

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

PGW urges revamping of TV network-station relations. p27
 Question of how far fairness will go faces broadcasters. p30
 Glowing network report card cheers CBS-TV affiliates. p44
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GIRL TALK
IS HAPPENING
IN COLOR.**

**abc ABC
FILMS**



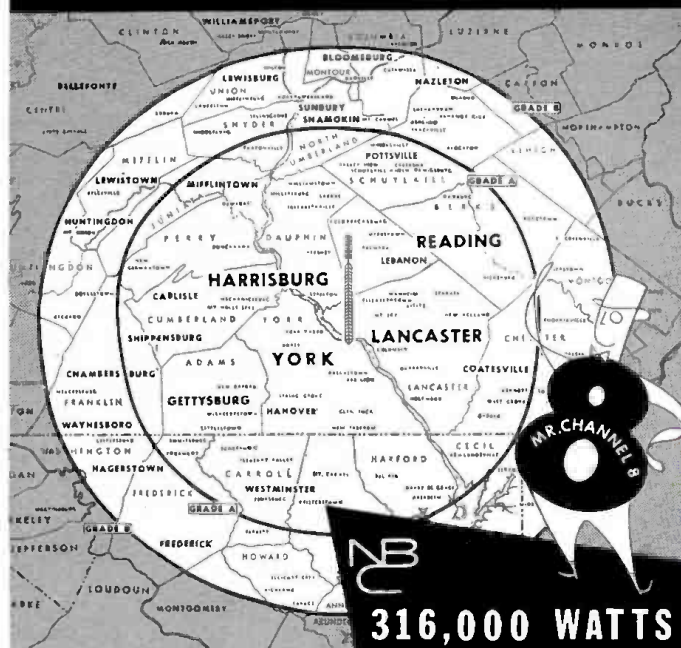


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HARRISBURG-
YORK-LEBANON
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CHANNEL 8

MULTI-CITY TV MARKET



CHANNEL 8 reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

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

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Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

Smoke it out?

With furor kicked up over FCC "fairness doctrine" ruling requiring stations to give "significant" amount of time for presentation of anti-cigarette viewpoint, there's notion that some members of commission would welcome request from broadcasters for reconsideration of its "guideline." FCC, which voted unanimously, evidently was impressed by staff contention that ruling was "ad hoc" and would not go beyond cigarette smoking because it alone had been adjudged by federal agency (U. S. Public Health Service) as menace to health. It was evident some FCC members didn't realize impact of its action; otherwise it's said, wouldn't have been sold so easily or acted so blithely.

Broadcasters, who now realize that biggest error was made when fairness doctrine wasn't challenged both in Congress and in courts nearly decade ago, are now searching for best way out and petition for reconsideration seems to be logical course. Tobacco interests are looking for handle too but haven't gotten much help from newspapers.

Hill timetable

House Commerce Committee, long sidetracked by emergency railroad-strike legislation, should soon be back on broadcasters' main line. No fixed agenda has been announced by Chairman Harley O. Staggers (D-W. Va.) but staff member says July 1 target date has been set for hearing on Senate-passed bill to establish Corp. for Public Broadcasting.

On Senate side, counsel for Warren Magnuson's (D-Wash.) Commerce Committee says it may be too late in session for passage of Magnuson's cigarette advertising bill this year, but hearing—mainly to get on record views of government agencies involved—is sure for this session; probably in August. Bill would require all cigarette ads to carry tar and nicotine figures.

KOA deal firm

General Electric board has approved its subsidiary broadcasting company's return to Denver broadcasting scene with purchase of KOA-AM-FM-TV. Overall price, including \$3 million debt of present owners, expected to be about \$13 million, of which \$10 million will be in GE stock. Transaction, subject to usual FCC approval, involves acquisition of stock of group headed

CLOSED CIRCUIT®

by William Grant (CLOSED CIRCUIT, May 1). To be sold separately by Grant group to as yet unidentified buyer is ch. 5 KOA-TV Pueblo.

GE was original owner of KOA-AM which was established in 1924 but operated by NBC, first under lease and then under outright sale. Station was subsequently sold to group headed by comedian Bob Hope, with control transferred three years ago to Grant-Denver group. Acquisition will give GEBC its third market with TV-AM-FM, others being Schenectady (WGY, WGFM[FM], WRGB[TV]) and Nashville (WSIX-AM-FM-TV).

Lone candidate

Only one "official" candidate may be recommended as joint board chairman of National Association of Broadcasters when board meets in Williamsburg, Va., June 26-30. NAB selection committee is expected to recommend Grover Cobb, KVGW Great Bend, Kan., radio board chairman.

Committee has tentative meeting set for June 23 to make final decision, but that session may not be necessary if agreement can be reached by phone after one committee member, Otto Brandt, KING-TV Seattle, returns to U.S. from European trip. Regardless of committee's action, other nominees still could be offered by board members at meeting. Three-fourths of board is required to elect chairman.

Color breakthrough

"Remarkably good" is way top Carson Pirie Scott (department store) management describes experience of color TV test since last fall in conjunction with WMAQ-TV Chicago. When details of test are revealed and Carson's still deeper commitment to TV confirmed for coming year, impact among nation's retailers could well open rich local TV market for stations. Carson test, involving most Chicago stations as well as WMAQ-TV, shows long-range consistent, coordinated approach is success secret, store officials relate.

Pay TV's fate

Moment of decision in FCC's drawn-out pay-TV rulemaking is approaching. Commission's three-member committee—James J. Wadsworth, Kenneth A. Cox and Robert E. Lee—is expected to meet soon, possibly this

week, to give final consideration to recommendation to be made to full commission. Recommendation, as reported earlier, is for establishment of pay television as regular service, but with safeguards to protect viability of existing free system (CLOSED CIRCUIT, April 17). It's understood committee recommendation would provide for use of only one kind of pay-TV system in given community.

In NBC-TV future

Pencil in *The Further Adventures of Huck Finn* on NBC-TV's prime-time schedule for 1968-69. Hanna-Barbera production is set for 7:30 time slot. It will combine live action and animation for first time on regular weekly series. Because of unusual format and new techniques and great deal of preparation time needed, series, originally signed for upcoming season, had to be pushed back year.

NBC-TV is making heavy and determined sales push for its new Jerry Lewis Show. Skeptical advertisers, comedian's ABC-TV debacle fresh in mind, are being told series will be "heavily scripted," with producer Bob Finkel firmly in control. Still Lewis program and Danny Thomas Hour appear to be network's toughest sells.

More exam sites

There's good chance broadcasters' long-standing complaint on limited number of testing sites FCC makes available for third-class license exams will be heeded. Chairman Rosel H. Hyde has shown interest in solution of problem. Curtis B. Plummer, chief of FCC's Field Engineering Bureau, and Al King, National Association of Broadcasters' director of state association liaison, have had series of meetings on it in past month.

Shifting gears

One sticky decision FCC may now duck for some time is final disposition of its own proposal to adopt rule prohibiting TV networks from acquiring equities in more than 50% of their nighttime programming. With introduction in Congress of bill to ban network ownership in all programming except that produced by networks themselves (BROADCASTING, June 5), commission may now postpone action on proposed rulemaking introduced two years ago.



More than 70,000 square feet of exhibition space in the National Guard's biggest armory...73 exhibitors (AT&T to Xerox) from business, labor and government...some 100,000 students from New York City high schools. There you have a clear picture of the scope of the WCBS-TV Career Fair, which recently completed a s.r.o. two-week stand at the Kingsbridge Armory in the Bronx.

The Fair, conceived and produced in cooperation with the New York City Board of Education, was dedicated to a two-fold purpose: 1) to add meaning to students' education at a time when the dropout temptation is greatest, and 2) to help them select specific careers. As Vice President Hubert Humphrey commented: "The Career Fair spells wonderful opportunity for New York's youngsters. President Johnson and I are so very

Picture of opportunity!

pleased to note this type of practical community service."

A far cry from the business of broadcasting? Perhaps. But not so unusual for the television station which supports a year-round youth sports project in cooperation with the New York City Parks Department...or which "adopted" and is rehabilitating a youth center for the disadvantaged...or which maintains its own nationally-known children's musical repertoire company (which will give regular free performances this Summer in parks throughout the city).

The New York community expects the best from Channel 2, off-the-air and on. Which suggests why WCBS-TV presents such a wonderful opportunity for advertisers who want to be seen, heard and heeded in the nation's biggest, most competitive market. Get the picture?

WCBS-TV ©2

New York, CBS Owned/Represented by CBS Television Stations National Sales

WEEK IN BRIEF

Closer harmony in station-network relationship is sought by Peters Griffin Woodward in confidential letter to its stations. Hits network sales practices; wants payment tied to new criteria. See . . .

NEW STRAINS . . . 27

FCC's fairness ruling jeopardizes \$200 million-plus broadcast cigarette advertising. Mixed reaction finds some broadcasters bitter, ad agencies indifferent, some congressmen outraged. See . . .

HOW FAR? . . . 30

Admiral will sit out next fall's TV shows; complains of program quality and commercial clutter. TV-set manufacturer turns eyes to print and more local tie-in promotions. Says TV dropout is temporary. See . . .

TV HIATUS . . . 38

Everything's rosy in New York. CBS-TV affiliates hear good news on ratings, leadership, sales triumphs, bright economic forecasts, expanded colorcasts and sports package including Super Bowl. See . . .

SET SIGHTS HIGH . . . 44

Upcoming FCC agenda promises wooly session this week. Commission's most momentous meeting in years will tackle ABC-ITT merger, top-50 rulemaking, antenna farm set-up and wider use of translators. See . . .

IMPORTANT CASES . . . 52

Major NAB policy statement on UHF space for land mobile use sees broadcasters indicating they would give up channels 70-83; also propose limited geographical sharing plan. See . . .

NAB OFFERS . . . 62

Laser engineers envision dim future for its light in holographic three-dimensional TV. But, researchers see prospect for laser as vehicle for TV transmission in live TV and CATV systems. See . . .

MIXED FUTURE . . . 64

Broadcasters may have to dig into their pockets to provide free air time to political candidates during federal, state and local elections. That is present congressional feeling on election-reform measures. See . . .

FREE TIME . . . 67

Radio programers are thumped in NAB clinics. Dull station copy found far behind ad agencies music and message 'savoir faire'; kiss of death cited in present formats; stations told to take chances on issues. See . . .

GET WITH IT . . . 68

CBS-TV leads competition in winning 17 Emmy awards out of 48 handed out; ABC-TV gets 12 and NBC-TV wins 10. Emphasis is placed on specials and produces high-light of telecast. See . . .

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Broadcasting

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What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles* •

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STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(RAR, Inc.)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

NAB hits free time for politicians plan

Senate Finance Committee wound up its hearing on campaign-funding plans (see page 67) Friday (June 8) with testimony from National Association of Broadcasters. NAB President Vincent Wasilewski told senators that broadcasters regard being forced to donate free time to office-seekers as "discriminatory, unrealistic and unworkable."

Committee Chairman Russell B. Long (D-La.) did not press free-time idea but did probe for reaction to compromise of reduced rates for politicians. Mr. Wasilewski stood ground, said broadcasters would oppose even partial giveaways as matter of principle.

NAB president reminded senators that broadcasters do not have monopoly as it sometimes thought, but must compete with all other media. Mandatory free time or reduced rates would put broadcasters at competitive disadvantage, he said.

Senator John L. Williams (R-Del.), ranking minority member of committee, said there was difference between TV-radio and print media. "A competitor, for example, couldn't open up another channel in New York," he observed.

Easier Than Print ■ Mr. Wasilewski suggested that it would be easier to get into radio or television business in New York than into newspaper business there.

When asked how NAB stood on question of direct appropriations for campaign expenses—bulk of which are for TV-radio time—as opposed to other forms of aid, such as tax deductions or credits, Mr. Wasilewski said association had no prepared position.

But he volunteered support for S 1926, just-introduced measure that would suspend Section 315 of Communications Act during campaigns for president and vice president, senators, representatives and governors. Similar to suspension that permitted 1960 Kennedy-Nixon debates, but extended to other offices as well, bill is identical to one introduced in 1963 by Senator John O. Pastore (D-R. I.), chairman of Communications Subcommittee. Senator Pastore dropped new bill in hopper late Thursday in hope that current interest in campaign reforms would permit passage denied by prior Congress.

Ad Man's Opinion ■ Also appearing before Long committee Friday was Herbert Manloveg, vice president and

director, BBDO. He was asked to provide information on advertising problems faced by campaigners. Although he noted that BBDO had not had a political client in some years, Mr. Manloveg endeavored to offset idea that differential rates were large campaign problem.

He assured senators that discounts, at least at network level, had almost disappeared. In past, senators noted, politicians, although entitled by law to same rates as equivalent commercial buyer, paid higher TV bills because long-term contracts were not feasible.

He said, however, that between 10% and 15% differential might still be found on local stations. He urged campaigners to use experienced agency, not necessarily to get better rates, but to buy more effectively.

FCC's assistant general counsel, Robert D. Greenburg, was on hand with other staff members to brief committee on implication of fairness doctrine, and equal time and opportunity provisions of law.

ANA, Ad Council voice concern over fairness

Association of National Advertisers is among groups disturbed by extension of FCC fairness doctrine to embrace anti-smoking messages (see page 30). ANA officials say they plan to ask commission to reconsider.

Another ad group — Advertising Council—is worried, too, but for different reason. Spokesman for council, which acts as clearing house for public-service advertising, says any strict requirement that broadcasters carry anti-tobacco announcement for every three cigarette commercials would probably result in cutoff of other public interest spots: Peace Corps, savings bonds, traffic safety, March of Dimes and others, and sole surviving public-service announcements would be those concerning cigarette dangers.

Experiences of auto safety critic Ralph Nader may dispute occasional criticisms that big-time advertisers exercise inordinate control over radio and TV content. "Radio and television were in the vanguard in coverage of the auto safety controversy," according to Mr. Nader. "From the very beginning they seemed to give more comprehensive coverage to highway safety and mechanical dangers than other media."

Mr. Nadar, now investigating gas and oil pipelines, says he knows of no plans

to ask FCC to extend fairness doctrine to give auto safety critics time for rebuttal of auto commercials on radio and television.

Trade center effects on TV to be reviewed

TV broadcasters all-industry committee plans meeting Tuesday (June 13) to review final Jansky & Bailey engineering report on possible TV effects of nine New York area TV stations' move to proposed World Trade Center.

Report — delivered to broadcasters Friday (June 9)—states "most pronounced effects upon the receiving audience would take place generally within a 10-mile range of lower Manhattan." Area, according to 1960 U. S. Census figures, includes 4.4 million persons, or in American Research Bureau's estimate, 1.5 million TV homes.

Of nine TV stations considering relocation to trade center, WNJU-TV Linden-Newark, N. J., has voted against move (see page 62).

Networks have 11% increase

Revenues of TV networks for first five months of 1967 stood at \$632,786,600, representing 10.9% increase over 1966 period, according to LNA/Leading National Advertisers.

LNA said Friday (June 9) that for May, total was \$110,503,000 in net time and program billings, rise of 7.7% over comparable period last year. Broadcast Advertisers Reports estimated earlier (see page 41) that five-month

More questions on CATV

FCC, which apparently feels it doesn't know as much about CATV systems' activities as it should, is preparing questionnaire to get needed information. Questionnaire, reportedly, is being designed to get answers as to which systems are obligated under rules to provide nonduplication and carriage protection to local TV stations—and which are actually providing that protection. Commission now doesn't get that information until CATV asks for waiver of rules, or station complains about lack of protection.

WEEK'S HEADLINERS



Mr. Mendelsohn

Bartell Media Corp., owns and operates WADO New York, KCBO San Diego, WOKY Milwaukee, and TV stations in Netherlands Antilles. Mr. Mendelsohn, previously had been VP of Straus

Herbert J. Mendelsohn, general executive, Pacific & Southern Broadcasting Co., New York, for past six months, elected president of Bartell Broadcasters Inc., New York. Bartell Broadcasters, broadcasting subsidiary of

Broadcasting Group and general manager of WMCA New York.

William Carlisle, VP for station services, National Association of Broadcasters, since 1961, named VP for television (CLOSED CIRCUIT, May 8) in newly created department (see page 53). He joined NAB in 1954 as field representative, was made manager of station relations in 1957.



Mr. Carlisle

For other personnel changes of the week see **FATES & FORTUNES**

total came to more than \$629.5 million with May bringing in nearly \$108 million. LNA's figures were reported by Television Bureau of Advertising.

Lower satellite rates coming for TV

U. S. and European broadcasters planning trans-Atlantic telecasts via satellite have reason to hope that owners of European half of system will reduce rates.

Representatives of U.S. networks and of European Broadcasters Union made major pitch for lower rates in meeting in Washington last week with representatives of Atlantic-region members of Intelsat, which owns satellite system. Broadcasters asked Europeans to lower rates to level of those charged by system's U. S. owner, Communications Satellite Corp.

U. S. network representatives, who attended meeting, said Friday that Intelsat's European members initially said they weren't prepared to discuss question—which plunged broadcasters into gloom. However, they later agreed to discuss issue with broadcasters in September, at time and place to be set.

This news came on top of reports that Comsat is moving toward further reduction in rates, to become applicable Feb. 1, 1968, in time for telecasts of Olympics. There is no indication of how much rates will be reduced.

Charges now levied by Comsat and common carriers for U.S.-to-satellite service, come to about \$4,250 per hour; comparable rates on other side of Atlantic are 30% to 40% higher.

Broadcasters at meeting with Intelsat presented figures indicating that televi-

sion use of satellites would increase if rates are reduced. Figures show that television use of satellite doubled, from 8 hours per month in March, to 16 in April, after Comsat reduced rates. Total service in May amounted to 22 hours and will increase to 25 hours if Europeans drop rates to level of Comsat's, according to broadcasters. Also use will jump to 50 hours monthly if Comsat reduced rates further, broadcasters predicted. That total doesn't include service between U.S. and Japan.

In another development Peru became 57th member of Intelsat on Friday (June 12). Peruvian signing will give Intelsat its sixth Latin American ground station. Others will be in Panama, Argentina, Brazil, Chile and Mexico.

Honolulu sale approved

FCC Friday (June 9) approved sale of KCCN Honolulu from Perry W. Carle and others to Al Lapin Jr., Phil D. Fine and associates for \$106,170. Buyers have construction permits for KIHPTV Santa Barbara, Calif.; WDUV-TV Jacksonville, Fla., and KGPA-TV Phoe-

nix. They also have interest in WOCN Miami, and applications for new TV's in San Bernardino, Calif., Aurora, Ill. and Minneapolis.

KCCN went on air Oct. 27, 1966, fulltime on 1420 kc with 5 kw.

90-minute variety show for Metromedia stations

Metromedia is set to announce today (June 12) that in association with Ralph Edwards Productions, it will produce and program 90-minute daily variety show starring Woody Woodbury. Show, to originate at KTTV(TV) Los Angeles, will be shown on that station and other Metromedia TV outlets, WNEW-TV New York, WTTG(TV) Washington and KMBC-TV Kansas City, Mo., beginning in September. Syndication to other stations, through Wolper Sales, is likely to follow.

Ralph Edwards will be executive producer for program.

Miller in N.Y. lineup

CBS-owned New York Yankees Inc. has named Tom Miller, former vice president and general manager of ABC-owned WKBK-TV Chicago, as its vice president of sales, responsible for broadcast sales and radio-TV rights. He began broadcast career in 1950 in Chicago with ABC in research and sales. In 1951 he joined CBS as account executive, spot sales. Ten years later he rejoined ABC-TV as vice president of sales, and in 1963 joined WKBK-TV.

Schick backs Israel rally

Schick Razor Co. was scheduled to sponsor two-hour telecast Sunday (June 11) of massive "Survival for Israel Rally" at Hollywood Bowl. Rally was to be staged by West Coast entertainment industry. Schick, through company president Patrick J. Frawley, said it would limit commercial messages to one each half-hour. Telecast was to be carried on KTTV(TV) Los Angeles.

Fab looks to radio for brighter sales

In break with tradition since rise of television, Colgate-Palmolive, through William Esty, this week will begin an 11-week network and spot radio campaign for its FAB detergent.

Network purchases include NBC Radio's news, *Emphasis* and *Monitor*, CBS Radio's news and *Dimension*, and ABC Radio's *News at 55* and *ABC Reports*. Although MBS

could not be reached for comment Friday, it is understood C-P buy includes all four networks. Colgate-Palmolive product manager for FAB, Roger Corbett, said purchase was motivated "in part by copy suitable to radio, and a conscious interest in generating excitement about the innovation. We're depending almost entirely on radio to carry the ball in this summer campaign."

*Why do Number One Stations
use Nationwide?*

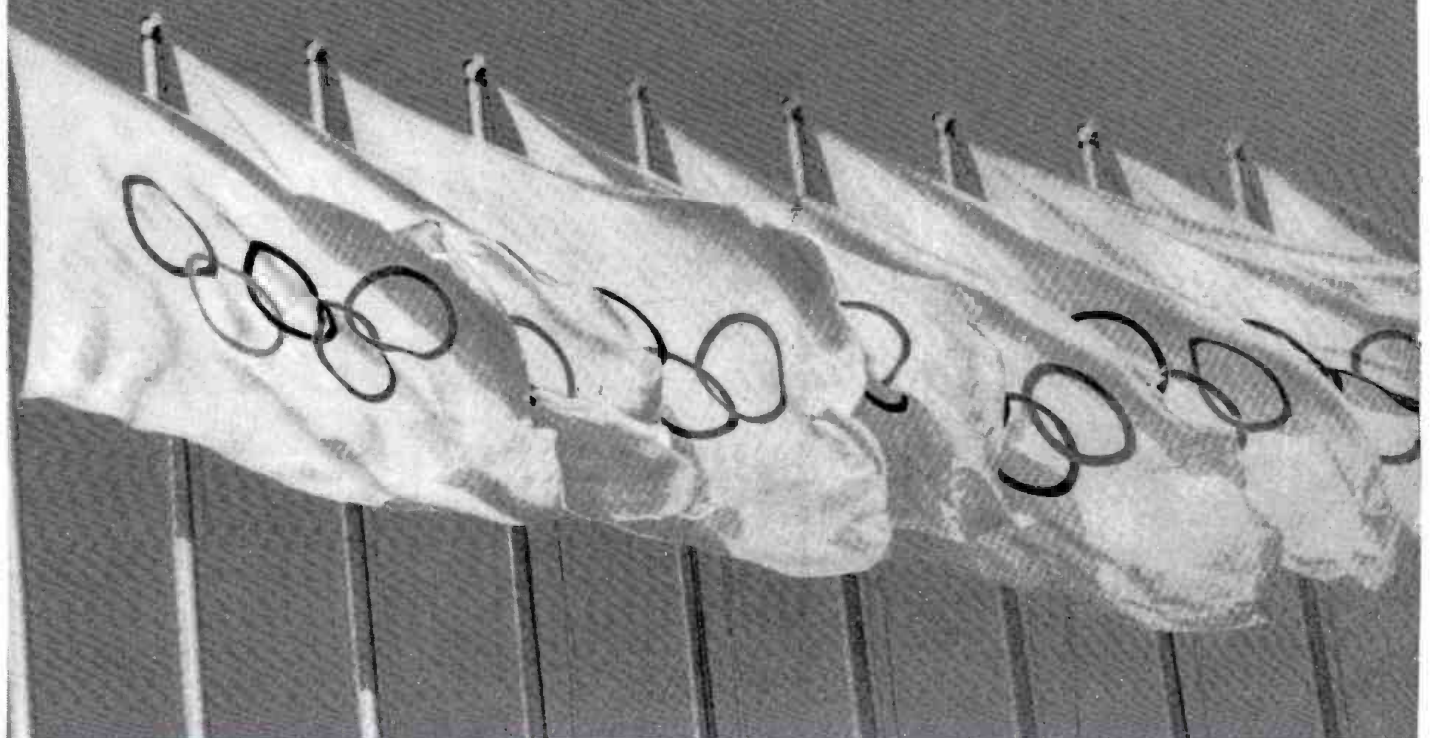
Makes you wonder, doesn't it!

*Nationwide
Broadcast Personnel
Consultants*



*Station management, please call
conference number 312 337-5318
645 N. Michigan Ave. Chicago 60611*

Six
of the most
important names
in American business
have entered
the 1968 Olympics.



Ford Motor Company, The Coca-Cola Company, The Goodyear Tire and Rubber Company, Pan American World Airways, Reynolds Metals Company and Texaco Inc. have joined with the American Broadcasting Company to bring millions of Americans the most comprehensive sports coverage in history of the two most important international sports events of 1968—the Winter Olympics in Grenoble, France, and the Summer Olympics in Mexico City. Both will be presented live and in color.

ABC welcomes these important companies as partners in this presentation.

The Olympics are part of an ever-growing number of events of unusual interest which promise to make the new 1967-68 season on ABC a very special season. 

ABC Television Network



**WE'RE THE
BIGGEST
ON COLOR**

KVOO TV, Tulsa's undisputed leader in color television, keeps the color boom booming... with a hefty serving of live and network color, color film, color slides and color VTR.

KVOO 2 TV
TULSA, OKLAHOMA

Represented by **Edward Perry & Co., Inc.**
The Original Station Representation

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 12—Oral argument on order to show cause why CATV grant to Outlet-BT Co. for Groton, Stonington (except Pawtucket), Ledyard, North Stonington, all Connecticut, should not be rescinded, revoked or amended. Public Utilities Commission, Hartford, Conn.

June 12-13—Eighth Chicago spring conference on broadcast and television receivers sponsored by the Institute of Electrical and Electronics Engineers. O'Hare Inn, Des Plaines, Ill.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers. Leamington hotel, Minneapolis.

June 12-14—Second annual Television Audience Measurement Seminar sponsored by the School of Journalism of the University of Nebraska. Speakers include Gale Metzger, research director, and Joseph Matthews, western sales manager. A. C. Nielsen; R. R. Ridgeway, vice president, production, and C. A. Kellner, vice president station services, American Research Bureau; Howard Mandel, research director, National Association of Broadcasters; Mark Munn, manager, media and program analysis, Leo Burnett Co. and Dr. John Thayer, research director, Peters, Griffin, Woodward Inc. Nebraska Center for Continuing Education. Lincoln, Neb. For further information contact University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln, Neb.

June 13—Annual stockholders meeting of ABC. New York.

June 13—Annual meeting, Federal Communications Bar Association. Election of officers and of delegate to American Bar Association. Willard hotel, Washington.

June 13—Annual stockholders meeting of United Artists Corp. Americana hotel, New York.

June 14-16 — Annual spring meeting of California Association of Broadcasters. Mark Hopkins hotel, San Francisco.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Speakers include William Walker, NAB director of broadcast management; FCC Chairman Rosel Hyde. Marriott Twin Bridges motel, Arlington.

June 16—Annual meeting of Vermont Association of Broadcasters. Marble Island Country Club, Colchester.

June 16-18—Summer meeting of the Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Lynn Christian, WPIX-FM New York; Bill Stewart, McLendon Stations. Holiday Inn, Callaway Gardens.

June 19—Deadline for comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

■June 19—Meeting of the New York City chapter of the American Women in Radio and Television. Advertising Club of New York, New York.

June 19-24—14th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

June 12—Boston Statler Hilton, Boston
June 16—Sheraton hotel, Philadelphia

may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 23-24—Meeting of the Texas AP Broadcasters. Commodore Perry hotel, Austin.

June 25-28—Consumer Electronics Show sponsored by the Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 25-29—Annual convention and board of directors meetings, National Community Television Association. Palmer House, Chicago.

June 25-29—Western region convention of the American Advertising Federation. Lafayette hotel, Long Beach, Calif.

June 25-July 1—Summer board meeting of the National Association of Broadcasters. Williamsburg Inn and Lodge, Williamsburg, Va.

June 25-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association. San Francisco.

June 27-29—World Advertising Conference 1967. Speakers include S. K. Kooka, commercial director of Air India, and William Bernbach, president of Doyle Dane Bernbach, New York. Royal Festival Hall, London.

June 29—Special stockholders meeting, Columbia Broadcasting System Inc. to vote on proposal to merge with Holt, Rinehart and Winston Inc. and to authorize six million shares of CBS preference stock as part of agreement on merger. CBS Broadcast Center, New York.

June 30—Entry deadline for Albert Lasker Medical Journalism Awards for articles and broadcasts published or televised in 1966 which pertain to the improvement of health and the prolongation of life through medical research. Entry blanks may be obtained from, and entries must be submitted to, the Albert and Mary Lasker Foundation, 866 United Nations Plaza, Suite 10E, New York 10017.

June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association. Leatham Smith Lodge, Sturgeon Bay.

JULY

July 3—Deadline for comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 7—Deadline for reply comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

■July 9-10—Annual summer meeting of

BROADCASTING, June 12, 1967

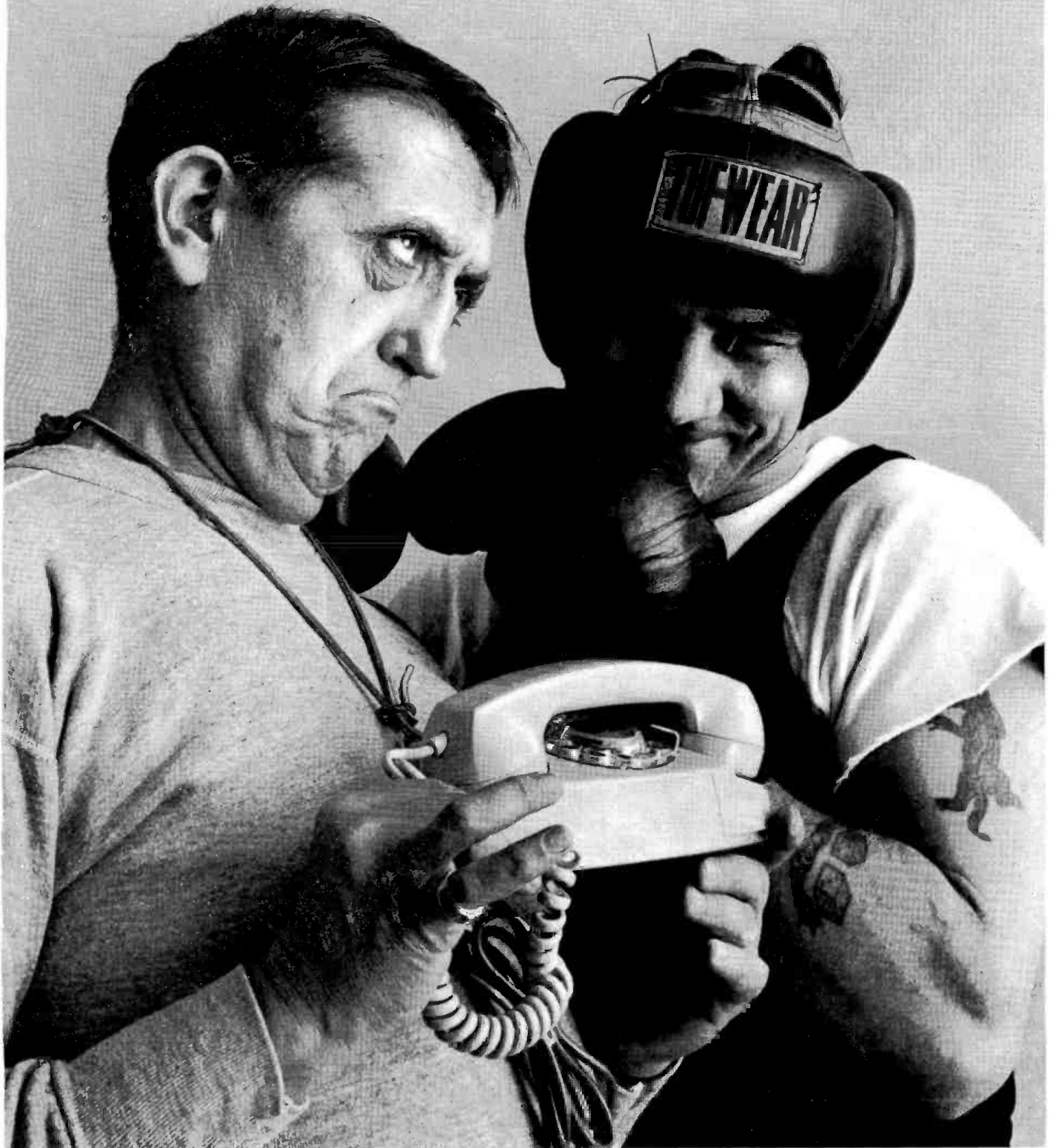
We invented the solar battery but brought you the wrong phone

It even amazes us how we can botch up the easy jobs while doing the hard ones so well. But it also distresses us. Installing the right phone in the right place is as important to us as developing the first solar battery, the

first transistor, or the first communications satellite. So as good as our service is most of the time, we'll keep working to make it perfect every time. We may be the only phone company in town, but we try not to act like it.



AT&T
and Associated Companies





Recently, a station rep was accused of taking the easy way out.

The rep suggested his client buy **TRUTH OR CONSEQUENCES.**
Why?

“Because it’s an easy spot sell to national advertisers.”

That rep knows his business.

And more and more alert reps are making the same suggestion to their stations.

Here’s why:

The all-new, all-color **TRUTH OR CONSEQUENCES** has just completed its first year of production, and is getting set to begin year number two with a growing list of satisfied stations.

Look at this Monday-Friday strip line-up:

9:30 AM	WGN	Chicago (Continental Broadcasting)
11:00 AM	WAGA-TV	Atlanta (Storer)
12 Noon	KMBC-TV	Kansas City (Metromedia)
12 Noon	WWL	New Orleans
12 Noon	WDSM	Duluth
2:00 PM	WTOL	Toledo (Cosmos)
3:00 PM	KTVU	San Francisco (Cox)
3:30 PM	KING	Seattle
3:30 PM	WSFA	Montgomery (Cosmos)
4:30 PM	KTVN	Reno
4:30 PM	WHIO	Dayton (Cox)
5:30 PM	KBTW	Denver (Mullins)
5:30 PM	KATV	Little Rock (Griffin-Leake)
6:00 PM	WIRL	Peoria
6:30 PM	WZZM	Grand Rapids
7:00 PM	WJBK	Detroit (Storer)
7:00 PM	WPRO-TV	Providence (Capital Cities)
7:00 PM	WAST-TV	Albany
7:00 PM	WLOS-TV	Asheville (Wometco)
7:30 PM	WNEW-TV	New York (Metromedia)
7:30 PM	WKBS-TV	Philadelphia (Kaiser)
7:30 PM	KTTV	Los Angeles (Metromedia)
7:30 PM	WKBG	Boston (Kaiser)
7:30 PM	WTTG	Washington (Metromedia)
7:30 PM	WTTV	Indianapolis (Sarkes-Tarzian)
Fall 1967	WBEN	Buffalo
Fall 1967	KPLR-TV	St. Louis
Fall 1967	WJW-TV	Cleveland (Storer)
Fall 1967	WOC-TV	Davenport
Fall 1967	WCIX	Miami
Fall 1967	KOVR	Sacramento (McClatchy)
Fall 1967	KUTV	Salt Lake City

And look at these ratings results:

	<u>Time</u>	<u>Rating</u>	<u>Share</u>	<u>Note</u>
Seattle	3:30 pm (m-f)	9	41	#1 in its time period Mar./Apr. 1967*
Detroit	7:00 pm (m-f)	23	40	#1 in its time period Mar./Apr. 1967*
New York	7:30 pm (m-f)	8	13	Leads all competitive programming on independent stations Mar./Apr. 1967*

*These are NSI audience estimates for the periods specified, and are subject to qualifications described in said reports.

Take the easy way out....

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Wolper Television Sales
A Division of Wolper Productions, Inc.
A Metromedia Company

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Hollywood, California 90069
(213) OL 2-7075



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Radio Station
three ways:



WILS has more
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adult, teen and
children lis-
teners and by a
wide margin.

Put your finger on our Lansing Metro
APRIL-MAY '66 Pulse, Call:

VENARD, TORBET & MC CONNELL

RADIO 1320

WILS

LANSING

5,000 WATTS / 24 HOURS A DAY



"I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

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.

South Carolina Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox. Ocean Forest hotel, Myrtle Beach.

July 11—Annual stockholders meeting, Taft Broadcasting Co. Cincinnati.

July 13—Deadline for reply comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs. Shore Lodge, McCall.

July 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau. Harvard Business School, Boston.

July 18—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Wasilewski, NAB president. Otesaga, Cooperstown.

July 18-20—Symposium on electromagnetic compatibility, sponsored by Institute of Electrical and Electronic Engineers. Ralph L. Clark, Office of Telecommunications, Office of Emergency Planning, chairman. Shoreham hotel, Washington.

July 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 24—Deadline for comments on FCC inquiry into developing patterns of ownership in CATV industry.

July 30-Aug. 11—Ninth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising Federation, 655 Madison Ave., New York 10021. (212) Templeton 8-0325.

AUGUST

Aug. 1-10—Annual meeting of American Bar Association. Consideration of recommendations of Reardon Committee on Fair Trial-Free Press are scheduled for Section of Judicial Administration and Section of Criminal Law. Ilikai and Hawaiian Village hotels, Honolulu.

Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the department of journalism of the University of Michigan and the Radio-Television News Directors Association with the collaboration of the National Association of Broadcasters, University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Yablonky, department of journalism, University of Michigan, Ann Arbor 48104.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Palms motel, Las Cruces.

Aug. 8—Deadline for reply comments on FCC inquiry into developing patterns of ownership in CATV industry.

Aug. 8-10—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 17-20—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

Aug. 22—Annual meeting of shareholders of Rollins Inc. Wilmington, Del.

Aug. 22-25—1967 Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 24-25—Meeting of the Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Greenbrier hotel. White Sulphur Springs.

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

SEPTEMBER

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television. Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Kahler hotel, Rochester.

Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Downtowner hotel, New Orleans.

Sept. 15-17—Northeast area conference of the American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 22-24—Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.

Sept. 24-28—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan. Minato International Trade Fair Grounds, Osaka City, Japan. For information contact EIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.

■Indicates first or revised listing.

POWER!

**WLIB...Now 10,000 Watts
the most POWERFUL Negro
station in the Nation's
largest Negro market.**

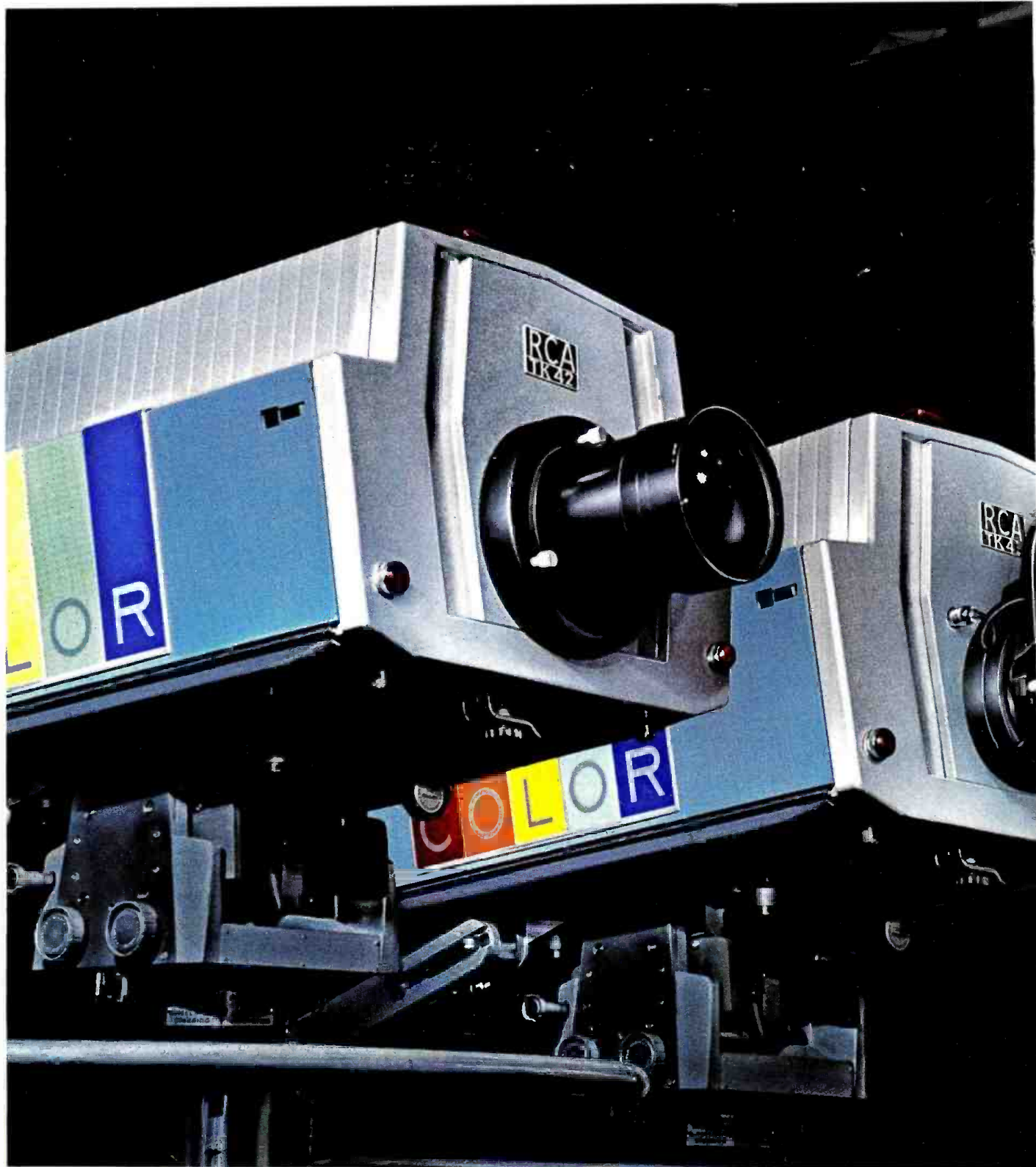
POWER! On June 6, Mayor John Lindsay threw the switch that formally increased WLIB's power to 10,000 watts. Now, for the first time, ONE Negro station covers the nation's "sixth largest city"—the nearly 1,800,000 Negroes in Metropolitan New York.

POWER! WLIB is the first Negro-programmed station to win a Peabody Award. The Citation stated: "At WLIB, Community Involvement is more than just a station phrase." That's why WLIB has been the spokesman for New York Negro Community for nearly two decades.

POWER! Now WLIB is broadcasting with 10,000 watts of power. Now, the only Negro station to win the Peabody is also New York's most powerful Negro station.

Now more than ever, WLIB is your most POWERFUL spokesman to the nation's largest Negro market.

WLIB
Harlem Radio Center
310 LENOX AVENUE, NEW YORK 10027 • (212) 831.1000



THE TK-42 DELUXE STUDIO CAMERA (with internal zoom) —the finest color camera ever offered—with more built-in operating and convenience features than any other. Big $4\frac{1}{2}$ -inch-diameter luminance channel tube (nearly 4 times larger than in other cameras) insures best detail, sharpest pictures. I.O. characteristic (the "knee") handles wider contrast range—provides most brilliant, most exciting pictures. New Type 4536 Tube gives longer life, eliminates burn-in problems. With new field-effect transistorized preamplifiers and other circuit improvements, provides a dramatic reduction in noise level. Available in 1968—adaptor kits for use of lead-oxide tubes in chrominance channels.

THE TK-43 DELUXE STUDIO CAMERA (with external zoom) offers all the fine features of the TK-42 with the flexibility of a 10-to-1 lens system. Permits the use of range extenders to triple focal length—from 1.6 inches to 4.8 inches, or from 16 inches to 48 inches. Can also be used with standard fixed focal length lens. Makes one of the most versatile color cameras available. The 1967 models of the TK-42 and TK-43 incorporate many new developments providing improved color tracking, reduced noise level and lower operating cost—part of RCA's continuing product improvement program. Available in 1968—adaptor kits for use of lead-oxide tubes in chrominance channels.

Now...there are 3 RCA "Big Tube" live color cameras



THE NEW TK-44 "ISOCON" CAMERA, an entirely new light-weight color camera for those who want the advantage of "big tube" detail and image orthicon performance in a smaller-size unit. Weighs only 140 pounds (exclusive of detachable viewfinder and lens). Ideal for remote pickups and other field applications as well as studio use. The revolutionary new RCA 3-inch Isocon tube, in the luminance channel combines inherently low-noise characteristic with the recognized advantage of the I.O. characteristic (the "knee") in handling a wide contrast range. Chrominance channels in production models will employ three lead-oxide tubes. The best of both worlds!

Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS



It all adds up . . .

Add your name to the multiplying list of BROADCASTING subscribers.

Broadcasting

1735 DeSales St., Washington, DC 20036

Here's my \$8.50 for the next 52 issues to be addressed:

Name

Company Name

Position/Title

Street

City

State

Zip

OPEN MIKE ®

Equal time for cigarettes

EDITOR: Now that the FCC has ordered radio and TV stations to give anti-smoking advocates a "significant amount of time" to counter the effects of cigarette advertising [BROADCASTING, June 5], I'm wondering if sooner or later the tobacco interests will ask for equal time on stations which carry fundamentalist preachers who condemn tobacco in any form.

If the fairness doctrine is pursued to the ultimate interpretation, the FCC may even beat the tobacco men to the punch. (Our stations, WVMC Mt. Carmel and WGLC-AM-FM Mendota, both Illinois, carry no tobacco advertising at the moment simply because we haven't been bought by agencies representing the cigarette people.) We do, however, carry fundamentalist preachers who every now and then lump smoking with other sinful vices.—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

EDITOR: The free-time issue seems to have been reduced to the final point of absurdity. KIND Independence, Kan., does not broadcast cigarette advertising. We have, in a routine manner, carried public service announcements for the Department of Health, Education and Welfare against cigarette smoking.

Are we now required to give free time to cigarette manufacturers?—*Nelson Rupard, president and manager, KIND Independence, Kan.*

(In response to the fairness doctrine questions raised above, an FCC attorney replied that since both sides must be presented in a controversial issue, stations carrying only antismoking spots may well have to run prosmoking messages. The extent of antismoking propaganda would have to be determined before knowing what amount of prosmoking spots would be required.)

Recruiting on the campuses

EDITOR: In your May 22 story referring to the CBS college search for students who might be brought into the higher levels of network operations, Syracuse University was omitted from the list of seven schools searched by CBS. Of the 11 students chosen for interviews, three were from Syracuse. This was the first time that a network has looked to college campuses for people to enter the creative end of the business. It is an indication not only of the growing need for creative people, but of the quality and depth of many college curriculums in television. . . . —*Tom Brannon, M.S. candidate, Syracuse University, Syracuse, New York.*

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TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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I'VE BEEN THINKING ABOUT MARCHING IN A PARADE

Once you've picked your parade, march in it. You'll get out in the fresh air and the music is usually energetic. Your chest will puff up and you'll get to feel the old spring coming back to your legs. Pretty soon you might even start thinking about why you're marching in a parade. That means you could be getting involved with the whole idea of the thing.

San of a gun.

Remember, though, when you become involved you have to be willing to risk certain things. When you really care about something there can be difficulty, conflict, disappointment...your neighbors will probably think you're nuts. But involved people aren't only involved with family and friends but with mankind. Humanity. Everybody. There's a sense of responsibility to the rest of the world. And they want to help.

We want you to help.

We are involved in our communities, in our country, in our world. We take sides on important issues. We report them, we editorialize about them and sometimes because there are people who are involved and write letters and talk to other people and make waves, things happen. Not every time, but if more people didn't turn off their minds after they turned off their sets, maybe more things would happen.

**March in a parade.
It can be the first step.**

- ☐ **St. Patrick's Day**
- ☐ **Columbus Day**
- ☐ **Shriners, Elks, American Legion**
- ☐ **Armed Forces Day**
- ☐ **Hungarian Freedom Fighters Day**

**ABC
Owned
Television
Stations**



WABC-TV, New York
WBKB-TV, Chicago
WXYZ-TV, Detroit
KABC-TV, Los Angeles
KGO-TV, San Francisco

Spot TV: a bonanza for retail sales and store traffic

Television and radio have it in their power to create all sorts of traffic problems. But they need not be concerned about having the vehicles towed away.

For in these instances, the "vehicles" are the consumers. And the "traffic" problems are store traffic.

The potent force of TV has been responsible for vastly increased sales of nationally advertised and test-market products. Yet, surprisingly, advertising and broadcasting often have overlooked TV's still-untapped potential to sell its products while simultaneously creating store traffic. This applies to both large and small advertisers, to highly populated cities as well as the medium-sized ones.

At Hockaday Associates, our "track record" substantiates this thesis. It demonstrates that a cleverly devised approach in TV product advertising can gain for advertiser and retailer the well-above-average store traffic that newspaper advertising has oftentimes accomplished.

One of our better examples of TV's effectiveness at building store traffic occurred as winter approached last year.

Our long-time client, Coro Inc., manufacturer of costume jewelry, introduced its patented "pierceless earrings." To capitalize on the mounting popularity of the "pierced-ear look," Hockaday undertook a super-saturation TV campaign using Scranton and Wilkes-Barre, Pa., in a test market to sell the product.

Spot Introduction ■ At the outset, we used a couple of dozen one-minute spots per week and the commercials demonstrated how and why Coro's product precisely simulated the pierced look without piercing. We narrated and showed the product story, its benefits, its fashion points.

At the same time, we developed a tie-in with the retail outlets: In return for featuring the product and setting up special Coro boutiques in selected areas, we arranged for the department stores to receive voice-over credits at the conclusion of each commercial.

For a company of Coro's size, its two-city TV blitz, proportionately speaking, was equivalent to the mammoth weight that a major package-goods producer places behind his product. There was a sharp difference: Coro's two-fold aim in selling its pierceless earrings via TV and developing retail traffic for department stores consumed only four weeks, proved itself

highly successful, and served as a blueprint for other markets.

This is but one illustration of how the advertiser and the local broadcaster can constructively join forces. And when they get the stores "into the act," the beneficiaries of the increased store traffic are: 1) the manufacturer, 2) the broadcaster, 3) the store (via added volume at all sales counters), 4) the advertising agency and 5) the consumer, without whom the other four become hairless Samsons.

The tie-ins that Coro arranged with local department stores, through the TV-saturation spots, is a reciprocity that is a store-traffic plus. The stores tell us Coro sales jumped most impressively over the corresponding period the previous year. Furthermore, it paced the entire jewelry section to peak gains in a period of generally declining sales in department stores.

Pulling a Crowd ■ This particular saturation involving local spot TV resulted in the following: At the outset we observed with glee (as did the executives of the stores) women four-and-five deep at the counters. And we saw the customers when handing the products to the sales clerk actually imitate the method and repeat the words of the Swedish model we used in our commercials to the sales personnel.

Talk about advertising retention, talk about beaming merchandise managers, this was a one-two punch which struck dollar bills and good will.

For the stores, all this had one unexpected ingredient. It created a "sale going on" atmosphere—at regular prices.

Were the test-market campaigns successful? In all test cities, those of the

Hockaday group concerned with the advertising physically went to market. We were in a better position to observe, to query customers and to blend strategies among the manufacturer, store and broadcasting outlets.

Precisely what days to advertise and what times during the day to show your wares on TV during these store-traffic promotions is akin to figuring out when to buy in the stock market. Our experience, for whatever it is worth, showed that a predominantly daytime schedule was best: the early and late fringe.

Researched Results ■ That the goals—product sales and added store traffic—were achieved is confirmed by another yardstick. Consumer research statistics pointed out:

- That about 40% of respondents who purchased any type of costume jewelry during the saturation period had purchased Coro's advertised product.

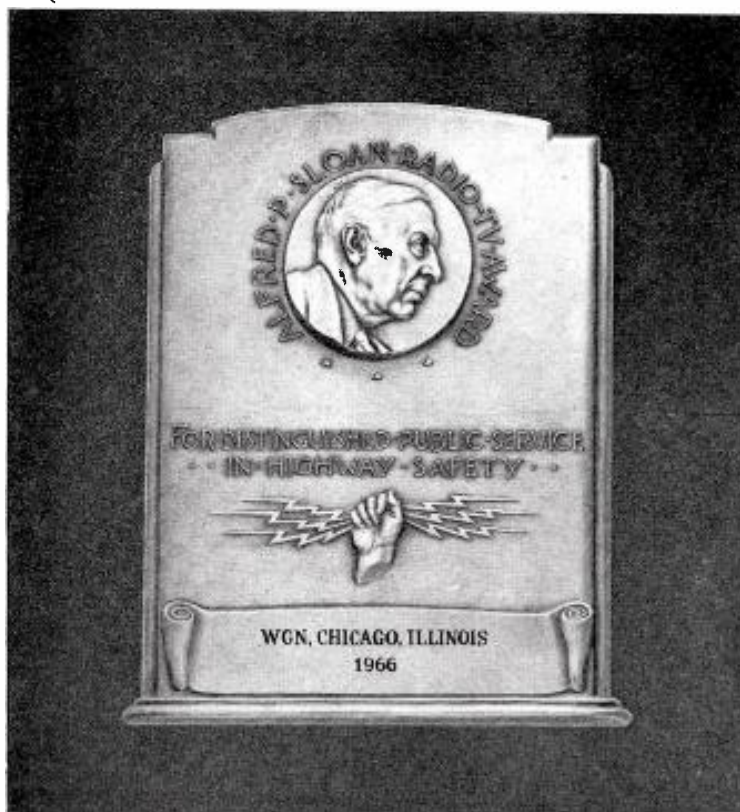
- Sales increases attributable to advertising showed there was a 70% awareness of the advertising.

- Volume gains of a substantial nature over the comparable period—despite a downward sales climate—and increased incoming traffic.

With almost 20-years experience in television, I had thought that those sales days when Arthur Godfrey "made" new products sell in rapid fashion might not be witnessed again. But in the case of Coro pierceless earrings—and others with which we've been involved—I previously hadn't seen such immediate purchase reaction to TV advertising. It may not work for everybody. However, given the right circumstances, TV can be a potent force for retail sales and for bolstering store traffic.



D. James DeWolfe, who has been president of Hockaday Associates for the past year, has spent 20 years in marketing and advertising. He has been account executive with Leo Burnett Co.; senior VP and management account supervisor on Colgate-Palmolive at Lennen & Newell and VP and account supervisor on Scott Paper at J. Walter Thompson. His experience and background have been valuable in modern-day usage of broadcast for maximum retail sales.



Another Recognition of WGN's
Dedication to Quality, Variety,
and Frequency in Traffic Safety
Broadcasting

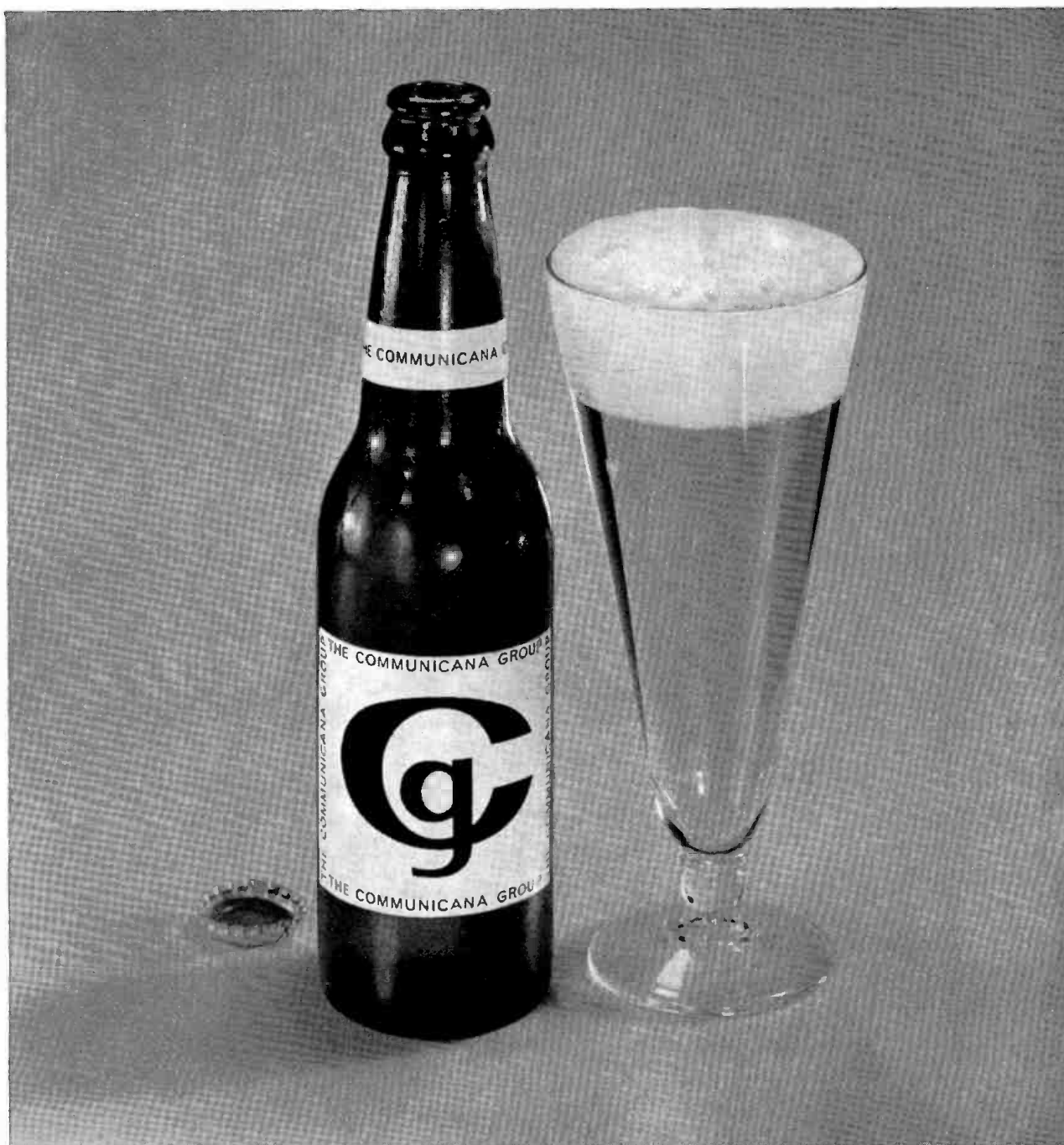
Another Group-Station Accomplishment

WGN Radio gratefully acknowledges the coveted Alfred P. Sloan Award for "Distinguished Public Service in Highway Safety."

We are gratified with the special recognition accorded our Trafficopter service and our traffic safety programs: Signal Ten, Northwestern Reviewing Stand, WGN Traffic Central, a new innovation, The Striper, and two documentaries on the car and safety.

We share this recognition with the people in the following organizations whose generous cooperation made this award possible: Chicago Police Department • City of Chicago Traffic Engineering Center • Cook County Sheriff's Police • Highway Minute Men • Illinois State Highway Police • Illinois Toll Road Minutemen • Indiana State Police • Michigan State Police • Northwestern University Traffic Institute • Wisconsin State Patrol

WGN
IS
CHICAGO
the most respected call letters in broadcasting



CG can get you ordered in Indiana. If you want greater sales on tap for your beer products, brew up a schedule with Blair Television.

The Communicana Group Includes:

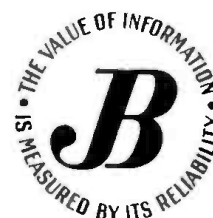


WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



New strains in station relations

**PGW urges affiliates to work for more balance
in station-network partnership; thinks station
compensation should be on commercial spot basis**

Seeds of a movement aimed at transforming television networks and their affiliates from competitors into partners are being quietly planted around the country as spot TV's concern over trends in network practices appears to grow.

The seeds are finding soil whose fertility in many cases seems enhanced by concern not only over network practices but also over the uncertain future effects of many other influences. Among these: community-antenna television, domestic satellite broadcasting and the tone of government regulation, particularly of the sort that invoked the FCC's fairness doctrine against cigarette advertising (BROADCASTING, June 5; also see story page 30).

At the same time still other influences seem likely to delay any real flowering of the campaign, probably for years. Chief among these is an apparent recognition that network-affiliate relationships are complex and not easily changed—an attitude that in some cases borders on resignation to current trends.

The seeds for the latest campaign were planted by Peters, Griffin, Woodward, one of the leading station representation firms, in confidential letters sent three weeks ago to the 30-plus TV stations on PGW's list.

Better Balance ■ The letters, which came to light last week, catalogue spot TV's historical and contemporary charges against network practices and suggest a set of "principles" to restore more balance to the network-affiliate relationship.

"It's not enough to say that stations compete with networks," Lloyd Griffin, president of PGW, told BROADCASTING in response to questions. "The stations want to be in business with the networks."

Under the principles Mr. Griffin outlined to PGW-represented stations, this would be accomplished by, among other things, having network compensation to affiliates put on a commercial-spot basis, so that the stations would be paid in

proportion to network sales; by the stations' reserving certain network-program adjacencies for their own sale, and by the networks' making available to affiliates, for local or spot sale, any network commercial positions not sold by the network, a practice in effect to some extent now.

"All of us recognize that the networks have practically abandoned the sale of programs," Mr. Griffin wrote. "We believe it is time that affiliates ceased clearing time for programs—and instituted clearances for the network on a spot-by-spot basis—in keeping with the network method of selling.

"Such a change would give you control over the spots retained for your own use—and bargaining power over the compensation paid you by the network."

Mutual Agreement Needed ■ He recognized that "the solution must be one agreeable to you and your network." He said that "we at PGW respect the growth of network programming and its audience appeal—but we believe the individual station should grow simultaneously.

"It is the licensee's job to give the advertiser a choice in the method he uses to reach the station's audience. We

believe you share our purpose—and will make your views known as the networks this summer extend to you new proposals for affiliate compensation."

The reference to new affiliation contracts was to new forms currently being distributed by ABC-TV to its affiliates and to new terms currently being prepared by NBC-TV and slated for distribution by about July 1. CBS-TV introduced new contracts over a year ago.

In his letter Mr. Griffin said networks have increased their advertising revenues by 38% over the past three years but their compensation to affiliates "has undergone almost no change."

Networks, he continued, are "operating in many ways that threaten the economic stability of the affiliate.

"1. Networks are competitively selling spot announcements.

"2. Network purchases of motion picture feature films result in diminishing the supply of such film to the affiliate, raising the price he must pay for it, and depriving the affiliate of an alternate programming source.

"Networks are increasing the length of prime-time programs, thus covering up station-announcement availabilities.

Network revenue shows sizable increase

Total revenue of the three TV networks for the first five months of 1967 rose to \$629,545,100 from \$570,381,700 in the corresponding period of 1966, according to estimates which were made available last week by Broadcast Advertisers Reports.

Combined network revenues (based on net time and talent charges) in the 1967 period were higher each month than for the similar month last year. January figures were

\$140,766,700 and \$122,547,500 respectively; February, \$123,568,400 and \$109,044,900; March, \$136,793,200 and \$122,912,200; April, \$120,479,800 and \$113,315,600 and May, \$107,937,000 and \$102,561,500.

Totals for the first five months by network were: ABC-TV \$177,007,500 (\$161,813,200 in 1966); CBS-TV, \$242,684,600 (\$211,561,800 in 1966) and NBC-TV, \$209,853,000 (\$197,006,700 in 1966).

NEW STRAINS IN STATION RELATIONS *continued*

It becomes more difficult for the affiliate to retain a 30-minute program for local or regional use. He must preempt an hour—or even two hours—of network programming in order to obtain 15 or 30 minutes for station use."

In addition, he continued, most affiliates' operating costs are rising and their network revenues holding even or declining while their networks are "prospering." He said "no network-affiliated station represented by PGW can meet its operating expenses on network compensation alone."

Prices Vary ■ Where the station establishes a rate card representing its value to the advertiser, Mr. Griffin said, "the network can and does sell these same facilities at widely differing prices," which "is bound to imperil the valuation of your station . . . and more importantly . . . the value of the television advertising medium."

He told the stations that under current network affiliation contracts "you have in effect optioned away inventory control and price control of your station. You are paid on a complex formula that is applied to an hourly rate established for you by the network. We believe that your network compensation should once again be tied to what the network receives for the sale of your audience."

Complaints about network sales practices have been mounting in spot-TV quarters for several months.

In a flurry of controversy earlier this year some station reps urged the Television Bureau of Advertising to start selling spot TV aggressively against network TV. Many stations as well as station reps have been agitating for longer station breaks for local and spot sale between network programs. And a far-reaching overhaul of network-

affiliate relationships was advocated by Edward Petry & Co., pioneer station representative, in proposals for changes in the time standards of the National Association of Broadcasters television code (BROADCASTING, March 27).

Mr. Griffin called attention to some of this foment. In advocating that stations reserve certain commercial positions in and around network programs "to permit your retention of economic health," he noted that "the number and duration of these station availabilities involve code considerations and the formation of an industry consensus on what is reasonable and attainable."

In general, he said, "most" proposals that have been advanced call for "(a) less clutter, (b) at least two affiliate availabilities per hour, one of which would be of 62 seconds duration, (c) a fixed number of network spots per hour which, if not sold by the network, would be open to station sale."

Mystery Plan ■ Mr. Griffin told PGW stations that his company, too, had "formulated a plan which we believe to be workable." He declined to make it public, however, or even to say whether it advocated that station breaks be expanded to 62 seconds or to some other length, on the ground that "these are details."

"We're interested now in principles," he explained. "If people begin quibbling over details, the principles get lost."

The PGW president said most of the stations he represents had responded to his letter and not one failed to agree with the principles it advanced.

An independent spot-check of PGW and other stations last week found a high level of concern over trends in network-spot relationships but a wider range of views on what should or might be done.

Although stations wanted to improve their revenues from all sources—network, spot and local—there appeared to be considerable feeling that getting a substantial overhaul in network-affiliate arrangements would take time.

It was pointed out in particular that CBS has just finished putting a new affiliate contract into effect and that the other networks already have contracts in various stages of preparation and submission, leaving somewhat less than wide-open opportunities for affiliates to mount an offensive aimed at getting sweeping changes now.

ABC-TV officials meanwhile reported that the first wave of their new contracts, for affiliates whose contracts expire in July, was sent out some time ago, and that those with August expirations had just been sent, that those for September would be mailed in about two weeks and that those for October would go out about two weeks after that.

More Money ■ John O. Gilbert, ABC-TV vice president in charge of affiliates relations, reiterated that the contracts' new pay formula will provide higher compensations for the affiliates and said he anticipated no problems in getting the transitions to the new forms near completion in about four months. A number of stations have agreed to the new contracts without waiting for mailing according to the termination date, he said, adding that negotiations of this sort are also continuing on an almost daily basis.

NBC-TV officials, in the final stages of preparation of their new affiliates contracts, have indicated it will offer no radical departures from current compensation procedures and say they expect no big controversy to develop.

Some stations have indicated their concern over network-affiliate relationships has been heightened, at least to some extent, by a tendency to softness in spot television business since early this year.

Others said last week that the prospect of tighter regulation of advertising by various government agencies and uncertainty about the effects of CATV and the possibilities of satellite distribution of network programming and also added to their concern about the long-range economic outlook. One broadcaster expected—and hoped—that a basic study of all these influences and their likely economic impact would be launched in the near future.

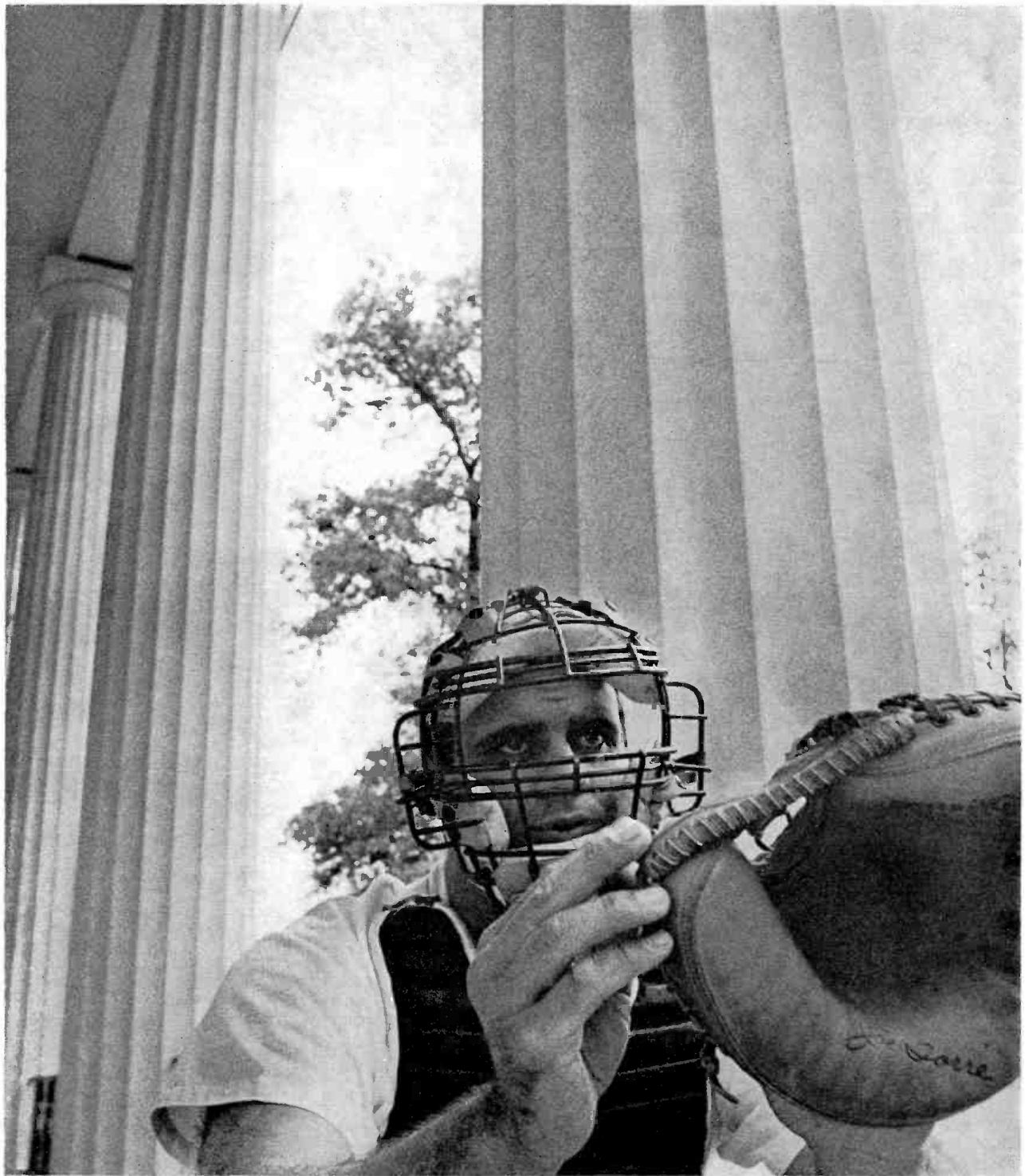
For his part, Mr. Griffin said that "we're trying to give guidance to our own stations so they will have reasonable goals before them as they discuss their relationships with the networks." As to a timetable, he said that "we'll take it step by step," and that establishing basic principles was obviously step number one.

Network TV billings for April

Net time and program billings by day parts and by network
(add \$000)

	APRIL			JANUARY-APRIL		
	1966	1967	% Chg.	1966	1967	% Chg.
Daytime	\$ 34,843.2	\$ 37,540.3	+ 7.7	\$143,631.2	\$171,146.9	+19.2
Mon-Fri	25,842.3	25,764.7	- 0.3	103,683.8	125,056.3	+20.6
Sat-Sun	9,000.9	11,775.6	+30.8	39,947.4	46,090.6	+15.4
Nighttime	78,472.4	81,477.8	+ 3.8	324,189.0	351,136.7	+ 8.3
Total	\$113,315.6	\$119,018.1	+ 5.0	\$467,820.2	\$522,283.6	+11.6
1967	ABC	CBS	NBC	Total		
January	\$37,932.9	\$55,896.2	\$46,819.6	\$140,648.7		
February	35,639.1	47,593.2	40,696.7	123,929.0		
March	40,263.7	53,209.2	45,214.9	138,687.8		
April	34,421.9	44,485.0	40,111.2	119,018.1		

NOTE: 1967—LNA; 1966—LNA/BAR



Atlanta believes in the Braves. And WSB-TV.

Joe Torre, a major star in a major city. Atlanta, where sports are big league. As is the television. For the home of the Braves is also home of WSB-TV. The station that outscores all competition with a line-up of news, sports



WHITE COLUMNS ON PEACHTREE

(Braves games, of course), entertainment and special events that has made a believer out of Atlanta. • When it comes to selling Atlanta, WSB-TV is in a league by itself. You'd better believe it. WSB-TV/ Ch. 2 / Atlanta / N.B.C. / Petry



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh

How far can fairness go?

That's the \$200-million (or more) question raised
by FCC's ruling that cigarette ads require answers;
WCTU may seek temperance time to deplore beer, wine

Broadcasting interests were dismayed last week by the possibility that the FCC's fairness doctrine—already interpreted to mean that antismoking messages must be aired by stations that carry cigarette commercials—may be extended to cover many other products using broadcast advertising.

Their dismay was in no way relieved by word that the Women's Christian Temperance Union was studying the FCC's June 2 ruling on cigarettes and was considering its application to beer and wine advertising.

Cigarette business amounts to more than \$200 million a year on television and radio. Beer and wine in 1966 accounted for \$134 million of broadcast revenue.

At the Evanston, Ill., headquarters of the WCTU, the organization's president, Mrs. Fred J. Tooze, was asked whether the FCC would be petitioned to decree that temperance messages must be broadcast by stations accepting beer and wine accounts. "We have something like that in mind," she said.

The WCTU board will soon be asked to consider a course of action, Mrs. Tooze said. The matter is also likely to arise at the organization's annual convention in Philadelphia in August.

WCTU staff members indicated they were following the ramifications of the FCC's cigarette decision closely and in detail.

The Letter ■ The FCC decision to apply its fairness doctrine to cigarette advertising was contained in a letter sent to WCBS-TV New York in response to a complaint by a young New York lawyer (BROADCASTING, June 5). The commission unanimously stated: "We believe that a station which presents such [cigarette] advertisements has the duty of informing its audience of the other side of this controversial issue of public importance—that however enjoyable, smoking may be a hazard to the smoker's health."

Last week, broadcasters, cigarette advertisers and their agencies had little public comment to make on the FCC's decision: The commission letter to WCBS had caught them by surprise, and the lack on any precise detail on broadcaster responsibility added to their uncertainty.

Privately, however, reaction was bit-

ter. Almost without exception, broadcasters and advertisers alike indicated the antismoking decision raised the possibility that the fairness doctrine could be extended to embrace a wide range of other products.

As one agency official put it: "The decision opens the door for requests from groups opposing automobiles, because they might be unsafe; food products, because they have high cholesterol counts; fluoride toothpastes, because some groups think they're harmful; sun lamps because they may cause skin cancer; and beer and wine because inebriation causes auto accidents and violence."

Help from Hill? ■ One source close to the tobacco business said the FCC decision was a dangerous precedent, one that went far beyond the question of cigarettes and health: "It is indeed editorial direction from the government." Another said the decision was "absurd, and I hope Congress feels that way too."

Cigarette industry sources indicated privately that some congressmen—apparently those from tobacco-producing states—would soon introduce measures reversing the commission's ruling on the grounds that the FCC decision was a usurpation of congressional authority.

Along Madison Avenue, reaction to the FCC decision was much the same as it was among tobacco producers. Agency sources, however, indicated it was still too early to assay the eventual impact of the commission ruling, and most spokesmen felt the ruling did not augur a mass exodus from broadcast advertising by tobacco companies—at least at present.

"If cigarette advertising over radio and television becomes inefficient," one source said, "we'll simply switch to print or outdoors, or maybe come up with something new. Why should we pay good money to broadcasters for a self-defeating purpose?"

Both agencies and cigarette producers, however, seemed to place responsibility for dealing with the FCC decision squarely in the lap of the broadcasting industry. "The FCC action was directed at broadcasters, not at us," one agency official said. "It's something they'll have to deal with just as they do with satisfying FCC technical re-

quirements and providing equal time in political campaigns."

Broadcasters appeared more than aware of their responsibility in the matter, not only because the FCC decision has placed \$200 million worth of advertising in jeopardy, but also because of what the decision may portend: an extension of the doctrine to embrace other products and encroachment upon the broadcaster's right to control editorial content in a reasonable manner.

The Quandry ■ The networks and many independent stations privately indicated they were not sure just how to define the FCC's directive that they provide a "significant amount" of rebuttal time to antismoking groups or just what "good faith" and "reasonable judgement" mean in the matter.

"How much rebuttal time must we provide antismoking groups and to whom must we provide it? What are the penalties if we fail to comply?" asked one New York broadcaster.

The FCC decision specified no amount of time that would meet its fairness test, although it did reject the request by attorney John F. Banzhaf III, whose letter of complaint touched off the FCC decision, that rebuttal time be roughly approximate to that devoted to cigarette commercials. FCC General Counsel Henry Geller, in a briefing at the issuance of the letter, said his personal view was that a three-to-one ratio of cigarette advertising to smoking-warning messages could be acceptable. "Is this his personal view or an FCC rule?" was a recurring question.

Deep concern over the FCC's ruling and its implications were evident in a closed meeting of CBS-TV affiliates with network officials during their annual conference last week (see story page 44), but CBS-TV authorities reportedly held that it was too soon to say what their next move would be. (So did ABC and NBC.)

There was speculation, however, that CBS—whose tactical position was made difficult by the fact that FCC did not penalize or even criticize the CBS-owned station—might respond with a petition for reconsideration of the fairness issue, which presumably would provide the basis for an appeal to the courts if the FCC should stick to its

guns.

CBS officials emphasized that no decision had been reached.

Situation Normal ■ In the meantime it was reported that the network and CBS-owned stations were carrying cigarette commercials as ordered and scheduled, as if there had been no FCC ruling and with no/scheduled increase in the normal level of cancer-society or other anti-smoking messages.

There was other speculation, unconfirmed, that CBS might defer a final decision until CBS President Frank Stanton, who was out of the country last week, returns about the end of this month.

Dr. Stanton considered eliminating cigarette advertising on CBS Radio and CBS-TV several years ago when the cigarettes-and-health issue began to build, according to Fred W. Friendly, former CBS News president, in his book "Due to Circumstances Beyond our Control. . . ." Mr. Friendly wrote that Dr. Stanton "lost the battle, but with perseverance he may win the war" (BROADCASTING, March 27).

In fact, one advertising source ventured last week that CBS has never denied Dr. Stanton's wish, simply be-

In a brief statement, NAB President Vincent T. Wasilewski called on the FCC to "reconsider not only the narrow issue of tobacco commercials but the broad threat to all advertising which the commission's action could portend."

He said the action has "profound and far reaching implications for all advertising" and that the application of the fairness doctrine to advertising, is in itself "erroneous."

The NAB president noted that broadcasters have an "outstanding record" of informing the public of the U. S. surgeon general's report on smoking and in aiding the American Cancer Society and American Heart Association. Broadcasting's assistance, he added, "has been publicly recognized" by both groups.

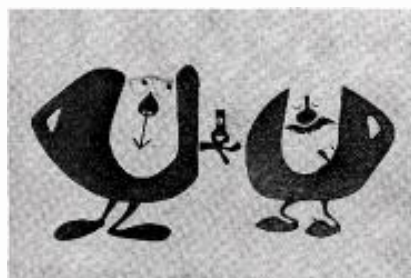
Divided Response ■ Elsewhere in Washington, reaction to the FCC's action in requiring provision for rebuttal time to antismoking forces by stations airing cigarette commercials was slow to develop but strong where it did appear. As might be expected from his previous moves against tobacco advertising, Senate Commerce Committee Chairman Warren G. Magnuson (D-

works to provide public-service time for smoking and health education." Later he suggested that the fairness doctrine could be used to provide for antismoking time (see page 34).

Equally strong was an opposite reaction from Representative Horace R. Kornegay (D-N.C.). The congressman said he had not seen the FCC's official order, but if news reports of the action were accurate, he could only term it "completely absurd." He asked the commission to supply him with copies of its order and any statements it had released on the subject.

Representative Kornegay, a House Commerce Committee member, said he had also written to Committee Chairman Harley O. Staggers (D-W. Va.) asking that either the full committee or the Communications Subcommittee look into administration of the Communications Act by the FCC and probe its use of the fairness doctrine. Representative Kornegay reminded Chairman Staggers of his talk before the West Virginia Broadcasters Association (BROADCASTING, April 24), in which the chairman suggested that the fairness question needed study.

The North Carolina Democrat said



American Cancer Society is using many graphic techniques to convey anti-smoking message. Photos above show three sequences from abstract color cartoon entitled "Breaking the Habit." Two adult men, with highly stylized hands and bodies, pompously discuss ease of stopping



smoking, but end up smoking more. Humor is in animation of characters and tone of voices. ACS says cartoon doesn't preach. Producer was San Francisco branch of the California ACS, and is available to broadcasters in six-minute length or one-minute adaptation.



cause—in this source's view—the network and other broadcasters would like to see the end of cigarette advertising on TV. "The FCC decision hasn't hit broadcasters as hard as they make it out to be," he said. "They may welcome it since it gets them off the hook. Public opinion against cigarette advertising is growing, making the broadcaster look bad for carrying the ads. On the other hand, broadcasting is worried about agency reaction. Now, all they have to do is throw up their arms and say: 'The government told us so.' Anyway, they can always find other advertisers with \$200 million to spend."

Network sources called this speculation "ridiculous."

Protest ■ The National Association of Broadcasters took a predictable stand. It called the commission's action an "unwarranted and dangerous intrusion into American business."

Wash.) hailed the commission's action as "a major victory for responsible public-health forces."

Chairman Magnuson said he "would hope that broadcasters and the cigarette manufacturers will now accept their social responsibility. Frankly, until such time as we are certain that a safe cigarette has been developed, I firmly believe that the cigarette industry should withdraw all advertising from the mass media," the senator added. Senator Magnuson has submitted legislation, in the current Congress, co-sponsored by Senator Robert Kennedy (D-N.Y.), that would require all cigarette advertising to state tar and nicotine content of the advertised brand. And in a speech on the Senate floor in January he said he believed that "the [tobacco] industry has two agonizing choices: It must either give up television advertising or work with the net-

he had written to FCC Chairman Rosel Hyde that, if his understanding of the commission's action was correct, the FCC had, without hearing a shred of evidence or allowing rebuttal, found a major American industry guilty—a "prejudgment of the cigarette industry."

Furthermore, Representative Kornegay added, the FCC action "circumvents a specific act of Congress with relation to cigarette advertising."

Earlier in the week, David E. Satterfield (D-Va.), also a Commerce Committee member, attacked the FCC action on the House floor: "This ruling constitutes a shocking abuse of power, which strikes at the very heart of the advertising industry, the tobacco industry and our free-enterprise system."

A staff member of a senator from a tobacco-producing state said that he expected to see more opposition to the FCC's action. "Where do you draw the

WHO'S ON FIRST?



WHOEVER BUYS US,
THAT'S WHO!



ABBOTT AND COSTELLO

**AMERICA'S FIRST CHOICE FOR LAUGHS
NOW AVAILABLE IN FULL COLOR CARTOONS!**

You are on first when you program the all-new ABBOTT and COSTELLO series. Produced in color for RKO-JOMAR by Hanna-Barbera, this lively series captures the unmatched popularity of America's greatest comedy team with 156 five and a half minute segments of rapid-fire cartoon

comedy designed with wrap-arounds to allow for 39 separate half-hour programs.

Primed with built-in audience acceptance, and ideally geared for imaginative merchandising and promotion tie-ins, ABBOTT and COSTELLO are now ready to put you on first in your market!

FOR COMPLETE DETAILS, CONTACT: AARON BECKWITH, VICE PRESIDENT AND GENERAL MANAGER,
RKO PICTURES COMPANY, 1440 B'WAY, N. Y. 10018, TELEPHONE 212-564-8000
5515 MELROSE AVE., HOLLYWOOD, CALIFORNIA 90038, TELEPHONE 213-462-2133

ALSO AVAILABLE-THESE WEEKLY GREATS FROM RKO PICTURES CO.



FIRING LINE

William F. Buckley Jr., brilliant, outspoken, articulate—takes on qualified opponents in a penetrating verbal clash of vital ideas and topics that sparkle with timely impact. A distinguished hour-long RKO feature in continuing weekly production.



SURF'S UP

A booming, contemporary exclusive on the nation's fastest-growing sport. RKO Pictures Company puts the viewer right on the scene with SURF'S UP—an exciting, daring action series in color for young adults on the move! 26 swinging half-hours of beautifully filmed action with a lively musical background.



SHIRLEY TEMPLE'S STORYBOOK

Shirley Temple, the world's most beloved star, adds her magnetic charm as host and performer to the world's most beloved stories. Some of the great stars in this exceptionally fine family entertainment: Lorne Greene, E. G. Marshall, Agnes Morehead, and Alexander Scourby. 13 full-hour programs.

PLUS THESE EXCITING FIRST-RUN SPECIALS



MEET MARCEL MARCEAU

A unique and distinguished first on television! Marcel Marceau, the greatest and most celebrated pantomimist in the world in a program of truly brilliant mime. A sell-out performer wherever he appears, the remarkably gifted Marceau is now available for wide audience viewing in a colorful, exclusive full-hour special.



ART IN PERIL

A fascinating one-hour documentary in color, on the never-ending search for the world's great art treasures ruthlessly looted by Hitler during World War II. Shown for the first time on television are some of the priceless lost art of Europe, as well as original paintings created by Hitler as a young art student. Filmed on location in nine countries.



INTERNATIONAL AERO CLASSIC

JAMES STEWART is the narrator/host and **Arthur Godfrey** is guest star in **AERO CLASSIC**—a roaring international saga of man's conquest of the air. This breathtaking full-hour feature brings to the television screen all the flashing thrills—all the romance and drama of aviation—from jennys to jets—in an exciting, exclusive special in color.

Added Features—
HOLLYWOOD BACKSTAGE
 —a dazzling inner-circle
 glimpse of movieland. 39
 1½ hrs. In color.

**MURRAY THE "K" AT
SHEA**—up-beat special
with today's great
entertainers. In color.

RKO
PICTURES COMPANY

The evolving doctrine of fairness

EXTENSION OF RULE TO ADVERTISING RAISES BASIC ISSUES

The FCC's June 2 decision to apply the fairness doctrine to cigarette advertising—to require stations carrying such advertising to provide programming detailing the dangers of smoking—tells something about the doctrine as well as the commission. It shows that the doctrine, rooted in tradition and confirmed by statute, is a living organism that—in a way frightening to broadcasters—can grow and adapt to what the commission regards as new problems. It also shows that the commission listens when important members of Congress talk.

Broadcasters, communications lawyers and some commission attorneys as well were startled by the commission ruling that was contained in a letter to WCBS-TV New York (BROADCASTING, June 5). In the 45 years that the government has been concerned about broadcasters' fairness, that concern has centered mainly on political issues, on public affairs, on personal attacks and on other matters in which a question could be raised as to whether a broadcaster was using his facilities to advance his personal interests or the public's.

How, then, the switch to commercials? One reason, obviously, is that smoking is a controversial issue. As the commission said in its letter to WCBS-TV: "Governmental and private reports . . . and congressional action . . . assert that normal use of this product [cigarettes] can be a hazard to the health of millions of persons." (In a 1948 opinion dealing with a remarkably parallel situation the commission said that the broadcast of liquor advertising in an area where there are large numbers of prohibitionists could raise a question as to whether a fairness issue is involved. But the commission didn't resolve that question in its opinion, which involved KRLD Dallas, and the case was not cited in the



Senator Magnuson

letter to WCBS-TV.)

Magnuson's Suggestion ■ But another reason, apparently, was the position taken by Senator Warren G. Magnuson (D-Wash.) chairman of the Senate Commerce Committee, who was floor manager of the bill adopted in 1965 requiring health-hazard warnings on cigarette packages and who is the author of a bill in the current Congress to require all cigarette advertising to state the amounts of tar and nicotine present in the smoke of the advertised brand. He has twice suggested that broadcast time be made available for antismoking messages, and on the second occasion, in February, he specifically suggested use of

the commission's fairness doctrine. (BROADCASTING, Feb. 20).

There is no way of determining precisely the weight the commission accorded Senator Magnuson's views. But when John F. Banzhaf III's complaint about WCBS-TV was received at the commission in December, some staff attorneys expressed doubt the commission would apply the doctrine to advertising. "The doctrine is not supposed to regulate everything," one attorney said. And it's understood that the commission's Broadcast Bureau had prepared a memorandum rejecting the contention that the doctrine is applicable. The letter finally adopted was prepared by the general counsel's office.

Some commission officials deny that the senator's position influenced the commission's decision. But one commissioner said the senator made it easier for the commission to adopt the ruling it did; he noted that the letter to WCBS-TV referred to several congressional actions dealing with the hazard of smoking, including the labeling act. And another official said, frankly, that the senator's statements gave the commission—whose vote was unanimous—the necessary "backbone."

Magnuson's Reaction ■ Senator Magnuson himself, in a statement prepared the day after the commission announced its ruling, called the action a "major victory for responsible public health forces in this country." (see page 31).

If Senator Magnuson's remarks weighed heavily on commission thinking two weeks ago, it wouldn't be the first time an influential member of Congress has had an impact on the fairness doctrine. During hearings his Senate Communications Subcommittee was holding on the fairness doctrine in July 1963, Senator John O.

line?" he asked. "After all, automobiles kill people. How can you exclude one product and not another? There is some opposition to almost everything," he noted. "If this action is followed to its logical conclusion, it could mean the end for commercial broadcasting."

The Happy Ones ■ The only interests unabashedly pleased by the FCC ruling were the anti-smoking groups and their spokesmen. Mr. Banzhaf, who wrote the

letter of complaint to the FCC last December, said he was gratified. "I don't believe it is an unreasonable rule," he added.

Emerson Foote, chairman of the New York ad agency that bears his name and a foe of cigarette smoking, said he regarded the decision as a "very fine step forward, a tremendous break. It was unexpected and more than I thought was possible."

The American Cancer Society, long a proponent of tough cigarette advertising controls congratulated the FCC on its ruling. In a letter to the FCC, the society expressed appreciation "of what broadcasters have done in public education for cancer control over many years, but it has been difficult because of advertising pressures for radio and television to handle adequately the risks of cigarette smoking. Your decision

Pastore (D-R. I.) made clear his view that the public is entitled to hear all sides of controversial issues, regardless of whether all sides can afford to pay for air time; in other words, broadcasters might have to provide free time to groups wishing to respond to sponsored broadcasts. Two months later this was official commission policy.

For broadcast pioneers, the radically new dimension the commission has given the doctrine is particularly ironic. For the doctrine—or the commission's concept of fairness—has its origins not in law but in the traditions that broadcasters themselves were developing when their industry was put under government regulation. As recounted by Larry D. Schmidt, in a master's thesis on the doctrine that he wrote as a student at the University of Kansas in 1964: "Broadcasters sealed their own fate, so far as editorializing was concerned," by telling congressmen [in hearings preceding passage of the Radio Act of 1927] that station management should not inflict their own views upon the listeners."

The Federal Radio Commission, the forerunner of the FCC, taking a cue from such remarks, held that the public interest requires "ample play for the free and fair competition of opposing views, [a principle that applies] not only to addresses by political candidates but to all discussions of issues of importance to the public." The FRC maintained that its concern with whether a station had been fair didn't violate the broadcaster's constitutional right of free speech—and so began a controversy with broadcasters that hasn't been settled yet, at least to broadcasters' satisfaction.

No Law on Fairness ■ As Mr. Schmidt noted, Congress, while enacting an equal-time law that applied to political candidates—a law that was carried over into the Communications Act of 1934—did not succeed in adopting a law on fairness. One bill providing for such a law was passed by both houses but was pocket vetoed

by President Hoover in 1932. Another attempt to enact such legislation, in connection with the bill that became the Communications Act of 1934, failed when Congress decided to retain the equal-time law exactly as it was in the Radio Act.

But, in the years that followed, government regulation of fairness became an accepted fact. The courts handed down a number of decisions which indicated conflicting attitude toward legality of commission regulation of fairness, but in no case did a court upset the legal basis for such regulation. And broadcasters themselves, through the National Association of Broadcasters code, adopted a stringent fairness doctrine that, among other things, forbade the sale of time for controversial issues, except in the case of political broadcasts and forums.

Mayflower Decision ■ It was in 1940 that commission decisions on fairness crystallized in the famous Mayflower decision, in which the commission held that, since the frequencies available for broadcasting are limited, the public interest could not be served by "a dedication of any broadcast facility to the support of the licensee's own partisan ends." In brief, the commission said: "The broadcaster cannot be an advocate."

The commission, after extensive hearings, repealed that policy in 1949 in its Editorializing Report, in which it held that broadcasters could editorialize so long as they provided a fair balance of opinion in their overall programming. But the final order was adopted with something less than enthusiasm. Only two commissioners accepted it as written. Two commissioners, including Chairman Wayne Coy, did not participate in the decision; one filed separate views and another a separate opinion; and one, Frieda Hennock, dissented.

And while the repeal represented a step back from the censorship that appeared to be involved in the original Mayflower decision, Mr. Schmidt noted, the Editorializing Report rejected the broadcasters' contention

that their obligation to be fair was moral; the commission made clear the obligation was legal.

Congress Acts ■ And this view was hammered into law when Congress in 1959 incorporated the fairness doctrine into the equal-time section of the Communications Act.

That action represented another ironic twist in the development of the doctrine, for Congress had started out to liberalize the equal-time law. The commission, in a passion of mechanistic legal interpretation, had ruled that the incidental appearance of a political candidate on a news film constituted "use" of the station's facilities under equal-time law and, consequently, obligated the station to make equal time available to the candidate's opponents.

Committees in both houses immediately began hearings on bills to exempt certain kinds of news broadcasts from the equal-time law. But to ease the concern of some senators who didn't trust broadcasters to use the new freedom responsibly, backers of the legislation accepted language stressing that the new amendment wouldn't free broadcasters from the obligation to be fair to all sides in a controversy.

So, finally, the doctrine had a specific statutory basis.

Mr. Schmidt, in his otherwise scholarly and dispassionate discussion of the fairness doctrine, makes clear his strong feeling that the doctrine violates broadcasters' constitutional right to free speech. But he also appeared to take comfort in a 1964 Supreme Court decision holding that debate on public issues should be robust and uninhibited.

How, he wondered, could the commission "qualify the broadcasters' right to editorialize in any sense" in light of that decision. Somehow, the commission has found the way. Not only that, as shown by the announcement of June 2, it has even found the way, through the fairness doctrine, to qualify the broadcasters' right to sell advertising.

should mean, if not equal time, at least a far better opportunity for the public to learn facts that could help save many lives."

At the same time, the ACS released a list of spot "commercials" and longer features available free to radio and TV stations and the network (see box page 31).

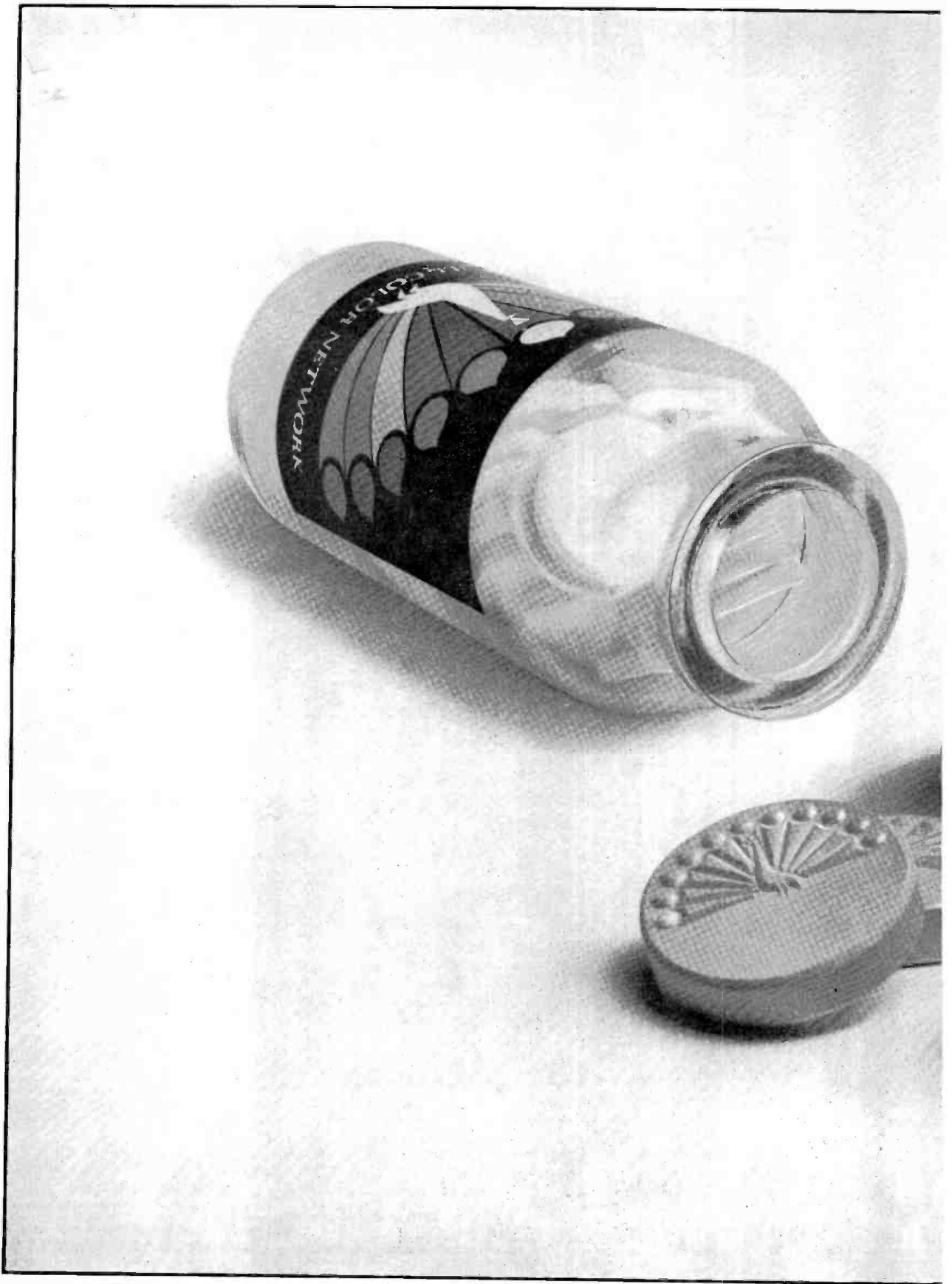
ACS produces the commercials with funds provided by contributions and

foundations. It then sells them at cost to cancer society divisions throughout the U. S., which in turn, give them free to interested local radio and television outlets.

ACS headquarters in New York said that although it does not know how many anti-smoking commercials have been broadcast, it sold some 1,100 20-second and 30-second TV commercials and about 3,600 radio spots to its re-

gional offices. It expects volume to increase.

"Now that we're sure our cigarette material won't be relegated to the trash can or the wee small hours following the late, late show, the quality and quantity of our announcements is bound to increase," a spokesman said. And he added with a smile in his voice: "After all, now there will be a demand for them."



And Now, A Brief Message ToThe Sponsors...

Men! Women! Are you suffering from low-back pain—the pain that comes from knowing that your gorgeous commercials are getting less-than-maximum color exposure?

Well, there's something you can do about it... now! Get quick relief in one easy step: Simply place your color commercial on the NBC Television Network. That's where it's most likely to be seen in color.

Yes, surveys made by a leading research organization* show that:

In prime time, your color commercial on NBC can be seen in color by 20 per cent more homes than on Network X...and by 33 per cent more homes than on Network Y.*

In day time, your color commercial on NBC can be seen in color by 24 per cent more homes than on Network X...and by 98 per cent more homes than on Network Y.*

And at Huntley-Brinkley time, your color commercial on NBC's "Huntley-Brinkley Report" can be seen in color by 44 per cent more homes than its closest opposition in the news field.*

The message about your message couldn't be clearer: Whether it's prime time, day time or in-between time...whether you're selling pills or power steering, NBC offers you the largest color audience in the whole, wide world.

So—remember: If it's maximum color exposure you're after, NBC is your very best bet. Warning: may be habit forming.

NBC TELEVISION NETWORK



*Source: NTI, Oct., 1966—Apr., 1967. Subject to qualifications available on request.

Admiral taking TV hiatus

Sponsor comment on clutter, quality gets press fanfare;

Zenith cites faith in TV

Admiral Corp. has declared it won't be back in television network advertising this fall because of problems of program quality and commercial clutter. But the TV dropout is only "temporary," the Chicago TV set maker explained last week.

Admiral's annual advertising budget is about \$12 million and for several years TV has been receiving a big share of this, chiefly for program participations on NBC-TV. Admiral's agency is Campbell-Ewald, Chicago.

The news of the Admiral decision was given wide play in newspapers early in the week. They will be getting much of the former TV money. By Thursday Admiral was beginning to receive consumer letters from across the country "congratulating" its stand on programing and commercials, Admiral said.

No Earlier Complaints ■ NBC-TV meanwhile expressed surprise at the sponsor's move, citing that not once in the long relationship had Admiral ever brought up a single instance of displeasure with programing or complained about commercials. A pioneer in TV advertising, Admiral dropped out of nighttime participations last month. Its current daytime schedule runs out in early August.

Some trade sources late last week suggested that Admiral may be planning to put more money back into newspapers for a while so as to give dealers more local identification which they cannot get through network TV even though the latter is more efficient. The industry slowup in color sales also may have contributed to dealer requests for more local tie-in promotion, it was suggested, and newspapers have been traditional for this purpose in dealer thinking.

Admiral's policy decision was disclosed by the company's board chairman, Ross D. Siragusa, in talks with newsmen following the introduction of the 1968 set line in Las Vegas June 2. He said the dropout was only temporary but did not say just how long that withdrawal might be.

Mr. Siragusa explained that Admiral had been "disappointed in the lackluster quality of shows" and growing commercial clutter, both network and

local. He noted today's viewer is more sophisticated and selective" and the mere fact that a TV program is in color is no guarantee of its success. He also cited the high annual fatality rate of new shows despite "tremendous network promotion."

Opposite Move ■ Another major Chicago TV set manufacturer, however, reaffirmed its faith in TV advertising last week. Leonard C. Truesdell, president of Zenith Sales Corp., said he felt "television manufacturers have a responsibility to support the television broadcasting industry. We're not happy with the quality of many programs but there are also many good shows on the air. We plan to have a strong advertising campaign on TV."

Y&R's Bond sees more in TV's future

There will be continuous growth in television in the years ahead, Edward L. Bond Jr., president of Young & Rubicam,



Mr. Bond

was to tell the annual convention of the Eastern and Central regions of the American Advertising Federation meeting in Houston this week.

In a speech prepared for delivery today (June 12), Mr. Bond said "there seems to be little doubt that the future of television is a future of more." He stated there should be more sets, more stations, more sources of programing, more commercial time, more sophisticated uses of the medium and more CATV systems.

Mr. Bond predicted that the impact of youth will continue to be felt in programing in the future, and with the expansion in multiset homes, viewing will tend to be less of an all-family activity and more of an individual pastime.

He observed that with the coming of satellite TV, "world advertising is suddenly in orbit," but he cautioned that advertising abroad means some problems as well as opportunities.

Business briefly . . .

White King Inc., subsidiary of Los Angeles Soap Co., Los Angeles, through Carson/Roberts/Inc., same city, is introducing an instant cleaning product to Northern California, Utah,

Idaho and Montana next month via its most intensive broadcast and print campaign. A flight of 10-second color TV spots demonstrating the instant capabilities of the new cleanser will be shown throughout the remainder of the year in major markets in the four Western states.

Rheingold Breweries Inc., through Doyle Dane Bernbach, both New York, will use spot TV on 20 programs and 300 radio spots each week during its campaign now under way. Gablinger's low-calorie beer will also be introduced into the New York and Boston metropolitan markets. TV spots will be seen by 98% of the persons in the market an average of 60 times during the first month of the campaign. Introduction of the beer, which has no available carbohydrates, follows six months of test marketing in Connecticut, western Massachusetts and upstate New York. Theme of the saturation campaign is: "Gablinger's Doesn't Fill You Up."

Celanese Fibers Marketing Co., through Grey Advertising, both New York, will sponsor a one-hour NBC-TV comedy special starring comedian Jack Benny early in 1968.

Fram Corp., General Products Division, Providence, R. I., for Fram oil filters, has ordered a syndication lineup of 175 stations for Triangle Radio and Television's color TV auto racing special, the Grand Prix at Riverside, Calif. Stations will telecast the event on various dates up through July 1.

C-E's Fish warns against ad pitfalls

Get tuned in to today's audience interests or end up talking to yourself. That's the message brought by F. Ellsworth Fish, vice president—staff personnel for Campbell-Ewald Co., Detroit, to members of the Washington State Association of Broadcasters meeting on June 5.

Zeroing in on dull commercials, Mr. Fish said that advertising is not a trade like bricklaying—using conventional methods and conventional materials so routinely that ideas need not be brought to bear. Messages so contrived are necessarily "framed in terms of yesterday's audience," he noted.

Being "tuned in" means able to work in "this world's frame of reference." Do so, he says, "and the world will listen. Put the same message in terms of yesterday's interests, and you're in a world of your own."

Commenting on the personnel development program he heads at the Detroit agency, Mr. Fish says Campbell-Ewald



Local color can do a lot for your profit picture

Now that you're transmitting network color, the next step is obvious—and necessary and profitable. You should be filming your news in color and broadcasting it to a rapidly growing TV audience that appreciates this extra concern you show for local events. Kodak makes it all possible with a versatile new system: *Kodak Ektachrome EF Films* and a virtually foolproof process with easy-to-use chemistry. Immediate laboratory processing is available in many areas. But if not in yours, consider processing the film yourself. Kodak engineers will "fine tune" your process. They'll provide your cameramen with technical information, your lab technician with training and reference materials. Naturally, they'll always be available for continued service. For complete information, call your nearest Eastman Kodak motion picture engineer.

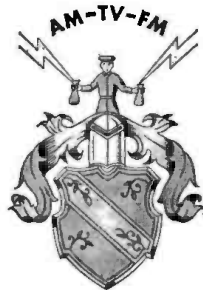
Eastman Kodak Company

Atlanta: 404/GI 7-5211 Chicago: 312/654-0200
Dallas: 214/EL 1-3221 Hollywood: 213/464-6131
New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055

Kodak
TRADEMARK

Secret formula.

Disraeli revealed, "The secret of success is constancy to PURPOSE." The Fetzer purpose today is what it has been for over thirty-five years: to serve our audiences to the very best of our ability.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

BAR network billing report for weeks ending May 28 and June 5

BAR Network TV dollar revenue estimates—week ended May 28, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended May 28	Cume May 1-28	Cume Jan. 1- May 28	Day parts	Networks	Week ended May 28	Cume May 1-28	Cume Jan. 1- May 28
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	69.7	255.5	2,833.3
Sign on-10 a.m.	CBS-TV	\$ 81.7	\$ 356.2	\$ 2,547.9	6-7:30 p.m.	CBS-TV	153.9	615.4	5,520.0
	NBC-TV	290.5	1,243.7	6,240.7		NBC-TV	44.0	196.0	3,800.8
	Total	372.2	1,599.9	8,788.6		Total	267.6	1,066.9	12,154.1
Monday-Friday	ABC-TV	1,145.3	5,031.8	30,484.0	Monday-Sunday	ABC-TV	3,936.6	16,746.2	112,103.6
10 a.m.-6 p.m.	CBS-TV	2,883.9	12,041.0	70,536.7	7:30-11 p.m.	CBS-TV	5,150.3	19,939.5	125,744.8
	NBC-TV	1,529.8	6,580.2	37,125.9		NBC-TV	4,838.9	19,345.2	128,413.9
	Total	5,559.0	23,653.0	138,146.6		Total	13,925.8	56,030.9	366,262.3
Saturday-Sunday	ABC-TV	436.1	2,706.1	18,651.7	Monday-Sunday	ABC-TV	268.0	1,282.9	3,980.3
Sign on-6 p.m.	CBS-TV	476.7	2,542.0	20,173.9	11 p.m.-Sign off	CBS-TV	34.6	433.8	1,260.8
	NBC-TV	385.9	1,879.7	10,269.4		NBC-TV	386.3	1,562.9	8,093.0
	Total	1,298.7	7,127.2	49,095.0		Total	688.9	3,279.6	13,334.1
Monday-Saturday	ABC-TV	288.3	1,291.0	6,425.8	Network totals	ABC-TV	6,144.0	27,313.5	174,478.7
6-7:30 p.m.	CBS-TV	499.5	1,998.5	12,962.5		CBS-TV	9,280.6	37,926.4	238,746.6
	NBC-TV	650.8	2,325.5	12,490.6		NBC-TV	8,126.2	33,132.6	206,434.3
	Total	1,438.6	5,615.0	31,878.9	Grand totals		\$23,550.8	\$98,372.5	\$619,659.6
					All networks				

BAR Network TV dollar revenue estimates—week ended June 4, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended June 4	Calendar Month: May	Cume June 1-4	Cume Jan. 1- June 4	Day parts	Networks	Week ended June 4	Calendar Month: May	Cume June 1-4	Cume Jan. 1- June 4
Mon.-Fri.	ABC-TV	—	—	—	—	Sunday	ABC-TV	68.4	255.5	68.4	2,901.7
Sign-on-	CBS-TV	\$99.6	\$411.0	\$44.8	\$2,647.5	6-7:30 p.m.	CBS-TV	153.8	615.4	153.8	5,673.8
10 a.m.	NBC-TV	298.5	1,421.4	120.8	6,539.2		NBC-TV	74.6	196.0	74.6	3,875.4
	Total	398.1	1,832.4	165.6	9,186.7		Total	296.8	1,066.9	296.8	12,450.9
Mon.-Fri.	ABC-TV	1,102.3	5,640.7	493.4	31,586.3	Mon.-Sun.	ABC-TV	4,054.1	18,475.8	2,324.5	116,157.7
10 a.m.-6 p.m.	CBS-TV	2,911.6	13,766.3	1,186.3	73,448.3	7:30-11 p.m.	CBS-TV	4,804.6	21,844.8	2,899.3	130,549.4
	NBC-TV	1,229.1	7,221.7	587.6	38,355.0		NBC-TV	4,214.4	21,140.1	2,419.5	132,628.3
	Total	5,243.0	26,628.7	2,267.3	143,389.6		Total	13,073.1	61,460.7	7,643.3	379,335.4
Sat.-Sun.	ABC-TV	671.6	2,706.1	671.6	19,323.3	Mon.-Sun.	ABC-TV	373.1	1,395.0	261.0	4,353.4
Sign-on-	CBS-TV	623.0	2,542.0	623.0	20,796.9	11 p.m.-	CBS-TV	34.4	433.8	34.4	1,295.2
6 p.m.	NBC-TV	473.0	1,879.1	473.0	10,742.4	Sign-off	NBC-TV	406.2	1,781.1	181.0	8,499.2
	Total	1,767.6	7,127.2	1,767.6	50,862.6		Total	813.7	3,609.9	483.4	14,147.8
Mon.-Sat.	ABC-TV	234.1	1,369.2	155.9	6,659.9	Network	ABC-TV	6,503.6	29,842.3	3,974.8	180,982.3
6-7:30 p.m.	CBS-TV	462.8	2,254.1	207.2	13,425.3	totals	CBS-TV	9,089.8	41,867.4	5,148.8	247,836.4
	NBC-TV	502.2	2,587.9	239.8	12,992.8		NBC-TV	7,198.0	36,227.3	4,103.3	213,632.3
	Total	1,199.1	6,211.2	602.9	33,078.0	Grand totals		\$22,791.4	\$107,937.0	\$13,226.9	\$642,451.0
						All Networks					

spends 90% of its effort finding talent, then only about 10% in training. The agency had what it "used to call a training program—until we changed the name of it," he said. In sum, he explained, he has found that "it's a whole lot easier to teach an interesting young man about advertising than it is to teach an advertising man how to be interesting."

Illinois tax seen as ax to business

Chicago advertising agency competition for national accounts and radio-TV stations of Illinois could be hurt if a proposed state sales tax on services is imposed, advertising industry representatives testified last week before the Illinois senate where the measure is being considered.

The proposed tax of 4% would cover all services, including advertising and radio-TV time sales. It is part of new tax proposals contained in Senate Bill 1331.

Jacob Evans, president-elect of the Broadcast Advertising Club of Chicago and vice president of Television Bureau of Advertising, warned the BAC membership last week that Illinois stations might lose considerable business if the proposed tax goes through. Similarly Kenneth Laird of Tatham-Laird & Kudner, Midwest vice chairman of the American Association of Advertising Agencies, cited the serious negative impact the bill would have on Midwest agencies and advertisers.

About two dozen advertising and media organizations are fighting the tax proposal. Volunteer coordinator for the strategy planning is Thomas G. Hall, Leo Burnett Co.

Better-business group told of market peril

"Whatever imperils the freedom of the marketplace also imperils liberty as we know it in our time," Ward L. Quaal, president of WGN Continental Broadcasting Co., is set to tell the Association of Better Business Bureaus International meeting in Montreal today (June 12), indicating that federal regulation of advertising is but step one in general business control.

There is mounting evidence of government intrusion into business activities through attacks on advertising and various proposals for additional economic controls, Mr. Quaal declares, noting also that bureaucracy has "clasped that magic new catchword 'consumerism' to its bosom." The growing government paternalism, he says,

shows that ABBI must renew its efforts to advance the "concept of self-responsibility and self-discipline."

Mr. Quaal contends that "in our zeal to meet the changing demands of a dynamic expanding economy which brings government into closer consort with the business community we must not lose sight of our original loyalty to the free citizen whose freedom to choose as a consumer derives from his freedom to choose as a voter." Therefore business must expand its effort to comprehend the needs and desires of the consumer, he said.

CBS denies rigging soccer time for ads

CBS made public last week a letter it sent to the FCC denying newspaper reports that the network had participated in a plan to mislead the viewing public during its coverage of a soccer game May 14.

The letter, dated June 2 and distributed at the CBS-TV affiliates conference in New York (see page 44), was sent to Ben F. Waple, secretary of the commission, in reply to an FCC request for comments on allegations made in newspaper articles (BROADCASTING, May 22 et seq.).

Leon R. Brooks, CBS vice president and general counsel, stated in a letter to Mr. Waple that the company had conducted an investigation of the incident and its findings were that CBS had not participated, directly or indirectly, in any plan to mislead viewers. More specifically, Mr. Brooks said that CBS had not participated in calling false fouls, in telling players to lie down or in telling the referee to call time-outs for pretended injuries.

System for Commercials ■ Mr. Brooks explained in detail how commercials are inserted in the telecast of soccer games, noting it was a system devised in consultation with soccer league officials. It was agreed, he said, to attempt to carry five commercials in each half of a game during two frequent and natural stoppages of play: one, directly after the ball had gone out of play far enough behind the goal so as to require a time delay in securing it for the goalkeeper's kick back into play; and two, after the referee has stopped play because of an injury, which stoppage normally would last more than a minute.

"On occasions CBS has indicated to the referee that at the next natural stoppage of play of this kind, CBS would broadcast a commercial," Mr. Brooks continued. "The purpose of notifying the referee of this was so that he could, if the time-out thus chosen for a commercial did not run for one minute, ex-

tend himself the few seconds necessary so that the viewer could see the game action that would otherwise be covered by the commercial."

He explained that since even these minimal extensions of time-outs were contrary to the experience of most soccer players, the referee has visited the teams in their dressing rooms prior to game to apprise them of the situation and thus forestall questions on the field.

Business as usual

On the same day last week that CBS officials told their television-network affiliates about the network's policy on interrupting soccer coverage for commercial insertions, another problem of commercial interruption was raised by the station delegates. Some delegates complained that the network's live coverage of UN Security Council sessions was depriving stations of prime-time positions for spot advertising.

Richard S. Salant, president of CBS News, said that if the network were to make frequent or extended cuts into its Security Council pickups, it would risk losing important news breaks. The affiliates, however, continued to protest—until another CBS official broke the tension.

Turning to Mr. Salant, the executive said: "Dick, why not get Ambassador Goldberg to feign an injury?"

Rheingold beer to Grey; DDB keeps Gablinger's

Doyle Dane Bernbach, New York, lost the \$6-million Rheingold beer account of Rheingold Breweries Inc., Brooklyn, last week but will retain the company's new Gablinger's beer, which is also expected to bill \$6 million in 1968. The Rheingold brand allots an estimated \$3.8 million to broadcast and Gablinger's is expected to spend about \$3.5 million in TV-radio this year.

Rheingold beer was assigned to Grey Advertising, New York. A spokesman for the advertiser explained that company policy prohibits the same agency from handling directly competing brands of the brewery.

DDB, which has handled Rheingold beer since 1964, elected to retain Gablinger's no-carbohydrate beer, which went into test markets six months ago and last week was introduced in New York, all of Massachusetts and parts

of Vermont and New Hampshire (also see page 38). It is expected that Gablinger's will be marketed in the months ahead throughout the Rheingold area, which covers 12 northeastern states.

Weidemann takes fight series in six markets

Wiedemann Brewing Co., Cincinnati, has been signed as a regional advertiser for *All-Time Heavyweight Championship Tournament*, it was announced last week by Woroner Productions, Miami, producer of the syndicated radio series.

Wiedemann signed for Cincinnati, Louisville, Lexington, Ky., Dayton and Columbus, both Ohio, and Indianapolis markets.

Woroner said that Wiedemann bought the fight package on the basis of its "strong promotional adult male appeal."

Over 90 stations have signed for the Sept. 11, 1967, release of *Tournament*, a matching of 16 all-time heavyweight champions from John L. Sullivan to Cassius Clay (BROADCASTING, May 15).

Rockwell, Quinn and Wall, New York, is the agency for Weidemann.

Klein/Barzman and RAR offer radio workshops

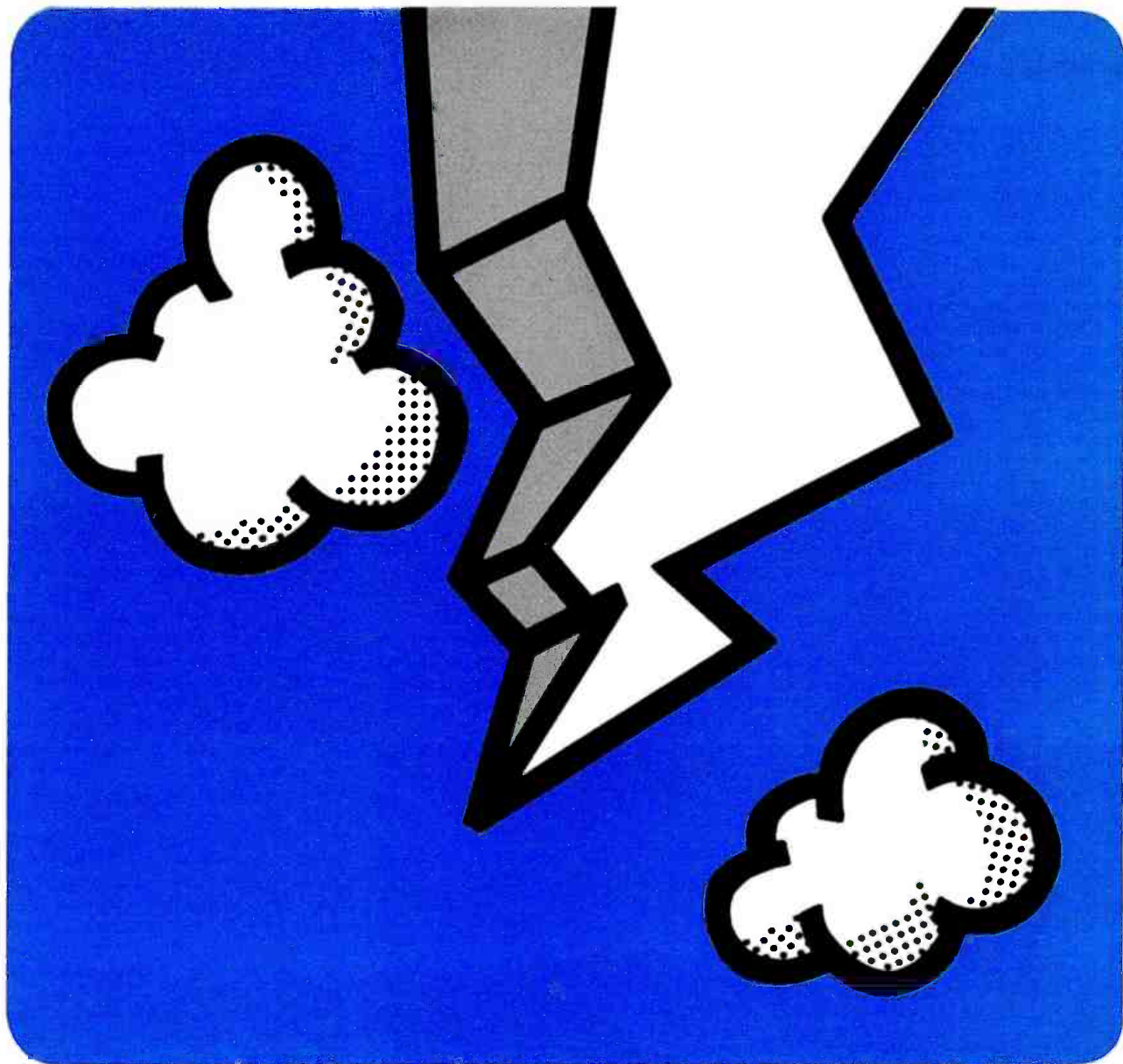
Radio Advertising Representatives Inc., New York, has joined with Klein/Barzman, Los Angeles, creative and production consultants, in presenting a series of workshop sessions for advertisers and agencies on creative radio selling and advertising. The RAR luncheon presentations deal with a composite market report, "Consumer Oriented Media and Product Study," based on data from market studies conducted by Westinghouse Broadcasting Stations' marketing information bank.

Klein/Barzman follows with a survey on radio advertising techniques and successes. Presentations are being conducted in cities where WBS stations act as host—Pittsburgh, Philadelphia, Boston (June 6) and Fort Wayne, Ind. (June 14). Future meetings are planned in cities where RAR represents stations: New York, Detroit, Chicago, St. Louis, Los Angeles and San Francisco.

Agency appointments . . .

■ Wakefield Seafoods Inc., Port Wakefield, Alaska, for Alaskan King Crab, and C. Itoh & Co., Tokyo, for "Kabuki" foods (tuna fish, mandarin oranges and other Japanese delicacies), have named J. M. Mathes Inc., New York.

flash!



**Want fast results?
Buy Jacksonville's first full color station.**

wfga-tv  jacksonville

N.B.C. AFFILIATE / REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

CBS-TV sets its sights high

**Affiliates at two-day New York session
get glowing report card from network,
promised even better things to come**

They were concerned about the impact of FCC's hamstringing move against cigarette advertising and they were inquisitive about their network's late-night programming plans, but otherwise CBS-TV affiliates appeared to have everything going their way last week as they gathered in New York for their annual two-day general conference.

CBS-TV officials weren't able to give them much immediate consolation on the cigarette question (see page 27), and put the late-night issue back in the affiliates' laps. A questionnaire again canvassing their interest and probably preferences in late-night network fare is due to be distributed in about a week.

Thomas H. Dawson, CBS-TV network president, said late-night competition for NBC-TV's Johnny Carson and ABC-TV's Joey Bishop shows could be introduced by the spring of 1968—if stations representing coverage of 85% of U. S. television homes would agree to carry it. Clearances

representing less than 85%, "or something very close to 85%," he said later, would make late-night entry unfeasible.

Last Year's Reaction ■ He also noted that in a survey last year about 70% clearance was indicated, and at one point suggested that the percentage may have declined since then.

He did not indicate what type of programming CBS-TV was considering for late-evening hours but did tell the affiliates they would not be given a copy of the Carson and Bishop show formats. He said several different approaches had been considered but that none had been selected. Other sources said it would probably be some form of variety show.

The affiliates—an estimated 750 to 800 executives from approximately 185 of the 200 CBS-affiliated TV stations—meanwhile were fed a heady diet of reports of ratings leadership in both entertainment and news, sales triumphs, bright economic forecasts, and plans

for specials and for even greater expansion of sports programming, along with a full-length look at pilots of new fall shows and discussions of more sobering subjects such as community antenna television, the responsibilities of broadcast journalism and station clearances (also see page 46 and page 67).

The affiliates responded in traditional fashion with resolutions praising the leadership of the network and of CBS News from the top down and hailing CBS-TV as "the aristocracy of broadcasting." Mr. Dawson set the tone of the two-day meeting, held Tuesday and Wednesday (June 6-7) following the opening by Stuart T. (Red) Martin of WCAX-TV Burlington, Vt., chairman of the affiliates association, at the kickoff session. After a brief preview of the convention program, Mr. Dawson assured the affiliates that "we are again at the top of the rating parade—and this for the 12th consecutive season."

Calls it Best ■ Frank M. Smith Jr., CBS-TV vice president in charge of sales, called the 1967-68 lineup "the best program schedule in history" from a sales standpoint.

He noted that a large number of "tried and true" series are returning and that replacement programs are designed to satisfy more fully the demographic requirements of advertisers and agencies in their quest for more direct appeal to a younger audience.

The reaction of advertisers and agencies has been "enthusiastic," Mr. Smith reported.

Michael Dann, senior vice president, programming, took issue with TV newspaper critics who, he said, called the current season the worst in history. He insisted that at CBS the past season was "an outstanding one," both in ratings and in quality.

Questions 'Golden Age' ■ Mr. Dann noted that critics keep referring to the so-called "golden age" of television (1952-54) but he insisted that the schedules in those days could not compare with those of today. He claimed that the live drama of the "golden era" may have been live but it was not serious, and reeled off a list of dramas



Network and affiliate leadership is represented by these four executives relaxing during a break in the annual CBS-TV affiliates general conference held in New York last week. L to r: William B. Lodge, CBS-TV vice presi-

dent, affiliate relations engineering; Michael H. Dann, senior vice president—programs; Thomas H. Dawson, network president, and Stuart (Red) Martin, WCAX-TV Burlington, Vt., chairman of the affiliate association.

carried on CBS this past season that met the criterion of significance.

In terms of new series that went on the air and the number of special shows carried, Mr. Dann said, CBS' programming efforts were highly commendable. The network, he added, has high hopes for the 1967-68 year. Pilots of several new series and excerpts from upcoming feature films were shown to the affiliates with Mr. Dann providing commentary before and after each screening.

Jay Eliasberg, director of research, stressed CBS-TV's rating superiority during the past season in terms of prime time, daytime, Saturday and sports programming.

David M. Blank, vice president, economics and research, CBS/Broadcast Group, predicted there would be a strong upward movement in the economy, which has been sluggish since late last year, and this will have the effect of accelerating advertising spending.

Dr. Blank said he expected total national advertising expenditures to reach a new high in 1968. Television, which garnered only 12% of the advertising dollar 10 years ago, should capture 17.5% of the total in 1968, rising to about \$3.25 billion, the CBS economist estimated.

"Total television advertising expenditures have grown at an average rate of 10% compounded for the past five years," Dr. Blank reported. "While the growth rate has varied from this average, I see nothing at the present time which indicates a significant falling off in the near term growth rate of the television medium."

Color Status ■ William B. Lodge, vice president, affiliate relations and engineering, gave affiliates a report on CBS activities in the areas of color, CATV, loss of station-break income during network specials, satellites and clearances.

He pointed out that from September 1966 through May 1967, prime-time specials erased 36 station breaks, and estimated that stations lost less than \$1.5 million in actual revenue. Without disclosing actual figures, Mr. Lodge indicated that the network lost about three times as much as the combined station total. But he stressed that specials, from a long-term viewpoint, are valuable to stations because they enhance prestige and stimulate interest in TV.

He said that in many but not all of next year's specials CBS programming people think the end breaks can be made 62 seconds which "should make the loss of a mid-break less painful."

He also noted that specials don't al-



George Hartford (l), WTOP-TV Washington, and Robert Pryor, WCAU-TV Philadelphia (r), flank John A. Schneider, president, CBS/Broadcast Group, at

the CBS-TV affiliates general conference.

Mr. Schneider several years ago was general manager of WCAU-TV.

ways eliminate station breaks but said that a number of next season's will—either because they are sold to a single sponsor or "should not be interrupted by a middle break."

Mr. Lodge revealed that except for black-and-white film reruns on weekday mornings and about one-fifth of the football games, CBS broadcasts will be virtually 100% in color by next fall.

He noted that CBS has acquired a substantial interest in several CATV systems in Canada in order to gain some practical experience but has no ownership in the U. S. although it has an option (which has not been exercised) for systems in Daly City, Calif. and San Francisco.

Mr. Lodge touched lightly on the subject of program clearances and referred to published reports indicating that NBC-TV affiliates are clearing more of their network's prime-time programs than are the CBS-TV affiliates, particularly in the urban markets. He voiced the hope that the "message comes across loud and clear" to stations that are relying on the "good clearance of other affiliates to keep the network healthy."

Salant's Samples ■ Richard S. Salant, president of CBS News, provided a summary of the division's activities for the past year, described progress achieved as noteworthy, and gave affiliates a sampling of what lies ahead for 1967-68.

Among the news specials set in the weeks and months ahead, he said, are programs on the Warren Report; the laser; the computer; the weather; the Plaisted expedition to the North Pole;

criminal lawyers; the middle-class Negro; college recruitment of athletes; Congressional ethics, the oil business.

Mr. Salant reported that CBS News is expanding to include additional correspondents and reporters and establishing a group of expert "stringers" to become available when news developments warrant their use.

He reaffirmed CBS News' conviction that selective coverage of the news is a sound and correct approach, in contrast with what he called "non-selective tonnage coverage." He added that this means "not only going on the air when there is something newsworthy, but staying off when there isn't something of news value."

Mr. Salant sought to dispel what he called the "myth" that when the three networks cover an event CBS News is only number two. He noted that since the first of the year there have been 17 events covered by both CBS and NBC for which Nielsen and Arbitron ratings in New York were available. Out of 34 cases, he said, CBS won 21 and NBC won 13.

In reply to affiliated stations that have sought guidance from CBS News on coverage of "extreme newsmakers," Mr. Salant said that the division has concluded the test must be whether the individual or the event is legitimate news, not whether CBS News approves of the event or agrees with the individual involved. He added that as many points of views as possible should be obtained on controversial stories that are being handled.

"And so, for example, when Martin Luther King calls for Negroes to resist the Vietnam war," Mr. Salant

CBS-TV studying copyright licensing plan for CATV's

Leon Brooks, vice president and general counsel, CBS Inc., last week reviewed for CBS-TV affiliates the current status of CATV, covering various moves aimed at regulating these systems, and the factors CBS is considering in trying to evolve a licensing system.

William B. Lodge, CBS-TV vice president for affiliate relations and engineering, also took a look at the physical side of CATV for the affiliates and reported "no logical process" for predicting how big or how important it's apt to become.

Mr. Brooks revealed that the company is considering whether it should refuse to license any CATV system which imposes a direct program charge on its subscribers or which originates a substantial amount of program material. He said CBS considers it "reasonable to impose a higher, more meaningful royalty rate related to program cost where the CATV imposes direct charges, or competes significantly with the CTN [CBS television network] stations through program originations."

"At the outset, at least, while we are feeling our way, we are thinking

in terms of a relatively short license period so that problems which may arise can be examined and corrected," Mr. Brooks reported in a talk delivered to the affiliates convention in New York.

Turning to the matter of fees, Mr. Brooks said that in CATV's present state of development, CBS does not regard licensing in this area as "a significant source of income." The company, he noted, is thinking in terms of a return sufficient to cover out-of-pocket costs of the licensing program, including any additional program and talent fees attributable to the licensing and the cost of administering a CATV licensing system.

"In setting the amount of fees," Mr. Brooks continued, "certainly the simplest way for it to be done is on the basis of a single-fee structure, without re-

gard to the location or nature of the system licensed. And we are weighing the pros and cons of basing the fee on a percentage of gross receipts as against a flat amount per subscriber."

Review ■ Mr. Brooks provided a summary of various legal actions surrounding CATV, including FCC rules governing the activity; court actions and the commission's inquiry into ownership of CATV's by broadcast stations.

He noted that on station and local levels a pattern of tight regulation of CATV is emerging. Mr. Brooks pointed out that CATV is regulated on all three levels of government—federal, state and local—and looming on the horizon is copyright liability.

He recounted that both the U. S. District Court in New York and the court of appeals there have held that a CATV transmission is a "performance" under the copyright law. He conceded that the CATV industry will appeal the case to U. S. Supreme Court and added that Congress is also interested in copyright liability and both the House and Senate com-



Mr. Brooks

pointed out, "it is our obligation not only to carry that news because it is newsworthy, but to go to other Negroes and to GI's in Vietnam to learn what this means."

Use Own Judgment ■ He said he was convinced that the best course for a free press must be to act on its own news judgments and not try to suppress on the basis of personal value judgments.

In covering wars, riots and demonstrations, Mr. Salant said, CBS News attempts to report the event and seeks to avoid shaping the event. During a civil rights demonstration or a Vietnam patrol action, Mr. Salant continued, there is a "great temptation to shoot bloody, as the phrase goes." CBS News policy, he stated, is to avoid the temptation and "pursue the far harder course of meaningful and accurate context—as conscientiously as human fallibility permits."

The Look in Sports ■ CBS-TV can be expected to enter the bidding for baseball's World Series and professional golf's U. S. Open championship once current contracts with other networks expire, the affiliates were told by Wil-

liam C. McPhail, CBS-TV vice president-sports.

He said CBS's interest in future events spans the years ahead, that "already [we have] at this early date indicated to the Japanese Olympic Committee our interest in the 1972 Winter Olympics from Sapporo, Japan, and to the German Olympic Committee our interest in the 1972 Summer Olympics from Munich."

NBC will pay \$6.1 million to the baseball commissioner's office for this year's All-Star game and the World Series and in 1968 will pay \$6.7 million. For 1969, the TV rights for everything organized baseball has to offer to the networks will be up for grabs. ABC-TV currently has the U. S. Open golf under contract.

CBS-TV, meantime, has options for the 1968 and 1969 National Football League seasons, Mr. McPhail reminded affiliates, and though the two leagues—NFL and American Football League—merge in 1970, he said it's "possible that . . . [they] will maintain their individual identity and that there will be a minimum number of games between the two leagues." He said CBS

was hopeful that it would continue with the NFL, and noted CBS will be the only TV network to carry the Super Bowl this season. CBS-TV expects it'll schedule eight NFL games every Sunday in the season and that more than 80% of them will be shown in color.

Lots of Color ■ With its current coverage in football, hockey and soccer alone, Mr. McPhail said, CBS has achieved a 52-week Sunday afternoon schedule of live sports competition in color, providing interested advertisers year-round exposure.

In material Mr. McPhail had prepared for delivery but omitted from the presentation because of limited time, he estimated sports programming at CBS-TV this year represents a take of more than \$43.5 million in gross billing, or 41.5% of a total of \$105 million that sporting events bring in on all the networks. He also indicated there were no signs that costs of rights were leveling off, that production and coverage costs were continuing to rise but that sponsor and public acceptance of sports programming "remains high."

Major portions of the conference were given over to, in most cases, full-length

mittees are working on appropriate legislation.

Against this background, he said, the CBS-TV network proposes to set up a license administration office to handle CATV licenses of its programs following a final court decision. He stressed that CBS-TV has not evolved any final policies with respect to CATV pending a final legal decision.

Mr. Lodge meanwhile estimated CATV revenues at about \$130 million a year and said cable systems now reach approximately 4% of U.S. TV homes.

He noted that while CBS has only an option on U.S. CATV (systems in San Francisco and Daly City, Calif.), it has "a substantial interest" in a number of Canadian systems currently serving over 135,000 subscribers in all.

"We have learned a good deal about CATV from these operations," he said, "but not enough to draw any general conclusions except the belief that each market and each situation poses problems to which there are no universal answers."

He also found too many uncertainties to permit a prediction as to the future of big-city CATV—or as to which poses the bigger risk to the broadcaster: getting into big-city CATV or staying out altogether.

presentations of the six new fall shows. Perry Lafferty, Hollywood programing vice president, described the process that produced them, and planned changes in the process for season-after-next, 1968-69.

Development of projected series by stages has reduced the odds at successive stages: Mr. Lafferty gave the odds against submitted program ideas ever making the schedule as 100 to one; against ordered scripts as 10 to one, and against pilot films as three to one.

But CBS still spent \$8 million producing 21 pilots to get down to those six shows, he said. The average cost of a one-hour pilot was \$500,000, which was lost if the show didn't make it.

Cost of Pilots ■ Next year, CBS will produce a group of 100-minute pilots for one-hour shows, at a cost of \$750,000 each. If the pilots make the schedule, they will be run in two segments on consecutive weeks; if they don't, they will be shown in feature film time (CBS currently telecasts features on two nights each week).

The trend for content next year is "toward reality," according to Mr. Lafferty. "Gimmick shows have run

their course, with very rare exceptions. Realistic relationships between characters, be it comedy or drama, is the order of the day . . . in other words, content will 'grow up' a little more."

Irwin Segelstein, New York programing vice president, spoke on CBS plans for entertainment specials in the 1967-68 season. In addition to those previously announced (BROADCASTING, May 8), there will be two new productions by the Prince Street Players for children, "Emperor's New Clothes" and "Aladdin," a play by Roger Hirsion to be produced by Fred Coe, about a boy's last 24 hours before induction into the army, and a new play by Peter Shaffer. Taping last week was "Diary of a Madman," a play based on the Gogol short story, starring Roger Coggio. Mr. Segelstein said CBS is planning more than 50 entertainment specials for next season.

Fred Silverman, daytime programing vice president, said the big daytime news is a new show, a half-hour serial by Irna Phillips and Jane and Ira Avery, *Love Is a Many Splendored Thing*, going on in September for *Password* in the 2-2:30 p.m. time-slot. In addition, Mr. Silverman said, "some really revolutionary format changes now in the works for *To Tell the Truth* will move the show back to at least a 40 share."

Mr. Silverman also mentioned the introduction of five new animated shows on Saturday mornings, starting Sept. 9, produced by Hanna-Barbera: *The Herculoids*, *Shazzam*, *Moby Dick and the Mighty Mightor*, *Superman and Aquaman* and *Jonny Quest* (BROADCASTING, May 22).

CBS-TV's View ■ William H. Tankersley, vice president for program practices, told the affiliates that CBS-TV is "not in total agreement with all points" in the pending changes in the National Association of Broadcasters television code (BROADCASTING, May 15, 22), but that "in the main the changes are reasonable and I foresee no serious problems in implementing them."

He said the proposed limit on program interruptions (two per prime-time half-hour, four per nonprime half-hour) is flexible enough to "encourage so-called clustering" of commercials but doesn't "force it," and also "invites refinement of the rule if there is further evidence that this is the proper direction for the industry to follow."

The proposed changes in nonprogram time limitations and redefinition of non-program material, he said, "does not force a change in present practices, certainly not as far as this network is concerned." Overall, he asserted, "the code would guarantee our viewers that 50 minutes of every prime-time broad-

cast hour would be devoted purely to the program and that it would be minimally interrupted."

Mr. Tankersley, who is CBS' representative on the code board, said it was his view that "some progress has been made and that the new proposals are beneficial to the business of broadcasting" and "worthy of the most serious consideration" of the NAB television board when it meets June 28 to consider them.

Approvals and Disapprovals ■ Mr. Tankersley said CBS-TV's editors withhold approval of about 100 commercials a week "for various reasons" but that in a recent week they also examined 352 that were "in total accord" with CBS standards. "The majority of those which were not cleared initially were soon adjusted," he reported.

He said CBS had found that many so-called "adult" movies can be edited into acceptability for television, "so that the number of films rejected has averaged only about 10%." In selecting feature films, he said, CBS "consults" the Motion Picture Association's "Green Sheet," embracing the judgments of 10 national organizations, and "in addition we consider the highly respected judgment of the Catholic Legion of Decency, now known as the National Catholic Office for Motion Pictures."

The reference to the Legion of Decency recalled to observers a spirited debate between Otto Preminger, independent motion-picture producer-director, and CBS-TV's Mr. Dann at an NAB convention session last April, in which Mr. Dann denied that a bad rating by the Legion would cause or had caused networks to reject a movie (BROADCASTING, April 10).

Watching Violence ■ Mr. Tankersley also noted that CBS-TV's 1967-68 schedule "will feature a few more action-adventure programs than we have had in recent years" but said that "we are keeping a close eye on the violence indigenous to the category, and excesses will not be allowed."

John P. Cowden, CBS-TV vice president-information services, in outlining promotional plans to affiliates, said the network this summer will repeat the practice begun last year of "creating" an estimated 500 availabilities for spots promoting the fall nighttime schedule by deleting 20 seconds of program time in all half-hour shows and one minute in one-hour programs. CBS has instituted this approach because virtually no unsold time is available for promotional films or tapes.

CBS-TV begins the 1967-68 season on Sept. 5, the day after Labor Day. On-air fall promotion will begin next month (July 9). As in the past, the network will use a theme in its promotion; this summer's will urge viewers to

get "In the Circle" (a visual based on the CBS eye logo will used), with a secondary theme in August emphasizing that "It's Happening Here."

Takes Self Out ■ John A. Schneider, president, CBS Broadcasting Group, benched himself as the featured speaker at a luncheon Wednesday and CBS put on a briefing of the Middle East instead. Mr. Schneider said that much of the CBS-TV programing schedule the night before had been preempted by live coverage of the United Nations security council, meeting on the Middle East, and that he was "preempting myself" for a report on the world situation.

CBS News correspondent Walter Cronkite assumed his familiar anchor-man role in a special program created for the affiliates, including direct reports from CBS newsmen abroad.

AMST visit enters in another CATV case

That May visit by representatives of the Association of Maximum Service Telecasters to four FCC commissioners continues to have repercussions in CATV circles.

Tele-Vue Systems, whose fledgling

CATV operation in Conroe, Tex., found broadcast opposition in a rules waiver request, lodged ex parte charges last week against several of those AMST delegates.

The CATV operator had requested waiver of the rules to carry on its system two distant Houston signals. Opposition to the waiver came from four Houston stations—KTRK-TV, KHTV (TV), KHOU-TV and KPRC-TV. Tele-Vue noted that three of the stations filed their opposition on May 8 and the fourth on May 10. All are members of AMST.

The May 9 delegation to the FCC, Tele-Vue said, included among its five members: C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., owner of KHOU-TV; Ernest W. Jennes, AMST counsel as well as counsel for KHOU-TV and Jack Harris, AMST president and vice-president/general manager of KPRC-TV (BROADCASTING, May 15).

Claims Analogy ■ "The nature, tenor, tone and character of the general policy arguments against CATV waivers presented by the AMST delegation," Tele-Vue claimed, "are virtually analogous to the basic arguments" submitted by the four stations.

(Jack Harris, in a May 30 letter to FCC Secretary Ben F. Waple, said the AMST visit could not be construed as

an ex-parte approach that was meant to influence in any way pending CATV cases. Discussions with the commissioners, he said, "did not deal with, and were stated and understood not to deal with, the merits or outcome of any case pending before the commission.")

The fact that the AMST visit followed close on the heels of three out of the four opposing petitions was significant, Tele-Vue alleged, because those delegates were "currently and directly interested" in the Conroe CATV request. And to divorce their conduct which Tele-Vue alleged was improper under the ex parte rules on the basis that specific references to names or towns were not made is, the CATV operator said, "sheer nonsense."

Tele-Vue called for disqualification of the opposing petitions and barring of the stations from all further participation in the CATV dispute. "It is clear that an injustice of real and substantial magnitude has been inflicted upon all of those persons who rely upon this commission to reevaluate and pass fairly and objectively their contested petition for waiver." If it had not been for an alert trade press, Tele-Vue contended, "(we) would have had no knowledge of the mission. How many similar missions of equal or lesser magnitude may have taken place?"

Changing hands . . .

ANNOUNCED ■ *The following station sale was reported last week subject to FCC approval:*

■ KTX Pendleton, Ore.: Sold by Robert W. and Donna R. Roderick to Eastern Oregon Broadcasters Inc., 100% owned by Juniper Broadcasting Inc., for \$135,000. Juniper owns KGRL Bend and 80% of KACI The Dalles, both Oregon. Gary L. Capps is president. KTX operates on 1240 kc with 1 kw days and 250 w nights.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 81).*

■ WHYN-AM-FM-TV Springfield, Mass.: Sold by The Hampden-Hampshire Corp. to Guy Gannett Broadcasting Services for \$3,850,000. The WHYN properties are owned by the Springfield (Mass.) Union and News Employees Pension Fund, 50%; the William Dwight family, 16⅓%, and by the Charles N. DeRose family, 16⅓%. The Dwight family owns papers in Holyoke and Greenfield, both Massachusetts, and in Concord, N. H. The DeRose family owns the Northampton (Mass.) Gazette. Guy Gannett owns WGAN-AM-TV Portland, the Portland Press Herald and Evening Express and Sunday Telegram, the Au-

"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.

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Bank of America Bldg.
9465 Wilshire Blvd.
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gusta Daily Kennebec Journal and *Waterville Morning Sentinel*, all Maine. WHYN is on 560 kc with 5 kw days and 1 kw nights; WHYN-FM is on 93.1 mc with 3.2 kw. WHYN, on channel 40, is an ABC-TV affiliate.

■ **KOL-AM-FM Seattle:** Sold by Mark Goodson and Bill Todman, TV-radio program producers, to Richard D. Buckley for \$1 million. Mr. Buckley is principal owner of Buckley Broadcasting group, licensee of WDRC-AM-FM Hartford, Conn., WWTC Minneapolis-St. Paul, KGIL San Fernando, Calif. and KKHI-AM-FM San Francisco. Messrs. Goodson and Todman, principals of Seattle Broadcasting Co., purchased KOL-AM-FM in 1963 for \$850,000. KOL operates fulltime on 1300 kc with 5 kw. KOL-FM is on 94.1 mc with 5 kw.

■ **KYMN Oregon City, Ore.:** Sold by Republic Broadcasting Inc., principally owned by John C. Hunter, Kenneth Palmer and associates, to J. Elroy McCaw for \$980,000 (see story, this page). Mr. McCaw is president of and stockholder in Central Broadcasting Corp. (KELA Centralia-Chehalis, and KTVW-TV Tacoma, both Washington). Messrs. Hunter, Palmer and group own KIMN Denver. KYMN operates on 1520 kc with 50 kw days and 10 kw nights.

■ **KOTE Fergus Falls, Minn.:** Sold by Kingsley H. Murphy Jr. to Otto A. Korp, Gerald S. Rufer, Donald H. Fritzell and others for \$257,000. Mr. Korp is attorney and is in real estate. KOTE operates on 1250 kc with 1 kw days and 500 w nights.

Educational FM case poses FCC problem

For the first time in its history the FCC is faced with a unique comparative hearing where its traditional standards won't select a winner.

Involved in the hearing are New York University, New York City, and Fairleigh Dickinson University, Teaneck, N. J., applicants for a non-commercial educational FM channel (206) which had been reserved for use by the United Nations.

When it first ordered the hearing the commission relied on such standards as local residence, integration, broadcast experience, etc. But a closer look showed them to be virtually meaningless in such a hearing.

The commission found for example that the disparity in power and radiation patterns proposed by the applicants made inappropriate the traditional areas and populations and other available services criteria. Another

problem uncovered was the intent of the original FM educational reservations made in 1938. The FCC said it "has never squarely faced the question of whether these reservations were intended strictly as educational tools or were planned to be hybrid facilities to serve that end, as necessary, and during the remainder of the time to serve as additional available conventional, although non-commercial, broadcast outlets."

One of the universities said that as many of 51 FM signals are available in some part of the service areas proposed by the two applicants. Should the "available services" requirement include both operating commercial and educational stations, the commission asked.

Issues Defined ■ These considerations prompted the FCC to state for the first time the precise issues that would determine such a proceeding. The issues were set to determine:

■ The number of other educational FM services available in each university's proposed service area and the areas and populations served;

■ The integration of each applicant's operations into its overall educational objectives; or other factors that would demonstrate a superior FM educational broadcast service.

A third comparative issue specified

whether NYU's tower would constitute a menace to air navigation.

With the growing lack of available spectrum, the commission noted, more such comparative hearings would be in the offing. Already before the FCC are competing applicants for an educational TV channel. "It is reasonable to assume that we will be faced with other instances."

KYMN sale arouses trafficking charges

An issue of trafficking was rejected by the FCC in approving a contested sale of a radio station.

The sale involved transfer of control of KYMN Oregon City, Ore., from Republic Broadcasting Inc. to Metropolitan Radio Corp., headed by group-broadcast-owner J. Elroy McCaw. Sale price was \$980,000 plus assumption of \$830,000 worth of debts (see listing, this page). Opposing the sale was KXL-AM-FM Portland, Ore., which is a joint venture of Alexander Broadcasting Co. and Dena Pictures Inc., headed by entertainer Danny Kaye.

In its opposition KXL claimed that it

EXCLUSIVE BROADCAST PROPERTIES!

ROCKY MOUNTAIN AREA

—Established fulltimer in growing market, excellent potential, transmitter and control board new '65. \$60,000 down payment—cash flow of \$35,000. More than adequate to retire debt and supply top experienced management.

WEST TEXAS

—Single station daytimer in the rich irrigated area of the South Plains. Big producing area for grain sorghums, cotton, beef cattle, also extensive gas and oil. One-roof operation, building and real estate go with deal. Equipment in top shape and plentiful. Priced at \$225,000, long terms to qualified buyer.

Contact—DeWitt "Judge" Landis in our Dallas office.

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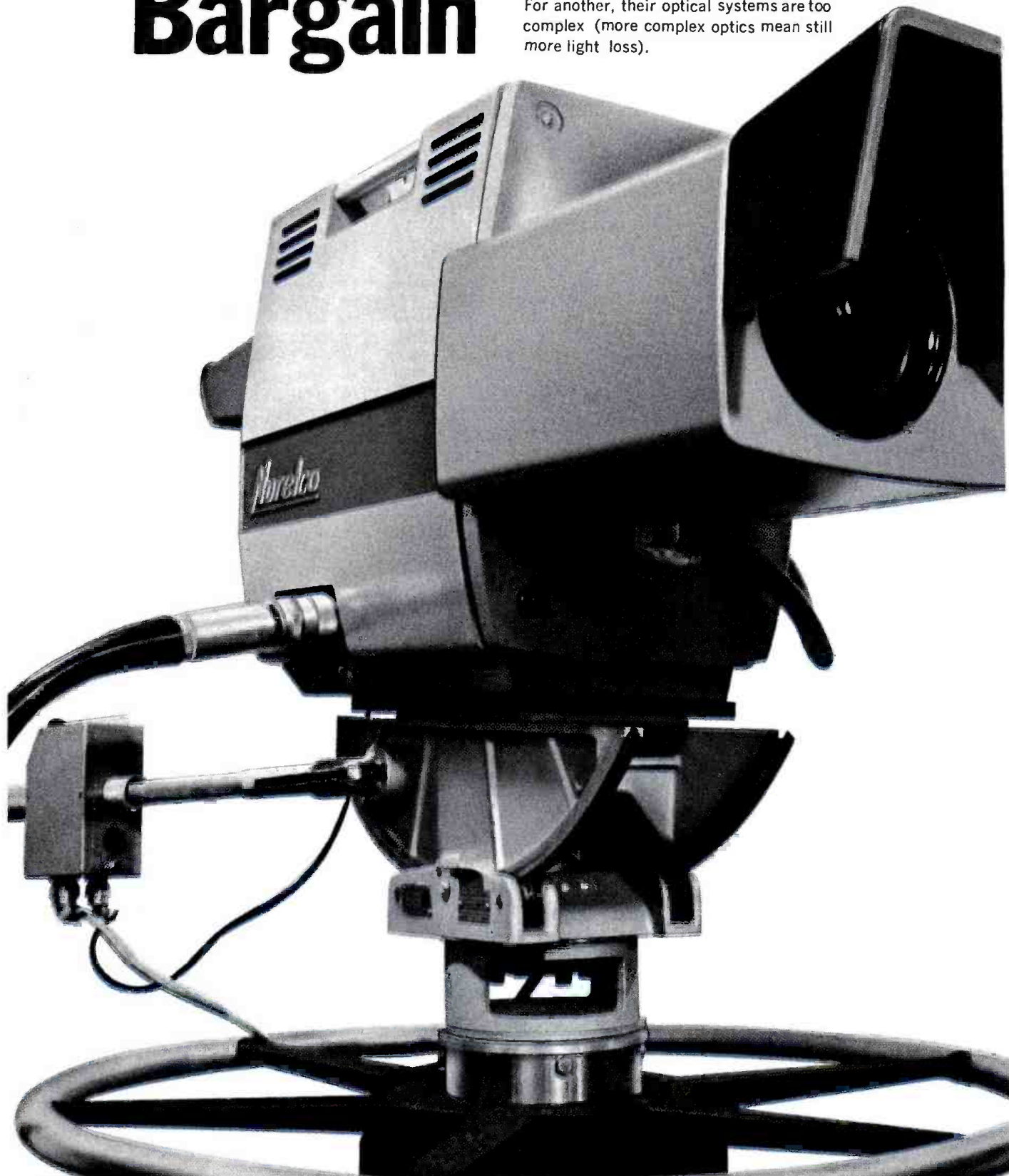
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The \$73,000 Bargain

... or why the Norelco PC-70 3 Plumbicon tube color camera is a better buy than any 4-tube color camera.

To begin with, it's a bargain in the keep-the-sponsors-happy department. With the PC-70, performers do not turn green or magenta, even when moving against a dark background. Nor do white doves, white knights or high-flying washing machines. *The PC-70 has virtually eliminated the dangers of lag.* But 4-tube cameras invite lag. For one thing, they must use a 4-way light split which "robs" light from RGB channels to "feed" the luminance (4th) channel. For another, their optical systems are too complex (more complex optics mean still more light loss).



The picture speaks for itself.

The use of three tubes instead of four motivated the only original color camera design in the industry: the first practical application of the "contours-out-of-green" principle to provide sharper edges in the vertical as well as horizontal direction.

Instead of a space-consuming fourth tube and its complex associated circuitry, the PC-70 improves sharpness electronically—to almost any degree you desire. Because of the low frequency characteristic of the vertical aperture correction, you produce a sharper image on the home receiver (not just on the studio monitor), in color and monochrome. You profit from greater long-term economy . . . far less optical, circuit and operational complexity.

There are more reasons why it's the "\$73,000 bargain."

Your video-men and cameramen will find the PC-70 to be as simple to operate as an 8mm movie camera. (Well, almost.) This is a result of the 3-tube concept. Another reason: the PC-70's unique 3-way beam split prism.



Because of it, there are no shading controls to fuss with. (Some 4-tube cameras require as many as 16!) There are no set-up controls required at the camera head. All are at the Camera Control Unit where they can be adjusted in the quiet control room—instead of the hectic and noisy studio!

For your maintenance-men, the PC-70 means adjusting and maintaining one less of everything that may need their attention: optical channels, deflection yokes, focus coils, deflection and processing amplifiers. The PC-70 saves time. And time still means money.

For color or monochrome, in bright lights or shadows, in the studio or on remote, the PC-70 picture stays sharp, natural, rich in detail and easily matched from one camera to another.

The Norelco PC-70.

A bargain any way you look at it.

Write today for a detailed brochure. Contact us—or our representative, Visual Electronics. To help you verify everything we've said, we'll include our references: a list of stations that now use Norelco Color Cameras. Two of the three major networks do.



Don Ferguson, Chief Engineer,
KXTV, Sacramento, California

"A viewer commented recently that KXTV has the 'cleanest' picture in town. This layman summed up in a word the superior sharpness of our picture, the realistic color saturation and better signal-to-noise ratio we get with the Norelco 3 Plumbicon tube color camera. In the final analysis, it's the viewer we have to please. The Norelco camera does that, so we're pleased too: we're buying more PC-70s."



800 South Columbus Avenue, Mount Vernon, New York 10550

would suffer economic injury to a competing station with a similar good music format and that the proposed transfer involved a principal whose activities since 1947 involved 34 major transactions of broadcast properties.

KXL said Mr. McCaw's activities would imply a trafficking issue and specifically cited several short-term sales of KVR Colorado Springs; KWLK Longview, Wash.; KDAY Santa Monica, Calif., and KRSC Seattle—all consummated within two years or less after acquisition. In addition the station noted that another of his properties, WINS New York, had been reported by BROADCASTING to be on the selling block five different times in eight years before being sold to Westinghouse Broadcasting Corp. in 1962.

That sale, KXL cited, indicated the wealth Mr. McCaw had accumulated through the exchange of his properties. The station alleged that by 1953 he was worth \$2 million, by 1959 nearly \$7 million and by 1962 he had sold WINS at a profit of \$10 million.

Earlier Charges — KXL also asserted that Commissioner Robert T. Bartley had raised a trafficking issue in 1963 when Mr. McCaw sought authorization to institute pay TV through KTVR

(TV) Denver (now KWGN-TV). Subsequently he requested assignment of the station to Bill Daniels. At that time the commissioner said: "The applicant appears to be obtaining this pay-TV authorization not for use in serving the public but for use in selling KTVR(TV), raising questions as to trafficking in authorizations."

When the FCC approved the KYMN sale last week without a hearing, it also quashed both the economic injury and trafficking claims of KXL. The commission found no merit in the objections, "no substantial and material questions of fact that remain unresolved." Instead the commission said Republic Broadcasting had made an affirmative showing that it had sustained substantial losses in the KYMN operation, that the consideration for the proposed sale consisted mainly of assumption of station liabilities by Metropolitan Radio, and that no profit was being made on the proposed assignment.

In the decision Commissioner Bartley dissented and issued a statement. He said, based on the KXL allegations, the transfer required an evidentiary hearing, and commission waiver of the three-year broadcast ownership rule was not warranted.

hearings after the Department of Justice argued that the anticompetitive aspects of the case had not been sufficiently explored. Observers expect the commission to approve the merger again, and by the same vote.

Alternative proposed orders were under preparation last week—one providing for approval of the merger, the other denial. It's understood that Commissioner Lee Loevinger is supervising the drafting of the former, Commissioner Nicholas Jonnson the latter. They would thus be maintaining the positions they took in December.

Top-50 Proposal — The commission appears less enchanted now with the proposed new multiple ownership rule than when it was issued for comment on a 4-to-3 vote two years ago (BROADCASTING, June 28). At that time, the commission adopted an interim policy designed to put the provisions of the proposal into effect pending conclusion of the rulemaking proceeding. However, the commission has waived the requirement each time it was asked to do so to permit the sale of a station.

The antenna farm proposal, drafted in cooperation with the Federal Aviation Agency, is aimed at resolving conflicts among that agency, the FCC and broadcasters over tower heights and air hazards. As originally drafted, the rule would require most new or modified towers of more than 1,000 feet be located in antenna farms established after consultation with the FAA. Broadcaster groups, notably the Association of Maximum Service Telecasters, opposed the rulemaking, contending that it would constitute an abdication of the FCC authority over broadcast-tower height and location to the FAA.

The proposed notice of rulemaking affecting translators, as drafted by the staff, would ask for comment on several questions as well as providing expanded use of translators. The draft requests advice on whether translators should be permitted to originate programming (proposals have been made for allowing translators to carry advertising) and whether they should be required to afford nonduplication protection to local stations.

ABC Hollywood voting disputed by NABET

The National Association of Broadcast Employees and Technicians has charged that ABC Co. meddled in a bargaining-representation election that the union lost. In objections filed with the National Labor Relations Board, NABET questioned the results of a May 24 representation election held among the office employees at ABC Hollywood and protested the conduct

Important cases await FCC action

This week's commission meeting may decide on merger of

ITT-ABC, inquiry into AT&T's rates, and antenna farms

Members of the FCC are bracing this week for what could be one of the commission's most momentous meetings in years, in terms of the importance of the items to be considered as well as their number.

One of the items expected to be ready for consideration, if not action, is the proposed merger of ABC into the International Telephone & Telegraph Corp.

A second is the proposed multiple-ownership rule that would limit ownership in the top 50 markets to three television stations, no more than two of them VHF's. The commission staff, reportedly, is recommending that the commission hold an oral argument on the controversial proposal before reaching a decision on it.

Another matter, which is reportedly ready for action is the two-year-old proposal to provide for the establishment of antenna farms (BROADCASTING, May 31, 1965). It's understood that the staff is recommending that the proposed rule be adopted.

The commission, in addition, is expected to consider issuing a proposed notice of rulemaking to permit wider

use of translators. It would permit VHF translators west of the Mississippi to operate with up to 10 w. The normal power limit of VHF translators is 1 w, although the commission has authorized the use of 100 w translators on assigned but unoccupied UHF and VHF channels. The draft rulemaking also looks to allowing stations to use VHF translators beyond their grade B contour, and to permit the use of translators as a means of relaying signals from stations to other translators.

One reason for the heavy workload is that Wednesday was expected to be the only meeting day until fall when all seven commissioners could be assembled. However, it appeared last week that some items might be put over to Thursday.

ABC-ITT — Most interest, on the part of broadcasters, centers on the ABC-ITT case, in which the commission conducted two days of argument two weeks ago (BROADCASTING, June 5).

The commission had approved the merger—actually, the transfer of ABC's 17 AM, FM and TV stations to ITT—by a 4-to-3 vote in December, but it reopened the case and ordered further

affecting that election. NABET was ousted as bargaining agent for ABC office workers as a consequence of the election.

The union now is claiming employer interference in the form of threats to employees "with respect to their opportunities for promotion," and promises of "greater job opportunities if they voted for no union."

According to Don Cheney, NABET regional director, there is also evidence that ABC supervisory personnel told employees that "they would be better off without a union."

An ABC spokesman flatly denied the charges.

The NLRB is being asked to set aside the election of May 24th and to conduct a new election, "free of illegal interference."

ACTS session irons out organization details

Executive committee of the new All-Channel Television Society (ACTS) of UHF broadcasters met privately in New York Tuesday (June 6) to discuss the organization's objectives and push its constitution toward final form. According to ACTS secretary Robert F. Adams, a UHF television consultant, the constitution will be filed in final legal form this Monday or Tuesday (June 12-13).

ACTS was formed as a separate UHF organization at a meeting in New York two weeks ago [BROADCASTING, May 29], after initial discussions at the NAB convention in Chicago.

Warner Bros. sells its CATV interests

Warner Bros. Pictures Corp., which is in the process of selling all of its assets to Seven Arts Associated Corp. (BROADCASTING, June 5), apparently already has disposed of its fledgling CATV operation. Called Warner Bros. TV Services Inc., the 18-month-old CATV subsidiary has been sold for an undisclosed amount to John Frost, who had been its general manager. Reportedly Mr. Frost will rename the operation Pacific Cable Services Inc.

Warner Bros. had set up its initial CATV installation at Mission Viejo, near Laguna Beach, Calif. According to last company reports, some 12 miles of cable had been laid. The film production company also had been attempting to get a CATV franchise in Newport Beach, Calif.

NAB's Carlisle appointed TV VP

Executive group polishes off agenda including FCC

fairness ruling, ACTS, scholarships and convention plans

Re-creation of a television department and appointment of William Carlisle, vice president for station services, to vice president for television (CLOSED CIRCUIT, May 8), was approved last week by the National Association of Broadcasters executive committee.

Meeting in Washington on Wednesday (May 7), the committee also discussed: the FCC's fairness ruling on cigarette advertising; the NAB Distinguished Service Award; the newly formed All-Channel Television Society; the Harold E. Fellows scholarships; the Encyclopedia of Sound project, and plans for the 1968 NAB convention.

The appointment of Mr. Carlisle, which technically still has to be approved by the finance committee since it requires shifting funds from one department to another, will give NAB a TV-only executive for the first time since 1961 when Charles H. Tower resigned that post to join Corinthian Broadcasting Corp.

For the past few years Mr. Carlisle's duties have centered mainly on television matters. He also has been in charge of the NAB's field men.

In asking the executive committee's approval to reopen the TV department, NAB President Vincent Wasilewski did not say who would take over the station services department.

Approve Fairness Stand ■ The committee members were briefed on the FCC's June 2 ruling that cigarette advertising falls under the fairness doctrine, and they approved a statement

denouncing the decision as an "unwarranted and dangerous intrusion into American business" (see page 30).

They were also given a backgrounder on the newly formed ACTS, which is designed to operate in behalf of UHF stations, outside the NAB umbrella. Although there had been some ill feeling between the two organizations in ACTS's formative stages, the committee felt the work of ACTS, for the most part, would be complementary to NAB actions.

Looking ahead to the 1968 NAB convention in Chicago, the committee proposed several changes which will be passed on to the convention committee for action.

One change would eliminate the traditional Wednesday afternoon all-industry panel session and replace it with a number of workshops. Until two years ago, the FCC commissioners—en masse—had appeared at the Wednesday session. Then, following former Representative Oren Harris's attack on such gatherings, the commission panel passed into oblivion.

It was replaced in 1966 with a panel of communications attorneys, and this year the session was devoted to broadcasting's worldwide future.

Another change, proposed by the committee, would see the Tuesday night banquet, run as an official agenda item by the Broadcast Pioneers, move into the Wednesday night slot. At present, the convention ends at 5 p.m. Wednesday. The banquet would still be run by the Pioneers and NAB would con-

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tribute to the securing of entertainment. (The Pioneers met in New York Thursday and was said to be in agreement with the plan.)

Hunt for Awardees ■ The executive committee also proposed to give the Distinguished Service Award committee some help in finding prospective recipients. It would include, in one of the regular monthly mailings to NAB members, a form asking for stations' suggestions as to who should receive the award and some background on the nominee.

In the area of nominees—those for the position of joint board chairman—the committee heard a recommendation that the selection committee continue in existence, if for no other reason than as a means for nonboard members who seek the chairmanship to make their availability known.

The executive committee approved doubling the number of annual Harold E. Fellows scholarships from two to four. Each is worth \$1,250 and is given to a junior or senior in college who is studying broadcasting. They are named for the late NAB president.

A recommendation that the remaining funds committed to the Encyclopedia of Sound project be transferred to a foundation that would undertake continuing the project or the Broadcast Pioneers, in conjunction with its collection of memorabilia to be placed in the NAB's new headquarters building, was approved by the committee.

Community becomes cable in NCTA name

The National Community Television Association will be renamed the National Cable Television Association, if the NCTA membership approves the change at the association's convention in Chicago, June 25-28.

The name change, proposed a year ago and continually supported since then, by Bill Daniels, CATV operator and broker, was adopted by the NCTA board at its meeting in Lake Tahoe, Nev., last week.

Al Stern, NCTA chairman, said the board's recommendation is acknowledgement that "throughout America the industry is known to its subscribers as 'cable television.'"

Primarily a meeting designed to go over details of the convention, the board was brought up to date on the recent appellate court decision upholding a lower-court decision that CATV's are liable for copyright payments.

Another board meeting has been set for June 25 in Chicago.

TV station owners fall short of FCC's ideal

FAIL TO INTEGRATE OWNERSHIP AND MANAGEMENT

The broadcaster-type held up by the FCC as the ideal—one who would own and operate a station in his home town and devote all or most of his time to it—is apparently seldom found in the real world, at least in the television end of the business.

Dr. Martin H. Seiden, a Washington consultant in communications matters, pointed to that conclusion in an analysis he prepared for RKO General Inc., in connection with that multiple owner's contest to hold on to its license for channel 9 Los Angeles. The company operates KHJ-TV on the facility.

Fidelity Television Inc., which is composed of a group of Los Angeles-area businessmen, is the competing applicant for the channel. Fidelity wants to operate a station in Norwalk, a Los Angeles suburb. And a major point it has made in the comparative hearing now underway is that large publicly held corporations, such as RKO General, are by nature incapable of integrating ownership and management of a station.

Not coincidentally, the commission, in a 1965 policy statement describing the criteria it would follow in deciding winners of comparative hearings, said that an owner's full-time participation in a station's operation is of substantial importance. The commission said such an owner would probably be sensitive to a community's programming and would assure the "desirable" association of legal responsibility and day-to-day performance (BROADCASTING, Aug. 2, 1965).

Ideal vs. Real ■ But if that is the ideal, Dr. Seiden's analysis indicates that most of the country's television stations are in the wrong hands. After studying the ownership records of 150 singly owned television stations, he concluded that the licensees of most of those outlets have outside interests and are absentee owners.

He found only 20 stations whose owners, officers or directors did not have at least a 25% interest in some other enterprise. He also found that 32 of the stations were related to 12 or more enterprises; in sum, the 150 stations were related to 1,215 other businesses through 25% or better ownership interests on the part of major stockholders (25% interest in the station), officers or directors.

Radio and CATV constituted the largest group of "other enterprises" to which the singly owned television stations are related. Dr. Seiden found that the stockholders, officers or directors of 95 of the TV stations had in-

terests in 335 radio stations and CATV systems.

The second largest group included services, with 57 stations related to 241 service companies, including theaters, hotels and banks. Newspapers ranked third as a group, with 38 of the stations related 135 newspapers.

In checking into the question of who manages the singly owned stations, Dr. Seiden found that most of them are run by hired hands with no substantial ownership interest.

He said only 54 singly owned stations are managed by individuals owning 5% or more of the outlets involved. And in 38 of those stations, the owner-manager has other business interests. Dr. Seiden found only four cases where an owner managed the station and where neither he nor other principals had other business interests.

Five competitors unite for Las Vegas ch. 13

Interim operating authority for ch. 13 Las Vegas has been requested by a new corporation formed by five of the eight competing applicants for that channel.

The corporation, Channel 13 of Las Vegas Inc., is composed of Arthur Powell Williams, Desert Broadcasting Inc., Ettlinger Broadcasting Corp., Clark County Communications Inc. and Talmac Inc., each with 20% interest. Corporation offices of chairman and vice-president will be shared on a two-month rotating basis among Mr. Williams; Ralph Denton, secretary-treasurer of Desert; John A. Ettlinger, president of Ettlinger Broadcasting; Meyer (Mike) Gold, president of Clark County, and William R. Morse of Talmac.

In its request the corporation estimated that during the initial period of operation expenses would not exceed revenues by more than \$10,000 a month based on past operating costs incurred by KSHO-TV (ch. 13), now in receivership. The corporation said it anticipates that these expenses will be cut in half to \$5,000 per month soon after interim operating authority is granted. Equipment from KSHO-TV will be purchased by the corporation for \$94,500.

KSHO-TV made commission history in 1965 when it became the first TV station to be denied a license renewal in a contested case. Court decisions upholding the FCC action opened the door for

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new applicants last February (BROADCASTING, May 8). The station, scheduled to go off the air last Friday (June 9), was given an 11th-hour reprieve by the commission for 90 days.

Other applicants for the channel include: Diller Broadcasting Corp., headed by comedienne Phyllis Diller; Nevada Broadcasters, and Lotus Television of Las Vegas. All applicants except Lotus Television have asked for interim operating authority.

WTRF-TV's new center to run \$500,000

WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, has announced plans to invest more than \$500,000 in a new broadcast center.

A three-story downtown-Wheeling building has been purchased for remodeling and will house two studios for television operations and an additional studio for WTRF-FM. Provisions are also being made for a color processing unit, expanded color film and tape production facilities, a specially designed color art center, and a news-production headquarters.

Robert W. Ferguson, executive vice president and general manager of the station, said the new quarters should be ready for occupancy in late 1968.

KQED plans workshop

An experimental television workshop is being established at KQED(TV) San Francisco, a non-commercial station, to inquire into the nature of the television medium itself. The Rockefeller Foundation has made a \$150,000 grant to KQED toward setting up the workshop.

Announcement of the project, made jointly last week by KQED and National Educational Television, noted that Brice Howard, executive producer in the cultural programming division of NET, has been granted a year's leave of absence to join KQED as project director of the workshop, effective Aug. 1. The workshop, which is scheduled to begin in September, will use the services of experts in modern psychology, anthropology, sociology and arts and will be concerned with what happens on both sides of the TV screen, according to the announcement.

Eastern power failure finds radio ready

AUXILIARY GENERATORS PUT MOST ON AIR IN MINUTES

A power failure that last Monday confused some 13-million people in four eastern states also victimized radio stations in the area. But the majority of stations swiftly recovered from the surprise daylight blackout.

The emergency recalled the '65 blackout of seven northeastern states when radio was championed for its outstanding public service role (BROADCASTING, Nov. 15, 1965).

The June 5 power failure hit at about 10:23 a.m. (EDT) and continued throughout the day until about 6:30 p.m., although in many areas the power was restored within a few hours. Most radio stations met the emergency by using auxiliary power generators and transmitters, allowing them to be back on the air only after a few minutes delay. The public for the most part depended on battery-powered radio sets for the news.

The urgency of TV stations in the affected area—parts of New Jersey, Pennsylvania, Delaware and Maryland—to restore lost power was not as great: Without electricity, few TV sets were operable during this power failure.

UPI said the emergency gave it the opportunity to test its "Sked-4" news network, a multichannel voice-grade circuit, that had already been installed in New Jersey. The Sked-4 is a "fail-safe" device that allows continual news feed even during power failure. UPI's network is being installed throughout the U. S.

Shorted Circuits ■ Two New York City outlets, WOR and WINS, which have transmitters located in New Jersey, were affected. WOR's control circuits, confused by the power drop, produced a short circuit in a diesel generator. The station was inoperative for about 90 minutes while engineers corrected the malfunction. During the time, WOR scheduled its 15-minute 11 a.m. newscast on WOR-FM New York, all-rock-'n'-roll station. WOR-AM estimates its billing loss while off the air amounted to some \$3,000. The station, however, planned to make good the time loss to advertisers.

WINS New York was off the air from 10:23 a.m. to 3:21 p.m. EDT. Though the power failure triggered its emergency equipment, this too failed subsequently when a high-voltage breaker broke down. WINS is an all-news station.

WJRZ Newark, N. J., was off the air approximately two hours. The station estimated billing loss at about \$800 during that time, but also said time to advertisers would be made good.

In Philadelphia, WCAU said its service

was interrupted for less than a minute, because of standby equipment, including a 10-kw diesel generator in the studio and a 40,000-w gasoline operated generator to power an auxiliary 10-kw transmitter.

Newspaper TV logs have heavy following

The daily television log is one of most universal elements of U.S. daily newspapers, according to the Bureau of Advertising, American Newspaper Association, a frequent and sometimes vociferous critic of TV.

Along with general news, sports and society features, and weather information, the television listings are apparently considered a "must" item by virtually all 1,200 respondents to a bureau survey, results of which were released June 2.

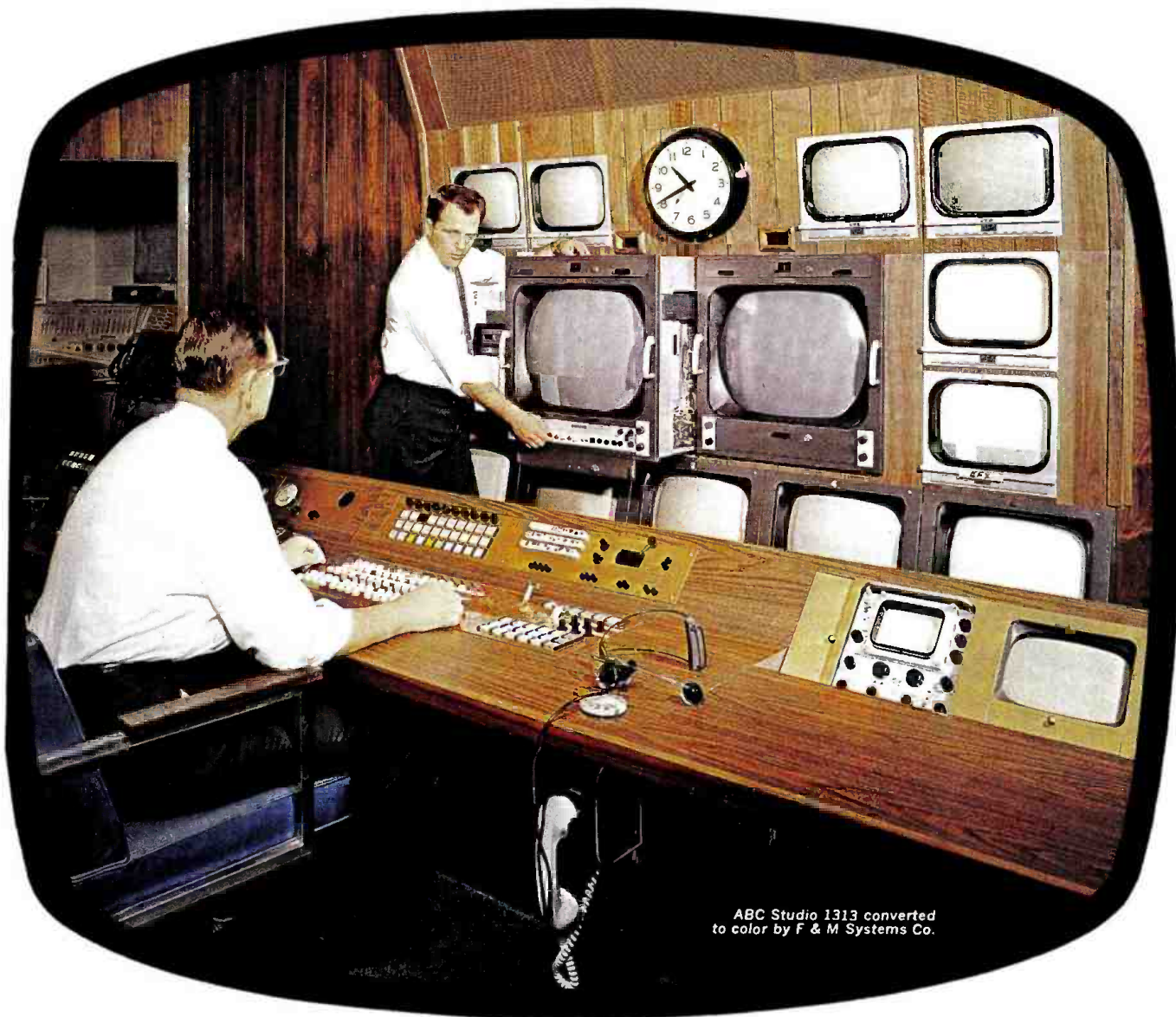
In addition, almost 75% of the newspapers carry regular editorial features on television, and between 33% and 50% indicated they carried regular features on radio as well.

Dr. Leo Bogart, executive vice president and general manager of the bureau, said, however, that no editor expects every reader to read everything; he expects readers to select useful information. "For this reason it is wrong to compare the information and news function of the daily newspaper with that of broadcast newscasts which deal mainly with the top headlines or with events which lend themselves to a news-reel type of pictorial treatment," he said.

Media reports . . .

TIO presents ■ The Television Information Office, New York, distributed to its member stations a slide color presentation illustrating some of the key findings of the latest in a series of five surveys commissioned by TIO and conducted by Roper Research Associates, New York. The presentation accents TV's leading role as a source of news and overwhelming popularity with the public.

Relocation ■ The Public Broadcast Laboratory, an autonomous unit of National Educational Television, relocated last week to 342 Madison Avenue, New York, from temporary offices at Columbia University and The Ford Foundation.



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Canada gets joint satellite proposal

An \$80-million offer to stake a satellite communications claim in outer space for Canada has been proposed by a consortium of Canadian telephone companies.

The companies—Trans-Canada Telephone System and Canadian National and Canadian Pacific Telecommunications—urged swift government approval of the proposed system to prevent losing by default through inactivity the limited number of satellite orbits available to cover the country. At present it is estimated that 12-15 satellites could be put in stationary orbit to serve Canada, U. S. and Central America needs.

Costs of the system were estimated to be \$38-million for 54 earth stations (receiving units), \$17 million for satellite construction and \$25.5-million for satellite launching. In their proposal the companies said they would be willing to absorb all system costs. If however, the government decided public participation would be necessary, the companies insisted on their ownership of the ground stations, but said that they would share either the building or the launching costs.

Their proposal calls for construction of three satellites, two to be put in orbit and one for use as a spare. The working satellite would have a 12 channel capacity: three channels for telephone use and the rest for commercial and educational TV. Channel assignments would include one each for Canadian Broadcasting Corp., English and French national programs with four channels for CBC regional programs, one channel for the privately owned CTV network and two channels for educational TV use. Thirty-eight of the 54 earth stations would be used to bring TV into remote areas (said to be long neglected by present CBC service).

The companies emphasized they did not want to become broadcasters, but argued that they had created a land-based network that well fulfilled Canada's needs economically and therefore should be allowed to make the space attempt. "In this way—and only in this way—is it possible for Canada," they said of the proposal, "to match the telecommunications standards set in the United States and demanded by Canadian customers."

No bonanza of profits for the companies would be realized with this system, they said, because the earnings of all parties in the consortium are regulated by the government. In fact

any savings from the satellite plan, the companies claimed, would be reflected in lower rates.

Mideast conflict brings demand for Israeli TV

One effect of the Arab-Israeli conflict will be the more rapid development of television broadcasting in Israel.

Joseph L. Stern, vice president for engineering services of the CBS-TV Stations Division, which provides technical consulting and training services to the Israel Broadcasting Authority, said last week the IBA has moved ahead on its schedule for introducing news and public affairs programming to the country's 30,000 receivers.

"I got a call at 4:30 in the morning, while the fighting and bombing were still going on in Jerusalem, asking for additional information on a training program we prepared for them, and asking me to return to Israel next week," he said.

Israel currently operates only a one-

and-a-half-hour daily instructional television service. News and other programming have been received only from the surrounding Arab countries and from Cyprus. But an editorial in the leading Israeli daily *Ma'ariv* after the start of hostilities called for "immediate general television news and information broadcasting" in both Hebrew and Arabic and the demand was quickly taken up by other newspapers.

The IBA entered negotiations for the use of instructional TV facilities and decided to move forward on the general television development schedule, and call Mr. Stern back to help.

"I'm not exactly a combat correspondent, you understand, but I plan to fly over this weekend," he said last week.

Abroad in brief . . .

Early bird golf ■ ABC Sports said last week that the final round of the U. S. Open Golf Championship would be telecast June 18 by Early Bird Satellite to the BBC for showing to an anticipated eight million people at 10:30 p.m. British time (5-7 p.m. EDT). ABC-TV's coverage in this country be-



Japan's well-equipped TV moves toward color

To a visitor, Japanese television is "very impressive" and the stations are "equipped very, very well." The impressions are those of John F. Dille Jr., Communicana Group of Indiana, joint board chairman of the National Association of Broadcasters.

Mr. Dille recently spent three weeks in Japan as representative of the U. S.-Japanese cultural program exchange center. Above, Mr. Dille (r) is shown with Saburo Matsukata, head of the center's Tokyo office.

The NAB chairman visited 14 television stations in Tokyo, Osaka,

Nagoya and Fukuoka and screened more than three dozen films, many of them documentaries. He pointed out that the Japanese stations and networks are doing "some fine documentaries" and that many of them are available for showing in the U. S. through the exchange center's office (c/o National Educational Television, 10 Columbus Circle, New York).

Some of the documentaries are in color, he added, and many are already dubbed into English. Japanese TV is moving "fast toward color," he found.

gins with the third round on June 17 (starts 5 p.m. EDT).

Bilingual cartoons ■ Krantz Films, New York, has announced the sale of a cartoon series, *Rocket Robin Hood*, for in excess of \$500,000 to both the French and Canadian TV networks of the CBC. The sale, according to Krantz, marks a first for Canadian TV in which a series has been produced and purchased for simultaneous showing in English and French. The series was produced by Al Guest Animations Inc., Toronto.

Kindergarten expands ■ Portugal and Finland will become the 18th and 19th nations to produce a local and live *Romper Room* show. Radiotevisao Portuguesa, Lisbon, and Oy Yleis Radio Ab, Helsinki, signed with distributors Fremantle International, Inc. for the kindergarten program.

Kingsley unit to handle Wolper's foreign sales

The establishment by Wolper Television Sales of its own unit to concentrate on international distribution of its programing was announced last week by Walt Kingsley, vice president.



Mr. Kingsley

In the past Wolper Television Sales, a unit of Wolper Productions, a Metro-media company, had functioned in the domestic area exclusively with outside distributors handling sales of

programing abroad. Mr. Kingsley himself will devote a considerable portion of his time to world-wide activities, assisted by Peggy Shaw, manager of the international department.

Mr. Kingsley said Wolper already has made agreements for dubbing of its product in France and Mexico and has completed more than 20 sales overseas in recent weeks. These include agreements with the CTV Network in Canada and Telesistema Mexicano on eight one-hour *National Geographic* specials; *Crusader Rabbit* to Television Corp. Ltd. in Australia, and *The Hidden World* one-hour special to Radio-diffusion-Télévision Française in France. Other programs that Wolper is selling abroad include *My Favorite Martian*, *The Really Big Family* and *Ice Capades* specials with others to be announced shortly.

FINANCIAL REPORTS

Metromedia outbid for Globetrotters team

Mertomedia Inc. last week lost a basketball team it thought it had purchased two weeks earlier (BROADCASTING, May 29). A Chicago circuit court judge approved the sale of the Harlem Globetrotters to a Chicago syndicate for \$3,710,000. Metromedia had bid \$3.5 million and Lin Broadcasting Co. offered \$3 million for the team.

Last month Metromedia had reported it had purchased the team, subject to court approval, from the estate of Abe Saperstein. Mr. Saperstein, who founded the basketball team in 1927, died in 1966.

ITT sales gains seen if merger goes through

Completion of the merger between the International Telephone and Telegraph Co. and ABC could bring ITT's annual sales close to \$3 billion in 1967, reported Hart Perry, executive vice president of finance and treasurer of ITT.

Mr. Perry, speaking at the Washington (D. C.) Society of Investment Analysts last Wednesday, added that ITT's sales alone have tripled since 1959 and exceeded \$2 billion in 1966. In the same seven-year period, he continued, net income rose from \$29 million to nearly \$90 million in 1966 (\$1.90 to \$4.07 per share).

Financial notes . . .

■ Collins Radio Co., Dallas, has announced an increase in its quarterly cash dividend from 15 cents to 20 cents per share, and has declared the increased amount payable on July 17 to stockholders of record June 26.

■ National Telefilm Associates Inc., Beverly Hills-based program producers and syndicators, has reported an increase in sales for the fiscal year ended

Sept. 30, 1966, but the firm continued to sustain a loss in income for the year. NTA's film rental income for 1966 was \$4,489,737 as compared to \$3,367,974 in 1965, and its net loss resulted in \$362,147 in 1966, \$492,452 in 1965.

■ Directors of Cox Broadcasting Corp., Atlanta, last week declared a dividend of 12½ cents per share of common stock payable July 17 to stockholders of record June 22.

Agency stocks called good buy

Advertising agency stocks received the solid endorsement of Eastman Dillon, Union Securities & Co., a New York brokerage firm, last week.

In its *Report to Investors*, the company's research department concludes: "Sharply increasing profits and modest price-earnings ratios characterize the largest publicly held advertising agencies, [and their] record over the past 10 years indicates little vulnerability to either economic cycles or to account-switching by major clients."

Michael T. Jackson, author of the report, points out that 90% of large agency billings are concentrated in national advertising in five media: radio and television, magazines and newspapers, and outdoor advertising. "Expenditures in the five media have not only grown somewhat faster than the overall trends, but have demonstrated good stability during recess-

sionary periods," he said.

Regarding the effect of account switches, Mr. Jackson cites a 10-year average annual increase of 8.1% in domestic billings among the top 25 agencies.

Augmented by increasing international billings, total large agency billings are expected "to compound at an annual rate of from 8-10%."

Of the four largest (of six) publicly held agencies, Eastman Dillon specifically recommends: Foote, Cone & Belding for "the best combination of growth, yield and quality," and Doyle Dane Bernbach "for the more aggressive investor." DDB is expected to increase its 1967 per-share earnings 20% over last year, according to the report, which attributes the agency's "phenomenal success" to "both the quality of their advertising and of the (growth) products which they handle."

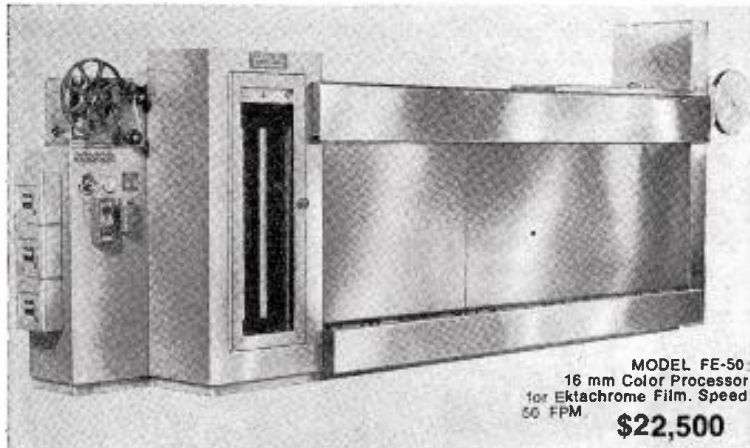
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TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPD-TV, KTAR-TV, WSYR-TV.

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NAB offers UHF space for land-mobile use

Translator-service channels 70-83 loss would have least impact on broadcasting

Broadcasters last week indicated they would give up—if they had to—channels 70-83 to land-mobile communications. But at the same time they called on the land-mobile users to use "all known techniques [for] the most efficient utilization of the present land mobile band."

George W. Bartlett, vice president for engineering of the National Association of Broadcasters, outlined the possibilities to a meeting of the vehicular section of the Institute of Electrical and Electronics Engineers in Washington on Tuesday (June 6).

The prospect of turning over the 806-890 mc band to the land mobile forces was described as an approach that probably would have a "minimum impact" upon broadcasting since virtually all the channels allocated in that band are used for translator service.

Such a plan, Mr. Bartlett added, would be in conflict with the FCC's plan to establish a new class of low-power community TV stations in the upper portion of the UHF band. It would also necessitate reallocation of any translators already operating on those frequencies.

Fearful Solution ■ Moving land mobile to the upper frequencies would be an "immediate solution" but one which land mobile "shudders at," he said. However, he pointed out that broadcasters also shuddered when the FCC allocated 450 mc and 455 mc to the Broadcast Auxiliary Service, and they found the transition "was not as hopeless as first envisioned."

Another possible solution, with a minimum impact on broadcasters, he felt, would be developing a limited geographical sharing plan so only a "select group of frequencies within a clearly defined congested region" would be shared.

However, he dismissed this idea almost immediately, calling it "complicated" since it would require reallocating certain existing facilities within those geographical areas.

Discussing land-mobile's desire for the lowest UHF channels, 14 and 15,

the NAB executive pointed out that taking those channels out of broadcasting would require reallocation of 106 channels, of which 40% are already occupied or applied for.

Such a disruption, he maintained, would mean all stations on 14 and 15 having to "incur heavy expenses for new or modified transmitting equipment, including such high-cost items as antennas, and towers in some instances."

Massive Disruption ■ He said a preliminary engineering study shows many of the stations that would have to move "would be required to shift to frequencies above channel 70. In essence, the reallocation of channels 14 and 15 would basically disrupt the table of allocations from beginning to end."

A similar situation exists in varying degrees throughout the spectrum, he added, until you arrive at the translator-laden upper frequencies.

Broadcasters, Mr. Bartlett pointed out, "do not want to be cast in the role of obstructionists" to solving the problem of the congestion in land-mobile frequencies. Yet the industry does not want to support a plan that will be "injurious to broadcasting."

Rather than grab for broadcasting's frequencies, he said, the land-mobile users might look within and see where their services could be improved.

Broadcasters, he explained, do not oppose efficient use of the spectrum, but "the continued loss of broadcast spectrum space over the past 18 years speaks for itself" in the degree to which broadcasting has contributed.

Short-Range Answers ■ The FCC's action over these years has relieved some of the land-mobile congestion, he went on, but it hasn't proven to be a long-range solution. "In fact," he said, "to satisfy the frequency requirements of a service that receives nearly 25,000 applications for new land-mobile facilities every month, we must talk in fairly substantial blocks of space" and this means the TV frequencies.

Broadcasters, Mr. Bartlett assured

the land-mobile forces, are conducting "exhaustive studies" and "leaving no stone unturned in an effort to produce some meaningful answers and guidance."

Although channel sharing has been talked about as one possible approach to solving the frequency-shortage problem, he felt the FCC's Advisory Committee's suggestions should be approached first.

He said the committee suggested: channel splitting in the 450 mc band; more precise specifications of power, antenna height, etc.; further channel splitting in all bands as equipment makes it possible; use of variable power base stations; major modification of criteria for assignment of facilities, and use of radically new and advanced techniques or systems for communications.

In addition, he suggested two more steps: use of frequencies above the 900 mc band, and use of FM multiplex channels for base stations.

Trade Center move off for WNJU-TV

An agreement in principle to move TV transmitter sites in New York City from the Empire State building to the top of the proposed 110-story World Trade Center by 1971 was rejected last week by WNJU-TV Linden-Newark, N.J. The UHF station said it'll keep its transmitter on the 102-story Empire State building because of the "onerous financial burden" of such a move.

The agreement made with the Port of New York Authority, under whose auspices the trade center would be built, had previously been announced jointly by the authority and a broadcasters group representing WNJU-TV and eight other stations operating in the New York area. But it has been subject to the approval of each of the stations. WNJU-TV was the first of nine TV outlets to take formal action on the proposed move.

Edwin Cooperstein, WNJU-TV president and general manager, said the formula devised and the economics in such a move present "a hardship to a young station like WNJU-TV." The station's out-of-pocket expenses for the move, he estimated, would come to more than \$250,000. This would be in addition to whatever the Port Authority allows for reimbursement on relocation costs, he said.

Mr. Cooperstein noted that the TV

broadcasters' All-Industry Committee had agreed in principle to move TV transmitters to the trade center, subject to approval by each station's board of directors and by the FCC. WNJU-TV's board, he said, has decided to keep its location on the Empire State building.

Neither the TV broadcasters' committee nor the Port Authority could be reached for comment late Thursday (June 8) when WNJU-TV publicly announced its decision.

Congressmen Petition ■ Representatives James H. Scheuer and Richard Ottinger sent a telegram to New York Mayor John V. Lindsay asking that the mayor, in Mr. Scheuer's words, "stop, look and listen for 60 days to allow the FCC to sort out the facts." The FCC is to hold a hearing next month to consider TV interference problems that would be expected to develop in the construction of the trade center (BROADCASTING, June 5).

The congressmen asked Mayor Lindsay to hold up his decision on the trade center to allow time for the FCC to develop evidence on the nature of TV interference and "its seriousness, and to come up with solutions."

The city's board of estimate has scheduled a review June 16 of the trade center plans and a closing of streets within the construction site.

Representatives Scheuer and Ottinger said they would appear before the board at that time to present their position.

Last Monday, after meeting with civic and trade leaders and agency people in New York, Mr. Ottinger at a news conference said, "we would like to take care of the problem before we reach the 60th floor. This problem must be settled before it becomes a crisis."

Mr. Scheuer added that if the FCC report uncovers any evidence of serious TV interference from a trade center higher than 60 stories, "then the Board of Estimate will have to balance public interest and the building height must be changed."

No "Serious" Problem ■ Austin J. Tobin, executive director of the Port Authority, last week released his latest letter to Representative Scheuer citing evidence that TV reception in New York will improve once transmitters are relocated to the trade center. He said the authority has scheduled construction to allow the TV stations to begin operations on the first building (north) on Dec. 15, 1970, "so that the period of partial interference will last only 8 months and 18 days." He cited an engineering report conducted by Alford Manufacturing Co., Winchester, Mass., commissioned by the Port Authority (BROADCASTING, June 5).

A banner year for electronics

EIA Chicago meet told

to expect 14% gain;

TV-radio sales cited

Total electronic sales in 1967 should hit a new high of \$22.5 billion, up 10.6% over 1966. Factory sales of consumer electronic product should go up nearly 14% this year to \$5.2 billion even though color-TV selling isn't quite as brisk as expected.

These were among the key industry economic performance trends reported last week at the annual meeting of the Electronic Industries Association in Chicago by EIA President Robert W. Galvin. He is board chairman and chief executive officer of Motorola Inc.

Mr. Galvin said the year's outlook for color TV is difficult to predict "due to a number of circumstances" but 1967 sales should reach 6.5-million units and certainly will exceed 1966 sales of 5-million units. Adding on the sales of monochrome sets this year, he said, the movement of TV sets could hit a new record total of 13-million units.

Impetus from FM ■ "Sales of radios are also still rising," Mr. Galvin noted, "due largely to the growing popularity of FM. U. S. models sold for home or personal use are expected to reach 16.5 million for a jump of 14% over last year." Imports are not included. Phonograph sales will top 5-million units, he said.

Mr. Galvin reviewed the 43-year growth of the EIA and its continuing evolution to meet the changing needs of electronic producers, noting that "every division of EIA today operates as a smaller association within a larger federation-like association." How far EIA should go in mergers with other associations is being considered, he said, including a current proposed merger with the Association of Electronic Manufacturers.

Potentially harmful X-ray radiation from color-TV sets was one subject on the convention agenda of the EIA's consumer products division but no action was taken. Delegates were informed that the subject continues under

careful study in cooperation with the U. S. Public Health Service (BROADCASTING, June 5, May 22). Interested members of Congress also are being kept informed of progress, it was pointed out. So far no real radiation danger is seen because of the many company and industry controls and safeguards that have evolved over the years, it was emphasized.

Hoffman, Fezell Named ■ Charles Hoffman, assistant vice president, Warwick Electronics, was elected chairman of the executive committee of the consumer products division of EIA succeeding Armin E. Allen of Philco-Ford. George H. Fezell, vice president-sales, Magnavox Co., was elected a division vice president, filling a vacancy.

Mr. Galvin praised the "sold-out" success of the consumer product division's forthcoming National Consumer Electronics Show, to be held in New York June 25-28. The 1968 lines of most radio-TV set makers will be displayed for dealers and other buyers.

Mr. Galvin reported the following factory sales of electronic product:

(In Millions of Dollars)			
Market	1966	1967	% Change
Consumer	\$ 4,574	\$ 5,200	13.7
Industrial	4,949	5,500	11.1
Government	10,132	11,096	9.5
Replacement Components	640	650	1.6
Total Sales	\$20,295	\$22,446	10.6



Mr. Galvin

Ch. 6 sharing tests to begin June 15

The channel 6 sharing tests will be underway in the Washington area Thursday, June 15, promises the FCC. Initial orientation of field crews began last Thursday with representatives from manufacturing companies RCA, GE and Motorola on hand as well as members of the FCC laboratory.

The objective of the field tests is to determine possible interference from mobile radio transmissions on channel 6 (82-88 mc) to co-channel and adjacent channel TV stations, and also to FM stations (88-108 mc). TV stations most affected will be WTTG(TV) Washington (channel 5); WFIL-TV Philadelphia and WTVR(TV) Richmond, Va., both on channel 6. Also on the test schedule is possible interference to viewers who use their UHF converters on channel 6, the "open" point in their receivers, to tune in UHF stations.

The sharing tests will involve a mobile "base" transmitter operating at seven to 10 locations in the Washington area and several other vehicles with receiving instruments and TV sets measuring potential interference on the adjacent and co-channel frequencies. The tests will run from one to two months.

Lasers have mixed future in TV

Holographic three-dimensional TV has many drawbacks, but networking and CATV distribution are workable

Lasers may be the future key to ultra-wide-band, point-to-point TV communication such as could be used for networking and CATV trunk-line distribution, but the picture for holographic three-dimensional TV using lasers is dim indeed. This was the message for broadcasters last week from the 1967 conference on laser engineering and applications sponsored by the Institute of Electrical and Electronics Engineers in Washington.

What was described as the largest technical conference exclusively devoted to laser technology held thus far featured presentations of more than 90 papers on the development and uses of coherent—all waves in step—light sources. From the beginning, lasers have attracted the attention of communications engineers because of laser light's theoretical potential for carry-

ing messages, such as television signals, in vastly greater quantity than any other available medium.

Another property of laser light, the ability to record and reconstruct pictures with startling depth, has led to speculation that such pictures—called holograms—could be used to provide the ultimate in practical television pictures. Some accounts, prompted more by enthusiasm than realistic appraisals of holographic principles, according to R. J. Collier of Bell Telephone Laboratories, have envisioned wall-size, full-color and three-dimensional television displays for the home.

Equal Time ■ "These proposals have received publicity," he said, but "holographic drawbacks deserve equal time." Foremost at present, he noted, was a need for subjects "with rigor mortis" because of the long exposure time needed. And attempting holography in full color extends necessary exposure time, he added. Another drawback is the need for subjects to be completely illuminated by laser light when photographed, which rules out outdoor scenes generally. He did not refer to reports of moderate success with natural-light recording using a compound "fly's eye" lens. He did say, however, in regard to hologram picture quality, "you're not going to get it with less than laser light." Potential eye damage to subjects was noted as another difficulty.

An additional problem cited by the Bell Labs expert is a granular quality that accompanies even good-definition holograms made by laser light. The annoyance of the graininess can be somewhat mitigated if the viewer keeps bobbing his head around, he said, but added that the average TV viewer could not be expected to put up with the necessity for such visual acrobatics.

And, he concluded, wall-size displays would require an inordinate amount of bandwidth, "no matter what imaging technique is used."

More Likely ■ Prospects for use of laser light as a vehicle for television transmission were a great deal brighter. Several researchers reported on efforts to modulate laser beams with video signals and one working system was on display in the exhibits area. Potential uses are transmission of live TV from spacecraft and short-haul links for CATV systems. One company, Laser Link Corp., has already filed for patents on a CATV laser system and the Bartell Media Group was reported

considering use of the system in Brooklyn, N. Y. (BROADCASTING, Dec. 12, 1966).

J. H. Ward, ITT Federal Laboratories, and C. V. Smith, Hughes Aircraft Co., each gave papers showing good TV-picture results over test distances of approximately five miles. Each system transmitted one video channel. The Hughes system also transmitted additional telemetry signals.

But possibilities that one light beam could carry tens and even hundreds of separate TV channels were discussed by T. S. Kinsell of Bell Labs. He reported on an optically time-multiplexed system handling two 224 megacycle channels (said roughly, according to another engineer present, to have room for about 20 TV channels). The technique has a potential data rate of "10 billion megabits" (room for several hundred TV channels on a single beam, it was estimated later).

While dark of night may not stay laser beams from making their appointed rounds, rain and snow can present serious problems. Another Bell Labs researcher, T. S. Chu, gave results of tests using three different laser frequencies through rain, fog and snow. His conclusion was that it is difficult to predict signal attenuation in advance, but that infrared frequencies did somewhat better at getting through.

Technical topics . . .

Film center opens ■ A new motion picture facility for educational, industrial and television film making needs in central New York has been opened in Syracuse. According to Richard C. Cressey, Syracuse cinematographer, C/T Film Center Inc. "will be a visualization planning service as well as a production center." The center has equipment to produce multiple projection animation films, television commercials and sales training and product as well as business, educational and industrial films.

Expansion program ■ The Howard A. Anderson Co., Hollywood-based film optical and special photographic effects firm, has completed a two-year expansion program said to have involved an investment of more than \$250,000 in new equipment and modernization of its facilities. During the expansion period the company acquired four new optical printers, bringing its total to eight. Anderson now produces special effects for 18 television series and a number of motion picture clients.

Ampex introduces ■ An international version of equipment that eliminates color hue banding from high band video tape recorders has been introduced by Ampex Corp., Redwood City, Calif. The variation for foreign application



Sarnoff key reused

New York Mayor John V. Lindsay formally increased the power of ethnic station WLIB last Tuesday (June 6) in ceremonies at City Hall. The increase from 1 kw on 1190 kc became official when Mayor Lindsay tapped a signal on the telegraph key used in 1912 by Brigadier General David Sarnoff, RCA board chairman, when he flashed word of the sinking of the Titanic. Holding the key for Mayor Lindsay is Harry Novik, WLIB president and general manager.

of the company's Automatic Velocity Compensator is designed for use with video tape recorders operating on either the 525 line NTSC color standard of the U. S. or the 625 line PAL color standard used throughout most of Europe. Ampex also has introduced a new video tape recorder accessory said to be capable of handling recording and playback of every color TV standard currently in use in the world. The new Universal Colortec direct color recovery system permits color adaptation of Ampex VR-2000 and VR-1200 high band video tape recorders with NTSC, PAL and SECAM color signals.

Zoomar to Stamford ■ Television Zoomar Co., formerly of New York, has moved its headquarters to 870 High Ridge Road, Stamford, Conn. The TV marketing arm of Zoomar Inc. will continue to service its line of TV optics, camera pedestals and heads, TV Color-gard meters and Newsbreaker 400 color film processor.

Technology to bring world patent system

Brigadier General David Sarnoff, RCA board chairman, said last week that technological breakthroughs will enable the establishment of an electronic world patent search system by 1975.

General Sarnoff was addressing a convention of industrialists and patent officials in Frankfurt, West Germany, where he was presented the 1967 Modern Pioneer in Creative Industry award by the National Association of Manufacturers. Previous recipients include Orville Wright and Henry Ford.

He described technical advances that he said "bring the search system to the realm of imminent reality":

- New communications satellites with increased capacities, and new cable facilities.

- Virtually limitless electronic information storage by means of lasers and the new lenseless picture process, holography.

- Improved computer storage and retrieval, and high-speed electronic print-outs.

- New electronic composition systems which can make up "a 600-page book in any desired type face in only an hour."

General Sarnoff envisioned a system of national and regional patent offices linked by satellite, cable and overland circuits to a central computer. He noted that while the preponderance of invention is taking place in the industrial nations, "whatever patent system evolves must also reflect a deliberate concern for the progress of the developing nations."

Set tomorrow's policy right now

Rand's Hult looks to 70's; cites urgency for lucid communications planning

By the late 1970's it will be technically feasible to have communication satellites with a relay-circuit capacity up to 30 million times as great as the capacity now used in the Early Bird satellite. With proper regulation and logical use of large antenna apertures, one synchronous satellite relay could provide "10 million two-way voice equivalent circuits" making satellite-to-home broadcasts possible.

The predictions come from John L. Hult, a member of the electronics department of the Rand Corp., Santa Monica, Calif. Rand is an independent nonprofit organization engaged in research primarily on problems of national security. A major portion of its contracts are with the U. S. Air Force and the National Aeronautics and

Space Administration.

Mr. Hult's look into the future came to light last week as a result of a paper he had delivered in May to the American Astronautical Society meeting in Dallas.

Method All-Important ■ He called for "urgent constructive attention" to the exploitation of communications. Technology, he said, will be available to handle just about anything, but the how, why and when will be determined by "public support, government regulation and special interests."

"We need to develop national communication policies and programs," Mr. Hult said, and "to assure the coordination of federal, private and international communications activities."

The area of communications, he went on, "is subject to greater control and regulation than most other areas of federal concern, is fractured and relatively immobilized in responsibility, authority and jurisdiction, and is generally deficient in status and resources to adequately cope with the problems of expeditious and judicious development."

To this end he called for creation of a Department of Communications which would consolidate the FCC, the office of the director of Telecommunications Management of the White House, the Post Office Department and

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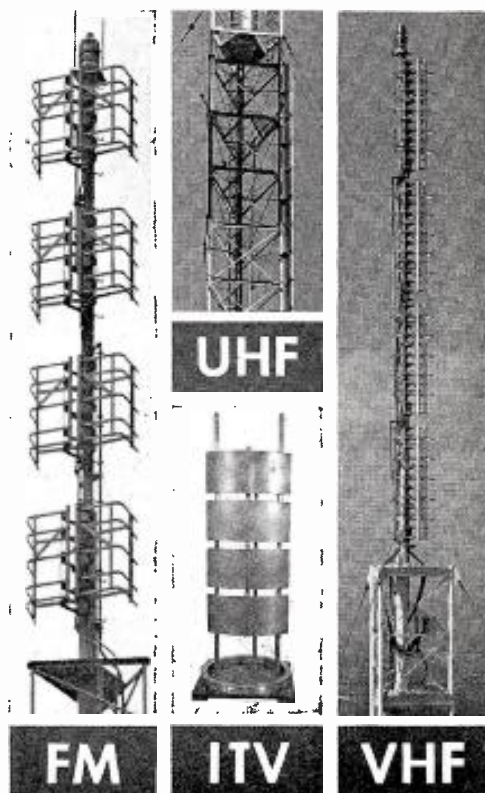
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Bob Sarnoff bullish about color sales

Despite some heavy economic going, another record year for sales of color television sets is in the making, according to the president of RCA. Speaking before distributors in Las Vegas last week at a new product line presentation, Robert W. Sarnoff pointed out that color sales continue to move along at a "very solid pace" even though the marketplace now favors the buyer.

Mr. Sarnoff explained that what used to be a "scarcity business" has shifted to "a business of abundance," thus making for "a highly competitive environment." He indicated, however, that despite a slower rate and increasing inventories the future looked bright.

Slowing is Temporary ■ "Nothing has happened to change our view, that the slackening in the economy's rate of growth is a temporary and limited dip in a long ascending curve that will continue well into the coming decade," the RCA executive said.

Mr. Sarnoff noted that it was too early to tell when the color business would experience an upturn but noted that barring a "massive" economic setback this year will set another record for color and be "substantially ahead" of last year.

Mr. Sarnoff also outlined what he described as a "totally new venture in consumer electronics." Referring to future products as "personal electronics," he suggested that they would bring the classroom into the family room, program household chores and make such sophisticated items as computers extensions of the office to be used almost everywhere. He said that RCA is gearing its consumer operation for the time, in the next decade, when consumer electronics will become the second largest category, behind automobiles, in the durable goods industry.

Taking immediate steps to meet the competitively charged conditions Mr. Sarnoff spoke about, RCA cut

the prices on its 18-inch and 20-inch model color-TV sets. The cheapest of the 18-inch line was dropped \$30 to \$369.95. A 20-inch model originally listed at \$429.95 was changed to \$399.95 and other 20-inch models were marked down by \$20 and \$30. In all RCA's new color TV line encompasses 52 different models including four screen sizes: 14-inch, 18-inch, 20-inch and 23-inch. All models under 23-inches are priced below \$500.

Sylvania Cuts Too ■ Sylvania Electric Products also announced last Thursday (June 8) a price reduction averaging \$20 on its smallest model color sets. Sylvania made the announcement as it introduced its 1968 models in Miami Beach.

Prices were dropped from \$399.95 to \$349.95 on six models with 180 square inches of viewable picture. In the previous model year, comparable sets sold for a suggested list price ranging from \$389 to \$409, a company spokesman said.

some of the Department of Commerce's Environmental Science Services Administration's functions.

The technology of the next decade, he said, will "make possible satellite TV broadcasts directly to homes at UHF frequencies with better quality signals at less broadcast cost than with conventional transmitters." However, he thought the "most appropriate means" of distributing broadcasts of the future would be through "a general multipurpose broadband access to the home through central exchanges."

Conservation by Directionals ■ The inherent shortage of spectrum may be resolved, in Mr. Hult's view, by "using highly directional antennas [so] the same spectrum can be used over and over again in different directions so as to multiply the effective available spectrum by hundreds to thousands of times."

Relatively short-range traffic, he said, would result in the "greatest potential subscription" of the capacity of the "ultimate satellite relay." He pointed out that if high-gain antennas were used to cover areas of about 150 miles in diameter, then satellite broadcasts "could be made compatible with—and treated in the same way as—terrestrial TV broadcast. Such small individual coverage areas offer greater versatility and efficiency than larger time-zone coverage."

Aiming for these smaller areas, he added, will result in less spillover coverage and in reaching the desired re-

ceivers with a signal that uses less total radiated power and produces less interference or unwanted signals from the satellite.

In addition, he predicted these 150-mile areas would allow introduction of "program items of more localized interest to each area while taking advantage of all the program material of broader general interest."

Home receivers, he estimated, could be equipped with the technical gear to receive satellite feeds in the UHF spectrum "for a nominal \$50" above the receiver cost.

Future for Cable ■ However, "cable transmission systems", Mr. Hult pointed out, "may ultimately prove to be a more attractive technical and economical solution" for the majority of broadcasts to the home. The "vast equivalent spectrum" that would be needed to feed the "many independent TV programs which might ultimately be desired in any area just could not be accommodated by freely radiating systems," he said.

In that case, he continued, satellite feeds might be used for the general interest and live programs designed for "mass reception only once in any given area, and which could then reach mobile or sparsely located receivers where cables would be unsuitable."

Going far beyond just broadcast usage of satellites, Mr. Hult explained that satellites might be used to secure digital and video communications at costs not much more than the cost of

a conventional voice circuit.

Who's to Pay? ■ Describing the spectrum as a "limited resource of great value," he felt "orderly development and intensive exploitation" of the spectrum could be accomplished through "some form of use tax or licensing fee" with yearly rate adjustments.

This type of fee, he continued, "could be designed to have all the desired controlling effects for the most beneficial use of the spectrum in addition to providing a useful tax revenue." In addition, he saw more "favorable characteristics" in such a fee than in the Carnegie Commission's proposal to finance public television through a tax on sets.

The set tax, Mr. Hult felt, might restrict set purchases and "would invite distortion in marketing to minimize the tax. For example, as much as possible of what now is called a TV set could be marketed as furniture or phonograph or videograph component replacement so as to minimize the cost of any component that must be sold as new and TV."

SIN's color debut

Two Spanish International Network stations—KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex.—each have purchased two Norlco PC-70 three-tube Plumbicon color cameras from Visual Electronics Corp., New York. The four units, expected to begin operations in mid-September, represent SIN's first offering of color.

Campaign free time supported

Senators Kennedy, Clark and Gore reject TV payment
in favor of forced-time contributions from broadcasters

Senators, intent on reforming an election-reform law passed by the last Congress but defused by act of Congress this year, have been paying increased attention to proposals that broadcasters be required to provide free time for campaigners. Last week Russell B. Long's (D-La.) Senate Finance Committee heard several senators testify against "subsidies for commercial TV" and in favor of forced-time contributions from broadcasters.

The Long hearing turned up considerable opposition to the President's campaign fund proposals (BROADCASTING, May 29). Under the original Long law providing a tax-return check-off earmarking dollars for a presidential campaign fund, broadcasters stood to collect a good part of an estimated \$60 million that would have been used to pay for broadcast time. This law was rendered inactive by an amendment to an investment-tax-credit bill passed last month. At that time it was agreed that an alternative plan would be sought.

The President's proposal would have funds appropriated directly, to be used for certain specified campaign expenses (buying broadcast time included) and payable to a campaign organization only if it rejected any private contributions toward the same expenses.

The Long committee, considering numerous reform bills (S. 786, S. 1390, S. 1407, S. 1547, S. 1698, S. 1794 and S. 1827) heard almost solid opposition from other senators against direct appropriations to aid any campaign. "Parties should derive their financing because they have the support of the people, not because they have the support of the government," summed up Senator Joseph D. Tydings (D-Md.).

Senator Tydings noted various suggestions that had been made for relieving financial pressures on candidates, such as provision of free or reduced TV time, modifications of the equal-time doctrine to exclude fringe parties (which is seen as increasing the attractiveness to stations of contributing time) or shortening the length of campaigns.

Won't Solve Problem ■ "Whatever the merit of these suggestions," he concluded, "massive campaign costs will remain." He suggested, as did many others, a system of tax deductions or

outright tax credits for limited contributions to any political campaign. He did not, however, press for free use of broadcasting facilities.

Senators Robert F. Kennedy (D-N. Y.), Joseph S. Clark (D-Pa.) and Albert Gore (D-Tenn.), a Finance Committee member, vigorously urged the free-time approach. Senator Clark in fact characterized the President's plan as a "Federal TV Station Owner's Assistance Act of 1967." The bill, in effect, he said, would "create a sizable new federal grant-in-aid program to wealthy commercial radio and TV station owners and corporate networks." The senator indicated that he preferred a more direct aid to candidates in terms of freedom for air-time bills.

Senator Gore added to the free-time sentiment. "I'm galled to think that the public would be charged this money to use their own airwaves," he said.

Senator Kennedy repeated the theme. Free time, he noted, was provided in 1960 for the Kennedy-Nixon debates, "and since the airwaves are the public's property we should consider making a similar provision for the future."

In the various plans offered, the FCC would be required to set up rules forcing broadcasting stations to provide time in federal, state and even, in some proposals, local campaigns. The plans would outlaw paid political advertising, limiting campaigners to the time supplied at no charge under the FCC's arrangements.

Soccer maturing as fans catch on

There were signs last week that the TV fan may be getting more of a kick out of soccer and that the sport will be given a boost in its league structure.

William C. MacPhail, CBS-TV vice president-sports, during the affiliates convention held in New York last week (see pages 44 and 46), said soccer's share of audience has shown a steady increase in its Sunday afternoon appearances on CBS-TV. CBS has an estimated \$1-million TV contract with the National Professional Soccer League.

That league now seeks recognition

of the U. S. Soccer Football Association. A review of recommendations over this past weekend by the association's national committee is scheduled to be followed by formal action on July 1. If the league is sanctioned, it's expected that the National Professional Soccer League might affiliate with the already-sanctioned United Soccer Association, another soccer league.

Sanction would bring NPSL teams under a player draft code that operates internationally. Once recognized, the 10 NPSL teams, according to league Commissioner Ken Macker, would meet USSFA terms: a per-team \$25,000 affiliation fee, plus 4% of paid receipts and 10% of national revenues from radio and TV.

CBS said its contract with NPSL, based on a 10-year option agreement calling initially for a payment of about \$1 million a year (to be later increased to about \$2 million annually), was binding and would not be affected by a merger of the two soccer leagues. The United Soccer Association negotiated broadcast rights individually (BROADCASTING, May 22).

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Radio told get with it

Dull programing draws fire as NAB clinic series moves into final lap

The need for radio programmers to be creative and alert to what the audience is thinking and saying today came through loud and clear last week as the National Association of Broadcasters radio program clinics moved into the home stretch.

Speaking to 85 broadcasters in Nashville Monday (June 5) and 82 in Detroit Wednesday (June 7), Irv Lichtenstein, program director of WWDC Washington, chastized most stations as being dull and far behind ad agencies whose copywriters "are saying today what the public is thinking today and they're saying it with a flair and savoir faire."

Lacing his talk with examples of WWDC program and promotion production cuts, Mr. Lichtenstein pointed out that the program director "is not merely responsible for the programing that goes on the air. He also represents the public—the listener. The program director should be leaned on for public taste and reactions. He may know more than say—the boss's wife."

He urged stations to "take chances, push a little, use production, say it

differently" and forget about the old days. What was good enough then, he added, isn't necessarily good enough today.

More than just creativity and being different are involved in being a success, he pointed out. More than any other sin, dullness of format can produce a station's kiss of death. Looking at the agency work that has become part of our dialogue, he pointed to "The Girl Watchers Theme" and the "Disadvantages of You" as commercial music that have become legitimate popular hits.

The commercial writers, he continued, have produced humor that has become "household expressions—part of the language." They've done it, because "they're with it . . . as radio programmers we also have to get with it."

Comic Effects ■ One WWDC musical editorial was to the tune of "Mairzy Doats" but the lyrics discussed a local problem of a public incinerator that has been blamed for air pollution. Using humorous lyrics the problem was spelled out, and using the best-known and least-loved commercial line of the

day, the closing line said: "Kenilworth Dump—you have bad breath."

Adding a bit of tragicomedy to a public-service spot, he played one that reminded listeners to send their income tax returns early if they wanted a fast refund. The music lead-in to this spot came from Broadway and recalled "It's grand how the money changes hands."

Radio stations seldom take on legal cases, but Mr. Lichtenstein pointed out that sometimes stations, like individuals, must "be a man or abdicate the human race." He explained how a listener in 1962 came to the station with a story of a miscarriage of justice in which three young Negroes had been sentenced to death for rape. The listener, an atomic physicist, claimed there had been perjured testimony. WWDC then conducted its own investigation, found the allegations true, produced a documentary and then "all hell broke loose," Mr. Lichtenstein said.

Since the documentary, he recalled, the case has been through state and federal courts, the original indictment dismissed. The story, he pointed out, proves that stations can't just dismiss everyone as a crank and must be attuned to the voice of the people.

Pragmatic Rules ■ FM, the perennial bridesmaid of radio, can be made viable the broadcasters in the two cities were told—if they follow the same ground rules that apply for any radio station. Michael Lareau, station manager, WOOD-AM-FM Grand Rapids, Mich., laid out five rules for successful operation and said the things WOOD-FM "found successful were the basic rules for running a radio station: analyze your market; pick a format, do it right, stick with it; believe in your station; promote your station; set up a separate sales staff and sell hell out of it."

Although it takes patience and money to get FM on its feet, Mr. Lareau pointed out that the station's original idea was to concentrate on local accounts until it could develop "an impressive list" of local advertisers and local success stories. WOOD-FM went on the air in 1962 with separate programing in stereo and accomplished its local success story in the first few years, he continued, and now the station is "working successfully on regional accounts."

He said that being rated third in the market in the most recent Pulse, coupled with local success stories, should give WOOD-FM "a good chance" at some national business.

To prove to advertisers that the station can deliver the goods, Mr. Lareau said that starting in July, advertisers will be offered free research equal to the amount they spend on the station. "We are willing to use our cold hard cash," he said, "to prove the effective-



It was the broadcaster's turn to be interviewed when the NAB radio program clinics were in Nashville last week. Nearly all of the 85 registrants at the clinic showed up for breakfast and to be an audience for a live radio show. From 7:45-9 a.m. the WSM Waking Crew—a 10-man band, two vocalists and host Dave Overton—

entertained the broadcasters. Above, Mr. Overton (second from right), also WSM program director, talks with Milton Griffin, WDXE Lawrenceburg, Tenn., while Dave Pavlock (r), WCOA Pensacola, Fla., and Don Reese (l), WCMJ Ashland, Ky., look on. The broadcasters at the clinic came from 14 states.

ness" of an advertiser's schedule.

Above all else, he told the broadcasters, consistency in format is important for it lets the listener know what to expect of you. Once the format is set, he continued, it's up to the owner and manager to tell themselves that they really believe that they have "a radio station that can attract listeners. . . . You've got to be a believer. You're the boss; if you don't believe, nobody on your staff will."

Once the format is set and management believes in the programing, the belief must be extended to sales—"especially when the sales are coming hard," he said.

He cautioned against taking "AM or TV rejects and trying to make FM salesmen out of them" or having the AM staff also sell FM. After trying the latter approach for a year, he continued, WOOD-FM set up a separate sales staff of two men, both hired right out of college. He described the step as "the best, most intelligent" one the station took since it went on the air, and it "has paid off in billing."

Station Personality ■ Sponsors will find your door if "you sell the station first, not the advertising time," Marianne Campbell, director of community affairs, Avco Broadcasting Corp., Cincinnati, told the Nashville and Detroit registrants.

Discussing how to be a hero in your hometown, Mrs. Campbell suggested saluting a nearby town, but not by going in to sell advertising and making the town pay for the salute. "Go in and sell you, your station and what it can do for the community. Show your station's service to the community. Prove your interest and cooperation. . . . Sell yourself. If you do that, they will buy you completely. . . . They will believe in your product."

She said it is necessary to suit the involvement to the size of the community being served. In the case of Avco's WLW Cincinnati, she pointed out, the station did 50 hours of live programing from the Ohio State Fair during a 10-day period. Included were a series of five-minute vignettes, "Today at the Fair with Our Man on the Midway."

Turning to such coverage on a smaller scale, Mrs. Campbell described the coverage given to a county fair by WJEH Gallipolis, Ohio (the station she managed before joining Avco seven weeks ago). For the three-day, four-night fair, WJEH carried more than 25 hours of live programing and had pickups from the station's booth as well as special events around the fair. The shows were sold in half-hour segments and the sponsors were back year after year.

Taking a look at special services, she noted that each Avco station has its

own special broadcast services department. These personnel get involved in the community, serve on committees, generally as consultants, and advise civic, community, cultural and professional groups.

The "involvement of the station and station personnel in the community," she continued, is the key to success. The next step is getting community leaders involved in station programs for promotion of their own activities.

She urged stations to do more than just have announcers read public service spots. "Get the people locally involved in it to do the spots," she said, and there is a better chance that the audience will actually hear the announcement.

Humor's Broad Base ■ The constant question of what is humor was covered by John Barrett, station manager, KRLA Pasadena, Calif. Entertainment, he said, is an "important constant" in the station's sound, and humor can "provide a broader base of program stability."

As for the disk jockey who thinks he is every station's answer to the Joe Miller joke book, Mr. Barrett thought differently. A DJ's "prime purpose," he pointed out, "is coordination. It does not rest on his shoulders to be Mort Sahl, Johnny Carson or a funny man."

Too often the funny lines a disk jockey is "straining for," he continued, "can be the basis of a humorous campaign, if it is well planned and well produced."

Moving from humor into ratings, and Mr. Barrett implied there is not much difference in the two at times, he felt that many broadcasters were "paranoid on ratings." If one day a ratings service said that no one ever listened to the millions of radios in homes and cars, Mr. Barrett said, "many broadcasters would sigh and say 'I knew it all along, I'm glad someone had the guts to tell me.'"

McLendon Issue ■ Messrs. Barrett and Lichtenstein, joined by NAB board member Harold Krelstein, president of Plough Broadcasting Co., Memphis, agreed that broadcasters should be the ultimate judges of what goes over their airwaves. The discussion was raised by Sherril Taylor, NAB vice president for radio, who asked for reactions to the recent campaign of the McLendon Stations to demand lyric sheets for all records before the McLendon stations would play them.

"It's our job, not the record industry's responsibility," Mr. Barrett charged. Mr. Lichtenstein supported this idea and said broadcasters should not give the responsibility back to the record company. "Listen to it—if you don't like it, don't play it," was his recommendation.

Mr. Krelstein said the "best answer is just don't play the music, and if a

record isn't exposed on the air, the record company couldn't possibly give it away." He felt that if the McLendon attitude had prevailed 30 years ago "most of Cole Porter's music would never have been played on the air."

The closing clinic played to 120 broadcasters in Philadelphia Friday (June 9).

Stevens leaving USIA for new film institute

Establishment of the American Film Institute with a three-year \$5.2-million budget and the appointment of George



Mr. Stevens

Stevens Jr. as its executive director was announced last Monday (June 5) in Washington.

Mr. Stevens, who is resigning his USIA post as assistant director in charge of motion pictures and TV service June 15 (CLOSED CIRCUIT, June 5),

will direct the institute from its Washington headquarters.

The initial \$5.2-million budget is presently \$1.3 million short, but the government's National Endowment for the Arts, the Ford Foundation and the seven-member Motion Picture Association each have contributed \$1.3 million. Roger L. Stevens, National Council on the Arts chairman, pledged his expertise in raising additional funds.

Gregory Peck, acting chairman of the Film Institute board, said the private, nonprofit institute will concentrate in filmmaker training, film production, aiding film archives, publishing and education. Centers of advanced film study will be set up in several cities. Features and documentaries produced by the institute will be distributed and may find their way to TV, but no definite plans have been made.

TV's image of U.S. life useful classroom aid

Suggestions on the effective use of television by religious leaders and by classroom teachers were made last week in speeches by Roy Danish, director of the Television Information Office.

Mr. Danish told 2,000 delegates to the General Federation of Women's Clubs national convention in San Francisco Thursday (June 8) that by using commercial TV as an educational medium, teachers can help children to gain insight into their environment, find their bearings and seek direction,

and deal with other human beings.

Mr. Danish, who spoke at a forum sponsored by the Educational Foundation of the American Women in Radio and Television, reported that many teachers throughout the country already are experimenting with the use of regular TV programming as the basis for classroom discussions.

As an example, Mr. Danish suggested that teachers might make use of comedy series such as *Please Don't Eat the Daisies* or *My Three Sons* as springboards for discussions on how the various members of the family are depicted, how the father acts, who is the more sensitive in the family and the interests of the children.

From questions such as these, Mr. Danish said, students can be expected to develop responses that "may well lead into serious discussions about American life as interpreted by one particular kind of program."

In another speech, before the Episcopal Radio-TV Foundation in Atlanta on Friday (June 9), Mr. Danish stressed that effective use of television by the religious broadcaster can be attained if he keeps his objective in mind, knows his audience and presents the message in a way that will have meaning for the audience.

"The religious broadcaster," he continued, "must address himself constructively to the guilt and despair, and loneliness and inadequacy that are the lot of far too many people in our society. If they can be reached and helped through broadcasting, a door will have been swung open through which they can draw even closer to you for the greater help you can offer."

Youth, beach and surf on ABC-TV this summer

ABC-TV will be spending the summer at the shore, if *Malibu U.*, a youth-oriented variety show on the beach, and *Hit the Surf*, a half-hour special on surfing in California and Hawaii, are any indications.

Malibu U. will be seen on Fridays (8:30-9 p.m.) beginning July 21. It is produced by Al Burton for Robert E. Peterson Productions in association with ABC. *Malibu* sponsorship is participating: Bristol-Myers, through Foote, Cone & Belding; Lehn & Fink through Richard K. Manoff; Pepsico, through BBDO, and Polaroid, through Doyle Dane Bernbach.

Hit the Surf will be seen July 20 (9:30-10 p.m.). Starring Andrea Dromm, the special will be sponsored by Bristol-Myers Co., Scotch Plains, N. J., through Young & Rubicam, New York.

NAB clarifies control of ethnic programs

The National Association of Broadcasters attempted last week to do what the FCC didn't do—explain what the FCC meant by a public notice warning broadcasters to exercise adequate control over foreign-language programming.

In a letter to FCC Secretary Ben Waple the NAB cited deep concern regarding what the commission purported to mean by its notice—specifically the requirement for broadcasters to establish internal procedures that would maintain and insure sufficient familiarity with foreign languages to know what is being aired and whether it conforms to the station's policies and the commission's rules. The NAB notified the FCC that it had suggested the following interpretations:

- Broadcasters are not required to

have on their regular payroll employees who are familiar with the languages aired.

- Foreign-language programs do not have to be preauditioned, monitored in advance or broadcast from prerecorded tape wherever the broadcaster has established other program-control procedures.

- To protect the public interest with this type of programming the broadcaster should permit only persons of established reputation for judgment and integrity to use his facilities and arrange to have programs monitored at intervals by those familiar with the language.

The NAB said that its suggested interpretations would provide adequate safeguards in this type of programming for both the broadcaster and the FCC.

NAB unit to distribute more editorial material

A second set of broadcast editorials will be distributed later this month by the National Association of Broadcasters. The 45 editorials—covering good citizenship, personal and public responsibility, and law and order—will go out under the aegis of NAB's American Values Committee.

The committee met in New York last Monday (June 5) and said it was interested in also acting as a clearing house for tapes and films. The committee members have already seen some station-produced programs, but would like to see more before summarizing them and announcing their availability. The tapes and films would be made available through the cooperating stations and their cost would not be underwritten by NAB.

Billiards, pool added to TV's sports repertoire

Billiards and pool now become sports grist for the commercial TV program syndication market as Field Communications Corp.'s WFLD-TV Chicago schedules a new weekly series with Minnesota Fats, whose real name is Rudolph Wanderone. Field plans to offer the series of hour programs to other stations under the title *Minnesota Fats Hustles the Pros*. Contenders can win up to \$1,000 if they beat the self-proclaimed champion.

The billiard show begins July 3 on

WFLD before a studio audience. It will be in monochrome initially and goes to color soon. WFLD plans an emphasis on sports programming this fall but also is adding some standard syndicated product such as *Divorce Court* and *McHale's Navy* to its schedule. Movies for adults also will be run.

NFL, Browns win voice in Cleveland CATV case

The National Football League and the Cleveland Browns will have their chance to participate in a CATV proceeding after all.

Despite objections from multiple-CATV owner Telerama Inc. and the FCC's Broadcast Bureau, Hearing Examiner H. Gifford Irion has granted the football interests' petition to intervene in the long-standing Telerama proceeding—only, however, to the extent of their alleged interest in maintaining blackout protection of the Browns' home football games.

Telerama has proposed to deliver 13 distant signals to Euclid and 14 other Cleveland suburbs. Among those signals would be that of WSEE-TV Erie, Pa., which telecasts home games of the Browns. The football interests argued they should be included in the proceeding because of an allegedly adverse impact on the gate receipts of the Browns and of all NFL clubs playing in Cleveland.

Their intervention had been opposed by Telerama, which challenged the NFL-Browns claim on the grounds that the league was in "a robust economic condition" that would not be affected

by the proposed CATV activity. The Broadcast Bureau had recommended denial of the petition, saying the NFL-Browns not only failed to show a public interest in seeking their intervention but also the commission was judged not to be the "proper forum" for adjudicating copyright and property rights in this particular situation (BROADCASTING, May 22, et seq.).

CBS O&O's commit to 14 new feature films

The CBS Television Stations Division has entered into an agreement with a newly formed company, Executive Pictures Corp., Miami, for the production of 14 feature films to be carried on its five owned TV stations.

This marks the fourth transaction the CBS O&O's have completed in recent months covering a total of 54 features. Other agreements were made with Sagittarius Productions, Associated Films Artists Corp. and Television Enterprises Corp.

Executive Pictures is headed by Aubrey Wisberg, a writer-producer for 20 years. Mr. Wisberg said that CBS has given script approval to three projects—*Slave to a Far Planet* and *Panic at 1075*, both science-fiction thrillers, and *Scream on a Dark Street*, an exploitation suspense film. All will be shot in color in Florida, with exteriors on *Scream* made in Puerto Rico.

Radio series sales . . .

All-Time Heavyweight Championship Tournament (Woroner Productions Inc.): WJBK Detroit; WJON St. Cloud, Minn.; WSPD Toledo, WFOB Fostoria, WIMA Lima, all Ohio; WSAZ Huntington, W. Va.; KNBR San Francisco; KFWB Los Angeles, and KIMA Yakima, Wash.

The Barry Farber Show (Syndicated Features): WPEO Peoria, Ill.; KYCN Wheatland, Wyo., and KYJC Medford and KLAD Klamath Falls, both Oregon.

Earl Nightingale Program (Nightingale-Conant): KFQD Anchorage, Alaska; WTTB Vero Beach, Fla.; WKKD and WMRO, both Aurora, Ill.; KSYL Alexandria, La.; WBSM New Bedford, Mass.; WKMT Kings Mountain, N. C.; WSLs Roanoke, Va.; WWIS Black River Falls, Wis.; WIGM Medford, Wis.; WPDR Portage, Wis.; WHBL Sheboygan, Wis.; CJSN Shaunavon, Sask.; CKSW Swift Current, Sask.; KUAM Agana, Guam; WABA-FM Aguadilla, P. R., and WBNB St. Thomas, V. I.

The Bud Wilkinson Sports Show (VIP Productions): WBAP Fort Worth; KXYZ Houston; KHOZ Harrison and KADL Pine Bluff, both Arkansas; WRLB Long

Beach, N. J.; WMMB Melbourne, Fla.; WTYM East Longmeadow, Mass., and KOKO Warrensburg, Miss.

Dream World Series (Triangle): KXYZ Houston; WGAN Portland, Me.; WZD Decatur, WZZ Streator, WRAM Monmouth and WCNT Centralia, all Illinois.

TV series sales . . .

Divorce Court (NBC Enterprises): KPHO-TV Phoenix; KRON-TV San Francisco; WFLD(TV) Chicago; WHBF-TV Rock Island, Ill.; WMTW-TV (Poland Spring) Portland, Me.; WJRT-TV Flint, Mich.; WGR-TV Buffalo, N. Y.; WLOS-TV Asheville, N. C., and WBIR-TV Knoxville, Tenn.

Laredo (NBC Enterprises): KPHO-TV Phoenix and KORK-TV Las Vegas.

Richard Boone (NBC Enterprises): WAEO-TV Rhinelander, Wis., and WDCN-TV Nashville, Tenn.

Forest Rangers (NBC Enterprises): WINK-TV Fort Myers, Fla.

Victory at Sea (NBC Enterprises): WDCN-TV Nashville; WBAY-TV Green Bay, Wis.; KRON-TV San Francisco and WFLD(TV) Chicago.

Laramie (NBC Enterprises): WLOX-TV (Gulfport-Pascagoula) Biloxi, Miss., and WIRL-TV Peoria, Ill.

"Ambassador One Top Time Feature Films" package (Embassy): WCDX-TV South Miami; WRGB(TV) Schenectady, N. Y.; WGHP-TV High Point-Greensboro-Winston-Salem, N. C., and WFTV-TV Orlando, Fla.

Kickoff (Embassy): WISN-TV Milwaukee.

Wagon Train (MCA): KROC-TV Rochester, Minn.; WEAU-TV Eau Claire, Wis.; KOLO-TV Reno; WJHG-TV Panama City, Fla.; WDAY-TV Fargo, N. D.; KHTV-TV Houston and KDAL-TV Duluth, Minn.

Alfred Hitchcock Presents (MCA): WLVA-TV Lynchburg, Va.

150 buy program service

Airplay International, a division of Pepper Sound Studios Inc., Memphis, has signed 150 radio stations in the U.S., Canada and Australia for a program service featuring three promotional contests monthly; a musical production library with copy guides; an air check service, and a monthly trade magazine.

Airplay features customized vignettes from leading recording artists. Stars that have been featured are Jimmy Dean, Al Hirt, Billy Joe Royal, Roger Miller and the Supremes.



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Networks mount offensive for war news

ARAB-ISRAELI FIGHT DRAWS TASK FORCES FOR COVERAGE

Broadcast coverage of the Middle East crisis last week itself had all the earmarks of a military campaign: tactics, logistics, intrigue, and financial losses which may leave some network controllers feeling as if they'd been through a war themselves after its all over.

For one thing, there was the matter of tactics. All three networks, following the age-old military dictum of getting there firstest with the mostest, deployed top correspondents, cameramen and soundmen to the troubled area shortly after Egypt's President Nasser closed the Gulf of Aqaba to Israeli shipping. The additional task forces joined the network correspondents and film crews permanently assigned to the area, either in Tel Aviv or Cairo.

Units were augmented by freelance reporters and cameramen, or "stringers." By late last week, ABC said it had 20 men in the area; CBS reported at least 40 (25 with the Israeli forces alone); and NBC, 35.

Covering the big picture from a strategic vantage point in the United Nation's Security Council were the

networks' regular UN correspondents, and feeding news, commentary and conjecture from Washington, Paris, London, and Moscow, were the correspondents permanently assigned to those cities. CBS News's Washington staff received aid from Brigadier General S. L. A. Marshall (USA Ret.), military affairs writer for the Los Angeles Times-Washington Post syndicate and the *Detroit News*. In addition, the network news department covered supporters of the Israeli cause outside the United Nations building in New York and in front of the White House on Thursday (June 8). Pro-Israeli demonstrators were kept informed of the UN deliberations via radio broadcast received on transistor radios, clasped to their ears like walkie-talkies.

Although well-versed in the art of deployment by virtue of their experience in the Vietnam war, civil rights demonstrations and previous Middle East conflicts, the networks this time had some problems with logistics. The Arab bloc has seldom been sympathetic to American newsmen and when the tide of battle shortly turned against them, and after diplomatic recognition of the U. S. was withdrawn early last week, correspondents and film crews assigned to cover the activities of the Arabs found themselves personae non grata. As of late last week, the only audio transmissions coming out of Cairo, for instance, came from CBS's Robert Allison, a news producer, not a correspondent.

Getting film out of Egypt was almost impossible, but NBC News claims to have done it—at least for a while—

in fashion reminiscent of the late, late show. From Cairo, the film was trucked some 700 miles over the desert to the Libyan border and finally to deserted World War II airstrips at Benghazi which once roared with the sound of Hawker Hurricanes or Messerschmidts.

Once there, the film was put aboard a chartered jet which then flew to Rome where the film was developed and relayed to the U.S. by satellite. All network coverage was censored, sometimes heavily, by both the Arab countries and Israel. All the networks have men aboard the U.S. aircraft carrier *America*, where, reportedly, they too were limited in what they could report.

Dangers of War — Correspondents were often subjected to harassment. An NBC crew was the victim of lengthy interrogation by Jordanian police; George Montgomery of NBC was arrested three times in one day by Cairo police; and an ABC correspondent, Lou Ruykeyser, was arrested by Arab soldiers on the roof top of a hotel and accused of generating a "homing" signal for Israeli jets. After explaining he was equipped only with a tape recorder and was simply trying to capture sounds of air combat, he was released.

Earlier in the crisis a CBS News crew planned to follow the first blockade-running ship up the Gulf of Aqaba. The crew chartered a 60-foot boat which was Greek-owned but flew a Panamanian flag. Rough winds forced the boat to return to an Aegean island after she lost one of her two screws and developed water pump trouble. The mission was scratched.

Despite aborted missions and the myriad obstacles, all the networks gave an astounding amount of news coverage over both radio and television. ABC Radio began the longest sustained around-the-clock coverage in many years at 5:30 a.m. EDT on June 5. As of last Thursday, the network was still providing five-minute newscasts of the crisis every hour of each day. All the networks carried radio specials and coverage of UN deliberations in addition to regularly scheduled news programs throughout the crisis. CBS Radio began daily network operations one hour earlier than usual throughout the crisis.

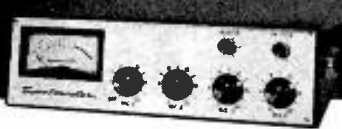
Mutual's Stephen J. McCormick, vice president in charge of news, met with difficulty in getting to Cairo. Dispatched there on June 7, he was yet to reach the city two days later. MBS correspondents Len Whartman and Beth Elon filed daily reports from Jerusalem and Tel Aviv, respectively. Mrs. Elon took over from her Israeli husband, Amos Elon, MBS correspondent on special assignment, who was drafted into the Israeli army for the emergency.

On television, the networks carried

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Radio keeps Hill informed

Radio's reach reached right into a Capitol Hill Foreign Affairs Committee briefing during the early hours of the crisis in the Middle East. Representative H. R. Gross (R-Iowa) kept in touch with fast-breaking news on the outbreak of hostilities by means of a transistor radio complete with earplug. Lucius Battle, assistant secretary of state for mid-eastern affairs, less well equipped than Representative Gross, could only decline to comment on several questions posed by the congressman and prompted by news reports Mr. Gross was receiving.

specials on various aspects of the crisis and covered the most important UN deliberations.

On Tuesday (June 6), all the networks carried the crucial UN cease fire deliberations. Transmission lasted from about 7:15 p.m. to 11:30 p.m., preempting all regularly scheduled programming. Television coverage since May 24 was massive: ABC reported carrying more than 26 hours of special reports, exclusive of regular newscasts, through 4:30 p.m. on Thursday. NBC carried more than 29 hours through the same period.

Details of the financial losses incurred are not yet definite, nor can they be projected, officials of all the networks said. The continuing fluid state of the crisis has so far precluded an accurate account of the value of the preemptions, although NBC-TV said it lost about \$1.5 million in preemptions as of midnight, June 7. Costs of getting the news—transportation, satellite charges, etc.—have not yet been totaled.

Fall court cutoff set in ASCAP case

Judge Sylvester J. Ryan moved in U.S. Southern District Court in New York last week to get the five-year-old TV-stations music license case ready for trial this fall.

He set Nov. 1 as cutoff date for pre-trial procedures in the case, brought by the All-Industry Television Stations Music License Committee against the American Society of Composers, Authors and Publishers. The issue is determination of "reasonable" fees for TV-station use of ASCAP music.

Judge Ryan said the case should be ready for trial during the court's fall term, and he expressed hope that the contending parties might yet reach "full agreement" or settle on definite trial issues that "might be presented and resolved in a short trial."

There were reports, meanwhile, that discussion looking to the possibility of a negotiated settlement—conducted intermittently over the years—had been resumed by counsel for the all-industry group and for ASCAP even before Judge Ryan set the Nov. 1 termination date for pretrial proceedings.

Although the latest talks did not produce agreement, they reportedly did not end in a stalemate precluding further discussions, either.

Judge Ryan set the cutoff date in an order that reversed earlier indications that he might ease the load of intimate financial data that stations would be required to make available to ASCAP.

Financial Summaries ■ During argu-

ments on motion he had hinted that he might let the all-industry committee submit summaries of FCC financial reports filed by the 375 stations represented by the committee, with the summaries showing financial data for the stations as a group rather than stations by station.

In his order, however, he said that "upon reflection" and study of additional information he had concluded it would "serve no useful purpose" to curtail the financial data.

Figuring in his decision was ASCAP's contention that the Institute of Broadcasting Financial Management has encouraged broadcasters to follow fee-computation policies that arbitrarily reduce their payments to ASCAP.

Judge Ryan made clear that confidentiality of financial reports submitted by stations would be protected, with key numbers to be substituted for actual identification.

He also granted the all-industry committee's request for access to the monthly reports filed with ASCAP by TV stations not represented by the committee, in addition to those filed by committee-represented stations. In these cases, too, he assured that confidentiality would be protected by the same key number system of identifying the documents.

The reports thus made available are for the years from 1959 through 1966.

Program notes . . .

24-hour service ■ UPI reports that its International Telephoto network has begun operating around-the-clock because of subscriber response to a recent survey. Increased television and newspaper interest in pictorial coverage of world events was one reason cited by UPI for the 24-hour service.

Westward ho ■ Teledynamics Corp., New York, has acquired distribution rights in the 13 western states to Bill Burrud Productions' *The American*

Foreign news to order

Local audience interests apparently motivate one station's foreign-news coverage. A segment of Omaha's viewers is made up of Eastern European ethnic groups that maintain contact with their original homelands. In response to this involvement, KMTV-TV Omaha has sent foreign correspondent John Hlavacek on a two-month tour of Poland, Hungary, East Germany, Czechoslovakia, Romania and Bulgaria.

Mr. Hlavacek, former NBC foreign correspondent, UPI bureau chief in the Far East and veteran of KMTV tours covering more than 30 countries, plans to interview both the public and leading officials during his tour. Rounding out the documentary telecast will be his pictorial and historical commentary on World War II locales

West half-hour series of 78 color episodes. Teledynamics also distributes other Burrud travel programs, including *Islands In The Sun*, *Wonderful World of Women*, *True Adventure*, *Vagabond* and *Treasure*.

Talent hunt ■ ABC and The American Academy of Dramatic Arts will continue the American Broadcasting-American Academy scholarship program for a third year. Under the program, ABC grants the academy \$50,000 a year to help finance costs of dramatic and directorial training and \$12,000 each year to underwrite scholarships for 16 academy students selected by regional auditions.

Total stereophonic broadcasting ■ WSEX-FM Nashville, last Saturday (June 10) was to start a new format, "metro-

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politan country" sound as part of its total stereophonic broadcasting. Wsrx-FM was one of the first FM stations in the country to broadcast with dual polarization antenna equipment designed to improve stereophonic broadcasting.

All hands on deck ■ WGAN-TV Portland, Me., presented its locally programmed *The Obsolete Fleet* in Washington to senators and congressmen. The documentary featured Maritime Commissioner James V. Day, interviewed

by WGAN-TV news director Henry (Hank) Magnuson. Commissioner Day explained where the U. S. is heading as a shipbuilding nation. Raymond Gilvard produced the show.

'Johnny Belinda' ■ Mia Farrow will star in ABC's presentation of the Talent Associates production of "Johnny Belinda" next season in the Sunday and Wednesday night theater series. The show will be directed by Paul Bogart, and costar Van Heflin and Ian Bannen.

'Morgan' in new TV group

Television sales for a dozen films released in the mid-sixties and dealing with contemporary themes will be handled by Showcorporation for Cinema V Distributing Co., both New York. Among the films in the group are "Morgan," "One Potato, Two Potato," and the "Soft Skin." Showcorporation has moved to new offices at 10 E. 49th St., New York.

FANFARE

Specials sweep major Emmy awards

CBS'S 17 AWARDS LEAD NETWORKS; ABC'S 'BRIGADOON' CAPTURES FIVE

The spotlight was on specials in the 19th annual Emmy Awards program aired Sunday, June 4. The yearly event, originating at New York's Americana hotel and for the first time from the new Century Plaza hotel in Los Angeles, was telecast by ABC-TV. During the more than two-hour program, the National Academy of Television Arts and Sciences gave out Emmy statuettes in 48 categories covering individual and program excellence in entertainment, news, documentaries and special-craft areas and the emphasis throughout was on achievements in special, as opposed to weekly, shows.

ABC-TV's special adaptation of the Lerner and Lowe hit-musical *Brigadoon* led the list of Emmy winners with five awards (three of them for technical achievements). Among other things, the color show was honored as the outstanding musical program.

CBS-TV's dramatic special, *Death of a Salesman*, was voted the outstanding dramatic program and a special individual achievement award was given author Arthur Miller for his television adaptation. Alex Segal, director of the special, was cited for outstanding directorial achievement.

The same network's comedy special, built around Sid Caesar's old *Show of Shows*, was honored as the outstanding variety special. The program's staff of five writers won the award for outstanding writing achievement in variety.

The special concept was even involved in the award presented by the Television Academy's trustees. It was given to Sylvester (Pat) Weaver, former president of NBC-TV and of Subscription Television Inc., "for introducing the special to the television schedule." The special was known as a "spectacular" when Mr. Weaver was president of NBC in the 50's.

CBS-TV Leader ■ Specials actually led the way, accounting for eight of the 17 Emmy awards won by CBS-TV programs and personalities. The total figure was the largest number of awards received by any of the networks.

"A Christmas Memory," a presentation of *ABC Stage 67* (itself a series of specials), accounted for two of ABC-TV's total of 12 Emmy Awards. NBC-TV's program performers and craftsmen won 10 Emmys in the annual presentation. This was a considerable comedown from last year when the network dominated, taking away 20 awards. One of this year's winners for NBC was Peter Ustinov for his performance in the dramatic special, "Barefoot in Athens," on *Hallmark Hall of Fame*.

David Susskind, accepting an Emmy for producing *Death of a Salesman*, commended the three networks for investing in the kind of special programs being honored by the television academy. Individually he praised CBS for having the courage to program *Salesman* before it had a sponsor, and characterized *ABC Stage 67* as the "bravest effort" of the season.

One note of discord was mentioned in the opening statement of the program made by attorney Royal E. Blakeman, the television academy's national president. Speaking from New York, he pointed out that CBS News would not make its nominees available for judging. He indicated confidence, however, that the network's news department would change its stand next year.

Unlike the Motion Picture Academy, which on the occasion of its Oscar awards in April was highly criticized for neglecting to do so, the television academy paid special tribute to the memory of Walt Disney. The late animator-producer was honored for

helping to "further international understanding."

Hosts for the awards telecast were Hugh Downs in New York and Joey Bishop in Los Angeles. In contrast to recent years, technical awards were announced in montage fashion during the actual network telecast and Emmy statuettes were presented to winners in the audience instead of on stage.

Following is the complete list of awards:

Outstanding comedy series: *The Monkees*, NBC-TV.

Outstanding variety series: *The Andy Williams Show*, CBS-TV.

Outstanding variety special: *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special*, CBS-TV.

Outstanding dramatic series: *Mission: Impossible*, CBS-TV.

Outstanding dramatic program: *Death of a Salesman*, David Susskind and Daniel Melnick, producers, CBS-TV.

Outstanding musical program: *Brigadoon*, Fielder Cook, producer, ABC-TV.

Outstanding childrens' program: *Jack and the Beanstalk*, Gene Kelly, producer, NBC-TV.

Outstanding single performance by an actor in a leading role in a drama: Peter Ustinov, "Barefoot in Athens," *Hallmark Hall of Fame*, NBC-TV.

Outstanding single performance by an actress in a leading role in a drama: Geraldine Page, "A Christmas Memory," *Stage 67*, ABC-TV.

Outstanding continued performance by an actor in a leading role in a dramatic series: Bill Cosby, *I Spy*, NBC-TV.

Outstanding continued performance by an actress in a leading role in a dramatic series: Barbara Bain, *Mission: Impossible*, CBS-TV.

Outstanding continued performance

by an actor in a leading role in a comedy series: Don Adams, *Get Smart!*, NBC-TV.

Outstanding continued performance by an actress in a leading role in a comedy series: Lucille Ball, *The Lucy Show*, CBS-TV.

Outstanding performance by an actor in a supporting role in a drama: Eli Wallach, *The Poppy is Also a Flower*, Xerox Special, ABC-TV.

Outstanding performance by an actress in a supporting role in a drama: Agnes Moorehead, "Night of the Vicious Valentine," *Wild, Wild West*, CBS-TV.

Outstanding performance by an actor in a supporting role in a comedy: Don Knotts, "Barney Comes to Mayberry," *The Andy Griffith Show*, CBS-TV.

Outstanding performance by an actress in a supporting role in a comedy: Frances Bavier, *The Andy Griffith Show*, CBS-TV.

Outstanding writing achievement in drama: Bruce Geller, *Mission: Impossible*, CBS-TV.

Outstanding writing achievement in comedy: Buck Henry and Leonard Stern, "Ship of Spies," (two parts) *Get Smart!*, NBC-TV.

Outstanding writing achievement in variety: Mel Brooks, Sam Denoff, Bill Persky, Carl Reiner, Mel Tolkin, *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special*, CBS-TV.

Outstanding directorial achievement in drama: Alex Segal, *Death of a Salesman*, CBS-TV.

Outstanding directorial achievement in comedy: James Frawley, "Royal Flush," *The Monkees*, NBC-TV.

Outstanding directorial achievement in variety or music: Fielder Cook, *Brigadoon*, ABC-TV.

Outstanding program achievement in news and documentaries: *China: The Roots of Madness*, syndicated; *Hall of Kings*, ABC-TV; *The Italians*, CBS-TV.

Outstanding individual achievement in news and documentaries: Theodore H. White, *China: The Roots of Madness*, syndicated.

Outstanding program achievement in daytime programming: *Mutual of Omaha's Wild Kingdom*, NBC-TV.

Outstanding individual achievement in daytime programming: Mike Douglas,



The lone station presented with an Emmy award, Time-Life Broadcast's KLZ-TV Denver was cited for its prison documentary, 'The Road to Nowhere.' Accepting the Emmy are (l to r) Jack Tipton, station manager, Hugh B. Terry, president, and Jack Shafer, program director. Among other awards 'The Road to Nowhere' earlier this year was recognized with a Sigma Delta Chi public service citation.

The Mike Douglas Show, syndicated. Outstanding program achievement in sports: *ABC's Wide World of Sports*, ABC-TV.

Outstanding individual achievement in art direction and allied crafts: costume design, Ray Aghayan and Bob Mackie, *Alice Through the Looking Glass*, NBC-TV; make-up, Dick Smith, *Mark Twain Tonight!*, CBS-TV.

Outstanding individual achievement in cinematography: L. B. Abbott, *The Time Tunnel*, ABC-TV.

Outstanding individual achievement in film editing: Paul Krasny, Robert Watts, *Mission: Impossible*, CBS-TV.

Outstanding individual achievement in sound editing: Don Hall Jr., Dick Legrand, Daniel Mandell Jr., John Mills, *Voyage to the Bottom of the Sea*, ABC-TV.

Outstanding individual achievement in electronic production: technical direction, A. J. Cunningham, *Brigadoon*; lighting direction, Leard Davis, *Brigadoon*, ABC-TV audio engineering, Bill Cole, *Frank Sinatra: A Man and His Music, Part 2*, CBS-TV; electronic cameramen, Robert Dunn, Gorm Erickson, Ben Wolf, Nick Demos, *Brigadoon*, ABC-TV.

Outstanding achievement in engineering development: Plumbicon tube, Philips Company; High-band Videotape recorder, Ampex Company.

Outstanding individual achievement: Art Carney, *The Jackie Gleason Show*, CBS-TV; Truman Capote and Eleanor Perry, "A Christmas Memory", *ABC Stage 67*, ABC-TV; Arthur Miller, *Death of a Salesman*, CBS-TV.

The station award: *The Road to Nowhere*, KLZ-TV Denver.

The international award: entertain-

ment, *The Caretaker*, Redisfusion Television Limited London, England; news-documentary, *Big Deal at Gothenburg*, Tyne Tees Television Limited Newcastle Upon Tyne, England.

Board of trustees award: Sylvester L. (Pat) Weaver, Jr.

Pioneers find concord with Peabody group

The Broadcast Pioneers, which has been reappraising its role in the annual Peabody Awards luncheon (CLOSED CIRCUIT, April 24), decided last week to continue to serve as host of the event, after Peabody officials agreed to stop making the awards a springboard for criticism.

The Pioneers' board of directors agreed to maintain its connection with the Peabody Awards though it had

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contemplated a disassociation on the grounds that several of the 1967 citations were critical of commercial broadcasting.

John T. Murphy of Avco Broadcasting, president of the Pioneers, said he had discussed the issue with Dean John Drewry of the Henry Grady School of Journalism, University of Georgia, administrator of the awards. Mr. Murphy said that Dean Drewry agreed that the Pioneers' comments were justified and said in the future "the citations and the occasion will hold to the spirit and purpose of the Peabody Awards."

Mr. Murphy made it clear that the Pioneers did not object to criticism of commercial broadcasting. But the organization did question the taste and propriety of using the Pioneers as a platform for criticism of broadcasting.

One citation read during the Peabody ceremony last April praised a program "for consistently treating the TV viewer as if he were in fact a mature adult." Another said a program honored was "marred only by the unfortunate interruptions of jarring commercials." In the advance text of one citation, which was not read at the luncheon, a National Educational Television program was honored "for valiantly swimming against the current which seems to be sweeping TV toward mediocrity."

The New York chapter of the Broadcast Pioneers meanwhile honored Charles C. (Bud) Barry, executive vice president and director of radio-television, Young & Rubicam, during its annual banquet at the Americana hotel on Thursday (June 8). He received the Pioneers' distinguished service award and was cited as "a master navigator

Dissent and complaint punctuate the Emmys

The National Academy of Television Arts and Sciences award program on TV proceeded on schedule June 4 (see page 74). But two incidents—one before and one after the telecast—enlivened the event.

For several weeks before the telecast, CBS News had requested that the academy carry an announcement on the Emmy telecast, pointing out that CBS News did not participate in the undertaking. After considerable soul-searching, the academy agreed on Friday evening (June 2) to announce CBS News's nonparticipation on the program. Royal F. Blakeman, NATAS president, noted CBS News's lack of participation during the telecast and hoped next year the news organization would make its programs available for judging.

The post-telecast episode centered around Broadcast Music Inc., which complained to Mr. Blakeman that although the academy had set up "a category recognizing 'individual

achievement in music,'" and had nominated four men for an award, NATAS failed to mention this category or award winner during the dinner, the telecast or in subsequent publicity material. Robert Sour, BMI president, said "this neglect, whether inadvertent or calculated, strikes us as unworthy of the academy."

A spokesman for the academy said Thursday (June 8) that a reply letter to Mr. Sour was being drafted. He explained that the academy has 23 categories in which awards are always given. In addition, he said, there are 10 general areas of awards (not categories) in which the academy may or may not give awards. The achievement in music award falls into the general area, he stated, and this year "the blue-ribbon panel decided not to make an award." The academy made no mention of the nominations on the air or in subsequent publicity "so as not to embarrass the four nominees."

in charting a program course for an electronic age."

Mr. Barry, who rose from junior announcer in Newton, Mass., to the vice-presidency of two networks (Blue and NBC) before joining Y & R eight years ago, attended the dinner against a doctor's orders, having suffered a recent heart disorder.

New officers of the New York chapter for the coming year were installed during the meeting. They are Robert M. McGredy of TVAR Inc., president; Geraldine H. McKenna, Westinghouse Broadcasting Co., vice president; Howard W. Coleman, A. C. Nielsen Co., secretary, and Robert J. Higgins, Broadcast Music Inc., treasurer.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Redfield

LeGrand L. Redfield, formerly VP of Wesley Advertising Inc., New York, joins Cole Fischer Rogow Inc. there as VP.

Ted Robinson, media director with Lieberman and Associates, New York, appointed national sales manager of WLCY-TV Largo, Fla.

Martin Bergman, national sales manager; **Val Conte**, commercial operations manager and **Gerald Simmonds**, local sales manager, named VP's at KTTV(TV) Los Angeles.

Kevin Kennedy, senior VP and member of board, Lennen & Newell, New York, joins Clyne Maxon, that city, as senior VP and member of executive

committee. He will be director of marketing, in charge of marketing, media and research and will be active in account management.

Dan R. Hulbert, VP and creative division supervisor at Compton Advertising, New York, elected senior VP.

Robert M. Egan, **Eugene K. O'Brien** and **Victor P. Wademan**, account executives, with Dancer-Fitzgerald-Sample, New York, named VP's.

Ted Arnold, sales manager of WHBF-AM-FM-TV Rock Island, Ill., named VP and director of sales.

J. Mitchell Reed, account executive for Gerald F. Selinger Co., Bala-Cynwyd, Pa., named director of marketing.

Fred Stroud, account supervisor for Edward H. Weiss and Co., Chicago, elected VP. **Andrew Mitas**, manager of financial services at Ketchum, MacLeod & Grove, Pittsburgh, joins Weiss, Chi-

cago, as controller.



Mr. Gray

Stuart Gray, director of broadcast research for MacManus, John & Adams, New York, elected VP in charge of media and broadcast programing. **Barbara Bender**, VP and associate creative director at Grey Ad-

vertising, New York, joins MJ&A, that city, as associate creative director. **Wright Ferguson**, with MJ&A, New York, and **John Van Deusen**, new products division manager for Carter Products Inc., New York, named account supervisors for MJ&A, that city. **Eugene H. Nellen**, marketing consultant for Lippincott & Margulies, New York, joins MJ&A there as senior account executive.

Jerry N. Jordan elected VP in charge of marketing research and planning at

American Airlines, New York. Also elected VP's are **Charles L. Strickler** and **James P. Bass** of American's Washington staff.

Warren L. Blackmon, with wvcc Coral Gables, Fla., named VP and sales manager.



Mr. Grant



Mr. Vellanti

James D. Grant, account supervisor for BBDO, Detroit, and **Edward A. Vellanti**, associate creative director for BBDO, New York, named VP's.

Richard H. Pippert, product manager for poultry products division of Ralston Purina Co., St. Louis, named director of marketing services for that division.

Marcene Segal Goodman, with Young & Rubicam, New York, joins Weightman Inc., Philadelphia, as art director.

Gerard J. Kelly, manager of Adam Young Inc., Detroit, named manager of Detroit office of Radio Advertising Representatives. **John Papas**, account executive for Edward Petry & Co., Chicago, appointed account executive for RAR, that city.

Ted Chambon, manager of Chicago office of McGavren-Guild Co., appointed manager of Philadelphia office. **Harvey B. Levin** joins Chicago office of McGavren-Guild.

John McKay, account executive for CBS Television Stations National Sales, Chicago, named national sales manager for CBS-owned KNXT(TV) Los Angeles.

Ray Shouse, program manager of wsx-TV Nashville, appointed national sales manager.

Bruce C. Mayer, TV sales manager of Edward Petry & Co., Detroit, appointed regional sales manager of WKBD-TV that city.

Roberta M. Berger, senior account executive, Richard K. Manoff Inc., New York, named account supervisor, Hicks & Greist Inc., that city.

Miriam Grant, creative head for Lippincott & Margulies, New York, appointed copy supervisor for Kane, Light, Gladney, that city.

Joe Klaas, account executive with KYA San Francisco, joins sales department of KGO, that city, replacing **Dick Rojas**, who becomes account executive for KGO-TV.

Carl D. Weinstein, account executive with Edward Petry & Co., New York,

joins Harrington, Righter & Parsons, that city, as account executive.

Lillian Swaim joins Ross Cummings & Co., Oklahoma City, as senior account executive.

Alan J. Stone, account executive for Doyle Dane Bernbach, New York, appointed account executive at Helitzer Waring, LaRosa, that city.

J. Douglas Freeman, with WRVA-TV Richmond, Va., appointed account executive for WTVR(TV), that city.

William A. Hirsh, account executive at WCAR Detroit, joins Peters, Griffin, Woodward there as account executive, replacing **Art Underwood**, who has joined wwj Detroit.

Ted Armitage, manager of Pierose Western Service, Los Angeles property management firm, joins KMET (FM) Los Angeles as account executive.

Newt Mitzman, director for MPO Videotronics Inc., New York, joins McCann-Erickson, that city, as writer-producer.

A. James Foley, associate media director, Kenyon & Eckhardt, Chicago, joins TV sales staff of Edward Petry & Co., that city.



Mr. Spivey

Joe L. Spivey, manager of central region of Humble Oil & Refining Co., Chicago, named advertising manager at firm's headquarters in Houston.

Richard Branigan, with Stone Representatives, New York, appointed sales manager, eastern division.

Ernest W. (Bud) Roick Jr., with WVNJ-AM-FM Newark, N. J., appointed account executive.

George Peter, media supervisor and planner at Clyne Maxon Inc., New York, and **Robert Barton**, with NBC, New York, join television staff of

Venard, Torbet & McConnell, that city.

Tom Ryther, local sales manager for WIBV Belleville, Ill., appointed to sales staff of KXOK St. Louis.

Nina Solanka, with Lilienfeld & Co., Chicago, appointed head media buyer.



Mr. King



Mr. Thompson

Francis I. King and **Richard L. Thompson**, with Clinton E. Frank Inc., Chicago, named VP's.

Jerry Kunkel, program director of WATL Indianapolis, joins advertising and PR firm of Howard S. Wilcox Inc., that city.

Harry A. Elstermann, creator-producer in TV/radio and cinema department of Troost Advertising KG in Dusseldorf, Germany, joins Firestone & Associates Inc., Philadelphia, as TV/radio producer.

Robert W. Wade, copy writer for Erwin Wasey, Los Angeles, joins Hixson & Jorgensen, same city, in same capacity.

Richard P. Kale, in sales at Katz Radio's San Francisco office, moves to New York sales staff. He is replaced by **Donald H. McFarlane**, formerly with KCBS San Francisco.

John E. Reichard and **John Lorents** join sales department of WBT Charlotte, N. C.

Stephen K. Lev, Tatham-Laird & Kudner, New York, joins account service group, Chirurg & Cairns Inc., that city. **Anita de Martino**, copy chief, J. C. Penney Co., named to New York copy staff at C&C. **Russ Madison**, sales promotion copy writer for Winchester-Western division of Olin Mathieson

Broadcasting

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Inc., New Haven, Conn., appointed to copy department at agency's Hartford, Conn., office.

Mahlon Gaumer, with KERN Bakersfield, Calif., appointed to sales staff of KMO Takoma, Wash.

John Davis, with Prentice-Hall, Englewood Cliffs, N. J., joins WACE Chicopee, Mass., as sales representative.

Fred Rosenblatt, assistant editor of *FDC Reports*, Washington, appointed account executive for Ruder & Finn Inc., that city.

MEDIA



Mr. Taylor

Gene Taylor, general manager of WLS-AM-FM Chicago, elected VP.

Maurice Corken, VP in charge of sales and assistant general manager of WHBF-AM-FM-TV Rock Island, Ill., named VP and general manager. **Robert R. Norwich**, VP and controller of WHBF-AM-FM-TV, named VP and treasurer. **Herber E. Darton**, promotion manager of WHBF-AM-FM-TV, named assistant general manager and promotion manager.

Gary Reames, local sales manager of WHB Kansas City, Mo., appointed general manager, replacing **George W. (Bud) Armstrong**, who moves to Omaha, where he will continue his duties as executive VP of parent Storz Broadcasting Co.

Donald J. Mercer, newly elected VP stations relations for NBC (BROADCASTING, May 22), named to National Association of Broadcasters radio board, replacing **Stephen Labunski**, president, NBC Radio. **George Clark**, who replaced **Arthur Hull Hayes** as CBS Radio president (BROADCASTING, May 29), also takes Mr. Hayes's seat on NAB radio board.

Leonard J. Hansen, PR and broadcast consultant to Alaska 67 Exposition, Fairbanks, appointed general manager of radio and television operations for Northern Television Inc., Anchorage, and Alaska Broadcasting System. He will be responsible for operations of Northern Television Inc. (KBYR, KNIK[FM] and KTVA[TV] Anchorage; and KFRB and KTVF[TV] Fairbanks, Alaska) and for Alaska Broadcasting System (representing KJNO Juneau; KIFW-AM-TV Sitka, KLAM Cordova, KIBH



Mr. Reames



Mr. Hansen

Seward, KBYR and KFRB).



Mr. Echols

Odus Echols Jr., in state senate of New Mexico, resumes duties as general manager of KCLV Clovis, N. M.

Robert Berkheimer, with KOMC(TV) McCook, Neb., appointed station manager, replacing **Don Secord**, who joins sales staff of KGLD(TV) Garden City, Kan. Both KOMC and KGLD are Kansas State Network stations.

Thomas E. Martin, general sales manager of Northeast Radio Network, Syracuse, N. Y., named general manager.

John M. Keys, sales manager of WKNE Keene, N. H., appointed manager.

Robert E. Prather, marketing research administrator of GT&E Communications Inc., New York, appointed firm's eastern region marketing manager in Fort Wayne, Ind.

R. Alan Campbell, market research coordinator for WRIO(FM) Cape May, N. J., named general manager.

PROGRAMING

Norman Felton, president, Arena Productions Inc., Hollywood, elected president of Producers Guild of America, succeeding **Louis F. Edelman**.

Harold Kemp, executive producer of *Dean Martin Show* on NBC-TV, named VP of George Schlatter-Ed Friendly Productions, Los Angeles.

Stan Irwin, operator of his own production and personal management firm, Stan Irwin Productions Inc., with offices in Beverly Hills, Calif., and New York, named producer of *The Tonight Show* at NBC-TV, New York.

Bill Graham, with KMO Tacoma, Wash., named acting program director.

Dr. William Hillier, associate director for KING-TV Seattle, appointed to newly created position of community services director for KING-AM-FM-TV.

George W. Faust, account executive with CBS Television Network Sales, New York, named to newly created position of director, sports sales, for CBS-TV, that city.

William J. Lynch, assistant general manager of WLWT(TV) Cincinnati, appointed director of production services for National Educational Television, New York.

Mischa Kottler retires as music director of WWJ-AM-FM-TV Detroit after nearly 33 years with WWJ stations.

Charles Brunner, formerly with non-commercial WQED(TV) Pittsburgh, and

WSTV-TV Steubenville, Ohio, named art director for WNAC-TV Boston.

Joseph H. Talbot, associated with Sound of Nashville Inc., named director of Nashville operations for SESAC, music licensing firm. **June Johnson**, WSM Nashville, appointed as his administrative assistant.

Jim Hill, associate farm service director of WCCO Minneapolis, resigns June 30 to open Jim Hall Life Insurance Agency in Edina, Minn.



Mr. Jones

Robert Berian Jones, director of national sales for Seven Arts Television, New York, appointed to new post of director of network and national sales.

George Koplrow, operations supervisor of WHBF-TV Rock Island, Ill., named program director.

Arnold Friedman, advertising and promotion manager of television, Embassy Films, New York, resigns to form own advertising and publicity firm in that city.

Hal Greene, supervisor of programs for WRGB(TV) Schenectady, N. Y., appointed manager of programs for WSR-TV Nashville. Both are General Electric Broadcasting stations.

Don Cunningham, Lancaster news director for WLYH-TV Lancaster-Lebanon, Pa., named program manager.



Mr. Carroll

Paul Carroll, advertising and promotion director of KNEW Oakland, Calif., named program director. **Stanford M. Horn**, sales service coordinator of KNEW, succeeds Mr. Carroll.

Ulysses John Wesley Lark Jr., program director of WGYW Knoxville, Tenn., joins programing department of woic Columbia, S. C.

Clayton Turner, production manager for KTVT(TV) Fort Worth-Dallas, appointed operations manager of WTVJ-TV Miami.

Peter Morgan, writer/producer at Norman, Craig & Kummel, New York, joins Filmex Inc., that city, as producer.

Monroe E. Carol, unit manager for *ABC Stage '67*, named associate to Hubbell Robinson, executive in charge of production for series of specials on ABC-TV in coming season.

NEWS

John Laurence, who left CBS News to complete book, returns to Vietnam as

NAB selects engineers

Malcolm M. Burleson, VP for engineering, Metromedia Inc., Washington, named chairman of National Association of Broadcasters Engineering Advisory Committee. Others named to committee: **J. B. Epperson**, Scripps-Howard Broadcasting Co., Cleveland; **Clyde M. Hunt**, Post-Newsweek Stations, Washington; **Leslie S. Learned**, MBS, New York; **Clure H. Owen**, ABC, New York; **James D. Parker**, CBS-TV, New York; **Russell B. Pope**, Golden Empire Broadcasting Co., Chico, Calif.; **Henry E. Rhea**, Triangle Stations, Philadelphia; **Daniel H. Smith**, Capital Cities Broadcasting Corp., Albany, N. Y.; **William H. Trevarthen**, NBC, New York, and **Eugene R. Hill**, Kaiser Broadcasting Corp., Boston.

CBS News correspondent effective July 16.

Tom Pendergast, chief of bureau at AP, Richmond, Va., named chief of bureau for Pennsylvania, with headquarters at Philadelphia, replacing **Joseph Snyder**, who retires July 1 after nearly 20 years in that position. **Robert S. Gallimore**, with AP, Kansas City, Mo., succeeds Mr. Pendergast at Richmond, with responsibility for AP operations in Virginia. **Kenneth L. Whiting** succeeds **Robert N. Lindsay** as chief of bureau at Johannesburg, South Africa. Mr. Lindsay becomes administrative assistant to **Richard O'Regan**, chief of bureau at London. **Hilmi Toros** moves from Miami AP bureau to New York AP world services desk. **Jonathan Kapstein**, with AP in Albany, N. Y., joins New York general desk staff.

Craig Leake, reporter and documentarian for WREC-TV Memphis, joins news staff of WMC-AM-FM-TV, that city. **Don Hickman**, with WMC-AM-FM-TV Memphis, appointed assistant news director.

Ron Landy, formerly news director of WSME Sanford, Me., and news editor of WIDE Biddeford, Me., joins WDBJ

Roanoke, Va., as news editor.

Louis H. Murray, WRTA Altoona, elected president of Pennsylvania AP Broadcasters Association.

Jack Little, WASA Havre de Grace, Md., elected president of Chesapeake AP Broadcasters Association.

Davenport Smith, WBRC Birmingham, elected president of Alabama AP Broadcasters Association.

Stan Stephens, KOJM Havre, elected president of Montana AP Broadcasters Association.

John McCullough, with WNDU South Bend, Ind., joins news staff of WTMJ-AM-FM-TV Milwaukee.

Dick Ebbert, California radio newsman for 20 years, joins staff of KFRE-AM-TV Fresno, Calif.

Rodger Huff, with KHOG and KNWA-FM Fayetteville, Ark., appointed to news staff of WOGY Minneapolis.

Fred Dressler, UPI audio newsman in New York, joins news staff of KBTR Denver.

FANFARE



Mr. Crow

H. Tim Crow, with Rollins Inc., Wilmington, Del., named VP-public relations.

Dorothy Collins named VP in charge of home and fashion division of Infoplan, PR firm, New York.

Charles La Mason, promotion director, WTOP Washington, named advertising and promotion manager for MBS. His responsibilities also include sales promotion and public relations.

Charles Villency, advertising and promotion representative for northeastern region of U. S. Savings Bonds division of U. S. Treasury Department, Washington, named advertising and promotion contact with division's national staff in New York, succeeding **Arden K. Bucholz**, who retired.

Ken Schuster, advertising manager for Philadelphia division of Sealy Inc., Chicago, joins promotion department of WIP Philadelphia.

Lee Laino, with WCBS-TV New York, named senior press representative.

EQUIPMENT & ENGINEERING

Robert J. Sinnett, with WHBF-AM-FM-TV Rock Island, Ill., elected VP in charge of engineering.

Myron Friedman, with Harvey Radio Co., Woodbury, N. Y., named VP and general manager.

Edward H. Herlihy, broadcast sales engineer in New England for RCA,

New York, appointed chief engineer of WCAS, WJIB-FM and WKBG-TV Cambridge-Boston.

Art Silver, with WHWH Princeton, N. J., and WTOA(FM) Trenton, N. J., named director of engineering.

Francis Garufy, transmitter supervisor of WOR-AM-FM-TV New York, named manager of transmitter engineering and operations. **Richard A. Quodomine**, engineering supervisor of video tape, studios and remotes for WOR-TV, appointed manager of technical operations. **Robert O. Norris**, with video tape division of WOR-TV, appointed supervisor of video tape operations.

Daniel J. Yomine, audio department manager for consumer and educational products division of Ampex Corp., Redwood City, Calif., named director of staff manufacturing operations. **Paul J. Weber**, marketing research manager for Ampex, Redwood City, named manager of newly created marketing services department in firm's audio/video communications division.

Robert S. Hower appointed engineering manager of Myrtle Beach, S. C., plant of Aerovox Corp.

John Meiklejohn, night video tape room supervisor for Videotape Produc-

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Ted Yates of NBC dies on Middle East warfront

The war in the Middle East last week claimed the life of an NBC News producer-correspondent. Ted Yates, 36, died June 6 in a Jerusalem hospital of gunshot wounds received during an attack on the Intercontinental hotel there.

A Marine combat correspondent during the Korean War, Mr. Yates had several narrow escapes during his career as an award-winning producer and reporter of documentaries on the war in Vietnam, guerrillas in Santo Domingo and fighting in the Congo.

At the time of his death, he was heading a five-man NBC News team which was filming two two-hour documentaries on the Middle East crisis.

Among the tributes paid Mr. Yates was one by NBC President Julian Goodman; broadcasts by CBS correspondent Mike Wallace and by NBC correspondent David Brinkley, both close friends and colleagues of the late producer; one by CBS News President Richard S. Salant and a resolution adopted by the CBS-TV affiliates convention.

Mr. Yates is survived by his wife, the former Mary Olberg, and three sons.

The war also took the life of Ben Oyserman, a cameraman for the



Ted Yates

Canadian Broadcasting Corp., and a resident of Israel, who was killed by a land mine June 6.

Serge Fliegers, a Paris-based freelance cameraman for the Mutual Broadcasting System, was injured in the same explosion, but has returned to work.

tions of New York Inc., named manager of tape operations.

Richard B. Falk, with General Electric Co., Bridgeport, Conn., appointed manager of manufacturing for Compu-tron Inc., Waltham, Mass.

Fred J. Scobey, plant superintendent for DeLuxe Laboratories, New York, appointed engineering VP.

ALLIED FIELDS



Dr. Munn

Dr. Mark D. Munn, manager of media and program analysis for Leo Burnett Co., Chicago, named VP of network, agency, film company and advertiser services for American Research Bureau, New York.

John Power, research director at Harrington, Righter and Parsons, New York, joins eastern station services staff of ARB, that city. **Douglas Grimm**, with WSB-TV Atlanta, joins regional office of ARB there.

Miriam Obrist Tolfen, director of research and marketing services of E. L. Reilly Co., New York, joins Alfred

Politz Research there as account executive.

Richard L. Callaghan, assistant administrator for legislative affairs for National Aeronautics and Space Administration, Washington, named VP-government relations, for Western Union Telegraph Co., that city. He succeeds **Kenneth W. Heberton**, who becomes VP and special assistant to board chairman until his retirement later this year. Upon retirement, Mr. Heberton plans to make his home in Naples, Fla.

INTERNATIONAL



Mr. Farrell

David B. Farrell, manager of Toronto office of BBDO, named VP.

Francis E. Gearon, director of European offices for Young & Rubicam International, Brussels, appointed managing director and chief executive officer of J. Walter Thompson GmbH Bockenheimer, Frankfurt am Main, Germany.

Richard Criswell, with Publicidad LPE-Novas-Criswell (Venezuela) C. A.,

Caracas, Venezuela, elected president of agency in charge of creative services. Others elected: **Julio Blein C.**, executive VP in charge of management and development, and **Luis Felipe Rodriguez**, VP and general manager.

John R. Eastling, director of international plans and analysis for Control Data Corp., Minneapolis, appointed European general manager for Memorex Corp., with headquarters in London.

Leslie H. Holmes, technical director of Government Photo Centre, Ottawa, appointed supervisor of film quality control for Canadian Broadcasting Corp., that city.

DEATHS

Lloyd V. Berkner, 62, pioneer in radar and radio engineering research, died June 4 at George Washington hospital in Washington. Mr. Berkner was treasurer of National Academy of Sciences. He was past president of American Geophysical Union and International Union of Radio Sciences.



Mr. Tibbals

Walter A. Tibbals Jr., 55, senior VP and director of television and radio at Norman, Craig & Kummel, New York, died of cancer June 3 in Greenwich hospital, Greenwich, Conn. Mr. Tibbals began in broadcasting in

1934 at WNEW New York. In 1937 he became radio producer for Biow Company and in 1942 joined BBDO. At BBDO he headed radio and television activities during 1952 and 1956 Eisenhower campaigns, and served as production supervisor and consultant to Thomas E. Dewey in 1948 presidential campaign. In 1956 he briefly headed his own television packaging firm before joining Four Star Films as VP in charge of sales and production. In 1958 he joined NC&K. Mr. Tibbals is survived by his wife, Marjorie, and daughter.

William J. Kriz, 60, transmitter supervisor at WTOP Washington, died of cancer June 1 at his home in Kensington, Md. Surviving are his wife and son.

Russell McClain, 61, engineering studio supervisor, WPEN Philadelphia, died June 6 at Delaware County (Pa.) Memorial Hospital. Early in his career he was ships radio operator and field radio service man for RCA. He joined WPEN in 1931.

John R. Sullivan, 50, "Lonzo" of Grand Ole Opry country music team of Lonzo and Oscar, died of heart attack June 5 on his farm near Nashville.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 1 through June 7, 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

APPLICATIONS

Las Vegas—Channel 13 of Las Vegas Inc. Seeks interim operating authority of VHF ch. 13 (210-213 mc); ERP 11 kw vis. 5.5 kw aur. Ant. height above average terrain 130 ft.; ant. height above ground 245 ft. P. O. address: c/o Denmar building, 880 East Sahara, Las Vegas 89105. (Group seeks to take over facilities of KSHO-TV, whose license has not been renewed.) Interim corporation estimates that during initial period of operation broadcast expenses will not exceed broadcast revenues by more than \$10,000 per month as outside figure. Interim operation anticipates that this figure will not exceed \$5,000 per month. Corporation will pay KSHO-TV \$94,500 for equipment. Geographic coordinates 36° 08' 32" north lat.; 115° 09' 37" west long. Type trans. RCA TT-2AH. Type ant. RCA TF-6A1. Legal counsel Mullin and Connor, Washington. Principals: Arthur Powell Williams, vice chairman and director, Desert Broadcasting Inc., Ralph Denton, director, Ettlinger Broadcasting Corp., John A. Ettlinger, director, Clark County Communications, Meyer (Mike) Gold, director and Talmac Inc., William R. Morse, director (each 20%). Each principal applied separately for ch. 13. Ann. June 6.

FINAL ACTION

Macon, Ga.—WTVY Inc. FCC granted ch. 41 (632-638 mc); ERP 257 kw vis. 26.3 kw aur. Ant. height above average terrain 430 ft.; ant. height above ground 446.9 ft. P. O. address: Box 1089, Dothan, Ala. 36302. Estimated construction cost \$427,798; first-year operating cost \$240,000; revenue \$300,000. Geographic coordinates 32° 46' 43.5" north lat.; 83° 33' 57.5" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Miller and Schroeder; consulting engineer John Creutz, both Washington. Principals: Charles Woods, chairman of board, F. E. Busby, president and Dr. Paul Flowers, secretary-treasurer, et al. Mr. Woods has interests in oil, land company, electronics, investment company and wood corporation. Mr. Busby has interests in land corporation, wood company, construction company and nursery. Dr. Flowers is in banking, cattle investors, insurance, hospital corporation and real estate. WTVY Inc. is licensee of WTVY-TV, both Dothan, Ala., the former of which has application pending for renewal of license. WTVY Inc. also has application pending for new TV. ch. 28, in Durham, N. C. Action June 7.

OTHER ACTIONS

■ Review board in Orlando, Fla., television broadcast proceeding, Docs. 11081 et al., granted motion filed June 5 by Comint Corp. and extended to June 8 time within which to file replies to the oppositions to motion for enlargement of issues and for clarification filed April 27 by Comint Corp. Board Members Slone and Pincock absent. Action June 6.

■ Review board in Aurora, Ill., television broadcast proceeding, Docs. 17407-8, denied petition filed June 5 by South Kane-Kendal Broadcasting Corp. requesting extension of time to file oppositions to petition to enlarge issues filed May 24 by Aljir Broadcasting Inc. Although counsel for other parties have indicated to petitioner their consent of relief requested, no reasons whatsoever for granting extension have been set forth in petition. Board Member Nelson dissenting. Action June 7.

■ Review board in Syracuse, N. Y., tele-

vision broadcast proceeding, Docs. 14368-72 and 14444-46, denied appeal from hearing examiner's order denying motion to quash subpoena duces tecum, filed Jan. 30 by Kenneth A. Taylor, but modified the subpoena by deleting categories (a) and (b) of final paragraph ("Omnibus clause") found on page 2 of "list of documents for subpoena to Kenneth Taylor." By Memorandum Opinion and Order, 7 FCC 2d 56, 9 RR 2d 757, board had taken similar action with respect to six similar appeals; the Taylor appeal was not before board at time of prior action. Action June 2.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 6 in proceeding on TV applications of Sarasota-Bradenton, Florida Television Inc. and Tamiami T.V. Inc., both Sarasota, Fla., granted petition of applicant Tamiami T.V. Inc. and continued prehearing conference from June 6 to June 19. (Docs. 17423-24).

■ Hearing Examiner David I. Kraushaar on May 31 in proceeding on TV application of WBLG-TV Inc., Lexington, Ky., granted petition of applicant and extended until June 30, time for filing proposed findings; deferred until after June 15, ruling on applicant's petition to amend, and supplemental data to be filed by June 15, shall be accompanied, and supported by, an appropriate supplemental petition (Doc. 16701). On June 1 in proceeding on TV applications of Chapman Radio and Television Co. Homewood, Ala., et al., scheduled expedited hearing for June 14, on three special issues to commission's memorandum opinion and order released May 31. (Doc. 15461, 16760-61 and 16758). On June 2 in proceeding on TV remand applications of Syracuse Television Inc., Syracuse, N. Y. et al., denied motion to compel response to request for admissions, etc., filed by applicant Syracuse Television Inc., for reasons set out in transcript of the oral argument (Docs. 14368-72, 14444-46).

■ Hearing Examiner Forest L. McClenning on May 31 in proceeding on TV application of Island Broadcasting System (WRIV) Inc., Riverhead, N. Y., scheduled further hearing for July 5. (Doc. 16709).

CALL LETTER APPLICATIONS

■ Maryland Educational-Cultural TV Commission, Baltimore. Requests WETM (TV).

■ Mercury Media, Inc., Albany, N.Y. Requests WEEE-TV.

CALL LETTER ACTIONS

■ Steel City Broadcasting Co., Birmingham, Ala. Granted WCFG-TV.

■ San Diego State College, San Diego. Granted KEBS-TV.

■ Kentucky State Board of Education, Elizabethtown, Ky. Granted WKZT-TV.

■ Rhode Island State Board of Education, Providence. Granted WSBE-TV.

■ WBEJ Inc., Janesville, Wis. Granted WMLK(TV).

Existing TV stations

APPLICATION

WPDT(TV) Florence, S. C.—Seeks CP to

replace expired permit which authorized new station. Ann. June 2.

FINAL ACTIONS

KAIT-TV, Jonesboro, Ark.—Broadcast Bureau granted license covering new TV. Action June 5.

WFTT(TV) Bridgeport, Conn.—Broadcast Bureau granted mod. of CP to change ERP to 263 kw vis., 26.3 kw aur., trans. and studio location to Booth Hill Video Lane, Trumbull, change type ant., ant. structure, ant. system, increase ant. height to 710 ft.; and mod. of CP to extend completion date to Dec. 2. Action June 2.

WHNB-TV New Britain, Conn.—Broadcast Bureau granted license covering changes in station. Action June 6.

WINK-TV Fort Myers, Fla.—Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at 2824 Palm Beach Boulevard, Fort Myers. Action June 5.

WTVX(TV) Fort Pierce, Fla.—Broadcast Bureau granted license covering new TV. Action June 5.

KMTV(TV) Omaha—Broadcast Bureau granted license covering use of main trans. and ant. at 2815 Farnum St., Omaha, as an auxiliary trans. and ant. Action June 5.

■ Broadcast Bureau granted licenses covering changes in following TV's: KENI-TV, ch. 2, Midnight Sun Broadcasters Inc., Anchorage; WDCA-TV, ch. 20, Capital Broadcasting Co., Washington; KGMB-TV, ch. 9, Pacific Broadcasting Inc., Honolulu; WPBN-TV, ch. 7, Midwestern Broadcasting Co., Traverse City, Mich.; KRBC-TV, ch. 9, Abilene Radio and Television Co., Abilene, Tex. Action June 5.

New AM stations

APPLICATIONS

Ozark, Ala.—Wade B. Sullivan. Seeks 1190 kc, 1 kw-D. P. O. address: P. O. Drawer 1591, Huntsville, Ala. Estimated construction cost \$25,041.45; first-year operating cost \$36,000; revenue \$42,000. Principals: Mr. Sullivan is employee of transfer and storage business. Ann. June 2.

Red Bay, Ala.—Redmont Broadcasting Corp. Seeks 1430 kc, 1 kw-D. P. O. address: Box 446, Red Bay. Estimated construction cost \$17,499.25; first-year operating cost \$24,200; revenue \$25,000. Principals: E. E. Stuart, secretary-treasurer, Charles Cashon Jr., president (each 49%) et al. Mr. Stuart has 50% interest in Red Bay TV Cable Co. (CATV), 33½% interest in Iuka TV Cable Inc. (CATV) in Iuka, Miss. and does part-time CATV engineering. Mr. Cashon is vice president of bank. Ann. June 6.

Springfield, Ky.—Washington County Broadcasting Co. Seeks 1540 kc, 250 w-D. P. O. address: Box 237, Stanford, Ky. 40484. Estimated construction cost \$9,500; first-year operating cost \$19,200; revenue \$36,500. Principals: Calvin C. Smith and Lanier Burchett, general partners. Mr. Smith is program director of WRSL Stanford, Ky. Mr. Burchett is sales manager for same. Ann. June 6.

FINAL ACTIONS

■ FCC granted CP to Faulkner Radio Inc. Opelika, Ala., for new AM to operate on

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

1520 kc, 5 kw-DA-D; conditions. Action June 7.

Water Valley, Miss.—Tri-Lakes Broadcasting Co. Broadcast Bureau granted 1320 kc, 500 w-D. P. O. address: c/o Harold Seligman, L&C Tower, Nashville, 37219. Estimated construction cost \$9,500; first-year operating cost \$24,000; revenue \$32,000. Principals: Jimmy D. Martin (50%) is employee of WSAO Senatobia, Miss. J. J. Kirk (50%) is owner of Memphis collection agency and has been part-time radio announcer. Action June 2.

OTHER ACTIONS

■ Review board in East St. Louis, Ill. standard broadcast proceeding, Docs. 17256-57, granted petition filed May 26 by East St. Louis Broadcasting Inc., and extended to June 8 time to file replies to responses to petitions to enlarge issues filed by East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc. March 29. Board Members Berkemeyer and Pincock absent. Action May 31.

■ Review board in Cumming, Ga., standard broadcast proceeding, Docs. 16301 and 16312, granted petition for leave to amend, filed April 25 by Ernest H. Reynolds Jr. tr/as Hall County Broadcasting Co., and accepted amendment. Board members Nelson and Slone not participating. Action June 2.

■ Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 16965-6, granted petition filed June 5 by Central DuPage County Broadcasting Co. and extended to June 16 time to file responses to petition to enlarge issues filed May 23 by DuPage County Broadcasting Inc. Action June 7.

■ Review board in South Beloit, Ill., (St. Louis, Mo.) standard broadcast proceeding, Docs. 17209-15, 17217 and 17219, granted motion to enlarge issues, filed March 13 by St. Louis Broadcasting Co., to extent of adding issues to determine (a) whether stock of Pulitzer Publishing Co. held by St. Louis Union Trust Co. in trustee capacity should be attributed to trust company for purposes of commission's multiple ownership rules and policies adopted thereunder, and (b) whether grant to Prudential Broadcasting Co. would be consistent with such rules and policies. Board Member Nelson not participating. Action June 2.

■ Review board in Kettering, Ohio, standard broadcast proceeding, Docs. 17243-17250, denied motion to enlarge and clarify issues,

filed April 5 by Gem City Broadcasting Co., to extent that it requested character and financial issues against Kittyhawk Broadcasting Corp., but granted motion to extent that it sought clarifying finding that Gem City application is not mutually exclusive with that of Treaty City Radio Inc. Board Members Berkemeyer and Pincock absent. Action May 31.

■ Review board in Media, Pa., standard broadcast and FM broadcast renewal proceeding, Doc. 17141, denied petition to enlarge issues, filed April 14 by commission's Broadcast Bureau. Board Members Berkemeyer and Pincock absent. Action May 31.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on May 29 in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Pa., et al., granted, in part, petition of applicants and rescheduled procedural dates including hearing from July 6 to July 19 (Docs. 17178-80).

■ Hearing Examiner H. Gifford Irion on June 1 in proceeding on AM application of Norman W. Hennig, Tucumcari, N. M., granted motion of applicant, rescheduled procedural dates but hearing date remains June 21 (Doc. 17175).

CALL LETTER ACTIONS

■ Ascension Parish Broadcasting Co., Donaldsonville, La. Granted WDLV.
■ Siouxland Broadcasting Inc., Vermillion, S. D. Granted KVRA.

Existing AM stations

APPLICATIONS

WDUB Granville, Ohio—Seeks CP to install new type ant. (Custom Made-Single Dipole 1 section); and change frequency from 91.3 mc. ch. #217 to 90.9 mc. ch. #215. Ann. June 5.

WMCO New Concord, Ohio—Seeks CP to change frequency from 91.1 mc. ch. #216 to 90.7 mc. ch. #214. Ann. June 5.

KOLY Moberg, S. D.—Seeks CP to increase power from 1 kw to 5 kw; install new trans. Requests waiver of Sect. 73.35 of rules. Ann. June 1.

FINAL ACTIONS

WCNU Crestview, Fla.—Broadcast Bureau granted CP to change ant.-trans. location to west side of Highway 85, 2.1 miles west of city limits. Crestview. Action June 6.

WTYS Marianna, Fla.—Broadcast Bureau granted CP to change ant.-trans. and studio location to State Highway #73. Marianna. Action May 31.

KBRV Soda Springs, Idaho—Broadcast Bureau granted CP to change frequency from 540 to 790 kc, install new trans, condition. Action June 2.

WFCG Franklinton, La.—Broadcast Bureau granted license covering new standard broadcast station. Ann. June 1.

WCPA Clearfield, Pa.—Broadcast Bureau granted renewal of license. Action June 5.
WALD Waterboro, S. C.—Broadcast Bureau granted mod. of CP to change ant. site (no change in description), change studio location to foot of Benson St., Waterboro. Action May 31.

■ Broadcast Bureau granted renewal of license for following stations and copending auxiliaries: WWWW Bankhead Broadcasting Inc., Fayette, Ala.; WNNH Stafford Broadcasting Corp., Rochester, N. H., and WITA-FM Electronic Enterprises Inc., San Juan, P. R. Action May 31.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KLRA, KLRA Inc., Little Rock, Ark.; KDXI, Heart of Dixie Broadcasting Corp., Mansfield, La.; WKCU, The Progressive Broadcasting Co., Corinth, and WBKH, Deep South Radio Inc., Hattiesburg, both Mississippi. Action June 5.

OTHER ACTIONS

■ By memorandum, opinion and order, FCC denied request of Emerald Broadcasting Co. for waiver of Sect. 73.24(b)(3)(ii) and accepted application subject to condition that applicant amend to delete the nighttime portion of proposal within 30 days. Applicant had requested change in facilities of KTHO Tahoe Valley, Calif., from 590 kc, 1 kw-DA-D, to 590 kc, 500 w-N, 1 kw-LS, DA-N. (Sect. 73.24(b)(3)(ii) of the rules provides that all applications for new nighttime facilities must provide at least 25 percent white area coverage within their proposed interference-free nighttime service areas. Action June 7.

■ Review board in Cumming, Ga., standard broadcast proceeding, Docs. 16301 and 16312, Board Members Berkemeyer, Pincock and Kessler adopted decision granting application of Ernest H. Reynolds Jr. tr/as Hall County Broadcasting Co. for CP to change facilities of WBLA Gainesville, Ga., from operation as class II station on 1580

kcs, 5 kw, 1 kw-CH, daytime only, non-directional, to operation as class II station on 1130 kc, 10 kw, 1 kw-CH, daytime only, nondirectional, and denying mutually exclusive application of John T. Pittard tr/as Sawnee Broadcasting Co. for similar changes at Station WSNE Cumming, Ga. Action June 2.

■ By memorandum, opinion and order, FCC dismissed petition by KGLO Mason City, Iowa, for reconsideration, and affirmed earlier grant for CP to Wolverine Broadcasting Corp. authorizing an increase in ant. height for its KQVR Colorado Springs. Action June 7.

■ Office of opinions and review on June 5 granted petition by Miners Broadcasting Service Inc. (WMBA), Ambridge-Aliquippa, Pa. and extended to June 19 time to file exceptions to the supplemental initial decision in proceeding on its AM application and that of Monroeville Broadcasting Co., Monroeville, Pa. (Docs. 14082, 14088).

■ FCC waived Sect. 1.569 of rules and accepted for filing application of KCJB Big K Inc., Minot, N. D., to increase daytime power from 1 kw, DA-N to 5 kw, DA-2, continued operation on 910 kc, with 1 kw-N. Action June 7.

■ By order, commission granted motion by Folkways Broadcasting Inc. and extended to June 12 time to file proposed findings in proceeding on application of Harriman Broadcasting Co. (WXXL), Harri-man, Tenn. (Doc. 17255; BP-15122). Action June 5.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on June 2 in proceeding on AM applications of Royal Broadcasting Inc. (KHAI) (renewal) and Radio KHAI Inc. (C.P.), both Honolulu, Hawaii, set aside June 9 date for filing proposed findings; scheduled June 16 date for applicants to file proposal findings and June 23, for Broadcast Bureau to extend time to July 14, and reclosed record (Docs. 16676-77).

■ Hearing Examiner Elizabeth C. Smith on June 1: in proceeding on AM applications of 1400 Corp. (KBMI) (renewal) and Joseph Julian Marandola (C.P.), both Henderson, Nev., granted motion of 1400 Corp. and extended date for exchange of written exhibits from June 13 to June 20 (Docs. 16813-14). On June 6 in proceeding on AM application of Frances C. Gaguine & Bernice Schwartz, d/b as Radio Station KQXI, Arvada, Colo., granted motion of Lakewood Broadcasting Service Inc., and continued hearing from June 7 to June 14 (Doc. 14817).

FINES

■ FCC directed Tri-City Broadcasting Co., licensee of WTCB Flomaton, Ala., to pay \$500 forfeiture for repeated violation of Sect. 73.93(b) of rules by failing to have a properly licensed operator on duty. Action June 7.

■ FCC directed Pacific Western Broadcasters Inc., licensee of KYNG Coos Bay, Ore., to pay forfeiture of \$500 for violation of Sect. 73.93(b) of rules by failing to have properly licensed operator on duty. Action June 7.

New FM stations

APPLICATIONS

Rockville, Ind.—Parke-Vermillion Broadcasting. Seeks 104.9 mc. ch. 285, 0.4 kw. Ant. height above average terrain 300 ft. P. O. address: Box 161, Rockville, 47872. Estimated construction cost \$22,804.55; first-year operating cost \$22,150; revenue \$48,000. Principals: Charles R. Banks, Mr. Banks is part owner-operator of WXTA-FM Greencastle and partner in WNON-FM Lebanon, both Indiana. Ann. June 2.

Hutchinson, Minn.—North American Broadcasting Co. Seeks 107.1 mc. ch. 296, 3 kw. Ant. height above average terrain 199 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 WWCM Brazil. Ind. Ann. June 2.

FINAL ACTIONS

Douglas, Ariz. Hillcrest Broadcasting Co.—Broadcast Bureau granted CP for new class A FM station to operate on ch. 237 (95.3 mc), ERP 3 kw, ant. height 2 ft.; condition. Action June 6.

York, Neb.—The Prairie State Broadcasting Co. Broadcast Bureau granted 104.9 mc. ch. 285, 3 kw. Ant. height above average terrain 180 ft. P. O. address: KWAL Bldg.,

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 8

ON AIR

	Lic.	CP's	CP's
Commercial AM	4,112 ¹	19	81
Commercial FM	1,613	29	265
Commercial TV-VHF	482 ²	15	22
Commercial TV-UHF	96 ²	25	131
Educational FM	303	5	35
Educational TV-VHF	60	7	9
Educational TV-UHF	42	8	53

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 8

	VHF	UHF	Total
Commercial	519	260	779
Noncommercial	76	102	178

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ²	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

York 68467. Estimated construction cost \$18,535; first-year operating cost \$12,000; revenue \$9,000. Prairie State Broadcasting is licensee of KWAL York. Action June 6.

*WBMR(FM) Telford, Pa.—Broadcast Bureau granted CP to replace expired permit for new noncommercial educational FM. Action June 5.

OTHER ACTIONS

■ Review board in New Britain, Conn. FM broadcast proceeding. Docs. 17405-6, granted motion filed June 1 by Central Connecticut Broadcasting Co., and extended to June 12 time to file pleadings responsive to motions to enlarge issues filed by Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co. Board Member Nelson not participating. Board Members Sloane and Pincock absent. Action June 6.

■ Review board in Waukegan, Ill. FM broadcast proceeding. Docs. 13292, 13940 and 17242, granted petition to enlarge issues filed March 30 by News-Sun Broadcasting Co., to extent of adding issue to determine whether staff proposed by Maine Township FM Inc., is adequate to effectuate programming proposed and, if not, whether this applicant is qualified; denied petition to enlarge issues filed March 30 by News-Sun Broadcasting Co., and directed against Edward Walter Piszczek and Jerome K. Westefeld; denied motion to delete and enlarge issues filed March 30 by Maine Township FM Inc.; and, on board's motion, ordered that issue 1 specified in designation order released March 9 (FCC 67-252) is revised to read "To determine whether Maine Township FM Inc., has available to it, from stockholder loan commitments and otherwise, the additional funds it indicates are necessary to construct and operate the station for a period of one year without revenues and thus demonstrate its financial qualifications." Action June 7.

■ By order, FCC denied application for review in the St. Louis FM proceeding (Docs. 15615 and 15617). Application, filed by Christian Fundamental Church had asked commission review of decision of review board which had granted application of Lorenzo W. Millam and Jeremy D. Lansman, a partnership, for new class B FM to operate on ch. 273 (102.5 mc), in St. Louis. Action June 7.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 31 designated Hearing Ex-

aminer Thomas H. Donahue to serve as presiding officer in proceeding on FM applications of Community Broadcasters Inc., and Charles E. Rich, John R. Parker, Diane E. LaBoueff and Jack L. Maciejewski, d/b as West-State Broadcasting Co., both Grand Haven, Mich.; scheduled prehearing conference for June 23, and hearing for July 20 (Docs. 17470-71).

■ Hearing Examiner David I. Kraushaar on May 31 in proceeding on FM applications of Miami Broadcasting Corp., Miami et al., granted petition of applicant W.B.E.J. Inc., and dismissed application (Docs. 17401-04).

RULEMAKING ACTIONS

■ By memorandum, opinion and order FCC denied petition (RM-1143) by Hospitality Broadcasters Inc., licensee of KHER Santa Maria, Calif., for rulemaking to amend FM table of assignments by adding ch. 251 to Santa Maria as third FM assignment. Commission stated that in view of number of assignments already in Santa Maria and other nearby communities, as well as available signals from AM's, and need to retain some flexibility in making future needed assignments in area, proposed addition of third class B assignment would not serve public interest. Action June 7.

■ By memorandum, opinion and order FCC denied petition (RM-1133) by Jones T. Sudbury (WCMT), Martin, Tenn., for amendment of Sec. 73.202, table of assignments for FM's, for addition of ch. 285A at McKenzie, Tenn. Assignment would require removal of channel from Fulton, Ky., where it is presently in use by WFUL-FM. Action June 7.

CALL LETTER APPLICATIONS

■ Union College, Lincoln, Neb. Requests KUCV(FM).

■ Board of Education Central School District #5, Lake Ronkonkoma, N. Y. Requests WSHR(FM).

CALL LETTER ACTIONS

■ RB Inc., Burlington, Iowa. Granted KBUR-FM.

■ Techeland Broadcasting Inc., New Iberia, La. Granted KNIR-FM.

■ Minnesota-Iowa TV Co., Austin, Minn. Granted KAUS-FM.

■ Order of St. Benedict, New Brighton, Minn. Granted KSJN-FM.

■ Stereo Broadcasting Corp., Corpus Christi, Tex. Granted KIOU(FM).

■ Sauk Broadcasting Corp., Reedsburg, Wis. Granted WRDB-FM.

DESIGNATED FOR HEARING

■ FCC designated for hearing applications of Eastern Broadcasting Corp., Hopewell, Va. and WIKI Radio Inc., Chester, Va., for new class A FM's to operate on ch. 221 (92.1 mc), Eastern with 3 kw ERP and ant. height of 160 ft. and WIKI Radio with 3 kw ERP and ant. height of 255 ft. Action June 7.

Existing FM Stations

APPLICATIONS

WOUB-FM Athens, Ohio—Seeks CP to change ant.-trans. and studio location to approximately 2 miles West-South-West of Athens, Ohio; install new type trans. (Collins-830H-1A); install new type ant. (Collins-37M-8, 8 sects.); change frequency from 91.5 mcs. ch. 218 to 91.3 mcs. ch. 217; increase TPO to 6.68 kw; operate with ERP of 50 kw and operate with HAAT of 500 feet. Action June 5.

FINAL ACTIONS

*KASC(FM) Conway, Ark. — Broadcast Bureau granted license covering new FM noncommercial educational station; also granted mod. of license to change name to The State College of Arkansas. Ann. June 1.

KNWA(FM) Fayetteville, Ark.—Broadcast Bureau granted license covering new FM. Ann. June 1.

KNBY-FM Newport, Ark.—Broadcast Bureau granted license covering new FM. Ann. June 1.

WJBR(FM) Wilmington, Del.—Broadcast Bureau granted CP to install new type trans., and increase vertical ERP to 50 kw. Action May 31.

*WAMU-FM Washington—Broadcast Bureau granted CP to install new type trans. and increase ERP to 32 kw; condition. Action May 31.

WGAU-AM-FM Athens, Ga. — Broadcast Bureau granted renewal of licenses. Ann. June 1.

WNDY(FM) Crawfordsville, Ind.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action June 2.

WPFR(FM) Terre Haute, Ind.—Broadcast Bureau granted CP to change ant.-trans. and studio location to R.R. 2, Box 50, West Terre Haute. Install new type ant., increase ERP to 9.9 kw, ant. height 185 ft.; condition. Action June 6.

WIBM-FM Jackson, Mich.—Broadcast Bureau granted CP to install a new type ant. and decrease ant. height to 260 ft.; condition. Action May 31.

WHSY-FM Hattiesburg, Miss.—Broadcast Bureau granted mod. of CP to change type ant. Action June 6.

WOYE-FM Mayaguez, P. R.—Broadcast Bureau granted mod. of CP to change type trans., type ant., and increase ERP to 20 kw. Action May 31.

■ Broadcast Bureau granted licenses covering following new FM's: KLEB-FM, John A. Egle, Golden Meadow, KVPI-FM, Ville Platte Broadcasting Inc., Ville Platte and KVCL-FM, Edward R. Hall tr/as Winn Broadcasting Co., Winnfield, all Louisiana; WFFF-FM, Haddox Enterprises Inc., Columbia, WKCU-FM, Frank F. Hinton and James D. Anderson d/b as Progressive Broadcasting Co., Corinth and WNAU-FM, Vernon K. Wroten and Wynez Wroten d/b as New Albany Broadcasting Co., New Albany, all Mississippi. Ann. June 1.

OTHER ACTIONS

■ FCC deferred action for a period of six months on application by board of trustees of University of Alabama for renewal of license of *WUOA(FM) Tuscaloosa, Ala. Commission notified board that if it fails to resume operation within that period, its application for renewal will be dismissed and the call letters deleted. Station has been silent most of time since 1963. Action June 7.

■ FCC denied petition for reconsideration of partial grant of application for CP for modified facilities for KRON-FM San Francisco, filed by licensee, Chronicle Broadcasting Co. Action June 7.

CALL LETTER ACTION

■ *KEBS(FM) San Diego State College, San Diego. Granted KEBS-FM.

Translators

ACTIONS

K7ODV Rodium and Sheephorn, Colo.—

BROADCASTING, June 12, 1967

Broadcast Bureau granted license covering new UHF TV translator. Action June 6.

Hawthorne, Nev. Mineral Television District No. 1.—Broadcast Bureau granted CP for a new UHF TV translator to serve Hawthorne and Babbitt, operating on ch. 73, by rebroadcasting programs of KTVN(TV), ch. 2, Reno. Action June 2.

Weaverville, N. C. Spartan Radiocasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Weaverville, operating on ch. 9, by rebroadcasting programs of WSPA-TV, ch. 7, Spartanburg, S. C. Action June 2.

Broadcast Bureau granted licenses covering following new VHF TV translators: K13HV, Pacific Broadcasting Corp., Apra Heights, Guam, K08FS, Phillips County TV Association Inc., Dobson and Wagner, Mont., K83BM, County Superintendent of Schools, Merced County, Merced, Calif., W79AP, WBRE-TV Inc. and Wilkes-Barre Township, Pa. Action June 2.

Broadcast Bureau granted licenses covering following new VHF TV translators: K06EJ, Hot Sulphur Springs T. V. Users Association, Hot Sulphur Springs, Colo. and K13HO, Sweetwater TV Association, Sweetwater Creek, Colo. Action June 6.

CATV

APPLICATIONS

Cable-Video Inc.—Requests distant signals from WOR-TV, WNEW-TV, and WPIX(TV), all New York to Norwich, Conn. Ann. June 1.

Jefferson Cablevision Corp.—Requests distant signals from WSB-TV and WAGA-TV, both Atlanta; WRBL-TV and WTVM(TV), both Columbus, Ga.; WDEF-TV and WRCB-TV, both Chattanooga, Tenn. and WCTF-TV, Tuscaloosa, Ala. to Homewood and Irondale, Ala. Ann. June 1.

Kanawha Cable Television Co.—Requests distant signals from WBNS-TV, WLWC(TV), and WOSU-TV, all Columbus, Ohio, WCPO-TV, and WLWT(TV), both Cincinnati to St. Albans, Nitro, Dunbar, and South Charleston, all W. Va. Ann. June 1.

Kilgore Video, Inc.—Requests distant signals from KRLL-TV and WFAA-TV, both Dallas; KTVT(TV) and WBAP-TV, both Fort Worth; and KTRE-TV Lufkin, Tex. to Kilgore, Tex. Ann. June 1.

Madison All Channel Cablevision, Inc.—Requests distant signals from WGN-TV, WFLD(TV), and WTTW(TV), all Chicago; WPTA(TV), WANE-TV, and WKJG-TV, all Fort Wayne; WTAFT(TV), Marion, Ind.; WFAW-TV, Lafayette, Ind. to Elwood, Ind. Ann. June 1.

Morgan County Telecable, Inc.—Requests distant signals from WGN-TV, WFLD, WCIU-TV, and WTTW(TV), all Chicago; WFAW-TV, Lafayette, Ind.; and KPLR-TV, St. Louis to Martinsville, Ind. Ann. June 1.

Norristown Distribution Systems, Inc.—Requests distant signals from WOR-TV, WNEW-TV, WPIX(TV), and WNJU-TV, all New York to Norristown, Pa. Ann. June 1.

Teles Engineering, Inc.—Requests distant signals from WGN-TV, WFLD(TV), and WTTW(TV), all Chicago; KPLR-TV, St. Louis; WLTV(TV), Bowling Green, Ky.; KFVS-TV Cape Girardeau, Mo. to Morganfield, Ky. Ann. June 1.

WHJB, Inc.—Requests distant signals from WTRF-TV, Wheeling, W. Va. (Greensburg, Southwest Greensburg borough, South Greensburg borough, and Youngwood borough), WARD-TV Johnstown; WFBG-TV, Altoona, all Pennsylvania, and WFMJ-TV, WKBW-TV, and WYTV(TV), all Youngstown, Ohio to Greensburg, Southwest Greensburg borough, South Greensburg borough, Youngwood borough, Hempfield township, Jeanette, Manor borough, Penn borough, Penn township, Irwin borough, North Irwin borough, and North Huntingdon township; all Pennsylvania. Ann. June 1.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on May 31 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding in re petition of Bluefield Television Cable, Bluefield, W. Va. (CATV); scheduled prehearing conference for June 14 and hearing for July 12 (Doc. 17469). On June 2 in proceeding in re cease and desist order to be directed against Rancho Bernardo Antenna System (CATV), San Diego, rescheduled prehearing conference from June 6 to June 13 (Doc. 17443).

Hearing Examiner H. Gifford Irion on June 1 in proceeding in re petitions by Akron Telerama Inc., Akron, Ohio et al. (CATV), by MO&O granted petition of Cleveland Browns Inc. and National Football League to intervene and they are made parties only to extent of their alleged interest in maintaining a "blackout" of Browns' home football games and dismissed as moot motion NFL and Cleveland Browns

for extension of time to file replies (Docs. 17357-59).

Hearing Examiner Jay A. Kyle on May 31 in proceeding in the matter of Vestal Video Inc., Vestal, N. Y., Complainant, v. Eastern Microwave Inc., Syracuse, N. Y., Defendant, rescheduled hearing from July 10 to September 25 (Doc. 17186). On June 5 in proceeding in re applications of Bell Telephone Co. of Pennsylvania, Philadelphia, Pennsylvania, et al., rescheduled hearing from June 20 to July 10 (Docs. 17302-03).

Hearing Examiner Forest L. McClenning on May 31 in proceeding on CATV petitions by Stephen Vaughan & Associates, Cleveland, Tenn., and Multivision Northwest Inc., Dalton, Ga., dismissed petition of Stephen Vaughan & Associates and also Stephen Vaughan & Associates and Roy H. Park Broadcasting of Tennessee Inc. are dismissed as parties to proceeding (Docs. 17065-66).

Hearing Examiner Chester F. Naumowicz Jr. on May 31 in proceeding in matter of petition of Midwest Television Inc. (KFMB-TV), San Diego, (CATV), et al., scheduled further conference for June 5, and extended by three days the dates presently established for the filing of proposed and reply findings (Docs. 16786, 17008). On June 6 in proceeding on CATV petitions by General Electric Cablevision Corp., Van Buren, N. Y., et al., granted motion of petitioners General Electric Cablevision Corp., New Channels Corp. and Eastern Microwave Inc., and rescheduled procedural dates including hearing for September 25 (Docs. 17131-36, 17273-78).

Hearing Examiner Herbert Sharfman on June 1 in proceeding on Sports Network Inc., Complainant vs. American Telephone and Telegraph Company, defendant, both of New York, N. Y., issued order correcting transcript (Doc. 16043). On June 5 in proceeding in re petition of Bluefield Television Cable, Bluefield West Virginia (CATV), rescheduled time of prehearing conference from 9 a.m. to 2 p.m. on June 14 (Doc. 17469).

OTHER ACTIONS

CATV task force extended time from June 6 to July 24 to file comments and from June 21 to Aug. 8 for replies in inquiry into developing patterns of ownership in CATV industry (Doc. 17371). Ann. June 1.

Review board in Dalton, Ga., CATV proceeding, Doc. 17066, denied motion to limit issue filed March 1 by Multivision Northwest Inc. Board Members Slone and Pincock absent. Action June 6.

By memorandum opinion and order: Acting Chairman Bartley dissenting and issuing a statement; Commissioner Loevinger concurring in denial and dissenting on enlargement of issues, FCC denied petition by General Electric Cablevision Corp., requesting reconsideration of commission action of Feb. 2, designating for hearing its application to carry 16 TV stations on its CATV system in Peoria, Ill., TV market (97th), and request for grant without hearing of its modified proposal to reduce the number of signals on its CATV systems from 16 to 9. Dismissed as moot a motion by Midwest Television Inc. (WMBD-TV), Peoria, for leave to file memorandum, and enlarged issues to determine whether carriage of Quad Cities WDEF-TV and WQAD-TV would be consistent with the public interest in Peoria, Ill. CATV proceeding (Docs. 17144, 17155). Action June 7.

Review board in Kalamazoo, Mich., CATV proceeding, Docs. 17200 et al., denied petition to enlarge issues filed on April 18 by Gerity Broadcasting Co. Board Member Slone absent. Action June 5.

Ownership changes

APPLICATIONS

KCRT Trinidad, Colo.—Seeks assignment of license from KCRT Inc. to Merlyn J. Hedin. Mr. Hedin is sales manager of KGHJ Billings, Mont. Consideration \$84,500. Ann. June 6.

WLBE Leesburg-Eustis, Fla.—Seeks transfer of control from Arthur D. Pepin (25% before, none after) to Edwin B. Mead (25% before, 45% after). D. Richard Mead Jr. (16.6% before, 21.6% after), Robert E. Warfield (8.4% before and after) and Harold James Sharp (25% before and after). Consideration \$1,750. Ann. June 2.

WTRE Greensburg, Ind.—Seeks transfer of control from Oris G. Gowen (50% before, none after) to Lloyd E. Kanouse (25% before, 75% after) and Vivian Kanouse (25% before, 25% after). Mr. Kanouse is president of permittee Tree Broadcasting Corp. and desires to become majority owner. Mr. Gowen desires to devote his efforts to his other business interests, including WTLO Somerset, Ky. Consideration \$3,500 less \$1,000. Ann. June 1.

WPAD-AM-FM Paducah, Ky.—Seeks assignment of license from Paducah Broadcasting Inc. to Paducah Broadcasters for \$158,000. Principals: Edward B. (40%) and Ruth O. Fritts (60%). Mr. Fritts is station manager of WENK Union City, Tenn., vice president and director of WNLA Indianola, Miss. and is supervisor and owner of farm. Mrs. Fritts is 66% stockholder, director, treasurer and secretary of WNLA and is owner and operator of farm. Ann. June 6.

WJIC Salem, N. J.—Seeks transfer of control from Paul W. Stoneburner (50% before, none after) to Vernon Baker (45% before, 95% after). Mr. Baker is president of Baker Broadcasting Inc., permittee of WBZI(FM) Xenia, Ohio. See WGIC Xenia. Consideration \$16,356.99. Ann. June 2.

KSWS-AM-TV Roswell, N. M.—Seeks assignment of license from John A. Barnett, deceased, to Frances Maye Barnett, Paul B. McEvoy and Raymond E. Williams, special administrators of estate. Ann. June 6.

WGWR-AM-FM Asheboro, N. C.—Seeks transfer of control from Roy Cox Sr. to Edna C. Cox, executrix of estate of Roy Cox Sr. No consideration. Ann. June 6.

WIST-AM (FM, CP only) and WQXL Columbia, S. C.—Seeks assignment of license from WIST Inc. to Statesville Broadcasting Co. for \$200,000 and \$175,000, respectively. Principals: Statesville is licensee of WCBT and WFMX(FM), both Statesville, N. C. and is sole stockholder of Rockingham Broadcasting Inc., licensee of WFRC Reidsville, N. C. and Halifax Broadcasting Inc., licensee of WCBT Roanoke Rapids, N. C. A. Fuller Sams Jr. is president and owns Statesville Theatre Corp. Licensee's principal stockholder and its officers and directors will retain their interests in WIST-FM and WPDQ Jacksonville, Fla. Ann. June 1.

WGIC Xenia, Ohio—Seeks assignment of license from Greene Information Center Inc. to Baker Broadcasters Inc. to effect merger. Principals: Vernon Baker, president. Baker Broadcasting is permittee of WBZI (FM) Xenia. See WJIC Salem, N. J. Ann. June 2.

KTIX Pendleton, Ore.—Seeks transfer of control from Robert W. and Donna R. Rodrick to Eastern Oregon Broadcasters Inc. Principals: Juniper Broadcasting Inc. (100%), licensee of KGRL Bend, and 80% stockholder and licensee of KACI The Dalles, both Oregon. Gary L. Capps, president, Robert W. Chandler, vice president, et al. Mr. Capps is president and 12½% stockholder in KGRL Bend and is president of KACI The Dalles. Mr. Chandler is vice president and 12½% stockholder in KGRL Bend, and vice president of KACI The Dalles; owner and editor of The Bend Bulletin; 25% interest in LaGrande Observer (LaGrande, Ore.); 20% interest in commercial printing concern, and 20% interest with wife Star Publishing Co., licensee of KATL Miles City, Mont. Consideration \$135,000. Ann. June 6.

WWGO Erie, Pa.—Seeks assignment of license from Radio Station WESB to Burbach Broadcasting Co. for \$200,000. Principals: John L. Laubach Jr., president (49½%), Robert H. Burstein, treasurer (50½%) et al. Mr. Laubach is president, director and stockholder in WESA Charleroi, Pa.; attorney, president and director of equipment leasing firm, and partner in investment concern. Mr. Burstein is owner of metal brokers concern and is partner in two investment companies. Ann. June 2.

WQSN Charleston, S. C.—Seeks transfer of control from Sol Panitz to Barry Winton (50% before, 100% after). Consideration \$90,000. Ann. June 6.

WBNB -AM -TV Charlotte - Amalie - St. Thomas, V. I.—Seeks assignment of license from Island Teleradio Service Inc., New York corporation, to Island Teleradio Service Inc., Virgin Islands corporation. Incorporation. Robert Moss is president. Ann. June 1.

ACTIONS

KTOT Big Bear Lake, Calif.—Broadcast Bureau granted assignment of license from Crules Cheek, trustee in bankruptcy of William Warren Booth, to Stoner Electronics Inc. for \$5,000 cash which is in control of assignor, subject to FCC approval. Principals: Mr. Hugh A. Cover has 50% stock interest in Stoner Electronics and is executive vice president; vice president of textile mill with 50% interest, and owner of medical center. Mr. Donald L. Stoner is president and has 50% interest in Stoner Electronics. Action May 31.

KLIV San Jose, Calif.—Broadcast Bureau granted transfer of control from Riley R. Gibson, Douglas E. Anderson, George A. McConnell, Peter F. Mancina, Marco Hanan, Maurice E. Hill and Arthur M. Sobelman to Empire Broadcasting Corp. Principals: Robert S. Kieve, president (20.76%) and James

(Continued on page 92)

CLASSIFIED ADVERTISING

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 owners 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.
- 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

Needed immediately: General sales manager for upper midwest top rated, top 40. We have the ratings, the rates and the business to make you money. Beautiful facility. Attractive draw and incentive, with great opportunity for advancement in our AM, FM, TV group. Box E-363, BROADCASTING.

Experienced station manager with program and sales knowhow, for small market station, excellent coverage multiple station group, Kansas-Oklahoma region. Box F-107, BROADCASTING.

Washington, D.C.—This leading station has one opening on a sales staff whose average earnings are over \$20,000 a year per man. Box F-153, BROADCASTING.

Wanted immediately: Aggressive sales manager who can sell and desires realistic \$10,000 plus yearly income. \$150 guarantee weekly for first three months. Dale Bennett, KPIN, Casa Grande, Arizona.

Move up to management. NBC single-station market, southwest, has immediate opening for top announcer/salesman/program director, ready for the next step up. Immediate opening. Excellent remuneration and possibilities. If you have first phone, we're particularly interested. Contact Pat Sell, 602-425-4471.

Sales

Excellent opportunity in medium upper midwest market. Top rated station. Top earnings, excellent account list. Box E-364, BROADCASTING.

Middle Atlantic station—300 thousand market needs salesman and a newsman. Prefer small market experience. Adult format. Guarantee. Send details. Box F-18, BROADCASTING.

Immediate opening for salesman announcer with attention sales. Good opportunity pleasant working conditions. In progressive single station market in west Texas, Guarantee \$630.00 per month to start. Box F-35, BROADCASTING.

Attention small market salesmen, Ohio, N.Y., Pa., Move up to two station 150,000 market. Well established 20 year old station expanding. Box F-60, BROADCASTING.

Immediate opening in sales. Some production-announcing. Good opportunity with progressive station. KPAN, Hereford, Texas.

KYA Radio, San Francisco, is seeking an account executive to take over existing agency list. Send confidential resume to Howard Kester, General Manager, KYA, #1 Nob Hill Circle, San Francisco, Calif. 94108—or call 415-397-2500. An Equal Opportunity Employer.

WHIH-Norfolk, Va. looking for an ambitious salesman, interested in advancement with established organization. All benefits. Unlimited opportunities. Call or write George Pleasants, General Manager, P.O. Box 2640, Norfolk, Va. 23501. Phone (703) 393-1041.

Radio account executive. We have an opening for an experienced successful salesman who is seeking an opportunity to advance in income and responsibility with an established station that is embarked on an exciting new program format. Send complete confidential resume to Personnel Office, WLW Radio, 140 West Ninth Street, Cincinnati, Ohio, 45202. An equal opportunity employer (M/F).

Announcers

Talented, mature Jocks and newsmen: Good secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Metropolitan market in coastal Southeast. . . . Announcer with first phone for combination AM-FM night shift (5 P.M.-M.N.) 40 hr. week. \$125 to \$150. Box E-160, BROADCASTING.

Personality top forty jock for 6 to mid-night show. Three years experience-top forty. First phone—no maintenance. Send air check, resume. Box E-352, BROADCASTING.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box E-371, BROADCASTING.

Staff announcer with third ticket for MOR operation in Shenandoah Valley of Virginia. Opening in August. Box F-1, BROADCASTING.

Five swinging top forty DJs wanted for new major market group operation. Door wide open for hops. Start August 1st. Rush tape and resume to Program Director, Box F-10, BROADCASTING.

Wanted yesterday: Combination advertising Gal Friday-announcer for all girl radio station in lovely southern city. Must have good looks, personality and education with accent preferably English, French or New England. Include resume and any other pertinent data. Excellent opportunity. Address replies to Box F-65, BROADCASTING.

DJ with third phone who knows and appreciates Negro R&B and is above average on news. Immediate opening. Send tape and resume. Box F-70, BROADCASTING.

Eastern suburban market: Announcer with 3rd ticket. Evening shift and Sundays. Experienced with good voice. Progressive top notch adult station. Talent opportunities for production gimmicks. Box F-78, BROADCASTING.

North Florida Gulf Coast station will need two announcers, one for good music afternoon segment, and one night time Top Forty. Write Box F-80, BROADCASTING.

Wanted immediately—morning announcer with 1st class FCC license. Major market, strict good music station. Fringe benefits—a great opportunity for right man. Send tape, photo and resume to Box F-97, ately to Box F-82, BROADCASTING.

Midwest MOR daytimer needs two announcers with third endorsed. Salary for right men good plus fringe benefits. Send tape, photo and resume to Box F-97, BROADCASTING.

The nation's top five market (over 3 million people) has the opportunity of a lifetime for the person who knows and loves contemporary music; is between 21 and 28; may have some form of humor and wants the industry to look at him with pride. That person will rush a picture, resume, a tape talking a few minutes of your desires in radio and air check with it. Honest current salary, since we will be very honest with you, as we offer a tremendous "I've finally made it" opportunity. Box F-152, BROADCASTING.

Announcers—(cont'd)

Need 1st phone announcer, announcing and production foremost. Growing organization in middle-Atlantic area. Box F-146, BROADCASTING.

KBUD, Athens, Texas seeking experienced announcer with First Class License. Salary \$100.00

Announcer . . . First class . . . Sales! Experience? . . . Salary? KHIL, Willcox, Ariz.

Experienced announcer for AM FM stereo. Cool summers, mild winters, Blue Cross and life insurance. Air mail tape and expected salary. Radio Station KRSN, Los Alamos, New Mexico.

KWBB, Wichita, Kansas has immediate opening for experienced staff announcer. First ticket important, but not necessary. Good voice and knowledge of mid-road music important. Send resume and tape to George Wilburn, KWBB, Box 486, Wichita, Kansas.

Good jock needed immediately. Excellent opportunity with station. Must have first phone. Rush tape and resume to: Jack Gale, WAYS, Charlotte, North Carolina.

Announcer-salesman 1st phone good music station 60 miles from N.Y.C. Send tape and resume-WBNR, Beacon, N. Y.

Contemporary swinger looking for first phone announcer. No maintenance. Market over 50,000. Send resume air check, and salary requirements to Johnny Walker, Program Director, WCIT Radio, Lima, Ohio Box 940, 45804.

WDLB, Marshfield, Wisconsin, needs bright, experienced morning man. Insurance program, good working conditions. Contact Jack Hackman.

Need right now—1st phone for Rock, C-W and some MOR. No maintenance. Good pay. Top notch facility and working conditions. Many fringe benefits. Call collect now or send tape and resume. Jack Genaro, WFHR AM/FM, Wisconsin Rapids, Wisconsin.

Immediate opening for experienced full time announcer. Salary commensurate with experience. Please send tape and resume. Contact John Struckell, Radio Station WFGC, Steel Pier, Atlantic City. N. J. 609/348-4646.

Experienced announcer for MOR NBC affiliate in Florida. Prefer middle-aged married man who wants to make his home here. Send tape, photo and resume to Jim Howe, WIRA AM-FM, Ft. Pierce, Florida. Good fishing guaranteed. Good pay also.

Expanding, need another first phone announcer. WJBM, Jerseyville, Illinois 618-498-2185.

Immediate openings. Personality DJ-announcer, daytime AM. Also need good staff announcer for FM night. Good pay . . . good hours. Send tape and background. Paul Parker, WLAS, Jacksonville. N. C.

Morning man to work AM sign-on shift till 9 a.m., then sell in the afternoon. Should have good morning man experience plus sales experience. Good base pay with generous commission on sales. Station is CBS affiliate, middle-of-road music, heavy accent on local news in growing university town. Apply in person at WRSC, State College, or write to Dale Paul, Asst. Manager, WRSC, Box 242, State College, Pennsylvania, 16801.

Needed immediately—experienced announcer with first phone. Good permanent position with opportunity for advancement. \$150 per week, \$5 raise every six months. 45 hour air-shifts, 48 hour total. Car necessary. Radio Station WTOR, Torrington, Connecticut. 203-489-4181.

Announcers—(cont'd)

If interested in Sports Director—Radio/TV, please send air check, photo and resume to: Ed Huot, WTRC, Elkhart, Indiana.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Announcers—One needed in the Cincinnati, Ohio area and one needed in Portsmouth, Ohio area wanted for part time counseling in evening or on weekends for radio-TV school. \$10,000 per year salary. Call or write Mr. Farrell, Career Academy School of Famous Broadcasters, 6036 Taunton Way, Dayton, Ohio 45424. 513-233-3570.

Progressive, contemporary station in top 200 markets has immediate opening for mature announcer. Call any weekday morning between 9 and 10, 703-845-3300. Beginners need not apply.

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Looking for security, good wages, on a happy ship? Then, check into our opportunity for an experienced engineer-announcer at established 1 kw non-directional in beautiful mid-west medium market. Work for owner who believes in paying the price to get good people. Salary, \$7,500 and up, profit sharing plan, group insurance. Send resume, references and tape to Owner, Box F-33, BROADCASTING.

Chief engineer, West Coast bay area. AM-FM station. Must have thorough knowledge of automation stereo, directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box F-125, BROADCASTING.

Young? Not too much experience? Doesn't matter if you're interested, learn fast and have potential. East-central. Box F-145, BROADCASTING.

Tired of arguing with unsympathetic management about technical needs? Come to work for a well-run east-coast "radio man's radio station" where the boss is an engineer himself and understands. Box F-149, BROADCASTING.

First phone engineer to work under chief. 1 kw AM directional daytime. Excellent working conditions, fringe benefits. Permanent or for summer. Willing to train sincere beginner. Contact manager. WOKW, Brockton, Mass.

Immediate opening for first class licensed man on a permanent basis or for summer season only. Send resume, references and date of availability to WPIK Radio, 523 First Street, Alexandria, Virginia 22314.

Transmitter Maintenance Technicians-VOA. The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, California, Ohio and overseas. Jobs require a minimum of five years of progressively responsible transmitter (250 watts or more) operating and maintenance experience, and/or experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer. Salary varies with applicants experience and ability. Presently from \$7,200 to \$12,000 per annum. Send applications for overseas positions to Chief, VOA Personnel Office, Room H-101, Tempo E. Sixth Street and Adams Drive, S.W., Washington, D.C. 20547. For positions in the United States forward applications to the Inter-Agency Board of Civil Service Examiners, U.S. Civil Service Commission, Washington D.C. 20547. An Equal Opportunity Employer.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

NEWS—(Cont'd)

The chance to work at Midwest news operation where news comes first is yours now. Immediate opening for experienced newsman with future possibilities for television. Only experienced men will be considered. Salary open. Box F-12, BROADCASTING.

Midwest university has new opening for radio-TV news director, man or woman, to direct news film coverage and write own news copy; prepare radio tape for media in area. Salary based on education and experience. Send resume and tape to Box F-58, BROADCASTING.

Thinking, experienced news reporter, writer and air man for radio-TV five-day week needed before August. Tape and resume to Doug Sherwin, KGLO, Mason City, Iowa.

News-minded MOR station has opening in 2-man local news department. Gather, write. Some experience desired but not essential. Send full resume. WBTB, Batavia, NY.

Production—Programing, Others

Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Box E-102, BROADCASTING.

Copy-productions/operations manager who would like to do a mid-morning talk show. Community minded. Solid station in market of 150,000 in New York State. Box F-59, BROADCASTING.

Hot contemporary independent needs fully experienced promotion-publicity man with knowledge of national merchandising. If you are ready to move up to a major station in a major market send complete resume plus samples of your work to Norman Wain, WIXY, 3940 Euclid Avenue, Cleveland, Ohio.

RADIO

Situations Wanted—Management

17 years broadcast management experience. Excellent record. Seeking growth opportunity, warm climate, prefer Florida. Stability sought and offered. Currently employed. Box E-302, BROADCASTING.

Nine years broadcast background, degree, first phone engineer. Buy-in privilege necessary. Box F-16, BROADCASTING.

General manager currently employed now looking for larger market. Solid track record. Family man. Experienced all phases. Prefer Northeast. Box F-69, BROADCASTING.

Tired of losing money on your FM, AM, or TV station? Management team, including sales, engineering, programming. Married family men with plenty experience from the fifth market down, tired of making it for somebody else and want a piece of the action. Short on capital, long on know-how. Interested in exceptional position, station purchase or lease. Prefer Southwest. Box F-71 BROADCASTING.

Man with 30 years radio experience wants to manage small market station. Box F-74, BROADCASTING.

Successful midwest broadcast executive, 35, with 15 years experience, excellent references, interested in General Manager's position in larger market that offers new challenge. Presently general manager small market. Background . . . program director, sales manager, announcing and sales in major market; creative in sales and programming. Married. College. First phone. Write Box F-76, BROADCASTING.

Employed, creative account executive—top fifteen market net affiliate—seeks sales management or sales position with station or group offering management opportunities. Family man. Top references. Prefer West Coast or Southwest. Box F-85, BROADCASTING.

Looking for a man with vast experience to manage your station? Background includes Station Manager, sales, production, and announcing in New York City area. Looking to relocate, Box F-91, BROADCASTING.

Is your station losing money? Broadcast team with successful experience in management, sales and programming, is ready to make your station a real money maker. Write immediately. Box F-121, BROADCASTING.

Management—(Cont'd)

Management problems? Let us help. Husband-wife team offers you manager, salesman, announcer and traffic. West coast area. Box F-148, BROADCASTING.

Sales

Salesman. Plenty experience in FM, AM & TV in top markets. Billing over \$6,000 monthly on independent FM now, but must relocate in healthier climate for children. Prefer southwestern states. Available 30 days. F-72, BROADCASTING.

Hard working salesman with small market and FM background also some major market and retail background, desires to expand experience as PD or news director. Will consider good selling offer. College trained, age 34, will relocate, now working in midwest. Box F-81, BROADCASTING.

Family man—12 years radio—all phases—desires to relocate in small market in West coast of Fla. Sales preferred. Box F-101, BROADCASTING.

Beat the high cost of sales with creative sales management. Box F-151, BROADCASTING.

Announcers

Sportscaster. Experienced. All sports. College, family. First phone. Box E-353, BROADCASTING.

Mature pro . . . soft sell . . . mild winters . . . college . . . veteran . . . family . . . \$150.00. Box F-3, BROADCASTING.

First 50 markets—First in experience! First in personality! First in references! First in Phone! Currently first on the air, will be first in your market! Write me first! Box F-31, BROADCASTING.

First phone, minimum experience, maximum ambition, try me! Box F-53, BROADCASTING.

Announcer — Northeast area — beginner — M.O.R.—Broadcast school graduate. 3rd endorsed. Call 203-526-2350 or write Box F-67, BROADCASTING.

1st phone jock. 10 years experience. Ready to relocate Colorado now. Box F-75, BROADCASTING.

1st phone. 20 years old, draft exempt, dj seeks first position. Eager to learn. Radio graduate. Any format. Texas and Louisiana only. Box F-83, BROADCASTING.

Top Negro air personality good universal sound. Ten years experience. 3rd endorsed. Available now. Box F-84, BROADCASTING.

Experienced announcer: Good morning man with good voice, & warm, personal but selling sound. Strong on production. West Coast preferred. But will move elsewhere if the money is right. No screamer or floater. Only good markets need apply. Box F-92, BROADCASTING.

Top 40 1st phone. PD, ND, and C.E. Tired traveler wants a home near large market. Good money good conditions, and I'll stay. Contract required. Box F-93, BROADCASTING.

Pennsylvania beginner seeking first job. This week obtained first-class operator's license. Tape and resume available immediately upon request. Contact Box F-99, BROADCASTING.

Talented, versatile, and experienced professional seeks stimulating position. (Money, I find, is an excellent stimulant.) The following, which might be the air-personnel list of a well-staffed operation. In reality, represents the multifarious capacities in which the very same mouth (that of the above-mentioned professional) can serve you: clever, inventive production-man; authoritative newscaster; intelligent interviewer and telephone-talker; exceptional narrator; quick-witted and friendly game-show announcer; straight, warm, or humorous music host (MOR, classical, rock). Optional brain, available for promotion and program development. 12 years experience includes 3 in television. Eastern metropolitan market preferred. Box F-106, BROADCASTING.

Experienced country/western announcer. Reliable, perfect record, draft exempt. 3rd. Box F-116, BROADCASTING.

Announcers—(cont'd)

Young experienced first phone announcer. Send info and number to call to Box F-117, BROADCASTING.

MOR's: Young man four years experience, seeks opportunity to grow and develop with your station. Third, working for first, high Christian character. draft exempt. Picture, references, resume, interview possibility. No tape. Will consider Country Western. Box F-119, BROADCASTING.

Experienced DJ, 3rd endorsed. Draft exempt with bright adult sound. Box F-129, BROADCASTING.

Need a reliable rock-rock DJ--smooth delivery--third endorsed? You got him in Box F-130, BROADCASTING.

Reliable Negro DJ trained by top New York professionals. Tight board. Top 40. M.O.R. Third endorsed. Box F-131, BROADCASTING.

Disc jockey. Announcer, newscaster, control board operator, FCC permit, creative, versatile, authoritative, aggressive, salesman, tight board. Box F-134, BROADCASTING.

Top 40 only, bright sounding format jock, first phone, large-major markets. Box F-136, BROADCASTING.

I'm the girl you need for a soothing MOR or adult format. 23. College grad. Experienced. Wheelchair no hindrance. Also experienced in traffic, production, copy, news, programing. Box F-137, BROADCASTING.

Combination announcer/newscaster two years experience in all music and news. Third ticket, married. Box F-138, BROADCASTING.

Mature pro . . . conversational style. Stable, family. college, mild winters, \$150. Box F-140, BROADCASTING.

Announcer four years staff, news and sports. Prefer West Coast. Box F-147, BROADCASTING.

Six months part-time experience, desires full time employment. Two years college, military obligation fulfilled, third class with endorsement, reliable, willing to learn, will relocate for opportunity. Tape on request. Gary Mallow, Corning, Arkansas 501-857-9261.

First phone dj. 12 years experience, strong ad-lib commercial, excellent news. Prefer MOR radio or TV. Minimum \$165 weekly. 513-299-8248.

Would like palm trees and beaches plus steady job with professional station in Florida. In return you get personable MOR jock with 5 years experience, 3rd phone for \$135.00 per week. Present employer knows of this ad. Please write: Alex Kuhn (Al West), 1536 South 38th, Manitowac, Wisconsin.

Technical

Engineer, now chief of 5kw directional station in Virginia. More than twenty years experience in design, construction and administrative engineering. Desire position as technical director of station group or 50 kw station. Location is secondary to opportunity available. Box F-77, BROADCASTING.

Chief engineer, large amount of experience in maintenance, construction and repair. AM, FM, and Directionals. Box F-95, BROADCASTING.

Just graduated from engineering school with first-class license. No announcing experience but willing to learn. Tape, picture and resume available immediately. Contact Box F-100, BROADCASTING.

Experienced first wants engineering or Chief's position preferably West Coast. Box F-103, BROADCASTING.

Chief Engineer--Experienced construction, maintenance, AM/FM directionals, proofs, Southeast. Box F-113, BROADCASTING.

Broadcast maintenance, five inspections per week \$30, plus hourly. Mailtronics 109 Pine-tree Woodbridge, Va.

NEWS

News Director material. Can build department from bottom. \$11,000 min. Box F-50, BROADCASTING.

Dependable newsmen with administrative ability. Veteran of industry. Married. Early 30's. Excellent accomplishment record. Open to all offers. Box F-88, BROADCASTING.

Draft exempt news director, currently at top-15, looking for secure future. Box F-111, BROADCASTING.

Intelligent, energetic, multiple award-winning pro, ten years' experience. for large adult stations major markets East, Midwest. Box F-118, BROADCASTING.

Experienced newsmen. Strong on gathering and writing. Average voice. Non-frantic, sensible presentation. College graduate. Also interested in stations going on air in near future, Box F-120, BROADCASTING.

Young married 4 yr., radio man would like to move up in radio or TV. Award winning news and public affairs. Announcer operations. Some college also film work; will relocate. Box F-124, BROADCASTING.

Far Eastern Correspondent experienced in News, Public Affairs on air reporting, interviews, features, program creation and production, returning to Asia to live; available for assignments. Box F-127, BROADCASTING.

Twelve years radio experience. Good background and great interest in news. Desires opportunity, \$150 a week. Box F-128, BROADCASTING.

Family man, 5 years law enforcement. Good deep mature voice desires beginning news job. Smooth reader. Tape on request. Midwest area only! Kelly Foss, 1908 Aspen, Amarillo, Texas FL 6-5079.

Production—Programing, Others

Farm director with ten years experience available immediately. Department discontinued. Excellent references. Box F-73, BROADCASTING.

Program director, prefer MOR or top 40, major market experience, available immediately. Box F-86, BROADCASTING.

Desire relocation in Northwest coastal states. 17 years experience radio & Television. Extremely capable in handling talk shows . . . Interviews . . . News . . . Weather . . . MC'ing . . . Top quality production. 38 yrs old. Particulars available upon request. Box F-102, BROADCASTING.

Copywriter and/or staff announcer. Voice best suited to commercials, news, quality music. Box F-108, BROADCASTING.

Program Director 1st phone, Top-40. Draft exempt, married, 4 years experience, consider all. Box F-112, BROADCASTING.

Doesn't anyone need a company man? Former small market PD now working medium market No. 1 M.O.R. station doing afternoon telephone show and music show, desires more than just a job. Box F-122, BROADCASTING.

If you're looking for a M.O.R. PD who is willing to work an air shift, who is also a 100% company man, I'm you man, and I want to help you build your station. Box F-123, BROADCASTING.

Ex-production stage manager in legit theatre seeks steady year round employment as announcer, programing, or production. Married man. 31, college degree, opportunity more important than salary. Box F-126, BROADCASTING.

Jamaica Farewell! Eight wonderful years in the isle of wood and water but the little woman yearns for those stateside supermarkets. No snow and ice for us so it has to be a Florida operation and 20 years in the business says I'm the PD you need to boost those ratings Radio or TV--you name it. I've done it . . . but please no Top 40 deals. Box F-143, BROADCASTING.

The Real J. Paul Emerson, contemporary professional, soniferous productions, drumming announcer, All-American D. J., ballies newsmen, small markets need reply. Complete personality brief sent on request by dialing 505-885-4920.

TELEVISION—Help Wanted

Announcers

Sports Director, if you consider yourself a well-rounded, talented Sports Director, who can shoot film, edit and prepare crisp, exciting sports copy and well trained in on the air presentations, you may qualify as our sports guy. We are a top 50 station in an exciting sports area. Submit tape, picture and complete resume to Box E-319, BROADCASTING.

Announcer weatherman: Immediate opening experienced weatherman-commercial announcer. Excellent opportunity in top quality market. Contact Lamar Smith, KUTV, Salt Lake City, Utah.

Sales

Group owned station needs salesmen to cover regional and local accounts in Northeast. The aggressive salesman could become salesmanager, even station manager, at one of stations in Northeast-Central Atlantic or West Coast operations. A real challenge with good advancement. Send resume, photo and past history to Box E-165, BROADCASTING.

Leading group-owned VHF in major offers excellent opportunity for experienced local salesman. Fine account list and compensation. This is an addition to one of the nation's most successful local sales teams. Forward complete details. Box F-64, BROADCASTING.

Network affiliated TV station, east coast, top 10 market, seeking to add fourth salesman capable of developing new and existing TV advertisers. Salesman selected will be thoroughly investigated as to character, reliability and broadcast sales background and experience. Send resume, photograph and expected starting salary range to Box F-68, BROADCASTING.

Technical

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Chief engineer for full time network station in Northeast market . . . right person will have growth opportunities with new TV group. Applicants should have knowledge of transmitter, studio, microwave gear as well as color transmission. Send resume to Box E-164, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime AM radio. Maintenance and operation transmitter--studio. Requires technical schooling or considerable experience. Southwest area. Reply with resume and references to Box F-26, BROADCASTING.

Washington, D. C. network affiliate wants permanent technician with first class license and experience in video tape and color camera operation. Good benefits and working conditions. Salary range \$600 to \$1030 per month, commensurate with experience. All replies confidential. Reply Box F-87, BROADCASTING.

Television engineer wanted with experience in video tape and or studio operation and maintenance. Liberal fringe benefits at growing ETV center in Southwest. Position available June 1st. Reply to Lynn Dryer, Chief Engineer, KAET-TV, Arizona State University, Tempe, Arizona 85281.

Expanding educational television station in Los Angeles needs qualified television engineers. 1st class license and maintenance background preferred. Union contract, good fringe benefits, and good working conditions. Please contact Theodore Untiedt, Director of Engineering, KCET Channel 28, 1313 North Vine Street, Hollywood, California 90028.

Experienced TV studio engineer Call or write Charles Upton, KRDO-TV, Colorado Springs, Colorado.

Major midwest color equipped, 2 station ETV operation needs studio transmitter and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer WMVS/WMTV, 1015 N. 6th St., Milwaukee, Wisconsin 53203, 414-271-4341.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

Technical—(Cont.)

Wanted: Radio/Television 1st phone licensed engineers for expansion program. Permanent positions. Good salary and fringe benefits. Contact WWTV/WWUP-TV, Fetzner Television Inc. Cadillac, Michigan. Prospect 5-3478.

Help Wanted News

Newsman. Major station in top 50 market seeking outstanding, creative on-air news reporter, for full Monday-Friday schedule. Applicant must have extensive experience in on-the-air reporting, news-film photography, editing and production techniques. Salary commensurate with ability. Send tape, picture and complete resume to Box E-320, BROADCASTING.

Mature energetic News Director for primary affiliate. Must have strong desire to serve as a responsible citizen in a growing area. Unique challenge guaranteed for the right person. Prefer resident of midwest. Box E-322, BROADCASTING.

Experienced writer-producer for documentary unit. Supervise color spot news and in-depth doc reports daily, weekly and monthly. Know film. Send resume and salary requirements. Box F-21, BROADCASTING.

Newsman. South Florida television. Network affiliate. Looking for newsman—heavy emphasis on air work, writing and gathering. Send resume, video tape, salary required first reply. Box F-24, BROADCASTING.

Thinking, experienced news reporter, writer and air man for radio-TV five day week needed before August. Tape and resume to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Young man to be assistant news director for University-owned NBC station. Requires sound news judgment, ability to air late evening newscast, some reporting and film work, supervise students. Excellent opportunity to work on graduate degree at leading School of Journalism. Send complete resume and sound film clip or still pic and audio tape. Immediate opening. Reply to: Rod Gelatt, News Director, KOMU-TV, Columbia, Missouri 65201.

Production—Programing, Others

Young, creative, aggressive, experienced, Producer-Director for staff of all-color leading pioneer Mid-western VHF. Person selected may move immediately into supervisory capacity. Complete resume and personal interview required. Box F-115, BROADCASTING.

Art Director for TV station in nation's capital. Head up our well equipped and functioning art/photo department with no ceiling on your creative talent. You will be responsible for station's entire graphic look including sets. Send portfolio and resume to Box F-144, BROADCASTING.

Producer Director wanted for full color NBC affiliated VHF station. The position to be filled requires an experienced director familiar with video tape, live and remote operations. An excellent opportunity for a creative individual. Send full details and history to Marv Chauvin, Production Manager, Time Life Broadcast, Inc., Wood TV, 120 College S.E., Grand Rapids, Mich.

Excellent career opportunities at newly established ETV channel WWVU owned and operated by West Virginia University. New Physical Plant with million-dollar color facility. Affiliated with EEN, ETS, NET. Current openings for producer-directors and engineering personnel in transmitting, video tape/film, switching, and maintenance. Competitive starting salaries. Liberal fringe benefits and personnel policies. Rapidly growing University community located in beautiful mountain resort area. Send resume to: E. J. Podesswa, Personnel Office, West Virginia University, Morgantown, West Virginia 26506 Confidential information respected.

TELEVISION

Situations Wanted—Management

Color and tape expert. Experienced broadcaster desires position in Engineering management. Well versed in broadcasting, and Service Engineering. Knowledge of business and labor negotiations, an added bonus. Worth at least \$15,000. Box F-96, BROADCASTING.

Sales

Beat the high cost of sales with creative sales management! Box F-150, BROADCASTING.

Announcers

Either you have it, or you don't. I do. Let's elope. Box F-133, BROADCASTING.

Tell me I'm hired, I know I'm efficient. Announcer, newscaster, presently employed. Box F-132, BROADCASTING.

Technical

Popular Montana announcer returns to engineering. Northwest or Pacific. First phone, family. Desire Video tape experience. Box F-94, BROADCASTING.

Chief Engineer presently employed. Experience in live, film and tape color, studio and remote. Also, construction, operation, and administration. Desire position of Chief with progressive station. Box F-109, BROADCASTING.

Production—Programing, Others

M.A. (experienced) ITV-ETV producer-director seeks opportunity as same. William Hetzer, 6 Virginia Lane, Bethpage, New York 11714.

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.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Co-axial cable-Heliex, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed-TDR tested. Write for list. S. W. Elect. Co. Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1600 feet of 3 1/2 coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

FM diplexer, Alford #1024-3. Good for 104.3 mc, ± 4 mc, with other carrier 1.6 mc or less below it. 10 kw max. isolation 40-50 db, input VSWR $\leq 1:1$ ideal for feeding one antenna with 2 Xmt's. For further information, write, or contact Alford Mfg. Co. Price \$2000 or best offer, plus shipping; original cost \$9000. Excellent condition. Box F-139, BROADCASTING.

We have up-dated our studio equipment and have a large quantity of good used recording and photo equipment for sale. Write for complete list. Northwestern Incorporated, 011 S.W. Hooker St., Portland, Oregon 97201.

Highest bid takes a 370' foot Blaw-Knox self-supporting tower complete with A3 lighting and Austin Ring transformer. Available September 1st. Still standing, buyer must remove. Estimated cost of removal \$1,500. Contact Steve Gibson, Chief Engineer, KPRO Riverside, California 92501.

20-McMartin SCA Multiplex TN series FM receivers—like new—\$65.00 each. KZUN, Box 123, Opportunity, Wash. 99206.

2 RCA TK-60 cameras complete with lenses, pedestals, TM 6 monitors and housings. Excellent condition. \$19,000.00. R. Lauth, WHIO-TV, Dayton, Ohio.

Two, three year old TK-60's mint condition. Complete except pedestal. Very reasonable. Call 319-324-1661 or write Dave Hauser, WOC Broadcast Centre, 805 Brady, Davenport, Iowa 52808.

TV transmitter 1 kw TTU1B RCA currently in operation on Channel 25. Previously operated on Channel 57. Contact Howard Wolfe, WKNX-TV, Saginaw, Michigan-Area Code 517 Telephone: 799-1000.

FOR SALE—Equipment—(Cont'd)

For sale: three GE 4PE4CL—3" I.O. portable camera chains; new I.O. tubes under 30 hours each, various lenses-if desired, \$5,000 each including monitoring and cable. Contact William Woods, Director - Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Ill. PH: 312/583-5000.

Gates ST-101 spot tape unit with remote control \$295.00. Seeburg SelectoMatic 300 with pre-amp \$195.00. Excellent condition. Write Box KK, Twin Falls, Idaho.

Wanted Manufacturer Representatives—full or part-time. Complete line broadcast equipment-Demonstrators available. Send name, address and resume to Reed Wooton, 1362 East 43rd, Tulsa, Oklahoma 74105.

One Collins model 734A, 10 KW. FM used transmitter. Well maintained in excellent condition. Replaced with larger transmitter. Priced reasonably. One used 3 deck automation system—Also new and used cartridge machines. Reed Wooton, 1362 East 43rd, Tulsa, Oklahoma.

2 Gates CB 510 turntables with 2 Gates M6244 preamps, 2 Gray 208 16" arms with GE VR II cartridges. 1 Gatesway audio console M5133B, 1 Jampro JA-4B FM antenna tuned to 89.3 mcs with de-icers. Phone Francis Murphy, Canton, New York, 315 386-4551 extension 285.

Two modified RCA TK-40A color camera chains in working condition. Exceptional value. Inspection invited. Write P. O. Box 18151, Tampa, Florida 33609, or phone area 813, 253-0447, Tampa.

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.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Comedy material. Original, terrific. Listings, dime, Frankel, P.O. Box 983, Chicago, 60690.

More cash flow! . . . without increasing sales. Drew, Box 248, Galena, Ohio 43021.

Market brochures, coverage maps, rate cards, custom designed sales aids and presentations. Voyces, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

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.

Announcing, programing, production, news-casting, 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.

INSTRUCTIONS—(Conf'd)

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

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 July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Hollywood or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

WE TRAIN BROADCASTERS... The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers Training in FCC 1st. Class License preparation. Radio & TV Announcing covering News, Sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA GATES & COLLINS Consoles with Production problems for all types of DJ formats. Script & Commercial writing and producing. Sales & Station Management. Television Production including Camera Operation, Floor Management, Production & Tech. Directing 16MM Filming, Video Taping, Audio, Lighting, and Makeup. All Courses are approved for Veteran Training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

RADIO

Help Wanted—Management

Station Manager

Christian station established and profitable in major mid-west market (top 5) has immediate opening. Manager qualifications will require proven sales ability. Top salary, benefits, unlimited commission incentive. Station is member of well-established chain. All replies confidential.

Box F-142, Broadcasting.

Sales

Radio Syndication with BIG NAME PERSONALITIES

Sales reps—Individuals or organizations needed in several territories. New portfolio—Fresh material—Talk format. Add to your properties. Excellent compensation.

Box F-98, Broadcasting.

Technical

SYSTEMS ENGINEERS VIDEO SWITCHING SYSTEMS

Our rapidly expanding volume of business has created openings for systems engineers familiar with vertical interval switching equipment.

Responsibilities include preparation of interconnection and wiring diagrams for switcher racks, control panels, automatic preset and assignment switching, pulse and intercom.

Station experience and knowledge of audio preferred.

Please send resume of experience or call Mr. R. J. Rainey, 201-382-3700.

WARD ELECTRONIC INDUSTRIES
142 Central Ave. Clark, New Jersey

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC. Bldg. 225, Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Production

PD-DJ

Do you know tight R&B programming... comedy... commercial production... the new Negro sound? If you're also a contest and promotion minded idea man and can handle this five figure position in the Southeast, contact us in confidence today.

Box F-135, Broadcasting.

Situations Wanted—Management

MANAGER

Major Market Experience. McLendon, Crowell-Collier, Metromedia. Build ratings, Sales. Prefer California. Excellent references.

Box F-66, Broadcasting.

Announcers

Outstanding Sportscaster

Radio-TV Sports Director in medium metro market. 13 years broadcasting experience. State award winner. Top college football and basketball credits. Experienced all sports. 30 year old pro, earning \$10,000. Large market only. Sports Director and/or college-pro-play by play.

Box F-105, Broadcasting.

NEWS

TWO HEADS ARE BETTER THAN ONE

We've proven this on our 11pm newscast in a medium sized northeast market... and we would like to prove it to you. We don't look or sound alike, but we have important similarities:

College Degrees; Heavy reporting experience, including newspaper backgrounds; crisp writing styles; news film production credits; and distinctive camera deliveries.

We are newsmen, not just on air readers. If news and public affairs are important to your organization... then let's get our heads (3) together.

VTR's, SOF's, Writing samples, resumes, and references available.

Box F-110, Broadcasting.

TELEVISION—Help Wanted

Management

Business Manager

Major broadcasting group needs Business Managers for expansion program. Degree required and salary open. Terrific future growth possibilities. No Fee. Send resume to:

Ron Curtis
Nationwide Broadcast
Personnel Consultants
645 N. Michigan Avenue
Chicago, Illinois

Technical

ATTENTION!

Top flight TV engineer wanted major Texas Gulf Coast station. Looking for an Engineer with maintenance experience in Color and VTR and remote supervision capabilities. Send resume and salary requirements to:

Box F-79, Broadcasting.

Production—Programing, Others

Promotion/Publicity Director

We have an opening at WLW-D, Dayton, Ohio, for a key department head with three to five years' experience in commercial television promotion activities, including advertising, audience and sales promotion. Send a complete confidential resume to Mr. D. Dahlman, General Manager, WLW-D, 4595 South Dixie Highway, Dayton, Ohio, 45401. An Equal Opportunity Employer. (M/F).

TELEVISION—Help Wanted

Production—Programing, Others

Radio Program Executive Opportunity

An outstanding opening for an imaginative, experienced program executive who can handle a staff of established air personalities. We have long been the #1 station in a highly competitive major market. Strictly non-formula with emphasis on creative community service. Principal requisites are leadership and initiative.

Box F-141, Broadcasting.

TELEVISION PRODUCTION SPECIALIST

TV Director or AD in production of live and recorded television programs for informational and educational purposes. Beginning Salaries: \$7696 per annum. Liberal benefits, excellent career opportunity.

Requirements: 5 years experience in fields of movie, television, or audio-visual communication, or experience in any combination of these fields that demonstrates ability to perform the duties of this position.

Write: Civilian Personnel Office, Meyer Hall Team, Fort Monmouth, N. J. 07703
Call: Mrs. Ruth Wilks, Area Code 201-532-2364

TELEVISION—Situations Wanted

Production—Programing, Others

AVAILABLE

A major talent. Seven excellent years as host-producer of most successful TV morning show in the country on number one station in top-ten market! In TV since '38. Thoroughly capable MC., interviewer, host-narrator, commercial ann., puppeteer, musician. Wants new challenge requiring diversified and professional demands.

Box F-104, Broadcasting.

FOR SALE—Equipment



**Quality
TRANSMITTERS**

- AM 1 KW—\$4,850
- AM Dual Reliable
- FM 5 KW—\$9,900

CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456 1716

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

MISCELLANEOUS

"365 Days of Laughs"

Radio Gag Service
PREPARED BY Deejays FOR Deejays

\$5.00 per month
Box 3736
Merchandise Mart Bldg.
Chicago, Illinois
"Mr. E." Productions Zip 60654

BE A GOOD GUY

or a tiger . . . or anything else. Get the now in sweat shirts, bumper stickers, buttons and other promotional novelties. They cost less than you think (We're the manufacturer).

The College House, Inc.
381 Park Avenue South
New York, New York

WANTED TO BUY

Stations

Small-Medium, Large Market

Broadcaster recently sold his property and is looking for a Texas station. All information will be held confidential. This is not a broker. If you are interested in selling your property write:

Box F-155, Broadcasting.

FOR SALE

Stations

PACIFIC NORTHWEST

Metropolitan area non-directional fulltimer. Grossing over \$160,000. Includes valuable real estate. \$250,000.

Box F-89, Broadcasting.

OREGON

First time offered. Fulltime AM in attractive growing area. New equipment. Profitable. Priced at approximately average annual gross. \$70,000. Terms depend on buyer's qualifications.

Box F-90, Broadcasting.

San Francisco Bay Area

STEREO FM
FOR SALE
REACHING A POPULATION OF
OVER 1,000,000 PEOPLE
\$80,000

Box F-134, Broadcasting.

FOR SALE—Stations—(Cont'd)

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

East

Full time 5 kw. \$195,000 gross in 1966 . . . expect \$225,000 in '67. Third largest city in state. Desirable area. Over 400,000 in .5 mv. Asking \$275,000 cash.

Southeast

City and retail trading area approximately 600,000. Excellent local acceptance and sales. Needs national effort. Priced at two times gross on terms. Doing \$270,000 yearly.

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Maine	small	daytime	\$140M	terms
Fla.	medium	daytime	125M	cash
MidAtl.	medium	fulltime	252M	75M
Col.	medium	daytime	250M	29%
Calif.	regional	VHF-TV	2MM	terms



CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30308

NEED HELP ?

Your ad here . . .

gives you an international audience

For Rates See Page 86

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 85)

M. Trayhern, vice president (13.19%), et al. Mr. Kieve is vice president, director and 15% stockholder in Star Television Inc., applicant for ch. 13 in Rochester, N. Y. Mr. Trayhern is station manager of WCMF(FM), and secretary and 5% stockholder of Star Television Inc., both Rochester, N. Y. Consideration \$974,000 with noncompete agreement. Action May 31.

KGOL Palm Desert, Calif.—Broadcast Bureau granted assignment of license from Palm Desert Broadcasting Co. to Duggay Corp. for \$55,798.26. Principal: Harry Trenner (100%). He is president and general manager of Dimarc Broadcasting Corp., licensee of KCKC San Bernardino, Calif. Action May 31.

WJPF Herrin, Ill.—Broadcast Bureau granted transfer of control from Charles R. Cook to Robert A. Ferrari, John C. Garavalia, Arthur L. Lenzini, Ervin Coppi and Stanley J. Roszkowski. Mr. Ferrari is 100% owner of sheet metal company and heating and air-conditioning company, Mr. Garavalia is employee of Chamber of Commerce, Dr. Lenzini is dentist, Mr. Roszkowski is attorney, Mr. Coppi is employee of Egyptian Broadcasting Co., assignor, as program director and announcer. Consideration \$165,000 with agreement not to compete. Action May 31.

KSTT-AM-TV Davenport, Iowa—Broadcast Bureau granted transfer of control from Arthur Epstein, (50% before, 0% after) to Frederick Epstein (50% before, 100% after). Consideration \$145,000. Action May 31.

WHYN-AM-FM-TV Springfield, Mass.—FCC granted assignment of license from The Hampden-Hampshire Corp. to The WHYN Stations Corp. for \$3,850,000 and agreement not to compete. Principals: Applicant is wholly owned subsidiary of Guy Gannett Broadcasting Services, licensee of WGAN-AM-TV and permittee of WGAN-FM Portland, Me., which has application pending for new VHF television translator to be operated on ch. 3 in Portland. Eugene Wilkin, vice president, Jean Gannett Arnzen, president and director, J. Richard Arnzen, treasurer and director. Action June 7.

KOTE Fergus Falls, Minn.—Broadcast Bureau granted assignment of license from Northland Broadcasting Corp. to Empire Broadcasting Stations Inc. for \$257,500. Principals: Otto A. Korp, president (28.35%), Gerald S. Rufer, vice president (4.27%), Donald H. Fritzell, secretary-treasurer (26.14%), et al. Mr. Korp has no other business

interests indicated. Mr. Rufer is attorney; vice president, director, treasurer and has 25% interest in investment corporation; president, director and holds 25% interest in Fergus Investments Inc., Law Center Inc., Diamond Esso Inc.; president and director with nominal interests in Fergus Properties Inc., Fergus Realty Co., Manhattan Building Corp., and Lincoln Building Corp., and is vice president and director of Wold Petroleum Inc. Mr. Fritzell has no other business interests indicated. Action June 6.

WJKN Jackson, Miss.—Broadcast Bureau granted control from James T. Ownby to Jackson Broadcasting Co. Principals: James H. Luper and Elva I. Shik. Each to acquire 50% of 3,000 shares of stock. Mr. Luper, president, treasurer, general manager and 25% of stock. Mrs. Shik, vice president, assistant treasurer and 75% of such stock. Mr. Luper is station manager of WJKN. Mrs. Shik is vice president, director and 50% stockholder of Jackson Broadcasting Co., licensee of WJKN. Consideration \$70,000. Action May 31.

WTAD-AM-FM Quincy, Ill., KGLO-AM-TV Mason City, Iowa, KHQA-TV Hannibal, Mo., and KEYC-FM-TV Mankota, Minn.—Broadcast Bureau granted assignment of license from Lee Broadcasting Corp. to Lee Enterprises Inc. Assignment is to effect merger. Lee Enterprises Inc. owns 32% shares of WKBH Inc. licensee of WKBH La Crosse, Wis., 27.5% of WKBH Television Inc., licensee of WKBT-TV La Crosse, 49.75% of Journal Star Printing Co., which owns stock in KFAB-AM-FM Omaha. Walter W. White is executive vice president and director of Lee Enterprises and KFAB Broadcasting Co. W. T. Burgess is secretary and director of Lee Enterprises and secretary-treasurer and director of WKBH Television Inc. and owns 10% of its stock. Action May 31.

WJEH-AM-FM Gallipolis, Ohio—Broadcast Bureau granted transfer of control from Ohio Valley on the Air Inc. to Wagner Broadcasting Corp. for \$250,000. Principals: Paul E. Wagner (100%), et al. Mr. Wagner is vice president of R. C. Crisler & Co., radio-TV brokers, consultants and appraisers. Action May 31.

WKTR-FM Kettering, Ohio—Broadcast Bureau granted assignment of license from Klttyhawk Broadcasting Corp. to Klttyhawk Television Corp. Principals: Kenneth D. Caywood, president. Purpose of application is to legally separate television broadcasting interests for AM broadcast interests. Applicant will remain applicant for new AM in Kettering. Action May 31.

KYMN Oregon City, Ore.—FCC granted voluntary transfer of control of Republic Broadcasting Inc., licensee of KYMN, from KIMN Broadcasting Co., Kenneth E. Palmer, John C. Hunter, Robert Wanner Jr. and J. Elliott Knott to Metropolitan Radio Corp. Principals: J. Elroy McCaw, president (45%); A. Stewart Ballinger, executive vice president (35%); H. Dewayne Kreeger, treasurer (10%); and Willard J. Wright, secretary (10%). Mr. McCaw is president of and 50% stockholder in Central Broadcasting Corp., licensee of KELA Centralia-Chehalis, Wash., and 100% owner of KTVW Inc., licensee of KTVW (TV) Tacoma, Wash. Mr. Ballinger is real estate salesman. Mr. Kreeger is consulting industrial economist. Mr. Wright is Seattle lawyer. Agreement calls for sale of 100% of stock of licensee corp. to transferee. Consideration \$980,000 plus assumption of debts not to exceed \$830,000. Action June 7.

WTGR Myrtle Beach, S. C.—Broadcast Bureau granted relinquishment of negative control of Isadore Kramer to Thomas J. Rogers. Principal: Mr. Rogers is owner and 50% stockholder of K & R Broadcasting Corp. (application pending) St. Pauls, N. C., and owner and 50% stockholder of Old Hickory Corp. (application pending) Tabor City, N. C. Isadore Kramer and J. M. Soles Jr. are selling their combined stock of Grand Strand Broadcasting Corp. to Mr. Rogers. Action May 31.

WBOL Bolivar, Tenn.—Broadcast Bureau granted assignment of license from Savannah Broadcasting Service Inc. to Bolivar Broadcasting Service Inc. for \$45,000. Principals: H. I. Sorrels, president; Ernest Lofion, vice president, and Ben Enochs, secretary (each 33 1/3%). Mr. Enochs is manager, secretary, treasurer, chief engineer and has 14.81% interest in Lexington Broadcasting Service Inc., licensee of WDXL-AM-FM Lexington, Tenn. Action June 2.

WDXI Jackson, Tenn.—Broadcast Bureau granted assignment of license from Dixie Broadcasting Co. to same. David M. Palmer, partner deceased. Licensee overlooked necessity for filing with FCC for consent to assign license. Action May 31.

KNNN Friona, Tex.—Broadcast Bureau granted assignment of license from B. J. McDonnell, Joe Shields, H. K. Kendrick, Frank A. Spring and William Sheehan to Parmer County Broadcasting Co. Principals: All above except for Mr. Sheehan, each owning 50% before, 25% after. No consideration other than Mr. Sheehan being relieved of any liabilities of the partnership. Action May 31.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through June 7. 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.

■ Tracy, Calif.—General Electric Cablevision (multiple CATV owner) has been granted a 20-year franchise. Subscribers will be given three options on meeting installation charges. There will be no installation fee to customers who subscribe before the system is in operation or who sign a 12-month contract. Customers who subscribe for one year will be refunded the \$15 installation charge in three monthly credits to their monthly service bill. Monthly service charge will be \$4.95 up to 1,500 hook-ups, and thereafter it will be dropped to \$4.75. The city will receive 5% of the annual gross revenue. GE originally asked for a \$20 installation fee and a \$4.95 monthly service charge.

Cordele, Ga.—Tommy C. Smith and Ernest Shelton have applied for a franchise as has James S. Rivers. Their respective guarantees: \$3,001 each of the first two years and that amount or 6% of the annual gross revenue; \$2,800 or 4.5% of annual gross revenue, excluding taxes, with provision that the payment would be 5.5% on all receipts over a gross of \$72,000 per year.

■ Hawkinsville, Ga.—Mid-State Cable TV Co. has been granted a franchise.

Central City, Ill.—Able Cable Inc. has been granted a nonexclusive franchise. The village will receive 3% of the annual gross revenue.

■ Charleston, Ill.—GT&E Communications

Inc., subsidiary of General Telephone & Electronics Corp., New York (multiple CATV owner) has been granted a franchise. The system will carry 8 channels plus time and weather. GT&E Communications now has 36 CATV franchises in eight states. The firm recently has acquired the assets of Charleston CATV Inc.

■ Beech Grove, Ind.—General Electric Cable Corp. (multiple CATV owner) has been granted a franchise that had been also sought by Community Telecepsion Inc. and Metropolitan Cablevision Corp. The system will carry 12 channels.

■ Marion County, Ind.—Metropolitan Cablevision Corp. has been granted a franchise. Monthly rates will be \$4.50 to \$6.50.

Gardner, Kan.—Gardner Telecable Inc. has applied for a franchise. Installation and monthly fees would be \$15 and \$5.50, respectively. The city would receive 5% of the annual gross income.

Menominee, Mich.—Midwest CATV, Menominee; Midland CATV, Milwaukee; Station Tahquamenon, Escanaba, Mich., and Marcus Theaters CATV Systems Inc. have each applied for a franchise. Midwest CATV would charge subscribers \$60 annually. The city would receive 4% of the first \$100,000 earned, 5% of the next \$50,000, and 7% of all money earned over \$150,000. Midland CATV would charge \$18.75 and a maximum of \$5 for installation and monthly service charge, respectively. The city would receive a \$100 permit fee, \$25 annual renewal fees, and 5% of the annual gross revenues. The system would carry 12 channels, one service channel, and a maximum of 15 FM stations. Station Tahquamenon would charge \$40 and \$4.50 for installation and monthly service respectively. An alternate plan calls for a \$5 installation fee and a \$5 monthly service charge. The city would receive no revenue during the first year, and 5% of the annual gross revenue thereafter. A minimum of seven and a maximum of 20 channels would be

carried by the system. Marcus Theaters CATV Systems Inc. would charge \$18.75 and \$5 for installation and monthly service respectively. The city would receive \$500 annually plus \$1 annually per customer. The system would carry 12 channels, one service channel and 10 FM stations.

Jefferson City, Mo.—International Telemeter Corp., subsidiary of Gulf and Western Industries, has applied for a franchise.

■ Geddes, N. Y.—Newhouse Broadcasting Corp. (multiple CATV owner) has been granted a franchise that had also been sought by General Electric Cable Corp. (multiple CATV owner).

Avon, Ohio—Lorain Cable Television Inc. (Harry B. Horvitz, president and publisher of the Lorain Journal) has applied for a 25-year franchise. Installation fee and monthly service charge would be \$15 and \$4.95, respectively. The city would receive 5% of the annual gross revenue. The firm also plans to apply for franchises in Vermillion, Amherst, South Amherst, Sheffield Lake, Sheffield Village and Avon Lake, all Ohio.

■ Van Wert, Ohio.—United Transmission Inc. (multiple CATV owner) has been granted a franchise.

■ Zanesville, Ohio.—Better TV of Zanesville Inc. a subsidiary of Viking Industries of Hoboken, N. J. (multiple CATV owner) has been granted a franchise over Zanesville-Muskingum Cable TV Inc., subsidiary of Neptune Broadcasting Corp., Steubenville. Monthly rate: \$4.95.

■ Brookings, S. D.—Riedel Enterprises has applied for a franchise.

Watertown, S. D.—Midcontinent Broadcasting Co. has applied for a 20-year non-exclusive franchise.

Washougal, Wash.—George Puga has applied for a franchise. Monthly rate would be \$5.

Superior, Wis.—Highway Displays Inc., U. S. Television Corp. and International Telemeter Corp. have each applied for a franchise.

"MR. THAYER, tell me how does it feel to be Dr. Frankenstein to radio's latest monster?" The question did not faze Jack Thayer, vice president and general manager of KLAC Los Angeles. Obviously he had heard it asked before. "Do kids like Christmas?" he countered with alacrity. He made it clear to his interrogator that pioneering and running an all-telephone-talk radio station was as much fun and as exciting as playing Casey Jones to a train set.

When Jack Thayer went to KLAC two summers ago it was not to play a holding game. The Metromedia station, featuring a down-the-middle music-personality format, was plodding along with an overall 10th-to-15th rating in the market. Jack Thayer was to be the trouble-shooter, the man to move the station.

He had come out of the Metromedia family in Cleveland where WHK had been his to mold for six years. Before that he had managed KFRC San Francisco and WBGY Minneapolis. It was apparent that he knew what went on at a radio station, was familiar with a variety of formats.

And he knew these things not only as a manager. For 15 years he had been a popular and incredibly busy radio and television personality in Minneapolis. There wasn't much he hadn't done before the cameras and microphones.

New Direction ■ Jack Thayer needed every bit of this experience to give KLAC a new and effective direction. Tough-talking Joe Pyne was the catalyst. He already was the most popular 9 p.m.-to midnight personality in town when Jack Thayer had the guts to tamper with success. Some two months after taking over at KLAC, he switched his trump card from the evening to 6 a.m. to 10 a.m. in the station pack and prayed that the phone would ring that early in the morning.

Originally, the format called for eight records to be played per hour as a supplement to the telephone talk. At the stroke of six on the day Joe Pyne made his morning debut all 10 lines at KLAC were lighted. "Kill the records," ordered Jack Thayer. It was the birth of an idea. For better or worse—depending on the vantage point—all-telephone-talk radio had become a reality. Joe Pyne's success in the early-morning time slots set the pattern for the station. It unquestionably prompted the idea of going 24 hours a day with talk.

This bold step was taken two Februarys ago. Out went KLAC's record library. In went a reading room. Disk jockeys were turned into all-knowing conversationalists. They became known as communicasters and their medium was called two-way radio.

Free-Form News ■ But the all-talk concept has become broader. Jack Thayer and his cohorts improvised as

All-talk radio draws the public by involvement

they went along. Toll-free telephones to suburban areas were installed. People in the news—from Everett Dirksen to Minnesota Fats—are interviewed via KLAC phones. From 10 in the morning until 4 in the afternoon, news is handled in free-form style. Whenever a news story breaks, the news department takes control of the show in progress.

What Jack Thayer wanted and got was an electronic soap box.

"We wanted people to have the opportunity to say what is on their

minds," Mr. Thayer explains. "All people are not capable of writing letters to the editor. This has also given us a clear sense of what's important to people. By the time we get to 10 in the morning, I can almost tell you what the most important happenings in Los Angeles are, what people will be talking about at work and at lunch that day."

But there are some raspberries along with the peaches. Not all of the station's disk jockeys converted graciously or effectively into communicasters. Mort Sahl, hired from the outside to be a talk personality, rocked the boat hard and made waves. He was let go.

And not only the news has been free-form. Many of the talk people have been so free with political opinions and insults to phone callers that the wrath of newspapers, politicians and assorted hate groups and civil-rights organizations has descended on the station and Mr. Thayer's head in particular. Also certain advertisers—most specifically those that specialize in the teen-age market—have dropped by the wayside.

Ratings Rise ■ But overall, Mr. Thayer's gamble is paying impressive dividends. By consensus-rating figures over the day-long schedule, the station has risen to a strong number-two standing in the market. It accounts for some 3,700 busy signals per hour on its phones (and actually broadcasts between 15 and 20 calls during the same period). During its first complete year as an all-talk station, KLAC's billings rose 48% despite four rate increases. And if emulation is the proof of success then note, as one example among several, the conversion of KNEW Oakland, another Metromedia station, to the telephone-talk format.

To Jack Thayer, the most important ingredient in his creation is conflict. "At any one time 50% of the audience is mad at us," he points out. "We're seeking total community involvement. People in Los Angeles tend to be loners. They have a terrible sense of powerlessness. It's important for them to establish a relationship with somebody. It's like what the woman said who called me the other day. 'I've lost the ability to talk to my husband,' she said. 'You're the only thing I have. KLAC is my family.'"

Jack Thayer does not take such comments lightly. He's scared about the sense of power his station has over an audience. But he's stimulated, too, by that power and its capability for good or evil. He likes not being locked into a format of music and news, thinks talk radio is one of the few arenas left to fight in. Most of all, in a business sense, he knows that he has taken KLAC into competitive battle on its own ground. "Now," he says, "other stations have to figure out what to do with us."

WEEK'S PROFILE



Jack Glover Thayer—VP and general manager, KLAC and KMET(FM), both Los Angeles; b. Nov. 22, 1922, Chicago; studied Nebraska State University and Beck School for Radio, 1940-41; general duties for KOBH (now KOTA) Rapid City, S. D., 1941-42; announcer, music librarian, traffic director, salesman, disk jockey, WLOL Minneapolis-St. Paul, 1942-51; on-air personality, promotion director, producer, WTCN-AM-TV Minneapolis-St. Paul, 1952-56; on-air personality, WBGY Minneapolis-St. Paul, 1956-57; general manager, KFRC San Francisco, 1958-59; VP and general manager, WHK Cleveland, 1959-65; VP and general manager, KLAC Los Angeles, 1965-present; m. Donna Jean Marchand of Minneapolis, Nov. 12, 1949; children—Tracie Nan, 14; Todd Neal, 13; Timm Nelson, 10; member—Miracle Mile Association; Elder in Brentwood Presbyterian Church; secretary, Southern California Broadcasters Association; hobbies—golf, home movies, listening to two-way radio.

The unfairness doctrine

IN deciding that radio and television stations that carry cigarette advertising must also carry messages deploring the hazards of cigarette smoking, the FCC may at last have selected the issue that will scuttle its fairness doctrine.

Some \$200 million in annual advertising revenue will, to some extent at least, be affected by the commission's ruling of June 2. That is an issue that any broadcaster can understand. It is an issue that may, for the first time, unite the broadcasters in a meaningful effort to free themselves of one of the most insidious instruments the government has used to chisel away at their freedom.

The fairness doctrine stands as a classic example of how a body of government restraints can be built bit by bit, without significant resistance, until it becomes intolerable. Case by case the federal regulators have been issuing fairness rulings almost since the beginning of broadcast regulation, but never—or at least not until June 2—had they dared to strike directly at a principal source of broadcast revenue. In case by case, broadcasters have ceded pieces of their editorial authority as they were individually repressed. But never have they banded together to arrest the process that led inevitably to the FCC's action of June 2.

At three points there were clear invitations for broadcasters to meet the fairness problem on a national scale. In 1940 the FCC, acting upon the application for the renewal of one station license (that of WAAB Boston, owned by the Mayflower Broadcasting Co.), ruled that the station had erred by engaging in editorializing, a practice uncommon in radio at the time. In the Mayflower case the FCC asserted that "the broadcaster cannot be an advocate," and with that statement the commission effectively prohibited the broadcast of editorials on any station. The Mayflower decision may have irritated some broadcasters, but it was never attacked in court; the commission had issued its sweeping ukase in an order renewing the Mayflower license.

It was years later that broadcasters, through their national association, persuaded the FCC to review its prohibition against editorializing. Most of the broadcasters counted it a victory when the commission on June 1, 1949, decreed that broadcasters could editorialize but must make their facilities "available for the expression of contrasting views of all responsible elements in the community on the various issues which arise." The fairness doctrine had been formally enunciated, but it seemed at the time a small price to pay for the newly won authority to editorialize.

Probably the biggest boost that the fairness doctrinaires ever got was given them by the U. S. Congress in 1959 when the political broadcasting section of the Communications Act was amended to exempt several categories of news programs from the equal-time requirements pertaining to the appearances of political candidates. Inserted in that modified Section 315 was a clause asserting that broadcasters must "afford reasonable opportunity for the discussion of conflicting views on issues of public importance." For the first time the fairness doctrine was codified in the basic law, and since then the regulators have taken more and more advantage of it.

With its ruling on cigarette advertising, the FCC has made it evident that there is no limit to the regulation that can be applied under a continuing evolution of the fairness doctrine. It may be relevant to point out that the cigarette ruling was unanimous and came from a commission whose membership, with two or three exceptions, tends to avoid extremes in government control. If a generally temperate FCC can make so radical an application

of the doctrine, what could a heavy-handed FCC do?

The immediate threat may seem to be directed at the cigarette business, but the real threat is to the broadcasters' basic modes and policies of operation. And the threat is real enough to justify the organization of a major effort to get the fairness doctrine off the books. The effort must be financed to go all the way—in the courts and in the Congress and before the public.

Another splinter

BROADCASTERS seem to have a propensity for attempting to solve problems, real or imagined, by setting up new trade associations. The latest is the All-Channel Television Society, the very name of which is a misnomer since its 26 backers are principally UHF operators.

We do not question the zeal or spirit of ACTS but we do wonder about the wisdom of setting up an organization that divides television. Whether the assignments are UHF or VHF they're television, and that's the way they should be exploited to the best advantage of all. By setting up a separate UHF organization (by whatever name it may be given) these broadcasters are branding themselves as something apart from VHF; the only inference that can be drawn is that they are secondary or inferior.

We have seen scores of splinter movements started during the last four decades. Somehow, practically all of them have found their way into the National Association of Broadcasters, directly or through amicable working arrangements.

It may be that we are unaware of the special problems, but it would seem to us that there is no more reason for a separate UHF organization than there would be for a low-band or high-band standard broadcast society, or for Class A, B or C FM organizations.

We think the prime movers among the licensees of the new ACTS should promptly explore the prospect of an accord with the NAB.

There is not, nor can there be, an NAB policy that could possibly preclude membership of any licensed TV broadcasters, whatever their spectrum assignments, in any legitimate quest toward improvement and protection of broadcast services.



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	8673	electronic conducting glass	RCA Bi-Alkali	Close-spaced target-mesh, long-life tube for studio use
	8673/S	electronic conducting glass	RCA Bi-Alkali	Same as 8673, except 8673/S designates one of a matched trio of tubes for use in color cameras
	8674	electronic conducting glass	RCA Bi-Alkali	Wide-spaced target-mesh, long-life tube for remote service
	8674/S	electronic conducting glass	RCA Bi-Alkali	Same as 8674, except 8674/S designates one of a matched trio of tubes for use in color cameras
 TUBE SIZE 4 1/2" RCA 8748	4492	glass	S-10	Wide-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 2.3 volts above cut-off
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	7389C	electronic conducting glass	S-10	Close-spaced target-mesh, for monochrome cameras
	8748	electronic conducting glass	RCA Bi-Alkali	Close-spaced target-mesh, for long life in monochrome cameras
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