



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEWSPAPER

UNIVERSITY COLLEGE
C.R. YLVISAKER LIB.
MONROVIA
MAIL TO EXP'D /
56500 10/14

It was a happy week in the sun for the educators. p23

TVB sessions to probe the client's thinking. p38

When the radio clicks on, they really listen. p44

AT & T's parttime TV rates called 'inequitable'. p58

CARL D. YLVISAKER
LIBRARY 10/14

COMPLETE INDEX PAGE 7

WARNER BROS.-SEVEN ARTS NOW PRESENTS...



STARLITE 1

30 STAR-STUDDED FEATURES
(16 IN COLOR)

Including:

THE BLACK ROSE
THE DAY THE EARTH STOOD STILL
DEMETRIUS AND THE GLADIATORS
FIVE FINGERS
GARDEN OF EVIL
HALLS OF MONTEZUMA
MONKEY BUSINESS
NO HIGHWAY IN THE SKY
THE SNOWS OF KILIMANJARO
THERE'S NO BUSINESS LIKE SHOW BUSINESS

STARLITE 2

46 BLOCKBUSTER FEATURES
(34 IN COLOR)

including:

AN AFFAIR TO REMEMBER
THE BARBARIAN AND THE GEISHA
BOY ON A DOLPHIN
THE ENEMY BELOW
HEAVEN KNOWS, MR. ALLISON
THE LONG, HOT SUMMER
NIGHT PEOPLE
THE SUN ALSO RISES
TEN NORTH FREDERICK
THREE COINS IN THE FOUNTAIN

NOW AVAILABLE IN SELECTED MARKETS.

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



WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALAS • LOS ANGELES • TORONTO

Top Gun



**Riding out of the West on Wings of Horns and Strings
Top Gun of the Rating Stampede has Posted another Winner**

20 custom ID's and D.J. intros, 10 a cappellas,
10 record intros, 20 sure-fire, hit instrumentals

Get Your Demo

Call collect 214-748-8004 or write today
Commercial Recording Corporation, Box 19726, Dallas, Texas.

CRC

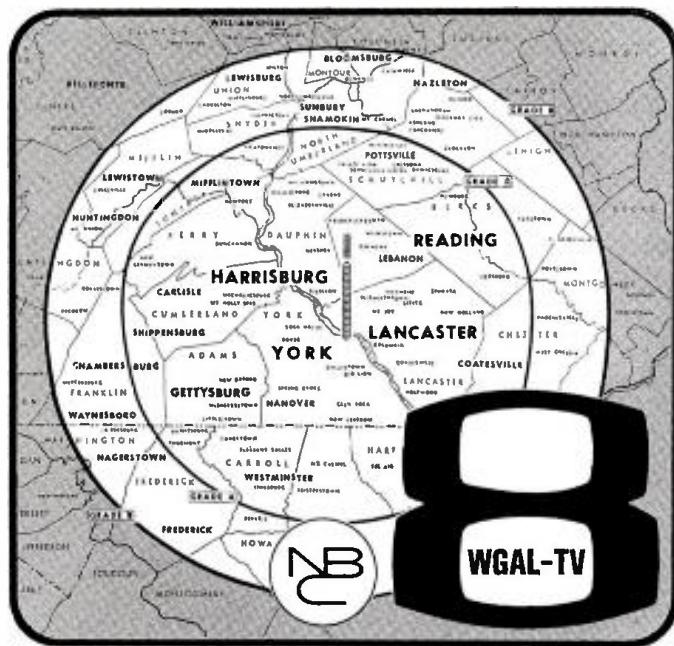
The BEST LOCAL DAYTIME AUDIENCE MIX in HOUSTON !

A collage of black and white photographs from various Houston daytime television shows, arranged in a grid-like fashion. The shows include:

- Kitty's Corner**: A woman in a polka-dot dress stands in front of a window.
- DIALING for DOLLARS**: A host sits at a desk with a large telephone and a dial pad numbered 0-9. The text "DIALING for DOLLARS 9:30-10:30 AM" is displayed.
- On the Go ! in Houston**: A woman in a dark dress stands next to a man in a suit.
- PASSWORD**: A woman in a dark dress and necklace stands next to a man in a suit.
- DATING GAME**: A host sits at a desk with two women in the background.
- CADET DON**: A host in a flight jacket sits at a desk.
- KITIRIK**: A woman in a dark dress stands next to a man in a suit.
- call BLAIR today.... for KTRK**: A woman in a dark dress stands next to a man in a suit.
- TRUTH OR CONSEQUENCES**: A host in a suit stands next to a woman on a phone.
- LEAVE IT TO BEAVER**: A boy in a hat and a girl in a plaid dress stand together.

Surrounding the collage are the words "HOUSTON ! BEST LOCAL DAYTIME AUDIENCE MIX in HOUSTON !" repeated vertically on the left and right sides.

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



Lancaster
York
is one
TV market with
Harrisburg
Lebanon

WGAL-TV

Lancaster, Pa. / Channel 8

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%* color penetration.

*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

No deal

Conversations initiated last summer by principals of Mutual Broadcasting Corp. for possible acquisition of Golden West stations were terminated last week by Gene Autry, Golden West chairman and principal owner. John P. Fraim, Mutual chairman, had sought to interest Golden West principals in sale of properties (KTLA-TV) and KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., and KVI Seattle) to Mutual at round figure of \$60 million. Last week, Mr. Fraim sought another "extension" but was formally turned down.

Mutual, which owns no stations, wanted GWB broadcast properties only. Golden West also corporately embraces ownership of California Angels, American League baseball club, and minority interest in Los Angeles Rams, of National Football League. Mr. Autry, through separate company, also owns control of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, Ariz.

Hint in Hollywood

There are signs that Television Code Authority would not reject invitation to begin pre-screening movies headed for TV, including those bought by networks. But invitation isn't likely to come, at least not from networks, which think they can handle own decisions as to audience acceptance of contemporary themes, scenes and dialogue. Indication of code authority's interest in subject was made public last week by Howard Bell, code director, in Hollywood speech (see page 64). Mr. Bell deplored "sexual explicitness" in some features as being unsuitable for home viewing.

Head hunt

President Johnson is searching for person with recognized leadership qualities to serve as first chairman of board of Corp. for Public Broadcasting. Chairmanship had been offered both Dr. Milton S. Eisenhower and Dr. James R. Killian Jr. (who accepted directorships), but each felt he could not afford time that would be entailed during CPB's formative years. Killian-Eisenhower appointments are regarded as illustrative of caliber of men and women President hopes to get for other 13 directorships prior to year's end. Only eight of 15 directors may be of same political faith and all nominees are subject to Senate confirmation (see page 23).

CLOSED CIRCUIT®

End of interim

With return of Commissioner Robert T. Bartley next week (Nov. 21) after 10-week absence, FCC is expected before year-end to dispose of two or more highly significant broadcast matters involving station-ownership policy. By at least majority vote of 4-3, it's expected to abandon proposed rulemaking that would limit acquisitions to not more than three TV stations, only two of which could be VHF's, in top-50 markets. And it's expected to raise so-called 1% ownership limit possibly to 10%, but more likely to 5%, because of complications that have arisen through purely technical violations of 1% rule by investment trusts.

Interim application of proposed top-50-market rule, since its adoption in June 1965, has been observed in breach. Half-dozen transfer cases involving top-50 markets have been approved by waiver of proposed rule requirement, and several other transfers now pending are headed for similar approval. In abandoning rulemaking, FCC could leave multiple-ownership rules as they are: maximum of seven AM, FM and TV stations under same ownership but with not more than five of TV's to be in VHF band.

Programming union

Two leading station groups — Scripps-Howard and WGN Continental — will reportedly set up joint venture to package television programming. One property said to be under consideration is weekly show originating in Miami. Unaffected in new arrangement is WGN Continental Productions, Chicago production center for taped commercials and programs.

Once again

Still another waiver of FCC's interim policy against TV acquisitions in more than three of top-50 markets is due this week. FCC, with some dissents, is expected to approve transfer to AVC Corp., formerly American Viscose Corp., of five UHF construction permits now held by Overmyer Communications Co. in or near San Francisco, Pittsburgh, Houston, Atlanta and Cincinnati and of control of WPHL-TV (ch. 17) Philadelphia, now owned by Philadelphia businessmen

including William Banks, controlling stockholder of WHAT-AM-FM Philadelphia. Overmyer acquisition is for \$1 million plus loans of \$3 million to other Overmyer enterprises. Philadelphia transfer involves no payment but presumably promise of AVC operating funds.

New machine

Commercial film producers at some of biggest agencies want to know more about CBS Labs' new Broadcast EVR, billed by CBS authorities as providing better quality color at considerably lower cost than film or tape (BROADCASTING, Oct. 23, et seq.). Twenty-man commercial production subcommittee of American Association of Advertising Agencies, headed by Gordon Webber of Benton & Bowles, has arranged session with CBS Labs officials for Nov. 28. In absence of Dr. Peter Goldmark, Labs president and chief architect of EVR, presentation is to be made by Dr. Stafford Hopwood, vice president for new business development. Current plans do not call for demonstration of Broadcast EVR, which electronically records color signals on black-and-white film.

Dr. Hopwood—and both EVR (for classroom and home use) and Broadcast EVR—will also be in spotlight in Washington Dec. 6 as part of panel on new developments in educational devices at first "Aristotle" conference (Aristotle: Annual Review and Information Symposium on Technology of Training, Learning and Education), sponsored by Defense Department, National Security Industrial Association and Department of Health, Education and Welfare.

Spectrum claims

Net group to lobby FCC and Congress for more spectrum space for land-mobile users is being spun off government-industry Advisory Committee for Land-Mobile Radio Services, even before that group submits final report. Government-industry committee expects to issue final report, on three-and-a-half-year study of how land-mobile radio licensee can best utilize frequencies assigned to them, by end of month. Conclusion it leads to is that space from broadcasting share of spectrum is needed. Committee to organize lobby is headed by Ivan Loucks, now with Association of American Railroads.

When WTOP talks, people listen . . . and call in, and participate, and identify, and buy!



the talk masters

Washington's only 50,000 watt
talk station offers the largest
cumulative audience in the market*

WTOP RADIO



A POST-NEWSWEEK STATION • REPRESENTED BY CBS RADIO SPOT SALES

*Mediastat: April-May 1967

WEEK IN BRIEF

"PBL," noncommercial TV's first regular network series, draws mixed reactions from viewers, critics, those stations that carried it and both educational, commercial television authorities. See . . .

MIXED REACTION TO PBL . . . 24

Educational broadcasters at Denver NAEB convention are jubilant at reality of federal aid, but sobered by one question: "Now that you will soon get it, what are you going to do with it?" See . . .

HOW WILL NAEB SPEND IT . . . 26

Amid pomp and panopoly President Johnson lays pen to Public Broadcasting Act of 1967, pledges that though CPB will get government support, "it will be carefully guarded from government or party control." See . . .

LBJ SIGNS CPB . . . 33

Television Bureau of Advertising's 13th annual meeting in New York will focus on TV client, particularly those people to whom clients turn for advice on how to improve their way of doing business. See . . .

TVB FOCUS ON CLIENT . . . 38

Study for CBS Radio shows seven persons out of 10 regard themselves as active, involved listeners; evenly divided in their preferences between spoken, singing commercials; underscores medium's impact. See . . .

THEY TUNE IN . . . 44

Atlantic States Industries buys KROY Sacramento, Calif. for over \$1 million; Baldwin-Montrose control of three Chris-Craft TV's approved; Paar's Maine TV sold to Harron and associates for \$5 million. See . . .

TV SALES APPROVED . . . 48

Delay sought on pay-TV on two fronts. NAB's Wasilewski tells broadcasters at Kansas fall conference to solicit congressional opposition; Representative Harvey is readying resolution to postpone action for another year. See . . .

PAY-TV DELAY . . . 52

Sports Network's complaint against AT&T's rates for television transmission costs receives FCC Common Carrier Bureau support. Bureau says rates are unjust, unreasonable, unduly discriminatory and preferential. See . . .

SNI GAINS SUPPORT . . . 58

King Broadcasting's challenge of FCC's ruling on reasonable offer of rebuttal in fairness case appears to be dead because broadcaster complied with FCC order to negotiate with complaining political candidate. See . . .

KING TEST APPEARS DEAD . . . 63

RCA President Robert W. Sarnoff announces top executive reorganization. Odorizzi named senior executive VP, services; Watts, defense systems; Mills, consumer products; Bradburn, information systems. See . . .

RCA REALIGNS DIVISIONS . . . 69

DEPARTMENTS

AT DEADLINE	9	PROGRAMING	58
BROADCAST ADVERTISING	38	WEEK'S HEADLINERS	10
CHANGING HANDS	50	WEEK'S PROFILE	91
CLOSED CIRCUIT	5		
DATEBOOK	12		
EDITORIAL PAGE	92		
EQUIPMENT & ENGINEERING	69		
FATES & FORTUNES	72		
FINANCIAL REPORTS	66		
FOR THE RECORD	77		
LEAD STORY	23		
THE MEDIA	44		
MONDAY MEMO	18		
OPEN MIKE	16		



Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO
Published every Monday by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.



a new name in the rep business... well, almost

The Hollingbery Company Television Station Representative. Sound familiar? It should. The George P. Hollingbery Company has been in the radio and television station representation business for over 32 years.

But in October we made a number of changes. Most important, we bought our Company from George. We then restructured our sales organization. We put in an entirely new Sales Control system. We moved our home office from Chicago to New York. Now all salesmen in all offices are selling television 100 per cent of the time.

In fact, we made so many changes, we thought we'd better keep our new name about the same so our friends would recognize us.



THE HOLLINGBERY COMPANY
500 Fifth Ave., New York, N.Y. 10036 Telephone 695-5560

BROADCASTING, November 13, 1967

Hub Taft killed in bomb shelter blast

Hulbert Taft Jr., 60, chairman of Taft Broadcasting Co., was killed Friday (Nov. 10) when explosion rocked bomb shelter at his Indian Hill, Ohio home near Cincinnati.

Mr. Taft, son of late publisher of *Cincinnati Enquirer*, became chairman

and chief executive officer of Taft Broadcasting in 1963. Company is now publicly held, listed corporation, owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham; WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, and WNEP-TV Scranton, Pa. (ch. 16). It recently sold WKYT-TV Lexington, Ky., to G. D. Kincaid group, and recently acquired Hanna-Barbera Productions of Los Angeles.

ABC selling subsidiaries to improve cash position

ABC plans to sell publicly all of its shares in both Microwave Associates Inc. and in Technical Operations Inc., both Burlington, in moves aimed at easing ABC's cash position.

And it was also disclosed Friday (Nov. 10) that Leonard H. Goldenson, president of ABC Cos. Inc., disposed of 10,000 shares of company stock during October, leaving him with 70,061 shares.

ABC's holdings represent 10.7% of Microwave's outstanding shares and about 19% of Technical Operations' outstanding shares. Based on current market prices, offering would bring ABC more than \$11 million. Disclosure of sales was made in registration statement filed with SEC by Technical Operations. Microwave Association said it plans to file with SEC this week.

TV 'rights' coverage topic of SDX report

Prospects for congressional and administrative investigation of television's role in coverage of civil rights demonstrations are explored in report of 1967 Sigma Delta Chi Advancement of Freedom of Information Committee which is being released today (Nov. 13).

Report, which was issued in advance of 18,000-member professional journalism society's annual convention in Minneapolis, starting Wednesday (Nov. 15), summarizes some of criticisms made of TV's race disturbances coverage by federal legislators and contains replies from industry leaders.

Committee's report also dwells in detail on extension of "fairness doctrine" by FCC to "personal attacks" on individuals and touches upon such broadcast news developments as cover-

age of Garrison case in New Orleans and efforts to place restrictions on TV-radio flow of news in various states.

Committee's report claims that Johnson administration has employed "inaccurate and misleading statements that contradict most of fine words" President has spoken about "open government."

O&O bureau closed

CBS-owned TV stations' Washington news bureau terminated, effective last Friday (Nov. 10), in move described unofficially as "budgetary."

Bureau, established in September 1963, had staff of six headed by Warren Olney, bureau manager-correspondent, who took over in August, moving from CBS-owned KNXT-TV Los Angeles. Authorities said he may be reassigned to other CBS duties. Second correspondent, Lincoln Furber, left few months ago to join WETA-TV Washington and had not been replaced.

Others in bureau were administrative assistant Mary Warren and cameraman, sound man, film editor and courier.

Bufferin account open

Bristol-Myers Co., New York, is seeking agency to handle its \$11 million Bufferin account, currently at Grey Advertising, it was reported Friday (Nov. 10). Approximately \$9 million of Bufferin expenditures is in TV-radio.

M. B. Cather, president of Bristol-Myers products division, said Grey will continue to handle other B-M products. He stated that company is considering its other agencies as well as outside agencies for Bufferin. In addition to Grey, Bristol-Myers' agencies are Doyle Dane Bernbach, Ogilvy & Mather, Marschalk Co., Needham, Harper & Steers, and Wells, Rich, Greene.

No lookee, no sellee, station says; is sued

Cook County Circuit Judge John J. Lupe Friday (Nov. 10) denied petition of Paramount Film Distributing Corp., Chicago, for mandatory injunction to require WMAQ-TV Chicago to air commercials for feature film "The Penthouse." NBC-owned station earlier approved commercials for airing but subsequently refused to telecast them when Paramount turned down request of station to see film.

Judge Lupe said Paramount petition for \$400,000 damages for breach of freedom of speech will be heard later.

Station said it never before had been denied right to examine product involved. Paramount said film had been licensed by city for exhibition to adult audiences and charged that WMAQ-TV action was unlawful censorship.

Urge state groups combat anti-ad moves

Rising threats of taxes and other impositions on advertising at state level across nation requires formation of state committees to improve legislative relations, Kenneth Laird, chairman of American Advertising Federation, told sixth district AAF meeting in Chicago Friday (Nov. 10). Mr. Laird is board chairman of Tatham-Laird & Kudner, Chicago.

State committees would be composed of key people in all advertising organizations, Mr. Laird explained, suggesting local committees should "plunge actively into politics—in most cases not as candidates, but as skilled and concerned workers. . . ."

Harold Handley, president, Handley-Miller Advertising, Indianapolis, and former Indiana governor, explained that Congress feels it is doing good thing when it votes laws to protect consumer but when these are turned over "to the bureaucrats for interpretation and administration very few legislators can recognize their own handiwork."

Counsel are named

Robert V. Evans, with CBS law department since 1950, named deputy general counsel of CBS Inc., succeeding Richard W. Jencks who was named general counsel (BROADCASTING, Nov. 6). Mr. Evans is graduate of Dart-

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Stone



Mr. King

Charles M. Stone, VP for station services for National Association of Broadcasters, Washington, named VP for radio. **Alvin M. King**, NAB's director of state association liaison, becomes director of NAB station relations. Mr. Stone succeeds **Sherril Taylor**, who resigned to become VP for affiliate relations of CBS Radio (BROADCASTING, Sept. 25). Post of VP for station services is abolished with duties of that position reassigned among NAB's executive staff. Part of Mr. Stone's old administrative responsibilities will be assumed by Mr. King, who continues as NAB executive responsible for state association liaison. Mr. Stone started in broadcasting at WJBY Gadsden, Ala. He became director of radio code affairs for NAB in 1960. In June of this year Mr. Stone became VP for station

services. Before coming to NAB, Mr. King had been sales manager for KFMB-AM-FM-TV San Diego, and had worked for broadcasting division of Capitol Records in Hollywood and for several Midwest radio stations.

Robert E. Healy, vice chairman of The Interpublic Group of Companies Inc., New York, large advertising agency-marketing-communications complex, elected president and chief executive officer. He succeeds **Marion Harper Jr.** as president. Mr. Harper, 51, who continues as Interpublic's chairman, said change will permit him to devote time to clients and to direct "professional advertising and marketing matters." While Mr. Healy will concern himself with operating and administrative decisions. Mr. Healy, 63, who joined McCann-Erickson, key agency in Interpublic complex, in 1952 and served as chairman of board, was out of operational sphere as Interpublic's vice chairman (post held since December 1966), though consulted on "high level" policy. Mr. Healy was first president of Interpublic/S.A., Geneva, in charge of international operations for complex, beginning in 1962, and before he joined McCann-Erickson had been VP of advertising, Colgate-Palmolive Co., New York, for

18 years. Mr. Harper established Interpublic as company group seven years ago.

Donn B. Tatum, VP and administrative assistant to president, elected to newly created post of executive VP-administration for Walt Disney Productions, Burbank, Calif. **E. Cardon Walker**, VP-marketing, elected to newly created post of executive VP-operations. Mr. Tatum, formerly with ABC, joined Disney in 1957 as VP-TV sales. In addition to his new post, he will serve as vice chairman of board of directors. Mr. Walker has been with Disney since 1938.



Mr. Johnson

Mitchell (Mickey) Johnson, VP, New York production and sales, MCA-TV, named VP, radio-TV programming, Norman, Craig & Kummel, New York. Prior to joining MCA-TV in 1965, Mr. Johnson worked

from 1951-66 with William Esty Co., New York, and was elected VP-director of programming in 1956.

For other personnel changes of the week see FATES & FORTUNES

mouth and University of Michigan Law School, served in Navy during World War II.

John Summers, for past seven years FCC attorney, named assistant general counsel of National Association of Broadcasters, effective Nov. 27. He joined commission after being graduated from Georgetown Law School and five years' service with Central Intelligence Agency.

Good faith in fairness fine, but FCC is final

FCC "gives great weight to good faith judgment of broadcasters" in fairness-doctrine cases FCC Commissioner Kenneth A. Cox said Friday (Nov. 10). But these judgments "even if made in good faith, do not always control" because they are subject to FCC review.

Commissioner Cox, at National Association of Broadcasters' regional meeting in Kansas City, Mo., made comment in course of defending commission decision in KING-AM-FM-TV Seattle fairness-doctrine case (see page 63, BROADCASTING, Nov. 6).

Commissioner also indicated he welcomed judicial review of commission fairness-doctrine actions. He said such review would help commission in plotting approach to problems. Number of suits challenging various aspects of doctrine are in court.

Commissioner's appearance Friday was second in two days before trade groups. On Thursday he addressed regional meeting of National Cable Television Association in Dallas.

Seymour is still bullish on radio's selling skill

Dan Seymour of J. Walter Thompson Co., who won his spurs as radio announcer in network radio's golden years, says that "The reality of radio today" is its ability to "reach virtually everyone." His comments were made Friday (Nov. 10) at radio commercials workshop held in New York by International Radio & Television Society.

Mr. Seymour, JWT's president and chief executive officer, said there are 31 major JWT clients who regularly use radio. Together, he explained, JWT clients account for something like 5%

of all the U.S. advertising dollars spent in radio. For example, he said, Pan American Airways in its "first major shift in theme promotion in more than a decade" is opening multi-media effort first in radio because "sound is so important and because we want to get a quick response" in medium that is "fastest testing ground in the business."

Other IRTS workshop sessions examined "toughness" in creating radio commercials; radio's role as service (music, conversation, companion) with showmanship; use of contemporary music and humor.

CBS-TV leads with 20.9

In biggest ratings sweep in season for CBS-TV, network averaged 20.9 in 7:30-11 p.m. period for week ended Nov. 5, according to Nielsen 30-market report out Friday (Nov. 10). This was first report covering change from daylight saving time to standard time.

CBS-TV's rating was 3.5 points ahead of NBC-TV (17.4) and full 6 points ahead of ABC-TV (14.9). CBS placed 12 shows in top 20 during report period: NBC five and ABC three.

To the old soldiers at Benicia Arsenal Humble is the newest recruit.

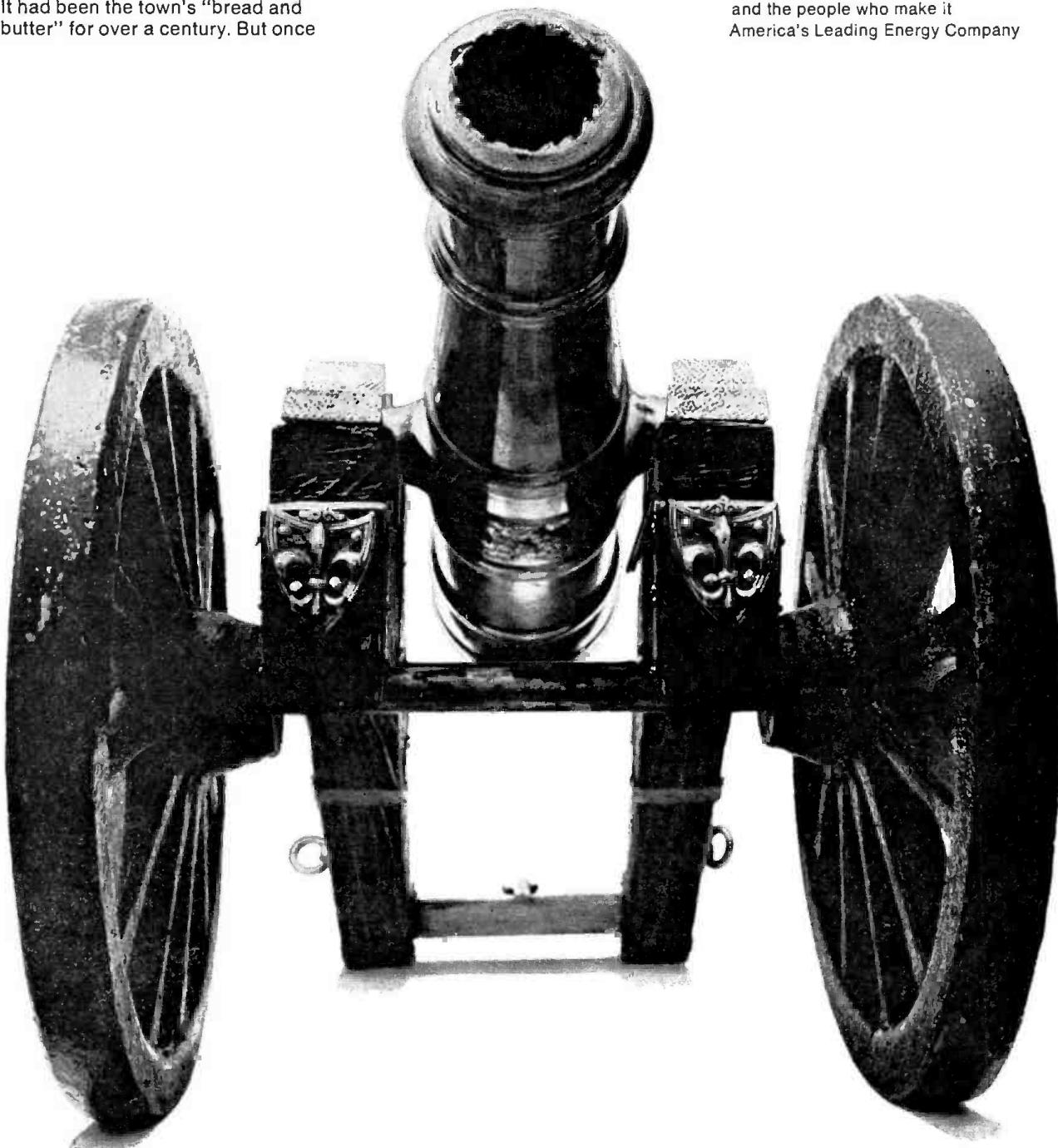
Stand among the rough stone barracks and listen very closely — to the sounds of the Benicia Arsenal, echoing out of the past. A bugle call from cavalry days. The laughter of a doughboy in leggings. A sergeant's bark as he readies his men for Pacific combat. Sounds of a proud, old Army arsenal at Benicia, California. □ The sounds are only echoes now; the arsenal is no more. It had been the town's "bread and butter" for over a century. But once

it was closed, action had to be taken to keep Benicia from becoming a ghost town — like the arsenal itself. Banding together, the citizens planned a modern industrial park where the arsenal once stood. □ In 1966, Humble chose a site there for our new refinery. Since then, the people of Benicia have gone all-out to make us feel at

home. □ We salute their faith in the free enterprise system. Joint community action and initiative payed off — in a park made possible by the individual effort of America's most important resource — its people.

HUMBLE

Oil & Refining Company
and the people who make it
America's Leading Energy Company



What's
at the bottom
of the
"Top of the Mark"?

The new
Hotel Mark Hopkins
Number One Nob Hill
San Francisco

Now that it's a Loew's Hotel wonderful things have happened to it. Like its famous sister hotels, the Regency and Drake in New York City and the Ambassadors in Chicago, a delightfully new and gracious "Mark" is ready to welcome you.

Completely refurbished and beautifully redecorated, the guest rooms and suites will give you the kind of comfort and luxury you expect in a Loew's Hotel.

You'll enjoy Loew's style of service everywhere, as well as the superb food and drink in the intimate bars and exciting restaurants, including the world famous "Top of the Mark".

Next time you come to San Francisco, stay at our new "Mark", high atop Nob Hill in the city's most picturesque and convenient location.



The New
Hotel Mark Hopkins
Number One Nob Hill, San Francisco
A Loew's Hotel • Preston Robert Tisch, President

DATEBOOK

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

■Indicates first or revised listing.

NOVEMBER

Nov. 12-15—Fall meeting, California CATV Association, Vacation Village, San Diego.

■Nov. 13-14—First annual convention of the eastern chapter of National Religious Broadcasters. Hotel Salisbury and Calvary Baptist Church, New York.

Nov. 14—Luncheon meeting of New York chapter of International Advertising Association. Speaker A. C. Nielsen, president. A. C. Nielsen & Co., will discuss increasing profits through foreign expansion. Biltmore hotel, New York.

Nov. 14-15—Thirteenth annual convention of Advertising Research Foundation. Hilton hotel, New York.

Nov. 14-17—13th annual membership meeting of the Television Bureau of Advertising has the theme of "tomorrow's business today." Norman E. Cash, TVB president, is keynote speaker at membership dinner Nov. 14. New York Hilton hotel, New York.

■Nov. 15—Meeting of the Washington chapter of American Women in Radio and Television. Speaker will be Sylvester L. (Pat) Weaver Jr., former president of NBC. International Club, Washington.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

Nov. 16-18—20th annual fall meeting of Alabama Broadcasters Association. Speakers include Robert E. Button, director of policy planning, Communications Satellite Corp., Washington; Stanley N. Kaplan, president of WAYS Charlotte, N.C.; Ted Koppel, ABC News correspondent; James H. Hulbert, assistant to the president of NAB; William D. Greene, Director CBS/FM, New York; Lee Morris, general sales manager, WSB-AM-FM Atlanta; G. M. Allen, general manager, WSIC and WFMX(FM) Statesville, N. C.; Stafford motor hotel, Tuscaloosa, and University of Alabama.

Nov. 17—Pacific Pioneer luncheon, special Ken Murray showing of home movies of old radio days. Sportsman's Lodge, North Hollywood, Calif.

Nov. 20—Deadline for comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers. Leonard H. Goldenson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

■Nov. 21—Special meeting of stockholders, Jerrold Corp., to vote on merger into General Instrument Corp. Fidelity Bank, Philadelphia.

■Nov. 21—Luncheon meeting of the Broadcast Advertising Club of Chicago. Speaker will be Mandell Kaplan, president and chief operating officer of the Kitchens of Sara Lee. Sheraton-Chicago hotel, Chicago.

Nov. 22—Special stockholders meeting, CEIR Inc., which owns American Research Bureau, for the purpose of voting on merger of CEIR into Control Data Corp. (BROADCASTING, Sept. 25). Key Bridge Marriott motor hotel, Arlington, Va.

NAB FALL CONFERENCES

Nov. 13-14—Brown Palace hotel, Denver.

Nov. 16-17—Statler Hilton, Los Angeles.

Nov. 20-21—Palmer House, Chicago.

Nov. 24—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Nov. 28—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Thomas P. F. Hoving, chairman of National Citizens Committee for Public Television. Waldorf-Astoria hotel, New York.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

Nov. 30—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

DECEMBER

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members). Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

■Dec. 6—Testimonial dinner in honor of Casey Shawhan, retired publicity and public relations director, NBC, West Coast. Biltmore hotel, Los Angeles.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Speakers include Charles Stone, NAB vice president for station services; Thom Winkler, NAB radio code manager. Camelback Inn, Phoenix.

Dec. 8—Joint media workshop on state advertising taxation sponsored by American Advertising Federation. Monteleone hotel, New Orleans.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTFT(TV) Weather Service, Box 1198, Tampa 33601.

Dec. 12-13—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MBOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

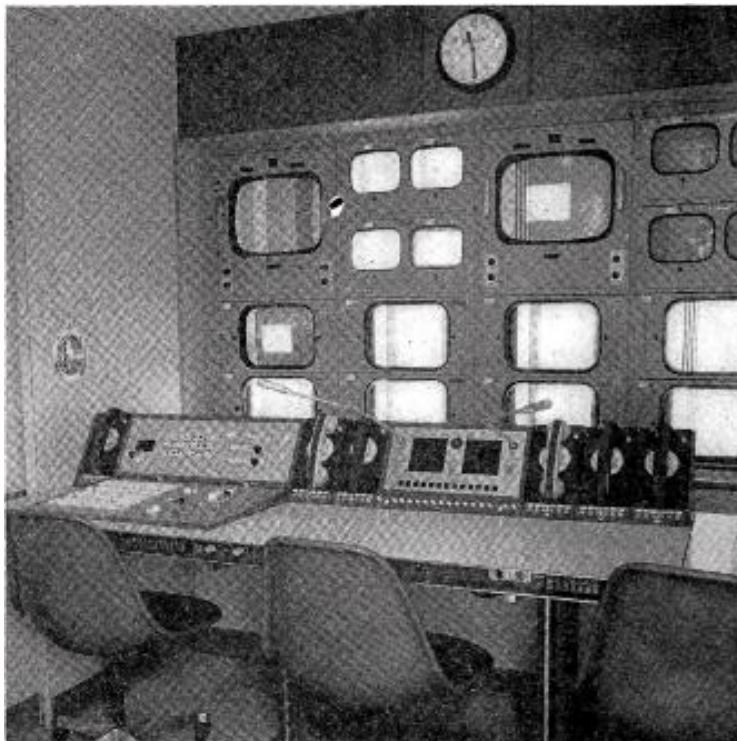
Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the Inter-



SOPHISTICATED ROUGHNECKS

FROM TWO TO TWELVE CAMERAS

The only TV broadcast vans built by broadcasters for broadcasters! Each van is made to order — big, small, or in-between — to fit the needs of each station. And each van (as well as the equipment inside) is built to last long after others are dead and gone.



Only CBS Laboratories now makes a rolling TV studio that can scramble around in the roughest places — yet carry the most sophisticated equipment imaginable. The interior shown is a portion of the production area of the van above. Not shown are the audio, video, and other control areas that can handle virtually any kind of broadcast needed . . . film, tape, color — you name it. But any van can be designed from the bottom up to handle what you need. Write for details. Or phone (203) 327-2000.

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



Pedestrians love New York's Drake Hotel. Almost everything is five minutes away.

But that's not the only reason. They love it for its charm, its grace, its very definite personality. They love its big, high ceilinged rooms, its spacious bathrooms with their king size towels and big cakes of soap; its telephone ladies who worry about their messages.

They love it because it's been newly refurbished, centrally air conditioned, and completely modernized without losing any of its fascination and élan.

If it's elegance, warmth and personal attention you're after, come to the Drake. You're certain to love it, too!

Meanwhile, if you'd like to know what's really five minutes away, send us your name and address and we'll mail you a personal pocket baedecker of everything that's within walking distance of the Drake, along with an indispensable guide that shows you how to locate every address in this whole wonderful town!



A Loew's Hotel · Preston Robert Tisch, President

national Radio and Television Society. Waldorf-Astoria hotel, New York.

JANUARY 1968

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsfilm Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

Jan. 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

■Jan. 16—Meeting of the Utah-Idaho AP Broadcasters Association. Boise, Idaho.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 24-27—Meeting of the board of directors of the American Women in Radio and Television. Shamrock Hilton Hotel, Houston.

Jan. 26-27—The second annual color television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

FEBRUARY

■Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio

NCTA Regional Meetings

Nov. 13-14—Vacation Village, San Diego.

Nov. 16-17—Portland Hilton hotel, Portland, Ore.

stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

■Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by the American Advertising Federation. Washington Hilton hotel, Washington.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

■Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television. Statler Hilton hotel, Boston.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

MARCH

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 24-26—Spring meeting, Southern CATV Association. Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University, Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 16—Newsmaker luncheon sponsored

■Indicates first or revised listing.

BROADCASTING PUBLICATIONS INC.
 PRESIDENT Sol Taishoff
 VICE PRESIDENT Maury Long
 VICE PRESIDENT Edwin H. James
 SECRETARY Lawrence B. Taishoff
 TREASURER B. T. Taishoff
 COMPTROLLER Irving C. Miller
 ASST. TREASURER Joanne T. Cowan

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
 BROADCASTING-TELECASTING Bldg. 1735 DeSales
 Street, N.W., Washington, D.C. 20036. Telephone:
 202 638-1022.

EDITOR AND PUBLISHER
 Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
 Edwin H. James
 EDITORIAL DIRECTOR (New York)
 Rufus Crater
 MANAGING EDITOR
 Art King

SENIOR EDITORS: Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeidenberg, David Berlyn (New York), Rocco Famighetti (New York), George W. Darlington, Morris Gelman (Hollywood). STAFF WRITERS: Joseph A. Ester, F. Martin Kuhn, Robert A. Malone, Martin W. Mitchell, Sharon Rosenberg; EDITORIAL ASSISTANTS: C. Anthony Bearig, Phyllis L. Halloran, Murray M. Martz, Sue M. Troppin; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long
 NATIONAL SALES MANAGER
 Warren W. Middleton (New York)
 ADVERTISING DIRECTOR
 Ed Sellers
 INSTITUTIONAL SALES MANAGER
 Eleanor Manning

PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Gretchen Coates; ASSISTANT PRODUCTION-TRAFFIC MANAGER: Bob Sandor; ADVERTISING ASSISTANT: Carol Ann Cunningham; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
 John P. Cosgrove
 SUBSCRIPTION MANAGER
 Richard B. Kinsey

William Criger, Jerry Fisher, Marilyn Johnson, Stanley Palczewski, Jr., Patricia E. Hubbard, Katherine Tucker.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; ASSOCIATE EDITOR: Michael Hornberger; STAFF WRITERS: George de Pue, Phil Fitzell, Hazel Hardy; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN ADVERTISING MANAGER: Greg Masefield; ADVERTISING ASSISTANT: Laura D. Gereau.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 236-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028. Telephone: 213 463-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER
 Lawrence B. Taishoff

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
 Copyright 1967, Broadcasting Publications Inc.

BROADCASTING, November 13, 1967



IN HOMES

Delivered in the Syracuse Market:

*24% More Than Station #2
 *73% More Than Station #3

6-6:30 P.M.

MONDAY THRU FRIDAY

WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:

*20% More Than Station #2
 *149% More Than Station #3

11-11:30 P.M. NEWS

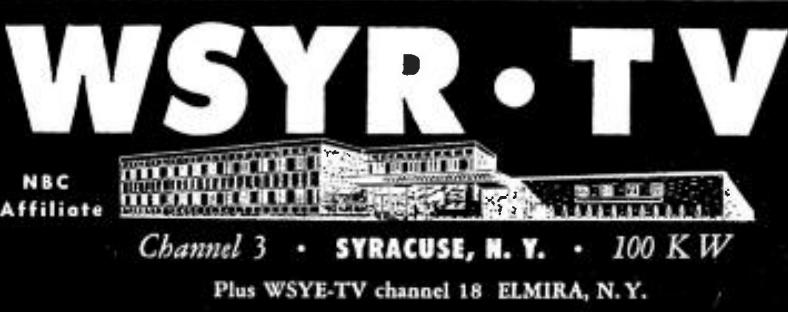
SUNDAY THRU SATURDAY

WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:

*30.2% More Than Station #2
 *194% More Than Station #3



Get the Full Story from HARRINGTON, RIGTER & PARSONS

TV MOVIES ARE THE BIG WINNERS THIS SEASON

☆ ☆ ☆ ☆
**IN BIRMINGHAM
THE BIG LOCAL
MOVIES ARE ON
WAPI-TV**

- ☆ Tuesday Night Movie
9:00 to 11:00 P.M.
- ☆ Friday Night Movie
9:00 to 11:00 P.M.
- ☆ The Early Movie
Weekdays 3:25 to 5:00 P.M.

Features carefully selected from Universal 102 and 123, Screen Gems Post 50 and 60, Key Volumes of 7 Arts, New Warner and MGM plus other top packages for avails ask Harrington, Righter & Parsons, Inc.

wapi-tv

CHANNEL 13 BIRMINGHAM, ALA.
Represented nationally by
Harrington, Righter & Parsons, Inc.

by the International Radio and Television Society, Waldorf-Astoria hotel, New York.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

May 6-7—Meeting of the board of directors of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's

award luncheon sponsored by the International Radio and Television Society, Waldorf-Astoria hotel, New York.

May 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers, Everglades hotel, Miami.

May 23-24—Spring convention of the Ohio Association of Broadcasters, Sheraton-Cleveland hotel, Cleveland.

■Indicates first or revised listing.

OPEN MIKE®

Want more MOR reports

EDITOR: The article entitled "Middle-of-the-Road Radio: A Special Report" that appeared in your Oct. 23 issue was an excellent analysis of the format. Please send us 15 reprints . . . —John H. Hicks III, executive vice president, KLVI Beaumont, Tex.

EDITOR: May we have 250 copies . . . of your special report, "Middle-of-the-Road Radio," from your Oct. 23 issue. We have enjoyed reading this article and feel that it has a message for others.—C. Robert Ray, operations manager, WBBB-AM-FM Burlington, N. C.

EDITOR: Your article on middle-of-the-road broadcasting is very intriguing and very good. However, I do wonder how you can have a middle-of-the-road article and not mention the two Swan-
co Stations . . . KRMG Tulsa, Okla., and KBAT San Antonio, Tex. Both are 50 kw and both are very well programmed.

However, I will not hold that against you. It is a very fine article and I'm enclosing a check for 100 copies.—Henry Roberts, sales manager, KBAT San Antonio, Tex.

(Reprints of the middle-of-the-road report are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each in quantities over 500. Write circulation department, 1735 DeSales Street, Washington, D. C. 20036.)

Those anticommercials

EDITOR: As a publication concerned with the business of television and radio, I can understand your unhappiness with the Public Broadcasting Laboratory's ads promoting the anticommercial commercials in PBL's Sunday night shows (BROADCASTING, Nov. 6).

But I think you should address yourself to the heart of the matter: Are the charges true? Are, for example, all aspirin tablets really the same, regardless of price?

And if the charges are true, BROADCASTING as the business weekly of radio and TV, should advance suggestions for cleaning up broadcast commercials. For if the credibility of all broadcast advertising is destroyed by a few mis-

leading commercials, the resulting trouble would be of even greater concern to your magazine than the little Sunday night jabs from PBL.—Rose E. Petzing, 1011 Arlington Boulevard, Arlington, Va.

EDITOR: I'm continually amazed at the carefree ambivalence of the advertising industry when it comes to statements about the courage of the media.

In the Nov. 6 BROADCASTING, (page 9) you report that ". . . indications were received that displeasure over PBL's planned 'noncommercials' was shared by some ETV stations as well as advertisers and their agencies."

In the same story you report that the Television Bureau of Advertising asked the FCC to indicate to ETV licensees carrying the PBL premiere that fairness doctrine time should be provided for reply to the "noncommercials".

In the same issue (on page 25) is a story headlined "Does television lack courage?" The lead paragraph reads: "Leaders of the nation's top advertisers made it clear last week that they felt television is too quick to yield to pressures and carries its self-regulation too far."

Suggested headline for next week: "PBL responds to ad industry's call for courage." Subhead: "Industry replies a little courage is a dangerous thing." —J. H. Breen, Box 53, Blawenburg, N. J.

Chase them into homes

EDITOR: Now here's a smart idea. WIL, a LIN station in St. Louis, has just bought a schedule of 30 announcements per week on WVOX Westchester, N. Y. The campaign is directed to Madison Avenue men who live in suburban Westchester.

This interesting buy was the brain child of Tom Perryman, general manager of WIL, which has just changed its format to all news.

In my opinion, this is one of the most imaginative radio buys in several years.—William F. O'Shaughnessy, vice president and general manager, WVOX-AM-FM New Rochelle, N. Y.

BEELINE® COUNTRY . . .

AWFULLY BIG IN AGRICULTURE



... and BEELINE RADIO
KMJ is a proven way
to reach an important
part of this market.

The rich, 6-county Fresno farm market is overflowing with sales opportunities for you. This is where more than 18,800* farms earned a gross income of more than \$1.42 billion in 1966.** Reach this enormous buying power by putting your sales message on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley.

Data Sources: *Census of Agriculture, 1964 — **SRDS, 1967

McCLATCHY BROADCASTING
Katz Radio • National Representative



KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento

Public service TV is more than just 'a nice thing to do'

Public service television is not always considered a hard-headed media purchase. Even eager network sales executives often tell you that documentaries ought to be sponsored because "it's a nice thing to do".

This is unfortunate. Because corporate accounts may find this specialized programming the best of all possible advertising worlds.

But only when envisioned as a logical component of a consolidated corporate advertising recommendation. It should never be selected on the basis of simply an aesthetic realization or a moral commitment, though, when genuine, such emotions may have their place.

What sort of account group advertising plan prompts a call to the TV department of public service television? Certain elements are usually there.

The client needs to develop familiarity with a new corporate logo and name, or reaffirm the present name.

In a rapidly changing world, he needs to associate the name with diversity and innovation, and quality pervading the entire and innovative product line.

Hence, he needs to supply advertising outlets for small budget products or divisions and for individual-point campaigns.

He needs to reach the better educated, higher income, young adult, especially male adult.

He needs to do it in an important and meaningful environment, one with dignity and stature.

And he needs year-round, broad coverage with high-impact frequency—often with a limited budget compared with competitors. Several agencies may pool resources here.

Much is Expected • Newspapers, magazines, spot and network radio, and promotions may be good backup, but the expectation from network television is a disproportionate return on investment in awareness and attitude compared with the big spender.

Now, with broadcast costs soaring, a budget of \$1.5 million to \$2 million for an ambitious corporate campaign purchases little continuity, frequency, and meaningful environment—if you are looking at entertainment series or specials, movies, or sports. You turn to network news departments (you might use independents if they can work through these departments).

Here are affordable documentary specials (about \$150,000 to \$350,000 per hour). Inherent in the form itself are lower production costs; and be-

cause of public service commitments, networks often sell at less than the full amount of these costs. Also, talent works less. Low-cost repeats in prime or fringe time further reduce unit costs.

If program appeal and competition depress the rating of an original, the repeat may provide the needed efficiency (*Operation Sea War* had an 8.9 AA rating in prime time, a 7.7 AA rating Sunday afternoon).

Sometimes the combined rating equals a big entertainment special (*Anatomy of Pop* had a 17.5 AA rating in prime time, 6.0 AA rating Sunday afternoon). And even more efficient is the "event" (*Africa*'s prime time and daytime showings together enjoyed about an 18.0 AA rating, a cumulative audience of about 25 million).

A schedule of eight new and eight repeat documentaries in a season may achieve a very efficient \$3.50 CPM, and a little over \$5 CPM for men.

Making the special truly special by scheduling it pre-emptively (rather than in fixed time periods as are most CBS and NBC news specials) may add rating points. Besides greater promotability, the special inherits the audience and lineup of the program preempted. And here audience composition compatible with the special also helps (*Our Time in Hell* preempted *Combat*).

Star talent as narrator, or even host-narrator, may add still another rating point or two, besides contributing program values (Gregory Peck certainly enhanced *Africa*).

The Right Choice • But selection of subject matter for inherent entertainment and involvement potential as well as informational importance is crucial: Like all art forms, documentaries communicate best when the emotions are

touched (as in *The Long Childhood of Timmy*, and *To Save a Soldier*).

Selecting diverse subjects reaches all target audiences. For example, B. F. Goodrich, one of our clients, has run *I Leonardo*, *Anatomy of Pop*, *I Am a Soldier*, *Ivan Ivanovich*, *Mark Twain*, *Bear Bryant*. Another, the 3M Co., has sponsored *Mayhem on a Sunday Afternoon*, *Timmy*, *Scott's Race to the Pole*, *Red China*, *Legacy of Rome*.

Production reports are essential to know things are progressing according to plan, and to insure proper promotion, merchandising and advertising, ideally aided by a PR firm.

Production reports also help the commercial department. Corporate commercials are usually softer, and often long enough to reduce the normal number of breaks. Still, selection and placement must not disturb the story. The same goes for billboards, bumpers and musical stings designed to crystallize sponsor identification. Know this, and viewers will rarely complain. In fact, they will laud the client for association with retardation, deafness, the Nativity, a turbulent Dark Continent.

Does it work? Reviews, editorials, letters, wires, awards and congressional endorsements seem to justify the effort. But the real test is research, demographic reports, sales, and, yes, even the stock market.

Gets Message Across • Documentaries *do* increase awareness of corporate names, associate diverse products and divisions with those names, and establish reputations for new and quality product development, especially among younger, better educated, higher incomes males. This, then, may indeed be for some the best of all advertising worlds.



Loomis C. Irish, director of news and public affairs in the TV department of BBDO in New York, has a BA degree from Reed College in Portland, Ore., and an MA and PhD from Columbia, majoring in philosophy. He taught at Rutgers and Columbia universities before joining ABC in 1956 as a company trainee. Subsequently he was director of sales service and account executive for ABC-TV before joining BBDO in 1964.

Mark Century Corporation

is proud to announce



A Radio Production Package so finely tailored to the individual station's needs that we must limit the number of stations we can accept.

LIMITED EDITION has been designed to satisfy broadcasters' commercial needs with fully tailored commercials and campaigns...To assist broadcasters' production and programing capability with a new, full production music and sound effects library and continuing service plus a station production service to your order.

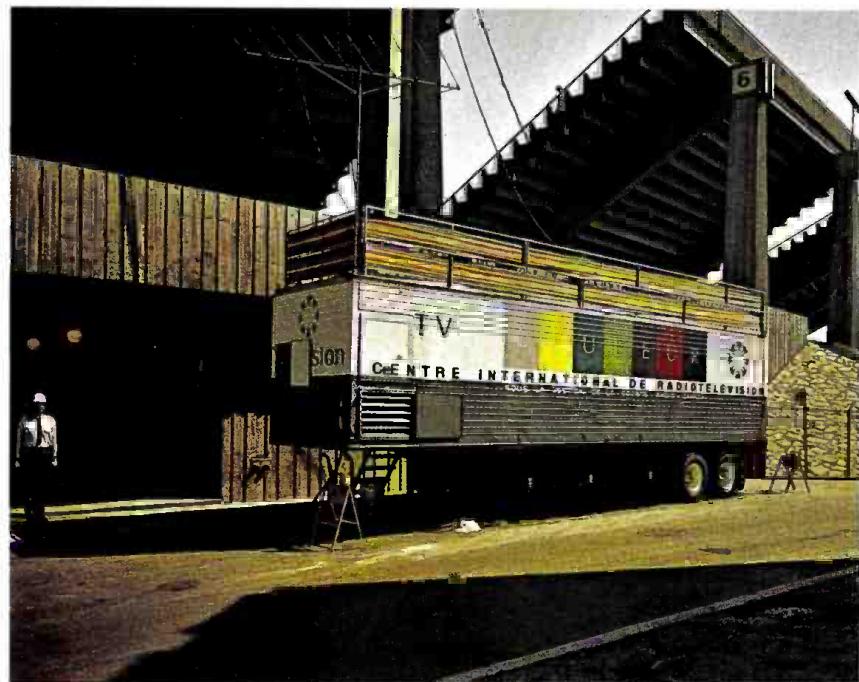
We have considered the individual needs of each broadcaster in his market.

To hear more about LIMITED EDITION - WRITE - CALL - or WIRE: **Mark Century Corporation** - The Tower - The Warwick Hotel - 65 W. 54th Street, New York, N.Y. 10019 - 212/752-3035

TK-42s capture fast action under blazing sun... give CTV superb color pictures!

To get the big view of the game one TK-42 was stationed on roof of press box. Three TK-42s were used in all.





Air-conditioned RCA mobile unit built for CBC contained the control room for three-camera pickup.



Soccer matches for CTV, Canada's privately owned color network, were among the programs broadcast in breathtaking living color from the grounds of Expo 67. The remote pickup, shown above, was made with TK-42 cameras during a "round-robin" series of games between England—the present world professional title holder—and Russia, Mexico, West Germany, Belgium and Austria, at the 25,000-seat stadium, "Autostade."

Two things are especially noteworthy in these pictures: The soccer field is ablaze with the light of the mid-afternoon sun; play is fast and furious. Yet what kind of pictures were received on the home screens? Superb!

Whether the sun was high in the sky, causing short shadows, or late in the day when shadows became

elongated, pictures were always brilliant—colors true to life. Details in close-ups or long shots came through consistently well. This was picture performance that put the viewer right on the field, with sharpest pictures possible.

CBC made extensive use of the TK-42 cameras throughout Expo, with results that proved there is nothing like a TK-42 for location shooting. If you want the very finest color pictures under widely varying conditions, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representatives. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

EQUATION FOR TIMEBUYERS

ONE BUY = DOMINANCE*

X

WKRG-TV•

MOBILE
ALABAMA

*PICK A SURVEY---ANY SURVEY



Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager



A week in the sun for educators

PBL launches its TV program series, LBJ signs

Public Broadcasting Act, and educational
broadcasters hold most enthusiastic convention

Educational broadcasters, for so long the little-league players on the broadcast stage, last week moved into what they anticipated will be the big time. But the visions of success elicited furrowed brows and sweaty palms, manifestations of the sobering weight of new responsibility.

Overall, however, educational broadcasters saw the good fortune opening before them with undisguised joy—as the third great move toward putting noncommercial, educational broadcasting on the road to stature. The first was in 1946 when the FCC reserved a section of the FM band for education-

al stations; the second was in 1952 when the commission reserved 242 TV assignments for educational TV.

The good fortune smiling on educational broadcasting last week was composed of two parts:

The Public Broadcasting Laboratory made its debut to mixed reviews but with many giving it an "A" for effort.

And in Washington President Johnson, in a colorful White House ceremony, signed the Public Broadcasting Act of 1967 that promised a bonanza of \$20 million this fiscal year—including \$9 million for a new element in American broadcasting, a nonprofit,

government subsidized Corp. for Public Broadcasting; \$10.5 million for grants in aid to states for the building of ETV and educational radio stations, and \$500,000 for a study of instructional television.

In Denver, 3,500 delegates to a convention of the National Association of Educational Broadcasters, effervescent with the promise of a bright future but grave with the almost unspeakable thought of flubbing the opportunity, heard calls for action and warnings of pitfalls to avoid.

All in all, it was quite a week for the noncommercial broadcasters.



As President Johnson signs the Public Broadcasting Law of 1967 in the East Room of the White House before more than 200 government, education and broadcast notables, the principal architects of the legislation look on (l to r): Representa-

tives William L. Springer (R-Ill.), Torbert H. Macdonald (D-Mass.) and Harley O. Staggers (D-W. Va.), all of the House Commerce Committee; Senators Norris Cotton (R-N. H.) and John O. Pastore (D-R. I.), both of the Senate Commerce

Committee; Alan Pifer, president of the Carnegie Corp.; Dr. James Killian Jr., who was chairman of the Carnegie Commission on ETV, and John W. Gardner, secretary of the Department of Health, Education and Welfare.

Mixed reaction to 'PBL' premiere

Station lineup drops to
89 when 30 stations
fail to carry program

"PBL", noncommercial television's first regular network series, was launched last week to mixed reactions from viewers, critics, the noncommercial stations that carried it, and both educational and commercial television authorities.

It started on a lineup 30 stations shorter than the 119 National Educational Television affiliates it had expected, with 15 of the dropouts representing two state networks that refused to carry the racially oriented premiere program for editorial reasons.

PBL leaders hoped to get some of the drop-outs back for last night's (Nov. 12) program, which was planned with a magazine format featuring a

confrontation on the legalities of the Vietnam war, and still more for future shows, of which next Sunday's (Nov. 19) will probably be devoted basically to a seminar with columnist Walter Lipmann.

As part of a move to woo back these stations the Public Broadcast Laboratory, which produces PBL agreed last week to furnish all NET affiliates with a Teletype report each Monday, summarizing plans for the following Sunday night's show, but reserving the right to make changes up to airtime.

Money-Shortage • Most of the other 15 drop-outs said they did not carry the opening program for financial reasons and that whether they will carry future installments will depend on whether they can raise money to open up on Sundays.

No national ratings were available but in New York the instant Nielsens averaged approximately 1.5 for the full show. Of the 89 stations carrying the premiere, 46 are VHF and 43 UHF.

The program, two-and-a-half prime-time hours on Nov. 5 (8:30-11 p.m. EST), focused on "the failure of communication between the races," as demonstrated in mayoral campaigns in Cleveland, Boston and Gary, Ind.; a

tour through the Cleveland ghetto; a confrontation between militant black nationalists and liberal whites, and full-length (59 minutes) presentation of Douglas Ward Turner's one-act play, "Day of Absence."

"Day of Absence" is a satiric fantasy about the disappearance of all Negro residents from a small Southern town and the collapse that follows on the whites' loss of their "hewers of wood and drawers of water." It was played by Negro actors in white-face as a double-edged device reversing minstrel-show stereotypes, and indicating that while white people know nothing about Negroes, Negroes know everything about white people.

Criticism • Two of the men closest to the project also were among the frankest critics of the opening-night performance.

Fred W. Friendly, former CBS News president, now TV consultant to the Ford Foundation and generally credited with creating the PBL concept—which is being financed by Ford Foundation funds—said he was "disappointed," particularly with the play, which he considered too long for television. But he said he was "heartened by the readiness of the American viewer to

What the critics thought of first 'PBL'

Though many newspaper critics found elements within the premiere of PBL to criticize, their over-all comments were favorable. The segment most singled out for negative comment was a nearly one-hour satirical skit that featured Negro actors in "whiteface" makeup.

A sampling of the critics' opinions of the program, as a whole, follows:

"PBL"—three little letters. But what a gigantic stride forward they denote. Sunday was the night television grew up. Reality—uncomfortable and incessant—was the focus for the tube that has so long languished in vacuity." Percy Shain, *Boston Globe*.

"A new kind of television—hard-hitting, fearless, explosive and gutsy—made its debut. . . . It was sensational! It left you shaken—and thinking." *Boston Herald-Traveler*.

". . . seems a heroic effort to give noncommercial television an image calculated to attract a new segment of viewers, actually, the subjects it explores are no more explosive, controversial and provocative than many of the ideas and themes commercial

television has tackled." Bill Irvin, *Chicago's American*.

". . . was outstanding . . . in its intelligent use of topical news and the arts to focus sharply and forcefully on a single subject in depth." Dean Gysel, *Chicago Daily News*.

". . . did deliver something new and different. . . . Even when it stumbled, it offered a real choice—and a choice is what viewers have been asking for [for] years." Paul Molloy, *Chicago Sun-Times*.

". . . was uneven, as might be expected . . . on the whole it showed good writing, wit and timeliness." Robert Goldsborough, *Chicago Tribune*.

". . . may not win many friends but [it] will certainly influence people." Bob Tweedell, *Denver Post*.

". . . not so much a disappointment as it was an interesting old college try to be something different." Bob Hull, *Los Angeles Herald Examiner*.

". . . TV isn't likely to be the same again." Hal Humphrey, *Los Angeles Times*.

". . . should have a great effect

on our lives and it should change commercial television." Larry Williams, *Memphis Commercial Appeal*.

". . . uneven, with many rough spots; but the basic idea of PBL is one of great promise and deserves enthusiastic encouragement. . . ." Ben Gross, *New York Daily News*.

"Something new, forthright and muscular in TV journalism . . . a little long, but filled with good intentions." Bob Williams, *New York Post*.

". . . not the second coming of Marconi . . . flashes of provocative heat but far more moments of journalistic and theatrical ineptitude. . . . The weight of the emphasis was heavily on the side of the Negro cause. . . . The laboratory wanted to rock the status quo, and within its own ground rules probably has succeeded." Jack Gould, *New York Times*.

". . . often exciting, but sometimes tedious . . . often reminiscent of past *CBS Reports* and *NET Journal* documentaries. . . . 100 Negroes and whites entered into a spirited, often unruly, but devastatingly revelatory

absorb something new and different," as demonstrated by the show's reception.

Av Westin, former executive producer of the CBS News election and special-events unit, now executive director of the Public Broadcast Laboratory, seemed a little more encouraged. He rated the premiere "C-plus; relatively conventional in the election coverage, first-rate in the confrontation the play was good but too long. As a total experiment, I think we did different things differently in a different context—a success."

The response of newspaper critics across the country was predominantly favorable, but with some sternly critical dissents by writers generally considered long-time "friends" of PBL (see page 24).

Mixed Reaction ■ The reaction of NET affiliates polled, and that of their local audiences as reported in calls and letters, was generally favorable. Affiliates' criticisms centered on length, particularly of "Day of Absence," and on the advisability of opening the series with a program devoted entirely to a racial theme.

Perhaps the strongest negative reaction by an affiliate was voiced by Ray

discussion. . . ." Harry Harris, *Philadelphia Inquirer*.

"Noncommercials, the most refreshing idea to hit television this season, highlighted the debut. . . . PBL's initial offering was refreshing and exciting." Francis Murphy, *The (Portland) Oregonian*.

"It had its ups and downs." Rick Du Brow, UPI.

". . . it kept its promise to provide a meaningful alternative to commercial television." Terrence O'Flaherty, *San Francisco Chronicle*.

". . . it was a heady, meaty, auspicious debut. . . ." Dwight Newton, *San Francisco Examiner*.

". . . its most startling aspects was that it had time to make its points without the incessant interruptions that plague commercial TV. . . ." John Voorhees, *Seattle Post-Intelligencer*.

"It was an impressive, if somewhat stormy birth. . . ." C. J. Skreen, *Seattle Times*.

". . . made a triumphant debut, on the whole. . . ." Tom Donnelly, *Washington Daily News*.

". . . it was a rare, absorbing evening and a brilliant start for a new force in television." Lawrence Laurent, *Washington Post*.

Huffer, director and station manager of KERA-TV Dallas. He said calls and letters about the show had "run about even." But he expressed the personal opinion that "leading off with a single-theme racial show was in very bad taste. The show was too long. The play was very bad. Had we known about the play in advance, we would not have carried the show. It was vulgar.

"The confrontation was great, the kind of thing television is uniquely fitted for, but they killed it with that stupid drama. We were simply overwhelmed."

Other stations polled in the South were more favorable. William Hart, general manager of WYES(TV) New Orleans, called the premiere "a good show. PBL delved into an area that needs to be talked about. We were very pleased."

The WYES audience, however, was of a different mind. According to Mr. Hart, the "many" calls and letters received "ran about 10-to-one against the subject matter."

A. Prescott Rowe, WCVE(TV) Richmond, Va., director of information services, reported a 90% favorable audience reaction to the show.

Will Continue ■ The WCVE citizens' committee, which meets regularly to evaluate the station's programming, held a special meeting to evaluate PBL, and endorsed its continuation.

In the Midwest, reaction appeared more favorable. Jack McBride, general manager of KUON-TV Lincoln, Neb., was "pleased."

Mr. McBride said that calls to his station were "overwhelmingly favorable," and that letters were running "nine-to-two complimentary."

Dr. John Taylor, executive director of WTTW(TV) Chicago, "liked" the premiere: "Well done. It could have been trimmed, but in general, I'm very happy with it."

Burton Snow, director of public relations, KCET(TV) Los Angeles, said he had just finished a report to his station's board of directors on the audience reaction. "In general, it was very favorable. Of more than 75 letters received to date, only 10 or 12 were negative."

Mr. Snow said the reaction of management of the station was "very favorable. Everybody was very much impressed. PBL has succeeded in what it set out to do—stir things up."

PBL's intention of "stirring things up" occasioned second thoughts on the part of others.

Henry J. Couthen, executive director of the South Carolina Educational Television Network, was quoted in *The Columbia (S. C.) State*, to the effect that he felt things had "already been stirred up enough," and that "it

is time to settle things down with some constructive television."

For that reason, and because of what he termed "that lewd and profane play," Mr. Couthen had his five-station network black out the PBL premiere.

Dr. William Hale, associate director of the Georgia University Center for Continuing Education and station manager of WGT-TV Athens, also cancelled carriage.

Bad Management ■ "The Public Broadcast Laboratory is composed of creative geniuses—innovative and provocative," he said, "but they've made a mess out of management and station relations."

The Georgia and South Carolina cancellations provoked petition and protest movements on college campuses in both states.

John Duval, assistant professor of speech at 6,000-student Clemson University, Clemson, S. C., initiated a petition demanding the right "to view any program broadcast nationally," and protesting "censorship which violates freedom of speech guaranteed by the U. S. Constitution."

The petition, addressed to Mr. Couthen of the South Carolina network, was signed by more than 500 students and faculty members at Clemson on Monday and Tuesday (Nov. 6-7), according to Mr. Duval.

Similar petition and protest movements were reported on the campuses of the University of South Carolina at Columbia, and the University of Georgia at Athens.

Most of Defections ■ The defection of the Georgia and South Carolina networks accounted for one-half of the 30 drop-outs from PBL's 119-station line-up. The other 15 noncarriers were the seven-station Alabama educational network, the four-station Vermont network, and KETS(TV) Little Rock, Ark., because of the insupportable cost of opening Sundays; WFSU-TV Tallahassee, Fla., which was blacked out with the Georgia network because it had planned to pick up the signal from WABW-TV Pelham, Ga.; KFME-TV Fargo, N. D., because of a malfunction of its privately owned-and-operated microwave facilities; and WVIZ-TV Cleveland, which will carry the show on a delayed basis because of its coverage of the local mayoral race.

KLRN-TV Austin-San Antonio, Tex., carried the entire show, with the exception of its two "noncommercials," satirizing aspirin brand names and 100-mm cigarettes.

In most cases, the judgments of non-commercial and commercial television figures were harsher than those of either the critics, the affiliates or the general public.

Fred Friendly expressed his disap-

Hill seems unimpressed

Comment from Capitol Hill on the inaugural program by the Public Broadcasting Laboratory was sparse; only one of the key congressmen involved in the field of broadcast legislation had any comment and that was the not unexpected kind words for an endeavor with which he is sympathetic.

Representative Richard L. Oettinger (D-N.Y.) called it "an auspicious beginning, provocative and stimulating. I hope," Mr. Oettinger added, "that PBL can maintain the level of quality . . . that as the weeks go by they don't suffer hardening of the arteries."

But other key communications legislators—Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce's Subcommittee on Communications; Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee—had no comment. In fact, they hadn't watched.

pointment this way:

"The play was too long—to the point of physical discomfort. But that's just my opinion. In seminar with my students, [in the Columbia University Graduate School of Journalism], they accused me of being 'just as square, middle-aged, middle-class as the rest of them,' which is probably true. Listen, I'm not, in the springtime of my senility, going to start holding back. I was disappointed."

Hoving's View ■ Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, on the other hand, thought the premiere show was: "Great. Why? It was skillfully produced. It moved. Sure, it had sync problems, fluff-outs, waste space, the harsh edge of imperfection, technically, at times. But as a citizen, it moved because it moved me. Because it had human involvement."

Mr. Hoving's remarks were made as part of his speech at the National Association of Educational Broadcasters convention in Denver (see this page).

Disliked Play ■ Elmer Lower, president of ABC News, said: "The main problem was the play. I don't think last Sunday's show is a representative sample of what the people at the laboratory are capable of. I think this Sun-

day's show (Nov. 12) will be better."

Rumors last week that the Public Broadcast Laboratory was engaged in a series of emergency editorial meetings "to completely overhaul its whole program concept" were flatly denied by Richard Kellermen, appointed associate director of the laboratory in a surprise move last week (see page 33).

"There was a regular staff meeting Tuesday, and the regular editorial policy board meeting Wednesday, both in preparation for Sunday's (Nov. 12) show. We don't have time for that kind of nonsense—we have a show to prepare," Mr. Kellermen said.

How will NAEB spend money?

Jubilant NAEB convention faced with sobering thought of how best to serve public

Noncommercial broadcasting's big picture may have been in Washington last week. But the hopes and challenges posed by the Public Broadcasting Act of 1967 were put sharply in focus far to the west in Denver before the 43d annual convention of the National Association of Educational Broadcasters.

Some 3,500 noncommercial broadcasters, educators, exhibitors and public officials found the Denver meeting both a heady affair with an air of celebration and a sobering morning-after with this moment of truth for the educational station operator concerning federal aid: Now that you will soon get it, what are you going to do with it?

The debut of the controversial *Public Broadcasting Laboratory* series Nov. 5 on the eve of the Denver meeting obviously stimulated sufficient introspection for most NAEB delegates. But they soon found they must learn to live with instant champions too, like it or not, such as those who intend to help save them from their new instant problems of financial and political pressure on the home front.

Solutions ■ One apparent Denver consensus: Sensational confrontations such as those on racial issues may make good television but they don't solve problems. ETV will have to offer more than shock to succeed; it will have to offer solutions.

The White House ceremonies Tuesday (Nov. 7) were piped by telephone line into the NAEB meeting, and a color film of the signing was shown at the Wednesday banquet. The film will be circulated for ETV airing.

The banquet speaker, Leonard H. Marks, director of the U. S. Information Agency, called for a world information bank using satellite and computer technologies (see page 32).

FCC Chairman Rosel H. Hyde pledged the commission's support in helping educational stations expand (see page 28). But Dean W. Coston, deputy undersecretary of the Department of Health, Education and Welfare, reminded the NAEB members that the new law authorizes funds but doesn't provide them, and the money must come from Congress.

The NAEB delegates got the message before it was given. Panel discussions frequently included mention that educational broadcasters will have to sharpen considerably the sophistication of their political activity and public relations.

Posed both in open sessions and private conversation: How can racial issues be frankly explored in some sections of the country so that the station operator keeps his integrity as well as the support of his trustees, legislature or governor?

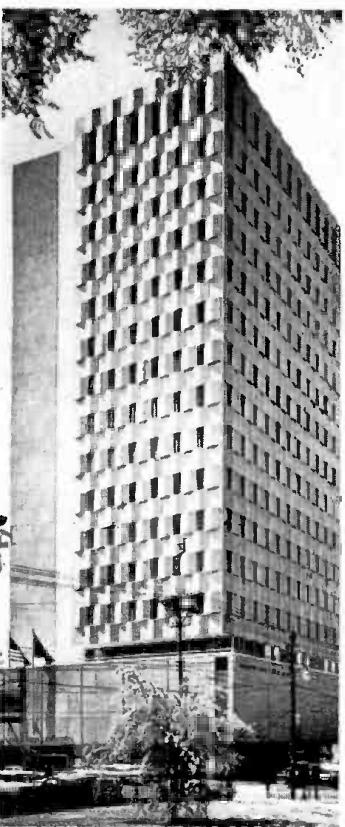
No Choice? ■ There no longer is a choice according to one speaker, Ben Holman, assistant director for media relations, Community Relations Service, U. S. Department of Justice. The problems of the ghetto are past the point of occasional special programming, he said, and they demand probing week in and week out by all broadcasters as "routine" programming. The mass media of "whitey" have become almost totally alienated in the ghetto, he said.

Educational broadcasters have a special responsibility, Mr. Holman suggested. While commercial stations are "concentrating on the blood and the gore, you have a marvelous opportunity to explain what has happened," he said.

"Unless you as educational broadcasters are able to help enlighten your public area," he warned, "you may be forced to inform and explain to your public events that will be far more distasteful."

Educational broadcasters will have to be alert to fight pressures for political control, Grover C. Cobb, chairman of the board of the National Association of Broadcasters and vice president-general manager of KVGB Great Bend, Kan., told the NAEB. He noted that educational stations will face much closer surveillance of their programming.

Mr. Cobb said commercial broadcasters and those in educational radio-TV are not competitive or in conflict. He felt their common fights to preserve integrity and to win access to public meetings will bring them still closer together. He urged educational stations to specialize and to study their markets and audiences carefully if they intend



Charlotte's
WSOC-TV



The action station in the action city!

Year after year WSOC-TV sweeps the top share of Carolina awards for news excellence, documentaries, public affairs programming. This station's involvement in local and regional service earns more than citations. For us, and for advertisers, it wins friends and influences customers. There are lots of them. Charlotte is midpoint of the South's largest industrial concentration, The Piedmont Crescent—one of the fastest growing "strip cities" in the U.S.A. Ask for our new fact book on the Charlotte market.

NBC/Represented by H-R



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KIVU(IV), San Francisco-Oakland; WJIC-TV, Pittsburgh.

to succeed.

Mitch's Pitch ■ The failure of educational broadcasters to research their communities and audience needs was cited by Maurice Mitchell, new chancellor of the University of Denver and formerly president of Encyclopaedia Britannica Inc. He called upon NAEB members to stop talking to themselves and to undertake a carefully planned national public relations program with clear goals.

Mr. Mitchell said educational broadcasters will have to scrub hard to clean their tarnished popular image of "snarling dissidents to all the rest of television, who in between moments of ill temper run around jingling a tin cup." Their relationships in their own academic world often aren't much better, he added.

Richard E. Jungers, vice president and general manager, KWGN(TV) Denver, noted "with a degree of alarm that educational broadcasters are conspicuous by their absence" in community affairs. They will have to become more personally involved, he said.

If educational broadcasting needs a rallying point for unity in its financial and public relations struggles, Thomas Hoving, and his National Citizens Committee for Public Television stood ready. Also director of New York's Metropolitan Museum of Art, Mr. Hoving noted that public television's new visibility "brings with it greater criticism and greater pressure." He reported broad support for NCCPT's efforts to help counter the opposition that would keep educational broadcasters from becoming movers and shakers.

"I am not an enemy of commercial broadcasting," Mr. Hoving said. "I am, however, a determined enemy of the shoddy, overpopular, banal, mediocre, rinky-dink, hand-me-down, piece-meal, Scotch-tape, Mickey Mouse pap of no quality whether it exists on commercial, noncommercial, educational, public, cultural or not, television," he said.

Mr. Hoving added: "I believe in commercial television. We must have it

\$142 million from Ford

The Ford Foundation announced last week the fifth of its annual grants to National Educational Television. The \$6 million donation brings the total Ford contribution to NET and noncommercial television stations over the last 15 years to \$142 million.

for our economy. Ultimately we must have it as a meaningful alternative to public television."

Wire Spokesman ■ Frederick Ford, president of the National Cable Television Association, told the NAEB that "the use of wired TV is absolutely essential to the full development of educational television." Asked if consolidations of CATV ownerships might affect the local CATV manager's freedom in program selection, Mr. Ford indicated concern about the increasing multiple-owner trend and thought "it could cause a problem if we don't do something in advance."

William G. Harley, NAEB president, said ETV and CATV must develop an effective relationship that "respects the economic realities and community-service purposes of both the CATV systems and educational broadcasting." Others at the NAEB observed that until now ETV and CATV often were not exactly "buddies."

Television is "one of the most marvelous educational tools man has devised," Wendell Pierce, executive director, Education Commission of the States, told the NAEB. Yet educators have failed to recognize and capitalize on the educationally sound material offered by commercial TV programs, he said.

The present generation of college graduates is the first to grow up with

television as the "third parent," Professor R. Buckminster Fuller, Southern Illinois University, said in the keynote address. He said children today have become "world citizens" as a result of their electronic experiences and said educational broadcasters must see to it that "everyone goes back to school."

A Canadian counterpart of the NAEB began to take form in Denver. A group of 32 Canadian delegates voted to hold a further meeting in Toronto Jan. 25.

At the final business session the NAEB members approved major by-law changes and restructuring of the board of directors and election procedures. Among the public directors is E. William Henry, Washington attorney, formerly FCC chairman.

Hyde tells ETV, help unite society

Educational broadcasting, given a new infusion of capital and moral support through enactment of the new Public Broadcasting Act, has the capacity and responsibility for extending and broadening the community of interest of the individual without regard to his economic or social position.

FCC Chairman Rosel H. Hyde expressed that view last week in addressing the National Association of Educational Broadcasters convention in Denver (see page 26). He thus sounded a theme he touched on in talking to commercial broadcasters, regarding their responsibilities at the International Radio and Television Society in New York in September (BROADCASTING, Sept. 25).

Educational broadcasting, radio as well as television, "can help to eliminate attitudes which divide our society," he said. "It has the potential of being one of the most effective unifying forces available to man. It can help to stimulate and launch programs to alleviate discrimination, unemployment, illiteracy and the kinds of environment that breed crime and disease."

He said that educational broadcasters who fail to take full advantage of such an opportunity "will have failed in large measure to provide the kind of programming that the public has been led to believe it will receive from this service."

Public Broadcasting ■ The Public Broadcasting Act, which was signed into law by President Johnson last week (see page 33), extends ETV construction grants, originally provided for in a 1962 act, through 1971 (\$10.5 million for 1968) and includes for the first time money for educational radio. It also contains a key new provision establishing a nonprofit Educational

PTV's 'thing' in Denver: hip buttons

Public Television rolled out a button bandwagon at the National Association of Educational Broadcasters' convention in Denver with distribution of buttons inscribed "PTV is the New Mind Expander," and "Public Television Makes the Airs Wave," and even "National Citizens' Committee for Public, Perceptive, Progressive, Pertinent, Priceless, Perspicacious, Phenomen-

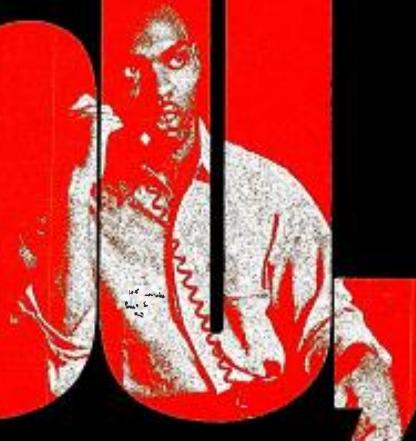
al, Penetrating, Piercing, Peerless, Perky, Performing, Pithy, Potent, Preeminent, Provocative, Psychedelic, Prophetic, Productive, Prolific, Persuasive, Plucky Television."

Buttons were distributed by the National Citizens Committee for Public Television as a means of further acquainting noncommercial station operators with the committee's goals.

There are numbers
of reasons why CBS Owned
television stations
are so special.

For example...

60,000



Is there a special service that a local television station can perform for its community's unemployed, particularly those from disadvantaged minority groups?

The CBS Owned television stations believe so—and have proved it with "Opportunity Line." In cooperation with state employment services, this first-of-its-kind weekly series presents up-to-the-minute information on job openings in each station's area, offers expert career advice, and provides a "hot line" phone number for fast action.

Response? Since its inception on four CBS Owned stations ("Opportunity Line" is scheduled to begin on KNXT Los Angeles in late November), nearly 60,000 phoned inquiries have been received, thousands of which have led to actual job or training placement!



In every large metropolis there is an untapped reservoir of creative talent and a corresponding need for this undiscovered talent to be seen and heard.

The CBS Owned television stations provide a special opportunity : "Repertoire Workshop," an on-air showcase for promising beginners in the performing arts. Here hundreds of newcomers (including such current favorites as Lainie Kazan, Dom DeLuise and Marilyn Mason) have received early audience exposure in five cultural centers.

In all, during the series' five-year run to date, 13,219 auditions have been conducted...2,933 scripts read...
175 original films screened...thousands of performers scouted in club appearances.

These numbers (among many others) add up to community involvement of a very special kind : perceptive, active, total. Too, they contribute, in no small measure, to the communities' exceptional involvement with the CBS Owned television stations. On the part of audiences, and on the part of advertisers who know how much this involvement adds to the effectiveness of their sales messages.

CBS TELEVISION STATIONS

CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

Broadcasting Corp. that would make grants of federal and private funds for development of programs for noncommercial stations—\$9 million in the first year.

Chairman Hyde said the commission is establishing a separate processing line for educational television and radio applications to expedite the granting of construction permits for new facilities or for major modifications in existing facilities.

As for educational broadcasters, he said, the barrier to progress appears to have been broken. But he suggested that "serious rethinking" on their part is necessary—a serious reconsideration of organizational structures and purposes as now constituted in light of the new potentials for programming, for interconnection, for research, for material resources, for public as well as professional participation.

"The immediate future of public broadcasting is in the nature of a revolution instead of an evolution," he said. "A positive, necessary revolution in the public interest."

Chairman Hyde recited some statistics to show the growth of ETV resulting from past federal aid. As of June 1, 1963, when the Department of Health, Education & Welfare was ready to accept applications under the 1962 aid to ETV act, there were only 79 ETV stations in operation. Now there are 149, with most of the new ones having received HEW grants. And in the 33 months prior to June 1, 1963, the commission had granted only four construction permits for major modifications, whereas in the 33 months after federal funds became available, the commission issued 31 such grants, all to stations receiving federal aid.

NAEB honors Killian, Novik

Dr. James R. Killian Jr., chairman of corporation, Massachusetts Institute of Technology, who headed the Carnegie Commission on ETV, was given the National Association of Educational

Broadcasters' "Man of the Year" award last week. Also honored at the NAEB Denver convention was Morris Novik, public service broadcasting consultant, New York, who received the National Educational Radio "Special Services" award.

Marks follows the boss's advice

President Johnson's call last week for an electronic network of knowledge available everywhere for the service of mankind drew quick response from Leonard H. Marks, director of the U. S. Information Agency.

Mr. Marks, speaking before the National Association of Educational Broadcasters in Denver, proposed a plan for the creation of a "world information grid" employing satellites and computers and providing for ready retrieval and transfer of man's accumulation of knowledge to any point on earth. He called upon educators and educational broadcasters to propose details for making such a plan practical.

Mr. Marks explained that the grid could link the centers of learning in all parts of the world. The present satellite system, owned by an international consortium of nations, would tie it all together. Participating nations would become depositors in the world bank of information and draw on it as needed, he said.

"Radio and television programs should become an important ingredient of this new reservoir of knowledge and there should be a regular exchange of programming," Mr. Marks said. "Worldwide audiences should be offered the best in literature and dramatic presentations and front-row seats at history-making events," while leaders of nations "should state their positions to the home viewers as they today explain their attitudes to United Nations delegates."

The feasibility of such a plan has

been removed from the remote future to the "now and soon" with the advent of satellites and electronic video recording, Mr. Marks said. He was particularly impressed with the possibilities of EVR which makes possible the playback of program material economically through the TV set in the home or in a classroom.

Mr. Marks estimated that a system of electronic information exchange could be set up within the next five years "provided we make imaginative

Peril in the green stuff

The danger of federal control is inherent in the new Public Broadcasting Law and it must not happen, Dr. John F. White, president of National Educational Television, said last week in a talk before the Adult Education Council of Metropolitan Denver.

"The worst thing that could happen in this country would be the establishment of a government-operated radio or television network," Dr. White said.

Educational television needs federal assistance, he told his Denver audience, but if it wishes to prevent eventual federal control it must promote interest and leadership in its own locally controlled NET affiliate, KRMA(tv) Denver.

Many NET stations are owned by public school systems and universities, Dr. White noted, and hence they depend upon local financial support. But if local citizens fail to support the NET station and it is forced to rely on annual congressional review for its funds, he said, "too many people will regulate themselves too much because they are afraid the green stuff will be shut off."



Justice Dept.'s Ben Holman (second from r) dropped racial programming bomb at NAEB Denver session. L to r: Frederic Hindley, WUOM Ann Arbor, Mich.; Bill Greenwood, public affairs director, NER division of NAEB; Mr. Holman, and Jonathan Rice, KQED(TV) San Francisco.



FCC will give ETV more help, Chairman Rosel H. Hyde (second from r) told NEAB meeting. L to r: Ken Christian sen, WUFT(TV) Gainesville, Fla.; Robert Schenckkan, KLRN (TV) Austin-San Antonio; Chairman Hyde, and Dr. Robert Hilliard, chief, educational branch, FCC.

use of the satellites and link them to information storage and retrieval systems already in existence." He felt educators should be allowed to experiment in use of the satellites in this way free of charge.

"If there is any single truth that the advance in communications technology has taught us," he said, "it is this: The machine originally was an extension of man's muscle. Now it is increasingly an extension of man's mind."

LBJ makes CPB signing an event

Notables present for
White House ceremony;
donors add to kitty

An obviously exhilarated President Johnson laid on the pomp and panoply last week when he signed the Public Broadcasting Act of 1967 into law. The event was held in the East Room of the White House with more than 200 notables from government, education and broadcasting present, and the scarlet-coated Marine Corps orchestra supplying a spirited background of music.

The presidential ceremony was carried live by audio line to Denver where 3,500 persons were attending the National Association of Educational Broadcasters' 43d annual convention (see page 26). Later that day, a color film, flown from Washington, was shown to the delegates.

Highlights of the Nov. 7 White House ceremony were announcements by the President that he had chosen the first two members of the board of the Corp. for Public Broadcasting: Dr. James R. Killian Jr. and Dr. Milton S. Eisenhower (see page 34), and by Alan Pifer, president of the Carnegie Corp., New York, of a contribution of \$1 million to CPB.

Any Donations? ■ The Carnegie pledge is the third for CPB; previously Dr. Frank Stanton, president of CBS, had offered \$1 million, and more recently the United Automobile Workers, \$25,000. The President's high spirits were evident when, after Mr. Pifer's announcement of the Carnegie gift, he asked if there were any others wishing to make donations. His sally was greeted by a burst of laughter from his guests.

CPB is to be financed jointly by the federal government and by contributions by private donors. The first federal grant is for \$9 million.

Establishment of CPB is one of the three elements of the new law, passed last month by Congress after a Senate-House conference ironed out differences between the bills passed by the two houses (BROADCASTING, Oct. 30). In addition to the establishment of the public broadcasting corporation, the law calls for the continuation of federal grants to states on a matching basis for the construction of ETV stations and the purchase of equipment, with \$10.5 million authorized; and a study of the future of instructional television

commercial stations. It is also authorized to arrange for and pay charges to interconnect ETV stations for special national network programs.

LBJ and ETV ■ The President, a one-time school teacher himself (Southwestern Texas State Teachers College, 1930), recounted a bit of history at the signing ceremony. Back in 1956, when he was Senate majority leader, the President said, he had instructed Jerry Siegel, then counsel to the Senate majority policy committee, to draft legislation providing federal financing for ETV. This proposal was introduced by Senator Warren G. Magnuson (D-Wash.), then, as now, chairman of the Senate Commerce Committee. The bill became law in 1962 as the Educational TV Facilities Act.

In his remarks to the guests, and for the TV and news cameras, President Johnson commented that CPB "will assist stations and producers who aim for the best—in broadcasting good music, exciting plays, reports on the whole fascinating range of human activity . . ."

And conscious of the fear that the corporation might be used as a conduit for administration propaganda, the President declared: "It will get part of its support from the government. But it will be carefully guarded from government or party control. It will be free and independent—and it will belong to all the people."

In its final form, the act provides for a board of 15 members, no more than eight of whom shall be of the same political party. This safeguard against White House pressures was inserted by the House committee, after some members expressed concern at the possibility of "packing" the board with administration partisans. All nominees for the board must be confirmed by the Senate.

Search for Talent ■ The President also said that he had asked Dr. Killian and Dr. Eisenhower to help in finding the 13 other CPB directors.

In talking about the marriage of education to computers and satellites, the President reported that he had asked his advisers to develop "a network for knowledge." "We must consider ways to build a great network for knowledge," he said, "not just a broadcast system, but one employing every means of sending and storing information . . ."

Such a system, he said, could be used by a student in a small college tapping the resources of a great university, by a country doctor getting help from a distant laboratory, by a scholar in Atlanta drawing on a library in New York. "Eventually," the President said, "this Electronic Knowledge Bank could be as valuable as the Federal Reserve System." And, he added, such a system could become

Changes in organization

Two steps of internal reorganization were taken by the Public Broadcast Laboratory last week, following the premiere of its *PBL* series Sunday (Nov. 5):

Richard Kellermen, formerly director of information services, was appointed associate director of the laboratory, and David Buksbaum, a producer, was named coordinator of production.

Mr. Kellermen, who continues as director of information services, explained the promotions as "intended to increase the laboratory's administrative and production capability."

The other step was the institution of weekly teletype reports, to affiliates, of general descriptions of the following Sunday's show, with the right to make major changes up to air-time. This procedure was described as "a concession" by officials of the Georgia Educational Television Network in the announcement of that network's return to the *PBL* fold last week. (The University of Georgia station WGT-TV Athens, and WETV-TV Atlanta stand apart from the other eight Georgia stations, at opposite positions. WGT-TV is "standing pat" on its wait-and-see attitude through November. WETV-TV will probably carry the rest of the *PBL* series intact.)

by the Department of Health, Education and Welfare, with \$500,000 authorized.

The appropriations are expected to be included in the administration's supplemental budget request for fiscal 1968. This may be submitted shortly after the present session of Congress completes action on the remaining portions of the regular budget.

CPB is empowered to disburse its money to program producers, educational networks and ETV stations for the production of programs for non-

international, involving other nations "in a partnership to share knowledge and enrich mankind."

The advisers on whom the President has called to design this "knowledge" network are, it's learned, the Task Force on Telecommunications, established last August to review and recommend telecommunications policy for the nation. Eugene V. Rostow, undersecretary of state for political affairs, is chairman of this group, with James D. O'Connell, telecommunications adviser to the President and director of the Office of Telecommunications Management, as vice chairman.

Air Grant ■ The President likened the Public Broadcasting Act to the 1862 Morrill Act, which set aside public lands in all the states for the construction of what are now known as land grant colleges.

"Today," he declared, "we rededicate part of the airwaves—which belong to all the people—for the enlightenment of all the people."

The \$1-million Carnegie gift to CPB was announced by Mr. Pifer, president of the foundation, after the President spoke. Mr. Pifer termed the legislation "of historic import" because, he said, "it has the potential to enhance immeasurably the quality of American life."

It was the Carnegie Corp. that underwrote the ETV study headed by Dr. Killian. The commission's report, following a year of study, and an estimated \$750,000 in cost, was issued last January. It proposed essentially the formation of a nonprofit, nongovernmental corporation for public television, with an ultimate budget of \$104 million a year—to be underwritten largely by a special tax on the sale of TV receivers. The TV-set tax proposal aroused bitter opposition from set manufacturers who objected to being singled out to support the ETV body.

In March, President Johnson submitted a special message to Congress, proposing the creation of a public broadcasting corporation with an initial appropriation of \$9 million as "seed" money. Tied into this message also was a recommendation for the continuance of the grants to states for ETV station construction, with a \$10.5 million price tag and a recommendation that \$500,000 be appropriated to permit HEW to undertake the study of instructional TV.

It also recommended an open-ended financial authorization for three years, but congressmen balked at authorizing more than one year's support at a time. Plans for financing CPB after the first year are due from the White House next year. Besides the Carnegie Commission's proposal that CPB be underwritten by a tax on TV receivers, other proposals have called for increased fees

A two-week reprieve

Communications lawyers will receive a breather for two weeks (if they choose to take advantage of it) under an FCC moratorium declared on the filing of all pleadings in cases designated for hearing. The commission said the two-week filing extension was effected because of its move to new offices at 1919 M Street N.W., Washington.

The moratorium applies to the filing of all initial and responsive pleadings such as petitions, motions, proposed findings and conclusions, exceptions and applications for review. The time for filing pleadings ordinarily due from Nov. 17 to Nov. 30 has been extended for two calendar weeks, though the commission noted that the time extension "does not, of course, preclude any person from filing a pleading during that period if he chooses to do so."

for broadcasters or a special tax on the revenues of commercial broadcasters. Even as late as Nov. 5, Senator Jacob K. Javits (R-N.Y.) called for heavy support for public television by commercial broadcasters. In an appearance on noncommercial, educational WCNY-TV Syracuse, N.Y., Sen. Javits urged "some sort of impost on the use of the airwaves . . . percentage of profits, tax on networks . . . it might even come back to the advertiser with some surcharge on him."

During the Senate-House conference on the bill last month, one of the sticky points was a House-written definition of educational programming. It was finally decided to eliminate part of the definition, which now reads: "programs which are primarily designed for educational or cultural purposes."

The approved version forbids ETV stations receiving federal grants to editorialize or support political candidates. It also calls for adherence strictly to "objectivity and balance" in the presentation of controversial issues.

The bill, as finally passed by both houses of Congress, also contains a provision permitting CPB to contract directly with commercial common carriers for interconnection services.

In the facilities-and-equipment-grant section of the bill, the federal government will supply \$10.5 million in fiscal 1968, \$12.5 million in 1969 and \$15 million for 1970. It also limits the amount of grants to individual states to no more than 8.5% of each year's total appropriation.

Killian, Eisenhower first CPB choices

The President picked two leading educators as his first two appointments to The Corp. for Public Broadcasting. They are Dr. James R. Killian Jr., chairman of the corporation, Massachusetts Institute of Technology, and chairman of the Carnegie Commission on Educational TV; and Dr. Milton S. Eisenhower, recently retired president of Johns Hopkins University.

Under the law, signed by the President last week (see page 23), the corporation consists of a bi-partisan board of 15 directors, named by the President and confirmed by the Senate. No more than eight may be of the same political party. Other nominees are expected to be named soon.

The corporation's board will receive no compensation, except \$100 a day when meeting, plus expenses and subsistence. And the law forbids any member to be a regular, fulltime employee of the United States. Each board member will serve six years and he may serve only twice consecutively.

The first chairman will be named by the president; thereafter the board itself will choose its own chairman.

The law also provides that the board shall choose a president and other officers at salaries to be fixed by the board. It also proscribes staff officers from receiving compensation from other sources while employed by the CPB.

Dr. Killian, 63, a native of Blackburg, S.C., is a graduate of MIT and has spent his entire career there. He started as assistant managing editor of *The Technology Review* in 1926 and was editor of the magazine in 1939 when he became executive assistant to the president of MIT. He advanced up the university's administrative ladder—to executive vice president, to vice president, to president and to chairman in 1956. Throughout his professional life, he has served on various boards and commissions both for the federal government and for academic or business organizations. He was named chairman of the Carnegie Commission in 1965, which issued its report early this year (BROADCASTING, Jan. 30).

Ike's Brother ■ Dr. Eisenhower, brother of the former President, has been president of three universities. In addition to Johns Hopkins, he was president of Pennsylvania State University, from 1950 to 1956, and before that of Kansas State University, 1943-1950.

A native of Abilene, Kan., the 68-year-old educator was director of information for the U.S. Department of Agriculture from 1928 to 1941; direc-

SUCCESS STORY



KHJ AM · FM · TV

5515 MELROSE AVENUE • HOLLYWOOD, CALIFORNIA 90038 • AREA CODE 213 462-2133

October 30, 1967

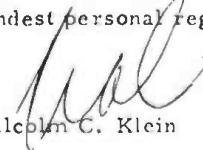
Mr. Robert Seidelman, President
TELEWORLD, INC.
575 Madison Avenue
New York, New York 10022

Dear Bob:

I am delighted to advise you that on the World Television Premiere of Ingemar Bergman's "The Virgin Spring" Saturday, October 14, KHJ-TV received an ARB telephone coincidental rating of an 11.0 in the first half-hour and a 9.0 in the second half-hour. This rating was within a point of NBC's Saturday Night Movie.

I knew that you would be interested in this highly successful return. We were extremely pleased to find that films of an anticipated limited appeal could generate such a substantial audience. According to ARB, there was a 54% sets in use during this period.

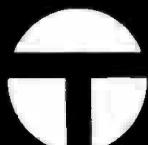
Kindest personal regards,


Malcolm C. Klein

MCK;rk

THE VIRGIN SPRING and 17 other award winning Bergman films are available now for your prime film slots.

Watch for new success stories as premiers take place soon in New York, Pittsburgh, Washington, D.C., Philadelphia, San Francisco, Houston and Dallas.



TELEWORLD, INC.

NEW YORK: 575 Madison Avenue, New York 10022 • (212) 421-1060

LOS ANGELES: 9145 Sunset Boulevard, Los Angeles 69 • (213) 273-6251

**Is your Blair Radio
or a marketing man?**



man a salesman



Both.

On one hand, he's an experienced radio time salesman. He has the very specialized know-how to help you make your radio campaigns fit your advertiser's requirements.

At the same time, he's a marketing expert, equipped to give you complete marketing counsel. And we back him up with the best market research facilities of any organization in the broadcast industry. A staff of experts. Everything you'd expect from the nation's number one station representatives.

As a result, your Blair man's knowledgeability extends to every major market in the country. In fact, he can give you the most complete, up-to-date marketing information available on most any area in which you may be interested.

So when you want market information, call your Blair Radio marketing man. And when you want to buy time, call your Blair Radio salesman. They're one and the same.



BLAIR  RADIO

Dramatize TV weather

Alden facsimile weather data recorders reproduce pictures direct from satellites . . . all broadcast weather charts and data . . . vividly—permanently—economically.



Global Weather Picture from Synchronous ATS Satellite



APT-Satellite cloud pictures from ESSA, NIMBUS, ATS enlarged to 10" x 10" for easier interpretation . . . using one of Alden's complete tracking/receiving systems or via land line from another system.



Weather Charts via radio from United States and International broadcasts.

Weather Charts via land line from U.S. Weather Copy Bureau in handy filing size (8½" x 11").

PLUS . . . remote hard copy reproduction of any weather radar scope presentation via slow scan TV over ordinary telephone lines.

Alden facsimile recorders are rugged and reliable—excellent for land or marine environment. Several models are available to suit space, application, and radio environment including Weather Bureau/Navy/Air Force standard units. If you already have an Alden 18 Weather Chart recorder, consider the Alden 11 Tactical Recorder for back-up . . . adding a second network . . . getting APT pictures. Several operating modes, all using Alifax paper for unlimited storage, tone shade response, permanent printing—and the color gives outstanding results on television!

Purchase a recorder and build your own system or purchase a complete system from

ALDEN	
ELECTRONIC FACSIMILE RECEIVING EQUIPMENT CO., INC.	
Highway 100 • White Bear Lake, Minnesota 55091	
Tel. 650-7114-4441	
CG-11	
<input type="checkbox"/> Send information on the Alden 11 Tactical Recorder and complete Satellite Picture Receiving Systems. <input type="checkbox"/> Call me at once. My telephone number _____	
NAME _____	
COMPANY _____	
ADDRESS _____	

tor of the War Relocation Authority in 1942 when persons of Japanese ancestry were removed from the west coast of the U. S.; associate director of the Office of War Information, 1942 to 1943.

Dr. Eisenhower served as a specialist on Latin American Affairs in 1953 and

again for three years, 1957 to 1960. He was a director of the Fund for Adult Education, 1953 to 1961, and was a member of the President's Commission on Government Organization, 1953 to 1960. He, too, has served on numerous other government boards and commissions.

BROADCAST ADVERTISING

TVB puts focus on the client

Annual meeting in N.Y. to get counsel from spokesmen for various organizations allied to the advertiser

Tomorrow's business world will be spotlighted at this week's 13th annual membership meeting of the Television Bureau of Advertising, which is expected to attract an attendance of some 300 members. Activities get under way in the New York Hilton tomorrow night (Nov. 14) and conclude Friday morning (Nov. 17).

This year's meeting—other than three closed sessions on the bureau's current activities in selling television—will concentrate on the TV client, particularly those people to whom clients turn for advice on how to improve their way of doing business.

TVB's theme for the annual meeting is "The Business of Tomorrow Today." As explained by bureau President Norman E. (Pete) Cash, there are various ways to gauge the effect of future developments on the television business but he believes the meeting will present the "most effective approach by inviting key spokesmen from the various types of organizations that television's clients themselves regularly turn to for advice and counsel in planning corporate growth."

Keynote by Cash ■ Mr. Cash will open the meeting tomorrow night with a keynote address and on Wednesday morning will preside over a closed session concerned with TVB activities. At the luncheon that follows, Richard W. Darrow, president of Hill & Knowlton,

will discuss "The Responsibilities of the Communicator Tomorrow, Through His Right to Communicate Today." A panel considering "Barometers for Business Tomorrow" is set for the afternoon.

The panel participants will be Albert Sommers, vice president and director of economic research, National Industrial Conference Board; Dr. Wendell Smith, president, Marketing Science Institute; Carl Spielvogel, president of Market Planning Corp. (The Interpublic Group of Companies Inc.), and Daniel Yankelovich, president of Daniel Yankelovich Inc.

Mr. Sommers will discuss the U. S. economy; Dr. Smith's topic deals with marketing methods, "Objectives and Objections"; Mr. Spielvogel's with "What's New . . . Composition and Competition," and Mr. Yankelovich speaks on "Hear Today . . . Here Tomorrow." A reception will be held afterward in the early evening.

A New Pitch ■ A highlight of the meeting will be the first showing Thursday morning of TVB's new presentation, "The Time of Television." The presentation, described by the bureau as major, is scheduled with a continental breakfast at 8:30, and will be presided over by Joseph B. Dougherty of Capital Cities, TVB's board chairman.

At 10 a.m. a session on "Managing Business Information for Tomorrow . . . Today" has guest speakers Stanley F.



Mr. Spielvogel

Mr. Sommers

Dr. Smith

Mr. Yankelovich



Local color: it will make the grass greener on your side of the street.

Big things are happening in color. Shoot them that way and watch what it does to your image—and your profit picture. Both viewers and advertisers appreciate the added dimension of interest you show in the community by filming the news in color. And Kodak makes your switch to color smooth and easy with a versatile new film system: Kodak Ektachrome EF Films and the ME-4 Process. The films are fast, sharp, fine-grained, and have wide exposure latitude with excellent color saturation. Your cameraman will love them, so will your audience. Fast processing service is available in many areas; but if not in yours, consider processing the film yourself. The ME-4 Process, with its packaged chemistry, is fast, dependable, and virtually foolproof. Naturally, we'll help you set up your process and provide information and continued service. For full details, call your nearest Eastman Kodak motion picture engineer.

Eastman Kodak Company

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200

Dallas: 214/FL 1-3221 Hollywood: 213/464-6131

New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055

Kodak
TRADEMA

CHECK THESE ADVANCED FEATURES!

ON THE GREAT
NEW
Scully 280

NEW "ADD-ON" MODULAR DESIGN CONSOLE . . . accommodates one, two or four amplifiers. Handsome cast metal covers on operations panel and head assembly give the 280 an entirely new look.



NEW BRAKING SYSTEM WITH EXCLUSIVE MOTION SENSING! Available previously only on the Scully one-inch tape transport, this unique system permits tape handling in any operation sequence without breaking worries. Optional on the Model 280.

NEW AUTOMATIC TAPE LIFTERS! This is an added bonus with the new motion sensing braking system. The automatic tape lifter keeps the tape off heads until tape transport has come to full stop.

SCULLY'S NEW SYNC/MASTER! Remote control your sync-sessions with Scully's exclusive Sync/Master control panel. Ask your Scully distributor about this new optional accessory for our 8-track units.

Scully engineering pioneered the plug-in head assemblies, plug-in amplifier cards, plug-in relays and solid-state electronics.

Now, once again, Scully sets the pace in great new features for the all-new 1968 model 280!

► **Scully**

RECORDING INSTRUMENTS COMPANY
A Division of DICTAPHONE CORPORATION

480 Bunnell Street
Bridgeport, Conn. 06607
(203) 335-5146

Makers of the renowned Scully lathe, since 1919
Symbol of Precision in the Recording Industry.

BAR network-TV billing report for week ended Nov. 5

BAR network-TV dollar revenue estimates—week ending Nov. 5, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ending Nov. 5	Calendar Month Oct.	Cume Nov. 1-	Cume Nov. 5	Day parts	Networks	Week ending Nov. 5	Calendar Month Oct.	Cume Nov. 1-	Cume Nov. 5
Monday-Friday	ABC-TV	\$ —	\$ 7.4	\$ 17.3	Sunday	ABC-TV	104.8	\$ 443.6	104.8	4,593.1	
Sign on-10 a.m.	CBS-TV	220.6	938.8	135.6	6 p.m.-7:30 p.m.	CBS-TV	372.4	1,517.3	372.4	9,679.1	
	NBC-TV	327.6	1,408.0	201.6		NBC-TV	300.0	867.8	300.0	6,083.7	
	Total	548.2	2,354.2	337.2		Total	777.2	2,828.7	777.2	20,355.9	
Monday-Friday	ABC-TV	1,508.2	6,140.7	910.4	57,147.4	Monday-Sunday	ABC-TV	5,757.4	26,869.1	4,077.8	212,954.2
10 a.m.-6 p.m.	CBS-TV	3,204.2	13,412.2	1,899.2	132,463.2	7:30-11 p.m.	CBS-TV	7,562.0	32,672.8	5,253.7	247,807.6
	NBC-TV	2,140.4	14,540.3	1,283.1		NBC-TV	6,454.7	30,297.0	4,556.6	240,292.9	
	Total	6,852.8	34,093.2	4,092.7	268,172.6	Total	19,774.1	89,838.9	13,888.1	701,054.7	
Saturday-Sunday	ABC-TV	1,480.8	5,998.9	1,480.8	38,066.9	Monday-Sunday	ABC-TV	474.8	1,197.7	402.8	10,652.6
Sign on-6 p.m.	CBS-TV	2,327.5	9,011.2	2,327.5	43,626.0	11 p.m.-Sign off	CBS-TV	440.5	527.3	32.7	3,620.2
	NBC-TV	821.3	7,044.3	821.3	29,384.6	NBC-TV	402.0	1,743.1	252.4	16,763.1	
	Total	4,629.6	22,054.4	4,629.6	111,077.5	Network totals	ABC-TV	1,317.3	3,468.1	687.9	31,035.9
Monday-Saturday	ABC-TV	436.7	1,960.3	349.8	13,616.1		CBS-TV	14,702.3	60,940.2	10,389.8	466,551.0
6 p.m.-7:30 p.m.	CBS-TV	575.1	2,860.6	368.7	23,742.2		NBC-TV	11,251.1	58,445.8	7,961.8	409,435.7
	NBC-TV	805.1	2,545.3	546.8	26,179.2	Grand totals					
	Total	1,816.9	7,366.2	1,265.3	63,537.5	all networks					
								\$35,716.1	\$162,003.7	\$25,678.0	\$1,213,034.3

Damkroger, assistant vice president, marketing and sales, American Telephone & Telegraph, on "What Management Can Do with Information"; W. Robert Widener, president, Information Management Facilities Inc., on "What Information Can Do with Management," and Dr. Charles R. DeCarlo, director of automation research, corporate staff, International Business Machines, on "Putting Both in their Place."

Three Benton & Bowles executives are on the Thursday luncheon program in a discussion of "Today's Message for Tomorrow's TV Commercials." The speakers: Victor Bloede, executive vice president; Richard Casey, senior vice president, and Gordon Webber, vice president.

At 3 p.m. members will hold a closed session for an address by Chairman Dougherty on "The Television Medium Gets the Message"; election of directors and a reception and dinner. Activities conclude Friday morning with a sales seminar on "More Effective Selling of Local TV."

TVB can be success in selective campaigns

The Television Bureau of Advertising released last week details of local advertising campaigns that achieved success in reaching "selective" audience prospects and concluded these efforts can have application for the national advertiser.

For example, Metron Inc., Baltimore, a dealer in Armco Steel Corp.'s building systems, used a community-oriented series called *WBTV Reports* in Charlotte, N. C., to attract executives. TVB said it was "so successful" that Armco is now attempting to encourage other

Armco dealers to follow the Metron pattern.

TVB similarly has documented the value of selective television for such local-area advertisers as The Ohio Co., Columbus investment banking firm, in sponsoring an 80-second stock report five days a week; William A. Ritzi & Sons, Daytona Beach, Fla., jeweler, that uses a capsule program to tell the story of gems; Sears, Roebuck, which, in Chicago, has sponsored WGN-TV-produced specials on the city's institutions and living conditions, and Lukens Steel Co., Coatesville, Pa., which uses TV in Philadelphia with documentaries of its own creation that center around the history of Coatesville and its relationship to the state and the nation.

Business briefly . . .

Chanel Inc., through Norman, Craig & Kummel, both New York, has bought participations on NBC Radio's

Monitor and News of the World programs. Colgate-Palmolive Co., New York, through Ted Bates & Co., that city, has bought into NBC Radio's *Emphasis* and *David Brinkley Reports*, and General Motors Corp., through Campbell-Ewald Co., both Detroit, has bought into *Monitor News on the Hour* and *Chet Huntley's Perspective on the News*. Florists' Transworld Delivery Association, Detroit, through Post-Keyes-Gardner Inc., Chicago, has bought sponsorship in four NBC Radio programs, *Monitor*, *News on the Hour*, *News of the World*, and *David Brinkley Reports*.

The Coca-Cola Co., Atlanta, through McCann-Erickson Inc., New York, will sponsor *A Charlie Brown Christmas* for the third time on CBS-TV Sunday, Dec. 10 (7:30-8 p.m. EST). The cartoon special, written by Charles Schulz, was produced by Lee Mendelson and Bill Melendez.

The Borden Co., New York, will begin a coordinated campaign Jan. 2, 1968,



with sponsorship of a quarter-hour weekly of NBC-TV's *Huntley-Brinkley Report*. The commercials, including corporate ads and brand participations, are being prepared by Conahay & Lyon Inc., New York, which also handles household and cosmetic products for the Borden Chemical Co.

Saab Motors Inc., New Haven, Conn., subsidiary of Svenska Aeroplan AB, Linkoping, Sweden, for its 1968 model standard and deluxe sedans and station wagons will begin an estimated \$1.5 million advertising campaign starting Nov. 18, with roughly 20% of the budget allocated to TV-radio. Saab, which has some 410 U. S. dealers, will use spot radio and/or spot TV in 50 major markets. Campaign, stressing auto's capabilities, is being handled by J. M. Mathes Inc., New York.

B. F. Goodrich Co., Akron, Ohio, will sponsor *One Night Stands*, a special on ABC-TV Tuesday, Nov. 21 (10-11 p.m. EST), exploring the way of life of traveling entertainers. Agency is BBDO, New York.

Fletcher Richards into Interpublic's Marschalk

Fletcher Richards Co., New York ad agency, will merge with Marschalk Co., division of Interpublic Group of Companies, with the Marschalk firm retaining its present name.

Fletcher Richards billed \$4.3 million during the first nine months of 1967. Its largest client, Heublein, moves with the merger. Other clients move to Calkins & Holden, another Interpublic subsidiary.

Bryan Houston, chairman, and Robert B. Irons, president, of Fletcher Richards will assume other responsibilities within Interpublic.

Beg, borrow, steal—but do it with taste

The way Jeremy Gury, senior vice president and creative director of Ted Bates & Co., sees it, lump New York and California together and you get CANY, the culprit responsible for 94% of all television shows, 90% of all national TV spots, 95% of all U. S. movies. Most of all, he believes, CANY is responsible for the scourge of conformity that has swept the land, for using copycat advertising techniques and producing "cookie-mold" results.

"Here we are, chiefly in California and New York, with all of the freedom anyone could want, producing con-

\$304 million tab

Radio-TV led the way in contributing to The Advertising Council's public-service campaigns last year. The council reports that total media contributions hit a new high of \$304 million in 1966 (estimated value of ads according to salability at commercial rates). Though the council does not provide a breakdown by media, unofficial estimates place the value of radio-TV contributions at more than half the \$304 million. The council released the 1966 figure in a 25th-year anniversary report that states the nonprofit organization, which is chiefly funded by business firms on a voluntary basis, received over the past quarter century more than \$4 billion in time and space "otherwise sold at commercial rates."

ment of Agriculture and the Department of the Interior's Bureau of Commercial Fisheries.

Senator Ribicoff proposed the "Department of Consumer Protection" at a "consumer day" program at the University of Connecticut Thursday (Nov. 9). He said the proposed department would have "basic regulatory functions and would administer a consolidated set of consumer protection laws."

He noted that authority is now divided between the FTC and the FDA on labeling and advertising regulations for many products, and that the FDA, without true regulatory power as a quasi-judicial agency, must go to court to enforce its orders. The FTC, on the other hand, has such power in its own right, he observed.

"Consolidating the two agencies in one department would strengthen the government's hand," he said, "and do away with an anomaly in the present law."

ARF sets program for 13th conference

The Advertising Research Foundation will hold its 13th annual conference at the New York Hilton hotel this week (Nov. 14-15).

The first day, which is open to the public, features Herman Kahn of the Hudson Institute speaking on "The Next 33 Years." Broadcast-oriented sessions include presentations on "The Real Friends of TV Commercials—Beyond Demographics, Behavior and Personality Patterns of Women Affected by TV Commercials," by George Horsley Smith, Rutgers University professor of psychology, and "Alternative Criteria in Evaluating TV Commercials—Attitude Change Measurement Scales and Coupon Redemptions," by Stanley Cantor, Ogilvy & Mather vice president of marketing services. The second day, for ARF members only, will feature a number of presentations including techniques of audience measurement by representatives of A. C. Nielsen Co., The Pulse Inc., and C. E. Hooper Inc., and on the subject of "real-life" CATV television advertising testing by John Adler of Adtel Ltd.

Ribicoff has plan for consumer agency

The chairman of the Senate Subcommittee on Executive Reorganization, Senator Abraham Ribicoff (D-Conn.), has called for a cabinet-level agency to combine consumer protection programs now administered separately by the Federal Trade Commission, the Food and Drug Administration, the Depart-

Rep appointments ...

■ WLNH-AM-FM Laconia, N. H.: Bill Creed Associates Inc., Boston.

■ WLAV-FM Grand Rapids, Mich.: McLendon 45, New York.

General Electric adds 15 KW to their VHF transmitter line. That's important even if you need 30 KW output.

The new GE 15 KW VHF transmitter, TT-515, takes up only 24 square feet of floor space. The TT-515 combines economical operating characteristics with no-fight maintenance, and quality performance.

Need 30 KW output? Install two TT-515 transmitters in parallel operation. It's the ideal solution for power cut-back flexibility, lower operating costs, and minimum floor space.

The TT-515 has remote control capability via required external landline and/or microwave terminal equipment.

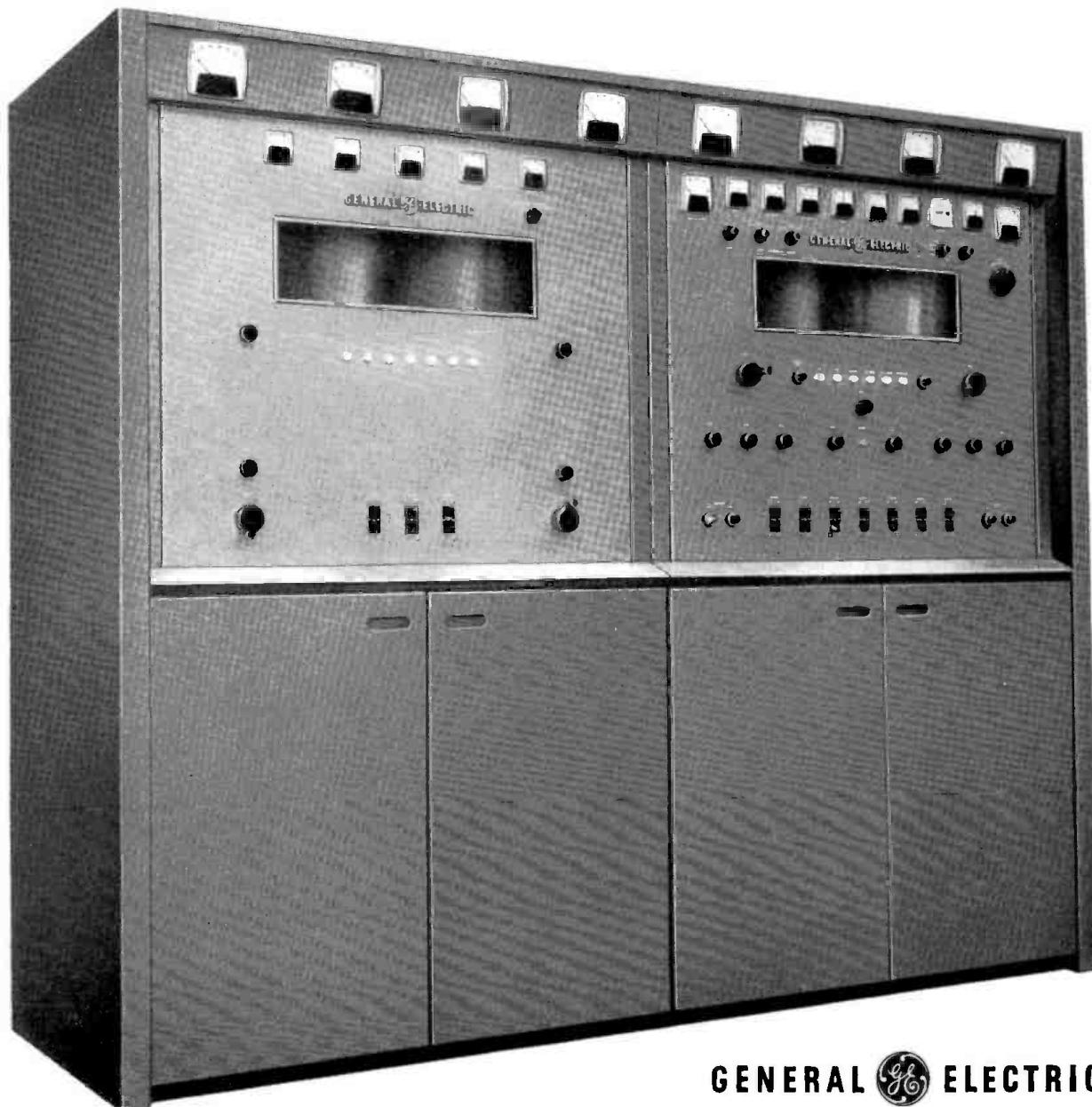
Motorized controls are provided within the transmitter for aural and visual power output.

GE VHF Transmitters: 1 KW TT-49-A/B; 5 KW TT-50-A/B; 10 KW TT-510-A/B; 15 KW TT-515-A/B; 30 KW TT-530-A/B; A/B = Low Channel/High Channel

Write General Electric Co., Visual Communication Products Department, Electronics Park, Syracuse, New York 13201 GE-52

TT-515 A/B (5-1) 15 KW

Frequency Range	-A Channels 2-6 (54-88 MC) -B Channels 7-13 (174-216 MC)
Visual Output	15 KW Sync Peak
Aural Output	3.3 KW Nominal
Output Impedance	50 Ohms
Power Consumption	208/230 Volts, 3 phase 50 or 60 cycles, at approximately 35.5 KW Average picture (0.9PF) 42.0 KW Black picture (0.9PF)
Convenience Outlets, and Cubicle Lights	117 Volts, single phase, 50 or 60 cycles, at approximately 500 watts.
Compliance	Complies with applicable FCC and EIA Specifications.
Dimensions	96" wide x 37" deep x 83" high



GENERAL  ELECTRIC

They tune in radio, but do they listen?

STUDY FOR CBS RADIO SAYS YES, UNDERSCORES MEDIUM'S IMPACT

Seven persons out of 10 regard themselves as active, involved listeners to radio, while about two out of 10 tune in mostly for background music while they're doing other things.

Whether they use radio as a "background" or "foreground" medium, however, they're about evenly divided in their preferences between spoken commercials and singing commercials.

These conclusions come from results of a study being released today (Nov. 13) by CBS Radio. The study was conducted for CBS Radio by R. H. Bruskin Associates, New Brunswick, N. J., and the findings are substantially the same as those in a similar study by the same firm and under the same auspices in 1964 (*BROADCASTING*, June 29, 1964).

"We were careful to duplicate the 1964 survey in every detail, both as to questions [asked] and number and geographic spread of respondents of both sexes," according to Harper E. Carraine, radio research director for the CBS/Broadcast Group. "We wanted to know if our 1964 findings remained valid some three and a half years later. They do."

Valuable to Advertisers — Mr. Carraine said: "The fact that two studies, three-and-a-half years apart, both indicate the same heavy preponderance of foreground over background radio listening is, we believe, important to advertisers. . . . It seems apparent to us that increasing concern over advertising effectiveness must naturally lead media clients to careful consideration of the involved listeners and where to find them."

CBS-owned radio stations as well as the CBS Radio network are heavily oriented toward news, information and talk—the kind of programing generally associated with foreground rather than background listening.

The latest study, conducted last July, covered 2,531 persons 18 years of age and older, about 49% men and 51% women.

They were asked to indicate—as were 2,502 adults in the 1964 study—which one of three statements came closest to describing the principal role radio plays for them in their daily schedules: (1) "Keeps me company, entertains me and helps keep my mind occupied"; (2) "provides me with a pleasant musical background for other activities"; (3) "keeps me informed regarding all the

latest news developments."

Those checking numbers one or three were classified as using radio as a foreground medium; those choosing number two were identified as background listeners.

In all, 71.1% were listed as foreground and 22.6% as background listeners (as compared with 70.7% and 26.8% in 1964). Of the rest, 4.4% were undecided (none undecided in 1964) and 1.9% reported no radio listening (2.5% in 1964).

Men More Involved — More men than women identified themselves as foreground listeners (75.2% of the men, 67.1% of the women), and it was also found that foreground listening increased with age (rising from 60.9% of the 18-24 age group to 81.6% of the over-54 respondents).

As between spoken commercials and singing commercials, 37.5% of all respondents preferred jingles (as against 41% in 1964), 36.9% preferred spoken commercials (37.6% in 1964) and 23.7% had no preference (18.6% in 1964). The rest—1.9% this year and 2.5% in 1964—rated themselves non-listeners.

A higher percentage of men (41%) than women (32.9%) favored spoken

commercials, which also were increasingly preferred in the older age brackets.

Foreground listeners leaned toward spoken commercials (40.9% favored this form as against 35.9% who favored jingles), while among background listeners the opposite tendency was evident: 46.4% preferred jingles, 30.1% preferred spoken commercials. About one-fourth of both groups indicated no preference.

Why the Choice? — Principal reasons given for preferring commercial jingles included "attract your attention" (indicated by 25% of those favoring this form); "tunes are catchy" (21%) and "easier to remember" (20%).

Among those preferring spoken commercials the principal reasons included "easy to understand and remember" (20%) and "create awareness, get your attention" (14%).

CBS's CATV plans kept under wraps

Felix A. Kalinski, president of the new CBS/Comtec Group, said last week the assignment of two divisional vice presidents to CBS CATV activities is an indication of the interest the company has in CATV, but declined to speculate about possible plans for expansion.

He made the statement in answer to questions stemming from the appointments, within his group's new CBS Television Services Division, of Harvey Struthers as vice president for CATV operations and Norman E. Walt Jr. as vice president for CATV development (*BROADCASTING*, Nov. 6).

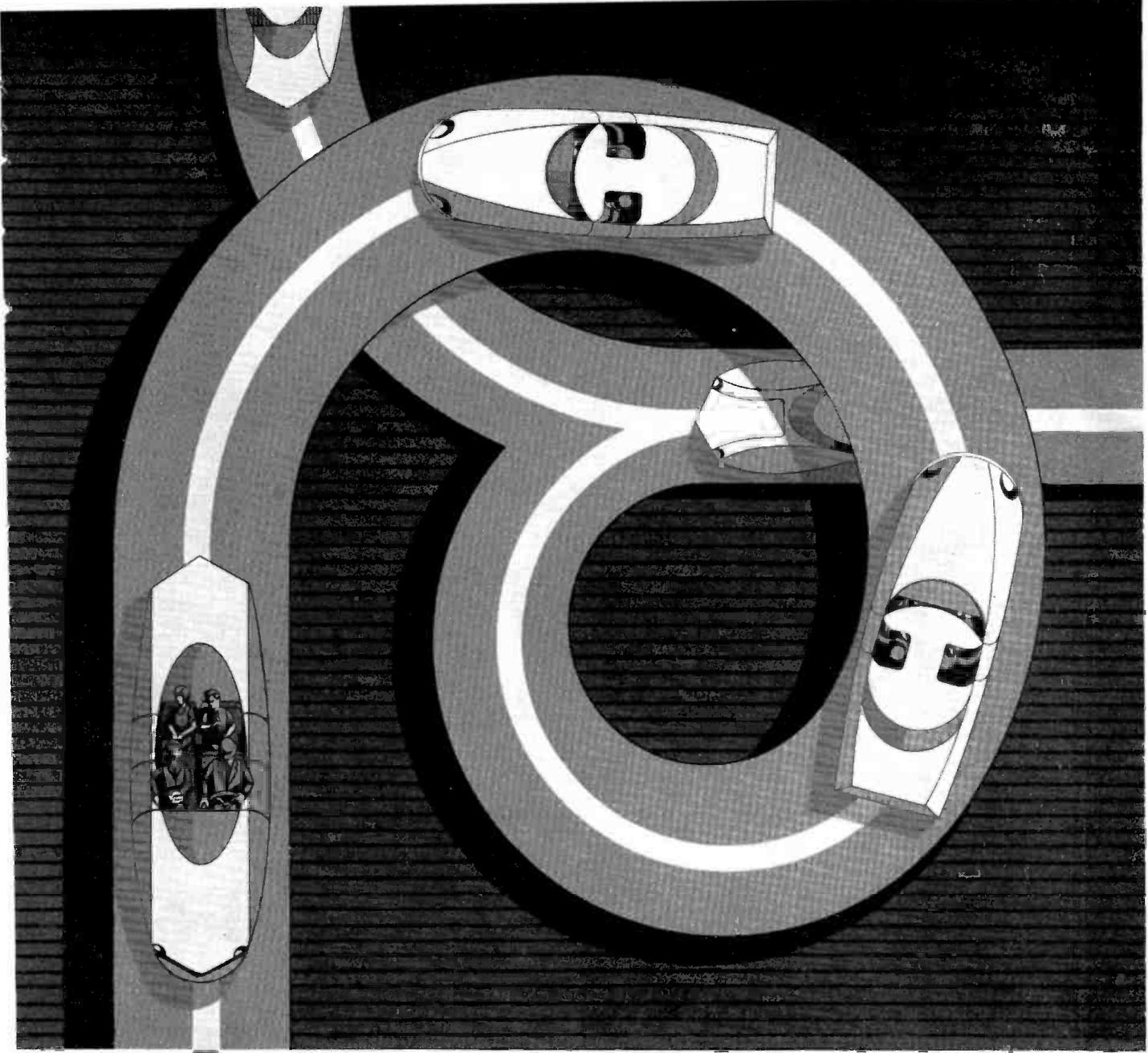
Mr. Kalinski said he did not regard the assignments as unusual, and noted that CATV had been put into the division so that it would get the attention it deserves.

"Beyond this," he said, "I do not want to conjecture further at this time."

The division is headed by Frank J. Shakespeare Jr., who also numbered CATV among his responsibilities as an executive vice president of the CBS-TV Stations Division before the CBS Services Division was created. Along with CATV, Mr. Shakespeare's other primary responsibilities in his old job, including international and film-syndication activities, were transferred with

FCC gets its \$19.1 million

The FCC staff can stop worrying about payless paydays—the agency's appropriation for fiscal year 1968 has been signed into law. The commission got the full amount asked for in its behalf by the Budget Bureau, \$19.1 million. That was the amount voted by the Senate; the House approved \$100,000 less but accepted the Senate figure in conference. The appropriation came a full three months after the beginning of the fiscal year; the agency made do—with many other federal departments—under a series of congressional resolutions that permitted spending to continue at last year's rates. Due to economy-bloc actions in Congress, however, at several times continuing resolutions were stalled and the FCC's spending authority was jeopardized.



As cars go electric... you can see the future happening.

It's a good bet a lot of cars in the future will be electric. Because electricity is the energy of progress.

But for us the future always starts yesterday.

In fact, every year we have many hundreds of research projects under

way—from electric car batteries to magnetohydrodynamics. The idea is to make electric service ever more beneficial, reliable and easy on your budget.

That's business management in action—working for your today in a way that makes your tomorrow better, too.

**The people at your
Investor-Owned Electric Light and Power Companies***

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N.Y. 10020

Major gains continue in UHF, color set counts

The U. S. Census Bureau last week released figures documenting a significant increase in the last two years in UHF-equipped and color sets. The proportion of U. S. households with UHF-equipped television sets rose from 22.8% in August 1965 to 42.1% in June 1967, according to the bureau. The proportion of households with color sets was up from 7.4% to 19.3%.

The most recent survey of the Census Bureau, ending in June of this year, also revealed that the number of non-TV households, already minuscule, is dwindling even further. By June only six out of every 100

households had no television set of any kind. That compares to eight out of 100 in 1965.

The 1967 survey showed only small differences in the saturation of television in different parts of the country. In the Northeast, 95.4% of all households had one or more television sets; in the North Central area, 95.2%; in the South, 92.3%; and in the West, 93.3%.

A quarter (24.9%) of all households had two or more sets, compared to 22.6% last year and 19.5% in 1965. Since 1965 there were increases in all areas and for households in every size category.

Households with TV sets—number of sets, UHF status, color status: June 1967

Area or household characteristic	Percent of all households		Percent of TV households	
	With 1 or more sets	With 2 or more sets	With UHF set	With color set
United States	94.1	24.9	42.1	19.3
The Northeastern states	95.4	30.2	41.0	17.5
New England	95.5	27.2	47.1	18.2
Middle Atlantic	95.4	31.2	39.0	17.3
The North Central states	95.2	25.7	47.1	21.2
East North Central	95.6	28.6	53.4	22.9
West North Central	94.0	18.2	30.3	17.0
The South	92.3	19.9	37.7	16.2
South Atlantic	93.4	21.0	38.3	15.7
East South Central	89.5	16.6	42.0	14.5
West South Central	92.6	20.2	33.9	18.3
The West	93.3	24.8	42.8	24.1
Mountain	92.5	23.3	36.9	18.0
Pacific	93.6	25.2	44.3	25.7
Husband-wife households	97.3	30.1	45.6	22.0
Other households	85.7	11.6	31.7	11.7
Size of household				
1 person	80.4	5.4	28.5	10.3
2 persons	95.2	18.6	38.4	19.5
3 persons	97.1	29.3	45.8	21.7
4 persons	98.1	36.1	48.2	22.5
5 persons	97.8	37.4	49.7	23.1
6 persons or more	96.8	33.4	44.6	17.7

him to the new division (BROADCASTING, Oct. 30).

Mr. Struthers had been CBS-TV Stations Division vice president for station services and Mr. Walt had been a CBS vice president for special projects before new assignments in the CBS Television Services Division. Other divisions in the CBS/Comtec Group under Mr. Kalinski are the CBS Laboratories Division and CBS/EVR Inc., which handles the electronic-video-recording system developed by CBS Labs for classroom and home use and its broadcast version for TV stations.

Mr. Kalinski noted that CBS already is active in CATV. The company owns 49% of Television Signal Corp., San Francisco, and interests in Canadian systems in Montreal, Vancouver, North Vancouver, Port Coquitlam, Quebec City, Surrey, Victoria and Toronto.

Color-TV homes now at 12.7 million: NBC

Color-equipped TV households in the U.S., as of Oct. 1, totaled 12,670,000, according to NBC's latest estimate, announced last week by Hugh M. Beville Jr., vice president, planning. The total represents a gain of 4,570,000 color-TV homes over the 8,100,000 figure of Oct. 1, 1966. As of Oct. 1, 1967, 22.6% of U. S. TV households owned color sets.

NBC's estimates, of which the latest is the 14th, are based on a variety of industry sources and special surveys that encompass such factors as color-set production, inventory at the factory, distributor and retail levels, and set scrappage.

(A. C. Nielsen's estimate of color-

TV ownership as of Nov. 1, published in the November issue of *Television* magazine, is that 23%, or 12,891,300 homes are color equipped. Papert, Koenig, Lois market-by-market estimates of color ownership are included in *Television's* "Telestatus" department.)

ABC-TV affiliates' board meets in Bahamas

The annual fall meeting of members of the ABC-TV affiliates' board of governors and executives of ABC Inc. will open today (Nov. 13) and continue through Thursday (Nov. 16) at Lyford Cay, Bahamas.

The main areas of discussion will be ABC-TV's plans in specials, news, prime, daytime, late-night and sports programming, according to John O. Gilbert, ABC vice president for affiliate relations. The board of governors will meet alone today and with network officials on the other days.

Leonard Goldenson, president of ABC Inc., will head the list of company executives attending the fall meeting, along with Thomas W. Moore, president, ABC-TV, and Elmer Lower, president, ABC News.

Board of governors members will be led by Chairman Burton LaDow, KTVK-TV Phoenix, and Vice Chairman Ben West, KOCO-TV Oklahoma City.

Temporary stay gets new lease on life

One of the San Diego cable companies operating under restrictions imposed by the FCC (BROADCASTING, July 25, 1966) received a thumbs-down from the commission last week on its request to lift the "temporary stay" because of a hearing examiner's conclusion that prior restraints on CATV operations should be removed (BROADCASTING, Oct. 9). Southwestern Cable Co., one of six cable systems involved in the 20-month-old case, had claimed "irreparable injury and hardship" because of the restrictions.

The Southwestern request marked a second attempt by the CATV's to remove the commission impasse to hook-up more subscribers. In May the cable companies asked the commission to terminate the CATV proceeding based on an appellate court finding that cast doubts on the FCC's regulatory authority over CATV (BROADCASTING, May 8). The commission rejected that plea.

The commission said the examiner's initial decision does not "constitute

sufficient ground for modification" of the temporary stay order. The CATV has not shown, the commission said, that the order should be vacated because of the development of some form of irreparable injury during the course of the hearing.

In fact, the commission noted that Southwestern had increased its subscriptions from 900 to 3,600 and had shown net earnings of \$2,000 for the first quarter of 1967 compared with losses for a two-year period when the CATV was beginning operations.

It emphasized, however, that any deterioration of the CATV's financial condition, during the remainder of the proceeding, would be "afforded prompt consideration."

Bobby Baker issue kept in 1110 kc case

The so-called Bobby Baker issue will remain a part of the drawn-out FCC hearing in which 11 applicants are competing for the 1110-kc Los Angeles frequency now occupied on an interim basis by KRLA.

The commission last week announced that it was denying the petition of California Regional Broadcasting Corp., one of the applicants, for review of a review board decision to add a contingent issue relating to the involvement of Regional's principal stockholders, William and Howard Ahmanson, with the former Democratic Senate aide.

Three applicants had asked the board to add an issue as a result of testimony in Mr. Baker's trial last year that the Ahmansons had made contributions to or through Mr. Baker. The trial resulted in Mr. Baker's conviction on charges of conspiracy, fraud, theft and income-tax evasion (BROADCASTING, May 15, March 13).

Regional had argued that since the issue was based on testimony given in the trial, the matter was one for the Department of Justice, not the review board. The board, however, held that under commission policy each case must be decided on its individual merits whether or not violations of statutes initially administered by other agencies are involved.

As added by the board, the issue may not be reached in the hearing. The facts concerning contributions by the Ahmansons—"and the effect, if any, of such facts upon the qualifications" of Regional—will be considered only if the examiner deems the comparative qualifications of the applicant to be of significance to the ultimate decision in the case.

The frequency for which the 11 applicants are competing was given up by Eleven Ten Broadcasting Corp. in

1964 after the commission refused to renew the license for KRLA. The station was found among other things, to have conducted fraudulent contests.

The commission in July 1964 granted Oak Knoll Broadcasting Corp., a non-profit educational organization, authority to operate on the frequency pending a decision on a permanent license (BROADCASTING, July 27, 1964).

Georgia CATV loses plea on ex parte charge

A Dalton, Ga., CATV operator, who has tried to pin ex parte charges on an Association of Maximum Service Telecasters delegation visit to four FCC commissioners (BROADCASTING, May 15), lost another plea based on those charges before the commission last week.

In a series of four orders issued in July the commission rejected the claims of various CATV interests that the meeting violated its ex parte rules (BROADCASTING, July 31). The commission rejection last week of an appeal by Multivision Northwest was based on its July opinion.

Multivision, currently embroiled in a CATV proceeding involving Chatta-

nooga stations WTVC-TV and WRCB-TV, asked Hearing Examiner Forest L. McClenning in June to remove the stations from the proceeding. The operator alleged that the stations are members of AMST and that the association, as agent of its members, had made prohibited ex parte contacts with the commissioners. Examiner McClenning, however, denied the petition principally because the commission had not then ruled on the charges and because FCC rules required a hearing on the allegations, which, the examiner said, was not in his jurisdiction to hold.

Multivision then appealed the ruling to the review board. In September the board dismissed the appeal because the commission had already rejected the ex parte charges levied by several CATV's including Multivision. Undaunted, Multivision applied for review of the board ruling to the commission. In a 5-to-0 vote (with Commissioner Lee Loevinger abstaining) the commission denied the application, saying the allegations and conclusions upon which the motion was based had been determined adversely to Multivision's position.

The CATV operator currently has pending before a federal court in New Orleans a petition for review of the July FCC order (BROADCASTING, Sept. 18).

**KFAC-Radio
Los Angeles,
the station
that plays music,
music, music
and more music
is now
represented by
Edward Petry & Co.**

Four TV sales are approved

Atlantic States buys
West Coast radio station
for over \$1 million

The sale of a West Coast radio station for \$1,325,000 was announced last week, subject to FCC approval.

At the same time, the commission approved the transfer of ownership of four TV stations (three in one group) as well as an FM station.

Reported was the sale of KROY Sacramento, Calif., by longtime broadcaster Lincoln Dellar to group broadcaster Atlantic States Industries Inc. for \$1,325,000. Atlantic States, a publicly held company, also disclosed it had sold its interest in WTSA Brattleboro,

Vt., to John Healy, formerly of WCBM Baltimore, for \$120,000 plus obligations. This also requires FCC approval. The company is awaiting FCC approval of its purchase of KMAK Fresno, Calif., from Fin Hollinger and associates for \$335,000 (BROADCASTING, Oct. 9).

Atlantic States, principally owned by Ralph Guild, Daren McGavren, and George Fritzinger, is a holding company for McGavren-Guild-PGW station-representative firm and WRYT Boston, WLOB Portland, Maine, and WNVY Pensacola, Fla. It planned to sell the Pensacola station in order to acquire larger-market radio outlets (CLOSED CIRCUIT, June 19). Mr. Guild is president, and Mr. Fritzinger, executive vice president of Atlantic States; Mr. McGavren is president of McGavren-Guild-PGW.

Only three months ago, McGavren-Guild Co., New York, merged with the radio division of Peters, Griffin, Woodward, New York, into a new exclusive radio sales-representative firm. When PGW transferred its radio list to the new company, it acquired a "sub-

stantial" stock interest in Atlantic States (BROADCASTING, Aug. 21).

Mr. Fritzinger said that KROY's present management will continue and that Dwight L. Case, station vice president and general manager, will remain.

Mr. Dellar, with his wife, bought KROY in 1960 for \$427,500; the Dellers also own KLYD-AM-TV Bakersfield, and KACY Port Hueneme-Oxnard, both California. KROY, founded in 1937, operates on 1240 kc with 1 kw days, and 250 w nights.

Chris-Craft ■ In a major change of a diversified company with TV holdings, the commission approved a transfer of control of Chris-Craft Industries Inc., owning KCOP-TV Los Angeles, WTCN-TV Minneapolis, and KPTV-TV Portland, Ore., to Baldwin-Montrose Chemical Co. (BROADCASTING, Oct. 30).

Baldwin-Montrose, which is headed by Herbert J. Siegel as chairman and 23.46% stockholder, and James R. Rochlis, president and 3.72% stockholder, had acquired over 25% ownership of Chris-Craft by buying stock on the open market. In a special agreement with Chris-Craft's management group, it is acquiring an additional 10% ownership for \$6 million. It was this move, giving Baldwin-Montrose de facto control of Chris-Craft, that required FCC approval.

Two commissioners dissented to this approval. Commissioners Kenneth A. Cox and Nicholas Johnson claimed that the transfer of control violated FCC policy that attempts to limit single acquisition of TV stations in the top 50 markets to not more than three, of which no more than two shall be VHF outlets. Los Angeles, Minneapolis and Portland are all top-50 TV markets.

All the stations are independents. KCOP-TV is on channel 13; WTCN-TV on channel 11, and KPTV, on channel 12.

The second FCC ratification was for the sale of WMTW-FM-TV atop Mount Washington, N. H. (Poland Spring, Me.) from entertainer Jack Paar to Paul F. Harron and associates for \$3,620,469 plus assumption of obligations making the aggregate price in the neighborhood of \$5 million.

Mr. Harron is the owner of WKTV-TV Utica, N.Y., and of KAUZ-TV Wichita Falls, Tex.; he is selling the Texas station to group broadcaster Bass Broadcasting Co. for \$3.1 million (BROADCASTING, Nov. 6). Mr. Paar and group bought the Mt. Washington stations in 1964 for \$3,675,000 from Horace A. Hildreth, John W. Guider, Peter Anderson and others.

WMTW-FM began operating in 1958 and is on 94.9 mc with 48 kw. WMTW-TV, founded in 1954 is on channel 8 and holds an ABC affiliation.

The Loevinger way to upgrade FCC

FCC Commissioner Lee Loevinger, who is heading into the final months of his first—and what he intends to be his last—term as a commissioner, has tossed out a suggestion on how the quality and independence of commissioners might be enhanced.

Give commissioners longer terms but don't reappoint them.

The commissioner offered the suggestion in the course of a busy morning in the studios of NBC's owned WRC-AM-FM-TV Washington last Monday (Nov. 6), most of it in the company of an attractive blonde, Betty Groebli.

While being interviewed on Miss Groebli's radio program on the FCC and its responsibilities, he said the present system in which commissioners are appointed for seven-year overlapping terms, and are available for reappointment, might not be the best.

It might be better, Commissioner Loevinger said, to name them for "10-to-15-year terms, with no reappointment." However, his plan would also call for providing the commissioners with "very substantial pensions" at the end of their terms, provided they completed them.

Improvement Possible ■ He said he thought such a plan would tend toward improving the quality of the

individuals who could be recruited for service on the commission and would enhance their independence while serving.

Commissioner Loevinger, who was named to the commission in June 1963 to fill out the unexpired term of former chairman Newton N. Minow, has said publicly he doesn't want to continue in his present post beyond the term's expiration date of June 30, 1968 (BROADCASTING, Sept. 18).

In an appearance on WRC-TV's *Capitol TieLine*, a phone-in talk show conducted by Miss Groebli and Mac McGarry, Commissioner Loevinger reiterated a view first publicly expressed three years ago that subscription television would pose no threat to commercial television (pay TV's "possibilities are vastly overrated"; "I don't expect to see it become the dominant mode of mass communications any time in my lifetime"). He declined, however, to comment on the merits of the proposal pending before the commission that calls for a tightly regulated system of subscription television.

The live broadcasts didn't exhaust either the commissioner or Miss Groebli. He sat with her for an interview of some eight minutes that was taped for presentation on NBC Radio's weekend *Monitor*.

There's a buyer but no seller

San Diego UHF permit sought by university, but owner seeks another buyer

An application, rather singular in make-up, has been submitted to the FCC. It purports to call for the assignment of a construction permit for KJOG-TV on channel 51 in San Diego, Calif., to United States International University. But the section normally executed by the seller—in this case it would be Jack O. Gross—is missing, and not through an oversight.

A letter accompanying the application makes clear that it amounts to a ploy to force Mr. Gross to abide by what the university contends is an agreement to assign the construction permit to it for \$16,174, Mr. Gross's alleged out-of-pocket expenses.

The letter, signed by the university's counsel, Benito Gaguine, asserts that the university "has ascertained" that Mr. Gross was trying to reach an agreement with another individual on assignment of the construction permit. Mr. Gross, the letter added, "advised the university that he would not cooperate" in filing an application for assigning the permit to the school.

Commission routine in such cases would be to return the application as incomplete, perhaps with an informal suggestion that the parties resolve any contractual difficulties in court.

Another Element ■ But there was another factor in the odd story. Mr. Gross, who received his construction permit on June 23, 1965, has yet to begin construction, and has recently filed another request for a six-month extension of time within which to complete construction. (He had allowed the permit to expire in the fall of 1966 but was granted a CP to replace it on Jan. 5.) His current authorization expires on Dec. 22.

Possibly as a result of this combination of factors—as well, possibly, as a result of the sympathetic ear the commission might be expected to give to an educational institution's application—the matter appears to be getting something other than routine treatment.

Although the application was submitted on Oct. 31, commission officials, while saying it probably will be returned, were not prepared to say when that would be. One staffer cited the fact that the agency was in the midst of

its move into new quarters (see page 56) as one reason for the delay.

However, one authoritative commission source indicated that before the commission acted it would probably ask Mr. Gross why he had not filled out the seller's section of the application. "We would want to get his side of the story," he said.

The same official pointed out that the commission has lately shown a "tendency to be more cautious" in granting construction-permit holders extensions of time within which to complete construction—"absent a substantial showing" justifying an extension.

Sell—or Else? ■ The implication appeared to be that Mr. Gross's most profitable course would be to agree to an assignment of the CP—assuming the validity of the university's assertions. Mr. Gross who has not filed any kind of response to the university's action, was said by his Washington counsel, Norman Jorgensen, to be hospitalized after undergoing major surgery in San Diego last week.

The university, which began operations 16 years ago and now has 3,000 students on its campus in San Diego, originally was a competitor of Mr. Gross's for the permit for the UHF channel. It withdrew from the con-

test in return for an option to acquire a 50% interest in the CP then being sought. The agreement was signed April 22, 1965, and filed with the commission.

However, Mr. Gaguine's letter states that a subsequent letter of intent, executed on April 1, 1967, provides for the university's acquisition of the construction permit for the amount of Mr. Gross's actual investment, subject to commission approval. A copy of the purported agreement—in which Mr. Gross's expenses were said to be \$16,174—accompanies the application.

The letter also states that the university's president and vice president for administration, Dr. William C. Rust and Robert S. Dunn, respectively, informed Mr. Gross "unequivocally" on July 29 that the university was exercising its "rights" under the terms of the April 1 letter.

Mr. Gaguine said the letter of intent "executed by Gross and the university" and the terms of the April 22, 1965, agreement "serve as an appropriate substitute for the assignor's portion of the assignment application."

Mr. Gross is no novice in television. He was the original licensee of KFMB-TV (ch. 8) San Diego. He put the station on the air in 1949, and sold it in 1951.

**KIST-Radio
Santa Barbara, the
station that
knows the news is
an important
part of being first
is now
represented by
Edward Petry & Co.**

FCC defers action on Conn. CATV waivers

WAIVER BACKLOG AND COURT FIGHT CITED IN DECISION

The FCC last week declined to tread in the troubled waters of complex top-100 market waivers requested by 11 of the 17 Connecticut cable operators that received franchises from the state Public Utilities Commission in March (BROADCASTING, March 27). But in granting two motions that would possibly postpone FCC action on the requests for as much as eight months, the commission unwittingly may have a hand in the revocation of the 80-odd CATV franchises in the state. Under Connecticut law, revocation of franchises that are not exercised within two years will be effected. Commission sources had speculated several months ago that the backlog of similar waiver requests set for hearing would prevent the CATV's from meeting the March 1969 deadline.

The motions were offered by Connecticut-New York Broadcasters Inc., WFTT-TV Bridgeport, (for continuance) and group-broadcaster Triangle Publications Inc., WNHC-TV New Haven, (to defer). Both broadcasters alleged that appeals against the fran-

chise grants pending in Connecticut courts operate to stay the PUC order and that the grants are not final because they may be modified or denied.

Their position received support from, among others, WATR-TV Waterbury and WHNB-TV New Britain-Hartford. Both stations and Triangle had applied for CATV franchises, but were denied grants.

Court Action ■ Prime reason for commission demurral is the court appeals. The commission explained: "We are unable to determine at this time who the ultimate holders of the respective franchises may be. Nor can we now determine, with respect to each CATV proposal, which signals will be proposed to be transmitted." In its order the commission said the time for filing oppositions and responses to the waiver requests would be extended until 30 days after final disposition of related appeals now in the state courts, or until July 1, 1968, whichever comes first.

However, the commission also ad-

mitted that it would be "administratively advisable" to permit deferment because it already has a "large backlog of pending petitions for waiver" of the rules (the first such on-the-record statement by the commission of a waiver backlog).

Hard statistics concerning such a backlog were presented to the commission in September by its CATV Task Force (BROADCASTING, Sept. 11). But the task force chief, Sol Schildhouse, in a June speech before the Western Conference of Public Services Commissions (BROADCASTING, June 26) raised the specter of those Connecticut CATV's losing their franchises because of the commission's work load.

He noted that the backlog of similar waiver petitions "have reached such proportions that even if our commission is disposed to waive the rule for the Connecticut systems, we are not likely even to get around to them for a long time." Mr. Schildhouse further cited that Connecticut law, saying: "If it becomes necessary to hold hearings on whether to permit the systems to go forward, the two-year grace period in the Connecticut statute might conceivably be too skimpy."

Changing hands . . .

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval.

■ KROY Sacramento, Calif.: Sold by Lincoln Dollar to Atlantic State Industries Inc. for \$1,325,000 (see page 48).

■ WGIV Charlotte, N. C.: Sold by estate of Francis M. Fitzgerald and associates to WGIV Inc. for \$710,000. Buyers are 85% owned by Tracy Broadcasting Co. (KGFJ Los Angeles), 12% by Bernard Howard, Bernard Howard & Co. (station representative) and 3% by Jack Davis, executive vice president of Bernard Howard & Co. Arnold Schorr, vice president-general manager of KGFJ has an option to purchase 5% of Tracy Broadcasting's interest in WGIV Inc. Tracy Broadcasting is principally owned by Richard Stevens, who also has an interest, with his family in WFEC Harrisburg, Pa. Mr. Howard is a principal owner of KDON Salinas, Calif. WGIV, founded in 1947, operates fulltime on 1600 kc with 1 kw days and 500 w nights.

■ KTFI Twin Falls, Idaho: Sold by Florence M. Gardner and others to KGVO Broadcasters Inc. for \$275,000. KGVO is headed by Dale G. Moore, who has ownership in KGVO-AM-TV Missoula, and KCAP Helena, both Montana. KTFI operates on 1270 kc with 5 kw days

"ratings" are important to Blackburn, too!

Not the kind that show which TV program the public prefers . . . but the ones that our satisfied clients give us. That attest to the completeness of our service and the advantages of dealing with the reliable broker. When you have a TV or radio property to buy or sell—check the "ratings" and consult Blackburn.

BLACKBURN & Company, Inc. RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
333-9270

ATLANTA

H. W. Campell
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford S. Marshall
Robert A. Marshall
Moore Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Seigh
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

and 1 kw nights.

■ KGUD-AM-FM Santa Barbara, Calif.: Sold by Sherrill C. Corwin and associates to Richard (Dick) Clark for \$195,000. Mr. Clark is radio and television personality. He is president of KPRO Riverside, Calif., and consultant to WRUN-AM-FM Utica, N. Y. KGUD operates daytime only on 990 kc with 1 kw. KGUD-FM is on 99.9 mc with 34 kw.

■ KDLK-AM-FM Del Rio, Tex.: Sold by Jack R. Crosby and associates to Gerald R. Mazur and others for \$185,000. Mr. Mazur has 25% interest in Southern Television Systems Corp., owner of CATV franchises in Cisco, Eastland and Ranger, all Texas; and is 25% owner of Frontier TV Cable Co., with system in Colorado City, Tex. Mr. Crosby is president of Gencoe Inc., multiple CATV owner, and is this year's chairman of the National Cable TV Association. KDLK is fulltimer on 1230 kc with 250 w. KDLK-FM operates on 94.3 mc with 3 kw.

■ KRGN(FM) Las Vegas: Sold by Mrs. E. W. Cragin and others to Donald S. Gilday for \$135,000. Mr. Gilday is owner of real-estate-brokerage business. KRGN operates on 101.9 mc with 20 kw.

■ WPXY Greenville, N. C.: Sold by Bell Broadcasting Corp. to Curtis & Associates for \$110,000. Bell, headed by Stanley Fox, will retain WZS Henderson, WRMT Rocky Mount and WEYE Sanford, all North Carolina. Donald W. Curtis, president of buying corporation, with others, owns WCSL Cherryville, N. C. WPXY is daytimer on 1550 kc with 1 kw. Broker: Chapman Associates.

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 76).

■ WLEE Richmond and WXEX-TV Petersburg, both Virginia: Sold by Thomas G. Tinsley and Irvin G. Abeloff to Nationwide Communications Inc. for \$7,150,000. Nationwide is former Peoples Broadcasting Co., wholly owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WGAR-AM-FM Cleveland, WRFD and WNCI(FM) Columbus, WATE-AM-TV Knoxville, Tenn., and channel 47 in Columbus. Mr. Tinsley owns 100% of WLEE and with Mr. Abeloff owns WXEX-TV. WLEE operates fulltime on 1480 kc with 5 kw. WXEX-TV operates on channel 8 with 316 kw visual from an antenna height of 940 feet above average terrain.

■ KCOP-TV Los Angeles, WTCN-TV Minneapolis and KPTV(TV) Portland, Ore.: Transfer of control by Chris-Craft Industries Inc. to Baldwin-Montrose Chemical Co. for \$6 million for 10% interest, giving it approximately 35%

ownership of Chris-Craft (see page 48).

■ WMTW-FM-TV Mount Washington, N. H.-Poland Springs, Me.: Sold by Jack Paar and associates to Paul F. Harron group for \$3,620,469 plus obligations (see page 48).

■ WFAM-TV Lafayette, Ind.: Sold by Sarkes Tarzian Inc. (Sarkes Tarzian, president) to RJN Broadcasting Co. for \$250,000. RJN is wholly owned by Richard F. Shively, who owns 18.8% of WLKY-TV Louisville, Ky., which is being sold to Sonderling Broadcasting Corp. (group broadcaster) for \$6,850,000, subject to FCC approval. Mr. Shively is also president of Telesis Corp., multiple CATV owner. WFAM-TV operates on channel 18 with 186 kw visual from an antenna height of 660 feet above average terrain.

Triangle turned down on its CATV protection plea

The FCC's desire to "preserve the status quo" of five Maryland and West Virginia CATV systems, currently in a hearing on their waiver requests, provided the basis of a commission rejection of a group broadcaster's plea that his station be afforded carriage and

nonduplication protection on one of the systems.

The commission rejected the request of Triangle Publications Inc., WFBG-TV Altoona, Pa., which claimed that Potomac Valley Television Co. should be required to afford its station the protection under commission rules while the proceeding is pending.

The Triangle request was in form of a petition for partial reconsideration of a June commission order which designated for hearing Potomac's microwave renewal applications (BROADCASTING, Aug. 28). Potomac had requested the licenses without the imposition of carriage and program exclusivity requirements. In the same order, the commission set for hearing the requests of five Maryland and West Virginia CATV systems, which receive TV signals from Potomac's microwave relay stations, for waivers of the carriage and nonduplication requirements. The commission in that order permitted the CATV's to continue their present operations during the hearing.

Since Triangle had raised no new issues to justify modification of the June order, the commission concluded that the petition should be denied because that order "was intended to preserve the status quo until a determination under the issues could be reached."

EXCLUSIVE BROADCAST PROPERTIES!

CALIFORNIA — Non-directional fulltimer in single station market with primary trade area of 46,000. Excellent facilities. Annual billing nearly \$60,000. Sales oriented owner can substantially increase sales. Potential is definitely there. Price \$120,000—29% down—liberal terms.

Contact Don C. Reeves in our San Francisco office

WEST TEXAS

— Good equipment, good business, good market, but absentee owner unsatisfied and wants to sell. This is a daytimer on a good frequency in a single station market. Station currently billing \$6,000 per month. Price \$130,000, includes real estate. Terms —29% down—Balance ten years. Less for Cash.

Contact George W. Moore in our Dallas office

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1737 De Sales St., N.W. 20036
202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

Delay sought on pay TV

Subcommittee proposal would suggest FCC hold up toll-TV plan for a year

The National Association of Broadcasters continued to beat the drums for increased opposition to pay-TV proposals currently before the FCC. Meanwhile, one congressman on the House Communications Subcommittee was readying a resolution that would ask the commission to defer judgment on subscription television for another year.

The proposal recommending delay, which would take the form of a sense-of-the-Commerce-Committee resolution, was to be introduced by Representative James Harvey (R-Mich.) during a subcommittee discussion that was to have been held last week. But the press of other business forced Subcommittee Chairman Torbert Macdonald (D-Mass.) to postpone the pay-TV meeting (BROADCASTING, Nov. 6). The meeting could come this week, Mr. Macdonald said.

During last week, as NAB President Vincent Wasilewski urged broadcasters at the NAB's fall conference in Kansas City, Mo., to solicit congressional opposition to toll broadcasting, it was reported that Commerce Committee Chairman Harley O. Staggers (D-W.Va.) was urging adoption of the Harvey resolution. Chairman Staggers, however, told BROADCASTING that he had not been active in the resolution's behalf. Furthermore, he said, although he did know of the resolution, he did not know in detail what it was to propose.

Mr. Staggers said that he still felt that passage of the Public Broadcasting Act would provide the sort of program

diversity that subscription television promised and that a strengthened system of noncommercial educational stations should be given a chance to show what can be done before instituting another system.

He added, however, that he would review the arguments for and against pay TV before voting on either the Harvey proposal or a bill introduced earlier by John Dingell (D-Mich.) that would prohibit the FCC from approving a pay-TV system without specific approval from Congress (BROADCASTING, Oct. 16). He also indicated that inasmuch as he had delegated consideration of the FCC's proposals to the Communications Subcommittee he felt obliged to listen carefully to that panel's recommendations on the matter.

NAB President Wasilewski told the Kansas City meeting that pay TV "would not bring a new dimension to television as its proponents claim, but would seek the ready-made audience built up by free television."

For all the progress made by pay-TV advocates during the Communications Subcommittee hearing last month, certain members are now on record as unconvinced. Chairman Staggers, who holds an ex-officio seat on the subcommittee, can almost certainly be counted in opposition. In addition, Mr. Harvey, as author of the resolution counseling delay, cannot be counted as a pay-TV convert. Two weeks ago another subcommittee Republican, James T. Brodyhill (N.C.), placed himself more or less in the opposition camp in a newsletter to his constituents.

And last week another North Carolina panel member, Horace R. Kornegay—the ranking Democrat on the subcommittee—said in a letter to Charles Crutchfield, president and general manager, Jefferson Standard Broadcasting Co., Charlotte, N.C., that he saw several dangers in the FCC proposals.

These include "the obvious one that the public might . . . have to pay for what they can now receive free," he noted, and "the less obvious one that

FCC control over pay TV might just open the door for an assertion of other and broader powers over programs seen and heard in commercial broadcasting."

He added that it is his firm belief that the "FCC does not have the authority now to authorize and regulate pay TV under existing law."

FCC denies waivers for Montana CATV

The FCC, which has been accused of ignoring small-market television stations' need for protection against CATV competition, took a number of actions last week that should blunt that criticism.

Under consideration were six sets of applications for renewal or modification of licenses of microwave companies serving CATV systems in Montana and Idaho; all sought waiver of the commission's nonduplication rule. The commission granted most of the renewal and modification applications, against the wishes of television stations in a number of cases. But it also denied most of the requests for waivers.

A number of those denied, moreover, were filed by a system that sought to avoid protecting a translator in Kalispell, Mont. The translator rebroadcasts the programs of KGVO-TV Missoula, Mont. The system involved, Northwest Video Inc., had claimed that the translator's signal was inferior to the signals it relays from Spokane.

Among the other requests denied were those filed by Teleprompter Transmission of Kansas Inc., seeking a waiver of the rule for a system in Great Falls, Mont., which is served by KFBB-TV and KRTV-TV. The carrier had asked that simultaneous-only nonduplication be required, rather than the same-day exclusivity provided for in the rules.

More Protection — Another provision of the commission order denies a waiver petition of Hamilton TV Cable, in Hamilton, Mont., with respect to the signal of KXLF-TV Butte. The CATV relays programs of Spokane, Wash., stations by microwave.

The commission also denied the waiver application filed by a system in Polson, Mont., with respect to KGVO-TV. The system, Flathead Lake Cable TV Inc., had claimed that the station's signals were inferior to those it received from Seattle.

Among the applications granted were four for microwave facilities that Teleprompter Transmission of Kansas Inc. will use to relay the signals of Spokane FM signals to a CATV in Great Falls. The grant had been informally opposed

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

by Radio-TV Enterprises Inc., licensee
of KARR and KOPR-FM, both Great Falls.

The commission has been moving toward adoption of the complete order for several weeks. But final action followed by about a week receipt of a letter that a Montana congressman wrote to Chairman Rosel H. Hyde expressing concern about what the congressman felt was the lack of protection being afforded Montana TV stations. Representative Arnold Olsen (D-Mont.), who published his letter in the *Congressional Record*, said the commission's rules place small-market stations at a disadvantage by imposing burdensome procedural difficulties on those seeking protection from CATV competition.

In major market CATV matters last week, the commission authorized General Cablevision of Palatka Inc., to operate its proposed system in Palatka, Fla., with the carriage of distant signals. The authorization was made over the objections of TV stations in Jacksonville and Ocala, Fla. Palatka is in the Jacksonville market, ranked 75th.

The commission also authorized General Electric Cablevision to operate a system in Merced, Calif., in the Fresno market with the carriage of grade B or better signals. The system's request for permission to carry distant signals of five San Francisco stations was set for hearing. Fresno is the 90th market.

FM network starts Florida operation

The Sunshine United Network has opened its offices in the International Building, 2455 East Sunrise Boulevard, suite 303, Fort Lauderdale, Fla. 33304.

The network is offering a package of 13 Florida FM stations: WAEZ(FM) Miami, WPBF(FM) West Palm Beach, WNDB-FM Daytona Beach, WLOQ(FM) Winter Park, WBGM(FM) Tallahassee, WFLA-FM Tampa, WFTL-FM Fort Lauderdale, WRKT-FM Cocoa Beach, WIVY-FM Jacksonville, WRFM-FM Gainesville, WCOA-FM Pensacola, WNFN(FM) Naples, and WINK-FM Fort Meyers.

Heading the organization are William H. Gebhardt, president; W. T. Cranton, vice president, and Patrizia Lund, business manager. Mr. Gebhardt, whose background is in the advertising agency business, is organizer and architect of Sunshine United Network. Mr. Cranton was an associate of the independent broadcasting corporation, All Canada Radio and T.V. Ltd., for 33 years, and former vice president and general manager of CKOC Hamilton, Ont. Miss Lund has had varied experience in the communications field.

ABC-NABET talks move to Washington

ABC and the National Association of Broadcast Employees and Technicians held marathon sessions in Washington last Wednesday and Thursday (Nov. 8-9) in an effort to end the strike that began at ABC on Sept. 22.

Union and management were meeting under the auspices of the Federal Mediation and Conciliation Service. They conferred from Wednesday after-

noon until early Thursday morning and resumed bargaining Thursday afternoon, broke for dinner and scheduled a session for later that evening.

Company and union sources in New York said they had no indication whether any progress was being made during the Washington talks. The focal point of interest in New York was the activities of NABET's sponsors' committee, which the union said had persuaded a large number of advertisers to withdraw their sponsorship. ABC denied this claim.

The NABET committee issued a bulletin last week stating that 10 na-

The WJEF Countryopolitans



What's this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitan couples aren't hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they're in the *acquisitive* stage of life. While they already have a lot, they've got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.



WJEF
CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

tional advertisers have cancelled, suspended or refused to renew their campaigns on ABC television or radio facilities for the duration of the strike (CLOSED CIRCUIT, Nov. 6).

Among the national advertisers that NABET said had ended or planned to end spot campaigns in selected markets were Rheingold, Borden Co. (western division), McDonald Hamburgers, J. C. Penney, Pacific-Southwest Airlines, Ballantine Beer, Kinney Shoes, Lyon Van and Storage and Stella O'Oro Coffee. The committee stated that 41 local, regional and national advertisers on KGO-AM-TV San Francisco have suspended their schedules.

An ABC spokesman said: "Their have been no network cancellations. A few local advertisers have asked for a hiatus until the end of the strike."

In Washington, the National Labor Relations Board ruled that NABET pickets could not parade in front of the premises of Dennison Clothiers, Union, N.J. The board acted upon a petition by ABC which had claimed that NABET was "illegally" picketing Dennison, a sponsor.

Commercial system called best educator

The role of America's commercial-broadcasting service as "the broadest, most effective and most accepted educational force" in the country was stressed by Julian Goodman, president of NBC, in a speech last Thursday (Nov. 9) in Kansas City, Mo.

Mr. Goodman, who spoke at the annual "achievement-day" dinner of William Jewell College, where he was awarded the honorary degree of doctor of laws, took cognizance of new federal legislation creating the Corp. for Public Broadcasting last week (see page 23).

He said CPB adds "another dimension" to broadcasting by strengthening the noncommercial service, but added that this form has "many problems beyond money" in reaching its goal. He listed these as defining its own program standards; developing its own creative resources; finding its own techniques, and "justifying the faith its advocates have placed in it."

"And, in my opinion," Mr. Goodman commented, "the advocates of non-



Mr. Goodman

commercial broadcasting who seek to divide or discredit commercial broadcasting offer no creative contribution toward these goals."

He cited commercial television's "broad educational influence" in extending the experience of millions of viewers "not only by bringing news into their homes, but through its entertainment programs and even its commercials." He continued:

"This educational role of broadcasting has been so basic that it is often disregarded, like the air we breathe and cannot do without. I am convinced that it is this attribute of broadcasting which has led Americans to embrace it so readily, to rely on it so strongly, to expect so much of it."

Williams elected governor

Representative John Bell Williams (D-Miss.), who was ranking majority member of the House Commerce Committee until stripped of his committee seniority for supporting Barry Goldwater in the 1964 presidential election, was elected governor of Mississippi last Tuesday (Nov. 7). His resignation from the House, however, will create no committee vacancies. Mr. Williams refused committee assignments after receiving party disciplinary action. If he had held his committee rank he would have been in line for the Commerce Committee chairmanship when former Chairman Oren Harris resigned. If his committee position had been restored, an action he sought but failed to gain at the start of the present Congress in January, he would have probably again been ranking Democrat on

Around and around he went

Probably the most frustrated man at Cape Kennedy, Fla., Thursday (Nov. 9) at the launching of the Apollo space shot was a union picket. Dispatched by the National Association of Broadcast Employees and Technicians for duty at the main gate to Cape Kennedy, where struck ABC and other networks were covering the launch, he evidently got lost and for hours before dawn trudged through the palmetto wilderness. He finally reached a remote post 11 miles from the launch site, telephoned his plight back to strike leaders, and was told: "Go back to the hotel and get some sleep."

the panel, ranking after Harley O. Staggers (D-W.Va.), currently chairman who was previously his junior on the panel.

300 set for new ABC Radio networks

Almost 300 stations have signed or are in various stages of negotiations for affiliation with one or more of the four radio networks that ABC plans to put into operation on Jan. 1.

A company spokesman reported last week that the company is aiming for 700 or more affiliates but said this total is not expected to be achieved until the networks are operative for several months or longer. Walter A. Schwartz, president of ABC Radio, is now attending National Association of Broadcasters regional meetings. One of his assignments, he said, is to line up additional affiliates.

Mr. Schwartz announced last week the appointments of program directors to head three of ABC Radio's new pro-



Mr. Cook



Mr. Thayer



Mr. Smallens

gram services. Joe Cook was named program director of the American Contemporary Network; John A. Thayer Jr., program director of the American Entertainment Network and Alexander Smallens Jr., program director of the

American FM Network. The fourth service, the American Information Network, will focus on news coverage, analysis and commentary under the direction of ABC News.

Mr. Cook has served as director of public relations for ABC Radio since 1966, but earlier was in programing and advertising posts with WABC and WCBS, both New York. Mr. Thayer has been national director of programing for ABC Radio since January 1964. Mr. Smallens has been station director of WABC-FM New York since June 1963.

If these buses served your city, too, air pollution would be less of a problem



Because these buses are powered by LP-gas. It's clean burning. Odorless. Reduces objectionable fumes and residue that contaminate the air. Some 1600 Chicago Transit Authority buses run on LP-gas.

This remarkable fuel is found in homes, too, like natural gas. LP-gas is used to cook food, dry clothes, heat water.

To farmers and ranchers, LP-gas is a vital working tool. It powers their tractors, dries their crops, brands their cattle.

Industry? There, too, thawing rail switches, heating workers, superheating metals.

Just what is this gas called LP? A close cousin of natural gas. But compressed

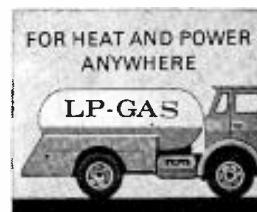
into liquid form for ease of transport and storage.

Its remarkable versatility has made it America's fastest growing fuel. The consumption of LP-gas for home, farm, commercial and industrial use has doubled in 10 years...tripled in 14.

Butane, propane, bottled gas—it has many names. But they're all really LP-gas.

Of America's great sources of energy, only LP-gas serves you in so many ways.

NATIONAL LP-GAS MARKET DEVELOPMENT COUNCIL, Chicago, Illinois 60603



Broadcast Bureau in FCC's new home today

The FCC continues its move to the new 1919 M St., N.W., Washington location. Following room and telephone (in parentheses) assignments are effective today (Nov. 13) for the Broadcast Bureau.

Office of Bureau Chief: chief of Broadcast Bureau, George S. Smith, Rm. 314B; deputy chief, James O. Juntilla, 314C; assistant chief, Wallace E. Johnson, 314A (all 632-6460); assistant chief for management, Richard L. Franz, 310A; administrative office, 310 (both 632-7191).

Broadcast Facilities division: chief of division, Martin I. Levy, 302A (632-6485).

TV Application branch: Samuel L. Saady, 304B (632-6357).

Aural Existing Facilities branch: Otis T. Hanson, 352B (632-7571).

Aural New and Changed Facilities branch: Ralph H. Garrett, 300A (632-6908).

Technical and Allocations branch: Donald C. Kanode, 350A (632-6433).

Complaints and Compliance division: chief of division, William B. Ray, 332C (632-6968).

Compliance branch: William H. Hunter Jr., 332D (632-7595).

Complaints branch: Arthur L. Ginsberg, 332B (632-7048).

Hearing division: chief of division, Thomas B. Fitzpatrick, 440C (632-6402).

License division: chief of division, Quentin S. Proctor, 242A (632-6334).

TV branch: Ottie S. Stanton, 234 (632-6417).

AM-FM branch: David Tau Jr., 246 (632-7136).

Miscellaneous Service branch: 238 (632-7505).

Reference Room: George N. Simcoe, 239 (632-7566).

Renewal and Transfer division: chief of division, Robert J. Rawson, 316A (632-6993).

Renewal branch: Evelyn F. Eppeley, 318A (632-7069).

Transfer branch: Robert H. Alford, 324C (632-7256).

Rules and Standards division: chief of division, Hart S. Cowperthwait, 344A (632-7575).

Offices currently located in the new building, as of Nov. 3, include the review board, library division,

research and education division, research branch, educational broadcasting branch and network study division. In addition the following room and telephone (in parentheses) assignments have been given the office of the general counsel and its divisions:

General Counsel's office: Henry Geller, general counsel, Daniel R. Ohlbaum, deputy general counsel, Hilbert Slosberg, associate general counsel, all Rm. 614 (all 632-6985).

Litigation division: John H. Conlin, associate general counsel, 610 (632-7112), Lenore G. Ehrig, 610 (632-6340).

Legislation division: Gerard M. Cahill, associate general counsel, Howard L. Kitzmiller, both 606 (both 632-6405).

Administrative Law and Treaties division: Robert D. Greenburg, assistant general counsel, Ruth V. Reel, both 616 (both 632-6990).

Enforcement and Defense division: John C. Harrington, assistant general counsel, 604 (632-6444), Edward C. McKenzie, publications unit, 609B (632-5987).

The commissioners are scheduled to move on Nov. 17.

Columbia U. seeks funds for Klauber memorial lab

Columbia University in New York is continuing with efforts to establish a broadcast facility for its Graduate School of Journalism in memory of Edward Klauber, former executive vice president of CBS and a former night

city editor of *The New York Times*.

The facility, known as "The Edward Klauber Journalism Laboratory," contains television and radio control centers, film and sound editing rooms, and newsroom. The lab is expected to cost \$150,000 for the bare essentials.

Funds are being raised for the project (BROADCASTING, Oct. 16) and CBS is supporting the lab through the CBS Foundation. The sponsoring committee

believes that many of Mr. Klauber's friends and associates wish to be identified with the memorial and that it should not be exclusively a CBS project.

Supporting the project is Mefford R. Runyon, who was vice president and treasurer of CBS while Mr. Klauber was at the network, in cooperation with Columbia's journalism school. The sponsoring committee includes Janet Murrow, widow of Edward R. Murrow, and William B. Lewis, former CBS program head and recently retired board chairman of Kenyon & Eckhardt (BROADCASTING, Oct. 9).

Others include: Edward W. Barrett, Louis G. Cowan, John Charles Daly, Fred W. Friendly, Arthur Godfrey, Sydney M. Kaye, Elmer Lower, William R. McAndrew, Richard S. Salant, Eric Sevareid and James M. Seward.

Checks for the lab should be made payable to "Columbia University (Edward Klauber Memorial Fund)." Gifts of stock may also be sent directly to the school.

All donations, the sponsors point out, are tax deductible.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Paul E. Wagner, Alex Howard, James L. Brown
5th/3rd Bank Building, phone (513) 381-7775

TUCSON—

Edwin G. Richter, Jr., 515 Arizona Land Title
Building, phone (602) 624-0401

No matter where you sell radio time, your competitor may soon have an advantage.

Today, MEDIASTAT is providing radio stations in sixteen states with up-to-date circulation data, *the first new radio circulation information in seven years!*

Already more than 20 major advertising agencies are using this data for important buying decisions.

Every station, large or small, can now sell more effectively than ever before on a local, regional or national basis because MEDIASTAT'S continuing program of research presents radio circulation *by county . . .* the most meaningful way possible. As a radio station subscriber, you pay

for only the county reports in which your station has circulation; you compete only with other stations as they perform in your counties.

If you are selling in any of these states and have not ordered your station's MEDIASTAT reports, contact us immediately: PENNSYLVANIA, WASHINGTON, D.C., MARYLAND, DELAWARE, CALIFORNIA, WASHINGTON, OREGON, TEXAS, NEW JERSEY, NEW YORK, MASSACHUSETTS, CONNECTICUT, RHODE ISLAND, VERMONT, NEW HAMPSHIRE, MAINE.

MEDIASTAT's research team is moving rapidly into other states, and reports will soon be available for every county in the country. An attractive pre-survey price makes it well worth your while to reserve your report now. Call MEDIASTAT headquarters in Silver Spring or in New York.



MEDIA STATISTICS INCORPORATED

MEDIASTAT

World Bldg., 8121 Georgia Ave. • Silver Spring, Md. 20910 • 301-585-5105
509 Madison Avenue • New York, New York 10022 • 212-421-8380

SNI gains support on rates

FCC bureau says AT&T TV-line tariffs should be changed

AT&T's 20-year-old rates for transmitting television programming have not been responsive to the growing needs of smaller users. And those charges may be a continuation of a pattern of service that led the FCC in 1958 to permit

licensing of radio relays to individual stations when AT&T failed to meet the early needs of TV stations for intercity facilities. In all respects the present rates are unjust, unreasonable, unduly discriminatory and preferential, and should be revised to effect a nondiscriminatory relationship between full-time and part-time users.

Those were the findings of the FCC's Common Carrier Bureau issued last week as part of a proceeding involving the first complaint raised against AT&T's transmission rates (BROADCASTING, June 14, 1965). And the bureau's conclusions supported, in the main, the charges of the complainant, Sports Network Inc., which claimed that the telephone company should lower its rates. An SNI request for refunds of \$140,-

000 plus for a 12-month period based on the alleged-inequitable rates, however, was not supported by the bureau.

In response AT&T said there is no ground for requiring a tariff revision because "under existing market conditions" its rate structure must cover 24-hour costs for less than 24-hour use. Nor are its rates unjust or unreasonable, AT&T said.

At issue are the fulltime rate of \$39.50 per airline mile (\$35 for video transmission, \$4.50 for audio) based on an eight-hour day, seven-day week, per month contract and the occasional-service-use rate of \$1.15 per airline mile (\$1 for video, 15 cents for audio) for one-hour use only, with additional 15-minute segment use of about a total 29 cents per mile. SNI claims an occa-

Another Florida TV program in the works

The thrust toward television program production in Florida gathers momentum this winter when MacArthur Productions begins taping a second five-times-a-week series in Palm Beach Shores to supplement the *Treasure Isle* outdoor game program scheduled for ABC-TV (Monday-Friday 12:30-1 p.m. EST), starting Dec. 18.

Sherman Adler, executive vice president of MacArthur Productions, disclosed in New York that he has completed negotiations with a leading advertiser to sponsor a new en-

tertainment-variety daytime series in 75 top markets, starting in early 1968. The series is still untitled, but he described it as a "contemporary hit parade" that will originate from the Colonnades Beach hotel in Palm Beach Shores. The series will be syndicated in markets below the top 75, he said, and additional details on this series will be announced in a few weeks.

Mr. Adler noted that MacArthur Productions is headed by John D. MacArthur, a multimillionaire industrialist who envisions a "tremendous

growth" in television production in South Florida and who "can afford to back his ideas with hard cash." Mr. Adler pointed out that Mr. MacArthur has spent about \$800,000 in preparation for the tape production of *Treasure Isle*.

"On an acre and a half of beach front in Palm Beach Shores," Mr. Adler said, "we are having built a large man-made lagoon. In the lagoon is an aquatic obstacle course including a miniature waterfall and whirlpool. Contestants will race in glass-bottom skiffs to two tropically landscaped islands. In addition we have leased the remote video-tape unit which was built for the United Network."

With this large investment, Mr. Adler continued, MacArthur Productions plans to produce other series and commercials along Florida's "gold coast." He added that Mr. MacArthur is a substantial financial supporter of Ivan Tors's Florida operation, which has included *Flipper* which was on NBC-TV, and the *Gentle Ben* series now on CBS-TV.

Mr. Adler said he is convinced that South Florida can emerge as an important TV production center if a sufficient number of producers become aware of its advantages. He claimed that the number of shooting days with satisfactory lighting conditions exceeds Hollywood; costs can be cut as much as 20% vis-a-vis Hollywood and it is readily accessible to the vital advertising-agency center in New York (two-and-a-half hours by jet).



John D. MacArthur (r) and Sherman 'Treasure Isle' game series on Adler, president and executive vice ABC-TV, in which MacArthur has president, respectively, of MacAr-invested more than \$800,000 as part thur Productions, look over plansof its television production buildup for the outdoor set of the newin Palm Beach Shores, Fla.

sional service user pays about seven times more for each hour than a full-time contract customer.

SNI seeks to reduce fulltime costs by three-eighths of the present charge (about \$14.81 for each airline mile) based on three hours a day of service for each month. It would also be "desirable," SNI said, to be able to specify different hours on weekends and to specify two hours at one time of day and an hour at another time under the three-hour minimum.

In addition SNI urged the commission to require new occasional service rates based on a 15-minute unit, not the present one-hour minimum, at one-quarter of the present charge (about 29 cents per airline mile).

In neither case, SNI said, should AT&T be permitted to increase its overtime rates for those periods adjacent to the proposed new time-units to wipe out in effect expected benefits.

1948 Standards ■ The SNI complaint scores the initial rate justification ("promotional in nature" and an eight-hour unit charge geared to the needs of a 1948 broadcast industry) because it has no relationship to costs experienced by the carrier. Noting that major network use of facilities has almost doubled to about 15 hours a day, SNI said the "video contract that could potentially serve the needs of only a very few large program suppliers has ceased even to serve" their needs. Ultimately, it claimed, the tariff structure "is not geared to the needs of any significant element of the broadcast industry."

In effect the AT&T rates "nurtured" a monopoly in which only the major networks could function, SNI alleged, because its tariffs helped put the DuMont Television and United Networks out of business, and are handicapping smaller networks, such as SNI, in bidding for major sports events rights. SNI also claimed the tariff structure is hampering the development of UHF service.

The bureau declined to support the SNI damage claim because, in its opinion, SNI failed to prove the measure of damages or to show that it had requested service for only three hours a day. Nor would the bureau offer specific revisions in the time-unit charges.

The bureau found, instead, that the controversy was primarily a rate relationship case between fulltime and occasional-use charges, and that the lawfulness of the regular-use charges is not in question. It concluded that less than eight-hour customers are bearing a "disproportionate and inequitable share of fixed costs of over-all service" and noted that if correction of "that inequity" should result in lost revenues to the carrier (as AT&T has claimed), then "this is as it should be."

No one took the bait

South Florida last month experienced a "crime wave" the repercussions of which have indicted the entire populace, according to WCKT-TV Miami Beach. Nearly a score of criminal acts were committed, including beatings, robberies, kidnappings and a jailbreak; all in broad daylight and all amidst heavy pedestrian traffic.

All the crimes, however, were staged by the station's newsmen and may be seen later this month as part of a WCKT-TV documentary entitled *Partners in Crime*, which the station has produced in cooperation with five area police departments. The theme of the program is "apathy" and it is intended to heavily underscore the fact that, in nearly every instance, no one in the throng of witnesses attempted to discourage the crime or apprehend the unarmed criminal.

Lost Facts ■ Reasons for establishing the initial eight-hour unit, the bureau noted, have been "lost in antiquity."

The bureau supported the SNI contention that services it had paid for, but had not used, would be available for use for any other customer. And the bureau noted that all the witnesses representing individual stations had felt that less than a one-hour unit for occasional use would be helpful in setting up new programming.

The bureau said the present case is closely related to a 1963 FCC private-line decision where the commission found that private-line telegraph service charges should be the same to all customers regardless of the actual usage of the customer. The bureau maintained that costs to the carrier for use of a time unit are the same for each customer and that a uniform charge per time should be set up for all customers "in proper relationship" to the costs of the time used.

Where facilities are available to provide service to multiple customers, the bureau recommended that rates should be designed to distribute revenue requirements of the service among the users in relation to the "relative use" made of such a service. And the bureau noted that such rates should "stimulate full utilization of facilities" in order to reduce unit costs to all users. The bureau recommended AT&T cancel its present rates, revise them according to the bureau proposals and submit them within 30 days of a final decision along

EXPLORE THE AUDIENCE GRABBING JUNGLE OF MONEY POTENTIAL OF Amazon * Ace !

He hacks his way through zany tangles of hair raising and ridiculous situations with sharp humor and blunt stupidity. But AMAZON ACE always comes out on top (or does he?). Your audience will worship him—like those at WCFL Chicago, KDEF Albuquerque, KIOA Des Moines, KLMS Lincoln, KTOK Oklahoma City, WFUN Miami, and hosts more. Make your laugh discovery now with an audition disc—FREE ON REQUEST.

— AND —



Build profitable promotions for your sponsors with holiday-tailored 2½-minute vignettes including "PILGRIMS PROGRESS"—Thanksgiving stories done with appealing small-fry voices; and "ANGRY MAN"—how not to act on Christmas. They command listenership! The ideal vehicle for moving holiday merchandise. HURRY!

*from Camp Associates, producers of "Chickenman"

SPOT PRODUCTIONS

3636 Cedar Springs—Dallas
Phone 526-4340—A.C. 214
Ask for Charles Grood, Vice President

Write for FREE discs

We wish to audition Amazon Ace; Holiday Plus. Airmail to:

NAME TITLE

STATION

ADDRESS, CITY, STATE, ZIP



USIA plans more emphasis on TV documentaries

Emphasis on the TV documentary was stressed as an area for increased attention by the U. S. Information Agency last week as USIA Director Leonard Marks (r) named a documentary producer-director, Bruce Herschensohn (l), to be the new chief of the agency's motion picture and television service.

Mr. Herschensohn will succeed George Stevens Jr., who resigned when he was named to head the American Film Institute. Mr. Herschensohn will assume his new duties about Jan. 1, Mr. Marks said.

Mr. Herschensohn, 35, has already produced a number of docu-

mentaries for USIA, including the widely publicized "Years of Lightning, Day of Drums," a memorial to the late President Kennedy. He has worked as a film editor and producer in RKO's Hollywood studios, and, since 1956, has been an independent producer-director. He serves on the board of trustees of the American Film Institute, a privately and publicly endowed center for the advancement of film art.

At USIA, Mr. Herschensohn will preside over an operation that supplies some 2,000 television stations in 90 countries with USIA film clips and programs.

with cost and other data to support the charges.

AT&T raised the specter of increased costs and higher rates if SNI's time-unit proposals were effected, saying that if separate facilities were reserved for each customer, "idle time" would be greater. The carrier said SNI's selective three-hour unit would generate significant prime-time demand without any "consequential" increased revenues during other broadcast hours. With this prime-time demand, AT&T said, would be resultant increases in costs to construct more facilities.

As for the occasional use rate AT&T said it had been its experience that there is not "an adequate market for short-period occasional service. In the spectrum of factors which weigh upon the ability of a producer to develop network programming," AT&T said its rates "are but one small factor."

KPOL strike ends after 2½ years

After a 31-month strike, a contract was signed last week between the American Federation of Television and Radio Artists and KPOL Los Angeles. The long labor dispute, which started on April 2, 1965, apparently ended with a negotiated settlement and a new four-year collective bargaining contract. It was one of the longest strikes in AFTRA's history.

The new contract gives AFTRA jurisdiction at the popular-music radio station although none of the current 10-man announcing staff belongs to the union. As another condition of the settlement, one of four announcers discharged by KPOL soon after the strike began, will be rehired. The other dis-

charged announcers (one has since died) reportedly were given cash settlements. The new contract also provides base pay increments of \$15 during the first year and \$10 over each of the last three years of its duration.

AFTRA's recognition as bargaining agent for announcers at the station, brings seven of its former members back under control. These seven were among 12 original AFTRA members expelled from the union when they refused to honor the strike. They had formed their own bargaining unit. AFTRA has imposed fines totalling nearly \$70,000 on them. The new contract supposedly passes over the question of fines for announcers who continued to work at the station.

In the midst of the strike—almost a year after it started—Capital Cities Broadcasting Corp., New York, bought KPOL-AM-FM from the late Hugh Murchison and Coast Radio Broadcasting Co. for \$8.2 million. Fred Custer, general manager of the station before and since the strike, negotiated for Capital Cities Broadcasting. Claude L. McCue, executive secretary of the Los Angeles local, acted for AFTRA.

Five KABC-TV employes fined by AFTRA

The American Federation of Television and Radio Artists last week hit five newsmen at KABC-TV Los Angeles with fines totaling \$34,225. These penalties stemmed out of the current National Association of Broadcast Employees and Technicians strike against ABC, parent company of the Los Angeles television station.

Baxter Ward, KABC-TV news director, together with staff newsmen Carl George, Bob Paige, Bob Banfield and Dick Hatchcock were found guilty of violating a union order to respect the NABET picket lines at ABC facilities. NABET struck the network on Sept. 22 and the AFTRA edict was imposed the following day. It subsequently was withdrawn.

Mr. Ward received the highest penalty of \$13,500. Mr. George was fined \$7,500, Mr. Paige \$7,425 and Messrs. Banfield and Hatchcock \$2,900 each. After imposing the fines, the union announced that hearings on charges filed against six other AFTRA members in Los Angeles will be held in the near future. Charged with union violations are Rona Barrett, Vince Williams, Roy Mitchell and Jim Healy, all of the KABC-TV news staff; Don Allen, ABC Radio correspondent, and Tom Harmon, freelance sports commentator.

These were the first fines as a result of AFTRA's support of the NABET

strike to be imposed in Los Angeles. Three waves of similar fines already have washed over a total of 11 newsmen and on-air performers in New York. Highest penalty, \$15,900, was levied against sportscaster Howard Cosell. Total fines in New York so far (with more indicated), amount to more than \$130,000.

After taking its disciplinary action—the decision of a nearly 16-hour board of directors' meeting on Nov. 4-5—the Los Angeles local of AFTRA pledged a cash grant of \$2,500 to NABET and \$500 more each week. The move was made, the union indicated, as a demonstration of its continuing support of NABET. AFTRA suggested that financial help from still other unions to NABET is likely.

They're raising their voices in Media, Pa.

An Episcopal priest, who testified a month ago that he was attacked over the air by a radio talk-show personality, returned to the witness stand Thursday (Nov. 9) to say he is considering filing a civil suit against the personality and the station.

The Rev. H. Francis Hines, director of broadcasting for the Greater Philadelphia Council of Churches, mentioned the possible law suit during the fifth week of an FCC hearing that will determine whether the licenses of WXUR-AM-FM Media, Pa., will be renewed.

The council of churches is one of 19 groups seeking to block WXUR's licenses on grounds—among others—of alleged violations of the FCC fairness doctrine.

Mr. Hines had testified Oct. 5 that WXUR radio personality Marvin Burak accused him over the air of fraudulently soliciting money. The priest said he asked for free time to reply soon afterwards and never received it.

WXUR attorneys offered Mr. Hines free time a few days later during an open session of the hearing. The priest, who said he would have to talk to counsel before deciding whether to accept the time, later declined to appear on the station.

WXUR attorney Benedict Cottone tried last Thursday to show the minister never was sincere in his request for time to reply.

To repeated questions why he refused the time, Rev. Hines would say only that he acted on the advice of counsel.

'Dastardly' ■ Cottone argued to make such a demand, then refuse and not say why was "one of the most dastardly things possible."

Mr. Hines said he had honestly wanted reply time when he requested it and then raised the matter of the law suit. The minister charged he had been

"insulted and humiliated" by the broadcast.

Earlier in the week, the hearing ground to a near standstill as attorneys indulged in shouting matches and numerous arguments.

Progress in the lengthy hearing was brought to an abrupt halt when Washington attorney Thomas Schattenfield, representing the church council, asked FCC Hearing Examiner H. Gifford Irion to order station officials to make additional records available for his use.

Mr. Schattenfield specifically asked, among other things, for all letters the station wrote to persons or groups it believed might have been attacked on the air.

A WXUR attorney objected that Mr. Schattenfield had already been given access to station records and was merely conducting a "fishing expedition."

Mr. Irion granted Mr. Schattenfield's request after considerable debate and the attorneys spent the better part of two days pouring over station records.

WXUR's licenses have been up for renewal since Aug. 1, 1966, but FCC action has been withheld pending results of the hearing being held in Media.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa. Dr. Carl McIntire, who broadcasts over the station, heads the seminary.

Saturn launch grounds some TV newsmen

Some 7.5 million pounds of thrust generating from a three-stage Saturn 5 rocket in its first test flight last Thursday morning (Nov. 9) at John F. Kennedy Space Center in Florida caused a few bizarre effects for network TV and radio news crews.

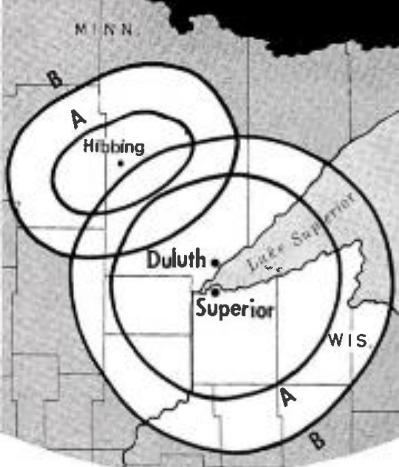
CBS-TV at ignition time said it experienced vibrations so strong in its news headquarters three miles from the launch pad that correspondent Walter Cronkite and producer Jeff Gralnick had to push "against a 'flapping' safety glass wall while technicians, standing on Cronkite's desk, held up the sagging roof." At one point, mingled in the rocket's roar, Mr. Cronkite could be heard saying: "Part of the roof has come in here." Then a CBS-TV camera went out momentarily from effects of the terrific blast.

Afterwards, Mr. Gralnick commented: "It was scary, but we kept on broadcasting. Even the clock stopped (at 7:18 a.m.). Next time, we need a blockhouse, not a cottage."

NBC spokesmen said that its TV viewers were treated to an orange colored sky, instead of the usual blue

**IT'S HERE
WDIO-TV's
EXPANDED**

Northern Minnesota Coverage



NOW: FOR YOU!

WDIO-TV gains 40,000 additional TV homes with the addition of its VHF Satellite, Channel 13, in Hibbing, Minn., August 31, 1967. The combination of its two grade A signals assures advertisers the largest primary coverage available of any TV station in the market.

Duluth-Superior Growth

Since November, 1963, the investment for taconite plants and related industries alone has risen to more than \$1 billion . . . making Duluth-Superior one of the nation's hottest markets.

New Performance

WDIO-TV today is a major market consideration, in fact, dominant in many specific time periods. (See your research dept. for details.) Also seen in surveys is WDIO-TV's steady growth since its airdate in January, 1966—growth accompanied by a competitive decline in audience.* For total Duluth-Superior delivery you need all four of WDIO-TV's media ingredients—its documented rise in popularity—its increasing area strength—its dominance in technical facilities—and WDIO-TV's undeniable superiority in primary and secondary coverage.

*ARB November, 1966, vs. ARB March, 1966. (Metro Shares Sign-on to Sign-off and Prime Time). Audience estimates subject to limitations of reports.

WDIO-TV

ABC
DULUTH-SUPERIOR

WIRT-13

HIBBING



horizon background expected. There was just too much light for the cameras to accommodate. Correspondent Frank McGee sat calmly in New York while NBC newsman Roy Neal on the scene shook with other TV-radio reporters.

NBC also reported an unusual "overload" in one of its microphones buried two feet in ground in an insulated box. The mike, they said, just refused to accept sound and resulted in a sort of silent vacuum for NBC Radio listeners a few seconds during the blastoff.

ABC-TV said its news trailer shook with shock waves created by the Saturn 5. It surprised everyone, a spokesman said. Some people—caught off guard—"emitted some questionable language" during the telecast, the spokesman said. ABC-TV's Jules Bergman anchored the network's coverage.

Tariff language is key in CATV case

Allegations made by a CATV operator that a telephone company was permitting a rival cable system to originate local newscasts in violation of certain tariff provisions were dismissed by the FCC last week. In a 5-to-0 vote (with Commissioner Lee Loevinger abstaining), the commission found that though the tariff was not a "model of clarity," the CATV customer had not been prevented from transmitting the newscasts. To support its ruling the commission noted that where there is ambiguity in tariff language, the tariff should be "construed in favor of the customer."

The allegations were made by Warrensburg Cable Inc., serving Warrensburg, Mo., against United Telephone Co. of Missouri which leases lines to competing multiple-CATV-owner United Transmission Inc. Warrensburg claimed that a 30-minute daily program of local, national and international news, sports and weather broadcast by United Transmission is a violation of the telephone company's CATV channel distribution service tariff provisions.

At issue is tariff language that permits "occasional local events of public interest and occasional closed-circuit television programs furnished as an incidental part of community antenna service to all subscribers without additional charge."

Claim and Counter Claim ■ Warrensburg alleged that such programs are "regular program originations," not occasional local events; UTC claimed that the programs in question are merely "occasional" closed-circuit TV programs that include local events as an incidental part of off-the-air service.

The commission emphasized that it

The law is the law

The FCC won't except lawful lotteries from its rules because the federal criminal code makes no distinction between unlawful and lawful lotteries.

That was the commission's decision last week as it denied the request of New York attorney George Nims Raybin to amend FCC rules to exempt a lottery conducted wholly by a state or a political subdivision of the U. S. (BROADCASTING, July 17). Mr. Raybin noted that when the lottery rule was put on the books, it was not contemplated that a state (such as New York) would ever conduct a lottery to raise money for lawful purposes. He contended that broadcasters should be permitted to air news about such lotteries if they are to serve their community as well as function in the public interest.

The commission noted its rules were adopted to implement the federal criminal code prohibiting such broadcasts, and the code, it said, "provides no exception for lotteries conducted by a political entity."

was not ruling on the "justness and reasonableness or lawfulness" of the provisions in the tariff, but merely the tariff language. And the commission found that the word "occasional" introduces doubt or uncertainty as to what is or is not permitted under tariff "as to allowable frequency of locally originated programs."

Because the issue is whether the tariff language limits the use that customers may make of communications facilities and whether such language is "sufficiently clear and specific" to remove all reasonable doubt, the commission said tariff language that does not meet this test should not have a binding effect on the customer. However the commission noted that in this case the CATV customer . . . "is not barred from transmitting the programs complained of."

CBS-TV signs Gore Vidal

CBS-TV has signed novelist-dramatist Gore Vidal to write an original play for the CBS *Playhouse* for which Mr. Vidal will receive a fee of \$25,000, it was reported by the network last week. Mr. Vidal is at work on a play tentatively titled "Uptight" which deals with the theme of invasion of privacy in our society. He hopes to deliver it in time for presentation in May.

CBS-TV holds on to Nielsen lead

CBS-TV last week continued to dominate the Nielsens. Ratings available during the week included the Nielsen two-week report ended Oct. 22 and a fast weekly score through Oct. 29. In the two-week ratings, CBS had an average rating, covering 7:30-11 p.m., of 20.3, NBC-TV had 17.9 and ABC-TV 17.0. In the fast weekly report, it was CBS 20.0, NBC 18.4, ABC 16.6.

Two of the three television networks have detailed their changes for mid-season, while NBC-TV, which has announced two show cancellations (*Accidental Family* and *Maya*), was expected to come to a final decision on its schedule by this week. ABC's and CBS's changes become effective at yearend or in early January (BROADCASTING, Nov. 6).

Top-10 shows in the two-week report and the ratings: *Lucy*, CBS, 26.9; *Bonanza*, NBC, 25.6; CBS Thursday movie, 25.4; *Gomer Pyle*, CBS, 25.1; *Bewitched*, ABC, 24.9; *Andy Griffith*, CBS, 24.8; CBS Friday movie, 24.4; NBC Tuesday movie, 23.9; *Red Skelton*, CBS, 23.2, and NBC Saturday and ABC Sunday movies, tied at 23.1.

The leading 10 shows in the weekly report were *Griffith* with 31.5 rating; *Lucy*, 30.4, followed by "It's The Great Pumpkin" (*Charlie Brown* special on CBS); *Skelton*; *Dean Martin*, NBC; ABC Sunday movie; CBS's *Gunsmoke*; ABC Wednesday movie; CBS's *Family Affair* and *Gomer Pyle*.

Several of these shows were among the top 10 in the Nielsen 30-market ratings issued Nov. 3 (BROADCASTING, Nov. 6).

CBS-TV decides no go on late night

CBS-TV affiliates got the word last week that late-night would continue to be their own province for the foreseeable future (CLOSED CIRCUIT, Nov. 6).

In letters sent out Nov. 3, William B. Lodge, vice president for affiliate relations and networking, told the stations that after almost two years of study "we finally have reached the conclusion that it would be against your best interests—and ours—to embark on a late-night network program."

Mr. Lodge explained: "The controlling reason for our decision is that no one yet has come up with a pro-

gram idea which we believe can give your station and the network the late-night audience leadership that you—and we—expect.

"A further controlling factor is that many stations are willing to clear time only if provided with a particular type of program, or if permitted to carry it on a delayed basis. Clearly only an extraordinary program can resolve these differences and achieve the necessary level of station acceptance."

CBS authorities had indicated they would need clearances from stations representing coverage of at least 85% of U. S. TV homes. They said this level was exceeded by stations expressing interest in a late-night network program but was not achieved when those stipulating certain formats or delayed broadcasts had been discounted.

No Choice ■ Mr. Lodge told the stations that "we regret the necessity of our decision, but I am sure you will agree that under the circumstances we had no choice," and that "I wanted you to know our conclusion immediately so that you could formulate your own plans for late-night programming."

He assured affiliates that "if and when we do develop a program that promises to achieve late-night supremacy, we will turn to you, hopefully, for your enthusiastic support."

CBS thus continues as the only major network without a late-night program. ABC-TV introduced its *Joey Bishop Show* last spring in competition with NBC-TV's long-running *Tonight Show*.

King fairness test appears to be dead

The likelihood that King Broadcasting Co. of Seattle would challenge the FCC's authority to question broadcasters' determination of "reasonableness" in fairness-doctrine cases appeared to be fading last week.

KING-AM-FM-TV on Nov. 3 had filed an appeal in the U. S. Circuit Court of Appeals from a commission ruling directing the stations to negotiate with a city-council candidate who claimed that they had not complied with the doctrine in dealing with him (BROADCASTING, Nov. 6).

However, the stations also asked for a stay of the commission order to negotiate with George E. Cooley. And when that request was swiftly turned down by the court—and particularly after the stations complied with the commission order to negotiate—it appeared to observers that the issue was, as a practical matter, dead.

The election was held Tuesday—and

BROADCASTING, November 13, 1967

Mr. Cooley lost.

The stations' petition for judicial review was still pending last week, however, and a spokesman for King said no decision had been reached on whether or not to press the appeal.

Editorial Endorsement ■ The complaint resulted from King's decision to wage an editorial campaign in behalf of candidates for five city-council seats. The stations each broadcast a 20-second editorial endorsing the five candidates 24 times and offered nonendorsed candidates six 20-second spots each to reply through spokesmen.

Mr. Cooley complained about the lack of frequency of the spots offered him. And the commission's ruling was based on the contention that the number of spots the stations offered for reply was as important in meeting their fairness-doctrine obligations as the total amount of time they provided Mr. Cooley.

Mr. Cooley withdrew his complaint to the commission on Monday (Nov. 6) after the commission-directed negotiations resulted in his obtaining an additional 20-second spot that was aired that evening.

The stations, in taking the case to court, argued that the commission was illegally attempting to substitute its

judgment for theirs in determining what constituted a "reasonable" opportunity for reply to the editorial campaign. They pointed out that the commission policy stresses reliance on licensees' good-faith judgment in determining what is "reasonable" in such matters.

The stations argued that, in attempting to force them to abandon their concept of what is reasonable, the commission was interpreting "reasonableness" in connection with the fairness doctrine in a manner that amounted to a violation of their constitutional rights of free speech.

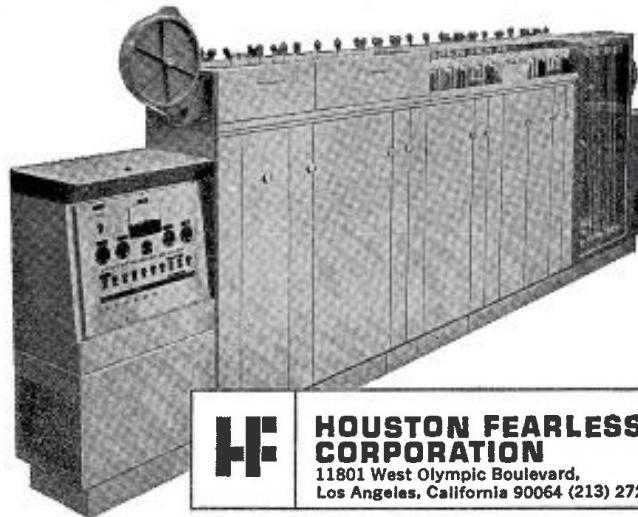
How congressmen rate the news media

The electronic media scored mixed returns in an informal poll of congressional attitudes toward news coverage conducted by Representative William Hungate (D-Mo.). Newspapers out-pointed radio and TV on the question of general coverage of national issues, but radio scored a clear lead on reports of congressional activities.

Of 150 replies received, Mr. Hungate noted (53) were sent question-

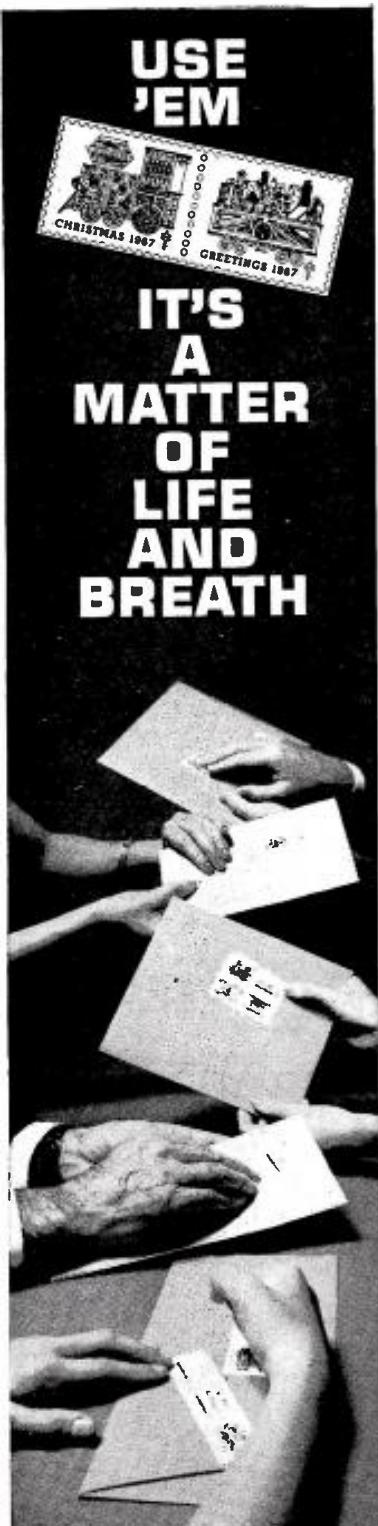
NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.



HOUSTON FEARLESS CORPORATION

11801 West Olympic Boulevard,
Los Angeles, California 90064 (213) 272-4331



**USE
'EM**



IT'S A MATTER OF LIFE AND BREATH



**CHRISTMAS
SEALS
FIGHT
TUBERCULOSIS
EMPHYSEMA
AIR POLLUTION**

This space contributed by the publisher as a public service

naires—one to each senator and representative now serving), 74 gave excellent or good ratings to newspaper coverage of national affairs. Radio placed second with 65 good or excellent ratings. Television garnered 59 votes in the combined categories.

On the other hand, radio reports of congressional activity were described as "highly accurate" or "reasonably accurate" by 95 congressional respondents. Television reports gained a rating of 79 while newspapers got 83 votes for the two categories.

The poll also compared congressional attitudes on a television news program, a radio commentator and a newspaper columnist. The *Huntley-Brinkley Report* scored 75 votes as highly or reasonably accurate in dealing with congressional subjects; Paul Harvey's radio reports got 38 votes in the comparable categories, while Drew Pearson's newspaper column scored only 18.

A majority of Congressman Hungeate's respondents (91) thought it would be a good idea for all accredited congressional correspondents to be subject to a code of ethics, an idea that drew a heated response from reporters attending a news conference on the poll results. A television reporter noted that congressmen aren't subject to one, and others present observed that Capitol Hill newsmen are already covered by rules prohibiting lobbying or conflicts of interest.

Copyright extension bill passed by Congress

An interim bill to keep expiring copyrights alive was cleared by Congress for the President's signature last week when the House passed the measure. Similar bills have been passed by previous congresses to protect copyrights that would be automatically extended for a term of life plus 50 years under provisions of large-scale copyright revision under consideration.

The present reform bill is stalled in the Senate Judiciary Committee awaiting resolution of CATV and computer-applications disputes.

The interim bill was seen for a time as a vehicle for a CATV rider that would suspend infringement suits until the larger measure could be passed, but behind-the-scenes negotiations between copyright proprietors and cable operators made such an amendment unnecessary.

Proponents of the interim bill said approval of the House-passed copyright-reform law by the Senate was expected next year, but House Commerce Committee member John Dingell (D-Mich.) said the revision bill is a measure that "is not going to see the light of day in

the other body [the Senate], and which I rather expect is going to die." He also said that the material the interim bill is to protect is "of hoary and ancient vintage" that should be allowed to enter the public domain.

Sexy movies won't get TV play, Bell warns

Howard H. Bell, the chief keeper of broadcasting's code of business ethics, went to movieland last week and offered some words of caution to movie-makers and other industry leaders. "Based on some of the trends in motion pictures," he told a luncheon meeting of the Hollywood Radio and Television Society, "in terms of frankness of dialogue, explicitness of sexual portrayal and degree of nudity shown, there may be an increasing number of pictures in the future which will not lend themselves to editing for television even though they may be done with quality."

There can be no double standards, he emphasized. Films made for television and films produced for theaters ultimately must be measured by the same yardstick before being allowed into the TV home. "It is clear," he pointed out, "that when you begin to mix the product of two different art forms there comes a point when they may not mix and must remain separate."

Mr. Bell, who is director of the Code Authority of the National Association of Broadcasters, also sounded a warning about advertising of movies on radio and television. He said that in some instances movie commercials have been deemed unacceptable by the code office because they either draw situations out of context or because they treat scenes and dialogue in a deliberately shocking manner. "Part of the difficulty from a broadcaster viewpoint," he explained, "is that these are generally short-run campaigns with no central agency coordinating the national advertising effort." Mr. Bell stressed again what was really the keynote of his address: Movies will have to live by the same rules as other entertainment products if they are to be broadcast into American homes.

Six Chicago films added

The production alliance between Bell & Howell Corp., Chicago, and Harold Goldman Associates, Beverly Hills, Calif., has been extended to cover six additional feature films. Previously the two companies announced that they would coproduce, along with Second City Productions, Chicago, 12 features.

The first of the now total of 18 features is scheduled to start production at the Wilding studios in Chicago before the end of this month. The films will be distributed theatrically first and then distributed to television. Feature Film Corp. of America will handle theatrical distribution, while Television Enterprises Corp. takes care of television syndication.

Sportsfilm to syndicate football films

Film footage of American Football League, National Football League, and National Collegiate Athletic Association games and other major sports events, from 1948 on, is now being catalogued for sale to TV (particularly UHF stations), film producers and theaters in a new business venture of Sportsfilm Inc., Philadelphia.

W. Wallace Orr Jr., Sportsfilm president, said last week his newly formed company has acquired over 30-million feet of stock film, representing a \$25,000 capitalization. This amount, he indicated, includes the price of film rights negotiated with Tel Ra Inc., Philadelphia (which this year is syndicating *AFL Highlights* through Four Star International) for AFL games (1948-66), with the NFL for 1948-65 games (NFL Films has 1966 and 1967 games in syndication), and with the NCAA for college games (1948-66). Tel Ra has also sold Sportsfilm its weekly major sports roundup, *Sports Digest*, he noted. Sportsfilm's office is at 317 North Broad Street in Philadelphia, 19107.

FOI law will fail if news media don't push it

If broadcasters and print news media don't carry their share of the burden of enforcement of the nation's new Freedom of Information Law, Representative Donald Rumsfeld (R-Ill.) warns, "its design might be twisted beyond recognition." The law requires federal agencies to open files to newsmen or prove that withheld material falls under certain specified exceptions —mostly involving national security.

Mr. Rumsfeld briefed members of the Chicago chapter of the Federal Bar Association on cases filed under the law, which took effect July 4. "While newspaper editors, magazine publishers and broadcasters whose testimony helped Congress pass the law might not be expected to rush to court to enforce the people's right to know," he observed, "they would be expected to

push the government agencies as hard as possible.

"Yet very few of the appeals against administrative secrecy have been filed by the press," he noted. "Almost every agency has set up a system to handle appeals against an initial decision," he explained, but "almost no reporters have used the appeal procedure."

He said lack of time by reporters working under deadlines might partly explain "the failure of the general press to use the Freedom on Information Law. . . . But it does not justify that failure."

Information on birth control is favored

Government distribution of birth-control information and materials was endorsed last Wednesday (Nov. 8) by TV viewers in 32 cities, in the second national Television Instant Poll (TIP) initiated by Triangle's WFIL-TV Philadelphia.

In the poll, participating stations posed the question on their early news shows, automatically received and tallied telephone votes and announced the results on the 11 p.m. news. Viewers in the 32 cities favored the proposal by a majority of 66%.

TV series sales . . .

Mike Douglas specials (WBC Productions): WOR-TV New York; WGN-TV Chicago; WBZ-TV Boston; KYW-TV Philadelphia; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KPIX-TV San Francisco; WEAT-TV West Palm Beach, Fla.; WCFT-TV Miami; KNTV-TV San Jose, Calif.; WTWT-TV Tampa, Fla.; WJBK-TV Detroit; WOW-TV Omaha; WAVY-TV Portsmouth, Va.; WKYC-TV Cleveland; WDSU-TV New Orleans; KXLY-TV Spokane, Wash.; KCOP-TV Salt Lake City; CHCH-TV Hamilton, Ont., WBAP-TV Dallas; KOOL-TV Phoenix; KOLD-TV Tucson, Ariz.; WHBF-TV Rock Island, Ill.; WTVN-TV Columbus, Ohio, and KCMO-TV Kansas City, Mo.

The Six-day War (Warner Bros.-Seven Arts): KHJ-TV Los Angeles; WNHC-TV New Haven, Conn.; KNTV-TV San Jose, Calif.; WHIO-TV Dayton, Ohio; KPLR-TV St. Louis; WAII-TV Atlanta; WHEN-TV Syracuse, N.Y.; WCFT-TV Miami; WLAC-TV Nashville; KPTV-TV Portland, Ore.; WNEM-TV Bay City, Mich.; WWLP-TV Springfield, Mass.; KSOS-TV Sioux Falls, S.D.; WKTV-TV Utica, N.Y., and KLAS-TV Las Vegas.

The Time of Their Lives (Warner Bros.-Seven Arts): WOR-TV New York; WMT-TV Cedar Rapids, Iowa; WKEF-

(TV) Dayton, Ohio; KBTW-TV Denver; WFIE-TV Evansville, Ind.; KARK-TV Little Rock, Ark.; KGW-TV Portland, Ore.; KRON-TV San Francisco; WANE-TV Fort Wayne, Ind.; KHOU-TV Houston; WISH-TV Indianapolis; KXTV-TV Sacramento, Calif.; KOTV-TV Tulsa, Okla., and Doe - Anderson Advertising Agency, Louisville, Ky.

Bullfights From Mexico (Spanish International Network): WAJA-TV Miami; WNYP-TV Jamestown, N.Y., and KDTV-TV Dallas.

Comedy Capers (Sandy Frank Program Sales Inc.): WBIA-TV Binghamton, N.Y., and WSBK-TV Boston.

America! (Sandy Frank Program Sales Inc.): WBEN-TV Buffalo, N.Y.

L.A. court snuffs out Huskey conspiracy suit

A damage suit, filed in 1964 against various broadcasters, radio performers, record companies and record distributors charging a payola conspiracy (BROADCASTING, April 27, 1964) was dismissed in Los Angeles superior court on Nov. 3. Grounds for the dismissal were that the plaintiff, record promoter Albert Huskey, did not prosecute diligently.

Mr. Huskey had asked for a total of \$230,000 in damages from more than 30 defendants including Crowell-Collier Broadcasting, then owner of KFWB Los Angeles. Mr. Huskey alleged that his clients were denied air time because they would not pay to have their records played. Mr. Huskey's charge caused an investigation by the FCC.

This month's court action was on the motion of 18 remaining defendants. Previously, individual dismissals had been granted to the other defendants in the suit.

Hizzoner enters show biz

WNEW-TV, the Metromedia station in New York, was to premiere *With Mayor Lindsay*, a half-hour weekly interview and audience-participation program yesterday (Sunday, Nov. 12, 10:30-11 p.m.). The program will also be made available to other stations in the city. Guest for the premiere show was to be McGeorge Bundy, president of The Ford Foundation and former foreign policy adviser to President Johnson. Mr. Bundy is chairman of a "Blue Ribbon" commission appointed by the mayor to develop plans for decentralizing the city's public school system.

FINANCIAL REPORTS

Four Star makes plans for revival

The blood recently injected into Four Star Television to overcome a net drain of \$1.4 million for the last fiscal year was pulsing with new action and plans last week. The occasion was the production and distribution company's annual shareholders meeting. Held in a sound studio at CBS Studio Center, North Hollywood, where Four Star is based, the meeting set a record for brevity. It lasted 14 minutes and generated just two questions from the barely 30 shareholders present.

The principal action taken at the meeting was the election of two new members to the now nine-member board of directors. Shareholders, in quiet fashion, also approved an increase in the authorized number of shares of the company's common stock from 1.4 million to 3 million and created a new class of 1 million shares of \$1 par preferred stock. In answer to a question from the floor, David B. Charnay, chairman of the board and chief executive officer, indicated the new preferred stock would be used as a tool for expansion purposes, including possible acquisitions.

New members elected to the board of directors were John R. Deitrick, president of a management-consultant firm, and Melvin H. Jacobs, an investor with various interests. The other members of the board, also elected for a year term, already were directors of the corporation.

Diversification Possible At an impromptu news conference following the meeting, Mr. Charnay, a former newspaperman who last summer put together an investment syndicate that bought 52% of the company from Charles Boyer, David Niven and the estate of Dick Powell for an estimated \$1 million (BROADCASTING, Aug. 21), said that Four Star was exploring the feasibility of expanding and diversifying into the production of news and documentaries, motion pictures, book publishing and education. "We are trimming sails, tightening controls and trying to cut down expenses," Mr. Charnay told newsmen.

At a board of directors meeting following the news conference, it was decided that the name of the company would be changed to Four Star International Inc. The name of the wholly owned distribution subsidiary, which is conflicting, was changed from Four

Star International to Four Star Entertainment Corp. Mr. Charnay was elected chairman of the board, president and chief executive officer of the parent company; Manny Reiner was elected president of the distribution subsidiary.

Not present for the meeting were Thomas J. McDermott, former president and still second largest shareholder, and George A. Elber, longtime executive vice president. Both ended their employment with the company in recent weeks.

For the fiscal year ended June 24:

	1967	1966
Gross income	\$10,931,326	\$20,402,729
Net loss	(1,460,359)	(2,625,955)*
* Before federal income tax credit of \$1,085,000.		

Ampex to acquire Townsend Associates

Ampex Corp., Redwood City, Calif., is adding to its already diversified worldwide operations. The equipment manufacturer announced last week that it has agreed to acquire all the outstanding shares of Townsend Associates Inc., Needham, Mass. Townsend is a manufacturer of UHF klystron television signal transmitters, translators and power-boost converters for UHF television stations, FM transmitters and transmission lines.

According to current plans, Townsend will become the RF transmission distribution systems department of the Ampex Audio/Video Communications Division.

Audio Devices, Capitol in \$80-million merger

An agreement in principle to the merger of Audio Devices Inc., Stamford, Conn., and Capitol Records Inc., Hollywood, was announced Wednesday (Nov. 8) by William T. Hack, Audio's president, and Glenn E. Wallich, Capitol's chairman, and Alan W. Livingston, its president. The merger, subject to approval by stockholders of the companies, will make Audio Devices "the surviving corporation with a change in name to reflect the majority position of Capitol shareholders in the combined company."

Audio Devices produces precision magnetic tapes for computers, instrumentation, TV, sound and stereo cartridges. Capitol Records, a leader in the

recording field (records, music publishing and magnetic tape), is owned 99.7% by Electric & Musical Industries Ltd., London.

EMI spokesmen said last week that EMI will control about 75% of the newly merged company. One official suggested it might be called "Capitol-Audio Inc." EMI's ownership is subject to consent of the treasury in England because of British foreign exchange regulations.

The Audio-Capitol agreement involves the issuance of 3,119,000 shares of Audio common to Capitol shareholders. The companies have tentatively agreed upon the exchange of approximately 6.313 shares of Audio common for each of Capitol's common. The transaction's value is about \$79.5 million, based on Audio's American Stock Exchange closing price of \$25.50 —up 2½ points—last Wednesday.

Mr. Hack of Audio Devices indicated that shareholders would be asked to increase the 1.5 million authorized shares to 5 million or more, once voting begins in January. His company currently has some 957,000 shares outstanding.

For the nine months of Audio ended Sept. 30:

	1967	1966
Earned per share	\$0.38	\$0.80*
Net sales	13,033,018	12,547,401
Net income	347,280	768,561

* Adjusted to shares outstanding Sept. 30, 1967.

Wometco plans 3-for-2 stock split

The board of directors of Wometco Enterprises Inc., Miami-based diversified corporation with broadcast holdings, has announced a three-for-two stock split, cash on dividends after effected split, a public offering of approximately 350,000 shares, and a quarterly cash dividend.

The stock split involves a distribution of one additional share of common stock for each two shares held. Stockholders also will be asked to increase Wometco's common stock from three to six million shares.

Purpose of the split, according to Mitchell Wolfson, president of the corporation, is to broaden the market for the company's stock.

The split is subject to stockholder approval and will be submitted to a special meeting of stockholders Dec. 22. Distribution of the additional shares is expected to be made on or about Jan. 16, 1968, to stockholders of record Dec. 27.

After the decision is made for the

three-for-two stock split, it will be the company's intention to pay cash dividends on the split shares at an annual rate of 48 cents on the class A common, and 17 cents of the class B, which represents an increase of 16% over 1967 in the annual dividend rate, reported Wometco.

The board also announced the company's intention to make an unwritten public offering for cash of approximately 350,000 shares of its class A common. The offering, said the corporation, is dependent upon various factors, including favorable conditions.

A quarterly cash dividend of 15 cents on the present class A common and 5 1/4 cents on class B was declared, payable Dec. 15 to stockholders of record Nov. 21.

ITT's 9-month profit tops \$75 million

International Telephone & Telegraph Co. has achieved record sales, revenues and earnings for the third quarter and for the first nine months of 1967, Harold S. Geneen, chairman and president, reported last week.

Mr. Geneen noted that the third quarter was the 33d consecutive quarter that sales, revenues and net income have exceeded the similar period of the previous year.

The boards of directors of ITT and of the Sheraton Corp. of America approved, in separate meetings last week, the preliminary agreement under which Sheraton would join the ITT system (BROADCASTING, Oct. 30). The boards instructed negotiators for both companies to proceed directly with the preparation of the definitive agreement of acquisition of Sheraton by ITT. The agreement will be submitted to Sheraton stockholders in January 1968.

For the first nine months ended Sept. 30:

	1967	1966
Earned per share	\$3.34	\$2.84
Net sales and revenues	1,587,948,000	1,518,666,000
Net Income	75,479,000	63,690,000

Ameco shows loss for '67 fiscal year

Bruce Merrill, president of Ameco Inc., Phoenix, announced that for the fiscal year ended June 30 the company had a net loss of \$2,591,220.

He attributed the CATV-equipment manufacturing firm's losses to a 50% decline in sales volume. "Approximately 60% of the current year's loss reflects the company's decision to devalue

a substantial amount of its inventory and to discontinue its practice of deferring research and development costs. Factors influencing these determinations necessitated the delay in release of these figures," Mr. Merrill said.

For the fiscal year ended June 30:

	1967	1966
Earned (loss) per share	(\$2.16)	\$0.23
Net sales (consolidated)	5,451,663	11,904,394
Net income (loss) after taxes	(2,591,220)	276,970
Shares outstanding	1,200,000	1,200,000

20th Century-Fox stock split approved

Stockholders of 20th Century-Fox Film Corp. last week approved an earlier decision by corporate directors calling for a 2-for-1 stock split and an increase in its authorized common stock (BROADCASTING, Oct. 2).

Approval came during a special shareholders' meeting in New York called to affirm proposals that, it is hoped, will improve the marketability of the company's stock and provide funds for possible acquisitions or other capital requirements.

Along with approval of the stock split, shareholders also authorized a new issue of 2 million shares of pre-

ferred stock without par value; approved an increase in authorized common stock from 5 million to 15 million, and authorized a plan to eliminate stockholder pre-emptive rights when certain types of securities are issued or when convertible debentures are offered outside the U. S.

The additional shares to be issued under the 2-for-1 stock split will be distributed on or about Nov. 10 to stockholders of record Nov. 6.

Directors also declared a dividend of 20 cents a share on the split shares, payable Dec. 30 to stockholders of record Dec. 15. The payment is equal to the 40 cents a share paid in September before the stock split.

Cowles shows slight loss for 9 months

Cowles Communications Inc. New York, group broadcast owner and publisher, last week reported 1967 nine-month revenues up 5% and a net loss of \$23,000, as compared to last year's similar period. Gardner Cowles, chairman of the board, attributed the earnings lag to Cowles's "continued product development and improvement program; increased production costs (especially

TOP SPOTS IN TULSA!

WAGON TRAIN

Sunday Night, from
10:30 p.m. to Midnight.
All Color

PERRY MASON

Daily from
4:30-5:30 p.m.
The top daytime buy!

TUESDAY NITE AT THE MOVIES

6:30 to 10:00 p.m.
Top Prime Time Minutes Available

Weekly . . . first run . . . 7-Arts
and Screen Gems, plus the
outstanding NBC movies.
Call your Petry man for top
prime time minute
availabilities

TULSA . . . NOW A \$3 BILLION MARKET!

And 47th in the nation in both
population and E.B.I. (SM Survey
of Buying Power)

YOU CAN SELL TULSA ON...

KVOO **2** **TV**
TULSA, OKLAHOMA

Represented by Edward Petry & Co., Inc. The Original Station Representative

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

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



"I'LL SEE YOU IN COURT!"

Some suits are in 'deadly earnest'. Others are nuisance suits, in hope of a settlement. Why be victimized by either kind?

Decide on the amount you'll carry yourself. Cover the excess through Employers Reinsurance Corporation. Then you'll know in advance what the maximum possible loss can be.

For rates, details without obligation, write or call:

EMPLOYERS REINSURANCE CORP.
21 West 10th, Kansas City, Mo. 64105
New York, 111 John • San Francisco, 220 Montgomery
Chicago, 175 W. Jackson • Atlanta, 34 Peachtree, N.E.

Trade Paper Public Relations for Local TV & Radio Stations

MORTON WAX
200 West 51st St., New York, N.Y. (212) CI 7-2159

the price of paper); and distribution costs." But he said Cowles anticipates that "our development and improvement program will produce major benefits starting in 1968."

Cowles recently disclosed agreements to acquire Modern Medicine Publications Inc., Lancet Publications Inc., and Dental Survey Publications Inc. for cash, long-term notes and stock. Earlier in 1967, Cowles entered an agreement to buy Cambridge Book Co., its affiliated companies and Cambridge Paperback Inc. (BROADCASTING, March 3). The company, which owns magazines and newspapers, operates KRNT-AM-TV Des Moines, Iowa, WESH-TV Orlando-Daytona Beach, Fla., WREC-AM-TV Memphis and Universal Cable Vision Inc., Winter Haven, Fla.

For the nine months ended Sept. 30:

	1967	1966
Earned (lost) per share	(\$0.01)	\$0.51
Revenues	108,377,000	103,107,000
Net income (loss)	(23,000)	1,721,000
Shares outstanding	3,429,945	3,377,017

H&B American shows earnings increase

H&B American Corp., Beverly Hills, Calif., reported a substantial gain in net income from operations for the fiscal year ended July 31. Earnings for the current fiscal period are after providing \$198,000 for federal income tax. No such provision was required in fiscal 1966 due to an available operation loss carryover. H&B, listed on the American Stock Exchange, claims to be the nation's largest owner and operator of CATV systems.

For the fiscal year ended July 31:

	1967	1966
Earned per share	\$0.31	\$0.25
Gross revenue	5,916,000	5,114,000
Net income	806,000	636,000

MCA has increased profit for 9 months

MCA Inc. announced last week that unaudited net income for the nine months ended Sept. 30, rose to \$11,508,000, equal to \$2.35 a share, compared with \$10,368,000, or \$2.10 a share, for the comparable period of 1966. Third quarter income in 1967 was listed at \$2,804,000, equal to 57 cents a share, as against \$2,417,000, or 48 cents a share in the corresponding 1966 quarter.

Lew R. Wasserman, MCA president, also reported that the company's board of directors has declared a 20-cents-a-share quarterly dividend on MCA's common stock, payable Jan. 10, 1968, to shareholders of record on Dec. 20, and a 37½-cents-a-share quarterly dividend on the convertible preferred stock, payable Dec. 30 to stockholders of record Dec. 15.

a-share quarterly dividend on MCA's common stock, payable Jan. 10, 1968, to shareholders of record on Dec. 20, and a 37½-cents-a-share quarterly dividend on the convertible preferred stock, payable Dec. 30 to stockholders of record Dec. 15.

Sales to TV help MGM to banner year

Metro-Goldwyn-Mayer reported last week that it achieved its highest earnings since 1946 during the fiscal year which ended last Aug. 31.

MGM's bright financial picture was described in the company's 1967 annual report by Robert H. O'Brien, president and chief executive officer, who noted that 1967 was the "fourth successive year of increased profits since 1963." That year, he said, MGM had a pretax loss of \$31,779,000.

The annual report showed that net income for the sale of television programming amounted to \$1,715,000 in the 1967 fiscal year, as compared to \$833,000 in 1966. Net income for the sale of feature films and shorts to both theaters and television increased to \$23,168,000 from \$17,040,000 in the 1966 fiscal year (no breakdown was provided on individual TV and theater net income for features).

Mr. O'Brien announced the annual meeting of stockholders in New York has been advanced to Dec. 14, instead of being held in February 1968.

For the fiscal year ended Aug. 31:

	1967	1966
Earned per share	\$2.52	\$1.84
Net income	14,029,000	10,221,000
Gross income	226,878,000	184,918,000

Financial notes . . .

■ Grey Advertising Inc., New York, reports that its board of directors has declared a regular quarterly dividend of 12½ cents a share. It is payable Dec. 15 to shareholders of record on Dec. 1.

■ Columbia Pictures Corp. reports it will redeem on Dec. 11, all of its then outstanding \$4.25 cumulative preferred stock at a redemption price of \$104 a share, plus accrued dividends to that date of 31 cents a share, for a total price of \$104.31 a share. As an alternative to redemption, each share of preferred stock can be exchanged for 2.1675 shares of common stock.

■ Metromedia Inc. common shares, traded on the New York Stock Exchange since 1962, picked up another exchange last week. Under the "MET" symbol, common shares of the diversi-

fied national communications, media and entertainment organization began trading on the Pacific Coast Stock Exchange in Los Angeles.

Blair's revenues, profits drop slightly

John Blair & Co., New York, reported last week that both gross revenue and net earnings for the first nine months of 1967 declined slightly from comparable 1966 levels.

For nine months ended Sept. 30:

	1967	1966
Earned per share	\$1.38	\$1.51
Gross revenues	8,201,558	8,438,610
Earnings before taxes	2,673,264	3,159,060
Net earnings	1,393,264	1,580,060
Shares outstanding	1,012,218	1,048,255

CBS sets cash and stock dividends

CBS directors last week declared a cash dividend of 35 cents a share on CBS common stock which will be payable Dec. 8, to stockholders of record, Nov. 24.

The directors also declared a stock dividend of 2% on common, payable Dec. 20 on shares of record, Nov. 24. No fractional shares will be issued in connection with the stock dividend. Shareholders will receive nontransferable order forms for their fractional interests.

CBS also declared a dividend of 25 cents a share on the corporation's preference stock payable Dec. 29. The dividend will go to shareholders of record Nov. 24.

EQUIPMENT & ENGINEERING

RCA realigns its major divisions

Sarnoff names Odorizzi, Watts, Mills and Bradburn to major executive positions effective Jan. 1

In response to the growing diversity of its business operations, RCA will put into effect on Jan. 1, a reorganization of top executive responsibilities, it was announced last week.

RCA President Robert W. Sarnoff, who becomes chief executive officer on Jan. 1, (BROADCASTING, Nov. 6), said in the announcement that the realignment will bring together the RCA businesses that most closely relate to one another in four major operating areas: services; defense and commercial systems consumer products and components, and information systems.

Charles M. Odorizzi has been named senior executive vice president, services, and will be responsible for the RCA Service Co., RCA Communications Inc., RCA Parts and Accessories and the Hertz Corp. Mr. Odorizzi is now a group executive vice president.

W. Walter Watts will become senior executive vice president, defense and commercial systems, and will be responsible for Defense Electronic Products and the Broadcast and Communications Products Division. He is currently a group executive vice president.

Delbert L. Mills has been appointed senior executive vice president, consumer products and components. Mr. Mills will be responsible for the RCA Victor Home Instruments Division and for Electronic Components and De-

vices, the RCA Sales Corp., RCA Victor Distribution Corp., Distributor and Commercial Relations, the RCA Victor Record Division and the RCA Magnetic Products Division. Mr. Mills is now an executive vice president.

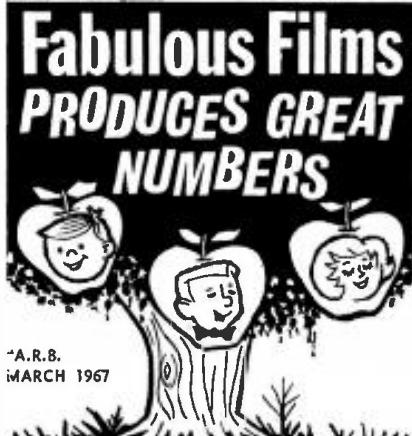
James R. Bradburn will become executive vice president, information systems. He will be responsible for Electronic Data Processing, EDP Service and the Graphic Systems Division. Mr. Bradburn is now vice president and general manager, Electronic Data Processing.

In addition, John Farese will become executive vice president, Electronic Components and Devices, reporting to Mr. Mills. Mr. Farese is now vice president, Electronic Components and Devices.

Scientists, engineers strike 4 RCA plants

RCA, which last June suffered a temporary setback in production—especially of color sets—because of a strike at its manufacturing plants, last week ran into new union trouble.

An estimated 1,400 scientists and engineers went on strike Nov. 7 at four



In Every Category

SUNDAY—5-7 P.M.

HOMES	— 31,400*
WOMEN	— 24,400*
MEN	— 25,400*
CHILDREN	— 16,600*

TAKE YOUR PICK

WTPA-27
HARRISBURG, PA.
HARRINGTON, RICHTER & PARSONS

MAD. & 52 BAR BERRY REST.

Famed decorators have just done us over in their best high styling and our new Chef has redone our menus. You'll find the varieties of food more attractive and appetizing than ever. Won't you come for luncheon or dinner today?

cocktails and supper also piano moods at dinner
BARBERRY RESTAURANT
BERKSHIRE HOTEL
52nd Street and Madison Ave.
Reservations: 753-5800

New Jersey plants in the Camden area. Two of the four plants are important in the broadcast-manufacturing area: the Camden plant where broadcast equipment, including cameras, is produced, and the Gibbsboro facility that checks out broadcast equipment.

RCA spokesmen said that although as yet there had been no effect on broadcast-equipment production, inventories are usually stocked for but a week or several weeks at the most. Thus a prolonged dispute, with other unions honoring the strike, could possibly interfere with the normal flow of product. Soon after members of the Association of Scientist and Professional Engineering Personnel left their jobs, Local 76 of the Teamsters Union, which represents 92 truck drivers employed by RCA, voted to honor ASPEP's

strike and refused to make normal deliveries.

RCA said ASPEP's members average an annual \$16,000 in salaries. The union indicated that the issue was RCA's policy on seniority and layoffs. A three-year contract signed last July 5 left these issues open but provided that the union could strike between Nov. 1-13 if they were not settled.

RCA several weeks ago noted in a quarterly earnings report that its third quarter ended Sept. 20 had record sales and earnings, as well as a new earnings high for the first nine months despite the June strike (BROADCASTING, Oct. 23). But RCA had also reported that the resultant slowdown in color-set production had contributed to a 21% drop in the company's second-quarter earnings.

immediate reference prints of pre-selected frames. It can deliver 15 dry, direct-positive prints ranging from 70mm to nine-and-one-half inches. For information: Barry Henshaw, Westwood Division, 11801 West Olympic Boulevard, Los Angeles.

Complete installation ■ The special products department of Ampex Corp., Redwood City, Calif., reports that it designed, sold and installed a complete station package, including antenna, transmitter, utility tower, color film chain, and audio and video switching equipment, at WWOM-TV New Orleans. The UHF station (ch. 26) went on air Oct. 16. Local origination equipment in the package included an Ampex VR-1000C videotape recorder and two Marconi Mark V monochrome cameras. Previously this year, Ampex's special products department similarly helped put WCTU-TV (ch. 36) Charlotte, N. C., on the air.

Weather economy ■ Vikoa Inc., Hoboken, N. J., has a new economy weather channel originator for use in CATV's and closed-circuit-TV systems. Called the Climate-caster, the unit shows accurate time, date and weather plus six advertising, public service or news messages. The unit uses a Vikoa ST 1000 vidicon camera and sells for \$2,195.

There were buyers, as well as lookers

NAEB EXHIBIT LOOSENS SOME PURSE STRINGS

Each year the equipment exhibits at the National Association of Educational Broadcasters have grown larger but last week in Denver the show became a strong selling market too, complete with elaborate color TV settings and pretty models.

A total of 65 equipment makers exhibited, some introducing important new products. Others were observed scouting the scene for possible participation next year.

All of the big color-camera makers had their gear in operation—RCA, General Electric, Marconi (via Ampex), Norelco (via Visual Electronics) and Sarkes Tarzian. Educational stations are just beginning to buy live color cameras, it was noted, and are good customers for the big ticket items like color tape recorders and elaborate custom switching systems.

Ampex introduced two new high-band color recorders, the VR-2000B and the VR-1200B. Proving that commercial broadcasters were at the convention as well as educators the 2000B unit at the show was sold to KRLD-TV Dallas and two 1200B's were sold to KOA-TV Denver.

Compact Recorders ■ Ampex also introduced two new compact portable recorders using the smaller one-inch tape but having color capability for closed-circuit use. Ampex reported sales of over 1,000 of these units at the NAEB. One (VR-5000) is priced under \$1,000 while the other (VR-7500) is priced between \$10,000 and \$16,500 and will meet FCC requirements for monochrome telecasting.

RCA introduced its new TR-50 color tape recorder for broadcast use and

priced at \$54,500. It now is in production. RCA also showed its delux TR-70 high-band unit with base price of \$87,500. Both machines were sold off the floor to KBTW-TV Denver.

Norelco demonstrated its new back-pack portable Plumbicon color TV camera, the PCP-70, while Ampex showed its back-pack tape recorder-camera system. Sony displayed a very tiny tape recorder-camera unit (\$1,200) useful for remote nonbroadcast applications.

International Video Corp. unveiled a low-cost live studio color camera for closed-circuit use. All solid state except for its three vidicons, the IVC-100 will sell for \$12,600. International's U.S.-made compact solid-state-tape recorder also is new and boasts NTSC color (\$4,200) but is designed for closed-circuit uses.

A variety of compact Japanese portable recorders regularly available and many featuring color for the nonbroadcast market also were exhibited. Equally prolific from many domestic and foreign makers was a wide range of monochrome cameras for educational use.

Jerrold Electronics Corp. introduced new lines of closed-circuit and distribution-system hardware for the educational market. Vikoa and Ameco showed similar product.

Technical topics . . .

ONCAP Mark I ■ Houston Fearless Corp. has developed a combination viewing table and automatic negative printer. The ONCAP Mark I scans up to 250 feet of film per minute, bi-directional, and is designed to produce

FCC examiner okays Twin City antenna

Four licensees of five Minneapolis-St. Paul television stations that have been looking for an antenna farm for their transmitters since 1958 have finally found it—or have, in the view of an FCC hearing examiner who presided at a hearing on the broadcasters' proposal to relocate their towers.

The applicants are: WTCN Television Inc. (WTCN-TV Minneapolis), Midwest Radio-Television Inc. (WCCO-TV Minneapolis), United Television Inc. (KMSP-TV Minneapolis), and Twin City Area Educational Television Corporation (KCTA-TV and KTCI-TV, both St. Paul).

Examiner Jay A. Kyle, in an initial decision issued last week, proposed granting the applicants permits for joint construction of two towers each with an over-all height of 2,375 feet above mean sea level at Shoreview, Minn., nine miles northwest of Minneapolis.

The commercial applicants now operate from towers located atop the same Minneapolis building. The educational stations' tower is in St. Paul.

WCCO-TV and KMSP-TV propose to share one of the new towers, the other stations the second.

The applicants had been bedeviled in their joint efforts to locate in an antenna farm largely by Federal Aviation Agency opposition stemming from alleged potential air hazard of the sites and heights of the towers that were proposed.

Short-Spacing Problem ■ In addition, the KMSP-TV proposal has been opposed by the Association of Maximum Service Telecasters because the site would leave the channel 9 station short-spaced to co-channel WAOW-TV Wausau, Wis. The rules specify a minimum spacing of 190 miles but the move would leave the stations' transmitters only 168.7 miles apart; actually, they are already short-spaced (175.8 miles) as a result of a commission action permitting a relocation of the WAOW-TV transmitter in 1964.

Examiner Kyle said the air hazard issue was resolved when the stations, after a number of informal meetings with FAA, agreed to reduce the towers' heights from an originally proposed 2,649 feet above mean sea level (BROADCASTING, Jan. 2). This was done to conform with an FAA ruling last February that a 2,375-foot-above-mean-sea-level height at the proposed site would be acceptable from an aviation standpoint.

The examiner waived the minimum-spacing rule to permit KMSP-TV to relocate in the farm on the condition that the station provide "equivalent protection" to WAOW-TV. He said the additional service area that KMSP-TV would cover from the farm, coupled with what he said was AMST's failure to suggest an available alternate site where the applicants could build the two towers, warranted the waiver. He said AMST exhibits were based solely on engineering factors, and didn't include considerations of air safety or of whether the owners of the land would sell.

New Service ■ Examiner Kyle said that establishment of the proposed farm would permit the delivery of service by three commercial stations, including KMSP-TV, and one educational outlet to 25,000 persons now without any television service, and to some 75,000 persons currently served by only one signal.

The commission and the FAA hope major difficulties of the kind faced by the four Minneapolis-St. Paul licensees are a thing of the past as a result of the commission's new antenna-farm rule. The measure requires the grouping of towers in excess of 1,000 feet in designated antenna farm areas that the commission will establish through rule-making proceedings, after coordinating its views with the FAA (BROADCASTING, June 19).

MEMO TO MARKETERS OF BROADCAST MEDIA

COVERING ALL THE BASES...

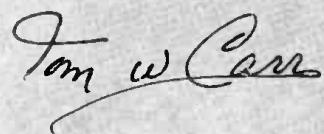
is one of the problems confronting your sales representatives. Here, they need all the help you can give them.

Through consistent tradepaper advertising you can help them cover off all the people who influence buying decisions:

- (1) You can give them support among the known buying influences they can reach but can't possibly contact often enough!
- (2) You can give them support among the known buying influences they cannot reach because they don't want to be reached!
- (3) You can give them support among the unknown buying influences which shift as swiftly as people, responsibilities, problems, opportunities!

Through consistent tradepaper advertising you can put your FACTS and FIGURES across to all the buying influences...allow your representatives to concentrate their efforts on the most important decision-makers.

By advertising in MEDIA/SCOPE...you can reach the full spread of the media buying team when they are considering all classes of media!



Tom W. Carr, Publisher

Media/Scope

Published by Standard Rate & Data Service, Inc.
750 Third Ave., New York, N.Y. □ 5201 Old Orchard Rd., Skokie, Ill.
The Robert W. Walker Company
2411 W. Eighth St., Los Angeles, Calif. □ 57 Post St., San Francisco, Calif.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Haughey

David H. Haughey, senior associate media director at J. Walter Thompson Co., Chicago, named VP and media director of D'Arcy Advertising Co., St. Louis. **Thomas M. Newell**, VP and director of research for D'Arcy, St. Louis, named to newly created position of VP and director of marketing services. **Sol Israel**, media research director for D'Arcy, St. Louis, becomes assistant to director of marketing services. **Glenn J. Tintera**, senior research analyst, named director of research for D'Arcy, St. Louis. **L. Gerald Ott** named associate director of research, and **Allen W. Sherman** named senior research analyst for D'Arcy, St. Louis.



Mr. Reichel



Mr. Camerik

Walter Reichel, VP-associate media director at Benton & Bowles, New York, joins Ted Bates & Co. there as VP and media director. **Gene A. Camerik**, media supervisor at Bates, New York, elected VP.

Frank A. Kratovil, with Rose-Magwood Productions, New York, named VP and general manager of West Coast facilities of TeleVideo Productions, Hollywood. TeleVideo specializes in do-

mestic and foreign TV commercial production.



Mr. Silva

Manuel J. Silva, VP in charge of grocery division of Standard Brands Inc., New York, joins Dancer-Fitzgerald - Sample, that city, as VP and account supervisor.

Roger W. Turner, with Ogilvy & Mather, New York, appointed copy group head.

Allen R. McGinnis, VP and creative director for BBDO, Los Angeles, retires.

David E. Lundy, VP and manager of San Francisco office of Blair Television, named general television consultant for Blair Television's West Coast operations, effective Jan. 1, 1968. **Don Saraceno**, VP and assistant Midwest sales manager for Blair Television, succeeds Mr. Lundy.

Robert C. Higgins and **Barbara Ellen Bender**, associate creative directors in New York; **Ray B. Kruskopf**, account supervisor in St. Paul; **Ronald W. Monchak**, creative supervisor in Bloomfield Hills, Mich.; **Frederick L. Titus**, account supervisor in Chicago, and **William E. York**, account supervisor in Bloomfield Hills, all with MacManus, John & Adams, elected VP's.

Jack Miller, with Foote, Cone & Belding, Los Angeles, named VP and account supervisor at Geyer-Oswald Inc., San Jose, Calif. Mr. Miller will also be director of client services.

Malcolm Gordon, previously with Doyle Dane Bernbach and with Benton & Bowles, both New York, named di-

rector of media at Fuller & Smith & Ross, that city.



Mr. Abbott

William F. Abbott Jr., VP, radio, for George P. Hollingsberry Co., New York, joins WICC Bridgeport, Conn., as national sales manager. Mr. Abbott will be at New York offices of WPIX Inc.

Floyd R. Benton Jr., art director in Jacksonville, Fla., joins William Cook Advertising there as VP and art director.

Norton T. Gretzler, with Wolper Productions' industrial film division, New York, joins Modern Teleservice Inc., that city, TV and radio commercials distributor, as director of client services.



Mr. Wright



Mr. Tillson

Thomas W. Wright Jr., VP in charge of both integrated data processing and media for Leo Burnett Co., Chicago, named VP in charge of computer services. **Harold Tillson**, VP and manager of media department for Burnett, Chicago, named VP in charge of media department. **William Oberholtzer**, manager of media planning, becomes VP and manager of media department. **John Christ**, program producer for Burnett, Hollywood, and **John Phillips**, account supervisor for Burnett in Chicago, also named VP's.

Ian Morant joins Henderson Advertising Agency, Greenville, S. C., as copy group head.

Jan Wilkins, creative director at WRFT-TV Roanoke, Va., joins WSLS-TV there as director of sales development.

Allan R. MacLeod, with WWW (FM) Detroit, appointed sales manager.

Paul E. Petosky, with WIDG St. Ignace, Mich., named sales manager of WJPD Ishpeming, Mich.

Donald D. Johnstone, with Bauer-Tripp-Hening & Bressler, Philadelphia, appointed director of marketing and research for The Philadelphia Agency, that city.

Robert W. Ward, formerly with WCAB Detroit and WSLR Akron, Ohio, appointed national sales manager of Mal-

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____

Position _____

Company _____

Business Address
 Home Address

City _____

State _____

Zip _____

SUBSCRIBER SERVICE

- 1 year \$10
- 2 years \$17
- 3 years \$25
- Canada Add \$2 Per Year
- Foreign Add \$4 Per Year
- 1968 Yearbook \$10.
January Publication

- Payment enclosed
- Bill me

BROADCASTING. 1735 DeSales St., N.W., Washington, D.C. 20036.

Address change: Print new address above and attach address label from a recent issue or print old address, including zip code. Please allow two weeks for processing. Mailing labels are addressed one to two issues in advance.

rite Radio Stations (group owner) at Malrite's new national sales office at 2990 West Grand Blvd., Detroit.

Gordon C. Bring Jr., assistant media director of J. M. Mathes Inc., New York, named associate media director.

Bob Cohen, producer for Savage Friedman Inc., New York commercial producer, appointed to new post of business manager.

Nat Waterston, creative manager of Klopman Mills, division of Burlington Industries, Rockleigh, N. J., named creative manager of Wells, Rich, Greene, New York.

Stanley Kreiser, formerly with Benton & Bowles and Carl Ally Inc., both New York, named media manager of Scali, McCabe, Sloves Inc., that city.



Mr. Berenson



Mr. Carter

Robert L. Berenson, Selden B. Carter, Edgar F. Freitag and Edward C. O'Connor, account supervisors at Grey Advertising, New York, elected VP's.



Mr. Freitag



Mr. O'Connor

Fran Cosentino, account executive with Hutchins Advertising Co., Rochester, N. Y., and **Joe Deane**, with WBFF Rochester, appointed account executives for WBFF.

Robert Casiano, with New York of-

**Let's make RTRA a real
BONANZA
this year!**

Louise
Campaign Chairman

ONE TIME • ONE GIFT
SUPPORTS 262 CHARITIES

RTRA
Radio-Television-Recording-Advertising Charities, Inc.
6233 Hollywood Boulevard, Hollywood, Calif. 90028

fice of West, Weir & Bartel, joins agency's Beverly Hills, Calif., branch as account executive.

Robert E. Kerrigan, with Peters, Griffin, Woodward, New York, joins television sales staff of Edward Petry & Co., that city.

Edward R. Boyd, with The Katz Agency sales staff, Los Angeles, appointed to sales staff of Metro Radio Sales, San Francisco.

MEDIA

A. Garen Ferrise appointed general manager of WHOK-AM-FM Lancaster, Ohio.

Anthony A. Lupo, general manager of WCCM-AM-FM Lawrence, Mass., named general manager of WTOA(FM) Trenton, N. J.

John Small, director of operations for WABX(FM) Detroit, named station manager. **Ronald Elz** named station manager of KSHE(FM) Crestwood, Mo. Both are Century Broadcasting Corp. stations.

Hal Wettersten, television account executive with Blair Television, Chicago, joins WCIU-TV there as assistant manager and director of sales.

Bob J. Wormington, WDAF-TV Kansas City, elected president of Missouri Broadcasters Association. Other officers elected: **Jerry Sweeney**, KTTS Springfield, VP, and **Sam Burk**, KIRX Kirksville, secretary-treasurer.

Bob Payne, news director of KLAK Lakewood, Colo., named general operations manager for KLAK-AM-FM.

James D. Asher, WJDA Quincy, elected president of Massachusetts Broadcasters Association.

Ray Holbrook, WHIR Danville, elected president of Kentucky Broadcasters Association. Other officers elected: **Art Grunewald**, WSON Henderson, 1st VP; **Roy A. Redmond**, WFTM Maysville, 2d VP, and **Al Temple** of Bowling Green, secretary-treasurer.

Dominick A. Hysko, WXTR Pawtucket, elected president of Rhode Island Broadcasters Association.

Alton J. Lenoce, WNAB Bridgeport, elected president of Connecticut Broadcasters Association. Other officers elected: **Robert H. Teter**, WNHC-TV New Haven, VP, and **Leonard J. Patricelli**, WTIC Hartford, secretary-treasurer.

Norman Henry Lehr, formerly with Campbell Soup Co., Camden, N. J., and Litton Industries Inc., Beverly Hills, Calif., appointed director of personnel for Triangle Stations (group owner), Philadelphia.

Courtney C. Brown, dean of Columbia graduate school of business and on board of directors of Union Pacific



Performing
35
years
behind
the scenes

RCA BROADCAST SERVICE

Broadcasters' repair, modification, and overhaul needs are strictly behind the scenes. And RCA Service Company experts keep on providing service to keep all your broadcast equipment operating at peak performance. Take advantage of RCA's experience in AM, FM & TV servicing—on a contract or per-call basis.

Dial either of these offices for full information about fast, dependable RCA service:

Chicago (312) WE 9-6117
Philadelphia (215) HO 7-3300

If you prefer, write:
Technical Products Service

RCA Service Company
A Division of
Radio Corporation of America
Bldg. CHIC-225, Camden, N. J. 08101





NAEB officers elected in Denver

James Robertson (c), director of educational communications, University of Wisconsin, Madison, elected chairman of National Association of Educational Broadcasters at annual meeting in Denver last week (see page 23), succeeding **E. G. Burrows**, with noncommercial WUOM(FM)

Ann Arbor, Mich. **Dr. George Bair** (l), director of education, South Carolina ETV Commission, elected NAEB vice chairman. **William G. Harley** (r) was re-elected president; **James A. Fellows**, secretary, and **Ernest Hough** was re-elected treasurer.

Railroad, Associated Dry Goods Corp., Borden Co., among others, elected to CBS Inc. board of directors. Mr. Brown fills vacancy on board created by resignation several months ago of **Arthur Hull Hayes** as CBS Radio division president (BROADCASTING, May 29).

Robert Morrison, system manager of Great Falls Cable TV, Teleprompter Corp.'s CATV system in Great Falls, Mont., named system manager for state of Oregon for Teleprompter at Eugene, Ore.

William Kepper, Midwest broadcaster, joins Chapman Associates, Atlanta-based media brokerage firm. Mr. Kepper, at one time had ownership interest in WEIC Charleston, Ill.

PROGRAMMING

Helen A. Krupka, creative services director at Cal Dunn Studios, Chicago, named VP of Betzer Productions Inc., that city.

Pat Shanahan, executive producer at WBZ Boston, appointed program director.

John Borders, program director at KLIF Dallas, joins KQV Pittsburgh as program director.

Dave Jacobs, program director with WLOS-AM-FM Asheville, N. C., joins WWNC, that city, as program director.

James P. Anthony, with WBRN Big Rapids, Mich., appointed program di-

rector of WJPD Ishpeming, Mich.

Jose Ignacio Lanza, director of Spanish programs for WNJU-TV Linden-Newark, N. J., named director of programming.

Mike Paapale, with WZUM Carnegie, Pa., joins WHON Centerville, Ind., as program director.

Edward H. Sexauer, producer-director of WIS-TV Columbia, S. C., named operations manager of WSFA-TV Montgomery, Ala.

Robert Adams, producer-director at WRC-TV Washington, appointed manager, production. **Ray Williams**, producer-director at noncommercial WETA-TV Washington, joins WRC-TV there as producer-director.

Phil Krim, TV program supervisor for Ted Bates & Co., Los Angeles, named manager of West Coast office of Modern Tele Service Inc.

Joan Kaplan, associate producer for KHJ-TV Los Angeles, named associate producer for Wolper Productions, Hollywood.

Louis J. Maltese, sales manager, Murlyn Recording, New York, named sales manager, Manhattan Sound Studios, that city, upon acquisition of Murlyn by Manhattan Sound Studios.

Bernard G. Eiseman, for eight years advertising manager of El Producto Cigar Co., New York, joins Elektra Film

Productions, that city, as producer.

Tom Dunn, with KOB Albuquerque, N. M., appointed operations manager.

Robert Salmaggi, motion picture reviewer and entertainer columnist, previously with former *World Journal Tribune* in New York, joins Westinghouse Broadcasting Co., that city, as film critic for WBC's stations.

John K. Chapel, commentator for KABL Oakland, Calif., joins KPAT Berkeley, Calif., in same capacity.

NEWS

James F. Tomlinson, business news editor for AP, New York, appointed to newly created position of deputy treasurer. **Richard W. Daw**, with world services desk in New York, named AP correspondent at Raleigh, N. C., succeeding **Robert C. Wood**, who resigned.

Bryce Miller, editor on New York cables desk of UPI, appointed night managing editor of UPI newscasters. **Mikel K. Miller**, with UPI, Baton Rouge, and **John P. Magers Jr.** of Topeka, Kan., office, named managers of their respective bureaus.

Jim Kincaid, news correspondent and reporter for KMOX-TV St. Louis, appointed news correspondent for WCBS-TV New York. Both are CBS-owned stations.

Don Brewer, newsman at KCMO and KMBC, both Kansas City, Mo., appointed director of news and public affairs of KSAC Manhattan, Kan.

Bob Shea, KXOK St. Louis, elected chairman of Missouri AP Radio-TV Association.



Mr. Barker

Melvin G. Barker, VP of Field Communications Corp. and director of public affairs WFLD-TV Chicago, retires at end of year. He began his career in 1927 as advertising salesman for *Chicago Daily News*.

Edward M. Sacks, newsman with KFSB Joplin, Mo., and president of El Loco Ltd., radio program management consultants, named news director of WRAM Monmouth, Ill.

Max McDowell, news secretary to Kansas Governor George Docking, resigns to become assistant news director of KTSB-TV Topeka, Kan.

Arlo Grafton, KMTV-TV Omaha, elected president of Nebraska Press Photographers Association.

Michael O'Neil, news editor with WCFL Chicago, joins news staff of WMCA New York.

James Bormann, WCCO Minneapolis, re-appointed chairman of freedom of

information committee of AP Radio and Television Association for 1967-68. Also named to serve on FOI committee: Thomas Powell, WDAU-TV Scranton-Wilkes-Barre, Pa.; George Volger, KWPC Muscatine, Iowa, and Thomas Frawley, WHIO-AM-TV Dayton, Ohio.

FANFARE

Michael G. Silver, manager, news information, CBS-TV network press information, New York, named director of CBS News information services, replacing Alvin H. Goldstein, who becomes associate producer of CBS News broadcasts.

Reg Cox, director of publicity in sales promotion department of WHDH Boston, appointed director of department of public relations at WHDH-AM-FM-TV.

EQUIPMENT & ENGINEERING



Mr. Maser

Frank A. Maser, chief engineer of KDKA-TV Pittsburgh, appointed director of engineering for WBEN-AM-FM-TV Buffalo, N.Y. He succeeds R. Glenn Beerbower, technical director of WBEN-AM-FM-TV, who retires at end of year.

Milan Leggett named chief engineer for all radio stations owned and operated by Century Broadcasting Corp. Century properties are WFMF-TV Chicago, WABX(FM) Detroit, KBMS-FM Los Angeles, KMAP(FM) Dallas and KSHE(FM) Crestwood, Mo.

Terry Lloyd, chief engineer for KLOK San Jose, named chief engineer at KSFO San Francisco.

Robert M. Johnson, manager of information network systems for General Electric communication products department, Lynchburg, Va., named manager of that department's government liaison office in Washington. He will advise his department on FCC matters.

Thomas L. Pincu, with Century Lighting Inc., Clifton, N.J., joins Berkey-ColorTran Inc., Burbank, Calif., as western marketing manager.

David A. DeParis, with Roanwell Corp., New York, named purchasing agent of Roanwell's Vocom division.

Edward J. Manzo, senior field engineer (TV) for Cohu Electronics Inc..

CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING
Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management. Communications. Liberal Arts. Professional training on School Station WOSB and WCSB-TV. Activities. Placement. Dormitories. Co-Ed. Catalog.

Write Mr. Roberts, Cambridge School
632 Beacon Street, Boston, Massachusetts 02116

Pleasantville, N.Y., named regional sales manager for all states east of Mississippi River.

William Barnhart and Jerry M. Sakai, with Ampex Corp., Redwood City, Calif., Robert L. Cobler, of CBS, and Richard W. Stevens, of RCA, join The Grass Valley Group Inc., Grass Valley, Calif., as senior engineers.

INTERNATIONAL

Leonard E. Vis, formerly account supervisor in various international offices of Young & Rubicam, New York, appointed account director of Foote, Cone & Belding office in Amsterdam, Holland.

Nino Falanga appointed head of European operations for Colodzin Productions Inc., New York.

ALLIED FIELDS

Gerald Lukeman, VP and director of client services for Audience Studies Inc., Los Angeles, named VP in charge of national sales. He will be in charge of ASI's New York and Chicago offices. Robert Parcher, senior account executive for ASI, New York, named VP, sales development. Roger Seltzer, director of administration, West Coast, for ASI, Los Angeles, becomes VP, administration, West Coast.

Dwight Cosner, assistant VP and group account supervisor for Ted Bates & Co., New York, joins American Research Bureau there as account executive. Stan Silverman, formerly with Schwerin Research Corp. and Cunningham & Walsh, both New York, join ARB, that city, as research analyst. Bill Harvey, special assistant to VP in New York, moves to ARB home office in Beltsville, Md., as coordinator of planning.

Larry Rupert, designer of special effects for Las Vegas Desert Inn, named general manager for Ponderosa Ranchhouse Caravan, portable reproduction of permanent Bonanza set to be shown at state fairs by NBC-TV network productions.

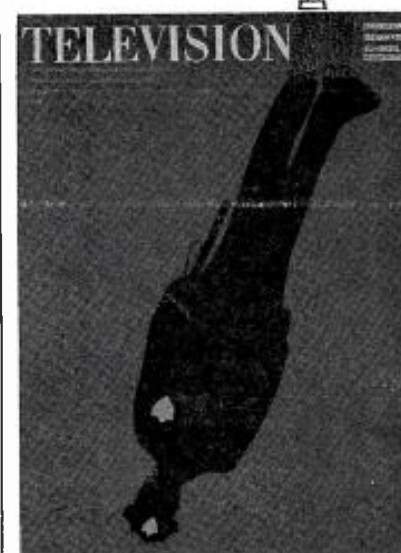
DEATHS

Lloyd Brownfield, 65, director of press information for CBS Radio in Hollywood for nearly 20 years until his retirement in December 1961, died Nov. 4 in Los Angeles General hospital.

John Bradford, 54, announcer at WPIX-FM New York, died Nov. 6 of heart attack. He was former program director of WINS New York where he pioneered in good music programming. He is survived by his wife, Elizabeth, two sons and daughter.

Del Mott, 47, network announcer for Canadian Broadcasting Corp., Toronto, died of apparent heart attack Nov. 3.

We get channels you can't get anywhere else.



In November. The enormous power that the FTC hasn't used yet. How TV inspires the trend toward mini-agencies. A hard look at above-the-line unions. A Hollywood producer tells why he returned to the security of the agency business. And much more. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 2 through Nov. 8, and based on filings, authorizations and other actions of the FCC.

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. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Ketchikan, Alaska—Sitka Broadcasting Inc. Seeks VHF ch. 2 (54-60 mc); ERP 0.617 kw vis., 0.092 kw aur. Ant. height above average terrain 234 ft.; ant. height above ground 302 ft. P. O. address: 611 Lake Street, Sitka, Alaska 99835. Estimated construction cost \$39,985; first-year operating cost \$37,500; revenue \$43,000. Geographic coordinates 55° 18' 48" north lat.; 131° 35' 02" west long. Type trans. Gates BT-500CL. Type ant. Gates M5504B. Legal counsel Booth and Lovett, Washington; consulting engineer Richard Davis, Sitka, Alaska. Principals: Roy Paschal, president (68.841%); et al. Applicant owns KIFW-AM-TV Juneau, Alaska. Ann. Nov. 3.

St. James, Minn.—Hubbard Broadcasting Inc. Seeks UHF ch. 38 (614-620 mc); ERP 620 kw vis., 93 kw aur. To be operated as satellite of KSTP-TV Minneapolis-St. Paul. Ant. height above average terrain 1,029 ft.; ant. height above ground 1,049 ft. P. O. address: 3415 University Avenue, St. Paul 55114. Estimated construction cost \$636,830; first-year operating cost \$53,000; revenue none. Geographic coordinates 43° 55' 38.5" north lat.; 94° 59' 16" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-46K. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth; consulting engineer A. D. Ring & Associates, both Washington. Principals: Stanley E. Hubbard, chairman of board and chief executive officer (61.79%), Stanley S. Hubbard, president and general manager et al. Hubbard Broadcasting Inc. is licensee of KSTP-AM-FM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, N. M. and WGTO Cypress Gardens, Fla. Hubbard is permitted of KOB-FM Albuquerque, N. M., ch. 44, St. Petersburg and ch. 51 Ocala, both Florida UHF TVs. Hubbard has application pending before FCC for new FM in Tampa, Fla. Only other stockholders in Hubbard who have interest in other broadcast stations are Paulette B. Godfrey Harrison who, together with husband, DeSales Harrison, have interest in Pacific and Southern Broadcasting Co., which is licensee of KHON-TV Honolulu, KAI-TV

Waluku and KIAW-TV Hilo, all Hawaii. Ann. Nov. 2.

FINAL ACTIONS

Sarasota, Fla.—Sarasota-Bradenton Florida Television Co. FCC granted (following initial decision of Aug. 29) UHF ch. 40 (626-632 mc); ERP 221 kw vis., 42.1 kw aur. Ant. height above average terrain 510.5 ft., above ground 518 ft. P. O. address: c/o Robert S. Nelson, Box 940, Sarasota. Estimated construction cost \$178,000; first-year operating cost \$120,000; revenue \$150,000. Studio and trans. locations both SE of Sarasota. Geographic coordinates 27° 18' 15" north lat.; 82° 28' 30" west long. Type trans. GE TT-25A, type ant. GE TY-25D. Consulting engineer W. J. Kessler, Gainesville, Fla.; legal counsel Daly and Joyce, Washington. Principals: Robert R. Nelson (51%), William P. Croom Jr., Rudolph C. Schonek, Wilbur E. Schonek, Theodore A. Zalles (each 12.5%). Mr. Nelson is majority stockholder of WBRD-AM-FM Bradenton, Fla. Mr. Croom is Sarasota mortgage broker, real estate and construction investor. Messrs. Schonek are automobile salesmen and Mr. Zalles is director of advertising and sales for Food Fair Stores Inc., Miami. Action Nov. 3.

Topeka, Kan.—Topeka Television Inc. FCC granted (following initial decision of Aug. 18) UHF ch. 43 (734-740 mc); ERP 820 kw vis., 82 kw aur. Ant. height above average terrain 1,020 ft., above ground 1,005 ft. P. O. address: c/o Paul C. Aiken, 612 New England Bidg., Topeka 66603. Estimated construction cost \$631,000; first-year operating cost \$390,000; revenue \$250,000. Studio located in Topeka trans. near Willard, both Kansas. Geographic coordinates 39° 07' 03" north lat., 95° 49' 24" west long. Legal counsel Seymour M. Chase; consulting engineer Cohen & Associates, both Washington. Principals: Starr Broadcasting Group Inc. (38%), Paul C. Aiken, Frank E. Hurd, Charles R. Bennett, Anderson Chandler, J. A. Dickinson, Dr. A. A. Fink, Louis Pozez, Leslie V. Thompson (each 1%). Starr Broadcasting is owned by William Buckley Jr. (66.5%) and Peter H. Starr (33.5%). It is licensee of KOWH Omaha; KISD Sioux Falls, S. D.; KUDL Fairway, Kan., and KCJC (FM) Kansas City. Mr. Aiken is lawyer, is VP and director of Cleveland Broadcasting Co., which is licensee of WERE-AM-FM Cleveland, WLEC-AM-FM Sandusky, both Ohio, KFAC-AM-FM Los Angeles. Mr. Hurd is Beverly Hills and New York real estate investor. Remaining principals hold variety of investment properties but have no other broadcast interests. Action Nov. 3.

Tulsa, Okla.—Victor Muscat. FCC granted (following initial decision of Sept. 8) UHF ch. 29 (550-566 mc); ERP 2099 kw vis., 419.8 kw aur. Ant. height above average terrain 476 ft.; ant. height above ground 515.5 ft. P. O. address: Sherwood Avenue, Greenwich, Conn. 06833. Estimated construction cost \$723,260; first-year operating cost \$400,000; revenue \$300,000. Geographic coordinates 36° 09' 02" north lat.; 95° 59' 25" west long. Type trans. RCA TTU-50CI. Type ant. RCA TFU-46K. Legal counsel Fly, Shuebruk, Blume and Gagrine; consulting engineer Stillman, Moffet & Kowalski, both Washington. Principal: Mr. Muscat has diversified

interests in aluminum tubes, real estate, holding company, life insurance, screw machines, investment company, steel manufacturing and electronics business. Mr. Muscat also owns KIKS-TV Lake Charles and KIKS-AM-FM Sulphur, both Louisiana; KMYO-AM-TV Little Rock, Ark., applicant for ch. 24 Memphis, and is buying WTVU (TV) New Haven, Conn. (ch. 59). Action Nov. 3.

OTHER ACTION

■ Review board in Medford, Ore., television broadcast proceeding, Docs. 17680-2, granted petition filed Nov. 1 and extended Nov. 17 time to respond to petition to enlarge issues filed Oct. 10, by Southern Oregon Broadcasting Co. Board member Nelson not participating. Action Nov. 2.

RULEMAKING ACTIONS

■ Petition for assignment of either ch. 56 or 58 to Upper Marlboro, Md., denied. Commission has denied petition filed by American Communications Media Inc., to assign either UHF ch. 56 or 58 to Upper Marlboro, Md., for commercial use. Commission noted that American has made no showing that Prince George's county is not being adequately served by these stations, or that county has any "separate and distinct television needs that are not now or could not be met by the existing and prospective stations in the Metropolitan area." Further consideration of proposal, commission said, should be postponed until such time as all existing assignments in area have been put to use. (By memorandum opinion and order.) Action Nov. 8.

■ Petition for assignment of UHF TV ch. 49 to Denton, Tex., denied. Commission has denied petition filed by O. J. McCullough of Houston, requesting assignment of ch. 49 to Denton (RM-1149). Petitioner failed to show need for channel to serve Denton, and offered no assurance that channel would be used to serve needs of Denton instead of becoming another TV service in Dallas-Fort Worth market. Commission stated that it would be more orderly to press for prompt inauguration of service already authorized on chs. 21, 33 and 39 and to dispose of applications for ch. 27 before making determination whether an additional assignment to serve Dallas-Fort Worth market is warranted. (By memorandum opinion and order.) Action Nov. 3.

■ Petition for assignment of UHF TV ch. 56 to Houston, denied. Commission has denied petition filed by O. J. McCullough requesting assignment of ch. 56 to Houston (RM-1178). Houston-Galveston market is assigned 7 commercial channels and 3 educational channels. Houston has 6 of commercial assignments and 2 of educational assignments. There are 4 TV licensed stations operating in Houston—KPRC, ch. 2; KHOU, ch. 11; KTRK, ch. 13; KHTV, ch. 39. In addition, KUAB holds CP for ch. 20 and there are two pending applications for ch. 26 in a comparative hearing. KVTV-TV has CP for ch. 16 in Galveston, and University of Houston operates educational TV station KUHT on ch. 8. Commission stated that it is of view that "it is more important to press for early inauguration of the additional TV service already authorized or applied for at this time in the Houston area than to add channels." (By memorandum opinion and order.) Action Nov. 8.

CALL LETTER APPLICATIONS

■ Iowa Broadcasting Co., Des Moines, Iowa. Requests KIOW-TV.

■ Mountain Television Inc., Cumberland, Md. Requests WTBO-TV.

■ BCU-TV, Battle Creek, Mich. Requests WWUW-TV.

CALL LETTER ACTIONS

■ Thompson Broadcasting Inc., Phoenix. Granted KZUZ-TV.

■ Southern Broadcasting Co., Stockton, Calif. Granted KTVJ-TV.

■ KYND Television Inc., Evansville, Ind. Granted WSCS-TV.

Existing TV stations

FINAL ACTIONS

*WCLP-TV Chatsworth, Ga.—Broadcast Bureau granted license covering new station. Action Nov. 7.

KUZN-TV West Monroe, La.—Broadcast Bureau granted license covering new TV. Action Nov. 7.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

KCSD-TV Kansas City, Mo.—Broadcast Bureau granted license covering changes in station. Action Nov. 6.

KXNE-TV Norfolk, Neb.—Broadcast Bureau granted mod. of CP to change ERP to 214 kw vis., 42.7 kw aur., change type ant., and make changes in ant. structure. Action Nov. 3.

KTXS-TV Sweetwater, Tex. — Broadcast Bureau granted mod. of CP to change ERP to 257 kw vis., 25.7 kw aur., change type ant., make changes in ant. system and increase ant. height to 1,400 ft. Action Nov. 7.

INITIAL DECISIONS

■ Grant of an application by Central Coast Television, Santa Maria, Calif., licensee of KCOY-TV, for relocation of its trans., has been proposed by FCC Hearing Examiner Charles J. Frederick in an initial decision issued (Doc. 16430). The initial decision takes effect unless there is an appeal by one of parties or commission should move to review on its own motion. Action Nov. 7.

■ Grant of CPs to four Minneapolis-St. Paul television licensees for joint construction of two ant. towers at Shoreview, Minn., was proposed in an initial decision by FCC Hearing Examiner Jay A. Kyle (Docs. 15841-3, 16782-3). Applicants are WTCN Television Inc. (WTCB-TV), Midwest Radio-Television Inc. (WCCO-TV), United Television Inc. (KMSF-TV), all Minneapolis and Twin City Area Educational Television Corp. (KCTA-TV and KTCI-TV) St. Paul. Initial decision is subject to appeal by any of parties or to review by commission on its own motion. Action Nov. 7.

OTHER ACTIONS

■ Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]) television proceeding. Commission has referred to review board for disposition petition filed June 28 by Cosmos Broadcasting Corp. requesting re-consideration of designation of its application for hearing and for immediate grant. Cosmos' application for CP originally proposed relocation of its trans. and ant. in area of Union Spring, Ala. Cosmos pointed out that, after its application was designated for hearing, an amendment to application changing proposed trans.-ant. site to area of Grady, Ala., was accepted for filing by hearing examiner. This amendment, Cosmos said, resolved all of issues specified in designation order; commission, therefore, should terminate proceeding and grant application without further hearing. However, commission noted that Cosmos has not contended original application was improperly designated for hearing but only that issues specified in hearing order have been resolved. Petition, therefore, is in effect request for deletion of issues. Commission has delegated to review board jurisdiction to act initially on such requests. (By memorandum, opinion and order.) Action Nov. 8.

■ Fort Pierce, Fla. (Indian River Television Inc.) waiver request and application for mod. of TV station facilities granted. Commission has granted waiver of ant. system requirements of Sec. 73.685(e) of rules and application of Indian River Television Inc., for mod. of facilities of WTVX-TV Fort Pierce, Fla., by use of trans. delivering twelve kilowatts peak vis. power output with continued use of presently authorized directional ant. WTVX operates on ch. 34 with ERP of 67.6 kw vis., 13.5 kw aur., with directional ant. and ant. height of 490 ft. Action Nov. 3.

■ Petition by Triangle Publications Inc. (WFBG-TV), Altoona, Pa., for partial re-consideration of commission action of June 14 has been denied. Action by commission Nov. 8, by memorandum, opinion and order in Docs. 17510, 17512-6, 17531-2. Commissioners Hyde (chairman), Lee, Loevinger, Wadsworth and Johnson, with Commissioner Cox dissenting and issuing statement.

■ FCC denied petition by KING Broadcasting Co. licensee of KING-AM-AM-TV Seattle, for review of commission ruling that KING was not in full compliance with fairness rules and calling on licensee to negotiate with Seattle City Council candidate George E. Cooley in good faith in order to provide adequate time for Cooley to respond to KING editorials. Commissioners Lee, Cox, Wadsworth and Johnson. Action Nov. 1.

■ U. S. Court of Appeals (D. C.) has refused request by KING-AM-AM-TV Seattle, for stay of commission fairness doctrine ruling. Commission had ordered KING to comply with fairness doctrine rules in affording city council candidate George E. Cooley an opportunity to respond to KING

editorials. Commission ruled that number of spots stations had offered Cooley for response was inadequate when compared with number of times editorial had been aired. KING was called on to work out reasonable schedule of spots with Cooley. Action Nov. 6.

■ Commission has amended part O of its rules and delegated authority to chief of Broadcast Bureau to act on waiver requests of Sec. 73.651(c) by noncommercial educational TV broadcast licensees where requests for transmission do not exceed five hours per week. Rule permits stations to broadcast music to accompany slides, films or other visual images during breaks in programming schedules during broadcast day. New subsection (11) of Sec. 0.281 of part O, delegates authority "To act on requests for waiver of Sec. 73.651(c) of this chapter, where operation under such requests will not exceed five hours per week, to permit operation by a noncommercial educational television broadcast station of its aural transmitter to broadcast music accompanied by slides, films or other visual transmissions." Action Nov. 7.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Nov. 3 in Houma, La.—Panama City, Fla. (St. Anthony Television Corp., KHMA-TV et al.) TV proceeding, granted petition by applicants and continued procedural dates, including hearing date of Nov. 27, to dates that will be set by subsequent order (Docs. 17446-8).

■ Hearing Examiner Jay A. Kyle on Nov. 3 in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc. and WTIV Inc.) TV ch. 28 proceeding, granted motion by Durham-Raleigh Telecasters Inc. and continued certain procedural dates; hearing scheduled for Dec. 11 rescheduled for Dec. 18 (Docs. 17670-2).

New AM stations

APPLICATIONS

Ketchikan, Alaska — Sitka Broadcasting Inc. seeks 620 kc, 1,000 kw-D, 0.500 kw-N. P. O. address: 611 Lake Street, Sitka 99835. Estimated construction cost \$22,300; first-year operating cost \$37,220; revenue \$40,800. Principals: Roy Paschal, president. Applicant owns KIFW-AM-TV Juneau, Alaska. Ann. Nov. 6.

Royston, Ga. — Better Broadcasting Inc. seeks 810 kc, 250 w-D. P. O. address: Box 639, Washington, Ga. Estimated construction cost \$25,275.75; first-year operating cost \$28,000; revenue \$36,000. Principals: B. L. Williamson, president and Ottis G. Stephens, vice president. Applicant is licensee of WLOV Washington, Ga. Ann. Nov. 2.

Celina, Tenn. — Eugene Collins d/b as Dale Hollow Broadcasting Co. seeks 1570 kc, 1 kw-D. P. O. address: Box 426, Celina. Estimated construction cost \$6,900; first-year operating cost \$13,000; revenue \$20,000. Principals: Mr. Collins is salesman and announcer for WTKY Tompkinsville, Ky. Ann. Nov. 2.

Marinette, Wis. — William P. Kopish tr/as Near-North Broadcasting Co. — Seeks amendment to application (which requests CP for new AM to be operated on 1150 kc, 1 kw, daytime); to change frequency to 1300 kc. Ann. Nov. 8.

OTHER ACTIONS

■ Commission has denied application by California Regional Broadcasting Corp. for review of review board's memorandum, opinion and order (released May 12) adding contingent comparative issue to consideration of Regional's qualifications in Costa Mesa-Newport Beach, Calif., standard broadcast proceeding (Docs. 15752, 15754-6, 15758-60, 15762, 15764-66). Regional is one of eleven applicants for AM on 1110 kc. Frequency was vacated in 1962 when commission refused to renew license of Eleven Ten Broadcasting Corp. for KRLA Pasadena. Station now operates under interim authority granted Oak Knoll Broadcasting Corp., not an applicant in proceeding. Action by commission Nov. 3, by order. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Hartford, Ky. (Hayward F. Spinks) AM application for CP accepted for filing. Commission has accepted for filing an application by Hayward F. Spinks for new class III daytime AM to operate on 1600 kc with 500 w. Application is mutually exclusive with renewal application of WKYF Greenville, Ky. C. P. Stovall Sr. and C. P. Stovall Jr., a partnership doing business as Greenville Broadcasting Co. is licensee of WKYF which also operates on 1600 kc with 500 w

daytime and is approximately 23 miles removed from proposed location of Hartford station. (By public notice.) Action Nov. 3.

■ Review board in St. Charles, Mo., AM broadcast proceeding, Docs. 17420-17421, granted joint petition for approval of agreement filed Oct. 6, by Michael S. Rice and First Capitol Radio Inc.; approved agreement; dismissed with prejudice application of First Capitol Radio Inc.; granted application of Michael S. Rice, and terminated the proceeding. Action Nov. 3.

■ Bridgeton, N. C. (V.W.B. Inc.) AM proceeding; petition for reconsideration dismissed. Commission has dismissed petition by V.W.B. Inc. for reconsideration on July 7 action designating its application for hearing. Issues included financial qualifications and determination as to whether V.W.B. would provide local transmission facility for Bridgeton or for larger community of New Bern. V.W.B. requested CP for new daytime-only AM to operate on 1380 kHz with 5 kw at Bridgeton. V.W.B., in support of petition for reconsideration, requested that it be permitted to amend its application to change community it proposes to serve from Bridgeton to New Bern, reduce power of proposed station from 5 kw to 1 kw, and submit current financial showing. Commission found petition to be in contravention of rule Sec. 0.341 which provides a hearing examiner in proceeding shall act on requests for leave to amend and 1.44(b) in that, in same petition, V.W.B. has requested relief requiring action by examiner and action by commission. (By memorandum, opinion and order in Doc. 17560.) Action Nov. 3.

■ Review board in Media, Pa., AM broadcast proceeding, Doc. 17141, dismissed appeal from ruling of hearing examiner filed Sept. 27, by Greater Philadelphia Council of Churches, et al. Action Nov. 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Nov. 2 in New Castle-Brownsville-Aliquippa, Pa. (Lawrence County Broadcasting Corp., Brownsville, Radio Inc. and Shawnee Broadcasting Co.) AM proceeding, granted request by applicants and continued presently scheduled procedural dates, including hearing date of Nov. 21, to dates to be set by subsequent order after review board action on applicants joint request for approval of agreement (Docs. 17178-80).

■ Hearing Examiner Isadore A. Honig on Nov. 2 in Lima-Henrietta-Warsaw, N. Y. (Elim Bible Institute Inc. et al.) AM proceeding, granted request by "What the Bible Says Inc." and extended from Nov. 6 to Nov. 13 date for preliminary exchange of proposed engineering exhibits (Docs. 17370-3).

■ Hearing Examiner Jay A. Kyle on Nov. 2 in Statesboro, Ga. (Farnell O'Quinn) AM proceeding, cancelled all procedural dates; and continued without date hearing scheduled for Dec. 18 (Doc. 17722).

CALL LETTER APPLICATION

■ KBR Broadcasting Co., Ainsworth, Neb. Requests KBRB.

CALL LETTER ACTIONS

■ DeWitt Broadcasting Inc., DeWitt, Ark. Granted KDEW.

■ Caldwell Broadcasting Inc., Columbia, La. Granted KCTO.

Existing AM stations

APPLICATIONS

WSJM St. Joseph, Mich. — Seeks mod. of license to change station location from St. Joseph, Mich. to St. Joseph-Benton Harbor, Mich. Ann. Nov. 2.

WONE Dayton, Ohio — Seeks CP to change from DA-2 to DA-N. Ann. Nov. 8.

FINAL ACTIONS

KJNP North Pole, Alaska — Broadcast Bureau granted license covering new AM, specify type trans. Action Oct. 31.

KOAG Arroyo Grande, Calif. — Broadcast Bureau granted license covering change in DA pattern. Action Nov. 6.

KMEN San Bernardino, Calif. — Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. Action Nov. 6.

KLIV San Jose, Calif. — Broadcast Bureau granted CP to increase nighttime power from 500 w. to 5 kw, and make changes in DA system; conditions. Action Nov. 2.

KTHO South Lake Tahoe, Calif. — Broadcast Bureau granted mod. of CP to move ant.-trans. location; conditions. Action Nov. 3.

KLMO Longmont, Colo. — Broadcast Bureau granted CP to install new type trans.

as an auxiliary trans. at main trans. location. Action Nov. 7.

WKEN Dover, Del.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to South Fox Hall Road, near Kenton Road, near Dover. Action Nov. 2.

WSRA Milton, Fla.—Broadcast Bureau granted license covering new AM. Action Nov. 8.

KTOH Lihue, Hawaii—Broadcast Bureau granted CP to change frequency to 1350 kc, increase power to 5 kw; change studio and remote control location to 3141 Kuhio Highway, Lihue, Hawaii; install new trans. and make changes in ground system. Action Oct. 31.

KIFG Iowa Falls, Iowa—Broadcast Bureau granted CP to increase power from 500 w. to 1 kw, and install new type trans.; conditions. Action Nov. 2.

KPRM Park Rapids, Minn.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, change in ant. system. Action Nov. 6.

KSEN Shelby, Mont.—Broadcast Bureau granted CP to increase power to 5 kw; change from DA-N to DA-2, and install new trans. conditions. Action Oct. 31.

KAVE Carlsbad, N. M.—Broadcast Bureau granted license covering increase in daytime power and installation of new trans. Action Oct. 31.

WBTA Batavia, N. Y.—Broadcast Bureau granted license covering use of auxiliary (former main) trans. at main trans. location for auxiliary purposes only. Action Oct. 31.

WKIP Poughkeepsie, N. Y.—Broadcast Bureau granted CP to install new type trans. as an alternate main night and auxiliary day trans. at main trans. location. Action Nov. 7.

WBHN Bryson City, N. C.—Broadcast Bureau granted license covering new standard broadcast station. Action Oct. 31.

WMAP Monroe, N. C.—Broadcast Bureau granted license covering use of auxiliary (former main) trans. at main trans. location. Action Oct. 31.

KPNW Eugene, Ore.—Broadcast Bureau granted mod. of license and CP to change name to Pacific Northwest Broadcasting Corp. Action Nov. 6.

WFRA Franklin, Pa.—Broadcast Bureau granted CP to install new type trans. at main trans. location (new site), for auxiliary purposes only. Action Nov. 7.

WSIB Beaufort, S. C.—Broadcast Bureau granted license covering increase in daytime power. Installation of new trans. Action Oct. 31.

WORG Orangeburg, S. C.—Broadcast Bureau granted license covering change in ant.-trans. and studio location. Action Oct. 31.

WAZS Summerville, S. C.—Broadcast Bureau granted license covering increase in power. Action Oct. 31.

WSLV Ardmore, Tenn.—Broadcast Bureau granted license covering new standard broadcast station. Action Oct. 31.

WDTM Selmer, Tenn.—Broadcast Bureau granted license covering new standard broadcast station; specify type trans. Action Oct. 31.

KWMC Del Rio, Tex.—Broadcast Bureau granted license covering new standard broadcast station. Action Oct. 31.

WKCW Warrenton, Va.—Broadcast Bureau granted license covering change in ant.-trans. and studio location. Action Nov. 6.

OTHER ACTIONS

Tarpon Springs, Fla. (Pinellas Broadcasters, licensee of WCWR), granted application for change in station location. Commission has granted application of Pinellas Broadcasters to change station location of WCWR from Tarpon Springs, Fla., to Dunedin, Fla. Proposal involves no engineering changes and applicant will continue to meet city coverage requirements of rules for both cities. WCWR is licensed to operate on 1470 kc, 5 kw-D. Action Nov. 8.

Chattanooga (Jay Sadow, licensee of WRIP) application accepted for filing. Commission has waived provisions of Sec. 1.569 (applications for frequencies adjacent to class I-A channels) and accepted for filing application of Jay Sadow for CP to change facilities of WRIP from 980 kc, 500 w-D, to 1190 kc, 50 kw, directional ant., day, and to change station location from Rossville, Ga., to Chattanooga. Request by Sadow for waiver of Sec. 73.188(b)(2) specifies that trans. site should provide minimum field intensity of 5 to 10 mv/m over most distant residential section. Commissioner Cox abstained from voting. Action Nov. 8.

ACTIONS ON MOTIONS

Hearing Examiner Millard F. French on Nov. 2 in Montgomery, Ala. (Fine Music Inc., WFMJ), AM proceeding, granted request by Broadcast Bureau and continued from Nov. 3 to Nov. 20 time to file proposed findings, with replies to be filed on or before Nov. 28. (Doc. 17058).

Hearing Examiner Isadore A. Honig on Nov. 1 in Reno and Las Vegas, Nev. (Circle L Inc., Southwestern Broadcasting Co., KORK, 780 Inc. and Radio Nevada), AM proceeding, granted motion filed by Circle L Inc., and extended time from Nov. 8 to Nov. 17 to file proposed findings, and from Nov. 30 to Dec. 11 for replies (Docs. 16110-1, 16113, 16115).

Hearing Examiner Chester F. Naumowicz Jr. on Nov. 2 in Canton, N. C. (Western North Carolina Broadcasters Inc.), renewal of license of WWIT proceeding, granted request by Broadcast Bureau and continued further hearing to Nov. 5 (Doc. 17050).

FINES

Commission has affirmed its actions of July 26, imposing forfeitures of \$1,000 against Lotus Broadcasting Corp., licensee of KENO, Southwestern Broadcasting Co., licensee of KORK, and Southern Nevada Radio and Television Co., licensee of KORK-TV. Licensees had requested remission or mitigation of fine. Forfeiture was imposed on stations for violations of Sec. 317 of Communications Act and Sec. 73.119 and 73.654 of commission's rules for rebroadcasting sponsored announcements without giving proper sponsor identification. Announcements broadcast concerned local referendum on bond issue for expansion of recreation and convention facilities in Clark County, Nev. Commission in denying requests for remission or mitigation noted that it could find nothing to cause it to reconsider its prior conclusion that licensees had violated rules and that forfeiture of one thousand dollars was warranted. (By memorandum opinions and orders.) Action Nov. 3.

Commission has ordered WHIH Inc., licensee of WHIH Portsmouth, Va., to pay forfeiture of \$1,000. Station was inspected on July 18, 1966, and cited for numerous

violations of rules, including operating with excessive power, failing to make operating and maintenance log entries and failing to have its tower lights in operation. WHIH was notified on Dec. 15, 1966, of liability in amount of \$2,000. WHIH, in its response to notice, did not deny violations, but attributed them to former employee. WHIH also requested remission of forfeiture. Commission in reducing forfeiture concluded that licensee had neither willfully nor repeatedly violated tower lighting requirements of rules. (By memorandum opinion and order.) Action Nov. 3.

RULEMAKING ACTION

Waukegan, Ill. (De Haan Broadcasting Co.), waiver request denied; application for FM CP returned. Commission has denied request for waiver of rule Sec. 1.227 for acceptance for filing and consolidation in hearing with mutually exclusive applications, and returned tendered application of De Haan Broadcasting Co. for CP for new FM to operate on ch. 294 (106.7 mc) at Waukegan. Commission granted motion of News-Sun Broadcasting Co., Waukegan, Ill., for dismissal of De Haan application and stated it does not believe that De Haan has justified disruption of Commission's processes in requesting consolidation in hearing. "If this procedure were followed, there could never be any certainty or finality about a comparative proceeding since it could always be disrupted by the future filing of . . . applications," the Commission said. (By order.) Action Nov. 3.

CALL LETTER APPLICATION

KODL, Frederic A. Danz, The Dalles, Ore. Requests KISM.

PROCESSING LINE

Adopted November 2, released Nov. 3, by chief, Broadcast Bureau: Notice is hereby given, pursuant to Sec. 1.571(c) of commission's rules, that on Dec. 6, standard broadcast applications listed in attached appendix will be considered as ready and available for processing. Pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, an application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on Dec. 5, which involves conflict necessitating hearing with an application on this list, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on December 5, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580 (1) of the commission's rules for provisions governing time of filing and other requirements relating to such pleadings.

Applications from top of processing line: WTHE Mineola, N. Y., on 1520 kc, 10 kw, DA-D, req: 1520 kc, 1 kw, 250 w (CH)-D; NEW Sioux Center, Iowa, req: 1090 kc, 500 w, DA-D; NEW Port Clinton, Ohio, req: 1250 kc, 500 w, DA-D; WHNW McComb, Miss., on 1250 kc, 500 w, 5 kw-LS, DA-N-U; NEW Ligonier, Pa., req: 1530 kc, 250 w-D; NEW Jeannette, Pa., req: 1530 kc, 1 kw, 250 w, 250 w (CH)-D; NEW Knoxville, Tenn., req: 1190 kc, 10 kw, DA-D; WPTX Lexington Park, Md., on 920 kc, 500 w-D, req: 920 kc, 1 kw, 5 kw-LS, DA-2-U; WSKT Colonial Village, Tenn., on 1580 kc, 250 w-D, req: 1580 kc, 5 kw, 1 kw (CH)-D; NEW Camden, Ala., req: 1540 kc, 1 kw-D; NEW Sweet Home, Ore., req: 1370 kc, 1 kw-D; WXPK Eatonton, Ga., on 1520 kc, 500 w-D, req: 1520 kc, 1 kw, D; NEW Circleville,

American Media Associates, Incorporated

Media Brokers

WHY?

Because its officers have in excess of 25 years of combined successful ownership and management in the broadcasting industry. All are still active in the broadcasting industry. All know the problems of both buyer and seller and are ready to help you when you give the word! That's the WHY of the Company. Call or write!

305 Degree of Honor Building
St. Paul, Minnesota 55101

Area Code 612
227-7577

MULTRONICS, INC.

5712 FREDERICK AVENUE

ROCKVILLE, MARYLAND 20852

HAS

PRE-SUNRISE POWER
REDUCTION KITS OR
COMPONENTS FOR
IMMEDIATE DELIVERY

PHONE: GEORGE P. HOWARD
301-427-4666
FOR QUOTES

Ohio, req: 1540 kc, 250 w, DA-D; NEW Buffalo, Minn., req: 1360 kc, 500 w-D; NEW Ava, Mo., req: 1430 kc, 500 w-D; NEW Kodiak, Alaska, req: 610 kc, 5 kw-D; KFIL Preston, Minn., on 1060 kc, 500 w-D, req: 1060 kc, 1 kw-D; NEW Hiro, Hawaii, req: 670 kc, 10 kw-U; WFSC Franklin, N. C., on 1050 kc, 1 kw-D, req: 810 kc, 1 kw-D; NEW Burnettown, S. C., req: 1510 kc, 500 w, 250 w, (CH)-D; KOLY Mobridge, S. D., on 1300 kc, 1 kw-D, req: 1300 kc, 5 kw-D; WSEN Baldwinsville, N. Y., on 1050 kc, 250 w-D, req: 1050 kc, 5 kw, DA-D; KPBC Port Sulphur, La., on 1510 kc, 500 w-D, req: 1510 kc, 1 kw-D; NEW Jacksonville, Ala., req: 1090 kc, 250 w-D; KEHG Fosston, Minn., on 1480 kc, 1 kw-D, req: 1480 kc, 5 kw-D; NEW Ellwood City, Pa., req: 1500 kc, 250 w, DA-D; NEW Warrenton, N. C., req: 1520 kc, 1 kw-D; NEW Jackson, Miss., req: 1080 kc, 10 kw, DA-D; NEW Hurricane, W. Va., req: 1080 kc, 5 kw, DA-D; NEW Luverne, Minn., req: 800 kc, 500 w, DA-D; WRAN Dover, N. J., on 1510 kc, 1 kw, DA-2-U, req: 1510 kc, 1 kw, 10 kw-LS, DA-2-U; NEW Northfield, Minn., req: 1080 kc, 1 kw-D; NEW Ozark, Ala., req: 1190 kc, 1 kw-D; NEW Guayamo, P. R., req: 840 kc, 250 w-D; NEW Red Bay, Ala., req: 1430 kc, 1 kw-D; NEW Springfield, Ky., req: 1540 kc, 250 w-D; NEW Houston, req: 850 kc, 5 kw, DA-D; WISN Milwaukee, on 1130 kc, 10 kw, 50 kw-LS, DA-2-U, req: 1130 kc, 25 kw, 50 kw-LS, DA-2-U; WSEW Selinsgrove, Pa., on 1240 kc, 250 w-U, req: 1240 kc, 250 w, 1 kw-LS-U; WDWG Minneapolis, on 1130 kc, 25 kw, 50 kw-LS, DA-2-U, req: 1130 kc, 55 kw, DA-2-U; KSDO San Diego, on 1130 kc, 1 kw, 5 kw-LS, DA-2-U, req: 1130 kc, 10 kw, 50 kw-LS, DA-2-U; NEW Taylorville, Miss., req: 1280 kc, 500 w-D; WYRN Louisburg, N. C., on 1480 kc, 500 w-D, req: 1060 kc, 500 w-D; WNPS New Orleans, on 1450 kc, 250 w-D, req: 1450 kc, 250 w, 1 kw-LS-U; NEW Gallion, Ohio, req: 1570 kc, 500 w, DA-D; NEW Windsor, Colo., req: 1170 kc, 1 kw-D; KYSS Missoula, Mont., on 910 kc, 1 kw-D, req: 930 kc, 5 kw-D; NEW Harlan, Ky., req: 1470 kc, 1 kw-D; WSJC Magee, Miss., on 810 kc, 250 w, 50 kw-LS, DA-2-U, req: 810 kc, 250 w, 50 kw-LS, DA-N-U; KWIK Pocatello, Idaho, on 1240 kc, 250 w-U, req: 1240 kc, 250 w, 1 kw-LS-U; WJXN Jackson, Miss., on 1450 kc, 250 w-U, req: 1450 kc, 250 w, 1 kw-LS-U; KWXY Cathedral City, Calif., on 1340 kc, 250 w-U, req: 1340 kc, 250 w, 500 w-LS-U; KEYE Perryton, Tex., on 1400 kc, 250 w-U, req: 1400 kc, 250 w, 1 kw-LS-U; NEW Prattville, Ala., 1410 kc, 1 kw, 5 kw-LS, DA-2-U; KZNG Hot Springs, Ark., on 1340 kc, 250 w-U, req: 1340 kc, 250 w, 1 kw-LS-U, and WMON Montgomery, W. Va., on 1340 kc, 250 w-U, req: 1340 kc, 250 w, 1 kw-LS-U.

PRESUNRISE OPERATIONS

■ List 1-A as of Oct. 31. Class III stations or class II stations which afford NARAE nighttime protection to 0.5 MV/M 50% skywave contour of all cochannel class I-B stations and operate (with power stated in watts) from 6 a.m. to local sunrise during months when sunrise occurs after 6 a.m. Additions, deletions, changes and corrections to list A supplied to Canada in commission's letter of Oct. 27.

570: KGRT Las Cruces, N. Mex. (correction in call letters), 250.

910: WNHV White River Junction, Vt. (correction in call letters), 157.

920: KTLW Texas City, Tex. (correction in call letters), 500.

940: KJRG Newton, Kan. (correction: delete, see 950 kc/s), 500 and WFAW Ft. Atkinson, Wis. (correction: delete), 230.

950: KJRG Newton, Kan. (correction: delete from 940 kc/s, add to 950 kc/s), 500 and WAGG Franklin, Tenn. (addition), 500.

980: WKLM Wilmington, N. C. (correction in call letters), 500.

1260: WPRS Paris, Ill. (correction: delete, see 1440 kc/s), 500.

1270: KVCL Winfield, La. (correction in power), 210, and WVOM Iuka, Miss. (correction in location), 500.

1300: KMOP Tucson, Ariz. (correction: delete, see 1330 kc/s), 500.

1330: KMOP Tucson, Ariz. (correction: delete from 1300 kc/s, add to 1330 kc/s), 500.

1350: WLNH Laconia, N. H. (correction in location), 500.

1370: KCRV Caruthersville, Mo. (correction in call letters), 500.

1420: KHFH Sierra Vista, Ariz. (correction in call letters), 081.

1430: WRCD Dalton, Ga. (correction in call letters), 500, and WMNC Morganton, N. C. (correction in location), 500.

1440: WPRS Paris, Ill. (correction: deleted from 1260 kc/s, add to 1440 kc/s), 500.

1470: WAGG Franklin, Tenn. (delete), 500.

1510: WPUT Brewster, N. Y. (correction in call letters), 005.7.

1590: KBUS Mexia, Tex. (correction in call letters), 500.

1600: KTTN Trenton, Mo. (correction in call letters), 500.

■ PSA List 2-A as of Nov. 1.

630: KSXX Salt Lake City, 500.

790: KXXX Colby, Kan., 500.

920: KBZD Odessa, Tex., 183.

930: KAFF Flagstaff, Ariz., 500, and KIUP Durango, Colo., 500.

950: KLIK Jefferson City, Mo., 500.

970: WCHN Norwich, N. Y., 398.

1150: WGAE Geneva, Ala., 433; WCUE Cuyahoga Falls, Ohio, 139; WSNW Seneca, S. C., 500, and WAPO Chattanooga, 250.

1250: KUKA San Antonio, Tex., 422.

1270: WMPM Smithfield, N. C., 500.

1290: WVOW Logan, W. Va., 500.

1300: WMMJ Lancaster, N. Y., 500.

1350: KCHR Charleston, Mo., 500, and WCSM Celina, Ohio, 145.

1360: WLYN Lynn, Mass., 500.

1380: KBOP Pleasanton, Tex., 500.

1410: KBAL San Saba, Tex., 500.

1440: KVON Napa, Calif., 500; WHRN Herndon, Va., 500, and KDNC Spokane, Wash., 500.

1460: KZOT Marianna, Ark., 500.

1470: WRBD Pompano Beach, Fla., 500; WCWR Tarpon Springs, Fla., 500, and WNBP Newburyport, Mass., 500.

1480: KPUB Pueblo, Colo., 500; WEHW Windsor, Conn., 500; WISL Shamokin, Pa. (reduce power), 250; KBOX Dallas, 500, and KFHA Lakewood, Wash., 500.

1600: KBBC Centerville, Utah, 500.

■ PSA List 2-B as of Nov. 1. Class II stations on class I-B channels which are located West of cochannel class I-B station(s) and/or which protect 0.5 MV/M 50% skywave contour of any class I-B station located West of Class II station listed. Additions, deletions, changes and corrections to list B supplied to Canada in commission's letter of Oct. 27.

1060: KLMO Longmont, Colo., 250, XEDP; WHFB Benton Harbor-St. Joseph, Mich., 480, KYW, and KRSP Salt Lake City, 500, XEDP.

1140: WSIV Pekin, Ill., 160, WRVA.

1500: KOSC Pawhuska, Okla., 500, KSTP.

1520: WKNT Kent, Ohio, 015, WKBW.

1550: WJIL Jacksonville, Ill., 500, CBE.

1560: WTOD Toledo, Ohio, 500, WQXR.

■ PSA List 3-A as of Nov. 2.

560: WMKJ Middlesboro, Ky., 500.

630: KLEA Lovington, N. M., 500.

910: KURY Brookings, Ore., 500.

920: WLIV Livingston, Tenn., 500.

950: WGTA Summerville, Ga., 500.

1150: WCNX Middletown, Conn., 179, and WTMP Tampa, Fla., 300.

1250: WZOB Ft. Payne, Ala., 500; WYTH Madison, Ga., 500; WIZZ Streator, Ill., 500; WLCK Scotsville, Ky., 500; WXOX Bay City, Mich., 500; KOTE Fergus Falls, Minn., 412; WHNY McComb, Miss., 500; WMTR Morrisstown, N. J., 500; WIPS Ticonderoga, N. Y., 500; WFAG Farmville, N. C., 500; WBRM Marion, N. C., 500; WCWO Washington Court House, Ohio, 500; WLEM Emporium, Pa., 500; WPML Monroeville, Pa., 500; WTMA Charleston, S. C., 500, and WNTT Tazewell, Tenn., 500.

1260: WWHK Hutchinson, Kan., 500, and WWIS Black River Falls, Wis., 500.

1280: WIPC Lake Wales, Fla., 500.

1290: KSNR Pocatello, Idaho, 500.

1300: KGLC Mason City, Iowa, 500.

1320: KHRT Minot, N. D., 500.

1330: KOVE Lander, Wyo., 500.

1350: KDIO Ortonville, Minn., 500.

1360: KEYZ Williston, N. D., 500.

1370: WBTN Bennington, Vt., 500.

1440: WBAB Babylon, N. Y., 500, and WSGO Oswego, N. Y., 500.

1460: WRAC Racine, Wis., 500.

■ PSA List 4-A as of Nov. 3.

930: KSDN Aberdeen, S. D., 500.

970: WRKN Brandon, Miss., 500.

1000: WKMK Blountstown, Fla., 003.5.

1260: WALM Albion, Mich., 500.

1300: WIBR Baton Rouge, La., 500 and KACI The Dalles, Ore., 500.

1320: KBLU Yuma, Ariz., 279, and WKAP Allentown, Pa., 500.

1440: WNPV Lansdale, Pa., 500.

■ PSA List 4-B as of Nov. 3. Class II stations on class I-B channels which are located West of cochannel class I-B station(s) and/or which protect 0.5/M 50% skywave contour of any class I-B station located West of class II station listed. Additions, deletions, changes and corrections to list B supplied to Canada in commission's letter of Oct. 27.

1090: KTGO Tioga, N. D., 250, KAAY, and KANN Ogden, Utah, 022, WBAL.

1510: KALF Mesa, Ariz., 012, WLAC, and KTTT Columbus, Neb., 083, WLAC.

1560: KHBR Hillsboro, Tex., 070, WQXR.

■ PSA List 5-A as of Nov. 6.

600: KCLS Flagstaff, Ariz., 500.

630: WKYN San Juan, P. R., 500.

680: WNYR Rochester, N. Y., 250.

930: WMGR Bainbridge, Ga., 500.

1150: KSEN Shelby, Mont., 434, and KBER San Antonio, Tex., 448.

1260: KWEI Weiser, Idaho, 500.

1270: KDJI Holbrook, Ariz., 180.

1290: KIVY Crockett, Tex., 500.

1300: WLNC Laurinburg, N. C., 500, and KGNS Laredo, Tex., 356.

1360: WGFA Watseka, Ill., 500.

1370: WBYE Calera, Ala., 500; KGEN Tulare, Calif., 295, and KVVO Cheyenne, Wyo., 500.

1460: WLXN Dixon, Ill., 500, and KLLL Lubbock, Tex., 230.

1470: KANO Anoka, Minn., 500.

1550: WRIZ Coral Gables, Fla., 085.

1590: WBHN Eryson City, N. C., 500.

■ PSA List 5-B as of Nov. 6. Class II stations on class I-B channels which are located West of cochannel class I-B station(s) and/or which protect 0.5 MV/M 50% skywave contour of any class I-B station located West of class II station listed. Additions, deletions, changes and corrections to list B supplied to Canada in commission's letter of Oct. 27.

940: KGRL Bend, Ore., 250, XEQ.

1550: KICS Hastings, Neb., 380, CBE.

■ PSA List 6-A as of Nov. 7.

910: WCBG Caldwell, Idaho, 291.

970: WCKD Ishpeming, Mich., 500.

1150: WHMC Gaithersburg, Md., 500.

1250: KICM Golden, Colo., 500.

1320: WDMS Lynchburg, Va., 500.

1330: WARN Fort Pierce, Fla., 500.

1360: WAZA Bainbridge, Ga., 500.

1380: WKTJ Farmington-West Farmington, Me., 388, and WBEX Portsmouth, N. H., 250.

1440: WJAB Westbrook, Me., 500.

1470: KWRD Henderson, Tex., 500.

1480: WENW Windsor, Conn. (correction to call letters), 500.

1550: WRIZ Coral Gables, Fla. (correction to power), 085.

■ PSA List 6-B as of Nov. 7. Class II stations on class I-B channels which are located West of cochannel class I-B station(s) and/or which protect 0.5 MV/M 50% skywave contour of any class I-B station located West of class II station listed. Additions, deletions, changes and corrections to list B supplied to Canada in commission's letter of Oct. 27.

810: KWSR Rife, Colo., 009, WKY.

1080: WMVR Sidney, Ohio, 250, WTC.

1140: KNAB Burlington, Colo., 500, XEMR.

1510: KIRV Fresno, Calif., 500, KGA.

■ Request by King's Garden Inc., licensee of KGDN Edmonds, Wash., for stay of commission action of Nov. 1 setting pre-sunrise authority for KGDN at 57 watts has been denied. The 57 watt power level was specified owing to cochannel interference conflict with CKOV Kelowna, British Columbia, Canada. KGDN had filed waiver request on Oct. 24, asking for continued presunrise operation with 5,000 watts at 5 a.m. or for an evidentiary hearing. This request was denied in commission's action of Nov. 1. On Nov. 2, KGDN advised commission that it was appealing Nov. 1 Order to U.S. Court of Appeals for the 9th Circuit and requested stay of presunrise rules until court had acted on station's motion for stay. Commission, in denying the KGDN request, stated that station had offered no reasons "sufficient to justify waiver of the Rules, or to warrant hearing on its request for waiver." Action by commission by order, Nov. 3. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

New FM stations

APPLICATIONS

Vidalia, Ga.—R. E. Ledford and John E. Ladson Jr. and Citizens & Southern National Bank, executors of estate of Margaret Brice Ladson, deceased, d/b/a Vidalia Broadcasting Co. seeks 97.7 mc, ch. 249, 3 kw, Ant. height above average terrain 289 ft. P. O. address: Box 900, Vidalia 30474. Estimated construction cost \$34,157.40; first-year operating cost \$7,500; revenue \$12,000. Principal: Applicant is licensee of WVOP Vidalia, Ann. Nov. 2.

*Coral Gables, Fla.—University of Miami. Seeks 90.5 mc, ch. 213, 10 w. Ant. height above average terrain 116 ft. P. O. address: Dr. William Butler, vice president, Student Affairs 33146. First-year operating cost \$200. Principal: Henry King Stanford, president of university, Ann. Oct. 27.

Pocatello, Idaho—Pocatello Broadcasting Co. seeks 93.7 mc, ch. 229, 10 kw. Ant. height above average terrain 14 ft. P. O. address: 101 North Main, Pocatello 83201. Estimated construction cost \$22,695; first-year operating cost \$9,000; revenue \$12,000. Principal: Daniel C. Libeg, president and

general manager. Applicant is licensee of KSNN Pocatello. Ann. Nov. 2.

Hutchinson, Kan.—Sound Sales Inc. seeks 99.1 mc, ch. 256, 10 kw. Ant. height above average terrain 554 ft. P. O. address: 2627 East 4th (Box 1691) Hutchinson 67501. Estimated construction cost \$64,877.64; first-year operating cost \$54,000; revenue \$55,000. Principals: D. W. Wright, president (52%), Kermit Kruse, vice president and assistant secretary and William H. Humiston, secretary-treasurer (each 24%). Mr. Wright is semiretired. Mr. Humiston is sales representative for Greater Kansas Radio Network. Mr. Kruse is account executive for KTVH-TV Hutchinson, Kan. Ann. Nov. 3.

Hannibal, Mo.—Great River Communications Inc. seeks 92.9 mc, ch. 225, 96.8 kw. Ant. height above average terrain 500 ft. P. O. address: 3 Theresa Court, Quincy, Ill. 62301. Estimated construction cost \$63,794; first-year operating cost \$80,000; revenue \$90,000. Principals: Frank E. Laughlin and Lois V. C. Laughlin, joint tenants with right of survivorship. Mr. Laughlin is president with 20%. Mr. Laughlin is president, director and 20% owner of inactive oil corporation, and is partner in closed circuit communications business, division of applicant corporation. Ann. Nov. 3.

*Wilkes-Barre, Pa.—King's College, seeks 88.5 mc, ch. 203, 10 w. Ant. height above average terrain 180 ft. P. O. address: 133 North River Street, Wilkes-Barre 18702. Estimated construction cost \$9,824; first-year operating cost \$2,500; revenue none. Principal: Reverend Richard Sullivan, chairman, board of directors et al. Ann. Nov. 2.

FINAL ACTIONS

Breckenridge, Minn.—Interstate Broadcasting Corp. FCC granted 101.7 mc, ch. 299, 3 kw. Ant. height above average terrain 155 ft. P. O. address: 605 Dakota Avenue, Wahpeton, N. D. 58075. Estimated construction cost \$23,415.30; first-year operating cost \$12,000; revenue \$15,000. Principals: Robert E. Ingstad, president. Applicant is licensee of KBMW Breckenridge. Provisions of Sec. 73.210(a)(2) of rules were waived to extent of permitting location of Interstate's main studio beyond corporate limits of Breckenridge, at 605 Dakota Avenue, Wahpeton, N. D. Commissioner Cox dissenting. Action Nov. 3.

Hutchinson, Minn.—North American Broadcasting Co. FCC granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 195 ft. P. O. address: Highway 15 North, Hutchinson. Estimated construction cost \$15,995; first-year operating cost \$12,000; revenue \$14,000. Principals: Albert S. Tedesco (75%) et al. Mr. Tedesco is 85% owner of KTCR Minneapolis and 75% owner of KDUZ Hutchinson, both Minnesota; 100% owner of WIXX Oakland Park and has application for transfer pending for WFLM (FM) Fort Lauderdale, both Florida, and is sole trader of WWCBM Brazil, Ind. Commissioner Cox dissenting. Action Nov. 3.

*Joplin, Mo.—Ozark Bible College. Broadcast Bureau granted 91.3 mc, ch. 217, 10 w. Ant. height above ground 83 ft. P. O. address: Don Earl Boatman, 1111 North Main, Joplin 64801. Estimated construction cost \$4,918.05; first-year operating cost \$1,000; revenue none. Principal: Mr. Boatman is president of college. Action Oct. 31.

Dover-New Philadelphia, Ohio—Dover Broadcasting Inc. FCC granted 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 280 ft. P. O. address: 648 Boulevard, Dover, Ohio 44622. Estimated construction cost \$49,336.50; first-year operating cost \$19,200; revenue \$15,600. Principals: Agnes Grier, president (99%) and Paul S. Linsley, secretary-treasurer. Applicant is licensee of WJER Dover-New Philadelphia. Commissioner Cox abstained from voting with respect to substitution of channel in Brookings, S. D.

N. J. (New York University and Fairleigh Dickinson University) Educational-FM proceeding, on examiner's own motion, continued hearing from Dec. 12 to Dec. 18 (Docs. 17454-5).

■ Hearing Examiner Millard F. French on Nov. 3 in Springfield, Mo. (K.C.O.D. Broadcasting Corp. and Baptist Bible College) FM proceeding, granted in part motion by applicants for change of hearing dates; continued presently scheduled procedural dates, including Nov. 7 hearing date, to dates to be set by subsequent order, after action by review board upon applicants request for approval of agreement and allied pleadings (Docs. 17637-8).

■ Hearing Examiner Isadore A. Honig on Nov. 1 in Baton Rouge, La. (Miss Lou Broadcasting Corp. and Romac Baton Rouge Corp.) FM proceeding, on examiner's own motion, ordered nunc pro tunc that scheduled date of Oct. 31 for commencement of hearing on comparative aspects of proceeding is continued without date (Docs. 17517-8).

■ Hearing Examiner Elizabeth C. Smith on Nov. 3 in Warner Robins-Hawkinsville, Ga. (WREN Inc. and Tri-County Broadcasting Inc.) FM proceeding, on examiner's own motion, ordered that oral argument on motion for continuance filed by WRN Inc. on Oct. 20, and related pleadings, be held Nov. 9 (Docs. 17579-80).

RULEMAKING PETITION

*KUAC-FM College, Alaska—Requests ch. 284 (104.7 mbz) be assigned to College, Alaska. Ann. Nov. 3.

RULEMAKING ACTIONS

Quincy, Ill. Closed Circuit Communications—Denied request for amendment of table of assignments so as to add ch. 290 (105.9 mc) at Quincy. Action adopted Oct. 18. Ann. Oct. 27.

■ Pharr, Tex. (Rio Grande Family Radio Fellowship Inc.) rule waiver denied; application returned. Commission has denied request for waiver of rule Sec. 1.569 (applications for frequencies adjacent to class I-A channels) and returned as unacceptable for filing tendered application of Rio Grande Family Radio Fellowship Inc. for CP on 850 kc, 500 w, daytime operation with directional ant. Application was returned since commission found reasons advanced for requested waiver "are not sufficient to establish that the proposed operation would not prejudice the assignment of a new class II-A proposal on the 830 kc channel." (By letter.) Action Nov. 3.

■ Commission has adopted notice of proposed rulemaking to amend its FM table of Assignments. Petitions filed for amendment request first class A assignment in 3 communities, addition of second assignment in one community, and substitution of one class A channel for another in one community. Commission in notice also proposed, on its own motion, substitutions of one class A assignment for another in two communities: First class A assignments: Seneca Falls, N. Y., ch. 257A; Cayee, P. R., ch. 249A, and Westerville, Ohio, ch. 280A; Second assignment: Gainesville, Fla., ch. 288A; Substitution of one class A for another: Brookings, S. D., Brookings Broadcasting Co., petitioner, 232A for 269A; Substitutions of one class A for another in two communities: Mena, Ark., chs. 269A for 240A, and Soda Springs, Idaho, chs. 261A for 228A. Interested parties are invited to comment. Action by commission Nov. 3, by notice of proposed rulemaking. Commissioners Hyde (chairman), Lee, Cox, Loewinger, Wadsworth and Johnson. Commissioner Cox abstained from voting with respect to substitution of channel in Brookings, S. D.

CALL LETTER APPLICATION

*Wisconsin State University, Stevens Point, Wis. Requests WSUS-FM.

CALL LETTER ACTION

■ *University of Missouri, Columbia, Mo. Granted KBIA-FM.

DESIGNATED FOR HEARING

■ Fort Smith, Ark. (American Television Inc.) FM application designated for hearing. Commission has designated for hearing application of American Television Inc. for new class C FM to operate on ch. 229 (93.7 mc) with ERP 100 kw, ant. height 202.5 ft. Donald W. Reynolds, sole stockholder of American Television, owns or controls Fort Smith's only television station, its only daily and Sunday newspapers, one of its four standard broadcast stations, and seeks community's third FM. Hearing on issue of local concentration of control will be held in Fort Smith. (By order: Commissioner Wadsworth dissenting.) Action Nov. 3.

■ Hardinsburg, Ky. (Blancett Broadcast

ing Co. and Breckinridge Broadcasting Co.) FM applications designated for consolidated hearing. Commission has designated for consolidated hearing mutually exclusive application of Blancett Broadcasting Co. and Breckinridge for new FMs to operate on ch. 232 (94.3 mc), with ERP of 3 kw—Breckinridge with ant. height of 259 ft, and Breckinridge with ant. height of 300 ft. (By order, Commissioner Loevinger concurring and issuing statement.) Action Nov. 8.

Existing FM stations

FINAL ACTIONS

WCRT-FM Birmingham, Ala.—Broadcast Bureau granted license covering changes in existing FM. Action Oct. 31.

WRAG-FM Carrollton, Ala.—Broadcast Bureau granted mod. of CP to increase ERP to 28 kw, ant. height to 300 ft, and make changes in transmission line. Action Nov. 2.

WIRB-FM Enterprise, Ala.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Nov. 2.

KARK-FM Little Rock, Ark.—Broadcast Bureau granted CP to install new type ant., change ERP to 28 kw, ant. height to 1,510 ft. Action Nov. 2.

*KALX(FM) Berkeley, Calif.—Broadcast Bureau granted license covering new non-commercial educational FM. Action Oct. 31.

Long Beach, Calif. Associated Students of Long Beach State College—Broadcast Bureau granted CP for new class D noncommercial educational FM to operate on ch. 210 (89.9 mc). Action Oct. 31.

KNAC(FM) Long Beach, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to 2368 Junipero Avenue, Signal Hill, Calif.; install new trans. and new ant.; change ERP to 2.10 kw and ant. height to 350 ft. Action Oct. 31.

KPGM(FM) Los Altos, Calif.—Broadcast Bureau granted mod. of license to Peninsula Broadcasting Corp. Action Oct. 31.

KABL-FM San Francisco—Broadcast Bureau granted CP to move ant. 40 ft. (same site), install new type trans., new type dual polarized ant. Action Nov. 2.

KTMS-FM Santa Barbara, Calif.—Broadcast Bureau granted license covering installation of new alternate main trans. at main trans. location. Action Oct. 31.

WOL-FM Washington—Broadcast Bureau granted license covering installation of new type ant., change ERP to 50 kw, ant. height 480 ft. Action Nov. 6.

WCOF-FM Immokalee, Fla.—Broadcast Bureau granted license covering new FM, specify type trans. Action Oct. 31.

WCON-FM Cornelia, Ga.—Broadcast Bureau granted CP to install new type trans., new type dual polarized ant., change ERP to 1.35 kw, ant. height 420 ft.; condition. Action Nov. 2.

WEBM-FM Chicago—Broadcast Bureau granted license covering change in trans. equipment. Action Oct. 31.

WVEM(FM) Springfield, Ill.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 224 East Jefferson St., Springfield; ant. height 275 ft. Action Nov. 3.

*KALA(FM) Davenport, Iowa—Broadcast Bureau granted CP to replace expired CP for new noncommercial educational FM. Action Oct. 31.

*WRVG(FM) Georgetown, Ky.—Broadcast Bureau granted license covering new non-commercial educational FM. Action Nov. 3.

WJEJ-FM Hagerstown, Md.—Broadcast Bureau granted CP to make change in trans. equipment. Action Nov. 3.

WBOS-FM Brookline, Mass.—Broadcast Bureau granted license covering installation of new trans. and ant., change ERP to 50 kw, ant. height to 280 ft. Action Oct. 31.

WHYN-FM Springfield, Mass.—Broadcast Bureau granted licenses covering change in ant.-trans. location, installation of new trans. (main) and new ant., change ERP to 8.7 kw and ant. height to 1,000 ft., trans. at main trans. location for auxiliary purposes only. Action Oct. 31.

WIFI-FM Birmingham, Mich.—Broadcast Bureau granted CP to install dual polarized ant., change ERP to 20 kw; ant. height to 300 ft. Action Oct. 31.

WQRS-FM Detroit—Broadcast Bureau granted mod. of CP to change studio to 1200-6th Street, Detroit, and change type ant. Action Nov. 2.

WGHQ-FM Kingston, N. Y.—Broadcast Bureau granted CP to change trans. to new location, add 1,300 ft. of transmission line, install new type ant., change ERP to 780 w, ant. height 540 ft. Action Nov. 2.

WFHM(FM) Rochester, N. Y.—Broadcast Bureau granted CP to change studio location to 201 Humboldt Street, Rochester; add vertical polarization, install new type ant., ant. height 340 ft.; condition. Action Nov. 3.

OTHER ACTIONS

■ Review board in Rockford, Ill., FM broadcast proceeding, Docs. 17591-17593, denied motion to enlarge issues filed Aug. 30, by Belvidere Broadcasting Inc. Action Nov. 3.

■ Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-18, dismissed request for permission to file additional pleading replying to comments and acceptance thereof, filed Oct. 18, by 3 J's Broadcasting Co.; granted request for official notice and/or other relief filed Oct. 3, by 3 J's Broadcasting Co., and denied petition for enlargement of issues filed Aug. 28, by Athens Broadcasting Inc. Board member Kessler concurring in result. Action Nov. 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Nov. 2 in New York, N. Y.-Teaneck,

PROFESSIONAL CARDS

JANSKY & BAILEY Consulting Engineers 1812 K St., N.W. Wash., D. C. 20006 296-6400 Member AFCOE	JAMES C. McNARY Consulting Engineer National Press Bldg. Wash. 4, D.C. Telephone District 7-1205 Member AFCOE	—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFCOE	GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. Member AFCOE
COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. D 1 7-1319 WASHINGTON, D. C. 20005 Member AFCOE	A. D. Ring & Associates 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. Member AFCOE	GAUTNEY & JONES CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. Member AFCOE	Lohnes & Culver Munsey Building District 7-8215 Washington 5, D. C. Member AFCOE
KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. Member AFCOE	A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8360 Member AFCOE	GUY C. HUTCHESON 817 CRestview 4-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010	SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCOE
GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D. C. Federal 3-1116 Member AFCOE	KEAN, SKLOM & STEPHENS CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 Member AFCOE	HAMMET & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco, California 94128 342-5208 Member AFCOE	JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI
JULES COHEN & ASSOCIATES 9th Floor, Securities Bldg. 729 15th St., N.W. 393-4616 Washington 5, D. C. Member AFCOE	CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 Member AFCOE	VIR N. JAMES CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 DENVER, COLORADO Member AFCOE	A. E. Towne Assocs., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 Phone 592-1394 Res. 593-6706
PETE JOHNSON & Associates CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia	MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 634-9558 632-2821	WILLIAM B. CARR CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 Member AFCOE	RAYMOND E. ROHRER Consulting Radio Engineers 317 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 Member AFCOE
E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733	JOHN H. MULLANEY and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 Member AFCOE	ROSNER TELEVISION SYSTEMS ENGINEERS 120 E. 56 St. New York N. Y. 10022 CONTRACTORS 230 Newtown Rd. Plainview N. Y. 11803	Serving The SOUTHEAST FREDERICK A. SMITH, P.E. Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775

Service Directory

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclede 4-3777	CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge 38, Mass. Phone TRowbridge 6-2810	FRANK A. ZOELLER TELEVISION SYSTEMS CONSULTANT 20 Years Experience Box 366 • San Carlos, Cal. 94070 (415) 593-1751	PAUL DEAN FORD Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661
SPOT YOUR FIRM'S NAME HERE To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians— applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study	contact BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022		

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Nov. 9

	ON AIR	NOT ON AIR		Total
Lic.	CP's	CP's	Authorized	
Commercial AM	4,145 ¹	9	93	4,249
Commercial FM	1,712	41	251	2,004
Commercial TV-VHF	493 ²	8	13	517
Commercial TV-UHF	115 ²	25	159	301
Educational FM	319	6	31	356
Educational TV-VHF	67	4	5	76
Educational TV-UHF	51	19	40	110

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145 ¹	1,712	608 ²	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

WMDE(FM) Greensboro, N. C.—Broadcast Bureau granted license covering change in studio and ant.-trans. location; install new trans. and ant., change ERP to 100 kw and change ant. height to 380 ft. Action Oct. 31.

WNRE(FM) Circleville, Ohio—Broadcast Bureau granted mod. of license to change name of licensee to Honor L. Whitacre and Nelson R. Embrey II, d/b as Circleville Broadcasting Co. Action Oct. 31.

WCUY(FM) Cleveland Heights, Ohio—Broadcast Bureau granted license covering installation of new trans. Action Oct. 31.

WHOK-FM Lancaster, Ohio—Broadcast Bureau granted CP to operate trans. by remote control from ant.-trans. and studio location; install new trans. to be used in conjunction with dual polarized ant., dual polarized ant.; increase ERP to 50 kw, ant. height to 215 ft.; condition. Action Oct. 31.

***WYSO(FM)** Yellow Springs, Ohio—Broadcast Bureau granted license covering change in trans. line and increase in ERP. Action Nov. 6.

WCDL-FM Carbondale, Pa.—Broadcast Bureau granted license covering installation of dual ant. Action Oct. 31.

WGAL-FM Lancaster, Pa.—Broadcast Bureau granted license covering installation of new type ant. Action Nov. 6.

WDVR(FM) Philadelphia—Broadcast Bureau granted license covering changes in ant.-trans. and studio location, installation of dual ant., change ERP to 11 kw, ant. height 650 ft. (main). Action Nov. 6.

WFIL(FM) Philadelphia—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new ant.; change ERP to 27 kw and ant. height to 650 ft. Action Oct. 31.

WFLT(FM) Franklin, Tenn.—Broadcast Bureau granted license covering installation of new type trans., change ERP. Action Nov. 6.

WAFO-FM Waco, Tex.—Broadcast Bureau granted license covering change in ant.-trans.; change studio location; change ERP to 3.4 kw, ant. height to 460 ft. Action Oct. 31.

KFMC(FM) Provo, Utah—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Nov. 2.

WMVA-FM Martinsville, Va.—Broadcast Bureau granted CP to install vertical polarization, vertical ant., ERP 14.5 kw, ant. height 620 ft.; condition. Action Nov. 2.

KACA(FM) Prosser, Wash.—Broadcast Bureau granted license covering change in ant. system and change in ant. height to minus 265 ft. Action Oct. 31.

KISW(FM) Seattle—Broadcast Bureau granted license covering change in ant. system; change ERP to 19.5 kw, ant. height to 360 ft. Action Oct. 31.

KMFB-FM Mendocino, Calif., specify type trans., ant. and studio location; **KDOL-FM** Mojave, Calif.; **WWXL-FM** Manchester, Ky.; **KROA(FM)** Aurora, Neb., specify type trans.; **KOB-FM** Albuquerque, N. M.; **KEBE-FM** Jacksonville, Tex., and **KAWY-FM**, Casper, Wyo., specify type trans. Action Oct. 31.

■ Broadcast Bureau granted licenses covering following new FMs: **WQR(B)(FM)** Pittsfield, Mass., specify type trans.; **WCRR-FM** Clare, Mich.; **WHUN-FM** Huntingdon, Pa., specify type trans. and **WDEH-FM** Sweetwater, Tenn. Action Nov. 6.

■ Broadcast Bureau granted licenses covering changes in following noncommercial educational TVs: **KQED-TV** San Francisco; **WGBH-TV** Boston, and **WNTV-TV** Greenville, S. C. Action Nov. 7.

CALL LETTER APPLICATIONS

■ **KTGM(FM)**, Sound Corp. of Colorado, Denver. Requests **KADX(FM)**.

■ **WJNC-FM**, Onslow Broadcasting Corp., Jacksonville, N. C. Requests **WRCM(FM)**.

CALL LETTER ACTIONS

■ **KADS(FM)**, The McLendon Corp., Los Angeles. Granted **KOST(FM)**.

■ **KOST(FM)**, The McLendon Corp., Houston. Granted **KZAP(FM)**.

RENEWAL OF LICENSES, ALL STATIONS

KVAN Vancouver, Wash.—Broadcast Bureau rescinded action of Oct. 31, which granted renewal of license. Action Nov. 6.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: ***WTIN** Washington, N. C., and **WSEV** Sevierville, Tenn. Above applications were granted subject to provisions of Secs. 73.87 and 73.99 of commission's rules and regulations pending final outcome of **WBEN, Inc. v. USA & FCC** (Case No. 31688, U. S. Court of Appeals, Second Circuit), and ***KOVE** Lander, Wyo. Above application is granted subject to the provisions of Secs. 73.87 and 73.99 of commission's rules and regulations. *These stations were granted regular renewals and sent letters calling for report in 18 months on commercial scheduling in excess of 18 minutes per hour.

Translator actions

K12GF Ketchikan, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve North Tongass community, operating on ch. 12, by rebroadcasting programs of **CFTK-TV**, ch. 6, Prince Rupert, British Columbia, Canada. Action Nov. 7.

Mountain Pass, Calif. Stage Sound and Equipment Inc.—Broadcast Bureau granted CPs for new VHF TV translators to serve Mountain Pass Mine No. 2 and Workman Trailer Camp, (1) operating on ch. 5, by rebroadcasting programs of **KLAS-TV**, ch. 8, Las Vegas, (2) operating on ch. 9, by rebroadcasting programs of **KSHO-TV**, ch. 13, Las Vegas (3) operating on ch. 11, by rebroadcasting programs of **KORK-TV**, ch. 3, Las Vegas. Action Nov. 6.

Jack's Cabin, Colo. Gunnison county Chamber of Commerce T.V. division—Broadcast Bureau granted CP for new VHF TV translator to serve Jack's Cabin, operating on ch. 5, by rebroadcasting programs of **KREY-TV**, ch. 10, Montrose. Action Nov. 3.

Oak Creek, Colo. Yampa Valley TV Association Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Oak Creek and Yampa, operating on ch. 9, by rebroadcasting programs of **KFBC-TV**, ch. 5, Cheyenne. Action Nov. 3.

W79AK West Haven, Conn.—Broadcast Bureau granted mod. of CP for UHF TV translator to make changes in ant. system. Action Nov. 2.

K05AD Ashland and Otter Creek, Mont.—Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.

K13HX Box Elder, Mon.—Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.

K11GD North Spokane, Wash.—Broadcast Bureau granted license covering changes in VHF television translator. Action Oct. 31.

K04ER Applegate Valley, Ore.—Broadcast Bureau granted license covering new VHF television translator. Action Oct. 31.

K77BY Gold Beach, Ore.—Broadcast Bureau granted license covering new UHF television translator. Action Oct. 31.

K12FW Brownlee Power Plant and Halfway, Ore.—Broadcast Bureau granted license covering new UHF television translator. Action Oct. 31.

K03CQ and **K11HW** Mapleton, Ore.—Broadcast Bureau granted licenses covering new VHF television translators. Action Oct. 31.

K13HB Elkhart and Slocum, Tex.—Broadcast Bureau granted license covering new VHF TV translator. Action Oct. 31.

K72DA Hood River, Ore. and White Salmon, Wash.—Broadcast Bureau granted license covering new UHF TV translator. Action Nov. 2.

■ Broadcast Bureau granted CPs to replace expired permits for following UHF TV translators: **K75BZ**, county of Riverside, Calif., Beaumont, Banning, Cherry Valley and Cabazon, Calif.; **K75CA**, county of Riverside, Calif., Indio, Coachella, Mecca, Oasis and Chuckwalla, Calif.; **K79EO**, county of Riverside, Calif., Palm Springs, Cathedral City, Palm Desert and Desert Hot Springs, Calif. Action Nov. 2.

■ Broadcast Bureau granted CPs for following new UHF TV translators: **Continent Urban Television Corp.** Stockton, Calif., serving Stockton, operating on ch. 71, by rebroadcasting programs of **KGSC-TV**, ch. 36, San Jose, Calif.; **Baca County Deora**, Colo., serving Deora and rural area, Colo., operating on ch. 83, by rebroadcasting programs of **KRDO-TV**, ch. 13, Colorado Springs; ch. 81, by rebroadcasting programs of **KKTV-TV**, ch. 11, Colorado Springs, and ch. 79, by rebroadcasting programs of **KOAA-TV**, ch. 5, Pueblo; **Eagle Valley TV Corp.**, Gypsum, Colo., serving Gypsum, Gypsum Valley, Dotsero and Riland Colo., operating on ch. 81, by rebroadcasting programs of **KBTV-TV**, ch. 9, Denver; **Pikes Peak Broadcasting Co.**, Hillside, Colo., serving Hillside and rural area, Colo., operating on ch. 74, by rebroadcast programs of **KRDO-TV**, ch. 13, Colorado Springs; **Eagle Valley TV Corp.**, Kremmling, Colo., serving Radium and Sheeporn, operating on ch. 72, by rebroadcasting programs of **KBTV-TV**, ch. 9, Denver; **Pikes Peak Broadcasting Co.**, Salida, Colo., serving Alamosa, Leadville and Salida, operating on ch. 81, by rebroadcasting programs of **KRDO-TV**, ch. 13, Colorado Springs, and **Baca County Springfield**, Colo., serving Springfield, operating on ch. 73, by rebroadcasting programs of **KRDO-TV**, ch. 11, Colorado Springs; ch. 75, by rebroadcasting programs of **KRDO-TV**, ch. 13, Colorado Springs, and ch. 71, by rebroadcasting programs of **KOAA-TV**, ch. 5, Pueblo. Action Nov. 3.

■ Broadcast Bureau granted licenses covering the following new UHF TV translators: **K83BL** Montoya and Newkirk, N. M.; **K83BK** Carrizozo, Tularosa and La Luz, N. M.; **K79BM** Alamogordo and Holloman AFB, N. M.; **K74DD** Newcomb, Naschitti and Sheep Springs, N. M.; **W76AG** Charlottesville and rural Albemarle county, Va., and **K64AA** (a) Rural Duchesne county and (b) Spring Glen, Utah. Action Nov. 7.

■ Broadcast Bureau granted licenses covering the following UHF TV translators: **K77BS** Lakeport, Calif.; **K72DC** Mankato, Minn.; **K82AZ** Memphis, Tex., and **K83AP** Centralia/Chehalis, Wash. Action Nov. 7.

ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on Nov. 2 in Cumberland, Md.-Wellsburg, Pa. (Tri-State Television Translators Inc. and Wellsburg TV Inc.) TV translator proceeding. On examiner's own motion, accepted "delayed notice of appearance" filed by Wellsburg TV Inc. (Docs. 17654-5).

CATV

APPLICATIONS

H. C. Ostertag Cable Television Co.—Requests distant signals from **WDCA-TV** Washington. System also intends to carry ch. 45 and 54, Baltimore, when operational to Columbia, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB 30). Ann. Nov. 3.

Total CATV Inc.—Requests distant signals from **KATC-TV** and **KLFY-TV**, both La-

fayette, La.; KALB-TV Alexandria, La., WDSU-TV, WWL-TV, WVUE and WYES-TV, all New Orleans to Parish of East Baton Rouge and Baton Rouge, La. (Baton Rouge, La.—ARB 84) Ann. Nov. 3.

Valley Video Cable Co.—Requests distant signals from KYW-TV, WFIL-TV, WCAU-TV, WKBS-TV, WPHL-TV and WIBF-TV, all Philadelphia; WBAL-TV and WJZ-TV, both Baltimore, and WTTG-TV Washington to North Londonderry township, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB 30) Ann. Nov. 3.

OTHER ACTIONS

■ Petition, filed by Southwestern Cable Co., operator of CATV system in San Diego, asking that commission vacate part of commission order, issued July 25, 1968, restricting expansion of CATV system until completion of San Diego CATV hearing, has been denied by FCC. Action by commission Nov. 8, by memorandum, opinion and order in Doc. 16786 et al.; Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger dissenting.

■ Commission has granted motions continuing or deferring consideration of waiver petitions of eleven companies that propose to set up CATV systems in Connecticut. Time for filing opposition and response to waiver requests was extended until 30 days after final disposition of related appeals pending in Connecticut state courts, or until July 1, 1968, whichever comes first (CATV File Nos. 100-223-41). Action by commission Nov. 3, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger concurring in result.

■ Application by Multivision Northwest Inc. for review in Dalton, Ga., CATV proceeding has been denied by commission. Multivision had sought dismissal of Martin Theatres of Georgia Inc. (WTVC-TV), and Rust Craft Broadcasting of Tennessee (WRCB-TV), Chattanooga, from proceeding on ground they are members of Association of Maximum Service Telecasters and association, as agent of its members, has made prohibited ex parte presentations. Action by commission Nov. 3, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger abstaining from voting.

■ Commission has denied petition by Meredith-Avco Inc., operator of CATV system at Mayfield, Ky., asking reconsideration of commission action setting hearing to determine when CATV system began furnishing signals to viewers (Doc. 17721). Action by commission Nov. 8, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger dissenting.

■ East Lansing, Mich. (Cascade Cable Television Co.) CATV system authorized to commence operation carrying signals of specified stations; petitions for special relief granted in part. Commission has authorized Cascade Cable Television Co. to commence operation of its CATV system at East Lansing, Mich., carrying only programs of Michigan stations WJRT-TV (ABC), Flint; WJIM-TV (CBS), Lansing; WLIX-TV (NBC) and WMSB-TV (TV), Onondaga; WNEM-TV (NBC), Bay City; WKZO-TV (CBS), Kalamazoo, and WOOD-TV (NBC), Grand Rapids. Commission also granted in part and denied in part petition for special relief filed by Gross Telecasting Inc. (WJIM-TV), Lansing, against carriage of signals of Detroit stations, and Poole Broadcasting Co. (WJRT-TV), Flint, against carriage of signals of Detroit stations WJBK-TV and WWJ-TV, Kalamazoo station WKZO-TV, Grand Rapids station WOOD-TV; and CKLW-TV Windsor, Ontario. In acting on petitions, commission, having already determined that carriage of signals of WOOD-TV Grand Rapids, and WKZO-TV Kalamazoo, is appropriate in immediate Lansing area, commission granted relief to petitioners with respect to Detroit signals by not allowing carriage by Cascade of opposed signals pending commission's next consideration of markets. (By memorandum, opinion and order; Commissioners Cox and Loevinger concurring in result.) Action Nov. 3.

■ East Lansing, Mich. (National Cable Company) CATV system authorized to commence operation carrying signals of specified stations; petitions for special relief granted in part. Commission has authorized National Cable Co. to commence operation of its CATV system at East Lansing, Mich., carrying only programs of Michigan station WLIX-TV (NBC) and WMSB-TV (TV-educational), Onondaga; WJIM-TV (CBS), Lansing; WNEM-TV (NBC), Bay City; WKZO-TV (CBS), Kalamazoo; WOOD-TV (NBC) Grand Rapids, and WJRT-TV (ABC), Flint. Commission granted in part and de-

nied in part petitions for special relief filed by Poole Broadcasting Co. (WJRT-TV), Flint, and by Gross Telecasting Inc. (WJIM-TV), Lansing. WJRT-TV petition opposed carriage of programs of Detroit stations WJBK-TV and WWJ-TV, Kalamazoo station WKZO-TV, Grand Rapids station WOOD-TV and CKLW-TV Windsor, Ontario. Petition of Gross Telecasting opposed carriage of Detroit signals. In acting on petitions, commission noted it has already determined carriage of WOOD-TV Grand Rapids, and WKZO-TV Kalamazoo, is appropriate in Lansing area. With respect to Detroit signals, however, commission granted relief to petitioners by not allowing carriage by National Cable Co. of opposed signals pending further consideration of markets by commission. (By memorandum, opinion and order; Commissioners Cox and Loevinger concurring.) Action Nov. 3.

■ Winona TV Signal Co., owner and operator of CATV system in Winona, Minn., has been ordered to cease and desist from further violation of Sec. 74.1103(e) of rules and to provide program exclusivity to KAUS-TV Austin, Minn., in initial decision by FCC Hearing Examiner Basil P. Cooper (Doc. 17692). Initial Decision becomes effective unless there is an appeal by any of parties or commission reviews action on its own motion. Cease and desist order takes effect within two business days following its release. Action Nov. 2.

■ Commission has denied petition by Warrensburg Cable Inc., for reconsideration of commission action of June 21, dismissing without prejudice its complaint against United Telephone Co. of Missouri. Warrensburg had filed complaint against the telephone company alleging it was furnishing CATV channel service in Warrensburg, Mo., without obtaining requisite certificate required by Sec. 214 of Communication Act. Commission in its action of June 21, stated that Warrensburg was party to proceedings on CATV channel service tariffs (Docs. 16928, 16943, 17098 and 17333) and its questions could be heard in those proceedings. Action by commission Nov. 3, by memorandum, opinion and order, Doc. 16931. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger dissenting.

■ Akron-Lorain-Cleveland Heights, Ohio (Akron Telerama Inc., Lorain Cable TV Inc. and Telerama Inc.) CATV proceeding. Commission has granted an application for review filed by Telerama Inc., of review board action of Aug. 29. Review board had denied motion by Telerama for addition of an "equity" issue with respect to its CATV expenditures and activities prior to Feb. 16, 1966. In granting review, commission noted, "under the particular circumstances of this case an enlargement of issues is appropriate." In light of proceedings now pending before United States Court of Appeals for Sixth Circuit, and to permit Telerama to develop its claimed equities, commission has enlarged hearing issues, stating, "any equities established in favor of Telerama must be weighed in the light of all the evidence developed at the hearing in arriving at a determination of what will best serve the public interest." (By memorandum, opinion and order in Docs. 17357, 17358, 17359). Action Nov. 3.

■ Commission has denied petition for stay of hearing filed by Twin Cities Cable Inc., owner and operator of CATV systems at Fulton, Kentucky and South Fulton, Tennessee. Petition was in response to cease and desist order against Twin Cities (Doc. 17737). Action by commission Nov. 3, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger concurring in result.

■ Commission has reaffirmed its decision granting Richland, Wash. CATV system waiver of carriage and program exclusivity rules. It denied petition for reconsideration of action by Columbia Empire Broadcasting Corp., licensee of KNDU-TV Richland, Wash. Waiver was granted to Waitsburg TV Cable, owner and operator of a Waitsburg, Washington CATV system, May 23. Action by commission Nov. 3, by memorandum, opinion and order. Commissioners Hyde (chairman), Lee, Loevinger, Wadsworth, and Johnson, with Commissioner Cox dissenting.

■ Shinnston, W. Va. (Bettlevision Systems Inc.) CATV operator and Mountain National Corp. required to show cause. Commission has ordered Bettlevision System Inc., and its parent corporation, Mountain National Corp., which own and operate CATV system at Shinnston, W. Va., to show cause why they should not be ordered to cease and desist from operation of system in violation of program exclusivity requirements of Sec. 74.1103(e) of rules, with regard to signal of WBOY-TV. CATV system carries off-the-

air television signals of WBOY-TV Clarksburg, WTRF-TV Wheeling and WDTV(TV), Weston, all West Virginia; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV and WIIC-TV, all Pittsburgh. Only stations WBOY-TV and WDTV place predicted grade A contours over Shinnston, Northern West Virginia. Television Broadcast Co., licensee of WBOY-TV, which petitioned June 22 for issuance of order to show cause, was made a party to proceeding. (By order to show cause; Commissioner Loevinger abstaining from voting.) Action Nov. 3.

■ Welch Antenna Co., owner and operator of CATV system at Welch, W. Va., has been directed to show cause why it should not be ordered to cease and desist from refusing to afford program exclusivity to WHIS-TV, Bluefield, W. Va., in violation of Sec. 74.1103(e) of commission's rules. Action was taken in response to request by Daily Telegraph Printing Co., licensee of WHIS-TV, Bluefield, W. Va., alleging that CATV system has, despite repeated requests, failed to afford WHIS-TV program exclusivity. Daily Telegraph Printing Co. was made party to proceeding. Action by commission Nov. 8, by order to show cause. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson, with Commissioner Loevinger dissenting.

■ CATV task force, took following actions:

Wayne, Neb. Wayne Cablevision, Inc.—dismissed as moot "petition for temporary waiver of Sec. 74.1103 (nonduplication) of commission's rules." Action Nov. 3.

Carlisle, Pa. TV Cable of Carlisle Inc.—dismissed as premature request for waiver of provisions of Sec. 74.1103 of commission's rules;

Webster Springs, W. Va. Webster Television Cable Co.—dismissed as premature request for waiver of provisions of Sec. 74.1103 of commission's rules;

Waynesboro, Pa. TV Cable of Waynesboro Inc.—dismissed as premature request for waiver of provisions of Sec. 74.1103 of commission's rules;

Carlisle, Pa. TV Cable of Carlisle Inc.—dismissed as premature request for waiver of provisions of Sec. 74.1103 of commission's rules;

Fallon, Nev. CATV Inc. d/b as Cablevision—dismissed as premature request that carriage and program exclusivity provisions of Sec. 74.1103 of commission's rules "be suspended, set aside . . . or waived." Action Nov. 6.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Nov. 1 in Fulton, Ky., and South Fulton, Tenn. (Twin Cities Cable Co.) cease and desist CATV proceeding. Affirmed ruling of Oct. 12, made upon record of prehearing conference, granting intervention to Paducah Newspapers Inc. (WPSD-TV) and Hirsch Broadcasting Co. (KFVS-TV) (Doc. 17737). On Nov. 3 in Mayfield and Paducah, Kentucky; Cape Girardeau, Mo. (Meredith-Avco Inc., Hirsch Broadcasting Co. and Paducah Newspapers Inc.) CATV proceeding. On examiner's own motion, continued hearing from Nov. 13 to Nov. 14; and dismissed as moot motion by Meredith for continuance (Doc. 17721).

■ By Hearing Examiner Jay A. Kyle on Nov. 6 in Kalamazoo, Mich., et al. (Fetzer Cable Vision) CATV proceeding, granted petition by Jackson TV Cable Co. for waiver of Sec. 1.45 to permit immediate consideration of petition for continuance; and denied its petition to continue hearing from Nov. 13 to Dec. 12 (Doc. 17200-8).

■ Hearing Examiner Herbert Sharfman on Nov. 2 in Buffalo, N. Y. (Ultravision Broadcasting Co. and Courier Cable Inc.) CATV proceeding, granted request by Broadcast Bureau and extended from Nov. 1 to Nov. 7 time to file initial proposed findings and from Nov. 15 to Nov. 22 for replies (Doc. 16921). On Nov. 3 in Bluefield, W. Va. (Bluefield Television Cable) CATV proceeding, granted request by Bluefield and WCYB-TV and continued further pre-hearing conference from Nov. 6 to Nov. 15 (Doc. 17469).

Ownership changes

APPLICATIONS

WLBC Moulton, Ala.—Seeks assignment of license from Billy G. Hogan and Hiram A. Goodman d/b as Moulton Broadcasting Co. to Moulton Broadcasting Inc. Principals: Mr. Goodman, Mr. Hiram and Oren E. Gilliam (each 33 1/3%). Mr. Goodman is, individually, applicant for new AM in Madison, Ala., which is subject of hearing. Ann. Nov. 3.

KTVE(TV) El Dorado, Ark.-Monroe, La.—

(Continued on page 89)

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space, 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

RADIO

Help Wanted Management

Manager—Sales ability, small radio market, New York State. Good salary. Box K-280, BROADCASTING.

Eastcoast daytime radio station needs an aggressive Station-Salesmanager combination. Unlimited opportunities . . . leading to stock ownership. Salary open. Reply. Box L-91, BROADCASTING.

Excellent opportunity for commercial manager of kilowatt daytimer in one of the Carolinas fastest growing medium markets. Top ratings and fantastic coverage. Plenty of money to be made if you can sell ideas and don't mind working for a living. Send success stories, full resume to Box L-106, BROADCASTING.

If you are ready for management and know small market radio, we would like to hear from you. Salary plus profit sharing and opportunity for ownership. Lower Michigan. Box L-112, BROADCASTING.

Sales Manager—Dynamic, self-starter, able to direct, motivate and control sales force. New England's 5,000 rock giant, 6th oldest station in America. Successful chain operation. Many fringe benefits. Call now, Mr. Karp 617-677-9477.

Sales

Active account list waiting for applicant at top 100 market member of seven station group. Guarantee and complete fringe benefits with opportunity to achieve ownership and management position. Send resume to Box K-293, BROADCASTING.

Salesman—sell new accounts, service contract accounts. Incentive opportunity stabilized. One-station Kansas market. Box L-45, BROADCASTING.

Selling vice president wanted. \$15,000.00 starting salary, plus travel, plus override. You must live out of a suit case about half the time and must be able to hit the street cold (with run-of-the-mill local salesmen in our AM/FM eastern chain) and bring in a sheaf of orders at the end of each week. This is a tough, hard, slave-driving job available only to a selling son-of-a-gun who wants to make 50 thousand a year. Sell me, the company president, in your detailed reply and I'll call you for an interview. Box L-68, BROADCASTING.

St. Louis, Mo.—Solid salesman—Proven track record—Management capability—Multiple group—Good starting salary. Plus—Box L-94, BROADCASTING.

New gently swinging-MOR, independent FM stereo now staffing in Pacific N.W. major market. Seeking gently swinging self-starter as active sales manager. Job demands ability to independently create, organize and execute all phases of sales. Send resume, salary requirements to Box L-119, BROADCASTING.

We need top drawer salesman. We can offer top list in our tightly formatted middle-of-road AM-FM properties. Prefer man 25-35 years, with at least two years experience. Contact Ed Urner or Ernie Winn, KERN Radio, P.O. Box 2700, Bakersfield, California. Phone area 805-832-1410.

Immediate opening for mature, aggressive salesman with solid experience and creative approach. Five figures, unlimited growth opportunity with Radio-TV-newspaper group. Contact Francis Martin, WSWM, P.O. Box 289, East Lansing, Michigan. (517) 337-1318.

Announcers

Help Wanted—good swinging announcer wanted for N.C. station. Also chance to sell. Send tape, resume and picture to Box K-255, BROADCASTING.

Announcer for good small market Pennsylvania station. Happy, but no screamers. Third phone necessary. Tape and resume to Box L-18, BROADCASTING.

Pennsylvania small market radio station looking for experienced announcer M.O.R. Complete details first letter. Box L-24, BROADCASTING.

Experienced announcer, FM, stereo, must be stable, responsible have mature voice and knowledge of FM music. Good working conditions on highly listened-to FM station. Send resume and tape to Box L-64, BROADCASTING.

Major midwest group making more purchases. The need for two first phones and two newsmen has arrived. Group offers great security, good salary, excellent conditions with top pro people. In news, digging for it is important. DJ, first phones desired, but not necessary. In any event, if you are ready for the right move to the right group, send tape and full information to Box L-70, BROADCASTING.

Two experienced announcers. Straight board shift or combination announcer-newsman, announcer-salesman. Single station market northern Michigan lower peninsula resort area. Outstanding plant. Mobile equipment. Fulltime AM with FM automated. Resume and tape to Box L-75, BROADCASTING.

Restaffing station in suburban New York metro market. Need 1 combo man with first phone. No maintenance. 2 air personalities with 3rd endorsed. MOR. Top pay. Top opportunity. Send resume and tapes to Box L-83, BROADCASTING.

Major market contemporary radio station is looking for an experienced all night man. We are in one of the top ten markets and number one in the ratings. We are looking for someone who likes to do the all night trick, midnight to 6:00 a.m. and wants to make a career of it. Rush a tape, resume and references to Box L-90, BROADCASTING.

New Jersey metropolitan area station needs experienced announcer/newsman. Good pay for person seeking permanent position at good music adult station. Box L-108, BROADCASTING.

Announcer with sales experience or sales-minded for MOR station-nonmetropolitan. Must be familiar with production. No tapes now-write complete confidential letter. Box L-110, BROADCASTING.

New, gently swinging-MOR. Independent FM stereo now staffing in Pacific N.W. major market. Seeking gently swinging combo men (3rd class minimum) with brains, verve, couth and energy for on air and production work. Send resume, salary requirements to Box L-120, BROADCASTING.

First phone-MOR morning announcer. Announcer—sales; or sports, copy production. Any combination. Need now. KCRC. Enid, Oklahoma.

Announcer/salesman and/or first phone needed for morning shift. Must be experienced and capable for adult "wake up" program. If you can sell and/or have first phone, can offer excellent opportunity and training in all phases of AM/FM Stereo and MUZAK. Mail audition to KCRC, P.O. Box 1390, Enid, Oklahoma 73701.

Announcers—(Cont'd)

Dependable announcer wanted for long established radio-TV station. Night shift is now open. Chance for some TV if you qualify. Retirement benefits, group insurance. Send audition tape, complete resume and picture, 1st letter, to Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Classical music announcer/programmer. KLEF, Lamar Tower, Houston Texas 77006.

KLIK radio in Jefferson City, Missouri is looking for a staff announcer with production abilities and one qualified newscaster. Good pay, fringe benefits and five day week. Send resume, references and tape to Program Director, KLIK.

Announcer—First phone—Rock jock. Contact Jack French—KRAD Radio—East Grand Forks, Minnesota.

Immediate opening for experienced mature professional announcer—MOR. First ticket preferred. Call WABJ, Adrian, Michigan, 313-265-7123.

First ticket DJ—WBRY, Waterbury, Connecticut—203-753-1125.

Morning personality wanted for station in growing city of 37,000. Contemporary format, no hard rock. Excellent pay, working conditions, and benefits. Right man will become a keystone of a professional air staff. Personal interview necessary after we hear your tape. Mail resume to WFIN, Findlay, Ohio 45840.

Announcer with third endorsement for MOR station. Must be good program man . . . experienced only. Contact WGTN, Georgetown, S.C.

Step up to 5000 watt contemporary music operation near Myrtle Beach, South Carolina. Want morning man with personality and strength in production. No screamer. Third ticket. Salary open. Send tape, resume, photo (if available) to WKYB, Box 1000, Hemingway, South Carolina.

Expanding staff—Opportunity for experienced announcer. Send resume and tape only. Wm. Potter, WNLC, P. O. Box 1031, New London, Conn. 06320.

Top 40 personality with production ability, and ability to sell sponsor's products. This is a "rock" C&W station. Good starting salary. Absolutely no hillbillies. Send tape and resume to manager, WNOW, York, Penna. 17405.

Experienced announcer/salesman for small market. Thirty hours weekly airtime plus sales, salary, car allowance, and commission. Available November 26th. Graham L. Jones, WODI, Brookneal, Virginia.

Announcer who wants to do news on MOR network affiliate. Salary open. Send resume, photo and tape to WORX, Madison, Indiana 47250.

Immediate opening for announcer with 1st class license for mid-day shift on South-eastern Michigan's good music station. Fringe benefits, profit sharing, pay commensurate with ability. Call Irv Laing, P. D., WQTE, 313-241-5550.

Announcer—with first class license, MOR, good pay and working conditions. WWHG AM-FM, Hornell, New York. Telephone 607-324-2000.

Announcers—(Conf'd)

Program Analysis, Inc. Expert critique of your tapes by professionals at major market stations. First tape \$5.00. Second tape analyzed free. Box 3052, Oakland, California.

Experienced announcers wanted for North Carolina group small market daytime operation. Must be of high integrity and interested in community affairs. Prefer men with sales, or program experience. Send full resume to James B. Childress, Box 1044, Sylva, N. C. 28779.

Technical

Four broadcast technicians needed, strong on maintenance, four years experience midwest top 20 markets, union shop, equal opportunity employer. Box K-214, BROADCASTING.

Chief engineer, Maintenance AM-FM small amount of air time. Salary beginning \$125.00 week, within one year to \$150.00 Tell us your capabilities. Send complete resume to Box K-257, BROADCASTING.

Engineer-announcer (1st class license). Good exclusive station, small city, Kansas. Box L-46, BROADCASTING.

Engineer for fulltime AM with automated FM. Short board shift. Excellent equipment. Midwest area. Resume and tape to Box L-76, BROADCASTING.

Wanted: Chief engineer for medium market AM/FM station, Northeast U. S. No announcing. Market leader. \$130/wk. Box L-113, BROADCASTING.

Massachusetts 1 kw station has opening for chief engineer. No announcing. Take full charge of technical operations. Contact manager, WALE, Fall River, Mass. 1-617-674-3535.

Need or want a new home for your first class ticket? Want some FM stereo & directional antenna experience? Want to live in a friendly, fast growing community in Central Indiana with the best schools for your children? Are you willing to work and learn? Want to start at \$120 a week working with the WIOU Happy People? No announcing. Call Cliff Yaney, Chief Engineer, Radio Station WIOU, Kokomo, Indiana, AC 317-453-1212.

Immediate opening for a Radio Studio Engineer. Applicants should be experienced in maintenance and operation of studio equipment. FCC license required. Opportunity to enroll in University courses. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

Wanted. Top notch electronic maintenance engineer for large professional sound recording studios. If you take pride in maintaining professional equipment to factory specs or better, and can use a drill press, chassis punches, and soldering iron to turn out clean looking composite equipment, we would like to talk with you. Must know Ampex tape equipment. A permanent position, offering paid hospital, paid vacation, etc. Contact Ernest W. Merker, Chief Engineer, Recorded Publications Labs, Camden, N. J. 08105. Phone (609) 963-3000.

Immediate opening for engineer with first class license to work at television transmitter. Call Glenn Bohlen, 319-234-4401, Waterloo, Iowa.

NEWS

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must consider the tape recorder indispensable. They must know how to use tape effectively. We want men who have covered all kinds of news responsibly. We want men who can go to the scene of a story and take their listeners with them. We want two brainy newsmen who can put their own honest stamp on everything they deliver. They would work for a large radio news organization. They would work very hard but would be paid very well, minimum of \$300 per week. Send background and audition tape including newscast and sample of on-scene reporting or adlib. Send to Box K-273, BROADCASTING.

News—(cont'd)

News photographer-reporter. Medium market midwest VHF. Send resume and salary requirements to Box L-36, BROADCASTING.

News Director needed for No. 1 department. Five station New England market. Send tape, resume immediately. Box L-93, BROADCASTING.

News Director. To head up 2-man staff on Top 40 station with reputation for aggressive and responsible news; accent local news. Contact PD, WKFR, Battle Creek, Michigan.

Radio news announcer — Morning radio newsman for WLW Radio in Cincinnati. You must be aggressive with a modern flair and style. Top pay for the right man. Send off-the-air tape and resume to Don Dunkel, News Director, WLW Radio, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Michigan regional looking for good newsman ready to advance from small to medium market. WPAG, Ann Arbor, Michigan.

Radio-TV newsman. Gather, write and air local news for midwest market. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

Production—Programming, Others

PD/OP. DIR. needed by fast-paced Texas Top-40. Only experienced heavyweights who can be clever and creative and be quick about it need apply. Complete details in confidence first letter. Excellent benefits and permanence. Box L-37, BROADCASTING.

Exceptional, creative home for experienced copywriter who thrives on challenge, achievement, and recognition. Production desirable but not necessary. Full details to Burt Levine, WROV, Roanoke, Va.

RADIO

Situations Wanted Management

Manager sales-manager. Young Pennsylvania Broadcaster with heavy sales, solid promotion and programming background. No floater. Large, medium or small market. Will invest substantial amount of cash if needed. Box K-186, BROADCASTING.

Want experience, energy and a record of success in your station manager? Here I am: Radio has been my life for almost 30 years. Now I want final stop in medium market near midwest metropolitan center, and the price is right. Interested in talking about it? Write Box K-279, BROADCASTING.

Successful general manager with outstanding record seeks improvement. Box L-13, BROADCASTING.

To owner in south or southeast, expecting a completely sales oriented manager who will increase revenue by personal sales better sales direction, increase station acceptance with solid 20 years experience in all phases from broadcaster to station manager, currently selling for major market station. Box L-67, BROADCASTING.

Manager—12 years exp. Strong on sales, programming, public relations. Would like AM small or medium in Midwest or Southwest. Box L-92, BROADCASTING.

Management problems? Then let me invest my money in your station and work for both our interests. Twenty-three years experience, ten in management. Box L-118, BROADCASTING.

Aggressive administrative assistant—Midwest—Morning personality—Traffic—Production, Family—veteran. Box L-122, BROADCASTING.

If you're looking for a winning combination, let's talk. This is a team with proven ability in management, sales and programming, with a combined experience of 20 years in radio. Box L-123, BROADCASTING.

Experienced general manager, has proven record. Degree in business administration. Strong in sales. Associated with present station for eight years. Box L-125, BROADCASTING.

Announcers

Sportscaster. 5 years experience. Some TV. College graduate. First phone. Box L-52, BROADCASTING.

Fast paced major market jock seeks relocation—First phone—Married—top ratings—answer now! Box L-58, BROADCASTING.

Young, eager broadcast school grad with 3rd endorsed desires experience in midwest. Prefer Top 40. Box L-60, BROADCASTING.

(Soul man) eight yrs. exp. 1st phone, production, news, etc. R&B specialist, top 40. Your man. Box L-73, BROADCASTING.

Dynamic, young Negro, female announcer. New York, experience, creative talk personality. Strong interviews and news. 3rd class endorsed. Seeks immediate position in the field. Box L-78, BROADCASTING.

Third phone DJ, tight board, solid news, commercials. Box L-79, BROADCASTING.

Mature anouncer DJ, with a bright, happy, warm middle of the road sound. Authoritative newscaster. Married, not a prima donna, will handle sales, Box L-81, BROADCASTING.

Are you searching for a stable dedicated top forty personality with major market experience, production know-how and a knowledge of music? Married. College. Box L-84, BROADCASTING.

1st phone announcer-salesman married, currently in major midwest market, 6 years experience. Looking for permanent position with future only. Will relocate. Salary \$150.00 minimum. Excellent references. Box L-85, BROADCASTING.

Beginner, trained by top professionals, board experience. Want small station experience. Box L-86, BROADCASTING.

Sincere, warm announcer. Family man. Want to settle. Box L-87, BROADCASTING.

Prefer ability to experience? One year in radio. Two years college radio and TV. Twenty years old. First, family, draft exempt. Top \$140 and benefits. Prefer evening, contemporary MOR. Must be assured of stability. Box L-89, BROADCASTING.

Announcer—with experience in news, copy and sports. Married, third class ticket. Box L-95, BROADCASTING.

Announcer—Experienced, able, dependable, 22, married, college education, draft exempt, FCC third class license. Some TV. Prefer good music station or TV. Box L-97, BROADCASTING.

Soul teen jock, 3rd endorsed. college training. Beginner, relocate. Box L-98, BROADCASTING.

Beginner, country & western preferred. Third endorsed. Broadcasting school graduate. Box L-99, BROADCASTING.

Attention Sarasota, Florida area: Unprecedented circumstances force relocation of major network announcer, thoroughly versed in all phases of profession. Affable morning man, dynamic drive time and believable nights. Top 40 or MOR. Fifteen years experience, backed by most respected references in the business. Age 34. Play by play that sounds memorized, all sports. If it's broadcasting or related, I have excelled in it. Sales punch, engineering know-how, (first phone). Production oriented. Salary needs moderate if challenging position. Personal interview in your area Thanksgiving week. Box L-101, BROADCASTING.

Strictly Top 40, less than one year experience, want to learn "Good" production. 3rd, 24, veteran, broadcast school grad. Box L-102, BROADCASTING.

Young, MOR, medium market announcer 3rd, three years experience, prefer mild climates. Box L-103, BROADCASTING.

Experienced DJ. News, dependable. Third endorsed, tight board. Box L-107, BROADCASTING.

4 Years experience—3 years with AFN. MOR announcer seeks position in Florida East Coast. Box L-116, BROADCASTING.

Announcers—(Cont'd)

Announcer, DJ, Bright swinging sound. Experienced; sales; wants to settle. Authoritative newscaster ready. Box L-117, BROADCASTING.

C/W announcer, 17 years in C/W. Past radio sales, programing production experience. References. Relocating for dry climate only. Box L-128, BROADCASTING.

Responsible DJ, very limited experience, Broadcast school, third endorsed, married. Contact Robert Hiltibidal, 1931 Douglas St., Rockford, Ill.—Phone 815-962-1482.

Announcer, play-by-play, basketball, West Coast high school and/or college. Will join staff or free lance. Available immediately. 213-244-4491.

Announcer, sales, copywriter, experienced hardworker, MOR, C&W, married, third endorsed will relocate. Walt Sanders, P. O. Box 182, Washington Court House, Ohio.

First ticket DJ homesick for good old S.W. Ohio. Wishes to relocate there only. Prefer Top 40, not just a record spinner liked by teens as well as young adults. Best of references from any former employer. Present employer understands and am available. Single, 22, veteran, salary open. Michael Joe, 3017 Cavell Drive N., New Hope, Minnesota, or if in a hurry area 612-544-4656.

First phone, experienced board operator engineer. Want R&B announcing position. Available immediately. Charles Branch, 7911 South Normal Avenue, Chicago, Illinois. 312-723-8254 before noon.

Somewhere, someone needs a play-by-play and newsman, who has held a first phone for thirty years. Am no kid, but not ready for the pasture. The boss knows of this ad, so you can contact Dave Morris, at KMAM, Butler, Mo., or evenings at 679-5650.

Technical

Engineer technician, 1st phone, desires assignment with opportunity to travel abroad. Will consider any assignment in developed or underdeveloped country. M/W, radar, communications, or radio-TV broadcast, etc. 2 years Army Signal Corps, and 8 years TV broadcast experience. Please send details of assignment with 1st letter. Single, free to travel and willing to accept responsibility and challenge. Available after January 1st. Box L-103, BROADCASTING.

Florida chief looking northward. Low five figure salary. Box L-127, BROADCASTING.

Broadcast tech—Third endorsed. Experienced announcer-maintenance—library. Attending N. Y. C. school—1st call 201-271-4234 (N.J.)

NEWS

Newscaster—analyst; mature, writer; full-time or part time, day or evening. NJ-NY-Phila., area. Box L-80, BROADCASTING.

Agency writer producer with excellent European and midwest special events announcer-background, exceptional creativity and contagious enthusiasm for The Human Drama desires return to Broadcasting, plus chance to develop fulfilling communications vehicles, i.e. talk show, features, TV. Box L-130, BROADCASTING.

Production—Programming, Others

Need a program director that can add fresh air to your operation? 10 years of proven experience in all phases of radio. Family man looking for permanent position. Box L-124, BROADCASTING.

TELEVISION—Help Wanted

Sales

Northeast TV station has two openings—Sales representative and sales research and presentation man. Complete employee benefits. Send salary requirements and resume to Box L-65, BROADCASTING.

Today a TV Salesman—Tomorrow a sales manager—the next day—who knows? Can you sell UHF-TV? Want to earn a nice living where living is nice? Somewhere there is such a man. We want him! He should call 703-342-7863.

Announcers

Mature on-camera announcer desired by midwest TV station. Opportunity to learn directing-production if inclined. Send resume, audition, photo or write for details. Box K-288, BROADCASTING.

Wanted: Staff announcer for one of midwest's finest radio and television stations. Great opportunity for young man with smaller market radio and television experience. Send complete resume and/or air check to: Peter A. Kizer, Program Director, Time-Life Inc., WOOD-TV, 120 College S.E., Grand Rapids, Michigan 49502.

Technical

Broadcast engineers with first class ticket. Permanent work, 40 hours. Mid-west VHF. Some transmitter or maintenance experience helpful. Send resume to Box K-298, BROADCASTING.

Chief engineer TV-Radio combination in medium mid-west market. Wants a chief who is a strong leader and good organizer. We want a good technician who can establish a good maintenance program. Experience in directional radio, color television and construction is needed. We are a stable VHF network affiliate. Send complete resume and snapshot, in confidence, to Box K-300, BROADCASTING.

First phone engineer for television station. No announcing. Location—Northern lower Michigan. Box L-59, BROADCASTING.

Immediate opening for TV transmitter engineer with fast growing concern in south Texas. Write Box L-88, BROADCASTING.

We are looking for a studio supervisor for multiple chain operation. Good working conditions, plus very attractive company benefits. Contact KRGV-TV, Weslaco, Texas.

First phone—experienced or inexperienced—immediate opening transmitter operator—progressive growing Educational TV—good staff. Equal opportunity employer, excellent pay with fringe benefits. Weekends off. Contact: Chief Engineer, KTWU, Washburn University, Topeka, Kansas 66604.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-755-1121 collect.

Western Michigan—Immediate openings for television control room engineers. Excellent fringe benefits; good pay; NBC affiliate; full color facilities. Phone collect or write Mr. Charles F. Robison, Chief Engineer, WOOD-TV, Grand Rapids, Michigan 616-459-4125.

Studio engineer with first phone—permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th St. Moline, Illinois 61265.

U.S. News & World Report calls the Shenandoah Valley of Virginia one of the eleven best places to live. WSVVA-TV, in the Shenandoah Valley, is seeking assistant chief engineer experienced in maintenance of VTR, cameras, microwave, and related gear. Excellent pay for qualified man. Also seeking studio operations engineer. Phone Buddy Lowe, C. E., AC 703-434-0331. Harrisonburg, Virginia.

Television studio engineers wanted for expanding color and mono-chrome campus facilities. Should be experienced in operation and maintenance. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Palm Springs, California. Chief Engineer wanted immediately. Must have experience and ability to construct and operate new UHF. Salary open. Send complete resume to 2352 Calle Palo Fierro, Palm Springs, California 92262.

NEWS

Reporter-Cameraman for News-minded station in the heart of Michigan's recreational area. Send resume and salary requirements to Howard Browne, News Director, WWTV Box 627, Cadillac, Michigan 49601.

News—(cont'd)

Top regional station needs Broadcast Manager/News Editor to take complete charge of five man department. Must be able to write, air and determine proper contents of outgoing news, bringing greater depth in our news coverage and reporting. Send tape and resume to Box K-294, BROADCASTING.

Newsman, journalism school or some experience required. Will do TV & Radio reporting, writing, filming as area reporter. Midwest. Must be able to work on own, but will be part of 8 man staff. Send complete data, resume, picture, and tape. Box K-299, BROADCASTING.

Production—Programming, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Art Director for ETV station. Well versed in all facets of on-air TV art and familiar with print requirements. One man shop. Send resume and samples of work. Box K-245, BROADCASTING.

Big Ten University needs experienced TV professionals. Immediate openings—No teaching! VTR engineer, Producer/Director, camera operator. Send complete background information—salary requirements to Box L-12, BROADCASTING.

Major market VHF independent about to enter into more locally produced programming seeks Producer and Director. Must be thoroughly familiar with all types of studio and remote production. Must be take-charge type and have ability to follow through on assignments. Should have working knowledge of all technical facilities including Special Effects, Electronic Editing. Color experience would be helpful. The man we want is energetic, creative, and above all, can work with people. Box L-111, BROADCASTING.

Promotion writer—Immediate openings for imaginative young college graduates with some previous experience in one or more of the following activities—on-air promotion, publicity, sales promotion or advertising. We are only seeking candidates with proven ability who have the potential to eventually progress into a promotion manager's job. Send a complete confidential resume to Jack Donahue, Promotion Manager, WLW-D, 4595 Avco Drive, Dayton, Ohio 45409. An Equal Opportunity Employer.

Producers/Directors—Several promotions in the management level jobs have created openings at WLW-T, Cincinnati, for Producer/Directors with proven directing ability in live sports and news programming. We want experienced young college graduates who are on their way to the top of the business. Send a complete confidential resume to Mr. Warren Baker, Production Manager, WLW-T, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Director—Switcher for group owned CBS affiliate. Opportunity for young newcomer interested in advancement. Send resume and salary requirements to John Wheat, Program Director, WWTV Cadillac, Michigan 49601.

Documentary Writer—Producer needed for Avco Broadcasting Corporation's Special Projects Unit. This unit produces two dozen double-system color sound motion pictures annually. The applicant must be a top-notch script writer capable of turning out finished shooting scripts for approval in advance of production. He must be a capable film producer, able to work with a small unit—casting, directing, budgeting, etc. Leave your ascot and beret behind! This is a flexible unit where producers carry boxes, drive trucks, put on make-up, set lights, run audio, edit film, and even help shoot film on occasion. Productions vary from industrial films to TV news documentary. Candidates must be able to furnish sample scripts and finished films with their names on the credits. Send a resume with a list of your productions to: Mr. Gene McPherson, Vice President, News & Special Projects, Avco Broadcasting, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

TELEVISION

Situations Wanted—Sales

Young aggressive print salesman with top woman's publication desires position as spot TV salesman in Conn. or N. Y. Box L-82, BROADCASTING.

NEWS

Major market midwest newsman looking for progressive department in medium or large market. Diversified background with wire service, affiliate and network news departments. Will relocate. Newscaster-reporter or news director position. Box L-121, BROADCASTING.

State capital bureau chief seeks advancement. Experienced all phases of Television news. College. Box L-129, BROADCASTING. ING.

Production—Programing, Others

Older beginner (but so gifted) has been producing Educational A/V. Want to write, announce, (news) sell. 1566 Waukegan Road, Lake Forest, Illinois 60045.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225-300'. Set price or we will bid. Urgent! Box K-48, BROADCASTING.

Wanted, used radar equipment to be used in TV weather forecasting. C-band equipment preferred. Box L-68, BROADCASTING.

Wanted 2½ to 5 KW AM transmitter, used, for a rural community educational station. Please write and quote price and condition of equipment to Father Doug Venne, Maryknoll Fathers, P.O. Box 143, Davao City, Philippines.

1,000 and 250 watt transmitter in good condition. Needed immediately. Call collect 303-486-1526 or write Box 967, Leadville, Colorado. No junk please!

Wanted FM transmitter antenna, monitor or control console or complete FM set-up. Any condition considered. Send reply to Dimensional Development Corp., 2900 Hampshire Road, Cleveland Hts. 18, Ohio.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial switch-3½" Andrews #6720, 50 ohm 4 pole pressurized, motorized. Two second automatic switching. Unused \$400.00 each. Sierra Western, Box 4668, Oakland, Calif. 94623. Phone 415-632-3527.

Andrew 4 bay FM antenna, power divider etc. turned to 94.9MC. Excellent shape. Immediate del. FOB S. F. \$1000.00 (415-474-0647) or Box L-109, BROADCASTING.

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7087-55, Miami, Florida 33155.

Ampex recorders, excel. cond. 1 each 350-P, 350-R, 600, 601 and 620 and 2 SA10 spkr. 1. Presto 6N and 1 Presto 8 disc recorder, plus mikes, racks, jack strips etc. Best Offer. Northwestern, Inc., 011 S. W. Hooker St., Portland, Oregon 97201.

Conservative format station converting to stereo; large mono tape library for sale. Approx. 1000 hrs 7" reels 7½ ips.—\$3,000. KPGM, 240 State St., Los Altos, Calif.

Custom stereo audio console built to our specifications three years ago. Board features six mixing channels plus master and is currently in service as our main control unit. \$600.00. Also have one Fairchild Conax stereo peak limiter, like new, \$500.00. Contact Bob Thorburn, WBTR-FM, Carrollton, Georgia

FOR SALE—Equipment

Continued

Seven two hour reels of two inch video tape, used, No. 145. (We changed numbers). Best offer. Also—complete lighted Bingo set-up, with blower, etc. Originally \$720.00. Also rear screen projector. WIMS.—1-219-TR-4-5245

4 bay G.E. FM antenna and about 220 feet of 1 ½" rigid transmission line. Call or write Nick Bono, WOKZ, Godfrey Road, Alton, Ill. Phone 618-466-3535.

General Radio AM modulation monitor model 731B—\$35.00 RCA field intensity meter TMV-75-B \$145.00. B.E.S.I., 5305 Raymond Road, Madison, Wisconsin 53711.

FTR 3 KW FM transmitter. General Electric BM-1-A FM monitor. Approximately 270 feet of 1 ½" rigid coax line, Andrew 4-bay FM antenna with brackets. Above items in operating condition on 92.9MHz when removed from service this year. Also, Westinghouse FM-10, 10KW FM power amplifier in factory packing. Never been used. Will operate in conjunction with the above FTR as driver, for 10KW output. All available immediately. Prefer inquiries for entire package \$8,000.00. Contact Lewis Edge, WGKA, 1910 Peachtree Center, 230 Peachtree St. NE, Atlanta 30309.

2-RCA color camera chains. TK-40A's in working order and ready to go! Here is your opportunity to be color competitive for \$25,000. Inspection invited. Call area 813-233-0447 or write P.O. Box 18151, Tampa, Florida 33609.

Andrew 8-bay Multi-V antenna, 103.7 but will tune any frequency \$1,500. 15 20-foot sections Andrew rigid 3½" coax, steatite insulators, cleaned, \$60 section or \$775 for 15. 10% discount above if bought together. Bendix Station Guardian Model SG33-46 like new \$95. Directional coupler for above, Model 44259, handles 20 kw, like new \$140. Concertone Model 20/20, 7½-15, good condition \$175. Ken Freeman, CE, WBBQ, Box 1443, Augusta, Ga. 30903. 803-824-5441.

Self-supporting towers, 325' \$4,000.00 each—Guyed 330' \$1650.00, ground wire 75# lb. Bill Angle, 919-752-3040, Greenville, N. C. Box 55.

Ampex VTR's. Two (2), model 1000 C and 1002, each with spare video head assembly. \$10,000 each or \$16,000 for the pair. Call Suburban Sound, Inc. 301-656-0571.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd. Mariposa, Calif. 95338.

Custom designed station sales aids. Market/station image brochures. Rate cards, promotional material, all types of graphics to enhance station's professional image. Individually created for broadcasters by the leader in the field. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 696-5553.

Deejays! Exclusive monthly gag service. Sample issue . . . Info . . . \$2.00 airmail. "Hollywood Gag Digest", 711 No. Cherokee, . . . Hollywood 38, Calif.

Disc jockeys use mytactful, powerful, compact letters, tape-recorded at 7½ ips in reply to listeners fan and pan mail. Punctuated, paragraphed. Numbered guide included. Order today. Mail \$5 cash or money order only to: Richard M. Hanlon, P.O. Box 1193, Indianapolis, Ind. 46206.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10, April 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92347. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call 955-8922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for their First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio-announcing careers.

Earnings up to \$300 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers. D.J.'s-newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-8245.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences, 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1080D Duncan Place, Manhattan Beach, Calif. 90268.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7522, Milwaukee, Wisconsin 53222.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

RADIO—Help Wanted

Sales

SALESMAN

Terrific opportunity with station in Southeast for aggressive, young salesman with college degree. Call Jerry Jackson, 312-337-5318, Nation-wide Broadcast Personnel Consultants. No Fee.

Announcers

MAJOR MARKET CONTEMPORARY

Radio Station is looking for an experienced all night man. We are in one of the top ten markets and number one in the ratings. We are looking for someone who likes to do the all night trick, midnight to 6:00 a.m. and wants to make a career of it. Rush a tape, resume and reference to:

Box L-114, Broadcasting.

RADIO

Help Wanted

If you really can find
top people consistently,
We will top your present
salary to join our team!

Nationwide Broadcast Personnel Consultants

call 312-337-5318

or write

645 N. Michigan Ave. Chicago, Ill. 60611

Announcers—(Cont'd)

Here is your OPPORTUNITY

to work for one of the midwest's finest radio stations. We want a man who can communicate directly with his audience. A PRO will find the money good—the market exciting and the company GREAT. Send tape and resume to:

Terrell L. Metheny, Jr.
Vice President (Programming)
Radio WKLO
Louisville, Kentucky 40202

Technical

RCA

Has immediate and continuing requirements both stateside and overseas for radio and television broadcast engineers. Please direct all resumes to:

Mr. T. J. Oggid
RCA Service Company
Bldg. 201-2
Cherry Hill, N. J.

An Equal Opportunity Employer



The Most Trusted Name
in Electronics

Technical—(cont'd)

Broadcast Consulting Firm

Seeks Experienced Broadcast Engineer or Technician for Position of Junior Engineer. Applicant must possess background of experience and responsibility in all phases of broadcasting and a willingness to travel. Engineering Degree Desirable. Send Resume and References to:

Jules Cohen & Associates
729 15th Street, N.W.
Washington, D. C. 20005

Situations Wanted

Management

Att: STATION OWNER

Market-minded PR exec with extensive experience including some broadcast seeks management/ownership opportunity 1 or more stations.

Box L-100, Broadcasting.

NEWS

DEEJAY-NEWSMAN

Can you use a guy who lives radio 24 hours a day? Mature. Single. MOR. Third phone. Able writer.

Box 614, 350 Geary St.,
San Francisco, Calif.

TELEVISION—Help Wanted

NEWS PERSONNEL

East Coast Top 5 market independent starting major full budgeted news operation. Looking for experienced reporters, editors, cameramen. Send photo, tapes, resume to:

Box L-132, Broadcasting

Management

ASSISTANT to the PRESIDENT

We want the finest, young broadcast executive in the country! The man we need probably doesn't need us, but we will pay to get him. His assignment will be to assist the President of an existing group ready to expand its holdings in the communications field. Our man must know every phase of station operation and be able to direct other management personnel. New York base with limited travel. If you are in your thirties and have enough "guts" to make a move for something better, an interview will be arranged. Send resume in complete confidence to

Box L-131, Broadcasting

INVESTIGATIVE REPORTER

For top midwestern television market. Applicant must be self-motivated, thorough and a man of integrity. He must be a "digger" with the ability to uncover irregularities in politics, law enforcement and government. Investigative background and broadcasting journalism preferred, but will consider any top flight newspaper reporter/investigator. We are looking for a background man to prepare reports for our on-air people. Top salary. Send resume to

Box L-104, Broadcasting
An Equal Opportunity Employer

BUSINESS OPPORTUNITY

For Sale Production Company

TV commercials, industrial films, radio commercials and phonograph records. A well established, profitable facility. Yearly sales \$225,000. Sale price \$150,000.

Box K-264, Broadcasting.

INSTRUCTIONS

WE HAVE

30 years experience training Broadcast Personnel in F.C.C. License preparation, Radio Announcing & Production, TV Announcing & Production, Station Sales & Management.

DON MARTIN SCHOOL OF RADIO & TV

1653 No. Cherokee
Hollywood, Calif.
HO 2-3281

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherie Barish, Director

WANTED TO BUY—Stations

AM & FM PROFITABLE

Cash up to 1 million. Top 50 markets only. Florida or California preferred.
Box K-295, Broadcasting.

WILL BUY AM or FM STATION

Private party prefer small East Coastal or Southeast.

Box L-126, Broadcasting

(Continued from page 83)

Seeks transfer of control from Fuqua National Inc. to Gray Communications Systems Inc. for \$3,250,000, plus \$400,000 for real estate in Monroe (BROADCASTING, Oct. 2). Gray is principally owned by James H. Gray. Group owns WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla., as well as Albany (Ga.) Herald and CATV system in Albany. Ann. Nov. 2.

KGMR Jacksonville, Ark.—Seeks assignment of license from Jacksonville Broadcasting Co. to Radio Jacksonville Inc. for \$45,000. Principals: John J. Shields, president; Warren B. Smith, vice president, and Don J. Davis, secretary-treasurer (each 31.66%), and Johnny T. Towell (5%). Mr. Shields has 20% ownership in KLUV Haynesville, La. Mr. Smith is music store owner and 40% owner of KLUV. Mr. Davis is railroad employee and 40% owner of KLUV. Mr. Towell is announcer at KLUV. Ann. Nov. 2.

KLOG-TV San Diego—Seeks assignment of license from Jack O. Gross tr/as Gross Broadcasting Co. to United States International University. Principals: Dr. William C. Rust, president. Ann. Nov. 3.

KGUD-AM-FM Santa Barbara, Calif.—Seeks assignment of license from Metropolitan Theatres Corp. to KGUD Inc. for \$195,000. Principal: Richard W. (Dick) Clark (100%), as Dee Cee Productions Inc., Los Angeles. Mr. Clark is radio and television performer operating mainly through corporate entities. He is president and director

of KPRO Riverside, Calif. and consultant to WRUN-AM-FM Utica, N.Y. Ann. Nov. 2.

KMYR(FM) Denver—Seeks transfer of control from Craig R. Bowers, Rebecca Bowers, Arthur L. Robertson, Stephen T. Susman and Morris H. Susman, to Doubleday Broadcasting Co. Principals: Nelson Doubleday, chairman of board. Doubleday is licensee of KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-TV San Antonio (Terrell Hills) and KDTV(TV) Dallas, all Texas; KRNO San Bernardino, Calif.; KHOW Denver, and KDEF-AM-FM Albuquerque, N.M. Consideration \$101,194. Requests waiver of Sec. 1.597 of rules. Ann. Nov. 2.

KKEP Estes Park, Colo.—Seeks assignment of license from Maurice J. DeVolt to KKEP Radio Co. for \$19,800. Principals: Mr. DeVolt (100% before, 50.3% after) and Julia W. DeVolt (none before, 49.7% after). Ann. Nov. 2.

KAPI Pueblo, Colo.—Seeks assignment of license from Centennial Radio Corp. to San Isabel Investment Inc. for \$50,000. Principals: Dr. David Lee Crosson, president, Dr. Eugene B. Ley, vice president, Dr. Roy Lewis McKittrick, secretary and Dr. John Richard McKittrick, treasurer (each 25%). Dr. Crosson is orthopedic surgeon. Dr. Ley is surgeon. Dr. Roy McKittrick is chest surgeon. Dr. John Kittrick is general surgeon. Ann. Nov. 2.

WUHF-TV Hartford, Conn.; WBAU-TV Buffalo, N.Y., and WNTU-TV Norfolk, Va.—Seeks assignment of CPs from Albert C. Hartigan and associates to Evans Broadcasting Corp., in which Mr. Hartigan and group will hold 50% interest initially, for \$150,000 for 50% ownership by Thomas M. Evans plus option to acquire 30% more for \$300,000 (BROADCASTING, Nov. 6). Ann. Nov. 3.

WWBS Monticello, Fla.—Seeks assignment of CP from William S. Dodson tr/as Radio Monticello to Jefferson Broadcasting Corp. for \$8,500 with option to purchase Mr. Dodson's 7½% interest for \$4,000 within one year of closing date. Principal: Millard V. Oakley, president. Mr. Oakley is attorney; director and attorney for bank; owner of residential contracting, and is applicant for new AM in Crossville, Tenn. Ann. Nov. 8.

WGRI Griffin, Ga.—Seeks assignment of license from Mid-West Georgia Broadcasting Corp. to WGRI Radio Inc. Clyde V. Farnan Jr., president. Ann. Nov. 8.

KTFI Twin Falls, Idaho—Seeks assignment of license from Radio Broadcasting Corp. to KTFI Broadcasters Inc. for \$275,000. Principals: Dale G. Moore, president (0.0001%) and KGVO Broadcasters Inc. (99.9997%). Mr. Moore has ownership and is officer of KCAP Helena and KGVO-AM-TV and KMSO-TV, both Missoula, all Montana, and Western Broadcasting Co., radio and television administration. Ann. Nov. 7.

KATC(TV) Lafayette, La.—Seeks transfer of control from Mrs. Paul H. (Frances T.) Kurzweg Jr. et al, voting trustees to Mr. Paul H. (Frances T.) Kurzweg Jr. et al stockholders. Transaction is transfer of voting rights from voting trustees back to stockholders. Voting rights involve 158,858 shares of 210,000 shares of issued and outstanding common. No monetary consideration. Ann. Nov. 2.

KREB(FM) Penn Resort hotel, Monroe, La.—Seeks assignment of license from Monroe Broadcasters Inc. to Twin City Broadcasters Inc. for assumption of all liabilities and all assets including escrow fund of slightly more than \$21,000 created by stockholders to bring liabilities down to approximately \$28,000. Principals: Jimmy L. Terry, president (90%) and Lehlia H. Terry, secretary-treasurer (10%). Mr. Terry has sole proprietorship of insurance agency. Mrs. Terry is housewife. Ann. Nov. 7.

WCOD-FM Hyannis, Mass.—Seeks transfer of control from Mr. and Mrs. Frederick M. Cusick to Mr. and Mrs. Edward T. Sullivan. Principals: Mr. and Mrs. Sullivan (each 25% before, 50% after). Mr. and Mrs. Cusick (each 25% before, none after). Ann. Nov. 7.

WOIB and WOIA(FM) Saline, Mich.—Seeks transfer of control from Herbert W. Lester to Feity Broadcasting Co. Principals: Ronald E. Feity, president, Thomas J. Boedell Jr., secretary and James A. Peterson, vice president (each 25%); I. Henry Curtiss, treasurer and Theodore C. Anderson (each 12½%). Mr. Feity is pastor and is president of WBRT Bardstown, Ky. Mr. Curtiss is president of insurance brokerage. Mr. Anderson is vice president of insurance brokerage. Mr. Boedell is attorney. Mr. Peterson is national representative of insurance company. Consideration \$180,000. Ann. Nov. 2.

KWFM(FM) Minneapolis—Seeks assignment of license from Fidelity Broadcasting Co. to Hennepin Broadcasting Associates Inc. for \$95,500. Principals: Albert Tedesco, president (85%) and Patricia Tedesco, vice

FOR SALE—Stations

WHY BUY AN FM?

Build your own!

Dozens of unassigned frequencies, class A, B and C. Many states. Can operate for as little as \$1,000 mo. with revenue potential \$4,500. mo.

You show FCC your liquid strength of only \$20,000. We do all the work for reasonable fee or share of equity.

TNI, Suite 202, 1616 Victory Blvd., Glendale, Calif. 91201
213-246-4874—eve: 213-767-9682.

CLITHERO & HEROLD

Licensed Brokers.
Sales-Appraisals-Consultants.

100 Spain West, Sonoma,
California, 95476.

Confidential Listings

RADIO — TV — CATV

N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.

R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 213/469-1171

BROKERS-CONSULTANTS

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

West	Single	Fulltime	85M	terms
Fla.	Small	Daytime	60M	Sold
Ariz.	Single	Fulltime	80M	Sold
N.C.	Medium	Daytime	110M	Sold
Mid-West	Medium	Daytime	200M	70M

	CHAPMAN ASSOCIATES
	2048 PEACHTREE, ATLANTA, GA. 30309

president (15%). Mr. Tedesco is 75% owner of KDUZ Hutchinson and 85% owner of KTCA Minneapolis, both Minnesota; 85% owner of WIXX Oakland Park, Fla.; 100% owner of WWCM Brazil, Ind., and 85% owner of WELM(FM) Fort Lauderdale, Fla. Mrs. Tedesco is 15% owner in all above stations with exception of WWCM. Applicants also have application for new FM in Hutchinson, Minn. KWFM is to be affiliated with KTCA Minneapolis also licensed to Hennepin. Ann. Nov. 6.

WCMP Pine City, Minn.—Seeks transfer of control from Robert P. Schuller to Gerald H. Robbins. Mr. Robbins is general manager of KXGN-AM-TV Glendive, Mont. Consideration \$70,000. Ann. Nov. 2.

WKRA Holly Springs, Miss.—Seeks assignment of license from William H. Wallace, deceased, to Mrs. Sue A. and Brooks Wallace. Ann. Nov. 8.

KTCB Malden, Mo.—Seeks involuntary assignment of license from Tri-County Broadcasting Co. to Mabel Craft, on death of J. D. Craft. Principals: Richard J. Wiethan (33½%), Mary Craft and Shelby J. Jones (each 16½%), Mabel Craft (none before, 33½% after). Ann. Nov. 2.

KBEA Mission and KBEY-FM Kansas City, both Missouri—Seeks assignment of license from K. L. Broadcasting Inc. to King Louie International Inc. This is liquidation of subsidiary corporation into parent corporation. Ann. Nov. 8.

KRGN(FM) Las Vegas—Seeks assignment of license from Cragin Broadcasting Co. to Gilday Broadcasting Co. for \$135,000. Principals: Donald S. Gilday (100%). Mr. Gilday is owner of real estate brokerage business. Ann. Nov. 3.

KYES Roseburg, Ore.—Seeks transfer of control from E. LeRoy Hiatt to Elliott Motschenbacher (80%) and David Weisman (20%), president and vice president, respectively. Principals: Mr. Motschenbacher is manager of KYES. Mr. Weisman is sales manager of KYES. Consideration \$8,000. Ann. Nov. 2.

WHJB and WOKU-FM Greensburg, Pa.—Seeks transfer of control of 37% interest from Melvin A. Goldberg, Leonard E. Laufe and Sidney Stark Jr., voting trustees, to Melvin A. Goldberg, Milton J. Shapp et al. Transfer includes CATV franchises for Greensburg and 16 surrounding communities. Mr. Shapp is 59% owner of Citco Corp., operator of CATV system in Williamsport, Pa. Consideration \$300,000 to Mr. Shapp. Ann. Nov. 3.

WDXB Chattanooga—Seeks assignment of license from Frence Inc. to The WDWB Broadcasting Co. for \$450,000. Principals: Josephus R. Corbus, president and treasurer (100%), et al. Mr. Corbus is resident manager of investment bank, and director and 10% stockholder of drilling caissons. Ann. Nov. 7.

WLWM(FM) Nashville—Seeks assignment of license from Barlane Broadcasting Corp. to WSM Inc. for 2,250 shares of capital stock (par value \$5 per share) of National Life Insurance Co., which owns entire capital stock of assignee. John H. DeWitt Jr., president. Ann. Nov. 6.

KDLK-AM-FM Del Rio, Tex.—Seeks assignment of license from Queen City Broadcasting Inc. to Western Plains Broadcasting Inc. for \$185,000. Principals: Gerald R. Mazur, president (100%) et al. Mr. Mazur is president and 25% owner of Southern Television Systems Corp., owner of CATVs in Cisco, Eastland and Ranger, all Texas; secretary-treasurer and 25% owner of Frontier TV Cable Co., with system in Colorado City, Tex.; treasurer and 33½% owner of electrical contracting company; owner of insurance brokerage, and owner of real estate. Ann. Nov. 2.

KCLW Hamilton, Tex.—Seeks assignment of license from San Jacinto Broadcasting Inc. to Martin W. Chambliss d/b as KCLW Radio Co. for \$65,000. Principal: Mr. Chambliss is assistant vice president of oil and gas well service. Ann. Nov. 8.

WPRW-FM Manassas, Va.—Seeks assignment of license from Prince William Broadcasting Corp. to Radio Fairfax-Prince William Inc. for \$70,000. Principals: Arthur Kellar, president (50%), James L. Draper Jr., vice president (16.6%) et al. Mr. Kellar is officer, director and stockholder of WEEF Fairfax, Va., and is director of bank. Mr. Draper is independent real estate broker. Draper is director and minority stockholder in orange groves in Florida. Ann. Nov. 2.

WPAR Parkersburg, W. Va.—Seeks transfer of control from The Memorial Foundation, a corporation, to Fred A. Grewe Jr. Principal: Mr. Grewe is president and controlling shareholder of WEIP Moundsville, W. Va. and WQTV Latrobe, Pa. Consideration \$8,000 plus assumption of debts. Ann. Nov. 8.

ACTIONS

KHAR-FM-TV Anchorage—Broadcast Bureau granted assignment of license from Willis R. Harpel to Sourdough Broadcasters Inc. Assignee is licensee of KHAR-TV Anchorage. Assignor owns KHAR-TV Anchorage. Principals: Mr. Harpel (100% before, 82% after) and Sourdough Broadcasters Inc. (none before, 3% after). This application was filed concurrently with application to assign CP for KHAR-TV from Willis Harpel to Sourdough. Consideration consists of assumption of \$250,359.20 plus reimbursement for out-of-pocket expenses in amount of \$83,610.06. Action Oct. 31 for FM and Nov. 9 for TV.

Broadcast Bureau granted assignment of license of WMEG Eau-Gallie, Fla. Commission has granted application for assignment of license of WMEG from Mel-Eau

Broadcasting Corp. to WMEG Inc. for consideration of \$240,100. Opposing petition filed by Broadcast Enterprises Inc. licensee of WMMB and WYRL-FM Melbourne, Fla., was dismissed. In making grant, commission stated: "There being no substantial and material questions of fact which would warrant designating the application for hearing, we conclude that a grant of the application to the assignee, who has been a licensee of the commission before, will serve the public interest." (By memorandum opinion and order.) Action Nov. 3.

WFAM-TV Lafayette, Ind.—Broadcast Bureau granted assignment of license from Sarkes Tarzian Inc. to RJN Broadcasting Inc. for \$250,000. Principals: Richard F. Shively, president (100%) et al. Mr. Shively is officer and director of numerous CATV subsidiary corporations of Telesis Corp. and owns 16.67% of Fer-Rich Broadcasting Inc., licensee of KNOP-AM-FM North Platte, Neb. Mr. Shively also owns 18.8% of WLKY-TV Louisville, Ky. Action Nov. 3.

KGMG Fairbury, Neb.—Broadcast Bureau granted transfer of control from William C. Nuckolls, Earl Elgert and Harold L. Nuckolls to George Edward Powers (100%) by acquisition of 55% of stock. Principal: Mr. Powers is shareholder of Great Plains Broadcasting Inc., licensee corporation. Consideration \$31,797. Action Oct. 31.

WNND(FM) Kingston, N. Y.—Broadcast Bureau granted assignment of license from Donald P. and Wilbur E. Nelson d/b as Nelson Broadcasting Co. to Kingston Broadcasters Inc. for \$18,800. Principals: Assignee is licensee of WKNY Kingston, N. Y. Edward A. Berstein, vice president et al. Action Oct. 31. Broadcast Bureau rescinded Oct. 31 grant on Nov. 7.

KBYE Oklahoma City, Okla.—Broadcast Bureau granted assignment of license from Great Empire Broadcasting Corp. to Little Rock Great Empire Broadcasting Inc. Assignee is licensee of KXL North Little Rock, Ark. Berniece L. Lynch, president and director of both corporations. Action Oct. 31.

WLEE Richmond and WXEX-TV Petersburg, both Virginia—Broadcast Bureau granted assignment of license from Lee Broadcasting Corp. and Petersburg Television Corp., respectively, to Nationwide Communications Inc. for \$7,150,000. Principals: Bowman Boss, president, Wendell Weller, chairman of board, George Campbell, vice president and general manager et al. Nationwide has following broadcast interests: WRFD and WNCI-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland; WATE-AM-TV Knoxville, and new UHF (ch. 47) in Columbus, Ohio. Action Nov. 3.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 8. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

Oceanside, Calif.—Public Service Television Inc., San Diego and Coast Cable Television Services Inc., Oceanside, partially owned by Time-Life Broadcast Inc. (multiple CATV owner) have each applied for a franchise. Public Service Television's rates would run \$4.95 monthly and \$15 for installation. City would receive 6% of annual gross revenue. Coast Cable Television Service's application terms were not reported.

Rancho Bernardo, Calif.—City council has lowered Rancho Bernardo Antenna System's monthly service charge from \$3.75 to \$3.10.

■ San Bernardino, Calif.—TV Receptors has been granted a franchise. Applications from National Transvideo Inc., Glendale, and Mountain Cable TV, Los Angeles, are pending.

Littleton, Colo.—Mountain States Video Inc., Denver (multiple CATV owner) has been granted a franchise.

Vale, Idaho—Treasure Tele-Cable Inc. has applied for a franchise.

Great Bend, Kan.—Dick Ogle Tower Construction Inc. of Russell has been awarded

construction contract for towns of Great Bend, Hoisington and Larned. Contract calls for 88 miles of cable, a 300-foot tower at Great Bend, a 300-foot tower at Larned and a 165-foot tower at Hoisington. Target date for the entire 12-channel system is March 1.

Frankfort, Ky.—Jerrold Electronics Corp., Philadelphia, has been awarded contract by Community Service Inc. for renovation of entire system serving North, South and West Frankfort, Thornhill and Bellepoint. Contract calls for aluminum cable, transistorized equipment and completion within six months. Cost of project has been set at \$201,000.

Milis, Mass.—Community Antenna Television Service has applied for a franchise. Monthly service charge would be around \$5.

Walpole, Mass.—National Cablevision Inc., Boston (multiple CATV owner) has applied for a franchise. Installation and monthly service charges would run \$15 and \$4.95 respectively. Town would receive 3% of firm's annual gross revenue.

Whitman, Mass.—Cablevision Corp. of America d/b as Brockton Cablevision Corp. and National Cablevision Inc., both Boston, and both multiple CATV owners, have each applied for a franchise. Both firms would charge approximately \$15 for installation and \$4.95 monthly.

■ Mount Pleasant, Mich.—Brandt Cablevision Co., Mount Pleasant, has been granted a franchise.

Moberly, Mo.—International Telemeter Corp., Los Angeles (multiple CATV owner) has applied for a franchise. Installation would be free and maximum monthly serv-

ice charge would run \$4.95. City would receive 5% of annual gross revenue or \$5,000 yearly, whichever is greater. City would also receive \$25,000 cash deposit as an advance on franchise taxes.

Tracy, Minn.—Tracy Cable TV Inc., has applied for a franchise.

Moss Point, Miss.—Jackson County Television Cable Co. has applied for a 25-year nonexclusive franchise. Maximum installation fee would run \$19.50 and monthly service would run \$4.95 to \$5.95.

■ Monessen, Pa.—Broadway Maintenance Corp., tr/ as Tex Video has been granted a franchise. Installation will be free during first six months of construction and \$7,500 thereafter. Monthly service will run \$4. City will receive \$1,000 annually and \$1 annually per customer over 1,000.

Koppel, Pa.—Al's Radio and TV, Beaver Falls, has applied for a franchise.

Sayre, Pa.—Valley TV Cable Co. proposal to expand present five-channel system to 12 channels has been approved. Two of the new channels will be ETV.

Galveston, Tex.—Coastal Community Antenna Television Inc. (multiple CATV owner) has applied for a franchise.

Chase City, Va.—Harry Anglin, representing unidentified multiple CATV owner, has applied for a franchise. Plans include extension beyond city limits provided 10 subscriptions per mile can be secured.

■ Skamania county, Wash.—Bud Seager has been granted a franchise. Installation and monthly rates will be \$100 and \$5.50 respectively.

■ Vista and Escondido, Calif.—CATV Inc. has been granted a franchise.

"If life is timing, mine is pretty bad," Joe Dougherty says.

The reference is to his hectic tenure as chairman of the Television Bureau of Advertising and as Capital Cities Broadcasting Corp. executive vice president for television and radio in what he frankly describes as "a very bad year for spot business."

If Mr. Dougherty's timing is as bad as he thinks it is, however, his performance in these two positions is something nobody criticizes. Norman E. Cash, president of the TVB, describes him as "a most active and cooperative chairman, really above and beyond the call of duty, because we have been involved this year with several ad hoc committees and other associations, such as the Association of National Advertisers and the American Association of Advertising Agencies. In these projects, he has taken a time-consuming leadership role."

A Happy Boss ■ Tom Murphy, president of Capital Cities and Mr. Dougherty's only superior in the corporation, says simply: "Joe is the best combination of broadcaster and businessman I know in the business. His performance since he has taken over our properties has been outstanding. But more than that, he really cares about broadcasting. You might say he is a great broadcaster who has become a good businessman in the process."

Six-foot-one Joe Dougherty is extraordinarily fit for a 43-year-old executive, and with his steady blue eyes and close-cropped hair, seems to bring an athlete's vigorous, unselfconscious purpose to his work.

It comes naturally. While other people worked as waiters during their college years, Mr. Dougherty played football in the Eastern Pro League.

That was after he took a couple of years out from college for World War II, serving in Europe with the 13th Airborne Division glider troops.

Now he keeps fit with family touch football. "The whole family is involved in sports. My wife has played club team field hockey all her life; it's a very big sport in Philadelphia. And I get out with the kids and a football."

The easy manner in which Mr. Dougherty discusses his early years and his family is replaced by a crisp, energetic demeanor when the subject changes to business.

Talking spot business, both Capital Cities' and the industry's, he balances on the balls of his feet as he handles large dollar estimates, walking back and forth as he outlines fairly complex sales problems and approaches, carefully checking for understanding before further developing a concept of spot television as a competitive medium.

SOS Development ■ "It's been a very full year at TVB," he says. "The development of Systems of Spot [BROAD-

A dedicated pro blocks hard for spot

CASTING, Oct. 2], making 130 of 150 planned calls on agencies to date, short, medium and long-range research efforts—we have to know more about our product. The more we know, the better equipped we are to sell in competition with other media.

"The networks have become more effective salesmen in recent years by emphasizing the economy of buying, an increasingly potent argument as more and more agencies go public. But national spot is a very flexible medium. Agencies buy it in spite of the difficulties, because it moves merchandise," he says.

WEEK'S PROFILE



Joseph Peter Dougherty—executive VP (radio and television), Capital Cities Broadcasting Corp., New York; b. Philadelphia, June 15, 1924; BS in Business Administration, St. Joseph's College, Philadelphia, 1948; U. S. Army, 1943-46; salesman, 'Philadelphia Food Trade News', 1948-1950; salesman, 'Washington (D. C.) Times-Herald', 1950-54; salesman, WPTZ-TV Philadelphia, 1954-56; assistant sales manager, KYW-TV, Cleveland, 1956-57; sales manager WJZ Baltimore, 1957-59; general manager, WPRO-TV Providence, R. I., 1959; VP, Capital Cities Broadcasting, 1959; VP, WPRO-AM-FM-TV Providence, 1964; executive VP for television, Capital Cities, 1966; executive VP for radio and television, 1967; m. Marie Elizabeth McClatchey April 3, 1949; children: Geraldine Marie 17, Joan Anne 15, Peter 13, David, 11, Mary Elizabeth 9; hobbies—swimming, golf, touch football (with family).

He balances his obvious interest in TVB's spot promotion with the statement that, "Actually, of course, we all know that the health of the networks and the health of the stations are interdependent." And he adds: "TVB has to serve a lot of different masters."

But his excitement is naturally reserved for TVB's role in developing spot business. "All these projects will probably add between \$15 and \$20 million to the total spot kitty," he estimates with sincere pleasure.

"I am convinced that TVB has the quality of staff necessary, given the sales and research tools and the time, to move TV billings off what seem to be their plateaus to higher levels. Of course, no single chairman's year can be that effective by itself. Just, I feel the next chairman's timing will be better than mine," he smiles. It was the closest thing to a boast he had to make.

His modesty and earnest involvement are even more in evidence when he discussed Capital Cities' business. He evaluates very realistically what the group's sales efforts have been able to make out of the industry slide.

"Local spot is up for all our outlets, basically because of the clear, forceful presentation of proven success stories. Proper training for salesmen is also very important. All our salesmen have gone through the TVB sales seminars, and we operate our own school as well.

"Realistically, though, national spot business for our five outlets is mixed: two up, two down, and one just flat."

Then, catching himself, he said: "Don't forget radio. Our radio outlets make a significant contribution to our corporate profit picture."

The topic that really turns Joe Dougherty's conversation on, however, is the dual nature of the broadcasting business. As he says of Capital Cities: "The profit effort and the public-service effort go hand in hand. It's not just a matter of defending your license. Real public service also serves the very practical purpose of building your audience."

He cites Capital Cities' impressive list of specials, from *Extremism: Right and Left*, through its exclusive coverage of the Eichmann trial, to a documentary on the Sistine Chapel ceiling and one on the American Indian that will be a total group effort. But his sincerity when he discusses his personal involvement, as vice president-general manager of WPRO-TV Providence, in informing and helping people being relocated for an urban renewal project is most striking.

"The experience broadened my thinking, brought me into contact with all elements of the community. Urban renewal," he says, "is one of those really tough problems. I probably got more out of that than I was able to give."

EDITORIALS

Clearance problem

SUPPOSE a commercial network had spent \$225,000 in newspaper and national magazine full pages and in radio spots to promote a national audience for a news documentary. Suppose a fourth of the network's affiliates decided not to carry the program because they felt it was too controversial, or for any other reason.

What would the TV critics, infuriated members of Congress, sundry intellectuals, and possibly two or more members of the FCC have said about this? Write your own answer from experience.

Now apply these precise facts to the inaugural broadcast of the Ford Foundation-subsidized Public Broadcast Laboratory over a network of noncommercial stations last week. Only 90 of some 119 interconnected stations carried the two-and-a-half hour program on the racial crisis. Although, as we report elsewhere in this issue, there was criticism of both program content and production, we haven't heard complaint number one about the failure of about 25% of the network's stations to carry the premiere.

No offense

ANYONE who favors intellectual and cultural development in this country must agree with the aspirations expressed last week by President Johnson as he signed the Public Broadcasting Act of 1967.

Surely all citizens of good will must hope, with Mr. Johnson, that the new Corp. for Public Broadcasting will generate "good music, exciting plays, reports on the whole fascinating range of human activity."

Similarly they must wish that the President will be proved right in his prediction that the subsidized broadcasting system "will be carefully guarded from government or party control" and will be "free and independent."

But to hope for these eventualities does not mean that they will come to pass. The odds at this moment do not favor the attainment of any of the President's objectives.

This bleak outlook has nothing to do with the probable quality of the CPB directorate or staff. We have no doubt that Mr. Johnson will appoint, and the Senate will confirm, a body of high-minded and wise directors. The President's first nominations, of Dr. James Killian Jr., chairman of the corporation, Massachusetts Institute of Technology, and Dr. Milton Eisenhower, retired president of Johns Hopkins University, spoke well of his intentions to pick the best men he can find.

The question is whether the corporation, after it is formed, can work out an operational and funding plan that will be accepted by Congress and at the same time will divorce the enterprise from congressional control. If the corporation can perform that miracle, we will be ready to believe in its capability of going on to the great things that the President has in mind.

The biggest problem that is left unresolved in the Public Broadcasting Act of 1967 is how the system will be subsidized in 1968 and in the years beyond. It was possible to avoid that problem in the legislation establishing the skeleton of a noncommercial system. The problem must be met head-on a year from now.

The best that the Corp. for Public Broadcasting may hope for, it seems to us, is the creation of a special, federally collected fund that would be automatically replenished without specific act of Congress. The Carnegie Commission, whose reports formed the basis for the legislation now in being, proposed that such a fund be created from an excise tax on the sales of television receivers, yielding eventually

some \$100 million a year. So far no better suggestion has come to light.

The excise tax would impose upon the public the responsibility of supporting the "public" system. If the public wants a system, as the President and a majority of Congress say it does, to operate outside the conventional commercial structure, it seems to us that the public ought to bear its cost.

Is it realistic to believe that the Congress would pass an act imposing a new tax on a public that is already complaining about high taxes, and creating a permanent allocation that would not be subject to its periodic review? It is more realistic to assume that the Congress will proceed with piecemeal appropriations, offering a little more subsidy to CPB each year as long as CPB succeeds in winning more friends than it loses on Capitol Hill.

If that turns out to be the case, the President can forget about seeing much excitement on the subsidized system. The CPB that excites one congressman to praise will excite another to criticize. In protection of its next appropriation a CPB that was subject to annual dispensation would be obliged to offend no one.

Wrong call for help

AS we have been saying on this page for years, the FCC's fairness doctrine is an insidious mechanism that is inexorably destroying the broadcaster's independence of action. The longer that a federal regulation of such pervasiveness remains in application, the more subservient the broadcaster becomes. In the long run, everybody will seek shelter in the federal formula.

An illustration of this process was afforded two weeks ago when the president of the Television Bureau of Advertising officially asked the chairman of the FCC to invoke the fairness doctrine in response to the presentation of "anticommercials" by the Public Broadcasting Laboratory. As reported in *BROADCASTING*, Nov. 6, Norman E. (Pete) Cash, the TVB president, said that the fairness doctrine entitled advertisers and their agencies to time to reply to the PBL messages attacking the credibility of advertising.

When an organization of commercial broadcasters seeks to use the fairness doctrine as a sanctuary in a dispute with a noncommercial broadcast, it implies an acceptance of a federal restraint that all broadcasters ought to be resisting. If Mr. Cash must write the FCC, and there is really little demand for that in his job, it ought to be to oppose government incursions into editorial judgment.



Drawn for *BROADCASTING* by Sid Hix
"I hope they don't cancel the Custer series . . . I'm looking forward to that final episode!"



She's pretty cool for a gal whose roast has been ready since the 11th hole.

That's because she's sure her oven's keeping her roast warm and tender. Not dry and overcooked.

Most cook-and-keep-warm ovens aren't news. But hers is. It uses a new kind of system, ours, that converts heat to electricity for precise control.

At the end of a pre-set cooking period, her oven's temperature drops to 170° F. and stays there. There are no

wide swings in temperature.

Our gal golfer probably couldn't care less why her roast stayed just the way she wanted it.

Or why her husband can set our new General Controls-brand home thermostat precisely, even in the dark.

Or why our precision controls and instruments are used in the hydraulic and fuel systems of the jet that flew

her son to London on vacation.

Or why our controls and instruments are used in an exact refining process for a high-octane gasoline that her daughter uses in her sports car.

Since our Controls and Instruments Division does care, she doesn't have to. Ever.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

Gestalten

from an

Eastern Iowa

notebook

The typical resident of Eastern Iowa leaves for work between 7:00 and 8:00 A.M. He eats his evening meal between 5:00 and 7:00 P.M. (Some 38% view tv while eating.) He goes to bed between 10:00 and 11:00 P.M. About 16% retire earlier. One in three retires later. On weekends, 40% report retiring after midnight. Of those interviewed*, 93% report owning an automobile. Forty percent of car owners own two or more; 60% of autos owned in Eastern Iowa are 1960 or later models. Ninety percent of car owners have at least one car with a radio.

FM radios are owned by about 40% of Eastern Iowa residents. Good reception is listed as a primary reason for listening to WMT-FM, which is rated as the most popular FM station in the area.

Sixty-one percent report viewing tv movies at least once a week. Comedies, westerns, and musicals are the most preferred movie fare. (WMT-TV is chosen as showing the best tv movies.)

Over 90% of adults in Eastern Iowa report watching tv news. Nine out of ten of these watch at least once

daily. Three-fourths of all tv news viewers report watching the 10:00 to 10:30 P.M. newscast. (Regardless of newscast hour, WMT-TV leads in audience shares.) Following the 10:00 P.M. news, just under 47% of the residents of Eastern Iowa continue to watch tv. The WMT weathercast is overwhelmingly selected on the basis of its professional excellence.

Almost two out of three adults within the region choose WMT-TV as their favorite overall tv station.

The WMT Stations

Mail Address: Cedar Rapids, Iowa
WMT, WMT-FM, WMT-TV
KWMT, KWMT-FM, Fort Dodge
Represented by The Katz Agency

* by Frank N. Magid Associates, Cedar Rapids, Iowa, in a July, 1967 survey of "Attitudes and Opinions Toward Television in Eastern Iowa," prepared for WMT. Population of study consisted of all adults (20 and above) residing within the 15-county Eastern Iowa area. Selection of respondents (600) followed stratified random sampling techniques; stratification of sample was based upon country of residence, sex, and age. Check quotas were established on basis of U.S. Census figures, corrected for population changes through 1965. Data quoted or derived from audience surveys are estimates subject to sampling or other errors.