



Mr. Simko



Mr. Moore



Mr. Gitlitz



Mr. Klein

George Simko, VP, manager of media at Benton & Bowles, New York, assumes additional responsibility for agency's programing department with appointment as associate director of media management. In other B&B changes **Michael D. Moore**, appointed director of media and programing services, **Fred Bartholomew**, program manager and **Philip Guarascio**, associate media director. Mr. Moore was VP, associate media director; Mr. Bartholomew was associate program director, and Mr. Guarascio was assistant media director.

Jonah Gitlitz, VP for public affairs, American Advertising Federation, Wash-

ington, named to newly created position of executive VP. At one time staff writer for *BROADCASTING Magazine* in Washington, Mr. Gitlitz later served as director of PR and advertising for Adam Young, New York-based radio and TV representatives, and manager of National Association of Broadcasters Code Authority's Washington office before joining AAF in 1968.

Irving Klein, VP-administration since 1965, and executive assistant to president, Independent Television Corp. named executive VP of ITC, production and distribution arm of Associated Television (ATV) of London.

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

FM is on 99.1 mc with 10 kw and antenna height of 950 feet above average terrain.

Mr. Murphy said Friday that negotiations for other AM-FM spin-offs from record \$110-million deal (*BROADCASTING*, Feb. 16) are proceeding "in orderly fashion."

Humphrey's TV viewpoint

Call for all elements of broadcast advertising and media to form consortium that would explore function of communication in free society was made in Chicago Friday (April 3) by former Vice President Hubert H. Humphrey in talk before Broadcast Advertising Club here.

Keynote speaker at annual BAC symposium on eve of National Association of Broadcasters convention (see page 27), Mr. Humphrey told 600 BAC participants that to help meet grave crises of society three areas of air time should be removed from regular commercial structure: (1) political-campaign programing; (2) enlarged access for party out of power to report to people, and (3) network news shows.

"Television has become—and will increasingly be—too potent a weapon in the hands of an incumbent President and Vice President," Mr. Humphrey

said. He felt news too important to be forced into format of ratings competition and said elimination of news sponsorship would remove this stricture.

Mr. Humphrey also noted sponsors pack tremendous creative talents into minute commercials. He urged them to use spots to educate on subjects such as drug abuse and pollution. "Without doubt, television is the most socially decisive invention since the wheel," he said, "but time and man will ultimately determine whether this is a beneficent or a destructive force in our society."

New measurement rules

FCC announced Friday (April 3) it will require TV stations to use new method for establishing location of grade A and B field-strength contours. Commission said method will be of special advantage to most UHF stations, which use "beam tilt" technique to provide more uniform signal.

New rules include new definitions for electrical and mechanical beam tilt and extend present definition of effective radiated power to include reference to maximum radiation in any direction.

They also provide for consideration of vertical radiation pattern of transmitting antennas and mechanically tilted antennas system.

Where Burch, Wells stand

FCC Chairman Dean Burch issued statement Friday (April 3) that provides long-awaited clarification of his position on multiple ownership: He opposes restrictions on common ownership of radio-TV stations in same market, but he supports further consideration of jointly owned VHF stations and daily newspapers in same market—which he regards as "clearly" most important media-ownership question.

Chairman's statement was part of package made public Friday: It included commission report on adoption of one-to-customer rule (which chairman opposed), and notice of proposed rulemaking that would require divestiture of commonly owned newspapers and broadcast stations in market (which he supported). Actions were taken late last month (*BROADCASTING*, March 30).

In his comments, Chairman Burch said he thought commission had barked up wrong tree in worrying about AM-FM-TV combinations. "Where there are only a few aural services, this may be a significant issue," he said. ". . . But in the great majority of cases, it is not a pressing issue. . . . There is a plethora of aural services in all significant markets. Thus, while separating TV from AM or FM might make a significant contribution in a few cases, it is clearly far from the heart of the problem."

Chairman said common ownership of VHF's and daily newspapers is "the guts of the matter," because there are only few of each, and because most people get their news information from these sources. He said he has open mind on whether such combinations are harmful, but feels that subject must be further explored.

In other statements, Commissioner Robert Wells attacked both new rules and proposed ones as unwarranted tinkering with structure of industry.

Commission, in adopting one-to-customer rules, provided less restrictive standards for determining banned-service overlap than it had proposed.

In its further notice of rulemaking, commission indicated it is considering breaking up AM-FM combinations as well as others. It asked for comment on whether it should bar such cross-ownership unless parties could show that for economic or technical reasons stations could not be sold separately.

Commission also made it clear it was concerned about arguments that have been made as to economic dislocation that would result from divestiture plan. It asked for "quantitative information on cost savings and the effects of loss of such savings" that would result if broadcast, or broadcast-newspaper combinations were broken up, as well as other related questions.