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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio's financial health: What it did last year—and in '69. p21  
Senate OK appears set for FCC appointees Burch, Wells. p60  
Chronicle-KRON fail to eject Commissioner Johnson. p70  
Victor Diehm in, Robert Pauley out at top MBS spot. p74

## We went out and asked real people in our first "Real People Test" what they thought of the new Post '60/+ feature films we're releasing to local television:

"I'd sure watch *Cat Ballou* again.  
It's a great movie."  
**CAT BALLOU**  
"Dean Martin... what a cool son-of-a-gun."  
**MURDERERS ROW**  
"Wowee! Liz in that sexy suit."  
**SUDDENLY LAST SUMMER**  
"I thought I'd roll on the floor."  
**THE WRONG BOX**  
"Marlon? Marvelous!"  
**THE CHASE**  
"Bill Holden... now there's my kind of guy."  
**ALVAREZ KELLY**  
"Gypsy Rose Lee and a bunch of Nuns?  
You're Kidding."  
**THE TROUBLE WITH ANGELS**  
"When is it gonna be on TV?"  
**ANASTASIA**  
"Ah!"  
**LUV**  
"Strangelove... man, it blows my mind."  
**DR. STRANGELOVE**  
"Anthony Quinn...  
I could watch him in anything."  
**THE HAPPENING**  
"Is this Candid Camera or something?"  
**\$5,000 ON ONE ACE**  
"I'll ask my wife."  
**CORRUPTION**  
"Oh boy!"  
**RAGE**  
"A real goodie."  
**BULLET AND THE FLESH**  
"I hope my mother will let me stay up."  
**THE PHANTOM OF SOHO**  
"Westerns... I really go for Westerns."  
**WINCHESTER FOR HIRE**

"Plenty of action... that's what I like."  
**DEAD HEAT ON A MERRY-GO-ROUND**  
"Sounds like a real doozy."  
**THEODORA GOES WILD**  
"Give me those real thriller-dillers."  
**THE FORTRESS**  
"Wow!"  
**DESTINATION ROME**  
"The best film of its kind."  
**LA TRAVIATA**  
"They could keep me up 'til 2 in the morning!"  
**THE LOVE INS**  
"Virna Lisi and Catherine Spaak!!!"  
**MADE IN ITALY**  
"Looks like a good, solid western."  
**ARIZONA RAIDERS**  
"My kind of movie."  
**THE CRIMSON BLADE**  
"I adore the searey ones."  
**DEATH PARTY**  
"I adore that big tall guy."  
**THE BRIGAND OF KANDAHAR**  
"O.K. you got me!"  
**THE SEIGE OF THE SAXONS**  
"That Jerry Lewis really breaks me up."  
**THE BIG MOUTH**  
"Great! Just great."  
**BUNNY LAKE IS MISSING**  
"I won't miss it."  
**A STUDY IN TERROR**  
"We've got a lot to look forward to."  
**EAST OF SUDAN**

The names of the real people involved in this "Real People Test" are available upon request.

Columbia Post-'60/+ Features  
available only from **SCREEN GEMS**

**When  
she cries  
tomorrow..**

**station managers  
can smile  
the day  
after.**



# With track records like this, you can play them again and again, Sam.

## Original Ratings of **LION/70** features

### in the New York market

	1st Run	2nd Run	3rd Run
I'll Cry Tomorrow	21.0	10.1	9.1
Blackboard Jungle	17.7	14.9	7.5
Dream Wife	14.7	11.3	12.3
Malaya	7.0	6.7	11.2
Pat and Mike	10.6	6.0	8.6
The Tender Trap	21.8	12.9	9.4
Valley of the Kings	10.6	7.5	8.6
The Cobweb	10.3	6.8	7.8
The Big Hangover	13.7	7.2	8.8
Any Number Can Play	8.0	8.3	11.2

(Arbitron)

And if that's not enough, look at what these Lion/70 features did in other markets across the country.

<b>Above and Beyond</b>	Chicago	16.0	Little Rock	11.0
	Pittsburgh	8.0	Milwaukee	16.0
	Cincinnati	9.0		
<b>The Bad &amp; the Beautiful</b>	Los Angeles	18.4	Cincinnati	9.0
	Pittsburgh	8.0	Milwaukee	16.0
<b>Don't Go Near the Water</b>	New York	16.4	Chicago	18.0
	South Bend	13.0		
<b>Forbidden Planet</b>	Milwaukee	14.0	Los Angeles	14.3
	New York	8.0		
<b>Last Time I Saw Paris</b>	Los Angeles	15.0	Chicago	18.0
	Milwaukee	16.0		
<b>Mogambo</b>	New York	19.6	Chicago	16.0
	Los Angeles	14.0	Cincinnati	9.0
	South Bend	13.0	Little Rock	7.0
	San Antonio	15.0		

All ratings between 1962 and 1965

(ARB)

Never a Network play. Always a local hit. These 70 fine MGM features with proven performance are again available. Among the best post '48 pictures ever released to stations, you'll find the LION/70 at



**MGM**  
TELEVISION

New York, Chicago, Culver City, Atlanta, Dallas, Toronto

the top of any list. For color, 28... for length, 98 minutes average... for stars, the list is too long for this ad. Find out the story of LION/70 in your market. Call your man from MGM-TV now.

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

17.5% more Homes than the second station.

12.4% more Women than the second station.

9.9% more Men than the second station.

30.5% more Teens than the second station.

32.9% more Children than the second station.

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

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

KRLD-TV



represented nationally by  HR

The Dallas Times Herald Station

CLYDE W. REMBERT, President



## Wrecking crew

Weird alignment has developed at FCC on one-to-a-customer rulemaking, with heat on by separationists to get something done before new members are sworn in. Outgoing Chairman Rosel H. Hyde is trying to hold line because anything decided now would be subject to reconsideration by newly constituted FCC upon confirmation of new Chairman Dean Burch and new Commissioner Robert Wells. But staff is drafting instrument that would tear up ownerships, even to extent of barring immediate grants or transfers to newspaper owners, and pave way for rulemaking on divestiture.

Try to nail down commissioners and they probably would deny that four of them (Robert Bartley, Kenneth Cox, Nicholas Johnson and H. Rex Lee) would go for eventual elimination of newspaper ownership on grounds of concentration of media. Commissioner Robert E. Lee would like separation of radio (AM-FM) from TV, but with hands off newspaper ownership. Outgoing Commissioner James Wadsworth is satisfied with present rules, and Chairman Hyde might go for separation of AM-FM from TV but nothing more. It's doubted whether separationists can blitz now, because rulemaking has been pending since mid-1968 and there's no logic in move in midst of changing of command.

## Political ploy

FCC's Democratic four—Commissioners Bartley, Cox, Johnson and Rex Lee—are attempting coup to force consideration of pending rulemaking cases before two new Republican members move in. At their behest, FCC meets today (Monday) to consider pending things, like 50-50 rule dealing with network program ownership and upcoming Budget Bureau meeting on next fiscal budget, scheduled for Oct. 31. Prospects would appear dim at these special meetings largely because all staff work hasn't been completed and because views of some commissioners have not ripened. Strategy seems to be to try to slip through some controversial stuff which, upon inevitable reconsideration, might embarrass new members.

## Hot cargo

Buffeted by complaints of sex and violence in television, broadcasters are apprehensive about up-coming feature-film packages. Programing chief of one

major station group says all too many first-run films offered by distributors fail to meet sex-and-violence standards. He estimates that 15% of features now in his library are earmarked for airing after 9 p.m. only, and fears that as many as one-third of 1965 and 1966 film product will be limited to late-evening telecasts.

## Counting spots

FCC, which has managed to avoid overcommercialization issue for more than two years, is faced with it again, in report submitted by staff. Report deals with 44 radio and television stations that proposed to carry more commercial time than permitted by National Association of Broadcasters code—18 minutes per hour for radio, 16 for television—and, as required by policy adopted in March 1967, reported on commercial practices 18 months after their last license renewal. Substantial number are said to have exceeded proposed maximums of up to 28 minutes per hour. Some carried more than 30 minutes per hour, one between 40 and 49 minutes in each of 27 hours. However, total of only five complaints was reported by stations; commission received none.

If commission decides to order any stations into renewal hearings, it presumably will have to develop commercialization guidelines. And when commission tried that before, in rulemaking proceeding, in 1963, congressional pressure forced it to back down. Commercialization issue became source of bitter controversy within commission, until 18-month letter policy enabled it to postpone decision.

## Into trade

William L. Walker, after 21 years, leaves the National Association of Broadcasters at Washington headquarters at year-end to enter brokerage consulting field. Mr. Walker, who joined NAB as an accountant, for past five years has been director of broadcast management, which includes labor-relations and economics. He will join Ben Larson, West Coast broker, former station owner, in formation of Larson/Walker and will run Washington office.

## Quick change

As Republican national chairman in 1964 campaign and tireless GOP worker before and since, Dean Burch has consistently supported party's standard

policy of reducing federal-government expenditures. But now he's on new wavelength. In private conversations he is saying that FCC, which he is slated to head as chairman, needs more money to do proper job. He has been taking on-scene look at FCC for past couple of weeks, but at low visibility.

## Exodus

Lever Brothers spot-TV executive is joining ranks of media specialists transferring to independent media-buying companies. Sam Novensterm, Lever's associate media manager in charge of advertiser's estimated \$30-million placement in spot television, is to become officer in Vitt Media International, New York, on Nov. 3. He will serve as secretary and treasurer in outside buying firm newly formed by Sam B. Vitt, who worked for Ted Bates & Co. (BROADCASTING, Sept. 22).

## Cable programing

Proposed FCC order that would complete action on portions of its CATV-rules overhaul—but not, reportedly, part dealing with distant signals—is under consideration by commission. Proposed order, said to be work of Chairman Rosel H. Hyde and General Counsel Henry Geller, is aimed at using CATV to increase number of local outlets. Order would require CATV systems with more than 3,500 subscribers to originate programing on one channel; commercials would be permitted, but within prescribed limits.

And, according to one version of proposed order, it would also require systems to make some unused channels available on common-carrier basis. Document reportedly takes crack at television broadcasters saying rules under consideration are made necessary by television's failure to do adequate local programing job.

## Rough stuff

Lowell B. Mason, former member and chairman of Federal Trade Commission (1945 to 1956), is undertaking four-month study of violence from new angle for Institute for Humane Studies, Menlo Park, Calif. He will seek to determine whether there are parallels between historic violence and changes in government policy and current escalation of crime and violence and disorder here. Whether radio and TV will be drawn into "critical mass" will be determined later.

# **“MARTIN AGRONSKY’S WASHINGTON” USES NATURAL RESOURCES.**

Our guest list routinely reads like a who’s who in today’s news.

Example: To explore the controversial Haynsworth appointment to the Supreme Court, Martin Agronsky interviewed some of the important figures involved—U. S. Senator Birch Bayh, Presidential Deputy Counsel Clark Mollenhoff and George Meany, President of the AFL-CIO.

In a capital where news is the leading product, we talk to more of the people creating it than any other news program in Washington.

Spontaneously. When they’re making the news. Or can give insight into it.

“Martin Agronsky’s Washington.” Unprecedented.

6 to 7. Five nights a week.

**WTOP-TV**  
A POST-NEWSWEEK STATION  
Represented by TvAR

Although radio had first billion-dollar sales year in 1968, canvass of station reps, radio networks and authorities on radio sales trends indicates sales increases in 1969 will be minimal. See . . .

## Radio's up, but not as much as last year . . . 20

Meeting of American Association of Advertising Agencies hears warnings that clients and agencies must keep in step with changes. Value of independent time buying companies is discounted. See . . .

## 'Change' is advertisers' theme . . . 46

Inconsistencies in audience research come under fire at meeting of Advertising Research Foundation. Research into audience absenteeism during TV commercials and new approaches to old research also underscored. See . . .

## Rough week for TV research in New York . . . 50

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## \$10 billion radio-TV decade for retailers . . . 54

Congenial confrontation of Dean Burch and Robert Wells with Senate Communications Subcommittee is marred by black leader's, indictment of TV's treatment of blacks and charge that Mr. Burch is 'rich, white racist.' See . . .

## Senate OK appears set for Burch, Wells . . . 60

FCC rejects Chronicle Publishing Co.'s contention that Commissioner Nicholas Johnson engaged in ex-parte activities and should be disqualified from hearing on renewal of Chronicle's KRON-FM-TV San Francisco. See . . .

## Chronicle fails to eject Johnson . . . 70

NBC Radio aims to please as it intensifies efforts to provide service meeting changing needs of affiliated stations and to awaken advertisers to potential of medium. Stress laid on news, flexibility, timeliness, brevity. See . . .

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Victor C. Diehm, broadcaster and chairman of Mutual Affiliates Advisory Council, is elected president and chief executive officer of Mutual Broadcasting System, replacing Robert R. Pauley. See . . .

## Diehm fills the top MBS spot . . . 74

CBS President Frank Stanton calls for consortium of three major TV networks to own and operate \$100-million satellite system for transmission of programs. AT&T favors plan, COMSAT turns thumbs down. See . . .

## Now all networks want satellite . . . 80

After week of trading, financier Kirk Kerkorian winds up with about 38.5% of Metro-Goldwyn-Mayer stock, and position of influence on MGM board. MGM President Louis F. Polk, by own admission, may be 'expendable.' See . . .

## Kerkorian adds more trump cards . . . 88

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### Broadcasting

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# Spend an hour finding out what's going to happen in the next ten years.

One of the best ways to find out what's going to make the news in the seventies is to listen to the people who reported the news in the sixties.

In our hour-long special, "Forecast 1970: Perspective on the News", you'll hear what Group W correspondents and commentators from all over the world have to say about the decade ahead.

They'll be talking about everything from the chances of peace in Vietnam to President Nixon's chances for re-election.

"Forecast 1970", is another of the 52 prime-time television specials Group W is presenting on its five television stations this year.

Each week we bring you a special that's different from the one you saw the week before.

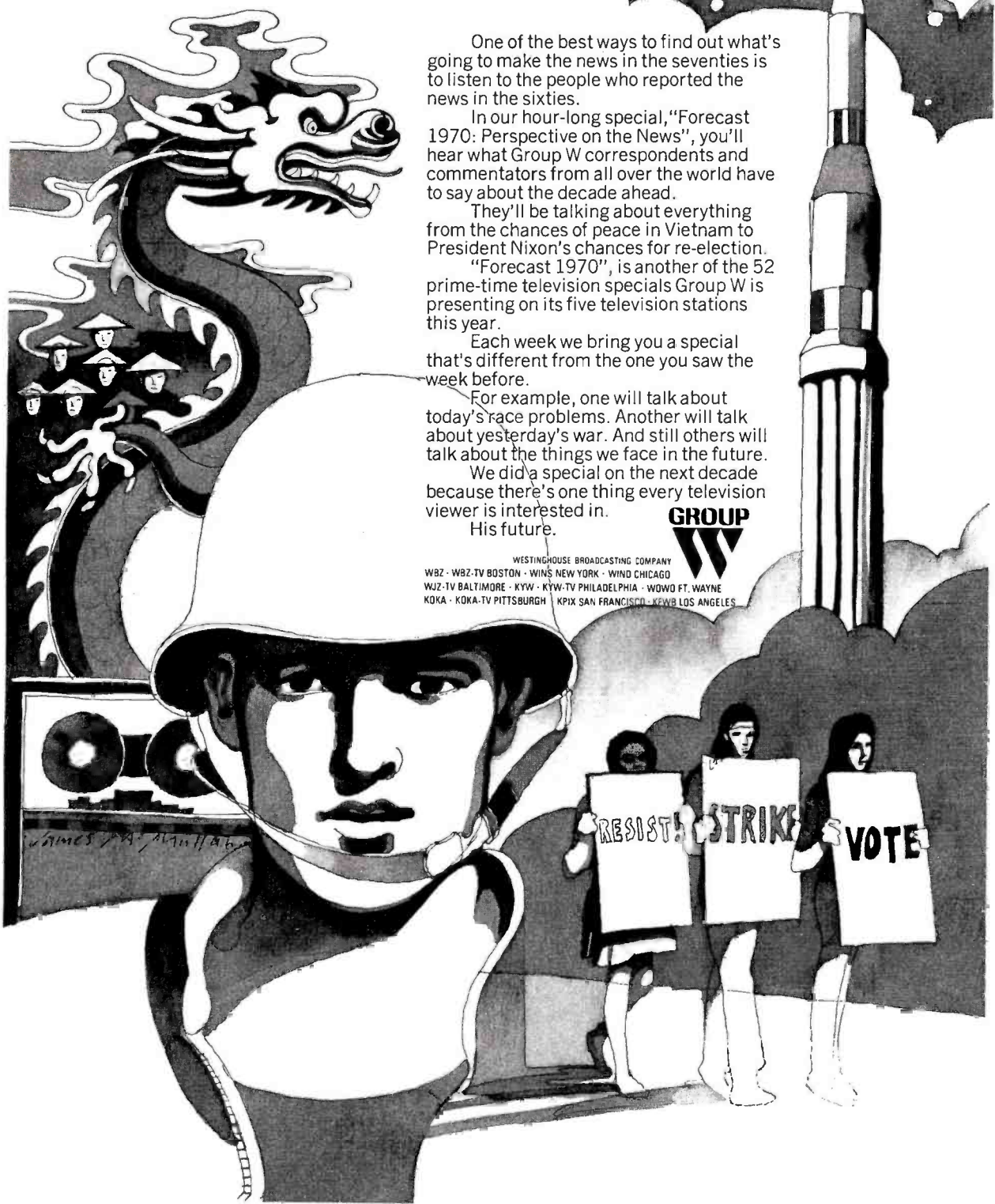
For example, one will talk about today's race problems. Another will talk about yesterday's war. And still others will talk about the things we face in the future.

We did a special on the next decade because there's one thing every television viewer is interested in.

His future.



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





## FCC rejects 'censor role' in broadcast news

Controversial-issue coverage will not threaten renewals

FCC, in effort to encourage broadcasters to present programming dealing with difficult issues facing society, has "eschewed the censor's role" and has promised to act with restraint in investigating complaints broadcasters had distorted or staged news.

Commission said Friday (Oct. 17) it will not defer action on license-renewal applications because of such complaints unless there is extrinsic evidence licensee or top management, including news management, is involved.

Commission left itself option of investigating any complaint, even if evidence involved newsmen only. It said it would act "in all cases where we may appropriately do so."

However, it said that investigation of reporter's activities would be "no hazard" to station's license, unless evidence indicated licensee or management is involved. Improper activity by employes without licensee's knowledge will not normally raise issue as to licensee's character qualifications, commission said.

Statement was issued in connection with commission's resolution of case in which CBS had been accused of slanting news in its documentary, *Hunger in America*, originally broadcast May 21, 1968. Commission concluded no further action on complaints was warranted. One complaint was from Representative Henry B. Gonzales (D-Tex.). Decision had been anticipated for several weeks (BROADCASTING, Sept. 29).

Statement represented compromise between opposing viewpoints within commission. General Counsel Henry Geller, with Chairman Rosel H. Hyde's backing, pressed statement in which commission would foreswear any investigation barring extrinsic evidence licensee or top management was involved. Broadcast Bureau, backed by Commissioners Kenneth A. Cox, Robert T. Bartley and H. Rex Lee, preferred not to tie commission's hands.

Commission promise not to hold up licenses except in cases where licensee or management is involved represents victory for point Chairman Hyde had expressed within commission in opposing long delay in renewing licenses of CBS's California stations. Renewals were granted last month, but they had been held up since December because of *Hunger in America* case.

Commission, in its statement, stressed

it will exercise care in investigating charges of news slanting. "The commission is not the national arbiter of 'truth.'" It also said it would not enter "quagmire" of investigating complaints of persons claiming to have been misquoted on news programs.

"In this democracy," commission said, no government agency can authenticate the news, or should try to do so. We will therefore eschew the censor's role, including efforts to establish news distortions in situations where government intervention would constitute a worse danger than the possible rigging itself."

Commission opened its discussion of policy issues by commending CBS for undertaking documentary on "one of the tragic problems of today."

One of principal charges against network was that it had shown newborn baby and said it died of malnutrition when in fact it was premature baby.

CBS had contended its version was given in good faith. And commission said there is conflict between memory of CBS personnel involved and testimony of personnel at hospital where baby was shown.

Under circumstances, commission said, it would be "inappropriate to hold hearing to ascertain 'truth'."

Case also involved allegations that certain persons were paid to perform as instructed on program and that sequence at San Antonio stamp market had been staged. CBS was also said to have attempted to induce physician to make "dramatic statements."

## News under quiet campus elms

Columbia University Broadcasting Institute, being developed jointly by broadcasters and university's graduate journalism school to advance cause and performance of broadcast journalism (BROADCASTING, March 31, et seq.), will hold its first seminar this week.

Fourteen station managers and 10 station news chiefs will attend sessions Tuesday through Thursday (Oct. 21-23) on Columbia campus in New York to examine "broadcast news—its demanding role in the '70's." Aim of this and other seminars, which would be institute's chief service, is to give radio-TV newsmen intensive backgroundings on subjects related to their daily work.

Though under quiet development for more than five years, institute is still

considered "tentative," according to Professor William A. Wood of journalism school, who is project coordinator.

He said Friday (Oct. 17) that 27 broadcasting companies have contributed more than \$30,000 and that, though this is not enough to launch institute on permanent basis, it is enough for two seminars whose success may help determine institute's future. Second seminar, for news directors only, is being planned for January 1970.

## Rebuttal to retail-media use

What many broadcasters regard as hatchet job in *Wall Street Journal* article last week on retailers' use of TV is due to be answered this week. He may not mention *Journal* specifically, but Paul Benson, local-sales vice president of Television Bureau of Advertising, is slated to detail TV's rising retail trend in report during TVB's annual membership meeting in Washington.

For starters, department stores placed 22% more TV commercials in first half of this year than in first half of last. *Journal* article acknowledged retailers are getting into TV more and more, but put big emphasis on TV expense, and headline concluded "lion's share" of retail budgets will stay in newspapers.

## Three stations change hands

Approval of two radio-station sales was announced by FCC Friday (Oct. 17)—and at same time it was announced that another sale was in works.

Sale of WHIM-AM-FM Providence, R.I., for \$450,000 was approved by commission and application for sale of WZOE(AM) Princeton, Ill., was due to be filed shortly.

Providence outlets were sold by Golden Gate Corp. to Culligan Communications Corp. Vote was 4-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Harold C. Arcaro and family are principals of Golden Gate. Mr. Arcaro formerly owned 92% of WNET(TV) (ch. 16) Providence, R.I., now dark.

Matthew J. Culligan, former head of Mutual Broadcasting System, is president of CCC. Company owns 80% of *Westport* (Conn.) *Town Crier* and is applicant to purchase KBNO(FM) Houston and KEIR(FM) Dallas.

WHIM(AM) is daytimer on 1110 kc with 1 kw. WHIM-FM is on 94.1 mc with 50 kw and antenna height of 430 feet above average terrain.

WZOE(AM) is being sold by Bureau

## Week's Headliners



Mr. Bee



Mr. Larimer



Mr. Ponte



Mr. Oliver Toigo

**Bill Bee, L. D. Larimer and George Ponte** elected VP's of Edward Petry & Co. Mr. Bee, with firm 10 years, was named TV group sales manager in New York in 1968. Mr. Larimer, with Petry for 17 years, has been sales manager in Los Angeles office since 1957. Mr. Ponte was appointed radio sales manager of Petry's Chicago office in 1966.

**Adolph J. Toigo**, president of Lennen & Newell, New York, elected board chairman and continues as chief executive officer. His son, **Oliver Toigo**, who

has been senior VP at L&N, succeeds him as president and continues as chief operating officer. **Morton Keshin and John D. Speirs**, both senior VP's, moved up to executive VP's.

**Hanno Fuchs**, senior associate creative director, Young & Rubicam, New York, resigns to become executive VP in charge of creative services at Richard K. Manoff, New York, effective Nov. 1. He will be first VP in 13-year history of agency. Mr. Fuchs joined Y&R 16 years ago as junior copywriter.

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

Broadcasting Co. to Public Service Broadcasters Inc. for \$194,250, subject to FCC approval. Principals of Bureau Broadcasting are Ruel B. Van Wert and Russell W. Holcomb.

Donald G. Jones is president and principal stockholder of buying group. Public Service Broadcasters last year bought WTIM-AM-FM Taylorville, Ill., for \$270,000 (BROADCASTING, Dec. 30, 1968).

WZOE, which went on air in October 1961, is full time on 1490 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

### Tough Q&A ahead

Senator Hugh Scott (R-Pa.) submitted on Friday (Oct. 17) list of written questions to be answered by Dean Burch and Robert Wells. Exchange, which will be placed in record of hearing on Burch-Wells nominations to FCC (see page 60), dealt primarily with CATV. Answers are expected by end of this week.

Among questions "Doesn't it seem inconsistent to you" that FCC has moved to authorize pay TV while moving to "restrict" CATV development? "Is there any reason why the FCC should not promote the development of cable television to the fullest extent unless and until it is factually demonstrated that regular broadcast service is actually impaired? I would like to have

your views with respect to the role of the federal government in fostering an improvement in television programing."

Decisive executive session on nominations of Messrs. Burch and Wells is not expected before end of next week, according to Senate sources.

### Eckmar buys Trans-America

Eckmar Corp., New York, diversified manufacturer, said Friday (Oct. 17) it will acquire Trans-America Film Corp., Los Angeles, distributor of films to theaters and TV. Eckmar will make down payment of \$3 million in its stock and additional \$12 million in stock, contingent on future earnings.

### Seminar to probe cable

CATV and its emerging problems will be subject of four-day seminar in November sponsored by Practicing Law Institute and featuring government and industry leaders.

Each day in Nov. 18-21 schedule will be devoted to particular cable-problem area. Sessions are to be held in Essex House in New York.

Federal regulatory system will be under examination Tuesday (Nov. 18) with Henry Geller, FCC general counsel, featured on panel along with Robert W. Coll of McKenna & Wilkinson, and Herbert Schuekind of Fly, Schuebruk, both Washington. Franchising is set for Nov. 19 with Morris Tarshis, New York

City director of bureau of franchise; David W. Smith of Sterling Communications, and John K. Jepson, assistant attorney general of Connecticut.

Copyright bill will be examined Nov. 21 with panelists Herman Finkelstein, general counsel of American Society of Composers, Authors and Publishers; Gerald F. Phillip of Phillips, Nizer, New York; Ernest Jennes of Covington and Burling; Harry Plotkin of Arent, Fox, both Washington, and Barbara Ringer, assistant registrar of copyright.

Economic facts of life and future of cable is set for Nov. 21 with Charles C. Woodward Jr. of Westinghouse Broadcasting CATV subsidiaries and Monroe Rifkin of American TV and Communications Corp.

### Logjam in House

Action by House Commerce Committee and its subcommittees on pay TV, CATV and other communications issues is still held up pending full committee's resolution of airport business. Committee's chairman, Representative Harley O. Staggers (D-W. Va.) held meetings of subcommittee chairmen last week in attempt to work out schedule for coming weeks. So far, no breakthrough.

### Chess dies

Funeral service is scheduled today (Oct. 20) for Leonard S. Chess, 52, president, L & P Broadcasting Co., operator of WYAN(AM) and WSDM(FM) Chicago and WNOV(AM) Milwaukee. Mr. Chess died last Thursday from heart attack while driving car.

He founded Chess Recording Co. in 1941, which has been responsible for success of many top jazz artists. He is survived by wife, Revetta, and brother, Philip, partner in record and broadcasting ventures, as well as by two daughters and son, Marshall, who is vice president of L & P.

### ABC picks up in MNA's

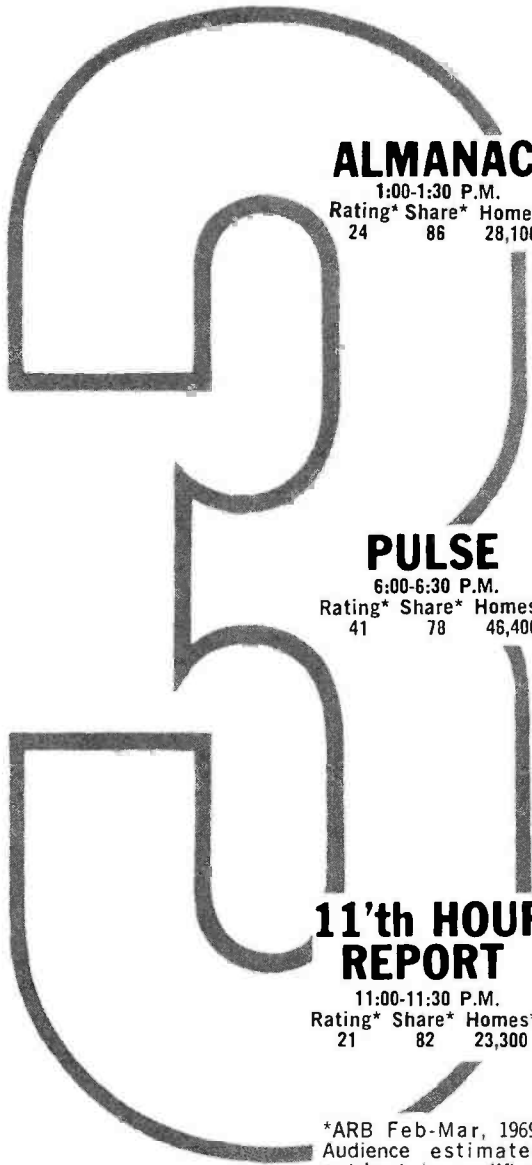
ABC-TV broke through in Nielsen 70-city Multi-Network Area (MNA) ratings for week ended Oct. 12, outrating both CBS-TV and NBC-TV. Movies were ABC's helpmates. Average ratings for week were ABC 18.7, CBS 18.0 and NBC 17.7. New ABC shows in top-10 were *Marcus Welby, M.D.* and *Room 222*.

### Another agency merger

Ad agencies Gaynor & Ducas and Adams Dana Silverstein Inc., both New York, have agreed in principle to merge. Gaynor & Ducas, with offices on both coasts, has billings of \$18 million; Adams Dana bills approximately \$6 million.

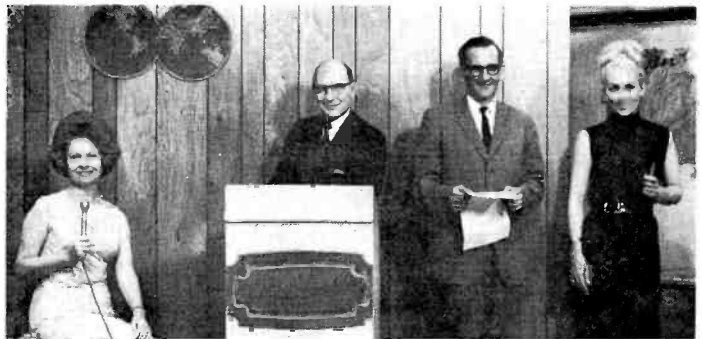
# 3 GOOD REASONS TO CHOOSE WMAZ-TV

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



## ALMANAC

1:00-1:30 P.M.  
 Rating\* Share\* Homes\*  
 24 86 28,100



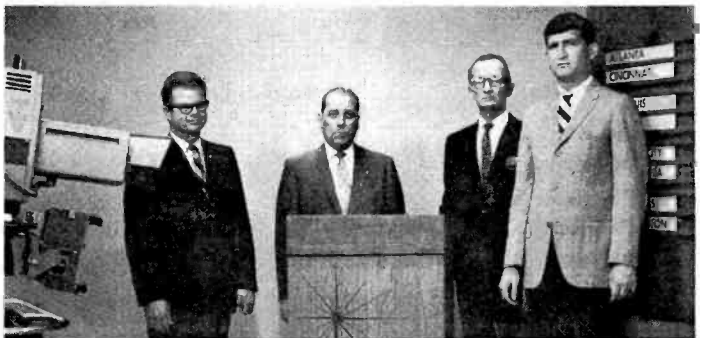
## PULSE

6:00-6:30 P.M.  
 Rating\* Share\* Homes\*  
 41 78 46,400



## 11'th HOUR REPORT

11:00-11:30 P.M.  
 Rating\* Share\* Homes\*  
 21 82 23,300



\*ARB Feb-Mar, 1969.  
 Audience estimates  
 subject to qualifica-  
 tions available on re-  
 quest.

# wmaz-tv

MACON, GA. CHANNEL 13



MULTIMEDIA

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

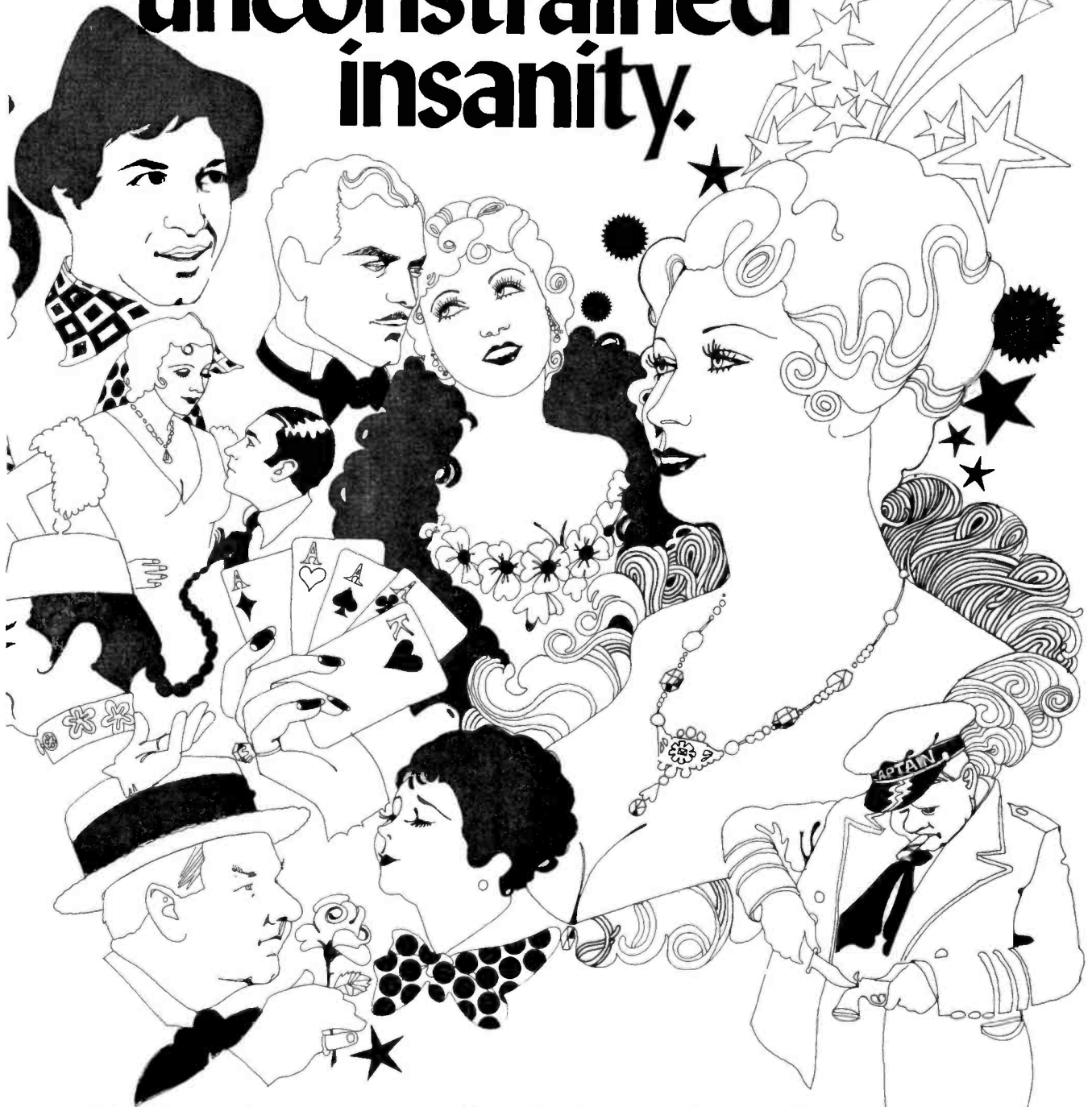


## 26 features in a festival of laughter

W. C. FIELDS curdles the milk of loving kindness in 14 of his finest films with such famous straight-men and women as Gary Cooper, Cary Grant, Jack Oakie, Charlie Ruggles, Martha Raye, Dorothy Lamour, Bob Hope, George Raft, Charles Laughton, George Burns & Gracie Allen, Rudy Vallee and Bing Crosby.



# We proudly unleash unconstrained insanity.



**MAE WEST** shamelessly exposes her talents in 8 (count 'em) collector's items... in which she collects such eager victims as Randolph Scott, Cary Grant, Victor McLaglen, George Raft.

**THE MARX BROTHERS** shatter The Establishment in 4 of their all-time great film romps—blazing their inevitable trail of havoc and consternation among friend and foe... to the unending delight of their viewing fans.

**comedy classics** more programming that sells minutes... from **mca tv**

# M&H

## RIPS YOU APART

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

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

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

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

# M&H

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

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

## Datebook®

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

■Indicates first or revised listing.

### October

Oct. 19-21—Annual fall convention of *North Carolina Association of Broadcasters*. Robert E. Lee hotel, Winston-Salem.

Oct. 21—Luncheon Meeting, *Hollywood Radio and Television Society*. Irving Kahn, president and chairman of board, Teletypewriter Corp., New York, will be guest speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 20-23—Annual board and membership meetings of *Television Bureau of Advertising*. HEW Secretary Robert H. Finch will deliver keynote address. TV's service to small business is theme of TVB's new presentation, "Small business growing larger," to be premiered at Wednesday session. Shoreham hotel, Washington.

Oct. 20-21—Convention of eastern and southeastern chapters of *National Religious Broadcasters*. Marriott Motor Hotel, Twin Bridges, Washington.

■Oct. 21—Hearing before *Senate Communications Subcommittee* on bill to provide reduced-rate television time for congressional candidates (S. 2876) and on other proposals regarding use of television and radio by Presidential and Vice Presidential candidates. Room 1224. New Senate Office Building, Washington.

Oct. 22-24—Annual fall convention of *Indiana Broadcasters Association*. Sheraton hotel, French Lick.

Oct. 22 — Meeting of *Technical Committee of Association of Maximum Service Telecasters Inc.* Washington.

Oct. 22—"Time Buying Made Hard." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Oct. 22-24—Industry-sponsored *Hollywood Festival of World Television*. Features TV programs from more than 20 countries. Century Plaza hotel, Los Angeles.

Oct. 22-25—National meeting of *Mutual Advertising Agency Network*. Pfister hotel, Milwaukee.

Oct. 23-24—Annual fall convention of *Ohio Association of Broadcasters*. Nell House, Columbus.

Oct. 24-26—Fall meeting of *Missouri Broadcasters Association*. Cheshire Inn, St. Louis.

■Oct. 27-29—Eascon '69. Electronics and Aerospace Systems Convention and Exposition, sponsored by *Institute of Electrical and Electronic Engineers's* group on aerospace and electronics systems. Sheraton Park hotel, Washington.

■Oct. 28—*Hollywood Radio and Television Society* luncheon. Speaker: M. S. McLaughlin, vice president of Ford Motor Co. and general manager of Lincoln Mercury Division. Beverly Wilshire hotel, Beverly Hills.

Oct. 29—"Case Study." One in a series of *International Radio and Television Society*

### NAB regional conferences

Oct. 23-24—Palmer House, Chicago.

Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

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

seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Oct. 29-30—*Production '70* workshop on video-tape television production methods, a second edition of Reeves television workshop, which began in 1968. Reeves Television Studios, Reeves Lincoln Square, New York City.

Oct. 29-31—Annual fall convention of *Illinois Association of Broadcasters*. Drake-Oakbrook hotel, Oakbrook.

### November

Nov. 3—New deadline for reply comments on *FCC's* proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

Nov. 3—New deadline for filing reply comments on Part Five of *FCC's* proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 1.

Nov. 3-7—Annual armed forces audio-visual communications conference with *Department of Army* as host. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.

Nov. 5—"The Computer—from ESP to EDP." One of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Nov. 5-6—*Association of National Advertisers* workshop. Delmonico's hotel, New York.

Nov. 6-8—Cablecasting seminar, sponsored by the *National Cable TV Association*, National Cable TV Center, Pennsylvania State University, University Park, Pa.

■Nov. 7—Meeting of *Asociacion Nacional de la Publicidad*, A. C., Mexico City. Hugh R. Best, VP and creative director, Arndt, Preston, Chapin, Lamb & Keen Philadelphia, will speak.

Nov. 7—Black tie dinner honoring retiring FCC Chairman Rosel H. Hyde, sponsored by *Federal Communications Bar Association*. Shoreham hotel, Washington.

Nov. 7-8—Annual fall meeting, *Maryland-District of Columbia-Delaware Association of Broadcasters*. Annapolis Hilton hotel, Annapolis, Md.

Nov. 8-12—Annual convention, *National Association of Educational Broadcasters*. Sheraton-Park hotel, Washington.

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

Nov. 10-11—Combined workshop-management conference sessions, *Radio Advertising Bureau*. Continental Plaza, Chicago.

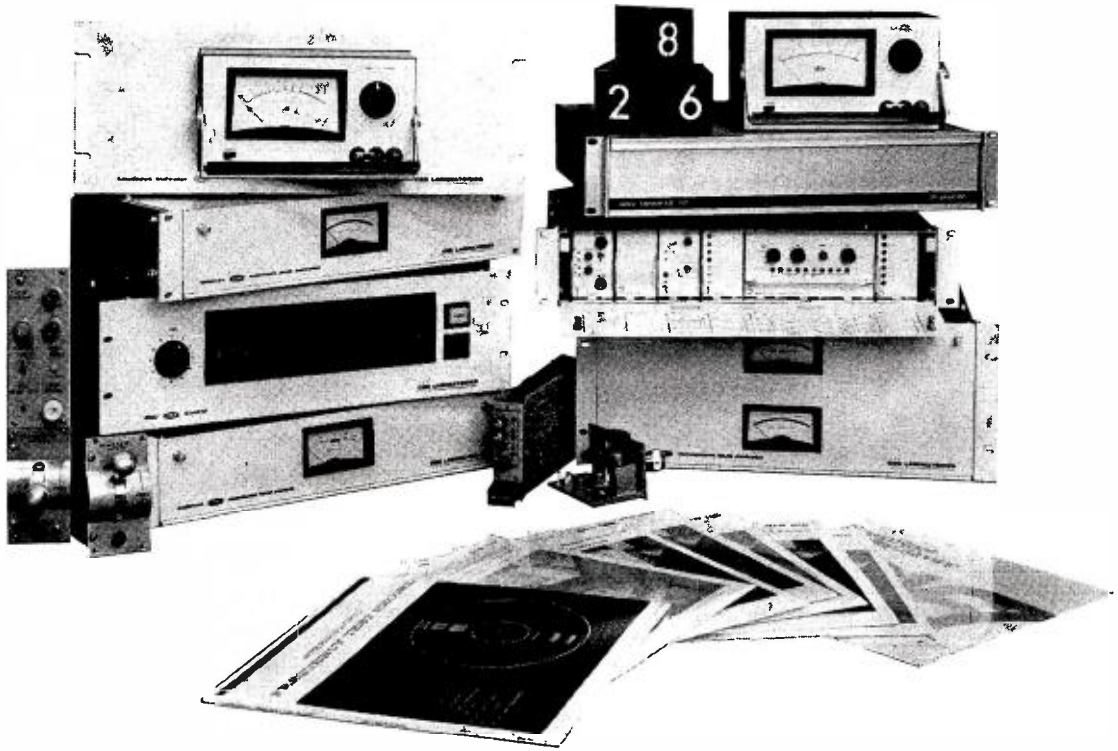
Nov. 12-15—Annual convention, *Sigma Delta Chi*. El Cortez hotel, San Diego.

■Nov. 14—New deadline for filing reply comments on *FCC's* proposed rulemaking banning cigarette advertising. Previous deadline was Oct. 17.

■Nov. 14—Du Pont awards presentations, under auspices of *Columbia University School of Journalism*. New York.

■Nov. 16-19—22d national conference. *Public Relations Society of America*. Speakers include: Saul Bass, president, Saul Bass & Associates; Jack Hanrahan, writer-producer. *Rowan and Martin's Laugh-In* series; Ronald Reagan, governor of California; Sam Yorty, mayor of Los Angeles; Whitney Young, ex-

# BUILDING BLOCKS FOR BETTER BROADCASTING



Each CBS Laboratories professional broadcast product is designed to produce a specific improvement in the quality of broadcast transmissions. Performance and reliability are unconditionally guaranteed.

#### **Audimax**

Solid-state automatic level control

#### **Volumax**

Solid-state limiters for AM or FM or recording

#### **Wide Range Program Monitor**

Measures audio levels across a full 60 db range on a single linear scale without range switching

#### **Automatic Loudness Controller**

Reduces excessive loudness levels in broadcast audio material

#### **Color Masking Processor**

Corrects color distortion caused by optical filter overlap and spectral response characteristics of camera tubes

#### **Test Records**

Unique, high-precision tools for rapid evaluation and adjustment of audio components and systems

#### **Television Display Systems**

Professional display systems for daily use in any size studio — can be expanded with display needs

#### **Dynamic Presence Equalizer**

Enhances the presence of broadcast signal — for more clarity, fidelity and penetration

#### **Masking Amplifier**

Enhances color fidelity and saturation of the Norelco PC 70 camera

#### **Mark II Image Enhancer**

Provides effective enhancing of the vertical and horizontal detail of a television video signal

#### **Joy Stick/Paint Control**

Fingertip response to varying picture quality for the best possible on-air signal

Write or call collect for complete catalog.

## CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.  
Stamford, Connecticut 06905  
(203) 327-2000

# WE SELL ONE AM or FM Broadcast Transmitter A DAY

## JUST LUCKY?

If so, very lucky, because, at 6, we're the youngest of the major broadcast equipment manufacturers, with over one hundred and fifty domestic broadcasters and approximately 500 international and government users and gaining rapidly. That kind of growth suggests vitality, at least. New broadcasters say what attracts them to us is our reputation for reliable products, unexcelled services, and realistic prices.

**Reliable products** like zero bias triodes in FM Broadcast Transmitters that just don't wear out! (Some of these tubes have been in service for 20,000 hours and are still going strong.) The reliability and stability are just unsurpassed. We've simplified the circuits such that there just aren't any parts to drift. Our AM Transmitters don't contain marketing gimmicks but simple conventional circuits that even a 3rd class license holder would understand. They sound like a million dollars and just go on and on.

**Services** like having CCA technicians supervise your installation when required *at no cost*. Having replacement parts *shipped prepaid* and *always* being available for assistance. Modification Kits constantly being supplied to update and maintain the reliability of your transmitter.

**Prices** that are consistent with our costs and which have kept the "Big Boys" from gouging the little broadcaster. It's pretty apparent CCA products provide much more for considerably less cost.

We're proud of our rapid growth, sure. But let us show you how we can apply our services and products to bear on *your* equipment requirements.

**Your AM and FM Equipment Performance is our Business.**



## CCA Electronics Corporation

716 Jersey Avenue  
Gloucester City, New Jersey 08030  
Telephone: (609) 456-1716

WHY PAY MORE AND GET LESS

ecutive director, Urban League, Century Plaza hotel, Los Angeles.

Nov. 18—Deadline for filing comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

■Nov. 18—"Media Trends." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Joseph Ostrow of Young & Rubicam will speak. 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

Nov. 21—Annual fall management seminar, *Kansas Association of Broadcasters*, Ramada Inn., Lawrence.

■Nov. 25—"Media Futures." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Erwin Ephron of Carl Ally Inc. will speak. 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

Nov. 28-30—Fall convention of *National Association of Farm Broadcasters*. Conrad Hilton, Chicago.

## December

Dec. 4-5—Special board of directors meeting of *Association of Maximum Service Telecasters Inc.* La Quinta hotel, La Quinta, Calif.

Dec. 5-7 — Fourth annual Radio Program Conference, sponsored by programing consultant *Bill Gavin*. Representatives John V. Tunney (D-Calif.), and Julian Bond, member of Georgia House of Representatives, special guests. Panels on new concepts and directions in broadcast programing. Music roundtable with representatives from top-40, non-rock, country, rhythm-and-blues music stations. Regency Hyatt House, Atlanta.

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

Dec. 6-11—Galaxy conference on adult education, sponsored by *Committee of Adult Education Associations*. Utilization of TV for continuing education, among other subjects, will be explored. John W. Macy Jr., president of Corp. for Public Broadcasting and Henry Alter, National Educational Television, are scheduled to speak. Sheraton-Park and Shoreham hotels, Washington.

Dec. 8-12—Annual *National Association of Broadcasters* engineering/management seminar. Purdue University. West Lafayette, Ind.

Dec. 15—Presentation of first national awards in communications media by *American Civil Liberties Union*. New York.

Dec. 17—Deadline for filing reply comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

■Dec. 19—Pre-hearing conference on license renewal hearing of KRON-FM-TV San Francisco. Washington.

## January 1970

■Jan. 8—Renewal hearing for KRON-FM-TV San Francisco. Washington.

Jan. 9-12—Seminar on "Responsibilities of Communications Media." conducted by *Ditchley Foundation*, Oxford, England.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the *Bureau of International Commerce of the U.S. Department of Commerce*. U.S. Trade Center, Paris.

■Jan. 16—Board of directors meeting of *Institute of Broadcasting Financial Management*. Royal Orleans hotel, New Orleans.

Jan. 19-23—Winter meeting of *National Association of Broadcasters* board of directors. Sheraton Maui hotel, Maui, Hawaii.

■Indicates first or revised listing.



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

## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

Executive and publication headquarters  
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1735 DeSales Street, N.W., Washington,  
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Lawrence B. Talshoff, *executive VP*

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\*Reg. U.S. Patent Office.  
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## OpenMike

### Commercials are hard work

EDITOR: Cliff Einstein's "Monday Memo" (BROADCASTING, Oct. 13) is not the first article to encourage advertising agencies to produce better radio commercial copy. Speaking as the continuity writer of a large New York FM station, I must say that much more time and effort is put into commercials by the radio stations themselves.

Since a large part of a local station's business comes from shops and services that do not employ agencies, both the sales campaigns and the commercials themselves are planned and executed by the station's own continuity "department." I devote most of my working day to doing just that for every conceivable type of local business—from a "singles" dating service to a store specializing in arch supports. Each commercial receives several hours of careful planning, writing, musical background and/or sound-effects selection, and then production. No easy task for some 300 clients, whose spots get completely revised every few weeks.

Ad agencies would do well to improve their radio spots and give the stations' own writers some real competition. Perhaps they should hire former radio continuity people for their creative departments, rather than limiting themselves to those writers with mainly agency print experience.—*Marion Kurtz, continuity director, WRFM(FM) New York.*

### Slow-pay problem

EDITOR: As the operator of a small radio station in what the large advertising agencies consider a fringe market. I am becoming increasingly aware that some of the major agencies are using money that belongs to small-market media to take advantage of prompt-payment discounts offered by networks and publishers.

The names of the advertising agencies that are 90 to 120 days late in paying media bills (especially those from radio stations in small markets) read like a who's who among the top-10 in annual billing. . . . Dozens of letters that I have written to these agencies have gone unanswered.

In the few instances where the agencies bothered to reply to our letters, they blame the computers, the fact that we have no station rep, the huge size of their operation, and other excuses that are strictly invalid. I don't think mammoth size is an excuse for inefficiency. . . .—*I. T. Cohen, president-general manager, KIZZ(FM) El Paso, Tex.*

# 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."



Frank  
Hicks, *AM program director*

"Our success depends on the listener. What he wants does have an effect on what he gets. We program for him. His wants make him a member of our team."



Bob  
Sinnett, *vice president, engineering*

"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."

# WHBF

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

## Voilà!—the advertising facts of life in Europe

No traveller in Western Europe can fail to recognize the forest of TV antennae which spring from the roofs of homes—rich and poor alike—in virtually every town and village.

During the last six years the number of television sets has more than doubled to a total of more than 48 million so that today almost every fifth person owns or rents a receiver.

All television in Europe is government-controlled, although operationally to a greater or lesser degree autonomous, save for the United Kingdom where a healthy balance is provided by the noncommercial public corporation, the British Broadcasting Corp., and the private program contractor which carries commercial advertising, and which operates under the aegis of a statutory body, the Independent Television Authority.

Commercial television in Britain is much-envied and studied throughout continental Europe as it provides a reasonable balance between programming and advertising. This interest was particularly in evidence at the London Television Congress held during the first week of October 1969.

From the outset, acceptance by most European governments of television which carried commercial advertising was painstakingly slow, but once a foothold has been established, its spread became wide and rapid. The main attraction for governments was that it enabled them to off-set high production costs against advertising revenue.

This is best illustrated by looking at the number of homes which can now receive the channels with commercial advertising: Great Britain, 89%; Netherlands, 83%; West Germany, 79%; Finland, 72%; France, 61%; Italy, 56%; Switzerland, 39%; Spain, 36%; Portugal, 21%. (Source: "World Radio TV Handbook 1969")

Only four countries—Belgium, Denmark, Norway and Sweden—have not yet introduced a service with advertising. However, since the Netherlands started commercial TV during 1967, and since it is now expected to double the commercial service by 1972, it would not be surprising if neighboring Belgium—two-thirds of which speaks the similar language—was to introduce it in the near future.

In the Scandinavian countries, politi-

cal attitudes and opposition from the newspaper proprietors are likely to stave off the introduction of a commercial service until about 1972, although there are strong pressures existing in these countries for the earlier introduction of such a service.

Advertising on television in Europe, as in the United States, has provoked a marketing revolution.

Television advertising in Europe, however, has certain problems. In the American sense, commercial advertising does not exist. In Europe no advertiser can sponsor, or indeed have any control over the content of a program, nor can it dictate to the program company that its advertisement should be used in a particular program. European advertising is concentrated in program breaks consisting of "blocks" which consist of a number of commercial spots which are rigidly separated from the programs. The limitation of this "block" system is that it dilutes the impact of each individual advertisement. Advertising time is severely rationed—on average about five to 10 minutes in each hour—hence there are long waiting lists of advertisers clamoring for time to be allotted to them.

In the Netherlands, Germany, and France, an advertiser wanting to use television has to plan his campaign two years in advance—and even then he must have a very substantial advertising agency behind him to obtain the viewing segment of his choice. In addition, his campaign schedules have to be drawn up according to the TV time allotted, rather than according to the appropriation which he would have liked

to devote to this medium.

Then there is the language problem—Switzerland, Belgium and Finland having more than one official language.

Switzerland has three channels—one German, which serves approximately 70% of the population, one French, serving another 20% and an Italian channel for the remaining 10%.

While TV on a multi-national scale is at an early stage—e.g. joint programs such as the *Eurovision Song Contest*—the overlap of national channels has already "conditioned" viewers to this next stage of development. This further development is linked to technical questions such as the use of satellite transmitters. Luxembourg has already taken considerable advantage from the overlapping of viewers in Belgium and France. The privately owned Luxembourg company claims a total viewership on 600,000 sets, only 48,000 of which are actually in Luxembourg, the majority being situated in Belgium and France.

Multi-national transmissions with commercial advertising which could reach a market of up to 300-million people are still very much in the future. Many agencies are, however, planning for this day and are already producing commercials which with linguistic modifications are being used in several countries, and on both technical systems. This process of television integration—with its reduced production costs—will undoubtedly develop even faster as the European economy develops, and the countries of Europe move towards effective economic and political integration.



Alexandre de Lasta is president of the EMAD Group and managing director of EMAD Ltd. EMAD, which stands for European Marketing and Advertising Agencies, is a group of nine independent organizations. Count de Lasta, who is descended from an old Spanish noble family, went to England shortly before World War II and subsequently became a British subject. After World War II he became associated with Pearl & Dean, an advertising group, and with the Saward Baker & Co. Ltd. agency.



# There's one in every crowd

Maybe more. Plus guns and blackjacks. All just waiting to go into action. Today crime walks down the street with you. Hides around the corner. Rides next to you on the bus. The incidence of crime is so staggering most people don't want to think about it.

But WMAL-TV won't let them forget the deadly serious situation in Washington and the nation. WMAL-TV editorials say what must be said. Then they say it again. They give facts. And they suggest remedies for the kill-or-cure problems that threaten us all.

WMAL-TV editorials advocated a special Committee of Congress to investigate crime and urged support of the resolution introduced by Congressman Claude Pepper. This resulted in the House Select Committee on Crime which has been called the most important congressional effort since the Kefauver hearings.

Other WMAL-TV editorials have been widely discussed, debated, applauded and even cursed. But seldom ignored.

And WMAL-TV intends to keep it that way.

**WMAL-TV** abc

The Evening Star Broadcasting Company  
Washington, D.C.  
Represented by  
Harrington, Richter & Parsons, Inc.



would you believe  
 that TV sales managers are actually  
 making points with their program managers  
 by recommending

# The Doodletown Pipers

six one-hour seasonal specials  
 that make everybody feel so young.

“Getting  
 Ready For  
 Christmas”  
 (for sponsors  
 who are...)

designed for showing from  
 Thanksgiving on. It's a Christmas  
 party with kids, music and loads of  
 love. The songs are a swingin' blend  
 of contemporary and traditional moods.

plus these other five shows:

**An American Holiday  
 Spring is Bustin' Out  
 Beach Party  
 Harvest Hayride  
 Way Out West**



Sold in these 34 markets:

KTLA	Los Angeles
WFIL-TV	Philadelphia
KTVU	San Francisco
WMAL-TV	Washington
WCCO-TV	Minneapolis—St. Paul
KHOU-TV	Houston
KIRO-TV	Seattle
WNHC-TV	New Haven—Hartford
KXTV	Sacramento
WTVT	Tampa—St. Petersburg
WSM-TV	Nashville
KLZ-TV	Denver
XETV	San Diego
WBTV	Charlotte
WDBO-TV	Orlando
KSL-TV	Salt Lake City
WANE-TV	Rockford
KOB-TV	Albuquerque
KLAS-TV	Las Vegas
WIRL-TV	Peoria
WAND-TV	Decatur
WANE-TV	Fort Wayne
WLOS-TV	Asheville
WTVD	Raleigh—Durham
WFMY-TV	Greensboro
WDHO-TV	Toledo
KWWL-TV	Waterloo
WDAU-TV	Scranton—Wilkes-Barre
WWTW	Cadillac
KARK-TV	Little Rock
WLYH-TV	Lancaster—Lebanon
KFRE-TV	Fresno
WNBX-TV	Binghamton
WFBG-TV	Altoona—Johnstown

Top national advertisers like these:

Anderson-Clayton	Norelco
Bristol-Myers	Chas. Pfizer
Carnation	Sterling Drug
Folger Coffee	Hills Bros. Coff.
General Foods	Frito-Lay
Lever Bros.	Max Factor
	Eversharp Schi

Regional & local sponsors like these

Southern Style Foods	Kroger Stores
National Tea	Sears
7-Up	MJB Coffee
Hickory Farms	Van's Markets
Pepsi-Cola	Hamm's Beer
Montgomery Ward	Household
First Union National Bank of North Carolina	Finance Corp.
	and new car dealers, department stores, insurance agencies, food chains.

TRIANGLE PROGRAM SALES, 4100 CITY LINE AVENUE, PHILA., PA. 19131, (215) 878-9700  
 NEW YORK (212) 421-2770 / CHICAGO (312) 945-2744 / LOS ANGELES (213) 387-1296



# Radio's up, but not as much as last year

1969's gains don't compare with '68's but maybe 1967 was so bad it made everything else look good

Radio time sales, which in 1968 out-did all past performances, appear likely to edge up again this year. Unlike 1968's advance, however, 1969's seems more likely to be measured in inches than in yards.

For national radio sales in particular—both national spot and network—the gain, if it comes, may be a squeaker. Local radio sales appear to be maintaining a more consistent rate of increase and, in the opinion of some authorities, may be largely responsible for whatever gain total radio sales achieve in 1969.

This prognosis emerged last week from a BROADCASTING canvass in the wake of FCC's official report showing that radio in 1968 did, as predicted, have its first billion-dollar year in time sales, pushed over the magic mark by a 13.7% rise above 1967 levels (for details, see page 23).

The canvass of 1969 prospects encompassed leading station-representation and network radio authorities and qualified observers of local as well as national radio sales trends.

Station reps agreed generally but not unanimously that 1969 spot radio business had turned soft in the third and fourth quarters, but they disagreed on the extent to which it had been or is now recovering. Until about midyear, most agreed, business was excellent, and for the most part even the gloomiest thought the first half advances would help keep the full year on the plus side.

One long-time, close observer speculated that, barring major trend changes in either direction, national spot radio would come through 1969 "up 1 or 2 or 3%, or maybe even" with its 1968 performance.

But he was quick to caution—as were others—that the current indicators are so varied, and often contradictory, that finding an acceptable consensus is difficult. "Some say business is very good, some say it's not, and when you put them all together you really don't know what to think," he asserted.

On the up side, however, he also

noted that even if national spot only breaks even with its 1968 pace, it still will have maintained a momentum that carried it more than 14% above 1967 levels—and will have done so in a year of widespread slackening and uncertainty in the national economy.

Reps responding to BROADCASTING's canvass tended in most cases to anticipate sales gains for their own shops for 1969 over 1968, and the ones who ventured to put a percentage figure on those predictions tended to put it in the 6-8% range, although one said he was looking for a 20% increase.

These estimates would be offset to an undeterminable extent by other reps who described their own anticipated gains only as "slight," "small" or "marginal," and by a minority who said they expected their 1969 sales to fall below 1968 levels, one by 10-15%.

The radio-network situation also appeared to be mixed. Two networks reported 1969 sales running ahead of last year's pace, another said they were lagging somewhat but expected to recover, and Broadcast Advertisers Reports es-

timates for all radio networks through August put combined sales 1.7% below those for the same period last year—\$34,802,700 versus \$35,430,300.

Some reps claimed networks were taking away some of their spot-business—a claim that reps frequently make and networks always deny. One relatively impartial expert speculated last week that while networks may have taken some spot money, spot has gained some from network, so that "whatever boat the reps are in, the networks are in the same boat."

On the more general subject of sales levels, Mutual was undergoing a top management change last week (story page 74) and appropriate officials could not be reached, but leaders of the other networks appeared confident.

Walter A. Schwartz, president, ABC Radio network, said "our sales picture has continued to brighten in 1969, with sales for the first nine months substantially ahead of the same period in 1968, with strong indications for major gains in the coming year."

Mr. Schwartz said the end of the

## Here's how 1968-67 compare for radio-TV

Broadcast revenues, expenses and income of networks and stations of radio<sup>1</sup> and television broadcast services

	1968	1967	Percentage change 1967-68
<b>TOTAL BROADCAST REVENUES</b>			
Radio	\$1,022,900,000	\$ 907,300,000	12.7%
Television	2,520,900,000	2,275,400,000	10.8
INDUSTRY TOTAL	\$3,543,800,000	\$3,182,700,000	11.3%
<b>TOTAL BROADCAST EXPENSES</b>			
Radio	909,500,000	\$ 826,500,000	10.0%
Television	1,026,100,000	1,860,800,000	8.9
INDUSTRY TOTAL	\$2,935,600,000	\$2,687,300,000	9.2%
<b>BROADCAST INCOME (before federal income tax)</b>			
Radio	113,400,000	\$ 80,800,000	40.3%
Television	494,800,000	414,600,000	19.3
INDUSTRY TOTAL	\$ 608,200,000	\$ 495,400,000	22.8%

<sup>1</sup> Includes AM and FM.

Note: 1968 Radio data cover the operations of nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,161 AM and AM-FM and 433 independent FM stations. 1967 radio data cover the operations of four nationwide networks, 4,076 AM and AM-FM and 405 independent FM stations. 1968 TV data cover the operations of three networks and 642 stations. 1967 data cover the operations of three networks and 619 stations.

sixties will mark the end of a "major phase" in the development of ABC's four radio network services, said ABC had emphasized a strengthening of affiliates, which now total over 1,150 and said ABC believed the four services "will enjoy a stronger position in 1970 than some pundits would ever have allowed us."

Clark B. George, president, CBS Radio division, similarly put the first nine months of the year ahead of 1968 for CBS, noting, however, that the fourth quarter had shown "softness for us as well as for the other networks." He said CBS Radio would continue to be "the number 1 radio network in sales as we have been for more than a decade," that its position of increasing audience and of remaining a profitable business would continue and that another "good year" was anticipated in 1970.

Mr. George also said that CBS's owned stations showed a sales increase in 1968 that exceeded the industry's rate of growth and said that in 1969 the stations will show a "substantial sales increase" with a growth rate greater than it was in 1968. He said this reflected advertiser "confidence in radio as a medium and of the audience growth of the stations, particularly our four 'newsradio' stations" he said the news stations have had greater audiences than a year ago, and said that a "healthy growth" was in prospect for the owned FM's as well as AM's.

Arthur A. Watson, president, NBC Radio division, reached in Puerto Rico where the NBC Radio network held its affiliates convention last week, emphasized that 1968 was "an excellent year for us." This year, he said, sales currently were "slightly down," but that the network had hopes of "closing out the year in good shape."

Mr. Watson said the outlook for 1970 was optimistic based on discussions with advertisers and he said the network was encouraged that radio "will regain its momentum." He said NBC Radio would continue to attract new advertisers, noting it has had "considerable success" in the past six-to-nine months in this area. He said the departure of cigarette advertising would not be "much of an (adverse) factor" in future network business.

Following are some typical reports from BROADCASTING's canvass of station-rep firms:

The president of a large representative firm called the first six months "excellent," with sales exceeding the 1968 period by about 11%. He reported that sales declined during the third period to levels below last year but he was hopeful that the fourth quarter "will be at least as good as 1968."

He said his over-all increase for the year may be about 8% but added:

"we'll settle for 6%."

He felt the general slackening in the economy has been the prime factor in the sluggish spot-radio sales picture in the last half of this year. One bright spot, he said, has been the gradual expansion of budgets by soap and detergent companies, though he said this type of advertising has not been growing as rapidly as he had hoped.

The sales manager for a major radio rep firm also termed his first and second quarters "excellent," but noted a slowness in the second half of 1969. One reason, his stations lost some business aimed at the teen-age audience with the start of the school term.

He also felt they suffered some losses in the package goods category this fall. Radio dollars are committed last, he noted, and his stations lost business "when things started getting shaky in the market." Tobacco companies cut back also, he said, probably to lock themselves into long-term television contracts and to build a franchise in newspapers.

Taking into account a very healthy first half and a soft second half, this sales manager expected a 7.5% increase for the year.

The first half of 1970 will lag behind last year's, he predicted, but the coming year as a whole looked good to him. He noted that there have been some favorable "rumblings from Procter & Gamble" on the subject of spot radio.

The president of one of the largest radio rep firms bemoaned a "very bad year" and explained, "We've got a recession, that's why. We have tight money and people are pulling their horns in."

Except when the target audience was teen-agers, he said, advertisers recoiled from spot radio in the second half of 1969. Some of the stations he represents are as much as 40% off for October this year compared to last, while a few stations came out even. He foresaw a 10% to 15% decline in business for the entire year, and he felt "very bad" about the business outlook for early 1970.

A major rep reported a slight increase in total business so far this year, with the outlook for the rest of the year about the same. He declined to give a specific percentage, but said it would be small.

"The New York market is weak compared to the rest of the country, and will probably stay that way," a spokesman said. "That's because activity is very slow in national accounts, while regional accounts are keeping the offices outside New York busy."

"A good part of the national spot business has gone to network radio," he asserted. "It's possible that spot TV could have taken some of the radio business too, because in smaller markets they compete with each other."

"The overall total for the year will be up slightly," predicted a rep with a small number of large-market stations—and a 1969 sales-to-date experience contrary to some of the others. "The first quarter was off compared to last year, but the second and third quarters were up." He declined to give percentages.

Despite the loss of national political advertising and cigarettes, the rep was optimistic. "I don't know why," he noted, "but bigger markets just seem to get the better budgets."

Spot radio business at stations of a major representative is expected to be about 8% over last year's level, though the rate of increase slowed somewhat in the third quarter and markedly in the fourth quarter, according to an executive vice president of the firm.

"We were running almost 20% ahead of last year until early this summer," he reported. "I would say it's been the uncertain economy. When advertisers cut budgets, spot radio feels it first; we don't have the franchised positions TV has. A minor consideration is the further cut-back in cigarette advertising, which has been going down in spot radio for each of the past five years."

The vice president and sales manager of another leading representative said over-all business had grown by about 13% in the first six months, with most of his stations up considerably more than that over last year but with others down. Sales began to droop in the summer for the fall, and the third quarter, he noted, was down considerably from 1968 but the fourth quarter should be "about as good" as last year's.

For the year as a whole, he projected an average gain of about 6%. He pointed out that in 1968 the average increase over 1967 was more than 20% and virtually all stations shared in increased billing, a situation that he said will not be duplicated this year.

He cited these factors as contributing to a decelerated final half of the year the "dampening economy"; increased use of network radio and a decrease in spot by agencies placing business out of New York (he mentioned Colgate-Palmolive, General Motors and Campbell Soup as examples), and the lack of opportunities this year in national and state politics.

Last year was the "highest year in our history," said one rep who projected a 10-12% overall decline in business this year. As he put it, "we were ahead in the first quarter of this year; about 10-15% behind in the second and third quarters, and the fourth quarter appears to be a disaster." He said advertisers were using very short flights (2-3 weeks) with orders changed quickly, a reflection, he said, of the economy and a general uncertainty among

businessmen.

One radio-only rep summed up his business year as "not good, not enough action" but said that his company was fortunate because of the market-size of its clients. He hoped the firm will come in by the year end with billing "equal or ahead" of 1968 though fourth-quarter 1969 is soft. He said that

the Chicago office, which had been strong, was "softening in sales" while New York has been in that condition since last spring. Other offices around the country, however, have experienced a good sales volume. He said the state of the economy and tight money, along with a "cooling off" by advertisers, were all noticeable factors.

A group-owned rep said its business was up 20% this year over 1968, and that 1970 looks good "but we anticipate more conservative, or modest increases, depending on the state of the economy." This rep also noted that it expected the loss of cigarette advertising to have at least some deterring effect on spot radio.

## Radio shook the doldrums in 1968

### Dismal '67 was supplanted with strong gains in income for a \$1 billion year, according to FCC data

Radio-broadcasting revenues in 1968 registered a 12.7% gain over 1967. And, although radio expenses were up by 10%, income before federal taxes showed a healthy 40.3% increase.

The FCC's radio financial report for 1968, released last week, showed that radio revenues in 1968 were \$1.02 billion compared with \$907.3 million for 1967. Combined radio and television revenues in 1968 increased 11.3% to \$3.54 billion compared to \$3.18 billion the previous year.

Radio's income before federal taxes increased to \$113.4 million over 1967's \$80.8 million. Pretax income for radio and television combined climbed 22.8% to \$608.2 million from \$495.4 million the year before.

Radio networks had 1968 revenues of \$37.66 million, a 6.9% decrease. Their 1967 loss was \$1.27 million on revenues of \$40.45 million. Income before federal income taxes for the 20 network-owned stations increased slightly—\$852,000 on revenues of \$43.6 million in 1968 compared with a loss of \$759,000 on revenues of \$36.67 million in 1967. The 4,141 other stations registered pretax income of about \$122.5 million on revenues of \$913.4 million—a 40.6% increase from the previous year's pretax income of \$87.1 million. Independent FM's did not fare as well—433 non-AM affiliates suffered a loss of \$3.9 million on total revenues of \$28.3 million.

For the entire broadcasting industry, pretax income totaled \$117.3 million on revenues of \$994.7 million, a 37.9% increase in pretax income from the year 1967.

Total time sales of networks and stations before deduction of commissions to agencies and representatives amounted to \$1.1 billion in 1968—a 13.7% increase over 1967's \$946.6 million. Total retentions from the sale of network time by networks and 4,161 stations dropped only 1.7% to \$46.8 million from \$47.6 million in 1967; national spot rose 14.7% to \$332.4 million from the previous year's \$289.8

million, and local spot gained 14.4% to \$697.1 million from 1967's \$609.2 million.

The percentage of network, national and local spot time sales to total time sales remained about the same as last year—network 4%; national spot 31%, and local 65%.

Radio stations reporting revenues of \$1 million or more numbered 139. In 1967 there were 110 such stations. Of the 4,061 stations reporting, profits and losses, 2,912 were in the black and 1,149 suffered losses. In 1967, 1,322 of 3,976 stations reporting were in the red.

Among the stations reporting revenues of \$1 million or more in 1968, 58 had profits of \$500,000 or over—an increase of 15 over 1967. There were four stations in the \$1-million revenue category with losses of \$500,000 or more. The previous year there were three.

Average revenues of profitable stations amounted to \$270,000 and average profits rose to \$56,000—an increase over the average revenues of \$249,871 and average profits of \$48,186 in 1967 when pretax income for the entire industry suffered a 15.5% decline. In the unprofitable station category, \$145,000 was the average for revenues and \$33,000 the average loss.

In markets with populations of 2 million or more, average revenues for the money-making stations were \$1.3 million and income was \$386,000—an increase from comparable 1967 revenues of \$1.17 million and income of \$327,445. In the same markets, stations reporting losses in 1968 averaged revenues of \$442,000 and losses of \$166,000 compared with 1967 revenues of \$480,790 and losses of \$170,224.

In one-station communities outside Standard Metropolitan Statistical Areas (SMSA), a total of 1,532 stations had average revenues of \$94,723 and profits of \$8,798. Of this total, 1,192 stations in the black had average revenues of \$102,753 and average profits of \$13,628. The 340 stations reporting losses

in one-station markets had average revenues of \$66,571 and average losses amounting to \$8,132.

In two-station communities, 551 stations had average revenues of \$123,656 and average profits of \$8,860. The 397 stations in this category reporting profits had average revenues of \$135,918 and average profits of \$17,095. The 154 outlets in the red averaged revenues of \$92,046 and losses of \$12,371.

FM station revenues in 1968 were \$53.2 million, an increase of 33.7% from the previous year. The 1968 figures were based on reports by 1,888 FM's.

FM stations operated by AM licensees reported 1968 revenues of \$24.9 million, a gain of 44.8% over the 1967 figure of \$17.2 million. Profits for those stations are not broken down, but are included in the licensee's income for both the AM and the FM station.

In 1968 433 independently owned FM stations reported revenues amounting to \$28.3 million, compared to the 1967 total of \$22.6 million, when 405 FM's reported. The independents reported an aggregate loss of \$3.9 million in 1968—only a slight improvement over their 1967 deficit of \$4.2 million. Of the 433 independents, only 148 reported a profit while 285 suffered a loss. Of the 405 reporting in 1967, 115 were in the black and 290 were operating at a loss.

The FCC's financial data for SMSA stations showed that combined revenues of independently owned FM's topped the \$1-million mark in six major markets: Los Angeles-Long Beach, Calif., \$1.78 million; Chicago, \$1.60 million; New York, \$1.49 million; San Francisco-Oakland, \$1.34 million; Detroit, \$1.25 million, and Philadelphia, \$1.14 million.

Only in seven markets did independents show an aggregate pretax profit: Chicago, \$116,750; Detroit, \$38,940; Cleveland, \$35,399; Buffalo, N.Y., \$30,298; Champaign-Urbana, Ill., \$11,552; Terre Haute, Ind., \$11,412, and Baltimore, \$8,146. Houston had the



heaviest deficit—\$242,212—and Anaheim-Santa Ana-Garden Grove, Calif., had the smallest, \$2,418.

Independently owned FM's employed 3,962 people in 1968, of which 1,727 were part-time. They had an investment in tangible property of \$29.7 million at original cost and \$19.8 million at depreciated cost.

During 1968, 2,710 radio stations reported payments to proprietors, partners or stockholders totaling \$72,655,814. Of this amount, 22 stations paid out over \$100,000 each.

Of the 1,149 stations reporting losses for the year totaling \$37,387,762; 667 reported payments to owners amounting to \$30,564,392, and 1,086 radio stations deducted a total of \$15,822,729 for depreciation.

Among the 1,149 stations reporting deficits, 631 outlets made payments to proprietors, partners or stockholders and/or took depreciation exceeding the amount of their losses. There were 344 stations that paid more to their owners than the amount of their losses.

The 10 metropolitan areas with the highest radio revenues were New York,

\$47.7 million; Los Angeles, \$30.5 million; Chicago, \$29.0 million; Philadelphia, \$15.7 million; San Francisco, \$15.3 million; Detroit, \$14.2 million; Boston, \$13.5 million; Washington, \$10.3 million; Cleveland, \$9.13 million, and St. Louis, \$9.08 million.

Other markets where all radio outlets had total revenues of \$5 million or more in 1968 were: Atlanta, \$8.5 million; Baltimore, \$8.8 million; Buffalo, \$5.3 million; Dallas, \$6.9 million; Denver, \$6.1 million; Houston, \$8.1 million; Kansas City, \$5.8 million; Miami, \$5.96 million; Milwaukee, \$5.91 million; Minneapolis, \$8.6 million; Pittsburgh, \$7.8 million, and Seattle, \$7.3 million.

Markets where total profits reached \$1 million or more: Atlanta, \$2.93 million; Baltimore, \$1.97 million; Boston, \$3.15 million; Chicago, \$8.03 million; Cleveland, \$1.06 million; Dallas, \$2.37 million; Detroit, \$4.85 million; Houston, \$1.82 million; Kansas City, Mo., \$1.76 million; Los Angeles, \$6.65 million; Pasadena, Calif., \$1.01 million; Memphis, \$1.05 million; Minneapolis, \$3.63 million; New York,

\$9.34 million; Philadelphia, \$2.81 million; Pittsburgh, \$1.42 million; St. Louis, \$1.65 million; San Francisco, \$2.47 million, and Washington, \$2.51 million.

Total radio expenses in 1968 amounted to \$874.65 million, of which \$96.7 million was spent for technical; \$289.54 million for programing; \$168.06 million for selling, and \$320.33 million on general and administrative expenses.

In 1968, radio broadcasters employed 66,691 persons—16,740 part-time. Investments in tangible property amounted to \$693.6 million at original cost and \$368.7 million at depreciated cost.

A total of 4,441 stations reported 1968 financial data. Of those in operation the full year, 4,061 were AM's and AM-FM combinations and 380 were FM's not affiliated with AM's. Of the 153 in operation part of the year, 100 were AM's and AM-FM's and 53 were FM independent.

There was a total of 4,651 commercial radio stations in operation on Dec. 31, 1968, compared with 4,556 in 1967.

## Market-by-market comparison of radio revenues and expenses

Selected revenue items and broadcast revenues, expenses and income<sup>1</sup> of radio<sup>2</sup> stations by Standard Metropolitan Statistical Areas and by communities not in Standard Metropolitan Statistical Areas, 1968

	No. stations in operation	AM and AM/FM time sales <sup>3</sup>			Total stations reporting <sup>4</sup>	Total broadcast revenues <sup>5</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National & regional advertisers & sponsors <sup>4</sup>	Local advertisers & sponsors <sup>4</sup>				
<b>Metropolitan areas</b>								
Abilene, Tex.	6	435	\$ 137,435	675,476	6	\$ 765,599	\$ 711,072	\$ 54,527
Akron, Ohio	5	*	1,469,804	2,420,941	5	3,481,043	2,696,090	784,953
Albany, Ga.	4	2,727	142,055	441,850	4	569,839	518,478	51,361
Albany-Schenectady-Troy, N.Y.	10	68,162	1,956,975	2,737,604	10	4,036,400	3,725,258	311,142
Albuquerque, N.M.	9	16,175	536,050	1,503,842	8	1,840,084	1,892,122	-52,038
Allentown-Bethlehem-Easton, Pa.-N.J.	8	23,249	559,018	1,826,164	8	2,317,369	1,860,016	457,353
Altoona, Pa.	6	3,376	169,761	638,450	6	778,200	900,432	-122,232
Amarillo, Tex.	7	6,973	352,714	1,026,955	7	1,292,925	1,304,600	-11,675
Anaheim-Santa Ana-Garden Grove, Calif.	2	*	*	*	2	*	*	*
Anderson, Ind.	2	*	*	*	2	*	*	*
Ann Arbor, Mich.	5	143	82,520	565,430	5	655,190	766,462	-111,272
Asheville, N.C.	4	11,279	176,702	731,685	4	889,033	813,743	75,290
Atlanta	22	215,032	3,500,625	7,334,477	21	9,448,884	6,720,248	2,728,636
Atlantic City, N.J.	5	8,118	141,943	785,717	4	933,449	897,597	35,852
Augusta, Ga.-S.C.	11	24,020	168,048	1,282,943	11	1,551,350	1,477,896	73,454
Austin, Tex.	5	9,948	560,329	1,459,311	5	1,864,144	1,699,879	164,265
Bakersfield, Calif.	14	34,652	399,735	1,236,106	13	1,558,179	1,673,451	-115,272
Baltimore	19	100,369	4,421,099	7,534,819	19	10,267,149	8,538,500	1,728,649
Baton Rouge, La.	7	6,628	277,983	1,709,895	7	1,841,233	1,509,228	332,005
Bay City, Mich.	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	2,780	456,085	1,377,486	8	1,723,232	1,685,614	37,618
Billings, Mont.	5	7,123	184,331	533,484	5	685,815	697,089	-11,274
Binghamton, N.Y.	5	19,739	365,272	854,116	5	1,167,245	1,119,684	47,561
Birmingham, Ala.	15	31,890	1,342,052	2,984,685	15	4,021,166	3,336,153	685,013
Bloomington-Normal, Ill.	2	*	*	*	2	*	*	*
Boise City, Idaho	6	18,750	211,132	625,490	6	774,199	865,627	-91,428
†Boston	19	186,341	9,883,420	8,698,229	18	16,233,969	13,223,871	3,010,098
Bridgeport, Conn.	3	1,107	525,725	1,076,228	3	1,430,932	1,296,425	134,507
Brockton, Mass.	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	*	*	*	2	*	*	*
Buffalo, N.Y.	12	75,635	3,298,754	3,964,396	12	6,317,226	5,584,952	732,274
Canton, Ohio	6	31,289	703,865	953,394	6	1,665,779	1,658,562	7,217
Cedar Rapids, Iowa	4	37,248	737,953	1,260,961	4	1,969,076	1,620,021	349,055
Champaign-Urbana, Ill.	3	8,177	97,454	490,093	3	566,641	421,282	145,359
Charleston, S.C.	7	30,314	273,626	1,115,108	7	1,342,072	1,156,704	185,368
Charleston, W. Va.	7	22,716	297,328	1,301,820	7	1,579,497	1,371,816	207,681
†Charlotte, N.C.	10	58,180	1,378,132	2,515,120	10	3,536,396	3,428,091	108,305
Chattanooga, Tenn.	9	18,925	336,237	1,757,111	9	2,039,807	1,837,523	202,284
Chicago	32	328,743	22,499,974	17,895,319	32	36,370,455	26,488,094	9,882,361
Cincinnati	9	369,534	3,280,527	4,802,031	9	7,120,406	5,636,376	1,484,030
Cleveland	10	137,524	5,289,255	6,259,702	10	10,090,024	8,817,159	1,272,865
Colorado Springs	7	6,851	204,964	1,029,079	7	1,160,108	1,135,700	24,408





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Television and Radio Station Sales Representatives

New York Chicago Detroit Atlanta St. Louis Dallas Los Angeles San Francisco

Market-by-market comparison of radio revenues and expenses (continued)

	No. stations in operation	AM and AM/FM time sales <sup>2</sup>			Total stations reporting <sup>3</sup>	Total broadcast revenues <sup>4</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National & regional advertisers & sponsors <sup>1</sup>	Local advertisers & sponsors <sup>1</sup>				
Columbia, S.C.	7	19,522	365,034	1,369,373	7	1,707,997	1,399,608	308,389
Columbus, Ga.-Ala.	6	10,580	248,470	1,175,796	6	1,391,579	1,290,278	101,301
Columbus, Ohio	7	25,958	3,174,954	3,675,480	7	5,987,482	4,167,894	1,819,588
Corpus Christi, Tex.	8	26,567	552,926	1,056,593	8	1,524,862	1,302,104	222,758
#Dallas	13	94,073	3,542,376	5,013,327	13	7,513,636	5,463,685	2,049,951
Davenport, Iowa-Rock Island-Moline, Ill.	7	20,042	535,399	1,721,242	7	2,149,042	2,007,131	141,911
Dayton, Ohio	5	32,086	1,813,558	2,852,042	5	4,036,479	2,931,319	1,105,160
Decatur, Ill.	2	*	*	*	2	*	*	*
Denver	19	109,228	3,059,382	5,894,258	18	7,988,279	7,270,637	717,642
Des Moines, Iowa	6	103,953	1,511,454	1,659,376	6	2,913,796	2,777,914	135,882
Detroit	12	376,303	9,231,114	12,223,052	12	18,795,413	13,147,556	5,647,857
Dubuque, Iowa	1	*	*	*	1	*	*	*
Duluth, Minn.-Superior, Wis.	10	36,532	386,624	1,120,368	10	1,501,989	1,367,253	134,736
Durham, N.C.	5	7,727	201,326	711,306	5	901,795	818,375	83,420
El Paso, Tex.	7	12,942	412,224	1,412,217	7	1,684,740	1,481,094	203,646
Erie, Pa.	6	17,379	267,803	740,232	6	1,085,538	1,055,057	30,481
Eugene, Ore.	9	6,234	319,993	864,403	8	1,098,647	1,176,813	-78,166
Evaasville, Ind.	6	13,052	270,301	1,802,754	6	1,392,942	1,200,820	192,122
Fall River, Mass.	2	*	*	*	2	*	*	*
Fargo, N.D.-Moorehead, Minn.	4	23,172	317,849	1,015,258	4	1,334,184	1,274,803	59,381
Fayetteville, N.C.	5	5,196	148,164	854,124	5	996,705	844,700	152,005
Fitchburg-Leominster, Mass.	3	*	166,309	628,778	3	856,447	838,125	18,322
Flint, Mich.	7	18,339	659,597	1,999,098	7	2,515,364	2,239,108	276,256
#Fort Smith, Ark.	7	28,232	149,718	603,302	7	751,868	677,618	74,250
Fort Wayne, Ind.	5	22,475	676,959	1,803,782	5	2,463,607	1,920,818	542,789
Fort Worth	7	45,770	1,115,206	2,859,537	7	3,669,131	3,033,964	635,167
Fresno, Calif.	12	26,805	1,339,515	1,786,219	12	2,761,518	2,630,190	131,328
Ft. Lauderdale-Hollywood, Fla.	6	740	450,285	1,381,781	6	1,702,800	1,631,719	71,081
Gadsden, Ala.	3	4,628	97,274	486,630	3	584,728	499,852	84,876
Galveston-Texas City	3	1,125	134,584	442,426	3	574,796	558,824	15,972
Gary-Hammond-East Chicago, Ind.	5	1,424	49,112	1,299,114	5	1,316,870	1,259,282	57,588
Grand Rapids, Mich.	11	110,294	838,636	2,378,521	11	3,093,308	3,142,233	-48,925
Great Falls, Mont.	4	8,671	174,551	404,130	4	582,633	549,714	32,916
Green Bay, Wis.	3	14,534	225,123	744,908	3	945,388	791,999	153,389
Greensboro-High Point, N.C.	16	28,690	714,616	3,021,538	16	3,608,285	3,015,901	592,384
Greenville, S.C.	11	12,266	321,129	1,701,319	11	2,044,427	1,811,261	233,166
Hamilton-Middleton, Ohio	3	834	184,444	730,136	3	1,160,263	1,118,343	41,920
Harrisburg, Pa.	7	30,846	550,080	1,255,719	7	1,752,708	1,469,194	283,514
Hartford, Conn.	7	51,810	3,213,602	1,848,023	7	4,219,621	3,454,228	765,393
Honolulu	17	534	745,681	3,453,910	16	3,990,028	4,387,207	-397,179
Houston	18	65,656	3,843,841	7,400,173	17	9,701,544	7,533,606	2,167,938
Huntington-Ashland, W. Va.	6	14,072	378,415	1,106,040	6	1,402,431	1,239,328	163,103
Huntsville, Ala.	7	*	111,458	902,923	7	985,751	873,364	112,387
Indianapolis, Ind.	10	71,830	2,853,643	4,645,086	10	6,434,251	5,378,378	1,055,873
Jackson, Mich.	3	634	97,460	456,266	3	523,919	481,378	42,541
Jackson, Miss.	8	11,726	366,660	1,400,030	8	1,756,512	1,581,637	174,875
Jacksonville, Fla.	11	45,349	932,910	1,876,901	11	2,691,887	2,680,708	11,179
Johnstown, Pa.	9	15,271	274,670	792,739	9	1,068,015	1,025,729	42,286
#Kalamazoo, Mich.	5	27,125	302,771	1,036,219	5	1,322,785	1,186,699	136,086
Kansas City, Mo.	11	62,353	3,042,933	5,609,345	11	7,441,308	5,690,682	1,750,626
Kenosha, Wis.	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	28,207	771,408	1,597,092	12	2,286,620	2,229,465	57,155
Lafayette, La.	3	1,968	209,427	656,549	3	823,292	724,418	98,874
Lafayette-West Lafayette, Ind.	2	*	*	*	2	*	*	*
Lake Charles, La.	4	6,749	149,446	538,812	4	664,057	593,985	70,072
Lancaster, Pa.	5	7,955	250,944	763,101	5	986,569	881,330	105,239
Lansing, Mich.	7	575	329,570	1,251,085	7	1,555,683	1,308,419	247,264
Laredo, Tex.	2	*	*	*	2	*	*	*
Las Vegas	8	42,961	182,864	1,115,621	7	1,230,874	1,291,701	-60,827
Lawrence-Haverhill, Mass.	2	*	*	*	2	*	*	*
Lawton, Okla.	2	*	*	*	2	*	*	*
#Lewiston, Me.	3	4,217	82,002	310,502	3	389,996	361,802	28,194
Lexington, Ky.	3	10,303	332,878	654,629	3	948,055	813,304	134,751
Lima, Ohio	3	3,532	103,801	689,878	3	815,128	724,344	90,784
Lincoln, Neb.	4	3,795	198,510	975,204	4	1,143,549	1,050,569	92,980
Little Rock-North Little Rock, Ark.	11	35,538	598,928	1,940,889	11	2,306,899	2,121,839	185,060
Lorain-Elyria, Ohio	1	*	*	*	1	*	*	*
Los Angeles-Long Beach, Calif.	30	265,262	21,337,907	25,861,594	30	40,226,095	32,403,202	7,822,893
Louisville, Ky.	11	77,688	2,366,033	2,723,362	11	4,538,558	4,487,285	51,263
Lowell, Mass.	2	*	*	*	2	*	*	*
Lubbock, Tex.	8	17,709	290,022	1,503,590	8	1,661,156	1,495,032	166,124
Lynchburg, Va.	6	143	92,851	579,806	6	651,504	697,861	-46,357
Macon, Ga.	9	12,673	293,562	1,282,294	9	1,585,070	1,391,922	193,148
Madison, Wis.	4	17,165	480,347	1,598,666	4	2,053,918	1,749,732	304,186
Manchester, N.H.	3	19,218	187,251	801,730	3	958,208	860,318	97,890
Mansfield, Ohio	2	*	*	*	2	*	*	*
McAllen-Pharr-Edinburg, Tex.	4	16,415	185,548	733,797	4	895,885	862,957	32,928
Memphis	12	61,963	1,843,766	3,097,454	12	4,553,806	3,522,930	1,030,876
Meriden, Conn.	1	*	*	*	1	*	*	*
Miami	15	117,107	3,827,698	6,020,862	15	8,681,017	7,890,254	790,763
Midland, Tex.	4	187	116,897	393,465	4	477,432	425,193	52,239
#Milwaukee	13	50,603	3,258,378	4,227,182	13	6,744,535	5,880,122	864,413
Minneapolis-St. Paul	16	123,341	3,700,496	7,783,440	15	11,145,301	7,730,001	3,415,300
Mobile, Ala.	11	11,315	535,445	1,104,772	10	1,554,067	1,363,962	190,105
Monroe, La.	4	2,304	127,632	461,392	4	560,617	511,297	49,320
Montgomery, Ala.	9	8,312	310,783	934,171	9	1,241,991	1,247,766	-5,775
Muncie, Ind.	2	*	*	*	2	*	*	*
Muskegon-Muskegon Heights, Mich.	5	10,600	128,434	585,522	4	709,152	652,338	56,814

Cox Broadcasting Corporation and James A. Landon have been awarded the 1969 ARB Innovator Award for their successful pioneering effort in the area of computer research and for their effective development of data processing for marketing, sales and station programming.



**COX BROADCASTING CORPORATION STATIONS**

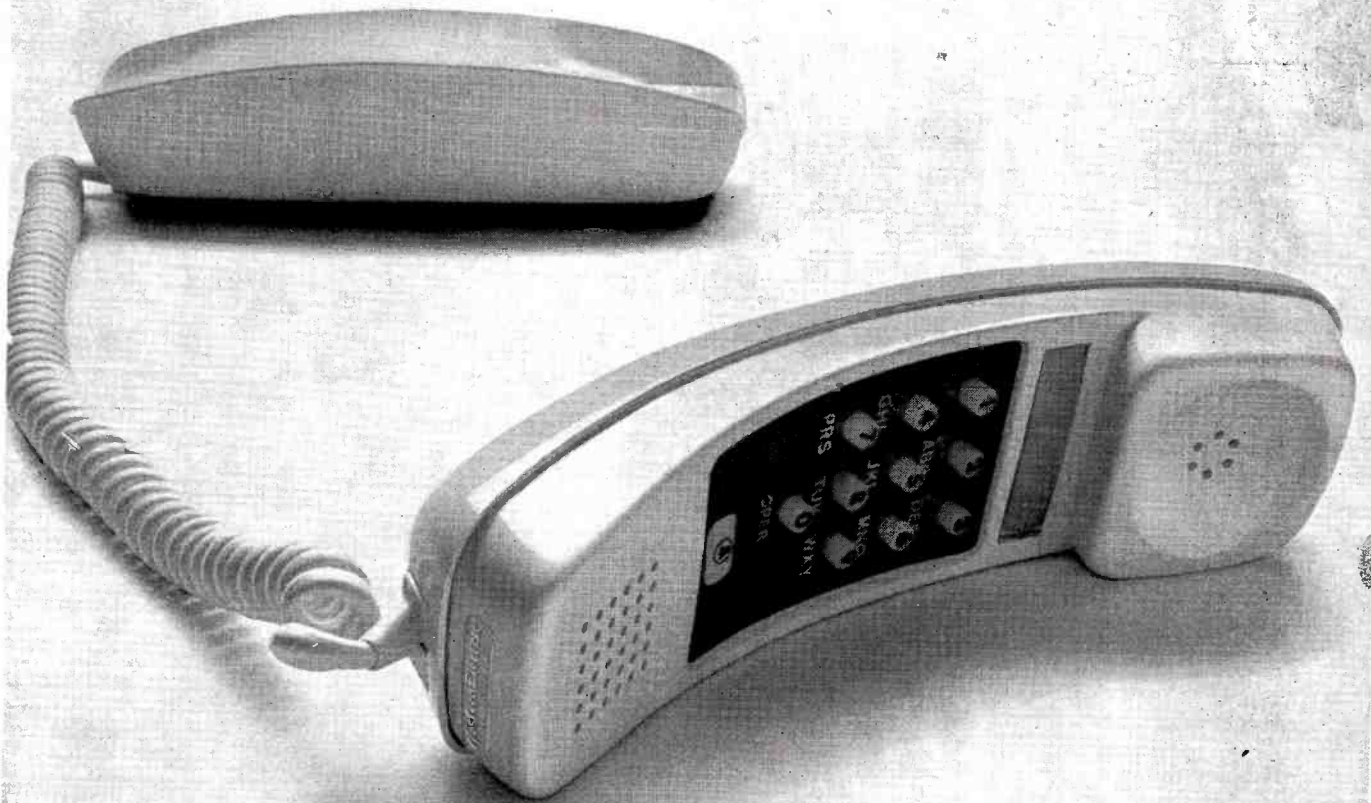
WSB AM-FM-TV Atlanta  
WHIO AM-FM-TV Dayton  
WSOC AM-FM-TV Charlotte  
WIOD AM-FM Miami  
KTVU (TV) San Francisco-Oakland  
WIBC-TV Pittsburgh



Market-by-market comparison of radio revenues and expenses (continued)

	No. stations in operation	AM and AM/FM time sales <sup>1</sup>			Total stations re- porting <sup>2</sup>	Total broadcast revenues <sup>3</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National & regional advertisers & sponsors <sup>4</sup>	Local advertisers & sponsors <sup>4</sup>				
Nashville	12	83,849	1,869,124	2,965,475	11	4,908,938	4,130,271	778,667
New Bedford, Mass.	2	•	•	•	2	•	•	•
New Britain, Conn.	2	•	•	•	2	•	•	•
New Haven, Conn.	5	•	946,301	1,665,989	5	2,284,954	2,123,397	161,557
New London-Groton-Norwich, Conn.	3	1,627	265,764	625,826	3	841,469	755,666	85,803
New Orleans	13	52,755	2,249,292	3,396,257	13	4,867,969	4,040,494	827,475
New York	34	596,250	30,566,132	29,502,687	34	52,955,940	43,498,883	9,457,057
Newark, N.J.	6	107,830	1,772,449	2,197,122	6	3,670,200	3,565,499	104,701
Newport News-Hampton, Va.	3	895	355,333	1,351,940	3	1,551,621	1,440,533	111,088
Norfolk-Portsmouth, Va.	8	25,091	829,938	1,816,989	8	2,388,604	2,214,189	174,415
Norwalk, Conn.	2	•	•	•	2	•	•	•
Odessa, Tex.	4	•	102,129	453,282	4	525,707	515,241	10,466
Ogden, Utah	4	71,459	6,196	292,291	4	339,475	353,350	-13,875
Oklahoma City	8	16,509	1,611,536	2,241,415	8	3,383,058	2,792,978	590,080
Omaha	7	84,341	1,300,306	2,751,472	7	3,624,754	3,074,582	550,172
Orlando, Fla.	11	36,348	730,206	2,231,511	11	2,736,312	2,527,196	209,116
Oxnard-San Buena-Ventura, Calif.	5	2,400	283,933	704,114	5	936,563	924,003	12,560
Paterson-Clifton-Passaic, N.J.	2	•	•	•	2	•	•	•
Pensacola, Fla.	8	6,589	135,082	1,367,690	8	1,437,179	1,266,807	170,372
Peoria, Ill.	5	20,278	571,527	1,489,743	5	1,943,151	1,553,688	389,463
Philadelphia	24	275,745	10,850,949	10,502,984	24	18,413,800	15,685,945	2,727,855
Phoenix	19	37,570	1,538,806	3,237,636	19	4,443,001	4,760,478	-317,477
Pine Bluff, Ark.	5	120	63,359	394,905	5	441,112	381,270	59,842
Pittsburgh	22	76,429	4,342,452	6,459,378	22	9,917,785	8,436,826	1,480,959
Pittsfield, Mass.	2	•	•	•	2	•	•	•
Portland, Me.	5	34,323	459,243	725,799	5	1,104,272	1,074,698	29,574
Portland, Ore.	16	64,413	2,606,660	3,918,633	16	5,660,707	5,268,198	392,509
Providence-Pawtucket-Warwick, R.I.	13	70,661	1,812,478	2,917,769	13	4,229,160	3,722,234	506,926
Provo-Orem, Utah	4	68,085	48,405	261,413	4	333,800	330,541	2,539
Pueblo, Colo.	6	•	107,091	470,999	6	565,334	543,646	21,688
Racine, Wis.	2	•	•	•	2	•	•	•
Raleigh, N.C.	7	48,821	779,582	1,270,427	7	1,952,156	1,581,902	370,254
Reading, Pa.	3	13,887	207,039	818,389	3	980,763	776,579	204,184
Reno, Nev.	6	2,716	171,024	791,161	6	882,266	1,017,582	-135,316
Richmond, Va.	12	79,883	1,215,359	2,590,115	12	3,539,701	3,275,070	264,631
Roanoke, Va.	7	21,216	304,270	1,073,580	7	1,336,694	1,029,328	307,366
Rochester, N.Y.	6	52,284	1,706,919	2,683,467	6	3,803,230	3,016,112	787,118
Rockford, Ill.	5	1,136	224,618	1,177,086	5	1,376,196	1,222,506	153,690
Sacramento, Calif.	9	26,195	2,205,814	1,999,013	9	3,606,400	3,356,487	249,913
Saginaw, Mich.	3	14,559	275,458	671,892	3	880,146	698,028	182,118
Salem, Ore.	6	17	91,117	579,872	6	633,080	627,381	5,699
Salinas-Monterey, Calif.	8	10,482	250,578	799,093	8	1,007,417	1,091,756	-84,339
Salt Lake City	12	46,021	1,020,034	2,278,280	11	3,152,288	3,034,663	117,625
San Angelo, Tex.	4	12,729	77,262	359,524	4	422,863	431,987	-9,124
San Antonio, Tex.	14	57,571	1,591,975	4,221,984	14	5,265,376	4,710,939	554,437
San Bernardino-Riverside-Ontario, Calif.	26	30,864	1,029,652	2,480,450	26	3,384,486	3,620,380	-235,894
San Diego	10	54,438	2,964,488	2,646,809	10	4,895,353	4,553,756	341,597
San Francisco-Oakland	18	186,001	13,939,282	10,002,571	18	20,275,748	17,864,807	2,410,941
San Jose, Calif.	7	70	1,190,424	1,971,043	7	2,780,642	2,591,704	188,938
Santa Barbara, Calif.	12	32,317	351,302	1,004,507	12	1,298,412	1,447,399	-148,987
Savannah, Ga.	7	14,508	220,020	859,316	7	1,080,368	973,872	106,496
Scranton, Pa.	6	16,602	589,713	1,129,934	6	1,611,698	1,435,035	176,663
Seattle-Everett, Wash.	22	59,115	4,296,895	5,634,903	21	8,602,627	7,769,864	832,763
Sherman-Denison, Tex.	3	494	41,950	258,024	3	298,630	290,703	7,927
Shreveport, La.	8	69,607	837,676	1,323,927	8	2,009,067	1,669,046	340,021
Sioux City, Iowa	3	2,221	123,019	621,956	3	723,948	579,838	144,110
Sioux Falls, S.D.	3	9,338	137,331	748,682	3	875,433	689,169	186,264
South Bend, Ind.	4	20,140	300,455	909,559	4	1,121,563	924,519	197,044
Spokane, Wash.	11	30,593	704,612	1,274,584	11	1,790,081	1,985,458	-195,377
Springfield, Ill.	3	7,888	166,351	959,584	3	1,092,528	971,583	120,945
Springfield, Mo.	4	17,464	255,437	905,727	4	1,102,796	949,432	153,364
Springfield-Ohio	2	•	•	•	2	•	•	•
Springfield-Chicopee-Holyoke, Mass.	10	25,604	700,066	1,817,958	9	2,262,289	2,167,781	94,508
St. Joseph, Mo.	3	•	177,444	532,990	3	652,162	582,824	69,338
St. Louis	20	144,953	5,567,266	7,488,057	20	11,387,220	9,297,757	2,089,463
Stamford, Conn.	2	•	•	•	2	•	•	•
Steubenville, Ohio-Weirton, W. Va.	2	•	•	•	2	•	•	•
Stockton, Calif.	4	•	251,963	843,580	4	1,002,794	888,227	114,567
Syracuse, N.Y.	11	43,121	1,391,090	2,042,265	11	3,030,121	2,711,510	318,611
Tacoma, Wash.	5	11,962	227,679	532,032	4	741,857	793,317	-51,460
Tallahassee, Fla.	4	284	123,909	593,299	4	705,956	606,109	96,847
Tampa-St. Petersburg, Fla.	17	30,262	1,808,928	2,731,162	17	4,088,651	3,849,664	238,987
Terre Haute, Ind.	4	3,410	126,177	557,887	4	651,331	710,233	-58,902
Texarkana, Ark.-Tex.	4	3,619	116,308	509,039	4	620,449	536,257	84,192
Toledo, Ohio	7	30,197	1,402,187	2,842,948	7	3,739,713	3,058,110	681,603
Topeka, Kan.	4	22,306	562,727	1,022,383	4	1,490,762	1,366,228	124,534
Trenton, N.J.	4	4,777	372,675	987,113	4	1,300,227	1,181,348	118,879
Tucson, Ariz.	11	5,586	457,234	1,404,506	11	1,698,393	1,839,744	-141,351
Tulsa, Okla.	9	29,969	926,559	2,147,413	9	2,730,320	2,466,177	264,143
Tuscaloosa, Ala.	5	5,319	73,125	557,029	5	646,567	579,692	66,875
Tyler, Tex.	4	•	129,296	468,786	4	567,673	522,671	45,002
Utica-Rome, N.Y.	9	21,858	374,719	1,193,152	9	1,504,472	1,452,199	52,273
Vallejo-Napa, Calif.	2	•	•	•	2	•	•	•
Waco, Tex.	4	4,249	164,039	711,208	4	865,267	759,688	105,579
Washington	23	88,614	6,319,146	10,841,526	23	15,987,253	12,637,435	3,349,818
Waterbury, Conn.	3	18,328	112,515	554,687	3	665,268	647,915	17,353
Waterloo, Iowa	3	3,166	244,257	766,037	3	994,732	870,966	123,766





## Would Western Electric waste its time?

### **Not for a minute.**

If you're trying to sell Baltimore without WBAL Radio, you're wasting your time.

And time is precious . . . especially to Western Electric . . . the Company that spends its radio dollars on WBAL Radio in Baltimore.

WBAL Radio is the only full power 50,000 watt station in Maryland. Not only do we blanket the state, but we deliver a bonus audience in 4 neighboring states.

Local advertisers don't have any time to waste either. That's why better than one out of every four local radio advertising dollars\* is invested in WBAL Radio. The results are amazing. And who can argue with results?

If you want to make your mark in Baltimore, call 301-467-3000\*\*. Do it now. There's no time to waste.

## **WBAL Radio, Baltimore...**

**makes every minute count.**

\*Based on latest available FCC reports. NBC Affiliate. \*\* Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.

**Market-by-market comparison of radio revenues and expenses (continued)**

	No. stations in operation	AM and AM/FM time sales <sup>2</sup>			Total stations re-reporting <sup>1</sup>	Total broadcast revenues <sup>4</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National & regional advertisers & sponsors <sup>3</sup>	Local advertisers & sponsors <sup>3</sup>				
West Palm Beach, Fla.	10	12,089	388,115	1,251,398	10	1,607,666	1,657,559	-49,893
Wheeling, W. Va.	6	18,845	745,967	929,009	6	1,715,545	1,452,478	263,067
Wichita, Kan.	7	29,890	680,785	2,217,561	7	2,752,719	2,414,117	338,602
Wichita Falls, Tex.	3	10,831	318,675	632,357	3	880,452	802,558	77,894
Wilkes Barre-Hazleton, Pa.	6	34,292	184,491	929,742	6	1,099,517	1,017,647	81,870
Wilmington, Del.	7	13,452	297,161	1,783,609	7	2,071,475	1,594,614	476,861
Wilmington, N.C.	5	454	99,893	419,077	5	525,590	495,992	29,598
Worcester, Mass.	4	47,603	562,883	895,412	4	1,342,118	1,370,271	-28,153
York, Pa.	5	11,390	401,519	1,276,340	5	1,571,189	1,207,808	363,381
Youngstown, Ohio	6	66,095	715,044	1,335,636	6	2,013,920	1,773,368	240,552
<b>Total</b>	<b>1639</b>	<b>\$ 8,034,694</b>	<b>\$293,627,769</b>	<b>\$465,735,305</b>	<b>1681</b>	<b>\$686,946,920</b>	<b>\$585,057,810</b>	<b>\$101,889,110</b>

**Non-metro areas of three or more stations**

Anniston, Ala.	3		\$ 45,937	\$ 413,573	3	\$ 453,518	\$ 391,117	\$ 62,401
Decatur, Ala.	3	302	30,660	294,308	3	322,800	291,902	30,898
Dothan, Ala.	3	7,194	58,029	295,415	3	353,721	273,403	80,318
Florence, Ala.	6	3,963	89,212	532,850	6	629,842	656,163	-26,321
Selma, Ala.	3	2,253	21,044	266,827	3	285,489	265,138	20,351
Anchorage, Alaska	5		194,616	1,289,870	5	1,419,305	1,467,761	-48,456
Flagstaff, Ariz.	3	389	112,755	293,498	3	383,446	344,367	39,079
Prescott, Ariz.	3	15,518	8,408	106,729	3	148,812	197,146	-48,334
Yuma, Ariz.	3	47,005	51,088	202,147	3	292,210	344,424	-52,214
Hot Springs, Ark.	3	3,445	72,743	307,898	3	364,349	363,942	407
Eureka, Calif.	3				2			
Merced, Calif.	3		63,894	180,294	3	232,552	220,408	12,144
Modesto, Calif.	3	4,324	175,628	468,519	3	628,652	682,478	-53,826
Redding, Calif.	5	5,228	76,686	283,020	5	347,064	482,748	-135,684
San Luis Obispo, Calif.	3	9,766	118,588	337,122	3	444,392	399,069	45,323
Santa Rosa, Calif.	4		84,418	474,670	3	529,685	498,069	31,616
Grand Junction, Colo.	4	15,727	103,546	360,842	4	477,789	562,203	-84,414
Cocoa, Fla.	3		114,955	325,746	3	416,351	440,762	-24,411
Daytona Beach, Fla.	3	690	94,036	486,349	3	571,208	539,101	32,107
Ft. Myers, Fla.	3	2,853	120,493	365,590	3	469,606	380,632	88,974
Gainesville, Fla.	4	4,814	76,338	498,687	4	588,222	609,048	-20,826
Lakeland, Fla.	3	3,169	113,001	387,205	3	497,690	498,622	-932
Ocala, Fla.	3	1,350	55,917	357,187	3	404,848	371,778	33,070
Panama City, Fla.	4	74	50,732	378,950	4	414,444	446,299	-31,855
Sarasota, Fla.	4	3,375	77,320	388,525	4	460,605	488,710	-28,105
Athens, Ga.	3	4,643	89,691	511,420	3	619,930	549,508	70,422
Brunswick, Ga.	3	3,276	88,517	294,776	3	381,193	411,168	-29,975
Dalton, Ga.	3		29,164	333,695	3	361,349	278,042	83,307
Gainesville, Ga.	3	3,019	44,886	468,523	3	528,468	526,037	2,431
Griffin, Ga.	3	63	40,170	269,381	3	305,851	303,003	2,848
Rome, Ga.	4	31	64,502	518,996	4	599,207	596,353	2,854
Valdosta, Ga.	4		99,166	284,675	4	373,202	333,814	39,388
Hilo, Hawaii	3	1,722	18,334	237,158	3	253,939	294,303	-40,364
Mason City, Iowa	3	9,527	128,659	422,198	3	555,887	526,275	29,612
Idaho Falls, Idaho	3	22,258	98,277	393,426	3	513,899	497,792	16,107
Pocatello, Idaho	3	19,057	80,453	274,171	3	353,546	291,287	62,259
Twin Falls, Idaho	3	3,547	72,991	314,590	3	380,271	379,470	801
Salina, Kan.	3	3,617	400,621	434,537	3	812,284	775,396	36,888
Bowling Green, Ky.	3		74,921	333,372	3	396,323	352,985	43,338
Paducah, Ky.	3	6,607	89,452	362,027	3	447,286	442,673	4,613
Alexandria, La.	3	9,558	111,398	521,478	3	622,439	505,294	117,145
Battle Creek, Mich.	3	8,824	130,401	466,627	3	575,438	512,235	63,203
Cumberland, Md.	3	6,184	32,462	410,802	3	445,280	474,392	-29,112
Salisbury, Md.	3	6,450	85,201	447,850	3	521,565	492,834	28,731
Bangor, Me.	3	18,958	183,485	312,982	3	491,898	419,262	72,636
Rochester, Minn.	3	2,190	57,906	558,889	3	604,757	566,922	37,835
Columbus, Miss.	3		37,456	200,959	3	238,347	221,706	16,641
Greenville, Miss.	3	1,393	38,692	334,176	3	370,328	291,504	78,824
Greenwood, Miss.	3	1,544	32,427	146,171	3	180,178	200,959	-20,781
Hattiesburg, Miss.	4	882	19,441	388,066	4	398,107	371,545	26,562
Laurel, Miss.	3	1,418	16,554	379,184	3	416,186	404,886	11,300
Meridian, Miss.	5	2,976	58,380	493,249	5	543,984	513,110	30,874
Cape Girardeau, Mo.	3		120,832	242,504	3	345,506	300,135	45,371
Joplin, Mo.	4	5,754	86,838	290,018	3	366,490	335,639	30,851
Missoula, Mont.	4	27,194	46,202	476,719	4	556,072	526,812	29,260
Carlsbad, N.M.	3		32,485	155,062	3	183,407	207,693	-24,286
Farmington, N.M.	3		54,588	328,665	3	374,097	283,733	90,364
Roswell, N.M.	6	2,021	94,871	255,539	5	382,410	440,645	-58,235
Santa Fe, N.M.	3		17,546	335,165	3	344,845	325,112	19,733
Elmira, N.Y.	4	12,359	56,883	603,432	4	673,806	632,341	41,465
Kingston, N.Y.	3	6,002	99,065	570,970	3	657,355	585,839	71,516
Plattsburg, N.Y.	3	12,701	85,374	407,684	3	512,182	548,420	-36,238
Watertown, N.Y.	3	11,321	49,709	447,316	3	508,125	533,294	-25,169
Goldsboro, N.C.	3	25,655	25,724	438,932	3	504,288	412,596	91,692
Greenville, N.C.	3	24,921	64,555	206,449	3	281,350	297,421	-16,071
Hickory, N.C.	3	934	152,142	410,150	3	552,159	485,219	66,940
Jacksonville, N.C.	3		34,397	446,415	3	525,238	447,256	77,982
Kinston, N.C.	3	15,757	21,713	419,738	3	458,997	414,636	44,361
Rocky Mount, N.C.	3	18,254	19,808	309,938	3	352,276	339,990	12,286
Wilson, N.C.	3	10,275	66,023	277,155	3	378,788	336,238	42,550
Bismarck, N.D.	3	9,618	256,155	458,235	3	685,395	676,916	8,479
Breckenridge, N.D.	3	4,138	83,827	400,163	3	471,952	475,610	-3,658
Minot, N.D.	4	1,852	122,522	368,043	4	489,491	454,542	34,949
Klamath Falls, Ore.	3	4,000	81,672	199,971	3	272,018	258,417	13,601
Medford, Ore.	5	6,729	136,204	438,873	4	563,803	513,411	50,392
Roseburg, Ore.	3	3,173	57,608	280,902	3	327,667	307,090	20,577
Williamsport, Pa.	3	10,747	61,733	252,597	3	332,167	334,448	-2,281
Florence, S.C.	3	1,230	94,457	361,315	3	437,947	365,489	72,458

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**John Gray**  
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Good sales results for advertisers to name one. These eleven top radio personalities deliver their loyal and large audience to WSYR advertisers. Among them, they cover the listening preferences of just about everybody in the 18-county Central New York area. They're what makes WSYR the best radio buy in Central New York.

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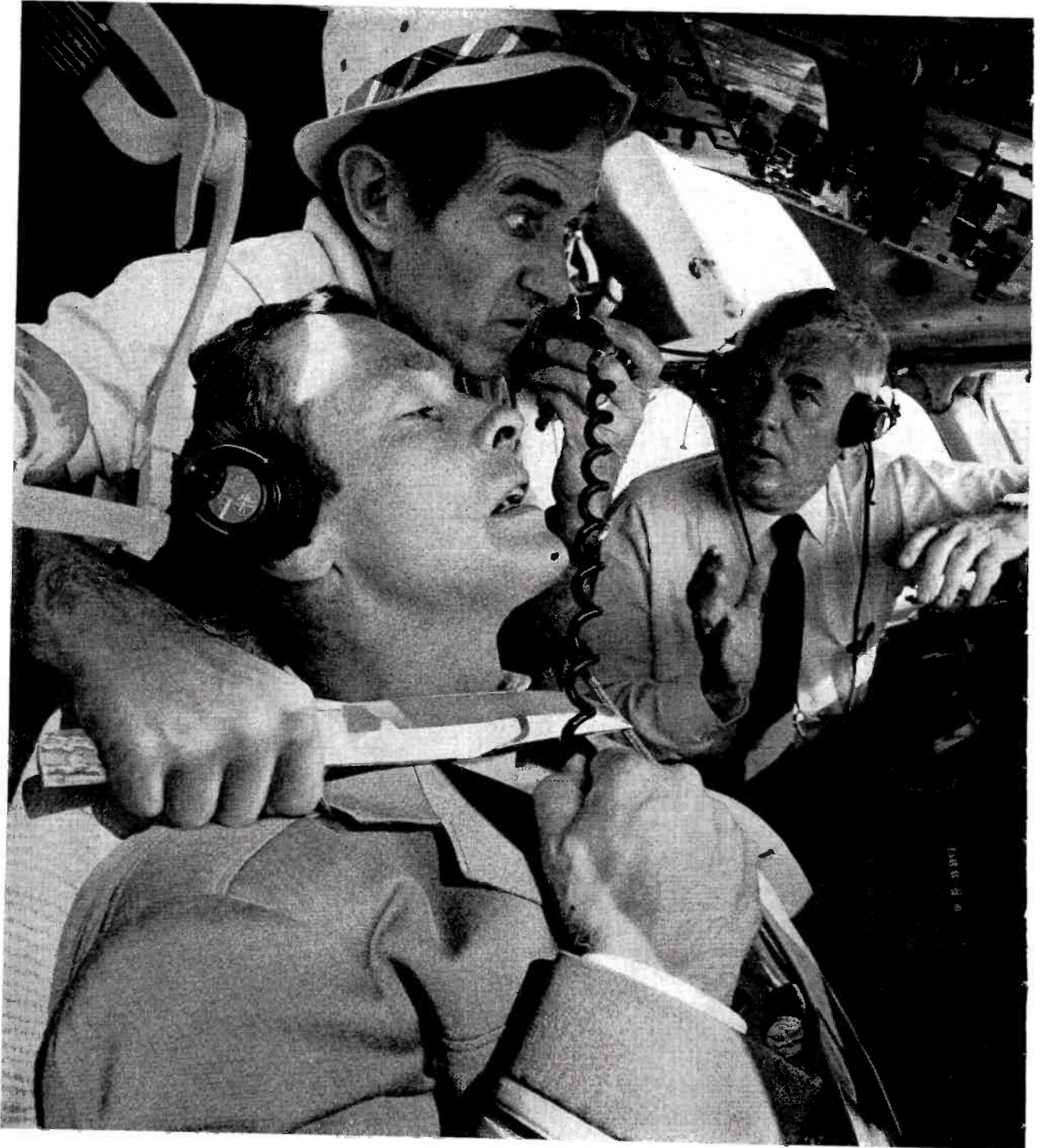
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**“Dad just called  
he hijacked a**





# down to tell me plane to Cuba.”

The inside story on a hijacking.  
WCBM had it before anybody.

On June 28, 1969 a local woman received  
a call from her sister in Miami.

Her father had just phoned there via the  
plane radio, to say he'd hijacked a jet.

The woman called WCBM Instant News  
in Baltimore.

In seconds we had the story on the air.

We use Instant News as a supplement  
to our Global News Service. Which is the finest  
national coverage available.

Instant News makes every one of our  
listeners a potential newscaster.

So no matter what happens, we know  
about it first.

If you have first hand information  
on a news story, call your local police.

Then call us at 467-8268. (Which spells  
I-N-S-T-A-N-T on your telephone dial.)

We'll pay you for your effort.

**WCBM/METROMEDIA RADIO**

REPRESENTED BY METRO RADIO SALES

**Market-by-market comparison of radio revenues and expenses (continued)**

	No. stations in operation	AM and AM/FM time sales <sup>2</sup>			Total stations reporting <sup>3</sup>	Total broadcast revenues <sup>4</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National & regional advertisers & sponsors <sup>4</sup>	Local advertisers & sponsors <sup>4</sup>				
Orangeburg, S.C.	3		56,703	367,786	3	424,597	397,161	27,436
Spartanburg, S.C.	4	12,394	148,597	705,353	4	871,787	786,256	85,531
Sumter, S.C.	3		37,603	346,801	3	384,378	368,650	15,728
Rapid City, S.D.	4	11,010	85,662	440,129	4	527,770	492,148	35,622
Jackson, Tenn.	3	1,655	96,039	373,360	3	464,217	409,726	54,491
Kingsport, Tenn.	3	2,844	51,756	417,017	3	492,817	490,551	2,266
Big Springs, Tex.	3	2,413	63,142	291,711	3	343,710	322,752	20,958
Brownwood, Tex.	3	1,938	32,312	371,598	3	422,321	407,768	14,553
Del Rio, Tex.	3		2,984	122,262	3	130,025	135,629	-5,604
Bristol, Va.-Tenn.	4	1,931	87,642	396,424	4	475,776	494,558	-18,782
Charlottesville, Va.	3	8,659	106,142	542,823	3	665,457	621,501	43,956
Danville, Va.	4	1,575	108,625	731,846	4	839,665	761,182	78,483
Harrisonburg, Va.	3	5,698	63,674	513,995	3	570,955	565,866	5,089
Burlington, Vt.	3				2			
Bellingham, Wash.	4	109	101,692	381,368	3	464,219	413,607	50,612
Kennwick-Pasco-Richlands, Wash.	4	190	66,675	473,919	4	509,456	512,016	-2,560
Walla Walla, Wash.	3	3,978	47,574	220,288	3	259,233	255,235	3,998
Wenatchee, Wash.	3	4,874	83,636	315,704	3	385,509	402,934	-17,425
Yakima, Wash.	5	8,977	202,642	529,470	5	695,991	630,017	65,974
Eau Claire, Wis.	3	3,757	51,242	653,863	3	707,357	657,970	49,387
La Crosse, Wis.	3	8,846	114,419	527,494	3	713,634	675,881	37,753
Manitowoc-Two Rivers, Wis.	3	529	23,506	482,179	3	516,632	527,426	-10,794
Wausau, Wis.	3	9,977	98,743	417,880	3	506,069	490,215	15,854
Beckley, W. Va.	3	6,874	97,446	417,559	3	524,261	488,138	36,123
Clarksburg, W. Va.	3	3,666	48,092	294,688	3	348,975	336,731	12,244
Parkersburg, W. Va.	3	4,047	69,087	426,597	3	498,009	451,919	46,090
Casper, Wyo.	3	19,391	51,715	429,849	3	489,215	468,610	20,605
Cheyenne, Wyo.	4	18,653	23,189	297,901	4	362,458	365,653	-3,195
<b>Total</b>	<b>353</b>	<b>\$ 648,759</b>	<b>\$ 8,453,122</b>	<b>\$ 40,859,881</b>	<b>346</b>	<b>\$ 49,298,427</b>	<b>\$ 47,226,043</b>	<b>\$ 2,072,384</b>
<b>Commonwealth and possessions</b>								
<b>Metropolitan areas</b>								
San Juan, P.R.	13	634,625	2,677,088 <sup>7</sup>	2,524,405 <sup>7</sup>	13	5,317,576	4,365,218	952,358
Mayaguez, P.R.	5	112,229	323,416	457,134	5	864,971	791,562	73,409
Ponce, P.R.	5	173,472	598,854	776,685	5	972,429	694,711	277,718
<b>Total</b>	<b>23</b>	<b>\$ 920,326</b>	<b>\$ 3,599,358</b>	<b>\$ 3,258,224</b>	<b>23</b>	<b>\$ 7,154,976</b>	<b>\$ 5,851,491</b>	<b>\$ 1,303,485</b>
<b>Commonwealth and possessions</b>								
<b>Non-metro areas of three or more stations</b>								
Arecebo, P.R.	3	18,433	287,529	209,664	3	486,131	381,739	104,392
Other Communities	21	142,050	936,362	1,589,482	21	2,543,786	2,402,978	140,808
<b>Total</b>	<b>47</b>	<b>\$ 1,080,809</b>	<b>\$ 4,823,249</b>	<b>\$ 5,057,370</b>	<b>47</b>	<b>\$ 10,184,893</b>	<b>\$ 8,636,208</b>	<b>\$ 1,548,685</b>
<b>Grand Total of all U.S., commonwealth and possessions</b>	<b>4,214</b>	<b>\$10,850,858</b>	<b>\$332,379,252</b>	<b>\$695,311,334</b>	<b>4,161</b>	<b>\$956,991,939</b>	<b>\$833,670,513</b>	<b>\$123,321,426</b>

<sup>1</sup> Before federal income tax. Note: — denotes loss.

<sup>2</sup> Excludes 445 independently operated FM stations.

<sup>3</sup> Stations with less than \$25,000 time sales report only total revenues and total expenses.

<sup>4</sup> Stations with total time sales of \$25,000 or more, however, accounted for 99% of the broadcast revenues of the 4,161 reporting stations.

<sup>5</sup> Before commissions to agencies, representatives and others.

<sup>6</sup> Excludes data for 53 stations whose reports were not filed.

<sup>7</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>8</sup> Time sales are not directly comparable with 1967 because of an apparent change in several stations' methods of allocating revenues between local and national advertisers.

<sup>9</sup> Not all stations in this market operated a full year during 1968.

<sup>10</sup> Data withheld to maintain confidentiality of individual station figures.

**Revenues for selected communities within metro area**

Selected revenue items and broadcast revenues, expenses, and income<sup>1</sup> of radio<sup>2</sup> stations for selected<sup>3</sup> communities within Standard Metropolitan Statistical Areas, 1968

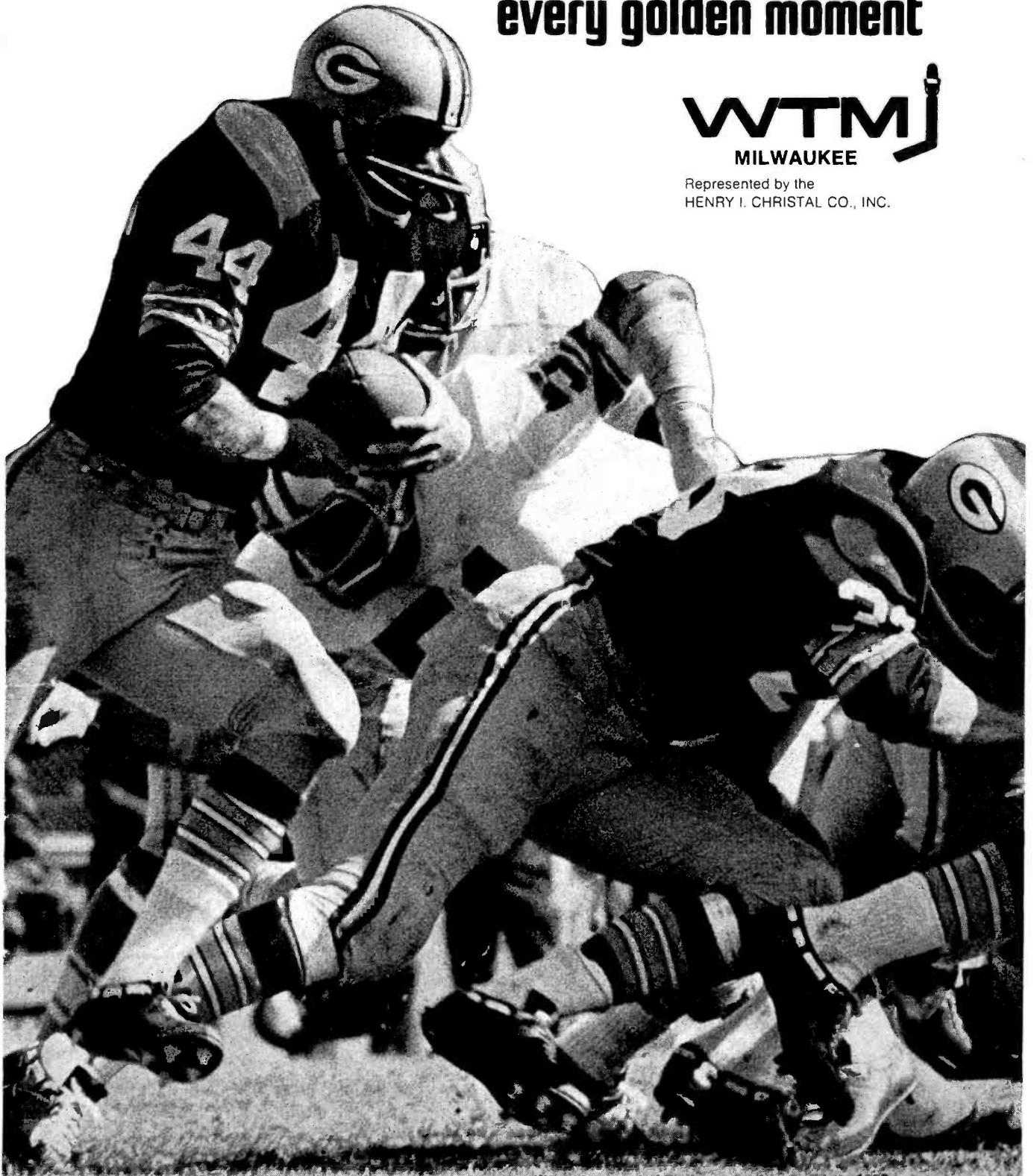
Radio metropolitan area Community-city, state	No. stations in operation	Time sales <sup>4</sup>			Total stations reporting	Total broadcast revenues <sup>4</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National regional advertisers & sponsors <sup>5</sup>	Local advertisers & sponsors <sup>5</sup>				
Albany Schenectady-Troy Albany, N.Y.	4	\$ 31,733	\$ 748,853	\$ 1,243,025	4	\$ 1,702,647	\$ 1,593,956	\$ 108,691
Allentown-Bethlehem-Easton Allentown, Pa.	4	20,892	443,754	1,058,019	4	1,444,766	1,107,166	337,600
Altoona Altoona, Pa.	3	2,552	156,822	463,407	3	592,155	721,706	-129,551
Atlanta Atlanta, Ga.	11	205,884	3,422,991	6,452,121	11	8,506,083	5,574,354	2,931,729
Augusta Augusta, Ga.	5	24,020	148,782	731,767	5	975,163	933,348	41,815
No. Augusta, S.C.	3			391,635	3	389,165	364,860	24,305
Bakersfield Bakersfield, Calif.	8	29,582	366,967	1,075,874	8	1,365,578	1,477,327	-111,749
Baltimore Annapolis, Md.	3		230,117	367,119	3	608,964	546,791	62,173
Baltimore	9	69,513	4,118,492	6,331,143	9	8,760,303	6,782,390	1,977,913
Beaumont-Port Arthur Beaumont, Tex.	4	1,316	376,882	835,557	4	1,131,718	1,099,585	32,133
Birmingham Birmingham, Ala.	9	31,890	1,278,703	2,265,716	9	3,245,573	2,635,661	609,912
Boston Boston, Mass.	9	163,587	9,451,826	6,460,844	9	13,495,991	10,343,287	3,152,704
Buffalo Buffalo, N.Y.	6	68,249	941,150	3,316,554	6	5,335,358	4,656,719	678,639
Chattanooga Chattanooga, Tenn.	6	18,925	195,146	1,329,554	6	1,487,442	1,320,702	166,740

**Wisconsin is cheering  
the Packers' 50th season\***

**and so are we—with  
exclusive coverage of  
every golden moment**

**WTMJ**  
MILWAUKEE

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AWARD

AWARD  
SOLD EVERYWHERE

THE STATE OF TEXAS  
BY THE COMMISSIONER OF THE GENERAL LAND OFFICE  
TO THE PUBLIC  
THE STATE OF TEXAS



# What 1969 is saying:

The year 1969 has so far clearly indicated that public service at Avco Broadcasting is a lot more than lip service.

In communities ranging from Washington, D. C. to San Francisco, Avco Broadcasting stations have been saluted for extra effort in many different areas of public commitment.

So far this year, 28 awards have been given the Avco Broadcasting stations. Two Alfred P. Sloan Awards. Two first place awards from the National Association of Television Programming Executives. Honors from Associated Press, the IBEW, National Press Photographers' Association, Sigma Delta Chi and the State of Ohio.

Avco Broadcasting stations have been recognized for a *multiplicity* of extra public services too. For documentaries and news coverage. Special reporting, feature stories and involvement in community projects.

This kind of appreciative response reaffirms the commitment to public service at Avco Broadcasting: to better serve its audiences with concerned, involved programming.



**BROADCASTING  
CORPORATION**

TELEVISION: WLWT Cincinnati; WLWC Columbus; WLWD Dayton; WLWI Indianapolis and WOAI-TV San Antonio. RADIO: WLW Cincinnati; WOAI San Antonio; KYA & KOIT San Francisco; WWDC & WWDC-FM Washington, D.C. and WRTH Wood River, Illinois.  
Represented by Avco Radio Television Sales, Inc.

Revenues for selected communities within metro area (continued)

Radio metropolitan area Community-city, state	No. stations in operation	Time sales <sup>a</sup>			Total stations re- porting	Total broadcast revenues <sup>a</sup>	Total broadcast expenses	Total broadcast income <sup>a</sup>
		Networks	National & regional advertisers & sponsors <sup>a</sup>	Local Advertisers & sponsors <sup>a</sup>				
Chicago								
Chicago	13	314,944	19,427,457	12,877,828	13	29,017,129	20,985,436	8,031,693
Cleveland								
Cleveland	7	137,524	5,010,328	5,530,085	7	9,132,411	8,074,452	1,057,959
Dallas								
Dallas	7	94,073	3,486,591	4,473,154	7	6,924,969	4,550,096	2,374,873
Davenport-Rock Island-Moline								
Davenport, Iowa	3	6,732	285,592	724,895	3	937,567	946,985	-9,418
Denver								
Denver	10	69,974	2,521,823	4,434,640	10	6,113,037	5,468,341	644,696
Detroit								
Detroit, Mich.	6	376,303	7,530,738	8,599,294	6	14,152,091	9,296,537	4,855,554
Duluth-Superior								
Duluth, Minn.	3	16,815	298,263	502,606	3	785,019	714,631	70,388
Superior, Wis.	3	19,526	48,038	253,531	3	315,023	318,249	-3,226
Evansville								
Evansville, Ind.	4	10,819	252,248	914,209	4	1,198,277	1,014,899	183,378
Fort Smith								
Fort Smith, Ark.	4	28,232	139,938	476,385	4	609,521	546,994	62,527
Grand Rapids								
Grand Rapids, Mich.	6	107,292	832,163	1,646,219	6	2,335,820	2,425,919	-90,099
Greensboro-High Point								
Greensboro, N.C.	5	19,180	372,588	1,062,347	5	1,357,928	1,056,446	301,482
Winston-Salem, N.C.	6	8,012	294,060	1,326,686	6	1,567,482	1,357,421	210,061
Greenville								
Greenville, S.C.	6	12,266	307,593	1,321,486	6	1,651,371	1,452,750	198,621
Harrisburg								
Harrisburg, Pa.	4	29,571	508,102	966,182	4	1,418,381	1,140,479	277,902
Houston								
Houston	10	64,891	3,433,662	5,996,291	10	8,064,587	6,146,065	1,918,522
Huntington-Ashland								
Huntington, W. Va.	3	8,811	235,310	642,516	3	812,118	717,697	94,421
Johnstown								
Johnstown, Pa.	3	14,674	232,371	409,654	3	624,270	588,312	35,958
Kansas City								
Kansas City, Mo.	5	33,349	2,694,114	4,157,658	5	5,780,081	4,023,104	1,756,977
Knoxville								
Knoxville, Tenn.	8	28,207	722,846	1,203,629	8	1,844,155	1,776,831	67,324
Lansing								
Lansing, Mich.	3		314,007	923,165	3	1,215,433	928,557	286,876
Little Rock-North Little Rock								
Little Rock, Ark.	6	33,925	551,241	1,537,051	6	1,875,461	1,700,585	174,876
Los Angeles-Long Beach								
Los Angeles, Calif.	12	231,064	18,399,540	17,841,024	12	30,451,841	23,797,861	6,653,980
Pasadena, Calif.	3		1,538,915	2,646,744	3	3,695,971	2,683,781	1,012,190
Louisville								
Louisville, Ky.	8	67,874	2,334,349	2,434,097	8	4,232,165	4,187,362	44,803
Macon								
Macon, Ga.	6	12,673	288,391	1,051,016	6	1,350,791	1,165,190	185,601
Memphis								
Memphis, Tenn.	9	61,963	1,843,766	3,011,269	9	4,428,067	3,380,828	1,047,239
Miami								
Miami	8	84,269	2,872,345	3,960,628	8	5,959,018	4,992,216	966,802
Milwaukee								
Milwaukee	7	46,562	3,175,153	3,458,265	7	5,907,592	4,949,806	957,786
Minneapolis-St. Paul								
Minneapolis	6	87,155	2,904,551	5,770,556	6	8,649,116	5,016,732	3,632,384
Mobile								
Mobile, Ala.	7	11,315	531,458	796,519	6	1,242,425	1,058,247	184,178
Nashville								
Nashville, Tenn.	7	83,849	1,786,516	2,029,158	6	3,884,284	3,224,430	659,854
New York City								
New York	16	589,424	28,649,524	25,774,550	16	47,703,444	38,362,585	9,340,859
Newark								
Newark, N.J.	3	107,830	1,650,974	1,504,512	3	2,850,994	2,784,227	66,767
Norfolk								
Norfolk, Va.	4	17,685	734,112	1,397,957	4	1,912,846	1,642,632	270,214
Orlando								
Orlando, Fla.	6	36,348	579,514	1,817,508	6	2,176,351	1,994,333	182,018
Philadelphia								
Philadelphia	11	262,632	10,371,872	8,264,609	11	15,736,462	12,937,709	2,798,753
Phoenix								
Phoenix, Ariz.	12	30,550	1,097,328	2,035,118	12	2,940,511	2,954,352	-13,841
Pittsburgh								
Pittsburgh	8	63,072	3,970,825	4,580,257	8	7,783,507	6,363,715	1,419,792
Portland								
Portland, Ore.	9	58,756	1,784,661	2,267,717	9	3,530,001	3,456,994	73,007
Vancouver, Wash.	4	5,657	656,203	1,100,989	4	1,502,503	1,134,789	367,714
Providence-Pawtucket-Warwick								
Providence	7	58,856	1,728,922	2,234,732	7	3,473,863	2,917,133	556,730
Richmond								
Richmond, Va.	9	79,883	1,071,913	2,312,664	9	3,123,399	2,902,876	220,523
St. Louis								
St. Louis	9	139,953	5,007,445	5,474,059	9	9,081,321	7,432,826	1,648,495
Salinas-Monterey								
Salinas, Calif.	4	9,836	159,268	334,290	4	473,850	495,109	-21,259
San Antonio								
San Antonio, Tex.	11	52,571	1,311,031	3,449,096	11	4,355,271	3,942,593	412,678
San Bernardino-Riverside-Ontario								
Palm Springs, Calif.	3	5,229	127,463	297,638	3	408,388	573,699	-165,311
San Bernardino, Calif.	4	2,345	493,054	736,004	4	1,078,747	1,061,296	17,451

# How to sell a college education door-to-door

In this rich country there are still bright young people who never make it beyond high school. They come from impoverished backgrounds where a college education is "the impossible dream."

An imaginative project in New Jersey convinced many of them that it's not impossible.

A mobile College Information Center, housed in an office-type trailer, made the rounds of low-income neighborhoods in ten New Jersey cities. It was staffed by a member of the faculty of Union College and was stocked with current information on college curricula, admission requirements, available scholarships and financial aid.

This traveling college counseling service was

funded by a grant from the Bayway plants of Humble Oil and Enjay Chemical. More than 900 young people received the information and encouragement that could mean the difference between a career and a dead end.

This is only a small start on a big job. But it is a start. And we're glad to have a part in it. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

Humble is doing something extra.

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# The switch- hitters

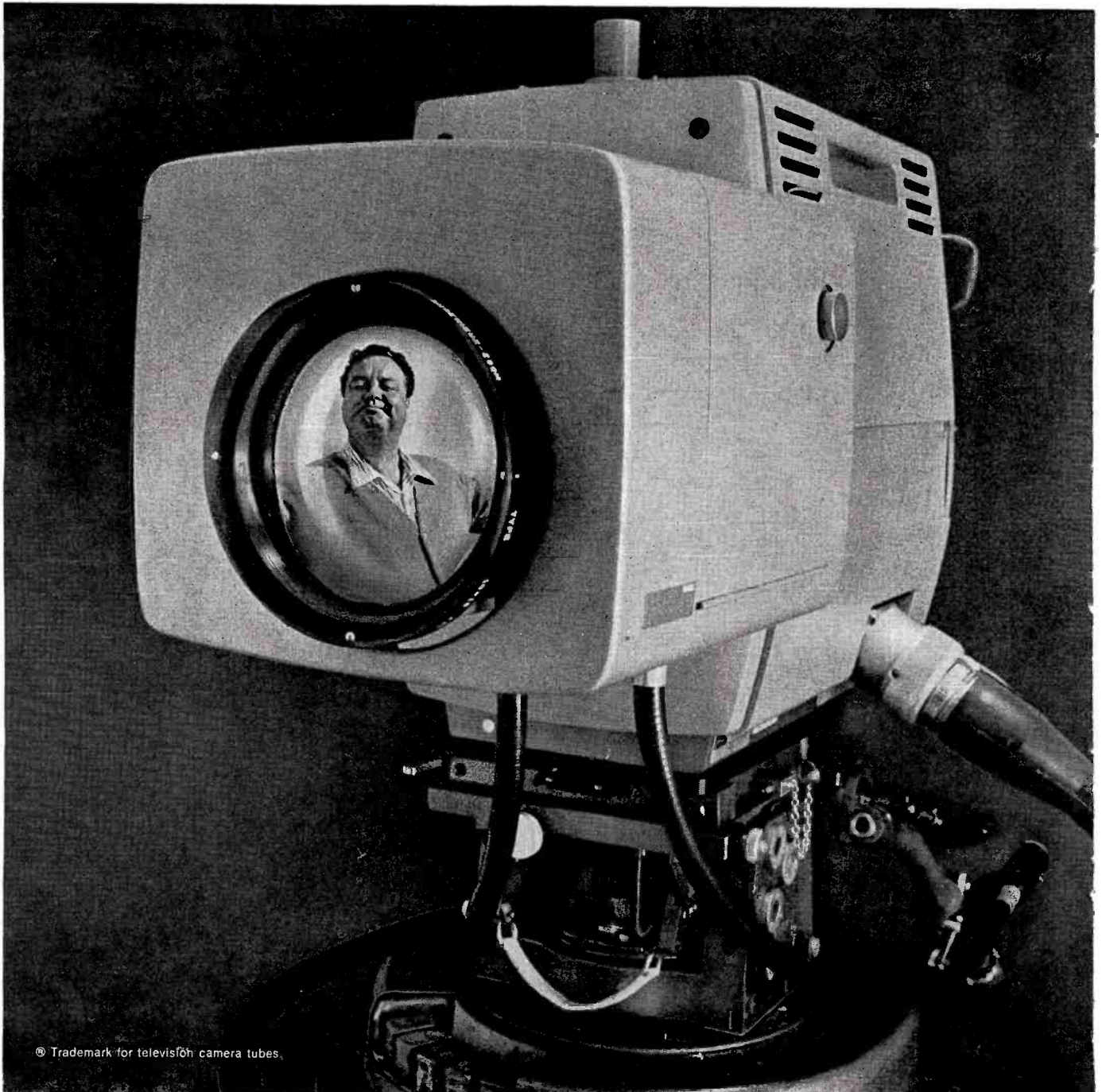
**THE PHILIPS PC-70** ... the prime time king of color cameras ... serves on more live and taped studio color shows, by far, than any other camera.

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Why? Its unsurpassed color picture, faithful and sharp. There are over 700 Philips 3-Plumbicon® cameras in use worldwide. A videoman's dream. The cameraman's camera. Management's assurance of the best, most reliable, and most economical performance.

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The PCP-90 is designed basically as a field camera. Controls may be beamed from as far away as 30 miles. Signal processing is done in the backpack. The Minicam produces a real-time color-composite signal for direct broadcast. Or it can go into the field with a portable recorder to tape interviews or other action—totally unencumbered.

And here again, you have a star switch-hitter. Three new one-inch Philips Plumbicon tubes perform to broadcast standards, bringing the Minicam right into the studio.

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## Revenues for selected communities within metro area (continued)

Radio metropolitan area Community-city, state	No. stations in opera- tion	Time sales <sup>1</sup>			Total stations re- porting	Total broadcast revenues <sup>1</sup>	Total broadcast expenses	Total broadcast income <sup>1</sup>
		Networks	National & regional advertisers & sponsors <sup>2</sup>	Local advertisers & sponsors <sup>2</sup>				
San Diego								
San Diego	6	51,358	2,543,361	1,953,537	6	3,870,779	3,670,745	200,034
San Francisco-Oakland								
Oakland	3		2,760,828	1,923,629	3	3,864,294	3,744,528	119,766
San Francisco	10	186,001	10,930,199	7,155,690	10	15,333,285	12,859,627	2,473,658
San Jose								
San Jose, Calif.	4		1,120,710	1,670,197	4	2,395,181	2,077,293	317,888
San Juan								
San Juan, P.R.	8	625,593	1,407,418	1,778,251	8	3,507,655	2,840,342	667,313
Santa Barbara								
Lompoc, Calif.	3	108	6,713	86,211	3	97,086	128,958	-31,872
Santa Barbara, Calif.	5	22,883	272,717	547,245	5	748,715	870,160	-121,445
Santa Maria, Calif.	4	9,326	71,872	371,051	4	452,611	448,281	4,330
Seattle-Everett								
Seattle	13	59,115	3,905,723	4,671,491	13	7,310,026	6,370,708	939,318
Springfield-Chicopee-Holyoke								
Springfield, Mass.	3	10,889	550,005	915,263	3	1,257,266	1,185,037	72,229
Syracuse								
Syracuse, N.Y.	5	40,828	1,267,937	1,593,695	5	2,468,465	2,090,209	378,256
Tampa-St. Petersburg								
St. Petersburg, Fla.	4	8,388	809,590	669,056	4	1,313,586	1,236,166	77,420
Tampa, Fla.	8	21,874	972,670	1,426,142	8	2,119,643	1,926,563	193,080
Tulsa								
Tulsa, Okla.	6	29,969	827,959	1,933,837	6	2,442,995	2,166,210	276,785
Utica-Rome								
Utica, N.Y.	4	19,804	287,630	804,692	4	1,035,889	999,054	36,835
Washington								
Washington	6	79,397	4,967,092	5,750,922	6	10,345,384	7,839,620	2,505,764
West Palm Beach								
West Palm Beach, Fla.	3	8	267,879	494,107	3	761,115	681,500	79,615
Wilkes Barre-Hazleton								
Wilkes Barre, Pa.	3	29,991	90,018	626,960	3	697,271	627,221	70,050
Wilmington								
Wilmington, Del.	4	12,266	270,201	1,468,840	4	1,727,975	1,289,536	438,439

<sup>1</sup> Before federal income tax Note: — denotes loss.

<sup>2</sup> Excludes independently operated FM stations.

<sup>3</sup> Communities are included in this table if totals do not reveal individual station data.

<sup>4</sup> Stations with less than \$25,000 time sales report only total revenue and total expenses.

<sup>5</sup> Before commissions to agencies, representatives and others.

<sup>6</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

## Revenues and expenses of national networks and stations

Broadcast financial data of nationwide radio networks and 4,161 AM and AM-FM stations, 1968  
(In thousands of dollars)

Item	Nationwide networks <sup>1</sup>	% Change from previous year	20 owned- and- operated stations	% change from previous year	4,141 other stations	% change from previous year	Total nationwide networks and 4,161 stations	% change from previous year
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$44,254	(1.8)	\$ 1,162	(4.6)	\$ 7,180 <sup>2</sup>	(13.6)	—	—
b. Sale of other network time	—	—	—	—	2,509	24.2	—	—
Total network time sales	44,254	(1.8)	1,162	(4.6)	9,689	(6.2)	—	—
2. Deductions from network revenues from sale of time to advertisers:								
a. Paid to owned-and-operated stations	1,161	(4.7)	—	—	—	—	—	—
b. Paid to affiliated stations	7,175	(7.9)	—	—	—	—	—	—
Total participation by others (excluding commissions) in revenue from sale of network time	8,336	(7.5)	—	—	—	—	—	—
3. Total retentions from sale of network time	35,918	(0.3)	1,162	(4.6)	9,689	(6.2)	46,769	(1.7)
4. Non-network time sales:								
a. National and regional advertisers	—	—	33,270	21.0	299,109	14.0	332,379	14.7
b. Local advertisers	—	—	16,188	21.2	680,915 <sup>3</sup>	14.3	697,103	14.4
Total non-network time sales	—	—	49,458	21.1	980,024	14.2	1,029,482	14.5
5. Total time sales	35,918	(0.3)	50,620	20.3	989,713	14.0	1,076,251	13.7
6. Deduct—Commissions to agencies representatives, etc.	6,553	(1.5)	9,099	22.1	102,666	17.1	118,318	16.3
7. Net time sales	29,365	—	41,521	20.0	887,047	13.6	957,933	13.5
B. Revenues from incidental broadcast activities:								
a. Talent	6,726	(28.8)	1,956	(0.7)	10,001	(8.2)	18,683	(16.3)
b. Sundry broadcast revenues	1,572	(3.3)	146	52.1	16,321	2.8	18,039	2.5
Total incidental broadcast activities	8,298	(25.1)	2,102	1.8	26,322	(1.7)	36,722	(7.9)
C. TOTAL BROADCAST REVENUES	37,663	(6.9)	43,623	18.9	913,369	13.1	994,655	12.4
D. TOTAL BROADCAST EXPENSES	43,692	4.7	42,771	14.2	790,900	9.8	877,353	9.7
E. BROADCAST INCOME (before federal income tax)	(6,029)	4	852	8	122,469	40.6	117,292	37.9

<sup>1</sup> CBS, MBS, NBC and ABC's three AM networks and one FM network.

<sup>2</sup> Amount differs from that shown in Item A.2.b because of variations in accounting practices.

<sup>3</sup> Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

<sup>4</sup> Loss in 1967 was \$1,272,000.

<sup>5</sup> Loss in 1967 was \$759,000.

( )—Denotes loss or percentage of decrease.

Note: Data for 1967 cover the operations of four nationwide networks, their 19 owned and operated stations, and 4,057 AM and AM-FM stations.



## Did payments to owners influence station profit or loss?

Number of AM and AM/FM stations reporting payments to proprietors, partners, or stockholders, 1968<sup>1</sup>  
(Excludes dividends and other payments from surplus)

Stations reporting payments of:	Number	Amount
Over \$100,000	22	\$23,907,139
75,000- 99,999	43	3,683,489
50,000- 74,999	116	6,969,361
40,000- 49,999	100	4,406,337
30,000- 39,999	208	7,130,951
25,000- 29,999	178	4,856,559
20,000- 24,999	236	5,254,825
15,000- 19,999	327	5,605,090
10,000- 14,999	453	5,585,001
5,000- 9,999	552	4,143,058
2,500- 4,999	209	774,580
Under 2,500	266	339,424
<b>Total</b>	<b>2,710</b>	<b>\$72,655,814</b>

<sup>1</sup> Includes stations operated for the full year.

## Relationship of AM and AM/FM station losses to reported payments to proprietors, partners and stockholders, and to reported depreciation expense, 1968<sup>1</sup>

1. Total number of stations reporting losses	1,149	
a. Total amount of losses		\$37,387,762
2. Number of losing stations which reported payments to proprietors, etc.	667	
a. Total amount of payments to proprietors, etc.		30,564,392
3. Number of losing stations which reported depreciation expense	1,086	
a. Total amount of depreciation expense		15,822,729
4. Stations reporting a loss:		
a. Total number of losing stations reporting payments to proprietors, etc. and/or depreciation expense which together exceeded the amount of loss	631	
b. Total number losing stations reporting payments to proprietors, etc. which alone exceed the amount of loss	344	

<sup>1</sup> Includes stations operating for full year only.

## How market size influenced profits and losses

Average financial data for AM and AM/FM stations reporting profits by size of metropolitan area or community in which station is located<sup>1</sup> 1968 (stations operating full year)  
(In thousands of dollars)

Population of:	No. of stations reporting total time sales of \$25,000 or more <sup>2</sup>	Average time sales per station reporting			Average per station reporting						
		Networks	National and regional advertisers and sponsors <sup>3</sup>	Local advertisers and sponsors <sup>3</sup>	Total stations reporting	Revenues	Ex-penses	Income	Total revenues <sup>4</sup>	Total expenses	Total income <sup>4</sup>
2,000,000 and over	156	\$ 9	\$776	\$757	156	\$1,332	\$946	\$386	\$207,799	\$147,645	\$ 60,154
1,000,000-2,000,000	108	10	385	539	108	809	575	234	87,348	62,075	25,273
500,000-1,000,000	225	8	219	321	226	480	383	97	108,501	86,658	21,843
250,000- 500,000	273	4	102	229	274	310	258	52	84,838	70,570	14,267
200,000- 250,000	65	2	74	253	65	315	265	51	20,499	17,215	3,283
150,000- 200,000	98	3	63	188	98	247	207	40	24,200	20,309	3,892
100,000- 150,000	130	4	57	173	130	223	191	32	28,976	24,840	4,135
50,000- 100,000	488	2	37	151	491	184	161	24	49,950	43,229	6,720
25,000- 50,000	262	2	33	159	262	192	167	25	50,423	43,814	6,608
10,000- 25,000	507	1	20	121	508	141	123	18	71,444	62,507	8,936
5,000- 10,000	487	*	12	90	490	102	88	14	49,816	43,102	6,714
2,500- 5,000	332	*	8	68	342	75	65	10	25,489	22,203	3,285
Less than 2,500	159	*	7	70	167	74	65	9	12,357	10,789	1,568
<b>Total</b>	<b>2,888</b>	<b>\$ 3</b>	<b>\$100</b>	<b>\$195</b>	<b>2,913</b>	<b>\$ 270</b>	<b>\$215</b>	<b>\$ 56</b>	<b>\$787,514</b>	<b>\$625,532</b>	<b>\$161,981</b>

<sup>1</sup> Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's census of population, 1960.

<sup>2</sup> Stations with total time sales of less than \$25,000 are not required to report time sales separately.

<sup>3</sup> Before commissions to agencies, representatives and others.

<sup>4</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>5</sup> Before federal income tax.

\* Less than \$1,000.

Average financial data for AM and AM/FM stations reporting losses by size of metropolitan area or community in which station is located<sup>1</sup> 1968 (stations operating full year)  
(In thousands of dollars)

Population of:	No. stations reporting total time sales of \$25,000 or more <sup>2</sup>	Average time sales per station reporting			Average per station reporting						
		Networks	National and regional advertisers and sponsors <sup>3</sup>	Local advertisers and sponsors <sup>3</sup>	Total stations reporting	Revenues	Ex-penses	Loss	Total revenues <sup>4</sup>	Total expenses	Total loss <sup>4</sup>
2,000,000 and over	73	\$14	\$184	\$287	73	\$442	\$608	\$166	\$ 32,279	\$ 44,368	\$ 12,088
1,000,000-2,000,000	61	7	108	214	63	285	361	76	17,960	22,740	4,780
500,000-1,000,000	127	3	61	161	130	199	247	48	25,910	32,088	6,177
250,000- 500,000	131	2	37	132	133	159	192	33	21,159	25,533	4,374
200,000- 250,000	21	2	17	112	21	125	149	24	2,632	3,135	502
150,000- 200,000	50	1	20	109	51	125	150	26	6,358	7,662	1,304
100,000- 150,000	40	4	37	135	41	162	187	25	6,638	7,655	1,016
50,000- 100,000	32	2	22	95	32	116	137	20	3,726	4,372	645
25,000- 50,000	94	1	19	108	95	126	143	17	11,976	13,625	1,648
10,000- 25,000	168	1	15	87	170	102	114	13	17,257	19,445	2,187
5,000- 10,000	128	*	8	64	134	70	79	8	9,415	10,535	1,119
2,500- 5,000	116	*	5	53	128	54	61	7	6,900	7,857	956
Less than 2,500	69	*	7	49	78	51	58	8	3,965	4,551	586
<b>Total</b>	<b>1,110</b>	<b>\$ 2</b>	<b>\$ 38</b>	<b>\$118</b>	<b>1,149</b>	<b>\$145</b>	<b>\$177</b>	<b>\$ 33</b>	<b>\$166,184</b>	<b>\$203,572</b>	<b>\$ 37,387</b>

<sup>1</sup> Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's census of population, 1960.

<sup>2</sup> Stations with total time sales of less than \$25,000 are not required to report time sales separately.

<sup>3</sup> Before commissions to agencies, representatives and others.

<sup>4</sup> Total revenues consist of total time sales less commissions plus talent and program sales.

<sup>5</sup> Before federal income tax.

\* Less than \$1,000.

# A look at radio's finances over the past 10 years

## AM and AM-FM radio financial data (industry totals)<sup>1</sup> 1958-1968

Time sales (In millions of dollars)								Broadcast revenues, expenses, and income <sup>2</sup> (In millions of dollars)			
Year	Total	Network	Percent of total	National spot	Percent of total	Local	Percent of total	Year	Revenues	Expenses	Income
1968	\$1,076.3	46.8	4%	\$332.4	31%	\$697.1	65%	1968	\$994.7	\$877.4	\$117.3
1967	946.6	47.6	5	289.8	31	609.2	64	1967	884.7	799.7	85.0
1966	912.0	47.2	5	284.6	31	580.2	64	1966	852.7	752.1	100.6
1965	827.7	44.6	5	254.1	31	529.0	64	1965	776.8	695.7	81.1
1964	763.7	43.8	6	237.3	31	482.6	63	1964	719.2	645.4	73.8
1963	711.7	41.8	6	224.7	31	445.2	63	1963	669.7	611.6	[58.1
1962	665.2	37.3	6	212.1	32	415.8	62	1962	626.8	580.1	46.7
1961	617.2	35.8	6	200.0	32	381.4	62	1961	583.6	551.6	32.0
1960	622.4	35.0	6	202.1	32	385.3	62	1960	591.9	543.6	48.3
1959	582.9	35.6	6	188.2	32	359.1	62	1959	555.7	511.7	44.0
1958	541.6	46.5	8	171.9	32	323.2	60	1958	520.6	482.6	38.0

<sup>1</sup> Excludes independently owned FM stations.  
<sup>2</sup> Before federal income tax.

## Financial picture for FM-only stations

### FM financial data--1958-1968

Year	Independent FM stations					
	Total FM stations reporting	Total FM revenues (millions)	No. of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)
1968	1,888	\$53.2	433	\$28.3	\$32.2	\$(3.9)
1967	1,706	39.8	405	22.6	26.8	(4.2)
1966	1,575	32.3	381	19.4	22.7	(3.3)
1965	1,381	24.7	338	15.7	19.0	(3.3)
1964	1,175	19.7	306	12.8	15.8	(3.0)
1963	1,071	16.3	294	11.4	14.6	(3.2)
1962	993	13.9	279	9.3	12.5	(3.2)
1961	938	10.0	249	7.1	9.7	(2.6)
1960	789	9.4	218	5.8	8.2	(2.4)
1959	662	5.7	148	4.3	5.9	(1.6)
1958	533	4.0	93	2.5	3.2	(0.7)

( ) Denotes loss.


### Number of independent FM stations reporting profit and loss, 1962-1968

Year	Total number of stations reporting	Number of stations reporting profit	Number of stations reporting loss
1968	433	148 <sup>1</sup>	285 <sup>2</sup>
1967	405	115	290
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208

<sup>1</sup> The average profit for these stations was \$15,308.  
<sup>2</sup> The average loss for these stations was \$21,599.

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### Average 1968 financial data for AM and AM/FM stations in one & two station communities outside standard metropolitan statistical areas by population of community (stations operating full year)

Community population (1960 Census)	One-station communities			Two-station communities <sup>2</sup>		
	No. of Stations	Average station Revenue	Average station Profit/Loss	No. of Stations	Average station Revenue	Average station Profit/Loss
25,000-50,000						
Total stations reporting	38	\$246,096	\$33,372	109	\$183,875	\$17,492
Stations reporting profits	33	259,858	40,297	90	194,595	25,205
Stations reporting losses	5	155,268	12,333—	19	133,095	19,040—
10,000-25,000						
Total stations reporting	276	142,558	14,512	303	119,816	7,587
Stations reporting profits	235	149,031	19,166	213	128,502	15,660
Stations reporting losses	41	105,452	12,162—	90	99,261	11,520—
5,000-10,000						
Total stations reporting	529	94,311	9,305	99	93,595	6,809
Stations reporting profits	426	99,793	13,448	69	106,284	14,355
Stations reporting losses	103	71,636	7,759—	30	64,411	10,546—
2,500-5,000						
Total stations reporting	450	68,432	5,066	25	67,487	2,654
Stations reporting profits	332	73,500	9,538	16	76,335	8,242
Stations reporting losses	118	54,171	7,515—	9	51,758	7,280—
Less than 2,500						
Total stations reporting	239	65,833	4,197	15	55,637	4,278
Stations reporting profits	166	72,111	9,167	9	57,773	6,719
Stations reporting losses	73	51,556	7,105—	6	52,433	20,774—
Total all communities						
Total stations reporting	1,532	94,723	8,798	551	123,656	8,860
Stations reporting profits	1,192	102,753	13,628	397	135,918	17,095
Stations reporting losses	340	66,571	8,132—	154	92,046	12,371—

## Success of radio ads cited by agency reps

Need for creativity in making spots is stressed for IRTS

The effectiveness of radio advertising and the importance of creativity in making commercial spots was stressed by speakers at the fourth radio commercial workshop of the International Radio and Television Society, Thursday, Oct. 16, in New York.

The all-day meeting included a special session on music and retailing and the presentation of awards by the National Retail Merchants Association and Radio Advertising Bureau. Chairman George Gallup, vice president-sales, NBC radio network, opened the annual event.

Luncheon speaker Ron Rosenfeld, senior vice president, and creative director at J. Walter Thompson, set the tone of the seminar before quickly moving on to other matters: "I like radio. It's nice. It sells. I encourage you to use it. That's my radio commercial. That's all I'm going to say about radio right now."

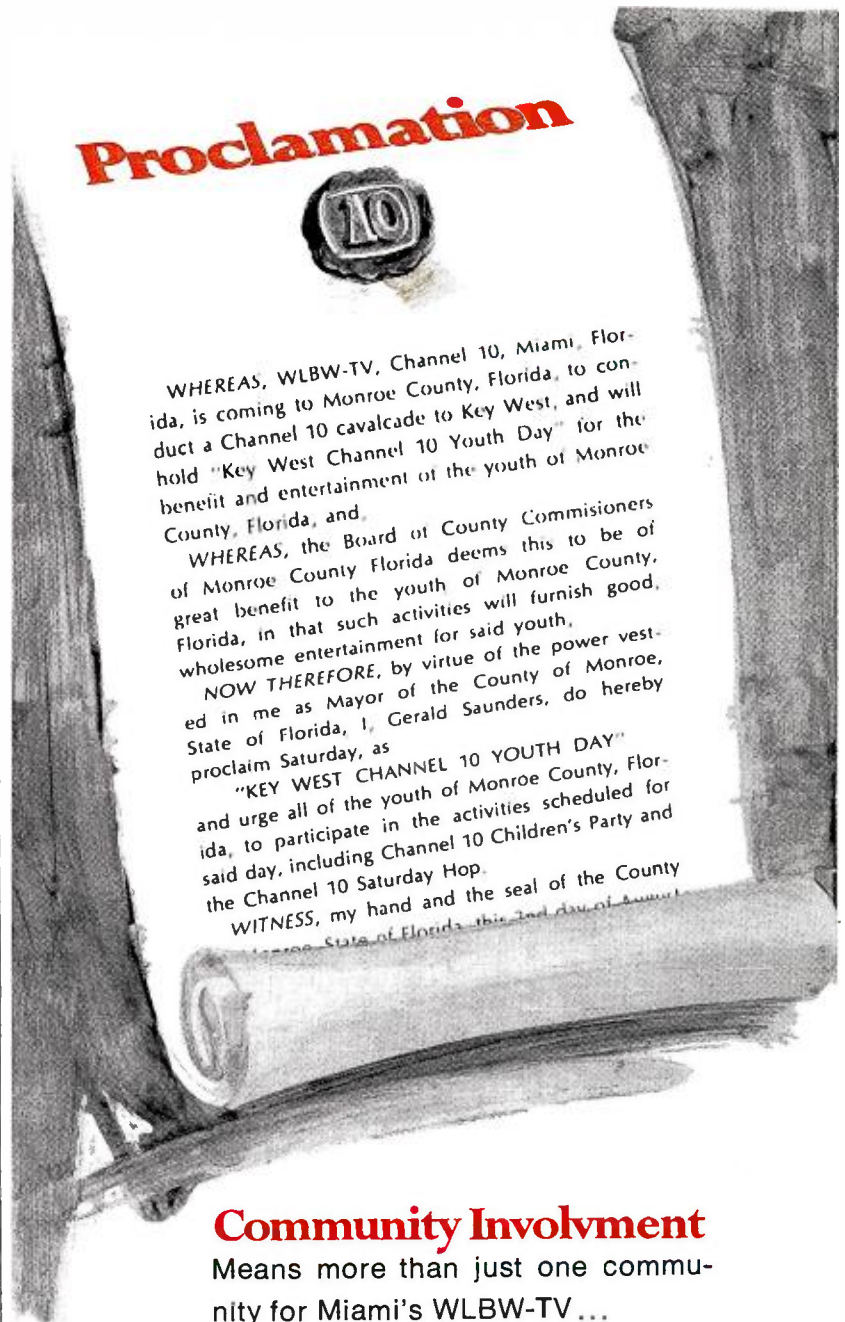
The other matters were creativity, how to recognize it, and how to encourage it. Mr. Rosenfeld said the war between creative and anti-creative elements is "costing American business billions every year."

Mira Berman, president and creative director of Allerton, Berman & Dean, New York, in outlining three years of work for Gimbel's, New York, cited consumer shopping outside the city, the high cost of print, the disappearance of metropolitan dailies and growing competitiveness as retailers problems. He recommended radio as the solution. He suggested the use of established radio personalities within a market and encouraged in-store promotions featuring those personalities.

Robert H. Alter, executive vice president of the Radio Advertising Bureau, and Joyce Reed, RAB director of retail services, reviewed a number of successful radio spots for workshop participants. Miss Reed emphasized that a visual representation is not necessary to selling fashion.

Three creative supervisors from three agencies summed up three successful radio campaigns. Robert Oksner, vice president and creative director, David Oksner & Mitchnek, New York, reviewed his agency's campaign for Random House. Mr. Oksner said his was the first agency to advertise books like packaged goods in broadcast media.

Warren Pfaff, senior vice president



### Proclamation



WHEREAS, WLBW-TV, Channel 10, Miami, Florida, is coming to Monroe County, Florida, to conduct a Channel 10 cavalcade to Key West, and will hold "Key West Channel 10 Youth Day" for the benefit and entertainment of the youth of Monroe County, Florida, and,

WHEREAS, the Board of County Commissioners of Monroe County Florida deems this to be of great benefit to the youth of Monroe County, Florida, in that such activities will furnish good, wholesome entertainment for said youth,

NOW THEREFORE, by virtue of the power vested in me as Mayor of the County of Monroe, State of Florida, I, Gerald Saunders, do hereby proclaim Saturday, as

"KEY WEST CHANNEL 10 YOUTH DAY" and urge all of the youth of Monroe County, Florida, to participate in the activities scheduled for said day, including Channel 10 Children's Party and the Channel 10 Saturday Hop.

WITNESS, my hand and the seal of the County of Monroe, State of Florida, this 2nd day of August

### Community Involvement

Means more than just one community for Miami's WLBW-TV ...

**It means** Key West... Naples

...Dania... Lake Worth... Homestead



# WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY  
50 N.W. CINCINNATI, OHIO





and creative supervisor, J. Walter Thompson Co., discussed the problems of handling an airline account while the airline continually purchases more and bigger planes. Mr. Pfaff played samples of spots Thompson designed for Pan American World Airways.

George Newall, vice president and copy supervisor at LaRoche, McCaffrey & McCall, New York, entitled his remarks "Hai-Karate—from TV to Radio." Mr. Newall suggested that warmed-over television commercials fail to make effective radio commercials. He played samples of spots for

the Charles Pfizer line of men's toiletries.

Hane Trahey, president of Trahey/Wolf Advertising, New York, lamented that for radio "the glamour went away the day RCA sold its first television set," and criticized radio networks for lack of programing creativity. Miss Trahey also offered a series of successful spots produced by her agency.

Vic Cowen, associate creative director, Goulding-Elliott-Greybar, and writer for the comedy team of Bob Elliott and Ray Goulding (*Bob and Ray*), spoke up for the use of radio by indus-

trial advertisers, offering several samples of his own product.

Two speakers discussed the place of music in radio advertising. Ed Flynn, senior vice president and director of music, Lennen & Newell, New York, mentioned a number of campaigns, suggesting that a message set to music is more memorable than a spoken statement. Frank Harris, president of Frank Harris Productions, remarked on the use of electronic sounds. While electronic music is very much in fashion, he said, its unique capabilities are not fully realized.

## 'Change' is advertisers' theme

**AAAA group warned to stay in tune with times; value of increasing media middlemen is discounted**

A need for advertising to reforge its practices and concepts turned out to be the omnipresent theme of the 32d annual western region meeting of the American Association of Advertising Agencies. The Oct. 12-16 convention at Montecito, Calif., repeatedly heard the warning that clients and agencies everywhere must revise their thinking to stay in tune with the times if they want their messages to be heard.

Among the many philosophical observations and theoretical suggestions made about change at the convention, Albert Petcavage, vice president in charge of media for Doyle Dane Bernbach Inc., New York, cited a tangible, highly controversial product of change and all but condemned it. He analyzed the independent time-buying service companies that have sprung up in recent years, the so-called media middlemen, and predicted that to meet the competitive challenge most agencies, before too long, will be buying spot broadcast time via a sort of "bid-and-asked auction market." He pointed out that some agencies already are buying time by taking greater preemption risks (thus also having to exercise greater

controls of campaigns) and most agencies will do so in the future unless stations, "in a sudden flood of reform I now can't anticipate, change their ways. . ."

The ways Mr. Petcavage would want stations to change are the "pricing difference between fixed rates, preemptible with notice rates, and fully preemptible rates (as much as a 50% difference exists between top and bottom published rates, he said), and the multitude of different rate cards used by station managers and salesmen, each one coming into use as the market is tight or soft" (even though only one at a time is published). According to the DDB media executive, agencies are now being forced by competition to use buying techniques that are borrowed from the useful techniques of the middlemen services. This is the answer to client questions about why agencies shouldn't be able to buy as efficiently as outside time-buying services.

But before describing how the change of media middlemen is changing the buying techniques of agencies (a change, he noted, that "may turn out to be beneficial therapy"), Mr. Petcavage

gave the timebuying services a thorough raking. Drawing from material published in a recent AAAA survey on the use of outside buying services, as well on his "personal experience," Mr. Petcavage came up with the following conclusions:

- "There is no plausible way a buying service can be persuasive with an account except by an implication that the agency is not competent."

- Despite the middlemen's claim that they will make the agency a more efficient, more profitable timebuying service, "there is no real improvement in operating efficiency" realized at the agency.

- "An agency cannot really, even under the very best of circumstances, dispense with its buyer, not entirely."

- At DDB, if a timebuying service were used exclusively and assuming that such a service operated at maximum efficiency ("A big, big assumption"), Mr. Petcavage estimated that staff replacement would be no more than about five people out of a total media staff of nearly 190.

- That the "professionalism" of media middlemen is in question (cited



Mr. Nelson



Mr. Hawkins



Mr. Cummings



Mr. Petcavage



Mr. Blackett

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 5 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 6	Total dollars week ended Oct. 6	1969 total minutes	1969 total dollars
	Week ended Oct. 6	Cume Jan. 1-Oct. 6	Week ended Oct. 6	Cume Jan. 1-Oct. 6	Week ended Oct. 6	Cume Jan. 1-Oct. 6				
Monday-Friday Sign-on-10 a.m.	\$ —	101.9	\$ 165.8	4,540.6	\$ 336.0	\$ 13,670.5	118	\$ 501.8	3,502	\$ 18,313.0
Monday-Friday 10 a.m.-6 p.m.	1,850.6	56,999.5	2,443.6	105,308.4	1,889.1	84,317.3	869	6,183.3	35,340	246,625.2
Saturday-Sunday Sign-on-6 p.m.	779.8	35,600.8	2,335.9	41,934.9	2,859.4	29,071.0	346	5,975.1	11,410	106,606.7
Monday-Saturday 5 p.m.-7:30 p.m.	277.8	12,318.9	895.9	26,108.7	1,021.8	24,869.1	98	2,195.5	3,722	63,296.3
Sunday 6 p.m.-7:30 p.m.	78.0	5,226.6	414.3	8,115.0	456.0	7,650.4	23	948.3	812	20,043.7
Monday-Sunday 7:30-11 p.m.	6,643.0	187,442.9	8,224.8	252,021.4	7,819.2	251,138.5	457	22,687.0	17,433	690,602.8
Monday-Sunday 11 p.m.-Sign-off	997.7	16,428.5	525.9	6,931.7	505.2	19,673.2	141	2,028.8	3,630	43,033.4
<b>Total</b>	<b>\$10,626.9</b>	<b>\$314,118.7</b>	<b>\$15,006.2</b>	<b>\$444,960.7</b>	<b>\$14,886.7</b>	<b>\$430,390.0</b>	<b>2,052</b>	<b>\$40,519.8</b>	<b>75,872</b>	<b>\$1,189,469.4</b>

was a report that as of last July only three outside timebuying services had subscribed for "such a basic buying tool" as ARB and Nielsen rating services), and that there is evidence to suspect that middlemen "do not deliver what they promise, that heavy agency supervision is mandatory, and that general servicing is poor."

There is little evidence that the middlemen services are on any stable and permanent base although they probably won't disappear in the near future, he said.

James C. Nelson Jr., executive vice president, Hofer, Dieterich, Brown Inc., San Francisco, had a simpler statement to make about change and the advertising business. He urged the more than 300 advertising executives and their guests who attended the convention to "stay tuned" to what's happening in the world because "it's easy to lose track of how fast things are changing." As examples of some of the changes taking place in broadcasting, he noted the proliferation of black performers in TV commercials currently as compared with two years ago, and the growth and apparent vitality of so-called underground radio stations. About the independence of the underground stations, an independence that advertising has to recognize, he said: "if they think your radio spot doesn't fit their programing, they'll give you three options: make a spot that does fit their programing, or let them make a spot for you that fits their programing, or go fly a kite."

Arthur H. Hawkins III, senior vice president and creative director, Ketchum, MacLeod & Grove Inc., New York, told of a 60-year-old ad manager of a chinaware company who wouldn't approve an agency campaign built around

the music performed by the rock group called The Doors. "Who needs all that stupid music you hear today, and the miniskirts, and besides with all that long hair, you can't tell the boys from the girls," Mr. Hawkins quoted the ad manager as saying.

Yet, Mr. Hawkins pointed out, the man's customers are young brides and he said, "That fellow hadn't the faintest idea how to communicate with his audience, and he wouldn't listen objectively to people who did." He added: "And his sales have been slowing down for years."

Mr. Hawkins emphasized that he didn't want his remarks about change to be misunderstood. He wasn't saying that "rock music, hip artwork, and esoteric film techniques," are the answers to all advertising problems. "What I am saying," he stressed, "is that a lot of advertisers somehow have it in their heads that these techniques are only useful in appealing to silly kids, and that they better get with it."

William Sharp, former J. Walter Thompson copywriter and now director of research, planning and evaluation for the Office of Economic Opportunity, Washington, gave the convention delegates guidelines for dealing with one of the most significant changes of all—the integration of black men into the advertising agency business. His guidelines covered management's sincerity and efforts to accomplish integration, recruiting, screening, interviewing and hiring practices; handling of the black worker's first day on the job; job transfers, promotions, termination of employment; and the goals management should set.

Mr. Sharp said: "Agency management must make its wishes clearly understood throughout the organization. This is the key goal. It is, in a real

sense, the trigger that makes everything else happen. You must give your people direction. You cannot delegate this responsibility. You cannot dispose of the matter with a simple memo to the organization. Unless your people feel your commitment, feel your involvement, they will continue to follow the practices of the past. And the practices of the past have produced lily white agencies from coast to coast."

Barton A. Cummings, chairman of the board of Compton Advertising Inc., New York, focused on campus unrest, still another manifestation of change. He said that advertising men cannot stand aside while the nation's colleges and universities are "disrupted, battered and bruised, and perhaps even destroyed." Advertising and business must exert influence, help modernize educational institutions, upgrade the quality of learning, Mr. Cummings explained, because "The students are not all wrong in their protest." In fact, according to the Compton executive, students are "right in many instances."

Even Lockheed Aircraft Corp. President A. Carl Kotchian talked about change—a change that's gradually evolving and whose full impact won't be felt for maybe 10 years. He predicted a massive effort within the next decade to unlock what he termed "mankind's supermarket of the future"—the resources of the oceans. "I'm confident that America will turn to the sea with the same vigor and skill that we have displayed on land and in the air," Mr. Kotchian said, "and when we enter the last frontier with a true national commitment, I'm sure none of us will be disappointed by the opportunities."

Charles F. Adams, president, MacManus, John & Adams Inc., Bloom-

field, Mich., in an address delivered by Richard A. Getz, vice president and manager of MJ&A's Los Angeles office, offered a switch on the "stay tuned" advice of other speakers. He recommended an "unlearning" process. Among the lessons he said he learned by unlearning things taken for granted about advertising: It doesn't always pay to be creative; the creative man doesn't always need strong convictions about his ideas ("I now believe an attitude of humility, and maybe even skepticism, about your own work is healthier and more productive"); you don't have to look creative to be creative (the

average creative conference today looks like the last supper); the best advertising is not necessarily done by the most creative people ("a great deal of damn fine advertising is coming out of the spectacularly creative mind. But this is more than balanced by a lot of junk"); research is not "a pain in the pizazz" ("I welcome it, I beg for it"); "awards are probably rotten."

Mr. Adams' parting advice for getting ahead in the advertising business was "work hard, live clean, and never stop unlearning."

Hill Blackett Jr., chairman of the board of Clinton E. Frank Inc., Chi-

cago, pointed out to delegates that they "can't be all things to all clients in our business today." Advertisers, he observed, are under considerable pressure these days to increase profits in the face of rising production and selling costs and increased taxes. He called for regular supervisory checks on the creative process and described this system as a way of generating "the disciplined creative mind." Mr. Blackett indicated that this way an agency can help an advertiser build profitable sales. "We believe the future advertising belongs to the disciplined creative mind," he said.

Dr. Totten Anderson, political science professor at the University of Southern California, Los Angeles, also talking about change, analyzed advertising media responsibilities in portraying a true image of the American way of life to the other peoples of the world.

#### 4A's select CPA for computer-unit study

Arthur Andersen & Co., New York certified public accounting firm, has been chosen by the American Association of Advertising Agencies to conduct a study to determine the feasibility of establishing a professional computer service unit to assist and work with agencies in electronic data processing systems and computer developments.

The appointment of the Andersen organization, which has had experience in working with advertising agencies in a variety of areas, followed a disclosure several weeks ago that the feasibility study would be launched shortly (BROADCASTING, Sept. 22). The study is being financed by more than 50 AAAA agencies of all sizes throughout the U.S.

#### Rep appointments:

- WHCT(TV) Hartford, Conn.: Eckels & Queen Inc., Boston.
- WFEA(AM) Manchester, N.H.: Mort Bassett & Co., Inc., New York (national), and Harold H. Segal & Co., Boston (regional).
- KAKA(AM) Wichita, Kan., KUPK-AM-FM Garden City, Kan., WISM-AM-FM Madison, Wis.: Katz Radio, New York.
- WwWS-FM Saginaw-Flint-Bay City, Mich., WRMA(AM) Montgomery, Ala.: Greener, Hiken, Sears Inc., New York.
- WNOK-AM-FM Columbia, S.C.: Avery-Knodel, New York.
- WCUB(AM) Manitowoc, Wis.: WBEV-(AM) Beaver Dam, Wis.: Walton Broadcasting Sales Corp., Chicago.
- KFIG(FM) Fresno, Calif.: Advertising Sales West, San Francisco.

Nobody we know  
at Channel 7, but  
figures make  
locks their dial  
these audience  
us wonder.



#### STATION TOTAL HOUSEHOLDS - DAYTON AREA

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

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

†Source: ARB = Circulation Study 1965

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



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

#### Twenty years of responsible service to the Miami Valley



And the remarkably clean EEV Vidicons can be used in any position without a chance of spotting the target . . . because there's no dust or dirt in an EEV Vidicon to cause spots.

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# Rough week in New York for TV research

## Tried-and-true who's-watching-what methods are disputed at ARF meeting, but other techniques are also explored

New research, new approaches to old research and considerable dissatisfaction with some existing research were underscored for approximately 1,000 experts last week as the Advertising Research Foundation held its two-day annual conference in New York.

The presentations ranged from a report casting doubt on some long-time assumptions in telephone-coincidental research (see page 76) to one on new research into audience absenteeism during TV commercials and another on research that one advertiser hopes will help him cut his advertising budget.

Inconsistencies in audience research came under fire at the opening session Tuesday morning (Oct. 14). Edward I. Barz, vice president and director of media research for Foote, Cone & Belding, protested different results produced by different techniques in measurement of magazine and network-TV audiences.

For network TV, he noted, individual viewing data are produced by three techniques: one that he called "filter-recall"; one involving a one-week family viewing diary kept by one member of the family, and one in which a single individual records his own viewing over a two-week period.

Mr. Barz did not identify the service using the three techniques, but researchers in the audience took the first as relating to Brand Rating Index, the second to A. C. Nielsen Co. and the third to W. R. Simmons & Associates.

"In the absence of truth," Mr. Barz said, "let's assume that all three techniques provide correct average telecast ratings among individuals. However, as with magazines, all three techniques cannot be providing correct cumulative audience data."

He continued: "First, both diary techniques produce findings that are similar to each other but are dissimilar to those of the 'filter-recall' technique. And second, the diary findings are practically the same for all programs; about half of the four-telecast net audience reportedly see one out of four telecasts and about 5-10% see all four.

"The 'filter-recall' findings, on the other hand, vary somewhat from program to program", Mr. Barz said. "In some cases, the patterns are similar to those generated by the diaries; in other cases, there are substantial proportions of the audience exposed to three and four telecasts."

Later, Mr. Barz said: "Essentially,

the diary findings, if correct, would tell us that there is little or no loyalty to any program, that people tend to view all programs on a more or less random basis regardless of program type. The 'filter-recall' findings on the other hand, suggest that there are degrees of loyalty that vary substantially by program type.

Mr. Barz continued: "The diary findings indicate that networks and producers are very smart when they schedule repeats for one-half of all telecasts, since half of the people who ever see a program never see more than one-quarter of the showings. . . . The 'filter-recall' findings indicate that television programming is not so simple and that the proportion of re-runs should be varied by program, since some shows encourage more habitual viewing than others.

Mr. Barz concluded that the diary findings "tell us that the networks'

theories of program scheduling are a waste of time since no program retains an audience over time and viewing of a specific program episode is a sporadic occurrence. For the same reasons, we would have to conclude that we all apparently are dead wrong when we think, for example, of advertising to the *Red Skelton* or *Dragnet* audience.

"Do you believe this is the way television programs are viewed?" he asked.

W. A. Twyman of London, an independent consultant responsible for a range of basic research projects at Unilever's Research Bureau Ltd., reported on a British test of a technique for measuring audiences to programs and commercial breaks separately.

He said the test showed that a diary approach which had previously given promising results actually "did not work," but that an "expanded coincidental interview" system designed to test the diary "did work."

The expanded coincidental technique asked respondents about their viewing over the last hour, rather than the last minute. And Mr. Twyman said the tests indicated it was "a viable technique obtaining considerably more information per interview and therefore more economical than the coincidental interview covering just one point in time."

On the basis of the coincidental data primarily, the tests suggested that 25% 30% of the average adult audience for surrounding program material was absent during the breaks, without much regard to whether they were in-program or between-program breaks.

But, Mr. Twyman noted: "It does not necessarily follow" that the drop-off in audience levels was "due to absences unique to the commercial break times." The true drop-off could have been less than 25-30%, he continued, if, for instance, there were unrecorded short absences during the program.

Thornton C. Lockwood, vice president and associate research director of Benton & Bowles, outlined B&B's "Action Prompt" technique, which he said is "designed to measure recall of the commercial vehicle itself, apart from and in addition to the recall stimulated by the aided-recall, brand-prompt procedure" used in usual day-after recall techniques.

He described Action Prompt as a system in which a commercial is summarized briefly and then, if the respondent says he remembers it, she is required to support the claim with fur-


### Myers teams with Richards

Sid Myers, vice president and creative management supervisor of Doyle Dane Bernbach New York, leaves the agency on Nov. 1 to become partner with Dick Richards of Richards Films, New York. Company will be changed to Richards and Myers Films Inc. with plans for production of TV commercials for the present, and television shows and possibly feature films in the future. Studio expansion, including of two sound stages, is under way at 306 East 38th Street. Mr. Myers worked on the Rheingold beer ethnic commercials while at DDB.



Mr. Myers

Mr. Richards



Ad biz is show biz,  
and film is  
where the show biz  
whizzes is.

Let's face it, all of you out in Advertising-land—you're in show business. Whether it's headache drama, air-flight romance, soft-drink comedy, detergent musicals, or anything else, you're trying to get the attention of an audience and get your message across. That's why so many commercials are shot on film.

Film is synonymous with show business. Film has the people with the talent, the creativity, and the experience. Film is flexible. Film goes anywhere, shows anywhere. In fact, when it comes to expertise in show business, film is the whole bag.

So if you're going to pay show business prices, you ought to get show business value.

Next time, every time, make the big time with film—*Eastman Film*.

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**Kodak**

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# You've Made History.

# Now Make A Place For It.

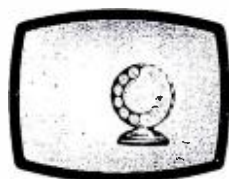
In its first half-century, broadcasting has earned a unique place in the nation's history. Now broadcasters are establishing a unique place that will dramatize their achievements for generations of researchers and scholars.

*The Broadcast Pioneers History Library and Reference Center* will occupy much of the ground floor of the NAB Building in Washington. A supremely modern facility, the Reference Center will house a rapidly growing collection of documents, photographs, tapes and films.

Broadcasters are proud of their record in raising funds for others. You're proving similarly generous in your own cause: more than half of the required \$750,000 has already been contributed (at right, the contributors as of October 1).

There is still much to be done—much history to be made, much money needed to establish the Center. Please send your check, this week, to:

**THE BROADCAST PIONEERS CAMPAIGN FUND**  
Roger W. Clipp and Ward L. Quaal, National Co-chairmen  
c/o RAB, 555 Madison Avenue, New York



*Contributions are deductible to the extent provided by law and may be paid over a period of 36 months, covering four tax years.*

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Van Konynenburg, Co-chairmen) **VIKDAL AM & TV** / **Ohio** (Robert Thomas, Chairman) **VIWHIO AM & TV** / **VIWHLO** / **VIWJW AM & TV** / **VIWKBF-TV** / **VIWKBN AM & TV** / **VIWKYC AM & TV** / **VIWLW** / **VIWLW-C** / **VIWLW-D** / **VIWLW-T** / **VIWSPD AM & TV** / **VIWTL-TV** / **Wisconsin** (George Compe, Chairman) **VIWCLO** / **VIWFHR** / **VIWHBL** / **VIWIBA** / **VIWITV-TV** / **VIWKAU** / **VIWMTV-TV** / **VIWSAU AM & TV** / **VIWMTJ AM & TV** / **VIWVTV-TV** ■ **Southwestern District** (Mike Shapiro, Chairman) **Colorado** (Rex Howell, Chairman) **VIKFTM** / **VIKLZ AM & TV** / **VIKOA AM & TV** / **VIKWGN-TV** / **Kansas** (Thad Sandstrom, Chairman) **VIKOPF** / **Missouri** (G. Pearson Ward, Chairman) **VIKMBZ** / **VIKODE AM & TV** / **New Mexico** (Kenneth Baugh, Chairman) **VIKLEH** (Norman B. Howell, Chairman) **VIKCR** / **VIKGWA** / **VIKSP** / **VIKTEN-TV** / **VIKTUL-TV** / **VIKVOO AM & TV** / **VIKWTV-TV** / **VIKWY AM & TV** / **Texas** (Jack Harris, Chairman) **VIKCN-TV** / **VIKHTV-TV** / **VIKPRC AM & TV** / **VIKRLD AM & TV** / **VIKRGV AM & TV** / **VIKSAT-TV** / **VIKITV-TV** / **VIWFAA AM & TV** / **VIWOAI AM & TV** **Northwestern District** (Payson Hall, Chairman) **Idaho** (George Hatch, Chairman) **VIKBOI AM & TV** / **VIKID AM & TV** / **VIKTFI** **Montana** (Dale Moore, Chairman) **VIKBMM** / **VIKCAP** / **VIKCFW-TV** / **VIKGOV AM & TV** / **VIKMSO-TV** / **Nebraska** (Robert E. Thomas, Chairman) **VIKGIN-TV** / **VIKOLN-TV** / **North Dakota** (William Ekberg, Chairman) **VIKDIX-TV** / **VIKDLR** / **VIKEYJ** / **VIKFGO** / **VIKFYR AM & TV** / **VIKLP** / **VIKMOT-TV** / **VIKUMV-TV** / **VIWDAY AM & TV** / **Oregon** (Howard Lane, Chairman) **VIKEX** / **VIKMED AM & TV** / **VIKOIN AM & TV** / **VIKPOJ** / **VIKVAL-TV** / **VIKXL** / **South Dakota** (Joe Floyd, Chairman) **Washington** (Payson Hall, Chairman) **VIKIRO AM & TV** / **VIKJR** / **VIKJRB** / **VIKV1** / **Wyoming** (Donald Tannenhill, Chairman) ■ **Western District** (Edmund Bunker, Chairman) **Alaska** / **Arizona** (Thomas Chauncey, Chairman) **VIKAR AM & TV** / **California** (George Whitney, Chairman) **VIKBHK-TV** / **VIKBS-TV** / **VIKERO-TV** / **VIKFI** / **VIKFOG** / **VIKFRE AM & TV** / **VIKFWB** / **VIKGBS** / **VIKMPC** / **VIKNBC** / **VIKNBR** / **VIKOGO AM & TV** / **VIKPIX-TV** / **VIKSF** / **VIKTLA-TV** / **VIKTU-TV** / **VIKYA** / **Hawaii** / **Nevada** (Donald Reynolds, Chairman) **VIUeh** (Arch Madsen, Chairman) **VIKSL AM & TV** / **Canada** **CKVL** ■ **Individuals:** George C. Biggar / William Cartwright / Norman Cash / Arthur Church / Roger Clipp / Robert T. Colwell / Carlton S. Dargusch, Jr. / George Dunham / Ralph Evans / Walter A. Gable / Dr. Alfred N. Goldsmith / Payson Hall / William S. Hedges / Martin R. Himmel / Ernest Lee Jahneke, Jr. / Sydney M. Kaye / Donald Kearney / Daniel W. Kops / Merrill Lindsey / Francis Martin, Jr. / Howard W. Maschmeier / Andy McDermott / Justin Miller / Morris S. Novik / James M. Patt / Ward L. Quaal / Walter Schwimmer / Richard Shafiq / Otto S. Shairer / Charles W. Shipley / Max E. Solomon / John Still / Mims Thomason / S. R. Wilhelm / H. A. Woodman

ther playback from the commercial.

Mr. Lockwood said that on the basis of Action Prompt data on 28 commercials, "our first and perhaps most important finding was that there is a substantial amount of communication taking place [between commercial and viewer] which is not currently being measured by the normal day-after recall technique." In fact, he said, "we are getting 65% more recall information using Action Prompt than when we do not use it."

But, he noted, the amount of this extra recall varies from commercial to commercial, from an average of 20% on the low side to an average of 160% on the high side.

Blaine Cooke, senior vice president-marketing, Trans World Airlines Inc., told the audience that TWA's research department has produced what he considers "the single most significant piece of marketing research ever completed in the airline industry." Without revealing details, he said, TWA's advertising planning is based on this project and in 1970 the company will not increase its total expenditures and may, in fact, reduce them.

Mr. Cooke dwelt on two main points: the ever-increasing quantity and the ever-spiraling cost of advertising in all media, including TV. He indicated that these twin trends are highly likely to continue in the decade ahead and he raised questions as to the effectiveness and efficiency of advertising under such conditions.

But he suggested that the future of advertisers need not be "wholly dour," and remarked: "I like to think that TWA's experience over the last year suggests in a modest way that the trap can be avoided; that insightful research, combined with a tough-minded approach to the creative task, can still produce effective advertising at acceptable costs."

G. Maxwell Ule, technical consultant to The Milwaukee Advertising Laboratory, outlined results of tests conducted by his organization to determine the importance of media strategies, the side effects of advertising, the negative effects of advertising, and the effect of differential exposure to advertising media (BROADCASTING, Oct. 13).

Mr. Ule pointed out that in media strategy, the important ingredients are the scheduling practices and the use of a particular medium to the point of diminishing return. He indicated that the laboratory tests showed that in TV, flights or waves of commercials are more effective than a sustained effort.

With respect to side effects of advertising, Mr. Ule stated, some tests have shown that advertising which covers two or more varieties often produces

## B&B gets some toys

Hasbro Industries. Pawtucket, R.I., has appointed Benton & Bowles, New York, as the agency for its \$4-million toy account. Hasbro owns both the syndicated *Romper Room* television show and the *H.R. Puff-n-Stuff* show on NBC-TV, and plans to franchise nursery schools. The toy manufacturer advertises extensively on television and also uses newspaper, magazine and trade advertising. Bruns Advertising, New York, was the previous agency for Hasbro.

incremental sales in one of the products only. In some cases, he added, the sales increase occurred without any direct advertising mention of the variety that was favorably affected.

He reported on tests that showed that brand-advertising can sometimes "unsell" the brand that it was designed to sell. He said this could result from an incorrect creative promise; to advertising "wearout"; or to negative effects associated with overcommunication.

In discussing the effect of differential exposure to advertising, Mr. Ule said that preliminary evidence suggests that media exposure may produce negative effects for sales upon heavy TV viewers without compensatory positive effects upon average and light users of the medium. He stressed that while the laboratory's study has been concerned with TV, he felt certain that the print media "have their own skew (exposure) which would produce similar problems and opportunities."

John Adler, president of Adtel Ltd. described in detail the company's method of operation and reported on results of its first 12 months of business as a dual-cable advertising research laboratory.

He told the audience that in the past year, Adtel's 13 corporate clients initiated 50 tests in 45 different product categories. Approximately half of the tests, he said, dealt with marketing alternatives—strategies, execution or target audiences—and the other half with media alternatives—day parts, commercial lengths, fighting or weight. Mr. Adler noted that tests were on established brands rather than new products.

He explained that neither Adtel's management nor its clients had sufficient experience in evaluating the results of this type of experimentation, and he decided to engage the services of Market Science Associates to determine the effects of Adtel testing.

Dr. Alfred A. Kuehn, president of Market Science Associates, said there were two conclusions arising out of



his organization's work with Adtel: It is feasible to design and operate such a facility under which advertising can be tested, and the testing under laboratory environment can produce cases that prove advertising does work, and its working can be measured by changes in purchasing behavior.

Mr. Kuehn said his experience with both Adtel and the Milwaukee Advertising Laboratory suggested that simple generalizations cannot be drawn to guide executives making advertising decisions. Specifically, he pointed out that flat generalizations could not be made on scheduling advertising during the day versus night; fighting versus continuous advertising; 30-second versus 60-second commercials and strategy alternatives. Dr. Kuehn indicated that improvements could be made in the areas of data analysis, maintenance of panels and the preparation of basic data to facilitate making of such decisions.

## Iowa project to focus on ad tax effects

A study of the implications of state taxes on advertising—including the likely effects on newspapers and radio and television stations—is under way at the University of Iowa.

A \$14,400 grant for the study was made to the school's college of business administration by the Consumer Research Institute, a nonprofit organization headquartered at Fairleigh Dickinson University in Teaneck, N.J.

The study, scheduled for completion early next year, will cover the theory behind the taxes, its marketing and political implications and its capacity as a revenue-raiser.

## Agency appointments:

- Langfield Marketing Associates, Oakland, Calif., has named Kenyon & Eckhardt Advertising, San Francisco, to handle its Donald Duck Frozen Orange Juice account. Heavy radio advertising is planned. Former agency was Gross, Pera & Rockey, San Francisco.

- Borden Inc., New York, has appointed Richard K. Manoff Inc., New York, to handle the advertising for Buttery Flavor Bake, a new seasoned coating mix which is currently being introduced into test markets. Plans call for a heavy television campaign. Borden has also named Manhoff, there, to handle Flavanaise, a new mayonnaise product for which major TV advertising is planned.

- The Phoenix Companies, Hartford, Conn., will move its estimated \$500,000 account to Warwick & Legler, New York, effective Jan. 1, 1970. BBDO, New York, was former agency.

## \$10 billion radio-TV decade for retailers

### Katz, Pluse 'Man of Year,' sees increased spending on national level in 70's

The top-100 general merchandise retail chains can be spending \$1 billion a year for radio and television advertising in the 1970's, Eugene Katz, president of The Katz Agency Inc., predicted last week.

Mr. Katz's remarks on the "exciting" potential of broadcast retail advertising were voiced in New York where he received the "Man of the Year" award of Pulse Inc. Mr. Katz was cited by Pulse "for his innovative leadership in the development of creative station representation as a vital force in American marketing."

Mr. Katz stressed that the key to greatly expanded billings from retailers is the use of TV and radio on a national basis. He commented: "Just as buying, pricing, site selection, inventory control, store and display design are all controlled centrally at chain store headquarters, so will advertising policy be."

To fortify his argument that national retailing can be attracted to national advertising in the broadcast media, he cited statistics charting the growth of the retail industry:

- Sears, which operates more than 1,600 stores, expects to ring up sales of \$8 billion this year and is projecting \$10 billion by the early 1970's.

- J. C. Penney, with 1,700 outlets, anticipates sales of \$3.25 billion and

will open 40 new stores by the end of this year.

- Woolworth's, with 35 new stores and a total of more than 2,000, expects this year's sales to top \$2 billion.

- Montgomery-Ward, which did not open a new store between 1941 and 1957, is now opening new outlets in and around major cities, which will put this chain over the \$2 billion mark in 1969.

Mr. Katz pointed out that the growth pattern is similar at lesser-known retailing chains. He mentioned Gibson's, a discount group with headquarters in Segoville, Tex., which registered sales of \$1 billion last year; Zayre, which opened its first discount department store in 1956 and now has 143 in 21 states and a volume of \$500 million, and Gamble Skogmo, based in Minneapolis, which has 1,035 stores and franchises another 3,600.

The "swift evolution" of retailing from a "local event to a national spectacular," Mr. Katz observed, has resulted in the consolidation and centralization of virtually every management function. He said that with few exceptions, retail advertising has been print oriented and locally placed, and added: "Chains have been so busy becoming national they haven't had time to explore radio and television or to learn how broadcasting could be used efficiently on a national scale."

He quoted a retail corporation executive as telling him in 1967 that "major retailers won't be on the air in a big way for many years to come" because advertising budgets are controlled by local store managers or buyers who are print oriented. But Mr. Katz said this observation was made in 1967 and since then, Sears and other retailers have been testing TV and radio commercials on a local scale on a more widespread basis.

"There is no question in my mind that radio and television can be made to work for national retailers. But it must be used properly. And that means nationally. The advantages are obvious," he continued. "Penney's, for example, recently employed a national agency to help on advertising strategy. The commercials used by Sears in its *Visit with the Royal Family* network-TV special are strong evidence of what one national retailer has learned about combining agency talent and retail know-how to make television work."

He voiced the view that in the 1970's retail chains will learn to support their stores with more and more broadcast advertising. He speculated that if the retail chains allocated 25% of their budgets to broadcast, this could mean a spending of \$1 billion which is equal to the total amount spent by all national and regional advertisers on spot TV



Mr. Katz

# CONGRATULATIONS



...to the winners of the

## BMI 1969 Country Music Achievement Awards

For the most performed Country songs April 1, 1968 to March 31, 1969

### ANOTHER PLACE ANOTHER TIME

Jerry Chesnut  
Passkey Music, Inc.

### AUTUMN OF MY LIFE

Bobby Goldsboro  
Detail Music, Inc.

### BALLAD OF TWO BROTHERS

Curley Putman, Buddy Killen,  
Bobby Braddock  
Tree Publishing Co., Inc.

### THE BATTLE OF NEW ORLEANS

Jimmy Driftwood  
Warden Music Co., Inc.

### BY THE TIME I GET TO PHOENIX

Jim Webb  
Rivers Music Co.

### CARROLL COUNTY ACCIDENT

Bob Ferguson  
Warden Music Co., Inc.

### DADDY SANG BASS

Carl Perkins  
Cedarwood Publishing Co., Inc.  
House of Cash, Inc.

### D-I-V-O-R-C-E

Curley Putman, Bobby Braddock  
Tree Publishing Co., Inc.

### DREAMS OF THE EVERYDAY HOUSEWIFE

Chris Gentry  
Combine Music Corp.

### THE EASY PART'S OVER

Jerry Foster, Bill Rice  
Hall-Clement Publishing Co.

### FIST CITY

Loretta Lynn  
Sure-Fire Music Co., Inc.

### FOGGY MOUNTAIN BREAKDOWN

Earl Scruggs  
Peer International Corp.

### FOLSOM PRISON

Johnny Cash  
Hi-Lo Music, Inc.

### GENTLE ON MY MIND

John Hartford  
Glaser Publications, Inc.

### THE GIRL MOST LIKELY

Margaret A. Lewis, Mira A. Smith  
Shelby Singleton Music, Inc.

### GREEN GREEN GRASS OF HOME

Curley Putman, Sheb Wooley  
Tree Publishing Co., Inc.

### HAPPY STATE OF MIND

Bill Anderson  
Stallion Music, Inc.  
Moss Rose Publications, Inc.

### HARPER VALLEY P.T.A.

Tom T. Hall  
Newkeys Music, Inc.

### HAVE A LITTLE FAITH

Billy Sherrill, Glenn Sutton  
Al Gallico Music Corp.

### HEAVEN SAYS HELLO

Cindy Walker  
Four Star Music Co., Inc.

### HOLDING ON TO NOTHING

Jerry Chesnut  
Passkey Music, Inc.

### HOW LONG WILL MY BABY BE GONE

Buck Owens  
Blue Book Music

### I TAKE A LOT OF PRIDE IN WHAT I AM

Merle Haggard  
Blue Book Music

### I WALK ALONE

Herbert Wilson  
Adams-Vee & Abbott, Inc.

### I WANNA LIVE

John D. Loudermilk  
Acuff-Rose Publications, Inc.

### IT'S MY TIME

John D. Loudermilk  
Acuff-Rose Publications, Inc.

### JOHNNY ONE TIME

Dallas Frazier, A. L. Owens  
Hill and Range Songs, Inc.  
Blue Crest Music, Inc.

### LAMENT OF THE CHEROKEE RESERVATION

John D. Loudermilk  
Acuff-Rose Publications, Inc.

### THE LEGEND OF BONNIE AND CLYDE

Merle Haggard, Bonnie Owens  
Blue Book Music

### LET THE WORLD KEEP ON A-TURNING

Buck Owens  
Blue Book Music

### LOUISIANA MAN

Doug Kershaw  
Acuff-Rose Publications, Inc.

### LOVE TAKES CARE OF ME

Jimmy Peppers  
Husky Music Co., Inc.

### MAMA TRIED

Merle Haggard  
Blue Book Music

### MENTAL JOURNEY

Leon Ashley, Margie Singleton  
Al Gallico Music Corp.

### THE ONLY DADDY THAT WILL WALK THE LINE

Ivy J. Bryant  
Central Songs, Inc.

### RAINBOWS ARE BACK IN STYLE

Dave Burgess  
Four Star Music Co., Inc.

### RELEASE ME

W. S. Stevenson, Eddie Miller  
Four Star Music Co., Inc.

### REMEMBERING

Jerry Reed  
Vector Music Corp.

### THE SON OF HICKORY HOLLER'S TRAMP

Dallas Frazier  
Blue Crest Music, Inc.

### STAND BY YOUR MAN

Tammy Wynette, Billy Sherrill  
Al Gallico Music Corp.

### THE STRAIGHT LIFE

Sonny Curtis  
Viva Music, Inc.

### THEN YOU CAN TELL ME GOODBYE

John D. Loudermilk  
Acuff-Rose Publications, Inc.

### THEY DON'T MAKE LOVE LIKE THEY USED TO

Red Lane  
Tree Publishing Co., Inc.

### A THING CALLED LOVE

Jerry Reed  
Vector Music Corp.

### U.S. MALE

Jerry Reed  
Vector Music Corp.

### WHAT'S MADE MILWAUKEE FAMOUS

Glenn Sutton  
Al Gallico Music Corp.

### WILD WEEK-END

Bill Anderson  
Stallion Music, Inc.  
Moss Rose Publications, Inc.

### WITH PEN IN HAND

Bobby Goldsboro  
Details Music, Inc.

### YOU GAVE ME A MOUNTAIN

Marty Robbins  
Noma Music, Inc.  
Elvis Presley Music, Inc.  
Mojave Music, Inc.

All the worlds of music



for all of today's audience.

BROADCAST MUSIC, INC.

last year.

He acknowledged there are problems that the broadcasting industry will have to learn to solve before national retailing and TV-radio can be of value to one another. Mr. Katz raised these questions:

- Can the broadcast industry demonstrate to retailers that pro-rating the cost of an expensive commercial among several hundred stores is better and perhaps cheaper than an inexpensive commercial?

- Can media research and planning be reshaped to fit retailers' demands of measuring advertising effectiveness in terms of direct, immediate customer response?

- Can agencies persuade national chains that an experienced media department can do a better job of media buying than several hundred store managers?

- Will broadcasters be willing to do some fresh thinking about rates? Is a "national retail rate" the answer for markets where local and national rates already operate?

- Will agencies, representatives and station groups recruit experienced retail personnel to study these problems with them and teach them enough about national retailing to serve it successfully?

Mr. Katz said that he felt certain that the broadcasting and advertising communities are sufficiently resourceful to find practical solutions to these problems.

## Court upholds FCC on cigarette fairness

### But Congress may have the final word on cigarette advertising

As the full Senate Commerce Committee began preparation for a show-down executive session on cigarettes, the last hope of broadcasters and the tobacco industry to win a reversal of the FCC order applying the fairness doctrine to commercials went down the drain last week. The U.S. Supreme Court, in a brief order, let stand a lower-court decision affirming the commission's authority to require broadcasters who carry cigarette commercials to air announcements warning of the dangers of smoking.

The decision was not unexpected in view of the high court's decision in June affirming the constitutionality of the fairness doctrine itself. The court, in a unanimous decision, gave the commission considerable explicit authority to assure fairness on the part of those using broadcast frequencies (BROADCASTING, June 16).

Whether Congress will now render the cigarette-fairness ruling academic remains to be seen. The Senate committee charged with bringing order out of the muddled cigarette question by producing new legislation is moving to-

ward executive session, with Nov. 1 as the target date. What will happen then is anyone's guess.

One outside contributor to the committee's deliberations has yet to speak. The Justice Department — which two months ago was asked by Senator Frank E. Moss (D-Utah), chief anticigarette legislator, to "prepare legislative language" that would facilitate withdrawal of cigarette advertising from broadcast and print media if possible — was still keeping the senator waiting as of last week.

Another contributor to the ongoing cigarette debate, National Association of Broadcasters President Vincent T. Wasilewski, last week reiterated the broadcast industry's desire to phase out cigarettes over a four-year period. And, once again, he said the tobacco industry's proposals to end broadcast cigarette advertising by September 1970 is discriminatory.

The NAB president also said that broadcasters would continue to carry antismoking messages during whatever phase-out of cigarette advertising might take place.

Still a third contributor to the debate, though not one directly involved in the Senate's deliberations, is anticigarette crusader John F. Banzhaf III, who last week promised court action to compel broadcasters to accept the tobacco companies' offer to terminate cigarette advertising by Jan. 1, 1970. The companies offered to vacate the airwaves by that date if broadcasters would agree to terminate existing contracts, which few have done.

It was Mr. Banzhaf who three years ago filed the complaint which led to the FCC ruling requiring antismoking messages on stations that carry cigarette commercials—the ruling that was upheld by implication last week by the Supreme Court.

The FCC also got into the cigarette act last week. It extended for one month, from Oct. 17 to Nov. 14, the deadline for comments in its proposal to ban cigarette advertising from the air.

The action was seen as reflecting the view that congressional action, of a sort that would enable the commission to drop its rulemaking, is imminent.

In all probability, however, any such action will be heavily dependent upon assurances to all concerned that voluntary action on cigarettes will in no way run afoul of antitrust.

The tobacco industry hinged its proposal to drop broadcast advertising on receipt of such assurances.

Broadcasters did not, but they have kept in close touch with the Justice Department to avoid any possible conflict with antitrust laws.

### Also in advertising:

**East Coast base** ■ Tele-Research Inc., Los Angeles, which does pre-testing of advertising through in-the-marketplace studies, has opened Tele-Research-East in New York City. The new office will be concerned primarily with helping Midwestern and Eastern clients develop research designs for their advertising pre-testing. James A. Ostreicher, formerly director of research for Hicks & Greist, New York, will head Tele-Research's East Coast operations.

**New commercial firm** ■ The Communications Group, New York, has added a new division, Sight and Sound Productions, a full-service production and consultation organization in the field of radio and television commercials. Offices are at 421 West 54th Street, New York.

**Eckstein expands** ■ Arthur Eckstein and Associates, New York, dealing in design and production of titles for feature films and TV series, has expanded operations to include the production of industrial and commercial films.

**G-O adds new division** ■ Geyer-Oswald, New York, will form a new creative

sales meeting and presentation wing, working within the agency's client service operation. Tom McDonnell, will head the new service.

**PGW moves** ■ Peters, Griffin, Woodward, San Francisco, has moved its headquarters from the International building to One California building, suite 2545. Phone remains (415) 982-9188.

**Burnett forecast** ■ Leo Burnett Co., Chicago, last week forecast its 1969 domestic billing at \$281 million, an increase of \$25.4 million or 10% above its billing for 1968. The agency last May estimated its 1969 international billing would be \$375 million when it announced the formation of Leo Burnett-LPE International after merger with London Press Exchange.

**Discounts** ■ KPRC-AM-TV Houston will offer 40% discount to candidates for mayoralty, city council and board of education offices. Last year the TV station offered 25% rate discounts to candidates in the national and statewide election campaigns.



## TALK SHOWS

## Broadcast Joe

As he waited backstage for the premiere tape to roll, his personal barber smoothed his curls, and Pierre Cardin's New York general manager fitted him into a double-breasted custom jacket. Then, as he headed onstage, another aide added the final touch: he refilled the star's coffee mug. Even those in the back of the studio audience heard the clink of ice cubes in his cup. Iced coffee, an associate suggested, but surely the whole house knew damn well it was Johnnie Walker Red Label. As the clap board proclaimed, this was the *Joe Namath Show*, Take 1.

Thirty minutes and one program later, Joe had brazened his way to one of the biggest TV surprises since his New York Jets won football's Super Bowl. Television, after all, is already surfeited with football, with talk shows and low-brow entertainment. The *Playboy After Dark* series, by another TV interloper, Hugh Hefner, is all pretension and forced fun. Yet somehow, as U.S. viewers discovered in the premiere last week, Joe's show had an insouciance, a spontaneity and a genuine *joie de vivre* that even congenital Namath haters must have found infuriatingly engaging.

**Second Banana.** The show was conceived by Co-Producer Doug Schustek, and he was so sure of success that a pilot was never shot. All Namath did was an eight-minute presentation film, trading unrehearsed gags with the program's second banana, Writer Dick Schaap (TIME, Sept. 19). Executive Producer Larry Spangler claims that within 24 hours after putting the show on the market, he had signed up sponsor

Bristol-Myers and peddled a 15-week package to 38 U.S. TV stations. Seven have been added since; a non-network syndication show has rarely, if ever, caught on so fast.

The opener last week proved the buyer's wisdom. The show was introduced by a miniskirted blonde, one Louisa Moritz, a sort of Goldie Hawn with a Judy Holliday accent. Louisa sashayed through the rest of the program all too obviously deepening her rapport with the host. Next, in what is to be the series' standard format, Namath and Schaap quipped and kibitzed through film clips of the Jets' latest game. Dick reveled in the miscues, while Joe extolled the "pure grace" of his own passing style. Namath was more modest about his fluffs as a TV rookie. He kidded about his troubles with cue cards and his miff of the first commercial lead-in, joshing: "I did that good, didn't I?"

Joe's opening-week guests were Mets Pitcher Tom Seaver and the latest star of Broadway's *The Great White Hope*, Yaphet Kotto, whose name Namath mispronounced even though he had inked it phonetically on his palm. Most of the interrogation and badinage revolved around Joe's booze-and-broads approach to athletic training. Namath suggested that they drop the subject when he spotted Mrs. Seaver in the audience.

Schaap kept the show moving. When Guests Seaver and Kotto began going on about their California boyhoods, he peremptorily cut them dead with "I'm glad we found that out." Clearly, he and the producers seek to make the program engrossing for viewers who aren't hard-core sports fans and to exploit Namath's draw with women. Louisa, the regular girl on the show, earns some

\$100,000 a year posing for Ajax, American Motors and Ultra Brite commercials, and Executive Producer Spangler originally figured, "We couldn't afford her. But then," he recalls, "she got one whiff of Namath, and I thought she'd pay us."

The guests, generally one each week from the sports world and one from show business, should also broaden the appeal of the series. Just about everyone in either area is a drinking partner of Namath's or is transcribing a tape-recorded book with Schaap. For this week, for instance, they have scheduled Muhammad Ali and either Faye Dunaway or George Segal. On deck are Frank Sinatra, O. J. Simpson, Retired End Bernie Casey and Woody Allen. "Joe wouldn't get uptight," boasted Schaap after the taping last week, "if we had Nixon and U Thant."



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## FCC gives a little on sponsor identification

A waiver of the FCC's sponsorship-identification rule requirements was granted the Montana Broadcasters Association by the commission last week to permit operation of a "noncommercial sustaining announcement plan."

The association told the FCC it had established a plan under which it would receive cash contributions from certain nonprofit organizations in exchange for assisting them in preparing and distributing public-service announcements. It requested the commission to waive its sponsorship identification rule if it determined that an identification announcement would not be required in the public interest.

The MBA—which said it consists of 25 radio stations, seven TV's and 17 associate members—told the FCC it would process all requests from nonprofit organizations in the same way, regardless of whether a contribution is made. It added that such organizations have been informed of this fact and that only the association's executive committee and executive secretary, not member stations, would know whether a contribution is made.

The commission told the MBA, however, that it was concerned that some nonprofit groups may make contributions, believing they will be discriminated against if they fail to do so.

### Business briefly:

**Birds Eye Division of General Foods Corp.**, through Young & Rubicam, both New York, is introducing its five-minute vegetable line into new markets with the support of spot TV. Last year the division spent \$3,745,000 on spot TV for all of its products.

**The Monsanto Co.**, St. Louis will sponsor *Monsanto Night Presents Johnny Carson's Repertory Company in an Evening of Comedy*, Wednesday, Nov. 12 (8-9 p.m. NYT) on NBC-TV. Doyle



## TV spots sell games, start early this year

A successful Christmas television campaign by Selchow & Righter in 1968 led the game makers to start their all-television campaign earlier this year.

Two new 30-second color commercials for "Numble," a cross-word type numbers game, breaks in major and minor markets across the country today (Oct. 20). The new spots will be rotated with 60- and 30-second black-and-white commercials for "RSVP," "Scrabble Cubes" and "Scrabble" on network and local news programs, movies and talk shows.

Horn/Griner produced the new color spots. Warwick & Legler, New York, is the agency for Selchow & Righter.

Dane Bernbach, New York, is agency. **Pepsi-Cola Co.**, New York, is testing a new citrus-flavored cola drink called Skandi in Las Vegas, using TV, radio, newspapers and outdoor posters. BBDO, New York, is agency for Skandi.

**Coca-Cola Co.**, Houston, and the Interstate Bakeries Corp., Kansas City, Mo., through McCann-Erickson and Dancer-Fitzgerald-Sample, respectively, both New York, will co-sponsor a rebroadcast of *It's the Great Pumpkin, Charlie Brown*, Sunday, Oct. 26 (7:30-8 p.m. EST) on CBS-TV.

## Networks comment on plan to cut political charges

NBC President Julian Goodman and ABC President Leonard Goldenson were officially added last week to the list of witnesses for tomorrow's (Oct. 21) Senate Communications Subcommittee hearings on the bill to provide reduced-rate television time for congressional candidates. A representative of CBS is also anticipated, but it was uncertain as of last Thursday whether the spokesman would be network President Frank Stanton.

Others scheduled to appear include the FCC; members of the committee on campaign costs of the Twentieth Century Fund, which has offered a proposal to provide blocks of reduced-rate TV time for presidential and vice presidential candidates (BROADCASTING, Oct. 6); a representative of the National Committee for an Effective Congress, which drafted the model for the bill now before the Senate, and Senator Joseph Tydings (D-Md.), one of the bill's cosponsors. Hearings open at 2 p.m.

The Senate bill (S. 2876), introduced jointly by Senators Philip Hart (D-Mich.) and James Pearson (R-Kan.), calls on broadcasters to provide time, primarily in segments of one minute or less, to Senate and House candidates at about 30% of regular rates. The Twentieth Century Fund plan would require broadcasters to provide half-hour blocks of prime time for use by presidential and vice presidential candidates, at about 50% of regular commercial rates. The programs, which would be broadcast simultaneously over every station in the country, would be financed by the federal government.

## Local office seekers get free prime time

WFMJ-AM-TV Youngstown, Ohio, will give free air time this fall to each of 23 candidates in that city's municipal elections.

William J. Brown, president of Vindicator Printing Co., licensee of the stations and publisher of *The Youngstown Vindicator*, said the time would be made available as an experiment in public-service programming. Mitchell Stanley, manager of the WFMJ stations, said the response to the project from candidates was overwhelmingly enthusiastic. And, he added that the project might be expanded next year to include suburban races.

The WFMJ stations are offering each candidate two five-minute programs on television and 15 radio spots, all to be aired in prime time between Oct. 6 and election day, Nov. 4. The stations are also providing studio and taping facilities free of charge.

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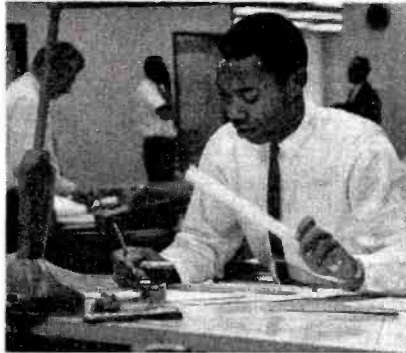
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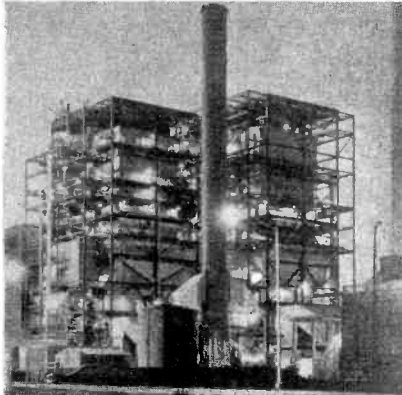


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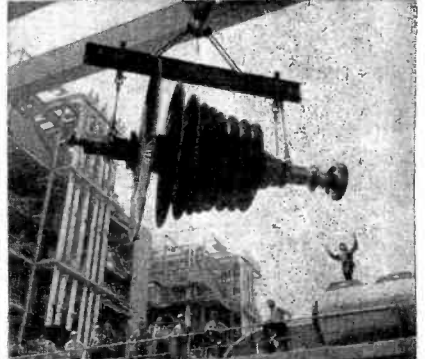
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## Senate OK appears set for Burch, Wells

Nixon FCC nominees face friendly quizzing by subcommittee; black witness is hostile

The FCC apparently will gain a new chairman and a new commissioner with negligible protest from the Senate. Dean Burch, President Richard M. Nixon's choice to succeed retiring Chairman Rosel H. Hyde, and Robert Wells, the Kansas broadcaster named to replace out-going Commissioner James J. Wadsworth, sailed through their confrontation with the Senate Communications Subcommittee last week in a morning marked by gentle questions, punctuated with praise, from the several senators who attended.

However, the nominees were also given a pungent reminder that some widely felt attitudes toward the media, the government and American society are not always reflected in the statements of United States senators.

Absalom Jordan Jr., national chairman of a group called Black Efforts for Soul in Television, followed Messrs. Burch and Wells to the witness table and delivered a soft-spoken but slashing indictment of television's treatment of

black Americans. He also indicated that the last step he and his organization would take to remedy this situation would be the appointment of Dean Burch and Robert Wells to the FCC—particularly Mr. Burch, whom he called a "rich, white racist."

Given an opportunity to respond, Mr. Burch carefully controlled his obvious anger and described himself as neither rich nor racist. "I feel very sorry for Mr. Jordan for making such a blanket condemnation without further evidence." Addressing the black activist, Mr. Burch added: "I take great personal umbrage at what you say, sir. . . . I do not take kindly to your words at all."

Notwithstanding Mr. Jordan's testimony, the dominant theme of the morning was satisfaction with both appointments, although very few questions were directed to Mr. Wells. Senator Pastore did acknowledge that, as he put it, "there has been some flak" about the nominations—some of which, it should be noted, came from Capitol

Hill—because of Mr. Burch's partisan political background as former Republican national chairman and long-time associate of conservative Senator Barry Goldwater (R-Ariz.), and because of Mr. Wells's background as general manager of the Harris Radio Group. However, both nominees have apparently dispelled in large measure any reservations on those scores that may have existed on the subcommittee.

Mr. Burch took the lead by assuring the senators that politics is "not basic" in his life. "Basically, my profession is that of lawyer," he said. While he acknowledged that it would be senseless to deny his ongoing interest in politics or his allegiance to the Republican party, he insisted that neither of these would guide his actions as FCC chairman.

His interest, he said, is in the best communications possible for all Americans. "In that spirit I would approach [an] issue," he said.

Among Mr. Burch's other statements



Three certain votes for confirmation of the first Nixon appointees to the FCC appear above, as they sat at confirmation hearing: (l-r) Chairman Warren Magnuson (D-Wash.)

of Commerce Committee, Senator James B. Pearson (R-Kan.), who introduced fellow Kansan, the nominee Robert Wells, and Senator Hugh Scott (R-Pa.), minority leader.

were these:

▪ He said he has "no prejudice" against the networks as a result of the 1964 campaign, despite what he called "a few glaring errors." He described his role at that time as one of "peace-maker between the candidate and the networks."

▪ He said he has a "gut reaction" against obscenity on television, specifically including "X" rated movies. He also indicated that "the FCC may be the body that has to dispose of the violence question (allegedly excessive violence in television programing)" although he did not recommend a course of action.

▪ He said antismoking messages on television have been a "salutary thing," adding: "It would not offend me if the tobacco industry or Congress determined that there would be no further advertising of cigarettes on television."

▪ He expressed support for the proposal advanced by the Twentieth Century Fund's commission on campaign costs. He was a member of the commission. The proposal would require broadcasters to provide half-hour blocks of prime time to presidential and vice presidential candidates at reduced rates, in order that they might broadcast simultaneously over every broadcast and CATV outlet in the country (BROADCASTING, Oct. 6). (Mr. Burch is scheduled to appear this week before the same Senate Communications Subcommittee during hearings on a bill to cut the cost of TV campaigning for congressional candidates.)

▪ He called noncommercial broad-

casting a "valuable adjunct to the broadcasting business" and said it has a "vital role to play" in American communications.

A number of subjects on which both Mr. Burch and Mr. Wells pleaded insufficient knowledge were taken up by the senators themselves. Senator Pastore urged both nominees to give hard consideration to the domestic satellite question. Senator Warren Magnuson and others brought up the problem of spectrum allocation, with Senator Magnuson noting that the military now controls about 40% of the total spectrum. "The FCC should learn whether the military should make room for land mobile and others," he said.

Senator Magnuson also expressed concern about stations—"particularly in the West and Midwest"—that air programs backed by "the rightist crowd." He said stations ought to keep records of rightist attacks so those attacked would be able to answer.

Senator Hugh Scott made a personal foray into cable television questions, arguing that the FCC's interim procedures have in effect imposed a freeze on CATV development, which he called "vital" to his home state. He urged the nominees to untangle the issue.

Senator Pastore also put in a good word for his bill to protect broadcast licensees from competing applications at renewal time. He disputed the claim that the bill (S. 2004) is "tantamount to a license in perpetuity for broadcasters"—a claim made by Thomas P. F. Hoving, chairman of the National Citizens' Committee for Broadcasting,

in a letter to the subcommittee attacking the nominations.

Although that statement is a "nice slogan," Senator Pastore said, it obscures the bill's purpose of providing orderly renewal procedures while leaving ample room for public complaints. Indeed, the senator said, he would encourage Messrs. Burch and Wells to give a hearing to citizen complaints.

Of the few questions directed to Mr. Wells, the ones that prompted definite answers related to his background as a broadcaster. Mr. Wells was quick to assure the senators that his professional history would be an asset rather than a liability, and said he would "be fair to the public interest without favor to the broadcasting industry." He added: "I think the public interest is not necessarily separable from the welfare of licensees any more than separable from the welfare of retailers."

Mr. Wells said he would not necessarily be an expert in FCC matters because of his background, but might "broaden the commission's perspective" on broadcast matters.

One senator who agreed with that assessment was Robert Griffin (R-Mich.), who said that while he wouldn't favor the presence of several broadcasters on the FCC, one broadcaster would provide the commission with "some experience and working knowledge of the broadcast industry."

On other matters, Mr. Wells was more taciturn. He particularly disavowed either prejudice or extensive knowledge of the problems of spectrum space for land-mobile radio, arguing



Robert Wells, Kansas broadcaster, sailed through hearing. Fifty-two minutes had passed before he was asked question.



Absalom Jordan Jr., representing Black Efforts for Soul in Television (BEST), objected to appointments of whites.



Dean Burch, slated for FCC chairmanship, denied he was either racist or rich, as Mr. Jordan had protested.

that being neither an engineer nor a television broadcaster, he had little expertise in the matter.

Mr. Wells also noted that he has disposed of his interest in the Harris stations. Mr. Burch similarly divested himself of two holdings—100 shares of Air West and a \$1,000 convertible bond of Frontier Airlines—because of the FCC's responsibility for some facets of air communications. Both nominees submitted financial statements, showing "modest" real estate holdings and 200 shares of Simon & Schuster stock for Mr. Burch in addition to his small airline interests, and some retail and minor real estate interests for Mr. Wells. The latter's statement made no allusion to his former broadcast interests.

Generally, the questions asked of both nominees were mild. One senator who might have been a formidable presence, Philip Hart (D-Mich.), did not attend, but he submitted written questions and requested written answers. The questions included: "How do you feel about a situation in which one man or one group owns the only newspaper and the only broadcast facilities in the same market?" "Do you see any problems in conglomerate ownership of radio and TV licenses?" and "What role do you think the FCC has in keeping licensees responsive to community needs?"

After the nominees had performed to the satisfaction of all senators present, the stage was set for Absalom Jordan to provide the morning's jarring note.

In an Afro haircut, wearing a multi-

colored blouse-like garment, and carrying a copy of Eldridge Cleaver's *Soul on Ice*, Mr. Jordan changed the tone of the hearing before he uttered a word. The contrast became complete a few minutes after he took the stand—with only Senator Pastore and staff counsel Nicholas Zapple left to represent the subcommittee—when he told his audience that "no one man in America is more openly opposed to the interests of the black community" than Dean Burch.

"Search Dean Burch's record," he said, "and find one—we challenge you—find just one instance where he has indicated he even believes in racial equality, much less has done anything to support it. Under Dean Burch it is not inconceivable that the FCC will become more racist, more antithetical to black progress and more opposed to integrated programing."

Mr. Jordan had no specific charges to level at Mr. Wells, but the black militant made it clear that neither appointment brought him any satisfaction. What the FCC needs, he said, is a black commissioner—"not Negro, black"—to help push American broadcasting toward what he and his organization regard as necessary radical changes in the treatment of issues and personalities of interest to blacks.

That concern is fundamental to Mr. Jordan's organization, Black Efforts for Soul in Television, which was formed late in the summer to help obtain programing that is "more meaningful" to black Americans, and to "educate" the public on that subject. (BROADCASTING,

Sept. 8).

"We [black people] have different dreams, different hopes, different aspirations, different life styles" from white Americans, Mr. Jordan said. Yet, he charged, TV "has always depicted a one-dimensional society — lily-white, middle class and anti-black." The blacks that have appeared on television, he said, are mainly "20th century minstrels—singing, dancing, shuffling and carrying the water pail for golf pros."

The growing awareness that a possible alliance for social change exists among the young, black and poor was given implicit recognition by Mr. Jordan when he characterized the nominees as too old, too white and too rich to be effective as commissioners.

In his response, Mr. Burch said: "One of the great tragedies of this country is that everybody must be classified as racist or not racist. . . . I am not a racist in any terms I know of."

He also denied that he is "rich," but Mr. Jordan replied that by "black people's definition," Mr. Burch is rich since he apparently makes over \$25,000 a year. By that same definition, he said, Chairman Hyde is a racist.

The executive session on the two appointments now awaits completion of the hearing record and subsequent setting of a date. Still missing from the record as of late last week were the responses of the nominees to Senator Hart's questions and to questions by Senator Ernest Hollings (D-S. C.). Also to be submitted were further questions by Senator Scott.

## Is FCC to be downgraded?

### Split on Nixon team: Commerce wants to assume spectrum management; Defense opposes scheme

One of the first tasks awaiting Dean Burch after he assumes the chairmanship of the FCC may simply be one of preserving for the agency the responsibilities it now has. For there are backstage maneuverings under way that could lead to its dismantling.

One indication of the problems lying ahead for the commission is the move on the part of the Commerce Department to carve out a major role for itself in telecommunications matters.

The Department of Defense, a major user of communications facilities, now stands as a major barrier to Commerce's plans. But forces have been loosed that appear likely to result in major overhaul of the nation's telecommunications-management machinery.

Triggering devices were the recommendations of President Johnson's Task Force on Communications Policy and

the Bureau of the Budget last winter that telecommunications-management functions be centralized in the executive department.

The Commerce Department volunteered.

In letters to President Nixon on Feb. 3 and to one of the President's key aides, Peter Flanigan, on June 27, Commerce Secretary Maurice Stans suggested that Commerce be given the commission's spectrum-management functions—including frequency-allocations and geographic-assignment responsibilities—and the policy functions of the Office of Telecommunications Management. That office, located in the White House, manages the portion of the spectrum reserved for a government use.

Indeed, Commerce, at least at one time, envisaged an even wider role for

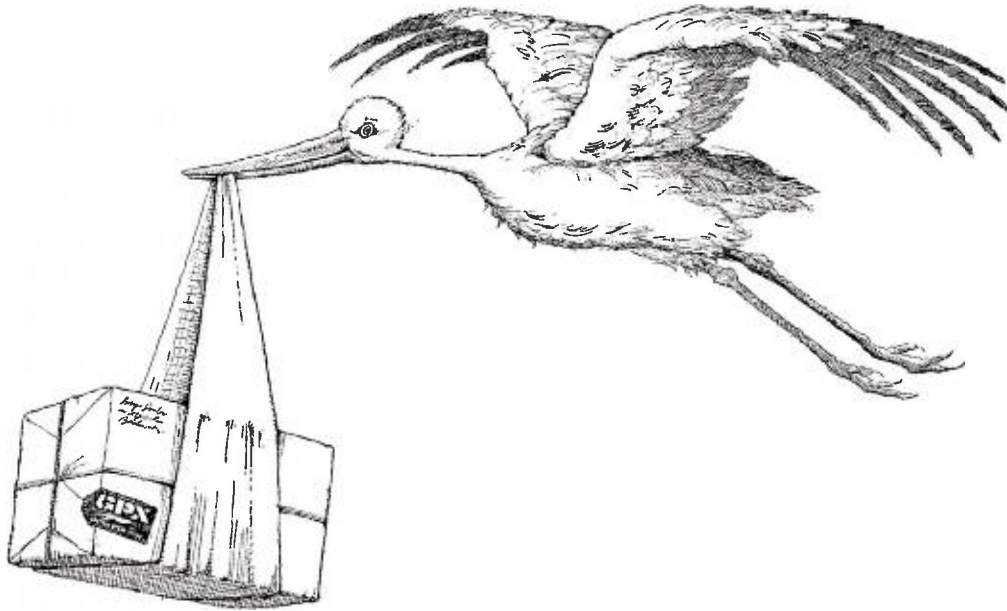
itself in telecommunications matters. A confidential report prepared for internal use indicated Commerce was considering seeking inclusion of the telecommunications functions of the State Department among its responsibilities.

The commission under Commerce's original proposal would be left with regulatory and ratemaking responsibilities for common-carrier and noncommon-carrier services and with the selection of individual licensees.

Mr. Stans, who noted his plan would require congressional approval, is reported to have advised the President in his February letter that "mismanagement of the electromagnetic spectrum has resulted in valuable spectrum space lying unused and technical improvements unexplored." His plan, Mr. Stans said, would eliminate those defects.

However, the proposal reportedly re-





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ceived generally negative response from other cabinet departments. Only the Department of Transportation is said to have expressed approval. And Defense Secretary Melvin R. Laird, in blunt language, expressed opposition even to a subsequent and toned down proposal of Mr. Stans.

The latest proposal, forwarded for comment to Mr. Laird on Sept. 2 in a "Dear Mel" letter, omitted any reference to the FCC. Instead, it would establish within Commerce a new agency that would incorporate the functions of OTM, research capabilities and an interagency "Telecommunications Policy Agency Committee"—all under a new assistant secretary for telecommunications.

Mr. Laird, who replied in a "Dear Maury" letter on Oct. 1, was "gratified" that Mr. Stans had apparently dropped his plans for seeking some of the commission's responsibilities. Mr. Laird said it would be inappropriate for an executive department to propose that it be given control over interstate commerce, insofar as telecommunications are concerned, which Congress had delegated to the commission. The Constitution assigns Congress authority over interstate commerce.

But the Defense secretary said the modified plan, in placing all or most telecommunications-management responsibilities within the Commerce Department or any other executive department, still contained disadvantages.

His principal concern stemmed from Defense's considerable need for communications. He said he could not see how the President "could delegate telecommunications-management functions, which vitally affect the armed forces and other national security agencies, to one of the executive departments, particularly one that is not primarily concerned with national security matters."

He also expressed doubt that an executive department could provide "the requisite perspective for national or federal policy making." He said that "only the executive office of the President provides the proper environment for adequate consideration and development of telecommunications policy."

Mr. Laird's suggestion for improving management of the spectrum is strengthening the technical and research capabilities of OTM and the commission to enable them "to more effectively fulfill their responsibilities for allocating and assigning frequencies." He said the two agencies had developed "effective" means of coordinating their activities over the years.

Outgoing FCC Chairman Rosel H. Hyde was aware of Commerce's proposals when, in a speech to the International Radio and Television Society in

New York last month, he recommended creation of a cabinet-level agency to incorporate all communications-regulations matters (BROADCASTING, Sept. 29).

What disturbed him was the prospect of an FCC stripped of its spectrum-allocation powers and left with its responsibility for licensing and regulation. Spectrum allocation, he said, is a most important tool, "and should and must be in the hands" of those charged with responsibility for regulating and licensing users of the spectrum. The kind of agency he proposed, he said, would provide for greater centralization—not fragmentation—which he said would be helpful.

It is not clear why commerce reduced the scope of its plan by excluding any reference to the FCC in Secretary Stans's Sept. 2 letter. Secretary Stans met with Mr. Laird in July, shortly before sending him copies of the earlier proposals that had been submitted to the White House. And Commerce officials with representatives of Secretary Laird in August. Reportedly, however, the Defense officials made no effort to influence commerce's position.

Furthermore, some Defense Department officials, wary of what they regard as an effort on the part of Commerce to engage in empire building, are not convinced Secretary Stans has given up on the idea taking over the commission's allocations and assignment functions. He is "still angling" for that responsibility, said one official. There seems to be no hard evidence for that view.

The White House has been studying the question of improving the nation's communications-management machinery almost since President Nixon took office in January. But no deadline for arriving at a solution has been fixed, and no proposal bearing the President's signature is in sight.

Some White House aides see some advantages in centralizing spectrum-allocation functions in Commerce or some other executive department.

It would provide for unified management of the spectrum, they say. In addition, spectrum allocation would be housed in "a larger organization with more presidential clout." Budget problems would not be as severe as those that regularly face the commission and OTM.

However, problems of a kind reflected in Secretary Laird's reaction to Commerce's proposal remain. And overcoming that opposition would be difficult, in view of the size and influence of Defense. Perhaps for this reason White House aides said last week that "there is an awful lot you can do short" of Secretary Stans' proposal.

How short of that proposal remains to be seen. But government technicians

in and out of the White House concerned with communications matters expect the Nixon administration to advance plans for an overhaul of the government's machinery for overhauling telecommunications management.

## Public-service CATV is plugged by NCTA

Groups are told that they can offer the people more live programs on cable

The vast potential of community antenna television in serving the television viewing audience through public service programs and spots was demonstrated in a briefing sponsored last week by the National Cable Television Association at the Mayflower hotel in Washington.

Representatives of government agencies and private groups attended the demonstration sponsored by NCTA.

The emphasis of the NCTA was on the need of cable operators for local programming. Equipment involving the use of live cameras, video tape, slides and audio tape was demonstrated.

Stress was placed on the lack of local programming in many markets served by cable systems. Government and private agency representatives were encouraged to utilize the available techniques and submit material to the cable operators. NCTA representatives stressed the point that many cable operators are looking for material to bolster local programming. Demonstrations of possible live coverage of many local events demonstrated many opportunities to promote community and nationwide causes in the public interest.

The afternoon session was opened with a talk by Alvin Snyder, former executive producer of WCBS-TV New York and present assistant to Herbert Klein, director of communications for President Richard M. Nixon.

Mr. Snyder said: "We are working to overcome a credibility gap . . . we are telling the truth." Mr. Snyder said "never have people needed more information than they do today and above all you [cable television] are going into the homes."

Wally Briscoe, managing director of NCTA, said: "CATV may presently be limited in the numbers of people it reaches, but even now we can offer almost unlimited time on numerous channels at prime times for public service messages and programs."

Mr. Briscoe said that 20% of 2,400 CATV systems in the U.S. now originate their own programs. He noted that there are many times when con-



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current network programs would draw audiences away from the public service spots but emphasized that the system could offer exposures in volume that would hit viewers not now served by prime-time shows.

The program demonstrated techniques in growing use among cable originators. Studio video cameras were shown, slide projectors, video-tape operations and electronic mixing control panels which provide programs comparable to present studio productions.

Some of the latest equipment available and in use by cable-system operators was demonstrated by Kenneth Lawson, vice president of Telemation Inc. Background and techniques needed for servicing material to the cable operators were explained by Donald Witheridge, NCTA director of public relations.

## A fairness doctrine for reporters too?

Senator Philip A. Hart (D-Mich.), chairman of the Senate Antitrust and Monopoly Subcommittee, said in Chicago last week he favors the concept of "one to a customer" in broadcast station ownership, a position which puts him in support of such a policy still in a proposed rulemaking stage before the

FCC (BROADCASTING, Aug. 5, 1968, et seq.). He said he believed such a concept would take a long time to evolve, though, because of political pressures.

The senator also disclosed that in a minority report opposing a newspaper preservation bill expected to be reported out soon by the Senate Judiciary Committee there is the observation that "it is not unreasonable to suggest that we would have to have some regulatory treatment if we accord monopoly privilege to the press." He indicated this would be some sort of "fairness doctrine" policy for the press similar to that now applicable in broadcasting.

A pending bill, S. 1520, would exempt newspapers from the antitrust laws when they enter joint agreements to cut operating costs in survival situations. In such combinations, two papers may have joint printing etc. while still keeping editorial functions separate. The Hart subcommittee held hearings on the bill.

Talking before a dinner meeting Monday of the Chicago Headline Club, Senator Hart said the unpublished minority report notes that "if the premise is correct, it may be necessary for Congress to treat the limited publishing opportunities as it treats limited broadcast spectrum space." He said the minority view also cites the Supreme

Court's Red Lion case in broadcasting and finds a print media corollary noting that "the First Amendment may be said to require creating a fairness doctrine for newspapers to provide divergent views with access to limited facilities."

Senator Hart recalled that during testimony on the newspaper bill tables of evidence were introduced showing mass media concentrations in certain markets. He said he believes "in the freedom to survive if you can cut it."

## Tiernan raps FCC over WIFE renewals

Representative Robert O. Tiernan (D-R.I.), noting with dismay the FCC's grants of short-term license renewals to WIFE-AM-FM Indianapolis, says the case reinforces his belief that "something has to be done to assure that the public is protected."

The case that caught the congressman's eye was resolved by the commission earlier this month when it awarded short renewals to the two stations despite acknowledged instances of fraudulent billing and a falsely conducted contest. The stations were already on probationary status for similar violations. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dis-

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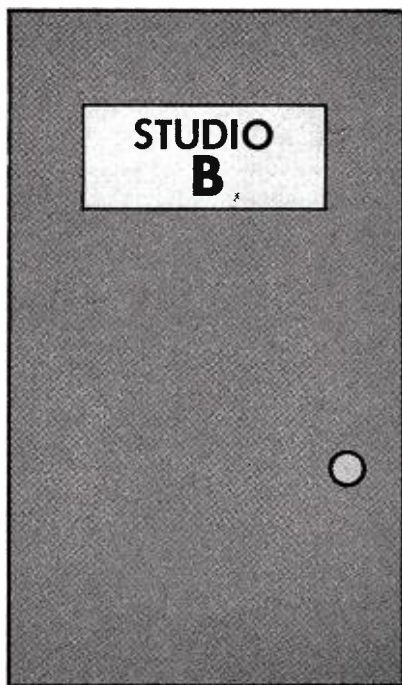
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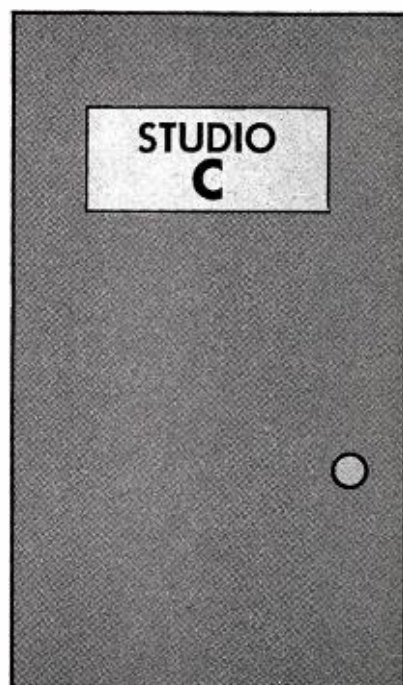
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sented to the renewal, with Messrs. Cox and Johnson issuing a statement in which they termed the renewals "astonishing" and "shocking" (BROADCASTING, Oct. 6).

Representative Tiernan, in remarks printed in the *Congressional Record*, said he agreed with the Cox-Johnson view: "Surely fraud and deceit should not be rewarded with license renewal," he said. "The entire question of licensing and renewal must be studied to determine how the requirements of the 1934 Communications Act can best be met and used in the public interest, convenience and necessity."

The young, second-term congressman, a member of the House Commerce Committee and its Communications Subcommittee, has slowly been emerging as a student and occasional critic of the broadcast media. Of particular note was a letter he sent recently to television stations throughout the country, in which he requested copies of their stockholders' reports for purposes of "study" (BROADCASTING, Sept. 8).

### Dormant U's delayed

The FCC last week reinstated construction permits for six former UHF TV permittees but ordered them to appear in an oral argument to determine whether extensions of construction time

should be granted. Originally, CP's for KCEB(TV) Tulsa, Okla.; KWIS-TV Wichita, Kan.; WPHY(TV) Rochester, N.Y.; WDKS-TV Toledo, Ohio; WKHM-TV Jackson, Mich., and WRBT(TV) Baton Rouge had been cancelled by the chief of the Broadcast Bureau when the permittees failed to show diligence in constructing their stations, the commission said.

Questions of whether the permittees showed lack of diligence in proceeding with construction or that construction had been prevented by causes beyond their control will be determined at the oral argument in Washington.

### Justice to give its views on CATV

The Department of Justice is expected to give the Supreme Court the government's position on whether the FCC has exclusive jurisdiction to regulate CATV.

The high court last week asked Solicitor General Erwin N. Griswold to file a brief on the question in appeals brought by TV Pix Inc. and Wells TV Inc. The cable companies have challenged a Nevada law under which the state regulates CATV systems.

Commission CATV policy contemplates some regulation of cable systems

by state and local authorities. In its current rulemaking designed to overhaul its CATV policy, the commission expresses concern about situations in which such nonfederal regulation is lacking.

### LIN gains H-R interest, reports 6-month net loss

LIN Broadcasting Corp. has acquired a 20% interest in H-R Representatives for having sold LIN-owned John C. Butler Co. to H-R, it was disclosed last week.

Details of this transaction were reported in a letter to shareholders by Donald A. Pels, LIN president, who also reported that LIN may buy into H-R representatives and H-R Television in June 1970. As an alternative, Mr. Pels added, the agreement provides that LIN may sell its minority interest in H-R Representatives to H-R.

LIN also issued last week a six-month report showing a net loss of \$904,000 before extraordinary items totaling \$3,417,000. The net loss after the extraordinary items, including the write-down of goodwill, loss on the sale of investment in American Leisure and loss on employment contracts, totaled \$4,321,000, equal to a net loss of \$1.97 per share. This compares with a net income of \$198,000, or 13 cents per share, in the first six months of 1968.

Sales in the first six months of 1969 amounted to \$12,555,000 as against \$9,395,000 in the 1968 period. Mr. Pels noted that broadcasting, telephone-answering and recording companies of LIN continue to be "highly successful."

### Changing Hands

#### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 95).

■ KPPC-AM-FM Pasadena, Calif., and KMPX(FM) San Francisco: Sold by Leon A. Crosby and other to L. W. Frohlich for \$1,084,000. Mr. Crosby and Lewis H. Avery are selling the Pasadena stations. Mr. Crosby is a former country-and-western entertainer and freelance announcer. Mr. Avery is a former partner of Avery-Knodel Inc., New York-based station representative. Mr. Crosby and Franklin Mieuli are selling KMPX(FM). Mr. Mieuli owns the National Basketball Association's San Francisco Warriors. Mr. Frohlich owns WNCN(FM) New York and WDFW(FM) Chicago. KPPC(AM) is a share-time operation on 1240 kc with 100 w. KPPC-FM is on 106.7 mc with 22.5 kw and an antenna height of minus 250 feet above

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average terrain. KMPX(FM) is on 106.9 mc with 80 kw and an antenna height of 1,268 feet above average terrain.

▪ **KLYD(AM)** Bakersfield, Calif.: Sold by Lincoln and Sylvia Dellar to Ralph Edwards, Don Allen and others for \$115,000. Sellers will retain controlling interest in **KACY(AM)** Port Hueneme, Calif. Mr. Edwards is a program producer and packager and Mr. Allen is an ABC Radio newscaster. **KLYD** is a daytimer on 1350 kc with 1 kw.

▪ **WRJC(AM)** Mauston, Wis.: Sold by John D. Rice and others to George S. Blum for \$68,000. Mr. Rice has interest in **WCOW-AM-FM** Sparta, Wis. Mr. Blum is general manager of **KXGN-AM-TV** Glendive, Mont. **WRJC** is a daytimer on 1270 kc with 500 w.

## Independent council for consumers proposed

Senator Philip A. Hart (D-Mich.) last week called for legislation that would create both a permanent office of consumer affairs in the executive branch and an independent consumer council—"a total package to give the consumer the diverse voice he needs to promote and protect his interest."

Senator Hart made his case during a Senate Consumer Subcommittee hearing on a bill, introduced by him and Senator Frank E. Moss (D-Utah), chairman, that would create an independent council to act as counsel, mediator and ombudsman for consumers in their dealings with government. During his testimony, Senator Hart added the proposal for an executive-branch consumer office.

"A permanent office in the executive branch can give the consumer a high-level voice in development and implementation of government policy, but not an advocate free to criticize an administration of which it is part, the senator said. "The independent council, with members elected by consumers and not appointed by the administration, will be less inhibited in criticizing government policies and agencies and therefore a more effective consumer advocate."

## R.I. official comments on 'two-way' cable TV

A warning that as the cable TV industry grows so will its liability to state regulation has been sounded by Archie Smith, chairman of the Rhode Island Public Utilities Commission.

Mr. Smith noted that his state—one of three that has taken jurisdiction over CATV (the others are Connecticut and Nevada)—regulates cable TV not as a utility but only as a communications carrier, with surveillance over

rates to protect the public. Connecticut and Nevada, however, have classified CATV as a public utility. The constitutionality of the Nevada law is now before the U.S. Supreme Court, on appeal from the decision of a federal court by TV Pix Inc., Elko, and Wells TV Inc., Wells, both of that state (**BROADCASTING**, Sept. 1).

At the present time, CATV services are not public utilities, Mr. Smith said, but because of its potential for the use of multiple channels, it may soon come under that characterization.

"What regulatory agencies must prepare for," Mr. Smith said, "is the development of 'two-way' CATV communications by which not only our gas, electric and water meters [may] be read automatically, but we will have access in our homes and offices to facsimile newspaper reproduction, to teaching machines, computer data banks, and in the future perhaps, even electronic inspection of merchandise by which the housewife will order her requirements from great supermarkets."

Mr. Smith made his remarks at a panel on CATV held at the annual convention of the National Association of Regulatory Utility Commissioners in Denver.

The opposing viewpoint was presented by Bruce E. Lovett, general counsel of the National Cable TV As-

sociation, who iterated the CATV industry's position that cable TV is not a utility; it is not a necessity, its rates have not become a problem, it is not a monopoly, he emphasized.

When those other services mentioned by Mr. Smith become a reality, Mr. Lovett said, there may be a question of state regulation.

## CPB money bill passes Senate hurdle

The Senate last week approved and sent to President Nixon a bill authorizing \$20 million for the Corp. for Public Broadcasting and \$15 million a year for three years for educational-facilities grants through the Department of Health, Education and Welfare.

The bill before the President (S. 1242) incorporates House alterations of the original Senate bill. The Senate provided facilities authorizations of "such sums as may be necessary" for each of the next five fiscal years, but the House whittled that to three years and a \$15-million ceiling.

Assuming approval of the authorization bill, actual granting of funds must await further action by the appropriations committees, and again by both houses. In the past, the committees have sliced initial authorizations for CPB by 50% or more.

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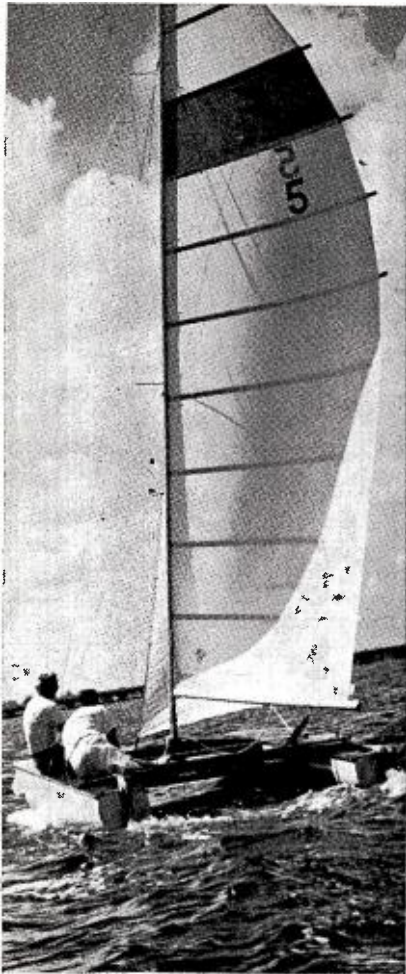
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# Chronicle fails to eject Johnson

## FCC admits commissioner has strong views but says he did not prejudge KRON renewal

The Chronicle Publishing Co. has been rebuffed in its effort to have FCC Commissioner Nicholas Johnson disqualified from participating in the hearing the commission has ordered on the license-renewal applications of the company's KRON-FM-TV San Francisco.

The commission last week rejected Chronicle's contention that the commissioner had engaged in improper ex-parte (off-the-record) activities, provided "preferential treatment to individuals," lost his "independence of judgment" and had participated "in an agency decision outside official channels." (BROADCASTING, Aug. 25).

The commission found "no actual advocacy, no appearance of advocacy, nor any suggestion that Commissioner Johnson has not remained an impartial and disinterested member of this body." The vote was 6-to-0. Commissioner Johnson did not participate.

The ex-parte charge was based on letters that the commissioner had received from Albert Kihn, a former KRON-TV cameraman, and Bruce B. Brugmann, editor and publisher of the biweekly *San Francisco Bay Guardian*. Mr. Kihn, whose charges of managed news were a contributing factor in the commission decision to hold a hearing on the stations' renewal applications, has been made a party to the hearing. Mr. Brugmann is a long-time critic of the Chronicle company, publisher of the *San Francisco Chronicle* as well as licensee of KRON-FM-TV.

The charge that the commissioner had prejudged the case was based on published statements, including magazine articles and a concurring opinion in the WHDH-TV Boston case, and a television appearance, in which Commissioner Johnson expressed concern over concentration of control of mass media and invited the public to participate in license-renewal hearings.

But, the commission concluded, the allegations "relate not so much to bias, or the appearance of bias, but to the handling under our rules of correspondence coming to a commissioner's office and to the right of a commissioner to hold and announce strong views on policy questions."

The issues in the KRON hearing include questions as to whether the stations slanted news to advance the interests of the parent Chronicle company, whether Chronicle has an undue concentration of control of media in

the Bay area and whether it has engaged in anticompetitive or monopolistic practices.

The commission's conclusion that Commissioner Johnson's correspondence with the two critics of the Chronicle company did not warrant his removal from the case was not unqualified. The commission gave a new reading to its ex-parte rules and, in the case of the Brugmann correspondence, agreed that the commissioner had not adhered strictly to the rules.

The Chronicle had cited three letters from Mr. Kihn that the commissioner failed to disclose—one of them, dated Feb. 7, 1969, and received after a petition to deny KRON-TV's license had been filed with the commission.

The commission said that since Mr. Kihn was not interested in the outcome of that proceeding, "within the intendment of our rules," he was not the kind of "interested person" who is barred from contacting decision-making commission personnel in restricted proceedings. Thus, it said, the letter and its handling by Commissioner Johnson provide no basis for his disqualification. Indeed, the commission said, communications from the public before a case has been designated for hearing should not be discouraged and "must be considered."

In reaching its conclusion, the commission rejected an assumption, expressed in its rules, that most persons filing complaints "will have actual knowledge that a petition to deny has been filed" and that written ex-parte presentations are "discouraged." The commission said that "upon reflection induced by the course of events here, we believe it highly unrealistic to proceed" on that assumption.

The commission, in addition, acknowledged that complaints received even from someone other than an interested person before a case has been designated for hearing shall not be considered unless they are disclosed. But, it said, this requirement should be read in conjunction with the commission's public-information rules. These provide that complaints will be made available for public inspection upon request if no investigation is to be conducted or one has been completed.

The rules must be read together, the commission said, "in order to preserve the commission's investigative processes, which would be destroyed by immediate



disclosure, prior to action thereon, of all complaints." It concluded that the rules do not require disclosure of the kind or complaint submitted by Mr. Kihn before the commission acts to grant or designate for hearing a pending application.

And in a footnote, the commission went a step further. It said that disclosure of such complaints should be dealt with under the public-information rules rather than those dealing with ex-parte activities. "We intend accordingly to revise the rules to clear up this cause of potential misunderstanding," the commission said.

In dealing with the Brugmann correspondence, which stretched over a period of several months, the commission focused on three letters Mr. Brugmann had written the commissioner after the KRON case was designated for hearing, on March 19, and the commissioner's brief reply to one of them requesting information.

The commission said the letters should have been referred to the agency's executive director for handling and placed in the public file. But, it said, a commissioner is not disqualified simply because he received on ex-parte communication from a member of the general public and did not disclose it.

The question of whether a commissioner should be disqualified depends on the facts in a particular case, the commission said. And the facts in the Brugmann matter, it added, do not warrant Commissioner Johnson's disqualification.

It said Mr. Brugmann was not an "interested person" in that the outcome of the proceeding is not likely to agrieve him or affect him as a competitor of Chronicle's. Furthermore, the commission said, the commissioner had "maintained the requisite judicial approach" in his responses to Mr. Brugmann.

The commission acknowledged that the commissioner's writings reflect "strong views" on the question of concentration of control of mass media. But, it said, no prejudging of any particular case is indicated.

The commission found nothing with which to fault the commissioner in his concurring opinion in the WHDH-TV case, in which the commission denied renewal to a newspaper-owned station and awarded the contested channel 5 to a competing applicant with no other media interests.

The commissioner's statement that it was "healthy" to have at least one locally owned station, independent of other media interests, in one of the major markets was not a prejudgment of "any particular licensee's basic qualifications," the commission said.

And advising the public of their right

to participate in license-renewal hearings, the commission added, is "fully appropriate—it does not indicate the predisposition of any particular case." The Chronicle company, in its petition seeking the commissioner's disqualification, said such advice, coupled with the commissioner's views about concentration of control of mass media, provide the context within which the commissioner's attitude toward the KRON case should be considered.

The commission used the order disposing of KRON's petition as a vehicle for directing the hearing examiner in the case to admit "all relevant and material evidence." It noted that the examiner had proposed to restrict the evidence "to matters related to incidents in the commission's specification order." The commission said such a restriction would "unduly limit the hearing."

## KRON wants a delay in renewal hearing

**Chronicle says it also faces court suits and congressional hearings**

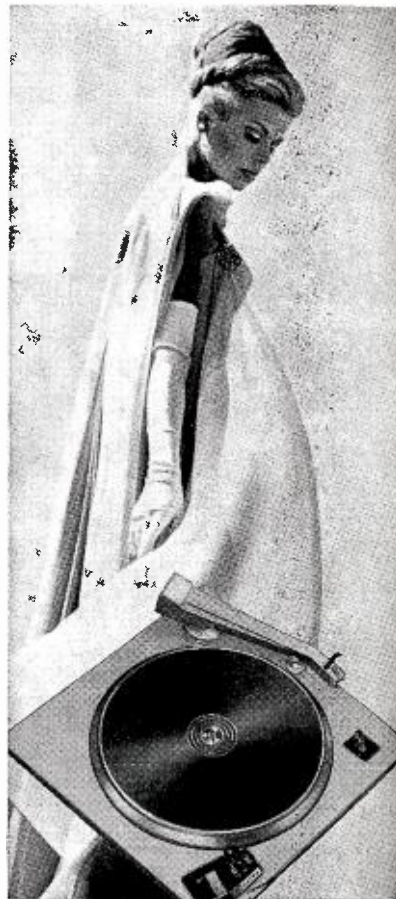
Chronicle Broadcasting Co. last week asked the FCC for a stay of proceedings in the license-renewal hearing of its KRON-FM-TV San Francisco. Chronicle said "irreparable injury" might befall it if the hearing begins as scheduled Jan. 8, 1970 (BROADCASTING, Oct. 13).

The renewals of the KRON stations were set for hearing March 19. Issues to be heard by Hearing Examiner Chester F. Naumowicz Jr. include whether parent Chronicle Publishing Co. exercises undue concentration of control of mass media in the San Francisco Bay area; whether Chronicle has engaged in anticompetitive activities in the newspaper field; whether it has slanted news on the KRON stations to benefit Chronicle's corporate interests; whether its investigation of two complainants constituted harassment, and whether its past programming has been of such high quality as to counterbalance the anticompetitive and news-slanting issues.

In requesting continuance of the hearing, Chronicle said the commission should not set a hearing date until it has acted on various petitions on procedural matters submitted by Chronicle and by Albert Kihn and Blanche Streeter, the complainants whose allegations led to the hearing. Another pending matter cited was Chronicle's call for the disqualification of Commissioner Nicholas Johnson in the hearing (see page 70).

Chronicle also said the January hear-

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ing date would prejudice its right to a fair trial in six antitrust suits now pending against it in a U.S. District Court "because of the publicity from the commission proceeding."

Another basis for continuance advanced by Chronicle was developments in congressional hearings on the Newspaper Preservation Act, which could affect Chronicle's joint (noneditorial) operating agreement with San Francisco's *Examiner*. Chronicle said a Commerce Department representative, representing the view of the administration, had urged passage of the bill.

Earlier in the week, Hearing Exam-

iner Naumowicz granted requests for information from Chronicle made by the FCC's Broadcast Bureau by Mr. Kihn. These included: a listing of associates in Chronicle's CATV ventures and the businesses in which these associates hold a 25% or greater interest; the identity of AM stations with which *Chronicle* newspaper has connections in the San Francisco area; the identity of news personnel employed by Chronicle during specified periods; the advertising revenues for the newspaper, broadcast stations and CATV systems for the years 1958-68; information on CATV advertising in Chronicle media: infor-

mation on contacts between executives of various Chronicle enterprises, and information on detectives hired to investigate Mr. Kihn (to the extent not already supplied).

Among the requests for information denied were: memoranda from Chronicle owned or controlled companies relating to a variety of issues involving program, editorial and advertising policies; information on news sources; information on how news, editorials and commentary are handled, and the names of firms which advertised in two or more Chronicle outlets during the last renewal period.

## NBC Radio now: short and snappy

With emphasis on news, useful features, it aims to round out affiliates' service

NBC Radio intends to intensify its efforts to provide a service that will meet the changing needs of stations and to educate the advertising community to the values of the medium, Arthur A. Watson, president, NBC Radio division asserted last week.

This dual theme dominated Mr. Wat-

son's speech before the NBC radio network's affiliates convention in San Juan, P.R., last Monday and Tuesday (Oct. 13-14). He stressed that the challenges of network radio are to tailor its programming to complement the local sound and at the same time "sharpen its sales attack."

The necessary attributes of a modern network service, he stated, are flexibility, timeliness and brevity, with news programs continuing to be the most important element. He continued:

"There is no question in my mind that an NBC radio network centered on news and information does provide a service essential to well-rounded local programming operations. With the fast-moving pace of events at home and abroad, this service becomes increasingly more valuable to your audience."

Mr. Watson revealed details of the NBC Radio "no waste plan," which is designed to provide local stations with the opportunity to gain additional commercial benefits. It will apply at times when the network's hourly news broadcasts are not fully sponsored ("Closed Circuit," Oct. 13).

"Until now, we have added news content in lieu of commercial copy," he explained. "We shall apply the 'no waste' policy for the first time to *News on the Hour* and include promotional announcements which you [the station] can replace with local commercials."

He told affiliates that the daily *Emphasis* programs are being restructured with a view toward making them of greater interest to housewives. Among the changes, he said, will be the addition of new personalities, including Graham Kerr ("the galloping gourmet"), who begins on Nov. 10. Mr. Watson also indicated that ultimately *Emphasis* features will run shorter than four minutes, including commercials.

He emphasized that NBC Radio and radio in general have "a tough assignment of building new sources of revenue." In this connection, he reported, the network is directing its creative research effort toward selling radio.

"The network sales effort soon will



NBC executives and the newly elected NBC Radio Network Affiliates Executive Committee gathered for the annual NBC Radio Network Affiliates Convention in San Juan, P.R. last week were: (front row, l-r) Julian Goodman, NBC president; James M. Caldwell, WAVE(AM) Louisville, Ky., who was elected chairman of the affiliates executive committee last week; Arthur A. Watson, president, NBC Radio Division; Donald J. Mercer, vice president, station relations, NBC. Middle row (l-r): Kenneth F. Small, WRUF-AM-FM Gainesville, Fla., committee secretary-treasurer; Wilson Edwards, KOGO-AM-

FM San Diego, who continues in his current term on the executive committee; newly elected committee members Bruce Buchanan, WFBC-AM-FM Greenville, S.C.; Jerry Chapman, WFBM-AM-FM Indianapolis; and Robert H. Harter, WHO-AM-FM Des Moines, Iowa, committee vice chairman. In the top row are three newly elected committee members (l-r): Ted L. Snider, KARK-AM-FM Little Rock, Ark.; Herbert W. Crosby, WCSH(AM) Portland, Me.; and Nat A. Sibbold, WWJ-AM-FM Detroit. Mr. Caldwell succeeds Elmo Ellis (WSB-AM-FM Atlanta) as chairman of the committee.

be supplemented by an imaginative, and, we think, highly effective radio promotion film now under development," he disclosed. "It will show how radio is so integral a part of our daily lives, from waking us up, to getting us through drive-time traffic, and to making that last impression before going into the shopping center. We plan to use it for select advertisers and agencies, especially those not currently buying our medium."

Julian Goodman, NBC president, pointed up the increasingly vital role that local radio stations can play in community affairs. He said that community information programs of local radio services "can help bring together the divided parts of cities and open doors to new understanding of the community."

George H. Gallup, vice president, sales, NBC Radio, accentuated the need for all segments of the industry to sell radio as a medium initially, not network or spot alone. He pointed out that both network and spot radio have been attracting only 5.7% of the total advertising spending of the top 125 advertisers in the country, adding that the "dollar potential" from the group has barely been tapped.

Mr. Gallup said NBC Radio has stepped up its efforts to sell radio first and network second on calls at the highest levels of advertising agencies and clients. During their presentations, he observed, salesmen have been urging the use of spot to support network buys.

Affiliates were treated to a demonstration of the scope of NBC's world-wide news organizations. They heard live news reports from various parts of the world and participated in two-way conversations with NBC News correspondents.

The presentation featured live reports from correspondents Ray Scherer in Belfast; David Burrington in Jerusalem; John Rich in Seoul; Garrick Utley in Paris; Robert Goralski in Washington; Joe Garagiola at Shea Stadium in New York (site of the third World Series game) and Angus Corley in Moscow.

Correspondent Chet Huntley moderated the global hookup. The presentation was produced by Russ Tornabene, general manager, news, NBC radio division.

### Media reports:

**President's old facilities** ■ The original black-and-white television equipment installed by the ABC, CBS and NBC networks in the President's White House studio has been donated to Washington's Howard University. The equipment which includes three cameras and complete control room facilities will be used as educational tools. The gift, donated by the three networks, was pre-

sented by Washington news bureau directors John Lynch of ABC News, William Small of CBS News and Frank Jordan of NBC News.

**New Mutual outlets** ■ WPAZ(AM) Pottstown, Pa., and WGMA(AM) Hollywood, Fla., have joined the Mutual Broadcasting Network. WPAZ serves the Pottstown and Reading areas of Pennsylvania and WGMA serves Dade and Broward counties in Florida.

**CATV buy called off** ■ Vikoa Inc., Hoboken, N.J., announced last week the mutual termination of negotiations on an agreement in principle to purchase a Janesville, Wis., CATV system. It was called off because the parties could not agree on terms, Vikoa said.

**News team gassed** ■ An ABC News team was felled by tear gas while covering an anti-war demonstration at Fort Dix, N.J., on Oct. 12. Reporter James Collis, cameraman Doug Downs and soundman Thomas Kane were treated at the fort infirmary after becoming ill from gas fired at the demonstrators.

**New key named** ■ Inter-mountain Network has announced KOSI-AM-FM Denver as the new key station for the network, replacing KTLK(AM) Denver (formerly KTLN). KOSI, owned by Armstrong Broadcasting Corp., will also be the new headquarters for the IMN News Bureau.

## Pulse discovers what is the public interest

The Pulse Inc. has become "very much involved" in the past year "in conducting public opinion research for individual broadcasters" in connection with their license-renewal applications, Dr. Sydney Roslow, director of The Pulse, reported last week.

"This has been a very much neglected aspect of information for station management, and with renewal no longer the essentially automatic process it used to be, management is asking us to find out from the public at large as well as opinion leaders, how well they think the station is serving the public interest. It is an unmistakable trend."

Dr. Roslow spoke at the 28th annual Pulse man-of-the-year luncheon, which honored Eugene Katz of The Katz Agency (see page 54).

Dr. Roslow also reported that by the end of the year Pulse will have made audience-measurement surveys in more than 265 markets, has started expanding into wide-station-area reports and plans to issue them for 100 markets next year, has issued its first Brand/Metrics studies of brand penetration and shares and is distributing free to Pulse subscribers a "Cume Estimator" for calculating reach and frequency of advertising schedules.

# ISPY

Buffalo — WKBW-TV / Mon-Fri / 5:30-6:30 pm  
(Rep: Blair Television)

ISPY sent ratings up 30% over the programming it replaced and established WKBW-TV as the number one station of the time period!

Source: ARB



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# Diehm fills the top MBS spot

## He declines any long-term commitment as Robert Pauley is replaced as Mutual president

Victor C. Diehm, WAZL(AM) Hazelton, Pa., veteran broadcaster, was elected president and chief executive officer of Mutual Broadcasting System last week replacing Robert R. Pauley, whose services were terminated abruptly Monday (Oct. 13).

John P. Fraim, chairman of the board and president of Mutual Broadcasting Corp., parent company of MBS, announced Mr. Pauley's firing at the annual stockholders meeting Wednesday, Oct. 15, in the Shoreham hotel, Washington. The following morning the board of directors of MBS approved the selection of Mr. Diehm as MBS head.

Mr. Diehm said he hopes to improve affiliate relations within the 580-station network. It was reported affiliate relations were unsatisfactory under Mr. Pauley. It also was hinted that Mr. Pauley did not get along well with key officials of the system. Mr. Pauley declined to comment on the move. He was named president of MBS in June 1968 replacing Matthew J. Culligan (BROADCASTING, July 1, 1968).

Mr. Diehm said he agreed to serve at least one year. A vigorous 66, he said he has no plans to retire but that he did not want to commit himself for a long period.

He said "I know the key people among the affiliates and in the system. I have been assured of complete con-

trol." He did not indicate any immediate personnel changes.

Sources revealed Mr. Fraim plans largely to abandon the direction of MBS from the Los Angeles office of the parent corporation and concentrate operations under Mr. Diehm in New York and Stephen J. McCormick, vice president news and director of Washington operations. Mutual Sports Inc. is the other subsidiary of the parent corporation. No changes in its management were announced.

Mr. Diehm has been in the radio industry since 1927 and active in managerial and station ownership since 1928. He expects to turn the management of his Hazelton station over to his long-time aid, Miss Kathryn Kahler, secretary-treasurer of his company.

Since 1954, Mr. Diehm has been chairman of the Mutual Affiliates Advisory Council, which represents the stations served by MBS.

"In this capacity, he has made a great contribution to the growth of the system and has been invaluable to the corporation since it was organized three years ago to purchase the system," Mr. Fraim said.

Mr. Diehm holds many honors from civic and philanthropic organizations for his work in the industry and he has long been active in civic affairs in Pennsylvania. He is a native of Baltimore.

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today to any  
BROADCASTING  
office



Mr. Diehm



Mr. Pauley



## NAB urges more support for an antistrike bill

The government affairs department of the National Association of Broadcasters last week asked members to step up their efforts on behalf of a bill to provide licensees with protection from competing applications at renewal time.

Paul B. Comstock, NAB's vice president for government affairs, wrote that "radical groups that seek to destroy existing broadcast stations are making a concerted effort to defeat the legislation. To overcome this force, he said, broadcasters should not only talk to their congressmen, but should also obtain resolutions of support from groups in their communities—public officials, editors, unions, and civic and religious leaders.

"Small-market radio and television stations will be particularly endangered if this bill does not pass," Mr. Comstock said. "The cost of defense against a flood of strike applications at renewal time will be unbearable."

Enclosed was a "fact sheet" on the question of competing applications, and a list of those who have supported anti-strike bills.

## Renewals are big topic at NAB conference

In view of the increasing number of strike actions faced by broadcasters, the National Association of Broadcasters fall conference panels on license-renewal strategy promises to be among the most important on the programs.

The sessions on applying for renewals will feature information on determining community needs and what causes delays of deferrals. A three-man panel at each of the six fall conferences of NAB will consist of John B. Summers, NAB assistant general counsel, a representative of the Federal Communications Bar Association and a top staff member of the FCC.

Leading off with the first conference in Chicago, Oct. 23-24, the panel will be rounded out with Morton H. Wilner of Wilner, Schreiner & Greel, Washington (FCBA), and Robert Rawson, chief of renewals and transfers, of the commission.

Panels at some of the other conferences are:

Boston, Oct. 27-28—Mr. Wilner and Robert Cahill, legal assistant to the chairman of the FCC.

Atlanta, Oct. 30-31—Thomas H. Wall, Dow, Lohnes & Albertson, Washington (FCBA), and Mr. Cahill.

Dallas, Nov. 13-14 — Robert H. Heald, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington (FCBA), and George S. Smith, chief of the broadcast bureau, FCC.

## Guidelines for N.Y. CATV's supported

### Proposals for an advisory body and strict regulatory plans get attention at hearing

State regulation of CATV systems in New York appears probable if the expressed feelings of the members of the New York State Assembly Committee on Corporations, Authorities and Commissions are any indication.

In hearings in New York City last Wednesday (Oct. 15), and in subsequent conversations with CATV representatives, committee members stated their inclinations to form guidelines with the help of the CATV industry, and perhaps establish some sort of an advisory council to administer the regulations.

Both Charles Dolan, president of Manhattan Cable Television and Irving Kahn, president of Teleprompter Corp., both New York City-franchised operations, said some regulation was needed. Mr. Dolan called on the state to enact a requirement for local franchises, to prevent cable systems from operating without some government control over standards, as the recent New York state court of appeals position would allow (BROADCASTING, Oct.

13).

Mr. Kahn suggested the development of a continuing advisory body, including representatives from state and local governments, the CATV industry and the public, to recommend legislative action once federal policies became stabilized, and also suggested the state enact legislation on safety standards and franchising criteria.

The committee did not question the value of CATV or its ability to provide "public service"; it merely chastised the industry for not coming forward previously to help the committee establish the guidelines.

On the other hand, the committee showed an almost hostile attitude to witnesses who wanted strict regulation of CATV.

ABC's representative, Richard L. Beesemyer, vice president for affiliate relations, was bombarded with questions on the networks' concern for "public service." The networks spend no money on the development of local stations, provide no financial benefit to

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communities such as CATV does in allotting a percentage of its gross under local franchises, and they are not interested in reaching the widest audience possible if they want to limit CATV through copyright, committee members insisted.

Mr. Beesemyer said ABC did not want to inhibit CATV—"there has been little quarrel with the public service value of such CATV systems—neither is there any significant problem with the origination by CATV systems of truly local and public service programming." CATV systems should not be allowed to originate mass entertainment programming, however, he said. "In the long run, these systems have the economic potential to capture from free, advertiser-supported television the very best programming now available off-the-air."

Representatives from the movie industry, Martin Newman, chairman of the National Committee Against Pay TV of the National Association of Theater Owners, and Steve D'Inzillo, co-chairman of the Joint Labor and Management Committee to Save Free TV, were also questioned closely on how well they served the public.

Other participants testifying before the committee included Frederick Ford, president of the National Cable Television Association, who felt most regu-

lation should be set by the FCC and municipalities, although he admitted the state might have some jurisdiction in the franchise area; and Morris Tarshis, director of the Bureau of Franchises of New York City, who favored local control so the subscribers would have a local contact for complaints but who also felt the state had a role in setting compatible standards between communities.

Also giving statements were Robert

Thomas, vice chancellor, state university of New York; Sidney W. Dean Jr., chairman of The Committee on Communications and Utilities of the City Club of New York; Hyman Shapiro, AFL-CIO Electrical Workers' Union, Local 3; and Edward Shafer, vice president, Foster Associates Inc., Washington; and Assemblyman Leonard Stavisky (D-Queens) who is sponsoring a CATV-regulation bill being considered by the committee.

## Flaws seen in ratings by telephone

### A misinterpretation of no-answers can short-change radio-TV, study shows

When a TV-audience researcher gets a no-answer in a telephone coincidental survey, does that mean no one is home and therefore no one is watching television in that household?

A report on a new study last week said that's the way no-answers have commonly been treated in the past but that it's a mistake to do so. No-answers, the study found, can also mean other things—that the phone actually has been disconnected in some cases, or that people are at home but don't answer.

Equating no-answers with empty houses and dark television sets, the report said, "reduces rating levels artificially."

The study was sponsored by the Committee on Nationwide Television Audience Measurements (CONTAM), made up of representatives of ABC, CBS, NBC and the National Association of Broadcasters.

The findings were presented at the annual conference of the Advertising Research Bureau in New York last Tuesday (Oct. 14) by Jay Eliasberg, director of TV network research for the CBS/Broadcast Group, and by Gale D. Metzger and Gerald J. Glasser, respectively president of and consultant to Statistical Research Inc., which made the study for CONTAM.

CONTAM initiated its study, one in a continuing series, because it had been noted that ratings derived from meters attached to sets tended to run 8-9% higher than ratings derived by telephone coincidentals, and because a number of people had proposed making the telephone coincidental the "standard of truth" in evaluating other audience-measurement methods.

Statistical research used the telephone coincidental in surveying a sample of 4,000 homes. It employed specially trained interviewers who were strictly monitored and supervised, according to the report, and it made unusual efforts to account for every home in the

sample.

Their efforts included up to two calls of up to eight rings each the first time around (as against one call of five rings in what was said to be common practice in typical surveys); repeated follow-up calls to reach non-answering homes in succeeding days and weeks, and the offer of a dollar a minute to get respondents to talk if they first refused to do so.

In the end, the study accounted for all but 1.5% of the original sample. In addition, another group of interviewers, less carefully prepared and not directly supervised, conducted another survey by making calls from their homes.

After studying its findings, including a comparison of the results of the two groups of interviewers, CONTAM said that although the differences between meter ratings and telephone coincidental ratings in the past have tended to be blamed on "possible deficiencies in the meter technique" it now appears that the differences . . . are primarily due to three problems with the telephone coincidental technique as it is usually implemented:

"(1) Inadequate selection, training and supervision of interviewers. (2) Failure to contact a high enough proportion of designated sample. (3) The assumptions made in accounting for homes yielding less than complete information [no-answers, refusals, etc.]."

"It becomes clear that the elimination of these problems, which are present in the ordinary telephone coincidental study, leads to results virtually identical to those produced by a meter system."

But to eliminate those problems, the report continued, requires that the telephone coincidental be "carefully done," and "care in research involves, among other things, expense."

Thus, the report said, while the "the usual telephone coincidental study can correctly be regarded as inexpensive,"

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the CONTAM study "was carefully done, and it cost more than \$10 per interview."

Authoritative but unofficial reports put the total cost at about \$50,000.

In the supervised study 60% of the calls were completed initially, 19% got no answers, 7% got a busy signal, 6% were met with refusals to cooperate, 5% were disconnects and 3% encountered miscellaneous problems.

Among the no-answers, about two-thirds were reached the next day—and about 5% of these said they were at home the night before that their sets were on but for one reason or another they did not answer the phone.

The report found this finding "significant"—and called "particularly significant" a further finding that 10-15% of the no-answers represented telephones that had actually been disconnected "since many coincidental surveys treat no-answers as households not at home, and with television sets off.

"Such an assumption reduces rating levels artificially."

Ratings authorities noted that at one time the telephone coincidental was regarded as the standard in audience measurement.

The authorities said that although it is not now regularly and widely used in TV measurements, it is employed from time to time on a special basis, as for instance to get fast reports on audience levels at the start of a new TV season.

## Johnson supports Martin-Trigona's plea

FCC Commissioner Nicholas Johnson last week criticized the commission for dismissing petitions by Anthony R. Martin-Trigona that sought revocation of the licenses of WNBC-TV, WCBS-TV and WABC-TV, all network owned-and-operated stations in New York (BROADCASTING, Oct. 6, June 3).

In a dissenting statement, Mr. Johnson said: "If in all of these three lengthy petitions — raising antitrust, concentration and conglomerate issues, the majority can find 'no serious question,' then I have little hope that these important issues will ever be addressed by this commission. . . . I do not believe that this commission has the legal authority summarily to dismiss such petitions without a hearing on their merits."

Disputing the commission's finding that Mr. Martin-Trigona lacked standing to seek revocation of the licenses, Mr. Johnson said: "Petitioner has standing in this action, both as an ombudsman representing the public in general . . . and as one of many individual members of the public who, collectively, are the beneficiaries of the broad-

caster's public trust."

Also disputing the commission's finding that Mr. Martin-Trigona's petitions were unsupported by "facts," Mr. Johnson observed that "The Communications Act does not require that an absolute 'showing' be made in a petition," and contended that Mr. Martin-Trigona had made a "substantial and material question of fact" which necessitated a hearing.

## Views vary on results of electric shock test

Experiments purporting to attribute an increase in violence to television viewing have been challenged by Bert Briller, executive editor of the Television Information Office, in a talk before the Midwest Public Relations Conference in Madison, Wis.

Mr. Briller's speech, delivered on Oct. 10, referred to a talk made earlier before the group by Leonard Berkowitz, professor of psychology at the University of Wisconsin, who claimed that observed violence stimulates aggressive behavior. Mr. Briller pointed out that Professor Berkowitz's laboratory studies consisted of a seven-minute fight scene shown to subjects, who gave shocks to another person and added:

"One question that has been raised is whether seeing a film clip in a psychol-

ogy lab is a valid model of watching television in a naturalistic home setting. Another is whether measuring electric shocks is a valid measurement of violent aggression."

Mr. Briller reported that the television industry has been reducing drastically the amount of violence in entertainment programs even though no causal connection has been established. In the area of news, he said, the eliminating of so-called "bad news" would not be a solution and might endanger the public's right to know.

"If you keep riots off the air, would it deter them?" he asked. "An example of that approach occurred last year in France, where the government has a firm hand on TV. Frenchmen were not told of the true extent of the riots or of the strong police action against them. Eventually, a majority of the TV staff went out on strike.

## Publishers-Hall package

Publishers-Hall Syndicate, New York, which has functioned primarily in the newspaper sector, has formed a TV merchandising and theatrical division.

Robert S. Reed has been named general manager of the new division. The firm plans to develop TV packages out of its various newspaper column and cartoon properties.

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## International

### Super Fight to be aired in 16 Latin nations

Latin American Promotions Co., Argentina, has obtained the rights to Woroner Productions' *Super Fight* film and it will be broadcast on television in 16 Latin American countries simultaneously with a Jan. 20th theatrical showing in the U.S. Hector Mendez, president of the Latin American firm, purchased the rights for a figure reportedly near \$100,000. With the exception of the non-Spanish speaking countries, all of South and Central America will be included in the TV film package. Mexican coverage will be restricted to prohibit telecast by any station within 150 miles of the U.S. border to protect theater play in U.S. Mexican border cities.

The film itself is a staged fight between the late Rocky Marciano and Mohammed Ali (Cassius Clay). The fifteen round bout is based on computer predictions, although the outcome will not be revealed until the January showing. The two boxers actually fought 70 rounds and staged seven different endings which were filmed in two sessions in July of this year and will be edited to fit the computed forecast. The computer work was performed by Programming Services, Miami, and National Cash Register Co., Dayton, Ohio, the same companies which did the data analysis for Woroner's radio series, *The All Time Heavyweight Tournament and Championship Fight*. (BROADCASTING, Feb. 19, 1968).

### Abroad in brief:

**Rose Bowl in England** ■ American-style football will be shown outside the Western Hemisphere for the first time with the sale of NBC-TV coverage of the *Rose Bowl Game* to London Weekend Television. Also included in the package, negotiated by NBC International, are coverage of the *Bob Hope Desert Classic* and the *Bing Crosby Golf Tournament*.

**Demise due for 'CBC Times'** ■ The Canadian Broadcasting Corp. will cease publication of the *CBC Times*, its weekly program magazine, in line with the corporation's current efforts to seek operational savings. The last issue of *CBC Times*, published in three editions from Toronto, Winnipeg, Man., and Vancouver, B. C., will be mailed to subscribers Dec. 19. The magazine, which first began publishing in 1948, has had steadily decreasing circulation over the past few years.

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## Now all networks want satellite

### Stanton makes it unanimous with proposal for consortium in sky to counter AT&T

With the government moving—finally—toward basic policy decisions on establishment of a domestic communications-satellite system, the debate over who should own it, and what kind of system should be authorized, last week came full circle.

CBS President Frank Stanton, speaking in New York, called for a consortium of the three major networks to own and operate a \$100-million satellite system that would transmit the network's programs, and those of non-commercial television, to stations in all 50 states and the off-shore islands.

Four years ago, ABC kicked off the debate over ownership of a domestic system by petitioning the FCC for authority to operate a satellite system that would connect ABC affiliates across the country.

A year later, the Ford Foundation issued its proposal for a satellite system devoted to broadcasting, whose profits would be used to help support noncommercial television. And NBC has long urged establishment of a broadcasting-only satellite system.

The principal factor behind Dr. Stanton's plan—as it was behind those of ABC and NBC—is the cost of AT&T program transmission. And the cost is higher now. Under rates that went into effect Oct. 1, the networks are expected to spend some \$65 million on program-transmission costs annually, an increase of some \$20 million.

But one new and possibly significant element in the debate was AT&T's reaction to the Stanton proposal. It was favorable. "The wisest policy at this time would be to permit any organization or group interested in establishing a domestic system, including the networks, to apply for a license to establish and operate such a system," the telephone company said. However, it questioned whether a satellite system would be as economical, in comparison with terrestrial service, as broadcasters generally believe.

Previously, AT&T had opposed establishment of single-purpose systems. It had favored a single multipurpose system, under which common carriers would provide a wide variety of communications services—telephone, tele-

graph and data, as well as radio, television and others.

This has also been the position of the Communications Satellite Corp., which in addition argues that the Communications Satellite Act has created it as the nation's instrument in the operation of any communications satellite system. Comsat and AT&T and other carriers had differed mainly on the question of ownership of satellite-system ground stations.

Comsat last week showed no change in its position. A spokesman said that the company "welcomes the emphasis of CBS on the necessity for establishing a domestic-satellite system as soon as possible." But, he added, Comsat believes "that through appropriate governmental authorizations, arrangements can be established whereby Comsat can satisfy the requirements of the TV networks and meet their objectives."

This was interpreted to mean that if the FCC authorized the networks to deal directly with Comsat for domestic-satellite service, the networks could achieve their goal of reduced program-transmission costs without the expendi-

ture of \$100 million for a system of their own. The networks now are required by the commission to deal through the common carriers when they want international satellite service.

The FCC has been stymied for more than two years in an effort to adopt a policy providing for a domestic system. The commission staff prepared a draft order in the summer of 1967. It was shelved in August of that year when former President Johnson created his task force on communications policy to review all communications matters—specifically including those relating to the use of satellites.

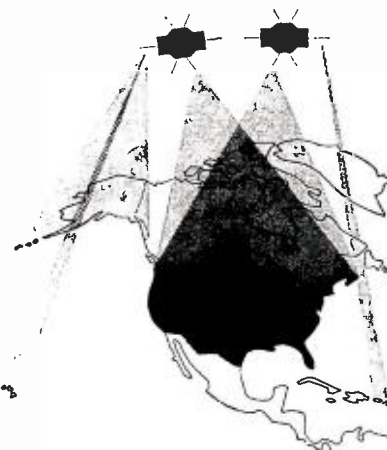
The task force completed its work last December, but by then a new President had been elected, and the commission felt it would be improper to act on such a critically important matter without giving the new administration a chance to review it.

Finally, last July, as the commission was again preparing to take up the draft order, the White House asked it to hold off for 60 days until a specifically constituted committee could review the entire matter afresh. The committee, under the chairmanship of Dr. Clay T. Whitehead, presidential assistant, is now expected to issue its report next week—about 30 days late.

If the committee emerges with views substantially different from those being considered by the commission, presumably some negotiations would be required. The commission has the responsibility for adopting satellite policy. But, as a practical matter, it is unlikely that it would ignore the views of a committee that would be representing President Nixon.

The commission staff's draft order—on which the commission has not yet taken a vote—reportedly provides for a multipurpose system that would be managed by Comsat and in which users—common carriers and broadcasters among them—would have an opportunity to participate in ownership and management.

Dr. Stanton, who spoke before the Audio Engineering Society, referred to the four years that have already passed in governmental study and review as "bureaucratic inaction," and said:



*Here's how a network-owned satellite system could cover the U.S., using two birds. In putting CBS's support behind the creation of a network consortium, Frank Stanton avoided specifications last week. His aides said details were more properly to be arranged in three-network consultations.*



"What a national waste."

There are no insurmountable technical or economic barriers to a domestic communications-satellite service, he said, adding: "Broadcasters want to cross the threshold into the era of satellite communications and cross it now." If the government were to move promptly on his proposal, he said, a system could be in operation by 1972.

Dr. Stanton provided few details of the kind of system he had in mind, possibly to avoid the danger of the other networks declining to endorse a proposal sufficiently well described to become known as "the CBS plan."

However, CBS apparently has considered the matter enough to put a price tag on it—\$100 million—and Dr. Stanton appeared confident the other networks would share its costs with CBS. He also proposed the Corp. for Public Broadcasting would be invited to join the consortium as a fourth and equal partner, with free access to the satellite system.

The proposal contemplates two satellites with 10 to 12 channels each, which means the system could accommodate as many as 12 networks. And Dr. Stanton noted that, with a satellite system at their disposal, the networks would be able to provide live network service 24 hours daily. Their broadcast day now runs 14 to 18 hours.

Dr. Stanton's proposal drew support from ABC and NBC, both of which recalled their earlier proposals. ABC said the Stanton plan is "essentially similar" to the one it had advanced and has continued to support. "We are happy to have Dr. Stanton's support," the network added.

NBC's president, Julian Goodman, expressed delight at Dr. Stanton's "strong public endorsement" of the concept "NBC has long espoused . . . Now, with the backing of all three network companies which are principally concerned with the distribution of radio and television programs," he said, "we hope the plan can be put into effect."

John W. Macy Jr., president of the Corp. for Public Broadcasting, hailed the plan as a "breakthrough in insuring the future of public broadcasting."

United Press International's president, Mims Thomason, also supported the proposal, but suggested it be broadened to provide for communications facilities for the major news services and other news media. He also managed a back of the hand to AT&T in connection with the growing number of complaints being received about its service by noting that the kind of system he was suggesting would relieve the load "which has seriously affected AT&T's ability to provide efficient service to many of its customers."

All three networks, along with AT&T,

## Gravel urges speed on domestic satellite

Senator Mike Gravel (D-Alaska) last week called for prompt implementation of a domestic satellite program that would provide the United States with a wider range of communications services.

Speaking at the annual meeting of the Inter-University Communications Council (EDUCOM) at Notre Dame University, the senator said responsibility for such a system clearly should be assigned to a single entity, whether Comsat, a private corporation or the government. He said that although Congress assigned responsibility for international satellite communications to Comsat, it has neglected to "clearly assign a similar responsibility to meet our domestic needs."

Senator Gravel has proposed for Alaska a temporary system that would employ a National Aeronautics and

Comsat and other interested parties have submitted their views on the domestic-satellite question to the White House committee. CBS did not call for a consortium, reportedly because studies had not yet been completed that would support the feasibility of such a proposal, but it did support the concept of a privately owned system.

Dr. Stanton's speech may have been timed to remind the White House committee of the broadcasters' views. But his principal motivation apparently was his concern over the new AT&T program transmission rates. The "recent 44% jump in the charge for AT&T's domestic transmission over its land lines and microwave systems makes an early start on a satellite system imperative," he said.

The legality of the new AT&T rates will be tested in a hearing ordered by the FCC. However, the networks presumably would not like to gamble on the outcome of that proceeding. In any case, Dr. Stanton has been advised by his experts that a three-network consortium could build and operate a domestic satellite system at a cost that would represent savings even under the previous AT&T rates.

AT&T, however, cast some doubt on that estimate in its statement last week. It said that its recent studies indicate that satellite costs "currently may be less favorable compared to terrestrial costs than appeared to be the case some years ago."

Questions about the economic feasibility of domestic satellites have been raised before. James D. O'Connell, telecommunications adviser to Presidents Johnson and Nixon, said two years ago that the presumed savings in such a

Space Administration satellite already positioned over the Pacific Ocean. The system would be used to deliver television to several remote Alaskan communities that are not now served by the medium.

The senator said his Alaska proposal could be the forerunner of a nationwide program.

"The utilization of communications technology in the U.S. has lagged far behind its potential," the senator said. Intelligently administered satellite communications, he added, could provide "an opportunity for solving the population problems of India, providing a vehicle for the acculturation of Eskimos in the far reaches of the Arctic, providing our ghetto population with the necessary training and education and bringing to all Americans cultural enrichment far beyond existing horizons." When the technology to implement this opportunity exists, he said, "what a crime not to use it."

system may not actually exist (BROADCASTING, July 3, 1967).

AT&T's about-face on the question of permitting creation of a variety of privately owned satellite systems is based on the belief that such a policy "would allow flexibility and incentive for creative private initiative, and would provide the most appropriate means for an orderly development of domestic satellites."

The company said it had not had time to study the CBS plan but "it would appear to merit consideration in the context of a careful appraisal of the most efficient use of the frequency spectrum and orbit space, as well as other relevant technical and economic factors."

AT&T added that "when it makes good technical and economic sense to do so," it will apply for authority to use satellites in its own operations.

The soaring costs of terrestrial program-transmission service were not the only reason Dr. Stanton advanced in urging a fast government go-ahead on authorization of domestic communications satellite system for broadcast service. He also invoked national pride.

He noted that Canada expects to have a domestic communications-satellite system in operation by 1972 and that India, which has virtually no television service, is proceeding with plans for a system that will beam educational television programs to relatively inexpensive receiving stations in 5,000 villages.

He also said that Japan, Australia, Brazil and Pakistan are busy with plans for domestic-satellite systems, while various organizations in Europe are studying the possibility of regional European satellite systems for telephone

and television services.

"Is it not ironic," he said, "that the United States, which pioneered in space communications, is so slow in bringing the benefits of satellite technology to its own people?"

## HEW suggests radiation limits

Jan. 1, 1970, would be effective date for color-set standards

The environmental control administration of the Department of Health, Education and Welfare last week issued a proposed maximum acceptable level for radiation from color TV sets. The proposal, which would apply to sets manufactured after Jan. 1, 1970, would limit X-ray emissions to a maximum of 0.5 milliroentgens per hour, within 2 inches of a color set operated on a 130-volt electric line.

The standard was published last week in the *Federal Register*. It would become effective upon republication in the register after at least 30 days have been allowed for public comment.

Under the proposal, sets produced after Jan. 1, 1970, should be capable of meeting the standard at maximum power-line voltages even if a set owner were to accidentally maximize the set's radiation potential by incorrectly adjusting external controls. Sets manufactured after July 1, 1970, should meet the standard with both external and internal controls adjusted to maximum potential for radiation. After June 1, 1971, sets would have to meet the standard even in the event of a component or circuit failure which would maximize X-ray emissions. HEW said compliance with this condition might require sets capable of shutting themselves off or limiting high voltage when

## Goldmark gets award

Dr. Peter C. Goldmark, president of CBS Laboratories, received the Elliott Cresson Medal of the Franklin Institute during ceremonies in Philadelphia last Wednesday (Oct. 15). The medal is the institute's oldest award, which was established in 1848. Dr. Goldmark was honored for three specific contributions in the field of electronics: for the development of the long-playing record, the first practical color-television system and the home video playback system known as Electronic Video Recording.

a critical circuit fails.

The standard set for Jan. 1, 1970, is identical to one proposed earlier this year by the Bureau of Radiological Health. However, the earlier proposal would have required a maximum emission of 0.1 milliroentgens, not 0.5, by June 1, 1970.

## Charge of TV fire hazard is labeled as 'premature'

Acting on reports that some color television sets have caught fire—even when turned off—the National Commission on Product Safety has queried major TV set manufacturers here and abroad about the possible hazard, and said last week that if it existed, "we expect to take one of several actions in about a month."

A spokesman for the presidential commission said that the matter was being handled "confidentially" for the present. Reportedly, one unnamed manufacturer's sets have caught fire more frequently than others. The investigation follows probe of "smoking" sets earlier in the year.

An Electronics Industries Association staff member indicated that the investigation stemmed from "a letter from

dustry. John Murray, executive vice president of B&M, located at 6757 Santa Monica Blvd., Hollywood 90038, is handling requests for copies of the catalogue.

**New manufacturers** ■ Elmo Franklin, Jack Jenkins and Andrew Rector, all former executives with Gates Radio Co.'s ATC division, have announced the formation of a new manufacturing company, International Tapetronics Corp. The firm will sell (product line will be announced at a later date) and service the broadcast industry. Address is: 2425 South Main Street, Bloomington, Illinois 61701.

an anonymous lawyer," and characterized it as "premature." He emphasized that set makers follow the safety recommendations of Underwriter's Laboratories Inc. and said he knew of no manufacturing defects which could cause fires.

## Two new UHF stations order RCA equipment

RCA announced last week that two new UHF television stations, KVRL-TV Houston and WJCL-TV Savannah, Ga., have ordered \$1.8 million and \$1 million worth of equipment, respectively.

WJCL-TV, which in 1970 will be Savannah's first UHF station, ordered color studio and transmitting equipment. The new gear will permit the Ch. 22 station to originate color programming live, or from film or video tape.

KVRL-TV ordered five TK-44A color cameras which will be used interchangeably in the studio and in a 30-foot mobile unit. Also ordered were two TR-60 high-band color TV tape recorders and a TR-70B high band color TV tape recording system. Two TK-27 color film systems for originating color programs from motion picture film and slides were also ordered by the television station.

## IBEW turns down CBS proposal

Members of the International Brotherhood of Electrical Workers have rejected a contract offer by CBS (BROADCASTING, Oct. 13), the union reported last week.

A CBS official confirmed the rejection but said that negotiations were to resume last Friday (Oct. 17) in New York and continue through the weekend.

A union spokesman said CBS' proposal was below expectations in both wages and fringe benefits. Top pay under the current three-year contract is \$250 a week.

Approximately 1,180 CBS employees belong to IBEW.

## New FM transmitter offered

Gates Radio Co., a division of Harris-Intertype Corp., offers a new, 2,000-watt FM broadcast transmitter, the FM-2H. It is designed specifically for the class A FM broadcaster who is applying for a new license assignment or plans to replace his present transmitter. It features low operating cost, simplicity of circuitry and component layout, and has an internally mounted harmonic filter.

## Technical briefs:

**Training by EVR** ■ The CBS Electronic Video Recording division has signed an agreement with Camera Systems International (CSI), Los Angeles, for CSI to produce training course material on technical and production aspects of TV in the EVR cartridge format. CSI designs and installs television studios for industrial, commercial, educational and CATV users.

**Color catalogue** ■ Bardwell & McAlister Inc., Hollywood, has published an illustrated, color catalogue of its full line of lighting equipment. Featured is quartz lighting equipment and accessories available to the television in-

### Huntley to call it quits on NBC

News commentator looks to '70 when he can go into Montana resort project

Chet Huntley is leaving NBC-TV's *Huntley-Brinkley Report*. The question is when.

NBC News President Reuven Frank said it wouldn't be until after the 1970 off-year elections over a year from now and might be later than that.

Mr. Huntley has long been interested in developing a resort in Montana, his native state. His plans are said to anticipate a cost ranging around \$15 million. But the plans are also said to depend on, among other things, acquiring a 15,000-acre tract and arranging financing for the project.

NBC sources said his negotiations are "far from complete," but that if they are successful NBC should know about it some time this winter and Mr. Huntley would leave the network a year or more after that.

Calls to Mr. Huntley's New York home and office last Thursday night brought no response, but the newscaster was quoted in the *New York Times* as having said: "It has to come to an end some time. Certainly there's no panic over it. There's no crunch now. But I don't intend to keel over in this office."

NBC authorities gave no sign of disagreement with any of those statements.

*Huntley-Brinkley Report* has been the nightly showcase of NBC News coverage since its inception Oct. 29, 1956. Mr. Huntley was teamed with David Brinkley for the first time on a regular basis in NBC News's coverage of the 1956 national political conventions and the audience success of that teamwork made it a seemingly permanent fixture in the NBC-TV network schedule.

### CBS still second in National Niensens

Some of CBS-TV's perennial favorites crept back into the top-20 list in fast National Nielsen ratings for the week of Sept. 29-Oct. 5, widening the network's lead over ABC-TV to nearly three points. CBS, however, continued

to trail NBC-TV, the leader in National and Multi-Network Area ratings since its season began Sept. 14.

Average Nielsen ratings for the week were NBC 20.2, up 10% over last year; CBS 18.3, down 9%, and ABC 15.5, also down 9%. In the previous report, covering Sept. 22-28, NBC had a 20.1 average rating, CBS had 18.3, and ABC had 16.8.

CBS's *Jim Nabors*, *Mayberry RFD* and *Gunsmoke* ranked fourth, fifth and sixth in that Nielsen report, with *Family Affair*, *Lucy*, *My Three Sons* and *Red Skelton* moving up into the top-20. NBC's *Laugh-In*, *Bonanza* and *Bill Cosby* topped the list. Three movies ("Duel at Diablo" and "The Shakiest Gun in the West", on NBC, and "The Sandpiper", on CBS) and *Julia* on NBC completed the top-10. Ratings of the top-10 programs ranged from *Laugh-In*'s 27.6 to *Julia*'s 21.8.

The premieres of ABC's *The Survivors* and *Love, American Style* received 14.2 and 12.2 ratings respectively. ABC's *Room 222* and the *Sunday Movie* (that week, "Those Magnificent Men in Their Flying Machines") continued strong in the ratings.

### UPA being bought for \$5.7 million

United Productions of America, Burbank, Calif., producer-distributor of *Mr. Magoo* and *Dick Tracy* programs, is being sold to DEI Industries, Rockville, Md., company engaged in aerospace electronics hardware and systems work and in the manufacture of metal office furniture and hardware. Announcement of an agreement in principle for the sale was made last week. Under the proposed agreement, DEI would acquire all the outstanding stock of UPA in exchange for 1 million shares of its own common stock, estimated to be currently valued at \$5.7 million.

Henry G. Saperstein is the sole shareholder of United Productions of America. Formerly known as Television Personalities Inc., UPA produces TV programs, motion-picture features and TV commercials through a subsidiary, UPA Pictures Inc., and distributes through another subsidiary, Screen Entertainment Co. Currently in TV syndication are 130 *Mr. Magoo* and 130 *Dick Tracy* episodes. UPA also produces the *Gerald McBoing Boing* cartoons. For more than 10 years the company has produced commercials for General Electric Co., with the charac-

ter of Mr. Magoo as spokesman. UPA now is producing an hour special for General Foods, *Uncle Sam Magoo*, that is scheduled to be presented on NBC-TV in February. In addition, UPA has more than 150 full-length features in its film library, and is a pioneer company in the production of educational films.

DEI manufactures office equipment through a subsidiary, Challenger Steel Products Corp., Brooklyn, N.Y. The deal with UPA is in keeping with DEI's plan to expand and diversify its activities. It's estimated that upon consummation of the transaction, the net worth of DEI and UPA will be more than \$8 million.

As part of the deal, Raymond Rosenberg, chairman of the board, and Miller S. Redden, president of DEI, have agreed to the sale by them to Mr. Saperstein or others of a "substantial" portion of their holdings of stock of DEI at a proposed price of \$5 per share. The number of shares involved is still to be agreed upon. Messrs. Rosenberg and Redden will, upon the closing of the deal, resign as officers.



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# The narrowing world of an independent

David Levy typifies what may be vanishing breed but he survives by working with majors

There may be no room left in television for independent film program producers, once vibrant forces in the business. The time may be approaching when there may be only four or five major program-production houses left besides the three TV networks. In recent weeks, CBS-TV signed Andy Griffith, Mary Tyler Moore and Dick Van Dyke to star in their own weekly television series. They were signed without a pilot and they'll produce, probably, through their own production companies. That was the way it was with Bill Cosby and NBC-TV and the series he has on the network this season.

Other series, current and projected, are spinoffs of feature film type productions produced by major studios. The initial production requires an investment of \$750,000 or more and physical facilities beyond the command of individuals or small companies. Where does this leave the independent producer?

David Levy, 56, and with some 30 years in the radio-TV business behind him, is a self-styled "programming man in exile." Executives with Mr. Levy's background—he was vice president in charge of programs and talent for NBC-TV from 1959-61—find it difficult to just fade away to teaching a university class on the fundamentals of radio-TV production. Every summer David Levy does a precise forecast of the upcoming network TV prime-time season, a forecast that include predicted ratings and shares of audience for all nighttime programs. Throughout the season he charts the ratings and shares of every evening time slot.

These analyses are done for Mr. Levy's personal benefit and amusement, more because programming is in his blood than for any other reason. This veteran programmer does one thing that is reminiscent of his days on top of the programming heap. He comes up with programming ideas and tries to get them produced and placed on network television.

But in recent seasons, David Levy, freelance, independent, idea man-writer-producer, has found that he has become one of a vanishing breed. It's his conclusion that there is no longer any formula by which the network programming business operates. It has moved more and more in the direction of associations with big stars and big studios, leaving little, if any, time on the schedule for the independent.

David Levy survives by selling on the merits of an idea. Then he looks to join forces with whoever has the re-

sources and know-how to execute his idea.

"My best chance is to work closely with those contacts who have better track records than mine and greater resources," he says. "We're more formidable together." Then he adds: "Better a partner than a rival."

Since 1963, two years after leaving NBC-TV, David Levy has been in Hollywood, associated with Filmways TV Productions most of this time. The association produced three offspring, but they were not thrice blessed. Possibly, *The Addams Family* could be rated a modest success. The remaining two shows, *The Pruitts of Southampton* and *The Double Life of Henry Phye*, were disasters.

Earlier this year, David Levy wiped

## New CBS-FM format: people replace machine

WCBS-FM New York begins programming a new format today (Oct. 20) by substituting personalities and what the station calls "live" programming in place of its automated "The Young Sound," which has been on the station for the past few years.

In announcing its plans last week, CBS acknowledged that the new programming may also be "phased" into certain other FM operations at outlets owned by the network. But officials said that this would depend more on the "individual market." The New York station will use six personalities in programming its day (until 1 a.m. but this is soon to be extended to a full 24 hours daily, with the exception of 1-5:30 a.m. on Mondays).

WCBS-FM's play list will contain music from albums and hit singles. This programming, according to Herbert W. McCord, station manager, and Gus Gossert, program director (and one of the station's personalities), would appeal to young adults in the 20-35 age group.

CBS officials were cautious in predicting the course of FM programming in other markets where it owns an FM outlet.

These officials pointed out that "Young Sound" continues strong on WBBM-FM Chicago, and that KMOX-FM St. Louis, Mo., has been programming only a very limited amount of "Young Sound" tapes from the start. CBS/FM, moreover, will continue that format in syndication.

the slate clean and started his own company, Empire Productions. Now, knowing that he must walk "arm in arm" with the majors, Mr. Levy has made three development deals, one each with 20th Century-Fox TV, Paramount TV and Universal TV.

At 20th Century-Fox, Mr. Levy has made a deal for a half-hour comedy, *The Bridegroom*, written by Max Wylie. It's being developed for the 1970-71 season. A deal was made with Paramount TV for development of a half-hour series that would have a continuing human-interest premise. It could go as a daytime or nighttime strip in syndication, or as a weekly show on network TV. The Universal TV deal is for a television feature-film production that would star Forrest Tucker. A drama, it would have a potential for being spun off as a TV series.

Mr. Levy, working through CBS-TV, also has plans for a TV comedy series to star Sid Caesar. Mr. Caesar may further star in a TV special Mr. Levy has in development with Winters/Rosen Productions.

Independents such as David Levy have to keep their name in circulation even though they don't have anything current on television—this is vital. Mr. Levy has taken office as president of the Hollywood Radio and Television Society for the 1969-70 season. Now, once a month at least he commands stage center in conducting the production community's best-attended fraternal meetings.

An independent also must have additional sources of income while waiting for production ideas to pay off. Some time during the summer of next year David Levy expects to publish his second major novel. His first one, "The Chameleons," seemed to be based closely on his experiences at NBC. The new plot will take place some time in the future.

"The odds are tough for everyone in the production business," David Levy, who has to swim hard to stay afloat, says. "It's just that they're twice as tough for the independent."

## Law and order special is due from Triangle

A preview of a one-hour TV film plus a panel discussion on the subject of law and order highlighted a Triangle Stations' presentation last week at Lincoln Center in New York.

The new documentary entitled *Whatever Happened to Law?*, which has just been completed by Triangle, is to be released to stations nationally as a special early next year.

Actor E. G. Marshall, who was the narrator in the film, also served as mod-

erator of the panel on stage of the Library of the Performing Arts.

George Koehler, chief executive of the station group, said that Triangle, as representative of the radio-TV industry, had been asked to sponsor last week's session, one in a monthly series presented by the Library for the Patrons of Lincoln Center.

Those who took part in the panel session were Senator Harrison A. Williams Jr. (D-N.J.); Representative Lionel Van Deerlin (D-Calif.), a member of the House Communications subcommittee; Mayor Joseph Esworthy of Binghamton, N.Y.; Captain Louis Marcheses of the Connecticut state police department, and Philadelphia District Attorney Arlen Specter.

Also present at the symposium were Attorney Louis Nizer and State's Attorney Charles Moylan Jr. of Maryland, both of whom appeared in the TV special.

The speakers discussed the topics from a broad view including prison reform, rehabilitation problems, over-taxed courts, relationship of police to the public and to the ghetto—all subjects treated also in the film.

## Roller Derby seeks national TV viewing

Action begins at Garden in mid-January; owner lures advertiser interest

The Roller Derby, which since being on network television from 1949-55 has been in syndication, is looking to go national again. After years of trying, the Roller Derby goes into Madison Square Garden in New York in mid-January. For the first time the sport-that-television-made is establishing a regular season of 26 weeks, to last from January to June.

With exposure in New York as the spearhead, Roller Derby Associates, which owns rights to the Roller Derby name, is pitching a "game of the week" television concept to national advertisers. The aim is to interest an advertiser who would want to take advantage of Roller Derby's reported predominately female audience and sponsor the best contest of the week on a national spot network of stations.

"Take it with a grain of salt if you wish, but I'll tell you that Roller Derby is destined to be the number one sport in the country," says Leo Seltzer, creator of the Roller Derby and president of Roller Derby Associates. Mr. Seltzer claims that women make up 52% of the Roller Derby's live and TV audience. For this reason, he's not looking for the conventional beer or

shaving company sponsor. He's negotiating for advertisers who have women's products to sell.

Mr. Seltzer is taking his creation into Madison Square Garden because he thinks the big city base—along with the general recognition that spiraling costs have "broken the backs of all other sports"—will attract a national advertiser. "The big guys on Madison Avenue won't get excited until we turn the audiences away at the Garden," he explains. "We're striving to make a legitimate league. What we're looking for is a complete duplication of what's happening in other sports."

According to Mr. Seltzer's plan there will be a team representing the New York area. This team will play an average of 14 cities in its general locale, from Philadelphia to Boston and including New Haven, Providence, Hershey, Johnstown and Scranton. The New York team would average three to four games a week. It will play teams from one of the seven other geographical areas set up by the Roller Derby.

There will be two teams in the Midwest, and one each on the West Coast, and in the South, Southeast, Texas and Canada. There will be continual interplay among these teams. If a national sponsor is signed, the plan calls for a "game of the week" on a national spot hookup from various parts of the country. Each local region will have a regional network setup with tapes of regular play-by-play action distributed to stations within a 200-mile radius of each other. Thus local Roller Derby fans will not only see their own team on a regular basis but also will see a "game of the week."

The Roller Derby currently is enjoying a television revival. After being a hit on network TV for six seasons, it virtually dropped from sight after 1955. Then Bay Promotions Inc. of Oakland was given the right to set up a Roller Derby league in the San Francisco Bay area. Gerald E. Seltzer, son of Leo Seltzer, is president of Bay Promotions.

The sport languished until 12 years ago when KTVU(TV) Oakland-San Francisco, a nonnetwork affiliated station, began covering the games for its own audience and making video tapes for distribution. That's when Leo Seltzer came back into the act. Selling every account personally via telephone, Leo Seltzer has placed the sport currently on some 110 stations across the country. A new 39-week cycle of the games was released on Oct. 4.

Roller Derby still has no salesmen personally calling on any stations. Leo Seltzer still telephones to acquire new stations. He anticipates adding another 15 to 30 stations to his client list by January. The Roller Derby telecasts already are seen on Telesistema, the

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## Program notes:

**Lunch launch** ■ Four color TV pilot films of a new series of variety shows will be filmed at Le Dome of The Four Seasons restaurant in Ft. Lauderdale, Fla. Entitled *Luncheon at Le Dome*, the series will be produced by PAT Productions, Ft. Lauderdale, and filmed by Media Research and Productions, Inc. Using name talent in a 30-second format, the programs will be aimed at national syndication and network distribution.

**New film** ■ PGL Productions Inc., New York, producer of TV commercials, announced last week it is entering the feature film field. Its first production is "Forbush and The Penguins," which will be made on location in the Antarctic. PGL has four other features in various stages of development.

**Major Adams** ■ MCA-TV is placing into syndication 138 hours of *Major Adams*, which ran on NBC-TV from 1957 to 1962 under the title of *Wagon Train*. The series will be sold for a January start according to Keith Godfrey, vice president and director of sales for MCA-TV.

**The current current** ■ The Forum of Public Affairs and Opinion of Washington has been created to furnish current, topical interviews with legislators, educators, scientists and government officials. Lorraine Flocks will conduct the interviews, which will be capsuled in periods of three minutes each. Fifteen minute tapes (five programs each) will be furnished on a weekly basis to preserve the freshness and timeliness of the interviews.

**Radio reprise** ■ *We, The People*, one of the most popular weekly series in radio's heyday, is being developed as a half-hour daytime series for NBC-TV by Paramount Television. Plans call for the TV version of the series to present a variety of guests relating their experiences against a background of film footage. The show is to have a still-to-be-determined nationally-known personality as host. David Levy, president

of Empire Productions, is executive producer of the projected series in association with Paramount TV.

**Series for vocalist** ■ Connie Stevens, best-known as a pop singer, has been signed by Screen Gems to star in a pilot for a weekly half-hour comedy series being produced for ABC-TV. The projected series is entitled, *The Connie Stevens Show*. It is being prepared for the 1970-71 season. Miss Stevens formerly starred in both the *Hawaiian Eye* and *Wendy And Me* TV series.

**New in Miami** ■ Gardner Communications Inc., Miami, Fla., TV production company, has been formed. Robert K. Gardner, former broadcaster (most recently station manager, WJAX-TV Miami); Max M. Everett, who resigned earlier this year from H-R Representatives, New York, where he was vice president of creative sales, and Robert E. De-Haven formerly general manager, KYSM-AM-FM Mankato, Minn., are among principals. They are respectively president, vice president and secretary. Address is 266 North East 70th Street; phone (305) 758-4706.

**Youth approach** ■ Bill Burrud Productions, Hollywood, independent production house concentrating on travel-adventure and animal shows, is expanding into the youth market with an hour special, *Surfing Champions*, to be sponsored by Pepsi-Cola. The color special, featuring international surfing champions, was scheduled to be shown for the first time on KCOP(TV) Los Angeles on Oct. 18, and then placed in national syndication. Besides the special, Burrud Productions is producing *Animal World* for Kal Kan Foods Inc. on CBS-TV and *Challenging Sea* for NBC Enterprises.

**Dancerize spreads** ■ Teleworld Inc., New York, has acquired distribution rights to the daily, half-hour *Debbie Drake's Dancerize Show*, and has placed the series on 20 stations, it was announced last week. Robert Seidelman, president of Teleworld, said the show was sold directly to about 10 stations, and in remaining markets, Campana

Corp., Batavia, Ill., will be the major sponsor of the exercise series on a spot basis.

**Working arrangement** ■ Teleworld Inc. and Leon Mirell Productions Inc., both New York, have entered into a joint venture for the development and production of TV and motion picture properties. Under terms of an agreement, Teleworld will finance Mirell for the development of theatrical and TV projects and will have exclusive TV distribution rights to the properties Mirell produces.

**King Kong for kiddies** ■ ABC Films has placed into syndication a half-hour cartoon series, *King Kong*, which has ended a three-year run on ABC-TV. Each of the 26 half-hour episodes consists of two "King Kong" segments and one "Tom of T.H.U.M.B." cartoon.

**'Men and molecules'** ■ A 15-minute radio documentary reporting on current developments in science and technology titled, *Men and Molecules*, is available from the American Chemical Society, Washington. Produced and written by Norman Metzger, the weekly taped program features international experts discussing their work and its meaning to the public. There is no charge to stations.

**Hallmark entry** ■ "A Storm In Summer," written by Rod Serling, will be presented on NBC-TV's *Hallmark Hall Of Fame*, Friday, Feb. 6, 1970 (8:30-10 p.m. EST). Produced by Alan Landsburg and directed by Buzz Kulik, the TV play concerns a Jewish delicatessen owner who plays host to an underprivileged Negro boy from Harlem.

**Anti-smoking crusade** ■ Twenty anti-smoking programs titled *Why Not Quit?* have been given to American Forces Radio and Television Service by WFIL-TV Philadelphia. The series narrated by E. G. Marshall and featuring former Surgeon General Dr. Luther Terry, will be on 48 military TV outlets around the world this fall. It is being released this month to commercial stations in the U.S.

Mexican network, every Saturday night. Tapes also soon will go to South American stations.

Among future plans is one to put Roller Derby in worldwide syndication.

## Another talk series

*The His and Her of It*, a 90-minute talk-variety show, is a new series to be produced by Art Stark/Sy Fischer Productions, using the facilities of ABC-owned KABC-TV Los Angeles. Program format will use celebrity guests to ex-

plore subjects from a male-female point of view. Hosts for the program are Geoff Edwards, a Los Angeles radio personality, and his wife, Suzanne.

## Long line forms for Hughes's newest

Over 110 stations have signed for Hughes Sports Network's first venture into entertainment programming and Hughes expects to have 150 stations before the Jan. 20 telecast.

The one-hour *Thirty Days to Survival*, produced by *Life* magazine and

sponsored by Aluminum Co. of America, is the first of a series of four specials scheduled to be distributed by Hughes in 1970. The Alcoa hour will describe the experiences of young volunteers in a survival-training program in Wyoming's Wind River range.

Hughes plans further expansion into non-sports programming eventually, although no plans are definite now. The name of the new organization will also be changed to Hughes Television Network in view of the new type of programming.



## CATV offshoot: cable stereo

### Wyoming professor sells spots on FM channel leased from local CATV

There's a young man in Riverton, Wyo., who has undertaken what may be a wave of the future in CATV. He's Richard L. Doering, 30, and he has been providing an FM stereo programming service to the 2,000 subscribers to the CATV system in that community for almost a year.

Calling himself "Radio 95", because his program is received on 95.0 mc on an FM receiver, Mr. Doering not only has been programming a variety of FM musical programs to the cable customers, 15 hours a day (from 8 a.m. to 11 p.m.), seven days a week, but more recently he has begun selling time—at \$25 for a full day, consisting of 60 30-second spots.

At the moment, he's about breaking even, he said. He is taking in about \$150 a month, which just about covers his expenses, the largest of which is \$29 a month for telephone service, followed by \$20 monthly bills for new blank tapes and the same for new records.

At present the cable system, Community TV of Wyoming Inc., is giving him a channel on its 12-channel system free. But both Mr. Doering and the CATV owners, multiple cable firm Community TV Inc., Denver, are aware that Mr. Doering's activities can be considered a primitive CATV of the future, when, as many industry observers have maintained, cable operators will lease their channels to program providers.

Mr. Doering, a native of Cleveland, makes his living as professor of humanities at Central Wyoming College in Riverton.

He recounted that he got into the music origination business because he missed the good-music FM stereo stations he listened to in Cleveland and in New York.

Radio 95's programs range from classical to contemporary jazz. They are all taped from Mr. Doering's own large record collection, as well as from purchases he makes from local music stores and from promotional records he receives from record companies. Mr. Doering also said that he subscribes to RCA's Red Seal and Columbia's "Easy Listening" record services. He also has "cleared", he said, with the American Society of Composers, Authors and Publishers, Broadcast Music Inc., and SESAC.

After Mr. Doering records his pro-

grams at home, the tapes are delivered to the CATV system. There they are fed into a stereo generator and into an exciter which translates them into radio frequencies. The RF is then fed into the cable. The playback recorder, stereo generator and exciter are owned and maintained by the cable TV firm; otherwise it has no connection with Radio 95, Mr. Doering emphasized.

About a third of the CATV subscribers have arranged to have the FM programs piped into their homes, Dr. Doering said. This is done in two ways: For a flat \$15, one-time fee the cable company provides a special connection from the cable to a subscriber's FM set. Or, some subscribers use a twin lead to jump from their TV set's antenna terminals to their FM set. This may, in some instances, lead to a deterioration in TV reception, Mr. Doering explained. When that happens the subscriber usually asks for a special tap from the CATV system.

Mr. Doering said he doesn't feel that he's competing for audience with any local FM broadcast station, since the nearest one is KAWY(FM) Casper, Wyo., 100 miles to the east of Riverton.

But the Radio 95 originator admits he is treading carefully in one respect. He's been careful up to now, he stressed, to steer away from advertisers who use the two local, full-time stations, KVOW(AM) Riverton and KOVE(AM) Lander.

What he has tried to do, Mr. Doering noted, is to persuade local and regional firms that have not used the local radio stations to advertise on his closed-circuit operation. One of the most recent, he said last week, was the Union Pacific Railroad.

### Hill hearing this week is on TV in the House

A congressional reorganization bill that would permit broadcast coverage of some House sessions and committee meetings was proposed last week by a special subcommittee of the House Rules Committee. Almost immediately, the Rules Committee scheduled a hearing for this Wednesday (Oct. 22) on the broadcast portion of the bill.

A draft bill tentatively approved by the subcommittee but not completed as of late last week would permit broadcasts in the House chamber if the Speaker and minority leader agree. It would also allow televising of committee meetings if a majority of the members approved. The only Capitol Hill proceedings presently open to TV coverage are Senate committee hearings.

The proposed bill, a comprehensive plan for reorganization of House procedures, also suggests that the fiscal year begin on Jan. 1 instead of July 1,

and proposes ways of democratizing committees, some of which can be controlled absolutely by their chairmen. The special subcommittee that fathered the proposed bill is headed by Representative B. F. Sisk (D-Calif.).

Details on the hearing were unavailable as of last Thursday (Oct. 16).

### Preschool children's show gets wide, varied airing

*Sesame Street*, an educational TV series for pre-school children, is a hot property this fall. NBC-TV, commercial and noncommercial stations are lining up to carry the series, which is funded principally by the U.S. Office of Education, Head Start, the Ford Foundation and Carnegie Corp.

Under a grant of approximately \$50,000 from the Xerox Corp., Stamford, Conn., the Children's Television Workshop will promote its series in a half-hour special on NBC-TV.

*This Way to Sesame Street* will be televised Saturday, Nov. 8, from 5 to 5:30 p.m. EST, with Xerox receiving opening and closing credits. No commercials will be inserted in the special, which will preview various segments of the series and introduce the four regular hosts—Matt Robinson, Loretta Long, Bob McGrath and Will Lee. The grant covers air time and part of the production costs of the special.

The series itself begins Nov. 10 on most of the noncommercial stations in the country.

WPIX(TV) New York announced last week that it will broadcast *Sesame Street*. The series is designed to teach the nation's pre-school children. The noncommercial schedule includes WNDT(TV) New York, which will run the series twice daily.

WPIX will pre-empt its commercial programming to air the one-hour series (without commercials) each weekday at 9 a.m. The series will teach such subjects as the letters of the alphabet, numbers and vocabulary.

Meanwhile, Quaker Oats Co., Chicago, major TV advertiser with considerable exposure in Saturday morning children's shows, has made a grant of \$52,000 to noncommercial WTTW(TV) Chicago that will enable the station to air repeats of *Sesame Street* plus other cultural shows. The shows will be run for five hours solid each Saturday starting at 7 a.m.

### 'Copperfield' set

NBC-TV has set Sunday, March 15, as the date for its telecast of an 8-10 p.m. NYT special, *David Copperfield*, under the sponsorship of Timex watches, through Warwick & Legler, and the American Gas Association, through J. Walter Thompson Co., all New York.

## Kerkorian adds more trump cards

**Will go to MGM meeting with 38.5% of stock and ideas of reform**

In a busy week of trading, Las Vegas financier Kirk Kerkorian, through his wholly owned Tracy Investment Co., wound up last week with approximately

38.5% of Metro-Goldwyn-Mayer stock, placing him in a strong position when the board of directors meets Tuesday (Oct. 21) to choose a slate of directors to present to the sockholders for approval next January.

Earlier in the week Mr. Kerkorian purchased 142,000 shares at \$34. He then bought another 108,000 at an undisclosed price. Later, he purchased 117,800 shares on the Pacific Coast Stock Exchange at \$35 a share.

He stated that he would not disclose whether or not he intended to purchase more MGM stock. The company has

about 5.7 million shares outstanding. Mr. Kerkorian began his move to take over the company this summer when he made a tender offer for one million shares at \$35 a share. He then increased this offer to 1,740,000 shares. He was fought, at times bitterly, by MGM's management, especially by Board Chairman Edgar Bronfman.

Mr. Kerkorian made another tender offer last month for 620,000 shares at \$42 a share. This time MGM management did not put up a fight. Mr. Kerkorian said of that tender offer that "it had been quite successful." (BROAD-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 90 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Oct. 16	Closing Oct. 9	Closing Oct. 1	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	57	51	51 $\frac{3}{4}$	76 $\frac{1}{2}$	45 $\frac{1}{2}$	4,859	266,030
Atlantic States Ind.		O	18	7 $\frac{1}{2}$	7 $\frac{1}{2}$	15 $\frac{1}{2}$	6	1,798	13,485
Capital Cities	CCB	N	32 $\frac{1}{2}$	28 $\frac{1}{2}$	28 $\frac{1}{2}$	37 $\frac{1}{2}$	26	5,804	173,191
CBS	CBS	N	47	41 $\frac{1}{2}$	43 $\frac{1}{2}$	59 $\frac{1}{2}$	41 $\frac{1}{2}$	25,617	1,178,382
Corinthian	CRB	N	26 $\frac{1}{2}$	23 $\frac{1}{2}$	23	37 $\frac{1}{2}$	20	3,384	79,524
Cox	COX	N	51 $\frac{1}{2}$	45 $\frac{1}{2}$	45	59	37	2,893	130,185
Gross Telecasting	GGG	A	16	15 $\frac{1}{2}$	15 $\frac{1}{2}$	24 $\frac{1}{2}$	15	805	12,172
Metromedia	MET	N	20 $\frac{1}{2}$	18 $\frac{1}{2}$	19	53 $\frac{1}{2}$	17 $\frac{1}{2}$	5,525	105,638
Pacific & Southern		O	20 $\frac{1}{2}$	20	17	26 $\frac{1}{2}$	13 $\frac{1}{2}$	1,635	28,613
Reeves Telecom	RBT	A	18 $\frac{1}{2}$	13 $\frac{1}{2}$	14 $\frac{1}{2}$	35 $\frac{1}{2}$	12 $\frac{1}{2}$	2,253	30,416
Scripps-Howard		O	27	24 $\frac{1}{2}$	24 $\frac{1}{2}$	31 $\frac{1}{2}$	21	2,58	65,372
Sonderling	SDB	A	38 $\frac{1}{2}$	30 $\frac{1}{2}$	30	47 $\frac{1}{2}$	29 $\frac{1}{2}$	985	28,541
Starr Broadcasting		O	9	8 $\frac{1}{2}$	8 $\frac{1}{2}$	9 $\frac{1}{2}$	6 $\frac{1}{2}$	338	3,211
Taft	TFB	N	34 $\frac{1}{2}$	31 $\frac{1}{2}$	31 $\frac{1}{2}$	43 $\frac{1}{2}$	27 $\frac{1}{2}$	3,437	112,046
							<b>Total</b>	<b>61,922</b>	<b>\$ 2,226,806</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	29 $\frac{1}{2}$	24 $\frac{1}{2}$	24 $\frac{1}{2}$	49 $\frac{1}{2}$	23 $\frac{1}{2}$	12,872	332,612
Bartell Media	BMC	A	13 $\frac{1}{2}$	14	13 $\frac{1}{2}$	22 $\frac{1}{2}$	8 $\frac{1}{2}$	2,292	31,515
Boston Herald-Traveler		O	28	27	31	71	29	574	17,794
Chris-Craft	CCN	N	13	12 $\frac{1}{2}$	12 $\frac{1}{2}$	24 $\frac{1}{2}$	11 $\frac{1}{2}$	3,201	42,413
Combined Comm.		O	10 $\frac{1}{2}$	10	10 $\frac{1}{2}$	11 $\frac{1}{2}$	8 $\frac{1}{2}$	1,800	19,080
Cowles Communications	CWL	N	12 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	17 $\frac{1}{2}$	9 $\frac{1}{2}$	3,969	42,667
Fuqua	FQA	N	40 $\frac{1}{2}$	37 $\frac{1}{2}$	36 $\frac{1}{2}$	47	30 $\frac{1}{2}$	5,073	181,360
Gannett	GCI	N	28 $\frac{1}{2}$	25 $\frac{1}{2}$	37 $\frac{1}{2}$	26 $\frac{1}{2}$	24 $\frac{1}{2}$	4,738	178,860
General Tire	GY	N	18 $\frac{1}{2}$	18	17 $\frac{1}{2}$	34 $\frac{1}{2}$	17 $\frac{1}{2}$	17,914	325,139
Gray Communications		O	9 $\frac{1}{2}$	9 $\frac{1}{2}$	8 $\frac{1}{2}$	12 $\frac{1}{2}$	8 $\frac{1}{2}$	475	3,971
Lamb Communications		O	4	3 $\frac{1}{2}$	4	10	4	2,650	9,938
Lee Enterprises		O	18 $\frac{1}{2}$	20 $\frac{1}{2}$	19 $\frac{1}{2}$	21 $\frac{1}{2}$	15 $\frac{1}{2}$	1,957	36,694
Liberty Corp.	LC	N	23 $\frac{1}{2}$	22	21	23 $\frac{1}{2}$	14	6,743	142,412
LIN		O	10 $\frac{1}{2}$	10	10 $\frac{1}{2}$	23 $\frac{1}{2}$	7 $\frac{1}{2}$	2,174	25,545
Meredith Corp.	MDP	N	46 $\frac{1}{2}$	43 $\frac{1}{2}$	43 $\frac{1}{2}$	59 $\frac{1}{2}$	32 $\frac{1}{2}$	2,779	118,108
The Outlet Co.	OTU	N	18	17	18	30 $\frac{1}{2}$	16 $\frac{1}{2}$	1,332	24,136
Plough Inc.	PLO	N	73 $\frac{1}{2}$	67 $\frac{1}{2}$	66 $\frac{1}{2}$	73 $\frac{1}{2}$	57 $\frac{1}{2}$	7,892	536,656
Post Corp.		O	18 $\frac{1}{2}$	18	18	40	14 $\frac{1}{2}$	566	10,754
Rollins	ROL	N	38 $\frac{1}{2}$	36 $\frac{1}{2}$	36	39 $\frac{1}{2}$	30 $\frac{1}{2}$	7,983	297,367
Rust Craft	RUS	A	28 $\frac{1}{2}$	28 $\frac{1}{2}$	26 $\frac{1}{2}$	38 $\frac{1}{2}$	24 $\frac{1}{2}$	1,168	29,784
Storer	SBK	N	34	29 $\frac{1}{2}$	29 $\frac{1}{2}$	62	24 $\frac{1}{2}$	4,220	131,875
Time Inc.	TL	N	47 $\frac{1}{2}$	46 $\frac{1}{2}$	49 $\frac{1}{2}$	100 $\frac{1}{2}$	36 $\frac{1}{2}$	7,238	332,948
Wometco	WOM	N	18 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	23 $\frac{1}{2}$	16 $\frac{1}{2}$	5,683	107,977
							<b>Total</b>	<b>105,293</b>	<b>\$ 2,979,605</b>
<b>CATV</b>									
Ameco	ACO	A	9 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	14 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	9,900
American TV & Comm.		O	15 $\frac{1}{2}$	13 $\frac{1}{2}$	13 $\frac{1}{2}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	1,775	23,519
Cablecom-General	CCG	A	9 $\frac{1}{2}$	9	9 $\frac{1}{2}$	12 $\frac{1}{2}$	9	1,605	15,793
Cable Information Systems		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	5	2 $\frac{1}{2}$	955	1,910
Columbia Cable		O	10	9 $\frac{1}{2}$	9 $\frac{1}{2}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	900	8,775
Cox Cable Communications		O	14	13 $\frac{1}{2}$	13 $\frac{1}{2}$	22	12 $\frac{1}{2}$	3,550	44,375
Cypress Communications		O	9 $\frac{1}{2}$	9 $\frac{1}{2}$	10	23	10 $\frac{1}{2}$	854	8,540
Entron		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	10 $\frac{1}{2}$	2 $\frac{1}{2}$	607	16,693
General Instrument Corp.	GRI	N	45	35 $\frac{1}{2}$	33 $\frac{1}{2}$	43 $\frac{1}{2}$	26	6,028	210,980
H & B American	HBA	A	16 $\frac{1}{2}$	14 $\frac{1}{2}$	15	20 $\frac{1}{2}$	11 $\frac{1}{2}$	5,016	75,240
Sterling Communications		O	7	4 $\frac{1}{2}$	5	10 $\frac{1}{2}$	5 $\frac{1}{2}$	500	2,500
Teleprompter	TP	A	67 $\frac{1}{2}$	59	59 $\frac{1}{2}$	70 $\frac{1}{2}$	46	1,007	60,420
Television Communications		O	13	12	10 $\frac{1}{2}$	20 $\frac{1}{2}$	10	2,654	28,531
Vikoa	VIK	A	23 $\frac{1}{2}$	24	24 $\frac{1}{2}$	33 $\frac{1}{2}$	20	1,795	43,529
							<b>Total</b>	<b>28,446</b>	<b>\$ 550,705</b>

CASTING, Oct. 6).

Mr. Kerkorian is expected soon to make his presence felt at MGM, possibly at this week's board of directors meeting. He has repeatedly said that he could offer MGM "better management than it now has." This could mean that Louis F. Polk, company president, might be replaced. Mr. Polk himself has said that the president of any company is "expendable."

## Teleprompter set for second merger

Teleprompter Corp. and Volt Information Sciences Inc., both New York, have agreed in principle to merge Volt into Teleprompter, it was announced jointly last week. Volt is a technical-services,

educational and data-processing company.

The agreement calls for an exchange of one Teleprompter common share and one preferred share for each 10 shares of Volt, which has six million shares outstanding. Conversion of all preferred shares at a rate involving no cash payments would give the transaction an indicated value of \$51.6 million. The agreement is subject to the approval of shareholders of both companies.

Irving B. Kahn, Teleprompter president, said the proposed consolidation is "another important step in our corporate plans for utilizing the full multi-channel capacity of coaxial cable systems." Teleprompter also has a merger pending with H&B American Corp., an owner and operator of cable TV systems (BROADCASTING, Aug. 18).

## ABC Inc. hits high thanks to radio-TV

ABC Inc. last week reported record earnings for the first nine months of this year, 53% over the same period in 1968, and, it was noted, this increase reflected record earnings for ABC's broadcasting division.

The earnings high in broadcast, according to Leonard H. Goldenson, ABC president, was for both the nine-month and third-quarter periods.

Third-quarter operating earnings at ABC Inc. rose 88% over the same period a year ago.

For the nine months ended Sept. 30:

	1969	1968
Earning per share	\$3.15	\$2.52
Operating income	13,150,000	8,375,000
Net income	15,300,000	11,900,000

	Stock symbol	Ex-change	Closing Oct. 16	Closing Oct. 9	Closing Oct. 1	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	33½	32½	33½	42	25	5,863	199,342
Commonwealth United*	CUC	A	—	—	—	24¼	7½	12,428	132,000
Disney	DIS	N	103¼	94	91	106	69½	4,381	425,483
Filmways	FWY	A	24½	23½	23¼	38½	19½	1,244	30,478
Four Star International	O		5	4½	5	10	3½	666	3,663
Gulf and Western	GW	N	25½	20½	20	50½	19	16,426	354,802
Kinney National	KNS	N	30¾	27	26½	39½	19	5,940	161,865
MCA	MCA	N	22½	21½	21¼	44½	20½	8,297	180,460
MGM	MGM	N	35½	32	—	44½	25	5,801	224,789
Transamerica	TA	N	28¾	24½	23½	38¾	23	61,869	1,490,657
Trans-Lux	TLX	A	25½	22¾	18	58¾	17½	979	19,188
20th Century-Fox	TF	N	21¼	20¾	20	41¼	16½	8,155	169,950
Walter Reade Organization	O		8¼	8½	8½	15½	8	2,342	21,359
Wrather Corp.	O		8	8	8½	23	7½	2,161	17,828
							<b>Total</b>	<b>141,091</b>	<b>\$ 3,533,992</b>
<b>Service</b>									
John Blair	BJ	N	25½	22½	23½	28½	17½	2,667	64,328
Comsat	CQ	N	49¾	47½	44½	55½	41¼	10,000	482,500
Creative Management	O		11¾	11½	12¼	20½	8½	1,020	12,495
Doyle Dane Bernbach	O		23	19½	19¼	33	20½	2,104	43,658
Foote, Cone & Belding	FCB	N	13	13	14	15½	11	2,147	29,521
Grey Advertising	O		14¾	13½	13¼	18½	13	1,163	16,573
Movielab	MOV	A	6½	6½	6½	14½	6	1,407	9,145
MPO Videotronics	MPO	A	9¼	8	8½	22½	7½	548	4,795
Nielsen	O		31½	30	29 ¼	37½	28½	5,240	154,580
Ogilvy & Mather	O		24¼	22¾	22¾	35	16½	1,090	24,798
PKL Co.	PKL	A	12½	12¼	10½	30½	10½	723	9,038
J. Walter Thompson	O		30¾	32	32	41	24½	2,778	90,980
Wells, Rich, Greene	O		9¾	9¾	9¾	18½	8½	1,601	14,153
							<b>Total</b>	<b>32,488</b>	<b>\$ 956,564</b>
<b>Manufacturing</b>									
Admiral	ADL	N	20¼	19½	16½	21½	14½	5,124	81,984
Ampex	APX	N	46½	44½	43½	48	32½	10,815	489,379
General Electric	GE	N	86½	84½	84½	98½	81	91,025	7,782,638
Magnavox	MAG	N	41	42	40½	56½	40½	16,561	716,263
3M	MMM	N	113½	114½	108½	115½	94	54,521	6,133,613
Motorola	MOT	N	156½	141	139½	156½	102½	6,148	862,257
RCA	RCA	N	44¼	42	41¼	48½	35½	62,713	2,571,233
Reeves Industries	RSC	A	5½	5	5½	10½	4½	3,443	18,041
Visual Electronics	VIS	A	12¼	9½	9½	37	9½	1,357	13,570
Westinghouse	WX	N	60	55½	56	71½	53½	38,750	2,208,750
Zenith Radio	ZE	N	43¾	42¾	43¾	58	35½	18,965	806,013
							<b>Total</b>	<b>309,422</b>	<b>\$21,683,741</b>
							<b>Grand total</b>	<b>678,622</b>	<b>\$31,931,413</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>105.99</b>	<b>102.46</b>					

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

Shares outstanding and capitalization as of September  
\* Trading temporarily suspended.  
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.



## CBS Inc. expects to have its best year

CBS Inc. appears headed for its first billion-dollar year in sales in 1969, it was reported last week by William S. Paley chairman, and Frank Stanton president.

This optimistic projection was made as CBS announced that net sales for the first nine months of this year totaled an estimated \$815.7 million. Mr. Paley and Dr. Stanton said that both estimated net income and estimated net sales for both the third quarter and the first nine months of this year rose substantially over the comparative periods of 1968.

"Indications are that the fourth quarter will exceed last year's record quarter in earnings and sales, with sales for the year 1969 exceeding one billion dollars for the first time," they commented.

CBS Inc.'s operations, in addition to broadcasting, include records, musical instruments, publishing, motion picture production, electronics, CATV and baseball (New York Yankees).

For the nine months ended Oct. 4:

	1969	1968
Earned per share	\$1.81	\$1.35
Net sales	815,700,000	688,700,000
Net income	48,600,000	36,300,000

Notes: 1968 net income and earned per share figures are after extra-ordinary credits of \$738,613 due to federal income tax reduction of \$140,000, and gain of \$598,613 from sale of CATV system.

## Rising costs blamed for Metromedia slump

Revenues at Metromedia Inc. for the third quarter and first nine months of 1969 rose slightly over 1968, but net income dropped sharply.

In announcing the results last week, Board Chairman-President John W. Kluge called Metromedia's earning performance "distinctly disappointing." He attributed the decline to "sharply increased costs associated with television programing, the operational dif-

iculties of our direct mail activities and necessary start-up expenses of our newer operations." He expressed hope there would be a rise in earnings in 1970.

Income in the third quarter of 1969 fell to \$44,673 or one cent per share on revenues of \$41.8 million, compared with \$1,677,364 or 32 cents per share on revenues of \$41.05 million for the same period last year.

For the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.33	\$1.23
Gross revenues	131,542,967	130,709,578
Net income	1,800,364	6,344,072

## Denver cable group files for stock offer

Tele-Communications Inc., Denver-based group operator of CATV systems, has filed a registration statement with the Securities and Exchange Commission seeking a public offering of 400,000 common shares.

The shares are to be offered at \$20 per share maximum through Dean Wittier & Co., Chicago.

Tele-Communications' two wholly owned subsidiaries are Community Television Inc. and Western Microwave Inc. Community Television owns or has interest in 51 cable systems serving 13 Western states with over 70,000 subscribers. Western Microwave, a common-carrier microwave relay system, serves 21 commercial and educational TV stations and 96 CATV systems in 16 Western states.

Of the net proceeds of the stock sale, \$3,350,000 will be used to pay off bank loans incurred to acquire American Television Relay Inc., a division of Western Microwave; \$950,000 for the proposed purchase of Microwave Communications Corp., a Los Angeles based microwave relay system, and \$900,000 to replenish working capital previously used to acquire a CATV system. Additional funds will be used to expand the facilities of existing CATV and microwave systems.

Tele-Communications has 2,234,928 shares outstanding, of which Bob Magness, president, owns 17.4%.

## Company reports:

**Gross Telecasting Inc.**, owner of WJIM-AM-FM Lansing, Mich., and applicant to purchase WKBT(TV) La Crosse, Wis., for \$4.9 million, reported a 9% increase in gross revenues and a 13% increase in net income for the first nine months of 1969.

The company also declared regular quarterly dividends of 22½ cents per share on common stock and 4¼ cents per share on class B common stock, both payable Nov. 3 to stockholders of record Oct. 20.

For the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.83	\$0.73
Gross revenues	2,627,795	2,408,448
Net income	668,803	589,924

Note: 1968 net income and earnings per share are based on April 1969 stock split.

**Technicolor Inc.**, Hollywood, major film and video tape processor, reported an increase in revenues but no significant change in net income for the 39 weeks ended Sept. 27:

	1969	1968
Earned per share	\$0.81	\$0.86
Revenues	81,416,434	73,131,903
Net income	3,029,994	3,029,295
Shares outstanding	3,743,129	3,528,120

Notes: 1968 results restated to reflect elimination of Marshall Burns, Creative Merchandising Inc., Associated Employers Group, Classics Illustrated and Twin Circle, all of which are non-continuing businesses.

**Outlet Co.**, Providence, R.I., department store, group broadcaster and group CATV operator, reported an 11.7% increase in sales and a 9.6% gain in net income for the six months ended Aug. 2:

	1969	1968
Earned per share	\$0.43	\$0.43
Sales	29,154,945	26,109,310
Pretax income	1,204,314	980,843
Net income	631,396	575,996
Average shares outstanding	1,336,247	1,199,600

**Motorola Inc.**, Chicago, reports improved sales and earnings for both the year's first nine months and the third quarter ending Sept. 27, nine-month figures:

	1969	1968
Earnings per share	\$3.92	\$3.19
Sales	638,231,117	556,460,478
Earnings after taxes	24,094,523	19,423,898

**F&B/CECO Industries**, New York, motion picture and commercial production company, last week reported a 27% increase in revenues and a 31% gain in pretax profit for the year ended May 31:

	1969	1968
Earned per share	\$0.51	\$0.50
Gross revenues	7,910,199	6,217,298
Pretax income	536,899	406,912
Net income	414,899	406,912*
Shares outstanding	836,779	800,731

\*After tax reduction from carry-over of operating loss plus investment credits.

## Financial notes:

▪ Northern Corp., New Castle, Del. (formerly Broadcast Industries Inc.), has declared a dividend of 30 cents per share, payable Oct. 24 to stock-

All of these shares having been sold, this announcement appears as a matter of record only.

NEW ISSUE

October 16, 1969

60,000 Shares

## Media Corporation of America

(A New York Corporation)  
Common Stock

(Par value \$.01 per share)

Price \$5.00 per Share

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holders of record Oct. 21. Northern is a diversified company primarily engaged in land development and owns 52.3% of Cable Information Systems Inc., a New York-based multiple CATV operator.

■ Eastern Broadcasting Corp., Washington, has purchased Springfield, Ill.-based Cardinal Outdoor Advertising Co. from company president William J. Dooner and others for \$800,000. Roger A. Neuhoff is president of Eastern, which is licensee of WCVS(AM) Springfield, Ill., and WHAP(AM) Hopewell, Va., and applicant to buy WHUT(AM) Anderson, Ind., for \$650,000, and WBOW-AM-FM Terre Haute, Ind., for \$650,000. Broker handling the Cardinal transaction is Blackburn & Co.

■ Harvey Group Inc. (formerly Harvey Radio Co.), New York, primarily engaged in the sale of electronic equip-

ment, has purchased Kluge, Finkelstein & Co., Washington food brokerage firm, for about \$3.5 million in cash and stock. Daniel Jacobson is Harvey Group president. David Finkelstein, managing partner of the food brokerage firm, will become a vice president of the Harvey Group, and the other partner, John W. Kluge, who is president and board chairman of Metro-media Inc., is slated for election to the Harvey Group's board of directors.

■ Multimedia Inc., Greenville, S.C.-based group broadcaster and owner of newspapers, has requested that the Securities and Exchange Commission withdraw its proposed public offering due to unfavorable market conditions. The plan had called for the sale of 300,000 shares by the company and 35,100 shares by stockholders (BROADCASTING, June 2). Wilson C. Wearn,

president of the broadcasting division, said a review of the conditions will be made next year, at which time the offering may be rescheduled.

■ Transamerica Corp., San Francisco, parent company of United Artists Corp., last week formed a subsidiary to enter the hotel business. First project of the new operation, Trans International Hotel Co., will be a \$25-million, 750-room resort hotel in Puerto Rico.

■ Management Television Systems Inc., New York-based closed circuit company, has announced an agreement with Teaching Associates Inc., New York for capital financing of a new production company, TAI Productions Inc. TAI would invest \$100,000 in MTS in exchange for stock. TAI will specialize in closed circuit TV events aimed at the youth market including folk festivals and sports.

## Fates & Fortunes

### Broadcast advertising

**Peter M. McCoy**, with WCBS(AM) New York, appointed national sales manager. He succeeds **John Baker**, recently named general manager, CBS/FM Sales.



Mr. McCoy

**Harold Spencer**, director, WTAR-TV Norfolk, Va., joins Matthias & Redmond Advertising Agency there as general production director.

**Charles M. Lieber**, Midwest sales manager, Storer Television Sales, Chicago, Storer Broadcasting Co. subsidiary, appointed general sales manager of Storer's WJW-TV Cleveland. He is succeeded as Midwest sales manager by **Andrew K. Leach**, WJW-TV's national sales manager. **Joseph C. Dimino**, member of sales staff, Storer Television Sales, New York, appointed national sales manager of Storer's WSBK-TV Boston.

**William H. Barnett**, executive producer in both New York and Hollywood, Haboush Co., commercial film producers, joins EUE/Screen Gems, West Coast, in newly created position of executive producer and director of creative services.

**Bruce D. McRitchie**, brand supervisor, Leo Burnett Co., Chicago, joins Henderson Advertising Agency, Greenville, S.C., as account supervisor.

**Patrick J. Morris**, formerly acting manager of economics and business analysis

department of Humble Oil & Refining Co., Memphis, joins Gardner Advertising, St. Louis, as senior account executive.

**Jack Allers**, with WPTF-AM-FM Raleigh, N.C., appointed general sales manager. He succeeds **R. W. Youngsteadt**, who retires. **Don Fowler**, promotion and advertising manager, appointed regional sales manager.

**Peggy Eichelsdorfer**, copywriter, Needham, Harper & Steers, New York, appointed copy group head.

**John H. Sowers**, with WWJ(AM) Detroit, joins T. S. Jenkins & Associates, advertising and PR firm in Flint, Mich., as creative director of broadcast division.

**Alice M. Brooks**, advertising and sales promotion director, Vanity Fair Mills Inc., Wyomissing, Pa., joins Arndt, Preston, Chapin, Lamb & Keen's New York branch as advertising account group supervisor.

**John Adamany**, with WTVO(TV) Rockford, Ill., appointed local sales manager.

**William A. Zimlich**, formerly with KCRA-AM-FM-TV Sacramento, Calif., joins Great Western Advertising Agency, Reno, in newly created position of director of broadcast.

**F. Richard Olsen**, VP and media director, Ted Bates & Co., New York, joins newly formed Vitt Media International there as VP and corporate officer.

**Arthur Kluger**, with Sylvania Electric Products Inc., New York, appointed corporate director of advertising. He succeeds **Thomas H. Castle**, who re-

signs.

**Richard Romanelli**, VP and account supervisor, Foote, Cone & Belding, New York, joins Clyne Maxon there in same capacity.

**Michael R. Widener**, media director,



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**GATES**

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Clinton E. Frank Inc., Chicago, joins The Lampert Agency, New York office, in same capacity.

**Walter Marshall**, account manager, Rapp & Collins Advertising, New York, named VP.

**Arthur M. See**, with WMCA(AM) New York, joins WINS(AM) there in newly created position of department-store advertising manager.

**Judith Sheppard** and **Martin Beilinson**, associate research directors, and **Stephen Witt**, account supervisor, The Marschalk Co., New York, named VP's.

**Richard Baxter**, executive art director for BBDO, New York, elected VP.

**Richard C. Teneau**, with Winius-Brandson Co., St. Louis, appointed associate radio and TV producer.

**Donald R. Hamlin**, with RKO Radio Representatives, New York, joins WJBK-AM-FM Detroit as general sales manager.

**Samuel C. Kendrick Jr.**, manager of advertising services, Computer Image Corp., Denver, involved in computer animation for video tape and motion pictures, named national sales manager.

**Francis W. Hunt**, head of Fran Hunt Creative Services Inc., St. Louis, joins Computer Image Inc. as marketing director for St. Louis area.

**William J. Curran**, associate creative director, Duncan - Brooks Advertising, Garden City, N.Y., appointed creative director.

**Irving Kagan**, with WMCA(AM) New York, appointed sales manager, replacing **Howard Klarman**, VP for sales. Mr. Klarman, who is recuperating from illness, is expected to return to station before end of year but in new capacity. Mr. Kagan had been acting sales manager during Mr. Klarman's absence.

**Lawrence E. Schneider**, office manager, Kenyon & Eckhardt, Detroit office, appointed manager of the production department in addition to his other duties. He succeeds **William Riess**, who retires.

## New NAB appointee to focus on challenges



Mr. Weaver

challenges to license renewals.

Frederick S. Weaver, New NAB appointee to focus on challenges consultant, is president of Public Relations Enterprises Inc. of New York and has been involved in public relations and urban affairs for more than 20 years. He is a great-grandson of Frederick Douglass, Washington's noted Negro leader and abolitionist.

Black groups have been involved in recent challenges to broadcast renewals, particularly WMAL-TV Washington

which was charged with being racist and failing to meet needs of Negroes in its service area (BROADCASTING, Sept. 8). NAB believes that hiring of Negro consultant will enable its members to plan better to meet needs of their black audiences.

Mr. Weaver said last week he hoped to assist NAB members in creating a climate that would avoid future license contests. He said he expected to provide his services in the entire community-relations field, not only in race relations. His contract with NAB is for 18 months at a reported \$20,000 a year.

Public Relations Enterprises Inc. recently signed eight-year contract with CBS Inc. as general consultant to parent corporation and its subsidiaries. National Urban League also is one of the firm's clients.

Mr. Weaver earned his bachelor of arts degree at Howard University in 1935 and his law degree there in 1937.

From 1937 to 1947 Mr. Weaver held municipal posts in Washington. He subsequently went to New York and organized his own public relations firm in 1966.

**Shepard Kurnit**, president, DKG Inc., New York advertising agency, moves to chairman and chief executive officer. He is succeeded as president by **Lawrence Spector**, executive VP. **Peter Hirsch** and **Neil Calet**, both creative directors, named executive VP's. All four are partners in firm. DKG is new name for Delehanty, Kurnit & Geller Inc., "changed for simplicity and easy identification."

**Charles F. Buccieri** and **Robert T. Stewart**, both group supervisors, media department, Young & Rubicam, New York, named VP's. **David Z. Berman**, creative supervisor, sales presentation group, Y&R, New York, named VP and appointed director of sales presentations in agency's promotion and marketing-

services department there.

**Robert L. Pasquinelli**, account supervisor, Zimmer, Keller & Calvert, Detroit-based agency, named VP.

**Ginny Jefferies**, in TV production department, Benton & Bowles, New York, joins MPO Videotronics Inc. there as producer.

**Jerrold E. Whaley**, formerly with H-R Representatives, Chicago, joins WMAQ-(AM) there as administrator, sales development and research.

## Media

**George C. Evanoff**, staff VP for corporate planning, RCA, New York, elected VP for corporate planning.

**Robert F. Klein**, general sales manager of KNEW(AM) Oakland, Calif., named VP and general manager.

**Ronald Werth**, director of audience research, ABC News, New York, joins NBC Owned Television Stations Division, there as manager, research.

**Joseph Niedzwiecki**, TV sales representative, Edward Petry & Co., New York, joins ABC-TV network station-relations department there as regional manager for Delaware, Kentucky, Maine, Massachusetts, New Hampshire, New Jersey, Rhode Island, Tennessee and Vermont.

**Kenneth F. Gorman**, manager of financial control and analysis, CBS Radio,

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New York, appointed assistant controller, financial control and analysis there.

**Kenneth A. Soderberg**, VP-sales, KAUS-FM Austin, Minn., joins KWER(AM) and KNCV-FM, both Rochester, Minn., as general manager.

**Edwin J. Stevens**, VP and general manager of KFAC-AM-FM Los Angeles, founds and becomes president of Compunet Inc., Pasadena, Calif., nationwide computer-services firm specializing in broadcasting and advertising fields.

## Programing

**Chuck James**, news director, KCBS(AM) San Francisco, appointed program services manager, CBS Radio, New York.

**Don Reed**, with WIOD-AM-FM Miami, appointed to newly created position of promotion and production manager, reporting to program manager.

**Billy Powell**, production coordinator, WFBC-AM-FM Greenville, S.C., also appointed program director.

**Louis J. Rainone**, producer-director, WLWT(TV) Cincinnati, appointed production manager.

**Tom Woods**, program director and operations manager WNAK(AM) Nanticoke Pa., joins WTOP(AM) Washington as operations manager.

**Scott Manning**, director for American Forces Network in Vietnam, joins Programing db, Hollywood, as programing assistant.

**Pat O'Sullivan**, head of distribution for Hallmark Productions and Ad Film Inc., New York, appointed executive producer and national sales representative for Lori Productions Inc., Los Angeles.

**Patrick Stambaugh**, production coordinator for Paramount Television, Hollywood, appointed general manager of John Pearson International, Beverly Hills, Calif.

**Paul Edwards**, formerly director for late Robert Kennedy's TV film unit, joins production division of Imero Fiorentino Associates Inc., lighting designers and consultants, as writer and director of division's motion picture and TV films.

**Henry A. Gillespie**, Midwestern division manager, CBS Enterprises, Chicago, appointed to newly created position of director, domestic sales in New York.

**Mort Zimmerman**, director of sales development and client relations, RKO Television Representatives, New York, joins National General Television Productions there in newly created position of director of sales development.

**Bruce L. Birchard**, executive VP of Computer Image Corp., Denver, in-

volved in computer animation for video tape and motion pictures, elected president and chief executive officer.

**Don Kopaloff**, director of West Coast operations and executive in charge of production, Avco Embassy Pictures, New York, elected VP.

**John Norton**, syndication sales executive Triangle Stations, Philadelphia, also named to new post of director of station relations and sales services, Triangle Program Sales, there.

**Bob Russell** and **Richard Bell**, both with KTAR-TV Phoenix-Mesa, appointed manager and film production manager respectively of Combined Cinegraphics, division of KTAR-TV specializing in production of TV film and video-taped commercials, documentary and industrial films.

**Paul Ward**, announcer for KGO-TV San Francisco, named director of creative production at KFI(AM) Los Angeles.

**Geraldine Lange**, administrative assistant to supervisor of San Francisco board of supervisors, joins KBHK-TV San Francisco as public affairs directors.

## News

**Ronald Steinman**, formerly news director in Far East for NBC News, appointed director of news operations, London.

**John Webster**, formerly with WCFL(AM) Chicago, joins WCAR(AM) Detroit as news director.

**John Michaels**, newscaster, KDKA(AM) Pittsburgh, **Barrett Rainey**, with KBOI(AM) Boise, Idaho, and **Nick Reyes**, formerly with staff of Civil Rights Commission, Washington, all join WTOP(AM) Washington as newscasters. **Earl Mazo**, White House correspondent for *Reader's Digest*, Washington, joins WTOP-TV there as political commentator.

**David L. Dugas**, UPI correspondent in Europe and Middle East, appointed

Hollywood editor of UPI's overseas services.

**Ned Skaff**, news and operations director for KDAY(AM) Santa Monica, Calif., joins news staff of KFI(AM) Los Angeles as reporter.

**Steve Schatz**, reporter-newscaster, WMAL-TV Washington, joins WHZ-TV Boston as newscaster.

**Jimmy Crum**, WLWC(TV) Columbus, elected president of Ohio Sportscasters Association. Others elected: **Ed Johnson**, WRFD(AM) Columbus-Worthington, VP; and **Bob Miller**, WMRN-AM-FM Marion, secretary-treasurer.

**Peter Gamble**, news director, WAVA(AM) Arlington, Va., joins WWDC(AM) Washington as reporter.

**Barry Hawkins**, formerly with WBAL-TV Baltimore, joins WMAL-FM Washington as newscaster.

**William Taylor**, reporter, WCPO-TV Cincinnati, joins WROK-AM-FM Rockford, Ill., as news editor.

**Alan Crane**, WBBM(AM) Chicago, elected president of Illinois News Broadcasters Association, succeeding **Robert Manewith**, WGN(AM) Chicago.

## Promotion

**Robert Sutton**, formerly with WLS-TV Chicago, joins WXYZ-TV Detroit as promotion director. Both are ABC-owned stations.

**John N. Catlett**, program director, KGW(AM) Portland, Ore., joins Time-Life Broadcast Inc., New York, as general executive initially in advertising and promotion.

**David B. Green**, assistant advertising and sales promotion manager, KYW-TV Philadelphia, appointed advertising and sales promotion manager, WIND(AM) Chicago. Both are Westinghouse Broadcasting Co. stations.

**Michael S. Artist**, formerly president and principal, Sevenol International Inc. New York PR, promotion and

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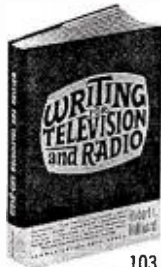
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marketing firm, joins WTOP-TV Washington as promotion manager.

**Gerald Flesher**, formerly manager of affiliate station advertising, ABC-TV, New York, joins broadcast and CATV division, Reeves Telecom Corp. there, as director of advertising and promotion.

**Marjorie G. Stanley**, assistant promotion manager, WFBC-TV Greenville, S.C., appointed promotion manager. She is succeeded by **Sandra L. Coldsnow**, formerly with Jordan Marsh Co., Boston.

**William J. Rowell**, sales promotion executive. Benton & Bowles, New York, joins Robert E. Eastman & Co. there as promotion director.

**Roy F. Valitchka II**, promotion manager of Post Corp.'s WLUK-TV Green Bay, Wis., appointed to newly created position of corporate promotion coordinator. He will coordinate all promotion and PR activities for Post Corp. and its subsidiaries.

**John J. Joyce**, with W and B Public Relations, Chicago, appointed account manager.

**Marianne Myers**, formerly with office of postmaster general, Washington, joins WFLD-TV Chicago as press-information manager.

### Equipment & Engineering

**Robert A. Farrington**, responsible for production standards and control, with tower division of Stainless Inc., North Wales, Pa., named VP of manufacturing for tower division.

**Milton Nussbaum**, senior VP, American Electronic Laboratories Inc., Colmar, Pa., appointed manager of CATV activities. Marketing of CATV will still be responsibility of **I. A. Faye**, director of commercial marketing there.

**Bill Clampitt**, with Rohn Manufacturing Co., Peoria, Ill., appointed sales manager for industrial and communications products for company's southern area.

**Bruce D. Gauger** named administrative supervisor, radio-TV transmitters, WGN-AM-TV Chicago.

**Durrell Kinghorn**, sales engineer. Tele-mation, Salt Lake City, joins University of Montana, Missoula, radio-TV studios, as chief engineer.

**William M. Keiser Jr.**, formerly with WMSB(TV) Onondaga, Mich., joins Visual Electronics Corp. as sales engineer. Territory includes Michigan, Indiana and western Kentucky.

**D. R. Carpenter**, with Essex International Inc., Decatur, Ill., named VP-general manager of newly formed Essex communications and CATV division there.

**Sam A. Ruttenberg**, formerly project manager, Logicon Inc., San Pedro, Calif., joins Information Network Inc., San Francisco, which provides news and information programing on computer on-line basis to CATV systems in U.S., as VP of engineering.

**Marshall Williamson**, chief engineer, Post Corp.'s WLUK-TV Green Bay, Wis., also appointed assistant director of engineering for corporation.

### Allied fields

**Herbert M. Koster**, one-time newscaster on KDKA-TV and WIIC-TV, both Pittsburgh, and founder and former manager of Westinghouse Broadcasting Co.'s first radio and TV news bureau in Harrisburg, Pa., appointed deputy director of public affairs, office of public affairs, U.S. Department of Commerce, Washington. Prior to his appointment he was deputy commissioner of New York State department of commerce.

**Peter Fischer**, TV program promotion-publicity department manager. Young & Rubicam, New York, appointed executive director of Better Business Bureau of Harlem there.

### International

**Ross Roy**, account supervisor. Doyle Dane Bernbach (Canada) Ltd., Montreal, appointed manger of newly opened Toronto office of Ross Roy of Canada. Office is located at 1491 Young Street, Toronto.

**Leslie Diamond**, deputy general manager, Granada Television, Manchester, England, appointed general manager. He succeeds **Fred Boud**, appointed to similar position with Granada Films.

**P. Arthur Greaves**, general manager of Philippines office for Rank Overseas Organisations, appointed general manager of Buena Vista Japan Ltd., Tokyo, foreign distribution operation of Walt Disney Productions, Burbank, Calif.

**Warren Davis**, with Canadian Broadcasting Corp., Toronto, appointed newscaster of national news.

### Deaths



Mr. Greist

**E. Harold Greist**, 74, co-founder and former board chairman of Hicks & Greist Inc., New York, died Oct. 19 in Rockport, Ind. He helped found agency in 1941 and retired in 1959. Mr. Greist

is survived by his wife, one daughter and four sons.

As compiled by BROADCASTING, Oct. 7 through Oct. 14 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STR—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts. \*—educational.

## New TV stations

### Application

■ Pittsburgh — Evans Broadcasting Corp. Seeks UHF ch. 22; ERP, 1125 kw vis., 222 kw aur. Ant. height above average terrain 989.4 ft., above ground 925 ft. P.O. address: c/o Edward P. Evans, 300 Park Avenue, N.Y. 10022. Estimated construction cost \$1,559,997; first-year operating cost \$1,116,000; revenues \$3,044,000. Geographic coordinates 40° 28' 40" north lat., 79° 52' 40" west long. Type trans. RCA TTU-60A, type ant. RCA TFU-25G. Legal counsel Reed Miller, Arnold & Porter, consulting engineers Kear and Kennedy, both Washington. Principals: Thomas M. Evans, sole owner. Mr. Evans own KDNL-TV St. Louis, KMEC-TV Dallas and has interests in three manufacturing firms, investment firm, underwriting and brokerage firm and rubber reclaiming company. Ann. Oct. 10.

### Start authorized

■ WJMN-TV Escanaba, Mich.—Authorized program operation on ch. 3. ERP 100 kw vis., ant. height above average terrain 1,190 ft. Action Oct. 3.

### Initial decision

■ Nampa, Idaho—Snake River Valley Television Inc. Hearing Examiner Forest L. McClennan in initial decision granted VHF ch. 6; ERP 64 kw vis., 12.3 aur. Ant. height above average terrain 2,629 ft.; ant. height above ground 153 ft. P.O. address: 711½ Bannock Street, Boise, Idaho 83701. Estimated construction cost \$440,000; first-year operating cost \$275,000; revenue \$325,000. Geographic coordinates 43° 45' 12" north lat.; 116° 05' 56" west long. Type trans. RCA TT10AL. Type ant. RCA TF 6BM. Legal counsel Wilner, Scheiner & Greeley, Washington; consulting engineer Howard D. Johnson. Principals: Richard F. Shively, vice president-treasurer, William A. Martin, executive vice president-secretary late Robert Taylor, estate, (each 25%) et al. Mr. Taylor was actor; director and chairman of board and held less than 25% interest in eight CATV systems throughout Nebraska. Mr. Martin owns 33½ of real estate firm, and also owns less than 25% interest in eight CATV systems throughout Nebraska. Mr. Shively is officer, director and less than 25% owner of Telesis Corp. (multiple CATV owner); less than 25% owner of Fer-Rich Broadcasting Inc., owner of more than 90% of KNOP-AM-TV North Platt, Neb., and sole owner of WLFI-TV Lafayette, Ind. Action Oct. 8.

### Other actions

■ Review board in Montgomery, Ala., TV proceeding, Doc. 16984, scheduled oral argument before panel of review board for Nov. 6 in Washington, Action Oct. 8.  
 ■ Review board in Los Angeles, TV proceeding, Docs. 18602-03, granted motion for extension of time to file replies to oppositions to petitions to enlarge issues and to comments of Broadcast Bureau, filed Oct. 9 by National Broadcasting Co. Action Oct. 10.

## Rulemaking petition

■ KTEN(TV) Ada, Okla.—Requests amendment of TV table of assignments to substitute ch. \*42 for ch. 15 at Hugo, Okla., and add ch. 15 at Hugo, Okla.—Paris, Tex. Ann. Oct. 10.

## Existing TV stations

### Final actions

■ Broadcast Bureau granted mod of CP's to extend completion dates for following: \*WIIQ(TV) Demopolis, Ala., KATU(TV) Portland, Ore., WBRE-TV Wilkes-Barre, Pa., all to April 6, 1970. Action Oct. 6.

■ WFTV(TV) Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 174 kw vis., 17.4 kw aur.; change trans. location; change studio location to 639 West Central Boulevard, Orlando; change type trans.; change type ant.; ant. height 1370 ft.; condition. Action Oct. 10.

■ KYAY-TV West Monroe, La.—Broadcast Bureau granted CP to change ERP to 2.24 kw vis., 0.447 kw aur.; re-describe trans. and studio location; change type ant.; make changes in ant. system. Action Oct. 7.

■ \*KHNE-TV Hastings, Nev.—Broadcast Bureau granted license covering new station. Action Oct. 6.

■ \*VCET(TV) Cincinnati—Broadcast Bureau granted license covering changes. Action Oct. 6.

■ WRPA-TV Reading, Pa.—Broadcast Bureau granted CP to replace expired permit for new station. Action Oct. 9.

■ \*KESD-TV Brookings, S.D.—Broadcast Bureau granted license covering permit for new station. Action Oct. 6.

### Actions on motions

■ Chief, Office of Opinions and Reviews in Florence, S.C. (Daily Telegraph Printing Co. [WBTW(TV)]), TV proceeding, granted petition by Daily Telegraph Printing for leave to file petition for reconsideration of commission's memorandum opinion and order released Sept. 2 (Doc. 18650). Action Oct. 6.

■ Hearing Examiner Basil P. Cooper in San Diego (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, continued evidentiary hearing to Oct. 9 (Doc 18377). Action Oct. 6.

■ Hearing Examiner Basil P. Cooper in Boston (Interated Communication Systems Inc. of Massachusetts [WREP(TV)]), TV proceeding, on request of applicant, scheduled evidentiary hearing for Oct. 8 (Docs. 18338-9). Action Oct. 6.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educa-

tional Television Commission [WITV(TV)] et al.), TV proceeding, granted petition by Reeves Television Corp. for leave to amend application to indicate petitioner no longer has interest in Community Cables Inc., Enid, Okla. (Docs. 18569-72). Action Oct. 3.

### Other action

■ WOR-TV New York—FCC issued letter of general guidance in reply to letters from counsel for RKO General Inc., requesting declaratory ruling on plans for full day's political programming. Action Oct. 9.

## New AM stations

### Start authorized

■ KTMF New Prague, Minn.—Authorized program operation on 1350 kc, 500 w, D.A.D. Action Sept. 17.

### Actions on motions

■ Chief, Office of Opinions and Review in St. Louis (Great River Broadcasting Inc. et al), AM proceeding, dismissed request by Broadcast Bureau for extension of time to respond to motion for temporary stay, petition for reconsideration and application for review by Karin Broadcasting Co. (Docs. 17210-15, 17217, and 17219). Action Oct. 2.

■ Chief, Office of Opinions and Review in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Inc., Wagoner Radio Co.), AM proceeding, granted petition by Broadcast Bureau and accepted late filed pleading (Docs. 18085-7). Action Oct. 7.

■ Chief, Office of Opinions and Review in Nashville (Second Thursday Corp.), AM FM proceeding, granted petition by Great Southern Broadcasting Co. and extended to Oct. 10 time to file replies to Broadcast Bureau's comment in partial support of petition for reconsideration or order of designation and for termination of proceeding (Docs. 17914, 18175). Action Oct. 8.


■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition by Click Broadcasting Co. and extended to Oct. 10 time to exchange engineering exhibits (Docs. 18526-7). Action Oct. 3.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, granted motion by Natick Broadcast Associates Inc. and extended to Oct. 14 time to file opposition to Broadcast Bureau's motion for production of documents (Docs. 18640-1). Action Oct. 9.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM pro-

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# Summary of broadcasting

Compiled by FCC, Oct. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,251 <sup>1</sup>	3	7	4,261	74	4,335 <sup>1</sup>
Commercial FM	2,010	0	43	2,053	140	2,193
Commercial TV-VHF	495	2	9	506	17	523
Commercial TV-UHF	121	0	54	175	142 <sup>2</sup>	317
Total commercial TV	616	2	63	681	158	840
Educational FM	375	0	10	385	44	429
Educational TV-VHF	71	0	6	77	7	84
Educational TV-UHF	89	0	16	105	13	118
Total educational TV	160	0	22	182	20	202

\* 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.

ceeding, scheduled oral argument for Oct. 21 on notice of intention to take depositions and all other matters relating to proposal to take depositions (Docs. 17722 and 18395). Action Oct. 3.

## Other actions

■ Review board in Franklin, N.J., AM proceeding, Doc. 18251, et al., denied appeal from presiding officer's adverse ruling filed Aug. 26, by Lake-River Broadcasting Co. Action Oct. 10.

■ Parma and Warren, both Ohio—FCC denied petition filed by Sundial Broadcasting Inc., and Howard L. Burris, applicants for CP's to operate new AM's in Parma and Warren, for reconsideration of commission order. Commission in same action denied request for expedited action and issuance of stay (Docs. 18368-69). Action Oct. 8.

■ Review board in Bayamon, P.R., AM proceeding, Doc. 16891, granted petition for stay filed Oct. 6 by Augustine L. Cavallaro Jr. Action Oct. 8.

■ Review board in Cedar City, Utah, AM proceeding, Docs. 18458-59, granted petition to file additional affidavit, filed Aug. 18 by Southern Utah Broadcasting Co.; request for acceptance of late filed reply, filed Aug. 27 by Broadcast Bureau and petition to file further affidavits filed Sept. 23 by Southern Utah Broadcasting Co. Further consideration of appeal from adverse ruling of examiner and petition to enlarge issues, filed July 3 by Broadcast Bureau, held in abeyance pending further information from Southern Utah Broadcasting. Action Oct. 8.

## Call letter application

■ Knott County Broadcasting Corp., Hindman, Ky. Requests WKCB.

## Existing AM stations

### Final actions

■ WARF Jasper, Ala.—Broadcast Bureau granted CP to install new trans. at main trans. location as alternate main nighttime and auxiliary daytime trans. Action Oct. 7.

■ WAMA Selma, Ala.—Broadcast Bureau granted CP to change auxiliary trans. location to Race Street, 0.15 miles north of city limits of Selma; change ant. system. Action Oct. 7.

■ KWXY Cathedral City, Calif.—Broadcast Bureau granted license covering use of nighttime ant. configuration as auxiliary trans. daytime. Action Oct. 10.

■ KKOP Redondo Beach, Calif.—Broadcast Bureau granted CP to change trans. location; change type ant.; make changes in ant. system, ant. height 175 ft.; ERP 3 kw; remote control permitted. Action Oct. 7.

■ WOWW Naugatuck, Conn.—Broadcast Bureau granted license covering change in frequency to 1380 kc; change type trans.; change DA system to DA-D, N; increase power; delete remote control. Action Oct. 7.

■ WATI Indianapolis — Broadcast Bureau granted mod. of CP to change trans. location to east side of South Harding St. at White River, Indianapolis; condition. Action Oct. 7.

■ WWL New Orleans—Broadcast Bureau granted CP to change tran. location; make changes in ant. system. Action Oct. 6.

■ WWAM Cadillac, Mich.—Broadcast Bureau granted mod. of license to operate trans. by remote control; conditions. Action Oct. 6.

■ WABO Waynesboro, Miss.—Broadcast Bureau granted CP to increase daytime power to 1 kw; install new trans.; condition. Action Oct. 7.

■ KWIX Moberly, Mo.—Broadcast Bureau granted CP to increase nighttime efficiency to 136 mv/m by removing resistor from nighttime radiation system. Action Oct. 6.

■ WELA Elizabeth, N.J.—Broadcast Bureau granted mod. of CP to change ant.-trans. location; change main studio location to East Grand Street and Commerce Place, Elizabeth; remote control permitted; make changes in ground system; change type trans. Action Oct. 6.

■ KRZY Albuquerque, N.M.—Broadcast Bureau granted license covering increase in daytime power; remote control permitted. Action Oct. 10.

■ KOB Albuquerque, N.M.—Chief, Broadcast Bureau extended date for filing reply comments in rulemaking reopening clear channel proceeding with class I-A WABC, New York, to Nov. 24 (Doc. 6741). Action Oct. 13.

■ KRAZ Farmington, N.M.—Broadcast Bureau granted mod. of CP to make changes in trans. line: ERP 30 kw. Action Oct. 10.

■ WLWL Rockingham, N.C.—Broadcast Bureau granted remote control. Action Oct. 8.

■ WHLO Akron, Ohio—Broadcast Bureau granted CP to change trans. location; change type trans.; make changes in ant. and ground systems. Action Oct. 7.

■ WKYC Cleveland — Broadcast Bureau granted CP to install auxiliary ant. Action Oct. 7.

■ WONE Dayton, Ohio—Broadcast Bureau granted CP to install alternate main trans. at main trans. site. Action Oct. 7.

■ KBJS Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 27, 1970. Action Oct. 8.

■ WBZY New Castle, Pa.—Broadcast Bureau granted CP to relax MEOV's. Action Oct. 7.

■ WQBS San Juan, P.R.—Broadcast Bureau granted license covering permit for change in hours of operation; installation of DA-N; installation of new ground system, deletion of remote control; conditions. Action Oct. 10.

■ KVAN Vancouver, Wash.—Broadcast Bureau granted CP to change ant. trans. and studio location to North Portland, Oregon; condition. Action Oct. 7.

■ KTWO Casper, Wyo.—Broadcast Bureau granted mod. of CP to operate trans. by remote control; conditions. Action Oct. 7.

## Actions on motions

■ Chief, Officer of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK, granted petition by Broadcast Bureau and extended to Oct. 30 time to respond to petition for reconsideration and grant without hearing (Doc. 18285). Action Oct. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, on representations made at Oct. 3 oral argument that witnesses are virtually all residents in or near Pensacola, ordered further hearing scheduled for Nov. 13 in Pensacola, Fla. (Doc. 17613). Action Oct. 3.

■ Chief Hearing Examiner Arthur A. Gladstone in Henderson, Nev. (1400 Corp. [KBMI]), AM proceeding, granted petition by 1400 Corp. and extended to Oct. 20 time to file replies to proposed findings and conclusions of law (Docs. 16813-4). Action Oct. 1.

■ Chief Hearing Examiner Arthur A. Gladstone in Vancouver, Wash. (Cathryn C. Murphy), renewal of license of KVAN, Vancouver, Wash., designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Nov. 10 (Doc. 18672). Action Sept. 29.

■ Hearing Examiner David I. Kraushaar in Medford, Ore. (Medford Broadcasters Inc. [KDOV] and R. W. Hansen [KCNO]), AM proceeding, granted motion by W. H. Hansen, R. W. Hansen and Medford Broadcasters Inc. and ordered record reopened to receive Hansen exhibit, except for last paragraph of each affidavit; closed record (Docs. 18349-51). Action Oct. 2.

■ Hearing Examiner Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc., Arecibo Broadcasting Corp. [WMNT] and Zaba Radio Corp.), AM proceeding, scheduled evidentiary hearing for Jan. 20, 1970 (Docs. 18564-6). Action Oct. 7.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, certified to chief hearing examiner petition by Broadcast Bureau for reconsideration of portion of examiner's ruling Sept. 25, which states that he lacked authority to return proceeding to Pensacola, Fla. for further hearing and that such change in place of hearing would have to be sought from Chief Hearing Examiner. Chief Hearing Examiner authorized oral argument for Oct. 3 (Doc. 17613). Action Sept. 30.

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, distributed statement of reconsideration on his motion; deleted condition previously attached to reopening of record; and unconditionally reopened it, with further hearing to be held at such place as shall be directed (Doc. 17613). Action Oct. 3.

## Other actions

■ KUPD Tempe, Ariz. — Review board denied application by Tri-State Broadcasting Inc. for authority to relocate trans., install new DA, and increase power to 50 kw-D, 10 kw-N (Doc. 17777). Action Oct. 8.

■ Washington Court House, Chillicothe and Wellston, all Ohio—FCC set applications of WCHO Washington Court House, WCHI Chillicothe and WKOY Wellston for renewal of licenses for oral argument Nov. 3. Action Oct. 1.

## Fines

■ WQDY Calais, Me.—FCC ordered to forfeit \$200 for failure provide data concerning equipment performance measurements. Action Oct. 8.

■ KNLV Ord, Neb.—FCC ordered to pay forfeiture of \$1000 for modulating in excess of 100% on negative peaks. Action Oct. 8.

■ WSYD Mount Airy, N.C.—FCC notified of apparent liability forfeiture of \$1,800 for failure to have properly licensed operator on duty; failure to maintain operating power within allowable tolerances and failing to perform weekly field intensity measurements. Action Oct. 8.

## Designated for hearing

■ WRSJ Bayamon, P.R.—FCC set for hearing application by Radio San Juan Inc. to increase nighttime power to 5 kw, DA-N, U., and change station location to San Juan, P.R. Action Oct. 8.

## Call letter applications

■ KPAL, R. R. Moore Corp., Palm Springs, Calif. Requests KPFA.

■ KCRB, Neosho County Broadcasting Inc., Chanute, Kan. Requests KKOY.

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## New FM stations

### Applications

- Buena Park, Calif.—Buena Park School District Seeks 90.1 mc, .00632 kw. Ant. height below average terrain minus 36.18 ft. P.O. address 6885 Orangethorpe Avenue, Buena Park 90620. Estimated construction cost \$4,350 first-year operating cost \$1,500; revenue none. Principals: Mrs. J. B. Tenney, president school board, et al. Ann. Oct. 10.
- Prestonsburg, Ky.—Prestonsburg Community College Seeks 89.1 mc, 10 w. Ant. height above average terrain 41 ft. P.O. address North Lake Drive, Prestonsburg 41653. Estimated construction cost \$7,545; first-year operating cost \$1,000; revenue none. Principals: Governor Louis B. Nunn, chairman of board, et al. Ann. Oct. 10.

### Starts authorized

- WENN-FM Birmingham, Ala.—Authorized program operation on 107.7 mc. ERP 58 kw, ant. height average terrain 600 ft. Action Sept. 11.
- KGMR-FM Jacksonville, Ark.—Authorized program operation on 100.3 mc. ERP 25 kw. U. ant. height above average terrain 195 ft. Action Sept. 30.
- KASF(FM) Alamosa, Colo. — Authorized program operation on 90.9 mc. TPO 10 w. Action Sept. 22.
- KRDO-FM Colorado Springs — Authorized program operation on 95.1 mc. ERP 96 kw, ant. height above average terrain 2,010 ft. Action Oct. 2.
- WEAT-FM West Palm Beach, Fla.—Authorized program authority on 104.5 mc. ERP 100 kw, ant. height above average terrain 520 ft. Action Sept. 26.
- WDWD-FM Dawson, Ga.—Authorized program operation on 92.7 mc. ERP 3 kw, ant. height above average terrain 230 ft. Action Sept. 19.
- WQDN-FM Duquoin, Ill.—Authorized program operation on 95.9 mc. ERP 3 kw, ant. height above average terrain 195 ft. Action Oct. 8.
- KWAU(FM) Webster City, Iowa — Authorized program operation 95.9 mc, ERP 3 kw, ant. height above average terrain 220 ft. Action Sept. 9.
- WMGE(FM) Danville, Ky. — Authorized program operation on 107.1 mc. ERP 3 kw, ant. height above average terrain 150 ft. Action Oct. 8.
- KTTT-FM Columbus, Neb. — Authorized program operation on 93.5 mc. ERP 3 kw, ant. height above average terrain 250 ft. Action Sept. 25.
- WKES(FM) Chattanooga—Authorized program operation on 88.9 mc. TPO 100 kw, ant. height above average terrain 1,260 ft. Action Sept. 22.

### Final action

- Fulton, Mo.—KFAL Inc. FCC granted 97.7 mc, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Kenneth E. Meyer, 3004 Cherry Street, Springfield, Mo. 65804. Estimated construction cost \$22,181; first-year operating cost \$24,000; revenue \$18,000. Principals: Inks Franklin, president (33%), Thomas A. Barneby, vice president, and Kenneth E. Meyer, secretary-treasurer (each 17%) and Stereo Broadcasting Inc. (33%). Mr. Franklin votes stock of Stereo Broadcasting. Principles own interests in KTXR-FM and KMTC-TV both Springfield, Mo. Action Oct. 6.

### Initial decision

- Medford, Ore.—Radio Medford Inc. Hearing Examiner David I. Kraushaar in initial decision granted 93.7 mc, 18.4 kw. Ant. height above average terrain 3,263 ft. P.O. address: P. O. Box 1306, Medford 97501. Estimated construction cost \$41,250; first-year operating cost \$29,520, revenue \$36,000. Principals: J. L. DeArmond, Dwight H. Findlay, George R. Johnson, B. E. Lageson and John R. Dellenbach (each 20%). Principals own KMED-AM-TV Medford. Action Oct. 8.

### Actions on motions

- Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp.), FM proceeding, granted motion by Broadcast Bureau and extended time to Oct. 20 to file proposed findings of fact and conclusions of law, and to Nov. 3 for reply findings (Doc. 17648). Action Oct. 8.

■ Hearing Examiner Basil P. Cooper in Lincoln, Neb. (Cornbelt Broadcasting Corp., and KFMQ Inc.), FM proceeding, commission gives notice that partial initial decision released Aug. 19 ruling that there had been no unauthorized transfer of control of KFMQ(FM) and KFMQ Inc. should not be disqualified, became effective Oct. 8 pursuant to rules (Docs. 17410, 18174). Action Oct. 8.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc.), FM proceeding, scheduled hearing for Nov. 18 to dispose of Suburban issue directed at Georgia Radio (Doc. 18314). Action Oct. 2.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding granted petitions by Dearborn County Broadcasters for leave to amend application to reflect contract to purchase ant. site, together with bank letter expressing availability of mortgage loan on property and for leave to supplement application to reflect facts surrounding contract and loan availability (Docs. 18264-5). Action Oct. 3.

■ Hearing Examiner Charles J. Frederick in Donelson and Hendersonville, both Tennessee (Great Southern Broadcasting Co., Hendersonville Broadcasting Corp.), FM proceeding, granted motion by Great Southern Broadcasting Co., cancelled all procedural dates; scheduled further prehearing conference for Oct. 14 (Docs. 18517-8). Action Oct. 7.

■ Hearing Examiner Millard F. French in Murphy, N. C., and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.), FM proceeding, on examiner's motion, continued hearing to Oct. 16 (Docs. 17086-7). Action Oct. 7.

■ Hearing Examiner David I. Kraushaar in Medford, Ore. (Radio Medford Inc.), FM proceeding, granted motion by applicant and ordered hearing transcript, volume 13, corrected as prescribed in motion (Doc. 18353). Action Oct. 6.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc. et al.), FM proceeding, granted petition by Radio 900 Inc. for leave to amend application to reflect ownership of 10% of stock of applicant, formerly held by late Laser Lowenstein, is currently held by Mr. Lowenstein's co-executors, Mr. Edward Wetter, currently 30% owner of applicant and Mr. Joseph G. Gubman of Gubman and Sitomer, New York (Docs. 18636-9). Action Oct. 3.

■ Hearing Examiner Jay A. Kyle in Corydon, New Albany, Ind., and Louisville, Ky. (Harrison Radio Inc., et al.), FM proceeding, rescheduled hearing for Dec. 15 (Docs. 18636-9). Action Oct. 7.

■ Hearing Examiner Ernest Nash in Humboldt, Iowa (Stephen E. Dinkel and Christensen Broadcasting Inc.), FM proceeding, on motion by Christensen Broadcasting Co., rescheduled prehearing conference for Nov. 10; postponed date of hearing to date to be set at prehearing conference (Doc. 18647-8). Action Oct. 6.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding ordered advancement of prehearing procedures, including discovery, held in abeyance pro tempore; scheduled further prehearing conference for Nov. 18 and postponed sine die hearing scheduled for Oct. 30 (Doc. 18634-5). Action Oct. 2.

### Other actions

■ Chief, Broadcast Bureau, extended time to Oct. 23 to file reply to opposition submitted (Doc. 18476), amendment of FM table of assignments. Action Oct. 9.

■ Chief, Broadcast Bureau, on request of Triangle Publications Inc., Radio and TV division, licensee of WFIL-TV Philadelphia extended through Oct. 27 time for filing responses to petition for rulemaking filed by Deputy Attorney General of Pennsylvania on behalf of Department of Public Instruction in amendment of rules to establish Educational Radio Broadcast Table of Assignments. Action Oct. 10.

### Rulemaking action

■ Dr. Alfred C. Valdez and Lew Breyer & Associates, West Allis, Wis.—FCC amended rules to substitute following plan for changing FM table of assignments in lieu of original request: Escanaba, Mich., change ch. 227 to ch. 284; Berlin, Wis., change ch.

232A to ch. 257A; Neenah-Menasha, Wis., change ch. 257A to ch. 232A; Watertown, Wis., change ch. 284 to ch. 231; West Allis, Wis., add ch. 285A. Action Oct. 10.

### Call letter applications

- Wireless of Benton, Benton, Ill. Requests WVFC(FM).
- Clermont — Northeastern Schools, Batavia, Ohio. Requests \*WCNE(FM).
- Texas A & I University, Kingsville, Tex. Requests \*KTAI(FM).

### Call letter actions

- Loma Linda University, Riverside, Calif. Granted \*KLLU(FM).
- Calvary Bible College, Kansas City, Mo. Granted \*KLJC(FM).

## Existing FM stations

### Final actions

- Broadcast Bureau granted requests for SCA on subcarrier frequencies of 67 kc to following: WRMN-FM Elgin, Ill.; WOKK-FM Meridan, Miss.; \*WKES(FM) Chattanooga, Tenn. Actions Oct. 6.
- KPLX(FM) San Jose, Calif. — Broadcast Bureau granted CP to change type trans. and ant.; ERP to 50 kw, ant. height to 330 ft.; remote control permitted; condition. Action Oct. 6.
- KRDO-FM Colorado Springs — Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1970. Action Oct. 7.
- KJAE(FM) Lakewood, Colo. — Broadcast Bureau granted CP to operate trans. by remote control; ERP to 56 kw; ant. height 80 ft. Action Oct. 6.
- WMAQ-FM Chicago — Broadcast Bureau granted CP to change trans. location; change type trans., type ant.; make changes in ant. system, ant. height to 1,170 ft.; ERP to 6 kw; conditions. Action Oct. 6.
- WXAX(FM) Elkhart, Ind.—Broadcast Bureau granted CP to change type trans.; ERP 50 kw. Action Oct. 7.
- WHCU-FM Ithaca, N. Y.—Broadcast Bureau granted CP to change type trans. and ant.; ERP to 40 kw, ant. height to 320 ft.; remote control permitted; condition. Action Oct. 6.
- WJTN-FM Jamestown, N. Y.—Broadcast Bureau granted CP to install new Exciter Unit. Action Oct. 7.
- WRNW(FM) Mt. Kisco, N. Y.—Broadcast Bureau granted CP to change ant.; make changes in ant. system; ERP to 1.20 kw; ant. height to 450 ft. Action Oct. 9.
- WCBS-FM New York—Broadcast Bureau granted license covering use of auxiliary trans. with new main ant. Action Oct. 9.
- WWDR-FM Murfreesboro, N. C.—Broadcast Bureau granted mod. of CP to install new ant. Action Oct. 7.
- WMLP-FM Milton, Pa.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system, ant. height 690 ft.; ERP 410 w; remote control permitted. Action Oct. 7.
- WINA-FM Charlottesville, Va.—Broadcast Bureau granted mod. of CP to extend completion to March 1, 1970. Action Oct. 7.
- KBBX(FM) Seattle — Broadcast Bureau granted mod. of CP to extend completion date to April 19, 1970. Action Oct. 7.

### Action on motions

■ Hearing Examiner Basil P. Cooper in Chicago (application for assignment of license of WFMT(FM) from Gale Broadcasting Inc. to WGN Continental FM Co.), ordered public disclosure of material be furnished subject to protective order, and shall not be made by any party or counsel, other than applicant or affiliated companies, until exhibits which contain such disclosure or written summary of that part of oral testimony of witness which contains such disclosure are presented in chambers to examiner for ruling; denied requests (Doc. 18417). Action Oct. 7.

(Continued on page 105)



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## RADIO

### Help Wanted—Management

\$15,000 to \$30,000 income range is what a normal counselor at a Columbia School of Broadcasting studio earns. We have 32 offices and studios in the U.S. and Canada. We are looking for some super-sharp 26-38 year old broadcasters to join our organization as counselors (not teachers—just explain our school to prospective students). 5 years experience in broadcasting. Married. Send resume & photo to: Wm. Anderson, President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.)

Talent, initiative, and management ability are the three things we need to get one of the most outstanding chain of radio stations in the western United States off the ground. There will be multiple opportunities to step into station management just as soon as you have proven yourself. This is a young, hard working, progressive kind of place to work. If you would be interested in time sales, or air work, or perhaps both, please send a tape, resume, and a picture immediately to P.O. Box 236, Fortuna, California 95540.

### Sales

Midwest branch studio manager. Commission and salary. Guarantee to \$650. Box K-116, BROADCASTING.

Ad director—We're looking for a salesperson! Rapidly growing east coast suburban daily needs a man who can both sell and motivate. Paper shufflers and market theorists need not apply. Salary and bonus plan will let you earn more than most metro paper ad directors. Full details first letter. Write Box K-180, BROADCASTING.

Sales manager—unusual opportunity AM-FM in major New England market. Box K-199, BROADCASTING.

We want two pros. Tired of medium market salary limitations? Move up to unlimited potential at the mid-west's prestige soul station. Station has excellent rating position in metro market and leads nearest competitor by overwhelming margin. If you have a good track record, we have a faster track. Right man can make sales manager first year. R.S.V.P. WTLC, Tom Mathis, General Manager, Indianapolis.

Sales pro for leading contemporary station in beautiful Grand Junction, Colo. Age 25-35 preferred. \$600 plus commissions. Call Charlie Powers or Jim Schaeffer. (303) 243-1230.

### Announcers

Human Being. Not a fill-in-the-blanks robot. Show us how you'd entertain our audience. How you'd weave your own individual personality, timely information and mid-road-contemporary music into a program unit. If you are creative, imaginative. Like a challenge. Mail yourself (by tape and photo) to this mid-American medium. Box K-10, BROADCASTING.

Announcer: Wanted—bright happy, fast-paced top-40 man for afternoon drive time. Great opportunity. Southern market. Send tape and resume. Box K-25, BROADCASTING.

Experienced. MOR or CGW, for metropolitan station. Ideal living conditions. Excellent opportunity. Box K-37, BROADCASTING.

Bright sounding, experienced announcer with third endorsed needed by five kilowatt Maryland station. MOR format. Some copy and news writing experience preferred. Good shift, fringe benefits. Advancement. Send tape, resume. Box K-91, BROADCASTING.

Eastern regional AM-TV wants versatile radio man for upbeat MOR format and daily television programs. Send full resume, aircheck, pic and salary requirements to Box K-145, BROADCASTING.

MOR station. Looking for a man that likes good production, good music, and good west Texas city. Salary commensurate with ability. Send tape and background. Box K-164, BROADCASTING.

## Announcers continued

Opening for tight-bright personality on up MOR . . . Top NYS group ownership. Send tape, resume, salary to Box K-165, BROADCASTING.

Morning man with 1st phone for northeast daytimer. Good starting salary. Box K-181, BROADCASTING.

1st ticket announcer with construction know-how to supervise new daytimer. Opportunity for air work in major suburban northeast market. Next few months to handle construction and building of studios. Then, combo after station goes on air early 1970. References and resume to Box K-195, BROADCASTING.

10,000 watt, 24-hour modern country music station needs capable first phone announcer. Established network affiliate in capital city of 100,000. Air mail tape, details to Program Director, KGEM, Boise, Idaho 83705. (Equal opportunity employer).

Announcer: KSOX in lower Rio Grande Valley, Raymondville, Texas. Send tape to E. L. Clinton.

Personality announcer, who can also create good commercials. #1 rated modern CGW station in the state. KVOC, Box 2090, Casper, Wyoming.

Number one soul station in the southwest has immediate opening for newsmen. Experience preferred but willing to accept beginner with interest in news. Send tape and complete information to Dick Oppenheimer at KYOK.

First ticket deejay. No maintenance. Top contemporary format. Salary commensurate with experience. One of our guys is moving up with our blessings. Tape, resume, and references, first letter. Bill Sullivan, WAHT Radio, P.O. Box 15, Lebanon, Pa.

Immediate opening for announcer. Send tape, photo and resume. Station WAMD, Aberdeen, Md. 21001.

Modern country music FM station, operated by leading broadcaster, has opening for young man ready to move ahead. Send audition tape, resume and salary requirements to James A. Skelly, WCJW, 118 St. Clair Ave., East, Cleveland, Ohio 44114.

Immediate opportunity. Experienced 1st phone announcer, MOR format, night shift till 1 a.m., 5 hours air time nightly. No maintenance. Paid insurance, med-hospital benefits. Send tape, salary needed and details to WCMB, Box 3433, Harrisburg, Pa. 17105.

Country jock for modern format can swing into drive time show now! Hard workers progress on our team! Send tape, resume, photo, etc. to chain station number 2. WDEN-AM-FM, Macon, Georgia.

First phone announcer to learn automation programming. Apply WETT Radio, Stephen Decatur Highway, Ocean City, Maryland.

Experienced announcer wanted for news and/or board. Must be fully qualified and have good record. Middle of road to better music format. Send tape and resume to Norm Brooks, Program Director, WGST Radio, P.O. Box 7888, Atlanta, Ga. 30309. WGST is an equal opportunity employer.

Morning man, wanted for upstate New York personality-contemporary, group owned full timer. Station number one in market for over 20 years. Send tape, resume, and salary requirements to: Ken Dodd, WGVG, Geneva, N.Y. 14456.

Immediate opening for an experienced announcer on a 5 kw MOR station in a growing market in scenic southern Ohio. Ideal working conditions. Good pay, fringe benefits. Send tape, picture and resume to WMPO Radio, Box 71, Middleport, Ohio.

We're young and small, but we've got style! We need two air personalities right away. If you're a WNEW fan, send an air check to: Jeff Wade, P.D., WPNO, 55 Court Street, Auburn, Maine 04210.

If you're a good radio personality announcer and can combine this talent with other broadcast skills, we're interested in you. No beginners. Send tape and complete resume. General Manager, WSOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

## Announcers continued

First phone needed immediately, middle of road programming . . . emphasis on announcing. WTHM-AM-FM, Lapeer, Michigan. Call 313-664-8557 day or 313-664-8293 evenings.

We need a young guy, preferably unmarried, for an all-night show. We're looking for someone who can be a top innovator with eyes for better things! If the shoe fits, send tapes and resume to Jeff Kaye, WKBW Radio, 1430 Main St., Buffalo, New York 14209. Hurry!

Staff announcer . . . MOR . . . immediate opening. \$100.00 a week. No beginners, please. Call manager, 318-442-6611.

Jocks—top 40—sunny Galveston Island (Texas) Call 713-762-8434—Pros only—Rusty Draper, PD.

## Technical

Chief engineer for AM FM station. Metropolitan market. No announcing. Box J-358, BROADCASTING.

First class engineer assistant chief. AM and FM automation. Gulf coast—ideal working conditions, new equipment. Box K-114, BROADCASTING.

Chief engineer for east coast, major market AM and FM combination. Must be fully experienced in complete maintenance, including directional antenna, and capable of first class construction. This is a permanent position with an excellent future in a growing company. Write in confidence giving complete details of work experience and personal background along with references which will be checked. Box K-118, BROADCASTING.

First class engineer wanted for northeast kilowatt. Seeking a man who wants only engineering; no announcing, sales, etc. Work in adult atmosphere. Box K-194, BROADCASTING.

Studio engineer. Radio station KRMG AM & FM Tulsa, Oklahoma. All maintenance, no announcing, new equipment, FM stereo, ICM automation on FM. Contact Leonard Ballard, Chief Engineer, Swanco Broadcasting Inc., 1502 South Boulder, Tulsa, Oklahoma, 918-582-6195.

Chief engineer for 5 kw directional station plus FM facility in central Penna. Must assume full responsibility for maintenance. Ability to assume an air shift brings extra pay. Also looking for 1st phone dj's for upcoming job for our swinging modern adult format. Come join the R. F. Lewis, Jr. family of radio stations. In addition to wages, extra pay for sales, play by play. Also hospitalization and retirement plan. Contact Ben Barber, WHYL Radio, Carlisle, Pa. 717-249-1717. No collect calls, please.

Chief engineer. New Orleans 50 kw FM stereo. Assist me in re-building this station from microphone to antenna. Take over as chief engineer, no announcing, maintenance and upkeep of the station important. Salary open. Contact Leonard Ballard, Chief Engineer, Swanco Broadcasting Inc., 1502 S. Boulder, Tulsa, Oklahoma. 918-582-6195.

Engineer—Costa Rica. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere—Latin America's most tranquil democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM-FM chain in country. Extensive expansion, upgrading planned. Need 1st class engineer—experienced planning, building, tuning, AM-FM, simple directionals. Spanish helpful but not required. Must be resourceful—patient—experienced in directing others. Unusual opportunity to escape the rat race and work with group of wonderful people. Permanent with excellent future. Redies confidential. Write giving full resume, education—background—experience John M. MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

## NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

## News continued

**News director.** Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

**Illinois.** Newsman or newsmen-salesman. \$150 range. Box K-117, BROADCASTING.

**Highly rated Denver area station** needs man to join growing news operation. Must be strong on mobile news and on the scene reporting. Must have at least 2 years experience or be a journalism grad. Station has the latest in electronic news equipment and mobile units. Send air check, resume, salary requirements and photo to: J. T. Moran, News Director, K-LAK Radio, 7075 W. Hampton Ave., Denver 80227.

**10 kw news station** wants full-timer in staff expansion. Experience less important than interest and drive. Permanent with advancement and merit increases. Excellent living conditions. Rush audition or phone News Director, KOAM Radio, Box F, Pittsburg, Kansas.

**News director.** Aggressive newsmen to operate hard, fast-paced news operation at a top modern country station in Minneapolis-St. Paul. We want a man who won't be stopped when a story is breaking, the Malrite Broadcasting Company believes news comes first. Send tape and resume to WMIN, 611 Frontenac Place, St. Paul 55104.

**Radio news director—need pro** to head up 4-man staff—all equipment—cruiser—2-way radio. Send tape, resume, salary to: Robert E. Klose, General Manager, WNBC Radio, 50 Front Street, Binghamton, N.Y.

**Top news station, northeast Massachusetts.** needs news director. Experienced man, aggressive and creative news gathering ability, who can dig, write, deliver principal newscasts, head up department, capable maintaining station strong news image. Well equipped, multiple 2-way communication units, MOR station. Full benefits, 5 day week, best hospitalization plan, substantial fast growing company paid profit sharing. Send resume, pix, air-check, writing sample, salary needs, WCAP, Lowell, Mass. 08152 or call station manager 617-454-0404.

## Programing, Production, Others

**Traffic director/male or female/experienced** in making daily logs/must understand FCC rules/must want responsibility/must be reliable/pleasant voice. Florida University City, Box J-348, BROADCASTING.

**Production man** with creative bent, wants challenging position with opportunity. Send full details. Box K-157, BROADCASTING.

**Writer/producer/announcer** to prepare informational radio programs at major eastern university. College grad. Salary approximately \$8,000. Box K-191, BROADCASTING.

**Public relations specialist,** aggressive person to learn and work in complete balanced corporate public relations program. Requires minimum three years reporting experience. Send resume to: B. Huntington, Employment Supervisor, The Dayton Power and Light Company, 409 East Monument Ave., Dayton, Ohio 45402. An equal opportunity employer.

**Latino—Director of Programas.** Live in beautiful Costa Rica—tropical Switzerland of the hemisphere. Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM & FM chain in country. Extensive expansion, upgrading planned. Need program director minimum 5 years experience—all phases Spanish radio—contemporary and typical music, news, sports, futbol, novellas, etc. Experience in U.S. radio, plus Latin country, i.e., Cuba, Mexico, Puerto Rico, required. English helpful but not necessary. Must have confidence and ability to achieve and hold No. 1 ratings in country with general programing format. Should be young but mature, imaginative, with ability to direct people. Unusual challenge and excellent opportunity to grow with this new, progressive organization. Replies confidential. Write giving full resume, education-background-experience, John MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

## Situations Wanted Management

**Young positive attitude pro** wants small to medium market management challenge. Leader with complete knowledge in management, sales, and programing. Billing incentive and/or stock option. Box K-119, BROADCASTING.

**Station manager/sales manager** available immediately. Experience in medium market AM-TV, the hardest working man you can get. Box K-137, BROADCASTING or phone 305-949-8815.

## Management continued

**Experienced program executive** desires station manager or operations director position. Self-starter . . . Hard-working idea man . . . medium market. Five figures. Box K-174, BROADCASTING.

**Operations manager** exceptionally well versed in programing, production, F.C.C. rules and technical matters would like to offer my professionalism and experience to a station desiring and appreciating quality. Will consider any metro or major market in the country. First phone, married and stable. 618-451-7511 or Box K-176, BROADCASTING.

**Dear Sir:** My goal is broadcast management. Degree, business administration, accounting, third endorsed, young, veteran, relocate. Yes, I'll start at the bottom. Box K-182, BROADCASTING.

**Station manager.** 20 year professional. Finest references. Present station sold. Box K-206, BROADCASTING.

**Ready for work now . . . 20 years** in radio including all phases. Desire small to medium market. Phone 918-683-2316. Charles Lienhart.

## Sales

**Young woman** desires position in sales and announcing with management future . . . Master's in Radio-Television . . . extensive radio background . . . pleasant voice. Box K-187, BROADCASTING.

**Sales-Sports announcing combination,** 20 years experience. Loyal, hard worker. Box K-207, BROADCASTING.

**Sell and prepare commercial copy.** Network quality voice. Family man. Available now, Phone 918-683-2316.

## Announcers

**Looking for responsible position** with medium market station in northeast. With present employer 5 years. In no hurry to move. Will wait for the right opening. 1st phone. Make contact now if you might become interested. Box K-12, BROADCASTING.

**Florida, 1st phone announcer** wants to move up. Reliable, six years experience, can improve your sound. \$125.00 minimum. Box K-42, BROADCASTING.

**Chief engineer announcer** desires MOR adult station as combo. College. Twelve years experience in all phases. Box K-92, BROADCASTING.

**If you are in a top 35 market,** play MOR or top 40, like jocks who talk to, not at, with a sense of humor, maybe we should get together. I'm 26, married, masters. 4 years commercial exp. Write Box K-115, BROADCASTING.

**Metro Boston or NY . . . 1st phone . . . board operator . . . college experience, engineer and announcing . . . 24 year old, BA—Vet.** Box K-140, BROADCASTING.

**Talk personality-announcer-DJ** lively "fun type" approach—also adept at serious subjects—employed medium market-top rated show. "Big talker" but salary very negotiable. No RGR. Box K-152, BROADCASTING.

**When did you last hear great tape** from an announcing school grad? This family man's got it! Conscientious, cooperative, talented. Strong MOR dj-newsman—3rd endorsed. East coast preferred, will relocate anywhere. Box K-153, BROADCASTING.

**Major or medium top-40 only.** 22, college, family, rated No. 1 jock in current market. Box K-156, BROADCASTING.

**1st phone announcer,** with programing experience available. Wishes to move to west coast. Resume and audition on request. Box K-158, BROADCASTING.

**Available immediately—experienced heavy production—light—board.** Military completed—married. Box K-159, BROADCASTING.

**Illinois—Wisconsin—Indiana—Experienced** top 40 personality jock. Married, early 20's, tight board, third endorsed. Box K-160, BROADCASTING.

**Three years experience,** third, some college, draft deferred. Box K-163, BROADCASTING.

**First-phone—salesman—40's.** Good sales record. Average DJ-news. Major market experience. \$150 plus commission. Available now. Box K-172, BROADCASTING.

**Disc-jockey—announcer—newscaster.** Experienced, tight board, third endorsed, Dependable, creative, versatile. Box K-177, BROADCASTING.

## Situations Wanted

### Announcers continued

**Sports director—newsmen** wants play-by-play college basketball. Box K-185, BROADCASTING.

**Position wanted** as newsmen or newsmen/dj with non-rock station. Light experience. Tight board. Mid-east coast location preferred. Box K-186, BROADCASTING.

**Pennsylvania—Delaware—Third endorsed** beginner; single, 23, military veteran, good voice & delivery, any time slot. Tape on request. Box K-188, BROADCASTING.

**3rd endorsed, 20's, married,** broadcasting school graduate, will relocate. Box K-190, BROADCASTING.

**Modern country or top 40.** Experienced personality. Presently employed in major market. Require five figures plus. Qualified to be P.D. Box K-196, BROADCASTING.

**1st phone announcer.** Mature voice. Two years experience. Can sell (but with emphasis on announcing). Write copy and gather news. Married. Military obligation fulfilled. Would like a small enough market so that all talents will be utilized. Box K-197, BROADCASTING.

**Benny Outdone!** 42 years old, 7 years experience as ann., sports dir. (inc. play-by-play), sta. mgr. Married, family, college. Successful in sales and supervision Adm. Out of radio 10 years. Took refresher course. Want back in radio doing air and/or adm. work. Prefer Chicago area small station to soften financial loss change could necessitate. But for proper salary will relocate anywhere. Personal interview preferred. Call 312-588-2347 or write Box K-200, BROADCASTING.

**First phone/experienced** seeks western states contemporary. Box K-202, BROADCASTING.

**Wanted:** 3rd phone announcer, family man, tight board, steady. No drifters. \$85 per wk. Are you kidding me? The trades are filled to overflowing with insults like this. Where are the real openings? Where is the station owner or manager who is sick of tired ratings and a second class profit and loss standing in his market? If you are a responsible broadcaster; if you live radio as we do; if you really care—let's talk. Our price is high—our return is higher. Operations Mgr.—News Director. Box K-205, BROADCASTING.

**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.

**First phone, married, 22, draft exempt,** good sound, beginner—J. D. Jones. 7046 N. Paulina, Chicago, Ill. 312-338-7655.

**Experienced PD-DJ.** Over 9 years experience. Top-40, 3rd class, knows music, will talk money, market open. Available now! 513-631-5428.

**Beginner, 3rd, wants weekend work** in S.F. Bay area. Reliable, ambitious. Call 293-3320 or write 1816 Park Ave., #4, San Jose, Calif.

**Experienced sportscaster** radio-TV play-by-play four major sports, sports talk shows, college degree—broadcasting. Married, military obligation completed—Chuck Pollock, 5302 Piney Branch Court, Norfolk, Va. 23502. 703-853-2046.

**Female, black, 3rd class endorsement.** DJ-news-caster, commercials. Reputable broadcast school graduate. Need first break for job! Barbara Hart, 722 South Phillips, Chicago 60649, phone: 721-2356.

**DJ-Announcer,** about two years experience, seeks newscasting-reporting job. M.A. radio-TV. Draft deferred. Contact Alvin Schor, 370 East 69th St., New York, N.Y. 10021.

## Technical

**Experienced technician** with first, B.A. desires position on college staff. Capable of teaching part time. Box K-168, BROADCASTING.

**Maintenance engineer,** \$500 relocation, \$160 weekly, clean climate. Box K-189, BROADCASTING.

## NEWS

**Top ten radio program director . . . wants** return to medium-major market radio/TV news . . . experienced . . . versatile . . . professional. Box K-167, BROADCASTING.

**Announcer—newscaster.** Experienced speaker, degree, veteran, third endorsed, anywhere. Box K-153, BROADCASTING.



## News continued

Chicago has me today—you can have me tomorrow. Looking for more air work. Radio-TV experience. Major and medium markets only. Call 312-333-4797.

Here is a girl who is a whiz at newscasting; want to try her? Telephone Barbara Grant, 212-422-9233.

Announcer, DJ seeks full-time position as newsman. Married, veteran, 10 years experience. 3rd endorsed. Contact: Joe Colombo, 2121 Shore Parkway, Apt. 6E, Brooklyn, New York 11214, (212) 372-1783.

## Programming, Production, Others

Presently program director. Number one station in all books. Over ten years experience. . . . a dedicated, creative pro. . . . fine air and production man. Seeking new challenge. Five figures. Box K-175, BROADCASTING.

See Operations manager under Management (K-176).

Professional TV artist, 6 years color. Top 50 production, promotion, photography, animation, all styles graphics, set design and construction, 1st phone. Comprehensive resume. Phone 406-756-4040.

## TELEVISION

### Help Wanted Sales

WTOL-TV, A Cosmos Broadcasting Corporation station, is interviewing experienced account executives for a position in sales in the Toledo market. Please submit resume and picture to Toledo Sales Manager, 604 Jackson. No phone calls please.

Experienced program and production (video tape) salesman, must have knowledge of facts and figures and extensive experience in syndication. Call Frank Flynn, 305-822-8202.

## Announcers

Announcer—on camera experience. 5 day a week duties. top 40 market. Send resume—photo now. Box K-193, BROADCASTING.

S.E. net affiliate needs man ready to produce commercials for local client. Must be able to handle own switching. Must be creative & work on limited budget. Will consider man ready to move up from crew. Box K-208, BROADCASTING.

Help wanted. Staff announcer for medium market upper midwest. Prefer news background. Send resume, VTR, photo and salary requirements to Box K-209, BROADCASTING.

## Technical

Maintenance engineer. First class license and experience in maintenance of color equipment required. Group owned station. Great opportunity. Box K-129, BROADCASTING.

Chief engineer TV-AM-FM transmitter plant major New York city broadcaster. Experienced—college degree—first class ticket. Experienced in RF and technical operation, An Equal Opportunity Employer M/F. Box K-154, BROADCASTING.

Engineer for NYC TV operation, major company, top salary, excellent future. oriented to helical VTR production equipment. Box K-204, BROADCASTING.

Transmitter engineer with experience GE TT25 and TT20. Excellent working conditions, new plant, main and aux. transmitters. Permanent position for qualified man with top scale. Contact Chief Engineer, KLYD TV, Bakersfield, California. Immediate opening.

First phone engineer for combined transmitter-color studio operation. Strong maintenance desired. Contact Tom Sheally, WJKS-TV, Jacksonville, Florida, 904-724-9722.

Experienced TV studio technicians wanted. Please send resume of experience to director of engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

Wanted—Engineer—FCC first class license for fully colorized operation. Send resume to Chester Sawicki, WNEP-TV, Avoca, Pa. 15641 or call 717-457-7401.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

Transmitter supervisor for full color VHF transmitter site. Contact Don Saverall, Director of Engineering, Iowa Educational Broadcasting Network, Box 1758, Des Moines, Iowa, 515-281-3166.

## Technical continued

Need six engineers, first class license, experience desirable, for permanent position with one of the nation's outstanding ETV operations. Staff expanding with move to all new studio facilities, the largest and finest in ETV. Competitive union salaries. If interested, contact: Mr. Fred Edwards, Director of Engineering, WQED-TV, 4337 5th Ave., Pittsburgh, Pennsylvania 15213. An equal opportunity employer.

Broadcast technician—expanding Ohio ETV leader has opening for experienced engineer with first class FCC license. Should be familiar with all phases of TV operation, with preference given to experience with PC-70s and VR-1200s. Salary based on experience. Contact: Director of Engineering, WVIZ-TV, 4300 Brookpark Road, Cleveland, Ohio 44134.

Engineers for studio and transmitter operations—rapidly expanding, full-color state network. New building, new equipment. Begin at \$10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$13,400. Send resume to: Maryland Center for Public Broadcasting, RFD 1, Box 147B, Owings Mills, Maryland 21117.

## Programming, Production, Others

Ready to move up to Programs Operations manager. Prefer man with some announcing experience but will consider top notch production assistant. Must be well versed in film, syndicated programs, FCC regulations. NAB Code. etc. S.E. market, locally owned operation. Excellent fringe benefits. Box K-169, BROADCASTING.

Wanted—Experienced TV copywriter. Excellent opportunity for right person who has capabilities of being copy supervisor. Top wages, fringe benefits, profit-sharing plan. Wonderful living in beautiful Minnesota lake area. Send complete resume to Box K-198, BROADCASTING.

Top ten market. Immediate need. Creative producer/director experienced in sports and commercial production and direction. Send full background and salary requirements to Box K-203, BROADCASTING.

Young producer/director with all around knowledge of TV production. Must be experienced and able to work well with others. Fine working conditions in this active Time-Life station. Send resume and picture to: William Wild, Television Production Mgr., WOOD TV, 120 College Ave., S.E., Grand Rapids, Michigan 49502.

Experienced lighting director for Video Tape Production Co., Also requires engineering experience on maintenance of color television equipment and extensive production knowledge. Call Frank Flynn, 305-822-8202.

## TELEVISION

### Situations Wanted Management

Program/operations manager. Young executive in top market with heavy remote and local programming. Proven record under competition. Ready for a new challenge or move up. Box K-30, BROADCASTING.

Medium market traffic manager seeking to relocate—extremely capable. Can handle sales availability and switchpitch like you wouldn't believe. Box K-95, BROADCASTING.

General manager—National sales manager. Thoroughly experienced all phases: station-ownership, development, management, sales management—sales (national and local), programing film-buying, production, promotion and network-caliber announcing-hosting-news-casting. Leader in community affairs. Leader in industry. 16 years in television; 12 years in radio. Total experience: 28 years since 1940. Just turned 45. College degree. Nationally recognized as successful administrator-developer-troubleshooter. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proven capable of developing substantially increased profits, prestige and value. My station just sold. Seeking another challenging medium to large station or group to manage and develop. Box K-173, BROADCASTING.

Talented, literate executive with broad experience in programing, public affairs, production, announcing, and writing wants chance to help station achieve excellence. Box K-201, BROADCASTING.

## Sales

Sales management—mature, experienced, good track record. Best references. Currently employed. earnings 15M, plus. Prefer medium market east of Rocky Mountains. Box K-166, BROADCASTING.

## Announcers

TV announcer, long experience seeks change where maturity is no barrier. Box K-161, BROADCASTING.

## Technical

Engineering Mgr. 21 years. all phases, 15 years management, looking for top market or group, top references. Box K-100, BROADCASTING.

Supervisor experienced in systems planning, able to handle any job required, thorough experience and ability. Desires chiefs position. Excellent references. Box K-162, BROADCASTING.

## News

News director . . . top five market . . . sixty man shop . . . Full budget responsibilities for two years. desires Program Directorship with news department control at a station with a meaningful news and public service commitment. Box K-178, BROADCASTING.

Does any commercial television news department have the guts to hire an anti-establishment reporter-writer? Box K-184, BROADCASTING.

Negro, Army First Lieutenant. Excellent references, college, dependable. Seeks apprenticeship or trainee program in television news reporting/writing. Willing to travel, fluent Spanish. Will be discharged from Army December, 1969, Frank Kelley, 1263—17th Ave., San Francisco, California, 415-681-1806.

Professional meteorologist, age 26, with TV weather broadcasting experience seeks such affiliation. College graduate with Navy discharge. Robert W. McLain, 883 S. Cherokee Rd., Lake Forest, Ill. 312-234-3781.

Newsman: Six years experience in radio news writing, reporting, and general announcing. Desire to learn TV. 33 years old. College grad. Bob Bocchino, 333 North Avenue, Secane, Pa. 19018. 215-KI 3-0287.

## Programming, Production, Others

Would like opportunity to return to television after 2 year absence. 7 years experience—all phases, directing, lighting, switching sets. Hard working, creative. Box K-171, BROADCASTING.

Promotion director—seven years experience in all phases of audience, sales, promotion. Will relocate, available immediately. Box K-192, BROADCASTING. 212-832-8060.

## WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Good second hand TV cameras. Orthicon and tube-type of the RCA TK-31 or GE-4PC 11 series, etc. Using three-inch Orthicon 5820 type complete with lenses, camera control, dolly and tripod or pedestal. Box J-300, BROADCASTING.

RCA TVM-1 1 watt microwaves. Nems Clarke 120 fld mtr. Have Varatol III and V lens for sale. Phone 212-877-1565 or Box K-9, BROADCASTING.

Wanted immediately: Used 'Surrounding Sound' equipment. Box K-179, BROADCASTING.

## FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spirolene, etc. and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks. call 1-801-262-2431, Mr. Carlson.

Towers for sale, erection and maintenance. 17 years experience in tower erection. Robinson Tower Company, P.O. 143, Greenville, N.C. 27834, Phone: 919-758-1450.

For Sale: 1 RCA TR-4 VTR not colorized, but in mint condition. \$16,500 F.O.B. Medford, Oregon. For Sale: 18 19 1/2" lengths of 3/2" 50 ohm. Prodelin Coax transmission line. \$75 per length. For Sale: 1 GE TV-156 C optical prism multiplexer \$450 Contact Ellis Feinstein, Chief Engineer, KMED-TV.

For Sale 450 ft. Blaw Knox self supporting TV tower. John J. Hoke, phone: 732-9350, U.S. Towers, 249 Bartow Lane, Petersburg, Va.

1966 International TV van fully air conditioned. 5 kw power plant, plus many extras. For details contact John F. Scarpa, P.O. 100, Avalon, N.J. 08202. 609-967-3011.

300 foot Stainless type G-36 tower with associated lighting equipment \$1,000.00 or best offer. Contact M. J. Lamb, WIMA TV. 419-225-3010.



## FOR SALE—Equipment

### continued

2—A-V 770 Ampex recorders. 2—Bogan B-62 Counsel turntables. 2—microphones 545. 2—Shure mics M-63. 1—set sound effect records. \$900.00 all or part. 4 months old. Adadvice Inc., 3017 West Babcock, Bozeman, Montana 59715.

1kw FM transmitter completely rebuilt including all new HV silicon power supply ITA FM1000B. \$2,995.00, including one year warranty. AM modulation monitor ITA AMM-1A demonstrator use only, perfect. \$275.00. Wilkinson Electronics, Inc., 1937 W. MacDade Blvd., Woodlyn, Pa. 19094, 215-874-5236.

Excellent buy: hardly used Ampex AG 350 Plus Ampex mixer plus Ampex remote control panel plus three professional mikes plus Aerovox de-gausser Plus Roneo Rapid 750 duplicator. First \$2M takes all, no haggling; cash and carry. (212) PL 5-5607 before noon.

Limpander model LE-350B used 2 yrs., in mint condition, \$300.00, available now; Gates STALEVEL in fair condition, \$135.00; Spotmaster cartridge winder with time and footage counter in fair condition, \$30.00. Contact Elliott K. Klein, CE, Radio Station KRIZ, Phoenix, Ariz., (602) 258-6717.

31 KVA 3 phase diesel generator, \$750.00 Details available. John Sherrad, Danville, Pa., 717-275-1231

1 16mm black and white RAM processor for reversible film. Speeds up to 80 feet per minute. Purchased in 1966 and in good working condition—\$2,500 FOB, Boston. Contact W. H. Hauser, Engineer/Manager, Station WBZ TV, Boston, Mass. 02134.

250w AM station. RCA 250w transmitter, GE frequency and modulation monitors. Collins console. Presto turntables. Gates limiter. Roberts recorder. Almost complete AM station equipment. \$3,750.00. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

GR916A, S225. HP330B, S225. William Culpepper, 110 Elmgrove, McMurray, Pennsylvania 15317.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly—\$.2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Wild tracks . . . Comical drop-in voices from: Movies, programs, etc. 100 superb tracks only \$5.00 running now in major markets! Unconditionally guaranteed, Command, Box 26348, San Francisco 94126.

25 ideas local radio advertisers can use presented monthly in your own personalized house organ. Station Newsletters, Box 373, Lima, O.

Attention: deejays, program directors, and general managers. Develop new ideas and improve your sound. Order our \$5.00 airchecks of California's top stations. For complete information write: Command Productions, Box 26348, San Francisco 94126.

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"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.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611. 312-944-3700.

Airchecks \$5.00! All formats. "Free" detailed brochure. Command, Box 26348, San Francisco 94126.

## Miscellaneous continued

Deejays! Add comedy voices to your show with deejay drop-ins! Tape of 100 inserts . . . \$10.00/ check or M.O. to Stu Olson, 5657 Sunset Blvd., Hollywood, Calif. 90028.

COMEDY voices available for id's, promos, etc. Reasonable. Sonny Willingham, Route 7, Box 114, Andalusia, Ala.

## 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.

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First Class license in four weeks or less at T.I.B. . . . tuition \$295.00. . . . results guaranteed.

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T.I.B./Miami . . . classes start Nov. 4, Nov. 24th . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

No: Tuition, rent. Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License. -plus- Command's "Self-Study Ability Test." Proven, \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Why 6 weeks when you can do it in 4? . . . and for only \$295 . . . and in sunny Florida! T.I.B. 283 S. Krome, Homestead, Fla.

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Expanding major market multiple AM station operation needs a general manager and a sales manager experienced in religious broadcasting. Good salary and incentives. Please send full resume and references. All replies Confidential.

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## Announcers

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Several of our Top 25 market clients need professional air personalities. Starting salaries \$300 to \$400 per week, depending on ability and background. Openings with both top forty and MOR stations. Send tape and resume to Carl Young:

Nationwide Management Consultants

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Chicago, Illinois 60611  
No fee for this service.

**Announcers continued**

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Midwest station needs a D.J. who can write copy, voice news on TV, must have imagination and experience. Please send tape and resume to:

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**Technical**

**TECHNICAL OPENINGS**

Broadcast Equipment Manufacturer urgently needs experienced radio and television engineering personnel. High paying openings now exist for salesmen and product managers. Qualifications must include college degree or equivalent, plus two years of station engineering experience. Starting salaries between \$15,000 to \$20,000 depending on background and experience. Send resume to: Ron Curtis, Nationwide Management Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611.

**NEWS**

**NEWS DIRECTOR**

WJOP, Hartford, needs experienced news director. Must be capable of organizing and directing operation of one of the finest news departments on the east coast. Send salary requirements, air check, and writing sample to:

Dan Clayton, Program Director

**Programing, Production, Others**

**Production Supervisor**

Midwest station has opening for production supervisor, must be "bear" for details, do 2 to 3 hour D.J. stint, have knowledge of various music formats and select our play list, must be good supervisor with ability to direct staff of eight. Ability and good performance will lead to management team slot. Send photo, tape and background data to:

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**Situations Wanted**

**Announcers**



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Why spend your time looking for personnel. We can fill your requirements for you.

For particulars call or write:

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**Situations Wanted**

**Announcers continued**

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Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.



**Columbia School of Broadcasting**

4444 Geary Blvd., San Francisco 94118  
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

**TELEVISION—Help Wanted**

**Sales**

**ACCOUNT EXECUTIVE**

WTOL-TV, a Cosmos Broadcasting Corporation station, is interviewing experienced Account Executives for a position in sales in the Toledo market. Please submit resume and picture to Toledo Sales Manager, 604 Jackson. No phone calls please.

**SALES REPRESENTATIVES WANTED**

New library of TV Spot film commercials now available for sale to stations. We are seeking sales organization or individual salesmen now calling on TV stations with non-competitive film packages. Some background in local TV sales desirable.

Contact: Max m. Everett  
Vice-President—Sales  
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Miami, Florida 33138  
(305) 758-4706

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**senior sales representative**

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**Announcers**

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Are you ready to make the right move? WLW-D, Avco Broadcasting Corporation in Dayton, Ohio is seeking an experienced well rounded announcer, capable of performing various assignments on a topnotch announcing staff. If you have at least two years experience in television and enjoy a demanding position, send video tape and resume to:

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**TELEVISION—Help Wanted**

**NEWS**

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Proven top five TV-AM News Director, sixty man operation, ready for V.P. news or group news directorship. Interested ONLY in ownership with long-standing total commitment to excellence in news and public affairs. Complete references.

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**Network Correspondent**

Wants local TV anchor.

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Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia.

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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.

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Documentary film unit, unique two-crew unit is responsible only for weekly documentary on network-owned VHF in top ten market. Associate producer required to contribute ideas, do research, some writing, supervisor production and film editing on one crew. Film experience essential. Quality of work must be top level professional. Send a detailed resume of experience, credits, business references and salary requirements to:

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**Miscellaneous**

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"A must for any and all programing talk . . . a guide and timesaver for the manager . . . an indispensable aid for the talkmaster . . . he says it all."

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**INSTRUCTIONS**

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Family Man VS Over-Populated Cities. Qualified, life-long broadcaster, strong in sales—both AM and TV. Interested in radio station, small or middle-sized market. Would consider partnership or stock option terms, depending on location and principals involved.

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**NYC FM**

or class B North Jersey station. Radio pros would buy 51 to 100%. Confidential; principals only.

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Interested in purchasing AM, or AM/FM combination in top 150 markets; class B or C FM in major market. East Coast Vermont thru North Carolina. Also Pennsylvania, Ohio, Florida. Substantial cash payment available.

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**FOR SALE—Stations**

**MISSOURI AM-FM**

Ideal owner-manager property. Priced at \$175,000. Terms. Write do not call.

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Ohio	medium	AM & FM	225M	29%	Ore.	metro	daytime	115M	29%
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## For Sale—Stations

continued

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### MIDWEST

Full-time AM in Top 50 market.  
Excellent growth potential. Never  
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AM daytime plus class C-FM. \$750,000 on terms. Write or call Ted Hepburn, R. C. Crisler & Co., Inc., Fifth Third Bank Building, Cincinnati, Ohio 45202.

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(Continued from page 98)

### Designated for hearing

■ KRON-FM-TV San Francisco—FCC set renewal hearing for Jan. 8, 1970, order Hearing Examiner Chester F. Naumowicz Jr.; further pre-hearing conference set for Dec. 19 in Washington (Doc. 18500). Action Oct. 8.

### Call letter applications

■ WFMD-FM, James L. Gibbons, Frederick, Md. Requests WFRE(FM).

■ KJPW-FM, South Central Broadcasters, Waynesville, Mo. Requests KYSD(FM).

■ KMSC(FM), Spaceland Broadcasting Corp., Clear Lake City, Tex. Requests KLYS(FM).

■ KBNO(FM), KCCH Inc., Houston. Requests KCUL(FM).

### Call letter actions

■ WRAG-FM, Pickens County Broadcasters, Carrollton, Ala. Granted WWAG(FM).

■ KDHI-FM, Hi-Desert Broadcasting Corp., Twenty-nine Palms, Calif. Granted KQYN(FM).

■ WUFM(FM), Phi-Helidity Inc., Utica, N. Y. Granted WZOW(FM).

■ KCYS(FM), KORD Inc., Richland, Wash. Granted KORD-FM.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and translators: KMEN San Bernardino, Calif.; WAEB Allentown, Pa.; WBBL Richmond, Va.; WBCI-AM-FM Williamsburg, Va.; WCEM-FM Cambridge, Md.; WCYB-TV Bristol, Va.; WKOK-FM Sunbury, Pa.; WMNA-FM Gretna, Va.; WMTR Morristown, N. J.; WREB Holyoke, Mass.; WRIC Richlands, Va.; K09EE and K11FF both Superior, Mont.; K07AB and K11AC both Belt, Mont. Actions Oct. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WFMV(FM) Richmond, Va., subject to condition that transfer of control be consummated within 45 days of date of grant and that commission be notified of consummation one day thereafter; failure to meet condition will render grant null and void, and will cause renewal application to revert to pending status; WKMC Roaring Spring, Pa. Actions Oct. 8.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WCBS-AM-FM-TV New York; WCAU-AM-FM-TV Philadelphia; KHEY El Paso; KQFM(FM) Portland, Ore.; WAQI Ashtabula, Ohio; WBAL Baltimore; WDTV(TV) Weston, WEIR Weirton, both West Virginia; WFAD Middlebury, Vt.; \*WFOS(FM) Chesapeake, Va.; WLPH Irondale, Ala.; WTHU Thurmont, Md.; \*WVPC(FM) Bethany, W. Va.; WVPO-AM-FM Stroudsburg, Pa.; WWOD Lynchburg, Va. Actions Oct. 9.

### Translator actions

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K05AD Ashland and Otter Creek K13HX Box Elder, K03CS and K06AA both Broadus, K04EE and K07AI both Broadus and Ashland rural areas, K10AC and K12CQ both Broadus rural areas, all Montana; K04EL and K09HW Little Salmon River (Pinehurst area), K07BK, K09ID, K11BC and K13AY all Grace, Bancroft and Soda Springs, all Idaho; K10FN Gardiner, K09HI Jordan, Black Butte community, Edwards and Brusett, K13HK Sand Springs community, K09HY, K11IA and K13IB all King Springs, Galpin, Glasgow and Tampico, K73BN, K77AY and K79AV all Nashua, K05CD Haxby, all Montana. Actions Oct. 10.

■ Broadcast Bureau granted licenses covering following new UHF and VHF translators: K76CS Hanford, K10GU Paso Robles, K80CN Mariposa, Cathey's Valley and Hornitos, all California; K77CH Grangeville, Cottonwood, Craigmont and Nezerpe, K78CG Salmon, all Idaho; K12GN Bedford, Iowa; K75CB Russell, Kan.; K06GC Drummond, Mont.; K13JR West Yellowstone, Madison Arm community, Summer Homes, Hebgen Dam Resort, Sum-

mer Home area and Summer Home community, all Montana; K11JH West Yellowstone, Hebgen Dam Resort, Madison Arm community, Summer Homes and Summer Home area, all Montana; K09IX Cody, Neb.; K82BO Eureka, Nev.; K09JC Hot Creek Valley and Stone Cabin Valley, both Nevada; K10EI Mercury, Nev.; K06CR Mercury, Nev.; K03BW and K10EH both Ranier Mesa and Area 12, all Nevada; W76AK and W72AM both Williamsport, Pa.; K02FS, K04FS and K05DX all Castle Gate, Utah; K13JK Newcastle, Wyo. Actions Oct. 7.

■ Broadcast Bureau granted licenses covering changes in following UHF and VHF translators: K04DD and K05CF both Weaver-ville, Calif.; K10FD McCall and New Meadows, both Idaho; W10AH Carbondale, Ill.; K10FH Independence, Kan.; K70CT and K75AC both Farmington, N. M.; K72AX Tucumcari, N. M.; K07BJ Bowman, and rural areas east, west and north of Bowman, N. D.; K08GD Ardmore, Okla.; K57AU Maupin, Ore. Action Oct. 8.

■ K70AH Parker, Ariz.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Oct. 8.

■ K13JH Mena, Ark. — Broadcast Bureau granted mod. of CP to extend completion date for VHF translator to April 7, 1970. Action Oct. 7.

■ W83AI Melbourne and Eau Gallie and W76AD Vero Beach, all Florida—Broadcast Bureau granted CP's to replace expired permits for new UHF translators. Action Oct. 9.

■ K11CP Lava Hot Springs, Portneuf River area, Fish Creek area and Dempsey Creek areas, all Idaho—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action Oct. 10.

■ W75AK Jacksonville, Ill.—Broadcast Bureau granted mod. of CP to extend completion date for UHF translator to April 7, 1970. Action Oct. 7.

■ Kentucky State Board of Education, Owensboro, Ky.—Broadcast Bureau granted CP for new UHF translator to serve Owensboro on ch. 73 by rebroadcasting WKMA-TV(Madisonville, Ky. Action Oct. 10.

■ K13IK Terry, Mont. — Broadcast Bureau granted CP for VHF translator to change primary station to KULR-TV Billings, via K06FE Miles City; specify principal community as Terry and Fallon; change type trans.; make changes in ant. system. Action Oct. 9.

■ Wometco Skyway Broadcasting Co., Hot Springs, N. C.—Broadcast Bureau granted CP for a new VHF translator to serve Hot Springs on ch. 8 by rebroadcasting WLOS-TV Asheville, N. C. Action Oct. 8.

■ Spokane Television Inc., Lisbon, N. D.—Broadcast Bureau granted CP for new VHF translator to serve Lisbon on ch. 2 by rebroadcasting KTHI-TV Fargo, N. D. Action Oct. 9.

■ K73CC Tillamook, Ore.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Oct. 9.

■ K70CT, K75AC and K80BH all Farmington, N. M.—Broadcast Bureau granted licenses covering operation of UHF translators. Action Oct. 8.

■ K13AX Philip, S. D.—Broadcast Bureau granted license covering changes; specify type trans. of VHF translator. Action Oct. 8.

■ W05AM Coral Bay, St. John Island, V. I.—Broadcast Bureau granted mod. of CP to extend completion date for VHF translator to April 9, 1970. Action Oct. 9.

■ W03AH Fredensborg King Quarter, V. I.—Broadcast Bureau granted mod. of CP to extend completion date for VHF translator to April 9, 1970. Action Oct. 9.

### CATV

#### Final actions

■ Avon and Sebring, both Florida—FCC denied request by Highlands Cable Television Corp., CATV systems asking waiver of program exclusivity requirements, WKY Television System Inc., licensee of WTVT(TV) Tampa, Fla., opposed waiver request. Action Oct. 8.

■ Pennsylvania communities—FCC denied request by Wire Tele-View Corp., CATV systems at Pottsville, Palo Alto and Port Car-

bon, all Pennsylvania, seeking waiver of carriage and program exclusivity requirements of rules. Taft Broadcasting Co., licensee of WNEP-TV Scranton, and WBRE-TV Inc., licensee of WBRE-TV Wilkes-Barre, requested carriage and program exclusivity. Action Oct. 8.

■ Pottsville and Lancaster, both Pennsylvania—FCC directed Pottsville Trans-Video, 12-channel CATV systems at Pottsville, Minersville and Schuylkill Haven, all Pennsylvania, to provide carriage and program exclusivity for WNEP-TV Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania, and program exclusivity for station WGAL-TV Lancaster. Commission also granted unopposed request of Triangle Publications Inc., licensee of WLYH-TV Lancaster asking that Pottsville be ordered to show cause why it should not cease and desist from operating CATV systems in violation of carriage and non-duplication rules. Action Oct. 8.

■ Hardin, Mont.—FCC granted request by Hardin Cable TV Inc. for temporary waiver of program exclusivity requirements for 12 months, or until it obtains 500 subscribers, whichever occurs first. In same action, commission dismissed request for show cause order against Hardin, filed by Harriscope Broadcasting Corp., licensee of KULR-TV Billings, Mont. Action Oct. 8.

### Actions on motions

■ Acting Chief Hearing Examiner Jay A. Kyle in matter of petition by Garden State Inc., to stay construction and operation of CATV distribution facilities in Sussex borough and Wantage township, both New Jersey, by Continental Telephone Corp., Farmers Union Telephone Co. and Continental Transmission Corp., designated Hearing Examiner Frederick W. Denniston as presiding officer, scheduled prehearing conference for Nov. 3 and hearing for Dec. 13 (Doc. 18688). Action Oct. 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in La Crosse, Wis. (American Cablevision Corp.), CATV proceeding, granted petition by Southern Minnesota Broadcasting Co. for leave to intervene and made it party to proceeding (Doc. 18629). Action Oct. 2.

■ Platteville, Wis.—Hearing Examiner Herbert Sharfman in initial decision ordered Platteville Cable TV Corp. CATV systems to cease and desist from further violation of rules, and especially from failing to provide non-duplication protection of WMTV(TV) Madison, Wis. (Doc. 18579). Action Oct. 10.

### Ownership changes

#### Applications

■ KWUN(AM) Concord, Calif.—Seeks assignment of license from Concord Radio Broadcasters Inc. to Comac Signal Corp. Profit Sharing Plan for \$194,100. Sellers: Norman Kestner, president, et al. Buyers: Claude B. Cody, administrator, Willard A. Hargan (each 11.8%), John E. Cody, William C. McIntyre (each 6.8%), et al. Claude Cody owns CATV construction firm. Mr. Hargan is vice president in charge of technical operations for KSBW-AM-FM-TV Salinas, KSBY-TV San Luis Obispo, KNCS Hanford and CATV systems in Monterey, Santa Cruz and San Luis Obispo counties, all California. Mr. McIntyre owns CATV construction firm. Ann. Oct. 9.

■ WAPE(AM) Jacksonville, Fla.—Seeks assignment of license from Brennan Broadcasting Co. to Sis Radio Inc. for \$2,000,000. Sellers: Francis U. Brennan (45%) as individual, Francis U. Brennan and C. V. Stelzenmuller trustees (45%) and Cyril G. Brennan (5%). Sellers own WBAM(AM) Montgomery, Ala. Francis Brennan owns 5% of WSLA-TV Selma, Ala., and 18% of WFLI(AM) Lookout Mountain, Tenn. Buyers: Harriet Jan Kaplan, secretary-treasurer (94%), Stanley N. Kaplan, president (5%), and Jack Gale (1%). Buyers own WAYS(AM) Charlotte, N. C. Ann. Oct. 9.

■ KEVL(AM) White Castle, La.—Seeks assignment of license from Big League Broadcasting Inc. for \$62,500. Sellers: Larry Marchand Jr., president, et al. Buyers: James H. Shedd, president, and Leland Agard, vice president-treasurer (each 50%). Mr. Shedd owns WWCC(AM) Bremen, Ga., sale of which pends FCC approval. Mr. Agard owns crop dusting firm and is pilot. Ann. Oct. 1.

■ KFUN(AM) Las Vegas—Seeks assignment of license from Roadrunner Broadcasting

Co. to Mark Way Inc. for \$175,000. Sellers: Merle H. Tucker, president, et al. Buyers: Sidney Carl Mark, president (60%), and Patricia Greenfield Mark, vice president-secretary (40%). Buyers own respective interests in KAKC-AM-FM Tulsa, Okla. Ann. Oct. 9.

■ WINW(AM) Canton, Ohio—Seeks transfer of control of Radio Canton Inc. from Joseph P. Wardlaw Jr. (55% before, none after) to Margaret Laux Wardlaw (none before, 55% after) as settlement in divorce arrangement. No consideration involved. Principals: Mrs. Wardlaw is assistant secretary for WINW and secretary for KIST(AM) Santa Barbara, Calif. Ann. Oct. 1.

■ KOOS(AM) Coos Bay, Ore.—Seeks assignment of license from KOOS Inc. to Kerry Radio Inc. for \$50,000. Sellers: John W. and David S. Sackett, co-executors, estate of Sheldon S. Sackett (94.7%), et al. Buyers: James F. and Irene L. Johnson, president and secretary-treasurer, respectively (each 50%). Mr. Johnson is former acting U.S. Postmaster in Coos Bay. Mrs. Johnson is secretary-law clerk. Ann. Oct. 4.

■ WITA-TV San Juan, WITB-TV Mayaguez and WITP-TV Ponce, all Puerto Rico—Seek assignments of CP's from El Imparcial Broadcasting Corp. to United Hemisphere TV of Puerto Rico Inc. for \$200,000. Sellers: Iris Mieres Ayuso, president, Clement L. Litauro, executive vice president, et al. Electronic Enterprises Inc., 95.65%, et al. Sellers own WITA-AM-FM San Juan and WRIS(AM) San German, all Puerto Rico, sales of which pend FCC approval. Buyers: United Hemisphere Productions Inc., 100%, Harry W. Bank, chairman of board, Sidney Pink, president-treasurer, Art Merrill, vice president, and Rodolfo E. Crisculo Morales, secretary. Buyers produce motion pictures. Mr. Bank owns investment counseling firm. Ann. Sept. 26.

■ KOOD(AM) Lakewood, Wis.—Seeks assignment of license from Timankin Inc. to Kevin B. Sweeney for full indebtedness of Timankin. Sellers: Robert Cooper, president, et al. Buyer: Kevin B. Sweeney, sole owner. Mr. Sweeney owns youth market consulting firm. Ann. Oct. 6.

### Final actions

■ KLYD(AM) Bakersfield, Calif.—Broadcast Bureau granted assignments of license from Kern County Broadcasting Co. to Reliable Broadcasting for \$115,000. Sellers: Lincoln and Sylvia Dellar, jointly owned. Sellers own KLYD-TV Bakersfield, and 89% of KACY(AM) Port Hueneme, both California. Buyers: Donald K. Allen, president, George C. Allen Jr., vice president, Ralph Edwards, treasurer, and Target Productions Inc. (each 25%). D. Allen owns 33 1/3% of Reliable Broadcasting. Mr. Edwards has interests in several TV production and packaging firms and numerous real estate investment interests. Target is owned by Mr. Edwards and wife. Action Oct. 8.

■ KPPC-AM-FM Pasadena, Calif.—Broadcast Bureau granted assignment of licenses from Crosby-Avery Broadcasting Co. to The National Science Network Inc. for \$1,084,000. Price includes sale of KMPX(FM) San Francisco. Sellers: Leon Crosby (60%) and Louis Avery (40%). Mr. Crosby is applicant to purchase KTVW-FM Seattle. Buyers: L. W. Frohlich, sole owner. Mr. Frohlich owns WNCN(FM) New York and WDHF(FM) Chicago, advertising agency, market research firms throughout world and real estate firm. See KMPX(FM) below. Action Oct. 8.

■ KMPX(FM) San Francisco—Broadcast Bureau granted assignment of license and SCA from Crosby-Pacific Broadcasting Co. to The National Science Network Inc. for \$1,084,000. Price includes sale of KPPC-AM-FM Pasadena, Calif. Sellers: Leon A. Crosby, Marilyn Crosby, Walter Samulski and Franklin Mleuli (jointly 100%). See KPPC-AM-FM above. Action Oct. 8.

■ WVGT(AM) Mount Dora, Fla.—FCC granted assignment of license and CP from David A. Rawley Jr. to Cherry Hill Broadcasters Inc. for \$35,000. Seller: David A. Rawley Jr. sole owner. Mr. Rawley owns 33 1/3% of KWON(AM) Bartlesville, Okla. and 11.1% of WKJK(AM) Granite Fall, N. C. and 33 1/3% of applicant for new AM at Graham N.C. Buyers: Leon Ganapol, president (29.5%), Alfred Becker, vice president (42.6%), et al. Mr. Ganapol is retired drug store owner. Mr. Becker is movie theater owner, Horseheads, N.Y. Action Oct. 8.

■ WKLM(AM) Three Rivers, Mich.—Broadcast Bureau granted transfer of control of

Voice of Three Rivers Inc. from Joseph F. Butler (45.7% before, none after) and Ralph E. Patterson (8.1% before, none after) to Williams County Broadcasting System Inc. (none before, 53.8% after). Consideration: \$73,577. Principals of Williams County Broadcasting: J. Middendorf II, president (25%), Carl L. Shipley, vice president-secretary (51%), et al. Buyers own WWMS(FM) and WBNO-AM-FM both Bryan, Ohio. Mr. Shipley is attorney. Action Oct. 8.

■ KZYX(AM) Weatherford, Okla.—Broadcast Bureau granted assignment of CP from James J. Craddock to Paul H. Buening for \$15,000. Sellers: James J. Craddock, sole owner. Buyer: Paul H. Buening, sole owner. Mr. Buening is former 50% owner of KARE(AM) Atchison, Kan. Action Oct. 10.

■ WKMC(AM) Roaring Spring, Pa.—Broadcast Bureau granted transfer of control of Fort Bedford Enterprises Inc. (parent corporation and 90% owner of Cove Broadcasting Co., licensee) from William A. Jordan, Carl W. Amick, Charles M. Mackell Jr., et al. (as a group 100% before, 47.5% after) to Louis J. Maierhofer (none before, 52.5% after). Consideration: not indicated. Principals: Louis J. Maierhofer is financial planning consultant. Action Oct. 8.

■ WFMV(FM) Richmond, Va.—Broadcast Bureau granted transfer of control of Professional Broadcasting Inc. from Benjamin F. Thomas (100% before, none after) to Fairfax-Prince William Inc. (none before, 100% after). Consideration: \$103,000. Principals of Fairfax-Prince William Inc.: Arthur Kellar, president (50%), et al. Buyers own KEZR(FM) Manassas, Mr. Kellar owns WEEL(AM) Fairfax, both Virginia. Action Oct. 8.

■ WRJC(AM) Mauston, Wis.—Broadcast Bureau granted assignment of license from Radio Juneau County Inc. to George S. Blum for \$68,000. Sellers: John D. Rice, president, et al. Mr. Rice owns 50% of WRVF-FM River Falls, Wis., (sale to River Falls Radio Co. pends FCC approval). Buyer: George S. Blum, sole owner. Mr. Blum is general manager of KXGN-AM-TV Glendive, Mont. Action Oct. 7.

### Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Oct. 14. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ Lake county, Calif.—Nevada-California TV Cable Inc. has applied for a franchise in areas of the county not covered by the license granted to Silver King-Konocti TV. Mel Williams, president of the firm, made the application.

■ Fremont county, Colo.—Televets Co., represented by Carl Williams, has applied for a franchise. The firm would pay the city 2% of the first \$120,000 gross receipts over and above taxes and 3% on each \$120,000 in gross receipts thereafter and charge subscribers \$14.95 for installation and \$5.95 monthly.

■ Grayslake, Ill.—Vue Sonics Inc., Crystal Lake, has applied for a 25-year franchise. Subscribers would be charged a maximum of \$10 for installation and \$5 monthly. The village would receive 5% of the gross annual receipts from subscribers.

■ Sikeston, Mo.—See-Mor Cable TV, Topeka, Kan., has been granted a 20-year franchise by a referendum vote of 762 for and 297 against. The firm will pay the city \$5,000 initially and 5% of the gross annual income; charge subscribers \$10 for installation and \$5 monthly.

■ Mount Vernon, N.Y.—U.S. Cablevision (multiple CATV owner), represented by Victor Blair, and Main Street Communications, represented by Robert Hanna, have applied for a franchise.

■ Beaumont, Texas—Jefferson Cablevision Inc. has been granted a franchise. The firm will pay the city 5% of its gross annual receipts.

From his 30 years experience in broadcasting and broadcast advertising, Donald L. Kearney, who retires as Television Bureau of Advertising board chairman this week, has some definite ideas for improving both programing and advertising on television.

"I see the development of new forms of programing and new categories of advertisers," he recently predicted. "especially on weekends."

Instead of children's shows taking up entire Saturday mornings, he suggested adult programing aimed at a selective audience, including such topics as home repair, how-to-do-it projects, business reports and others to appeal to a wide range of interests. "I also look for more travel-type programing. but something with bite," Mr. Kearney said. "Americans do a lot more traveling today. and I think they might be interested in a good series."

Stations should also do local opportunity shows, in Mr. Kearney's opinion. As director of sales for Corinthian Broadcasting, operator of five television stations, he is pleased that Corinthian's outlets have produced both variety and quiz programs utilizing local talent.

"*Campus Talent*, for instance, started in Indiana and ended up in four states," he reported.

Changes in advertising and advertiser categories, Mr. Kearney noted, started with Sears, Roebuck, which brought about an enormous growth in department-store advertising to compete with Sears. "The fashion and home aspects of these stores will expand advertising," he predicted, and other groups such as local banks, utility companies and quick-order food chains have begun to use television. "There are many 'types' of advertisers still to use TV," he said.

"We need self-control against over-commercialization, though," Mr. Kearney warned. "I hope the proliferation of piggybacks doesn't occur, because too many try the patience of the viewer."

Piggybacks not only decrease the effectiveness of the advertising message, Mr. Kearney believes, but they cause "more headaches for everybody involved—with splice problems, late arrivals, short schedules, and an enormous amount of paper work."

He is proud of Corinthian's policy of not accepting a commercial under 60-seconds with more than one message, and insisting on no more than two messages in 60 seconds or over.

In addition to being a critic of commercial placement, Mr. Kearney is also a judge of commercial content. He has been a judge at the American Commercials Festival, and recently was invited to be a member of the jury at the Cork International Television and Cinema Commercials Festival in Ireland.

"It was interesting that the judges,

## TVB chairman is both connoisseur and critic of TV spots

with such diverse backgrounds, generally agreed on a clear winner," Mr. Kearney commented.

His own criteria for a good commercial were summed up in one sentence: "The commercial, by product demonstration or in some other way, must clearly show the benefits to the user."

"We looked for imaginative treatment," he noted. "There's a lot of copying back and forth. We also looked for good craftsmanship—things that aren't irrelevant."

Mr. Kearney had made contacts with Irish broadcasters on a visit shortly after World War II, and kept up the friendships during his career in broad-

casting in the U.S.

He started out as an announcer when he was still at Fordham University. He was the sportscaster for Fordham football games, and worked as sportscaster at WFAS(AM) White Plains, N. Y., WHAM(AM) Rochester, N.Y., and WMCA(AM) New York, in addition to assisting NBC sportscaster Bill Stern for two years.

After graduation in 1939, Mr. Kearney went to WAGE(AM) (now WHEN) Syracuse, N.Y., where he got his first taste of the sales side of broadcasting.

Following one year as radio director of the United Service Organization (1941) and four years in the U.S. Army (1942-46), during which he was on the radio staff of the 12th Army Group and Supreme Headquarters Allied Expeditionary Force (SHAEP), and was in charge of the press gallery at the Nuremberg trials, Mr. Kearney joined the Katz Agency in Boston. After moving to Mutual as co-op sales manager in 1947, he returned to Katz in New York as television sales manager until 1951.

He then worked for ABC until 1957, serving as manager of ABC-TV spot sales, national sales manager for the owned stations, assistant national sales manager for the television network, and vice president and director of ABC film syndication.

He has been director of sales for Corinthian since January 1958, and has contributed his services to the advertising industry as a director of the Television Bureau of Advertising from 1959 to 1963 and from 1966 to 1969. He was secretary of the organization in 1968 and chairman in 1969, and he has nothing but praise for the TVB staff. "They've all done an outstanding job promoting the television medium," he declared.

Mr. Kearney also complimented his fellow directors. "None of them are there for their own aggrandizement," he stated.

Although he is no longer a sports broadcaster, Mr. Kearney has not lost his interest in athletics.

He is an avid New York Giants fan. "I was the announcer for the Fordham games when Vince Lombardi and the owners of the Giants were there, so I have sort of a family feeling about the Giants," he explained.

He also enjoys attending the theater. "We live in Manhattan, so it's very convenient to go often," he remarked. He saw around eight or 10 plays during the last season, but chose to be impartial and not name a favorite.

Mr. Kearney married the former M. Josephine Calvelli in 1948. They have two sons, James, 20, and George, 18, who are both in special programs at Fordham in which they set up their own course of study.

### Week's Profile



Donald Leo Kearney—director of sales, Corinthian Broadcasting Corp., New York; b. Feb. 4, 1918, Yonkers, N.Y.; AB Fordham College, 1939; sports and special events announcer, WHAM Rochester, N.Y., WMCA New York, WAGE (now WHEN) Syracuse, N.Y., 1939-41; United Service Organization radio director, 1941; U.S. Army 1942-46; Katz Agency, Boston, 1946; Mutual co-op sales manager 1947; Katz TV sales manager, 1948-51; ABC-TV sales positions, 1951-54; vice president and director, ABC film syndication, 1954-57; joined Corinthian, 1958; Television Bureau of Advertising director, 1959-63, 1966-69, chairman, 1969; m. M. Josephine Calvelli, 1948; children—James E., 20; George J., 18.



## Fire-lighting time

Last week the congressional count on sponsorship of the Pastore bill (S-2004) to end the nightmare of irresponsible strike applications for station licenses stood at a formidable 25 or so senators and about 100 representatives.

Hearings on the bill were begun last August and after three days were recessed without date when Congress took a vacation. Last week Senator John O. Pastore (D-R.I.) presided over confirmation hearings of FCC Chairman-Designate Dean Burch and Commissioner-Designate Robert Wells. Presidential nominations were entitled to priority and it was expected that once this task was handled the Communications Subcommittee would conclude the recessed Pastore bill hearings.

Instead hearings were scheduled on recently introduced proposals to legislate reduced rates for television time for political candidates. Giving this legislative priority over the Pastore bill is questionable.

Reports, declared to be without foundation at the Senate Commerce Committee, are that ardor for the Pastore bill has been dampened by opposition from militant minorities, including the very elements at the FCC who solicited strike applications and thus inadvertently triggered the Pastore move.

We hope the only reason for delay is the difficulty in finding open time on the committee schedule. We believe we know Senator Pastore. We have never seen him yield to pressure. His independence has won him the high respect of his colleagues and leadership status in the Senate.

There is no more urgent legislation than the Pastore bill if the interest of the public is considered. If broadcasters live under constant fear of attack on license renewals they cannot possibly give their best to provision of optimum service. Money that should be spent for programing and development goes for lawyers, economists and others retained to protect licenses against frivolous or trouble-making contenders, some underwritten by foolish foundations who fall for the claptrap of serving minorities.

Senator Pastore and his Communications Subcommittee colleagues, as well as others in Congress should be told again that broadcasters are unwavering in their support of S-2004. The need for relief has been accentuated by recent strike applications. Equity and justice require committee and congressional action with greatest possible dispatch.

## Answer to AT&T?

All three television networks are now on record as favoring in principle the creation of a domestic-satellite system to distribute network programs to affiliated stations. The idea, first advanced by Leonard Goldenson of ABC some four years ago and later refined by NBC, was revived last week by Frank Stanton of CBS. Dr. Stanton advocates a consortium of the networks themselves to finance and operate the satellites and ground stations.

The idea of satellites has been made the more attractive by the recently promised increase in AT&T rates. If Dr. Stanton's calculations are correct, the networks could get from their own satellite system a great deal more service at less cost than the future with AT&T offers. Not only that, the commercial networks would underwrite the use of the system by the noncommercial network. Fair enough.

But it seems to us that there are additional purposes that any system dedicated to program distribution must be re-

quired to serve. One is to provide the means for new networks to come into being and for custom networks to be set up at affordable or at least competitive costs. We are not at all sure that a consortium owned by the three existing full-time networks would have the natural incentive to make easy room for newcomers or one-shot competitors.

Dr. Stanton's revival of the network-owned satellite plan comes as the FCC awaits the recommendations of a White House committee that has been looking into domestic-satellite policy. The commission itself would probably have issued its own policy by now if the White House had not asked it to defer action.

The policy making has been pending at the FCC for nearly four years. The gestation period need not be excessively prolonged by another look at the networks' proposal.

## Strong first act

In their first public appearances as appointees to the FCC, Dean Burch and Robert Wells got a taste of the political pressures that will be brought to bear against them once they are in office. Both responded with proper restraint.

It wasn't easy. As chairman-designate, Mr. Burch was accused by an activist black of being racist and rich, as though the latter was a crime. More calmly than a good many men might have reacted, he denied both conditions.

Mr. Wells was given a hint of the politics that are consistently played by land-mobile-radio promoters who covet frequencies now used by television broadcasting. Would he, as a broadcaster, be prejudiced? He was wise enough to say this was not the time to prejudge a case with which, as a radio man, he was unfamiliar.

Both were opposed by Thomas P. F. Hoving, head of the bodiless National Citizens Committee for Broadcasting, who, in a wire, also was witless enough to take a crack at Chairman John O. Pastore for introducing his bill to restore some order to license renewals. Mr. Hoving may have proved to be the nicest enemy an appointee could have.

No man may be judged on the strength of one performance, let alone his first. But on the evidence at hand last week, Mr. Nixon's choices for the FCC looked good.



Drawn for BROADCASTING by Sid Hix

"Who suggested Little Orphan Annie in our kiddie vitamin spot? . . . The kid hasn't grown an inch in 40 years!"



## STATUS SYMBOL

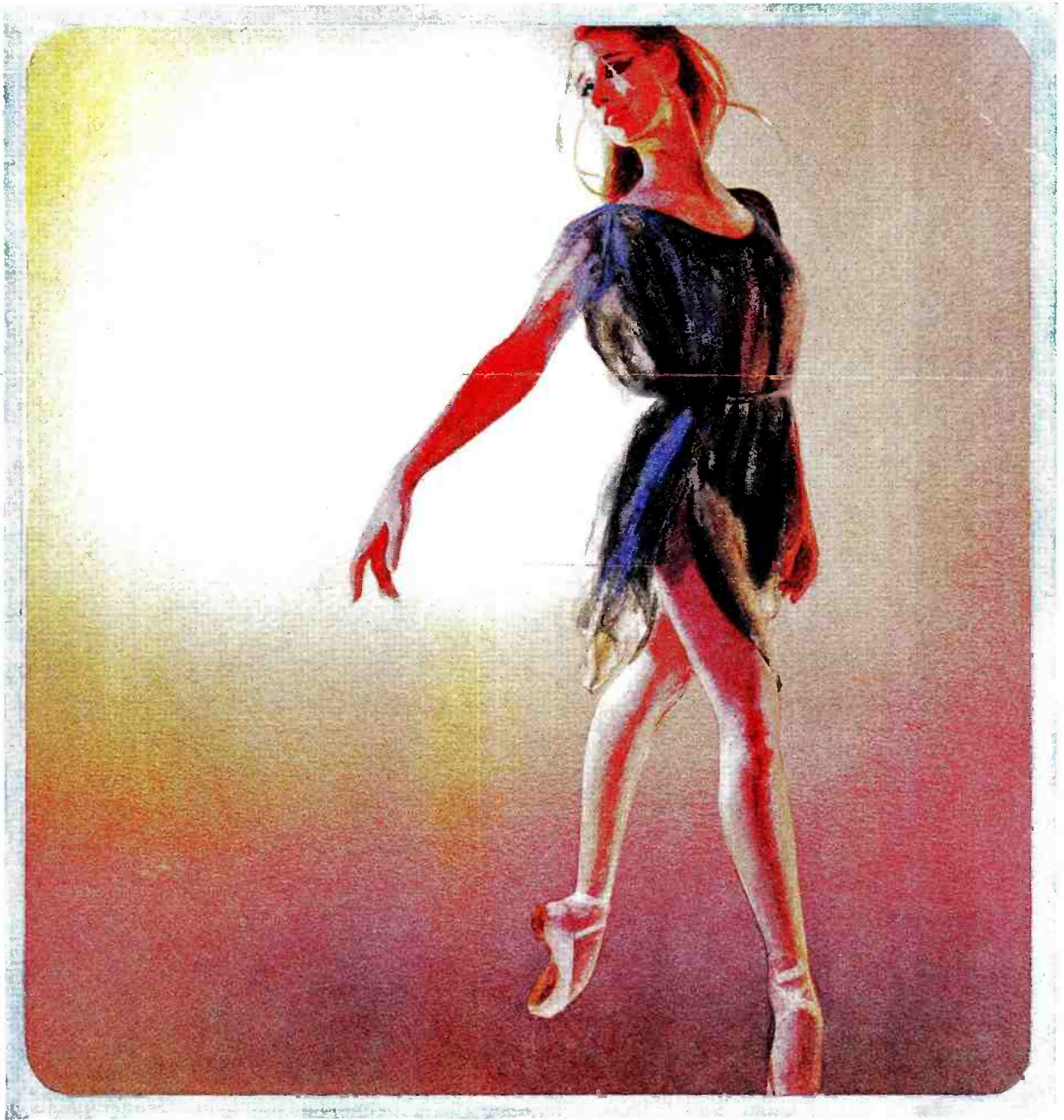
*You may never have considered a garbage can as a status symbol. But to hundreds of Houston families in the old "Third Ward" — our neighbors — a garbage can would have been a proud possession. We say "would have been" because these families had none and couldn't afford to buy one. So garbage piled up in the streets and gutters — and the rats loved it. KPRC-TV reported the ugly situation — and drew an immediate response from other good neighbors. Houstonians by the hundreds donated new garbage cans.*

*There are still rats in the Third Ward — and elsewhere in Houston — but they're finding the picking a little less easy. And for that, residents are thanking their good neighbors — including —*

**Good Neighbor KPRC-TV!**

NBC in Houston on Channel 2 Edward Petry & Co., National Representatives





*Without WRDII-TV CBS 12's involvement off the air, Augusta, Ga. would never see this ballerina off the ground!*

*We're involved with ballet from direction to production . . . so much so, we've received an Honorable Mention in the ESQUIRE-BCA "Business in the Arts" awards. Our promotion man, Jim Thomas, serves on the board of directors and is production manager of the Augusta Civic Ballet, and our staff designs and produces the scenery and lighting for the dance company. What does all this have to do with a television station? It's a matter of community involvement . . . a Rust Craft tradition in Augusta, Buffalo, Chattanooga, Jacksonville, Pittsburgh, Rochester, Tampa and Wheeling-Steubenville, Rust Craft Broadcasting . . . the company that takes time (on and off the air) to serve.*



**RUST CRAFT**  
BROADCASTING