRNB New Bern, N.C. WCBT is full time on 1230 kc with 1 kw day and 250 w night.
- WMPL-AM-FM Hancock, Mich.: Sold by Francis Locatelli and others to Joe Blake, Robert Olson and others for \$170,000. Mr. Olson is former manager of WJMS Ironwood, Mich., and Mr. Blake is former sales manager for that station. WMPL is a daytimer on

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### Cable television:

■ Stuart and unincorporated areas of Martin county, Fla.: Martin County Cable Co. sold to John H. Perry Jr., Palm Beach, Fla., for more than \$1 million. Martin County Cable operates in Stuart, Fla., and unincorporated areas of Martin county, and has approximately 2,500 subscribers. A subsidiary, St. Lucie County Cable Co., holds franchises for Jupiter Island (Hobe Sound), Port St. Lucie and unincorporated areas of St. Lucie county. Perry group controls Palm Beach Cable Co., which operates CATV in North Palm Beach, Palm Beach Gardens, Lake Park, Palm Beach Shores and unincorporated areas of Palm Beach county, and has about 2,500 customers. Mr. Perry recently sold his group of 28 newspapers and magazines in Florida.

■ Seattle: Color Cable Inc. has been bought by Reeves Telecom Corp., multiple CATV owner, for 7,500 shares of Reeves convertible preferred stock. Color Cable, serving the Bryn Mawr, Eastgate, Lake Hills, Lake Ridge and Newport Hills area of Seattle, covers 160 miles with 1,900 subscribers and has potential of 12,000. Reeves said it plans to invest \$1.5 million to increase cabling to 300 miles with a 30,000 potential. Color Cable is adjacent to Reeves's Northwest Cablevision in Seattle. The combined system has a potential of 88,000 homes, Reeves said. James W. Hurd will be manager of the combined system.

■ Chippewa Falls, Wis., Sarasota county, Fla.: Acquired by American Television & Communications Corp., Denver-based multiple CATV owner, for stock. Chippewa Falls system has 2,000 subscribers and is adjacent to ATC's Eau Claire, Wis., CATV serving 7,800 customers; Sarasota, 1,000. ATC operates cable TV systems in 17 states with 102,000 customers; also has half interest in systems in Florida and Tennessee with 25,000 subscribers, and has applied for Stillwater, Bartlesville and Muskogee, all Oklahoma, and Middletown, N.Y. ATC also has applied for franchise in Queens borough, New York City (BROADCASTING, June 30). Broker in two current purchases was Daniels & Associates.

### New TV station

■ WATL-TV Atlanta, owned by U. S. Communications Corp., group broadcaster, was scheduled to go on the air Aug. 16. It operates on channel 36 with 2,700 kw visual and an antenna height of 1,170 feet above average terrain. Joseph Schmidt Jr. is general manager of the station.

## Distant-signal waivers granted for two CATV's

The FCC last week authorized two CATV systems—Televents of Walsenburg Inc., Walsenburg, Colo., and Conestoga Television Cable Co., serving Pennsylvania communities—to carry distant signals. Each request was opposed by two stations carried by the systems.

The commission authorized Televents to carry KWGN-TV, KOA-TV, KLZ-TV, KBTV(TV), noncommercial KRMA-TV, all Denver; KOAA-TV Pueblo, Colo., and KKTV(TV) and KRDO-TV, both Colorado Springs. In the same action, the commission denied a petition against the authorization by KOAA-TV, and a letter supporting that station's petition by KRDO-TV.

KOAA-TV alleged that Televent's proposed service would affect development of the three UHF stations to be allocated in the Colorado Springs-Pueblo market.

The commission said that none of the three UHF allocations assigned to the market have been applied for and that unless there are unusual circumstances, independent UHF stations are not likely to develop in any but the 100 largest markets. Colorado Springs-Pueblo is ranked 139th.

In the other action, the commission authorized Conestoga Television Cable Co. to add WNEW-TV and WPIX(TV), both New York, to its system serving Boyertown, Bechtelsville, Bally Boroughs and portions of Washington and Colebrookdale townships, all Pennsylvania.

Conestoga already carries KYW-TV, WIBF-TV, WFIL-TV, WPHL-TV, WCAU-TV WKBS-TV, all Philadelphia; WGAL-TV Lancaster; noncommercial WLVT-(TV) Allentown, both Pennsylvania, and non-commercial WHYI(TV) Wilmington, Del.

Conestoga requested waiver of the hearing requirements, asserting that it was beyond the 35-mile zone established in the commission's proposed rulemaking last year. The request was opposed by WPHL-TV, and WIBF-TV.

The commission ruled that because Conestoga is the only party in the Philadelphia market CATV hearing whose system is beyond the specified zone of any operating commercial station and is also the only party that has filed a waiver request, "grant of a waiver here will still protect the essential area for development of the Philadelphia independents in the market against unfair competition, largely avoid the cumulative impact aspect, and preserve the basic integrity of the Philadelphia market from an allocation's standpoint."

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## Goodman asks for civic awareness

He says NBC and its TV's gave \$30 million in time to local projects in '68

In emphasizing broadcasters' ability to contribute to the solution of urban ills, Julian Goodman, NBC president, noted last week that NBC-TV and the network's owned TV stations last year donated some \$30 million in time to community organizations.

Mr. Goodman spoke in Pittsburgh at a Heads of Industry meeting for the United Fund of Allegheny County and later took part in the dedication of new studios at NBC-owned WJAS.

He said the \$30-million contribution represented the time value of 34,000 messages broadcast on behalf of civic, charitable, welfare and other service organizations but did not include the "additional thousands of messages" carried on NBC facilities network or owned stations.

Mr. Goodman said broadcasting can make a major contribution toward solving urban problems by developing closer contacts among varied segments of the community and by stimulating civic

involvement at the personal level. He said the constant factor in the complexity of the urban crisis is the individual as to "what he thinks; what he wants; what he fears; what he hopes."

The broadcaster effort was viewed by Mr. Goodman as a unique ability in the broader challenge that faces all industry. "No business," he said, "can truly be successful today—whether it is a corner grocery or a conglomerate—if it is not acutely aware that growth, prosperity and future are linked to the community."

In citing NBC-owned TV stations continuing efforts in their cities, Mr. Goodman said there were additional steps planned "to extend our bridges to the community."

The stations, he said, will use "more ways digging deeper into the communities to solicit public opinion and determine community concerns. They will use this information to help in developing programs on issues that are becoming critical—not waiting to report on them after they have reached the crisis stage."

Mr. Goodman said the owned stations plan to increase their services to "the little known groups in the neighborhood that might otherwise not have a voice for their messages" and will double the number of minority profes-

sionals on the news staffs (12 were hired last year) and expand into other areas of station operation, including management. He said NBC was increasing the employment in news areas of members of minority groups "not simply because we subscribe to the principle of equal opportunity in employment but because they bring new understanding and dimensions to the coverage of community affairs."

## NATRA turns inward for some soul-searching

The National Association of Television and Radio Announcers opened its four-day convention in Washington last Thursday (Aug. 14) on a theme of "the time is now to work together" and a determination to avoid the controversy that marred last year's meeting (BROADCASTING, Aug. 26, 1968).

The militancy, the cries for Negro activism in the broadcasting and record industries and outside attempts to wrest control of the organization that punctuated the 1968 Miami gathering did not appear overtly last week. But it was obvious that NATRA, which purports to represent over 600 Negro broadcasters, principally diskjockeys, still has its troubles. And it wasn't about to wash them out in public last week.

Unlike past meetings the press was barred from all regular member panel sessions. And in the tight security evident throughout the Washington Hilton hotel and imposed by a private detective service requested by NATRA, some members of the organization found themselves excluded from supposedly open functions as well.

According to NATRA staff members, the press was excluded from the sessions at the request of the association's regional presidents. NATRA members were to have attended seminar functions last Thursday and Friday dealing with such topics as black management in broadcasting, the FCC's rule barring discrimination in employment on the basis of race, the question of unions for black diskjockeys and community action programs and citizens rights. Queries to participants about the nature of the discussion were directed principally to Del Shields, NATRA's executive secretary, E. Rodney Jones of WYON Chicago, president, and Jack Walker of WLIB New York, board chairman, for answers.

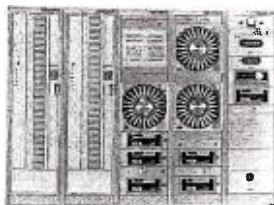
Messrs. Jones and Walker were not immediately available for comment. Mr. Shields was briefly—and in a telephone interview, he explained that NATRA was concerned about the "bad press" received in Miami. Mr. Shields said he was afraid that someone in a seminar might get up and shout that all the radio stations in the country should be



NBC President Julian Goodman (c) took advantage of a speech date in Pittsburgh last week to be on hand for the dedication of new studios and offices for NBC-owned WJAS-AM-FM there. Talking with Mr. Goodman are Earl Buncher (l), general manager of the Pittsburgh stations, and Arthur Watson (r), presi-

dent of NBC Radio. The studios had been moved earlier in the summer to the mezzanine floor of the 12-story Kossman building in the Gateway Center area. The glass-enclosed facilities include three broadcast studios, a production studio and control center and offices, built for more than \$150,000.





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burned down, and that such a statement might be "misinterpreted."

"It's been a difficult year after Miami," Mr. Shields said, and he added that the association wanted to work quietly, evidently not under the scrutiny of the press, to pull itself together and seek common goals. Mr. Shields said he would be available for further elaboration on the content of the seminar discussions, but he proved to be consistently unavailable last Thursday.

The listening public appeared to have a slight edge on hearing of convention-related matters, however. Mr. Shields was set to make a previously unscheduled appearance Friday evening (Aug. 15) at the noncommercial WAMU-FM Washington studios as host of his syndicated *Night Call* show. His subject was to have been "broadcasting and social change."

Elsewhere the convention agenda promised members a mixed bag of public and recording personalities, from Coretta King, widow of Dr. Martin Luther King, to Peaches and Herb, pop-rock duo, to activist H. Rap Brown, who was set to appear in a closed meeting Friday afternoon.

NATRA members heard Arthur A. Fletcher, assistant secretary of labor, in a Thursday luncheon address urge America's blacks to set an agenda of goals in civil rights and an orderly timetable for their achievement, to be supported by programs and resources. But far fewer members were on hand, or were permitted to be on hand that evening for a dinner address by Washington Mayor Walter Washington.

The presence of private security men had picked up noticeably throughout Thursday afternoon. By that evening it was nearly impossible for numerous late-comers to the dinner to be admitted to the hotel ballroom. Entrance was permitted sporadically to those who had official NATRA dinner passes or who knew a friend already inside the room who could be called outside to vouch for the person. Finally, entrance and egress from the room were denied to all prior to the mayor's address.

A staff member explained that the heavy security was needed because of the large number of registrants, said to be about 500, and the presence of "NATRA VIP's." But many a NATRA member was heard to grumble when he was turned from the door that "that's a hell of a note" for spending \$50 in registering.

## MM unit handles show rights

Group owner Metromedia, with diversified interests in communications is now in the theatrical-leasing business. It has formed Metromedia-On-Stage as a subdivision of its Metromedia music division. M-O-S will represent authors

in leasing performing rights of shows for presentation to such organizations as schools and colleges, community theaters and summer stock. Currently it has negotiated rights to several Broadway and Off-Broadway shows, "Golden Rainbow," "Zorba," "Promenade," "Peace" and "Red, White and Maddox" and is working on acquisition of rights to other properties.

## FCC toughens stand on CP extensions

### Agency bases decision on whether delay was under the control of permittee

The FCC has moved to shake out those UHF permittees it feels have waited too long to start construction. The commission last week announced it had denied six UHF permittees applications for extensions of time to construct and cancelled their construction permits. Four other permittees were granted six-month extensions.

The commission following an oral argument held May 12, announced denial of applications by: Radio Longview Inc. for KHER(TV) Longview, Tex.; Onondaga UHF-TV Inc. for WONH(TV) Syracuse, N. Y.; Custom Electronics Inc. for WPCT(TV) Melbourne, Fla.; Elgin Television for WFNT(TV) Elgin, Ill.; Illinois Broadcasting Co. for WPNG(TV) Springfield, Ill., and Rovon of Florence Inc. for WPDT(TV) Florence, S. C.

Tele-Américas Corp. of Florida, permittee of WTML(TV) Miami; WBEJ Inc., permittee of WMLK(TV) Janesville, Wis.; Charles W. Dowdy, permittee of WROA-TV Gulfport, Miss., and Comet Television Corp., permittee of KTOV-TV Denver, won six month construction permit extensions.

Beacon Television Corp. tendered its KWID-TV Tulsa, Okla., CP for cancellation at the oral argument and the commission dismissed the application for extension and cancelled its permit.

The CP's for all the stations heard at the arguments were granted extensions from Nov. 17, 1965, through Oct. 11, 1967, the commission said. A commission order March 6, 1968, set the oral argument to determine if the reasons for extension resulted from circumstances beyond the permittee's control or if other overriding public-interest factors were involved.

Custom and Rovon argued, the commission said, that extensions were needed to secure network contracts. The commission ruled that all permittees were given ample time and opportunity to construct facilities and that failure to construct because network

contracts were not yet secured is an independent business judgment for which extensions could not be granted.

The commission action—by Chairman Hyde and Commissioners H. Rex Lee, with Commissioners Bartley and Nicholas Johnson dissenting to the grant of WBEJ and Charles Dowdy applications and Commissioner Robert E. Lee dissenting to the denial of Rovon's application—refused extensions to Onondaga, Elgin and Illinois because they failed to commit themselves to a starting date for construction.

A six month extension was won by WBEJ Inc. because, the commission said, during the past two years the permittee has proceeded toward construction by buying a transmitter site.

Tele-Américas told the commission it had ordered a new transmitter and expected to be operating before the end of the year. Similarly, the commission granted a six-month extension.

The commission also granted an extension for Charles Dowdy who is awaiting Federal Aviation Administration clearance for his proposed new antenna site. However, the commission advised that during the extension Mr. Dowdy should contact the FAA and either secure clearance or promptly submit a modified proposal.

The commission extended the Comet CP for six months following FCC action on a rulemaking for a quiet zone in the Denver area.

## MAGIC a new source for consulting, research

Melvin A. Goldberg has resigned as vice president in charge of new business development of John Blair & Co., station representation firm, to open his own consulting and research organization, Melvin A. Goldberg Inc. Communications (MAGIC).

He said last week he planned to specialize in new-business development for television and radio stations and also assist them in researching community needs and developing appropriate programming, as well as aid in sales, programming and research generally.

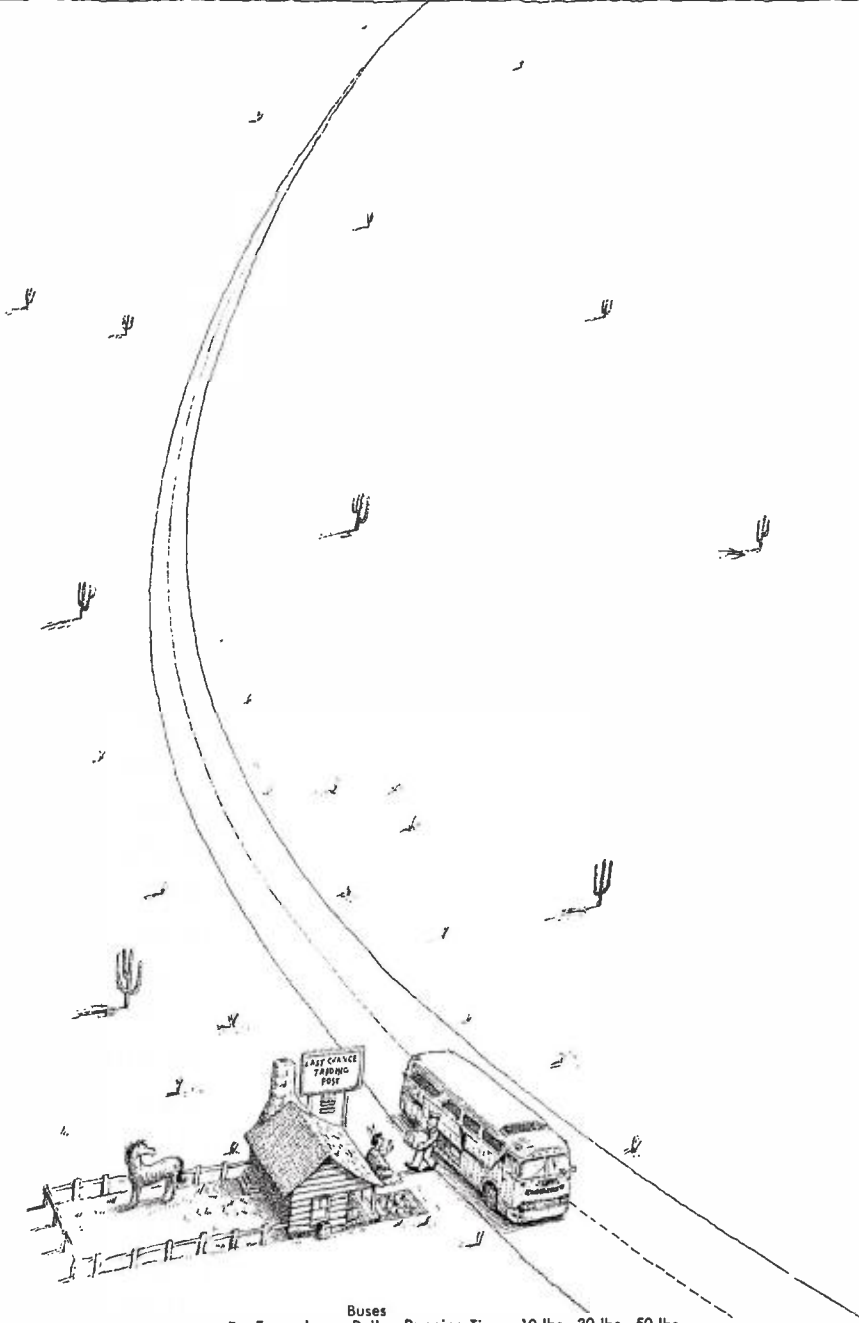
Mr. Goldberg estimated that he had developed more than \$10 million in new business for television and radio during his tenure at Blair. He was there five years, serving as vice president in charge of research and planning before taking on the new-business assignment.

Before moving to Blair he was research vice president of the National Association of Broadcasters for two years and, before that, was head of research for Westinghouse Broadcasting Co. for almost seven years.

His new office, effective Sept. 2, will be at 122 East 42d Street, New York 10022.

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## Next season's make-or-break shows

Eight of the 24 new series may carry the fate of networks' over-all ranking

The 1969-70 prime-time network television season may pivot on the performances of eight new series. A sampling of television-industry opinion—particularly from network executives—singles out three new shows each on ABC-TV and NBC-TV and two on CBS-TV as having possible key responsibility for the competitive outcome of the television season that gets under way in less than a month.

On ABC-TV the key shows are indicated to be: *The Survivors*, *Movie of the Week* and *Room 222*.

On CBS-TV they are: *The Leslie Uggams Show* and *The Jim Nabors Hour*.

On NBC-TV they are: *The Bold Ones*, *Then Came Bronson* and *Bracken's World*.

A total of 24 productions will be introduced on network television beginning the week of Sept. 14 on NBC-TV and ABC-TV, with CBS-TV shows starting a week later (actually ABC-TV will present eight premieres the first week and four the following week). The premise is that some of these new shows may turn out to be more important to the success of the over-all individual network schedule than others. More important, the entries that have been designated as key shows are widely thought to be in a position to help their network win not only a particular time

period but also to capture the largest audience over the sweep of an entire evening throughout the season.

If even one of the key shows comes through a big winner it could prove decisive if the 1968-69 ratings race is any guide. For the verdict on who won last season's rating competition is still open to question, so close was the outcome. Yet if one key program, say *The Beautiful Phyllis Diller Show* had been able to hold its own instead of flopping badly enough to be replaced by *My Friend Tony* (now another dropout) after 16 weeks, NBC-TV might clearly have been the leader in ratings. (Instead, CBS-TV claimed it placed first by 20.3 to NBC's 20.0 and ABC's 15.6 in average prime-time ratings per minute, Monday through Sunday, 7:30 p.m. to 11 p.m. from Sept. 23, 1968, through April 20, 1969. By NBC's accounting, however, the season started on Sept. 16, 1968, and the prime-time race was a tie with a 20.1 rating for itself and CBS and 15.6 for ABC.)

By what reasoning can one new show be validly considered more pivotal than another? Consider the following illustrations that indicate the difference a strategic time slot or a significant aspect of a series can have in making a show pivotal or not: NBC-TV's half-hour *My World and Welcome to It* on Mondays, at 7:30 p.m. is likely to be an unusual

comedy. It could take situation comedy in a brighter, more imaginative direction. The first television series to be based on the cartoons and writings of the late James Thurber, the program will combine live-filmed action with a Thurberesque style of zany animation. Yet *My World and Welcome to It* can't hurt NBC-TV badly on Monday nights even if its undeniable promise is not realized. With *Rowan and Martin's Laugh-In* and *Monday Night at the Movies* as lead-outs, the network figures to be strong no matter how the Thurber-based comedy fares.

In contrast, *The Leslie Uggams Show* is a key one for CBS-TV on Sunday nights at 9 p.m. because of a circumstance that goes beyond its vital position in the schedule. For young Miss Uggams is the replacement for *The Smothers Brothers Comedy Hour*. If Leslie Uggams scores well, particularly with the young audience, the public-relations disaster that followed the cancellation of the Smothers show and still ensues may be overcome. If she strikes out haplessly the howling could get louder.

Sometimes the differences that distinguish the key shows from others are tenuous and perhaps arbitrary. By many pre-season accounts the hour *Marcus Welby, M.D.* series out of Universal TV is the strongest new program for ABC-TV. At 10 p.m. on Tuesdays, it



Room 222, on ABC-TV Wednesdays, stars Lloyd Hanes. It will be the third show in a three-show comedy block.



*The Survivors*, one of the most expensive shows on ABC-TV, stars Lana Turner, shown here with Kevin McCarthy.



follows the new and innovative 90-minute *Movie of the Week* series. Both shows are crucial to the network's chances of making the night a particularly successful one, especially since their lead-in is *Mod Squad*, ABC-TV's strongest new show of 1968-69. Yet because *Marcus Welby*, up against the *CBS News Hour* and the last hour of *Tuesday Night at the Movies* on NBC-TV, is considered to have weaker competition and thus more likely to be a winner, *Movie of the Week* is held to be more accountable for ABC-TV chances of capturing the evening.

None of this thinking, of course, is gospel. Network executives are reluctant even to hint that they have greater hopes, greater expectations, for one show than for another. The politic thing is to speak with great enthusiasm over all their new shows. The public opinion of Jerry Stanley, NBC-TV vice president of film programs, as well as of NBC productions, is typical. "I can honestly say none of our new shows are on the schedule by default," he observes. "I think we had an excellent selection and out of it, with great difficulty, we chose those shows that finally wound up on the schedule. I think each of them is important to us."

Twentieth Century-Fox TV President William Self, a veteran of 17 network-TV seasons, makes even a bigger point of not singling out shows for special responsibility. "I really think almost every show is a pivotal show today," he says. "I find that audiences are less loyal to the network than they used to be. Perhaps the advent of the remote control device for the TV set has something to do with it. I don't know."

"It used to be that if you could hook the audience at 7:30, you could have them until 11," he explains. "I think now they'll leave you and come back and leave you again. Whatever is the best show wins. In today's schedule every time period is tough, and audi-

ences have a loyalty to a particular show and not to a network, in my judgment."

Still, the contention is widespread in the industry that some new shows are more pivotal than others. Following is a consensus of how the key shows will possibly determine the fate of specific evenings during the 1969-70 season:

- Sunday. This evening is the battleground for two key shows: *The Leslie Uggams Show* on CBS-TV from 9-10 p.m. and *The Bold Ones* on NBC-TV from 10-11 p.m. Creative direction of the Uggams series is in the hands of producers Ernie Chambers and Saul Ilson. There's irony, maybe even poetic justice in their selection. The Messrs. Chambers and Ilson first turned the Smothers brothers on for CBS-TV on Sundays opposite *Bonanza*. During their time at the helm—they left after two seasons—the Smothers brothers show was able to knock the NBC-TV western from the top ratings rung, the first time CBS-TV was in a position to provide meaningful opposition to *Bonanza*. Now it's their job to turn the Uggams show into as much of a "now" show as *The Smothers Brothers Comedy Hour*, appealing to the young audience and including laughs at the expense of the establishment.

In the long run, it could be that Perry Lafferty, vice president of CBS-TV network programs, has called the correct turn as to the possible fate of this key show. "If the television audience accepts her then we'll be home free," he points out. "There is enough evidence in from her past television performances to indicate that she will be accepted."

"I directed *Name That Tune* 10 years ago when she was a guest on it for about 10 weeks," he continues. "She made a tremendous impression on the audience. She also made a big impression on *Singalong with Mitch*. In the older group nobody says 'who' when

you mention Leslie Uggams. She is known. She has a following among the older people. Now we're constructing the show with many young-oriented acts, taking a young-oriented approach. We're trying to pull in the young audience because if we're successful in doing this and they like Leslie then the show will work. But it all comes down to whether they like her personally or not."

Even if *The Bold Ones* did not occupy the crucial spot after *Bonanza* on NBC-TV and opposite *Mission: Impossible* on CBS-TV and the last hour of the *ABC Sunday Night Movie*, it would have a key role to play. The Universal TV production promises to take the hour series a step in another direction. It consists of three dramatic programs, each designed as a separate series of eight segments, rotating in a single time period and with all programs combined under one umbrella title. NBC-TV already is committed to 24 programs in this series, which figures to be one of the more expensive investments on television. In a conventional, continuing series, as an example of the added expense of *The Bold Ones*, the costs of major, standing sets are amortized over 26 weeks. But with *The Bold Ones* there are three different master sets—a hospital for the medical stories, attorney's quarters for the law stories and city hall for the police administration stories—and each can be amortized over only eight weeks, thus immediately tripling costs in this one area alone.

And besides the investment involved that cries for at least a three-season run to make the project worthwhile, *The Bold Ones* is charged with making up for the terrible time NBC-TV has had at 10 p.m. on Sundays, particularly last season with Phyllis Diller and *My Friend Tony*. The Universal series could be a strong contender to take the play away from CBS-TV's *Mission: Impossible*.

- Monday. This is the crap shoot, the big gamble, the go-for-broke night on the ABC-TV schedule. The key to the evening is *The Survivors* in the 9-10 p.m. slot.

What the network has done on Mondays is to cancel all of last season's shows and put on four new shows with young-women appeal. Meanwhile the other two networks remained entrenched with some of their strongest programs. The competition early in the evening with *Laugh-In* on NBC-TV and *The Lucy Show* on CBS-TV appears overwhelming for ABC-TV's first season *Music Scene* and *New People* programs.

*The Survivors*, however, has turned from being a disaster area into what Steve Mills, ABC-TV vice president in charge of West Coast programming, is convinced is a "pretty good, pretty solid show." Speaking to the affiliate



Opening feature on ABC-TV's *Movie of the Week* is "Seven in Darkness" with cast including (from left) Sean Garrison, Milton Berle, Barry Nelson.



The Jim Nabors Hour of comedy and variety is key to CBS-TV's rank on

Thursdays. With Mr. Nabors is Frank Sutton (l) holdover from Gomer Pyle.



Leslie Uggams has the job of replacing the strong Smothers hour on CBS-TV.

convention in San Francisco earlier this year, Edwin T. Vane, ABC-TV vice president in charge of night-time program production, described *The Survivors* as the "most ambitious program in the new schedule" and cited its size of undertaking, the magnitude of its stars, the larger-than-life qualities of a story written by Harold Robbins, as well as larger-than-usual growing pains. "But I will tell you right now, sincerely and candidly," Mr. Vane assured affiliates, "The Survivors will be a first-rate production that will be a credit to all of us."

It had better be. The network has a firm commitment for a full season of it at a reported \$250,000 per episode, or a total of \$6.5 million for 26 shows. The stars of the series, Lana Turner and George Hamilton, supposedly have weekly salaries totaling \$25,000.

ABC-TV surely would hope that this series will go beyond one season. So too does Universal TV, the studio producing the show. Followed at 10 on Monday nights by *Love, American Style*—already being written off as "a noble experiment"—*The Survivors* bears the responsibility of saving something of Monday nights for ABC-TV.

■ Tuesday. This is another night where a lot is riding on a key new ABC-TV show. Smack in the middle of the network's schedule for the evening is the 90-minute *Movie of the Week*. It does battle with *Red Skelton* and the new *The Governor and J. J.* series on CBS-TV and *Julia* and the first part of *Tuesday Night at the Movies* on NBC-TV.

According to Steve Mills, this could be a good night for ABC-TV. "The competition is not quite that strong on Tuesdays," he says. "We feel we have

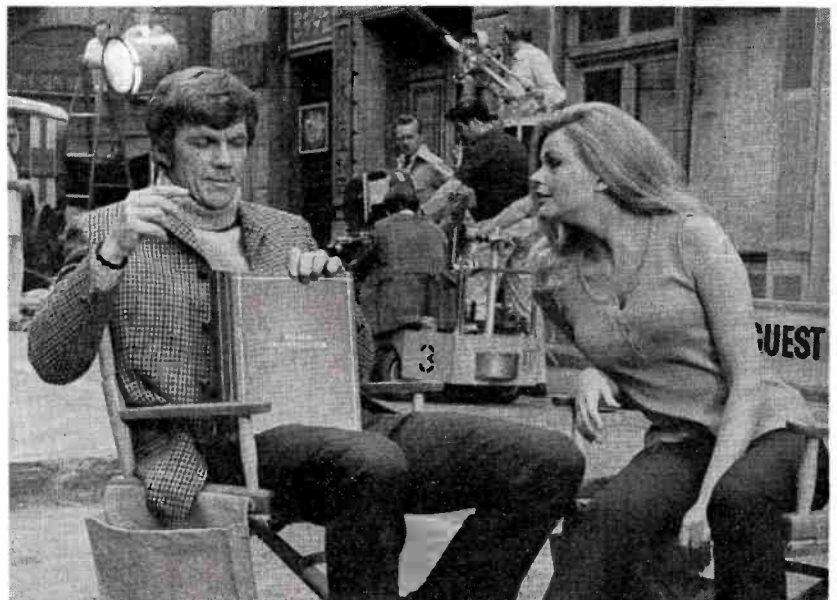
an excellent chance of winning the night because both *Movie of the Week* and *Marcus Welby*, which follows, are extremely strong. And they both follow one of our most successful shows, *Mod Squad*."

No doubt about it, *Movie of the Week* is in one of the more decisive swing periods on the entire network schedule. Strategically placed between an established hit and a program with possibly the best potential to be a hit, *Movie of the Week* is charged with providing the connecting link in what could be a skein of success for ABC.

Maybe with the exception of *The Survivors*, this is the biggest show ABC-TV has going on the network, both in

terms of scope and general significance. In the making since last year, *Movie of the Week* is committed to presenting 25 essentially original and diversified stories in a feature-film type of format each week. At this writing, 15 of the TV movies have been completed, five are in production and five more in pre-production development. They are being done by 10 different suppliers, with each production taking a minimum of three weeks to complete. The series has a whopping budget for a weekly program of more than \$15 million in total.

If *Movie of the Week* is successful, it could have ramifications in other directions. It could start a trend of 90-minute original television movies pre-



"Bracken," the movie mogul, is never seen on NBC's Bracken's World, but

Peter Haskell and Rachel Holt are among the 10 players featured.



sented weekly on other nights or on another network. It could lead to two-hour television movies being shown in a regular weekly time slot under their own series title. The made-for-TV movie form is adaptable.

*Tuesday Night at the Movies* on NBC-TV is sure to be major competition for *Movie of the Week*. But the ABC-TV show will not battle it out on common ground with the NBC-TV movies. "We don't have anywhere near the time nor anywhere near the money to compete with theatrical feature films," says Barry Diller, ABC-TV vice president, feature films and program development—East Coast, who is in charge of the complex and costly series. "To set ourselves up to be compared with theatrical feature films would be a mistake," he emphasizes. "What we're making are films designed specifically for the television audience. *Movie of the Week* is a euphemism. None of our movies nor anybody else's movies made for television have the potential to open in Radio City Music Hall."

■ Wednesday. One of the two key shows that may determine the fate of this night is *Room 222*, which is programmed on the tail-end of an unprecedented three-show comedy block on ABC-TV. Lead-ins are the established *Flying Nun* and newcomer *The Courtship of Eddie's Father*. As comedies, both are for somewhat saccharine tastes. Twentieth Century-Fox TV's *Room 222* is decidedly not saccharine and at times may offer considerably more drama than comedy.

Set in an integrated high school in contemporary and troubled America, *Room 222* stars Lloyd Hanes and co-stars unknown Denise Nicholas. Both are Negroes.

"Some of the shows are more dramatic and some are more comedic," explains series producer Gene Reynolds. "Over-all it's a kind of mix—the show dictates its own form."

*Room 222* is up against two old hits in *The Beverly Hillbillies* and *The Virginian*. The feeling at ABC-TV is that the 20th Century-Fox program "has an excellent chance" of giving the network "at least parity" in the time period. If this happens, the experiment of trying a comedy block on Wednesdays, something not done by the network before, likely will be justified.

NBC-TV's *Then Came Bronson*, the biggest "if" of any of the key new shows, occupies the other pivotal spot on Wednesdays. It could hit big or miss big. Most industry observers think of it strictly as a puzzle based on what they saw of the two-hour pilot version shown as a feature film by NBC-TV last season—a presentation nobody seemed to understand but a huge audience watched.

One comment heard about *Bronson*: "Here is a beautifully done show that to a captive audience has to be a big hit. To a television audience it's a big question mark."

The consensus in the industry acknowledges the tremendous production qualities MGM TV is throwing into the series, with the entire show filmed on location. It also seems agreed that Michael Parks, the restless protagonist of the show who criss-crosses the country on a motorcycle in search of identity and a meaning to life, has an animal magnetism that should prove compelling to young audiences. But here the agreement ends, and few seem sure whether *Bronson* can help carry the night for NBC, competing with the

*ABC Wednesday Night Movie* and *Hawaii Five-O* on CBS-TV.

NBC's Jerry Stanley has a hunch about the series. "I think *Bronson* is going to generate a cult of people who are going to follow this guy on his motorcycle," he predicts. "Hopefully that cult is going to be large enough to create an audience that will make it a success."

Because it promises to be thought-provoking, dealing in depth in dramatic situations, and also gives notice that it will be spectacularly photographed, *Bronson* figures, if nothing else, to garner pleasing critical notices for NBC-TV. It's also a good bet to take the audience away from *Hawaii Five-O*, thus nipping in the bud a growing CBS-TV hit.

■ Thursday. This appears to be the most hotly contested three-network race in the entire schedule. The key to Thursday nights lies with a single program—*The Jim Nabors Hour* on CBS-TV at 8, up against *That Girl* and *Bewitched* on ABC-TV and parts of *Daniel Boone* and *Ironsides* on NBC-TV. By CBS-TV's own admission, the network "has been clear out in the woods for about four years" on Thursdays. Jim Nabors, switching from *Gomer Pyle*—prime-time television's second ranking show last season in ratings and shares from premiere through March 1, 1969—can bring CBS back onto the fairways.

CBS's Perry Lafferty indicates that Jim Nabors is just beginning to pick up steam. "I've seen three of the tapes of his new show," Mr. Lafferty reports, "and they just look splendid. Oh, boy, has he ever made the transition to a variety series."

Enjoying the prospect of looking ahead, the CBS programming executive observes: "We ought to do something pretty good on Thursday now with Jim Nabors following *Family Affair*." The belief is strong that the Nabors show is effective counter-programming to the other networks' offerings.

■ Friday. NBC-TV has undeniable muscle on this night. Its line-up shows *High Chaparral*, followed by *The Name of the Game*, with the new *Bracken's World* series in the important 10 p.m. time period. All shows have a slickness of production and all are shows with strong adult appeal.

It could be a big night for NBC. The key appears to be *Bracken's World*, 20th Century-Fox TV's gamble that the television audience is genuinely interested in the inner working of a major Hollywood film studio. The 20th-Fox lot itself provides the backdrop for this out-of-the-ordinary series.

It's an ambitious production—certainly one of the biggest, most expensive shows of the season. There are 10 running characters, sets all over the Fox lot and off the lot, and a mandate



Then Came Bronson stars a motorcycle and its rider, Michael Parks, who gave a lift to Bonnie Bedelia in a two-hour version shown on NBC-TV Aug. 2.



to show an inside view of some of the techniques of making movies.

"What the technical gimmickry is to *Mission: Impossible*, the movie-making emphasis is to *Bracken's World*," series producer Stanley Rubin says.

The show's major competition appears to be the second half of *The Friday Night Movie* on CBS-TV. But producer Rubin is not selling short ABC-TV's *Jimmy Durante Presents the Lennon Sisters Hour*.

"We're hoping for a broad spectrum of the audience," he points out. "But one strong segment of our audience is sure to be women and couples over 35. Tests show we also register strongly with the over-50 group. These are the Lennon sisters' audience, too."

Still, Mr. Rubin's boss at 20th-Fox, William Self, is not going to blame any failure on the competition. "I think if we don't make it the fault won't be with the network scheduling," he remarks. "It'll mean that we just misread the public's interest in the motion-picture business."

And as there is with key show *Room 222*, also out of the 20th-Fox shop, there is a little something extra riding on the fortunes of *Bracken's World*. Stanley Rubin explains: "We are not *Peyton Place* in Hollywood. We are individual dramatic hours. In the sense, however, that we hope to create new stars out of this series, we do have a kinship with *Peyton Place*."

■ Saturday—This evening is relatively static. There has been a switching around of established shows on CBS-TV, and NBC-TV has moved *Adam 12* back an hour. But the line-up on ABC-TV is the same as last season. Only the *Andy Williams Show* on NBC-TV, replacing two comedy transplants—*Get Smart* and *The Ghost and Mrs. Muir*—is new. Mr. Williams, of course, could dramatically aid the NBC-TV cause on Saturdays. But not many are predicting that this will be one of the key shows. The reason—the formidable Jackie Gleason on CBS-TV figures to smother Mr. Williams.

Thus, the key-show roundup shows ABC-TV's chances for building to the point where it could make a three-way race out of the network competition across the board resting on *The Survivors*, *Movie of the Week*, and *Room 222*, maybe even in this descending order of importance. On CBS-TV, *Leslie Uggams* and *Jim Nabors* are the two pivots; they could make Sunday and Thursday nights.

Three new hour shows on NBC-TV—*The Bold Ones*, *Then Came Bronson* and *Bracken's World*—occupy 10 p.m. time periods. These are crucial time periods for the network because they wrap up the evening. They also will have a great deal to do with what people are going to watch until that time.

These then are the keys to what one

TV executive, referring to that long moment of truth that is the first six telling weeks of the new season, called New Haven going into Broadway. Whether it really is long-run Broadway or tomorrow, East Lynne, could well be up to the pulling power of just eight new shows.

## New format in 'Bold Ones'

### Three separate series in rotation under one title could keynote TV season

There are eight key shows among the 24 new series that will begin in September—but what new show could be the most important single one of the 1969-70 season?

Two solid contenders are *Movie of the Week* and *Bracken's World*. However, perhaps a stronger case could be made for *The Bold Ones* as the master key to the season.

The most important programing development to come out of the 1966-67 season was the *World Premiere*, a series of full-length feature-film-type presentations. The most significant development in the 1968-1969 season undoubtedly was *The Name of the Game* concept of three alternating stars and producers work-

ing on a leap-frogging schedule to each produce eight segments of the same series. Now *The Bold Ones* will attempt to prove that the TV audience will accept three separate series rotating in the same time period under an umbrella title.

*World Premiere*, *The Name of the Game*, and *The Bold Ones*, all out of Universal TV for NBC-TV, are definitely related in an evolutionary pattern. Each has tried to overcome the repetitive curse of filmed series programming. Each, too, has tried to appeal to the same kind of young-adult audience—from the adolescent group on up.

The two-hour *World Premiere* was the means to substantiate that the adult audience would stay with a show over a longer period of time. What *The Name of the Game* series seemed to indicate is that the actual name of the game is change—that all entertainment requires a certain amount of change. Picking up from there is *The Bold Ones*.

Jennings Lang, Universal City Studios senior vice president, tells of some of the possible ramifications of the new series. "It offers the opportunity for experimental audience research," he points out. "Let's say that it's proved that the audience does like the form—in other words, they like to see a different show every third week with each new cycle of programs beginning on the fourth week.

Let's say, too," Mr. Lang continues, "that it's determined that there's a great deal of interest in show number one and a medium amount of interest in show number two or three. The network, together with us, can make various decisions."

Mr. Lang enumerates: "One decision could be that if one show is a runaway hit, we could scrap the failures and keep the hit. Also we could spin off the runaway hit as a show of its own in another time period, meanwhile adding a new show to fill out the three to be shown under *The Bold Ones* title. Or if one of the three shows is a dismal flop, there's always the chance of replacing it in the series with an entirely new show that still fits in with *The Bold Ones* format."

According to Mr. Lang, "wonderful flexibility" is the name for *The Bold Ones* concept. And on the horizon, possibly for the 1970-71 season, is the concept of using a series title and continuing time slot to do various dramatic programs that would run weekly with a regular cast for however long they would take to tell their stories properly. Afterward, there would be a change to another cast and story-line in what would amount to a sort of "literature of the air."

Who knows? Such a program could be next year's key show number one.



E. G. Marshall plays a doctor in one of the three series-within-a-series that are NBC's *The Bold Ones*. *Burl Ives* stars as a lawyer in another and *Leslie Nielsen* and *Hari Rhodes* are police administrators in the third.

## One filmed viewpoint from mite of a camera

Though the curtain of the 1969-70 network TV season has yet to rise, the aspiring cast of new programs already has produced an apparent hit. This hit has nothing to do with time slots or counter-programming or comedy blocks. It's in the equipment field.

Till Gabbani, a veteran film camera operator working on CBS-TV's new *Medical Center* series, long has been intrigued by the possibility of a film camera small enough to record its own point of view of the action. What is scheduled to be the opening episode of *Medical Center* seemed to provide the ideal opportunity for Mr. Gabbani to implement his thinking.

The episode deals with a football player who takes part in a big game despite an illness, only to collapse on the field. The football player is portrayed by a real and notable one, O. J. Simpson of the American Football League's Buffalo Bills, in a guest-star role.

For the dramatic and graphic action of a football player in crisis, Mr. Gabbani designed and developed what he in fact calls "a point-of-view" camera. It's four inches square, eight inches tall,

weighs six pounds, is battery-powered and self-contained. The film camera also is prefocused, has wide-angle lens and does not require a view-finder, yet it is said to be in perfect positive registration for intercutting with other film taken by standard cameras. Mr. Gabbani's camera is capable of shooting only 25 feet of film at a time, but this amounts to 17 seconds of exposure time, enough for a cut in most any production shot.

The camera was put into use in *Medical Center* by taking the place of a football in the hands of O. J. Simpson. To show the pounding contact of a football play, the camera, substituting for a ball, was handed off to Mr. Simpson by an actor-quarterback. O. J. zipped into the open field, the camera whirring continually during the action.

During another part of the episode, Mr. Simpson, clutching the camera by an unseen hand, suddenly staggers and falls to the turf. Before falling, however, he placed the camera gently on the field and then fell on top of it, making for a particularly dramatic, close-up view.

Mr. Gabbani is working on a plan to put the point-of-view camera on a fish pole, such as is now done with a microphone. This way he would be able to pan the camera 180 degrees. Such a

modification would permit the close-up filming of dangerous sequences—maybe a lion taming act from inside a cage—without the camera operator being in the danger zone.

In the *Medical Center* series it's anticipated that the camera may be used in an operating-room scene. The camera would be on the operating table and the instruments would be filmed seemingly making incisions into the eye of the camera.

Possibly, too, the camera could be attached to the leg of an actor who is on the run, leaping a fence or scaling a wall.

All that is required to operate the camera is that it be pointed in the right direction while the "on" switch is activated. If the actor's hands must be free, the camera, strapped to a chest, for instance, can be operated by a special harness.

To date, Mr. Gabbani has built only three of the cameras, some of which he is renting to other film producers. Mr. Gabbani expects that the biggest user of his equipment ultimately will be commercial-film producers in television.

(The foregoing special report was written by Morris Gelman, senior editor, Los Angeles.)

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# Coast to coast with astronauts

### Day of welcomes gets massive coverage; early ratings give edge to CBS-TV

From airborne and earth-bound positions, from ground level to rooftops and ledges, a helicopter and a blimp, the three TV networks cooperated and competed in complex logistical maneuvers last week to produce close-up color coverage of crowds, parades and ceremonies honoring the Apollo 11 moon astronauts in New York, Chicago and Los Angeles in a single day.

A total of at least 55 cameras and 500 reporters, cameramen and technicians were deployed in network pool coverage of Wednesday's (Aug. 13) three-city event, which added up to more than 22 hours of network-TV air time, out-of-pocket expenses estimated at about \$600,000 and audiences ranging up to 60 million viewers.

In the morning, afternoon and evening sessions, NBC-TV devoted about eight-an-a-half hours to live coverage, CBS-TV about seven-and-a-half and ABC-TV about six-and-a-quarter. The networks took turns in handling pool

coverage and, in addition, had other cameras—at least 25 in all—deployed for their own, competitive uses.

NBC, operator of the video-audio pool in New York, met astronauts Neil Armstrong, Edwin Aldrin and Michael Collins and their entourage at John F. Kennedy airport around 10 a.m. with a two-camera "beetle unit," followed them to the heliport in the financial district with a CBS-owned helicopter, and kept track of the ensuing motorcade to city hall and the United Nations with 20 other cameras, mostly installed in buildings where connections could be made to telephone lines for transmission back to the NBC studios.

Six microwave dishes were installed at various points along the route and on the Empire State Building and the Pan Am Building to transmit signals from the helicopter camera and a color camera on a Checker cab following the astronauts' car. Single cameras on 70-foot "cherry-pickers" at city hall and

north of the United Nations fed to mobile units stationed below, and a CBS "cortege" mobile unit was stationed on an overpass to take long-lens shots in two directions.

Four pool cameras were used to cover city hall presentations, and three were used at the UN ceremonies.

The helicopter ran into a few problems, according to NBC unit manager Jim Fox. It had to land once during the parade to repair a damaged lens, then had to set down again to refuel.

"It was the biggest parade we ever covered," Mr. Fox said. "We had more cameras when the Pope was here, but this presented more problems because it wasn't stationary."

Some of the problems were the usual ones of getting clearances from building owners along the route, but the biggest problem was planning the coverage in a short time. "The lead-time was so short," Mr. Fox reported, "because the parade route was not settled until about a week before."

NBC said it was able to cover all but two blocks of the New York motorcade. The minimum pool staff was estimated at 150, and equipment was rented from a number of production companies and stations.

The next stop for the astronauts was Chicago, where ABC handled the pool also with a staff of 150. ABC set up three microwave stations on the John Hancock Center and on Marina City to transmit signals from the "flash unit" immediately preceding the astronauts' car and from the Goodyear blimp.

The 22 color cameras, most of them furnished by ABC, were located at Meigs Field, along Lakeshore Drive and Michigan Avenue, and other streets of the parade route, at the Civic Center and in Grant Park. One camera was on the 100th floor of the new John Hancock Center and another 1,500 feet overhead in the Goodyear blimp. A mobile unit was stationed in the Civic Center with four of the cameras.

"The motorcade was never out of sight," reported ABC's executive producer, Wally Pfister.

Once again the main problem was getting the information on time and route of the parade in order to plan

## Chicago news climate improves this summer

Newsmen generally felt police cooperation in Chicago last week was most friendly and helpful, a contrast to what some had charged just a year before during coverage of the Democratic National Convention there. CBS commentator Walter Cronkite apparently was the only broadcaster involved in Chicago Apollo 11 parade coverage who had a brush with the law, so to speak.

Mr. Cronkite's car, with police escort, was returning to Meigs Field after the Civic Center ceremonies. It had stopped at Michigan and Jackson, was waved through by the police and while moving through the intersection was struck from the side by a motorcycle patrolman coming from another direction. The patrolman was still hospitalized Thursday but was said to be in good condition.

Illinois Bell Telephone Co. officials reported Thursday that demand for radio and TV communications facilities

for the approximately three-hour Chicago parade the previous day has exceeded those of the Democratic convention, a week-long event in coverage. Illinois Bell said it filled more than 500 service orders for broadcast-related facilities for the parade, including auxiliary telephone and Teletype channels.

Illinois Bell said a 35-man crew worked the previous weekend to help prepare the local networks required for broadcast coverage and a 125-man technical team worked on an around-the-clock basis leading into the event, supported by 75 other phone-company employees.

Although ABC-TV handled the network television pool in Chicago, NBC-TV and CBS-TV ordered additional video lines of their own to bring the total to 35 video circuits, Illinois Bell said. About 8,500 feet of new television cable was laid to handle the job.

ABC-TV's crew voiced "high praise" for the city officials and for Mayor Richard J. Daley for cooperation in the coverage.



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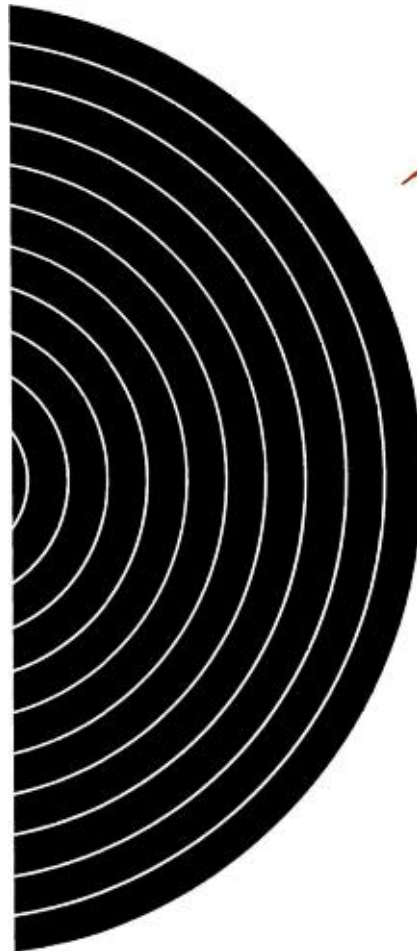
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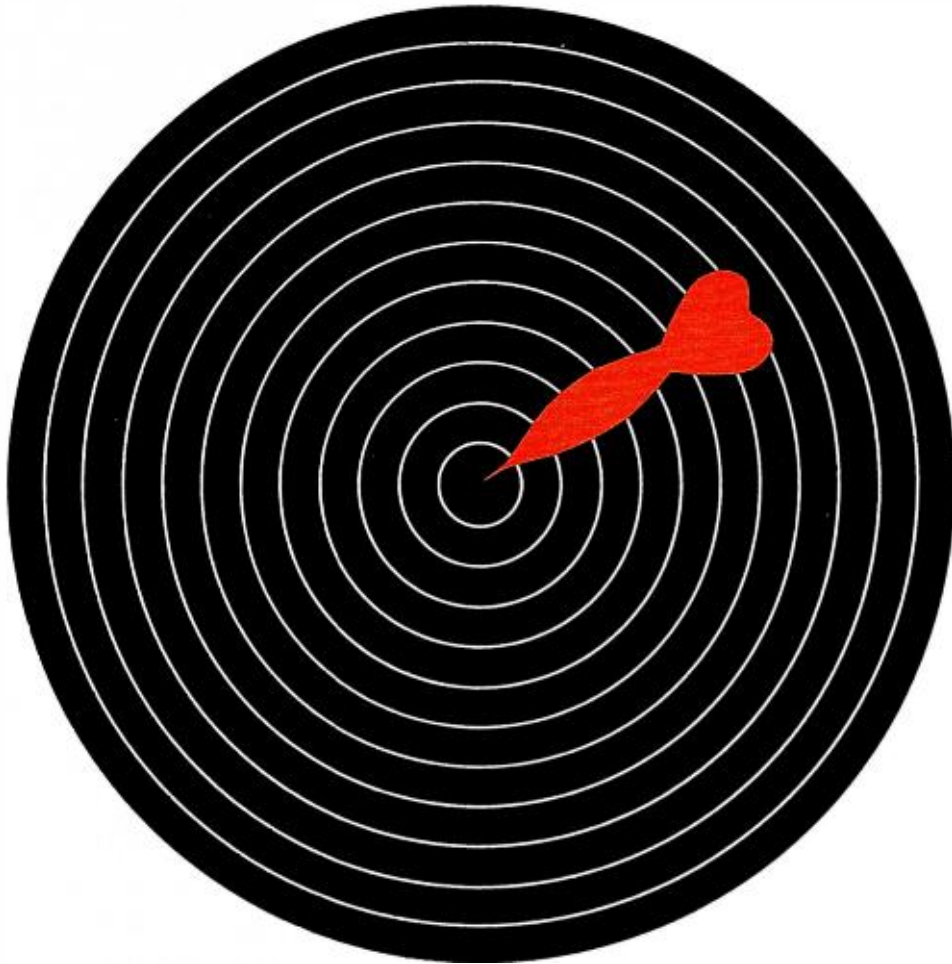
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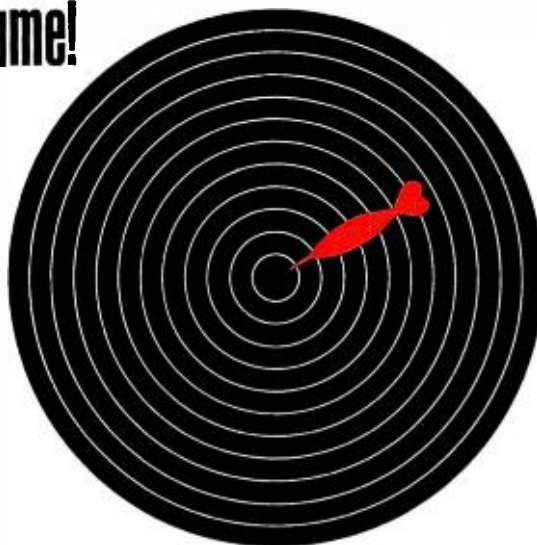
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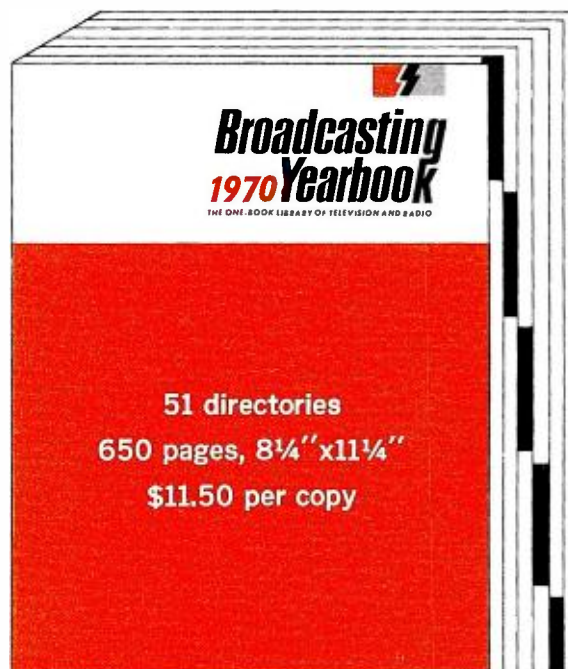
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coverage, Mr. Pfister noted.

There was no grand parade for CBS to worry about for pool coverage in Los Angeles, but the network sent 200 people to handle the coverage of the state dinner at the Century Plaza hotel.

A total of 10 cameras, all belonging to CBS, were used in and around the banquet hall and at the airport for the final reception of the day.

Each of the networks maintained several unilateral cameras in each city.

Preliminary estimates of pool coverage were said by one network official to cost each network around \$200,000.

Despite the cooperation on the pool, the networks were still in competition to attract what NBC estimated to be the 60-million viewers who watched the coverage at one point during the day.

National Arbitron ratings showed CBS-TV maintaining a lead for both the New York and Chicago parades. For New York, CBS had a 10.2 rating, 45 share, NBC-TV a 7.4 rating, 33 share, and ABC-TV a 3.2 rating, 14 share. For Chicago, the ratings were similar: CBS with a 10.6 rating, 40 share, NBC with a 7.7, 29, and ABC with a 4.8, 18.

The radio networks provided live reports of formal ceremonies as well as from the various stopping points along the parade routes, using primarily the audio pool feed but also taking intermittent reports from their own correspondents. The astronauts were also scheduled to appear on CBS Radio's *Face the Nation* Sunday (Aug. 17).

The various audio services sent personnel and equipment for coverage too. UPI Audio had five men, three in New York, one in Chicago and one in Los Angeles, with the collaboration of the staff from KHJ Los Angeles, to produce taped reports. UPITN, a video service, covered the celebrations with five camera crews in New York, three in Chicago and four in Los Angeles shooting 8,000 feet of color magnetic sound film for domestic and foreign subscribers. One UPITN cameraman forced to shoot from the street because his assigned truck was going too fast, was knocked over by a car in the crush but was not injured seriously and kept going.

Metromedia Radio News provided live reports on the hour and the half-hour with six correspondents and with the aid of the WFL Chicago staff. The Associated Press audio service provided no coverage.

## Step-up planned at W7

Ted Ashley has just taken over as chairman and chief executive officer of Warner Bros.-Seven Arts but he has television already in mind as he plans additional changes. Mr. Ashley said

last week W7 may be used for increased TV production and may produce more TV series. In feature films, he said, W7 can be expected to step up the leasing of unused studios and continue to concentrate on medium-budgeted features. Mr. Ashley, whose appointment came earlier this month (BROADCASTING, Aug. 11), following W7's merger into Kinney National Service, made his remarks informally before the New York Society of Security Analysts.

## NBC track record cited in KNBC renewal issue

Asserting that "an outstanding level of performance on a day-in, day-out, year-round basis is attained only at high cost," NBC last week pitted its resources against those of Voice of Los Angeles Inc., a biracial group challenging the renewal of KNBC(TV) Los Angeles. The group is charging that the NBC owned-and-operated station fails to meet community needs in its programming.

Both NBC and Voice filed petitions with the FCC to enlarge issues in the comparative hearing, which was ordered last month after Voice filed a competing application for the channel 4 facilities.

The thrust of the issues raised by NBC was the inadequacy of Voice's programming resources as compared with NBC's. NBC noted that it has operated the station for more than 20 years with an eye to public needs and charged that Voice filed its competing application at the last minute to "impede, obstruct, or delay" a renewal grant.

It also said Voice's original application was inaccurate and irresponsible, and even after being amended 13 times still demonstrated the group's inexperience and inadequacy. NBC said Voice violated the FCC's processes in drastically altering its original petition as to its financial proposals, ownership, and programming plans.

The network claimed that Voice's programming proposals, ostensibly designed to better serve the public with heavy emphasis on news and public affairs, did not reflect an accurate gauging of public needs. It said that surveys conducted by Voice were inadequate, and in some instances its programming proposals demonstrated an inverse relationship to the results Voice claimed to have obtained. It also noted that the surveys were undertaken after Voice's original filing. A telephone survey conducted by Voice showing that Los Angeles residents wanted more or the same amount of local, national and international news, NBC said, resulted in Voice's proposing one-half as much local news and two-thirds as much total news as KNBC(TV) now carries.

NBC said it would spend about six

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times as much as Voice for local programming and more than seven times as much for local news programming. It noted that the network expends \$4,500 hourly for local programming, while Voice has available only \$700 hourly. It also cited its ability to present a variety of network news, public affairs, and cultural programs, and noted that KNBC(TV) airs more of these programs than almost any other network affiliated station in the top-50 market. NBC also suggested that Voice would be unable to obtain or afford the "top-flight, recent vintage, high-quality" feature films it proposes to show in the 60% of its proposed schedule allotted to recorded material.

Charging that Voice seriously underestimated its construction costs, NBC said its own studies indicated that, based on Voice's programming proposals, \$4,675,000 would be required rather than the \$1,832,000 Voice had estimated.

The issues raised by Voice concerned purported unethical conduct on the part of NBC which the group said cast doubt on NBC's qualifications as a licensee. Instances of such alleged misconduct cited by Voice included NBC's "coercion" of Westinghouse in arranging an exchange of NBC's Cleveland stations for Westinghouse's Philadelphia stations in 1955; deceptions in such NBC shows as *Tic-Tac-Dough*, *Twenty-One*, *Hollywood Squares* and *PDQ*; an NBC employe's role in the "bugging" of a closed platform committee meeting at the 1968 Democratic nominating convention in Chicago; news management in coverage of a 1968 student debate at Claremont College, and NBC News commentator Chet Huntley's 1968 conflict-of-interest in connection with a broadcast dealing with meat-inspection laws.

Voice also criticized NBC for allowing inadequate supervision of programming by passing responsibility from top management to "some minor official."

## Newsman asks damages for Chicago incident

John Evans Grigsby, reporter with NBC News in Chicago, filed suit in the U. S. district court there last week claiming \$100,000 in damages from Chicago police officials as a result of an incident last year during coverage of the Democratic National Convention and related street protests.

Mr. Grigsby charged his constitutional rights were violated when he was beaten by several policemen on Aug. 28, 1968. He claimed local policemen struck him with their fists and night sticks in front of 158 West Burton Place as he was tape recording an incident in which

he said the police were beating a man named Dan Morrell.

Mr. Grigsby said he showed his NBC credentials and asked the police why they were beating Mr. Morrell. The police then beat him, the NBC newsman charged in the court suit.

## Hearings are due on campaign costs

### Legislation is proposed to cut television rates for congressional candidates

"A modest proposal which would require commercial licensees to provide candidates for the U. S. Senate and House of Representatives a minimum amount of air time at reduced rates during the general election campaign" is circulating in Congress and is scheduled for action after the summer recess.

The proposed legislation, drafted by the bipartisan National Committee for an Effective Congress ("Closed Circuit," Aug. 11), is billed in an NCEC memo as an attempt to "abandon the omnibus effort" of reducing campaign costs "in favor of a direct approach to a single facet of the problem"—television. The long-range aim, NCEC says, is to "focus attention on the larger issue and provide an important first step toward more comprehensive study and action."

The suggested measure has picked up 25 to 30 co-sponsors in the Senate, including Commerce Committee Chairman Warren G. Magnuson (D-Wash.) as well as House leaders, including Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee. Hearings are likely this fall.

The proposal applies only to congressional candidates, and would be in effect only during the last five weeks of a campaign. It provides that each House candidate would be entitled to buy 60 minutes of prime television time, and each Senate candidate 120 minutes of prime time, in one-minute segments or less at "30% of the regular commercial rate charged by the licensee for comparable use of the station."

And, "to encourage broader exposure of candidates and issues," candidates could buy an additional "bonus" of program time—a 30-minute program or its equivalent at 20% of regular rates.

When a candidate wanted some of his spot time outside of prime time or in segments of less than one minute, the NCEC report says, spot equivalencies would be derived from the station's highest published rate for one-minute.

prime-time spots.

The bill would require equal sharing by all television stations in a district or state (radio is excluded) of the campaign time. House candidates would divide their time among all stations within the geographical boundaries of the district, and all stations whose grade A contours encompass at least one-third of the district's population. Senate candidates would divide their time among broadcasters within the state and stations outside the state whose grade A contours cover at least one-fifth of the state's population.

Thus, if there were 10 television stations in a state and just two outside it with one-fifth of the state's population in their grade A contour, a senatorial candidate would divide his 120 minutes among all of them, giving him 10 minutes on each of the 12 stations. Candidates therefore could not concentrate their time on the most popular stations; if a candidate chose not to buy his allotted time on a particular station within his constituency, he would simply have to give up the time.

The proposal would have no effect on a candidate's right to purchase additional time at regular rates, nor would it affect the equal-time requirements of Section 315. NCEC says its bill avoids the pitfalls of equal time by "providing media access for the responsible, serious candidates, while maintaining sufficient financial deterrents for the frivolous publicity-seeker and for the use of television in high-priced metropolitan areas where it is not now a campaign factor."

At the same time, the bill would allow complete freedom of access to the fringe candidate, if he had the money and inclination to undertake a television campaign.

Word of the NCEC proposal first surfaced at hearings earlier this month on the bill to prohibit competing applications at renewal time (BROADCASTING, Aug. 11). Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee and architect of that bill, said during the hearing that he had been asked to sponsor the NCEC measure but had declined. He added, however, that he finds the high cost of TV campaigning "appalling."

## New golf tourney on TV

ABC-TV has acquired the rights to a new golf tournament, the Dow Jones Open Invitational (Aug. 29-30) for an undisclosed amount, and announced its 1970 schedule under a contract with the Professional Golfers Association. The other tournaments on the schedule include the Westchester Classic, the U. S. Open, the British Open, the PGA Championship, Andy Williams-San Diego Open, Tournament of Champions, and the Women's Open.



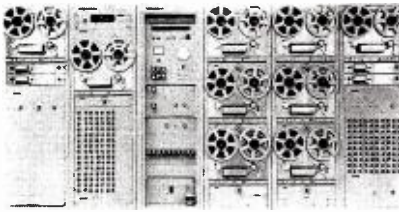
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# A fairness doctrine for newspapers?

FCC's Cox says rules for press would be constitutional, in public interest; but broadcast-print spokesmen disagree

FCC Commissioner Kenneth A. Cox last week expressed publicly a view he has frequently expressed privately—that Congress could apply the commission's equal-time and fairness-doctrine obligations to newspapers without violating the First Amendment's guarantee of a free press.

The commissioner made the argument in a panel discussion on the "rights of access and reply" to mass media, held in connection with the American Bar Association meeting in Dallas. The idea was promptly challenged by Clifton Daniel, managing editor of the *New York Times*, and Richard Jencks, president of the CBS Broadcast Group.

Commissioner Cox based his argument principally on the Supreme Court decision two months ago upholding the constitutionality of the commission's fairness doctrine and rules adopted under it. The rules require broadcasters to give time for reply to persons whom the stations have attacked and to spokesmen for political candidates adversely affected by political editorials they have carried (BROADCASTING, June 16).

Does that decision speak for other media? the commissioner asked. "Certainly not directly," he added. But if the First Amendment's aim is to create an informed public he said, "then certainly the Constitution guards the right of the public, as well as the publisher, in a free press." Then, he said: "As a matter of logic and law it has long seemed to me that Congress could—if it wished—constitutionally apply counterparts of our [the FCC] equal-time and right-of-reply obligations to most newspapers, since they move in or clearly affect interstate commerce and since the public interest in their providing their readers with both sides of important questions is clear."

Commissioner Cox added that although most newspapers devote a higher percentage of space to public affairs than most broadcasters, they do not do as well as broadcasters in permitting public access because they have no federal fairness doctrine.

Mr. Daniel, recently named associate editor of the *Times*, commented that Commissioner Cox's statement on public access indicated "the commissioner obviously hasn't been reading the papers—at least not the good ones. I am not prepared to argue that it's easy for anybody with a cause or a grievance to get space in the newspapers," he said. "Indeed, it isn't easy. In my opinion, it shouldn't be.

"When you begin editing by statute or court order, your newspaper will no

longer be a newspaper," he added. "Not only is it impractical to edit newspapers by statute and judicial interpretation, but it would, in my view, be improper—that is to say, unconstitutional."

Mr. Jencks said he supported Mr. Daniel's view that the so-called Red Lion case (the station involved in the fairness-doctrine decision was WGLB Red Lion, Pa., licensed to Red Lion Broadcasting Co.) on broadcasting rules should not extend to the print media. "Nevertheless, Red Lion has encouraged those who believe that an enlarged right of access ought to be applied to all media—print as well as broadcast," he said.

Mr. Jencks challenged persons who allege a lack of access to his media to document their argument: "I believe that any comprehensive analysis of the personalities and views exposed would show that minority spokesmen and views of all sorts have received liberal access and attention."

Mr. Jencks reminded the panelists that freedom of speech and of the press are separately stated in the First Amendment. "An organ of information does not exist to serve the unrestrained freedom of speech of individual members of its public, or even its own editorial staff; still less does it exist to be a therapeutic outlet for the frustrated," he said.

Commissioner Cox indicated in an interview after the meeting that he does not expect Congress to make any radical move toward press regulation. He said he was most interested in press regulations requiring equal time for political candidates—particularly in one-newspaper cities.

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## Black beauty show from MSG

The *Miss Black America Beauty Pageant* scheduled for Aug. 22 at Madison Square Garden, New York, will be taped and broadcast as a 90-minute special on WNEW-TV New York, a Metromedia outlet, on Aug. 24 at 8:30 p.m. Metromedia's WTTG(TV) Washington and KTTV(TV) Los Angeles will also carry the program on a delayed basis. The special is being produced by Metromedia in association with Madison Square Gardens Productions. It will be placed in syndication after the original broadcast. Jack Price, director of television sales for Madison Square Garden, said 11 other TV stations have been lined up thus far.

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He also recommended in his prepared remarks that the commission "begin seriously to examine the records of stations at license-renewal time in regard to the amount of public-affairs programs aired. I think we should revise our application forms to enhance our ability to do this job, whether we get complaints from the public or not.

"I think the Supreme Court has construed the Communications Act as providing a right of public access which it is incumbent on us to enforce in the interest of the public generally," he asserted.

## Who supports whom in record industry?

Kenton, Anello argue issue whether artists should get money for radio-TV airplay

Members of the American Bar Association meeting in Dallas last week were given an earful of the kind of arguments congressional committees have heard over the past several years on the question of whether or not recording artists should be paid when their records are played on juke boxes and radio and television stations.

Band leader Stan Kenton, president of the National Committee for Recording Artists, said the failure of juke-box operators and broadcasters to pay performance rights amounts to economic exploitation.

In reply, Douglas A. Anello, general counsel of the National Association of Broadcasters, said radio and television stations do performers a "favor" in playing their records. Records and recording artists become successful because of exposure given their material by the broadcast media, he said.

Mr. Kenton and Mr. Anello spoke before ABA's committee on copyright law.

Mr. Kenton said the NCRA was formed to obtain for recording artists "the right to copyright protection for their artistic creations. That right has long been afforded by the Constitution but long denied by the courts," he said. "We feel this is essential to assure the performing artist compensation when others utilize his recorded performance for profit."

The band leader said his organization wants the performer to be paid each time his records are used on radio,



television, recorded music in restaurants, juke boxes, and other commercial outlets. "Recording artists are being singled out from all performers to be denied this protection. Composers, whose works are being brought to life by the performing artists, have enjoyed this same protection nearly 50 years."

Mr. Kenton said use of a recording on radio or television "actually displaces an artist's live performance. In the past, an artist's trump card has also been his performance. But today it's like the man who loses his shadow, a performer is separated from his performance and it often becomes his rival."

Mr. Kenton said "recorded music has made radio the huge industry that it is and the profit from advertising and selling through the use of recordings is many times greater than any financial reward of the recording industry and all of its facets."

Mr. Anello, however, said recording companies send radio stations about 70 new records each week, free of charge, and ask that they be played to assure their success.

Mr. Anello noted that recording artists are given the choice of making their own terms with a recording company before they make a record. "It is, in fact, exposure on radio and television which makes their popularity such that they can ask for and get better terms on their contract.

"I think recording artists make an important contribution. But what I am saying is I think they are adequately rewarded already," Mr. Anello asserted.

## Westinghouse schedules a new slate of specials

Westinghouse Broadcasting Co. said last week it is continuing its *Spectrum 52* television specials produced for showing once a week for a third season. The new programs will begin during the week of Sept. 1 with "SDS: Reform to Revolution."

WBC schedules the specials in prime time on its five TV stations and syndicates many of them to other stations.

The SDS (Students for a Democratic Society) documentary was produced by Westinghouse's KYW-TV Philadelphia. WBC said specials next season will run the gamut from a documentary on corruption in an eastern city to coverage of Sammy Davis Jr. on a European tour.

WBC presented 23 specials during the first season of production in 1967-68, and 52 specials—or a first full season—in 1968-69. The specials are developed from four major sources: WBC's urban American unit; individual Westinghouse television stations; WBC station collaborations, and WBC Productions.

## CBS News programs win foundation awards

The American Psychological Foundation last week awarded its National Media Award to John Sharnik and Harry Morgan of CBS News for two *CBS Reports* documentaries. The two men will share a \$1,000 prize for "The Farthest Frontier," aired Jan. 31, 1967, and "LSD: The Spring Grove Experiment," aired May 17, 1966.

Frank Field, science editor of WNBC-TV New York, and WSM-TV Nashville were awarded honorable mentions in the radio-TV category.

Mr. Sharnik, producer of CBS's *60 Minutes*, Mr. Morgan and *Los Angeles Times* reporter Dave Smith are to receive their awards Sept. 3 at the American Psychological Association annual convention in Washington.

### Program notes:

**Radio chef** ■ The *Galloping Gourmet* of syndicated television fame will appear on NBC Radio starting in the fall. Produced by Fremantle International Inc. in conjunction with NBC, the show will feature food and cooking tips from star Graham Kerr. Fremantle will continue with the TV program, which began in January (*BROADCASTING*, Jan. 13) and is now in more than 70 markets.

**Sound additions** ■ Thomas J. Valentino Inc., New York, has released six new albums to bring in its Major Records production music library. Valentino's sound effects library has added two LP's.

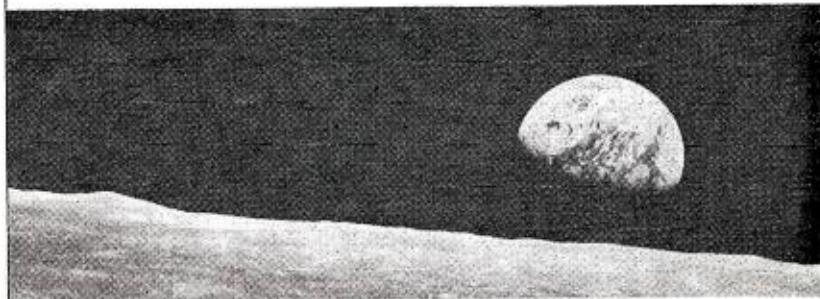
**Simpson special** ■ Metromedia Program Sales will syndicate a one-hour TV special *O.J.*, tracing the football career of O. J. Simpson and showing his work in the ghettos.

**New item** ■ Triangle Program Sales has taken over national distribution of a new season of 130 half-hours of *Stump the Stars*. Around 23 markets have signed for the daily program so far, with starting dates in August and September. Triangle co-produces the program with Stokay Enterprises.

**Animal actors** ■ Ralph Helfer Productions has been formed to develop TV series and feature films with wild animal themes. The firm also plans to produce TV commercials. Helfer Productions owns Africa U.S.A., a wild animal compound in Southern California.

**Ivy sound** ■ "Campus Radio Programming," a 50-minute disk or tape of celebrity interviews, book and film reviews and foreign hit records, along with 25 albums a year, is being offered to college radio stations by Campus Directions, 40 West 50th Street, New York.

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# FTC curbs food and gas game rigging

**New rule—effective in 60 days—promotes disclosure of the real chances of winning**

The Federal Trade Commission has issued tough new rules designed to curb abuses in promotions, including broadcast advertisements, for “games of chance” in the gasoline and food-retailing industries. The rules require, in part, that more specific information regarding the exact number of prizes to be won and the odds on winning such prizes be included in all advertising.

The action was taken by a 4-to-1 vote with Commissioner Philip Elman the lone dissenter. In a stinging dissent Commissioner Elman charged that “the time has come for the commission to blow the whistle on the use of games of chance [which he called a ‘virulent form on nonprice competition’] and to announce, clearly and unequivocally that these promotional gimmicks are unlawful.”

At the same time, the commission directed its staff to begin a trade regulation rule proceeding relating to the use, “in any industry, of so-called sweepstakes and similar promotional devices.” According to one trade commission official, the sweepstakes inquiry would initially study those promotions conducted through the mails, but added that it could evolve into a probe of TV “sweepstakes” games if the “facts accrued during the course of the investigation warrant it.”

The sweepstakes inquiry comes at a time when the House Small Business Subcommittee, headed by Representative John D. Dingell (D-Mich.), is requesting information from about 500 companies regarding their sweepstakes games and contests. In a letter to the companies the subcommittee asked for responses by Aug. 25 to 10 questions relating to who qualifies for prizes and how they are distributed, whether among purchasers or nonpurchasers of a “special contest product,” sold in connection with the game.

The subcommittee said it was conducting the inquiry because the sweepstakes “may be unfair to small business competitors and deceptive to consumer buyers.” And although the subcommittee has specifically requested information about promotions conducted through the mails, a subcommittee spokesman said that its investigation

could later involve sweepstakes promotion in broadcast media.

Reaction to the commission’s trade rule and its affect on the future broadcast promotion of gasoline and food games was mixed among game promoters, agencies and trade sources and gasoline suppliers. One spokesman for a major gas supplier claimed that the “games are fading as popular promotional devices,” but several game promoters were breathing a sigh of relief: they had feared an outright ban of the games altogether.

The commission adopted two trade-regulation rules last week to become effective in 60 days and to be reviewed by the commission within 18 months. One relates to deception with the use of games in both the food retail and gasoline industries; the other relates to coercion used by suppliers on dealers in connection with the games solely in the gasoline industry.

The trade rule affecting broadcast advertising of such promotions stipulates that it is an unfair and deceptive practice for users, promoters or manufacturers of such games to use advertising which misrepresents “by any

## Bag full of water is all FTC sees in Baggies

The Federal Trade Commission said last week that certain TV commercials for Baggies were “false, misleading and deceptive” and that it would issue a complaint under its consent-order procedure. The complaint was leveled against Colgate-Palmolive Co. and its agency Masius, Wynne-Williams, Street & Finney, New York.

The commission said that commercials showing Baggies holding water were used as evidence of the product’s ability to keep food fresh. A voice-over claimed that the demonstration showed the superiority of Baggies over competitive wraps for keeping food fresh when stored “under ordinary conditions of use.” The commission said that the ability of the product to hold water was not conclusive of its ability to keep foods fresh.

means, directly or indirectly, participants’ chances of winning any prize.”

The rule further states that promotional advertising and applicable pieces in the game must disclose “clearly and conspicuously” the exact number of prizes “in each category or denomination” that are available during the game and the odds of winning each prize. This disclosure, the commission said, must be revised each week after the game has been running for 30 days to reflect the number of unredeemed prizes still available and the odds of winning these prizes.

In addition, the advertising must include information about the geographical area covered by the game (whether it is confined to, say, the Washington metropolitan area or used nationwide), the number of retail outlets participating in the game and the game’s scheduled termination date.

The rule further prohibits:

- Promotion of any game “which is capable of or susceptible to being solved or ‘broken’ so that winning game pieces or prizes are predetermined or preidentified”;
- Promotion of any new game without some break in time between the contests (equivalent to the duration of the old contest);
- Addition of other winning games pieces during the course of the game or “in any manner replenishing the prize structure of a game in progress”;
- Termination of any game before distributing all game pieces to the participating public and failure to post the game winners at each retail outlet using the game and at the commission.

The trade rule is designed to prevent rigging of the food and gasoline games by requiring “total randomness” of the distribution of the game pieces. Charges that food chains chose which stores were to receive big prizes and that gasoline companies chose in advance which service stations were to receive winners led to the commission’s rule-making proceeding last January (BROADCASTING, Jan. 6).

The games are already outlawed or severely restricted in several states and several gasoline suppliers have refused to continue their use. But some game promoters refused to view the rules as

unduly restrictive.

One source close to promoters of food and gasoline games said that the trade commission rules were viewed as "a blessing more than a curse," particularly in today's regulatory climate. Those interested, he said, were more "afraid of an outright ban" on such promotions. The new rules, he indicated, were viewed as "sound procedures and good standards which would meet public concern with practices of the past."

Howard Brown, vice president of the Plaza Group, a New York City sales promotion firm engaged in game-making, said that he was "delighted" with the FTC restrictions because they give his firm a go-ahead on the games. "I don't know whether all the rules and regulations have to be in broadcast advertising. They may have to be in print," he said, because the commission might accept a spot that merely advised the viewer to consult a list of winners or prizes at his local service station. "I think they will be satisfied with 'go to your nearest dealer for the names of all the winners' slogan."

However, Mr. Brown was not convinced that broadcast is vital to promotion. "We haven't tested a promotion yet without advertising backup, especially on radio and television," he said, but he noted that his clients have been promoting glasses and other premiums for 20 years without TV or radio. Glasses cost eight cents a piece, he claimed, and represent a much bigger investment to dealers than games, which cost one or two cents a playing piece.

Other industry sources were equivocal on the future use of broadcast. A trade source in the oil industry believed that the games and broadcast advertising are not compatible, and that many major oil companies have been looking into alternative promotions.

An agency account executive of a major oil firm said that his client would cope with the new rule, but that it "will cause a great many problems." He said his client is considering whether to pull the games out of broadcast. In the meantime the rule appears to open the possibility of using more 60's if it is necessary to include more mandatory information in the spots. The executive said his client already has "trouble enough" getting all the mandatory statements into a 30-second commercial.

An official spokesman for Humble Oil & Refining said that "the 60-day proposed effective date authorized by the FTC gives us the opportunity to thoroughly study the FTC guidelines for promotion games in service stations and supermarkets. Meanwhile we will continue to offer the 'Great Moments in American History' promotion at participating Humble service stations." The company, he said, is not considering any alternative promotions.

A vice president at Citgo said that all suppliers can comply with the rule, if they really want to have the games. But he predicted that since the games are "fading as popular promotional devices," most marketers will abandon them. Ray Keck, ad manager at Citgo, added: "Unless we could use broadcast, which is a very important part of our promotion support, it might inhibit our using the games at all."

A director of merchandising for an oil company using the games extensively said that the commission isn't "making us do anything we wouldn't willingly do." But he admitted that there might be problems with the mandatory disclosure. The games must have broadcast support, he said, and if the trade commission means to make disclosure mandatory in broadcast, then, in his opinion, the trade commission wants to eliminate the games altogether by making them "totally impracticable." Those persons interpreting the rules as a "green-light for games," he said, are "premature." His company was said to be considering merchandising offers as an alternative.

In his dissent Commissioner Elman termed the commission's action a "green light," which would give the government's seal of approval to what he considered an illegal promotion. The commissioner claimed that the trade commission was initially responsible for forcing retailers into the "role of croupier" by putting an end to price competition in the gasoline industry in the 1960's. "A straight-forward declaration by the commission that these promotional devices are unfair and illegal is all that is necessary to call a halt" to the use of the games, he said. "Virtually everyone would stop using them if assured that his competitors would. Instead of flashing a red light here, or even an amber light, the commission has given a bright green light to the continuation of these promotional gimmicks."

Commissioner Elman claimed that regardless of the rule, "the inherent dangers of rigging, game-breaking and outright fraud will remain." "It (is) doubtful whether meaningful disclosures in advertising are possible or could be adequately policed by commission," he said.

The advertising of such games "must almost inevitably be misleading," the commissioner maintained, because the purpose of game promotion is to increase store traffic and that is accomplished by emphasizing the prospects of winning a major prize. Commissioner Elman also questioned whether it is desirable as a matter of policy to spend taxpayers' funds on government regulation "of this type of promotional gimmick, with its strong appeal to the public's gaming instinct. Everyone

knows that most consumers feel an obligation to make a purchase when accepting a game piece," the commissioner said. "No purchase necessary is, as a practical matter, largely an illusory slogan. Games of chance thus involve most of the objectionable elements which make lotteries illegal." And he added that there is "little doubt of the illegality" under trade commission rules of promotional schemes "which transform business establishments into gambling houses."

Commissioner A. Everette MacIntyre, in a separate statement, indicated support for that position, but he said as long as the commission is unable to muster majority support for abolishing the games, then he would "lend my support for doing the next worthwhile thing that can be achieved." However, Commissioner James M. Nicholson disagreed with extending the lottery definition, "which clearly [does] not apply," as a means of outlawing the games. The rules adopted last week "should meet the outright dishonesty and sly deception which have characterized the games since their inception," he said.

An FCC official said broadcasters would probably not incur any liability under the lottery statutes in broadcasting ads which contain a statement of the odds of winning game prizes. He said the games currently being promoted and their advertisements lack a key element in determining a lottery—consideration—and added that the required mention of game odds would probably not change that situation.

## Clinton Frank picks up JWT's share of Simoniz

J. Walter Thompson, Chicago, is losing its share of Simoniz Co.'s advertising to Clinton E. Frank, also Chicago, which has been handling Simoniz's car wash and waxing centers. The new business going to Frank represents more than half of Simoniz's ad budget and includes household and automotive products. Simoniz's commitments to radio and TV are estimated to be in excess of 50% of its annual ad spending.

The account switch follows the merger of Norwich Pharmacal Co., parent of Texize Chemicals, and Morton International earlier this year to form Morton-Norwich Products. Simoniz will officially move under the Texize umbrella effective Sept. 1. Simoniz sales and advertising direction are being moved from Chicago to Greenville, S. C., where Texize headquarters are located. All other operations will be consolidated under the direction of the Greenville office by the first of the year.

Henderson Advertising Agency of Greenville will continue to handle the Texize line.

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended August 3, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 3	Total dollars week ended Aug. 3	1969 total minutes	1969 total dollars
	Week ended Aug. 3	Cume Jan. 1-Aug. 3	Week ended Aug. 3	Cume Jan. 1-Aug. 3	Week ended Aug. 3	Cume Jan. 1-Aug. 3				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 80.4	\$ 3,438.2	\$ 366.0	\$ 10,634.9	78	\$ 416.4	2,641	\$ 14,175.0
Monday-Friday 10 a.m.-6 p.m.	1,395.3	43,691.1	2,434.2	83,517.8	1,582.2	69,409.3	851	5,411.7	27,749	196,618.2
Saturday-Sunday Sign-on 6 p.m.	656.7	27,996.0	673.1	31,820.1	520.5	18,904.0	241	1,850.3	8,688	78,720.1
Monday-Saturday 6 p.m.-7:30 p.m.	334.4	9,898.9	483.8	20,673.8	414.3	18,816.9	90	1,232.5	2,885	49,389.6
Sunday 6 p.m.-7:30 p.m.	249.6	4,263.0	137.1	6,249.9	70.0	6,043.5	24	456.7	653	16,556.4
Monday-Sunday 7:30-11 p.m.	3,698.0	147,253.6	4,835.8	199,235.4	4,851.8	197,040.1	441	13,385.6	13,429	543,529.1
Monday-Sunday 11 p.m.-Sign-off	693.8	12,372.6	132.4	2,614.9	386.9	14,775.8	95	1,213.1	2,533	29,763.3
<b>Total</b>	<b>\$7,027.8</b>	<b>\$245,577.1</b>	<b>\$8,776.8</b>	<b>\$347,550.1</b>	<b>\$8,761.7</b>	<b>\$335,624.5</b>	<b>1,820</b>	<b>\$23,966.3</b>	<b>58,578</b>	<b>\$928,751.7</b>

## Moss lauds CBS on cigarette stance

### NBC suggests tobacco makers substitute ads for other products in their TV time

Senator Frank E. Moss (D-Utah), having received and compared the responses of the three networks to his request for a cessation of broadcast cigarette advertising by Jan. 1, 1970, lost no time in issuing a public evaluation of their relative merits. In a statement last week, Senator Moss praised the letter of CBS President Frank Stanton as temperate, rational, and "in the highest standards of broadcaster responsibility"; called the response of NBC President Julian Goodman "disappointing," and blasted the reply of ABC head Leonard Goldenson as "unresponsive, shallow and insensitive."

Senator Moss said he will ask the FCC to "take note of the discrepancies among the network responses" and to ascertain whether it has the power to "influence" the decisions of ABC and NBC to reject Senator Moss's request. The NBC response came last week; the other two had reached Senator Moss the previous week (BROADCASTING, Aug. 11).

The senator added that he has asked the Justice Department to "prepare legislative language" that would facilitate the withdrawal of broadcast cigarette advertising and would be "broad enough to permit tobacco-industry withdrawal from print media as well if that later became feasible."

NBC's response, which was delivered last Monday, said: "Since all programing is supported solely by the total revenues broadcasters can attract from ad-

vertisers, a severe drop in revenue will necessarily result in some changes in the program service available to the public. Therefore, we do not intend to release cigarette advertisers from their existing commitments."

As an alternative, NBC President Goodman suggested, the tobacco companies could use some of their commercial time to advertise other products. Mr. Goodman noted that most of the major companies have acquired "highly diversified products, which are advertised under different brand names, many of which are household words," such as Alpo dog foods (Liggett & Myers) and Personna razor blades (Philip Morris).

The NBC letter thus lined up along with a previous ABC letter in rejecting Senator Moss's request for compliance with the tobacco industry's proposed plan of early disengagement from broadcast advertising. CBS had indicated it would comply with the senator's request. All three networks have attacked the proposed phase-out as a discrimination against broadcasting (BROADCASTING, Aug. 11).

Senator Moss said that CBS President Stanton's letter raises "valid questions which merit response." The senator agreed with Dr. Stanton that broadcast advertising revenues should not be transferred to print media, and that Congress should not grant the tobacco industry's request for a legislative prohibition "of any Federal Trade Commission action which would require health warnings in

print media." Mr. Moss noted, however, that the National Association of Broadcasters "warmly supported" such a ban during House hearings.

ABC's response got harsh treatment. "Mr. Goldenson takes the position that even if the termination of cigarette advertising would 'greatly reduce cigarette consumption,' he would consider that ABC had no responsibility to terminate cigarette advertising unless it were terminated in all news media," Senator Moss noted. "In fact, he is 'shocked' by such 'discrimination' as contrary to 'fair competition.'"

The senator added: "'Discrimination' and 'fair competition' are serviceable slogans. But we are not talking about slogans. We are talking about the direct unparalleled impact of the broadcast media upon the American home. . . . The unpleasant fact is that television and radio cigarette advertising have been singled out as abominations by every major public-health organization concerned with the hazards of cigarette smoking, because they have a direct and inescapable impact upon young people."

As for "Mr. Goldenson's threat to curtail public-interest broadcasting if cigarette advertising revenues drop," Senator Moss said, it "is simple blackmail and not worthy of further comment."

The senator said NBC's suggestion that cigarette companies use their time to advertise other products merits further exploration. He also expressed some interest in an NBC suggestion that the tobacco firms use their time as "a vehicle for public-service announcements with the tobacco company being fully credited as the sponsor of the public-service message."

However, the senator was disinclined



# RCA Vidicons...

## First in broadcasting, CCTV, space

RCA invented the Vidicon. So it's only natural that more TV cameras use RCA Vidicons than any other kind. More broadcast cameras. More CCTV units. Now they take off in NASA and ESSA project satellites where there's no margin for error.

Think of that when you replace Vidicons next time. Ask your RCA Industrial Tube Distributor how you can step up with RCA. Step up resolution with separately-connected mesh electrode types. Step up sensitivity by selecting Type II photoconductor types. And step up over-all performance with RCA Vidicons—made in the same plant, with the techniques, controls, and quality assurance checks used to make the Vidicons that gave us our first close-up look at the moon.

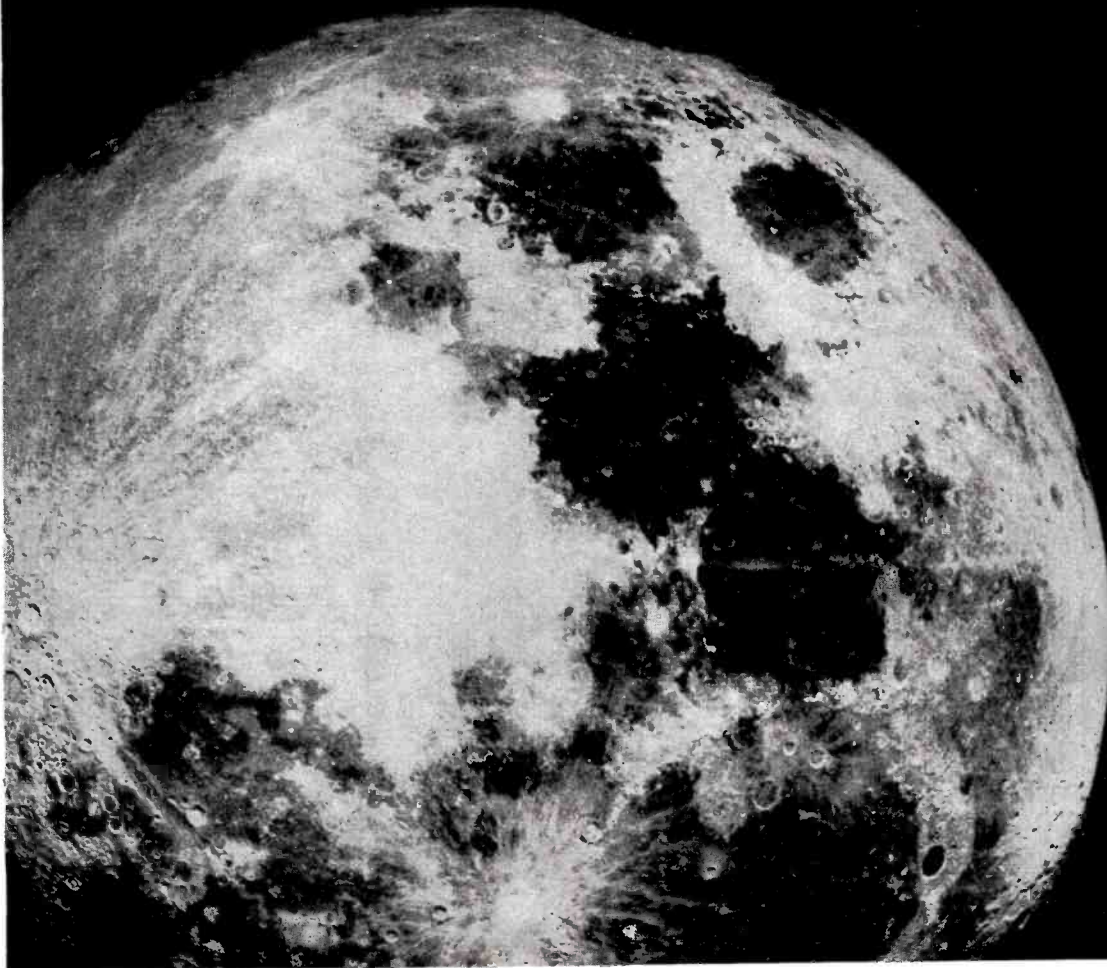
RCA Electronic Components | Harrison, N.J. | 07029



Use This Short Form Step-Up Selector		
For Color Film Pick-up	For B&W Film Pick-up	For Live Color In RCA TK42 Cameras
RCA-7038 RCA-7735B* RCA-8134/VI*† } in RCA RCA-8480/VI† } TK27 RCA-8507A*† RCA-8572A†	RCA-7038 RCA-7735B* RCA-8480† RCA-8507A*† RCA-8572A†	RCA-4493*† RCA-4494*† RCA-4495*†
NOTES: †types feature separate mesh electrode construction *indicates Type II photoconductor		
And, RCA has many other types for industrial, commercial, and educational closed circuit TV—such as 4478, 7262A, 7735, 7735A, 8134, and 8573A.		



Join the Big Phone-In. Call your RCA Industrial Tube Distributor. He supplies dependable RCA Vidicons—plus technical data in the newly revised catalog CAM-700A.



to allow broadcasters to toss the initiative back to cigarette manufacturers. He said that whatever other solution may emerge, "cigarette manufacturers should not be forced, by commercial considerations, to continue to advertise cigarettes on radio and television."

Meanwhile, an intervenor made itself heard last week. The National Citizens' Committee for Broadcasting told Senator Moss in a letter that ABC's response shared one quality with Senator John O. Pastore's (D-R. I.) bill to prohibit competing applications at renewal time: "They both place the economic interests of the broadcasters far ahead of the interests of the public the broadcasters are licensed to serve."

The letter, signed by NCCB Chairman Thomas P. F. Hoving, took several general swipes at the networks, but concentrated primarily on ABC. Mr. Hoving charged that the networks have been "extremely busy creating a climate for even less quality television in the future," through their statements about the effects of a cigarette-advertising ban. "Why, even if there were any substance on television on a regular basis, should substance be the first to suffer?" Mr. Hoving asked. "Can television audiences be led to an even deeper abyss of asininity than the one to which we already have been led?"

Mr. Hoving also said that when ABC "states to you that [it] 'is not in a position to release cigarette companies as of Jan. 1, 1970 from advertising commitments which they have . . .,' it admits that more than 40% of the peak viewing-time schedule on the ABC television network is sold out to cigarette sponsors, but does not go on to specify that all publicly licensed stations affiliated with that network will be carrying commercials for a now-known debilitator and killer."

Mr. Hoving and NCCB called for an investigation by Senator Moss's subcommittee and the FCC to determine ABC's "fitness" as a licensee and a network with a "vast hold on the minds of millions of American consumers."

The networks had no official comment on Mr. Hoving's letter. As to his claim that more than 40% of peak viewing time on ABC is sold to cigarette sponsors, however, some sources recalled that similar figures had been published before and had been denied. In prime time next fall, ABC officials have said, cigarettes represent 11 minutes per week out of 152, or about 7.2%. In terms of the complete schedule, they say, cigarettes account for about 6% of billings.

As of Thursday (Aug. 14), the Consumer Subcommittee and Senator Moss's

office said they had received no replies from publishers to Senator Moss's letter requesting information on their policies with respect to cigarette advertising (BROADCASTING, July 28 et seq.).

## Banzhaf back at FCC to pull ABC's licenses

Anticigarette crusader John F. Banzhaf III last week asked the FCC to revoke the licenses of ABC-owned TV stations because the network refused to release cigarette makers from their 1970 advertising contracts. Mr. Banzhaf, executive director of Action on Smoking and Health, was joined by Anthony R. Martin-Trigona, owner of now-dark UHF WTAF(TV) Marion, Ind., and another broadcasting gadfly, who filed petitions calling for the revocation of all ABC and NBC-owned radio-TV stations for essentially the same reasons cited by Mr. Banzhaf.

The tobacco industry last month announced a plan to end all broadcast cigarette advertising in September 1970 (when most contracts expire), or earlier if the networks released companies from their present commitments. NBC has joined ABC in refusing to bow to pressure to release the tobacco firms from their 1970 contracts (see page 56), but CBS has said it would accede if permissive legislation sought by the tobacco lobby is enacted (BROADCASTING, July 28 et seq.).

Mr. Banzhaf based his petition on a letter to Senator Frank Moss (D-Utah) from ABC President Leonard Goldenson, rejecting the dropping of cigarette commercials by the end of this year. Mr. Goldenson said that because of ABC's competitive disadvantage with NBC and CBS, it would be unable to release the cigarette makers from their contracts as of Jan. 1, 1970.

Calling ABC's action "a flagrant disregard of its legal obligations to operate in the public interest," Mr. Banzhaf said that 40% of the network's projected fall programming will be sponsored by cigarettes, with the network continuing to "bombard the public with a barrage of commercials urging consumption of a deadly product solely for the purpose of making money."

Rejecting ABC's contention that the "sudden" nature of the tobacco industry's decision to discontinue radio and TV advertising left the network unprepared and in peril of losing substantial revenues, Mr. Banzhaf said that broadcasters had seen the "handwriting on the wall" for the past six months and had anticipated the loss of cigarette sponsorship.

He also dismissed freedom-of-speech issues raised by ABC, saying the cigarette firms had not asked to "speak" and in fact wished not to advertise. As

## ...and another thing about Country Hayride



HENSON CARGILL is the most exciting new name in both the country music world and on the pop scene. "Skip A Rope" was #1 Country single for the year\* and rode the top 20 on all POP charts as well. Backing him up on COUNTRY HAYRIDE is a cast of 30 regulars, including longtime favorites Bonnie Lou / Charlie Gore & The Hometowners / Kenny Price / Estil McNew and the Hayride Dancers / Zeke & Bill / The Three Ks / The Boyer Sisters and Jeanetta Lunsford. Background music is by The Hayride Band and The Lucky Pennies.

Top name guest stars also appear weekly.

\*Billboard

**A NEW TV SERIES!** Available as both 30 & 60 minute programs. 52 shows: 39 + 13 repeats. In Color, on Video Tape.

To see it, call or write: E. Jonny Graff, Vice President for Television, Avco Embassy Pictures Corp., 1301 Avenue of the Americas, New York, N.Y. 10019. 212-956-5528.

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to Mr. Goldenson's charge that broadcasting was being discriminated against relative to other media, Mr. Banzhaf pointed to the "peculiar effectiveness" of TV and said that because broadcasting operates as a public resource with a government monopoly, it must serve the public interest.

Mr. Martin-Trigona, who earlier this year went to court charging that ABC and NBC were blocking WTAF(TV)'s efforts to obtain network affiliation, cast the two networks as "insensitive, profit-greedy corporate conglomerates," and lauded CBS for its "willingness to bow to the public interest."

## Cigarette-fairness rules termed valid

Justice Dept. claims Supreme Court decision supports that view

In what will apparently prove an irrelevant court filing, the Department of Justice last week told the U.S. Supreme Court that its decision upholding the FCC's fairness doctrine provides new grounds for rejecting pleas for review of the commission's decision applying that doctrine to cigarette advertising.

The department made the comment in response to a request that the high court issued on June 23, as it recessed for the summer (BROADCASTING, June 30). The court asked the department for its views on how the fairness doctrine decision applies to the case in which tobacco and broadcast interests are seeking to overturn the commission's ruling requiring broadcasters who carry commercials to air anticigarette spots.

The U.S. Court of Appeals for the District of Columbia upheld that ruling in November and the Tobacco Institute Inc. and broadcast industry representatives, including the National Association of Broadcasters, asked the Supreme Court to review and overturn that lower court decision.

However, the case was acquiring a dated look even at the time the high court requested the department's comments, for by then the commission had proposed banning all cigarette advertising on radio or television, unless stopped by Congress.

Since then, other events have clearly overtaken the case. Broadcasters, under pressure from Congress as well as the commission, proposed a plan to phase out cigarette advertising over four years. Then the cigarette companies topped that by proposing to drop all broadcast advertising as of September 1970, when present contracts expire—or by Jan. 1, 1970, if broadcasters excuse

them from contractual obligations and Congress protects them from antitrust suits. ABC has refused to permit the earlier termination of cigarette advertising. So has NBC, unless the cigarette companies shift their advertising money to other products or public service announcements. CBS has given a qualified yes (see page 56).

In view of the impending disappearance of cigarette commercials from radio and television, by next September at the latest, the issues with which the department dealt in its memorandum to the high court seem moot.

The department, in arguing that the fairness case provides new grounds for not granting the tobacco and broadcasting industries' request for review of the commission order, said that that case raises no questions not disposed of in the fairness case.

It said that in that case as well as in the cigarette-advertising ruling, the broadcaster's obligation to enlighten the public on controversial issues of public importance is "triggered"—in one case by a political endorsement or by a personal attack, in the other by a cigarette commercial.

"But the important element is not so much what triggers the obligation as the underlying obligation itself, and that is the same in both situations," the department said.

Although the memorandum is confined to a discussion of the fairness doctrine decision as it relates to the tobacco and broadcasting industries' appeals, it contains language that could be used by either side in the smoking-and-health controversy to oppose a complete blackout of broadcast mention of the issue.

"The obligation to present antismoking viewpoints arises not because the government as an institution opposes smoking but because smoking and health are matters of public concern as to which, as the court of appeals recognized, there is a need for 'facts and information vital to an informed decision to smoke or not to smoke.'"

Certainly it provides support for the position of FCC Chairman Rosel H. Hyde that, in the event commercials are banned and antismoking spots are broadcast, broadcasters would be obliged to air the pro-smoking point of view. Chairman Hyde expressed that position in an appearance last month before the Senate Subcommittee on the Consumer, which has led the fight to ban cigarette commercials (BROADCASTING, July 28).

"In other words," the memorandum said, "the [commission's] ruling is simply an effort to assure adequate and fair coverage of an important issue where, without the ruling, the circumstances are such that only a one-sided presentation will be made."

## Ad agencies profits up, AAAA survey finds

Net profits for incorporated advertising agencies in 1968 averaged 3.97% of gross income and 0.76% of billings, up from 3.57% and 0.69%, respectively, the year before, according to the American Association of Advertising Agencies.

For all agencies in the study, including the unincorporated, net profits averaged 4.33% of gross income as against 3.99% the year before. Their profits as a percentage of billings were not given. AAAA sources said virtually all of the larger agencies are incorporated and that the profit figures for incorporated agencies were considered "more meaningful."

The report said 72% of AAAA member agencies increased their billings in 1968. Payroll was, as usual, the biggest expense item, accounting for 66.16% of gross income of all agencies as compared with 67.06% in 1968—a decline in percentage but not, AAAA stressed, in payroll dollars. Payments into pension or profit-sharing plans rose from 1.79% of gross income in 1967 to 2.29%, while rent, lights and other operating expenses remained close to 1967 levels.

## SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$99.50. with Tape Timer \$124.50.

Write or wire for complete details.

**Spotmaster**  
BROADCAST ELECTRONICS, INC.  
8800 Brookville Road  
Silver Spring, Maryland



## Can Joe find happiness in a steno pool?

Namath pounds keys, Mantle comes calling  
in TV campaign promoting their employment agency

Behold the typical slice-of-life commercial: A personnel director is seated at her desk, when in walks Joe Namath, star quarterback of the New York Jets.

"Joe Namath! What are you doing here?" she exclaims.

"Just dropped by to see how that typist we sent you is doing," is the deadpan reply.

Mickey Mantle, former New York Yankee star, then appears to urge the personnel director to be sure to call the Mantle Men & Namath Girls employment agency the next time she is hiring.

Yes, there really is such an agency and such an advertising campaign. Both were announced last week by Messrs. Mantle, Namath, and the three other backers of the agency: George Lois, Ron Holland and Jim Callaway, principals in the New York advertising agency Lois, Holland, Callaway.

Lois, Holland, Callaway is creating the advertising campaign, naturally. It includes two other 30-second commercials, one featuring Joe Namath at a typewriter saying "If I was a typist, I'd make sure I was the best typist you ever hired. New York's newest employment agency will send you just that."

A 10-second and a 20-second commercial will also be running on New York stations in a concentrated two-month effort, along with full-page news-



Messrs. Mantle and Namath

paper ads and other promotions. Cost of the introductory campaign was projected by Mr. Callaway to run about \$500,000. An estimated 65% of the budget is in television.

President of Mantle Men & Namath Girls will be New York State Senator Harrison J. Goldin. William F. Calla-

way, father of Jim Callaway, will supervise daily operations of the agency as president of the employment agency division. Dr. Jacob J. Kaufman, professor of economics at Penn State University and director of the Institute for Research on Human Resources has been retained as special adviser.

## Regional advertisers get custom service

**BBDO to buy shows, make spot placements in targeted TV areas**

BBDO, New York, last week announced the launching of a new service called "Selective Networking," which provides its clients with their own television shows in regional markets suited to their needs.

The service is designed for clients with a high percentage of sales in a small number of large markets across the U. S., or for regional clients, explained David A. Donnelly, vice president and director of sports for TV programming at BBDO, who was named to direct the service.

The agency will buy the properties—

either series or specials of all varieties—and place them with group broadcasters, or with Hughes Sports Network, if more extensive facilities are needed, Mr. Donnelly said. The client would be the sole advertiser of the program in his region, he said, and advertising time on the station would be bought at rate-card price.

"What started the concept," Mr. Donnelly reported, "was that local stations are going for more local programming because they make more profits than when taking shows from the network."

BBDO has tested the concept with one client, Liberty Mutual Insurance Co., with favorable results, Mr. Donnelly said. No other clients have made specific commitments yet, he added.

BBDO's move into local programming is similar to other agencies' activities in syndicating new programs for their clients, including Leo Burnett, Dancer-Fitzgerald-Sample, Young & Rubicam and others (BROADCASTING, Feb. 24).

## Feminine hygiene spots to remain on NBC

NBC-TV has decided not to discontinue the acceptance of advertising for feminine-hygiene products.

Officials said last week the previously disclosed Sept. 30 cutoff date had been rescinded and that NBC would continue to accept such advertising, provided it is in good taste, for scheduling between 9 a.m. and 6 p.m. New York Time in programs whose audiences are predominantly female.

The decision had been widely predicted since first CBS-TV and then ABC-TV, neither of which had previously accepted intimate-products advertising, reversed their bans a few weeks ago (BROADCASTING, Aug. 11, 4). Officials said CBS had been thinking of doing so anyway, but that its decision may have been hastened by the impending withdrawal of cigarettes from broadcast advertising. ABC officials said

both CBS and ABC, like NBC, said their acceptance of such advertising would be selective and that the commercials must meet good-taste standards.

NBC-TV, which started accepting feminine-hygiene advertising after the TV commercial code's ban on such commercials was lifted earlier this year, had decided to stop because of what it said were complaints and "uneasiness" among some affiliates. It has had two clients in this field, FDS (Feminine Deodorant Spray) and Feminique. The Sept. 30 cutoff date had been chosen to coincide with termination of their current contracts.

## Democratic group seeks a U.S. consumer agency

A task force of 17 congressmen associated with the House Democratic Study Group last week issued a report on consumer affairs that called for the establishment of "a separate federal agency devoted exclusively to the consumer."

The report recommended that this new agency be directed to co-ordinate and direct federal consumer policies—one of which, it said, should be to "vigorously represent the consumer viewpoint before other federal agencies, federal courts and regulatory agencies in proceedings affecting substantially the interests of consumers."

The congressmen also proposed 30 consumer-oriented legislative actions, including one that would "authorize the issuance by the Federal Trade Commission of temporary injunctions and restraining orders to stop deception in the marketplace."

The seven-page report warned that "this program is too important and too urgent for further delay. We are in the midst of a consumer revolution which confronts the very integrity of the free-enterprise system."

The 17 congressmen who participated in preparation of the report comprise just over 10% of the Democratic Study Group's membership, which presently numbers about 150 Democratic congressmen. Of the 17, five are members of the House Commerce Committee: Representatives Bob Eckhardt (D-Tex.), Torbert H. Macdonald (D-Mass.), John E. Moss (D-Calif.), Richard L. Ottinger (D-N. Y.), and Robert O. Tiernan (D-R. I.).

## ABC-owned TV sales up 17%

Sales for the five ABC-owned television stations for the six months ended June 30 increased 17% over the same period last year. John E. Campbell, president of the station group, said last week that, in addition, the second quarter of

1969 produced sales 19% over the same period last year. He said revenues in both periods were record highs for the owned television stations division.

## Even with moon special July revenues go up

The NBC-TV network's revenues for the first seven months of 1969 rose 11.6% above the total for the same period of last year, while CBS-TV's and ABC-TV's advanced 10% and 6.2% respectively, according to estimates last week by Leading National Advertisers Inc.

For July alone, LNA said, CBS-TV's revenues were up 20%, ABC-TV's 8.4% and NBC-TV's 7.2% for a three-network average of 12.1%—despite extensive revenue losses in massive coverage of the Apollo 11 moon flight by all three. LNA did not provide dollar estimates by network but put the three-network total at \$103,437,000 for July and \$920,811,200 for the first seven months. The latter represented a 9.5% gain over the same period of 1968.

LNA's totals differed by less than a point from those released earlier by the Television Bureau of Advertising as compiled by Broadcast Advertisers Reports (BROADCASTING, Aug. 11).

## Warner's moves to K&E and to new ad strategy

A manufacturer of women's intimate apparel, Warner's division of Warnaco Inc., Bridgeport, Conn., plans a change in advertising that will shift its emphasis to TV.

The shift was announced last week by Kenyon & Eckhardt, New York, at the same time K&E said it had picked up the \$2 million-plus Warner's account. Stanley Tannenbaum, the agency's chairman of the board, said that the client and agency "have decided to explore new advertising approaches which place stronger emphasis on television advertising and, as a result, will give increased service to the company's retail accounts."

The business was previously handled by Marshman & Co., New York.

## Viewership on rise in fringe periods

Edward Petry Co. last week released a report that shows TV is increasing its audiences in day-part periods considered the most important to spot advertisers and that the fastest climb in viewership is in weekend early fringe time.

The report was based on a comparison of tune-in during early and late

fringe time with that for prime-time periods in the 30 markets where Petry reps stations. The faster growth rates, Petry said, occurred in the heaviest spot-buying areas of early and late fringe. Audiences, the report pointed out, in key spot periods are growing at a much faster rate (10.5%) than in prime time (4.8%). Also noted: local news programs are continuing to out-draw network news shows.

Petry said that over-all the viewing increases can be attributed to the rise of color, expanded news services, more attractive syndicated and local programming and natural growth factors.

## Business briefly:

**Xerox Corp.**, Rochester, N.Y., through Needham, Harper & Steers, New York, will sponsor the Broadway revival, "Front Page," on TV next fall. Network for the production starring Robert Ryan is to be announced. The program will be produced by Metromedia Producers Corp., New York, in association with Plumstead Playhouse.

**Boyle-Midway** division of American Home Products, through Kelly, Nason, both New York, has bought time on NBC Radio's *Monitor*.

**General Mills Inc.**, Minneapolis, through Needham, Harper & Steers, Chicago, will advertise new Bisquick buttermilk baking mix on daytime network and in spot television, beginning in early September.

**Kal Kan Foods**, Los Angeles, through Honig, Cooper and Harrington, San Francisco, has renewed *Animal World* for 26 weeks. The show is from Bill Burrud Productions, Los Angeles.

**Coca Cola**, through McCann-Erickson, both New York, and **Interstate Bakeries Corp.**, Kansas City, Mo., through Dancer-Fitzgerald-Sample, New York, will sponsor *It Was a Short Summer, Charlie Brown*, Saturday, Sept. 27 (8:30-9 p.m. EDT) on CBS-TV.

**Martinson Coffee** division of **Beech-Nut Inc.**, through Lennen & Newell, both New York, will introduce Martinson's freeze-dried coffee to the New York market with a saturation radio-TV campaign next month.

## Rep appointments:

■ **KLYD-TV** Bakersfield, Calif.: Peters, Griffin, Woodward, New York.

■ **WORC** Worcester, Mass.: H-R Representatives, New York.

■ **WAJA-TV** Miami: Savalli/Gates, New York, for station's Spanish programs.

■ **WxCL** Peoria, Ill.: McGavren-Guild-PGW Radio, New York.

■ **KUKA** San Antonio, Tex.: UBC Sales, New York.

■ **KWXY-AM-FM** Palm Springs, Calif.: Advertising Sales West, Los Angeles.

## Kerkorian gains in MGM stock fight

**Financier now holds 24% compared to 21% held by Bronfman and Time Inc.**

The management future of Metro-Goldwyn-Mayer Inc. remained unclear last week following Kirk Kerkorian's failing bid for 30% of MGM's stock.

Though the last Las Vegas financier did not achieve his stated goal of 1,740,000 shares (30%) for his tender

offer of \$35 per share, he did gain 1,325,000 shares or 24%, making him the largest single shareholder in the company.

It was speculated that Mr. Kerkorian is now in position to make his influence felt on the board of directors and in the management that fought him—should he so wish. He has repeatedly said that he could give MGM better management than the company now has.

The next largest single shareholder is Edgar Bronfman, chairman, who has 900,000 shares, followed by Time Inc. with 315,000 shares. Time Inc. has been closely identified with Mr.

Bronfman in the struggle, and between them they control about 21% of the shares outstanding, compared with Mr. Kerkorian's 24%.

Right to the end, when the tender offer expired Aug. 8 on schedule, the opponents fought each other, at times bitterly. Even after the fight for shares was apparently over, neither side conceded defeat for him by the management at MGM. Mr. Bronfman said, "We are gratified that MGM stockholders representing a majority of the outstanding stock have seen fit not to tender their stock."

But Mr. Kerkorian's group felt that they "have gained control" of the com-

## 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. 14	Closing Aug. 7	Closing July 31	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	48 $\frac{3}{8}$	51 $\frac{1}{4}$	51 $\frac{1}{8}$	76 $\frac{1}{2}$	49	4,796	247,474
Atlantic States Ind.		O	6 $\frac{1}{4}$	7	6	15 $\frac{1}{2}$	6	1,798	10,788
Capital Cities	CCB	N	26 $\frac{3}{4}$	29	29	37 $\frac{3}{8}$	26	5,804	168,316
CBS	CBS	N	45 $\frac{5}{8}$	47 $\frac{1}{4}$	45 $\frac{1}{2}$	59 $\frac{1}{2}$	42 $\frac{3}{8}$	25,378	1,145,055
Corinthian	CRB	N	20 $\frac{3}{8}$	21	21 $\frac{1}{2}$	37 $\frac{1}{2}$	20 $\frac{3}{8}$	3,384	72,756
Cox	COX	N	37 $\frac{3}{8}$	39 $\frac{3}{8}$	38 $\frac{3}{4}$	59	37	2,891	112,026
Gross Telecasting	GGG	A	16	16 $\frac{1}{2}$	15 $\frac{1}{2}$	24 $\frac{3}{8}$	15 $\frac{1}{2}$	805	12,751
Metromedia	MET	N	19	19	19 $\frac{1}{2}$	53 $\frac{1}{2}$	17 $\frac{1}{2}$	5,507	107,937
Pacific & Southern		O	16 $\frac{1}{2}$	17	14 $\frac{1}{2}$	26 $\frac{1}{2}$	14 $\frac{1}{2}$	1,616	23,432
Reeves Telecom	RBT	A	13 $\frac{1}{2}$	15 $\frac{1}{4}$	15 $\frac{3}{8}$	35 $\frac{1}{2}$	13	2,253	35,688
Scripps-Howard		O	22 $\frac{1}{2}$	22 $\frac{1}{2}$	21	31 $\frac{1}{2}$	21	2,589	54,369
Sonderling	SDB	A	31 $\frac{1}{4}$	34	32	47 $\frac{1}{2}$	31 $\frac{1}{2}$	985	31,520
Starr Broadcasting		O	7	6 $\frac{1}{4}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	6 $\frac{1}{2}$	338	2,451
Taft	TFB	N	31 $\frac{3}{4}$	31 $\frac{1}{4}$	29 $\frac{3}{4}$	43 $\frac{1}{4}$	27 $\frac{1}{2}$	3,437	102,251
						<b>Total</b>		<b>61,581</b>	<b>\$ 2,126,814</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	24 $\frac{3}{8}$	26	24 $\frac{1}{4}$	49 $\frac{3}{8}$	23 $\frac{3}{8}$	12,872	318,582
Bartell Media	BMC	A	13	10 $\frac{1}{4}$	9 $\frac{1}{2}$	22 $\frac{1}{2}$	8 $\frac{1}{2}$	2,292	22,003
Boston Herald-Traveler		O	32	32	27	71	27	574	15,498
Chris-Craft	CCN	N	12 $\frac{1}{2}$	13	12	24 $\frac{1}{2}$	12	3,201	38,412
Cowles Communication	CWL	N	11 $\frac{1}{2}$	11 $\frac{3}{4}$	11 $\frac{1}{2}$	17 $\frac{1}{2}$	10	3,620	41,123
Fuqua	FQA	N	32 $\frac{3}{4}$	32 $\frac{1}{2}$	31	47	31	5,073	157,263
Gannett	GCI	N	37	36 $\frac{3}{8}$	34 $\frac{1}{4}$	42	33	4,738	162,277
General Tire	GY	N	19	19 $\frac{1}{2}$	18 $\frac{3}{8}$	34 $\frac{3}{8}$	17 $\frac{1}{2}$	17,914	328,901
Gray Communications		O	9	9	9	12 $\frac{1}{2}$	8 $\frac{3}{8}$	475	4,275
Lamb Communications		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	10	4 $\frac{1}{2}$	2,650	11,263
Lee Enterprises		O	16 $\frac{1}{4}$	16	16 $\frac{1}{2}$	21 $\frac{1}{2}$	16 $\frac{1}{2}$	1,957	31,547
Liberty Corp.	LC	N	14 $\frac{1}{2}$	15	15 $\frac{1}{2}$	23 $\frac{1}{2}$	14	6,743	103,572
LIN		O	8	8 $\frac{1}{4}$	8	32 $\frac{1}{2}$	7 $\frac{1}{2}$	1,890	15,120
Meredith Corp.	MDP	N	35 $\frac{1}{4}$	36 $\frac{3}{8}$	35 $\frac{1}{2}$	59 $\frac{1}{2}$	32 $\frac{1}{2}$	2,762	98,051
The Outlet Co.	OTU	N	18 $\frac{1}{2}$	17 $\frac{1}{4}$	17 $\frac{1}{2}$	30 $\frac{3}{8}$	17 $\frac{1}{2}$	1,332	23,763
Plough Inc.	PLO	N	60 $\frac{1}{2}$	60 $\frac{3}{8}$	60 $\frac{1}{2}$	72 $\frac{3}{8}$	57 $\frac{1}{2}$	7,892	477,466
Post Corp.		O	17 $\frac{1}{2}$	17 $\frac{1}{2}$	14 $\frac{1}{2}$	40	14 $\frac{1}{2}$	566	8,207
Rollins	ROL	N	34 $\frac{3}{8}$	34 $\frac{1}{4}$	34	38 $\frac{3}{4}$	30 $\frac{1}{2}$	7,981	271,354
Rust Craft	RUS	A	27 $\frac{3}{4}$	27 $\frac{1}{4}$	26	38 $\frac{3}{8}$	25 $\frac{1}{2}$	1,168	30,368
Storer	SBK	N	27 $\frac{1}{4}$	27 $\frac{1}{2}$	28 $\frac{1}{2}$	62	24 $\frac{1}{2}$	4,220	120,270
Time Inc.	TL	N	41 $\frac{1}{2}$	44 $\frac{3}{8}$	39 $\frac{1}{2}$	100 $\frac{1}{2}$	36 $\frac{1}{2}$	7,238	283,151
Wometco	WOM	N	17 $\frac{3}{4}$	17 $\frac{1}{2}$	17 $\frac{1}{2}$	23 $\frac{1}{2}$	16 $\frac{1}{2}$	5,680	99,968
						<b>Total</b>		<b>139,039</b>	<b>\$ 2,662,434</b>
<b>CATV</b>									
Ameco	ACO	A	9 $\frac{1}{2}$	10 $\frac{1}{4}$	8 $\frac{3}{4}$	14 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	10,500
American TV & Communications		O	13 $\frac{3}{8}$	13 $\frac{1}{2}$	12 $\frac{3}{4}$	15	11 $\frac{1}{2}$	1,775	22,631
Cable Information Systems		O	3 $\frac{3}{4}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	5	2 $\frac{1}{2}$	955	3,343
Columbia Cable		O	9	9 $\frac{1}{4}$	9 $\frac{1}{2}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	580	5,655
Cox Cable Communications		O	13	14 $\frac{1}{4}$	14	21 $\frac{3}{4}$	14	3,550	49,700
Cypress Communications		O	10	10 $\frac{1}{2}$	10 $\frac{1}{2}$	23	10 $\frac{1}{2}$	808	8,484
Entron		O	3 $\frac{3}{8}$	3 $\frac{1}{4}$	3 $\frac{3}{8}$	10 $\frac{1}{2}$	3 $\frac{1}{2}$	607	2,185
H & B American	HBA	A	16 $\frac{1}{2}$	16 $\frac{1}{2}$	13 $\frac{3}{8}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	5,016	68,218
Sterling Communications		O	6 $\frac{1}{4}$	6	5 $\frac{1}{4}$	10 $\frac{1}{2}$	5 $\frac{1}{4}$	500	2,875
Teleprompter	TP	A	56 $\frac{1}{2}$	56	49 $\frac{3}{4}$	70 $\frac{1}{2}$	46	1,006	50,049
Television Communications		O	12 $\frac{1}{2}$	13	12 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	2,090	2,613
Vikoa	VIK	A	23 $\frac{3}{8}$	23 $\frac{1}{2}$	21 $\frac{1}{2}$	33 $\frac{1}{2}$	20	1,795	38,772
						<b>Total</b>		<b>19,882</b>	<b>\$ 265,025</b>



pany by a margin of three percentage points.

On Aug. 6 Mr. Kerkorian had increased his tender offer from 1 million to 1,740,000, for which he borrowed \$62 million. This move brought MGM to court to supplement its complaint for an injunction (BROADCASTING, Aug. 11) against Mr. Kerkorian's Tracy Investment Co.'s tender offer. MGM claimed that under the rules of the Securities and Exchange Commission, collateral valued at five times the loans used in the tender offer must be posted. Mr. Kerkorian had posted collateral worth about one-and-a-half times the loans from foreign banks. The judge ruled that MGM had presented "no persuasive authority" that Mr. Kerkorian had violated SEC rules when he arranged for his loan. MGM lawyers said they would appeal the decision.

Meanwhile, the stock of MGM hovered last week at or above the tender-offer price, closing Aug. 14 on the New York Stock Exchange at \$38.

## Expansion is the word at Pacific and Southern

Shareholders at the annual meeting of the Pacific and Southern Broadcasting Co., New York-based group owner, were told last week that the company has taken its first steps into film production with "Taj Mahal," shot on location in India and now being finished in England.

DeSales Harrison Jr., chairman, said the film would be shown on the company's television stations in Honolulu (KHON-TV) and Atlanta (WQXI-TV) late in the fall, and subsequently placed into syndication.

Mr. Harrison said that Pacific and

Southern's acquisition of WJRW Hackensack, N. J. (see page 32), would give it a showcase radio station in the New York metropolitan area, which, he said, "is important in dealing for advertising contracts in New York for our other outlets."

Arthur H. McCoy, president, in comparing the company's increases in television revenue for 1968 over 1967 with the recently released FCC figures (BROADCASTING, Aug. 11), noted that the company was "well ahead" of the national average in most categories.

He said that while the national average increase for local television advertising was 24%, the company's increase was 32%. He also said that the increase for total revenues from television was 13.8% nationally, as compared with the company's 19%.

In a proxy statement giving notice of the annual meeting, the annual sal-

Stock Symbol	Ex-change	Closing Aug. 14	Closing Aug. 7	Closing July 31	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Programming</b>									
Columbia Pictures	CPS	N	31½	31¼	29½	42	25	5,863	172,138
Commonwealth United*	CUC	A	—	8½	8½	24½	8½	12,428	100,915
Disney	DIS	N	80¼	81	75¼	86½	69½	4,381	331,861
Filmways	FWY	A	25½	26½	23¼	38½	19¼	1,219	28,342
Four Star International	O		5	5	4¼	10	3¼	666	3,164
Gulf and Western	GW	N	20½	21½	20½	50¼	19	16,426	338,376
Kinney National	KNS	N	24½	25¼	22	39½	19	5,940	130,680
MCA	MCA	N	24½	26	23½	44½	23¼	8,059	200,186
MGM	MGM	N	38	34½	33½	44½	25	5,762	193,027
Transamerica	TA	N	28¾	27¾	24½	38¾	23	61,869	1,636,826
Trans-Lux	TLX	A	23	24½	24½	58¾	21¼	979	23,985
20th Century-Fox	TF	N	19¾	20½	18½	41¾	16½	8,155	150,868
Walter Reade Organization	O		8½	10	8½	15½	8½	2,083	18,226
Wrather Corp.	O		9¼	9¼	9¼	23	8¼	1,760	16,720
							<b>Total</b>	<b>135,590</b>	<b>\$ 3,245,314</b>
<b>Service</b>									
John Blair	BJ	N	20½	20½	19¼	28¼	17¼	2,265	43,601
Comsat	CQ	N	46¾	48¼	45¾	55¾	41¾	10,000	457,500
Creative Management	O		13	13½	13½	20½	8½	1,020	13,770
Doyle Dane Bernbach	O		22	22½	22	32½	21½	2,104	46,288
Foote, Cone & Belding	FCB	N	12	11½	11½	15½	11	2,147	24,905
Grey Advertising	O		15	14½	14½	18¾	13	1,163	16,864
Movielab	MOV	A	8	8¼	8	14½	7½	1,407	11,256
MPO Videotronics	MPO	A	9¼	10½	8½	22½	8½	548	4,450
Nielsen	O		29½	29½	28¾	37½	28¾	5,240	150,650
Ogilvy & Mather	O		20¼	19	20½	35	17½	1,090	22,192
Papert, Koenig, Lois	PKL	A	15½	16¼	16¼	30½	10½	721	11,716
J. Walter Thompson	O		29¾	30¼	24½	41	24½	2,778	69,006
Wells, Rich, Greene	O		10¾	9½	9	18	8¼	1,501	13,509
							<b>Total</b>	<b>26,744</b>	<b>\$ 885,707</b>
<b>Manufacturing</b>									
Admiral	ADL	N	15	15½	15½	21½	14½	5,110	79,205
Ampex	APX	N	38½	38½	38½	44¾	32½	10,571	406,984
General Electric	GE	N	82½	84¾	86½	98¼	83	91,025	7,839,073
Magnavox	MAG	N	45¾	45¾	42¼	56¾	41	16,561	599,702
3M	MMM	N	105½	104¾	02	112¼	94	54,388	5,547,576
Motorola	MOT	N	126¼	122½	19¾	133¾	102¾	6,148	736,223
RCA	RCA	N	36¾	37¾	39½	48½	35½	62,713	2,453,333
Reeves Industries	RSC	A	5½	5½	5½	10½	4½	3,437	20,072
Visual Electronics	VIS	A	13	14½	12¾	37	12	1,326	16,907
Westinghouse	WX	N	54¾	56½	56	71¼	53½	38,647	2,164,232
Zenith Radio	ZE	N	40	40½	40½	58	35½	18,935	766,868
							<b>Total</b>	<b>308,861</b>	<b>\$20,730,175</b>
<b>Grand total</b>								<b>\$29,915,469</b>	
<b>Standard &amp; Poor Industrial Average</b>			<b>102.45</b>	<b>103.09</b>	<b>100.48</b>	<b>116.85</b>	<b>89.48</b>		

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

Shares outstanding and capitalization as of July  
\* Trading temporarily suspended

aries of Mr. Harrison, Mr. McCoy and Kent Burkhart, vice president, were listed as \$55,000 each for Mr. Harrison and Mr. McCoy, and \$43,376 for Mr. Burkhart for the year ended Dec. 31, 1968. As of Jan. 1, 1969, the salaries of both Mr. Harrison and Mr. McCoy were increased to \$75,000. The salary of John O. Gilbert, executive vice president who joined the company last May, was put at \$62,400 a year.

As of last July 10, the statement said, Mr. Harrison held 193,039 shares of common stock, representing 11.8% of shares outstanding, his wife held 187,580 shares (11.5%), and Mr. McCoy 185,158 shares (11.3%). Another 8,099 shares (0.5%) are owned by Mr. McCoy's wife, with Mr. McCoy holding an irrevocable proxy to voting of the shares.

In addition to Mr. McCoy and Mr. Harrison, members of the board re-elected at the meeting were James G. Rogers, Heywood Fox, Thurston Twigg-Smith and William M. Weibacher. Mr. Rogers and Mr. Fox are general partners of Fox, Wells and Rogers, Stamford, Conn., a private investment firm.

Mr. Twigg-Smith is a publisher and businessman in Hawaii, and Mr. Weibacher is vice president and director of research at J. Walter Thompson Co., New York.

The company also owns WQXI-AM-FM Atlanta and WSAI-AM-FM Cincinnati.

## Company reports:

**Combined Communications Corp.**, Phoenix, owner of KYCA Prescott, KYUM Yuma and KTAR-AM-FM-TV Phoenix, all Arizona; outdoor advertising companies; magazines, and a Muzak franchise, reported increases in gross revenues and net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.34	\$0.23
Gross revenues	7,276,124	4,178,679
Net income	472,591	320,198

**Harris Intertype Corp.**, Cleveland, owner of broadcast equipment manufacturer Gates Radio Co., reported record sales and net income for the year ended June 30:

	1969	1968*
Earned per share	\$3.20	\$2.68
Net sales	339,346,000	292,904,000
Pretax income	41,555,000	32,832,000
Net income	20,125,000	16,468,000
Average shares outstanding	6,284,416	6,147,919

\*Restated to include RF Communications Inc., merged in February 1969, on a pooling-of-interest basis.

**Trans-Lux Corp.**, New York, TV film distributor and theater owner, reported record gross revenues, up 42%, and net operating income, up 34%, for six months ended June 30:

	1969	1968
Earned per share	\$0.76	\$0.47
Revenues	6,036,693	4,247,202
Net income	805,400	385,774

Notes: 1969 net income includes extraordinary gain of \$290,000 or 25 cents per share from sale of Florida hotel properties.

**Livingston Oil Co.**, Tulsa, Okla., owner of group CATV operator Gencoe Inc., reported increases in revenues and net income for the fiscal year. Livingston president Wayne E. Swearingen said the company's CATV division accounted for 19% of the past year's revenues—\$3.7 million—up from \$3.1 million the year before.

For the year ended May 31:

	1969	1968
Earned per share	\$0.50	\$0.27
Revenues	19,902,019	18,671,533
Net income	2,899,021	1,536,067
Average shares outstanding	5,833,094	5,810,090

**MCA Inc.**, New York, television and motion picture producer and entertainment firm, reported reduced profits on higher sales for the six months ended June 30:

	1969	1968
Earned per share	\$1.02	\$1.16
Revenues	129,834,000	111,388,000
Net income	8,145,000	9,046,000
Shares outstanding	7,981,876	7,524,108

## New business brightens Grey agency first half

Grey Advertising, New York, has reported a 12% increase in billings and a 24% gain in net income for the first half of 1969. Grey President Edward H. Meyer said the agency had its best new business start "in many years."

He cited these additions: Chris Craft Industries, Drake Bakeries (Division of Borden Inc.), Gillette's foamy shaving cream, Shurtenda division of Hardee's Foods Systems and Newport cigarettes, among others.

He said Grey's computerized cost control system also contributed to the agency's "increased ratio to billings" and that the acquisition of Reilly Bird Agency, Detroit, added \$2 million in billings through J. L. Hudson department stores and several other accounts.

Last week Grey also declared a regular quarterly dividend of 12½ cents a share payable Sept. 15 to stockholders of record Sept. 2.

For the six months ended June 30:

	1969	1968
Earned per share	\$0.62	\$0.50
Gross billings	93,442,949	84,691,151
Commissions and fees	13,944,645	12,809,513
Pretax income	1,560,666	1,317,772
Net income	742,666	579,772

## Financial notes:

■ **CBS Inc.**, New York, has declared a dividend of 35 cents per share on common stock, payable Sept. 12 to stockholders of record Aug. 29, and a dividend of 25 cents per share on preferred stock, payable Sept. 30 to stockholders of record Aug. 29.

■ **Metromedia Inc.**, New York, has formed Metromedia-on-Stage, a subdivision of its Metromedia Music division, to represent authors for leasing performing rights of shows to theatrical groups. Metromedia-on-Stage, which

plans international distribution of its properties, has negotiated the rights to plays including *Golden Rainbow*, *Zorba* and *Promenade*.

■ **Wrather Corp.**, Beverly Hills, Calif., has revised the registration statement it filed with the Securities and Exchange Commission five months ago (BROADCASTING, March 31). The number of shares being offered for public sale has been changed from 500,000 to 300,000 and the offering price has dropped from \$20 to \$9.75 per share. Wrather properties include the Disneyland hotel, Anaheim, Calif., and the *Lassie* and *Lone Ranger* television series. Proceeds of sale will complete construction on the Disneyland hotel, pay off promissory notes and initiate a proposed Lone Ranger fast-food franchise operation.

■ **Knight Newspapers Inc.**, Akron, Ohio, group newspaper publisher and broadcaster, reported net income of \$6.394 million or \$1.26 per share for the six months ended June 30 vs. \$2.478 million or 44 cents per share for the same 1968 period. Knight, which went public April 22, was listed last week on the New York Stock Exchange under the ticker symbol KNI. Knight Newspaper has substantial interests in WAKR-AM-FM-TV Akron, Ohio; KBOX-AM-FM Dallas, and WONE Dayton, Ohio.

■ **Wometco Enterprises Inc.**, Miami, diversified company and group broadcaster, has acquired Compo Photo Laboratories, New York, for an undisclosed sum. Compo prints, processes and enlarges black and white photographs and provides photostatic services. Wometco also announced it has agreed to purchase the former warehouse of New York's Metropolitan Opera to centralize all of its New York photographic activities.

■ **Transamerica Corp.**, San Francisco, parent of United Artists Corp., has declared a regular quarterly dividend of \$1.12½ per share on 4½% convertible preferred stock, payable Sept. 1 to stockholders of record Aug. 15.

■ **Fischbach and Moore Inc.**, New York, electrical installation company in broadcasting and other fields, last week reported gross income and earnings for nine-month period ended June 30 were higher than any corresponding period in company's 51-year history. Gross income was \$154,338,085 and net income was \$2,974,708, or \$1.20 per share.

■ **General Telephone & Electronics Corp.**, New York, has reported that its Sylvania Electric Products Inc. subsidiary had net income of \$13,217,000 on revenues of \$420,392,000 for the first half of 1969, compared to net income of \$13,047,000 on revenues of \$409,000,000 for the first half of 1968.

## White House acts on a domestic bird

Special committee includes Rosel Hyde;  
Clay T. Whitehead will head the group

The White House working group that will review all aspects of the domestic communications satellite issue was being assembled last week, in preparation for its first meeting, scheduled for Friday (Aug. 15).

The group is being put together by Dr. Clay T. Whitehead, a White House aide with responsibilities in the communications field, who will serve as chairman of the group.

Others who have been named as of Thursday are FCC Chairman Rosel H. Hyde, Dr. Russell Drew, technical assistant to Dr. Lee A. DuBridge, the president's science adviser; Dr. Thom-

pected to attend the Friday meeting. Bernard Strasburg, chief of the commission's Common Carrier Bureau, was also scheduled to attend the meeting with Chairman Hyde.

Still to be named were representatives of the Departments of Commerce and Transportation. The Post Office Department will have an observer present, Robert Scherr, of the transportation division of the general counsel's office.

Creation of the committee, plans for which were disclosed last month (BROADCASTING, July 28), means a delay of at least two months in final FCC action on policy governing the establishment of a domestic communications satellite system.

The White House, in creating the committee, has stressed the administration's concern that the best possible choice of system be made. The commission's responsibility and authority in the field are not questioned, but the White House feels the administration has a large stake in the system that is established.

Dr. Whitehead, in informing the commission of plans for the committee, said it would complete its work and submit its findings by Oct. 1.

## WSBK-TV can move its transmitter

The FCC has given New Boston Television Inc. a construction permit to move its WSBK-TV Boston transmitter and antenna to a nearby Boston antenna farm. The commission action last week waived spacing requirements. New Boston is a subsidiary of Storer Broadcasting Co.

The waiver was needed, the commission said, because WSBK-TV's proposed transmitter site is 72.9 miles from the noncommercial WEDN(TV) Norwich, Conn., site, 2.1 miles short of the required 75 mile spacing.

New Boston said the eight-mile southwest move will not adversely affect WEDN's service and that, because of WSBK-TV's intensified signal, there will be a gain in service in areas of potential image interference and in areas where there is no interference.

New Boston requested the move because of heavy financial losses incurred at the present site. The proposed change would increase WSBK-TV's visual

power from 1,410 kw to 2,755 kw and increase a directional antenna height of 740 feet above average terrain to a nondirectional antenna height of 1170 feet above average terrain.

## Troubled ATS bird may yet function for TV

The fifth in a series of application-technology satellites (ATS) was in virtually synchronous orbit late last week but still in trouble. The spacecraft, after initially tumbling following launch Aug. 12 from Cape Kennedy, has been stabilized but is spinning incorrectly. Space engineers were hopeful, however, that they can reverse the spin.

The ATS-5, as it is now identified, was over India late in the week in an orbit that carried it to an apogee of 22,927 miles above earth and a perigee of 22,221 miles. It is reported drifting westward at the rate of 400 miles a day. ATS-5 is scheduled to be stationed above the equator about 1,100 miles west of South America.

Among the experiments planned is the simultaneous transmission of TV, telegraph and data on a multiple access basis using frequency-division multiplex modulation (FDM). Also to be tested are voice circuits using this system.

The communications experiment will use 24,000 mc for transmission and 6,000 mc for reception and will test the satellite's ability to act as a communications relay between earth stations in widely scattered parts of the world.

Although the FDM method of transmission has been used in other ATS experiments, this is the first use from a satellite that is being stabilized by gravity gradient means. To keep the ATS-5 in the proper attitude toward earth, four booms, capable of being extended to 124 feet, will be deployed. Each boom is tipped with an eight-pound mass. The earth's gravity pull on these tips is expected to help keep the satellite in the proper attitude.

Among other experiments: Aircraft-to-aircraft control communications via the satellite on 15.5 gc and 16.5 gc bands; this could also be useful for aircraft and ship navigation and location. The ATS also carries instruments



Dr. Whitehead

as Moore, of the Council of Economic Advisers; William Morrill, deputy director for programing, National Securities Division of the Budget Bureau; Colonel Ward T. Olsson, Air Force satellite communications specialist, on detail to the Office of Telecommunications Management as special assistant to the director; Donald Baker, of the Department of Justice's antitrust division; and Dr. Willis Shapley, associate deputy administrator of the National Aeronautics and Space Administration.

Dr. Whitehead's office said that Richard McLaren, chief of the Justice Department's antitrust division, was ex-



to measure magnetic and electrical properties, particles and radiation at orbit distances.

Westinghouse Electric Corp. divisions are participating in the gravity-gradient stabilization, environmental measurement and communications experiments.

## Radiation level of 0.5 is set by committee

Radiation standards for color and black-and-white TV sets of not more than 0.5 miliroentgens per hour at any point about two inches from the exterior of the set have been adopted by a technical advisory committee.

The 13-member committee, which includes Harris O. Wood, of Philco-Ford Corp., Philadelphia, adopted the proposals last week. They now go after editorial review and legal consideration to Chris A. Hansen, commissioner of the environmental control administration, and finally to Robert H. Finch, secretary of health, education and welfare for approval.

The new proposed standards would become effective Jan. 1, 1970, following publication in the *Federal Register*, and would apply to all TV receivers manufactured after that date. Under a three-phase program, the standards become progressively more stringent; at first the sets would have to meet the 0.5 mr/hr limitation even where line voltages are unusually high and where all controls are at maximum voltage. By June 1 next year, the standard would have to be maintained even though the set owner might readjust controls that would permit maximum radiation, and by Jan. 1, 1971, the standard would have to be met even though components or circuits fail, permitting maximum radiation emission.

The latest maximum radiation standard for TV sets was adopted after the technical advisory committee considered comments to the initial proposed standards issued in June. This had suggested the 0.5 mr/hr standard to become effective Jan. 1, 1970, but would have required TV set manufacturers to meet a 0.1 mr/hr limitation by July 1, 1971. Industry objections to the 0.1 mr/hr standard were based on two counts: there is no way known at the present time to limit radiation to the 0.1 mr/hr standard, and there are no instruments that are capable of measuring down to 0.1 mr/hr.

Meanwhile, the proposal of Underwriters Laboratories to impose 0.5 mr/hr at two inches from set under various conditions effective Sept. 1 has been postponed. Manufacturer's representatives will meet with UL later this month or next. Manufacturers objected that the deadline for meeting the UL standard didn't allow for lead time in manufacturing and testing TV receivers.

## Keeping an eye on cable TV

Advanced Research Corp., Atlanta, has introduced a system of automated equipment for the monitoring of CATV systems. Called the Performance Monitoring System (PMS), it includes monitoring devices, telemetry and receivers, signal carriers and display panels. Remote monitors situated at strategic amplifier locations through the cable TV distribution system continuously analyze signal quality and transmit data—including location—to a centrally-located display panel. The telemetry data is transmitted back to central control point by wire.

## 1130 kc overlap flap leaves FCC unmoved

The FCC has denied a petition by TV Cable of Waynesboro Inc., Waynesboro, Pa., requesting that the commission deny or designate for hearing Metromedia Inc.'s license renewal application of WNEW New York. In the same action, the commission denied TV Cable's petition for consolidated action on its petition to deny with Metromedia's pending application for extension of the completion date for construction of a new WNEW transmitter site.

Metromedia had requested denial of a TV Cable application for a new daytime AM at Waynesboro alleging that TV Cable's proposed operation would cause prohibited contour overlap with Metromedia's proposed operation from the new transmitter site granted Metromedia April 3, 1967, the commission said.

TV Cable's application for a new class II station on 1130 kc is mutually exclusive with an application by Greencastle Broadcasting Co. for the same frequency in Greencastle, Pa. WNEW is a class I-B clear channel also on 1130 kc.

In the designation order denying Metromedia's petition to deny TV Cable's application, the commission concluded that the TV Cable proposal involved no prohibited overlap with proposed WNEW operation. Metromedia has since filed a petition for reconsideration alleging that the commission erroneously concluded that there would be no prohibited overlap.

The commission decision by Acting Chairman Robert T. Bartley, Commissioners Robert E. Lee and H. Rex Lee with Commissioner Kenneth A. Cox dissenting, termed TV Cable's petition to deny WNEW's renewal "without merit" stating that TV Cable does not contend that the present operation would cause prohibited overlap with its proposed operation and the two appli-

cations are clearly not mutually exclusive. The commission said Metromedia seeks only renewal of operating authority for the existing facilities of WNEW and concluded that TV Cable has no standing to challenge the renewal.

## Technical briefs:

**Minus crystal** ■ SCA Services Co., Port Washington, N.Y., announces a crystal-less SCA fixed frequency tuner for FM stations. The FMX-1 uses varactor main channel tuning in conjunction with zener stabilized power supply and balanced amplifier AFC circuits. Among features is noiseless muting through the use of an electro-mechanical tuned reed-switch. Price is \$100 in quantities.

**Double duty** ■ CCA Electronics Corp., Gloucester City, N.J., announces the FM-10DS, a direct FM exciter for simultaneous stereo and SCA operation. Equipment incorporates seven transistors and three tubes, is said to achieve optimum reliability and performance and to eliminate problems of high power transistor drift, expense and spurious emissions.

**Appoints Tea** ■ Television Equipment Associates, Bayville, N.Y., as broadcast dealer for professional microphones made by Sennheiser Electronic Corp., New York, is being announced today (Aug. 18). Thomas Schillinger, president of Sennheiser, and Bill Pegler, TEA director, said broadcasters are being offered a 10-day evaluation of the equipment. The microphones are in network use for studio and remote production and newsfilm.

**GE projector** ■ The first General Electric color video projector (PJ-400) to come off the production line and placed into its shipping crate for station delivery is going to Metromedia's WNEW-TV New York for studio productions and audience display. Metromedia ordered four projectors for its stations. The next will go to KTTV(TV) Los Angeles. The projector uses a single-gun, light valve approach for color pictures as large as 15 by 20 feet.

**Color film processor** ■ Terminal Data Corp., Los Angeles, has introduced a second low-cost portable color film processor for 16mm Ektachrome film. The new Colormate ME-4 16/30 is a compact unit that will process 30 feet per minute. TDC also has a Colormate 16/15, which processes 15 fpm.

## Learning insurance via EVR

New England Life Insurance Co., Boston, and CBS Electronic Video Recording Division, New York, announced agreement last week for the initial conversion of some 300 video-tape learning programs to EVR. The insurance company also effected an agreement with Motorola for installation of EVR players in its agencies.

### How broadcasters will promote 50th

Nearly 1,700 stations have officially decided to participate in next year's celebration of broadcasting's 50th anniversary, the National Association of Broadcasters said last week.

The results of a questionnaire sent to nearly 3,000 stations by NAB's public-relations department indicate that 64.2% of respondents plan to participate during the entire year and 28.6% will participate during specified periods throughout the year. The remaining 7.12% either were undecided or declined to answer the question.

Of the 2,914 member stations surveyed, 1,671 or 57.3% returned the questionnaire.

The questionnaire results also produced requests for more than 21,000 "broadcaster rose" plants. In order to obtain rights to the rose, 10,000 requests were required. The plants—never before marketed and available only from broadcasters during 1970—are among the key promotional materials to be used in next year's celebration. Several suggested promotions—all of which were said to have received good support from NAB members—will center around various kinds of flowers (BROADCASTING, Aug. 4).

Other survey results showed that 1,078 stations will participate next year both on and off the air; 545 on-air only, and one station said it will participate off-air only. Over 500 stations indicated that their personnel will make speeches during the year in connection with the celebration; about 400 plan to air special programs and features other than spot announcements; and, in responses to separate questions, about 300 said they would conduct contests, open houses, or tie-in promotions with advertisers and other groups.

#### Promotion tips:

**Hurricane watchers** ■ WGBS Miami and American Oil Co. are distributing the Amos Rutledge Hurricane Tracking Map with safety instructions and precautions in case of tropical storms.

**Basketball in the summer** ■ WVON Chicago is running its third annual summer basketball clinics in urban areas with more than 5,000 youngsters taking part. They compete for 15 scholarships worth \$1,000 each that the station offers in cooperation with air sponsors. Sister outlet WNOV Milwaukee is holding similar clinics there this summer.

**New locale for Lowenstein** ■ Larry Lowenstein Inc., public relations firm, and its affiliate, Mathison/Ress Inc., both New York, have moved from 554 Fifth Avenue to 200 Madison Avenue, Room 1205.

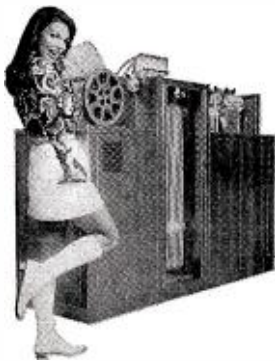
**Puzzle promotion** ■ Harold Golden Productions, New York, is distributing to stations *The Picture Puzzle*, a television audience-promotion game. Mr. Golden, who was president of ABC Films before he set up his own organization, will supply stations with 260 puzzles a year (10 film slides to a puzzle) to be used throughout the programming schedule in conjunction with cash prizes to viewers judging correctly the person, place or thing that is depicted in the puzzle.

**On the road** ■ A WPIX(TV) New York-promoted suggestion that a new Museum for Black History and Culture be created in Manhattan is taking hold, WPIX officials note. A feasibility conference has been scheduled Sept. 10 at Washington Square College (New York University) to develop plans and scope of the project. The museum was first

proposed by Joseph N. Cooper, account executive, Needham, Harper and Steers, New York. WPIX's vice president for community affairs, Richard N. Hughes, then set up a telecast presentation on the station on July 13, and WPIX also contributed \$3,000 toward the establishment of a fund.

**Film on WGN** ■ WGN Chicago currently is road-showing a new 25-minute color film, "The 720 Story," in 17 cities of the U. S. and Canada where the radio station obtains business. In production eight months, the film is purposely "soft-sell" so as to double on the institutional program circuit of clubs, schools, etc.

**Yes, indeed** ■ KPLR-TV St. Louis has designed a contest for the advertising community in which the male time-buyer with the best impersonation of comedian W.C. Fields will win a color television set. A drawing will be held to permit local female timebuyers a chance to win prizes too. The promotion is tied in with KPLR-TV's "W. C. Fields Film Festival," running Aug. 18-29.



### New Houston Fearless Mini-Color Processor costs less than \$10,000

"Mini" means small, or compact. And Mini-Color is all of that—in size and price. "Color" means it processes every type of Ektachrome color film including the new "Super 8" and 16 mm film.

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**Broadcast advertising**

**Kevin J. Clancy**, senior associate research director; **Charles W. Healy**, copy supervisor, and **Jerry Gerber**, associate creative director, BBDO, New York, elected VP's.

**G. Donald Wilson**, product manager for Sprite, named to newly created position of sales promotion manager for advertising and sales promotion unit of Coca-Cola USA, division of Coca-Cola Co., Atlanta. **Peter S. Sealey**, formerly with McCann-Erickson and Interpublic Group of Co.'s, both New York, succeeds Mr. Wilson as product manager for Sprite.



Mr. Fadell

**Richard D. Fadell**, with Mike Fadell Advertising Agency Inc., Minneapolis, named VP in charge of agency's Junior Auction division, which produces *Junior Auction*, weekly TV series for children.

**John Considine**, market research administrator for Colton division of Gillette Co., Boston, joins W. B. Doner & Co. as corporate director of research for agency's Detroit and Baltimore offices.

**James P. McCann**, general sales manager for WPIX(TV) New York, elected VP in charge of sales.

**Charles B. Jones**, with Kenyon & Eckhardt, Chicago, named VP and manager of agency's Chicago office. **Paul Sims**, account supervisor with K&E, New York, resigns to start his own business, P. A. Sims Inc., marine-products de-

veloper and producer. **Stewart M. Birbrower**, VP and art supervisor at Papert, Koenig, Lois, New York, joins K&E there as art director. **Rupert F. Johnsen** and **Anthony J. Parisi** named co-group heads at K&E, New York.

**Kenneth S. Olshan**, president, Olshan, Smith & Bould, New York, joins Rockwell, Quinn & Wall Inc., same city, as VP and management supervisor.

**Jack Ackerman**, with WEEF-AM-FM Highland Park, Ill., appointed sales manager.

**Vernon L. Goodwin**, sales manager, WEZE Boston, elected VP.

**David D. Ryus**, director of international publishing investments, Time Inc., New York, joins Sullivan, Stauffer, Colwell & Bayles there as senior VP for administration.

**Martin K. Speckter**, president, Martin K. Speckter Associates Inc., New York, joins Clinton E. Frank Inc. there as VP and account supervisor as part of merger of two companies. **Davis B. Ault**, VP and account supervisor, Clinton E. Frank Inc., Cincinnati, joins agency's Chicago office as VP-market planning for Motorola personal electronics products. **George Greanias**, research director, Allen, Anderson, Niefeld & Paley, Chicago, joins Market Measurements Inc., research division of Clinton E. Frank Inc. there, as research supervisor.

**Mick Schafbuch**, formerly with sales department, KOA Denver, rejoins KOA as sales manager.

**Paul Baker**, account executive for KSPQ Spokane, Wash., named sales manager for KBQ(FM) Edmonds, Wash.

**Clifford W. Hankin**, account executive in New York office of N.W. Ayer & Son, elected VP and manager of agen-

cy's Detroit office.

**Madeline Schreiber**, research director, Robert E. Eastman & Co., New York, joins WMCA there in same capacity.

**Gerry Mulderrig**, sales manager, Metro TV Sales, New York, joins Tele-Rep Inc. there in newly created post of national sales manager.

**Hal Mayfield**, regional sales manager of WFAA-TV Dallas-Fort Worth, appointed to newly created post of national sales manager.

**Harry M. Ellsworth**, with McCann-Erickson, New York, appointed director of advertising and sales promotion for Tootsie Roll Industries Inc., Englewood Cliffs, N.J., replacing **Albert H. Lewis**, who leaves to enter into his own business.

**Kenneth Wright** and **Victor Shaner**, account supervisors with Leo Burnett Co., Chicago, named VP's.

**James S. Morgan**, regional manager for Time-Life Productions in Detroit, appointed sales manager of WWJ-AM-FM, that city.

**Alan W. Goldman**, **Dan R. Hulbert** and **Richard Schoch**, senior VP's with Compton Advertising Inc., New York, also named associate creative directors.

**Bill McRae**, VP and sales manager with H-R Representatives, New York, named sales manager for WQVR(FM) Philadelphia.

**Paul Noel Fauteck** named president of Wylde & Co., agency in Chicago.

**Hugh S. Wallace**, with RKO Radio Representatives Inc., New York, appointed general sales manager of RKO General's WOR-FM, that city.

**C. Daniel Mollo**, with Tatham-Laird & Kudner, New York, named VP and general manager of agency's sales promotion division.

**Robert Wilvers**, senior partner with Jack Tinker & Partners, New York, joins Scali, McCabe, Sloves Inc. there as VP and art supervisor.

**Derrick O'Dea**, VP and management representative with Norman, Craig & Kummel, New York, joins Doyle Dane Bernbach there as VP and management supervisor.

**Hugh Robertson** and **Lewis Ambrose**, both with Sony Corp. of America's VTR division, Long Island City, New York, appointed Midwest regional sales manager, video products, and video products district sales manager for Northern Illinois and Wisconsin, respectively. They will be headquartered in Sony's central regional office in Rosemont, Ill.

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**Stuart J. Sawdon**, with Frank B. Sawdon Inc., New York, elected VP.

**James E. Fuller**, director of personnel; **Donald L. Potter**, account manager, and **Arthur X. Tuohy**, copy supervisor, with Ketchum, MacLeod & Grove, New York, elected VP's.

**Karl Meek**, general sales manager, WKEE Huntington, W. Va., joins WHTN-TV there as local sales manager.

**Donald Ingram**, VP and account supervisor, Needham, Harper & Steers, New York, joins Toni Co., Chicago, as product group supervisor.

## Media



Mr. Karpowicz  
manager.

**Neal P. Cortell**, president, WXPB-TV Manchester, N.H., also named general manager. Station has September target date.

**Walter A. Alley**, director of program operations, noncommercial KETC(TV) St. Louis, joins noncommercial WTCI(TV) Chattanooga, as general manager.

**Dick Kernan**, assistant operations manager, WXYZ Detroit, appointed station manager, WXYZ-FM.

**Vern L. Coolidge**, VP and general manager, Comm/Scope Corp., engineering and construction subsidiary of Superior Continental Corp., joins Teleprompter of Florida, as general manager of new Palm Beach area CATV system.

**A. William Lee**, general manager, Beck-Ross Communications' WKMF Flint, Mich., elected VP and director of Babylon, N.Y.-based parent company. Beck-Ross Communications also owns and operates WGLI Babylon.

**George E. Walsh**, director of operations, WHAS-AM-FM-TV Louisville, Ky., named VP in charge of operations.

**Ray M. Stanfield**, formerly sales director, KLAG Los Angeles, joins WRNG North Atlanta, Ga., as executive VP and general manager.

**John H. Stern**, manager, salary administration, safety and records, for NBC, New York, appointed manager, employment. **Roger A. Egan**, with NBC personnel department, New York, succeeds Mr. Stern.

**Albert Rubin**, manager of revenue analysis, named to new post of director of

revenue and business analysis, ABC, New York. He is succeeded by **P. Thomas Van Schaick**, formerly supervisor of revenue analysis at ABC. **Fredric W. Ansis**, captain in U.S. Army, joins ABC-TV, New York, as program attorney in business-affairs and contracts department.

**Wendell Doss**, with Harry S. Hyett Co., Minneapolis, station representative, joins Chicago office of Blackburn & Co., as station broker.

## Programing

**Mel Baily**, president of Mel Baily Productions Inc., New York, appointed program director, WOR-TV there.

**George Miller Jr.**, general sales manager, WHTN-TV Huntington, W. Va., named to newly created post of program director. He is succeeded by **Walter Konjolka**, with Metro TV Sales, New York.

**A. Gordon Reel**, formerly director of instructional TV, Eastern Kentucky State University, Richmond, joins non-commercial KERC(TV) St. Louis, as director of studio productions.

**Roger Booth**, formerly general manager of KBBW(FM) San Diego, named program director for KBIQ(FM) Edmonds, Wash.

**Eugene H. Alnwick**, market development manager of Mutual Broadcasting System, named VP and general manager of Mutual Sports Inc., Los Angeles.

**Bruce Nelson**, with WUBE and WCXL(FM) Cincinnati, appointed program director.

**Peter J. Smith**, program director at WJAR-TV Providence, R.I., appointed operations director at WSRK-TV Boston.

**Frank Pittman**, manager, NBC productions, West Coast, named director, broadcast standards, NBC, West Coast.

**Dennis Colston**, community service producer, WLWD(TV) Dayton, Ohio, appointed community services director.

## News

**Victor Jay Ratner**, newscaster and reporter at WMCA New York, appointed news director.

**Bill Slatter**, managing editor of American Forces Network, Europe, appointed news director of KWTW(TV) Oklahoma City.

**Hal Kurz**, with Radio News West, Los Angeles-based audio service, appointed morning editor. **Michael Hagler**, reporter for KRLA Pasadena, Calif., and **Ken Sawada**, formerly with economics department, University of California, Berkeley, join Radio News West as reporters.

**Thomas Jones**, newscaster, WLWI(TV)

Cincinnati, joins WHTN-TV Huntington, W. Va., as news director.

**Ken Marvin**, formerly with WOR New York and KABC Los Angeles, joins KFRC San Francisco as newsman.

**Don Perkins**, formerly with Dallas Cowboys football team, joins CBS-TV for special assignments in 1969 National Football League coverage.

**Dick Bay**, sports director, KGNC-AM-FM-TV Amarillo, Tex., joins WLWD(TV) Dayton, Ohio, as newscaster.

**Jack Hurley**, member of WHAS-TV Louisville, Ky., news staff, joins WHIO-AM-FM-TV Dayton, Ohio, as newscaster.

**Ken Thomas**, executive news producer and news anchorman for WXYZ-TV Detroit, joins KABC-TV Los Angeles as field reporter. Both are ABC-owned stations.

**Bill Rigney**, former manager of California Angels baseball team, joins KF50 San Francisco and Golden West Broadcasters as color announcer for San Francisco Giants games.

**Norman Kay**, news editor of WDBJ Roanoke, Va., named news director. **Bill King**, formerly with noncommercial WR1U(FM) Kingston, and WLKW Providence, both Rhode Island, joins WDBJ as news editor.

**Dick Kreisberg**, news director of WVIP-AM-FM Mount Kisco, N.Y., joins news staff of WABC New York.

**Paul Nesselroad**, with KETV(TV) Omaha, appointed director of news and public affairs for Christian Broadcasting Network, group with FM stations in New York state and based at wxri(FM) and WYAH-TV Portsmouth, Va.

**Peter D. Lynch**, former editor of Middle East and African services in London, named UPI manager for Israel, Tel Aviv. **Richard C. Longworth**, Nieman fellow studying at Harvard University, appointed Vienna bureau manager and news editor for Eastern Europe. **Aline Mosby** named chief correspondent for Eastern Europe. **William F. Wright**, Portuguese and Latin American affairs specialist in London, named to Lisbon as manager for Portugal. Mr. Wright replaces **Edouard Khavessian**, appointed regional executive for Eastern Mediterranean area with his base in Rome. **Kalevi J. Saari** leaves UPI in London for Helsinki where he will serve as manager for Finland, replacing **Harold H. Martin Jr.**, who transfers to London pending further assignment.

## Promotion

**Jay Michelis**, coordinator, promotion, West Coast, for NBC, Burbank, Calif., appointed promotion manager, West Coast. **Charles L. Munch**, promotion contact representative for NBC, New

York, appointed manager, promotion operations.

**Jim Munro**, director of advertising and promotion, WOR-TV New York, joins ABC there as manager of affiliated station advertising.

**Ted Hilgenstuhler**, reporter for *Los Angeles Herald-Examiner*, named to head newly organized PR department of Bill Burrud Productions, Hollywood.

**Donald Moote**, who has been active in marketing, advertising and sales promotion in Southern California for past five years, named director of public relations for Western Video Industries, Los Angeles.

**Barry D. Stigers**, operations manager, Philadelphia Community Antenna Television Co., joins Athena Communications Corp., New York, CATV system owners, as manager of advertising and sales promotion.

## Equipment & engineering

**Robert O. Donahue**, with KDKA-TV Pittsburgh, joins WJZ-TV Baltimore as chief engineer. Both are Westinghouse Broadcasting stations.

**Charles P. Crossno**, electronics engineer, Continental Electronics Manufacturing Co., product development section, Dallas, joins Wagenvoerd Broadcasting Co., New Orleans, as chief engineer for company's WWOM-AM-FM-TV there and KRBE (FM) Houston.

**Arthur Einhorn**, assistant to treasurer,

Vikoa Inc., Hoboken, N.J., appointed director of corporate planning.

**Robert G. Gray** director of engineering, Cablevision Corp. of America, Boston, joins Athena Communications Corp., New York, CATV system owner, as chief engineer.

**Leonard Gillon**, manager of TV picture tube manufacturing department, TV picture tube division, RCA, Harrison, N.J., named VP and general manager of TV picture tube division.

**Bert Rosenberg** named president of Innovative Television Equipment, new firm at 11661 San Vicente Boulevard, Los Angeles. Company manufactures and markets TV camera-support equipment.

**Thomas E. Scholten**, with Caelus Memories, San Jose, Calif., named marketing manager for professional audio products division of Ampex Corp., Redwood City, Calif.

**Robert Blair** and **R. Clifford Rogers**, with Philips Broadcast Equipment Co., audio-video systems division, Montvale, N.J., appointed product manager, broadcast TV systems, and audio systems product manager, respectively.

**Edward Hefron**, with audio products and computer products order services, BASF Systems Inc., Bedford, Mass., appointed marketing administrator for sound video products.

**Larry Nelson**, with Century Lighting Inc., Clifton, N.J., appointed TV technical manager, Century's West Coast division, Los Angeles.

## Deaths

**John H. Butler**, 57, senior VP and general manager of San Francisco office of Compton Advertising Inc., died Aug. 7 in Alamo, Calif. He served as president of Advertising Association of West's Amigo committee, which produced public-service advertising campaign for Central America as part of Alliance for Progress program. He was also trustee and past VP of National Academy of Television Arts and Sciences and was active in American Association of Advertising Agencies. Surviving are his wife, Eleanor, and son.

**Dr. John A. Dyer**, 73, foreign-language broadcasting pioneer and during 1930's a principal owner of three Chicago radio stations, WAIT, WSHC and WGES (now WNUS), died Aug 7 at convalescent home in Walnut Creek, Calif. He is survived by two daughters.

**Ann Larson Harding**, 70, former manager of service division of CBS, died Aug. 6 in Addison Gilbert hospital, Gloucester, Mass. Miss Harding joined CBS in 1929 and retired in 1964.

**Erwin L. Barker**, West Coast broadcaster and businessman, died Aug. 11 in San Jose, Calif. Mr. Barker worked for KQW San Jose (now KCBS San Francisco), was Pacific Coast sales manager for NBC Pacific, built and operated KLOK San Jose and most recently was on board of directors of KAZA Gilroy and KGST Fresno, both California. He is survived by his wife, Florence, three sons and two daughters.

## ForTheRecord

As compiled by BROADCASTING, Aug. 5 through Aug. 12 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aural, aural, CATV—community antenna television, CH—critical hours, CP—

construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ul-

tra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, e—educational.

## New TV stations

### Other actions

■ Review board in San Francisco. TV proceeding, Doc. 18500, granted in part motion to amend or add issue filed July 3 by Albert Kihn and Blanche Streeter, and added issues to determine facts and circumstances surrounding investigation of Albert Kihn and Blanche Streeter by Chronicle Broadcasting Co. Action Aug. 12.

■ Review board in Baton Rouge. TV proceeding, Doc. 18555, granted joint petition filed Aug. 7 by Louisiana Television Broadcasting Corp. and Southwestern Louisiana Communications Inc., extended to Sept. 10 time to file oppositions to petitions to enlarge issues. Action Aug. 11.

■ Review board in Charleston, S.C.. TV proceeding, Docs. 18569-72, granted joint motion filed Aug. 8 by Rovon of Florence Inc., and Palmetto Radio Corp., extended to Aug. 25 time to file responsive pleadings to petition to enlarge or clarify issues. Action Aug. 12.

### Actions on motions

■ Chief, Broadcast Bureau, on request by Hartscope Broadcasting Corp., licensee of VHF translator K10FI Helena, Mont..

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extended to Sept. 8 time for filing responses to amended petition for rulemaking by Capital City Television Inc., in matter of amendment of TV table of assignments (Great Falls, Mont.). Action Aug. 5.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, granted petition by Florida Heartland Television Inc., for leave to amend application to reflect death on June 11 of H. Guthrie Bell, 12.5% stockholder. (Docs. 11083, 17339, 17341-2, and 17344). Action Aug. 4.

### Rulemaking petition

■ FCC proposed amendment of TV table of assignments by assigning UHF ch. 27 to Columbus, Miss. Rulemaking requested in petition filed Feb. 1 by Charles K. Irby and Sam H. Sanders. Action Aug. 6.

### Call letter applications

■ Evansville-Vanderburgh School District, Evansville, Ind. Requests \*WNIN(TV).

■ University of North Carolina, Farmville, N.C. Requests \*WUNK-TV.

■ University of North Carolina, Wilmington, N.C. Requests \*WUNJ-TV.

## Existing TV stations

### Final actions

■ \*WJCT(TV) Jacksonville, Fla.—Broadcast Bureau granted CP to change ERP to 214 kw vis., 42.7 kw aurr.; change trans. location to East Bay and Georgia Streets; change type trans. Action Aug. 5.

■ WGTI(TV) Philadelphia—FCC denied Bernard Rappaport reconsideration of commission action denying extension of time to construct UHF-TV, ch. 23, and assignment of WGTI CP to Seven Arts Broadcasting Co. without hearing. Rappaport filed petition for reconsideration May 22. Action Aug. 6.

### Actions on motions

■ Hearing Examiner Thomas H. Donahue in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted in part motions to correct transcript by RKO General (Docs. 16679-80). Action Aug. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Philadelphia (Bernard Rappaport [WGTI(TV)]), TV proceeding, in compliance with commission's July 2 memorandum opinion and order cancelled hearing scheduled for Aug. 11 (Doc. 18524). Action Aug. 7.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp. [WBRZ-TV]), TV proceeding, on joint request of parties, postponed further prehearing conference to Aug. 19 (Doc. 18555). Action Aug. 6.

■ Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV-TV], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted joint motion by applicants and continued further hearing to Sept. 15 (Docs. 18403-4 and 18448). Action Aug. 6.

■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, scheduled hearing conference Aug. 7; ordered that parties, by counsel, attend scheduled conference together with engineering consultants (Doc. 18376). Action Aug. 1.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE-TV]) and Eastern Idaho Television Corp., TV proceeding, granted petition by Eastern Idaho Television for leave to amend application to report ownership interests in another company (Utah Television Corp.) of its stockholders and agreement between that company and Board of Education of Ogden City, Utah, concerning use of ch. 9 in Ogden (Docs. 18401-2). Action Aug. 5.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)], Reeves Broadcasting Corp. [WUSN-TV], First Charleston Corp. [WCIV(TV)], and WCSC Inc. [WCSC-TV]), TV proceeding, by separate actions, granted motions by Palmetto Radio Corp. and Columbia Television Broadcasters Inc. and extended to July 31 time for filing responsive pleadings to discovery motions; granted petition by

Reeves Broadcasting Corp. for leave to amend application to reflect change in name to Reeves Telecom Corp. and to update section II of pending application; and granted request by Rovon of Florence for protective order and ordered that, in event deposition is taken in Washington, applicants reimburse Rovon expenses for fees and mileage or, alternatively, that deposition be taken, without such fees or mileage, in New York on or about Sept. 10, at hour and place mutually agreed among parties (Docs. 18569-72). Actions July 25-30.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, on examiner's own motion certified to commission opposition of Broadcast Bureau to statement of position in lieu of appearance filed by Clay Broadcasting Corp., party respondent in instant applications and matter that Columbia Television Broadcasters Inc. has chosen not to file notice of appearance or participate as party; by separate action granted motion by Columbia Broadcasters Inc. and extended to Aug. 7 time to respond to certain earlier pleadings of applicants (Docs. 18569-72). Action July 31, Aug. 7.

### Call letter application

■ WJMN(TV), WFRV Inc., Escanaba, Mich. Requests WJMN-TV.

### Network affiliations

### ARC

■ 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.

■ WQXI-TV Atlanta (Pacific & Southern Broadcasting Co.), Contract dated June 18, 1969, replaces one dated July 6, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$1,250. Compensation paid at 30% prime time.

■ WTOK-TV Meridian, Miss. (Southern Television Corp.), Contract dated July 2, 1969, replaces one dated Nov. 2, 1967; effective Sept. 15, 1969, to Sept. 15, 1971. First call right. Network rate, \$500. Compensation paid at 30% prime time.

■ WUSN-TV Charleston, S.C. (Reeves Telecom Corp.), Contract dated June 17, 1969, replaces one dated July 6, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$500. Compensation paid at 30% prime time.

■ WHTN-TV Huntington, W. Va. (Reeves Telecom Corp.), Amendment dated March 11, 1969, extends contract dated July 6, 1967, from July 2, 1969, to July 2, 1971.

First call right. Programs delivered to station's control board. Network rate, \$1,150. Compensation paid at 30% prime time.

■ WSTV-TV Steubenville, Ohio-Wheeling, W. Va. (Rust Craft Broadcasting Co.), Contract dated June 26, 1969; effective July 1, 1969, to July 1, 1971. No first call right. Programs delivered to station's control board at shared expense. Network rate, \$950. Compensation paid at 30% prime time. Total compensation computed by multiplying by 106.667% all amounts due station from application of formula.

### CBS

■ Formula: Same as ABC.

■ WTVY(TV) Dothan, Ala. (WTVY Inc.), Amendment dated Aug. 6, 1969, amends contract dated Sept. 11, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for an additional two-year period. First call right. Programs delivered to station. Network rate, \$400 (\$425 as of Jan. 4, 1970); compensation paid at 32% prime time.

■ KHTV(TV) Houston (WKY Television Systems Inc.), Contract dated July 17, 1969; effective Aug. 1, 1969, to Aug. 31, 1970. No first call right. Network rate, \$175 (\$400 as of Feb. 1, 1970). Compensation paid at 30% prime time.

## New AM stations

### Other actions

■ Review board in Globe, Ariz., AM proceeding, Doc. 18225, denied petition for review filed June 5 by Willard Shoecraft, licensee of KIKO. Action Aug. 6.

■ Review board in Minneapolis, AM-TV proceeding, Doc. 18499, granted to extent indicated and denied in all other respects petition addressed to issues filed May 26 by Midwest Radio-Television Inc. Action Aug. 6.

■ Review board in Warrenton, N.C., AM proceeding, Doc. 18501, granted request filed Aug. 6, extended to Aug. 21 time to file responsive pleadings to comments on joint request for approval of agreement and withdrawal of application filed by Broadcast Bureau. Action Aug. 7.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Waynesboro, Pa. (TV Cable of Waynesboro Inc.), AM proceeding, granted petition by TV Cable of Waynesboro Inc. for leave to amend application to respond to financial issue and resolve ambiguity in original application relative to number of shares of stock issued and subscribed; and granted request by TV Cable of Waynesboro for waiver of provisions of rules to permit filing of reply to Broadcast Bureau's opposition to petition for leave to amend (Doc. 18493). Action Aug. 1.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., Tinker Area Broadcasting Co., Sapulpa Broadcasting Corp. and M. W. Cooper), AM proceeding, dismissed with prejudice, for failure to prosecute, application of Sapulpa Broadcasting Corp.; and further ordered remaining applications retained in hearing status (Docs. 18341-4). Action Aug. 6.

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## Summary of broadcasting

Compiled by FCC, Aug. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,247 <sup>1</sup>	3	10	4,260	69	4,329 <sup>1</sup>
Commercial FM	1,991	0	37	2,028	159	2,187
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	52	174	156 <sup>2</sup>	330
Total commercial TV	617	2	61	680	172	852
Educational FM	369	0	11	380	47	427
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	12	101	14	115
Total educational TV	160	0	18	178	20	198

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc. and Broadcasters 7 Inc.), AM proceeding, on request of Broadcasters 7 rescheduled pre-hearing conference for Aug. 20 (Docs. 18489-91), Action July 31.

### Call letter action

■ Cardinal Broadcasting Co., Jenkins, Ky. Granted WREM.

## Existing AM stations

### Final actions

■ KPIK-AM-FM Colorado Springs—FCC granted applications of Western Broadcasting Co. for renewal of licenses for period ending April 1, 1972. Action Aug. 6.

■ Better Broadcasting Inc., Washington, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. of FM; condition. Action Aug. 6.

■ WDLM East Moline, Ill.—Broadcast Bureau granted license to increase MEOV. Action Aug. 6.

■ KILR Estherville, Iowa—Broadcast Bureau granted CP to make changes in DA system. Action Aug. 5.

■ WPRJ Parsippany-Troy Hills, N. J.—Broadcast Bureau granted mod. of CP to extend completion date of Feb. 18, 1970. Action Aug. 5.

■ WJRM Troy, N.C.—Broadcast Bureau granted CP to increase power from 500 w to 1 kw-D, and make changes in ground system; condition. Action July 31.

■ KADA Ada, Okla.—FCC granted application by KADA Broadcasting Inc. to change power from 250 w. to 250 w night and 1 kw to local sunset. KADA is class IV on 1230 kc. U. In same action, commission denied protest to grant of KADA proposal by Eastern Oklahoma Television Co., licensee of KEOR Atoka, Okla. Action Aug. 4.

■ WAZL Hazleton, Pa.—Broadcast Bureau granted license covering use of former auxiliary day and alternate-main nighttime trans. for auxiliary purposes only. Action July 23.

■ WXUR-AM-FM Media, Pa.—FCC granted request by Greater Philadelphia Council of Churches and other intervenors in license renewal hearing for permission to file response to applicant's reply to intervenors' exceptions. Time for filing response, limited to 50 pages, set at Aug. 25. Action Aug. 6.

■ WICK Scranton, Pa.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action July 23.

■ WNEW Waynesboro, Pa.—FCC denied petition by TV Cable of Waynesboro Inc., Waynesboro, Pa., requesting commission deny or designate for hearing application by Metromedia Inc. for renewal of license. Action Aug. 6.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WCEP] and Ford Broadcasting Co.), AM proceeding, granted petition by Ford Broadcasting Co. for leave to amend application to show additional and current financial information relevant to hearing order (Docs. 18487-8), Action Aug. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM and KTYM-FM, designated Hearing Examiner Arthur A. Gladstone as presiding officer; and scheduled prehearing conference for Sept. 15, in Washington, and hearing for Oct. 13 in Inglewood (Doc. 18616), Action Aug. 5.

■ Hearing Examiner Forest L. McClenny in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, granted petition by Mattoon Broadcasting Co. for leave to amend application to show current balance sheet and additional survey and programming data relevant to issue 5 (Docs. 18354-5), Action Aug. 1.

### Fines

■ KOLR Sterling, Colo.—FCC terminated forfeiture proceeding April 17, 1968. KOLR was issued notice of apparent liability for \$500 for failing to employ fulltime first class operator or to contract for one, to make entries in operating log and to have maintenance logs available, Dec. 20, 1968. Chief, Broadcast Bureau, dismissed licensee's renewal application and deleted KOLR's call letters. May 8, 1969, commission denied United's petition for reconsideration as well as application for review, filed by secured creditor of licensee, and affirmed Dec. 20, 1968, action by Chief, Broadcast Bureau, Petition in bankruptcy filed against licensee. Action Aug. 6.

■ WBRL Berlin, N.H.—FCC notified of apparent liability forfeiture of \$700 for operator violations and failure to make equipment performance measurements. Action Aug. 6.

### Call letter applications

■ WDSP, Euchee Valley Broadcasting Co., DeFuniak Springs, Fla. Requests WGTN.

■ WAAC, Timberland Communications Inc., Adel, Ga. Requests WBIT.

■ WBZE, Radio Wheeling, Inc., Wheeling, W. Va. Requests WNEU.

## New FM stations

### Applications

■ \*Pendleton, Ore.—Blue Mountain Community College. Seeks 90.9 mc. 10 w. P.O. address 2410 Northwest Carden Avenue, Pendleton 97801. Estimated construction cost \$9,205; first-year operating cost \$500; revenue none. Principals: Board of Directors; Wallace W. McCrae, president, et al. Ann. Aug. 11.

■ \*Omaha, Neb.—University of Nebraska. Seeks 90.7 mc. 2.27 kw. Ant. height above average terrain 325 ft. P.O. address Paul D. Borge, Box 688, Omaha 68101. Estimated construction cost \$25,825; first-year operating cost \$15,200; revenue none. Principals: University of Nebraska. Board of Regents; Richard E. Adkins, president, et al. Principals control KUON-TV Omaha and applicant for new FM at Lincoln, Neb. Ann. Aug. 11.

### Start authorized

■ KCRF-FM Winnsboro, La.—Authorized program operation on 95.9 mc. ERP 3 kw. ant. height above average terrain 170 ft. Action Aug. 7.

### Final actions

■ Tucson, Ariz.—Alvin L. Korngold, Broadcast Bureau granted 92.9 mc. 28 kw. Ant. height above average terrain 86 ft. P.O.

address: 48 East Broadway, Tucson 85701. Estimated construction cost \$3,266.38; first-year operating cost \$13,106.38; revenue \$30,000. Principals: Alvin L. Korngold, sole owner. Mr. Korngold is attorney and owns applicant for new AM at Albuquerque, N.M., and 95% of KVET Tucson. Action Aug. 6.

■ Dover, N.H.—Eastminster Broadcast Corp. FCC granted 97.5 mc. 50 kw. Ant. height above average terrain 292 ft. P.O. address: c/o Samuel Bronstein, Lund Road, Nashua, N.H. 03060. Estimated construction cost \$70,940; first-year operating cost \$32,500; revenue \$35,000. Principals: Herbert Miller, president; Phillip La Moir, vice president; Samuel Bronstein, treasurer; James Fokas, assistant treasurer; and Arthur Atkinson (each 20%). Principals own WOTW-AM-FM Nashua. Action Aug. 6.

### Other actions

■ Review board in Hardinsburg, Ky., FM proceeding. Docs. 17856-57, granted petition filed Aug. 8 by Blancett Broadcasting Co. and Breckinridge Broadcasting Co. extended to Aug. 22 time to file clarifying material concerning their joint request for approval of agreement and dismissal of application. Action Aug. 11.

■ Review board in London, Ky., FM proceeding. Docs. 18200-01, granted joint request for approval of agreement filed Feb. 12 by H. & C. Broadcasting Co. and London Broadcasting Co., approved agreement, dismissed application of H. & C. Broadcasting, granted application of London Broadcasting and terminated proceeding. Action Aug. 6.

### Actions on motions

■ Chief, Broadcast Bureau, on request by Watkins Glen-Montour Falls Broadcasting Corp., extended to Sept. 8 time to file reply comments in matter of amendment of FM table of assignments (Montour Falls, N.Y.) (Doc. 18547), Action Aug. 6.

■ Chief, Broadcast Bureau, on request by K & M Broadcasting Co., extended to Sept. 2 time to file reply comments in matter of amendment of table of FM assignments (Cattlettsburg, Ky.) (Doc. 18574), Action Aug. 8.

■ Chief, Broadcast Bureau, granted in part petition by Lakes Re Zion Broadcasting Corp. and extended through Sept. 22 time to file replies to oppositions to petition for rulemaking in matter FM table of assignments (Plymouth and Concord, both New Hampshire), Action Aug. 11.

■ Hearing Examiner Basil P. Cooper in Palestine, Tex. (Vista Broadcasting Co. and KNET Inc.), FM proceeding, granted motion by Vista Broadcasting Co. and hearing scheduled for Aug. 7 continued for hearing, if necessary, on date to be specified after review board has acted on pleadings to be submitted looking toward dismissal of application of KNET Inc. and granting of application of Vista Broadcasting Co. (Docs. 18531-2), Action Aug. 7.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding, on request by Greco Inc., continued hearing to Sept. 8 (Docs. 18264-5), Action Aug. 5.

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James E. Francis and Quality Broadcasting Corp.), FM proceeding, on request of applicants, continued hearing to Aug. 20 (Docs. 18437-8), Action Aug. 1.

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding, granted petition by Brinsfield Broadcasting Co. for leave to amend application to show Brinsfield Broadcasting Co. has consummated purchase of WOUR(FM) Utica, N.Y., and J. Stewart Brinsfield Sr. and Jr. have withdrawn from Radio Voice of Naples, a partnership having an application for new AM in Naples, Fla. (Docs. 18582-4), Action July 31.

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding, ordered hearing scheduled Aug. 8 continued without day (Docs. 18582-4), Action Aug. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Paoli and Jeffersonville, both Indiana (Z. Denzel King and Virginia A. King and Charles N. Cutler and Warren Ventress), FM proceeding, designated Hearing Examiner James F. Tierney as presiding officer; and scheduled prehearing conference for Sept. 4 and hearing for Oct. 2 (Docs. 18614-5), Action July 31.

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■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, on request by JACO Inc., rescheduled further hearing for Sept. 10 (Docs. 18515-6). Action Aug. 1.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, following July 30 further prehearing conference, scheduled certain procedural dates; scheduled evidential phase of hearing for Sept. 11 (Doc. 18514). Action July 31.

### Rulemaking petitions

■ WJNO West Palm Beach, Fla.—Requests rulemaking to amend FM table of assignments to add ch. 221A at West Palm Beach and substitute ch. 292A for ch. 221A at Clewiston, both Florida. Ann. Aug. 8.

■ WFMC Goldsboro, N.C.—Requests rulemaking to add ch. 272A to Roanoke Rapids and Goldsboro, both North Carolina. Ann. Aug. 8.

■ WNHV-FM White River Junction, Vt. and WMTW-FM Mt. Washington, N.H.—Requests rulemaking to substitute ch. 269A for ch. 237A in White River Junction, Vt., and reallocation of ch. 237A to Bradon, Vt. Ann. Aug. 8.

### Rulemaking action

■ WBTA Batavia, N.Y.—FCC denied request rulemaking to assign ch. 269A to Batavia, N.Y. In alternative, commission is requested to assign ch. 269A to West Batavia, N.Y. Ann. Aug. 8.

### Call letter applications

■ Greenville Broadcasting Co., Greenville, Miss. Requests WBAQ(FM).

■ R. Edward Ceries, Albuquerque, N.M. Requests KMAP(FM).

■ Charles Hubert Kobs, Port Arthur, Tex. Requests KOB5-FM.

■ Iron County School District, Parowan, Utah. Requests \*KPWN(FM).

### Call letter actions

■ Virginia Broadcasting Co., Virginia. Minn. Granted WHLB-FM.

■ William T. Fridell Sr., Moncks Corner, S.C. Granted WVMC(FM).

## Existing FM stations

### Final actions

■ WRAG-FM Carrollton, Ala.—Broadcast Bureau granted mod. of CP to change ERP to 30 kw; remote control permitted. Action Aug. 6.

■ KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted mod. of CP to change type trans., change ERP to 16 kw; condition. Action July 31.

■ KNUU(FM) Tulare, Calif.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Aug. 6.

■ WSTW(FM) Wilmington, Del.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Aug. 5.

■ WRVI(FM) Winnebago, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 1.2 kw; ant. height to 180 ft; waived provisions of rules to extent of permitting location of main studio beyond corporate limits of Winnebago, at 2700 West Highway 20, Rockford; remote control permitted; granted mod. of CP to extend completion date to Sept. 15. Action Aug. 5.

■ WKVI-FM Knox, Ind.—Broadcast Bureau granted license covering new station; specify studio and remote control location. Action Aug. 6.

■ WLYN-FM Lynn, Mass.—Broadcast Bureau granted CP to change ERP to 1.80 kw. Action Aug. 6.

■ WMZK(FM) Detroit—Broadcast Bureau granted CP to install new trans.; remote control permitted; ERP to 50 kw. Action July 23.

■ KBWE-FM Blue Earth, Minn.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; change ant. height to 215 ft. condition. Action Aug. 5.

■ KWHG(FM) Lincoln, Neb.—Broadcast Bureau granted CP to change ant.-trans. location to Folsom at Lincoln, Neb.; make changes in ant. system, ant. height to 125 ft. Action Aug. 5.

■ \*WNTI(FM) Hackettstown, N.J.—Broadcast Bureau granted CP to install new ant.; ERP to 5.6 kw. Action Aug. 5.

■ WMHR(FM) Syracuse, N.Y.—Broadcast Bureau granted CP to change ERP to 11.9 kw. Action Aug. 5.

■ \*KRVM(FM) Eugene, Ore.—Broadcast Bureau granted CP to install new trans.; ant. height to minus 35 ft. Action July 31.

■ \*WDYN(FM) Chattanooga, Tenn.—Broadcast Bureau granted CP to change ant.-trans. location; change studio and remote control location; install new trans. and new ant.; make changes in ant. system; ERP to 62 kw; ant. height to 820 ft. Action July 31.

■ WEZR(FM) Manassas, Va.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location; ERP to 2.15 kw, ant. height 500 ft. Action July 23.

■ KGMJ-FM Bellingham, Wash.—Broadcast Bureau granted license covering changes. Action July 23.

■ KFKF-FM Bellevue, Wash.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP to 100 kw; remote control permitted. Action July 23.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., granted motion by WGN Continental FM and ordered transcript corrected accordingly (Doc. 18417). Action July 31.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, ordered interested parties to arrange informal conference among themselves, and within 15 days of release of order shall report to Examiner what, if any, limitation they have agreed shall be placed on Broadcast Bureau's motion to produce; and by separate action granted motion by Chronicle Broadcasting Co. for extension of time to reply to certain pending interrogatories until 3 days after release of Examiner's order disposing of Chronicle's motion for protective order preventing public disclosure of replies (Doc. 18500). Action Aug. 6.

### Fine

■ WABX(FM) Detroit—FCC notified of apparent liability forfeiture of \$400 for violation of rules by failing to make equipment performance measurements and failing to log daily observations of tower lights. Action Aug. 6.

### Call letter applications

■ KMMK-FM, J. C. Stallings, Little Rock, Ark. Requests KRAA(FM).

■ WDBJ-FM, James L. Gibbons, Roanoke, Va. Requests WPVR(FM).

### Call letter actions

■ KUDU-FM, Tri-Counties Public Service, Ventura, Calif. Granted KBBY(FM).

■ WGSa-FM, Garden Spot Broadcasters Inc., Ephrata, Pa. Granted WIOV(FM).

■ WSAU-FM, Forward Communications Corp., Wausau, Wis. Granted WIFC(FM).

## Other actions, all services

■ FCC extended deadline for filing reply comments in rulemaking proceeding proposing prohibition of broadcast cigarette advertising 60 days, to Oct. 17 (Doc. 18434). Previous deadline was Aug. 18. Action Aug. 6.

■ Broadcast Bureau granted licenses covering following new stations: WPGM-FM Danville, WVGQ-FM Erie, \*WSAJ-FM Grove City, WMMT Mt. Carmel, WISL-FM Shamokin, WPRQ-FM Uniontown, \*WRKC(FM) Wilkes-Barre, all Pennsylvania. Action July 23.

## Translator actions

■ Broadcast Bureau granted licenses covering following new VHF TV translators: K06FQ Cooper Canyon Mines and vicinity, Nev.; K111Y Battle Mountain, Nev.; K13JD Battle Mountain, Nev. Actions July 29.

■ York-Sheldon Television Association, York, Ariz.—Broadcast Bureau granted CP's for new VHF translator to serve York, Sheldon, Duncan and Franklin, all Arizona, on ch. 2 by rebroadcasting KGUN-TV, ch. 7 by

rebroadcasting KOLD-TV and ch. 11 by rebroadcasting KVDA-TV, all Tucson. Action July 23.

■ K12GO Coulterville and Greely Hill, both California—Broadcast Bureau granted license covering new VHF translator. Action July 31.

■ California Northwest Broadcasting Co., Crescent City, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Crescent City, Calif., on ch. 8 by rebroadcasting KVIQ-TV Eureka, Calif. Action July 23.

■ K02BH Towaoc, Colo.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action July 31.

■ K05AU Towaoc, Colo.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action July 31.

■ K07AV Stanford, Mont.—Broadcast Bureau granted CP to change type trans. of VHF translator and to make changes in ant. system. Action July 31.

■ K11AQ Stanford, Mont.—Broadcast Bureau granted CP to change type trans. and make changes in ant. system of VHF translator. Action July 31.

■ K05CO Smokey Valley, Nev.—Broadcast Bureau granted CP to change type trans. of VHF translator and to make other changes. Action July 31.

■ K02FP Penasco, N.M.—Broadcast Bureau granted license covering new VHF translator. Action July 31.

■ KOAT Television Inc., Ragland, N.M.—Broadcast Bureau granted CP for new UHF translator to serve Forest-McAllister, N.M., on ch. 74 by rebroadcasting KOAT-TV Albuquerque, N.M. Action July 23.

■ W82AK Williamsport, Pa.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Jan. 31, 1970. Action July 31.

■ W57AA Columbia, S.C.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Jan. 31, 1970. Action July 31.

■ K12HC Gregory and Burke, both South Dakota—Broadcast Bureau granted license covering changes in VHF translator. Action July 31.

■ Mayfield Town T. V., Mayfield, Utah—Broadcast Bureau granted CP's for new VHF translators to serve Mayfield on ch. 9 by rebroadcasting KCPX-TV, ch. 11 by rebroadcasting KSL-TV, and ch. 13 by rebroadcasting KUTV(TV), all Salt Lake City. Action July 23.

■ W81AG Danville, Va.—FCC granted Central Virginia Educational TV Comm. application to increase output power of UHF translator from 100 w to 1 kw. Action Aug. 6.

■ W70AS Strasburg and Front Royal, both Virginia—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Jan. 31, 1970. Action July 31.

■ W79AV Pownal and North Bennington, both Vermont—Broadcast Bureau granted license covering new UHF translator. Action July 31.

## CATV

### Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in case of petition by Manatee Cablevision Inc., to stay construction and operation of CATV distribution facilities in Manatee county, Fla., by General Telephone System, General Telephone Co. of Fla., and GT&E Communications Inc.; designated Hearing Examiner David I. Kraushaar as presiding officer; and scheduled prehearing conference for Sept. 15 and hearing for Oct. 13 (Doc. 18610). Action July 31.

■ Chief Hearing Examiner Arthur A. Gladstone in case of Richard Johnson, Pittsburg, Kan., (complainant) Southwestern Bell Telephone Co., St. Louis, Mo. (defendant), designated Hearing Examiner Forest L. McClennan as presiding officer; and scheduled prehearing conference for Sept. 4 and hearing for Oct. 1 (Doc. 18414). Action July 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Petoskey, Mich. (Great Lakes Community TV Inc.), CATV proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; and scheduled

(Continued on page 82)



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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.

General manager AM-FM in major New England market. Heavy sales background. Send resume and salary desired. Box H-100, 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.

Midwest—Ass't manager, middle of road music, news, outstanding family town. Must have management, salesmanship background. Good income for right person plus part interest in corporation, short time. Box H-118, BROADCASTING.

Southeastern fulltime major market AM station needs level headed manager capable of keeping top adult station on top. Must provide leadership to an experienced staff, be able to budget and deliver increasing profits. Box H-177, BROADCASTING.

Florida, AM-FM adult operation seeking energetic young professional (28-40) with thorough sales experience for sales manager and assistant to owner. Advancement to General Manager assured for right man. Salary plus money making incentives. Box H-194, BROADCASTING.

New station with some religious programming in southeast. Complete staff needed. Box H-196, BROADCASTING.

### Sales

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.

Attention: All midwest radio account executives, if you are now presently employed as an account executive in a small midwestern radio market, if you would like to move up to a major market; where the real money is, if you would like to be employed by a young dynamic organization that is currently purchasing more radio facilities, we would like to hear from you. Please send complete resume, recent photograph and salary requirements in first letter. Box H-170, BROADCASTING.

Sales position. Possibly sales manager. Single market. Prosperous West Texas college community. Play-by-play sports will help. KLVTV, Levelland, Texas. Please, no collect calls.

Salesman fastest growing area N.Y. State. 60 miles NYC salary + commission. WBNR, Beacon-Newburgh, N. Y.

Professional Radio man to run my sales, one who can sell for a living, dependable, permanent, for a well established MOR station. WJCM, Sebring, Florida.

Top 20 market . . . new AM station offers sales opportunity unlimited including advancement to sales manager. Create your own future in the west coast's fastest growing market. Ideal living and recreation. Modern mid-road format with heavy sports and remote schedule. Our man must be creative with proven sales record. Salary plus commission. Phone Manager. 206-774-2171.

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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.

### Announcers—continued

Mature and experienced announcer for 10,000 watt CBS affiliate MOR. State qualifications and salary requirements. Box H-56, 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-road 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.

Experienced announcer for progressive MOR in northeast. Salary open. Box H-160, BROADCASTING.

Maryland! All-night shift for first phone deejay. Immediate. Permanent. Tape, salary to: Box H-171, BROADCASTING.

Experienced announcer-dj with third endorsed for MOR, Columbus, Ohio station. Excellent working conditions; better than average pay plus complete fringe benefits. Send air check and resume to Box H-182, BROADCASTING.

New station with some religious programming in southeast. Complete staff needed. Box H-197, BROADCASTING.

Openings for experienced—Announcers, copywriters, salesmen, engineers. Also announcer for morning shift to double in production and copy or sales. Carolina group, small markets. \$100-\$125 plus benefits. Send details to Box H-205, BROADCASTING.

Contemporary in northeast. Drivetime announcer. \$125 weekly. Tape and letter Box H-222, BROADCASTING.

First phone for transmitter watch. Age no barrier. Will train beginner. WAMD Aberdeen, Md.

WAWK offers top salary, paid insurance plan, bonus, respected and professionally operated AM-FM stereo station with all new working facilities. We're located in good small community with outstanding school system and recreation facilities for your family. We need announcer with at least several years on-the-air experience with adult personality appeal. Play-by-play basketball and football talent fees also available if you are experienced in this. Send complete resume and tape to WAWK, Box 47, Kendallville, Indiana 46755. Position available September 15th.

Morning man MOR format. Send photo, tape, resume, references. WBME, Belfast, Me. 04915 in Beautiful Seaport resort area.

Rock DJ—metropolitan Washington, D.C. market. If you're ready to move up to one of the top rockers in the country send tape, resume and current pic to WEAM Box 589, Arlington, Va. Must have at least 3 years on-the-air regular shift experience. No telephone calls, please.

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.

First phone, experienced top 40 announcer needed immediately. WHON, Richmond, Indiana.

Talented relative beginner or young pro needed. Professional spot production, flair for radio showmanship necessary. We work hard, and we are having fun doing it. 5000 watt, formatted modern country. Write Don Miller, WKCY, Harrisonburg, Virginia 22801.

Immediate opening for experienced MOR announcer. Excellent working conditions. Friendly community, near major league sports, recreation, large metropolitan area. Send air check, photo, and resume to PD. WKEU, Griffin, Georgia. Equal opportunity employer.

### Announcers—continued

Experienced top 40 night man. Excellent for young men with feet on the ground. Send resume and tape in first letter. References will be checked. Contact Lynwood J. Judkins, WMVA, Martinsville, Virginia 24112.

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.

Get the ratings and write your own future. East coast medium market 24 hour contemporary station offers excellent opportunity to stable professional for morning slot in competitive market. Send air, production tapes, resume to Bob Jones, WRNC, Raleigh, N. C.

Michigan medium market, modern country AM. Experienced, must love modern country music and modern format. Tape, resume, salary to: Paul Pigeon, WXOX, 306 Phoenix Building, Bay City, Michigan.

Florida gold coast adult full time CBS first tick no maintenance; ideal working conditions and crew; all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

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 Schaefer 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 midwestern 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.

Immediate opening—midwest—first phone. Hi power AM-FM directional experience essential. Send complete resume—photo and salary requirements. Box H-149, BROADCASTING.

Chief engineer, immediate opening with fulltime 5 kw directional in northern Virginia. Send resume with references and salary requirements. Box H-169, BROADCASTING.

Combined AM-FM-TV facility in medium sized Minnesota market has opening for assistant chief engineer. College background preferred. Contact Box H-175, BROADCASTING.

## Technical—continued

Ready to become Chief (two hours announcing) 1-kw directional AM-FM stereo, automation, and MUZAK. Full responsibility. Call collect 405-237-1390, KCRC, Enid, Oklahoma, Pat Murray.

First class chief engineer wanted for 250 watt directional station. Immediate opening. Contact Don Meinert, KOAK, Red Oak, Iowa.

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 Ringson, WBIA Radio, 404-724-2421, P.O. Box 129, Augusta, Georgia.

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, 214-233-3030.

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 Laing, WQTE, P.O. Box 306, Monroe, Michigan 48161.

## NEWS

Newsman 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-growin New York suburban station needs experienced newsman 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 newsman. 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.

Television opportunity for the right young personality type interested in news presentation. Rush resume, picture, and tape to News Director, KUTV, 179 Social Hall Ave., Salt Lake City, Utah 84111.

Immediate opening with dominant news station in Georgia's second market. Need young newsman who is willing to learn—eager to work, gather, write and air. Phone Ed Wilson, WDAK, Columbus, Georgia (404) 322-5447—no collect calls.

Newsman to work as the second man in a three man news operation. We are looking for a dedicated newsman who enjoys digging for stories and can write and deliver them on the air. We will pay well for the right man. Contact Jack Cennaro or Hugh Mix at Radio Station WFHR, Wisconsin Rapids, Wisconsin 54494.

Immediate opening for experienced newsmen FMC Television and radio. News director leaving for major market. Send picture, tape to WIMA Radio 223 N. Main St., Lima, Ohio 45802.

Immediate opening—News director to head up 5 kw CBS affiliate in university town. Consistent Associated Press award winner. Call or write Colin Rosse, WINA, Charlottesville, Va. 703-296-6177.

Need aggressive news director, September first. 100,000 university town market, New York State. News is our bag. If it 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.

## Program, Production, Others

### continued

Promotion/Publicity director for independent AM-FM stations, major eastern market. Ideas a must. Send full particulars to Box H-96, BROADCASTING.

Autumn in New York on air promotion specialist's Continuity or traffic savvy helpful, writing and production skill essential. Need immediately. (212) 533-6024.

## Situations Wanted Management

Hard working, reliable professional. Results not promises. Present station sold. Box H-137, BROADCASTING.

15 years experience in Radio—sales—announcing personality—1st ticket maintenance ability—looking for a working managers job (not position) in medium market. Box H-163, BROADCASTING.

Multi talented broadcaster looking for management opportunity. 16 years a proven pro. If your small or medium market is looking for a shot in the arm, look no further. College, vet, family. Box H-179, BROADCASTING.

Twenty years experience, fifteen as manager, civic leader, excellent sales record Box H-188, BROADCASTING.

Currently VP & general manager. Run professional operation. 17 years experience, 39. Sales-oriented. No rush, compatibly employed. Desire to change locations. Box H-212, BROADCASTING.

Sales manager now breaking all billing records can combine excellent radio background into capable management your adult format, community station. Box H-215, BROADCASTING.

General Manager—general sales manager, medium market desired, currently successful GM, under 35, fifteen years experience sales, programing, promotion, personnel, northeast. \$15,000+, plus possible stock opportunity. Box H-230, BROADCASTING.

Are you having billing problems? Is your station more than 250 watts? Are you located in a city of more than 2,911 people? Do you have a city larger than this less than 25 miles away? Is your station over 10 months old? Did you bill under \$60,258.53 the first 6 months of 1969? If you answer yes to all these questions you may need an experienced, promotional minded manager. If so, call 608-935-5821 or write 406 S. Virginia Court, Dodgeville, Wis. 53533.

## Sales

19 years experience. Solid background sports announcing and station management. Box H-138, BROADCASTING.

## Announcers

Quite frankly, I'm very good at what I do. Give me a top 30 market, MOR or Non-Drake rock. I'll give you a 26 year old, 100% personality. Married, Master's Degree. Experienced. Box G-258, 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.

Negro Jock, Soul or Rock, Experience, first phone. Box H-108, BROADCASTING.

Experienced announcer, tight board. Looking for play by play sports and newscasting. Veteran, married, mature, third endorsed. Box H-128, BROADCASTING.

First phone announcer, limited experience, broadcast school graduate, draft exempt. Box H-129, BROADCASTING.

Get your share of morning commuters; get personality; get me. Experienced, draft-exempt, effective. Major market only. Preferably MOR or coastal. Box H-152, BROADCASTING.

PD/commercial pilot. First phone "Solid "Drake" or personality jock and/or traffic reporter. Major market only. Box H-154, BROADCASTING.

Soul jock—1st phone. Willing worker waiting for right station. Box H-157, BROADCASTING.

Announcer-engineer capable of good personality show CGW or good music plus maintenance of equipment—12 years experience, family man no beginner—8 years at present employment. No drifter. Box H-162, BROADCASTING.

Jock with 3rd endorsed; experienced in MOR, CGW, rock; more than capable in production, continuity; tightest board; draft exempt; single; will relocate for \$125/wk Box H-165, BROADCASTING.

DJ, tight board, good news, commercials, ready now. Box H-135, BROADCASTING.

## Announcers—continued

Radio commercials, announcements at your service, taped; professional, experienced, reasonable. Box H-190, BROADCASTING.

Experienced broadcast journalist unique PR background wishes sports talk show, PBP guaranteed to stimulate/sell. Contacts galore. Presently employed blue chip organization. Excellent references. Box H-198, BROADCASTING.

Beginner—Negro dj-announcer—Control board operator. 3rd endorsed. Still seeking opportunity. Relocate Box H-203, BROADCASTING.

DJ—announcer-newscaster. 3rd endorsed, some experience, married. I love Broadcasting! Box H-208, BROADCASTING.

First phone combo—man, 18 years experience, presently employed, wish to relocate. Box H-210, BROADCASTING.

If you're a major market T-40 station about to hire a dj, I believe you'll find me qualified. For an air check call 413-739-6889 or write Box H-229, BROADCASTING.

Announcer-newscaster DJ (MOR) and commercial copy writing. Trained in New York, FCC 3rd endorsed. Stable personality, not afraid of hard work. Married. Box H-233, BROADCASTING.

First phone, 2 years experience, Howard Thayer, LaMoille, Illinois 61330.

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 Koenig, 73-50 Bell Blvd. Bayside, N.Y. Phone 212-468-5267 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.

Negro jock—talented, dependable, tight board, third, top school graduated. Relocate anywhere. Hubert Tatum, 2101 Telegraph Ave., Oakland, California 94612. 415-451-5711. Ext. 621.

Stable Mature announcer with 1st phone desires stable, non-frantic job. Can do creative work. Am interested in learning sales. Shift unimportant. Write 26 N. Locust St. Hagerstown, Md.

New first phone, experienced announcer, newscaster, copywriter, looking for career opportunity, young sounding voice, small to medium market. Write Chuck Sonitz, 271 Del Mar, Chula Vista, California 92010.

NY network news experience/want news/sports/announcing (rock to MOR). 3rd endorsed now/1st soon. Married/draft exempt, John Hargraves, Apt 7K S, 16 W. 16th St., New York, N. Y. 10011.

Award-winning announcer, six years with same concert and quality pops station. American airlines music-till-dawn type personality, well educated, married, 40, stable casual basso. Herb McFarland, 10409 Menaul N.E., Albuquerque, New Mexico.

Need first job in radio—have training, desire, potential, and 3rd endorsed. Do you have the opening? Don Rutan, 1660 Circle Drive, Ellwood Park, Washington, Pa.

Bitin' by the radio bug—Have the training, the ability, and the 3rd endorsed—but lack the experience. Can you help? Bill Shuster, 75 Rosewood Ave., Washington, Pa

Newscaster—disc jockey, professionally trained in New York City, also B.A. degree in music, prefer New York State, New Jersey or New England. George R. Dale, 4026 Carpenter Ave., New York, N. Y. 10466, phone 212-OL 4-9211.

Ohio Only! . . . 15 years includes management, sales, copywriting/deejay, announcing. First ticket. 35, married. 614-964-4471.

First phone announcer available. Bob Hozan 9502 Sierra Madre, Spring Valley, Calif. 714-463-2273.

## Technical

Experienced chief engineer; directional systems, studio engineering AM, FM stereo equipment. No announcing, family man, prefers south. Box H-124, BROADCASTING.

Chief engineer—experienced AM/FM—construction—maintenance—directionals—proofs. Box H-151, BROADCASTING.



## Technical—continued

**Audio engineer.** Desire Caribbean will consider other. Creative tape editing. 1st phone. \$10 week. Some editors can splice first half of one sentence to second half of another. That's good. But I do same with syllables! Have 6 months experience tape recording, light board, transmitter watch at NYC radio station. Seeking equal opportunity. Box H-155, BROADCASTING.

**First class FCC radio, TV engineer.** Starting position. Box H-191, BROADCASTING.

**1st phone no broadcast experience but eager to learn.** N.Y.C. area preferred. Great potential. Box H-195, BROADCASTING.

**Experienced engineer/chief available.**—\$140. Midwest, northwest. 215-386-2550.

## NEWS

**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.

**Major market newsman-announcer heading west.** Thoroughly experienced in all-news and quality music formats. College graduate (speech major). Mature voice. Prefer San Francisco, Los Angeles, Phoenix-Tucson areas. Box H-153, BROADCASTING.

**News coverage means full time curiosity, professionalism, dedication, challenge, and hard work.** I've got three years experience and a lot of ambition. Northeast preferred, but all offers considered. Box H-193, BROADCASTING.

**News director—family man, stable, under 30.** Strong local news, actualities. Experienced with talk shows and television news. Some sales experience. Will develop strong staff. Now midwest, will relocate. \$10M minimum. Box H-199, BROADCASTING.

**College degree in R-TV production.** Announcing experience, music, news, sports with 1st class license. Special interest news writing and reporting, but enjoy all phases of radio. Andy Shaffer, 323 North Trail, Butler, Pennsylvania 16001.

**Intelligent, versatile sportsman, 24, 2½ years radio/television sports; news.** Big on play-by-play. Complete service obligation mid-November. Prefer west coast: \$130-\$150. Write: Dave Cohen, Drawer 919, Ft. Clayton, Canal Zone

**Educator, 26, desires quality news operation.** B.A. M.A., First phone, authoritative news, provocative commentaries. West coast university area preferred. (213) 287-2276.

**Newsman—6 years experience** interested in re-locating in Florida. Contact Fred Toft, 421 Taylor St., Sandusky, Ohio. 419-625-9498.

## Programming, Production, Others

**Radio/TV sports director** seeks position with heavy play-by-play schedule. Box H-22, 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.

**Mature family man** experienced in announcing, production, copy, traffic, sales. Presently announcer. Has potential and desires program director small or medium market. State salary first letter. Box H-165, BROADCASTING.

**Creative . . . professional . . . responsible . . . no yes man.** \$11-12M plus potential. Worth more. Box H-172, BROADCASTING.

**Experienced programmer** looking for challenge in Pacific northwest if your station needs hard work, some new ideas . . . I'm looking for you. Box H-180, BROADCASTING.

**Copywriter, broadcast school graduate.** MOR operation. 203-658-6196 or Box H-220, BROADCASTING.

**Boss is at a loss.** Lets torpedo Drake. Box H-223, BROADCASTING.

**Group program manager** desires single station-major market. Tall challenge tall reward, please write Box H-224, BROADCASTING.

**First phone.** Need \$170 week, relocate. Great personality for popular music program (Sinatra, Mathis, Broadway shows etc. and original comedy). Currently standing still by transmitter watch at NYC station. Will send tape and resume in equal opportunity employer. Prefer Caribbean. Box H-231, BROADCASTING.

## Programming, Production, Others

### continued

**Available immediately, program director, medium, major markets, excellent management, administrative abilities, good references, family-man, 14 years all formats, first.** Phil Robbins 319-583-1623, 102-321-5950.

**Major market personality** working weekends with top station in the nation, has developed own unique format through research. Free to travel weekdays, will institute format that may set a trend. Credits include: Past program director, track record as jock unequalled, first phone with communications degree, professional musician. Call 415-755-2102.

## TELEVISION—Help Wanted

### MANAGEMENT

#### 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.

**Top broadcasting salesman—Wanted** by south Florida television station. Professional broadcasting experience with proven sales record essential. Liberal salary plus commission basis. Send complete resume and full particulars to Box H-173, BROADCASTING.

**CCTV salesman.** Hardworking, aggressive salesman for rapidly expanding TV Division. Must have extensive experience in CCTV field. Excellent opportunity for advancement. Don Sahlein, Alan Gordon Enterprises, 5362 N. Cahuenga Blvd., N. Hollywood, Calif. 91601.

#### 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

**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.

**Immediate opening** for several TV engineers with first class license. Experience desirable for studio maintenance and operation of color cameras and VTR. Send complete resume and salary requirements to Box H-216, BROADCASTING.

**Chief engineer** wanted for new UHF operation in rapidly expanding southeastern market. Our carded air date is January 1, 1970. This is definitely a growth opportunity for the right man. All replies kept in strict confidence. Send resume and salary requirements to Box H-219, BROADCASTING.

**Assistant chief** for fast growing UHF in wonderful Wisconsin. Earn top wages and fringe benefits while living and working in pleasant, clean little city of 40,000. Need two years experience. Write or call collect, Will Darch, Mgr., KFIZ-TV, Fond du Lac, Wis. 414-921-3770

**Engineer, first class license,** experienced in radio & TV. Write Glenn P. Warnock, Gen. Mgr., WAIM, WCAC-FM, WAIM-TV Anderson, South Carolina. An equal opportunity employer.

**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.

**Chief engineer** for full color network station in pleasant southeastern medium market, a scenic land of lakes and mountains. Fine educational facilities for your children in a community noted for its friendliness and charm. Our TV and radio stations are a part of a young, growing group. We offer excellent fringe benefits including profit sharing. Mr. Waller, Director of Engineering, WDEF-TV, Chattanooga, Tennessee 615-267-3392

## Technical—continued

**Experienced TV transmitter and studio technicians** wanted. Please send resume of experience to director of engineering, WNAAC-TV Government Center, Boston, Mass 02114.

**Temporary help positions** for technicians available for approximately Sept. to March at full color Chicago ETW 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.

**Closed Circuit Television technician.** Must be familiar with all phases of CCTV, including systems design, installation, maintenance and repair. Excellent opportunity created by expansion of our TV Division. Don Sahlein, Alan Gordon Enterprises, 5362 N. Cahuenga Blvd., N. Hollywood, Calif. 91601.

## NEWS

**News-caster-Commentator** top Florida TV market. Experienced only need eye. Strong delivery . . . authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

**Pioneering spirit** wanted. English in a Spanish language market. (Tienc que hablar espanol) hard working newsman with knowledge of all the skills necessary. Will do on camera and street work plus commercial assignments. Salary good. Job needs a firm hand and there is help available. Low-hand VTR's and resume to Box H-200, BROADCASTING.

**Ready to anchor** late TV news strip? Will consider radio newscaster or TV reporter/writer who wants to move up. Must be able to write. Southeastern, locally owned VHF offering \$6,240 to start with excellent fringe benefits. Send picture and audio tape if VTR not available. Box H-202, BROADCASTING

**Need all-around man** to produce and host regularly scheduled public affairs program; perform as on-air newsman as required; occasional fill-in as staff announcer; and conduct local high school quiz show. Must have orderly inquiring mind for in-depth interviews. Send photo, tapes and material to Box H-209, BROADCASTING.

**Sports-caster.** VHF major Ohio market. Good salary for first rate self-starter who can dig up his own material. Send photo and resume to Box H-217, BROADCASTING.

**Newsman.** VHF major Ohio market. Good salary for first rate reporter with top delivery. Send photo and resume to Box H-218, 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.

**Sports reporter/camera man.** Capable of handling interviews; editing silent and mag sound; writing. Minimum 2 years experience. Call Dave Willingham, WCKT-TV, Miami, 305-751-6692. An equal opportunity employer.

**Newsman** for award winning radio and TV news department. Prefer man experienced in writing film techniques and air work. Send resume and tapes to news director WSBT-AM-FM-TV, 300 West Jefferson Blvd., South Bend, Indiana 46601.

**Versatile newsman—rather, write, deliver.** Experience with SOF & documentary helpful, not necessary. Florida location. Call news director or program manager 813-936-0195.

## Programming, Production, Others

**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.



## Programing, Production, Others continued

**Continuity director-announcer.** Idea man who can manage 3-man staff. Good future in Florida with new station. Write Box H-127, BROADCASTING.

**Top ten market ETV station needs senior producer-director and assistant to director of production.** Experience in all phases live tape and film, color, remotes necessary. Immediate. Box H-232, BROADCASTING.

**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.)

**Producer/director—experienced man to develop and produce creative local commercials.** We have strong local sales force used to create spots for their clients. CBS affiliate—northern New England. Contact Mr. Raymond Gilvard, program director, WGAN-TV, 390 Congress St., Portland, Maine.

## TELEVISION

### Situation Wanted Management

**General manager or sales manager—Professional broadcast management; outstanding profit & sales performance; sound judgment; good experience; excellent contacts and references . . . seek opportunity and challenge.** Write Box H-211, BROADCASTING.

**Television VP & general manager seeking move.** 39 1/2 years sales, sales-management, management, best records. Complete knowledge all phases. Professional. Community active. Very compatibly employed with large corporation. Honorable reasons for wanting location change, no hurry. Box H-214, BROADCASTING.

### Sales

**Have done all I can do as local TV sales manager in midwest medium market.** Looking for more challenge in different market anywhere. No advancement here possible. Knowledgeable in all phases of radio and TV. Tremendous sales record. Available immediately. Age 33. Box H-150, BROADCASTING.

**Professional account executive.** 14 years sales, sales-management. Tenacious, creative selling. TVB trained. I do my homework and like money. Billing records available. Family man, community active. Compatibly employed presently. Box H-213, BROADCASTING.

### Announcers

**Fifteen years experience** including network and four years radio navigation in the far east playing colonialist. Box H-54, BROADCASTING.

**Announcer: 20 years radio.** Desires switch to TV. Very excellent. Box H-159, BROADCASTING.

**Announcer-engineer—1st ticket—15 years experience in radio—no TNT work—strictly personality, have desire to get into TV. Have you a spot? I have the ability.** Box H-164, BROADCASTING.

**Announcer—8 years as TV personality in top 10 market.** 17 years experience 33 years old. Seeks new challenge. Box H-225, BROADCASTING.

**First phone.** Dependable. No prior television. Permanency a must. 618-877-2085.

### Technical

**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.

**Chief or supervisor BCTV, ETV, ITV, CATV, helical or quad VTRs.** Box H-174, BROADCASTING.

### News

**Pilot-photographer,** desires position utilizing both talents. Approx 1000 hours single and multi-engine airplane, over 1200 hours helicopter. 15 years photographic experience with 7 1/2 years in major market TV news, sports, commercial work. All phases darkroom work. Box H-201, BROADCASTING.

## News—continued

**Qualified "on-air" journalist seeks position in top market.** Nine years experience. 27, nice looking, aggressive, family. Box H-207, BROADCASTING.

**TV Newsmen** who has been out of hard news for several years wants back in. 30 years old. College degree. Box H-227, 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, newsmen. College graduate, married, draft free. Presently employed. Call: 1-312-827-4363, evenings.

## Programing, Production, Others

**Production manager/executive producer.** I'm the senior producer-director in a top ten market station, but I need a place to grow and learn more. Ready to move up to key management position. Fully experienced in live, VTR, film, radio, and have public relations experience also. You'll find me creative, versatile, capable and striving for the best product. Box G-237, 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.

**Production manager.** Experienced. Will organize, train, and coordinate dynamic department. Offers administrative and creative talent. Excellent references. Box H-167, BROADCASTING.

**Television cameraman, network and ETV work.** RCA TV studio school. Draft exempt. Box H-187, BROADCASTING.

**Four years ETV/ITV production experience.** Seek director position in medium ETV/ITV or commercial station. Have done staging, lighting, photography, switching, directing. Ready to move up. Box H-206, BROADCASTING.

**TV assignment editor—top ten market.** Production, writing and filming experience. Young, married and ready to move. Box H-221, BROADCASTING.

**Producer of local TV show in top ten market.** Will move to smaller market if challenge and money are right. Box H-226, BROADCASTING.

**Have experience, will travel.** 18 years experience, production promotion, producer-director. Well qualified for challenging position. Box H-228, 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 Turbide St., Laredo, Texas 78040

**1000 watt transmitter, Gates or RCA.** Must be excellent condition less than 10 years old. Or 500 or 250 watt. Glenn Tryon, WQBS, Box 9986, San-turce, Puerto Rico 00908.

## FOR SALE—Equipment

**Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings.** Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

**Gates BC-5B transmitter.** Excellent condition. Available immediately. KRCL, Lewiston, Idaho, 208-743-1551.

**TV transmitting tower, ruyed excellent—available 30 days dismantled on the ground ready to ship.** Johnny Andrews 772'-44" face-square, includes guyes, 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.

**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, 8' utility body & 28' hydraulic aerial ladder.** 1966 International mobile TV van. National Cable TV Systems, P.O. Box 100, Avalon, N.J. 08202, 609-967-3011.

**Stereo-Automation equipment—late model ATC,** complete system delivery 2 weeks, call 1-801-262-2431 Mr. Carlson.

## FOR SALE—Equipment

### continued

**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-B 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, KSJO Radio, P.O. Box 5190, San Jose, Calif. 95150. Phone 246-6060. Area code (408).

**For sale . . . One 16 MM Mitchell SSR-16 single system reflex camera; 12 to 120 Angenieux lens, Arri motor; 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.

**Gates Cartrite II cartridge machines, three M6211 playback and two M6213 record/playback, \$850.00.** Mike Horne, KARV, Russellville, Arkansas.

**Best offer, items can be bought separately.** 2 MacKenzie JCPDR recorders, 3 MacKenzie playback units SCPB 5 drawers each with remote control units 200-300 Cartridges, Radio station WHIL, Medford, Massachusetts 02155 (617-396-1430).

## 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.

**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.

**Financial statements or reports late? Billing inaccurate? Contact: Radio Accounting Service, 214-674-2775.**

**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 356, 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. ROW Broadcast Associates, 6158 Debs, Woodland Hills, Calif. 91364.

**Monthly hotline Newsletter for radio stations!** Personalized with call letters, station manager photo. Write: Radio Newsletter, Box 373, Lima, Ohio.

**Golden oldies, all categories.** 25,000 titles. 15¢ each stereo tape or cassette. Rella Enterprises, 970 W. Pershing Rd., Chicago, Illinois. 847-2442.

**Games, gimmicks, intros, breaks, one liners, brain storming, all in one package!** Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

**Can't find it?—You need: "DJ Source Book." . . . Save time looking for jokes . . . gimmicks . . . jingles . . . promotions . . . magazine . . . programming . . . plus "hundreds" more!** Only \$4.95. Command, Box 26348, San Francisco 94126.

**Get your ticket.** 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, San Francisco 94126.

**Happy Huffman goes international with two more stations in Australia.** Best joke service in the world: \$35/year. Free sample: 4213 Riverdale, Anaheim, Calif.

**Recorded character voices, set #1 150 different recorded lines on 7" tape . . . plus printed script and DJ com-back for each \$10.00.** Send immediately to: The Chicago Broadcasting Circle, 111 East Ontario, Chicago 60611.

**V.I.P. Zippers . . . Thirty minute tape of super one liners and short comedy routines . . . \$35.** Box H-184, BROADCASTING.

**Miscellaneous continued**

Attention: DeeJays, program directors and general managers. Develop new ideas and improve your sound. Order our low priced air checks of New York City's top stations: WABC, WNEW, WMCA and others. For complete information write Box H-158, BROADCASTING

"365 Days of Laughs." Only Daily Radio gag service . . . prepared by deeJays for deeJays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

**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.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$350. 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 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441

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. Oaden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California)

**INSTRUCTIONS continued**

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.

American Institute of Radio has the nation's finest quality course for your first class license in five weeks, tuition \$300.00. Classes begin September 8, October 13, November 17, December 22. 2622 Old Lebanon Rd., Nashville, Tennessee 37214 615-889-0469 or 615-889-2490.

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.

**Help Wanted—Management**

**RADIO MANAGER**

Midwest radio station in four station market needs General Manager capable of assuming total responsibility for #1 rated property. Current billing \$200,000 per year with potential for a 50% increase under the right management. Ability more important than experience. Send resume and salary requirements to:

Box H-134, Broadcasting

Confidential

**Sales**

**SALESMAN**

Leading Chicago Radio station has immediate opening for a young aggressive time salesman. Candidates should have at least two years of small market sales experience. Our salesmen earn between \$25 to \$50,000 per year. Send resume to:

Box H-192, Broadcasting.

**"SALES MGR & A/E'S"**

S.P. Bay Area's 1st "Stereo Country" station has #1 rated Country D. J. Ralph Emery—UPI news/audio service—Pepper 10's IF YOU CAN SELL—YOU'LL MAKE \$\$\$.

Contact: Gen. Mgr. Ken Weiss, KFMR, Box 443, Fremont, Calif.

**AUTOMATION EQUIPMENT SALESMAN**

to represent in eight western states the leading supplier of automated control equipment and taped music services for radio. Sales, engineering or management experience essential. Income high five figures. Draw and all expenses paid. Send resume to Irv Law, VP, Sales, IGM, P.O. Box 943, Bellingham, Wash. 98225.

**Help Wanted**

**Announcers**

**TOP RATED EASTERN PA.**

Experienced, or talented radio school graduate wanted for light modern format. Salary and working hours are attractive. Most of present staff with us over eight years. Contact:

Victor A. Michael, WMLP AM FM Milton, Pa. 17847 Phone (717) 742-8705

**News**

**Wanted  
Radio  
Oracle  
Who**

is a professional, creative, hard working newsman.

Send tape, resume and re-write material to:

Aaron Shepard, News Director  
WROW  
Box 590  
Albany, N. Y. 12201

**Programing, Production, Others**

**NEWSPAPER  
PROMOTION  
DIRECTOR**

A fast growing metropolitan newspaper with over 200M circulation is looking for a top-flight man to assume full responsibility for its advertising sales promotion and research functions. The individual we want is very creative, well-grounded in all media, ambitious, a good mixer and speaker, with the ability to initiate, supervise and interpret research. He must work smoothly with other department heads. He should delight in the pressure and challenges of a competitive market. Salary is open but commensurate with qualifications and experience. Absolute confidential handling. Send complete resume and salary requirements to:

Box H-185, Broadcasting.

**RADIO SPORTS DIRECTOR**

A station in the top ten markets is looking for a combination sports personality and sports director. The person we seek must have management ability and a complete knowledge and interest in sports matters. Broadcast group operation offers a good starting salary commensurate with experience, an attractive fringe benefit program, and good promotion possibilities.

Please send complete resume including salary history plus tape to:

Box H-156, Broadcasting.

All replies will be held in strict confidence. An equal Opportunity Employer M/F

**Programing, Production, Others**  
continued

**DOCUMENTARY WRITER  
PRODUCER DIRECTOR**

This is a position for a highly creative person who can research and produce a bold news style documentary as well as the polished art piece. The unit has won dozens of awards and has a national reputation in syndication. The applicant must have written and produced many documentaries. Don't apply unless you can show finished scripts, your name on the credits of several documentaries and the proof of several national awards.

Box H-204, Broadcasting.

**Situations Wanted  
Management**

**EXECUTIVE PRODUCER**

WEST COAST TOP 25 O&O or MAJOR GROUP. Seeking dedicated, creative community involvement, news, documentaries, specials. Solid experience all phases top 10 midwest based group. Washington, D. C. and international. Excellent references. Cost conscious administrator, covets competition and excellence. Write:

Box H-189, Broadcasting.

**Announcers**

**METRO MOR  
AIR PERSONALITY  
AVAILABLE OCT. 6th**

Box H-181, Broadcasting.

**Programing, Production, Others**

#1#1#1#1#1#1#1  
NUMBER ONE IS A LOVELY  
FIGURE that GRAHAME RICH-  
ARDS has helped bestow on  
over 15 radio stations. All for-  
mats: If you want a #1 rating  
for your station(s), let's get to-  
gether. Phone me Person-to-  
Person C O L L E C T at (615)  
291-2685 or write me at 3104  
Belmont Blvd., Nashville, Tenn.  
37212.  
#1#1#1#1#1#1#1

**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 \$50,000 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.

**TELEVISION—Help Wanted Technical**

**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)

**Maintenance Technician**

wanted to install and maintain microwave, television, audio equipment and telemetry systems. Position involves innovative experimentation in medical communications under the director of a leading medical center, Boston, Massachusetts area. Send resume to:  
Dr. Kenneth T. Bird  
275 Charles Street  
Boston, Massachusetts 02114

**Program, Production, Others**

**PRODUCER-DIRECTOR  
WRITER**

Midwest station with new all-color facilities has opening for creative, energetic producer-director-writer.

We prefer someone with a few years experience, familiar with switching function. Salary commensurate with ability and experience.

Send resume to:

Box H-161, Broadcasting.

**Television Director**

Immediate opening for a bright, creative television director for a full color network affiliate. Address complete resume to:

DICK TABER  
General Manager, KAUS-TV  
Austin, Minnesota 55912

**Programing, Production, Others**  
continued

**CAMERAMAN-EDITOR**

Camerman-editor with imagination and desire. For production film unit of major TV station in midwestern market. Should have Cinematography degree and/or two to three years field experience. Familiarity with lighting, editing, and operation of Auricon & Bolex cameras preferred. To work with Producer-director in producing field inserts for regular programs, commercials, special effects and documentaries—no hard news. Salary commensurate with ability and experience. Send resume and any trim work samples to:

ALAN WILSON

Administrative Assistant  
Employee Relations Department  
WHAS, Inc.

520 West Chestnut Street  
Louisville, Kentucky 40202

**UNDER 35  
HEAVY**

Program and promotion director to create a swinging independent TV environment with vital, alive station breaks, 1D's promos and local live; a guy who loves the vitality but hates the bubble gum of top 40 radio—must have TV production experience and be hot copy writer. Small west coast U with fine facilities and a bearded manager.

Reply:

Box H-51, BROADCASTING



**TELEVISION**

**Program, Production, Others  
continued**

**Assistant Promotion Manager**

Major market VHF needs number two man immediately to handle audience promotion and merchandising. Opportunity to advance in all promotion, publicity areas. Salary 9-10m. Big city, marginal climate. Sell yourself first letter; bare resume no reason to hire a real promotion man who wants creative freedom and responsibility in a six person department. Reply immediately to:

Box H-166, Broadcasting.

**Situations Wanted**

**Technical**

**CATV  
Chief Engineer/System Manager  
Available**

15 years experience all phases CATV including Technical, Sales, Cablecasting and Management with emphasis on Big City Systems in major metropolitan markets. Desire change. Resume on request.  
Box H-183, Broadcasting.

**Employment Service**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**WANTED TO BUY—Stations**

**AM or FM**

Radio Station wanted, with tax loss carried forward \$100,000 to \$150,000. Prefer FM in top 50 markets, but will consider any station with the right loss.  
Call or write Ted Hepburn, R. C. Crisler Co., 1100 Fifth Third Bank Building, Cincinnati, Ohio 45202 or phone 381-7775. Area Code 513.

**For Sale Stations**

**STATIONS FOR SALE**

1. PACIFIC NORTHWEST. Gross \$90,000. Price \$150,000 including real estate.
2. UPPER MIDWEST. Exclusive. Price \$140,000. Terms.
3. FLORIDA. Exclusive. Growing market. Price \$105,000. Excellent terms.
4. CALIFORNIA. Major. \$450,000. Terms.

**Jack L. Stoll  
and ASSOCIATES**

6381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

**Pacific Northwest**

major market AM and FM full time AM and maximum coverage FM available as a package or may be purchased separately. Asking price for both under a million on very favorable terms.

Box H-77, Broadcasting

**"Growin' up ain't  
all that easy"**



... said Michael to his counselor. But Mike's a lucky kid, even though he has a serious emotional problem. He sees a counselor. Most kids like Michael don't.

Children have long been the neglected group in the development of services and facilities for the mentally ill. We know there are more kids suffering from severe mental illness than current resources can possibly care for. They're disturbed and ill—and all too often forgotten. Not by us. We remember. We believe their future will be better because we remember. We hope you'll remember too.



**Support Your Mental Health Association**

**FOR SALE—Stations continued**

**TEXAS RADIO STATIONS**

\$75,000 to \$450,000 fulltime and daytime. Joe M. Leonard, Jr., Broker. P.O. Box 222, Gainesville, Texas 76240. Ph. 817-465-4076.

**Central  
FLORIDA**

Unlimited AM—small market excellent growth & living area. Good terms to qualified buyers.

Box H-175, Broadcasting.

**SOUTHWEST, USA**

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.

Box H-76, Broadcasting

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**Confidential Listings  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.**

**G. BENNETT LARSON, INC.**  
R. C. A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469 1171  
**BROKERS—CONSULTANTS**

Will Sell

**KFLD**

for \$85,000

Good terms. Daytimer . . . 900 kc.  
Alma Holmes, Floydada, Texas

**STATION FOR SALE**

Upper Midwest-expanding community  
in excess of 30,000. Gross 170,000. Price  
\$350,000.

**AMERICAN MEDIA, INC.**  
305 Degree of Honor Bldg.  
St. Paul, Minn. 55101  
Area Code 612-227-7577.

Tenn. Small	AM&FM	60M	29%	Ind. Small	FM	120M	29%
Mich. Small	Daytime	95M	29%	Ore. Small	CATV	16M	Cash
N. Y. Med.	AM&FM	700M	Nego	Ore. Med.	AM&FM	175M	50M
Ks. Metro	FM	65M	50%	Minn. Metro	Daytime	155M	50M
S.E. Major	Profitable	1,031M	Merger	N. Y. Major	Profitable	500M	29%



**CHAPMAN ASSOCIATES**

media brokerage service\*

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 74)

prehearing conference for Sept. 10 and hearing for Oct. 9 (Doc. 18613). Action July 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Wheeling, W. Va. (Wheeling Antenna Co.), CATV proceeding, designated Hearing Examiner Thomas H. Donahue as presiding officer; and scheduled prehearing conference for Sept. 10 and hearing for Oct. 8 (Doc. 18612). Action July 31.

■ Hearing Examiner Isadore A. Honig in Williamsport, Pa. (Citizens Cable Co. and Williamsport TV Cable Co.), CATV proceeding, denied motion by Newhouse Broadcasting Corp. for continuance of prehearing conference (Doc. 18581). Action July 31.

■ Hearing Examiner Isadore A. Honig in Williamsport, Pa. (Citizens Cable Co. and Williamsport TV Cable Co.), CATV proceeding, denied petition to intervene by Scranton Broadcasters Inc., licensee of WDAU-TV; and by separate action denied motion to intervene by WHP Inc., licensee of WHP-TV (Doc. 18581). Action Aug. 6.

■ Hearing Examiner Herbert Sharfman in Platteville, Wis. (Platteville Cable TV Corp.), CATV proceeding, on request of Platteville Cable TV Corp., rescheduled prehearing conference to Sept. 5 (Doc. 18579). Action Aug. 5.

## Ownership changes

### Applications

■ WBIB Centreville, Ala.—Seeks assignment of license from Voice of the Mid-South Broadcasting Co. to WBIB Radio Inc. for \$51,398. Sellers: Fred H. Davis, Paul Nichols and Houston L. Pearce (each 33 1/3%). Messrs. Davis, Nichols and Pearce each own 25% of WARF Jasper, Ala. Messrs. Nichols and Pearce own 49.5% of WDAL-AM-FM Meridian, Miss. Buyers: Julius E. Talton, president (60%), Ben David Rigdon, vice president, and Pearl Luckie Talton, secretary (each 20%). Mr. and Mrs. Talton own 80% and 20%, respectively, of WHBB and WTUN(FM) Selma, Ala. Mr. Rigdon is station manager for Talton's stations. Ann. Aug. 11.

■ KVFM(FM) San Fernando, Calif.—Seeks assignment of license and SCA from Spectra Broadcasting Inc. to Southwestern Broadcasters Inc. for \$110,000. Sellers: John D. Stroud, president, et al. Buyers: James Gordon Douglas III, president (10%), Harry T. Starkland, vice president (25%), et al. Buyers own KKAT Roswell, N.M.; KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KRDS Tolleson, Ariz.; KKAM Pueblo and KERN Brighton, both Colorado. Ann. Aug. 5.

■ KDB-FM Santa Barbara, Calif.—Seeks assignment of license from KDB Broadcasting Co. to Heller Communications Inc. for \$100,000. Seller: Len Menard, president, et al. Sellers own KDB Santa Barbara, assignment of which to Heller Communications pending FCC approval. Buyers: Hugh Heller, president, et al. Ann. Aug. 5.

■ WADS Ansonia, Conn.—Seeks assignment of license from The Valley Broadcasting Co. to Wireline Radio Inc. for \$275,000. Sellers: William Schpero, president, Sydney Byrnes, executive vice president, et al. Buyers: Trans National Communications Inc., 100%. Ellis E. Erdman, chairman of board of both and president of Trans National, votes stock of Trans National. Mr. Erdman owns 68.14% of WTKO Ithaca, N.Y., and is consultant for WOLF Broadcasting Service Inc. Ann. Aug. 7.

■ WLAE-FM Hartford, Conn.—Seeks assignment of license from Paulson Broadcasting Corp. to WLVI Inc. for \$160,000. Seller: Paul De Savino, president, et al. Buyers: Jose Grimalt, president, Alton J. Lenoce, secretary-treasurer (each 40%), and Donald J. Sherman, vice president (20%). Mr. Grimalt owns 53% of furniture company and 50% of two theaters, and produces radio programs for WFIF Milford, Conn. Mr. Sherman owns one real estate firm and 50% and 10% of two others. Mr. Lenoce is general manager of WNAB Bridenort, Conn., and has real estate interests. Ann. Aug. 11.

■ KYET Fayette, Idaho—Seeks transfer of control of Fayette Radio Inc. from H. F. Matthews, H. A. Beal, Clinton H. Bellows, John Gatchell and Kim Henry (as a group, 100% before, none after) to Richard L. and Ramona D. Swan (jointly, none before, 100% after). Consideration: \$65,000. Principals: Mr. Swan is former general manager

of WKLK Cloquet, Minn. Ann. July 30.

■ KAIN Nampa, Idaho—Seeks assignment of license from Elizabeth L. Cain and Howard Nafziger to Nampa Broadcasting Co. for \$135,000. Principals of Nampa: Brent L. Larson (50.5%) and Henry A. McNeal (49.5%). Mr. Larson is salesman for KINS Eureka, Calif. Mr. McNeal is retail sales representative for Texaco Inc. Ann. Aug. 11.

■ KEEP Twin Falls, Idaho—Seeks assignment of license from Radio Sales Corp. to Inland Radio Inc. for \$140,000. Sellers: E. M. McCurdy, president, et al. Buyers: Gordon L. Capps, president (77.36%), et al. Buyers own KSRV Ontario and KLBM LeGrande, both Oregon. Ann. Aug. 5.

■ WJRS-FM Jamestown, Ky.—Seeks assignment of license from Russell County Broadcasters to Lake Cumberland Broadcasters for \$12,000. Seller: Richard Fryman, sole owner. Seller owns applicant for new AM at Russell Springs, Ky. Buyer: Welby C. Hoover, sole owner. Mr. Hoover is general manager of WJRS-FM. Ann. July 25.

■ WKLO-AM-FM both Louisville, Ky. (from Mid America Broadcasting Corp.), WRIT-AM-FM Milwaukee (from WRIT Inc.), WIZE Springfield, Ohio (from Radio Voice of Springfield Inc.) and WCOL-AM-FM Columbus, Ohio (from Air Trails Inc.)—Seek assignment of licenses to Great Trails Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Charles Sawyer, president (87.75%), J. P. Williams, executive vice president (3.060%), Edward Sawyer, secretary, John Sawyer, director, Jean Weaver, Anne Green and John Sawyer as executor of Charles Sawyer Jr. estate (each 1.837%). Principals own WING Dayton, Ohio. Ann. Aug. 5.

■ KNOC-AM-FM Natchitoches, La.—Seek transfers of control of Natchitoches Broadcasting Co. from Norman A. Fletcher (50% before, none after) to Karl F. Bailey, Robert L. Burk and David A. Bailey (jointly none before, 50% after). Consideration: \$130,000. Principals: Messrs. K. Bailey and Burk are manager-engineer and office manager, respectively, of KNOC TV Cable Co., Natchitoches. CATV system. Mr. D. Bailey is engineer-operator for off-shore pipeline firm. Ann. Aug. 11.

■ KHEY El Paso, Tex.—Seeks transfer of control of KHEY Broadcasting Inc. from Frank C. Napier, Mrs. Nancy Sleighel, Bert E. Wahlen, Jack Millis and Roderic O. Matthews (as a group, 100% before, none after) to KHEY Inc. (none before, 100% after). Consideration: \$313,162.72. Principals of KHEY Inc.: Jimmy Ray Phillips, president (51%), Charles B. Jordan Jr., vice president-treasurer (29%), and Gary R. Ackers, vice president-secretary (20%). Mr. Phillips is vice president of KPUR Amarillo, Tex. Mr. Jordan owns 33% of KPUR. Mr. Ackers owns 11.66% of KRBC Abilene, Tex. and 20% of KENM Portales, N.M. Ann. Aug. 7.

■ KZOL Farwell, Tex.—Seeks transfer of control of The Best Broadcasting Co. from Norman L. Thomas, Wilson W. Copeland, Bobby Simpson and Michael W. Briggs (as a group, 54.28% before, none after) to Gil W. Patschke (37.14% before, 96% after) and Michael W. Briggs (8.57% before, 4% after). Principals: Mr. Patschke is co-owner of Texico-Farwell Cable TV, Farwell, Mr. Briggs is employe of Union Bank, Tucson, Arizona. Ann. July 30.

### Actions

■ WDGL Douglasville, Ga.—Broadcast Bureau granted assignment of license from Bolling Branham to Douglas County Broadcasting Co. for \$90,000. Seller: Bolling Branham, sole owner. Buyers: Howard M. Rowe, president (51%), and Denton B. Harris, vice president (49%). Mr. Rowe owns advertising agency and WSNE Cumming, Ga. Mr. Harris owns United Publishing Co. Action Aug. 5.

■ WMPL-AM-FM Hancock, Mich.—Broadcast Bureau granted assignment of licenses from Copper Country Broadcasting Co. to Copper Country Enterprises Inc. for \$150,000 plus \$20,000 noncompetition covenant. Sellers: Francis Locatelli, president, et al. Buyers: William J. Blake, president-treasurer, Robert T. Olson, vice president-secretary (each 31 1/3%), Mary M. Graham and Peter Ricea (each 18 1/3%). Messrs. Blake and Olson are former sales manager and station manager, respectively, of WJMS-AM-FM Ironwood, Mich. Miss Graham is attorney. Mr. Ricea is scientist for Boeing Aircraft Co. Action Aug. 6.

■ WCBT Roanoke Rapids, N.C.—Broadcast Bureau granted assignment of license from Halifax Broadcasting Co. to WCBT Radio

Inc. for \$200,000. Sellers: A. Fuller Sams Jr., sole owner. Halifax is owned by Statesville Broadcasting Co., licensee of WISIC and WFMX(FM), both Statesville. WIST Charlotte, WFRC Reidsville, all North Carolina, and WQXL Columbia, S.C. Mr. Sams votes stock for Statesville Broadcasting. Buyers: William W. Jefferay, president (59.23%), Audrey D. Jefferay, treasurer (36.93%), et al. Mr. Jefferay owns and Mrs. Jefferay is secretary-treasurer for WRNB New Bern, N.C. Action Aug. 6.

■ KQFM(FM) Portland, Ore.—Broadcast Bureau granted transfer of control of Point-O-Salecast Inc. from Juan Young, et al. (as a group, 100% before, none after) to David M. Myers (none before, 100% after). Consideration: \$50,000. Principals: Mr. Myers owns audio electronics firm, Muzak franchise for state of Oregon, WFGL and WFMP(FM) Fitchburg, Mass. Action June 31.

■ KORE-AM-FM Springfield-Eugene, Ore.—Broadcast Bureau granted assignment of licenses from McKenzie Broadcasting Co. to Radio Wonderful Williamette land Inc. No consideration involved. Repeal in default of payments. Principals of McKenzie: Paul Lansdowne, acting president, et al. Principals of Radio Wonderful Williamette land: Glen M. and Helene N. Stadler, president and vice president, respectively. (Jointly 99.99%), et al. Mr. and Mrs. Stadler own KGAL Lebanon, Ore. Mr. Stadler is Oregon state senator. Action Aug. 1.

■ KMEC-TV Dallas—Broadcast Bureau granted assignment of CP from Evans Broadcasting Corp. to Evans Broadcasting Corp. of Texas for purpose of corporate reorganization. No consideration involved. Principal: Thomas M. Evans, sole owner. Action July 23.

■ KSXO Raymondville, Tex.—Broadcast Bureau granted assignment of license from Melody Inc. to Edgar L. Clinton for \$140,500. Sellers: Burney Jones and Neil Gilligan (jointly 100%). Buyer: Mr. Clinton is 50% owner of WGKV Charleston, W. Va. Sale of WGKV to Steer Broadcasting Corp. is pending FCC approval. Action Aug. 4.

## Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Aug. 12. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

### Franchise grants shown in *italics*.

■ *San Bruno, Calif.*—City council has voted to approve formation of a municipally owned system. Subscribers will pay \$4 monthly. City Manager Gerard S. Verkeer said initial investment need to install 40 miles of overhead cable will be about \$300,000. He said a municipal operation would bring the city about \$75,000 yearly in profits.

■ *Joliet, Ill.*—Consolidated Cable Utilities Inc., represented by attorney Frank Masters, has applied for a nonexclusive franchise.

■ *Ruidoso, N.M.*—Marsh Media Ltd. of Amarillo, Tex., has been granted a franchise. Continental Transmission Corp., a subsidiary of Continental Telephone Corp., has applied for a franchise. Continental would charge \$13 for installation and \$7.95 monthly for its 10-channel system. The system would pay a 4% gross receipt tax to the state and a 2% franchise tax to Ruidoso.

■ *Hendersonville, N.C.*—Henderson County Cable Television Inc., represented by attorney R. L. Whitmore, has applied for a franchise. Cablevision of Hendersonville Inc. already holds a franchise.

■ *Minot, N.D.*—GT&E Communications Inc., New York (multiple CATV owner), has applied for a franchise. The firm would pay \$3.50 per year or a sum equivalent to 2% of all annual gross operating revenues, whichever is greater. Subscribers would pay \$5.25 per month.

■ *Point Marion, Pa.*—Video Link Co. of Pleasant Hills, Pa., has applied for a franchise. The firm would pay between 3.5% and 4.24% of its gross revenue. Subscribers would pay either \$4 or \$4.50 per month.



"WA8CLM calling CQ, CQ. William-Able Eight, Charlie-Love-Mary calling CQ. Samoa, Easter Island? WA8CLM calling CQ."

The rotary antenna swings closer to proper position, moving from its work of some few hours earlier of connecting Europe to a suburban acre at Farmington, Mich., just northwest of Detroit.

The voice calling the crisp message on the amateur 20-meter band is well known to scores in the business of broadcasting but very few know it scans the globe as the hobby of Don F. DeGroot, general manager of WWJ-AM-FM-TV Detroit.

Now holder of the advanced class ticket, just a notch below the highest ham rating possible, Mr. DeGroot began as a novice only eight years ago when his interest was sparked by the hobby of a son. For the first two years Mr. DeGroot mentioned his new avocation to no one and even today rarely discusses it. Much of his rig is hand-built from kits, the latest a frequency-standard device.

"I never made a big thing out of it," he explains, "I just do it for kicks." WWJ station associates describe Mr. DeGroot as a many faceted individual, one of those rare breeds who has expertise in nearly every field of radio and television, well refined in his nearly four decades in the business. They share his respect for detail, thorough preparation and punctuality.

"Don is a total broadcasting creature," one associate notes, adding, "He realizes the necessity for balance. Like a good practitioner in any field, you know what the final result is and you try to harmonize everything else to achieve that."

Since the first of the year as chief operating executive for the Evening News Association's WWJ properties, Mr. DeGroot is well aware of the responsibilities to maintain the traditions of these stations. WWJ took the air Aug. 20, 1920, while WWJ-FM began in May 1941 and WWJ-TV started in March 1947. All NBC affiliated, the stations are autonomous from the sister enterprise, the *Detroit News*, and are separate from the Evening News Association's bids to acquire KOJD-TV Tucson, Ariz., and WALA-TV Mobile, Ala., subject to FCC approval.

When Mr. DeGroot slides behind his desk today (Aug. 18) after a brief vacation at home he will be looking across his office to a spot that before remodeling had been a separate small reception area. In 1941 he had sat there waiting to go to work. "It took me 28 years to get from that davenport to this desk," he laughs. But even then he already had a decade of broadcasting under his belt.

As a youth in Flint, Mich., Mr. DeGroot recalls peering through the

## The man who adds a touch of vitality at the WWJ stations

window at the operations of WDFD there. His performance behind the microphone in 1930 as college class president prompted the program manager to urge him to consider radio as a career. He did, but it took three separate trips to the station to summon enough courage to turn the door knob and ask for a job. He was hired.

For 10 years at WDFD Mr. DeGroot

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### Week's Profile

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*Donald Ferdinand DeGroot — general manager, WWJ-AM-FM-TV Detroit; b. Aug. 17, 1911, Holland, Mich.; Flint (Mich.) Junior College, 1929-30; announcer-writer, WDFD Flint, 1930-41; broadcast director, Holden, Graham & Clark Advertising, Detroit, 1941; same year joined WWJ Detroit as program manager of W45D(FM) but soon becoming producer and program manager of WWJ; program manager, WBAL, Baltimore, 1946-47; station manager, WTAC Flint, 1947-49; rejoined WWJ in 1949 as program and public affairs manager, becoming assistant general manager of WWJ-AM-FM-TV in 1953, assuming added post of radio station manager in 1964 and being named to present post Jan. 1, 1969; active in various local organizations and past president of Michigan Association of Broadcasters and Michigan AP Broadcasters Association; m. Lola Shirley of Flint, Oct. 20, 1934; children—Ted, 30; Douglas, 25; and John, 23; hobbies—amateur radio, golf and swimming.*

announced, wrote programs and commercials and learned that broadcasting was more than a magnetism through a studio window; it was a persuasive, personal communications force of considerable economic and social consequence.

In 1941 Mr. DeGroot went to Detroit as broadcast director of an advertising agency that no longer exists. When the firm failed to get into radio as deeply as he had hoped, Mr. DeGroot quit and sat on the davenport at WWJ. There he was hired as program manager of the new FM outlet, W45D.

When World War II intervened, Mr. DeGroot was shifted to the WWJ staff and soon became program manager. He headed a department of 75, he recalls, including two orchestras, two organists and sound-effects men, quite different from the contemporary mode.

In 1946-47 Mr. DeGroot served as program manager at WBAL Baltimore, introducing drama to public-service programs and other similar innovations.

He then was station manager of WTAC Flint for two years, rejoining the WWJ stations in 1949. As the years followed he moved up the executive ladder, becoming assistant general manager of all three WWJ stations in 1953.

He took the additional post of WWJ radio station manager in 1964 and was named to his present spot last Jan. 1.

In the early 1960's Mr. DeGroot almost entered station ownership. He was president and minority stockholder in Grand Broadcasting Co., one of several unsuccessful (although it was favored in the hearing examiner's initial decision) applicants for channel 13 at Grand Rapids, Mich., now held by WZZM-TV there. Grand Broadcasting included one-time FCC secretary Mary Jane Morris, an attorney.

Mr. DeGroot for many years has been well known in the agency world for his writing and producing of the annual color film presentations in behalf of the WWJ stations. He also devised the bingo-type game that guests play after the showing to win prizes. The game reinforces the key points since they are used on the cards as the basis of the play.

His "Idea-Sphere" film three years ago won a first place in the contest sponsored jointly by the Television Bureau of Advertising and the Broadcasters Promotion Association.

Mr. DeGroot's latest programing contribution has been a complete reorganization of the radio and TV news departments, enlarging the staffs and putting emphasis on the need to get to the heart of a story.

"At the WWJ stations," he says with obvious vigor, "vitality works!"



# Editorials

## It had to come

It was inevitable that one day somebody would contend that the fairness doctrine of equal exposure for opposing viewpoints should be imposed by law upon newspapers and magazines.

That day was hastened last June in the unanimous decision of the Supreme Court in the so-called Red Lion (WGCB) case denying broadcasters full-blown First Amendment protection. That case, however, was far from ideal for a constitutional test, and the Supreme Court did leave the door slightly ajar for "more serious First Amendment issues."

It was according to script too that the right of reply should be broached last week in Dallas at the annual convention of the American Bar Association. The ABA has long struggled with its own conscience about freedom of broadcast access to the court trials and perhaps inwardly about mandatory access to the press for contrary views.

Now that it has happened, it came as no surprise that the lawyer-pitchman was Commissioner Kenneth Cox of the FCC. He has nothing to lose, since his FCC term expires 10 months hence. Mr. Cox has always worn his First Amendment views on his shirt front—he didn't believe it applied to broadcasting. Now he admits he doesn't believe it applies to the printed page press either.

The Bill of Rights has worked for this democracy for 178 years. In countries like Red China or Soviet Russia there is no free press or free broadcasting. The government runs everything. There is no other side.

Commissioner Cox isn't alone in the notion that the Supreme Court's decision means that Congress could require newspapers and magazines to afford equal space to opposing viewpoints without doing violence to the Constitution. There are many members of Congress who feel some newspapers (mainly those that do not reflect their own views) are unfair. Almost every President has had occasion to castigate certain publishers of his day.

It is true that the burden is now upon Congress. The task is to protect the sanctity of the First Amendment by expunging from the Communications Act the political Section 315 and its concomitant fairness-doctrine provision. This would leave the First Amendment where the Congress and the Supreme Court found it: to the voluntary judgments of the editors of the printed press and the broadcast press—as the founding fathers so clearly intended.

The lesson learned in World War II was that the first act of the dictator is to take over the transmitters and the printing presses.

## Open season

With the release last week of an FCC examiner's recommendation that channel 9 Los Angeles be taken from KHJ-TV and given to a rival applicant, the extent of chaos now prevailing in license-renewal procedures becomes measurable. No incumbent licensee is safe against the blue-sky promises of a competing applicant that has no programming record to be challenged, no relevant experience to be appraised and fewer ties to other media than the incumbent has.

Examiner Thomas H. Donahue's initial decision provides the most persuasive case yet made, though he did not intend it to turn out that way, for legislation that will reintroduce order into license renewals. His work could be read with amusement as a parody of bureaucratic rationales if it were

not based on theories that present a very realistic threat to the whole broadcasting system.

Mr. Donahue started his process of comparison by sniffing at both RKO General, the KHJ-TV licensee, and at Fidelity Television, the challenging group. "Neither applicant is any bargain," grumbled Mr. Donahue. Still he decided, "without much enthusiasm," to choose Fidelity.

The primary reason for his choice was "KHJ-TV's poor record." Mr. Donahue said that the station's emphasis on movies as a programming staple was of little service to the public. His secondary reasons were that Fidelity had "marked superiority" over RKO in local ownership, diversification of mass-communications media and surveys submitted in support of its proposed programming, all of which factors, he said, "the commission sets great store by." But the clincher in Mr. Donahue's reasoning was the precedent set by the FCC in lifting the license of WHDH-TV Boston and awarding its channel-5 facility to another applicant principally on grounds of integration of management and ownership and diversification of media control. The WHDH decision, said Mr. Donahue, "leaves little room for doubt that it stands for the proposition that the present licensee of KHJ-TV ought to be replaced by Fidelity."

It is of more than passing interest that Examiner Donahue has read WHDH as a precedent worthy of lifting another station's license. The three-man FCC majority that decided the Boston case attempted afterward to dissuade people from thinking that it would be applied in any other case.

There is one more contribution that Mr. Donahue has made. He has suggested that RKO might have qualified to keep its license if it had been given government rules to program by. Specifically he suggested that the FCC ought to prescribe the amounts of time to be devoted to particular types or sources of programs, limit advertising content, prohibit stations from selling off their rate cards and outlaw "sales by stations of advertising time for other than monetary considerations."

In his excursion into rulemaking, Mr. Donahue exceeded his authority. But then who is to say what the limits of authority may be in an agency where near anarchy obtains?

More than ever the Pastore bill becomes the broadcasters' only hope for a restoration of equilibrium in their service to the public.



DRAWN FOR BROADCASTING BY Sid Hix  
"About your editorial condemning nudism . . . we demand equal time!"

# What's a nice educational program like "Classroom 5" doing on a commercial station like this?

Every school day at 9:30 A.M., we telecast a half-hour live color educational program "Classroom 5", for junior and senior high school kids on our commercial television station, WHDH-TV. It's not an afterthought. We've produced educational programs in association with the Massachusetts Department of Education as part of our regular daily schedule since we signed on the air in November, 1957.

"Classroom 5" has twice won Ohio State University awards for excellence in educational television. And, of course, it is sustaining...telecast without commercials. But at the Herald-Traveler Corporation, we think it's good business. Good business to reach kids — to get them to think...to participate. To say we care.

"Classroom 5" is just one way. Student Government Day, the Repertory of Classical Drama, the Greater Bostonians, Careers Day Exposition are some of our other projects, all designed to turn great kids into great thinking kids.

That's what it's all about.

**The Boston Herald-Traveler Corporation is doing something.**



The Boston Herald-Traveler Newspapers  
WHDH Radio/AM • FM • WHDH Television



Professor Marshall M. Goldman, Wellesley College, who conducts the economics series, "Making Cents."



*If you lived in San Francisco . . .*



*. . . you'd be sold on KRON-TV*