



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Fairness doctrine heading for Supreme Court test. p27

TV-radio role in political campaigns to be probed. p44

Justice reveals appeal plans if ABC-ITT merger approved. p56

FCC approves Capital Cities' top-50 station trade. p58

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6/20/67

What is an *influencible*?

Part of the go-go crowd. The part that listens to StorZ radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a StorZ station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

©1965 StorZ Broadcasting Co., Inc.

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)



O. Wayne Rollins
Chairman of the Board and President
Rollins Inc.
Wilmington, Delaware

"CATV broadens broadcasting into a bigger tomorrow"

"By providing sharp, clean reception of local TV stations, regardless of the terrain or the obstructions, CATV has become an important segment of the television industry. It enables more people to obtain greater program variety.

"The future of CATV remains bright. This same type of line may soon be sending facsimile newspapers directly into the home. Shopping the supermarket by TV... banking by TV... income tax computations by TV—all can be accomplished through CATV lines directly from the home. In-home classrooms could soon become common-

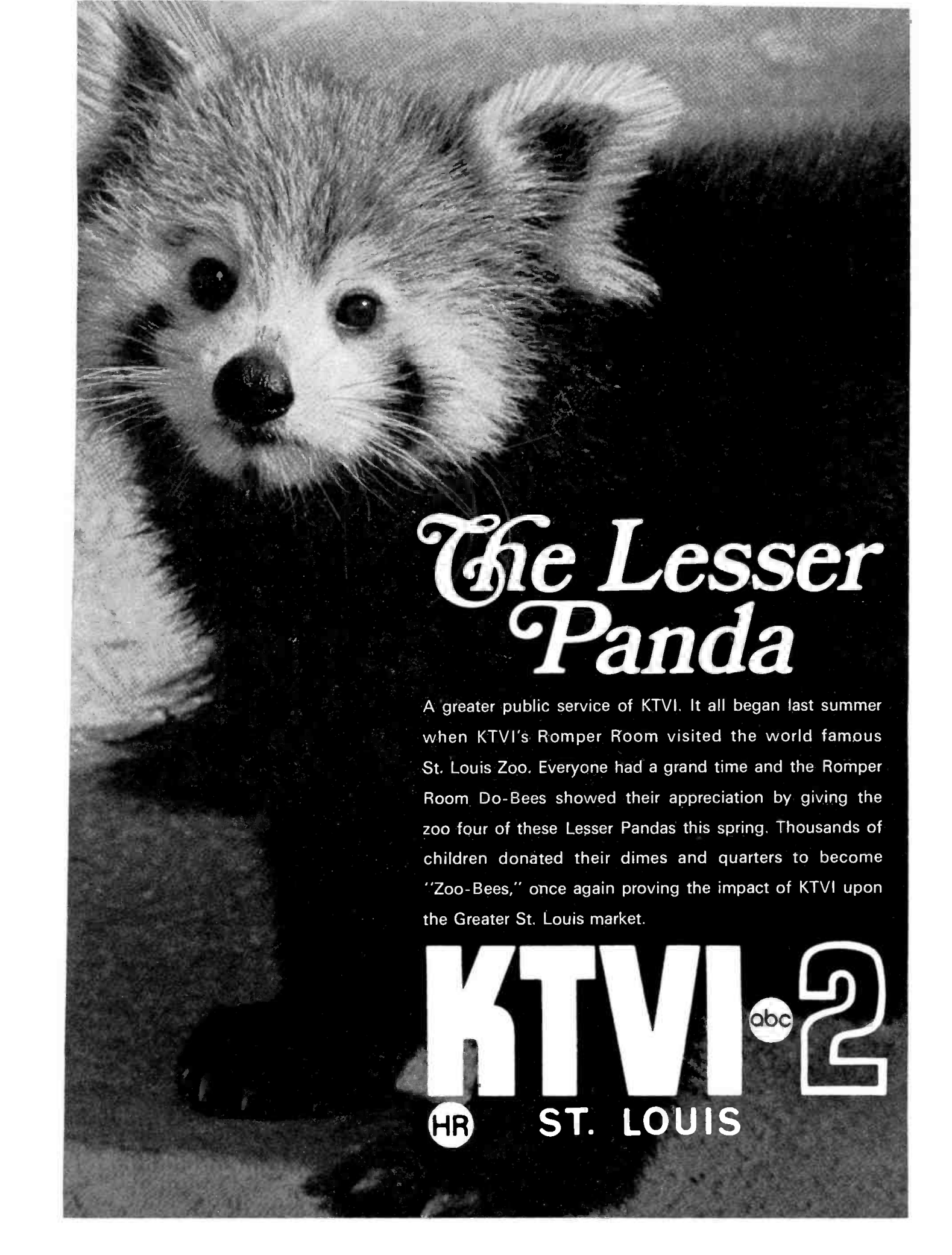
place, using two-way educational CATV. Indeed, the possibilities for CATV are limited only by the imagination.

"The broadcasting industry, its regulatory agencies, and Congress should welcome CATV for what it is... a practical way to serve the TV-viewing public—now—and in the future."

O. Wayne Rollins

JERROLD ELECTRONICS CORPORATION





The Lesser Panda

A greater public service of KTVI. It all began last summer when KTVI's Romper Room visited the world famous St. Louis Zoo. Everyone had a grand time and the Romper Room Do-Bees showed their appreciation by giving the zoo four of these Lesser Pandas this spring. Thousands of children donated their dimes and quarters to become "Zoo-Bees," once again proving the impact of KTVI upon the Greater St. Louis market.

KTVI abc **2**
HR **ST. LOUIS**

**more
people**



**consistently
view
KRLD-TV**

month by month and year by year.

In keeping with the growth of the nation's 12th ranked TV market, KRLD-TV provides the viewers in the Dallas-Fort Worth Market with action accented entertainment and information.

The latest ARB survey shows Channel 4 as NUMBER ONE from 9:00 a.m. to midnight, Sunday through Saturday, leading the second station in the market by 22.1% more total people viewing per average quarter hour.*

SEE YOUR H-R REPRESENTATIVE FOR A SCHEDULE ACCENTED WITH ACTION

*ARB February-March, 1967
Television Audience Estimates

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Triple envelopment

Antitrust Division of Department of Justice has joined FCC and, more recently, members of Congress in indicating interest in television networks' ownership of programming. Division has retained Dr. Robert Crandall, assistant professor of economics at Massachusetts Institute of Technology, to look into networks' interests in programming, first-run rights and syndication. These are same issues involved in commission's proposed rule to limit network ownership of prime-time programming to 50%; House bill (H.R. 10481) would prohibit all network financial participation in programming (BROADCASTING, June 5).

Donald F. Turner, chief of antitrust division, confirmed that Dr. Crandall is making study but declined to disclose reason or discuss details. It's known, however, that division has long been interested in issues raised in commission's so-called 50-50 proposal.

Hang-up in Moline

Protest against proposed sale of WQAD-TV (ch. 9) Moline, Ill., from Moline Television Corp. to Evening News Association of Detroit has had desired effect. FCC, reportedly, has decided to hold hearing on Moline's license-renewal application, due to be filed Sept. 1, and to consider at same time competing application for channel 9 facility filed by opponent of sale, Community Telecasting Corp. Commission in meantime will defer action on \$6.5 million sale to Evening News, licensee of WWJ-AM-FM-TV Detroit. Issues in renewal hearing will include question as to whether Moline lived up to promises it made in applying for station; Moline won grant in 1962.

Hearing would constitute partial resumption of contest in which Moline won grant. Principals of Community had owned 12% of one of losing applicants in that hearing. Mark Wodlinger, now vice president of Metro-media Inc.'s KMBC-TV Kansas City, Mo., owns 80% of Community.

Into the market

McGavren-Guild Co. is expected to be second station representative company to "go public" (John Blair & Co. stock is already publicly traded). Plans are afoot to place McGavren-Guild under banner of Atlantic States Industries Inc., publicly held broadcast group, in about one month. Daren McGavren and Ralph Guild, partners in rep firm, own 52% of stock in

Atlantic States (WNVY Pensacola, Fla., WTSB Brattleboro, Vt. and WLOB Portland, Me.). Plan is to sell off stations in Pensacola and Brattleboro and keep Portland, and add larger market radio outlets to McGavren-Guild. FCC approval of move placing McGavren-Guild under Atlantic States is being sought.

On the verge

Look for Mutual Broadcasting Corp., which owns Mutual radio network, to expand into station ownership shortly. Board Chairman John P. Fraim confirms company is "about ready to take its first step" in that direction. It's understood first acquisition will be radio station, but plans envision ownership of both TV and radio outlets.

Priority problem

Although convention of Electronic Industries Association in Chicago 10 days ago recorded officially "no action" on question of potentially harmful X-ray emissions from color TV sets, matter is number one on its "must" list. Officially, line is that no radiation danger exists, and that may be so, but manufacturers are fearful of getting into sort of bind in which automobile industry found itself on safety hazards. Quiet liaison with government agencies and with Congress is first order.

Disclosure of X-ray problem developed a few weeks ago when General Electric announced it was recalling about 90,000 color TV sets that were emitting "X-radiation in excess of desired levels." But it said rays were directed toward floor and not viewer and therefore were not dangerous. So far no other manufacturer has been affected, but there were repercussions in Congress proposing legislation to control radiation (see page 72).

Measuring the punch

Broadcasters may know within few months whether on-air editorializing is making any impact and if so, what kind. Survey of public attitudes toward editorializing is now being pretested in several markets, and regular interviewing of national sample of some 1,200 is to begin soon. Lieberman Research, New York, is conducting survey under commission of National Association of Broadcasters.

Cooling off

There's mounting evidence that FCC will back away from its proposed rule to limit television-station ownership in top-50 markets. At meeting last week only two commissioners—Kenneth A. Cox and Nicholas Johnson—of six present indicated any sympathy for rule, and absentee, James J. Wadsworth, is known to oppose it. Lack of support has been indicated by readiness of majority to waive interim policy that was supposed to hold station acquisition to same limits proposed in rule—three stations, no more than two of them VHF's in top-50 markets.

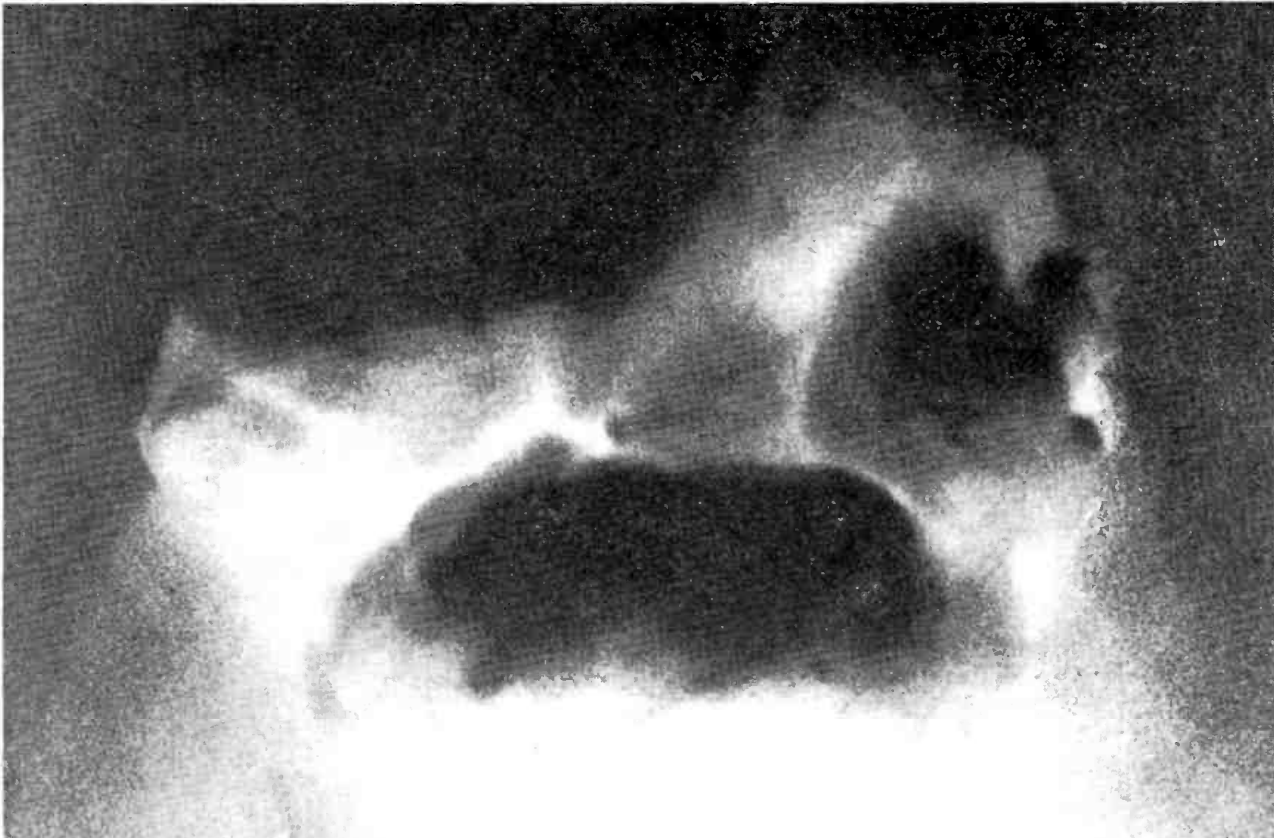
Commission last week considered several staff-proposed alternatives to proposed rule. Staff, however, endorsed none of alternatives, said only that if commission wants to proceed with rulemaking, it should hold oral argument. Commissioners decided to postpone decision.

Films and features

20th Century-Fox, never completely happy about selling its movie product to television in direct competition with its theatrical distribution, is ready to cool this relationship and build up backlog of product instead. Change in plans stems from production company's confidence that, thanks to revenues from sale of movies to TV, it's now stabilized financially. 20th Century also seems convinced that features made specifically for TV don't make good business sense and has no plans in that direction. Company is sticking firmly to philosophy of doing TV programs for TV and movies for theaters.

Landmark

First self-supporting concrete television tower in U.S. may be erected by six Washington TV stations that have encountered citizen resistance to their plan to build conventional steel tower in nearby Maryland. Station consortium has received FAA approval for tower of more than 1,000 feet, and application for construction permits are pending before FCC. Area citizens, however, have kept case before state courts charging, among other things, danger of flying ice from tower and guy wires. Some concrete towers have been built in Europe and some even have installed restaurants at top. Just how plush U.S. tower would be, if built, is still unknown.



**We have Northeastern Ohio's
most predictable weather.**

In the rain-and-sun business, Cleveland weather is tough to measure. But our meteorologist, Dick Goddard, measures right up to it—and Cleveland-area viewers know it. They turn to him by the droves for accurate—and appealing—forecasts of the weather. He's one of the many solid reasons for our strong relationship with the Cleveland viewer. We turn each other on.

WJW-TV CLEVELAND/We're turned on

NEW YORK WJN	LOS ANGELES KGHS	PHILADELPHIA WTBG	DETROIT WJRK	MIAMI WGH
TOLEDO WSPD	CLEVELAND WJM	CLEVELAND WJW-TV	DETROIT WJRK-TV	MILWAUKEE WITI-TV
ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	STORER BROADCASTING COMPANY	

WEEK IN BRIEF

Broadcasters sound call to arms in upcoming showdown on latest fairness doctrine decision. Appeals court holds doctrine constitutional. Dual attack on cigarette-fairness rulings planned. See . . .

BUILD-UP FOR FIGHT . . . 27

Quality television is 'tough sell,' ABC reminds Admiral in answer to publicity emanating from set maker's decision to abandon medium in fall. Network points up need for advertiser support to upgrade programing. See . . .

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Senate hearings on role of broadcasters during elections and campaigns are set for mid-July. Communications subcommittee will probe effect of vote predictions, free time and Section 315 exemptions. See . . .

HILL BRIEFING . . . 44

Middle East coverage costs networks plenty. BAR figures show revenue drop of \$5.6 million for week of war. NBC takes smallest loss. ABC cops longest pre-emption honors with 47-plus hours from UN. See . . .

MIDEAST CRISIS . . . 51

Adjunct group producing for ETV, Public Broadcast Laboratory, reveals future plans. Westin expounds 'we'll show them' attitude as he marshalls public relations-editorial forces for fall premiere. See . . .

'WE'LL SHOW THEM' . . . 54

FCC approves Capital Cities' purchase of KTRK-TV Houston for \$21.3 million and companion sale of WPRO-TV Providence for \$16.5 million. Commission says trading complies with rules. See . . .

BUY-SELL . . . 58

Reagan takes spotlight at California broadcasters meeting with strong stand against government control of commercial broadcasting; fears power of control in subsidized TV and favors broadened programing. See . . .

REAGAN ATTACKS . . . 62

U. S. Communications Corp. is formed as newest TV group operator. Subsidiary of AVC Corp. will contain WPHL-TV Philadelphia and five CP's of Dan Overmyer. Overmyer gets \$1 million, WPHL-TV gets stock. See . . .

PLANS UHF . . . 63

ITA changes control of British commercial television, leaving franchise holders with no appeal. London, Yorkshire, Wales, Scotland and Midlands cloaked in new garments; other contracts renewed. See . . .

ITA SHAKE UP . . . 70

Air safety prime factor in antenna farm rule. Towers taller than 1,000 feet to be grouped with FAA cooperation. Commission rejects broadcaster arguments that it is abdicating tower authority to FAA. See . . .

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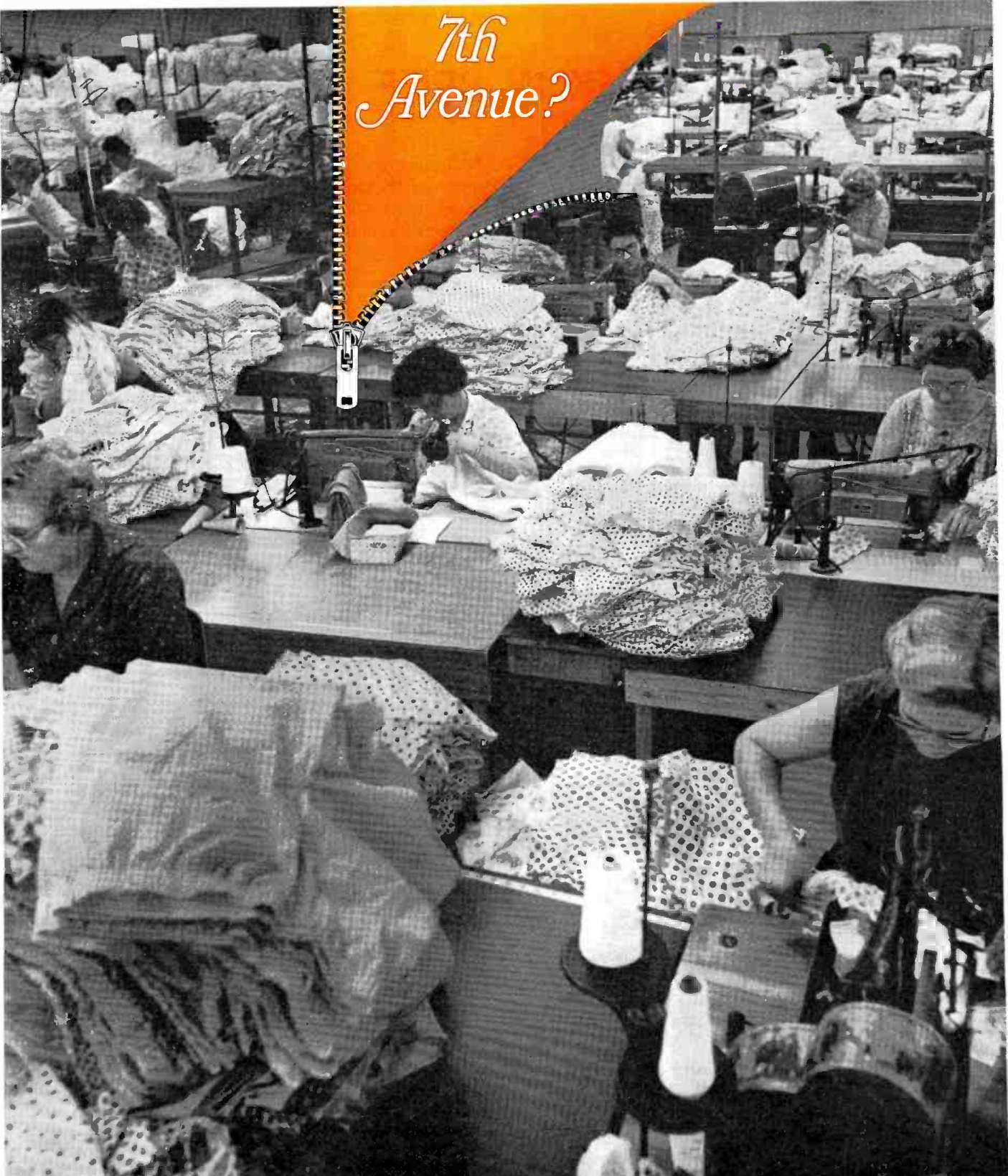
Broadcasting

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*7th
Avenue?*

Take a second look... • This could be 7th Avenue in New York City; but actually it's one of the Munsingwear factories in the **DULUTH-SUPERIOR MARKET**. Garment-making is a growing industry in northern Minnesota and Wisconsin. You undoubtedly know that the Duluth-Superior Market is the second largest in both states—but did you know that it has a garment district? Just another reason why you should take a second look.

KDAL HD

Television 3 / 610 Radio

Represented by Edward Petry & Company, Inc.; in Minneapolis/St. Paul by Harry S. Hyett Co.; in New England by Bill Creed Associates, Inc., Boston.

A WGN Continental Broadcasting Company Station. Dedicated to Quality, Integrity, Responsibility and Performance.

NYC asked to wait on FCC

Board of estimate asked to delay action on WTC until commission hearing

All-day public hearing Friday (June 16) brought pressure on New York City board of estimate to delay approval of street closing for World Trade Center in lower Manhattan until FCC reviews possible effects of TV interference if WTC becomes transmission site for eight TV stations in New York area. Also mentioned was that three New York stations would be short-spaced to Baltimore from WTC tower.

Board of estimate said it would reserve its decision until probably late this week.

Austin J. Tobin, executive director of Port of New York Authority (builder of World Trade Center), conceded that construction would be halted at 90th floor of second tower—of two to be built—pending move of transmitter to top of first tower from present site atop 102-story Empire State building in mid-Manhattan. WTC towers would be 110 stories high.

Some 50 witnesses testified at hearing. Among them, Representative Richard L. Ottinger (D-N. Y.) asked board to hold off approval or “make a mockery” of FCC hearing to be held on issue next month.

Lower Building ■ Dr. Frank G. Kear of Kear & Kennedy, Washington consulting engineering firm, recommended WTC be kept to height of 930 feet instead of proposed 1,350 feet, and warned that TV service would suffer if stations moved to proposed building tower. Lawrence A. Wien, president of Empire State building, indicated three stations—WCBS-TV (ch. 2), WPIX-TV (ch. 11) and WNDT-TV (ch. 13)—cannot legally move because of FCC separation rule. With move, he said, these three stations would come into “short space” with outlets in Baltimore.

In other comments, J. Lee Rankin, city's corporation counsel, recommended that board of estimate make its approval contingent on FCC approval that's required for antenna site relocation. Emmanuel Dannett, secretary of Trans-Tel Corp., permittee for

WXTV-TV (ch. 41) Paterson, N. J. which plans early 1968 start from Empire State, said his station would have to pay \$2 million in relocation expenses, which WTC refuses to reimburse.

Community antenna TV popped into discussion when one New York assemblyman declared estimated 2.5 million New Yorkers would have “to resort to CATV” as only means of receiving TV free of interference during WTC construction. He added that besides cost burden to viewers, people in affected area would have to pay additional fees to adjust home antennas once transmission began from atop WTC—cost, he warned, that could run as much as \$100-million.

4A's seeks to plead case before TV board

Influential broadcast policy committee of American Association of Advertising Agencies, whose members individually have criticized pending proposed changes in National Association of Broadcasters television code, has asked NAB TV board for hearing before changes are adopted.

Fifteen-man committee, headed by Richard A. R. Pinkham of Ted Bates & Co., asked board to hear views of three-man subcommittee during board's session June 28 at Williamsburg, Va. Subcommittee is headed by Gene Accas, Leo Burnett Co. Other members are William H. Hylan, J. Walter Thompson Co., and Mr. Pinkham.

AAAA committee did not respond to code authority's solicitation of views and suggestions for code changes early this year, but few days before code board's May session—at which proposed changes were drafted—AAAA group sent wire asking for advance consultation lest changes be made that would cause TV budgets to be diverted to other media (BROADCASTING, May 15).

NAB officials expected to answer committee's request for Williamsburg hearing today (June 19). There were indications that board's agenda might not be able to accommodate such session and that committee might be advised to confer with code board instead.

Color tube sales up 53%

Although color television picture tube sales show market increase over 1966, latest figures indicate softening of market.

U.S. manufacturers sold 1.7 million color picture tubes in first quarter of year, 53% more than 1.1 million sold in corresponding 1966 period.

January sales were 70% ahead of 1966; this fell to 62.9% increase for February and March showed sales increase of only 31% over 1966.

Figures were made public Friday (June 16) by Electronic Industries Association.

WCBS news emphasis seen in Dembo switch

Heavy buildup in news emphasis by WCBS New York is seen in announcement being made over weekend that Joseph Dembo, director of radio news. CBS News, has been elected vice president of CBS Radio division and appointed general manager of station. Mr. Dembo, who 16 months ago left WCBS as director of news and public affairs after four years in post, succeeds Thomas J. Swafford who has been assigned to staff of CBS/Broadcast Group.

In announcement for release Sunday (June 18), Fred Ruegg, CBS Radio vice president station administration, said appointment “underscores the station's increasing involvement in all areas of news reporting.” CBS authorities expanded on this, noting that decisions were yet to be made as to “what form the station's format will take eventually.” They stressed that changes will not be abrupt but will be forthcoming.

Mr. Dembo said Friday WCBS would “definitely be news oriented, a lot greater than the station is now,” and

Leo will root for ABA

MGM-TV officials confirmed Friday (June 16) that production-syndication firm had acquired national television rights to fledgling American Basketball Association for five years. ABA is scheduled to begin play this fall.

John Burns, sales vice president for MGM-TV, said decision on how such rights would be used has not been determined. There is some speculation that MGM-TV will attempt to sell rights to one of networks.

Price of basketball package was being disclosed by neither MGM nor ABA officials.

WEEK'S HEADLINERS



Mr. Arries



Mr. Collier

Leslie G. Arries, president of WBC Productions Inc. and WBC Program Sales Inc., New York, resigns to become VP and general manager of WBEN-AM-FM-TV Buffalo, N. Y. **Chet Collier**, VP of WBC Productions, New York, succeeds Mr. Arries. Before coming to WBC Productions and WBC Program Sales Mr. Arries was general manager of WBC's KYW-TV Cleveland (now WKYC-TV). Prior to that he was staff director at WHDH-TV Boston, account executive at CBS-TV Spot Sales in New York, and general manager of WTTG-TV Washington. Mr. Collier was involved in setting up of Westinghouse Broad-

casting Co.'s Merv Griffin and Mike Douglas shows and also was executive producer of *The Steve Allen Show*. Previously he had been with two Westinghouse outlets, WBZ-TV Boston and KYW-TV Cleveland.

Dan Seymour, president of J. Walter Thompson Co., world's largest advertising agency, named also chief executive officer of company.



Mr. Seymour

In succeeding **Norman H. Strouse**, who will continue as board chairman, Mr. Seymour becomes fourth chief executive officer in 104-year history of JWT. Mr. Seymour, one-time TV-radio announcer and personality, joined JWT in 1955 to organize its TV-radio department. He was named senior VP in 1961, chairman of executive committee in 1963 and president in 1964.

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

that news buildup will become more apparent "in the weeks ahead." WCBS has been heavy in audience-talk and music.

Midwest broadcasters buy Iowa station

Sale of KOKX Keokuk, Iowa, from Keokuk Broadcasting Corp. to new corporation made up of several Midwest broadcasters was announced Friday (June 16). Price is said to be about \$165,000, and sale is subject to usual FCC approval.

Francis J. Stadler is president of Keokuk Broadcasting.

Buying group includes: W. Dale Cowle, owner of KASI Ames, Iowa; Donald L. Nelson, station manager, WQUA Moline, Ill.; Howard H. Frederick, vice president-general-manager, WIRL Peoria, Ill.; Harry S. Hyett, Minneapolis station rep.; Gertrude I. Flambo, wife of G. Laveren Flambo, who is executive director of radio properties of Mid-America Co. (group owner), and Vivian H. Ramsland, wife of Odin Ramsland, vice president-general manager, KDAL-TV Duluth, Minn.

Ronald Westby, KOKX manager, will become vice president-general manager under new owners. KOKX is on 1310 kc with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

National spikes shift rumors; stays at PKL

More than \$7 million National Airlines' advertising budget will remain at Papert, Koenig, Lois, New York, J. Dan Brock, National's vice president-traffic, announced Friday (June 16), in spiking rumors account would be moved. National said its ad budget for fiscal year starting July 1 totals \$7.2 million. PKL has handled account since September 1965 and previously had serviced it in 1963.

National Airlines is heavy radio-TV spender; \$2,470,240 in spot TV in 1966, \$292,000 in network, and another \$548,000 in spot radio, according to estimates of Television Bureau of Advertising and Radio Advertising Bureau. Among leading TV advertisers in airline category, National ranked fifth last year, its TV spending up 33 1/3% over 1965 and accounting for 58.6% of total company puts into measured media.

New tape from du Pont

Du Pont, Wilmington, Del., announced marketing of its newly developed Crolyn chromium dioxide magnetic tape for home TV and other recording uses in New York Friday (June 16). Du Pont said Crolyn's ad-

vantages, are "higher signal output" and "better resolution" over iron oxide tapes. New tape will be manufactured in limited quantities at Du Pont's Newport, Del. plant, and priced at premium, 25% to 50% higher than conventional tapes.

ATR adds its voice to ex parte chorus

That May 9 mission by representatives of Association of Maximum Service Telecasters to four FCC commissioners (BROADCASTING, May 15) was dealt another blow Friday (June 16). American Television Relay joined growing chorus of CATV owners and carriers who have charged ex parte representations were made at that conference.

ATR, which has pending applications for 22-hop point-to-point microwave relay system to service CATV's in parts of West, Southwest, and Midwest, claimed broadcasters opposing its service should be disqualified from participation in any hearing of ATR's requests because of their presumed membership in AMST.

Among those broadcasters opposing ATR's plans are Taft Broadcasting, Cincinnati; WAVE-TV Louisville, Ky., and WFIE-TV Evansville, Ind.

In connection with its ex parte charges, ATR issued several requests for information regarding AMST's visit to commissioners.

ATR asked all four commissioners and general counsel Henry Geller each prepare and furnish summaries of oral statements made by them and AMST on May 9; that AMST make public its membership list, and that full extent of AMST board member, Laurence H. Rogers II's participation in preparation of visit be revealed. Mr. Rogers is president of Taft Broadcasting.

DDB shows substantial billing, profit gains

Gains of 25% in billings and 14.7% in net income were reported Friday (June 16) by Doyle Dane Bernbach, New York, for six-month period ended last April 30. DDB's income per share rose 14 cents, and agency's board declared 20 cent dividend for current calendar quarter on class A and B shares, payable July 15 to holders of record June 30.

For six months (unaudited):

	1967	1966
Net income per share	\$1.20	\$1.06*
Gross billings	111,386,727	89,131,520
Net income		
after taxes	2,483,759	2,164,379
* Adjusted for 2-for-1 stock split in June 1966.		



We have no time for flag burners!

You can murder, embezzle, defraud your friends, or crack a safe. We abhor but we do understand passion, greed, and dishonesty. It's news, and we report items of violence every day with dispassion and objectivity.

But we become downright subjective when someone spits on our suit or Uncle Sam's. Also hostile editorially.

In sum, we have nothing but honor for the men and the ideals exemplified by the Spirit of '76. We have nothing but scorn for the sick nihilism which too often passes for the "spirit of '67." And we don't care who knows it.

The reassuring thing is that when we do speak out, we get cheers rather than jeers. And when our general manager, George Whitney, recently asked for a public display of respect, the city broke out in a flurry of flags.



If this be "flag-waving," make the most of it!

Letter dated April 28, 1967, to George Whitney, Vice President and General Manager, KFMB. From Room 12, John Adams School, San Diego, California.

Dear Mr. Whitney,

We want to congratulate you for a great effort in trying to bring honor to our flag.

We thank you for taking such an interest in our country. We would like to express our feelings of gratitude to you for what you have said. Our flag is something to look up to. It is not something to burn.

We love our flag and country and someday our children will be able to love it as much as we do.

Mr. Whitney, we think you have improved most people's ideas of our flag. It takes a man like you to bring back the feelings of honor toward our flag.

Sincerely yours,
Room 12
Signed / Mrs. Myra M. Stead
and 38 students

KFMB TV | AM | FM
M I D W E S T T E L E V I S I O N I N C .



SAN DIEGO, CALIFORNIA

Confidence builders.



General Electric PE-240
Color-film camera



ality, General Electric color TV cameras. The color-
'E-240... the live-color PE-250.

In our customers' minds, confidence builders. That's
General Managers and Chief Engineers of successful
ations repeatedly tell us.

"Broadcaster confidence. That's why we bought your
ras. We looked at all the others and bought General
ic because it showed us the best pictures, the most
e and reliable performance, the most economical
ition."

You get the best when you buy General Electric color
TV cameras. Color you can have confidence in, cameras
you can rely on.

Read about our PE-250 and PE-240 in the brochures
we'll be glad to send you. And if you need more than that
to build your confidence in these cameras, visit us in
Syracuse where we build them. Visual Communication
Products Department, Electronics Park, Syracuse, New
York 13201.

GENERAL  ELECTRIC



General Electric PE-250
Live-Color camera



Facts in focus... the NSI COLOR TV OWNERSHIP ESTIMATES



Issued annually.
Shows color percentage
estimates of total tv households
in each of 224 market areas...
and comparisons with
previous estimates.

For complete details
call, wire or write



Nielsen Station Index

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CHICAGO (60601)
360 N. Michigan Ave. • 372-3810
HOLLYWOOD (90028)
1680 N. Vine St. • Hollywood 6-4391
SAN FRANCISCO (94104)
68 Post St. • YUkon 6-6437

a service of
A. C. Nielsen Company
CHICAGO (60645)
2101 Howard Street • 465-4400

DATEBOOK

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

■ Indicates first or revised listing.

JUNE

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

■ June 21—Special meeting of the shareholders of Trans-Lux Corp. to consider a proposal to increase the aggregate number of shares and to transact other business. 625 Madison Ave., New York.

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

■ July 9-23—Third annual high school broadcast institute sponsored by the Indiana Broadcasters Association and the radio-TV department of Indiana University. Indiana University, Bloomington.

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

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RIVERBOATS



June 30, 1870. All New Orleans was crowded along the Mississippi. The Natchez and the Robt. E. Lee were about to start the race of the century. The Robt. E. Lee won, but the race is still being argued about today.

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June 12, 1862. Jeb Stuart's Confederate cavalry set out to scout the Union Army. His career was almost cut short by the Union cavalry under Gen. Philip Cooke, his father-in-law, but the outcome made a hero of Stuart.

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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. Illikal 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. 28-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—Northwest 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. 24-26—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.

■Sept. 29-Oct. 1—Midwest area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

OCTOBER

■Oct. 2-3—Annual fall meeting of New Jersey Broadcasters Association. Cherry Hill Inn, Camden.

■Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

■Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

Oct. 15-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

■Oct. 15-20—102d semiannual technical conference of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

■Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

■Oct. 19-21—42d birthday celebration of WSM Grand Ole Opry. Nashville.

■Oct. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

■Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

■Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television. Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

Oct. 28-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

■Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S.



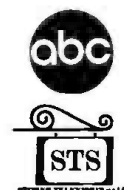
on the SPOT

The photographs above, published the same day in a prominent Miami newspaper, show unidentified WLBW-TV newsmen in the thick of the action, filming their stories — one a manhunt, one a warehouse fire. Every day — WLBW-TV NEWS gets the picture. More news, more pictures, the best color.



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And we cover the program area well, too... with sports programs, for instance, twice named "outstate Michigan's best" by Associated Press.

Why mute your message? Let your Avery-Knodel man help you make sweet sales music throughout Greater Western Michigan!

*The 15-foot Swiss alpenhorn.

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and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris, France.

■Oct. 27-29—Southern area conference of the American Women in Radio and Television. Fort Sumter hotel, Charleston, S.C.

NOVEMBER

■Nov. 5-8—43rd annual convention of the National Association of Educational Broadcasters. Denver Hilton hotel, Denver.

■Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Sheraton motor hotel, Portland.

■Indicates first or revised listing.

BOOK NOTE

"In Search of Light: The Broadcasts of Edward R. Murrow 1938-1961," edited with an introduction by Edward Bliss Jr. Alfred A. Knopf Inc., New York. 364 pp. \$6.95.

An era of broadcast journalism and nearly a quarter-century of history are distilled in this selection from the more than 5,000 broadcasts that Ed Murrow made in his 23 years as a CBS newsmen.

In all, 199 broadcasts are included. They range from his eyewitness account of Hitler's seizure of Austria in 1938 to his views on President Kennedy's inaugural address in 1961, a few days before he was named director of the U. S. Information Agency and four years before his death in 1965.

Edward Bliss Jr., editor of *The Evening News With Walter Cronkite* on CBS-TV, who was a member of the Murrow staff for many years, made and edited the selections. In his introduction he explains that the broadcasts chosen "are those that add dimension to history because of Murrow's perspective, or that show development of his reporting style and beliefs." For the most part they are radio broadcasts, not only because "radio scripts read better in book form than television scripts" but also because, even after TV was established as a news medium, "if he had something to say, he said it on his daily radio broadcast."

Excerpts from three television programs are included: the famed *See It Now* expose of McCarthyism; an interview with Carl Sandburg, also on *See It Now*, and the first *Small World* broadcast. Also included are two Murrow speeches: his acceptance of the Freedom House Award in 1954 and his address to radio and television news directors in 1958, regarded by Mr. Bliss as "perhaps the major speech of his career."

Action Report... from Kgun-tv

Big 9 in Tucson, Arizona



KGUN-TV gives viewers first look at astronaut Frank Borman, as Tucson reception parade passes station's mobile unit.

KGUN-TV is first on the Tucson scene. Captures the exclusives. First with advanced remote microwave facilities, which put KGUN-TV on top of news breaks. Exclusive news in depth, like the "Father Kino" documentary, built on the spot from color film and slides, which capped a 255-year search for a legendary gravesite. First color film and slide equipment. First presentations of fine art to area viewers.

Don't overlook Arizona's thriving Tucson market — 54th largest U.S. city (1960 census). KGUN-TV is attracting ever-larger followings in an audience area accounting for nearly 30% of Arizona's \$3.4 billion CSI.

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On a cost-per-thousand women basis, WAAC Radio costs 32% less than other Terre Haute stations.*

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**WAAC Radio
Terre Haute, Ind.**

*Pulse, Vigo County, May, 1966, (9 AM-6 PM)

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Airing Puerto Rican lotteries

EDITOR: In regard to the editorial "Archaic legality" (BROADCASTING, June 5), it is interesting to note that Puerto Rico also has a government-operated lottery, and has had for many years. The problem of prohibition against the broadcast of information about lotteries affects more than the broadcasters of New York, New Jersey, and neighboring areas in other states.

Here, broadcasters report only the unusual news relating to the lottery, and not ever the lottery results, as such. The government purchases full-page ads once a week in the four daily newspapers to print the weekly lottery results.

If the FCC's regulation covering the broadcasting of lottery results were relaxed, so that lottery results could be aired here, radio stations in this area could certainly pick up quite a lot of income.—*Bob Bennett, manager, WBMJ San Juan, P. R. (under construction).*

(The FCC's regulation is rooted in a section of the U.S. Code which prohibits the broadcast of information about lotteries. Hence an amendment of the law would be required before the FCC could relax its regulations.)

Feedback from a profile

EDITOR: The feedback from the industry has been so good [from the profile, BROADCASTING, June 5], I must thank you for your effort.

We must tell you what a delight, too, it is that you recognize the film industry.—*Robert I. Bergmann, president, Filmex Inc., New York.*

Memo stirs pleasing responses

EDITOR: It was a real pleasure working on the Monday Memo [BROADCASTING, May 22] and we've had favorable reaction to it.—*Jim Condon, copy supervisor, Needham, Harper & Steers Inc., Los Angeles.*

Yearbook has it all

EDITOR: I would like to have the names and addresses of the leading producers of radio ID jingles—*Robin Benson, 7 Groveland Avenue, London, SW 16.*

Among its 51 directories, the 1967 BROADCASTING Yearbook has a complete listing of program producers, distribution and production services, which includes producers of ID jingles. This directory starts on page D-10. A few copies remain at \$5 a copy. Orders should be sent to BROADCASTING, Publications Department, 1735 DeSales St., N.W., Washington, D. C. 20036.

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TELECASTING* was introduced in 1946.

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BROADCASTING, June 19, 1967

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Teeny-boppers turn on to radio's solid pitch

When a client increases sales under the aegis of our agency, it is a most happy condition. When a client's sales increase 2000% in six years, it's hysterical.

This once-in-a-lifetime event happened to us and we're seriously impressed with radio, which produced this unprecedented occurrence. Of course, we've always been impressed and successful with radio, but this particular success grew partially out of failure.

The story might serve as a guideline for other broadcast-minded individuals who find themselves often enticed from the straight-and-narrow path of common sense. We learned our lesson from teen-agers who, if you haven't heard, have become quite a statistic in the national economy. Like the one about "in so many years 90% of our population will be teen-agers." Or something like that.

It's a figure bandied about like shuttlecock, sending U.S. manufacturers back to the old drawing board redesigning everything from automobiles to hearing aids in preparation for the youth invasion.

But looking around the stores it's somewhat reassuring to see we've not yet been taken over. There still seems a heavy majority of expanding waistlines and receding hairlines doing most of the heavy buying. Should the hairy young hordes suddenly appear, thank goodness the broadcast industry offers us the guns and ammunition for self-preservation. A heavy schedule on the nation's "top rockers" could keep them under control. I am convinced the right kind of radio commercials can make a teenager do your bidding in most any direction.

Psychology Lesson ■ This brings us to that fabulous 2000% sales increase, which came about through painful adjustment to the psychology of the young.

Take the Teen-Age Fair, a client like a state fair, only for youngsters. Instead of cows and pigs, circus rides and cotton candy, Teen-Age Fair has rock 'n' roll, circus rides and cotton candy.

More truly, as its publicity accurately says: "It swings with an unending succession of stage events, bands, fashion shows, surfing movies, appearances by recording, TV and motion-picture stars, live TV shows, intriguing exhibits and special highlights such as a \$1-million custom-car show and the Miss Teen International Pageant."

Teen-Age Fair started in 1962 as a side attraction at the Pacific Ocean Park amusement pier in Santa Monica, Calif., attracting fewer than 100,000 paid admissions and a handful of exhibitors. This year the fair(s) will attract 180 exhibitors, including such name brands as Coke, Pepsi, Chevy, Catalina, Sears, Yamaha, along with lesser known manufacturers of pizza, guitars, mini-skirts and acne remedies.

A probable 2.5-million youngsters will swing, sample, scream and scramble through the now 10 Teen-Age Fairs that start with the "big dad" of them all every Easter Week in the famed Hollywood Palladium. The '67 schedule of fairs includes Indianapolis, Detroit, Phoenix, Denver, Cleveland, St. Louis, Portland, Ore., Sacramento and Oakland, both California.

The Lesson Learned ■ That radio is the kids' Pied Piper is no advertising secret. The Teen-Age Fair account, our easiest ever, called for no great media department thinking even six years ago. Buy the top-40 rockers—as many as affordable. But creating the commercials, that was something else, a much bigger problem.

Considered a one-shot promotion, the first fair was assigned to one of our lower-paid copy writers. He was capable for things like store openings, discount selling, midget racing and Dr. Mauri Vaughn's Thrill Circus. Slightly (30 years) out of touch with teen-age jargon, our writer picked up the phrase "a-go-go." He used it so many times in the commercials that all the adult ear could hear was the combined wail of a rock beat and transcribed screams—as if the place were over-run with 10,000 mice—broken by frequent "a-go-go's." Still, traffic for the fair actually

was pretty good, and the co-owners made a profit.

The next year, with the budget up and the fair showing signs of success we made a real production effort—clever commercials from two top writers. It was sort of "in" stuff, guided by a consultant who knew how the kids talked. Yet it was funny.

Maybe not really funny. We flopped. Attendance dipped. We had spent so much effort being clever we forgot the guts!

25-Year-Old Format ■ Never again through the increasingly successful years did we make such a mistake. For example, here, I say, is a sure-fire way for getting the kids to do your bidding:

Control: SCREAMS UP, SNEAK IN ROCK 'N' ROLL MUSIC, UP TO ESTAB: THEN UNDER AND HOLD.

Annrc: Bug-out! Escape to the sixth annual Teen-Age Fair . . . all thru Easter Week . . . Hollywood Palladium! A wild, wiggly blast . . . it's where it's at . . . the Teen-Age Fair!

Control: MUSIC: UP FULL, SCREAMS UP FULL, THEN UNDER & HOLD THROUGHOUT.

Annrc: The Teen-Age Fair! The wild wiggly thing! Ride the Wild Rocker—one of the new terrifying-shocker thrill rides just imported from Europe! See the psychedelic bugout . . . predictions of things to come . . . like what's after the miniskirt! Blow your cool at the battle of the beat-folk-rock marathon! Win the shirts off the Monkees' backs! See the spectacular invader, "Hot Rod" mag's \$50,000 hot rod! See the double-everything road grabber, the world's first tandem motorcycle! Thrill to top guest stars in person every day! Bug-out! Escape to the Teen-Age Fair . . . noon to midnight all thru Easter week . . . Hollywood Palladium! Admission \$2!

Think that 25-year-old format doesn't work? Please believe it did, does, and in my opinion, always will.

The teen-age population density at the Hollywood Palladium this year was just slightly 10-times greater than that of Calcutta's streets during Holy Week.



Stu Heinemann is radio-TV vice president for Anderson-McConnell Advertising Agency Inc., Hollywood. He started as a reporter on the 'Denver Post', later branching into radio on the Mutual Broadcasting network as newscaster-reporter. During World War II, he served as Marine combat correspondent and as editor of the Corps' newspaper. In agency work since 1946, Mr. Heinemann has been with Anderson-McConnell Advertising since 1957.

The 3 stages of our search for the right man for your station

First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.

The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.

The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.



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No matter whether she is, as many insist, history's most beautiful combat correspondent, 23-year-old Les May is a fierce competitor. Ex-cycle rider, model and actress, she is cast-iron determined to cover the bristling war front in Vietnam unlike any reporter (male or female) before her. Whether she brings into play a woman's intuition or unique sensitivity, Les May is certain to stir up the most beautiful dust this war's correspondent corps has ever seen.

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Build-up for a fight on fairness

Broadcasters begin mustering main forces
for showdown on FCC control after appeals court
finds fairness doctrine is constitutional

Broadcasters this week are starting the wheels turning for an attack on the constitutionality of the FCC's fairness doctrine before the U. S. Supreme Court.

In the wake of last week's ruling by a federal appellate court that the fairness doctrine is constitutional, the National Association of Broadcasters was preparing to take a leading role in getting the case before the high court.

NAB, which contributed to the original court appeal of WGSB-AM-FM Red Lion, Pa., sees the appellate decision and the FCC's action 11 days earlier putting cigarette advertising under the fairness doctrine as a twin-barreled threat that necessitates an all-out attack on the commission's long-standing rule.

Douglas A. Anello, NAB general counsel, said the Red Lion case probably would be appealed to the Supreme Court and that NAB "would resist" the cigarette ruling, "although we don't know the precise course."

Business for Board ■ Both cases will be brought before the NAB board at its meeting in Williamsburg, Va., next week, and that body is expected to approve courses of action and supply the funds to continue the fight against the doctrine in the courts.

Mr. Anello and Robert E. Manuel, counsel for Red Lion, are to sit down this week to work out the appeal to the Supreme Court. Following the appellate decision, which affirmed the FCC's order to WGSB that it is the station's obligation to present both sides of a controversial issue regardless of whether the station has to carry either side without sponsorship, Mr. Manuel said he did not favor seeking a rehearing before the full appellate court.

"I see no point in delaying any more," he explained. "It's something the Supreme Court will have to handle sooner or later."

In the meantime CBS sources felt that the Red Lion decision would not affect any of their possible plans for seeking reversal of the cigarette-fairness ruling, which was made public in a let-

ter to WCBS-TV New York (BROADCASTING, June 12, 5) (see below).

The Red Lion decision was handed down by a three-judge panel of the U.S. Court of Appeals in Washington. The 42-page decision, written by Circuit Judge Edward Allen Tamm, said the fairness doctrine is "completely legal in its origin" and encourages, rather than inhibits, free speech.

In a two-paragraph concurring opinion, Circuit Judge Charles Fahy said he generally agreed with Judge Tamm's reasoning, but he had "doubts that the fairness doctrine 'recognizes and enforces the free-speech right of the victim of any personal attack made during the broadcast.'"

Senior Circuit Judge Wilbur K. Miller heard the case but did not participate in the consideration and decision.

The Rev. John M. Norris, majority owner of the Red Lion properties, called the ruling the "most ridiculous thing that could happen for freedom of

speech in this country." His son and minority owner, John H. Norris, vowed "we definitely are going to stir things up in Congress." (See page 28.)

Commission Happy ■ At the FCC, reaction to the appellate decision was one of understandable pleasure, and both commissioners and staff members did not seem surprised at the outcome. There was some doubt at the FCC that the Supreme Court would grant a request for review. Their feeling was that the case was not important enough for the high court's consideration.

In his decision, Judge Tamm said the first amendment "extends, of course, to broadcasting as well as to other media. . . ." But he referred to the 1943 Supreme Court case of *NBC v. U. S.* in which the court held that "unlike other modes of expression radio inherently is not available to all . . . and that is why . . . it is subject to government regulation."

"The American people own the broad-

CBS ponders best appeal against cigarette ruling

Although the appellate court decision in last week's constitutional challenge of the fairness doctrine by WGSB-AM-FM Red Lion, Pa. (see above), went in favor of the FCC, broadcasters still feel they could move against the commission's June 2 letter to WCBS-TV New York, putting cigarette advertising under the fairness doctrine.

CBS authorities were reported to believe that the decision in the Red Lion case had no bearing on the advertising issue and that accordingly it would not affect their strategy in seeking reversal of the cigarette-fairness ruling.

Just what CBS's strategy will be was still under study last week. There were some indications, however, that

a decision may be reached this week.

It's generally believed that CBS will go first to the FCC, perhaps with a request for reconsideration, in a move to establish a basis for a court appeal if that becomes necessary. CBS is not expected to challenge the constitutionality of the fairness doctrine, but rather to attack the application of that doctrine to cigarette advertising.

The Red Lion case also differs from the cigarette advertising issue, in the opinion of many observers, in that Red Lion involved reply to a personal attack, which, according to some sources, is the context in which a court would be most likely to uphold the validity of the fairness doctrine.

83-year-old preacher to appeal fairness ruling

The man who took broadcasters' fight for freedom from the fairness doctrine to court—while other broadcasters talked a good fight—is a conservatively oriented, 83-year-old fundamentalist preacher named the Rev. John M. Norris. His effort led to what, for broadcasters, was a shattering defeat in the U. S. Court of Appeals. But he isn't ready to call it quits.

Mr. Norris, who is pastor of a Bible Presbyterian church in York, Pa., has been a broadcaster for 17 years, and has become well known to the FCC in recent years through the fairness-doctrine complaints that have been filed against his WGCW Red Lion, Pa.

He was disappointed by the U. S. Court of Appeals decision last week that the fairness doctrine is constitutional. But he said he was "quite sure" he would appeal the case to the Supreme Court. And his son, John H. Norris, who has a minority interest in WGCW, later said there was no question that an appeal would be taken (see page 27).

The elder Mr. Norris called the decision the "most ridiculous thing that could have happened for freedom of speech in this country."

Mr. Norris first came to the attention of the FCC in connection with controversial broadcasts four years ago through his ownership of WINB Red Lion, an international shortwave station. The station was broadcasting the programs of the controversial Dr. Carl McIntire, the fundamentalist preacher whose strongly conservative *20th Century Reformation Hour* is heard daily on more than 600 stations.

Voice Objects ■ The Voice of America complained to the commission that Dr. McIntire's broadcasts

—attacking the United Nations, the State Department, the World Council of Churches—were confusing foreign listeners as to what official U. S. policy was. The commission, however, could find no way to deal with the subject that wouldn't have smacked of censorship. It subsequently froze further grants of construction permits in the international radio service, partly because of a lack of frequency space to be assigned but partly also because of the McIntire problem. The freeze is still in effect, and Dr. McIntire is still heard on WINB.

But Mr. Norris's problems with the commission began to pile up after the commission ruled in 1963 that broadcasters would have to make free time available to individuals or groups wishing to respond to controversial statements on sponsored programs, if that was the only way that all sides of a controversial subject could be aired.

For WGCW carries the broadcasts of many conservative commentators who are nothing if not controversial but who pay for the time they use. And Mr. Norris is willing to make time available for reply, but not for free.

Many other broadcasters feel the same way. They also feel, like Mr. Norris, that the fairness doctrine is unconstitutional. But he was ready to go to the mat with the commission on the point.

There were some communications lawyers who were uneasy when Mr. Norris did go to court. They weren't sure that his case, which involved a personal attack on an individual, was the best one with which to test the constitutionality of the doctrine. But no one, apparently, attempted to dissuade him.

Actually, he filed two court suits. In the other, he asked the federal district court in Washington two years ago to declare the fairness doctrine unconstitutional and to enjoin the commission from enforcing it. He filed that suit after being questioned by the commission during the 1964 presidential election campaign on a complaint from the Democratic National Committee. That case, in which he is also asking \$5-million damages from the Democratic committee, has been held in abeyance pending the outcome of the appeal.

Another Suit ■ Mr. Norris also has a personal interest in yet another attack being waged on the fairness doctrine, that by WXUR-AM-FM Media, Pa., whose license renewal applications have been designated for hearing by the commission on the fairness-doctrine issue, among others. The stations contend the doctrine is unconstitutional.

The court dismissed the suit on the ground that it couldn't decide the case until the commission had acted, but the stations have asked for a rehearing of their plea. Mr. Norris's son, John, is on the board of directors of the seminary and is president of the licensee corporation. Dr. McIntire is president of the seminary board.

Besides owning WGCW-AM-FM and WINB, he has applied for channel 49 in Red Lion. And one symptom of his problems with the commission is the fact that his applications for renewal of the AM and FM stations have been pending since last summer and his application for the television channel has been on file since December 1965.

Mr. Norris last January said he would lead a busload of his congregation in a pray-in at the commission

cast frequencies," Judge Tamm declared. "Speaking through their elected representatives in Congress, they have established a program of licensing the temporary use of allocated frequencies to broadcasters who meet the standards established by Congress. . . . The broadcasters, then, acquire no ownership of assigned channels but are authorized to use them for the service of the public interest, convenience or necessity."

The courts, he maintained, have "consistently held" that FCC regulation of broadcasting "does not per se violate the First Amendment."

Since 1964 ■ The case began in 1964 when the Rev. Billy James Hargis in his paid *Christian Crusade* program, which was carried on the Red Lion stations, discussed the presidential election and a book written by Fred J. Cook.

Mr. Cook had claimed that he had been personally attacked by the broadcast and asked for free time on the station to reply. WGCW offered to permit Mr. Cook to answer, first suggesting that he pay for the time, and later stating that the time would be furnished free if Mr. Cook said he could not pay.

Mr. Cook insisted, however, he was entitled to free time regardless of whether he could afford to pay. And at that point Mr. Cook complained to the FCC.

On Oct. 6, 1965, the commission advised WGCW that a broadcaster must afford free time to reply to one who has been attacked and that Mr. Cook did not have to make any showing that he was financially unable to pay for his reply time. WGCW then asked the commission to reconsider the ruling, and in December 1965, the FCC declined to reconsider and again asked

in an effort to speed consideration of the applications. But he cancelled the trip after the commission promised action "in the near future."

No Action ■ Action, however, hasn't been taken yet, at least in part, commission officials say, because of Mr. Norris's failure to answer adequately a number of questions, including one about the station's policy on the fairness doctrine.

Even as the court of appeals was handing down its decision, Mr. Norris heard he was involved in two of three fairness-doctrine complaints being pressed before the commission last week by the Institute for American Democracy.

IAD, which was established in November to check on extremists of left and right, said that WGCB and WXUR had refused to provide time for reply to what IAD said were attacks they carried on IAD and its officials.

The third station is KAIR Tucson, Ariz. The alleged attacks in all three cases involve broadcasts of Major Edward Bundy's Church League of the Air.

WGCB and WXUR said they refused to make time available to IAD in order to remain "consistent" with the positions taken in their respective court suits. IAD said that KAIR simply never answered letters concerning the Bundy programs.

IAD had filed five complaints in connection with those programs. However, it dropped actions against Wavo Decatur, Ga., and KAYE Puyallup, Wash., after they said they would make time available.

In Mr. Norris's view, IAD has no right to time on any of those stations unless it pays for it. And if his lawyers can make the Supreme Court see things his way, that's the way it's going to be.

the station to advise the commission of plans to comply with the order.

Red Lion then took the case to the U. S. Court of Appeals in Washington, which in November 1966 told the FCC that letters to broadcasters aren't orders and therefore cannot be reviewed by the courts. Subsequently the commission asked for the full appellate court to rehear the case, and a majority of the court then voted to drop the November 1966 opinions and directed the three-judge panel to reconsider the plea.

Red Lion also has a second suit still pending against the FCC in the U. S.

District Court in Washington. In this it is also seeking to overturn the fairness doctrine on constitutional grounds and is asking \$5-million damages from the Democratic National Committee based on a complaint during the 1964 presidential campaign. That suit has been held in abeyance pending the outcome of the Cook case.

In his conclusions, Judge Tamm found:

- Congress "did not commit an unconstitutional delegation of its legislative function" when it amended Section 315 of the Communications Act to embody the fairness doctrine.

- There is nothing "unconstitutionally vague, indefinite or uncertain" about the fairness doctrine, "nor does it lack the precision required in legislation affecting basic freedoms guaranteed by the Bill of Rights."

- Neither Section 315 nor the fairness doctrine violate the Ninth and Tenth Amendments of the Constitution.

- The doctrine's requirement that a "broadcaster may not insist upon financial payment by a party responding to a personal attack does not violate" the First and Fifth Amendments.

In addition he found that the FCC has no reason to make "factual determinations of truth or falsity in controversial issues of public interest." Such actions, he said, "would constitute an illegal exercise of a nonexistent authority."

Delving into program censorship, the judge found that Red Lion was not prohibited from carrying any program it found suitable. Additionally, he said, the station was not furnished with "a mandatory program format, nor does the doctrine define which, if any, controversial issues" are to be aired.

The fairness doctrine comes into play only when the station broadcasts a program dealing with controversial issues, he said. "After having independently selected the controversial issue and having selected the spokesman for the presentation of the issue in accord with their unrestricted programming, the doctrine rather than limiting the petitioners' right of free speech, recognizes and enforces the free-speech right of the victim of any personal attack made during the broadcast. Does such an obligation arising under these conditions deprive petitioners of any right guaranteed by the First Amendment? I think not."

No Ruling on Truth ■ Red Lion, he said, has contended that the FCC has an obligation to determine whether Mr. Cook's complaint to the commission was true or false. Judge Tamm found "no statutory requirement for such a finding. Additionally, it is my view that any attempt by the commission to make factual determinations of truth or falsity in controversial issues of public interest

would constitute an illegal exercise of a nonexistent authority."

The fairness doctrine, he maintained is "sufficiently explicit" in telling licensees the type of conduct that would make them liable to penalties. "Neither the statute nor the doctrine either forbid or require the doing of an act in terms so vague that men of common intelligence must necessarily guess at their meaning and differ as to their application," he said.

The judge pointed out that licensees "are not deprived of due process by the operation of the fairness doctrine" since they can seek relief from the courts "from any final action claimed to be arbitrary or capricious."

Judge Tamm said he agreed with Red Lion that "the compulsory granting of free time may, and probably does, impose a burden on the licensees." But he did not find the burden "unreasonable."

Red Lion maintained, the judge said, that the fairness doctrine creates "previous restraint" on the right of free speech since it restrains a licensee from taking an editorial stand unless he seeks out and gives free time to opposing views. In Red Lion's view this restraint comes through "fear of 'subsequent punishment' through danger or threat of the forfeiture of the licensee's license," the judge noted.

However, he did not find any "prior or previous restraint" in the case and said Red Lion is "in no manner exposed to or subject to any prior censorship" in its broadcasts. The station's selection of program material, format and personnel is restricted only by its "own determination of the public-interest appeal" of the end product, he found.

Since the station does not have to submit its material to the FCC or any other government agency prior to airing, he went on: "It is obvious that there is involved in this case no censorship which constitutes prior or previous restraint. It seems almost superfluous for me to have to point out that Section 326 specifically prohibits any censorship action on the part of the FCC."

Rather than an abridgement of the licensee's right of free speech, Judge Tamm determined, Red Lion's conduct "absent the remedial procedures afforded the complainant Cook would, in fact, constitute a serious abridgement of his free speech rights."

In the Beginning ■ Judge Tamm found "the initial concept of a fairness doctrine" under which stations were required to give equal time to opposing political candidates in the Radio Act of 1927. Later the coverage was extended to all discussions of important public issues. "Further implementation of the policy," he said, "took the form of denial of licenses to radio stations using, or proposing to use, their facilities

for the presentation of but one point of view."

Judge Tamm maintained that the FCC's editorializing report of 1949 that licensees "were required to devote a reasonable percentage of their broadcasting time to the discussion of public issues of controversial importance . . . implicit in this requirement was the obligation to design and present this type of programing in such a manner that the public was afforded the opportunity to hear different and opposing positions and viewpoints on these public issues."

The judge found the 1949 report "noteworthy" since it was fundamentally based on public-interest standards while basically retaining the 1927 Radio Act provisions on equal time for political candidates.

He pointed out that the amendment of Section 315 came out of a 1959 "congressional inquiry into the application and operation of the fairness doctrine. . . ."

(The 1959 amendment was precipitated when the commission ruled that Lar Daly, then candidate for mayor of Chicago, was entitled to free time because the incumbent mayor was shown in news broadcasts greeting a distinguished visitor at the airport. In the amendment, several types of news broadcasts were exempted from the

equal-time provision of Section 315.

(At the same time Congress inserted in the section the general observation that the exemption did not mean that broadcasters were relieved of the responsibility to present opposing opinions on public issues involving controversy.)

(Judge Tamm did not explicitly mention that this was the first time a generalized reference to the fairness doctrine was inserted in basic law.)

Judge Tamm said Red Lion has argued that "Congress has illegally delegated its legislative authority because of the absence of adequate standards or ascertainable criteria and that Congress cannot adopt and make a part of the statute regulations of the commission which, in turn, fail to meet the 'preciseness' required in legislation affecting basic freedoms."

However, he found this case to contain a "statute and commission regulations growing out of a licensing program addressed to the serving of the 'public interest, convenience or necessity'."

Concise Ruling ■ He said: "There is no broad-reaching, all-embracing statutory provision penalizing knowing as well as unknowing conduct. The court is dealing now with a set of reasonably concise and specifically enumerated pro-

hibitions addressed to the evils they seek to guard against."

The judge found "clearly defined and explicitly enumerated statements of the legislative objectives, the enumeration of the method of achieving those objectives (i.e., the creation of the FCC and the assignment to it of specific and enumerated duties, responsibilities and obligation), and the establishment of standards to guide the administrative determination."

Within the equal-time act, Judge Tamm continued: "I find a full and complete determination of the legislative policy and its formulation and promulgation as a defined and binding rule of conduct. Relating these specifically to the provisions of Section 315, I find in this portion of the statute a permissible delegation to the commission of the 'determination of facts and the inferences to be drawn from them in the light of the statutory standards and declaration of policy' properly and legally empowering 'the exercise of judgment'."

Since the 'public interest' is a valid standard for FCC guidance "by statute and court decision," he concluded, the adoption of the fairness doctrine into Section 315 "does not constitute an unconstitutional delegation of Congress's legislative functions."

BROADCAST ADVERTISING

Dropouts hurt quality TV

ABC-TV's Duffy replies to Admiral that support for good programing is needed

ABC-TV last week reminded Admiral Corp., an announced temporary dropout in television network advertising, that the networks need the support of major advertisers behind attempts to upgrade programing.

The network released a letter sent by James Duffy, vice president in charge of TV-network sales, to Ross D. Siragusa, chairman of the board at Admiral, which noted:

"I am sure you are aware that many of us want television to be better than it is and we are constantly committing our air, our money and ourselves to that end. And too often with too little support from men in the advertising community who profess to be interested in the same goal.

"Quality television is not a bad buy. But it is a tough sell. It can be a great

source of pride and a big dollar drain."

Mr. Duffy said ABC felt it must answer the "publicity" which attended Admiral's decision to drop out of TV advertising as disclosed by Mr. Siragusa in Las Vegas earlier this month (BROADCASTING, June 12). Mr. Siragusa said the Chicago TV-set maker would not be back in network TV this fall because of problems of program quality and commercial clutter. Mr. Siragusa said Admiral had been "disappointed in the lack-luster quality of shows" and observed that today's viewer is more "sophisticated and selective."

Heavy Loss

Mr. Duffy said *ABC Stage 67*, which he said was "an honest attempt to bring new talents and new vitality to the medium [and] which did accomplish that," accounted for a \$4-million loss to ABC last season.

"It was a great source of satisfaction to us to have such sponsors as Burlington and Singer join in this effort," Mr. Duffy said, adding: "We only wish you would have accepted our invitation

to join them."

Mr. Duffy said ABC had "invited" Admiral as an advertiser in the network's scheduled four-hour *Africa* project next September.

He said he could not fault Admiral's network advertising schedule this past season that used NBC "in a major role" and ABC in a "secondary role." The schedule, he said, "was a fine program/media buy."

Mr. Duffy's letter continued: "Series such as *I Spy*, *Run For Your Life*, *The Big Valley*, *Dean Martin*, *The Hollywood Palace*, the various movie packages you selected and your NBC News schedule made you a part of some excellent entertainment and informational programing," and when combined with still other shows under Admiral sponsorship, amounted also to "a very effective buy in terms of reach."

"But," he said, "you had to know that *Run For Your Life* would not be *A Christmas Memory* [ABC], or *Death of a Salesman* [CBS], or *Barefoot in Athens* [NBC], to mention three highly acclaimed network efforts."

Joint Effort ■ Mr. Duffy said that although a number of advertisers "find it good business" to join the network effort to "improve" television, others "make it a practice to call upon us to do better, and when we attempt it, find



Mr. Duffy

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



Represented by Petry

TOTAL WEEKLY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	315,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000

Source: NSI = TV

Weekly Cumulative Audiences—February-March 1967

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



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

it more logical to place their business on competing programs with a greater popular base."

Though he would not wish to "unfairly characterize you, your statement, or your intentions," said Mr. Duffy, it is a "fact of business that any advertiser can buy any kind of program [or newspaper or magazine or radio show] he believes in." The more support networks can recruit for their better efforts, Mr. Duffy said, "the better able we are to expand those efforts."

Mr. Duffy's letter drew attention to "firm time and money commitments" of all three TV networks in specials next year, and though often the "numbers may not be as big as with some series programing," the benefits can be as great for the sponsor and the public.

As to commercial clutter, Mr. Duffy asked Mr. Siragusa's support for ABC's plan, as disclosed earlier this spring by ABC-TV President Thomas Moore, to eliminate certain nonprogram material and noted the current work of the National Association of Broadcasters on TV code guidelines. He said ABC was confident "a more beneficial set of guidelines will be established in the industry. If not—we are establishing our own anyway."

ABC also released Leading National Advertisers' estimates showing Admiral's total network TV spending at more than \$3.7 million in 1966 (Jan.-Dec): over \$3.2 million with NBC-TV and \$532,800 with ABC-TV.

In 1967, January through April, LNA reported that Admiral had spent \$1,662,000 in network television, all on NBC.

WRG picks up American Motors

The 14-month-old Wells, Rich, Greene advertising agency last week picked up the estimated \$12-million account of American Motors Corp., Detroit, from Benton & Bowles, New York. The transfer is effective about Sept. 20.

A WRG spokesman said that with American Motors, WRG billings can be projected at the rate of \$65 million per year. The young New York agency this year alone has received business from General Mills (Bugles, Whistles and Daisys snacks), Bristol-Myers (Score hair dressing), and Hunt Foods (Wesson oil). Of its total billings, WRG places an estimated 80% in TV, predominantly in network, and about 3% in radio.

American Motors becomes one of WRG's biggest clients. It joins Braniff International and Philip Morris (Benson & Hedges, American Safety Razor, Personna and Burma Shave) in the top-three rank. WRG spokesmen said it's expected a major portion of AMC billings would be placed in TV.

Policy Difference ■ A Benton & Bowles official said AMC decided to move its billing to WRG basically because of a "financial policy difference." AMC's policy, he indicated, was to pay for media use after B&B had already paid the media. Recently, however, B&B had asked AMC to place advertising monies in escrow for a future campaign. AMC was unwilling to do

so, the official said.

American Motors appointed Benton & Bowles in April 1965 after a 30-year relationship with Geyer, Morey, Ballard Inc., New York, and predecessor agencies. American's advertising budget since 1963 has decreased from a \$20-million-plus yearly rate to about \$18 million in 1966. (Television Bureau of Advertising reported AMC's TV investments last year at approximately \$5.9 million.)

In 1967, AMC has leveled off its spending to about a \$12 million to \$14 million yearly rate. Of that amount, roughly 70% was earmarked for radio-TV. Benton & Bowles this year handled four specials for AMC on CBS-TV.

At the time Wells, Rich, Greene takes over the AMC account in the fall, the auto maker will be introducing a new Javelin model. In 1968, the corporation also plans to market a sports car, called AMX, at under \$3,000. The firm now sells the compact American a middle-size Rebel and a larger size "Ambassador" model.

Code board, charged with flying blind

Jack Harris, president of KPRC-AM-TV Houston, was critical last week of the approach being followed by the National Association of Broadcasters TV Code Board in recommending changes in commercial formats and time limitations.

Mr. Harris, speaking before the North Carolina Association of Broadcasters, in Raleigh (see page 34), said the code board was making recommendations for changes based on opinion rather than solid research.

The code board had queried stations, advertising agencies, station reps, networks and group owners in preparing recommended changes.

But what the code board got, Mr. Harris said, "was the opinions" of the individuals who responded. "What the code board needs—what we need—is solid research of our audiences, on these vital subjects. The board is now recommending certain changes, still without research to bulwark its proposals."

The recommendations, among other things, call for limiting the number of interruptions in half-hour prime-time programs to two, and in one-hour prime-time programs to four: in non-prime time, four interruptions would be allowed in half hour and eight in an hour. The TV board is scheduled to consider the recommendations on June 28.

TVB Action ■ In discussing the need



PREVIEW: Credit card brings on a bride

An actor goes from a happy-go-lucky fellow strolling down the street in his underwear to a well turned-out bridegroom in a one-minute spot recently made to promote charge cards offered by the Marine Midland Trust Co., Buffalo, N. Y. The actor is shown in a haberdasher's, at a luggage store, at an airport and at a resort where he

meets his future wife. The point of the commercial is that all a man really needs is a Marine Midland "charge card," and he can purchase almost anything. Spot was one of a package which included two institutional 60's, four 20's and an ID. All were prepared by VIP Productions Inc., for BBDO, the bank's agency.

We don't interrupt our regular programming to bring you news of the Mid-East crisis.

We just do what we do every day of the year.
Broadcast the news — every minute of the day.
Because news doesn't happen every hour on the half hour.
It's happening all the time. And you can hear it on
WINS Radio in New York. Or KYW Radio in Philadelphia.
All the time.

All news! All the time! **RADIO 1010** **All news! All the time!** **KYW RADIO 1060** **GROUP W**
WESTINGHOUSE BROADCASTING COMPANY

Appliance makers have an affinity for TV

A special report issued last week by the Television Bureau of Advertising claims that the household appliance industry favors TV as the medium for advertising its products.

Among the 14 top companies in the field, TVB said, television garnered 56% of the measured media investments (\$36.4 million) in 1966, followed by magazines (\$15.8 million), newspapers (\$12.1 million) and radio (\$680,000). The 14 companies' spot TV total climbed from

\$8,188,070 in 1965 to \$12,129,990 last year and the network increase was from \$18,642,100 to \$24,305,000. (TVB noted that this appliance classification does not include media investments for television and radio sets, a category that grew by 54% in TV advertising in 1966 over 1965.)

General Electric Co. was the leading appliance advertiser in TV in 1966, according to TVB, with a total of \$8.6 million.

1966
1966: APPLIANCES—ALL HOUSEHOLD TYPES
(Advertisers Ranked by total TV investment in this product classification)

COMPANY	Magazines	Newspapers	Total Radio*	Total TV	Total Media	% TV
General Electric	\$ 7,535,363	\$ 2,947,960	\$ 73,000	\$ 8,643,180	\$19,199,503	45.0
Sunbeam Corp.	70,324	5,413	—	4,671,790	4,747,527	98.4
Westinghouse Elec.	390,462	1,663,840	—	4,604,850	6,659,152	69.2
Singer Co.	733,190	197,068	—	4,435,770	5,366,028	82.7
Scovill Mfg.	—	18,708	—	2,986,650	3,005,358	99.4
General Motors	2,369,819	1,977,750	555,000	2,215,760	7,118,329	31.1
Proctor-Silex	—	—	—	1,708,850	1,708,850	100.0
Schick Electric	—	—	—	1,658,550	1,658,550	100.0
Admiral	1,261,941	533,172	—	1,384,300	3,179,413	43.5
Maytag Co.	839,311	26,560	—	1,264,960	2,130,831	59.4
Whirlpool Corp.	2,054,021	3,791,360	—	1,018,360	6,863,741	14.8
Borg-Warner	465,086	904,423	—	689,390	2,058,899	33.5
Natl. Union Elec.	5,546	—	—	651,700	657,246	99.2
Ronson Corp.	94,809	69,106	—	500,880	664,795	75.3
Totals:	\$15,819,872	\$12,135,360	\$628,000	\$36,434,990	\$65,018,222	56.0%

Sources: PIB, Bureau of Advertising, RAB, TVB/LNA—Rorabaugh
* Radio figures reflect only the top 100 spot and network advertisers as released by RAB.

for research, he said that the Television Bureau of Advertising deserves solid support in its recently announced research program designed to help advertisers understand and use television more effectively. The study will include the influence of commercial length and position on sales effectiveness (BROADCASTING, May 24).

Mr. Harris also took the occasion to state again his concern over what he considers the FCC's unduly liberal attitude in permitting CATV systems to import distant signals.

Mr. Harris, who is president of the Association of Maximum Service Telecasters, is one of the group of AMST spokesmen whose visit to five commissioners concerning CATV policy touched off a storm of complaints from CATV interests (CLOSED CIRCUIT, May 15).

Mr. Harris told the NCAB, as he told the commission in a letter responding to CATV charges of ex parte activity, that the AMST spokesmen met with the commissioners not to discuss pending cases "but rather to discuss the FCC

policy, already on the books, with relation to the importation of distant signals via CATV" (BROADCASTING, June 5).

He said they told the commissioners that their granting of waivers without hearings could undermine the entire structure of free, local television broadcasting that they and the industry had built up over the past two decades and they could not hope to preserve this system through reliance on copyright legislation or copyright restrictions alone.

Business briefly . . .

Sun Oil Co., Philadelphia, through William Esty Co., New York, will sponsor a half-hour color special, *Can-Am Cup Series*, produced by Triangle Radio and Television Division, in about 70 markets. Cup series features six auto racing events held in Canada and the U.S.

Piel Bros., Brooklyn, N. Y., through Papert, Koenig, Lois, New York, has purchased sponsorship of *Celebrity Billiards*. Half-hour color show being

taped by Harold J. Klein Film Associates, New York. It will be telecast in 23 markets, including, among others: New York City; Boston; Philadelphia; Hartford and New Haven, both Connecticut; Buffalo and Syracuse, both New York; Harrisburg, Pa.; Springfield, Mass., and Providence, R. I.

New York Life Insurance Co., through Compton Advertising, and **American Iron and Steel Institute**, through Sullivan, Stauffer, Colwell and Bayles, all New York, will sponsor *American Profile*, a color documentary series to be presented by NBC News during the 1967-68 season. First of eight scheduled programs will be presented on Sept. 29, 10-11 p.m., NYT.

National Geographic Society color specials have been renewed for the third year on CBS-TV. Four of the specials during the 1967-68 season will be sponsored by *Encyclopaedia Britannica*, Chicago, through McCann-Erickson, New York, and **Aetna Life and Casualty**, Hartford, Conn., through Chirurg and Cairns, New York.

General Foods Corp., White Plains, N. Y., is supporting a current national introduction of brown sugar cinnamon Toast'em Pop-Ups with spot TV as well as with GF's network TV commercials. GF said the new flavor joins six others in the company's lineup of toaster products, which in less than two years has total sales now near \$50 million a year. Agency is Benton & Bowles, New York.

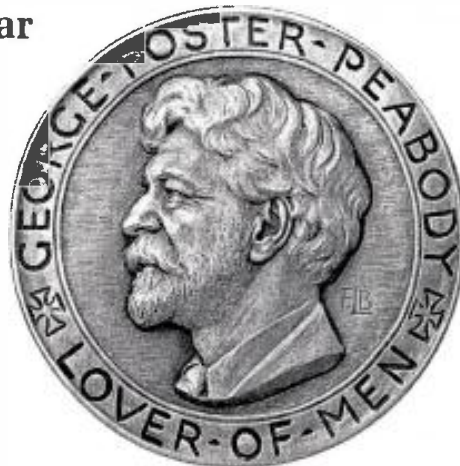
Radio-TV may share \$4.2 billion in '67

Radio and television advertising revenues should reach about \$4.2 billion this year if the general economy shakes its decline and shows a sharp increase in the last quarter of the year. The prediction was made by Richard P. Doherty, president of the Television-Radio Management Corp., Washington, to the North Carolina Association of Broadcasters in Raleigh last week.

The \$4.2 billion, which would be about 23% of the total all-media ad revenues for the year, would include \$3 billion for television and \$1.2 billion for radio.

Taking a look five years ahead, Mr. Doherty said total media advertising will go to \$22.5 billion, a 26.4% increase over the 1966 figure of \$16.5 billion. TV will get 20% of the figure or \$4.5 billion, an increase of 60.7% from its \$2.8 billion in 1966. Radio advertising, he said, will be about 6.5% or \$1.5 billion, a 50% increase from the \$1 billion it got in 1966.

Of the 773
television stations in the country,
3 received Peabody Awards
this year



ours
was for outstanding local
television music

Broadcasting's highest honor — the George Foster Peabody Award — was awarded to WTMJ-TV for our broadcast of a "Polish Millennium Concert." The concert, one of a series of WTMJ-TV "Milwaukee Music Specials," was performed as a tribute to Poland's 1,000th year of Christianity. It combined the talents of the Milwaukee Symphony and noted Polish artists to portray music as the universal language for building international understanding. Featured in the concert was Madame Halina Sloniowska, leading soprano for the Warsaw Grand Opera, who was flown to the United States specifically for the WTMJ-TV concert. Madame Sloniowska's appearance represents the first time such an artist has been brought from behind the Iron Curtain for a local television performance.

WTMJ-TV
COLOR IN MILWAUKEE



The Milwaukee Journal Station • NBC in Milwaukee. Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

HOW THE "BIG TUBE" ENHANCES



COLOR FILM PICTURES



... reproduces TV programs and commercials with snap and sparkle



"BIG TUBE"

RCA TK-27 Color Film Cameras use a 1½-inch diameter pickup tube in the luminance channel—other film color cameras use a 1-inch diameter tube. This 50% larger tube makes the big difference in the color TV picture.

A MORE PLEASING PICTURE

A good film program or commercial looks even better with the TK-27. The big tube improves signal-to-noise ratio, and increases resolution. It eliminates more of the disturbing grainy elements. Thus, the picture is more pleasing to look at and, has much more "snap" and sparkle.

PROTECTS COLOR QUALITY

Advanced, ultra-stable circuits prevent drifting. Electrostatic-focus vidicons maintain uniform focus independent of high voltage variations. "No-ghost" sealed optics avoid problems of secondary reflections. These and other safeguards prevent deterioration of color quality—even over extended periods of time.

MOST WIDELY USED COLOR FILM CAMERA

Since its introduction in 1964 more of these "New Look" color TV film cameras have been shipped than any other. Choice of top stations throughout the country, it's the only

camera that's all-transistorized, all modularized. The only camera with plug-in camera assemblies.

AUTOMATICALLY COMPENSATES FOR FILM AND SLIDE VARIATIONS

Automatic sensitivity and white-level controls compensate for film density changes and highlight brightness changes. Also, black levels are automatically held constant to give the ideal contrast range to the reproduced picture.

IT'S A MATCHED COLOR FILM SYSTEM

Only RCA makes the complete color film system for broadcasters. Big-tube film camera, film projector, slide projector, and multiplexer are all designed and built by the nation's finest and most experienced team of TV engineers. Matching means a better investment, and finest color pictures.

See your RCA Broadcast Representative for complete details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



The Most Trusted Name in Electronics



Lookit the EXTRYS you get with this extry TOWER!

LISSEN, you wheels who have been buying WDAY-TV for all these years — just lissen to the *extrys* you now get because we now got a “twin” up there between Devils Lake and Grand Forks!

EXTRY! — you now get North Dakota’s *second* market as well as the *first* — 35,370 new, unduplicated TV homes.

EXTRY! — you now get the Grand Forks U.S. Air Base, with 17,000 sojers and their families.

EXTRY! — you now get the *two* major colleges in our state — U. of North Dakota in Grand Forks,

N.D. State College in Fargo, with their 12,000 students, teachers, etc.

EXTRY! — you now get the *entire* Red River Valley, including *all* Northeastern North Dakota, Northwestern Minnesota, plus a hunk of Southern Manitoba. This now gives you total coverage of 149,460 Grade B TV homes.

So now you get 31% *more* than you’ve ever gotten before from WDAY-TV. Which, all by itself, gives you actually the biggest, best, etc., etc. market between Minneapolis and Spokane, Washington!

Don’t jist SET there. Ask PGW!



THE “HEAVENLY TWINS”

Covering All of Eastern N. D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Nielsen revises

NSI schedule

Changes in dates and market bases for Nielsen Station Index local audience measurement reports are being announced today (June 19) by George E. Blechta, A. C. Nielsen Co. vice president and NSI product manager.

The two annual NSI "sweeps" of all television markets — for November (Oct. 26-Nov. 22) and February-March (Feb. 15-March 13)—remain relatively unchanged.

But last season's single 70-market report for June has been replaced by two reports—70-market measurements for spring, covering May 2-22, and for summer, covering July 11-31.

All NSI senior management personnel were in Chicago last week, meeting to discuss further plans for next season's reports.

Additional changes from last season's NSI report bases are: an increase in the Sept. 28-Oct. 25 report from 19 to 23 markets; a reduction of one market in the Jan. 18-Feb. 14 report, from 19 to 18; a decrease in the number of markets covered by the March 14-April 10 report, from 13 to 10; and the complete elimination of last year's April-May two-market report and the June-July New York report.

The complete NSI "viewers in profile" schedule follows:

Report	Covering	No. of Markets
October	Sept. 28-Oct. 25	23
November	Oct. 26-Nov. 22	All
December	Nov. 27-Dec. 20	5
January-February	Jan. 18-Feb. 14	18
February-March	Feb. 15-March 13	All
March-April	March 14-April 10	10
May	May 2-22	70
July	July 11-31	70

Six buy Olympics; one sponsor to go

ABC-TV's 70 hours of coverage of the 1968 Summer and Winter Olympics have been sold to seven advertisers in a \$20-million package. Six of the contracts, which include a 25% or \$5-million underwriting by Ford Motor Co., through J. Walter Thompson Co., were announced last week by Thomas W. Moore, ABC-TV president.

The cost to sponsors for both events comes to about \$40,000 per commercial minute.

In addition to Ford, advertisers are Coca-Cola Co. (McCann-Erickson), Goodyear Tire & Rubber Co. (Young & Rubicam), Pan American World Airways (J. Walter Thompson), Reynolds Metals Co. (Lennen & Newell) and

Texaco Inc. (Benton & Bowles), each of which pays \$2.5 million for Olympic sponsorship. A seventh advertiser, also expected to pick up a \$2.5-million tab, will be announced in about a month, ABC said.

ABC-TV plans color coverage for most of the Winter Olympics from Grenoble, France (Feb. 6-18). It's estimated that some 190 commercial minutes will be available during the 26 hours of telecast. Most of the 44-hour coverage of the summer games, also in color and taking place in Mexico City (Oct. 12-27), will be fed live. This portion will have some 324 commercial minutes available. The network has paid \$4.5 million for TV rights for the summer events, and \$2 million for the winter games.

TV commercials lab offers new techniques

Dr. Ugo Torricelli, head of Torricelli Productions Inc., New York, has announced the opening of a TV commercial experimental laboratory for the development of his creative film techniques for TV commercials.



Dr. Torricelli

Dr. Torricelli said his lab will work with agencies and advertisers to bring new, unique effects in film to television by "use of abstract forms, color and music . . ." which "calls the viewer's emotions into play, eliminates the 'debate' on his part and allows the essential meaning of the message to come through with deeper presentation."

Dr. Torricelli demonstrated with several film selections, among them a Singer sewing machine commercial adapted from a butterflies theme, an RCA corporate message and Television Advertising Representatives' "TVAR" logo variation. He also introduced a new film of "Op-Sketches" in two versions, one of which suggested a commercial.

Yardley places three lines outside of Y&R

Yardley of London Inc., New York, last week announced reassignment of some of its billings from Ted Bates & Co. to Young & Rubicam, both New York. Another agency, Delehanty, Kurnit & Geller, New York, picked up two new product lines from Yardley.

Effective Sept. 1, Y&R will begin

billing for Yardley's makeup products, including The London Look. The account is estimated to bill over \$2 million. A Yardley official said its makeup business alone accounts for some \$15 million gross.

Delehanty, Kurnit & Geller, already assigned Yardley's Jaguar line of men's fragrances, last week picked up the Londonderry Hair products and a new line of bath products. Both new product lines will be backed with a concentrated TV and print campaign, according to Yardley.

Sarra Chicago becomes Electrographic division

Electrographic Corp., a Delaware corporation which last summer acquired VPI, a leader in TV commercial film production, last week acquired Sarra Chicago Inc. as a new film division.

Renamed Sarra Inc., the Chicago-based film producer will cooperate with VPI in producing TV commercials through post-production stages for advertising agencies on a coast-to-coast basis. Sarra, which has been in business since 1932, has its own studios, editing facilities, a black-and-white film laboratory and a new color laboratory. As an Electrographic division, it will offer optical services as well as print distribution through VPI in Chicago. It will also exchange personnel with VPI and have access to all post-production services required for color television commercials. VPI's operations are in New York, Chicago, Hollywood and Miami.

Agency appointments . . .

■ Barnes-Hind Pharmaceuticals, Sunnyvale, Calif., has appointed Paul Klemmer & Co., New York-San Francisco, for advertising and public relations.

■ The Edlund Company Inc., Burlington, Vt., for consumer and institutional can openers and other household items, has retained J. M. Mathes Inc., New York.

■ Illinois State Medical Society, professional service organization, has named AM-AD Inc., Chicago, to handle advertising and promotion. Campaign for medical society's 12-inch LP record, "When Your Child Asks about Sex," may include radio, newspapers and magazines.

■ Home Beneficial Life Insurance Co., Richmond, Va., has appointed Cabell Eanes Inc., that city. Home Beneficial agents serve Virginia, North Carolina, Maryland, Tennessee, Delaware, West Virginia, and the District of Columbia.

Collins blasts tobacco rule

The FCC's June 2 ruling that puts cigarette advertising under the fairness doctrine (BROADCASTING, June 5) came



Mr. Collins

under attack last week from LeRoy Collins, who less than five years ago incurred the wrath of broadcasters and tobacco manufacturers for his stand on cigarette advertising on television.

Speaking to a meeting of the Florida Association of Broadcasters in Miami Beach, the former president of the National Association of Broadcasters and former governor of Florida said the commission's order was "poorly advised and should be reconsidered and withdrawn."

If cigarette smoking is truly a health hazard, he said, Congress should step in and "require all cigarette advertising to be stopped. The means employed should be addressed forthrightly to the end to be achieved and should not be an oblique, squeeze effort against any one media such as the FCC order represents."

The effect of the FCC's directive, he maintained, will be to force all cigarette advertising off radio-TV and into other media. Such a move, he said, would be "discriminatory, bureaucratic control without the sanction of law and if allowed to stand" could affect advertising of a "considerable num-

ber of other products."

Mr. Collins, who resigned as NAB president in 1964 to accept a White House appointment, came under fire from broadcasters and the tobacco industry in 1962 when he urged the NAB codes to ban advertising designed to encourage smoking by young people (BROADCASTING, Nov. 26, 1962).

The present Florida governor, Claude Kirk Jr., also took the FCC's cigarette ruling over the coals and referred to the commission's action as "malice in wonderland."

But he saved his strongest attacks for the Florida newspapers and wire services, which he said had seriously distorted last week's riots in Tampa. Radio and television, he pointed out were on the scene accurately telling the story.

Speaking on Tuesday to the FAB, Governor Kirk said he was "delighted" that broadcasters were with him when he surveyed the Tampa scene. "The only way my voice can reach the people . . . unaltered," he said, "is through electronics."

Allott opposes cigarette fairness rule

A senatorial voice was added last week to opposition raised in the House against the FCC's action requiring broadcasters to give time to opponents of cigarette advertising (BROADCASTING, June 12). Senator Gordon Allott (R-Colo.), although from a state not noted for its tobacco production, wrote FCC Chairman Rosel H. Hyde urging "immediate and serious consideration" to reversing the ruling.

Stressing the need for action "before its far-reaching consequences begin to take effect," the senator said the FCC's action "leaves the broadcasters in an untenable position" and the commission open to "hundreds of similar requests from people who believe that everything from automobiles to aspirin are injurious to man."

The action, he said, carries the fairness doctrine "almost to a point of absurdity."

Power Abuses — A staff member said the senator's interest results not from any particular favoritism toward broadcasters, but rather from a long-term interest in possible abuses of power by the FCC and other regulatory agencies. He noted that pro-broadcasting sentiment was hard to come by in Congress this year. He noted an atmosphere of disenchantment with the industry that he laid in part to a perceived failure on the part of broadcasters to come to

grips with problems of overcommercialization. Other problems, such as editorializing during political campaigns and the high cost of campaigning, have also served to rub Congress the wrong way, he added.

Support for Senator Allott's position has not been forthcoming from other senators, even those from tobacco-producing states, he noted, although such support was expected from some offices and may yet develop.

Chairman Hyde, in reply, said: "I want to make it clear that the agency has not taken a position on cigarettes. Our ruling was simply that the public has a right to know the other side of the argument."

"Of course," Mr. Hyde added, "the commission will give serious consideration to Senator Allott's request."

How not to lose with a lottery

New York state broadcasters interested in guidance as to the kind of notice they can give their state's new lottery without violating federal law have been advised by the FCC to consult one ever-present source—their own judgment.

That was the message, in effect, that FCC Commissioner Robert T. Bartley, acting chairman in the absence two weeks ago of Chairman Rosel H. Hyde, sent in response to a question received from Representative Frank Horton (R-N.Y.).

Representative Horton appealed to the commission after broadcasters in his state expressed doubt and confusion as to the limits the federal law would impose on their right to carry information on the lottery (BROADCASTING, May 29). The congressman's office made the commissioner's letter public last week.

Commissioner Bartley noted that the federal law prohibits the broadcast of information concerning lotteries but added that the statute must be read and interpreted in light of the constitutional guarantee of freedom of speech.

He also said that the commission, although faced with a similar problem in connection with the lottery law adopted by New Hampshire, had not issued any guidelines for licensees. "I think you will appreciate the difficulties in attempting to do so in advance, particularly in the absence of complete facts concerning actual situations," he added.

Continuing the on-the-one-hand-this-but-on-the-other-hand-that theme, he said: "We have indicated our view that

Fuqua eyes rep firm

Fuqua Industries has indicated an interest in buying George P. Hollingbery Co., national representative, but no negotiations have been held, it was reported last week by Harry Wise, president of Hollingbery. Fuqua Industries, a diversified company, is headed by J. B. Fuqua, who is sole owner of WJBF(TV) Augusta, Ga., and KTVB(TV) Eldorado, Ark., and holds interests in other stations.

Mr. Wise said no decision has been made to sell Hollingbery but Fuqua has asked for first refusal rights.

BAR network billing report for week ending June 11

BAR Network TV dollar revenue estimates—week ended June 11, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended June 11	Cume June 1-11	Cume Jan. 1- June 11	Day parts	Networks	Week ended June 11	Cume June 1-11	Cume Jan. 1- June 11
Monday-Friday Sign on-10 a.m.	ABC-TV CBS-TV NBC-TV Total	— \$102.1 298.3 400.4	— \$146.9 419.1 566.0	— \$2,749.6 6,837.5 9,587.1	Sunday 6-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	45.6 153.9 83.0 282.5	114.0 307.7 157.6 579.3	2,947.3 5,827.7 3,958.4 12,733.4
Monday-Friday 10 a.m.-6 p.m.	ABC-TV CBS-TV NBC-TV Total	817.1 1,860.6 998.6 3,676.3	1,310.5 3,046.9 1,586.2 5,943.6	32,403.4 75,308.9 39,353.6 147,065.9	Monday-Sunday 7:30-11 p.m.	ABC-TV CBS-TV NBC-TV Total	2,466.6 3,605.7 3,236.1 9,308.4	4,791.1 6,505.0 5,655.6 16,951.7	118,624.3 134,155.1 135,864.4 388,643.8
Saturday-Sunday Sign on-6 p.m.	ABC-TV CBS-TV NBC-TV Total	445.5 367.8 684.0 1,497.3	1,117.1 990.8 1,157.0 3,264.9	19,768.8 21,164.7 11,426.4 52,359.9	Monday-Sunday 11 p.m.-sign off	ABC-TV CBS-TV NBC-TV Total	305.3 34.6 317.3 657.2	566.3 69.0 505.3 1,140.6	4,658.7 1,329.8 8,816.5 14,805.0
Monday-Saturday 6-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	210.8 499.2 584.9 1,294.9	366.7 706.4 824.7 1,897.8	6,870.7 13,924.5 13,577.7 34,372.9	Network totals	ABC-TV CBS-TV NBC-TV	4,290.9 6,623.9 6,202.2	8,265.7 11,772.7 10,305.5	185,273.2 254,460.3 219,834.5
					Grand totals All networks		\$17,117.0	\$30,343.9	\$659,568.0

the statutory policy established by Congress prohibits the use of broadcast stations to promote lotteries. On the other hand, we have also indicated that the statute should not be construed so as to bar, for example, reporting of news events which have independent news value merely because mention may be made of a lottery."

Summing up, he said the commission recognizes that licensees may have to make decisions regarding a "variety of factual situations," and added: "As in other areas [e.g., the 'fairness doctrine'], the commission will expect its licensees to make good faith judgments in this area designed to carry out the federal policy established by Congress."

Rep appointments . . .

- KHBV(TV) Las Vegas National Television Sales Inc., New York.
- KYND Phoenix and Kuzz Bakersfield, Calif.: J. A. Lucas Co., Los Angeles.
- WBBF Rochester, N. Y.; Broadcast Communications Group Inc., New York.
- WCOD-FM Hyannis, Mass.: New England Spot Sales Inc., Boston.

Also in advertising . . .

Sales office ■ WGN Continental Broadcasting Co., through its sales subsidiary, WGN Continental Sales Co., has opened a sales office in Los Angeles at 5670 Wilshire Boulevard to supplement efforts of Edward Petry & Co., New York, in behalf of WGN-TV Chicago, KWGN (TV) Denver and KDAL-TV Duluth. Western television sales manager head-

ing the new office is Calvin Copsey, formerly with NBC Radio network sales.

New address ■ CBS Radio Spot Sales office, Atlanta, will move to Peachtree Center Office Tower, Suite 1412, 230 Peachtree Street, N.W., on July 1.

Public likes ads in newspapers: ANPA

The latest in the on-going "anything you-can-do-I-can-do-better" war of words between newspaper and broadcast advertising was fired last week when Dr. Leo Bogart, executive vice president of the Bureau of Advertising, American Newspaper Publishers Association, revealed details of a study purportedly documenting "newspapers' position as the number-one medium for information and advertising."

The survey was made by the Opinion Research Corp. under the sponsorship of the Newsprint Information Committee of the ANPA, a frequent and sometimes vociferous critic of TV.

According to the study, details of which were released by Dr. Bogart to some 300 ad executives in New York, 67% of the survey's respondents said "I look forward to the advertising in newspapers," while 72% disagree with the statement when applied to television. Sixty-three percent say newspapers would be "less satisfying" without ads, while only 20% accept this statement in the case of TV.

Television, according to the study, is

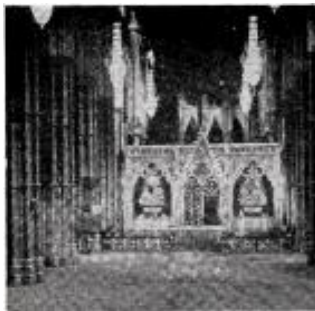
most often named as "the best way to find out about" food and drug product messages, while "newspapers are most often named in the case of retail food and drug advertising." Magazines are named most often for leisure-time merchandise, but newspapers are considered the best way to find out about advertisements in other major ad classifications: automotive, appliance, housewares, services, financial and transportation.

Dr. Bogart also said people "use the news media for different and complementary purposes. . . . Television is most often named as 'the best way to find out' for items which identify with newsreel action shots: the news of war, space launchings, disasters and national political debate," he said. "People become only more eager to read the full story in the newspaper after they have heard the bulletins on radio or seen them on TV."

WVOX reduces political rates

WVOX-AM-FM New Rochelle, N. Y., has announced reductions up to 40% of the station's published rate cards for political advertising. William F. O'Shaughnessy, vice president and general manager of the stations, announced the cuts in a letter to some 1,000 candidates for state and local office. He expressed concern over the rising costs of campaigning: "We are concerned that rich men may be in a better position at the grass roots level," he said, noting that "radio offers more reach and more votes to candidates at all levels, regardless of whether you charge full rate."

ABC News is making something special out of the past 2000 years



Hall of Kings/April 9

Winner of the 1967 Emmy Award for Outstanding Achievement in Documentary Programming. "...a richly unusual experience...Seldom has a journey through history been presented so engrossingly and in such spectacular color photography."—*Chicago Tribune*



Robert Scott and the Race to the South Pole/April 17

A Saga of Western Man special. "...a compelling account of unflagging bravery."—*The New York Times*



War in the Skies/April 25

"If you want to know almost exactly what it's like to fly an F-100 in battle, light up your TV set with ABC's 'War in the Skies.'"
—*New York World Journal Tribune*



Ivan Ivanovich/April 30

"Probably the most completely absorbing TV program to come out of Russia since the cold war 'thaw.'"
—*Seattle Post-Intelligencer*



The Legend of Mark Twain/May 5

"...a leisurely, sometimes illuminating, look at the life of one of America's literary giants."—*Houston Chronicle*



The Beautiful Blue and Red Danube/May 14

"One of the best hours of this or any other year."—*Baltimore NewsAmerican*



Free Press. Fair Trial/May 18

"A generally absorbing review of the long and familiar debate."
—*The New York Times*



Crisis in the Middle East/May 25

An ABC "instant news special." ABC News Correspondent Frank Reynolds was anchorman for special reports from ABC newsmen in Israel, Egypt, Jordan, European capitals, the U.N. and Washington.



Cortez and the Legend/May 26

A Saga of Western Man special. "Skillfully superimposed the story of Cortez' landing in Mexico in 1519 upon the legend of Lord Quetzalcoatl."
—*New York News*



I, Leonardo da Vinci/June 1

A Saga of Western Man special. "Of prize-winning proportions ABC's fascinating documentary truly admirable television achievement."—*Boston Record American*



War in the Middle East/June 8

An ABC "instant news special," comprehensive report featured anchor man Frank Reynolds and eyewitness reports on the war by ABC News correspondents, via satellite from Europe.



Anatomy of Pop: The Music Explosion/June 15

"Television's sporadic attempts to explore American popular music finally hit a little pay dirt."
—*The New York Times*

The many specials that have been pouring from ABC News this season cover a staggering range in time and subject matter. From ancient Rome to the perplexing present, these specials have probed questions, looked into minds that have interested man through the ages.

This summer many of these fine ABC News specials are being repeated, together with seven original productions, in an hour-long series, "Summer Focus," Thursdays at 10 pm (NYT). An extra dimension—the instant special—has been added to enable viewers to share the excitement of today's history only moments after it has happened.

On September 10, ABC News will bring viewers a stunning four-hour portrait of the past, present and future of an entire continent—Africa. Over a year in production, Africa will be the first of many events in a very special season coming on ABC.

ABC Television Network

Here are some of the awards won by ABC News programs recently: *National Headliner Award*—To Save A Soldier; *Albert Lasker Medical Journalism Award*—The Long Childhood of Timmy; *Gabriel Awards*—Saga of Western Man (Christ Is Born and Legacy of Rome)—Directions; *American Baptist Award*—The Long Childhood of Timmy; *Academy of Television Arts & Sciences*—Hall of Kings; *Ohio State Awards*—The Long Childhood of Timmy—Christ Is Born—Discovery.



sent—or Treason?/June 22
 News deals with one of today's issues. Where does protest end? Where does treason begin? What makes people in flags and draft cards or urge our to lay down their arms in Vietnam?



'76/June 29
 Saga of Western Man special. The years 1775 and 1776 came magically alive through imaginative marriage of camera and narrative."
 —Associated Press



outhern Accents, Northern Ghettos/July 6
 he life of a Negro living in slums isn't pretty. Who's responsible? What can be done about it? This special report searches for the answers.



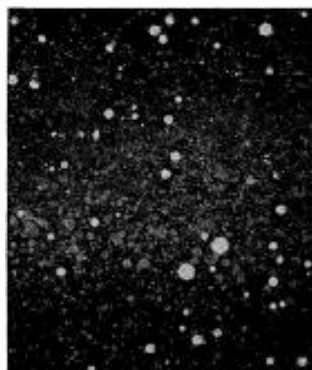
I Am A Soldier/July 13
 A Saga of Western Man special. "One of the best documentaries on the Vietnam war."—*Indianapolis Star*



The Songmakers/July 27
 "Bursts at the seams with lively information, crisp musical sounds and up-to-date data of what makes today's recording artists sell."
 —Columbia S.C. State



Nurses: Crisis in Medicine/Aug. 3
 A provocative report on the nursing profession at a time when demands for expanded skills and education are running headlong into problems of low pay, personnel shortages and unsatisfactory working conditions.



We Are Not Alone/August 10
 In We Are Not Alone, "...a somewhat technical and esoteric theory takes on life and interest."
 —Baltimore Evening Sun



Who in '68? The Conventions Minus One Year/August 17
 For power next year, a politician has to maneuver, cajole and negotiate this year. You'll see how both Democrats and Republicans are doing it.



Boy Scout Jamboree/August 18
 Boy Scouts from all over the world gather to display their many skills and to swap everything in sight.



The Legacy of Rome/August 24
 A Saga of Western Man special. "...beautifully thought out, breathtakingly photographed in superb color."
 —Tulsa Tribune



Take A Deep, Deadly Breath/August 31
 Experts maintain that, technologically, America can quickly end its air pollution problem. This special report looks at the issues and their solutions.

Political broadcasting goes under the gun

July 18 hearing by Communications Subcommittee will dissect fairness, free time, vote reporting

Broadcasting, an intimate and indispensable part of modern political campaigns, will be the target of a Senate probe into news coverage of elections and exposure opportunities for candidates during campaigns. The Commerce Committee has set Communications Subcommittee hearings to begin July 18.

With prime focus on computer predictions from early returns and their effects on voter attitudes and other races where polls may still be open, testimony will also be taken on bills that would exempt certain races from equal-time provisions of Section 315 of the Communications Act and on proposed legislation that would require the FCC to issue rules compelling stations to grant free time to candidates.

Possible influence of vote projections

and early returns in areas where polls have not closed have concerned Congress, particularly since the 1966 elections, when a number of early computer forecasts proved incorrect. Communications Subcommittee member Vance Hartke (D-Ind.) urged a committee inquiry at the beginning of the present session of Congress.

Previous Bills ■ Although no bills have been introduced in this Congress with respect to effects of predictions and wide reporting of early results by radio and television, a number were submitted in the previous (89th) Congress, Nicholas Zapple, communications counsel for the subcommittee, noted. Thus the subcommittee has before it a range of considerations on which to seek testimony, and appropriate legislation could be submitted at

any time.

Proposals in the 89th Congress ranged from legislation that would establish a uniform time for closing of the polls to measures that would prohibit the broadcasting of "any result, opinion and prediction until the last polling place has been closed."

Bills are before the subcommittee on other aspects of campaign broadcasting. The subcommittee, under Senator John O. Pastore (D-R. I.), will hear testimony concerning a bill (S. 1859) introduced by Senator James B. Pearson (R-Kan.) that would exempt the presidential and vice presidential races from the equal-time restraints of Section 315. Another bill (S. 1926), submitted by Senator Pastore and similar to the Pearson measure but extending exemption to races for senator, representative and governor (BROADCASTING, June 12) will also be considered.

Free Time ■ In addition, according to Mr. Zapple, the Pastore subcommittee will hear testimony on S. 1548, sponsored by Senator Joseph S. Clark (D-Pa.), which would require the FCC to issue rules requiring broadcasters to provide free time for candidates on the federal, state and, "where practicable," local levels as a condition of license.

Announcement of the hearings was made by Commerce Committee Chairman Warren G. Magnuson (D-Wash.). It was indicated that FCC and network

Kline's series bring persons and ideas together

Robert Kline, a young independent producer who has created two series for syndication next fall, *Outrageous Opinions* with Helen Gurley Brown and *The Scene* with Broadway producer Alexander H. Cohen, hopes to consolidate these gains with five other series that accent "talk, exchange of ideas and an identifiable personality."

Under the banner of Canaan Productions, New York, Mr. Kline was represented on TV this past season with the *Firing Line* series starring Bill Buckley that he created and produced (he recently sold out his interest in the program). His experience with the Buckley series has convinced him there is a market in syndication for the comparative newcomer to TV production who can fill the need for programing that "stresses the immediacy of events

and a strong personality."

Mr. Kline, who has sought to develop some special programs for the networks, reported in an interview



Mr. Kline

last week that there are fewer risks in syndication than in network for an independent producer who does not have resources of a major studio. He pointed out that in network "you may be off in 13 weeks without recouping your own investment."

With *Outrageous Opinions* set as a daily, half-hour program on the RKO General TV stations (syndi-

cated and coproduced with King Features) and *The Scene* (an in-depth look at people who make up the creative elements of our society) scheduled for the RKO stations, which also handle syndication, Mr. Kline is concentrating on the development and sale of other properties.

These include an hour program, *Off The Record*, featuring Pierre Salinger in discussions with well-known persons on timely issues; *Debate*, a weekly hour series pitting top students at a university in talks with prominent alumni on vital current events; *From the Bitter End*, an audience participation show originating from the avant garde Greenwich Village restaurant, and *From the Ramparts*, an hour discussion show spotlighting editors of *Ramparts* magazine and individuals with an opposing point of view.



"I'LL BE DARNED IF I'M GOING TO PAY 6¢ MORE JUST FOR A PRETTY PACKAGE."

That's the sound of a housewife complaining. You've heard it before. But this time the complaints were made in front of closed circuit TV cameras, microphones and a select audience that included the President of a large chain of Pittsburgh supermarkets.

It was all part of a Group W Customer Attitude Panel.

Customer Attitude Panels aren't like personal interviews at home. The same women who clam up in their own kitchens come alive as part of a group.

They gripe. They fume. They say what they feel. And, if you're an advertiser watching the Panel on closed circuit TV, what they say may hurt. But if it hurts, it will probably help.

Because you can learn more about your product in a few hours than anybody on your payroll could tell you in a week. You can even suggest specific questions or topics to the panel via a direct hook-up with the moderator.

Group W is the only broadcaster with Customer Attitude Panels. It's just one of our marketing services. Like our Marketing Information Bank, it's just one of the ways we try to show we're as interested in marketing your product as we are our own.

We already have a library of taped Customer Attitude Panels covering a wide range of products and services. We may have one with your customers talking about you. For more information, give your Group W station or our national representative a call.

There's no reason why all that talk should be going on behind your back.



WESTINGHOUSE BROADCASTING COMPANY

BOSTON WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPPIX
LOS ANGELES KFWB



Group W stations are represented by: Radio Advertising Representatives, Inc., and Television Advertising Representatives, Inc.

spokesmen would be the first witnesses.

Senator Pastore said that he recognizes that advance projections of election results are an extension of early wire service and newspaper reports, but added that hearings were requested "on the grounds that projections from limited returns may be erroneous and that these incorrect analyses may have a potential impact in areas where polls are still open."

City-owned CATV gets no mercy on waivers

The latest FCC round of CATV waiver requests found a nonprofit CATV operator pitted against a network affiliate in a tangle over program exclusivity rights.

The operator—a city called Jackson, Minn.—alleged that compliance with the rules requiring carriage of KEYC-TV Mankato, Minn., would place a burden on its citizen-subscribers. The city CATV serves 790 subscribers who pay \$1.75 a month to watch seven channels.

The FCC acknowledged that compliance would result in "a measure of inconvenience and additional expenditure," but that its requirements represented a fair balance of competing interests. Since there were no unique factors in this case, the FCC denied the city's request.

TV series sales . . .

Gilligan's Island (United Artists TV): KPLR-TV St. Louis; WISN-TV Milwaukee; WNYW-TV Syracuse, N. Y.; WTOP-TV Washington; WBAY-TV Green Bay, Wis.; KORK-TV Las Vegas; WCIX-TV Miami; WKZO-TV Kalamazoo, Mich.; KFMB-TV San Diego; KEZI-TV Eugene, Ore.; WAST(TV) Albany, N. Y.; KOLO-TV Reno; WSPD-TV Toledo, Ohio; KOB-TV Albuquerque, N. M.; WDAU-TV Scranton-Wilkes-Barre, Pa.; WLCY-TV Largo-Tampa, Fla.; KTNT-TV Tacoma-Seattle, and KDAL-TV Duluth, Minn.

Firing Line with William F. Buckley Jr. (RKO Pictures): WFLD(TV) Chicago and WQED(TV) Pittsburgh, non-commercial.

The International Aero Classic (RKO Pictures): WISH-TV Indianapolis.

Abbott and Costello cartoons (RKO Pictures): Kvos-TV Bellingham, Wash.

Tarzan Features (Banner Films): KEZI-TV Eugene, Ore.

Bold Journey (Banner Films): WSIU-TV Carbondale, Ill.

Islands in the Sun (Teledynamics): KTVU(TV) Oakland-San Francisco; WSIU-TV Carbondale, Ill., and WABC-TV New York.

Racial equity petition gathers support

MAJOR SOCIAL GROUPS SWING BEHIND CHURCH REQUEST

If broadcasters could find little comfort in the latest fairness-doctrine ruling, they might also consider the ramifications of the growing support for a recent United Church of Christ petition.

Last month three national agencies of the UCC asked the FCC to adopt a rule that would deny a license to any station that engages in discriminatory employment practices. The agencies—Office of Communication, Board for Homeland Ministries and Committee for Racial Justice Now—further requested that all licensees be required to show annually, through detailed reporting forms, evidence of compliance with the proposed rule. They called on the FCC to adopt the rule immediately and without regard to the number of persons employed by licensees (BROADCASTING, May 1).

Last week the petition garnered whole-hearted support from major religious, labor and civil rights groups, and individual clergymen; opposition came from the National Association of Broadcasters.

Sample opinion among supporters echoed a familiar sentiment: The airways belong to the public. Some groups stressed the need for equality in broadcast employment; others demanded it.

"If the persons who appear before the television cameras are persons of a variety of racial, religious and ethnic backgrounds," said a division of the American Baptist Convention, "it can help the American public to break old stereotypes, bring new aspirations to minority youth, and keep before the public the recognition that our nation's development depends upon using the potential and contributions of all of its people."

NAACP Position ■ In its petition the National Association for the Advancement of Colored People emphasized the public interest value of the proposed rule: "Certainly, the public interest in guaranteeing equal job opportunities . . . cannot properly be served by a licensee which practices racial discrimination in respect to its own personnel while using the airways under grant from the commission. The [FCC] may not . . . permit the federal authority to give support to the maintenance and perpetuation of racial discrimination in employment."

The National Catholic Conference for Interracial Justice urged FCC passage of the rule so the commission could get in step with what it called "participation in a national policy goal." The American Jewish Committee viewed

passage of the rule as mandatory: "Other federal agencies which award government contracts to private business concerns demand as a condition precedent to such contract awards proof of compliance with fair employment practices."

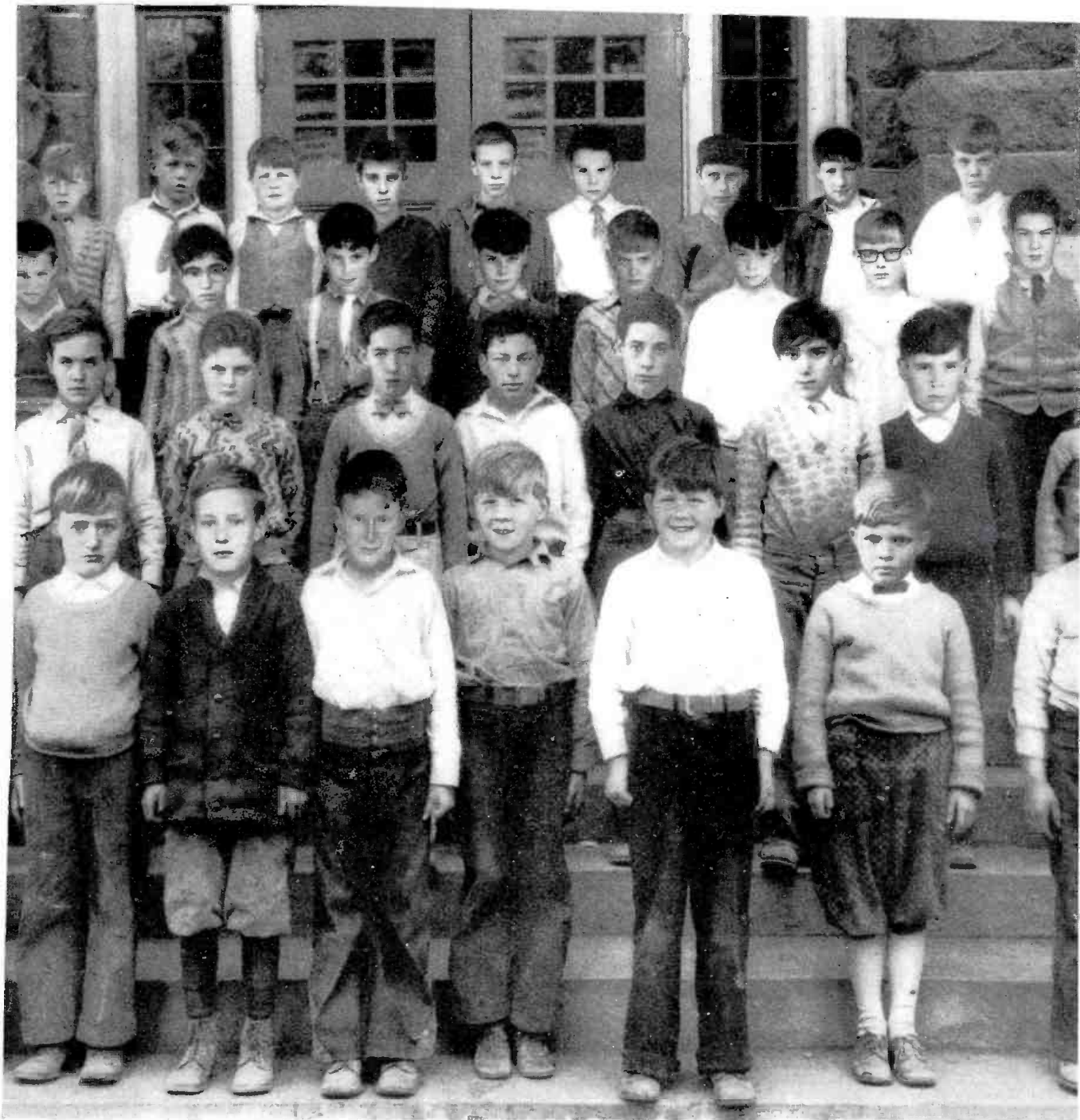
Perhaps the harshest words directed toward broadcast employment were issued by the General Board of Christian Social Concerns of the Methodist Church: "From general observation, it seems apparent that serious problems of employment discrimination exist in the broadcasting industry. Three years after the passage of the Civil Rights Act of 1964, it is unthinkable that the [FCC] should continue to license racially discriminatory broadcasters."

One supporter, the American Jewish Congress, suggested that wording of the UCC rule be modified to avoid a presumption of discrimination on the part of broadcasters. The Congress said such discrimination, by broadcasters, shall be cause for revoking a license. However, it suggested the FCC may require licensees to furnish specific data concerning their employment practices to enable the commission to enforce this regulation.

Other supporters of the rule included: the National Council of the Churches of Christ; two departments of the AFL-CIO; Anti-Defamation League of B'nai B'rith and the Fair Practices and Anti-Discrimination Department of the United Automobile Workers of America.

NAB Opposition ■ Arguing that broadcasters had asserted continual leadership in the field of civil rights, the NAB opposed the UCC rule. The association said it was proper for the commission to consider a licensee's responsibility in the area of civil rights. What concerned the NAB was the FCC's authority to enact proposed reporting rules and enforcement powers regarding employment practices: "The area of civil rights compliance is a function over which the commission has not been given any direct regulatory power."

The association noted that Congress has already delegated that power to the Equal Employment Opportunity Commission. Since the EEOC imposes the duty to file employment reports annually, the NAB said, enforcement actions are equally within its jurisdiction and that of the Department of Justice. "It is not and should not be contemplated by the [FCC] as an area within its jurisdiction," the broadcasters' association urged.



Remember back in 1935? Just to get out of that stuffy classroom you'd even stand still for your class picture.

Remember that "sleepy" classroom air—air that was stagnant, humid and overheated much of the time?

On spring days, it was all you could do to keep awake after lunch.

And in the winter! Remember those iron monsters by the windows that hissed and gave off the steamy-wool smell of drying mittens? If you sat near one you broiled, and if you sat across the room from one you nearly froze.

But times have certainly changed. Today, ITT makes Nesbitt equipment for schools—for classrooms, offices, dormitory rooms, labs—that heats, cools or air conditions. When preset to a particular level, it "locks on" and maintains that level, no matter how much room conditions change.

This also goes for the Nesbitt rooftop multizone unit which is designed to take care of a number of areas at

once—particularly areas where room size may be varied by using sliding wall panels or modular wall construction.

Now you know why Nesbitt components and systems are installed in more U.S. schools than any other climate conditioning equipment made today. (And we're doing quite well in hospitals and large buildings, too.)

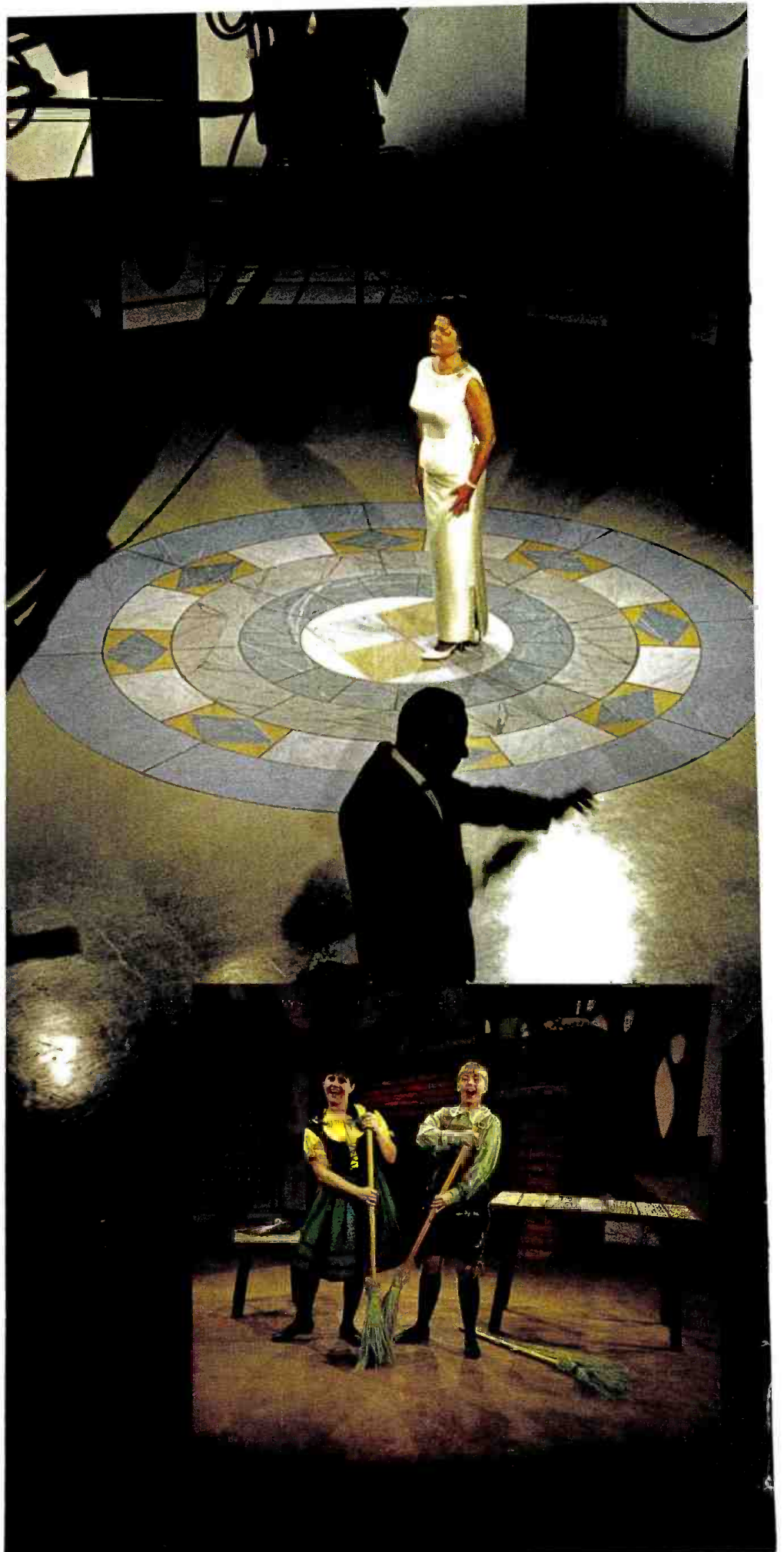
International Telephone and Telegraph Corporation, New York, N.Y.

ITT



WGN'S FOURTH GEORGE FOSTER PEABODY TELEVISION AWARD

Another Group-Station Accomplishment





ARTISTS' SHOWCASE-

another widely acclaimed series of programs produced by WGN Television, has received the coveted Peabody Award for outstanding television local music.

Hosted by Louis Sudler and under the musical direction of Robert Trendler, this series represents meaningful programming providing an outlet for young talent.

We are most grateful—and inspired to continue our dedication to the highest standards of the industry.

WGN
IS
CHICAGO

A WGN Continental
Broadcasting Company
station dedicated to
quality, integrity,
responsibility and
performance.

THRILLERS.

To see an attractive woman is pleasant.

To see an exciting woman is a thrill.

To see a job done well is good.

To see a job done with enthusiasm is a thrill.

We watched the radio stations you see listed below present a recent campaign of ours. They did it with excitement and enthusiasm. They stimulated their audiences. They moved them. They used every trick in the book and invented a few more.

They were sensational. In fact, incredible.

We had to tell you about them.



A Division of The Southland Corporation

KGB SAN DIEGO, CALIF.

KCBQ SAN DIEGO, CALIF.

KFXM SAN BERNARDINO, CALIF.

KMEN SAN BERNARDINO, CALIF.

KYNO FRESNO, CALIF.

KAFY BAKERSFIELD, CALIF.

KFRC SAN FRANCISCO, CALIF.

KXOA SACRAMENTO, CALIF.

KIMN DENVER, COLO.

WAMS WILMINGTON, DEL.

WEAM WASHINGTON, D. C.

WQXI ATLANTA, GA.

WDAK COLUMBUS, GA.

WPGC SILVERSPRING, MD.

WCAO BALTIMORE, MD.

WBMD BALTIMORE, MD.

KENO LAS VEGAS, NEV.

KCBN RENO, NEV.

WABC NEW YORK, N. Y.

WMCA NEW YORK, N. Y.

WSSB DURHAM, N. C.

WAYS CHARLOTTE, N. C.

WFLB FAYETTEVILLE, N. C.

WHSL WILMINGTON, N. C.

WFIL PHILADELPHIA, PA.

WIBG PHILADELPHIA, PA.

WTMA CHARLESTON, S. C.

WCOS CHARLESTON, S. C.

WQOK GREENVILLE, S. C.

WORD SPARTANBURG, S. C.

WNOR NORFOLK, VA.

WGH NORFOLK, VA.

WLEE RICHMOND, VA.

The high cost of Mideast news

Networks drop \$5.6 million according to BAR figures; final loss totals not in

First indications of the multimillion-dollar size of the toll taken by television network pre-emptions for coverage of the Middle East crisis came last week when Broadcast Advertisers Reports released its weekly estimates of TV network revenues.

They showed revenues for the week that ended June 11 were down \$5,674,400 or almost 25% from the preceding week—and were \$7,041,300 or more than 29% below the total for the last full week before pre-emptions for crisis coverage began on May 24.

BAR officials said some of the decline in the week ended June 11, and part of a slight decline noted for the preceding week, would be attributable to "June rates." They explained that for a number of ABC-TV and NBC-TV programs and for some CBS-TV programs lower rates went into effect June 1.

They could not estimate the extent to which rate changes figured in the decline.

But the correlation between heavy pre-emptions and a sharp decline in estimated revenues for the June 5-11 period, plus the coincidence of fewer pre-emptions with a much lighter decline in the May 29-June 4 week, suggested the dropoff was due largely to pre-emptions. There have been no reports of significant advertiser cancellations to account for the decline.

Too Early ■ The networks themselves said last week it was too early to give accurate estimates of their revenue losses, but NBC and ABC offered "rough guesses" of around \$2 million each.

BAR's revenue estimates, encompassing both time and program charges, are based on actual monitoring, applying average per-minute price estimates that network authorities have said are "very close" to the prices actually charged (BROADCASTING, Feb. 6).

BAR's three-network revenue estimate for the week ended June 11 was \$17,117,000 as against \$22,791,400 for the preceding week. The latter figure in turn represented a decline from \$23,550,800 estimated for the week ended May 28, which itself was down from the \$24,158,300 reported for the week ended May 21, before the Middle East

crisis began to get hot.

For the June 5-11 period BAR's figures showed ABC-TV off \$2,212,700 from the preceding week, CBS-TV off \$2,465,900 and NBC-TV off \$995,800.

The comparatively low loss for NBC-TV may be explained at least partly by two factors. One is that NBC-TV showed over \$302,000 in gains in some periods where the other networks were gaining little and in some cases losing. This included a \$211,000 gain for NBC-TV in weekend daytime periods in which ABC-TV and CBS-TV revenues dropped \$226,100 and \$255,200 respectively. The other, bigger factor was that NBC-TV billings had tumbled sharply in the preceding week—down \$928,200 for the week ended June 4 as compared with a \$190,800 decline for CBS-TV and an actual increase of \$359,600 for ABC-TV.

Pre-emptions, for live coverage of the United Nations Security Council debates on the Middle East issue and also for some special reports, occurred in both daytime and prime time, and BAR's estimates showed substantial revenue declines in both sectors.

For example, estimated three-network revenues in the Monday-Friday 10 a.m.-to-6 p.m. period dropped from \$5,243,000 in the week ended June 4

to \$3,676,300 in the June 5-11 week. At the same time prime-time (7:30-11 p.m.) revenues dropped from \$13,073,100 to \$9,308,400.

The \$7-million plus decline in total estimated weekly revenues between the week ended May 21 and the one ended June 11 was shared as follows, according to BAR figures: ABC-TV \$2,347,200, CBS-TV \$2,845,500 and NBC-TV \$1,848,600.

UN Coverage ■ Despite the sums involved, the networks devoted large chunks of live, tape and film coverage to UN proceedings and news specials exclusive of their regularly scheduled news-and-public-affairs programming. Latest figures available last Thursday (June 15) indicated ABC had devoted 47 hours and 35 minutes to television coverage and 35 hours and 52 minutes to radio coverage since May 24, the day U. S. Ambassador Arthur Goldberg offered to back a French proposal for a Big Four meeting on the crisis.

Starting on May 24, CBS programed 40 hours and five minutes of television coverage, six hours of which were in evening hours. CBS Radio provided 29 hours and 15 minutes of coverage dating from June 5, the day fighting broke out.

NBC reported 46 hours and 45 min-

No news is good news, but costly

Washington's officials detachment from the Mideast crisis may have been wise foreign policy, but for the networks the nonnews was expensive.

When the Arab-Israeli fighting broke out early June 5, the three networks moved fully staffed mobile units outside of the White House. For the first time this year, the TV studio inside the White House was manned and standing by for official pronouncements. Yet from these sources only two live news items originated.

Under the White House TV studio-pool arrangement, ABC-TV first supplied the seven-man crew that was prepared for the next eight days—a \$10,000 item shared by the three networks. The studio was used once: President Johnson's statement on the cease fire Tuesday night. On Monday of the second week (June 12), CBS took over inside the White House but live coverage was dropped that night.

NBC-TV's Washington bureau estimated its costs for the 11-day alert at \$70,000. Capital news ran \$20,000 above its usual expenditures during

the first week alone.

The crisis chopped an estimated \$45,000 out of ABC's news budget as the Washington office stayed open around the clock. ABC's 10-man mobile TV unit waited an average of 12 hours a day at the White House starving for news. ABC spent about \$30,000 above its usual expenses to cover the crisis from Washington. The bureau spent \$1,500 simply to feed its staff while it worked long hours.

CBS News kept its mobile crew outside the White House from Monday to Monday, the days running from the early morning until sign off. The Washington bureau could not estimate the expense of its prepared live coverage.

The three networks' mobile units were called on just once: George Christian, the President's news secretary, read an announcement on the first day of the war.

The costs of the Washington coverage for the networks was reportedly the highest since the events following President Kennedy's assassination in November 1963.

utes of TV coverage and 29 hours and 16 minutes of radio coverage dating from May 24. From the same date, Mutual provided its affiliates with 28 hours of UN debate and news specials.

Pre-empted time was filled mostly with live coverage of the UN debate. According to UN officials, the organization's cameras provided 76 hours and 27 minutes of TV coverage to the networks. On June 10, UN cameras were trained on the council debate for 12 hours and 25 minutes; and on the following day, weary cameramen and technicians fed a signal until almost 4 a.m.

20 TV films picked by CINE for film fests

The Council on International Non-theatrical Events, Washington, has selected 20 U. S. produced television documentaries to compete abroad this summer in foreign film festivals.

A total of 157 motion pictures was selected by CINE from 576 entries. Aside from television documentaries, nontheatrical films and Hollywood short subjects were chosen.

Television competitors chosen ranged from pure fun—*It's a Dog's World* by Wolper Productions, Los Angeles, to a documentary on the Holy Lands, *Bring Forth My People*, by Cameras International Productions, Chicago.

Other television documentaries selected and their producers were: *Alaska* produced by the National Geographic Society, Washington, in association with Wolper Productions, Los Angeles; *Anatomy of Pop: The Music Explosion* ABC, New York; *Bairds of Barrow Street* NBC, New York; *China: The Roots of Madness* Wolper Productions, Los Angeles; *Christ is Born* ABC, New York; *Dr. Leakey and the Dawn of Man* Wolper Productions, Los Angeles in association with the National Geographic Society, Washington; *End of the Trail* NBC, New York; *The Island Called Ellis* NBC, New York; *Jerry, Ralph and Jim* WCBSTV New York; *The Kennedy Wit* Dolphin Enterprises, Bronxville, N. Y.; *A Man's Dream—The Festival of Two Worlds* NBC, New York; *Mind and Hand* NBC News, New York; *The New Met: Countdown to Curtain* NBC, New York; *The Odds Against Vision* Associates, New York, and *Pearl Harbor* NBC, New York.

Radio series sales . . .

Myron J. Bennett's *Talk Digest* (World Wide Productions): WACE Chicopee, Mass.; KGW Portland, Ore.; KBIG Avalon-Santa Catalina, Calif.; KPMC Bakersfield, Calif.; WILK Wilkes-Barre, Pa.; KLPM Minot, N.D.; KEYJ Jamestown, N.D.; KWAD Wadena,

Media mix?

An unusual programing experiment to be conducted in Puerto Rico was approved by the FCC last week.

The proposed six-month operation involves the purchase of time by WAPA-TV on WIAC-FM, both San Juan. The FM station, which normally airs 100% Spanish-language programs, will carry English-language dialogue for certain motion pictures being shown with Spanish dialogue on WAPA-TV.

Norman Louvau, vice president and general manager of WAPA-TV, a Screen Gems station, said the experiment is to provide the non-Spanish population of San Juan with the opportunity of watching WAPA-TV originations in Spanish and to stimulate understanding of English among the Spanish-speaking population.

Minn., and KGEZ Kalispell, Mont.

All Time Heavyweight Championship Tournament (Woroner Productions): WCAW and WVAF, both Charleston and WWRN Beckley, all West Virginia; WICE Providence, R. I.; WMGW Meadville and WKVA Lewiston, both Pennsylvania; KSMA Santa Maria, KIDD Monterey and KOGO San Diego, all California; WOC Davenport, Iowa; WINF Hartford, Conn.; WMAS Springfield and WNBH New Bedford, both Massachusetts.

Tips on Tots (Woroner Productions): KOWH Omaha.

Radio a la Carte (Mark Century): WCVS Springfield, Ill.; WHK Cleveland; WAGE Leesburg, Va.; WCPA Clearfield, Pa.; WDAD Indiana, Pa.; WMAJ State College, Pa.; WSOY Decatur, Ill.; WISM Madison, Wis.; WBTM Danville, Va.; WGEM Quincy, Ill.; KLWN Lawrence, Kan.; WMFJ Daytona Beach, Fla.; WTAL Tallahassee, Fla.; WDAX McRea, Ga.; KBLU Yuma, Ariz.; KTGR Columbia, Mo.; KGMO Cape Girardeau, Mo.; WELK Charlottesville, Va.; WMOG Brunswick, Ga.; KDEO San Diego; WLLL Lynchburg, Va.; KBIZ Ottumwa, Iowa; WKFR Battle Creek, Mich.; WNOE New Orleans; KAVR Apple Valley, Calif.; WXCO Wausau, Wis.; KLID Poplar Bluff, Mo.; KQYX Joplin, Mo.; KFWB Los Angeles; WIKY Evansville, Ind.; wowo Fort Wayne, Ind.; WAXX Chippewa Falls, Wis.; WVLD Valdosta, Ga.; WHOO Orlando, Fla.; WSYL Sylvania, Ga.; WFEA Manchester, N. H.; WVJS Owensboro, Ky., and KGEE Bakersfield, Calif.

Festival Radio (Mark Century): WJCW Johnson City, Tenn.; WMCK McKeesport, Pa.; WSPB Sarasota, Fla.;

WAQY Birmingham, Ala.; KFRU Columbia, Mo.; WBTM Danville, Va.; WELK Charlottesville, Va.; WTOC Savannah, Ga.; WWOL Buffalo, N. Y.; WMRN Marion, Ohio; WWOM New Orleans, and WKBH La Crosse, Wis.

The Answer (Mark Century): WMOG Brunswick, Ga.

Sound of Beautiful Music (Mark Century): WDVR(FM) Philadelphia.

Perspective (Davis & Coles Inc.): WAAX Gadsten, Ala.; WSIV Pekin, Ill.; WHVW Hyde Park, N. Y., and WBCI Williamsburg, Va.

Grand Ole Opry (WSM Inc.): WMDN Midland, Mich.; WESC Greenville, S. C.; WWAB Lakeland, Fla., and WCHK Canton, Ga.

NFL divisions get separate film series

NFL Films Inc., New York-Philadelphia, plans to produce in addition to its 1967 *Game of the Week* series, two other weekly half-hour football series, *NFL East* and *NFL West*. The three series, all filmed in color, will be offered to TV stations, beginning this September, as edited replays of National Football League games during 15 consecutive weeks of the NFL season. The two new series will cover the NFL's East and West divisions.

Ed Sabol, NFL Films president, in announcing the increase in NFL's film output last week, said the 1967 packages will feature for the first time a music background, while including added camera positions and a specially prepared narration. (NFL Films is currently syndicating a 25-week half-hour TV series, *National Football League Action*, in cooperation with the American Express Co., New York.)

The 1967 East and West shows can be purchased either separately or in combination as a one-hour program. Each half-hour ostensibly will contain six-minute highlights of each of four games in a division, with the amount of coverage actually depending on a game's interest. NFL Films, which last year syndicated its *Game of the Week* series through Screen Gems Inc., New York, this year will handle all syndication.

The American Football League's syndication plans involve Tel Ra Inc., Philadelphia, which as producer, has sold distribution rights of a half-hour color series, *American Football League Highlights*, to Four Star International Inc. Tel Ra also produced the series last year for NBC-TV. The network will not show the AFL *Highlights* during the coming football season.

JERROLD'S ROARING TWENTIES



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(Jerrold night—June 26th)

JERROLD

FIRST IN CATV

PBL's Av Westin: 'We'll show them'

REVEALS MORE PLANS FOR FALL PREMIERE OF ETV SPECIALS

Av Westin, director of the Public Broadcast Laboratory, in an interview last week filled in further plans, details and hopes of his organization, expanding considerably on those he outlined three weeks ago.

"I invite Congress, and the National Association of Broadcasters, which proposed a decentralized system of public television, to consider the example of our operation. We will be a new kind of network, decentralized to provide opportunity and stimulation for local station initiative and development, without sacrificing the vital impact of genuine national networking," he said.

"I've read the Carnegie Commission report, and its emphasis on decentralization betrays a failure to keep up with television's rapid, volatile development. But now we know where we're going, what we want, and we'll show them."

PBL will mount a 26-week Sunday series of two-hour news and cultural-affairs shows on National Educational Television stations, starting Oct. 29.

'Go Sessions' ■ The tone and substance of his proposal testify to both the PBL's development, and Mr. Westin's emergence as a figure in public broadcasting.

In recent weeks, PBL editors and

producers have been meeting in a series of "go sessions" to organize and begin production on various projects. Last week, Mr. Westin was wrapping up another series of programing meetings before leaving for London for discussions with the BBC.

He met with the PBL editorial policy board to review program decisions and discuss future plans. The board is meeting monthly until September, when it will begin its regular schedule of weekly meetings as "the controlling and insulating body of the laboratory," in Mr. Westin's phrase.

He met with "representatives of two corporations involved in the development of [presumably electronic] means of immediate audience participation in several planned shows."

He met with several project heads of the Ford Foundation, "not including Fred Friendly" (who was teaching one of his classes at Columbia University at the time), to update them on PBL plans and elicit program ideas.

"They proposed at least 15 good ideas, with some overlap," he said.

In a similar vein, he met with PBL's six-member panel of legal experts from universities including Yale, Chicago, California in Los Angeles, and Stan-

ford.

Toward the end of the week, Mr. Westin was to leave for talks with George Wallace, former Alabama governor, "about projects related to primary and convention-year coverage, and other things," he said.

He would discuss program projects only vaguely. "It would be too easy for the networks to take the top off our stories," he commented.

Program Plans ■ Among the projects mentioned were: "a Far Eastern project; we're sending a unit to Vietnam next month"; "both documentary and interview tapings in the Soviet Union—better to have Soviet policy articulated by an English-speaking Soviet than a correspondent who we can't afford to maintain in Moscow anyway"; "a scientific story, with a specific recommendation for congressional action appended—this point-of-view approach was strongly supported in the editorial board meeting"; "a show on a contemporary social situation and group, which would be based on the work of a sociologist living in the situation and studying it"; and "by way of example, a fresh approach to the slum documentary. We would show it to residents of a tenement involved at the same time as the audience. Then they would be asked to comment on the documentary, as part of the program."

Mr. Westin said PBL would have an average "pure production budget, not including interconnection, staff or facilities, of \$75,000 a show" though he said "some shows will cost \$200,000 and some will cost \$5,000—the kind of important but inexpensive show the networks can't do because the sponsor would say 'what are you trying to give me?'"

From that budget, affiliate stations will be paid for local production they undertake for the laboratory, "so some of that money will stick to their ribs," as Mr. Westin put it.

He was most specific in discussing the gradually building PBL staff. "We will have a total staff of 85, including close to 60 editors, producers and reporters," he said.

In the PBL "desk system," each desk will be staffed by an editor, two producers and several reporters. There will be a rotating five-member "Thursday group" which will hold itself free to produce fast-breaking stories for the Sunday show. And Edward P. Morgan, PBL's "senior correspondent" in Washington, will have his own five-man production unit.

"In addition to producing his own



Av Westin, PBL director, at desk, confers with (clockwise) Robert Hoyt, senior producer; John Wicklein, national editor; John Osmundsen, science editor; Ben Kubasik, PBL associate director; Joseph M. Russin, social sciences editor; PBL senior

correspondent Edward P. Morgan; Jane Rosen, of the foreign affairs staff, and Robert McCabe, foreign affairs editor. Not present when photo was taken was Lewis Freedman, PBL deputy director, who is director of cultural affairs.

Educational radio may enter PBL's future

The possibility of adding noncommercial radio networking to Public Broadcast Laboratory operations was raised last week in New York by Dean Edward W. Barrett, chairman of the PBL editorial policy board, and Fred Friendly, consultant to the Ford Foundation, which established and funded the laboratory.

Dean Barrett, in a New York interview June 12 on *WCBS Radio Looks at Television* program, stated his "personal idea that . . . certain debates of limited interest but of great importance [be] put on educational radio, that you might want to cover some of those via the medium that's less expensive and doesn't involve all the cameras and so on."

Later in the week, Dean Barrett told a reporter that "I want to emphasize that this is my personal notion, my personal enthusiasm. But it

is possible that, while the commercial television networks were covering the Arab-Israeli debates in the UN Security Council, the noncommercial TV network might be covering a secondary crisis elsewhere. And if there were events of interest elsewhere, radio might cover that, or pick coverage from television when things reached a point of diminishing interest."

Dean Barrett seemed to be limiting the noncommercial radio networking possibilities to a supplementary and secondary service to noncommercial television. But Fred Friendly, in his office at the Ford Foundation, took a broader approach:

"I would call the possibilities of noncommercial radio at least equal with those of public television," he said. "We'll have to decide these

things as they go along, but there is a possibility of other Sunday projects, like the PBL television show. In fact, I have been holding discussions with educational radio stations, and there is the possibility of additional grants to the PBL for radio projects. It depends on what the stations want."

Some sample of educational-radio opinion was achieved in hearings before Senator John O. Pastore's (D-R. I.) Communications Subcommittee on the public television bill. There, educational-radio broadcasters demonstrated sufficient interest in the idea of further federal support and inclusion in the Corporation for Public Television project that the scope of the bill was broadened and the name was changed to Corporation for Public Broadcasting.

stuff," Mr. Westin said, "Ed will have the freedom to provide analysis or commentary on any other program or story he sees fit."

The Editors — Mr. Westin named his five desk editors: on cultural affairs, Lewis Freedman, former programming director of noncommercial WNDT-TV Newark-New York; foreign affairs, Robert McCabe, former associate editor of *Newsweek* magazine and its China-Southeast Asia correspondent; national affairs, John Wicklein, former WABC-TV New York executive producer and WNDT manager of news and public affairs; social sciences, Joseph M. Ruskin, former education editor for *Newsweek* and physical sciences, John Osmundsen, former science editor of *Look* magazine.

Among the senior members of the PBL editorial and production staff are senior producer Robert Hoyt, former Canadian Broadcasting Corp. producer of *Sunday* and *This Hour Has Seven Days*; producers David Buksbaum, former operations director for *CBS Reports*, and Ron Hobin, former freelance and NBC-TV producer; producer-correspondent David Dugan, former CBS News political correspondent; associate producer Joan Shigekawa, former WNDT producer; and producer-reporters Ned Schnurman, former NET writer-producer; Linda Sugarman, former researcher-reporter for *Newsweek* and the *CBS Evening News*; William Tangney, former WNDT news producer and specialist in consumer affairs.

Dean Edward W. Barrett of the Columbia University Graduate School of Journalism, chairman of the PBL policy board, commented in a broad-

cast interview last week that he could "envision saying to the audience one night, this will probably interest only 50,000 of you. I suggest that you may want to tune to another network for the next hour" (see above).

Mr. Westin didn't say anything one way or the other on that point, but he did define what he considers the PBL target audience: "We're going to compete for that 66% of America who knew in the current events test that Mao Tse Tung, and not Chiang Kai-Shek or Ho Chi Minh, was the head of China. We're interested in anybody with a high school degree who's mildly aware of what's going on in the world."

Friendly misses CBS

There was evidence last week that Fred Friendly, former president of CBS News, currently TV consultant to the Ford Foundation, misses his old job.

In an interview, he told of waking up at 6 a.m. one day during the Arab-Israeli crisis and getting half dressed before realizing that he didn't have to rush to his office at CBS to supervise coverage of the crisis.

Reflecting on the incident, he said: "It's true. I miss the network, the operations. But then somebody might say: 'You should have thought about that before you left,' and that would be true, too."

CBS adds fourth night for Warren Report study

CBS News as of mid-week had scheduled three hours of an in-depth TV study of the events surrounding the assassination of President Kennedy, but last Thursday (June 15) this situation changed.

CBS said Thursday it had added a fourth hour to its *The Warren Report* inquiry, which will now be seen on four consecutive evenings at 10-11 p.m. EDT, starting Sunday, June 25.

NBC News meanwhile announced Thursday that it had scheduled a special, *JFK Conspiracy: The Case of Jim Garrison*, which it said would be a "critical review of the Garrison case," on NBC-TV tonight (June 19) at 8-9 p.m., EDT.

NBC spokesmen said the network had been gathering information and film for some time on the Garrison case. Louisiana District Attorney Jim Garrison has been conducting an investigation in New Orleans that he has indicated will prove that the assassination of the President was the result of a conspiracy. Newsman Frank McGee will be anchorman on the NBC-TV program.

CBS-TV has offered *The Warren Report* special to sponsor participation. As of last Thursday, the network had sold five minutes to four advertisers out of 24 commercial minutes available in the four programs. Block Drug, Norwich Pharmacal, Whirlpool and Volkswagen are the advertisers. NBC said Thursday its salesmen had just begun to sell sponsorship in *JFK Conspiracy*.

Justice won't give up easily

Asks 30-day delay on ABC-ITT merger, if approved, to consider court appeal

The Department of Justice served notice last week—if notice were needed—that it would think of appealing an FCC order approving the merger of ABC into International Telephone & Telegraph Corp.

The department sent a letter to the commission last week asking that it delay for 30 days the effective date of its order in the case, if the order is again to approve the transfer of ABC's 17 AM, FM and TV stations to ITT.

The letter, signed by Donald F. Turner, chief of the antitrust division, said the department would need the time to do a "deliberate and thorough" job of reviewing a decision approving the merger and of determining "whether it would be appropriate to perfect an appeal."

The applicants, however, saved the commission the trouble of acting on the request. They responded to the letter with a notification that they would not consummate the merger until 30 days after the order is published.

The department blocked the merger on Jan. 18, when it petitioned the commission to reconsider its Dec. 21 order—adopted on a 4-to-3 vote—approving the station transfers, and to hold a further hearing in the case. The hearing was held in April.

Commissioners at Work ■ The commissioners, themselves, meanwhile, pondered the proposed merger in a special meeting Thursday (June 15). It's understood they took no votes or even indicated whether or not there would be any change in the lineup that had approved the merger. The majority in December comprised Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson were the dissenters.

Under consideration were two proposed orders—one that would approve the merger, prepared under the supervision of Commissioner Loevinger, and one denying it, prepared under the supervision of Commissioner Johnson (BROADCASTING, June 12).

Reports circulating within the com-

mission following the meeting indicated that the commission would take up the matter again this week. However, some commissioners would have to change speaking plans if all seven are to be on hand any day after Monday. In any event, no one is predicting when a final order will be announced. But in view of the travel and vacation plans of many commissioners beginning in July, the commission is under pressure to finish its work on the case before the end of June.

The Justice Department's letter asking that a final order approving the merger be stayed for 30 days surprised some commission officials. They said that the department would be able to ask the commission or the courts to stay the order once it came out.

Department lawyers, however, said the move was merely precautionary, to eliminate any chance that the merger would be completed before they had an opportunity to take an appeal.

Visions of future run the gamut

Predictions ranging from three-dimensional color television to a lack of direct satellite broadcasting during the next 50 years were made by participants in the 1967 Summer Communications Conference at Memphis State University.

Sol Cornberg, a New York communications consultant, foresaw "three-D television in color, free standing in the middle of the room." Mr. Cornberg also predicted that communicable information would be "individually available, selectable and paceable relative to the individual need and desire."

FCC Commissioner Robert E. Lee said that direct broadcasting from satellite to the home would not be realized soon because of the lack of motivation. "Even if the motivation were there," Mr. Lee said, "the government would not permit such a system to destroy local broadcasting as we now know it." He said that satellite broadcasting would probably obliterate the need for local stations.

Commissioner Lee also expressed surprise over the lack of research on the possibility of adult education on a pay-TV system. "We can criticize the commercial fellow, and I'm a great critic of them," he said, "but they've learned that to do a good job and to make money they need good research."

Eleanor Perry, TV and film writer whose credits include the movie "David

and Lisa" and the Emmy and Peabody winning TV script for "A Christmas Memory," on *ABC Stage 67* said: "Content is the most important thing in programing, no matter what happens in the future with three-dimensional screens, objects or what-have-you."

Other participants included Judith Crist, film critic for NBC's *Today* show; Gary Franklin, associate producer of *Peter Jennings with the News*, ABC News; John L. McClay, executive vice president, Taft Broadcasting Co., Cincinnati, and Denis Tuohy, writer-host for BBC-2, London. Communications professors representing some 23 institutions also were participants.

The two-day conference was sponsored jointly by the broadcasters of Memphis and the speech and drama department of Memphis State.

Will pay-TV grow from microwave systems?

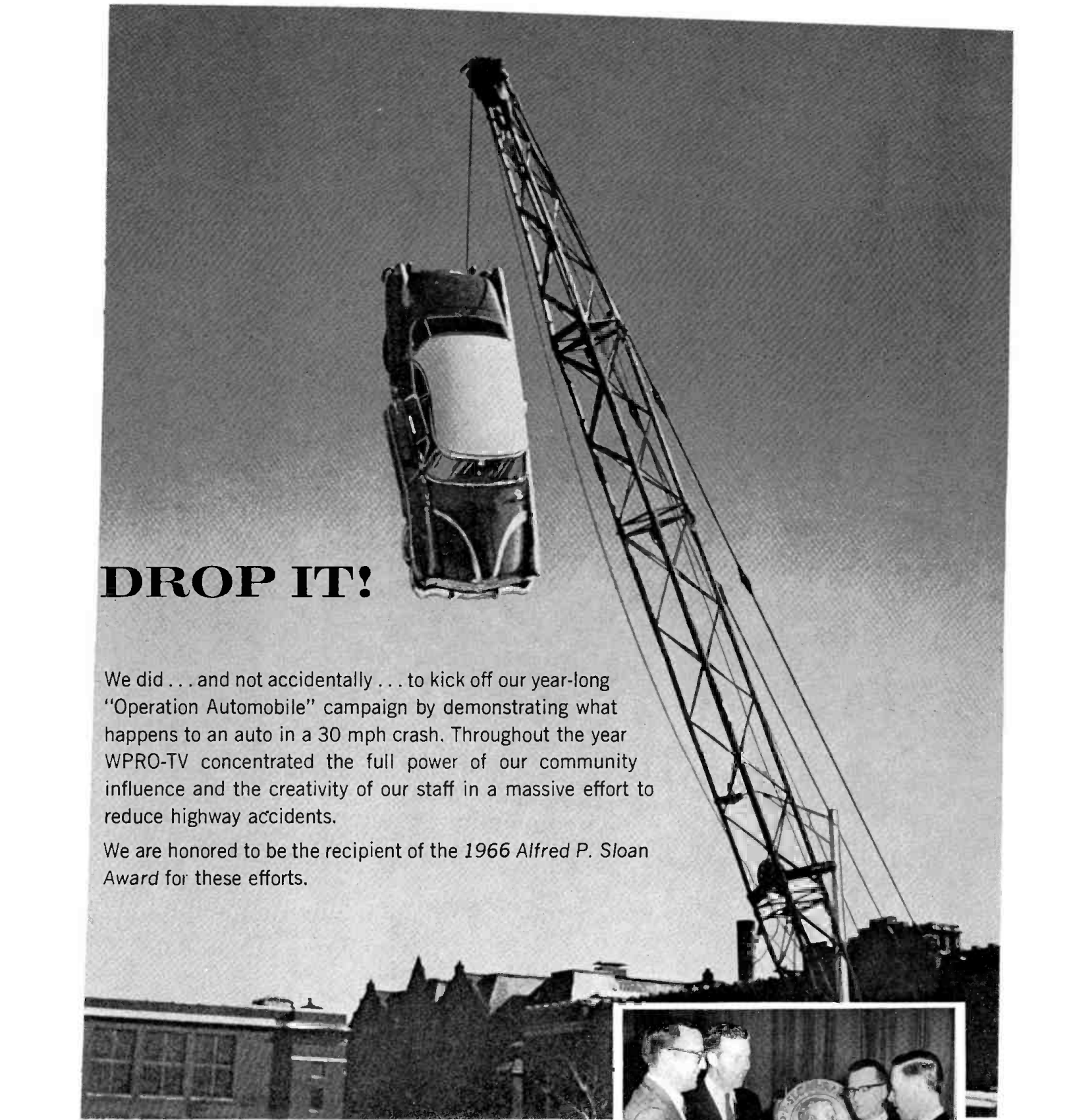
The specter of a ready-made pay-TV network was raised again last week by the National Association of Broadcasters.

The omen came in a challenge to New York Penn Microwave Corp., whose 450-mile point-to-point microwave system proposes to offer three New York City TV stations to CATV systems operating in Morgantown and Bluefield, both West Virginia. Noting that numerous such applications have been filed in recent months with the FCC, the NAB warned: "This is a ploy that is being repeated with increasing regularity."

(The association filed a similar objection in April to a proposed system offered by American Television Relay which would transmit distant signals to CATV systems over a 1,600 mile route (BROADCASTING, April 24).)

"The point that is consistently overlooked here," the NAB said, "is that such operators are common carriers, and as common carriers must meet demands for service all along their route." In calling for a careful look at the ultimate potential of such systems, the association urged that facilities having these capabilities "to operate a network pay-TV system, originally subsidized by the use of advertising-supported free broadcast signals, should not be authorized without a clear national policy first being established."

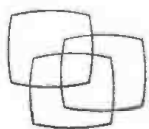
Citing a clear threat to the carefully developed system of broadcasting in the proposed system, the association urged the FCC to set the New York Penn applications for full evidentiary hearing.



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Capital Cities buy-sale OK'd

FCC majority decides
top-50 interim policy
doesn't apply to deals

The FCC's interim policy designed to limit the spread of multiple-station owners into the top-50 markets has proved no bar to Capital Cities Broadcasting's purchase of KTRK-TV (ch. 13) Houston.

The reason, reportedly, was that Capital was also selling WPRO-TV (ch. 12) Providence, R. I., which, like Houston, is one of the top-50 markets.

The commission last week announced approval by a 4-to-2 vote, of both transactions—the purchase of KTRK-TV, from John Jones and associates, for \$21.3 million, and the sale of WPRO-TV, to John B. Poole, principal owner of WJRT-TV Flint, Mich., for \$16.5 million.

The commission's interim policy on multiple ownership requires hearings on applications that would result in a broadcaster owning more than three

TV stations in the top-50 markets, no more than two of them VHF's. The policy is in effect pending final action on a rulemaking providing for similar limits on ownership.

And in addition to WPRO-TV, Capital owns four VHF's in the top-50 markets, WTEN(TV) Albany and WKBW-TV Buffalo, both New York, WTVD(TV) Durham, N. C., and WSAZ-TV Huntington, W. Va., as well as one UHF, WCDC(TV) Adams, Mass.

Five Station Limit ■ The sale of WPRO-TV was necessary to permit Capital to acquire KTRK-TV and still comply with the commission rule limiting broadcasters to ownership of five VHF's.

The announcement of approval of the two transactions was a brief one, which didn't detail the reasoning behind the decision.

However, it's understood the commission majority felt that, since Capital was selling a top-50 market station as well as acquiring one, the interim policy didn't apply. The fact that Houston occupies a higher market rank—12th as compared to Providence, which is 25th—was taken into consideration also.

Staff Recommendations ■ The commission staff had recommended approval of the transactions (CLOSED CIRCUIT, June 5) on the ground they would

promote diversification of control of broadcasting properties. The staff noted that the sale of WPRO-TV would lessen Capital's concentration of control of stations in the Northeast, where it owns five stations. In addition, since associated radio properties in Houston and Providence are not involved in the sales, diversification of control of broadcasting would be improved in both cities.

The dissenters to the sales were Commissioners Nicholas Johnson and Robert T. Bartley. Commissioner Johnson said that the commission shouldn't act on such transfers until it resolves its top-50 rulemaking.

Commissioner Bartley felt that he couldn't determine without a hearing whether the transfers would result in an improvement in the structure of the broadcasting industry—a test he generally applies in transfer cases involving multiple owners.

Changing hands . . .

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

■ **WDEE-AM-FM** Hamden, Conn.: Sold by Richard Greene and Stuart M. Cadan to group headed by Noel Cote, Frank Delfino and Ted Quale for \$400,000 including adjustments. Mr. Quale, who is with WFAS-AM-FM White Plains, N. Y., will be president and general manager. Messrs. Cote and Delfino are with WICC Bridgeport, Conn. WDEE is daytimer on 1220 kc with 1 kw. WDEE-FM operates on 101.3 mc with 20 kw. Broker: Edwin Tornberg & Co.

■ **WARN-AM-FM** Fort Pierce, Fla.: Sold by Walker Broadcasting Corp. to Drew J. T. O'Keefe for \$220,000. Mr. O'Keefe is U. S. attorney; 100% owner of WBCB Levittown-Fairless Hills, Pa.; 65% owner of WKEN Dover, Del. WARN is on 1330 kc with 1 kw days and 500 w nights. WARN-FM operates on 98.7 mc with 1.3 kw.

■ **WJAB** Westbrook, Me.: Sold by the Green Group to Chester Steadman Jr. for \$160,000. Mr. Steadman is licensee of WBRL Berlin and WCNL Newport, both New Hampshire. The Green Group, headed by Howard Green owns WOND Pleasantville and WMGM(FM) Atlantic City, both New Jersey, and WENY-AM-FM Elmira, N. Y. It is also applicant for new TV's in Atlantic City and Elmira. WJAB is daytimer on 1440 kc with 5 kw. Broker: Chapman Co.

■ **WJOR** South Haven, Mich.: Sold by Richard M. Pomeroy and Bessie M. Pomeroy to J. M. Coe, Dee O. Coe and Victor Voss for \$135,000. J. M. Coe is vice president of Best Foods Corp.,

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Reagan attacks federal control, subsidized TV

Ronald Reagan, governor of California, last week took a strong position in opposition to federally subsidized broadcasting and to what he saw as a trend toward more government restraints on the commercial broadcasting system.

Governor Reagan spoke in San Francisco at a joint meeting of the California Broadcasters Association and the San Francisco Chamber of Commerce. An audience of some 1,500 attended.

The governor questioned the FCC's ruling of June 2 that stations carrying cigarette commercials must also carry antismoking messages. "Not that smoking is a laudable thing," said Mr. Reagan, "but the sale of tobacco and the smoking of tobacco are not illegal."

Mr. Reagan also pointed to government threats to force broadcasters to divest themselves of sports interests and to limit the number of commercials that may be shown during an event.

"Where," asked the governor, "does regulation end and control begin?"

No Subsidies ■ Mr. Reagan said he favored the concept of broadened television programming as promised by supporters of so-called public television, but not the means by which some want it achieved.

"I do not believe in federal subsidies for TV," said Mr. Reagan,

"any more than I believe in them for any other form of communications—newspapers, magazines, radio."

He said he disapproves of either state or federal governments going into "direct competition with private television" because of the danger of government propaganda. The power to subsidize, he said, "is the power to control, and complete ownership gives complete control."

In Mr. Reagan's view, educational

television ought to be developed through closed-circuit systems.

Two Honored ■ At the San Francisco meeting Governor Reagan was given the California Broadcasters Association distinguished-service award to a California citizen identified with broadcasting. At the same meeting, the association's national award was presented to Sol Taishoff, editor and publisher of *BROADCASTING and Television Magazines*. Elton Rule, of KABC-TV Los Angeles, outgoing CBA president, made the presentation.

Mr. Reagan told his audience that television has replaced the stump in political campaigning, but he decried the notion that television favors the skilled performer. "You can't lie to the camera," he said. "On the close-ups insincerity will show up like a putty nose."

Mr. Reagan identified as a problem the broadcasts of early projections of election returns before polls are closed. He said he had not formed a final opinion on the solution, but he was inclined to favor a simultaneous opening and closing of polls in all time zones.

Editorializing ■ At another CBA session last week a panel of state legislators generally agreed that broadcast stations should do more editorializing—but that they should refrain from endorsing individual candidates for public office.

The legislators also agreed that



Gov. Ronald Reagan

CATV's. In a similarly divided opinion the commission again acceded to the community antenna TV carriage of some educational stations and granted the petition of:

- Coldwater Cablevision Inc. to carry WANE-TV and WKJG-TV, both Fort Wayne, and WSJV-TV South Bend, all Indiana;

- Calhoun Telephone Cable Television Co. to carry CKLW-TV Windsor, Ont., and WSPD-TV Toledo, Ohio;

- Triad Cablevision Inc. to carry experimental station MPATV (KS2XGD and KS2XGA) Lafayette, Ind., when available, and educational stations WTTW-TV Chicago and WTVS-TV Detroit, limited to the hours when educational station WILX-TV Onondaga, Mich., is not operational, and

- BCU-TV, which permitted Triad, Wolverine Cable Vision Inc. and Fetzer Cable Vision to carry WZZM-TV Grand Rapids on an interim basis until acti-

vation of ch. 41, (BCU-TV), Battle Creek, Mich., as an ABC outlet.

Rejections ■ The commission denied outright the requests of Allegan Tele-ception Inc., Jackson TV Cable Co., Gross Telecasting Inc. and WJRT Inc. Cascade Cable Television Co. and GT&E Communications Inc. did not file petitions.

The 12th system, Booth American Co., fared little better in commission hands on its reconsideration plea. In the February order Booth lost its request for temporary permission to relay Milwaukee and Chicago signals into Muskegon and North Muskegon, pending the outcome of a hearing for it to provide that service. The commission denied the petition and Booth was forced to abandon the service it had been providing since March 1966.

The commission majority felt it should not permit the temporary continuation of a service which it had

found to be in violation of the rules and of a system which it had ordered to halt. The FCC action eventually found its way into the U.S. Court of Appeals where it was upheld.

The commission action last week gave partial relief to the Booth system. The CATV was permitted to carry educational station WMVS-TV Milwaukee and WWTV Cadillac, Mich., over its system in Muskegon Heights, Muskegon Township, Norton Township and Roosevelt Park, all Michigan; in all other respects its petition was denied.

The commission ballot split was identical to the February order. Only Chairman Rosel H. Hyde and Commissioner Robert E. Lee comprised the majority vote. Commissioners Robert T. Bartley and Lee Loevinger concurred in part and dissented in part. Commissioner Kenneth A. Cox concurred; Commissioner Nicholas Johnson did not participate.

New York. Messrs. Dee Coe and Voss have interests in WWCA Gary and WLOI LaPorte, both Indiana. WJOR is daytimer on 940 kc with 1 kw. Broker: Hamilton-Landis & Associates.

■ WMON Montgomery, W. Va.: Sold by the Fayette Association to Greater Montgomery Broadcasters Inc., Robert B. Harvit, president, for \$70,000. Sellers are Raymond I. Kandel, Harry E. Pirrung and Arnold M. Vickers. Mr. Harvit owns WBTH Williamson, W. Va. WMON is fulltime on 1340 kc with 250 w. Broker: Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 80).*

■ KTRK-TV Houston: Sold for \$21.3 million (See page 57).

■ WPRO-TV Providence, R.I.: Sold for \$16.5 million (See page 57).

■ KBAT San Antonio, Tex.: Sold by Roy Hofheinz and R. E. Smith to Swanco Broadcasting Co. for \$1.5 million. Swanco is owned by W. Clarke Swanson and family, group broadcaster. KBAT operates fulltime on 680 kc with 50 kw days and 10 kw nights.

■ WEKY Richmond, Ky.: Sold by Tinker Inc., J. Francke Fox Jr., president, to Henkin Inc. for \$200,000. Buyers are Fred, Jean and Clyde Hensley, and Arnold and Gladys Kincer, all in local businesses. WEKY is on 1340 kc with 1 kw days and 250 w nights.

■ KJFJ Webster City, Iowa: Sold by Don D. Treu to Robert E. and Ben T. Shaw for \$152,000. Shaws own chain of Midwest newspapers. KJFJ is daytimer on 1570 kc with 250 w.

■ KCCN Honolulu: Sold by Perry W. Carle and others to Al Lapin Jr. and associates for \$106,170 plus assumption of obligation of approximately \$50,000. Payment is at option of present stockholders, either 30% of par value of stock at closing or note for full 100% par in five years. Station went on air Oct. 27, 1966. Lapin group has construction permits for KIHV-TV Santa Barbara, Calif., WDUV-TV Jacksonville, Fla., and KGPA-TV Phoenix. KCCN is fulltime on 1420 kc with 5 kw.

■ WHFS(FM) Bethesda, Md.: Sold by George P. Griffith to Bernard and Philip N. Margolius, James J. Bierbower, J. Alvin Jeweler and Marvin I. Rosenbloom for \$102,900. Messrs. Margolius and Bierbower are attorneys. Mr. Jeweler is station manager of WHFS. WHFS operates on 102.3 mc with 900 w.

New TV stations

Channel 33 Dallas has Oct. 1 target

BROADCASTING, June 19, 1967

Nonsmokers rule the FCC

Cigarette companies have an extra reason to be aggrieved by the FCC's decision that stations carrying cigarette advertising must make time available for information on the dangers of smoking. The ruling was handed down by a commission of mostly non-smokers—men who but for one exception have not been hooked by advertising.

Chairman Rosel H. Hyde doesn't smoke at all. Commissioners Kenneth A. Cox and James J. Wadsworth don't either. Commissioners Robert E. Lee, Lee Loevinger and Nicholas Johnson occasionally smoke a cigar.

The only one with the habit is Robert T. Bartley. He's a heavy cigarette smoker, despite efforts to quit.

date and will operate with 1,000 kw visual from an antenna height of 850 feet above average terrain. Carroll H. Maxwell is general manager. Studios will be located at 7901 Carpenter Freeway.

CATV sale

■ Oklahoma Video Inc., Clinton, and Western CATV Inc., Elk City, both Oklahoma, were sold in a package to National Trans-Video Inc., Dallas. Purchase price was not disclosed, but estimated at about \$1,350,000. National Trans-Video is owned by Sammons Enterprises Inc., Dallas, 80%, and Reserve Life Insurance Co., 20%. Former owners of Oklahoma Video Inc. were Bill Daniels, 65%; Alan Harmon, 25%, and Monroe Rifkin, 10%. Former owners of Western CATV Inc. were Narragansett Capital Corp., Providence, 80%; Bill Daniels, Denver, 10%; Monroe Rifkin, 4%, and others. Sale was handled by Bill Daniels and Assoc., Denver. Both systems combined serve about 4,000 subscribers. The National Trans-Video acquisition brings its subscriber total to approximately 60,000.

Mutual to shift

D.C. news office

The Washington bureau of the Mutual Broadcasting System will move to new and modern quarters in the National Press Building on Aug. 1. Stephen J. McCormick, vice president in

EXCLUSIVE BROADCAST PROPERTIES!

NORTHERN CALIFORNIA —High powered radio station serving growing multiple market area. Some real estate included. Absentee owned but owner-operator would have realized \$50,000 cash flow in 1966. Priced at \$375,000 with 29% down and very attractive terms.

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Cox has big plans for Atlanta computer

Cox Broadcasting's computer installation in Atlanta has become "the hub of WSB-TV's operation," according to James Rupp, vice president for sales planning and development. It is also the center of a projected computer network that will link all of Cox's stations, and relay sales information to New York, Chicago and Los Angeles.

"We began talking in late 1964," says Mr. Rupp, "put the computer (a Honeywell 2200) on order in early 1965, spent 14 months training personnel and designing programs to fill our needs, and got delivery on the computer last October."

What Cox got for its nearly \$500,000 over-all investment and two years of effort is what it clearly re-

gards as a valuable clerical, management and sales tool. In addition to all the housekeeping functions increasingly common for computers, Cox's 2200 handles special projects, such as election-vote analyses, all of WSB-TV's traffic, including reports to management, and a host of sales functions.

"Our salesmen were a little leery at first," says Mr. Rupp, "but when they learned what the computer could do to help them, they ended up asking for more computer services."

WSB-TV sales functions carried out by the computer include preparation of availabilities submissions, complete with demographic and cost-per-thousand analyses; and comparative cost-efficiency analyses of all the TV

stations in Atlanta, with rankings of spots.

"National spot business is growing relative even to network, and a 2% to 5% advantage means a lot of money," Mr. Rupp said.

Within three or four months, Cox will start a trial interconnection project, via AT&T's WATS (Wide Area Telephone Service) lines, linking Atlanta with "one or two of our eastern stations," WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C., and WHIC-TV Pittsburgh. Eventually, Cox's radio operations in Miami, WIOD-AM-FM, and its KTVU-TV San Francisco will be added to the network, which will enable salesmen in all Cox-station cities to dial Atlanta and directly query the computer for all the information WSB-TV has available now. "We may have the entire network operating within two years," Mr. Rupp estimates.

In addition, Cox will be expanding the applications of its computer installation to handle aspects of its other operations. Already, billings for its sizable CATV system in San Diego are computerized.

Mr. Rupp was in New York organizing Cox's new office at 245 Park Avenue. As he described it: "The new corporate office will work directly with agencies and advertisers, with national sales representatives and the financial community."

Asked if Cox was considering self-representation through its New York office, Mr. Rupp said: "I want to make it very clear that we are not planning to represent ourselves at this point. At the moment, this office has a staff of two, though it will increase as things may develop."



In Cox Broadcasting computer installation in Atlanta, Honeywell representative Ted Hunnicutt (l) discusses operations with (l to r): Jim Rupp, Cox vice president for

development and plans; Clifford M. Kirtland, vice president—secretary-treasurer; Dan Clay, director of data processing for Cox Broadcasting.

charge of news, said last week Mutual was moving to establish itself in a better geographical location for coverage of the nation's capital and to provide facilities for future expansion.

Mr. McCormick said two control rooms in the network's new quarters will be provided with 100 broadcast telephone line loops and the latest in electronic equipment. Two studios will have better than a 50 decibel noise reduction from wall to wall, he stated. The entire space will be completely air conditioned. Mutual is now located in the Sheraton Park hotel.

Earlier it had been announced that headquarters of the Mutual Broadcast-

ing Corp., parent company of MBS, will move from New York to Los Angeles in early September. MBS will retain its headquarters in New York.

FCC again divides on Michigan CATV's

A lapse of four months finds the FCC still badly split on a complex CATV order involving 12 cable systems.

In February the commission with a single, knotty decision disposed of the requests of 12 systems seeking permis-

sion to import distant signals into the overlapping markets of Grand Rapids-Kalamazoo and/or Lansing, both Michigan, ranked as the 36th and 48th markets respectively. At that time the order indicated a willingness on the part of a majority of the commission to waive the rule requiring hearings on applications for the importation of distant signals into major markets—particularly where the signals are those of educational stations and the communities served are on the fringes of the markets (BROADCASTING, Feb. 20).

Last week the commission acted on the petitions for reconsideration of its February order involving 10 of the 12

broadcast editorializing was commanding more and more attention, which may have been the reason for their concern over the endorsement of candidates.

Don Mulford, Republican whip in the California Senate, said broadcast editorials and talk programs reached more people than newspaper editorial pages reach. Assemblyman Charles Conrad said broadcast editorials were more dramatic than print forms. Assemblyman Nicholas Petris said broadcasters face more responsibilities as the number of major-market daily papers declines. Mr. Petris warned, however, that broadcasters ought to avoid what he said was the newspapers' mistake of making editorial endorsements as a reflection of ownership views rather than news judgments.

Under a reorganization of CBA the post of president was made appointive rather than elective, and Howard Smiley, of Sacramento, Calif., former vice president and legislative liaison, was made president. New board chairman, the top elective post, is Jules Dundes, KCBS San Francisco. Other officers: Clayton Brace, KOGO-AM-FM-TV San Diego, vice chairman; Don Curtan, KGO San Francisco, vice-chairman radio; Loyd Sigmon, Golden West, Los Angeles, vice chairman TV; Roger Cooper KCRA-AM-FM-TV, Sacramento, secretary-treasurer.

New FCBA head urges entry of FCC lawyers

A renewed attempt to bring government lawyers into the Federal Communications Bar Association (BROADCASTING, Jan. 30) and election of new officers occupied the FCBA at its annual meeting held in Washington last week.

Outgoing President Arthur H. Schroeder handed his gavel over to Ben C. Fisher, a partner with the Washington law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Schroeder in an address to the association recommended that federal government lawyers become members of the FCBA.

Several similar recommendations in the last two years have failed to muster the necessary two-thirds vote of the membership.

FCBA officers were elected as nominated (BROADCASTING, May 29).

U.S. Communications plans UHF group

TO BUY WPHL-TV AND FIVE OVERMYER CP'S

Steps toward formation of a six-station UHF group were taken last week by U. S. Communications Corp., a new subsidiary of AVC Corp., the former American Viscose Corp.

Applications were filed with the FCC for transfer of five construction permits assigned to Overmyer Communications, and for transfer of the license of WPHL-TV Philadelphia, an independent UHF station owned by Philadelphia TV Broadcasting Corp.

AVC on March 28 entered into an agreement with Overmyer for acquisition of 80% of the corporations holding the CP's for KEMO-TV San Francisco, WECO-TV Pittsburgh, KJDO-TV Rosenberg (Houston), Tex., WBMO-TV Atlanta, and WSCO-TV Newport, Ky. (Cincinnati). The payment was reportedly \$1 million (BROADCASTING, April 3). Overmyer's lone operating station, WDHO-TV Toledo, Ohio, was not included in the deal.

Subsequently, AVC negotiated the purchase of WPHL-TV for 30% of the stock of the new subsidiary. WPHL-TV has been on the air since September 1965. According to Len Stevens, executive vice president of WPHL-TV, the station has been profitable "off and on since the beginning of the year, and should be making a regular contribution to the group by year-end." Mr. Stevens is vice president for operations of the newly formed group.

Both agreements are subject to FCC approval. If it is granted, U. S. Communications will represent a merger of AVC capital and WPHL-TV know-how to get the five CP's on the air and in the black "within the next three-to-four years," according to Aaron J. Katz, president of WPHL-TV and planning and administration vice president of the new company.

"We hope to get the San Francisco and Cincinnati stations on the air by year-end, and the other three by the end of 1968," Mr. Katz said last week.

Mr. Stevens said the new stations' programing would follow WPHL-TV's format of professional and collegiate sports, movies, off-network and first-run syndication and children's programs.

In addition, Mr. Stevens has surveyed the five cities and spoken to local figures regarding local programing emphasis. U. S. Communications promises "strong local orientation," but last week Mr. Stevens said: "The story on the new stations will be the same as at WPHL-TV—'No news is good news'."

Metro TV Sales has been appointed national sales representative for WPHL-

TV, and Mr. Stevens said last week that he hoped Metro will handle the other stations as they go on the air.

Dr. Frank H. Reichel Jr., president of both AVC and the new subsidiary, said: "We are most excited by the future prospects of independent television. The outlook for the medium is bright, and we are anxious to make a major contribution through investment and people."

FCC orders Lorain station to go silent

Wwiz Lorain, Ohio, may soon experience dark days as a result of FCC action last week. In separate but related actions the FCC ordered wwiz off the air and returned on technical grounds applications for interim operation of the facility.

Denial of the Ohio station's license renewal application in 1964 was based on an unauthorized transfer of majority control by Sanford A. Schafitz, station president, to the *Lorain Journal*. The FCC action was appealed to the U. S. Supreme Court, which refused to review the case in 1966.

At that time the commission by public notice said it would consider for interim operation of the station either a joint application by parties seeking permanent authority or individual applications by parties not seeking permanent authority. Three applicants—Lorain Community Broadcasting Co., Midwest Broadcasting Co., and Allied Broadcasting Inc.—filed for interim and permanent operation of the facility. Lorain Community and Midwest eventually combined to form Lorain Interim Broadcasting Co.

Last week the FCC returned all the applications saying the parties had failed to comply with the purpose and intent of its public notice. The commission said that Lorain Interim had expressed reluctance to associate with Allied because of alleged connections with principals of the *Lorain Journal*; Allied, in turn, had suggested the formation of still another corporation of all the applicants for interim operation.

Since the parties failed to reach a mutual agreement the commission returned their applications pending the outcome of a proceeding on their requests for regular permanent authority. In the meantime wwiz, which was permitted to operate until the FCC took action on the interim requests, was ordered off the air by July 13.

United Network owes around \$1.7 million

Creditors of the United Network, which ceased on-the-air operations on May 31 after 31 days because of a money squeeze (BROADCASTING, June 5), met in New York last week with attorneys of United to explore future financial arrangements.

Frederick T. Glick, a New York attorney who specializes in corporate reorganization, conducted the meeting on behalf of United. He said later it had been called by the company to determine the extent of obligations and to offer a general statement of United's intentions.

He reported United owes creditors "in the neighborhood of \$1.7 million" and hopes to "make some immediate cash settlement and some long-range plans." In reply to a question, he said it had not been determined whether United would file bankruptcy proceedings.

A creditors committee was formed and Alfred Rosenberg of New York was chosen as attorney for this group. Mr. Rosenberg reported after the meeting that the committee hoped to receive from Mr. Glick soon a written statement on United's proposals, after which the committee would schedule another meeting.

Neither Mr. Glick nor Mr. Rosenberg would provide a list of creditors, but it was understood that the largest creditor is D. H. Overmyer, to whom United owes about \$250,000. Mr. Overmyer initiated the concept and

founded the organization as the Overmyer Network almost a year ago, but later sold out his interest to a group of industrialists from various parts of the country.

Oliver Treyz is president of the United Network. His contract is due to expire at the end of this month.

Screen Gems's income sets 9-month record

Screen Gems Inc. reported last week that both gross and net income for the nine months ended April 1, 1967, reached record highs. It was noted there were 40 weeks in the 1967 period and 39 in 1966.

For the nine months:

	1967	1966
Earnings per share	\$1.05	\$0.97
Net income	4,194,000	3,849,000
Gross income	73,371,000	70,573,000

Broadcast brings profit at Rust Craft

"First-quarter profit is heavily dependent upon broadcasting performance," reported Louis Berkman, chairman, Rust Craft Greeting Cards Inc., Dedham, Mass.

Earnings and sales for the company's first quarter were less than those of last year in first-quarter. Rust Craft is optimistic that full-year results will show an improvement over 1966-67, Mr. Berkman commented. Mr. Berkman said that the broadcasting industry has been affected by "lower industry revenues and substantial color conversion costs."

First quarter ended May 26:

	1967	1966
Earnings per share	\$0.16	\$0.33
Sales	8,925,000	9,066,000
Earnings	127,000	249,000

Rollins increases dividend payments

Rollins Inc., Wilmington, Del., diversified firm with major broadcast holdings, has announced record highs for the year ended April 30, 1967: revenue increased 11%; net income increased 22%, and cash flow rose 14%.

In the firm's annual report, the board of directors declared that the quarterly dividend on both classes of

common stock increased 25% on May 23. For the fiscal year ended April 30, the company paid dividends of 24 cents a share on the common stock and 12 cents a share on the class B common stock. Dividends are currently at the annual rate of 30 cents a share on the common stock and 15 cents a share on the class B common stock.

Rollins is also planning to move its main offices in Wilmington to Atlanta, and at a later date, move other divisions including radio and TV to a \$3 million complex (2170 Piedmont Road, N. E., Atlanta).

Rollins owns three TV and seven radio stations, as well as Orkin Exterminating Co., building maintenance, exterminating, pesticide, chemicals, outdoor advertising, advertising agency and consumer finance businesses.

Fiscal year ended April 30:

	1967	1966
Earnings per share	\$1.83	\$1.35
Revenue	78,507,352	70,602,957
Income before taxes	9,555,199	7,668,370
Provision for taxes on income	4,448,664	3,491,154
Net income	5,106,535	4,177,216
Retained earnings	7,748,131	3,988,774
Shares outstanding	3,129,891	3,102,870

Reeves Broadcasting expands subsidiaries

Reeves Broadcasting Corp.'s plans for the related development of two non-broadcast properties were disclosed last week by Hazard E. Reeves, chairman.

Previews Inc., an international real estate brokerage service specializing in prestige properties, was 80% acquired by Reeves early last year for \$520,000. Last month, the company acquired a 50% interest in National Manpower Register Inc., a service for major corporations specializing in the recruitment of engineers and scientists "in the \$10,000-\$20,000 bracket."

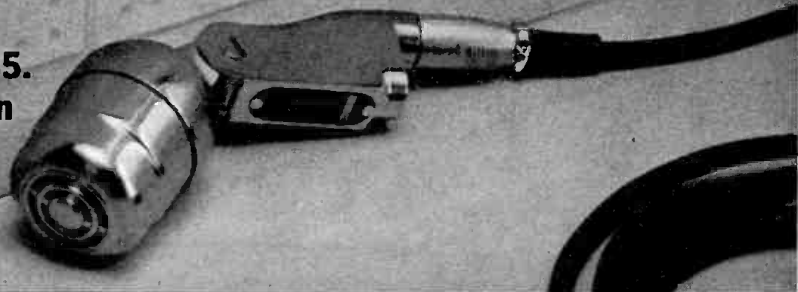
A Reeves spokesman commented that "Previews' single emphasis on pure luxury, glamour properties will have to be broadened" and National Manpower Register will increase its service beyond the technical area.

Reeves's effort to keep current with advancing technology resulted in heavy investment in color video-tape facilities last year enabling the basic studios division in New York to carry on extensive production work on network and independent color-tape specials. Reeves's containerized color video-tape unit for jet transport, Airmobile-Video, is unique in the industry. And the company announced last week the addition of color video-tape-to-film transfer to its studios and laboratory services.

Media merger protested

Senator Strom Thurmond (R-S. C.) has attacked the contemplated merger of CBS Inc. with Holt, Reinhart & Winston, a publishing firm. In a speech on the Senate floor last week he urged stockholders of either firm to withhold support for the merger. Several times he insisted that he had no criticism of the policies of the firms, but that he believed that the merger, and others like it, posed the threat of an emerging dominant control of all media. "Power responsibly held today may be irresponsibly used tomorrow," he said.

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E-V How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivalled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case re-

duces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps "pops" and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (—55db) and smooth, crisp response. And you can still depend on the exclusive E-V Acoustalloy® diaphragm that is guaranteed against failure for life* (it's that tough)!

We expect to see plenty of the "old" 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out

why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

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Earnings drop a bit for Meredith Publishing

Earnings after taxes during the nine-month period ending March 31 for Meredith Publishing Co., Des Moines, Iowa, were down 1.1% below the corresponding period a year ago. Net earnings increased 4.6% and revenues for the third quarter increased 11% while total costs and expenses advanced 12.9%.

Meredith Broadcasting, division of Meredith Publishing Co., is licensee of KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. The publishers of magazines, text books, consumer books, and manufacturer of world globes, is also in CATV through Meredith-Avco Inc., Cincinnati.

For nine months ended March 31:

	1967	1966
Earned per share	\$2.14	\$2.05
Revenues	84,140,436	75,777,371
Operating earnings before taxes	10,533,560	10,607,936
Operating earnings after taxes	5,506,560	5,565,936
Net earnings	5,822,560	5,565,936
Shares outstanding	2,718,547	2,714,130

Riker offers securities totalling \$2 million

Riker Video Industries Inc., Hauppauge, N. Y., a manufacturer of all-transistor video equipment, has announced a public offering of \$2 million of convertible debentures at an interest rate of 6½% each year, due June 1, 1982. These securities are to be sold to a group of underwriters who will issue them to the public in \$1,000 denominations for conversion on maturity at \$38 per share, plus accrued interest since June 1, 1967.

In a company prospectus, Riker said the net proceeds from this sale will be applied to loan payments and to working capital for its two new operations: Semi-Elements Inc., Saxonburg, Pa., (a producer of single crystals and high purity chemicals), acquired last October; and Continuous Progress Education, Wilton, Conn. (a packager of educational communications systems), of which Riker has an option to buy.

Riker currently makes synchronizing waveform generators, studio switching systems and video test equipment. Last April the company exhibited 13 additional instruments—all still under development—at the National Association of Broadcasters convention in Chicago. Riker said the units, none of which are on the market, are designed mostly

for color and black-and-white programming, but a few are expressly made only for color video TV systems. Riker's Model 5619 Colorizer was among the items displayed (BROADCASTING, April 17).

Miratel merged into Ball Brothers Research

Ball Brothers Research Corp., Boulder, Colo., which sells broadcast equipment, last week announced it had acquired Miratel Electronics Co., New Brighton, Minn., a manufacturer of color and monochrome-TV monitors, for an undisclosed price. Ball Brothers said Miratel ratified its acceptance of the merger at a stockholders' meeting on June 7.

Dr. R. R. Mercure Jr., vice president of Ball Brothers, said the acquisition was "a good marriage" that "will increase our capabilities as a broad supplier to the television industry." Ball Brothers (diversified electronics and aerospace subsidiary of Ball Brothers Co., Muncie, Ind.) has a broadcast TV-equipment division that sells to broadcasters and to the closed-circuit and cable-TV industries.

Miratel, which makes TV monitors for commercial, educational and cable TV, plus all-transistor, high-resolution data display devices for industrial, military and aerospace applications, had gross sales of \$1.2 million last year.

Ampex's sales up 27%, earnings rise 21%

Sales rose 27% and net earnings 21% in the fiscal year ended April 29 for the Ampex Corp., Redwood City, Calif.

The manufacturer of sound equipment and recorders showed gains in Videotape recording products for professional broadcasting and closed circuit use, announced William E. Roberts, president and chief executive officer. He also reported the success of magnetic tape for all applications in video, audio, computer and instrumentation.

In addition, Mr. Roberts reported a 29% rise in product orders in the fourth quarter ended April 29. "As a result, our backlog of product orders totaled a record \$54,200,000 as we entered fiscal 1968," he stated.

Fiscal year ended April 29:

	1967	1966
Earned per share	\$1.09	\$0.91
Sales and operating revenues	214,746,000	169,544,000
Net earnings after taxes	10,321,000	8,516,000
Shares outstanding	9,489,183	9,379,188

SEC issues second STV suspension order

The Securities and Exchange Commission last week issued a second order suspending over-the-counter trading in the stock of Subscription Television Inc., New York, for the 10-day period June 15 through June 24. The first order was from May 26 through June 4.

The company requested SEC suspension to protect investors until the proposal to purchase all stock of the nine-company John Blue group, becomes effective. John Blue, suppliers of fertilizer and pesticide equipment, would operate as a division of Subscription Television Inc.

In addition, STV expects to issue 300,000 new common shares at one cent per share, raising the corporation's total shares outstanding to more than 3.3 million.

FCC cautions on tax-deduction plan

A solicitation promising tax deductions to stations airing certain noncommercial programs was disclosed by the FCC last week.

The disclosure came in a letter from the commission in response to a query from Georgetown University, producer of the current news-panel talk show, *Georgetown University Forum*. The commission noted the university and individual stations had been the target of an income-tax deduction plan proposed by Henry Perozzo of the Gospel Radio Network, with headquarters in Puyallup, Wash. (The commission last week said it has no information which would indicate the existence of such a network.)

In a two-pronged approach Mr. Perozzo represented to the stations that they are entitled to deduct, as charitable contributions for income-tax purposes, the value of broadcast time devoted to noncommercial religious and public affairs programs. From the university he requested a 5% payment of the fair market value of the air time during which the *Forum* is broadcast on "certain stations."

The university was also requested to give these stations a tax deduction receipt for the time that has been donated to it.

In return for devising this plan, Mr. Perozzo promised the university: a more consistent return by the stations of the program tapes, greater assurance that the programs are being aired and

"the possibility of getting [the] program or announcements on a great number of . . . stations."

Mr. Perozzo's proposals have been brought to the attention of the Internal Revenue Service, the commission said. And to clarify the income-tax question, under present IRS ruling the deductions proposed by Mr. Perozzo, the commission noted, are not allowable. In any event, it cautioned stations to consult their own counsel or the IRS regarding such tax-deduction claims.

The Georgetown incident gave the commission an opportunity to remind broadcasters to operate their stations in the public interest: "It is the fulfillment of the needs and the interests of his community that is the primary obligation of each licensee rather than other considerations." Noting that broadcasters are entitled to seek all tax deductions to which they are entitled, the

commission said: "... [We] presume that licensees who have been broadcasting the . . . *Forum* and other public affairs programs have done so in the belief that such broadcasts served the needs and interests of their communities rather than for the purpose of entering claims for income-tax deductions."

Financial reports . . .

▪ Directors of Papert, Koenig, Lois Inc., New York, advertising agency, declared a dividend of 10 cents per share of "A" stock, payable June 21 to stockholders of record June 14.

▪ Warner Brothers Pictures Inc. will hold a special meeting of its stockholders on July 14 at its Wilmington office to consider and act upon the plan for the sale of the assets of the company to Seven Arts Associated Corp., a wholly owned subsidiary of Seven Arts

Productions Ltd. The Warner's board previously had accepted the Seven Arts' offer containing the plan (BROADCASTING, June 5).

Standard Kollsman up

Increases in sales and earnings in first quarter 1967 continuing gains made in 1966 have been reported by Standard Kollsman Industries Inc., Melrose Park, Ill.

Among areas of activity by the Kollsman group of companies are the production of television tuners; marketing of CATV systems; the supply of tuner parts and sub-assemblies, and instruments for the electronic industries.

For three months ended March 31:

	1967	1966
Earned per share	\$0.44	\$0.42
Sales	27,704,301	27,128,830
Earnings after taxes	1,005,003	945,843

FANFARE

Eleven cities vie for 1971 BPA convention

Eleven cities are under consideration as the site of the Broadcasters Promotion Association's convention in 1971. BPA site committee chairman, Arnie Kuvent, WGAN-TV Portland, Me., said last week that BPA has received recommendations from Los Angeles, Reno-Tahoe, Seattle, Las Vegas, Phoenix, Nashville, Salt Lake City, Denver, Minneapolis-St. Paul, Norfolk, Va., and Atlanta.

The committee's selection for 1971 will be presented to BPA's board before the Toronto convention in October for ratification during the business session. The 1968 convention site is Miami, 1969's is in Philadelphia and in 1970, the convention city is Houston.

tried late this summer, alleges improper action by WDRC in running a "don't say hello" promotion when ratings were being taken, and asks damages for lost revenue as a result of what it calls "distorted ratings" (BROADCASTING, May 8, March 6).

Edward J. Daly, counsel for WPOP,

said he expected to take depositions from officials of the Broadcast Rating Council, rating services, station representatives and broadcasting executives to support his claim that hyping ratings through a don't-say-hello promotion constitutes improper action. He said he also would take testimony from



Trial nearer on 'hypoing' charge

What may be the first lawsuit based on charges of "hypoing" appeared to be one step closer to trial last week.

Connecticut Superior Court Judge Sidney A. Johnson overruled a demurrer filed by WDRC Hartford in answer to a \$500,000 damage suit brought by WPOP Hartford. Court authorities said the judge's action in essence gives WPOP the right to sue, which would have been denied if the demurrer had been sustained.

The suit, which is expected to be

"I DON'T MIND PAYING A LITTLE LESS"

AIRWAYS PROVIDES OVER 200 WAYS TO DO IT for this man who expects top service and convenience in renting a car. He knows that over 200 AIRWAYS offices in the U.S. and Canada offer lower rates including gas, oil and insurance. He knows AIRWAYS saves him money by not maintaining airport facilities and saves him time because one call and AIRWAYS will probably arrive before his luggage. He knows AIRWAYS will provide a 1967 Chevrolet, Pontiac, Buick Riviera, Camaro or other new car. He knows it—AIRWAYS knows it—now YOU know it.

All major credit cards accepted. Write for free International Directory to:

Dept. 6-br

AIRWAYS RENT-A-CAR SYSTEM

8405 Pershing Drive
Playa Del Rey, California 90291



Chevrolet Impala



WPOP account executives to prove that the station lost advertising revenue because of what he claims are false ratings.

WPOP President Joseph C. Amaturo said he was happy to know that he has grounds for a suit and "I am going to see it through to the end." He also said he had received encouragement from many broadcasters throughout the country.

Representatives of WDRC had no comment.

Drumbeats . . .

Dr. Rosel H. Hyde ■ FCC Chairman Rosel Hyde has been awarded an honorary doctor of laws degree by the University of Utah, Salt Lake City. Dr. Hyde was on the university's college of business campus to deliver a June 9 commencement address.

Network tour ■ NBC is opening its West Coast television facilities in Burbank to the public. A paid tour guide service will be operated through the network's guest relations department. For a cost of \$1.50 for adults and 85 cents for children, visitors will be shown TV shows in rehearsal, make-up artists at work, sets being designed and built, studio interiors, a working news department and video control rooms.

Ma Bell honored ■ Bell Telephone's television documentaries on music and musicians were recognized last week in the annual awards of the American Symphony Orchestra League at the conclusion of the group's national conference in Los Angeles. The top award of the nationwide symphony-orchestra-member organization, its Gold Baton award, was given to the American Telephone and Telegraph Co. for its 1966-67 TV series, *The New Bell Telephone Hour*.

Freshman writes ■ John Slade, a University of Michigan freshman, has won the \$1,000 first prize for the TV script best illustrating the need for a war-preventive, enforceable world law system. Mr. Slade's drama, *Ashes, Ashes, We All Fall Down*, was selected from among entries from twenty universities in the annual national contest sponsored by the World Law Fund under the auspices of the Institute for International Order.

Spires counts right ■ Steve Spires of Ted Bates and Co., New York, won first prize, an Admiral Danish modern home entertainment center, in the WNJU-TV Linden-Brunswick, N. J. set count sweepstakes. Mr. Spires estimated Latin community's all-channel TV penetration compared with a quarterly MedMark study conducted April 30, and

was found to be 52 sets over the study result of 205,784.

Miss FCC ■ Miss Deborah Williams, an applications examiner trainee in the FCC's Common Carrier Bureau, was selected Miss FCC at the fourth annual



FCC Communicators' Club picnic, held June 10 in Alexandria, Va.

Catholic radio-TV citation ■ Arthur Hull Hayes, who recently has resigned as president of the CBS Radio Division was cited June 2 by the National Catholic Office for Radio and Television for his contributions to broadcasting. According to Charles Reilly, executive director of the office, Mr. Hayes played a major role in the establishment of NCORT.

Radio Club ■ K1FM(FM) Bakersfield, Calif., not content with luring teenage listeners with its stereo treatment of contemporary music, has opened a night club for their exclusive use. Called Club 17, it features local and out-of-town bands and groups for dancing and entertainment.

ABC-TV's fall schedule set for road shows

Executives of ABC-owned television stations and ABC Television Spot Sales this week begin presentations of next season's programming to agency executives and clients in five cities. The tour marks the sixth consecutive year such

cross-country presentations have been made.

The presentations will be hosted by KABC-TV Los Angeles on June 21; KGO-TV San Francisco on June 22; WABC-TV New York on June 26; WBKB-TV Chicago on June 29, and WXYZ-TV Detroit on July 11. All stations are owned and operated by ABC.

Guests at each of the five presentations will see a specially produced "happening" that details ABC-TV's new fall schedule. An hour-long sales pitch will feature multiple-image projection systems and multiple stereophonic sound.

Among those making the tour are James E. Conley, president, and Symon B. Cowles, director of advertising and publicity for ABC owned television stations, and Fred Netter, president of ABC Television Spot Sales Inc.

No Emmy for music cues composer walkout

The 19th annual Emmy awards are several weeks gone but not forgotten. At least not by musician members of the National Academy of Television Arts and Sciences. Last week, 25 composers resigned from the academy to show disapproval of Emmy awards.

The composer members are miffed that no winner was named in the "Individual Achievement in Music" category at the June 4 Emmy presentations, although there were several nominations. Supposedly attempts have been made for several years to change the academy's manner of selecting winners in music.

In notifying the academy's board of governors of the action, the composers said in a letter: "To publish the nominations of distinguished members of the music profession and then project the opinion that in the eyes of selected 'blue ribbon panels' none of the nominees was worthy appears to be a deliberate attempt to disparage the contribution of music in television." Some of the composers indicated they would reapply for membership in the academy if satisfactory changes are made in judging methods for the awards. While a total of 29 composers signed the letter of resignation, NATAS officials claim that four of the people resigning are not members of their organization.

The board of governors of the Hollywood branch of the academy was to meet on Thursday night (June 15) at which time the issue raised by the composers was sure to be discussed. Previous to the en masse walkout, Broadcast Music Inc. complained that the failure to award a winner in the music category was "unworthy of the academy" (BROADCASTING, June 12).

Videotape Center is also the best source of completion services in the country

We got that way because we care about the small things

like working 24 hours a day, seven days a week. On top of that, we've assembled the finest collection of equipment available. And when we couldn't find it, we designed it. At the Center there's our exclusive *TV-Ola* Editing. You can edit all you want on a 16mm workprint and have the editing information automatically translated back to the original tape. Then, in rapid order, there's *recording* (by the most experienced tape staff in the country); *duping* (on 8 new Ampex VR 2000 high bands, with auto chroma and velocity compensators); *electronic editing* (frame by frame); *A & B roll mixing*; *completion of film commercials on tape*; and Color Kines (the new Technicolor process that makes a kine a thing of 35mm, 16mm or 8mm beauty). That's a lot of little things to do all those big jobs for you.



ITA shakes up British TV

Commercial contracts shift to new companies, and areas change in assignments

Basic changes in the pattern of ownership and control of British commercial television were ordered last week by Lord Hill, chairman of the Independent Television Authority (ITA).

Commercial television in Britain operates under contracts establishing local and regional monopolies, in competition for audience with two BBC services. The contracts announced last week go into effect in July 1968 and run for six years. They are considered highly lucrative.

But some of the franchise holders suddenly found themselves with weakened or nonexistent franchises, and with no appeal permitted.

Major changes:

- For the London area, whose tele-

vision week has been split between two companies—Rediffusion on weekdays, and Associated Television on Saturdays and Sundays—weekday service will be provided by a company produced by the merger of Rediffusion with Associated British Television, which has held the contract for the Midlands weekend service. The weekend split now will begin at 7 p.m. Friday.

London will be served on weekends by a new company, the London Television Consortium, which was formed by a Conservative member of parliament and a number of actors, writers and TV producers, including Michael Peacock, former manager of the BBC First Service.

- Yorkshire is established as a new service area, removed from Granada TV (which is granted Cheshire instead) and awarded to a new company, Television Yorkshire.

- Wales and West, which has been held by Television Wales and West, is awarded to the Harlech Consortium, which must allow financial participation by otherwise high-and-dry TWW stockholders and afford priority to TWW employees.

- Scotland retains Scottish Television as its service company, but Lord Thomson, who controls 55% of the

company's stock, must reduce his holding to 25%.

- The Midlands, previously on split-week, will be served all week by the former weekday contractor, Associated Television.

Contracts in other areas were renewed.

The effect of the changes on U. S. program exports to Great Britain will be minimal, according to sales executives polled last week. Some reported a sluggish market in anticipation of the awards, but which they expected to quicken as companies there adjust to the new situation. But as one executive put it, "the problem for sales to Great Britain is the 14% quota. As long as that's in effect, there isn't very much room for wide swings in either direction."

SSC&B, LINTAS join in ventures

An agreement creating a joint international advertising enterprise, SSC&B-LINTAS International, was signed last week in New York by officials of Sullivan, Stauffer, Colwell & Bayles and Lever International Advertising Services (LINTAS).

The new organization has offices in 27 countries, a staff of more than 3,000 and total billings in excess of \$225 million yearly. It is the final development of a four-year relationship between the two agencies.

LINTAS is the London-based "house agency" of Unilever, the giant British-Dutch diversified corporation, reportedly one of the five biggest corporations in the world. LINTAS has offices in 25 countries, a staff of 2,500 (500 in London, 400 in Hamburg) and total billings of \$125 million a year.

SSC&B has offices in New York, Los Angeles and San Juan, P. R., a staff of about 600, and billings around \$100 million.

Alfred J. Seaman, president of SSC&B, explained last week that "we had been watching the traffic pass the corner for some time, and knew we would have to go international sooner or later. We handle the U.S. advertising for Lever Brothers and Lipton, which are owned by Unilever. When LINTAS began studying possibilities for joint operation with a U.S. agency, we were delighted at the opportunity for international cooperation."

Old Ties ■ Four years ago, top management and creative persons from LINTAS began coming to the U.S. for "training and indoctrination in Ameri-

USIA inspection plans strike out

The U.S. Information Agency's policy of allowing domestic inspection of the material it produces for distribution abroad is right back where it started.

The U.S. Advisory Commission of Information, headed by Dr. Frank Stanton, CBS Inc. president, urged the USIA be permitted to expand its present policy of permitting only news representatives to view its productions domestically to a more active policy of distributing any of its material on request. Congressional opposition to Dr. Stanton's plan threatened to eliminate even the privilege accorded to newsmen to inspect USIA's publications and films, but a last-minute compromise looked toward establishing a library at one central point where any citizen, newsmen included, could view USIA's output (BROADCASTING, May 15).

Last week, however, the compromise became a victim, as one USIA observer put it, of the Arab-Israeli war. In the midst of a congressional backlash seen as "against any kind

of foreign aid," and particularly against such aid to countries in the Communist orbit, the Senate dealt an unexpected defeat to the administration's bill to continue an "informational media guarantee fund," to which was attached the USIA public-availability compromise.

The informational media guarantee fund was set up to ensure that exporters of books, and, to a lesser extent, films, to countries with non-convertible currencies would be able to trade the local money received for dollars. In the past, currency from as many as 21 nations was guaranteed convertible, but in later years only seven countries came under the program. Of these, only Poland and Yugoslavia represented markets of any size for television programs and films, and USIA deemed even these markets as "not large."

With the defeat of the measure, a USIA spokesman said, the agency's prior policy for domestic inspection of its output would remain unchanged.

can advertising and marketing practices," according to Mr. Seaman, "and the relationship developed from there."

Specific SSC&B client groups will move to LINTAS headquarters in London to handle the companies' international advertising through LINTAS branches, and LINTAS clients wanting to advertise in the U.S. will be serviced through SSC&B offices here, though such arrangements are not exclusive, Mr. Seaman said.

It was emphasized the new arrangement does not constitute a merger, and there was no exchange of money or stock. Such a merger between an independent American agency and the 'house agency' of a foreign corporation would violate rules of the American Association of Advertising Agencies, of which Mr. Seaman happens to be president.

International radio-TV news meet set for Paris

Representatives of the Radio-Television News Directors Association of the U. S. and Canada will meet with members of the European Broadcasting Union representing 18 countries in the first North Atlantic News Directors Conference Oct. 26-27 in Paris.

The conference will be sponsored by Time-Life Broadcast in cooperation with RTNDA.

Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, and discussions of common problems relating to news, legal questions and technical advances in newsfilm.

About 75 persons, including members of the EBU news study group, and U. S. and Canadian station and network representatives are expected to attend the two-day session.

Time-Life Broadcast will be host for the conference. Moderator will be Sig Mickelson, vice president of Time-Life Broadcast for international operations.

International film sales . . .

Marine Boy (Seven Arts TV): TV Corp. Ltd., Sidney, Australia; Rahintel Television, Dominican Republic; Continental Television S. A., Brazil-Argentina; WKAQ-TV San Juan, P. R.; CFTO-TV Toronto; CKCO-TV Kitchener, Ont.; and Tele-Metropole Corp. for CFTM-TV Montreal; CFCM-TV Quebec City, CJPM-TV Chicoutimi, CHLT-TV Sherbrooke, and CJBR-TV Rimouski, all Quebec, Canada.

Sinbad Jr. (American International):

BROADCASTING, June 19, 1967

WWL-TV lends a helping hand to Tokyo

Halfway around the world they heard of the problem that faced New Orleans where traffic deaths has risen in frightening proportions. And Tokyo, which has similar problems, also heard of WWL-TV's "Project Life," a year-long, \$500,000 campaign to promote traffic safety.

A programming division executive of the Fuji Telecasting Co., Montonari Yoshimura, detoured to New Orleans on a U.S. business trip after reading BROADCASTING's report of the campaign. He discussed the effort with Phil Johnson, WWL-TV's special project chief, and was most impressed with the five half-hour documentaries the staff had produced. In all, 28 "Fatality Profiles" and more than 50 20- and 60-second spots were used in the promotion.

Mr. Yoshimura requested prints of three of the documentaries and



Mr. Johnson (l) and Mr. Yoshimura

left the U.S. with bumper stickers, art work and spot copy, all to be used in a campaign on channel 8 in Tokyo.

O.R.T.F. (Organization of Radio-TV in France).

Bonanza (NBC Enterprises): Ethi-

opian Television; WBNB St. Thomas, Virgin Islands; Antigua (new Caribbean station); Trinidad and Tobago, the Caribbean.

CCA STANDARD FM-10KW CCA

OPERATES RELIABLY AT 10,000 FT.

WHY PAY MORE AND GET LESS!

HERE'S A TESTIMONIAL BY C. M. EDMONDS, OWNER & CHIEF ENGINEER OF STATION KCMS — MANITOU SPRINGS, COLORADO

Gentlemen:

This is a fan letter about a transmitter, your FM-10,000 transmitter.

Our FM transmitter site is located on Cheyenne Mountain, nearly 10,000 feet above sea level. It is a 21 mile drive from our studio, the last 11.3 miles up a narrow unpaved mountain highway. The last 5.4 miles single lane, and in the winter can be four feet deep in snow.

Now this is the kind of a place where you want a really dependable remote control transmitter.

Finally, add to this the fact I was elected to the legislature and could be home only twice a week.

It was at the time of the election I felt we had to purchase a new transmitter. My wife and I are half of the staff and she would have a heavy load without worry about the transmitter. I selected the CCA because it was so simple. It operated thru the four and one half months the legislature was in session without a single failure. It did not damage itself when a heavy ice load broke the 1% co-ax in two — letting the transmitter operate into an open circuit, and then a short circuit. The tube readings are within 1% of when it was first turned on more than 5,000 hours ago.

Very truly yours,

C. M. Edmonds

C. M. Edmonds
Owner and Chief Engineer

CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030 • 609-456-1716

FCC approves antenna-farm rule

Towers greater than 1,000 feet will be grouped for air safety through cooperation with FAA

There are antenna farms—and many of them—in broadcasting's immediate future.

The FCC last week, in a move designed to accommodate the construction of tall towers and at the same time protect air safety, adopted a rule providing for antenna farms for structures of more than 1,000 feet.

Under the rule, drafted in consultation with the Federal Aviation Agency, the farms will be set up through rulemaking proceedings initiated by the commission, or proposed by the FAA or "any interested party." More than one farm might be located in a community.

Existing stations will not be required to move to the farms. And applicants proposing a tall tower would not be precluded from building one if the community does not contain a farm.

But once a farm has been established in a community, an application for a new or modified tower of more than 1,000 feet will not be accepted by the commission unless the applicant agrees to locate in the farm area.

Applicants, however, may request permission to locate in other areas if they have obtained statements from the Federal Aviation Agency that the proposed locations will not menace air navigation.

Plan For Growth ■ The rule, which has been under consideration for two years, is the commission's answer to the problem of providing for the construction of an ever-growing number of tall towers in the face of FAA concern over air safety. The FAA has long favored the grouping of tall towers in farms, and the commission says the rule will permit the construction of higher towers.

The rule provides for close cooperation between the FAA in the establishment of antenna farms and the commission sees it as a means of eliminating or reducing in number the conflicts involving itself and the FAA and broadcasters over towers.

Broadcast interests, however, opposed the rule when it was proposed on the ground that it would constitute an abdication of the commission's authority over the location and height of towers to the FAA.

The commission, in the order adopting the rule, vigorously rejected that argument. It said it has no intention of relinquishing the authority over the

height and location of towers that, it said, has been recognized by the courts, the FAA itself and congressional committees.

The commission emphasizes that the rule provides the commission won't institute a rulemaking if the FAA advises that the proposed farm would constitute a menace to air navigation. However, the commission said it would have the authority to proceed despite FAA objections, but that no practical purpose would be served since "we are convinced that the successful establishment of farms is dependent upon agreement between the two agencies."

If valid objections are raised, the commission said, they should be resolved in an FCC adjudicatory hearing.

Final Word ■ The commission added that it, in fact, would have the final word on farm sites proposed by the FAA. The commission said it would decide whether such proposals conform to its rules and whether proposed rulemakings should be instituted.

And in response to broadcasters' contention that the FAA frequently is concerned merely with the aeronautical convenience of flyers in many of the objections it raises to tall towers, the commission said the rule is grounded on considerations of air safety, not "matters of convenience to aeronautical interests."

The rule was adopted by a vote of 5-to-1, with Commissioner Robert E. Lee dissenting. He has expressed concern that UHF stations, because of their propagation problems, might be at a disadvantage with respect to competing VHF outlets.

House bill seeks radiation control

Following a speech on the House floor last month on the dangers of X-rays from color TV sets, Representative Paul G. Rogers (D-Fla.) last Tuesday (June 13) introduced a bill (H.R. 10790) that would give the secretary of Health, Education and Welfare the power to set radiation standards for sets and the power to inspect sets to insure compliance with the standards.

The broadly worded bill, referred to

the House Commerce Committee, defines radiation as "any electromagnetic radiation, including but not limited to ionizing radiation, and any sound radiation . . ." The measure is not limited to TV sets but would apply to any electronic product.

The HEW secretary would also be empowered, under the bill, to publicize results of research on set radiation.

Representative Rogers, a member of the Commerce Committee's Subcommittee on Public Health and Welfare, was joined by John Jarman (D-Okla.), subcommittee chairman as cosponsor of the bill.

He noted that the television industry has a good record of cooperation. But he added that he felt that the government has an obligation to insure the public's confidence "that the highest level of safety is being adhered to in regard to television viewing."

FCC opens new study of translator's use

The FCC, in another in a series of moves to promote the use of translators as a means of extending off-the-air television service, has proposed a sweeping review of its policies and rules governing the use of translators.

The commission issued a combined notice of proposed rulemaking and inquiry last week, proposing rules and asking questions in an effort to find ways of helping television meet the needs for service that have led to the establishment and rapid growth of the CATV industry.

The commission, in announcing the proceeding, noted that the spread of CATV has resulted in serious competitive problems for translator broadcasting. The notice said that CATV systems, which can use microwave relays, furnish large numbers of signals and can obtain funds from subscription fees, have limited the public demand for translators.

The commission has adopted several rule amendments and has taken other actions to bolster translators service. It has permitted VHF translators, which operate normally with 1 w, to operate with 100 w on assigned but unoccupied channels, and it has authorized the use of microwaves by translators. The commission has also authorized the operation of a 1 kw UHF translator. UHF translators have a normal maximum of 100 w.

Forward Step ■ But the proposed

Printed copy to enter homes via TV signal

The advent of the home electronic newspaper appeared closer last week with disclosure that RCA is ready to test on the air a system that broadcasts printed copy into the home along with standard TV fare.

RCA said it has filed an application with the FCC for permission to broadcast tests between New York City and Princeton, N. J., where its laboratories are located.

Dr. James Hillier, vice president, RCA Laboratories, said the system does not require additional radio frequency spectrum and would not limit current TV services, but would convert printed copy into a series of electromagnetic signals. These signals are blended at the transmitter with those of regular television programs by means of an electronic "hitchhiking" technique.

RCA said its experimental home printers now being studied are capable of producing about a page of material from a standard paperback every 10 seconds. The machines employ an electrostatic printing process now in use in office copiers.

Dr. Hillier said that with this medium, "we have a chance . . . to provide wholly new information services. Suggestions already range from printed news briefs, sports scores and stock market reports, charts and cartoon strips to TV program schedules, syndicated columns, news magazines, and copies of presidential addresses." The RCA system is applicable to either VHF or UHF transmission.

Technical Details ■ It was explained that RCA obtains the blend or mixture of signals at the transmitter by inserting facsimile signals during vertical blanking intervals while a TV picture is being sent. These intervals occur 60 times a second—that is, at times when no pic-

ture information is sent in the conventional TV signal.

RCA said its present equipment would permit four different printed messages to be transmitted at the same time. Under the system, the home viewer would receive "any one of several different messages by the simple expedient of turning a dial to the proper setting." With FCC approval, RCA said, experimental receivers would be operated at the David Sarnoff Research Center in Princeton and at other test locations within the New York area.

RCA plans an initial six-month period of tests held after the normal broadcast day, though it was noted the addition of the facsimile signal at other times would not affect the reception of standard TV signals.

Work on the system has been directed by Dr. Harry F. Olson, a technical consultant to RCA and a former staff vice president of RCA Laboratories. Major developmental work on it was conducted by William D. Houghton, Robert F. Sanford and Seymour Naroff, members of the laboratories' staff.



Demonstrating the combined TV-printed copy signal transmission developed by RCA is Dr. Harry F.

Olson. A printed weather map and forecast are produced without disrupting the TV image of the girl.

notice of rulemaking and inquiry, which follows the recommendations submitted by the commission staff (BROADCASTING, June 12), goes much further.

A key proposal calls for increasing from 1 w to 10 w the maximum allowable power of VHF translators west of the Mississippi and in Alaska and Hawaii.

The proposed rulemaking would also permit stations to operate VHF translators outside their Grade B contour, allow translators to be used to relay signals from a station to other translators, and require that translators use

only type-accepted equipment.

The document also asks for comment on the question of prohibiting translators from duplicating the programming of local stations, the matter of program origination by translators and on whether UHF translators should be permitted to originate local commercial announcements for brief periods, and on whether the commission should amend or eliminate the rule requiring a special showing to justify the use of VHF translators in areas served by UHF stations.

Interested parties are invited to file

comments by Aug. 25, with reply comments due by Sept. 27.

Technical topics . . .

SIN's color debut ■ Two Spanish International Network stations—KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex.—each have purchased two Nor-elco PC-70 three-tube Plumbicon color cameras from Visual Electronics Corp., New York. The four units, expected to begin operations in mid-September,



Loudness tape's adoption sought

The National Association of Broadcasters board of directors will be asked to adopt a reference tape as a standard in measuring subjective "loudness" of commercials. The request was made last week by the NAB's Engineering Advisory Committee after receiving a report on field tests of the tapes.

Moving further on the loudness problem, the committee decided that a special committee (to be named later) should study the feasibility of developing an electronic device for

measuring and/or controlling loudness.

The recommendation that the board at its Williamsburg, Va., meeting next week adopt the reference tape and send it to all NAB members came after the committee received an enthusiastic report from 17 stations and groups that had run the field tests. The test tapes had gone to 23 broadcasters and six have not reported.

The committee also appointed subcommittees to advise on plans for

issuing a revised sixth edition of NAB's engineering handbook (the current edition was published in 1960); to study the FCC's examination procedures and requirements for operator licenses with an eye toward suggesting revisions in them, and to keep the committee informed on land-mobile developments including tests now underway in Washington on channel sharing.

Attending last week's meeting were (seated l-r): Malcolm M. Burleson, Metromedia Inc., Washington, chairman; George W. Bartlett, NAB vice president for engineering; Eugene R. Hill, Kaiser Broadcasting, Boston; Russell B. Pope, Golden Empire Broadcasting, Chico, Calif., and Daniel H. Smith, Capital Cities Broadcasting, Albany, N. Y.

(Standing l-r): J. B. Epperson, Scripps-Howard Broadcasting, Cleveland; Leslie S. Learned, MBS, New York; James D. Parker, CBS-TV, New York; Clure H. Owen, ABC, New York, and William S. Duttera (representing William H. Trevarthen), NBC, New York.

Henry E. Rhea, Triangle Stations, Philadelphia, was not present when the picture was taken, and Clyde Hunt, Post-Newsweek Stations, Washington, was not at the meeting.

represent SIN's first offering of color to its Spanish-language audiences. SIN has options to buy additional color tape and film equipment.

Autolog ■ Rust Corporation of Everett, Mass., has developed a low-cost Autolog Automatic Transmitter Logger. The AL-400 is designed for continuous line chart logging and displays a full 24-hour logging segment with front panel parameter notation. The unit is mounted on a single three-and-one-half-inch high, standard nineteen-inch panel and complete with self-contained power supply. Cost of the basic unit is \$800.

Introducing ■ Shure Brothers Inc., Evanston, Ill., introduces New Model SM60 omni-directional dynamic microphone designed for rugged all-purpose use and has built-in wind screen and pop filter. Price is \$49.20. Shure also has published a new professional products catalog. For information write: 222 Hartrey Avenue.

Defense contract ■ The Department of Defense has awarded a \$500,000 contract to Acme Film and Videotape Laboratories Inc., a subsidiary of Filmways Inc., to print and process all television footage for the Armed Forces Radio

and Television Services for the coming year.

Expert saboteur turns KPEN(FM) off the air

"Gabbert, we've struck again." That taunting message apparently is the only clue KPEN(FM) San Francisco had last week to the source of what one local observer called "a secret war" being waged against the station.

The message written on note paper was found on the door to KPEN's transmitter building. Gabbert is James Gabbert, chief engineer for the station, and, along with Gary Gielow, its co-owner and co-general manager.

The war against the FM multiplex stereo station, which was to include apparent sabotage and a bomb threat, began at 9 a.m. on June 7. At that time, without warning, KPEN dropped off the air.

KPEN engineers tried to get the station back on the air but couldn't. One of the engineers was dispatched to Mount San Bruno, where KPEN's transmitters are located.

He found the door to the transmitter building had been broken down and

some one had expertly turned off all the equipment. "It wasn't just done haphazardly," reports Terry Smith, KPEN program director. "It seemed the person knew what he was doing."

After an hour and 45 minutes of being off the air, service was restored to KPEN at 10:45 p.m. At 11:30 p.m. the telephone rang in the station's downtown San Francisco studios. An anonymous male voice said: "I'm the fellow who turned off your transmitters and if you leave your studios I'm going to blow them up."

Station officials couldn't make any sense out of the threat since KPEN broadcasts 24 hours a day, seven days a week. But because of the threat the studio building was guarded all night.

The following day, one of the engineers for KQED(TV) San Francisco, located across the road from KPEN's transmitters, called to report that another attempt had been made to break into the building. This try was unsuccessful but the note to Mr. Gabbert was left on the door.

San Francisco police, the sheriff's department for San Mateo county and the FCC all are investigating. Tampering with a transmitter is a federal offense.

BROADCAST ADVERTISING



Mr. Baldwin

John L. Baldwin, marketing/advertising consultant, named senior VP, management supervisor of Lennen & Newell, New York.

David Grant, senior VP of Buchen Advertising and head of agency's Denver office, named administrative officer of New York office.

George H. Lemmond, with N. W. Ayer & Son, New York, **Lucien E. Liddy** and **David H. Means**, with agency's Philadelphia office, elected VP's.

Richard Loew and **Monte Gherler**, VP's of Papert, Koenig, Lois, New York, named cocreative directors.

Herminio Traviesas, VP of BBDO, Los Angeles, elected president of Hollywood Radio and Television Society. He succeeds **Sherman McQueen**, VP of Foote, Cone & Belding Inc., Los Angeles.

Bill O'Donnell, CBS Radio Spot Sales, St. Louis, elected president of St. Louis Broadcast Representatives Association. Also elected were **Bob Schuesler**, Edward Petry & Co., VP; **Fred Johnson**, Bomar Lowrance & Associates, secretary-treasurer.

Edward F. Sullivan, sales promotion manager of Avis Rent-A-Car System, Garden City, N. Y., named director of advertising.

Joseph L. Tinney, manager of commercial production for Colgate-Palmolive Co., New York, joins Filmex Inc., that city, as executive VP/projects.



J. Philip Smith named corporate VP of Chas. Pfizer & Co., New York. **George B. Stone** replaces Mr. Smith as general manager of Pfizer Laboratories with overall responsibility for all of Pfizer's domestic pharmaceutical marketing business.

Robert E. Ryan, with Knox Reeves Advertising, joins Earle Ludgin & Co., Chicago, as associate media director.

Homer H. Lee, with wyou Tampa, Fla., appointed director of sales in Pinellas county.

James D. Lowe named director of public relations for Campbell-Ewald Co., Detroit, succeeding **S. Scott Wigle** who retires this fall and will serve as director of community relations for

interim.

Robert Ward, administrator, sales development, for central sales office of NBC-TV, Chicago, appointed manager, sales development and presentations.

Erwin Rosner, general sales manager for WKYC Cleveland, resigns. No future plans announced.

Jim Mattson, with WDUZ-AM-FM Green Bay, Wis., appointed sales manager.

Robert J. Maggiore, manager of Los Angeles office of Advertising Time

Sales, appointed manager of Los Angeles office of Venard, Torbet & McConnell.

Robert A. Outer, account executive at WBNR Beacon, N. Y., appointed sales manager.

Joseph M. Taritero named manager of daytime sales service, ABC-TV, New York. Previously he was assistant to national director of program administration, ABC.

Richard Sonntag, associate manager of television-radio production department of Stockton-West-Burkhart Inc.,

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FC&B VP's become associate creative directors

Five vice presidents of Foote, Cone & Belding, Chicago, have been named to newly created positions of associate creative directors. They are (l to r standing): **Jules H. Beskin**, **John A. Libberton**, **William S. Baker**, **C. Marvin Potts** and (seated) **Daniel E. Kelly**. Mr. Potts was ex-

ecutive art director; Mr. Libberton, commercial production director; Mr. Beskin, art group head, and Messrs. Kelly and Baker, copy group heads. Appointments are part of the establishment of a new creative group structure, John E. O'Toole, FC&B's VP-creative director, said.

Cincinnati, named manager of that department. **Roger D. Roebuck**, producer-director at WLWI(TV) Cincinnati, named assistant manager of television-radio department of SWB, that city.

Robert A. Yochim joins KKHI-AM-FM San Francisco, as account executive.

James D. Lavery, with Tucker Wayne & Co., Atlanta, joins Compton

Advertising, New York, as account manager.

John E. Seng, sales promotion manager for Caloric Sales Corp., Wyncote, Pa., joins The Philadelphia Agency, Philadelphia, as account supervisor.

William Quigley Jr., formerly with Campbell-Mithun and Leo Burnett Co., named account executive at Needham,

Harper & Steers, Chicago. NH&S also names **William F. Dohmann** and **Lawrence C. Russell** account supervisors and **William W. Catlin** account executive.

Robert N. Bailey, with Colonial Stores Inc., Atlanta, named corporate advertising manager.

Dean LeGras, account executive with CBS Radio Spot Sales, Los Angeles, transfers to Chicago office.

Joe E. Morris, assistant to president/national sales manager, J. Olin Tice Jr. radio station group, joins PRO Time Sales, New York, as account executive.

Fred Petrosino and **Kent Replogle** appointed account executives for Metro TV Sales, New York. Mr. Petrosino had been in sales development capacity; Mr. Replogle comes from Venard, Torbet & McConnell, New York. **Jim Coppersmith**, account executive moves to Los Angeles office as manager, succeeding **Dick Drummy**, who resigned to enter ministry.

Charles Briggs, advertising coordinator for Dodge division of Chrysler Motors Corp., Detroit, appointed account executive at WKBD-TV, that city.

Gerry Sher joins KYA San Francisco, as local account executive.

William Marsh, partner in M & W Advertising Agency, El Centro, Calif., joins KDEO El Cajon, Calif., as account executive.

Mitchell B. Streicker, with Zimmer, Keller & Calvert, Detroit, named VP and director of media, Knox Reeves Advertising, Minneapolis. **W. G. Duryee** and **Philip W. Hummel**, with Knox Reeves, Minneapolis, named account supervisors.



Mr. Streicker

Arthur J. Underwood Jr., with Peters, Griffin, Woodward Inc., Detroit, appointed to sales staff of WWJ-AM-FM, that city.

Donald Barrabee, formerly with Metro TV Sales and WPIX(TV), both New York, appointed to television sales staff of Avery-Knodel Inc., that city.

Walter Konjolka, TV account executive for Venard, Torbet & McConnell, New York, joins television sales staff of

Broadcasting

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Edward Petry & Co., that city.

MEDIA

Samuel J. Yacovazzi, general manager of WONE-AM-FM Dayton, Ohio, named VP.

I. D. (Bud) Williams named VP and general manager of Nevada Television Cable Co., Nevada, Mo.



Mr. Connolly



Mr. Leahy

Eugene F. Connolly, CBS controller, elected VP, management information systems, CBS Inc., New York. He is succeeded by **James M. Leahy**, who was assistant to VP, finance.

Doug McCall, with K TSA San Antonio, Tex., named general manager of WTRX Flint, Mich.

Pat Sell, formerly with KIKO Miami, KINO Winslow and KATO Safford, all Arizona, named general manager of KLOT Barstow, Calif.

George Jeffrey, KKTv(tv) Colorado Springs-Pueblo, elected president of Colorado Broadcasters Association. Other officers elected: **Cliff Hendrix**, KCSJ Pueblo, president-elect; and **Wes Bradley**, KSSS Colorado Springs, secretary-treasurer.

Jesse Cripe, WFGA-TV Jacksonville, elected president of Florida Association of Broadcasters. Others elected: **J. McCarthy Miller**, WCOA Pensacola, president-elect; **Thomas A. Welstead**, WLBW-TV Miami, VP-TV; **William J. Ryan**, WNOG Naples, VP-radio, and **James W. Wesley Jr.**, WIOD Miami, treasurer.

Joe Gratz, with WYOU Tampa, Fla., appointed station manager.

William R. McAndrew, president of NBC News, granted honorary doctor of journalism degree by Providence College, Providence, R. I.

David Baird joins Cox Broadcasting Corp., Atlanta, as research analyst.

Alvin O. Bramstedt, Midnight Sun Broadcasters, Anchorage, elected president of Alaska Broadcasters Association. Also elected: **Roy Paschal**, KIFW-AM-TV Sitka, VP, and **A. G. Hiebert**, Northern Television Inc., Anchorage, secretary-treasurer.



Mr. Diab

George Diab, sales manager and assistant general manager of WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, also elected VP.

Bob Bennett, manager of WKYN San Juan, P. R., named VP and manager of

Mid-Ocean Broadcasting Corp., permittee for WBMJ, that city.

PROGRAMING

J. A. Barbarick, with Keitz & Hern-

don Inc., Dallas, appointed divisional general manager of newly formed photographic illustration division.

Arnold Friedman, advertising and promotion manager for television of Embassy Pictures Corp., New York, resigns to form Arne Mann Associates, agency offering advertising, publicity and promotion service at 33 West 46 Street, that city. **Kermit Kahn**, formerly with 20th Century-Fox Films and Allied Artists Television Corp., both New York, joins advertising and publicity staff of Embassy Pictures' television department, that city.



Mr. Mayer

Philip Mayer, director of program services, ABC Owned TV Stations, elected VP, program services.

Ben Norman, VP and administrative producer and director for Filmfair, shifted from company's Los Angeles studio to its New York offices.

Nic Howard, with KYMS(FM) Santa Ana, Calif., named program director for WTOW-AM-FM Towson, Md.-Baltimore.

Jack Reilly and **Paul Coss**, program executives at KDKA-TV Pittsburgh, appointed program manager and executive producer, respectively.

Hal Greene, supervisor of programs at WRGB(TV) Schenectady, N. Y., appointed manager of programs for wsix

New AAF officers and directors announced in Houston

Kenneth Laird, chairman, Tatham-Laird & Kudner, Chicago, elected chairman of American Advertising Federation at association's meeting in Houston last week, succeeding **Donald A. Macdonald**, advertising director of Dow Jones, who remains on AAF board of directors.

Other officers elected: President, **Charles W. Collier**, AAF, New York; secretary, **Robert M. Light**, Southern California Broadcasters, Los Angeles; treasurer, **Charles H. Whitebrook**, Bishopric/Green/Fielden, Miami; vice chairmen: **Samuel Thurm**, Lever Brothers, New York, **Charles Farran**, Griswold-Eshelman, Cleveland, and **Frank Karsh**, Advertising Display Co., Denver; VPs: **Glenn Ulfers**, Glenn Ulfers Inc., Cincinnati; **Jean Replogle**, Dee Davis/Jean Replogle, Los Angeles; **John Babcock**, American Business Press, New York; **Frederick E. Baker**, Frederick E. Baker Advertising, Seattle; **Bert C. Goss**, Hill & Knowlton, New

York; **Dr. J. Leroy Thompson**, Educational Service Bureau, Dow Jones & Co.; **Douglas Smith**, Lennen & Newell, New York; and **Roland P. Campbell**, General Foods, New York.

New directors-at-large: **Joe H. Baker**, KMTV(tv) Omaha; **Joseph Beech Jr.**, Procter & Gamble, Cincinnati; **Harry Bright**, Pacific Telephone & Telegraph, San Francisco; **John Butler**, Compton Advertising, San Francisco; **Gerald W. Connors**, Weyerhaeuser Co., St. Louis; **James Connelly**, Donnelly & Sons, Boston; **John Coyle**, Commercial Recording Co., Dallas; **A. W. Dannenbaum Jr.**, Westinghouse Broadcasting, Pittsburgh; **William P. Dunham**, Dunham & Luttmann, New York; **Victor Elting Jr.**, Quaker Oats, Chicago; **Lee Fondren**, KLZ



Mr. Laird

Denver; **Clinton E. Frank**, Clinton E. Frank Inc., Chicago; **Florence W. Goldin**, Grey Advertising, New York; **Dr. Melvin S. Hattwick**, Continental Oil, Houston; **William W. Kight**, Kight, Cowman, Abram Inc., Columbus, Ohio; **Laurence W. Lane Jr.**, Sunset Magazine, San Francisco; **John R. McCarty**, Frito-Lay, Dallas; **James McCollum**, Pacific Gas & Electric, San Francisco; **Carson Maggill**, McCann-Erickson, San Francisco; **Hal Metcalf**, TV Guide, Phoenix; **C. P. Mobely**, Blitz-Weinhart Brewing Co., Portland, Ore.; **Al Sorge**, Mississippi Publishers, Jackson, Miss.; **Stanley M. Sperry**, KMPC Los Angeles; **Charles Stuart**, Bank of America, San Francisco; **Jack P. Timmons**, KWKH Shreveport, La.; **Thomas Towell**, Arthur Towell Inc., Madison, Wis.; **Albert R. Whitman**, Campbell-Mithun, Minneapolis; **Paul H. Willis**, Carnation Co., Los Angeles; and **H. W. Judson**, Shell Oil, New York.

Kintner resigns White House post

Robert E. Kintner, who capped a career in broadcasting that included terms as president of both ABC and NBC with service in the White House as special assistant to President Johnson, has submitted his resignation to the President because of a recurrence of eye trouble.



Mr. Kintner

The White House said the President had accepted Mr. Kintner's resignation "with regret." The resignation would be effective June 30. No exchange of correspondence between the President and Mr. Kintner was released, although it was understood that the President wrote Mr. Kintner a "warm letter" urging him to promptly pursue treatment.

Mr. Kintner underwent an operation for cataracts in 1960 but because of a heavy work schedule, he reports, recovery did not proceed

as expected. He reported that he suffered a hemorrhage after attending the Republican and Democratic conventions in 1964 and subsequent difficulties this January had led to infection by March.

He plans to enter a New York hospital in July for diagnostic tests; further surgery has been planned for August. Mr. Kintner reports that his doctors have informed him that if he follows their instructions his eyesight "should return to normal." A rather long recovery period is expected, but Mr. Kintner says he has no plans to move his home from Washington.

Mr. Kintner was a newspaper correspondent in Washington before World War II, and joined ABC after war service. Within five years he had been made president of the network. In 1956 he was named executive vice president of NBC and later was named president of that network, a post he held until late 1965.

The President named him special assistant in March 1966 to "work at the highest level with the cabinet." He served as secretary to the cabinet, coordinating speech-writing and working on public-relations.

Nashville. Both are General Electric Broadcasting Co. stations.

Tom Hoppe, with WBUZ-FM Green Bay, Wis., named manager of programming. **Robb Sherwood**, with WDUZ, named music director.



Mr. Konigsberg



Mr. Bub

Franklin D. Konigsberg, senior coordinator, talent and program administration, for NBC-TV, New York, appointed director, talent and program administration. **Laurence M. Bub**, manager, talent and program administration, on West Coast for NBC-TV, Burbank, Calif., named director, talent and program administration, West Coast.

J. Peder Boysen, national program director for Gem Radio Stations, Winona, Minn., appointed operations manager of Gem Radio's KLOL Lincoln, Neb.

Gary C. Berglund, educational TV consultant to IBM Corp., joins non-

commercial WTTW-TV Chicago, as executive producer.

Larry Osterman, sports editor, named sports director for WKZO-AM-TV Kalamazoo, Mich. **Tom Taube**, sports reporter for WKZO-AM-TV, becomes sports editor. **James Bailey** named producer for WKZO-TV.

Donald Odens, with WCTS-FM Minneapolis, appointed production director.

Joseph J. Cascio, with New England division of American Society of Composers, Authors & Publishers, New York, appointed station relations representative.

NEWS

Bob Gassaway, AP newsman just returned from Vietnam, moves to AP bureau in Miami. **Robert Kuesterman** transfers from AP bureau in Spokane, Wash., to AP, Denver. **James R. Norman**, with AP staff at Trenton, N. J., **David L. Rogers**, with *Bay City* (Mich.) *Times*, and **William E. Schulz** join AP staff at Detroit.

Gerald Udwin, news director of WIND Chicago, named national news editor of Westinghouse Broadcasting Co.'s Washington news bureau. **Helen Bentley** joins news staff of KPIX-TV San Francisco. KPIX and WIND are

Westinghouse stations.

Joe Browder, documentary and public affairs director for WCKT-TV Miami, named editorial and public affairs director of WIOD, that city.

Sid King, KVOC Casper, elected president of Wyoming AP Radio Television Association.

Gary E. Park, newsman for WGN-TV Chicago, joins KTVU-TV Oakland-San Francisco, as reporter.

Ladd Carleton, with WJRT-TV Flint, Mich., appointed reporter for WXYZ-TV Detroit.

Bob Walker, news reporter for WRVA-TV Richmond, Va., appointed to staff of WXEX-TV Petersburg-Richmond, Va.



Mr. Douglas

Fred Douglas, acting news director for WKZO-AM-TV Kalamazoo, Mich., named news director.

Murray Thomas, public affairs director for WONE Dayton, Ohio, named news director of WNOR-AM-FM

Norfolk, Va., replacing **Dan Klein**, who leaves broadcasting field.

Howard Goldsmith, assistant to local news editor at WNEW New York, appointed New York City correspondent for Long Island Network, Freeport, N. Y.

Jessie Harding, public information specialist for Michigan Civil Rights Commission, Detroit, appointed reporter-photographer for WZZM-TV Grand Rapids, Mich.

FANFARE

James L. Abernathy, senior editor of *Sponsor* magazine, joins CBS corporate affairs staff, New York, as associate director, corporate information.

Gloria Abdou, with WTAE-AM-FM Pittsburgh, named promotion and publicity director.

Allan A. Swenson, account executive for Dancer-Fitzgerald-Sample Inc., New York, resigns to open his own PR firm, Armstrong Associates Inc., at 342 Madison Ave., that city.

Dr. William Hillier, associate director of KING-TV Seattle, appointed community services director for KING-AM-FM-TV.

Zeldon E. Rose, account executive, Harshe-Rotman & Druck Inc., New York, named account supervisor.

Martin Silber, with *New York Daily News*, joins publicity staff, American International Pictures, New York.

E. Jane Smith, assistant to PR director of WBZ-TV Boston, joins Liberty Mutual Insurance Companies, that city,

as news relations representative for radio and television.

EQUIPMENT & ENGINEERING



Mr. Page
Dallas.

Richard P. Gifford, general manager of communications products department of General Electric Co., Lynchburg, Va., appointed chairman of Joint Technical Advisory Committee sponsored by Institute of Electrical and Electronics Engineers and Electronic Industries Association.

R. B. Houston, general attorney, RCA defense and industrial electronic products, for RCA, New York, named staff VP and general attorney, defense-industrial products and staff activities. **W. A. Osterling**, general attorney, consumer products and electronic components, for RCA, New York, named staff VP and general attorney, consumer products, components and services.

Horace N. Smith, with WERK Muncie, Ind., named chief engineer.

Lawrence F. Conti, engineering supervisor, WEEI Boston, named acting chief engineer. **John M. Connell** named assistant supervisor in WEEI engineering department.

Caywood C. Cooley, with Jerrold Corp., Philadelphia, named technical director of microwave and cable systems.

Kenneth K. Kaylor, formerly with Fairchild Camera & Instrument Corp., Syosset, N. Y., and CBS, New York, appointed western regional sales manager for Philips Broadcast Equipment Corp., Woodland Hills, Calif.

Robert L. Manahan, district sales representative for visual communications products department of General Electric Co., Palo Alto, Calif., named district sales manager for West Coast, with headquarters at Pasadena, Calif.

John Gilson Jr., district sales manager for Andrew Corp., Washington, named district manager of Andrew's new district sales office at 5105 Peachtree Industrial Blvd., Chamblee, Ga.

M. B. (Bill) Brady Jr., area sales manager for Motorola Communications and Electronics Inc., Dallas, joins International Good Music Inc., Belling-

ham, Wash., as southwest area sales representative.

INTERNATIONAL

Henry Westenholz, managing director of PDA Limited, London, PR arm of BBDO International, named chairman of PDA Limited, succeeding **Patrick Dolan**, who retired.

William B. Bachman Jr., general manager of MacManus, John & Adams, Bloomfield Hills, Mich., also named president of MacManus Marketing International, New York, overseas subsidiary of MJ&A. **Charles A. Crocker**, manager of MacManus, John & Adams S.A., Zurich, Switzerland, named VP of MMI.

Alexander Brody, chairman and general manager of Young & Rubicam GmbH, Frankfurt, Germany, named area manager of Y&R International and senior VP of parent company. He will direct all Y&R activities on continent. **Walter N. Smith**, senior VP and managing director of Y&R International, London, named chairman of London office, agency's largest in Europe.

M. Franklyn Warren named VP of NBC International Ltd., New York, and manager of international manage-

ment services.

Caesar F. Fiore, with International Telecommunications Union in Latin America, named VP, Latin America, for Western Union International Inc., Panama City.

Robert Telford, managing director of The Marconi Co., Chelmsford, Essex, England, named Commander of Order of British Empire in recognition of his services to exports.

Edward G. Wildanger, product manager, instrumentation and video tapes, Memorex Corp., Santa Clara, Calif., appointed technical director, European operations, with headquarters in Maidenhead, Berkshire, England.

ALLIED FIELDS

Richard L. Lysaker, VP in charge of test audit division of Audits & Surveys Inc., New York, elected senior VP.

Ward L. Quaal, president, WGN Continental Broadcasting Co., Chicago, elected chairman of board of governors, Association of Better Business Bureaus International.

Lee Little, broadcaster at KTUC Tucson, Ariz., and former owner of KTUC, appointed chairman of State Liquor Control Board of Arizona.

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DEATHS

Madalyn Pruett Copley, 42, retired VP and secretary of Rollins Inc., Wilmington, Del., died June 9 after long illness. In 1953 Mrs. Copley became controller and secretary and in 1958 she rose to VP. Mrs. Copley retired in January of this year.



Mrs. Copley

Lester S. Rounds, 61, assistant VP and coordinator of marketing for Arnold Bakers Inc., Greenwich, Conn., died June 7 at his home in Westport, Conn., after long illness. Previously he

was with Kudner Advertising and Benton & Bowles. Mr. Rounds is survived by two daughters.

E. D. (Ed) Rivers Sr., 72, governor of Georgia from 1937 to 1941 and former broadcast owner, died June 11 in hospital in Atlanta after long illness. After he retired from active political life, Mr. Rivers devoted much of his time to managing radio and television stations. At time of his death he owned WEDR(FM) Miami; his previous broadcast interests included WCTV(TV) Thomasville, Ga.-Tallahassee, Fla.; WOBS and WOBS-TV (now WDUV-TV) Jacksonville, Fla.; WMIE Miami; WLBS (now WATV) Birmingham, Ala.; WWFG-AM-FM Palm

Beach, Fla. (now WQXT and WWOS[FM]); and WGAA Cedartown, Ga. He is survived by his wife, Lucille, daughter and son, E. D. Rivers Jr. of Dee Rivers Stations (group owner), Miami.

Tod Harker, 37, CBS representative for Andy Griffith and Smothers Brothers shows, died June 2 at Lincoln, Neb., on promotional tour. He is survived by his wife, singer Diane Hart, and two sons.

Mrs. Harry Black, widow of former board chairman of A. S. Abell Co., owner of WMAR-TV Baltimore and publisher of *Baltimore Sunpapers*, died June 11 at St. Francis hospital in Honolulu following long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 8 through June 14, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aerial. 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

Monterey, Calif.—Sun Andres Communications Corp. Seeks UHF ch. 67 (788-794 mc); ERP 17.4 kw vis., 7.4 kw aur. Ant. height above average terrain 2,314 ft.; ant. height above ground 243 ft. P. O. address: 4432 Jim West, Bellaire, Tex. 77401. Estimated construction cost \$880,000; revenue \$250,000. Geographic coordinates 36° 45' 20½" north lat.; 121° 30' 5½" west long. Type trans. Townsend & Associates Model TT55BT. Type ant. Jampro J22-4-0-B. Legal counsel Scharfeld, Bechhoefer & Baron, Washington; consulting engineer Bond and Oakley, Reno, Nev. Principals: Weyman H. D. Walker, president (25%), James L. Britton III, F.

Carrington Weems, treasurer (each 28.125%). Mr. Walker is president, director and 10% stockholder of Galveston Television Inc., applicant for ch. 16 in Galveston. Mr. Britton is 90% owner of insurance company; president, director and 50% owner of two real estate concerns; treasurer, director and 30% owner of third real estate corporation; treasurer, director and 12½% owner of drive-in grocery; treasurer, director and 17% owner of another drive-in grocery, and director of bank. Mr. Weems is sole owner of real estate company and president and 100% stockholder of another real estate company. Ann. June 14.

Flint, Mich.—Flint Television Corp. Seeks UHF ch. 65 (782-788 mc); ERP 25.2 kw vis., 7.3 kw aur. Ant. height above average terrain 394.2 ft.; ant. height above ground 444 ft. P. O. address: 190 North State Street, Chicago. Estimated construction cost \$312,242.63; first-year operating cost \$225,000; revenue \$225,000. Geographic coordinates 43° 03' 45" north lat.; 83° 37' 30" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel McKenna & Wilkinson; director of engineering Alfred J. Petzke, Rockford, Ill. Principals: H & E Balaban Corp., Elmer Balaban, president and Harold Froelich, vice president. Mr. Froelich is general manager and 10% stockholder of WTVO(TV) Rockford, Ill., and has interest in joint venture licensee of WFLD(TV) Chicago. H & E Balaban Corp. has current interests in WTVO(TV) Rockford, WICS(TV), WCHU(TV) and WICD(TV) Springfield-Champaign-Decatur, all Illinois, and WHNB-TV New Britain, Conn.; WIL-AM-FM St. Louis, and KBOX-AM-FM Dallas. Corporation is also stockholder of Winnebago Television Corp., applicant for new

UHF in Dubuque, Iowa. Ann. June 14.

Kalispell, Mont.—KSMO-TV Inc. Seeks VHF ch. 9 (186-192 mc); ERP 26.5 kw vis., 5.3 kw aur. Proposed satellite of KGVO-TV Missoula, Mont. Ant. height above average terrain 2,794 ft.; ant. height above ground 240 ft. P. O. address: c/o Dale G. Moore, 340 West Main, Missoula, Mont. 59801. Estimated construction cost \$201,955.69; first-year operating cost \$120,000; revenue \$135,000. Geographic coordinates 48° 00' 48" north lat.; 114° 21' 55" west long. Type trans. RCA TT5-BH. Type ant. RCA TF-6AH. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principals: Dale G. Moore, president. Mr. Moore is 78.95% stockholder, president, director and general manager of KCAP Helena, 99.26% stockholder, president, director and general manager of KGVO, and 98% stockholder, president and director of Western Broadcasting Co., all Montana. Ann. June 12.

Oneonta, N. Y.—Susquehanna Broadcasting Inc. Seeks UHF ch. 15 (476-482 mc); ERP 10.82 kw vis., 2.16 kw aur. Ant. height above average terrain 982.85 ft.; ant. height above ground 417.9 ft. P. O. address: 206 Main Street, Oneonta 13820. Estimated construction cost \$385,000; first-year operating cost \$487,200; revenue \$250,000. Geographic coordinates 45° 25' 32" north lat.; 75° 03' 34" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-6C. Legal counsel Cohen & Berfield; consulting engineer Robert L. Purcell, both Washington. Principals: Albert E. Farone, president and William J. Calsam, vice president and treasurer (each 50%). Mr. Farone is attorney and is president, treasurer and 100% stockholder in real estate holding company. Mr. Calsam has no other present business interests indicated. Ann. June 8.

Winston-Salem, N. C.—Tar Heel Television Inc. Seeks UHF ch. 45 (656-662 mc); ERP 34.87 kw vis., 6.93 kw aur. Ant. height above average terrain 600 ft.; ant. height above ground 545 ft. P. O. address: 1309 Insurance building, Raleigh, N. C. Estimated construction cost \$309,350; first-year operating cost \$275,000; revenue \$250,000. Geographic coordinates 36° 00' 00" north lat.; 80° 11' 42" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-24DM. Legal counsel Wilner, Scheiner & Greeley; consulting engineer Thomas J. English, both Washington. Principals: Hartwell Campbell, president (20%) et al. Mr. Campbell is president, director and 100% owner of WGTN Wilson, N. C. Ann. June 12.

FINAL ACTION

*Staunton, Va.—Shenandoah Valley Educational Television Corp. FCC granted UHF ch. 51 (692-698 mc). ERP 89.3 kw vis., 13.4 kw aur. Ant. height above average terrain 203 ft.; ant. height above ground 39 ft. Secs. 73.614(a) and 73.685 (e) of rules dealing with minimum permissible effective radiated power and maximum to minimum horizontal radiation ratios of directional antennas, respectively, were waived to permit the grant. P. O. address: 153 South Main

NCTA 1967	EDWIN TORNBERG & COMPANY, INC.
	<i>Hospitality Suite</i> PALMER HOUSE—CHICAGO ED TORNBERG ED WETTER DOUG KAHLE

Street, Harrisonburg, Va. Estimated construction cost \$1,132,840.17; first-year operating cost \$186,000. Geographic coordinates 38° 09' 55" north lat.; 79° 18' 50" west long. Type trans. RCA TTU-10A. Type ant. Special. Consulting Engineer A. D. Ring & Associates; legal counsel Covington & Burling, both Washington Principals: G. Tyler Miller, president and director, and Arthur Hamilton, general manager, plus others. Action June 14.

OTHER ACTIONS

■ By order: Commissioner Cox not participating. FCC granted in part motion by Albert Philipson and Richard K. Lyon in Homewood-Birmingham, Ala., TV proceeding (Docs. 15481 et al.). Revised issue (1) to read as follows: To determine whether any individual associated with the law firm of Philipson, Lyon and Chase engaged in any conduct or committed any acts in connection with the proceeding which requires the disqualification of such individual from appearing as counsel for an applicant in the proceeding, or which requires the disqualification of the law firm of Philipson, Lyon, Nellis and Mallios from appearing. Action June 14.

■ Review board in Los Angeles television broadcast proceeding, Docs. 16679-80, denied petition for enlargement of issues and other relief, filed March 8 by Fidelity Television Inc., and ordered that in event of grant of application of RKO General Inc., such grant shall be subject to condition that it is without prejudice to whatever action, if any, commission may deem appropriate as a result of pending civil action entitled United States of America v. General Tire and Rubber Co., Aerojet General Corp., A. M. Byers Co., and RKO General Inc. filed March 2, 1967, in United States District Court for Northern District of Ohio. Board Member Nelson absent. Action June 9.

■ Review board in Chicago television broadcast proceeding, Docs. 15688 and 15708, granted petition for continuance of oral argument filed June 8 by Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council to extent that oral argument before panel of review board previously scheduled for June 27 is rescheduled for Thursday July 6 commencing at 10 a.m. in room 7134, New Post Office building, Washington. Action June 13.

■ By report and order (Doc. 17107) with Acting Chairman Bartley concurring in part and dissenting in part and issuing statement; Commissioner Johnson concurring, FCC reserved TV ch. 10, at Pocatello, Idaho, for educational use and deleted CP of Sam H. Bennion for commercial station on that channel. This proceeding was begun in response to petition by Idaho State Board of Education, and involved an agreement between it and Mr. Bennion. Action June 7.

■ FCC by letter directed BCU-TV, applicant for new TV to operate on ch. 41, in Battle Creek, Mich., to conduct programing survey of the area proposed to be served, and within 45 days, to amend its application to indicate survey has been made, including report of results and manner in which it will meet programing tastes, needs and interests of area proposed to be served. Action June 12.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on June 8 in proceeding on TV applications of Bay Broadcasting Co. and Reporter Broadcasting Co., both San Francisco, rescheduled procedural dates including hearing from June 12 to July 10 (Docs. 16678, 16831).

RULEMAKING ACTIONS

■ By notice of proposed rulemaking, FCC invited comments on proposal to assign ch. 43 to Baytown, Tex. Local group requested assignment so that application for authority to construct and operate new UHF TV station to serve local needs of Baytown could be filed. In view of Baytown's proximity to Houston there is question as to whether station authorized on a Baytown channel would actually operate as Baytown station or tend to become additional Houston station. Interested parties are requested to comment specifically in that regard. Action June 7.

CALL LETTER ACTIONS

■ Harcourt, Brace & World Inc., Denver. Granted KHBC(TV).
■ Harbinger Broadcasting Co., Augusta, Ga. Granted WAHB(TV).
■ Trend Radio Inc., Jamestown, N. Y. Granted WNYF(TV).

DESIGNATED FOR HEARING

■ FCC by order designated for consoli-

dated hearing applications of Victor Muscat and KTOW-TV Inc., for new TV stations to operate on ch. 29, in Tulsa, Okla. Federal Aviation Administration was made a party to proceeding. Action June 14.

Existing TV stations

FINAL ACTIONS

KALB-TV Alexandria, La.—Broadcast Bureau granted license covering changes in station. Ann. June 12.

*WEKW-TV Keene, N. H.—Broadcast Bureau granted mod. of CP to move trans. location to a half mile south southwest of the present site; to make changes in ant. structure. Action June 8.

KFDW-TV Clovis, N. M.—Broadcast Bureau granted mod. of CP to change ERP to 178 kw vis., 35.5 kw aur., change trans. and studio location to 3.4 miles east northeast of Center of Portales, 0.55 miles northeast of St. Rt. 88 near Portales, decrease ant. height to 670 ft., make changes in ant. structure; conditions; and mod. of CP to extend completion date to Dec. 7. Action June 7.

KXJB-TV Valley City, N. D.—Broadcast Bureau granted license covering changes in station, and to redescribe studio location as 4000 West Main, Fargo, N. D. Action June 6.

*WOUB-TV Athens, Ohio—Broadcast Bureau granted license covering change in station. Action June 12.

WTAE-TV Pittsburgh—Broadcast Bureau granted license covering installation of an alternate main trans. at main trans. and ant. location. Action June 6.

WISN-TV Fond du Lac, Wis.—Broadcast Bureau granted CP for a new UHF TV translator to serve Fond du Lac, operating on ch. 70, by rebroadcasting programs of WISN-TV, ch. 12, Milwaukee. Action June 7.

WKOW-TV Madison, Wis.—Broadcast Bureau granted license covering use of former main ant. as an auxiliary ant. at main trans. and ant. location. Action June 6.

KATC(TV) Lafayette, La.—Broadcast Bureau granted renewal of license. Action June 9.

OTHER ACTIONS

■ By memorandum opinion and order; Commissioner Johnson not participating, FCC denied joint application for review, filed by Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Inc., Trans Video Corp., and Escondido Community Cable Inc. Petitioners requested commission review and reverse decision of review board and reinstate ruling of hearing examiner concerning admissibility of survey evidence, by remanding matter to examiner for further proceedings in Midwest Television Inc. (KFMB-TV), San Diego (Docs. 16786, 17008) Action June 14.

■ FCC granted applications for CP and licenses filed by University of Maine (WMEB-TV, ch. *12), Orono, Me., and waived Sec. 74.631(e) of rules (restriction on use of television intercity relay station to transmission of program material between TV broadcast stations) to permit addition of three new Television Intercity Relay stations to extend its existing educational microwave system to University of New Hampshire (WENH-TV, ch. *11) Durham, N. H. Action June 12.

■ Commission on June 8, by Commissioners Bartley (acting chairman) dissenting; Lee, Cox and Wadsworth, with Commissioners Loevinger and Johnson concurring in result, granted request of ch. 13 of Las Vegas Inc. for temporary authority to operate KSHO-TV, ch. 13, for period not to exceed 90 days. Action taken in accord with Sec. 309 (F) of Communications Act authorizing emergency operations in public interest. Operating authority of KSHO-TV, a court-appointed receiver, expires June 9. Grant of temporary authority will permit continued operation of station until commission can consider proposed interim application. Commission has received seven applications for regular construction permits for new television broadcast stations to operate on ch. 13. Five of seven applicants are parties in ch. 13 of Las Vegas Inc.

■ FCC approved agreement between WAPA-TV and WIAC-FM, both San Juan, P. R., for purchase of time on WIAC-FM by WAPA-TV to carry English-language dialogue of certain motion pictures shown in Spanish on WAPA-TV. Approval was granted for six-month experimental operation, and parties are required to submit report regarding initial operation before extending original agreement. Action June 7.

CALL LETTER ACTION

■ KTES(TV), Fredonia Broadcasting Corp., Nacogdoches, Tex. Granted KAEC-TV.

New AM stations

APPLICATIONS

London, Ky.—H & C Broadcasting Co. Seeks 1140 kc, 250 w-D. P. O. address: 223 Morgan Street, London 4074. Estimated construction cost \$7,500; first-year operating cost \$19,600; revenue \$36,500. Principals: See London, Ky. in new FM stations applications. Ann. June 9.

Taylorsville, Miss.—Taylorsville Broadcasting Inc. Seeks 1280 kc, 500 w. P. O. address: Embrey Realty building, Taylorsville 39168. Estimated construction cost \$13,065; first-year operating cost \$30,000; revenue \$36,000. Principals: Everett and Aubrey D. Boutwell, president (30.3%) and secretary-treasurer (6.06%), respectively, et al. Mr. E. Boutwell is certified public accountant and 33½% stockholder in office building and furniture store. Mr. A. Boutwell is employee for Everett Boutwell C.P.A. Ann. June 13.

Broadway-Timberville, Va.—Massanutten Broadcasting Inc. Seeks 1470 kc, 5 kw-D. P. O. address: 406 First National Bank building, Harrisonburg, Va. 22801. Estimated construction cost \$43,238; first-year operating cost \$30,000; revenue \$34,000. Principals: David M. Eshleman, treasurer (52%) et al. Mr. Eshleman is assistant manager and has interest in WBYO-FM Boyertown and has interest in WNAK Nanticoke, both Pennsylvania. Requests waiver of Sec. 73.30(b) of rules. Ann. June 9.

OTHER ACTIONS

■ FCC by order granted joint request for approval of agreement between Milford Broadcasting Corp. and Broadcasters Inc., whereby Milford's sole stockholder will acquire twenty-five percent interest in Broadcasters Inc., for dismissal of Milford Broadcasting Corp. application, dismissed application and granted Broadcasters Inc. application for new AM to operate on 930 kc, 500 w-DA-D in Milford, Del. Authorization will permit restoration of service formerly provided by WKSB (deleted June 20, 1966) Action June 14.

■ Review board in South Beloit, Ill. standard broadcast proceeding, Docs. 17209 et al., granted in part petition to enlarge issues filed March 13 by Prudential Broadcasting Co. and enlarge issues to determine on comparative basis the significant differences between applicants with respect to efforts made by each to ascertain the needs and interests of community and area each proposes to serve. Board Member Nelson absent. Action June 12.

■ Review board in St. Charles, Mo. standard broadcast proceeding, Docs. 17420-2, granted petition filed June 7 by Cecil W. Roberts and extended to June 22 time to file oppositions to petition to enlarge issues filed May 31 by Michael S. Rice. Board Member Nelson absent. Action June 12.

■ FCC by order granted motion by Folksways Broadcasting Inc. (WHBT) Harriman, Tenn., for declaratory ruling and/or other relief concerning the corrections to transcript of record. Proceeding involves application of Harriman Broadcasting Co. (WXXL), for CP for new AM in Harriman (Doc. 17255). Action by Commissioners Bartley (acting chairman), Cox, Loevinger and Johnson on June 9.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on June 13 in proceeding on AM applications of Lawrence County Broadcasting Corp., New Castle, Pa. et al., granted request of Lawrence County Broadcasting Corp. and continued all procedural dates for sixty days including hearing from July 19 to Sept. 19 (Docs. 17178-80).

■ Hearing Examiner Isadore A. Honig on June 8 in proceeding on AM applications of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc., both of East St. Louis, Illinois, granted petition to amend of applicant East St. Louis Broadcasting Inc., to reflect financial matter, change proposed antenna structure, and furnish revised information concerning stockholders (Docs. 17256-57). On June 13 in proceeding on AM applications of DuPage County Broadcasting Inc., Elmhurst, and Central DuPage County Broadcasting Co., Wheaton, both Illinois, granted request of Central DuPage County Broadcasting Co. and extended time for filing responses to petition to amend of DuPage county from June 13 to June 20 (Docs. 16965-66).

■ Hearing Examiner H. Gifford Irton on June 8 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted informal requests of applicants Lebanon Valley Radio and Cedar Broadcasters and rescheduled hearing from June 19 to July 18 (Docs. 15835-36, 15838-39). In proceeding on AM applications of Cosmopolitan Enterprises Inc. Edna, and H. H.

Huntley, Yoakum, both Texas, granted petition to amend of applicant H. H. Huntley to reflect financial matter; reopened record to receive amendment and forthwith closed; and dismissed as moot petition of Cosmopolitan Enterprises Inc., for extension of time to respond (Docs. 16572-73).

■ Hearing Examiner Forest L. McClenning on June 8 in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, N. C., et al., granted motion for continuance of applicant L & S Broadcasting Co. and rescheduled hearing from June 12 to July 13 (Docs. 17148-50).

■ Hearing Examiner Elizabeth C. Smith on June 9 in proceeding on AM application of Augustine L. Cavallaro Jr., Bayamon, P. R., granted petition of applicant and continued hearing from June 12 to July 28 (Doc. 16891).

CALL LETTER APPLICATIONS

■ North County Broadcasting Inc., Vista, Calif. Requests KRWN.
■ La Fiesta Broadcasting Co., Lubbock, Tex. Requests KLEB.

CALL LETTER ACTIONS

■ Richard Criver, Anchorage. Granted KYAK.
■ Radio Prayer League Inc., North Pole, Alaska. Granted KJNP.
■ C. R. Womack, Henderson, Tenn. Granted WHHM.
■ Monroe Broadcasters Inc., Madisonville, Tenn. Granted WKYZ.

Existing AM stations

APPLICATIONS

■ KSDO San Diego—Seeks CP to increase power from 1 kw, 5 kw-LS to 10 kw, 50 kw-LS; make changes in directional ant. system (add three towers); change ant. trans. location to approx. 3.9 mile north of El Cajon, Calif.; install new trans. (Continental-517C). Petition for waiver of Sec. 73.37 of commission rules. Ann. June 13.
■ KTHO-AM-FM Tahoe Valley, Calif.—Seeks mod. of license to change station location from Tahoe Valley, Calif. to South Lake Tahoe, Calif. Ann. June 9.
■ KRAI Craig, Colo.—Seeks CP to increase daytime power from 1 kw to 5 kw; and install new trans. (Gates-BC-5P).
■ WLYV Fort Wayne, Ind.—Seeks CP to de-

crease daytime power from 1 kw to 500 w; make changes in ant. system (change resistor), and make changes in ground system. Ann. June 8.

■ WKER Pompton Lakes, N. J.—Seeks CP to increase power from 500 w to 1 kw; make changes in DA system. Ann. June 9.

■ WSEW Selinsgrove, Pa.—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. June 9.

■ KTFS Texarkana, Tex.—Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. Ann. June 9.

FINAL ACTIONS

■ KIOT Barstow, Calif.—Broadcast Bureau granted license covering increase in power, installation of DA-D, change type trans., ant.-trans. and studio location. Action June 7.

■ KCAL Redlands, Calif.—Broadcast Bureau granted license covering change in hours of operation, installation of new trans., change DA system, change ant.-trans. location; condition. Action June 7.

■ KFOR Colorado Springs—Broadcast Bureau granted license covering change in ant. system, specify type trans. Action June 9.

■ WTAC Flint, Mich.—Broadcast Bureau granted mod. of licenses to change name of licensee to Fuqua Communications Inc. Action June 8.

■ WMAK Nashville — Broadcast Bureau granted mod. of license to change name of licensee to Medallion Pictures Corp. Action June 8.

■ FCC granted renewal of licenses for following stations for period ending Oct. 1, 1968: KNAK, Granite District Radio Broadcasting Co., Salt Lake City; KBLI, KBLI Inc., Blackfoot, Idaho; KSUB, Southern Utah Broadcasting Co., Cedar City, Utah and KVEL, Uintah Broadcasting and Television Co., Vernal, Utah. Commissioner Johnson concurred. Action June 12.

■ FCC granted renewal of licenses for following stations: Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., Forward Association, Inc. (WEVD), New York, and WPOW Inc. (WPOW), New York. Action June 12.

■ FCC granted mod. of licenses to change hours of operation from U to SH for following stations: KRTN Raton, N. M.; KNDC Hettinger, N. D.; WHHV Hillsville, Va.; WODI Brookneal, Va.; WSHB Raeford, N. C., and WTIC Monistiquette, Mich. Commissioner Cox concurring. Action June 14.

INITIAL DECISION

■ Commission gives notice that March 24 initial decision which looked toward denying application of American Homes Station Inc. (WVCF), Windermere, Fla., for CP to increase its power on same frequency to 5 kw, directionalized, daytime only, and, while retaining its Windermere identification, to move its site about 3.3 miles closer to Orlando, Fla. (Doc. 16922), became effective May 15 pursuant to Sec. 1.276 of rules. Action June 14.

OTHER ACTIONS

■ By order: Commissioner Johnson not participating, FCC denied applications for review, filed by Bethesda-Chevy Chase Broadcasters Inc., and by Atlantic Broadcasting Company (WUST), in Bethesda, Md., standard broadcast proceeding, (Docs. 16706-8). Applicants had sought review of review board's memorandum opinion and order affirming Hearing Examiner David I. Kraushaar's ruling accepting an amendment tendered by WUST specifying operation in Washington, with 1,000 w. Action June 14.

■ FCC has returned applications for interim authority of Lorain Interim Broadcasting Co. and Allied Broadcasting Inc. Companies had requested authority to operate, on an interim basis, facilities of WWIZ Lorain, Ohio, pending determination by commission as to which of three applicants, Lorain Community Broadcasting Co., Midwest Broadcasting Co. and Allied Broadcasting Inc., would be granted permanent authority to continue to operate WWIZ's facilities. Action June 13.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on June 8 in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Ala., et al. granted petition of applicant Rocket City Broadcasting Inc., and continued procedural dates including hearing from June 19 to July 17 (Docs. 17058-60).

■ Hearing Examiner Jay A. Kyle on June 13 in proceeding on AM applications of WMGS Inc. (WMGS) (renewal) and Ohio Radio Inc. (CP), both Bowling Green, Ohio, continued hearing from June 28 to July 7 (Docs. 16290-91).

■ Hearing Examiner Forest L. McClen-

ning on June 13 in proceeding on AM application of Braun Broadcasting Inc. (KOAD), Lemoore, Calif., scheduled procedural dates including continuing hearing from July 12 to Sept. 7 (Doc. 17433).

FINES

■ By notice of apparent liability, FCC notified WAME Broadcasting Co., licensee of WAME Miami, of apparent liability in amount of \$1,000 for violation of Secs. 73.111, 73.112, and 73.117 of rules by failing to make proper entries in station logs and failing to identify station properly. Action June 7.

■ By notice of apparent liability, FCC notified Cecil W. and Jane A. Roberts, licensees of KREI Farmington, Mo., of apparent liability in amount of \$500 for operation of station by unlicensed or improperly licensed operators in violation of Sec. 73.93(b) of rules. Action June 7.

CALL LETTER ACTIONS

■ KTAN, John B. Walton Jr., Tucson, Ariz. Granted KIKK.
■ KOHN, People's Broadcasting Inc., Logan, Utah. Granted KBLW.

New FM stations

APPLICATIONS

■ Abbeville, Ala. — Abbeville Radio Inc. Seeks 94.3 mc, ch. 23A, 3 kw. Ant. height above average terrain 282.83 ft. P. O. address: Box 121, Abbeville 36310. Estimated construction cost \$21,000; first-year operating cost \$5,500; revenue \$6,500. Principals: Applicant is licensee of WARI Abbeville. John V. Mizell, president. Ann. June 8.

■ North Manchester, Ind.—Manchester College. Seeks 89.5 mc, ch. 208, 10 w. Ant. height above average terrain 150 ft. P. O. address: College Avenue, North Manchester 46962. Estimated construction cost \$40,230; first-year operating cost \$3,000; revenue none. Principals: A. Blair Helman, president. Ann. June 8.

■ London, Ky.—H & C Broadcasting Co. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 165 ft. P. O. address: 223 Morgan Street, London 40741. Estimated construction cost \$7,500; first-year operating cost \$19,600; revenue \$36,500. Principals: Herman C. and Calvin C. Smith, each 50%. Mr. Herman Smith is teacher and is part-time announcer for WFTG London, Ky. Mr. Calvin Smith has 24½% interest in WRSL-AM-FM Stanford, Ky. Ann. June 9.

■ Cambridge, Md.—WCME Inc. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 103 ft. P. O. address: Box 237, Cambridge 21613. Estimated construction cost \$25,895; first-year operating cost \$8,000; revenue \$4,000. Principal: Samuel M. Cannon Jr., president and general manager. Applicant owns WCME Cambridge. Ann. June 14.

■ St. Cloud, Minn.—WJON Broadcasting Co. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 298.265 ft. P. O. address: 522 Lincoln Avenue, S.E., St. Cloud 56301. Estimated construction cost \$18,849.48; first-year operating cost \$5,000; revenue none. Principal: Applicant is licensee of WJON St. Cloud. Mike Diem, assistant manager. Ann. June 8.

■ Eugene, Ore.—KUGN Inc. Seeks 99.1 mc, ch. 256, 28.8 kw. Ant. height above average terrain 177 ft. P. O. address: Sarah Lane and Bonnie View Drive, Eugene 97401. Estimated construction cost \$36,500; first-year operating cost \$15,000; revenue \$15,000. Principal: Applicant is licensee of KUGN Eugene, C. O. Fisher, president. KUMA Pendleton, KBZY Salem and CATV franchise not yet active, all Oregon. Ann. June 8.

■ Rapid City, S. D.—John W. Larson. Seeks 97.9 mc, ch. 250, 100 kw. Ant. height above average terrain 90.5 ft. P. O. address: Kiron, Iowa 51440. Estimated construction cost \$64,000; first-year operating cost \$30,000; revenue \$32,000. Principal: Mr. Larson owns farm and is announcer for KTFC Sioux City, Iowa. Ann. June 13.

■ New Richmond, Wis.—Smith Broadcasting Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 270 ft. P. O. address: 125 East Third Street, New Richmond. Estimated construction cost \$19,470.50; first-year operating cost \$10,000; revenue \$15,000. Principal: Robert E. Smith, president (100%) et al. Mr. Smith manages WIXK New Richmond. Ann. June 13.

FINAL ACTIONS

■ Auburn-Opelika, Ala. — Faulkner Radio Inc. FCC granted 97.7 mc, ch. 249, 860 w. Ant. height above average terrain 150 ft. P. O. address: Box 571, Bay Minette, Ala. 36507. Estimated construction cost \$22,357; first-year operating cost \$12,000; revenue \$15,000.

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 15

ON AIR

	Lic.	CP's	CP's
Commercial AM	4,112 ¹	19	82
Commercial FM	1,513	29	273
Commercial TV-VHF	482 ²	15	22
Commercial TV-UHF	96 ³	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 15

	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.

Principal: Robert M. Thorburn vice president. Commissioner Cox dissenting; Commissioner Johnson concurring. Action June 14.

Enterprise, Ala.—R. E. James tr/as Wiregrass Broadcasting Co. Broadcast Bureau granted 96.9 mc. ch. 245, 25 kw-U. Ant. height above average terrain 330 ft. P. O. address: Ouida Street, Enterprise 36330. Estimated construction cost \$23,608; first-year operating cost \$6,000; revenue \$8,000; Principal: Mr. James is sole owner of WIRB Enterprise and owns stock in Enterprise Cable Television Inc. Action June 9.

Augusta, Ga.—Broadcasting Associates of America Inc. Broadcast Bureau granted 102.3 mc. ch. 272, 3.0 kw. Ant. height above average terrain 280 ft. P. O. address: Carolina Spring Road, North Augusta, S. C. 29841. Estimated construction cost \$24,535; first-year operating cost \$12,000; revenue \$43,000. Principals: H. C. Young Jr. (87½%) and Jerome Glaser (12½%). Mr. Young is 100% owner of WENO Madison, Tenn., 70% owner of WYAM Bessemer, Ala., 87½% owner of WGUS North Augusta, S. C., 75% owner of WSHO New Orleans and applicant for new FM in New Orleans (75%). Mr. Glaser is 25% owner of WYAM and 12½% owner of WGUS. Action June 9.

Alexandria, Minn.—Alexandria Broadcasting Corp. Broadcast Bureau granted 92.7 mc. ch. 224, 3 kw. Ant. height above average terrain 150 ft. P. O. address 1315 Broadway, Alexandria. Estimated construction cost \$18,020; first-year operating cost \$2,400; revenue \$5,000. Principals: Ercel L. Aga, Kenneth A. Tessmer and Everette Q. Walters (each 33⅓%). Messrs. Aga, Tessmer and Walters have interest in KCMT-TV Alexandria. Action June 9.

Portland, Ore.—Jack Straw Memorial Foundation. FCC granted 90.7 mc. ch. 214, 10 w. Ant. height above ground 50 ft. P. O. address: c/o Lorenzo W. Milam, 9029 Roosevelt Way N.E., Seattle 98115. Estimated construction cost \$1,450; first-year operating cost \$1,000. Jack Straw is nonprofit Washington state corporation formed to operate one or more noncommercial broadcast stations. is governed by board of trustees. Commissioner Bartley dissenting. Action June 14.

Brookings, S. D.—Brookings Broadcasting Co. Broadcast Bureau granted 101.7 mc. ch. 269, 3 kw. Ant. height above average terrain 175 ft. P. O. address: College Theatre

Buildings, Brookings 57006. Estimated construction cost \$14,815.73; first-year operating cost \$7,200; revenue \$9,600. Principals: Robert J. Reimers, president. Applicant is licensee of KBRK Brookings. Action June 9.

Salt Lake City—Salt Lake City Broadcasting Inc. Broadcast Bureau granted 94.1 mc. ch. 231, 24 kw. Ant. height above average terrain 3,060 ft. P. O. address 146 South Main Street, Salt Lake City. Estimated construction cost \$53,748; first-year operating cost \$58,215; revenue \$60,000. Principals: George C. and Wilda Gene Hatch (each 50%). Mr. Hatch has 100% interest in Cooper Broadcasting Co., licensee of KGHZ Billings and KOPR Butte, both Montana; 50% interest in Salt Lake City Broadcasting, licensee of KALL Salt Lake City; 14% co-proxy interest with Mrs. Hatch of KUTV(TV) Salt Lake City, and 29% proxy interest of Butte Television Co., Butte, Mont., CATV system. Action June 9.

Ashland, Va.—Christian Enterprises Inc. Broadcast Bureau granted 100.1 mc. ch. 261, 3 kw-U. Ant. height above average terrain 200 ft. P. O. address: Box 452, Ashland 23605. Estimated construction cost \$25,000; first-year operating cost \$10,000 over and above AM; revenue \$12,000 over and above AM. Principals: James N. Birkitt, president. Applicant is licensee of WIVE Ashland. Action June 9.

OTHER ACTIONS

■ Review board in Miami FM broadcast proceeding Docs. 17401-4, granted petition filed June 7 by Miami Broadcasting Corp. and extended to June 15 time to file oppositions to the motion to enlarge issues filed May 25 by Mussion East Co. Board Member Nelson absent. Action June 9.

■ Review board in New Britain, Conn., Docs. 17405-6. FM broadcast proceeding, granted petition filed June 9 by Broadcast Bureau and extended to June 14 time to file responses to the motion to enlarge issues filed May 22 by Central Connecticut Broadcasting Co. Granted petition filed June 9 by Broadcast Bureau and extended to June 14 time to file responses to petition to modify issues filed May 22 by Hartford County Broadcasters. Board Member Nelson not participating. Action June 13.

■ FCC granted application of Tri-City Broadcasting Co. (formerly permittee of FM station KCES), for CP to replace expired permit for a new class A FM in

Eufaula, Okla. Requirements of Sec. 1.534(b) of rules concerning filing of applications to replace expired CP's were waived. Action June 14.

■ Review board in Eau Claire, Wis. FM broadcast proceeding, Docs. 17353-4, granted request filed June 5 by WBIZ Inc., and extended to June 15 time to file reply to Broadcast Bureau's comment on petition to enlarge issues filed May 23. Action June 13.

ACTIONS ON MOTIONS

■ By Hearing Examiner Isadore A. Honig on June 9 in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pennsylvania Inc., both Ellwood City, Pa., granted motion of applicant Scott Broadcasting Co. of Pennsylvania Inc., and continued hearing from June 13 to July 7 (Docs. 16861, 16863).

■ By Hearing Examiner Herbert Shartman on June 7 in proceeding on FM applications of WBIZ Inc., and WECL Inc., both Eau Claire, Wis., granted request of applicants and canceled procedural dates, but rescheduled hearing from July 5 to Nov. 6 (Docs. 17353-54).

RULEMAKING PETITIONS

Palm Springs, Calif. Glen Barnett—Requests institution of rulemaking proceeding looking toward assignment of class A FM ch. 276A to Cathedral City, Calif. Ann. June 9.

Rockville, Ind. Charles R. Banks—Requests petition commission to allocate ch. 228A to Tuscola, Ill. Ann. June 9.

Rushville, Ind. Gene Hammond Kinman—Requests petition commission to amend FM table of allocation to include ch. 232A to Rushville, Ind. Ann. June 9.

RULEMAKING ACTIONS

■ By second report and order and further notice of proposed rulemaking, Doc. 17095, FCC assigned FM ch. 244A as a first assignment at Port Jervis, N. Y.; 285A as first assignment at Donaldsonville, La., and ch. 281 as a first-wide coverage class C assignment (second assignment) at Houma, La. Ch. 278 was deleted from Sun City, Ariz. Commission stated that additional assignments at Phoenix, and Crossville, Tenn., were not warranted because of possible future needs of other communities. In same proceeding, a further notice of proposed rulemaking was issued concerning proposed assignment of ch. 273 at Roanoke Rapids, N. C. (which would require deletion of ch. 272A there and at Goldsboro, N. C.) Action June 7.

■ FCC by notice of proposed rulemaking with Commissioner Lee dissenting, denied joint petition by Salt Lake City Broadcasting Inc. and Granite District Radio Broadcasting Co. for reconsideration of first report and order (FCC 67-456) of April 12. Report had denied their request (RM-1074) for assignment of ch. 274 to Salt Lake City as an eighth class C assignment. Commission found that petitioner failed to show need for an eighth assignment, that Salt Lake City has its fair share of available facilities, and proposed additional channel could preclude future needed assignments in area, where potential FM assignments are scarce. Action June 14.

CALL LETTER APPLICATIONS

■ *Lowell Technological Institute, Lowell, Mass. Requests WLTI(FM).

CALL LETTER ACTIONS

■ Barry Broadcasting Co., Hastings, Mich. Granted WBCH-FM.

■ Harry Willard Linder, Marshall, Minn. Granted KMHL-FM.

DESIGNATED FOR HEARING

■ FCC by order designated for consolidated hearing applications of Miss Lou Broadcasting Corp. and Romac Baton Rouge Corp. for new class C FM stations to operate on ch. 268 (101.5 mc.) in Baton Rouge. Miss Lou with ERP of 100 kw and ant. height of 332 ft., and Romac with ERP of 100 kw and ant. height of 339 ft. Action June 14.

■ FCC by order designated for consolidated hearing applications of Hi-Point Broadcasting Co. and Charles H. Chamberlain for new FM stations to operate on ch. 252 (98.3 mc.) in Bellfontaine, Ohio. Hi-Point with ERP of 1.29 kw, ant. height of 430 ft. and Chamberlain with ERP of 3 kw, ant. height of 300 ft. Action June 14.

Existing FM stations

APPLICATIONS

WGSM-FM Babylon, N. Y.—Seeks CP to change station location to Smithtown, N. Y.; change ant.-trans. location to Commack Road, 0.5 miles north of Pilgrim State Hospital, Smithtown, N. Y.; change studio location to 379 New York Avenue; Hunting-

ton, New York; operate trans. by remote control from studio location; install new trans. (Gates-FM-5G); install dual polarized ant. (Jampro-J2B/2V(DA), 2 horiz., and 2 vert. sections; increase TPO to 3.73 kw, using horizontal and vertical ERP of 3 kw and increase HAAT to 300 feet. Request waiver of Sec. 73.210(a)(2) of rules.

FINAL ACTIONS

*KLIH-FM Lewiston, Idaho—Broadcast Bureau granted CP to replace expired permit for new noncommercial educational FM. Action June 7.

*WBEZ(FM) Chicago—Broadcast Bureau granted CP to install new ant., increase ERP to 18 kw. Action June 7.

WLCK-FM Scottsville, Ky. — Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 3 kw; condition. Action June 7.

WAFB-FM Baton Rouge—Broadcast Bureau granted mod. of CP to change type dual polarized ant. and to decrease ant. height to 1500 ft. Also granted mod. of CP to extend completion date to Dec. 13. Action June 8.

WNOE-FM New Orleans—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant., ERP 56 kw, ant. height 175 ft.; condition. Action June 7.

WWOM-FM New Orleans—Broadcast Bureau granted renewal of license for SCA only. Action June 12.

WCOP-FM Boston — Broadcast Bureau granted mod. of CP to change type dual polarized ant., and decrease ant. height to 490 ft. Action June 7.

FCC granted application of WHDH-FM, WHDH Inc., Boston, to increase ERP to 9.8 kw, ant. height to 980 feet; condition; and without prejudice to such further action as may be warranted, if any, as a result of final determination made in WHDH Inc., et al., Doc. 8739. Action June 14.

WHFI(FM) Birmingham, Mich.—Broadcast Bureau granted mod. of license to change name of licensee to Jamar Broadcasting Inc. Action June 8.

WVMO(FM) Monroe, Mich.—Broadcast Bureau granted mod. of CP to change studio location to Braunlich building, First St., Monroe; change type trans., type ant. Action June 7.

WKNE-FM Keene, N. H.—Broadcast Bureau granted CP to install new type trans. to be used with dual polarized ant., install dual polarized ant., increase ERP to 42 kw, ant. height 530 ft., condition. Action June 6.

WWSC-FM Glens Falls, N. Y.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 0.2 miles north of Glens Falls Mountain Road and 4.4 miles west of Glens Falls City limits. Glens Falls; change type dual polarized ant. Action June 8.

WNDN(FM) Kingston, N. Y.—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant., increase ERP to 2.15 kw, ant. height 350 ft. Action June 6.

WHGM(FM) Bellwood, Pa. — Broadcast Bureau granted mod. of CP to change ant.-trans. location, type trans., type ant., increase ERP to 250 w., decrease ant. height to 870 ft.; condition. Action June 12.

WNUF(FM) New Kensington, Pa.—Broadcast Bureau granted mod. of CP to change studio location to 404 North Avenue, Millvale; condition. Action June 6.

WWSW-FM Pittsburgh—Broadcast Bureau granted CP to install new type trans., new type ant., and decrease ant. height to 810 ft. Action June 6.

WRSJ-FM Bayamon, P. R.—Broadcast Bureau granted license covering installation of new type trans., ant., change ERP to 50 kw, specify type trans. Action June 7.

Paris, Tenn. Paris Broadcasting Co.—Broadcast Bureau granted mod. of CP for FM to change type trans., add vertical polarization, install new type dual polarized ant., ERP 3 kw, ant. height 200 ft.; condition. Action June 6.

KVET-FM Austin, Tex.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Trail of the Madrones Road, Near Austin, change type trans., type dual polarized ant., decrease ERP to 52 kw, and increase ant. height to 1050 ft. Action June 6.

WACO-FM Waco, Tex.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 374 West Loop 340. Waco, decrease ERP to 3.4 kw, and increase ant. height to 460 ft. Action June 6.

*WTJU(FM) Charlottesville, Va. — Broadcast Bureau granted CP to install new type trans., new type ant., increase ERP to 750 w., ant. height 105 ft. Action June 6.

WFON(FM) Fond du Lac, Wis.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 4.6 miles northeast of city limits, on highway 55, Taycheedah township, change studio location to 105 West Scott Street. Fond du Lac, change

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare:

Pullman, Wash. — *KWSC-TV (ch. 10), \$47,939 to Washington State University to expand coverage of station and install series of five translators. Total project cost: \$78,565.

type trans., install dual polarized ant., ERP 3 kw, ant. height 300 ft. Action June 12.

RULEMAKING ACTIONS

■ By notice of proposed rulemaking, FCC invited comments on proposals to amend FM table of assignments as shown: Willcox, Ariz., 252A; Groton, Conn., 265A; Shelbyville, Ill., 285A; Aurora, Ind., 257A; Martinsville, Ind., 272A; Colby, Kan., 262; Henderson, Ky., 276A; Middlesboro, Ky., 224A; Tompkinsville, Ky., 221A; Canton, N. J., 269A; Cape May, N. J., 272A; Poteau, Okla., 282 or 297 or 298; Pryor, Okla., 283; Danville, Pa., 244A; and South Williamsport, Pa., 257A. Action June 6.

CALL LETTER APPLICATIONS

■ WKLV-FM, West Michigan Telecasters, Grand Raids, Mich. Requests WZZM-FM.

CALL LETTER ACTIONS

■ WXHR-FM WKBG Inc., Cambridge, Mass. Granted WJIB(FM).
■ WOHI-FM, Constanter Corp., East Liverpool, Ohio. Granted WRTS(FM).
■ KMRS(FM), M.W.C. Broadcasting Co., Memphis, Tex. Granted KBGH-FM.

Translators

ACTIONS

K13CO Lava Hot Springs, Idaho—Broadcast Bureau granted CP for VHF TV translator to change translator location to 1/2 mile southeast from Lava Hot Springs, change type trans., and make changes in ant. system. Action June 9.

Bemidji, Minn. Headwaters TV Translator Corp.—Broadcast Bureau granted CP for a new UHF TV translator to serve Bemidji, operating on ch. 80, by rebroadcasting programs of KTHI-TV, ch. 11, Fargo, N. D. Action June 7.

K07GS Burwell, Neb.—Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator and to specify trans. location as approximately 2 1/2 miles northeast of Burwell. Action June 9.

Corvallis, Ore. King Broadcasting Co.—Broadcast Bureau granted CP for a new UHF TV translator to serve Corvallis, operating on ch. 70, by rebroadcasting programs of KGW-TV, ch. 8, Portland. Action June 7.

Myrtle Creek, Ore. Myrtle Creek Chamber of Commerce—Broadcast Bureau granted CP for new VHF TV translator to serve Myrtle Creek, operating on ch. 8, by rebroadcasting programs of KEZI-TV, ch. 9, Eugene. Action May 31.

K78AQ Seaside, Ore.—Broadcast Bureau granted CP for UHF TV translator to include Gearhart and Warrenton in principal community, change type trans. and make changes in ant. system. Action June 6.

Dryden, Wash. Dryden T.V. Cooperative—Broadcast Bureau granted CP for a new VHF TV translator to serve Dryden, operating on ch. 13, by rebroadcasting programs of KHQ-TV, ch. 6, Spokane. Action May 31.

■ By memorandum opinion and order, with Commissioner Cox abstaining from voting, FCC dismissed petition for reconsideration filed by T/R Inc. (WTAP-TV, ch. 15), Parkersburg, W. Va., requesting commission rescind its Feb 18 grant of application of Reeves Broadcasting Corp. for new 100 w UHF translator to serve Williamstown, W. Va., and Marietta, Ohio, by rebroadcasting programs of WHTN-TV (ch. 13) at Huntington, W. Va. Commission held that petitioner had adequate notice that Reeves application was pending but failed to participate in proceeding prior to grant and had not demonstrated that it was unable to do so. Action June 7.

CATV

APPLICATIONS

C & U Video Corp.—Requests distant signals from WNEW-TV New York to Chenango Bridge, New York. Ann. June 9.
Clar-O-View Community Television Inc.—Requests distant signals from WPHL-TV

Philadelphia to Bangor borough, East Bangor borough, Roseto borough, Washington township, all Pa. Ann. June 9.

Community Cablevision Inc.—Requests distant signals from WSUN-TV St. Petersburg, Fla. to Lakeland Fla. Ann. June 9.

Franklin All-Channel Cablevision, Inc.—Requests distant signals from WPSD-TV, Paducah; WAVE-TV, WHAS-TV and WLKY-TV, all Louisville, WKYT-TV and WLKY-TV, both Lexington, all Kentucky; WGN-TV and WFLD-TV, both Chicago; KPLR-TV, St. Louis, and WTTV-TV Bloomington, Ind. System also intends to carry ch. 21, Louisville, when operational, to Franklin, Ky. Ann. June 9.

International Equity Corp.—Requests distant signals from WOR-TV, WPIX-TV, and WNJU-TV, all New York, and WTTG-TV, Washington to Philadelphia. Ann. June 9.

National Cable Inc.—Requests distant signals from WKBD-TV Detroit to East Lansing, Mich. Ann. June 9.

New Channels Corp.—Requests distant signals from WOR-TV, WNEW-TV, WPIX-TV and WNJU-TV, all New York; CKWS-TV Kingston, Ont., Canada, and CJOH-TV, Ottawa, Ont., Canada to DeWitt, N. Y. Ann. June 9.

Penn-Mar CATV Inc.—Requests distant signals from KYW-TV, WFIL-TV, WCAU-TV, WPHL-TV, WIBF-TV and WKBS, all Philadelphia; WRC-TV, WMAL-TV, WTOP-TV, WDCA-TV and WOOK-TV, all Washington, and WMET-TV Baltimore. System also intends to carry ch. 23, Philadelphia, and ch. 50, Washington, when operational, to Penn township, Conewago township, borough of McSherrystown, borough of Hanover, all Pennsylvania. (Baltimore, Md.-ARB 11; Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 29). Ann. June 9.

Soundvision Inc.—Requests distant signals from WTTW-TV, WGN-TV, WFLD-TV, WCTU-TV, WBBM-TV, WMAQ-TV and WBBK-TV, all Chicago, and WISC-TV, Madison, Wis. to Dixon, Ill. Ann. June 9.

Suburban Cable TV Inc.—Requests distant signals from WNEW-TV, WOR-TV, and WPIX-TV all New York to Hill township, West Norriton township, West Rockhill township, Whitmarsh township, Haverford township, borough of Silverdale, borough of South Coatesville, and borough of West Conshohocken, all Pa. Ann. June 9.

Susquehanna Broadcasting Co.—Requests distant signals from WKBS-TV, WPHL-TV, KYW-TV, WFIL-TV, WCAU-TV and WIBF-TV, all Philadelphia; WTTG-TV, WRC-TV, WDCA-TV and WOOK-TV, all Washington, and WMET-TV Baltimore. System also intends to carry any future UHF stations assigned to Philadelphia, Baltimore, or Washington when operational to borough of West York, borough of North York, York township, Spring Garden township and Manchester township, all Pa. Ann. June 9.

Susquehanna Broadcasting Co.—Requests distant signals from WMET-TV, Baltimore; WDCA-TV and WOOK-TV, both Washington; and WIBF-TV Philadelphia. System also intends to carry any future UHF stations assigned to Philadelphia, Baltimore, or Washington when operational to York, Pa. Ann. June 9.

OTHER ACTIONS

■ By memorandum opinion and order; Commissioner Bartley concurring and issuing a statement; Commissioners Cox and Loevinger concurring, FCC granted waiver of hearing requirements of Sec. 74.1107 of rules requested by Broadway Maintenance CATV Corp. for operation of CATV system in the New York City (ARB 1) and Hartford-New Haven, Conn. (ARB 14) television markets. System serves Long Island villages of Centereach, Selden, Farmingville, and Medford, Brookhaven township, New York. It was authorized to import distant signal of educational television WNYC-TV New York City. Action June 14.

■ Review board in Dalton, Ga., CATV proceeding, Doc. 17068, denied motion to modify burden of proof filed May 1 by Multivision Northwest Inc., and dismissed as moot request for permission to file reply filed May 9 by Multivision Northwest Inc. Board Member Nelson absent. Action June 9.

■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17331 et al., denied petition for review filed April 10 by Eastern Microwave Inc., New Channels Corp. and General Electric Cablevision Corp., and held that in this type of case, the ultimate issue is conclusory issue even though it does not specifically refer to the issues which precede it. Petitioners had appealed from prehearing ruling of hearing examiner which held that issue No. 4, despite the lack of usual prefatory words "In light of the foregoing issues," was nevertheless,

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

Assistant manager working toward General Manager. Completely experienced in sales, announcing commercial production. Excellent opportunity, good salary for right man. Middle-of-road music-news, daytime. Quality station in Pacific Northwest. Medium Market. Send resume. Box F-200 BROADCASTING.

Beautiful northern Michigan vacation resort town needs manager with friendly, cooperative and aggressive ideas. Sales and program experience desired. Guarantee with override and stock options. Call Don Benson, 517-482-9895.

Sales

Solid sales position offering guarantee up to \$100.00 per week in community of 30,000. Let's talk. Box F-173. BROADCASTING.

Sales opportunity; must be service minded, creative, play by play desirable. Management opportunity—Send complete details and photo. AM-FM located in Midwest. Box F-179. BROADCASTING.

100,000 watt FM, upper midwest, seeks salesman who understands and believes in stereo FM. Box F-187. BROADCASTING.

Short on sales experience? Long on enthusiasm, empathy, desire to learn and earn? You have a fine future in midwest city under 50,000 with midwest group. Box F-188. BROADCASTING.

You want good money, we have the opportunity. We need an ambitious young salesman to join our staff. No promises, just facts. Why not check us out. KVBK, Brainerd, Minnesota.

WHH-Norfolk, Va. looking for an ambitious salesman, interested in advancement with established organization. All benefits. Unlimited opportunities. Call or write George Pleasant, General Manager, P.O. Box 2840, Norfolk, Va. 23501. Phone (703) 393-1041.

Attention: Baltimore, Washington, and Philadelphia salesmen WTOW of Baltimore and Towson, Maryland are looking for 3 top-notch salesmen. Desire to make money essential. Contact Harry L. Putnam, General Manager, P. O. Box 8767, Baltimore, Maryland 21204 or call 823-1570. All replies confidential.

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.

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-85. 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.

Announcers—(cont'd)

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 daytime needs two announcers with third endorsed. Salary for right men good plus fringe benefits. Send tape, photo and resume to Box F-97. BROADCASTING.

Need 1st phone announcer, announcing and production foremost. Growing organization in middle-Atlantic area. Box F-146. BROADCASTING.

Announcer-producer wanted by non-commercial Midwest big eight university station. 50,000 w AM plus FM stereo facilities. Applicant must have minimum B.A. level degree. Recent graduates with meaningful educational radio experience considered. Must have a working knowledge of classical music and intense interest in public affairs production. \$8,000 start in pleasant university atmosphere. Resume, tape and picture to Box F-160. BROADCASTING.

Immediate opening at N. C. station for mature staff announcer. Must be able to sell on air. Box F-169. BROADCASTING.

Announcer: experienced-or good beginner. Need two and newsmen for Town and Country station in major market. No hillbillies. Station is part of growing chain. Good future for right people. Write Box F-170. BROADCASTING.

Experienced announcer heavy on production Ohio AM-FM operation. Soon closed circuit TV opportunity. Send details and photo, salary open. Box F-178. BROADCASTING.

What do you do when the news department cuts your show to ribbons with bulletins about a general alarm fire downtown? If you are intelligent enough and professional enough to keep up with the story, we want you. Group owner looking for bright personalities with potential for NYC area MOR. Can advance rapidly to P.D. Good voice and commercial delivery important. Some experience necessary. Intelligence required; you'll need it to keep up with us. Tape and resume first letter. Box F-212. BROADCASTING.

We are not middle of the road; top-40: contemporary; religious; C&C; R&B; talk, or anything else you've ever heard for that matter. We need good, mature voices, experience and knowledge of music. Regional AM-FM-TV. Quarter million city. Good place to raise your family. Send tape, photo and resume first reply. Box F-231. BROADCASTING.

KBUD, Athens, Texas seeking experienced announcer with First Class License. Salary \$100.00

Announcer . . . First class . . . Sales! Experience? . . . Salary? KHIL, Willcox, Ariz.

Arizona's top FM stereo expanding announcer staff to sixth fulltime man. Essentials are maturity, literacy, taste, minimum five years experience in a top fifty market. We offer pride in our product, personal dignity, lots of sunshine, and time to enjoy it, group insurance, etc. Send resume photo, tape and salary requirements to Tom Churchill, KRFM, 329 North Third Ave., Phoenix 85003.

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.

Announcers—(cont'd)

Wanted top MOR man with sales ability. Guaranteed top salary and 15% commission. Immediate opening. KVBK Radio. Brainerd, Minnesota. Send resume, tape, and photo.

KWBK, 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, KWBK, Box 486, Wichita, Kansas.

R & B jock. If you are a format swinger we have an opening. Send full details. Al Garner, KYOK, Houston, Texas.

Good jock needed immediately. Excellent opportunity with station. Must have first phone. Rush tape and resume to: Jack Gale, WAYS, Charlotte, North Carolina.

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.

WFIX Huntsville, Alabama seeking dependable, responsible third phone announcer for adult format. Here's your opportunity in South's fastest growing market. All applications considered. Send tape, resume, photo, and salary requirements to John Garrison, WFIX, Huntsville, Alabama. 35804.

Immediate opening for experienced full time announcer. Salary commensurate with experience. Please send tape and resume. Contact John Struckell, Radio Station WFPG, Steel Pier, Atlantic City. N. J. 609/348-4648.

Experienced combo — heavy news/sports MOR. Salary \$150. first phone. WHMC, Gaithersburg, Maryland.

Worth checking — announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit, WHMI, Howell, Michigan.

Expanding, need another first phone announcer. WJBM, Jerseyville, Illinois 618-498-2185.

Immediate position open for announcer with first phone . . . Permanent position . . . Fulltime station in a rapidly growing market. Good working conditions. Station located in Johnson City, Tennessee. For more information contact Jim Wilson, WJCW, Johnson City, Tennessee.

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.

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—(cont'd)

Announcer: Improve your sound—improve your paycheck! Don't keep making the same mistakes. Send your audition or air check and \$6.25 to Professional Critique, 59 Finney Blvd., Malone, New York. Your tape and our critique returned to you. It's the soundest investment you can make.

Mature news production man, experienced, salary open, bonus and insurance—Call 1-513-773-3513 for manager.

Announcer-salesman for C&W station in Virginia. Excellent opportunity for someone not afraid of work. Phone 703-629-2509 day. 703-647-8493 night. No collect calls.

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.

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.

Engineer announcer to do maintenance and short middle road air shift. You will like our Mexican border city. Next promotion—Chief Engineer. Box F-164, BROADCASTING.

Need Chief Engineer for 50,000 watts of standard broadcasting transmitter in Florida. Applicants must have high power experience. Box F-180, BROADCASTING.

WGH Radio needs an experienced 1st phone engineer, no announcing, permanent position. Send resume and references to Chief engineer, WGH Radio, P. O. Box 98, Newport News, Virginia. 23607.

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.

Announcer with 1st phone for C&W format in South. Excellent working conditions, good pay. Also chance to sell. Position available now. Phone 703-638-7014 day. 703-647-8493 night. No collect calls.

Immediate opening available for experienced, well qualified maintenance engineer. Brand new system, good job benefits. Reply Chief Engineer, Television, State University College, Oneonta, New York.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, 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.

Average more than \$650 per month operating branch studio. Sales and news. Box F-186, 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.

Aggressive, well-established, news-minded station needs go-getter to gather and report local news. Must enjoy living in small town and be interested in permanent position. Ideal, mild mountainous climate. Minimum \$400 plus car expense. Contact Kenneth Ferguson, Manager, KHFF, Sierra Vista, Arizona. Phone (602) 458-4313.

#1 station, major SW market, has immediate opening for top newsmen in award winning news department. Excellent working conditions, salary and fringe benefits. Rush tape, resume and picture to News Director, KONO Radio, Box 2338, San Antonio, Texas 78206.

Needed local news writer and announcer who likes solid small market operation. Live a little here with fishing, hunting, camping out your back door. Great future for the right person. Contact Tony Kehl, KVOW, Riverton, Wyoming.

News-minded MOR station has opening in 2-man local news department. Gather, write, Some experience desired but not essential. Send full resume. WBTA, Batavia, NY.

Production—Programming, Others

Girl Friday needed who knows full operation of small station including bookkeeping, billing, payroll, copy, air work. Box E-102, BROADCASTING.

Copywriter creative. Must be prolific writer and able to handle details of Continuity Department. Send resume, samples, salary requirements and references to Manager, KXYZ, Houston, Texas.

Program Director for good music station. Must excel in production, news, special events. Excellent opportunity in South's fastest growing market. Forward tape, photo, resume, and salary requirements to John Garrison, WFIX, Box 7, Huntsville, Alabama. 35804.

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.

Copywriter needed for growing station. Experience preferred or we will train person with the proper background. Send resume, picture and sample copy to Jim Wilson, WJCW, Johnson City, Tennessee 37601.

RADIO

Situations Wanted—Management

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.

Promotion minded working manager desires small-medium market Far West station. Fifteen years all phases radio. Stability more important than dollars. Box F-162, BROADCASTING.

Production manager, still directing, now bored. They can't keep me busy. Experienced in all production phases, married, would like to stay in management. Box F-165, BROADCASTING.

Management—(Cont'd)

Personality conflict forces move. Experienced manager looking for medium market station or small group. Strong on sales. Know radio. Will submit resume upon request. Box F-177, BROADCASTING.

There must be an owner looking for a manager. 10 years experience all phases. Strong on sales proven record dedicated to radio. Can furnish AAA reference. Looking for a real challenge, prefer full-time station. Married with family. Presently employed. Box F-183, BROADCASTING.

Manager first phone. Eighteen years experience radio. Desire first managerial position. Prefer Western states. Box F-188, BROADCASTING.

And now this message about someone to consider as your station manager. You're looking for increased billings, market acceptance, stable operation. An excellent sales producer, previous management experience, background in all phases of broadcasting. An innovator in public relations with ideas, enthusiasm and dedication. Presently several years sales same station major market. Box F-230, 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.

Beat the high cost of sales with creative sales management. Box F-151, BROADCASTING.

Radio and TV sales Executive is interested in becoming active investor in radio station where capable salesmanship can contribute to growth. Box F-176, BROADCASTING.

Southeast. Sales manager with announcing, play-by-play experience. 33. College, family and excellent character. Employed. Box F-232, BROADCASTING.

Announcers

Sportscaster. Experienced. All sports. College, family. First phone. Box E-353, BROADCASTING.

First phone, minimum experience, maximum ambition, try me! Box F-53, BROADCASTING.

A 25 year old with 3 years teaching experience looking for a start in radio. Really enjoys kids and people—will have 3rd class license—available July 1, 1967. Starting salary and area secondary. College minor—Radio-TV—play-by-play and newscasting experience. Draft exempt and single. Box F-41, BROADCASTING.

Announcer — Northeast area — beginner — M.O.R.—Broadcast school graduate. 3rd endorsed, Call 203-526-2350 or write Box F-87, 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, programming. Box F-137, BROADCASTING.

Third phone DJ, tight board, solid news commercials. Box F-168, BROADCASTING.

Young Negro Disc Jockey available immediately. Very good newscaster. Box F-171, BROADCASTING.

Experienced Negro air personality 3rd phone, best references. Currently employed WGTN. Seeks fulltime employment. Box F-172, BROADCASTING.

Attention Florida C&W, first phone announcer, 9 years experience. Country music expert, married, small family. Box F-174, BROADCASTING.

Attention: California, Texas. Top First phone DJ. 18 months experience C&W and news. Available Sept. 1st. Will consider MOR offer. No maintenance. Reply Box F-175, BROADCASTING.

Beginner. Swinging personality. Will relocate. Married. No loafer. Third ticket. Box F-183, BROADCASTING.

Announcers—(cont'd)

Announcer-dj-combo-sales — Presently employed, would like to relocate within 150 miles of New York City. Seven years commercial experience. Cut all shows, remotes, interviews, live shows, etc. Family man, veteran, reliable. Third class endorsed license. A-1 references. Box F-185, BROADCASTING.

One year's experience, college, third, prefer middle format. Box F-189, BROADCASTING.

Staff announcer voice, energetic beginner, 3rd endorsed, radio-TV school graduate. Home town Chicago or 50 mile radius. Salary, you name it, tape, permanent position desired. Box F-190, BROADCASTING.

World's worst dee-jay!!! Wild-wacky-wonderful. Top 40 tiger with first phone, college degree, experience in tank. Box F-191, BROADCASTING.

Experienced announcer, dj, production, news, college, family, permanent, stable position. Relocate. Box F-192, BROADCASTING.

Young announcer in major market with third ticket, experienced in all phases, available around July first for creative organization. Strongest point production—plus smooth, mature MOR or top 40. Please specify format first letter. Box F-194, BROADCASTING.

Michigan wanted. 1st phone, Negro, Experienced, MOR. Top 40. Box F-208, BROADCASTING.

Top 40 first phone, 20. 2 years experience, prefer Florida, available now. Box F-209, BROADCASTING.

Baseball broadcaster for summer league. Have tape, Major league references. Box F-215, BROADCASTING.

Top 40 only. First phone DJ, with crisp bright sound, draft free, large-major-markets. Box F-221, BROADCASTING.

C&W announcer, 16 years experience in all phases of country music. Family man. Would like permanent home with a team-work station. Box F-224, BROADCASTING.

DJ announcer—single, college graduate, draft exempt . . . Tight board! Strong news, commercials! Aggressive salesman! Dependable, ambitious, personable, excellent appearance . . . 3rd endorsed, will relocate. Some experience—a lot of desire. Box F-226, BROADCASTING.

Beautiful music specialist! First phone. Cluster formats, etc. Non-personality. Nights preferred. Extensive background. No maintenance. Interview 201-227-1103.

Young, bright, ambitious service exempt top 40 DJ with 3 years of radio experience is anxious to add life and zip to your staff. Phone Doug Bryan (215) 385-3226 or write: Doug Bryan, Box 18, Douglassville, Penna. 19518.

1st phone announcer looking for a good MOR or CW station in Midwest to settle down with. Mature voice 2½ yrs. Ex. Draft exempt. Considering position as chief. \$135.00. 317-392-2379. 12n to 5 pm.

Young, endorsed, broadcast school grad. wants chance to learn with you; can't learn in present job. Do music, news anywhere—make offer. #3 Wheatfield Drive, Wilmington, Delaware, (302) 478-4576.

Attention Midwest: Young Top 40 DJ, 3rd phone, experienced, broadcast school grad., draft exempt. Will relocate. Looking for station desiring hard working, career minded announcer. Tight board and strong commercial delivery. Lively sound. Will consider all locations, prefer Midwest. Charlie Raye, 5510 South Cleveland Road, Hinsdale, Illinois. 312-323-5270.

DJ-announcer-newscaster. Broadcast school graduate, third phone. Seeking first position, will relocate. Mike Gallacher after six 213-284-1530.

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.

Technical—(Con't.)

Experienced first wants engineering or Chief's position preferably West Coast. Box F-103, BROADCASTING.

Self-study got first phone. Combo experience. Active ham. 23, draft exempt. Box F-181, BROADCASTING.

Supt. Police Radio major metropolitan area. 35 years experience, broadcast, marine, Police communications. Design, installation, maintenance. Desires permanent relocation. Box F-219, BROADCASTING.

Northwest or Rocky Mountain area. Retiring military. Ten years electronic experience. First phone. Available August 15. P. O. Box 69, Biloxi, Mississippi.

Mature, sober, 42 yrs., first phone, 2300 hrs., Electronics Schools. No broadcasting engineering experience, anxious to learn. Clyde V. Small, Jr., 1605 Jim Bridger, Casper, Wyo. 82601, Phone 307-234-2289.

NEWS

News Director material. Can build department from bottom. \$11,000 min. Box F-50, BROADCASTING.

News Director Midwest desires to rejoin radio news field after metropolitan newspaper experience. Editor one year at one of Midwest's oldest 5000 watt stations. Box F-157, BROADCASTING.

Award winning newsmen now with network O & O wishes to relocate before July 15th. Write: "Displaced rebel" . . . Box F-163, BROADCASTING.

News director. Eighteen years experience. All phases of radio, first phone. Prefer Western states, Alaska, overseas. Box F-197, BROADCASTING.

Newsmen. Thorough local news coverage. Good gatherer and writer. First phone no maintenance. Box F-208, BROADCASTING.

Experienced newsmen available for six weeks beginning about July 1. Box F-216, BROADCASTING.

Authoritative, experienced, dependable, creative third endorsed, single, will relocate. Box F-217, BROADCASTING.

Production—Programing, Others

Farm director with ten years experience available immediately. Department discontinued. Excellent references. Box F-73, BROADCASTING.

Program Director 1st phone, Top-40. Draft exempt, married, 4 years experience, consider all. Box F-112, 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.

Boss jock, first ticket, ten years experience. Good references, Family, PD, production news, copy. Interested, Swinger. Box F-158, BROADCASTING.

Knowledgeable, well-seasoned top 40 pro air performer could be in your market, if you're in the market for a mature "yet youthful" pro with proven ability and impressive track record. Grass-roots-up background . . . experience-over 11 years—all phases . . . including group operations, and indies. Box F-159, BROADCASTING.

I'm a major market air personality, but I'm not conceited about it, I'll consider mediums, too. Background includes PD TV, copy, production, traffic, veteran. 29. MOR in Northeast only. Box F-166, BROADCASTING.

First phone program director, personality, any format, available now. Box F-182, BROADCASTING.

College grad with third endorsed, excellent references and major market experience producing and moderating interview programs, interested in writing and producing public affairs programs. Box F-203, BROADCASTING.

TELEVISION—Help Wanted

Management

Expanding CATV system in Florida looking for executive and technical people. Previous CATV experience desirable, but not essential. Apply Sarasota Cablevision, Ltd., P. O. Box 5486, Sarasota, Florida 33579.

Sales

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.

Announcers

Sports director for Midwest television station, a fulltime position for an experienced personality. Air video tapes, SOP and resume to Box F-218, BROADCASTING.

Announcer-director. Leading southern station with most modern production facilities has opening for creative announcer/director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

Technical

Needed immediately broadcast engineer technicians for established New England UHF. First class license without experience eligible. Box F-167, BROADCASTING.

Immediate opening for engineer-first phone Television Station, operation—no announcing. Location—Northern Lower Michigan. Box F-204, BROADCASTING.

Midwest market TV needs 1st phone announcer for operations. With or without experience. Permanent position. Send complete resume to Box F-223, 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.

Engineering supervisor needed for expanding 14 year old UHF facility. Television maintenance technicians considered. Forward resume to: Ken Kendall-WATR, Incorporated-Waterbury, Connecticut.

First phone engineer. Fulltime TV and radio. Good salary. Complete benefit program. Outstanding community. Phone, wire or write Frank Laughlin, Chief Engineer, WGEM-AM-FM-TV, Quincy, Illinois. Phone AC 217-222-6840.

Immediate need for experienced video engineer capable of assuming position of Studio supervisor in full color VHF operation. Permanent position in excellent environment. Contact Chief Engineer WJBF-TV, Augusta, Ga.

First phone engineer for central VHF market station. Contact Chief Engineer, WLUC-TV, Marquette, Michigan 49855.

Major midwest color equipped, 2 station ETV operation needs studio transmitter and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer WMVS/WMT, 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.

NEWS

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 pix and audio tape. Immediate opening. Reply to: Rod Gelatt, News Director, KOMU-TV, Columbia, Missouri 65201.

NEWS—(Cont'd)

Newsman—Opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. WSAV Radio and Television. Savannah, Georgia.

Production—Programing, Others

Group-owned VHF seeking Promotion Manager who has demonstrable creativity in sales, and program promotion. This is a most desirable position with a highly regarded station.—full color and dominant in market.—offering an excellent future. Send resume, photo and examples of work to Box F-158. BROADCASTING.

Two television instructors to teach all phases of production including film and performance. College level. Full time. Begin September. Minimum requirements: Bachelor's degree and professional experience. Boston. Send complete resume and salary requirements. Box F-207. BROADCASTING.

Promotion manager needed immediately. Familiarity with print layout and production techniques a must. Most important is strong desire to be an asset to growing community. Primary network affiliate. We're in the Midwest and would prefer that you were too. Box F-210. BROADCASTING.

Producer/Director full time independent TV station in major Eastern market with heavy live studio/remote schedule offers creative challenge to aggressive man, experienced in all phases of television producing/directing. Complete production control requires own video switching. Emphasis on imaginative commercials, but man must be able to produce and direct all types of shows and remotes. Rush audition tape and complete resume to Box F-222. 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-225. BROADCASTING.

Immediate opening for producer/director at new UHF station. Must have at least three years experience in all phases of television production and direction. Write: John Clark, WKTR-TV, 1630 East Stroop Road, Kettering, Ohio 45429.

Milwaukee ETV stations, WMVS/WMTV, have immediate opening for experienced, creative TV producer-director. College degree required. New facilities, fully color capable, remote unit, film unit. Excellent opportunity for stimulating work and professional growth. Write or call Otto Schlaak, 1015 North 6th Street, Milwaukee, Wisconsin.

TELEVISION

Situations Wanted—Management

General Manager for small to medium market television or TV-Radio 25 years broadcasting experience, all phases yet just 43. Detailed resume and references on request. Box F-202. BROADCASTING.

General sales manager—Experienced in top ten market aggressive station as general sales manager, advertising and promotion manager, salesman, sales promotion manager and traffic manager. Knows all phases of sales administration and strong in both local and national sales. Looking for "the" opportunity. Box F-195. BROADCASTING.

Sales

Beat the high cost of sales with creative sales management! Box F-150. BROADCASTING.

Technical

Present TV asst. chief. Desire Chief, asst. chief, or equivalent in industry, 16 years experience all phases. Minimum salary \$10,000. Box F-201. BROADCASTING.

NEWS

Experienced newsman, photographer, TV, all phases desires Viet Nam or mid-east assignment. Professional. Box F-199. BROADCASTING.

NEWS—(Cont'd)

Nine years in news, five years in major state capital has prepared me to direct your news department with stress on hard hitting investigative local news. Box F-205. BROADCASTING.

Newsman thoroughly experienced, on air and otherwise, with genuinely individual but unaffected style. Opportunity wanted in larger market. Box F-220. BROADCASTING.

Production—Programing, Others

Film writer and producer searching for an intriguing assignment. Ten years experience in television and motion pictures. Previous background in theatre and playwriting. Box F-161. BROADCASTING.

Film director—Set up new or re-vamp old operation. 10 years experience. Box F-196. BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: FM equipment . . . 12 volts. For use in cars for remote pickup. To be used on 153.05 mhz. prefer transistorized equipment but will consider tube type in good condition. Contact Jim Johnson, CE. WIRK, West Palm Beach, Florida.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind., 440 Columbus Ave., N.Y.C.

Co-axial cable-Hellax, 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.

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.

Schafer automation 600. Six decks and Brain, Ampex. One Ampex 351 makeup unit. \$6,200 complete. KAPT, 212 High Street, N. E., Salem, Oregon.

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, KPPO, Riverside, California 92501.

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.

3-260 ft. galvanized angle iron AM broadcast towers, complete with two Austin transformers. Knocked down. Will erect or ship. T. L. Harris, Able Steeplejack, Co., Inc., Box 302, Pasadena, Tex. 77501-GR 3-3440.

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 Jampiro 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.

FOR SALE—Equipment—(Cont'd)

Five channel McKenzie play back unit and McKenzie record amplifier and approximately 70 cartridges completely reconditioned A-1 shape. First check for \$550.00 takes it. Rob Randall, KRDS, Phoenix.

3 kw GE FM-Stereo transmitter (Model BT-3A) Excellent condition, now in use. Best offer over \$3,000. Contact WJBR, Wilmington, Delaware. (302) 475-4000.

Bargain. ITA AC-1A console just removed from service. Complete with plug-in amplifiers, power supply, diagrams, instruction books. Ideal recording studio or control room. First for \$3375 takes. Johnny Knorr, WKBI, St. Mary's, Pa. 15857.

KRS tape cartridge system complete with Model SB-6R1 6 Start w/record and Model SB-1R/PF record/playback plus 250 KRS tape cartridges. Reverse & fast-forward feature. \$975.00 Sparta Electronic Corp., Box 28365, Sacramento, Calif. 95828 (916) 383-5353.

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.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

Wanted. Steady source informational misc. material for broadcast. Must be brief. No humor. Box F-228. BROADCASTING.

DEEJAYS! Just out . . . "Gag Digest", yocks for jocks. Over ten years exclusive gag service DJs only. Latest issue \$4.00 plus free lists. Morris, Box 1234, Eureka, Calif. 95501.

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 Veterans' 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.

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.

INSTRUCTIONS—(Cont'd)

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).

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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.

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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.

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Announcers

MAJOR WEST COAST AM

needs topflight afternoon drive time personality. Rush tape and resume.

Box F-227, Broadcasting.

Situations Wanted

Management

MANAGER

Major Market Experience. McLendon, Crowell-Collier, Metromedia. Build ratings. Sales. Prefer California. Excellent references.

Box F-66, Broadcasting.

TOP MANAGEMENT

Outstanding record in major markets. Strong in sales, promotion, creativity. Experienced both conservative and contemporary sounds. Proven ability to solve problems and train people. Best references.

Box F-214, Broadcasting.

ATTENTION RADIO STATION OWNERS IN THE TOP 60 MARKETS ONLY

I may be the man you're looking for. I know how the time buyer, you, your employee, and the listener thinks. I've managed a smaller market radio station for two years with great success. I did programing successfully in a medium market and am now DJ in Top 10 market doing drive time. My track record is excellent in sales, programing and announcing.—Available September 1st, 1967, however, let's get together now. All replies confidential.

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Technical

Engineer Director

for CHAIN of STATIONS seeks greater challenge. Experience in AM, FM. Directional remote pick-up, all types construction-maintenance & proofs. Also, any type air-work if need arises. 14 yrs. experience. \$12,500 min.

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TELEVISION—Help Wanted

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.

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Production—Programing, Others

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

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Production—Programing, Others

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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 '58. Thoroughly capable MC, interviewer, host-narrator, commercial ann., puppeteer, musician. Wants new challenge requiring diversified and professional demands.

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Franchise Distributorships for Seeburg Background Music Systems

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

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RADIO STATION

Experienced broadcasters seek property up to \$500,000. Good suburban facility acceptable. Any area but Southeast. Can act quickly.

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Stations

San Francisco Bay Area

STEREO FM
FOR SALE
REACHING A POPULATION OF
OVER 1,000,000 PEOPLE
\$90,000
Box F-154, Broadcasting.

Northern California

Full time single station market. Absentee owned. Asking \$160,000, but owner wants offer. Low down payment.
Box F-229, Broadcasting.

KALF, Mesa, Ariz.

10 Kw 1510 D. Controlling interest available. 1966 cash gross \$123,000. 1967 currently ahead of 1966. Retained earnings deficit \$130,000. Current liabilities approx. \$200,000. C.P. for FM. Owner in bankruptcy. Contact Lou Silverstein, 521 W. Cambridge, Phoenix.

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.

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(Continued from page 85)

a conclusionary, rather than evidentiary issue, as urged by petitioners. Action June 8.

■ Office of opinions and review on June 6 granted motion by the National Football League and Cleveland Browns Inc. for extension of time to June 1 to respond to petition by Telarama Inc. for reconsideration in proceeding re petitions by Akron Telarama Inc., Akron, Ohio, et al. (CATV systems in the Cleveland television market) (Docs. 17357 et al.)

■ By memorandum opinion and order; Commissioner Bartley concurring and issuing a statement; Commissioner Lee abstaining from voting; Commissioner Cox not participating with respect to Television Community Services Inc. and dissenting to the remainder of the action and issuing a statement; Commissioner Loevinger concurring; Commissioner Johnson abstaining from voting, FCC granted waiver of hearing requirements of Sec. 74.1107 of rules requested by Lebanon Valley Cable TV Inc., and Television Community Services Inc. to operate CATV systems in Harrisburg-Lancaster-Lebanon-York, Pa., television market (ARB 29), and to import independent television signals from Philadelphia and New York. Action June 14.

■ By memorandum opinion and order; Commissioner Bartley dissenting and issuing a statement; Commissioner Loevinger concurring, FCC denied request by Stevens Point Cablevision, operator of CATV system at Stevens Point, Wis., for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules for WEAU-TV Eau Claire, Wis. Action June 14.

■ FCC granted requests and extended time to July 10 to file comments and to July 28 for replies in the matter of amendment of Sec. 74.1107 of commission's rules regarding carriage of TV signals on community antenna television systems (Doc. 17438). Action June 13.

ACTIONS ON MOTIONS

■ By Hearing Examiner David I. Kraushaar on June 7 in proceeding in re CATV petitions by Cosmos Cablevision Corp., North Augusta, and Aiken Cablevision Inc., Aiken, both South Carolina, granted letter request of Cosmos Cablevision Corp. and dismissed its request, and similar request of Aiken Cablevision Inc. is retained in hearing (Docs. 17056-57). On June 12 in proceeding on CATV petition by Aiken Cablevision Inc., Aiken, S. C., scheduled further prehearing conference for June 26, and hearing for September 25; also scheduled other procedural date (Doc. 17057).

■ By Hearing Examiner Forest L. McClenning on June 12 in proceeding in matter of CATV petitions by Taft Broadcasting Co. (WKYC-TV) and WLEX-TV Inc., Lexington, Ky., granted request of WLEX Inc., and continued hearing from June 26 to June 27 (Doc. 16990).

■ By Hearing Examiner Herbert Sharfman on June 9 in proceeding on CATV petitions by CATV of Rockford Inc., Rockford, Ill., et al., rescheduled procedural dates including hearing from July 17 to Sept. 18 (Docs. 17234-41).

■ By Hearing Examiner Elizabeth C. Smith on June 8 in proceeding in re cease and desist order to be directed against following CATV operator: Valley Vision Inc., Jackson and Sutter Creek, both California, scheduled further prehearing conference for July 6, and continued without date hearing presently scheduled for June 26 (Doc. 17442).

Ownership changes

APPLICATIONS

KOY Phoenix—Seeks assignment of license from KOY Broadcasting Co. to Southern Broadcasting Co. Transaction is to dissolve licensee corporation and assign it to parent corporation. Principals: John G. Johnson, president. Ann. June 13.

KCFT(TV) Concord, Calif.—Seeks assignment of license from Jerry Bassett Inc. to John M. England, trustee. Station not in operation. Obligations of debtor were greater than \$250,000. Ann. June 9.

KOAD Lemoore, Calif.—Seeks transfer of 1% of stock from V. J. Braun Sr. (51% before, 50% after) to Norman Klein (49% before, 50% after). Mr. Klein is 60% stockholder of export machinery concern. Mr. Braun is on retainer as consulting electronic engineer. Consideration \$8,820. Ann. May 17. (Corrected item, BROADCASTING, May 22).

KDEY Boulder, Colo.—Seeks assignment of license from Bonanza Broadcasting Corp. to Sunshine Canyon Radio Co. for \$18,500. Principals: Dr. Orville M. Rippy (85%) and L. F. Bellatti (15%), partners. Dr. Rippy is director and 30% stockholder in drug store

and is president and 100% stockholder in property leasing concern. Mr. Bellatti is vice president, publisher and 49% stockholder of Stillwater Publishing Co., licensee of KSPI-AM-FM Stillwater, Okla. Ann. June 9.

WARN-AM-FM Fort Pierce, Fla.—Seeks assignment of license from Walker Broadcasting Corp. to Fort Pierce Broadcasting Co. for \$220,000. Principals: Drew J. T. O'Keefe (100%), Philip G. Adams, president, et al. Mr. O'Keefe is U.S. attorney; 100% stockholder and director of O'Keefe Broadcasting Co., licensee of WBCB Levittown-Fairless Hills, Pa.; 65% stockholder in Capital Broadcasting Corp., licensee of WKEN Dover, Del.; 75% stockholder in apartment house; 50% partner in realty company, and 50% stockholder in pier operation. Mr. Adams is manager of WBCB and vice president and general manager of WKEN. Ann. June 14.

WBIX Jacksonville Beach, Fla.—Seeks transfer of control from James O. and Lillian L. Atkins (each 25% before, none after) to Fred Butler (50% before, 100% after). Principal: Mr. Butler will be president. Consideration \$10,458.90. Ann. June 13.

WEDR(FM) Miami—Seeks transfer of control from E. D. Rivers Sr. (52% before, none after) to E. D. Rivers Jr. and Marie B. Rivers, guardians of their five minor children (45% before, 97% after). Transferees are officers, directors and stockholders of WGUN Atlanta, WEAS-AM-FM Savannah and WGOV-AM-FM Valdosta, all Georgia; KWAM and KLYX(FM) Memphis; WSWN-AM-FM Belle Glade and WSOX Plantation Key, both Florida. No consideration. Ann. June 8.

WOCN Miami—Seeks assignment of license from WSKP Broadcasters to partnership composed of Edward Winton, Myer Feldman, David Ginsburg and Norma Fine. Assignee intends to do business as WOCN Broadcasters. Al Lapin Jr., partner in WSKP Broadcasters seeks to withdraw from partnership. Norma Fine has agreed to purchase Mr. Lapin's 10% for \$15,334. Thus, following FCC consent for assignment, Norma Fine will increase her partnership from 15% to 25%. Silva M. Feldman also will withdraw her holdings from WSKP for \$1 and assign her interest to husband Myer. Ann. June 9.

WMRO-FM Aurora, Ill.—Seeks assignment of license from WMRO Inc. to Aurora FM Inc. for \$35,000. Principals: Vincent G. Coffey (50% before, 100% after) and Benjamin A. Oswalt (50% before, none after). WMRO Inc. will continue to be licensee of WMRO Aurora. Mr. Oswalt does not wish to continue ownership in FM operation. Ann. June 13.

WBYS Canton, Ill.—Seeks transfer of control from Harriet B. Winsor, deceased, to John B. Winsor, administrator of estate. Principals: John B. Winsor (19.1% before, 51% after) and Charles E. Wright (49% before, 49% after). Ann. June 14.

KRCB Council Bluffs, Iowa—Seeks assignment of license from Council Bluffs Broadcasting Co. to KRCB Inc. for \$200,000. Principal: James J. Conroy, president (100%). Mr. Conroy has had broadcast interests, but none presently. Ann. June 13.

WMET-TV Baltimore—Seeks assignment of license from United Broadcasting Co. of Eastern Maryland Inc. to United Television Co. of Eastern Maryland Inc. Application is to effectuate permit and license for WMET-TV authorized to separate corporate entity. United Broadcasting Co. of Eastern Maryland Inc. is owned 97% by United Broadcasting Inc. and 3% by Richard Eaton. United Broadcasting Inc. is owned 100% by Mr. Eaton. Mr. Eaton is officer, director and stockholder in: WOOK-AM-TV and WFAN(FM), all Washington; WSD-AM-FM and WMET-TV, all Baltimore; WANT Richmond, Va. (application granted for assignment of license of WANT whereby United acquired KALI San Gabriel, KUFY(FM) San Mateo and CP for KECC-TV El Centro, all California); WJMO and WCUY(FM) Cleveland Heights, Ohio; WBNX New York; WINX Rockville, Md.; WMUR-TV Manchester, N. H.; WFAB Miami-South Miami, Fla., and WJMY-TV(CP) Allen Park-Detroit. Application is on file at FCC for assignment of KTRG-TV Honolulu to Friendly Broadcasting Co., which is licensee of WJMO and WCUY-FM and parent company of WMUR-TV. Consideration involved will be assignment of all television assets and liabilities involving WMET-TV. Action June 14.

KMMJ Grand Island, Neb.—Seeks assignment of license from Town & Farm Inc. to United Communications Inc. for \$450,000. Principals: Rex Lathen, president (65%), has been associated with KMMJ and is currently with H-R Representatives radio representative firm in Chicago. He will become general manager. Willard Morton (13.75%) will remain on KMMJ staff and

will assume vice presidency. Ann. June 9.
WCHE West Chester, Pa.—Seeks assignment of license from Frank A. Robino Jr. to Robino Broadcasting Inc. Principal: Frank A. Robino Jr. (100%). Incorporation. No consideration. Ann. June 13.

WPDFTV Florence, S. C.—Seeks assignment of CP from Rovon Television Inc. to Rovon of Florence Inc. Principals: Rovon Television Inc. is applicant for CP for new television in Macon, Ga. This application has been designated for hearing. It was decided to establish new corporation to operate Florence TV station, which would be separate from existing corporation that is seeking CP in Macon. Robert Helft, president and John Von Drill (each 50%). No consideration. Ann. June 12.

KIII(TV) Corpus Christi, Tex. — Seeks transfer of control from Clinton D. McKinnon (52% before, 50% after) to Michael Dee and Clinton Dan McKinnon (both 80% before, both 58.2% after). Transfer is technically from Mr. McKinnon to himself and his two sons. Other stockholders are Harold Garfield, Bernard Weinberg, Gloria Deverick and James T. Smith (no other broadcast interests). Ann. June 9.

WKCY Harrisonburg, Va.—Seeks assignment of CP from Blueridge Broadcasting Co. to Radio Blue Ridge Inc. Principals: Willie M. Miller (9% before, 9% after), Glenn W. Miller, Edward C. Moore and James C. Neff (each 16% before and 16% after) and Donald W. Miller (43% before, 23% after) with option after April 12, 1968 to purchase an additional 20% of corporation. Incorporation. Ann. June 14.

WBRG Lynchburg, Va.—Seeks assignment of license from Harry A. Epperson Sr. to Tri-County Broadcasting Inc. for \$25,446.50. Mr. Epperson desires transfer of 25,000 shares of stock to him for his assets in WBRG to form corporation. Ann. June 9.

ACTIONS

KCCN Honolulu—Broadcast Bureau granted transfer of control from Perry W. Carle et al to Jall Broadcasting Inc. d/b as Jall Corp. Principals: Al Lapin Jr., president (47.4%), Phil David Fine, president (36.8%), et al. Mr. Lapin is president and director of restaurant and franchising concern, investment company partner and president and director of Broadcast Systems Inc., service organization for Lapin broadcast interests. Mr. Fine is attorney, chairman of bank, and director of restaurant and franchising. Mr. Lapin is president, director and 31.58% stockholder of Monte Mar Broadcasting Inc., permittee of KIHPTV Santa Barbara, Calif., president, director and 20% stockholder of Canasta Broadcasting Inc., permittee of WDUV-TV Jacksonville, Fla., has 10% interest in WOCN Miami (which he is in process of transferring to

Mrs. Norma Fine, wife of David who has 5% interest in Miami station). 50% stockholder of American Telecasters Inc., permittee of KGPA-TV, president, director and 31.58% stockholder in Marbo Broadcasting Inc., applicant for new TV in San Bernardino, Calif., president, director and 55% stockholder in Aljir Broadcasting Inc., applicant for new TV in Aurora, Ill., and president, director and 55% stockholder in Hayvenhurst Broadcasting Inc., which has new TV pending in Minneapolis. Consideration \$106,170 plus assumption of obligation of approximately \$50,000. Action June 9.

KJFF Webster City, Iowa—FCC granted assignment of license from Triangle Broadcasters Inc. to Nachusa Corp. for \$152,000. Principals: Robert E. Shaw trust and Benjamin T. Shaw trust (each 50%). Nachusa Corp. has indirect relationship with Webster City Publishing Co., publishers of daily newspaper. Robert E. and Benjamin T. Shaw are trustee-beneficiaries. In addition, they are co-trustees of Mable S. Shaw trust which holds 100% of voting stock of B. F. Shaw Printing Co., which is 80% owner of Webster City Pub. Co. Action June 14.

WHLN Harlan, Ky.—FCC granted transfer of control of Radio Harlan Inc. from J. Francke Fox Jr. to James T. Morgan, trustee. Stock transfer (85%). Principal: Mr. Morgan is vice president and director of Tinker Inc., licensee of WEKY Richmond, Ky., which has an application on file for assignment of license to Henkin Inc., under a contract for sale of Tinker's assets. He is also director of Harlan CATV, closed circuit television in Harlan; director and stockholder of retail furniture store, and shareholder, director and vice president of Radio Harlan Inc. Action June 14.

WEKY Richmond, Ky.—FCC granted assignment of license from Tinker Inc. to Henkin Inc. for \$200,000. Principals: Fred (40%) Jean (0%) and Clyde (10%) Hensley and Arnold (35%) and Gladys (15%) Kincer. Mr. Clyde Hensley is owner of coal companies, farm and apartment rentals, with interest held by wife and daughter Jean. Mr. Fred Hensley is associate accountant and owner of apartment house. Mr. Arnold Kincer owns grocery store and coal land. Mrs. Kincer is cosmetologist. Action June 14.

WHFS(FM) Bethesda, Md.—Broadcast Bureau granted transfer of control from George P. Griffith (100%) to Bernard (36%) and Philip N. Margolius, James J. Bierbower, J. Alvin Jeweler and Marvin I. Rosenbloom (each 16%). Mr. B. Margolius is attorney and has interest in Holiday Inns. Mr. P. Margolius is attorney. Mr. Bierbower is attorney and is vice president and counsel for Southern Air Transport Inc. Mr. Jeweler is station manager of WHFS. Mr. Rosenbloom is employee of Technical Operations

Inc., research and development for U.S. Army. Consideration \$102,900. Action June 9.

WTHU Thurmont, Md.—Broadcast Bureau granted assignment of CP from Victor A. Leisner to Leisner Broadcasting Corp. in which Mr. Leisner will be sole stockholder. Action June 9.

WHAZ Troy, N. Y.—FCC granted assignment of license from Rensselaer Polytechnic Institute to WPOW Inc. for \$65,000. Principal: Assignee is licensee of WPOW New York. John M. Camp, president and treasurer, et al. Mr. Camp is sole owner of KWBA Baytown, Tex. Action June 12.

KLOK-FM Ponca City, Okla.—Broadcast Bureau granted transfer of control from Marrol M. Mash to Jerry L. Mash, president. Action June 9.

KBAT San Antonio, Tex.—FCC granted transfer of control from Roy Hofheinz and R. E. Smith to Swanco Broadcasting Inc. Principals: Webster E. Pullen, chairman of board of directors (1%), W. Clark Swanson Jr., vice president and Gerock H. Swanson (each 42%) et al. Applicant owns 95% of stock in following: Swanco Broadcasting of Kansas Inc., licensee of KLEO Wichita, Kan.; Swanco Broadcasting Inc. of New Mexico, licensee of KQEO Albuquerque, N. M., and Swanco Broadcasting of Oklahoma Inc., licensee of KRMG-AM-FM Tulsa, Okla. Consideration \$1.5 million. Action June 14.

WSJT Chesapeake, Va.—Broadcast Bureau granted assignment of CP from Harold H. Hersch, Samuel J. Cole, L. W. Gregory and William L. Forbes d/b as South Norfolk Broadcasting Co. to Charles Payne for \$22,750. Principal: Mr. Payne is general manager of WINS New York, Westinghouse Broadcasting Co.; general executive in broadcasting, national sales director for all McLendon stations and Texas Triangle and is active in professional organizations. Action June 9.

KOL-AM-FM Seattle — Broadcast Bureau granted assignment of license from Seattle Broadcasting Co. to Buckley-Jaeger Broadcasting Corp. of Calif. for \$1 million. Principals: Applicant is licensee of KGIL San Fernando and KKH-AM-FM San Francisco, both California. Richard D. Buckley (89%) is president, chairman of board and treasurer of assignee corporation; president, chairman of board and 94% stockholder in Buckley-Jaeger Broadcasting Corp. of Connecticut, licensee of WDRG-AM-FM Hartford, Conn., and president, chairman of board and 94% stockholder of Buckley-Jaeger Broadcasting Corp. of Minnesota, licensee of WTTC Minneapolis. Richard D. Buckley Jr. is vice president and 11% stockholder of assignee, and vice president, director and 6% stockholder of corporation in Minneapolis. Action June 6.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through June 14. 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.

■ **Sierra Vista, Ariz.**—Sierra Vista Community Antenna Television Co. has been granted a franchise in a special election by a vote of 434 to 238.

■ **Hanford, Calif.**—Central Valley Cable TV Co., Fresno, Calif. has applied for a franchise. Installation and monthly service charges would run about \$15 and \$4.80 respectively. City would receive about 5% of the annual gross revenue the first two years and 5½ thereafter.

■ **Hollister, Calif.**—Video Communications Inc., Palm Springs, Calif., has applied for a franchise. The system would carry channels from San Francisco, San Jose and Salinas, all California. A closed-circuit channel would be provided for exclusive use of public schools and city. Alta-Vision Inc., Glendale, has also applied for a franchise.

■ **Arapahoe County, Colo.**—Mountain States Video Inc. has applied for a franchise to serve Littleton, Cherry Hills, Aurora, Greenwood Village, Englewood, Sheridan and Glendale, all Colorado. A minimum of 16 channels would be carried by the system.

■ **Albia, Iowa**—Citizens approved a 10-year franchise for United Transmission Inc.,

Kansas City, Mo. (multiple CATV owner) by a vote of 327 to 321.

■ **Carmel, Ind.**—Hamilton County CATV has been granted a franchise.

■ **Fowler, Ind.**—Indiana Multi Vue TV System has been granted a franchise.

■ **Scottsburg, Ind.**—All-Channel Cablevision Inc. has applied for a franchise. Maximum installation fee and monthly service charge would be \$20 and \$5 respectively. The city would receive 3% of the annual gross receipts from monthly service charges.

■ **Humboldt, Iowa**—Community Antenna Systems Inc. has been denied a franchise. The system would have carried 12 channels plus local programming and advertising channels.

■ **Olathe, Kans.**—Dr. Marvin E. Wollen, Olathe optometrist, has applied for a franchise. City would receive 5% of the annual gross revenue. Installation fee and monthly service charge would be \$15 and \$5.50 respectively.

■ **Lee, Mass.**—High Fidelity Cable Co., Great Barrington, has been granted a franchise. Pittsfield-Dalton TV Cable, Pittsfield, Mass., had also applied.

■ **Salem, Mass.**—North Shore Cablevision Corp. has applied for a franchise.

■ **St. Louis County, Minn.**—Continental Transmission Corp., wholly owned subsidiary of Continental Telephone Corp. (multiple CATV owner), has announced plans to acquire North Central Video's Inc. systems in Ely and Babbitt, both Minnesota. Price was not disclosed. The systems serve over 1,000 customers. Tentative takeover date is June 30. Continental Transmission Corp. now operates 13 CATV systems in five states.

■ **Somerset, N. J.**—Jersey Cable & Commu-

nications Inc. has applied for a franchise. Monthly service charge would range from \$3 to \$5.

■ **Woodbury, N. J.**—Town council canceled the franchise of Better TV of Orange County, Monroe.

■ **Woodstown, N. J.**—The borough council approved an ordinance permitting operation of CATV system. Franchise holder would have 15-year license at minimum annual cost of \$750 or 5% of holder's annual gross revenue. Installation fee and monthly service charge are \$15 and \$4 to \$4.95 respectively.

■ **DeWitt, N. Y.**—New Channels Corp., subsidiary of Newhouse Communications, and General Electric CATV (both multiple CATV owners) have each applied for a franchise. New Channels Corp. would offer the town 5% of annual gross revenues, excluding installation fees. The monthly service charge would be \$5 for a 17 channel system. General Electric CATV would offer the town 6% of the annual gross revenue. Installation fee and monthly service charge would be \$17 and \$4.85 respectively for a 19 channel system. Charter subscribers would get free installation.

■ **Highland Falls, N. Y.**—U. S. Cablevision, Poughkeepsie, N. Y., has applied for a franchise. Monthly service charge and installation fee would be \$20 and \$5 respectively.

■ **Lawton, Okla.**—Lawton Enterprises Inc. has been granted a franchise.

■ **Huntington, W. Va.**—The city council is taking franchise applications until June 30. Applicants must be willing to furnish a minimum of five commercial channels and one educational channel. Maximum charges allowed for installation and monthly service are \$10 and \$5 respectively. The franchise would run for 15 years.

WHEN Don Tragesser arrived in Boston, having just joined CBS Radio as a vice president and taking the post of general manager of the network's WEEI-AM-FM, his immediate job was clearly spelled out: turn the station around from a position hovering around fifth or sixth in the market to second, or even first.

Nice work if you can do it. Don Tragesser—with a lot of help, he insists—did it.

But the kind of help he got didn't include a detailed set of directions. Perhaps if it had been all spelled out it wouldn't have worked. Perhaps, he thinks, the best kind of help he got from CBS was a rule book, so to speak, with blank pages. He wrote his own ticket as he went along, with a revised staff helping to fill in the blanks, and the station which years ago had been dominant in the market until it began to slip badly, hit the comeback trail.

Within two years of Mr. Tragesser's arrival from KDKA Pittsburgh in September 1963 he could lay claim to the market's number-two spot, and his promotion staff is now spreading the word that "for the third consecutive rating period (April-May Hooper total rated time periods), WEEI is number one."

Getting Started ■ It took Don Tragesser several months to get his bearings in Boston, but by January 1964 his compass began to settle down and point consistently in one direction. In that month he gained a program director he had worked with in Pittsburgh, Dominic Quinn, whom he now characterizes as "one of the best in the business." And he moved a former newspaper reporter, Paul Benzaquin, who had been vegetating in another slot, to a vacancy on a struggling afternoon talk show.

The format's freedom and Mr. Benzaquin's articulate exploitation of the area's affinity for free-swinging opinion and controversy proved to be just what WEEI needed. The show's appeal soon registered in the ratings and before the year was out Messrs. Tragesser and Quinn had doubled the program's length to four hours and scored a number-one Pulse for the time period.

Pragmatically determined to follow any promising lead, Mr. Tragesser recruited another colleague from Pittsburgh to do a four-hour evening telephone-talk show and bridged the gap between it and the Benzaquin afternoon open-forum slot with a straight hour-and-a-half news program—which the station claims was a first for Boston.

Still following the ratings payoff, the station then took what Mr. Tragesser calls his greatest programing gamble: the decision to round out the schedule and go all-talk with news and features in the morning. Currently WEEI is airing more than 18 hours of talk programing

Controversy returns WEEI to eminence

daily.

From the beginning, Mr. Tragesser insisted "that no one has a monopoly on brains." Out of weekly no-holds-barred conferences with the staff came the evolution of WEEI's talk-show methodology. Feedback comes from listeners, the weekly meetings and correlations between topics discussed and busy-signal counts. Generally, issues are news-

WEEK'S PROFILE



Donald James Tragesser—VP, CBS Radio and general manager, WEEI-AM-FM Boston; b. Pittsburgh, March 24, 1928; Mount Lebanon (Pa.) High School, Duquesne University, 1949-50, and University of Pittsburgh, 1950-55, studying liberal arts; completed executive training at the Columbia University Graduate School of Business, 1963; worked part time for KQV Pittsburgh during high school years, full time after graduation as producer-account executive (taking college classes part time); joined KDKA Pittsburgh, 1952, as account executive, made general sales mgr. 1956, assistant general mgr., 1958; joined CBS Radio as VP and general mgr., WEEI-AM-FM, September 1963; served in U.S. Marine Corps Reserve as public information officer 1947-1949; m. Nancy Kelley of Mount Lebanon, Nov. 18, 1948; children: Donald Jr., 17; Richard, 16; Mary Beth, 14; memberships: Advertising Club, Broadcast Executives Club, both Boston; Bostonian Society; board member, Massachusetts Broadcasters Association; radio chairman (1964), Massachusetts Bay United Fund, and the Executive Association of the Columbia University Graduate School of Business; hobbies: music and reading.

oriented, not personal, and a conscious effort is made to direct discussions to topics that engage younger audiences.

A strong editorializing policy fits right in with the station's new sound. Serving what he describes as a "political community," he took the first opportunity that came along to endorse candidates in a major election. When he announced his intention to do so, he found that even the idea was controversial (and still is, as broadcasters who watch Congress are well aware). But 60% of the station's callers favored the action.

Taking the plunge, he gave WEEI's support to four state and federal candidates. At this point he heard from another critic—John W. McCormack (D-Mass.), Speaker of the U.S. House of Representatives, who promptly called to complain about the station's taking sides in a contest involving the Speaker's nephew. WEEI was backing the nephew's opponent.

When the votes were in, however, he found that while the station could not help making enemies by taking sides, it had also added to its roster of friends in high places. The four candidates endorsed by the station were elected.

For all his success with talk programing, Mr. Tragesser got his start in radio because of music. When in high school he had his own orchestra (his instrument was the guitar). During the war years his interest in music led him to part-time work on KQV Pittsburgh.

Steady Rise ■ After high-school graduation he switched to full time with KQV as producer and salesman while attending college part time.

He joined KDKA as an account executive in 1952, while continuing his studies, and stayed with the Westinghouse outlet until leaving for Boston in 1963. Before joining WEEI, he found time to complete executive training at the Columbia University Graduate School of Business.

Even though his station is now talk oriented—and his prediction is that "news and information will become the primary role of radio"—he retains his early interest in music. Another hobby is reading. But WEEI, he says, comes first. Mr. Tragesser is himself an influential member of WEEI's audience and he keeps a telephone in his car to contact the station when he hears something that needs attention.

Steady attention and willingness to innovate are Don Tragesser's two keys to station management. "Radio changes," is how he sums it all up, "and WEEI didn't change with it. That's why it got in trouble." And although he is on record that "WEEI is now committed to talk radio," he also says he'd "drop it tomorrow if something better comes along."

EDITORIALS

Red Lion, red flag

THE U.S. appellate court made it clear last week that broadcasters—all of them—must either resign themselves to a future of diminishing stature or organize themselves for a decisive attack on the government's fairness doctrine. In declaring the doctrine to be constitutional, the appellate court has as much as told the FCC to go on intruding deeper and deeper into the programing and advertising policies of radio and television. No broadcaster should delude himself into thinking that the WGBH Red Lion, Pa., appeal is a minor case involving only a non-establishment station in an obscure town. It is a case that affects every broadcaster.

It is also a case that affects a good many broadcast advertisers, including some of the biggest, because it affirms the constitutionality of a doctrine that the FCC had applied only 11 days before to rule that cigarette advertising is a controversial issue deserving of opposing comment on the air. An extension of that logic to other products widely advertised on radio and television is inevitable unless the FCC's ruling on cigarettes and the court's ruling on the Red Lion appeal are somehow undone.

But it is not cigarette advertising alone, or the prospects of effects on other advertising, that ought to trouble broadcasters in considering these recent events. As now interpreted, the fairness doctrine can be applied to anything presented on the air, as long as it is judged to be controversial. Few things worth mentioning at all are without at least some element of controversy.

These issues are too vital to the whole broadcasting structure to be left to piecemeal attack. Stations of all classes and networks of all conditions are equally threatened. They must unite within the one organization representing all elements, the National Association of Broadcasters, into a coordinated force. They must agree to supply the leadership, the money and the patience to fight the fairness doctrine to its finish.

Anything less than a sustained effort, conducted by the most skilled counsel obtainable, dooms broadcasting to progressive enfeeblement.

Blanket coverage

THE monumental job that broadcasting has done, and continues to do, in coverage of the crisis in the Middle East may never be fully evaluated. It represents a combination of personal and corporate commitment, courage and sacrifice seldom undertaken by any news medium.

One U.S. newsman, Ted Yates of NBC, who was an eminently good one, lost his life. Countless others risked death or injury to get the war story out. Editors, reporters, analysts and technicians put it all together superbly in both regular newscasts and specials. And management pre-empted not only whatever time was needed for the specials but also infinitely longer periods for running coverage of the United Nations Security Council debates on the issue.

It is not easy to keep an accurate count of the pre-empted hours, much less find out what the pre-emption losses will amount to. At the middle of last week the best estimates indicated that the television networks alone had pre-empted more than 130 hours of regular programing since the crisis began to heat up on May 24. Forgetting the considerable out-of-pocket costs of covering the war, the pre-emption losses will necessarily run deep into the millions of dollars, and to these must be added the stations' losses in both network compensation and spot sales.

What has all this investment bought? Most important, it unquestionably has produced a public awareness and understanding of the events and issues unsurpassed in the history of international troubles. Secondly, but not unimportantly, it has raised broadcasting's and especially television's stature, and we would like to think—but do not much expect—that those who habitually criticize TV programs will remember, for once, that it was the *Beverly Hillbillies*, the *Peyton Places* and the *Tarzans* that made it all possible.

Commercial TV's performance may also suggest some questions for the forward thinkers of noncommercial TV. It may even suggest some answers. If we read them correctly, this is the sort of coverage that leaders of the Ford Foundation-endowed Public Broadcast Laboratory would like to have PBL produce on such occasions. Surely it is clear now that noncommercial TV could not do a better job, even if it had the money. And since merely trying to duplicate the effort would be wasteful, perhaps noncommercial television should start thinking more about ways to complement and supplement commercial TV coverage, and forget trying to compete with it.

Biting the hand

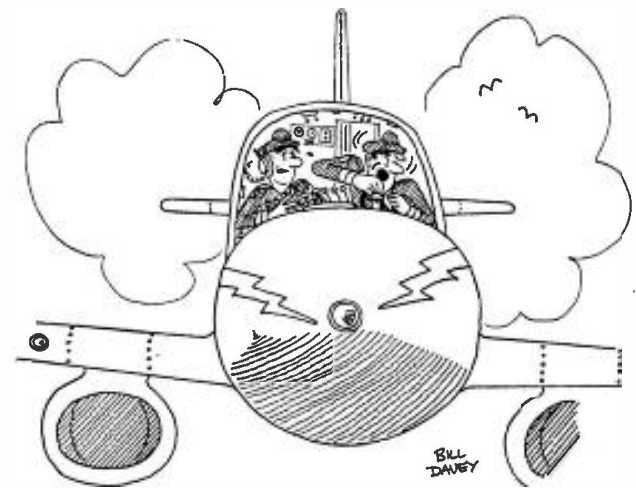
ADMIRAL, the set manufacturing concern that has had more ups and downs than most, is playing the headlines by pompously announcing that it won't use television this season because it is disappointed in programing.

We imagine networks and stations will survive. The question is whether Admiral, which almost went down the drain some years ago, can.

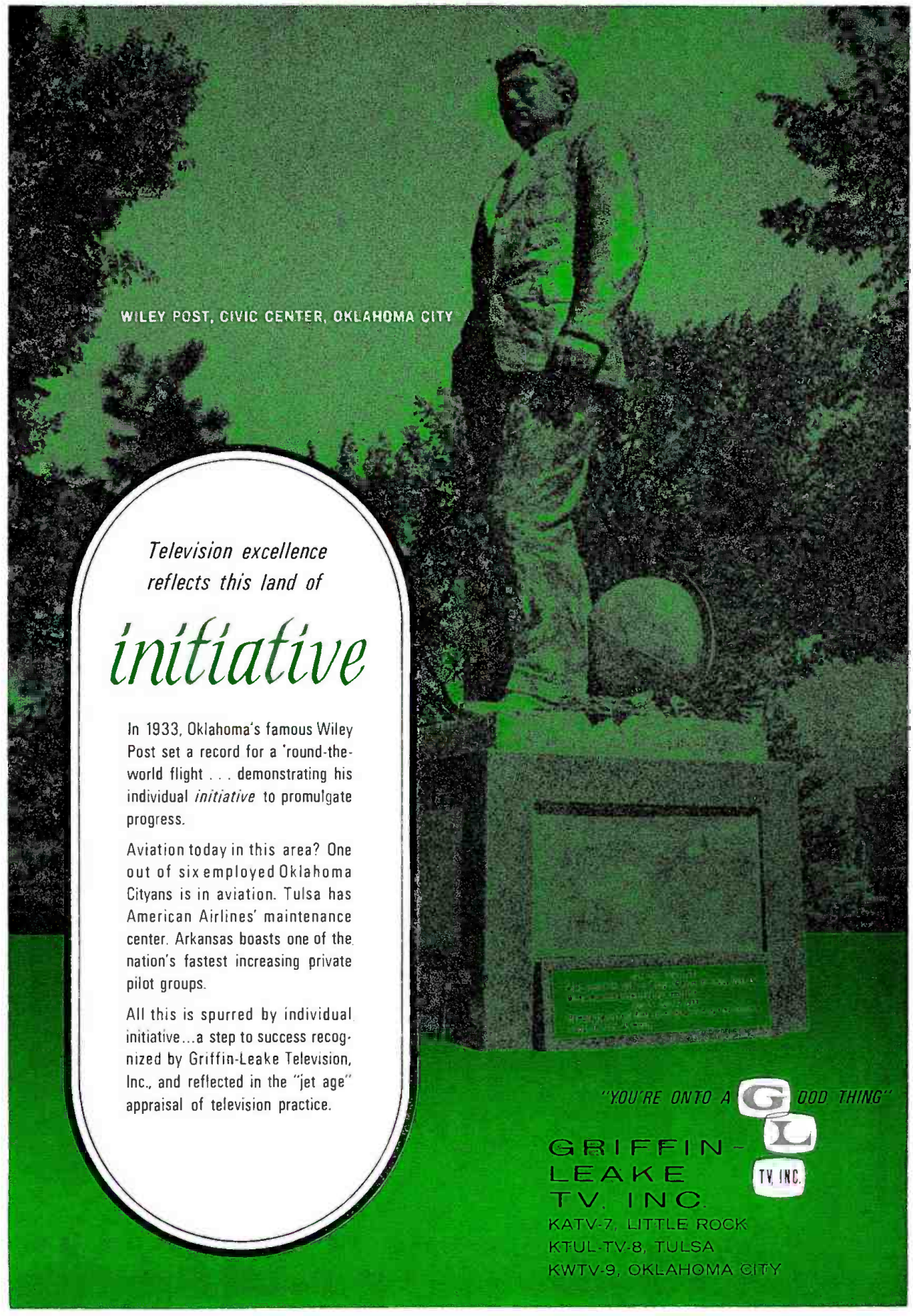
Instead of its grandiose "press" conference announcement at Las Vegas (an appropriate locale for a gamble), Admiral might have arranged to underwrite a few high-quality specials, or pick its vehicles by investing in national spot. After all, without programs, good or not so good, Admiral would be selling furniture, not sets.

Admiral's advertising people may be experts in merchandising. But station people, from page boys to presidents, are set "experts" in the eyes of the buying public. What will they say when asked: "What kind of color set should I buy?"

Admiral's 1967-68 campaign probably will be remembered in marketing history as Ross D. Siragusa's folly.



Drawn for BROADCASTING by Bill Davey
"Good Lord! It's Mary Mild!"



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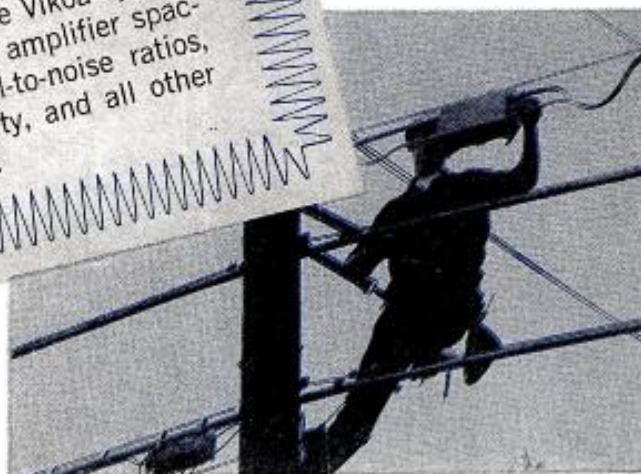
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